

What You Should Know About the BOMA 360 Performance Program® By: Heather Woods, MA, BOMA/Suburban Chicago



What is the BOMA 360 Performance Program?

In the competitive market of Commercial Real Estate, it can feel like a daunting task to keep up. One way that building owners and managers can differentiate their buildings against other properties is to earn the BOMA 360 designation. The BOMA 360 Performance Program® provides validation and industry recognition of buildings that demonstrate best practices in all major aspects of building management and operations. The program takes a holistic approach at evaluating six major areas of building operations including: Building Operations and Management, Life Safety/Security/Risk Management, Training and Education, Energy, Environmental/Sustainability, and Tenant Relations/Community Involvement.

The BOMA 360 Performance Program® sets the standard worldwide for operational best practices. When a building earns the prestigious BOMA 360 designation, it demonstrates to others that it stands out from the rest and it outperforms the competition across all areas of operation and management. Not only that, but it signifies to building owners, tenants, prospective tenants, and staff that a building with the BOMA 360 designation is managed and operated to the highest standards in the industry.

The submission process of the program allows property managers to review their current processes and procedures and determine their areas of strength, as well as areas that could benefit from improvement. The BOMA 360 program helps management teams maximize their operational performance and improve overall management quality. The entire process can also be a great learning and teambuilding experience for the whole management team. It fosters collaboration and communication between all team members throughout the submission process.

Cushman & Wakefield holds the BOMA 360 designation in high regard and encourages managers to consider applying where and when possible. I felt that the team at this property had the necessary procedures and practices in place to potentially achieve the BOMA 360 designation. The process of applying is pretty straight forward and made efficient through the online process. I enjoyed going through this process as it helped me evaluate and address areas of improvement in our management and operation of the property. It helped to educate me on historical operational issues and practices I was not previously well-versed in and it allowed the members of the team to better understand and appreciate each other's roles and commitment to the property.

- Jeffrey Wingert, Senior Property Manager, Asset Services, Cushman & Wakefield

What are the Benefits of Earning the BOMA 360 Designation?

Management teams have reported experiencing many benefits after earning their BOMA 360 designation. For starters, the designation can be a key factor in attracting and competing for tenants. A prospective tenant will see that designation and know if they move into that space, they will receive quality management. In addition, the process in earning the designation can help management teams achieve operational savings and efficiencies and establish new operation or management policies or procedures. By examining current processes, teams are able to implement savings strategies and new methods to improve the overall operations and management of the property.

Buildings that have earned the BOMA 360 designation also receive recognition from building owners, the community, and more importantly, tenants. Independent studies conducted by Kingsley Associates reports that BOMA 360 buildings earn higher scores in nearly all tenant satisfaction categories. A study conducted by CoStar reports that BOMA 360 buildings have higher tenant retention rates and command higher rental rates than similar buildings without the designation.

The ROI of the BOMA 360 Program speaks for itself. Buildings with the designation earn more per square foot in income and NOI than buildings without the BOMA 360 designation. See graph on the next page.

Applying for the BOMA 360 Designation

Only occupied commercial office buildings and industrial buildings are eligible for the BOMA 360 Performance Program designation. Commercial office includes: multi-tenant office buildings; single-tenant office buildings; corporate facilities; government buildings; medical office buildings; suburban office parks; and multi-use/mixed-use

buildings. Buildings must be at least 50 percent occupied or leased at the time of application.

For multi-use buildings (i.e. office/retail, office/residential, mixed-use, etc.), information should be reported only on the office portion of the building. If the building contains no occupied commercial office space as described above, or is a hotel, apartment/multi-family, or retail/shopping center it is not eligible for participation.

In order to apply, applicants must meet the minimum requirements:

- Standard Operating Procedures (SOP) Manual must be in place for the building/facility
- Preventative Maintenance Program must be in place for the building/facility
- The building/facility must be benchmarked through EPA's ENERGY STAR® Portfolio and data shared with BOMA International
- Participation in BOMA's Experience Exchange Report (EER®) Survey

In addition to meeting the minimum requirements, applicants are asked to provide documentation in the six categories previously mentioned. For example, in the Life Safety/Security/Risk Management category, applicants must provide documentation of items such as their Emergency and Disaster Preparedness and Recovery Plan as well as an overview of their Access Control and Surveillance Systems.

Application fees are based on square footage and range from \$900 to \$1,800 for BOMA members. Applications are submitted online through BOMA International's website at www.boma.org/360. Applications may be submitted any time throughout the year, but the designation is awarded and announced at the end of each quarter. Visit their website for detailed instructions to complete the application and for complete requirements, fees, FAQ's, and much more information about the program.

How Does BOMA 360 Compare with the TOBY Awards Program?

The criterion for the BOMA 360 Performance Program® and the TOBY Awards Program are very similar. In fact, the categories nearly parallel one another. If you participate in one program, you can easily incorporate your information into the other program. The biggest difference between the two programs is that BOMA 360 is not a competition. Every BOMA 360 applicant is eligible for recognition if they meet the requirements, whereas TOBY applicants compete with other buildings in the same category to be named the only TOBY Award winner on a local, regional, and International level each year.

If you have not participated in either the BOMA 360 or TOBY Award programs, perhaps you're not sure where to begin. BOMA 360 is a great starting point because it allows you the opportunity to assess your building and your management procedures before competing in the TOBY Award competition. Once you have gone through the application process and obtained your BOMA 360 designation, you can really fine-tune your TOBY Submission. Completing BOMA 360 helps put TOBY entrants in a much stronger position for the competition. In fact, the majority of International TOBY winners are BOMA 360 buildings.

Already a Local or Regional TOBY Award Winner?

Participants in the TOBY Awards Program who have moved on to the Regional level of competition automatically qualify for the BOMA 360 Program and receive points on the application. In fact, Local and Regional TOBY winners will be recognized as having achieved the minimum points required in the six sections of the BOMA 360 application (excluding Earth category). In addition, Regional TOBY winners will receive a \$300 discount on the BOMA 360 application fees. This waiver and discount are valid up to one year after the TOBY Award is earned. While Local and Regional TOBY winners do not have to complete sections 1 through 6, they are still required to demonstrate fulfillment of the BOMA 360 prerequisites and pay the associated application submission fees.

Get Started Today

It may take a few days or weeks to gather all of the required documentation needed to start the process, but once you have it all in place, it may only take you a few hours or days to complete your application. That amount of time is insignificant compared to the benefits you'll receive once you've earned your designation.

Visit www.boma.org/360 to start your BOMA 360 Performance Program application today.

