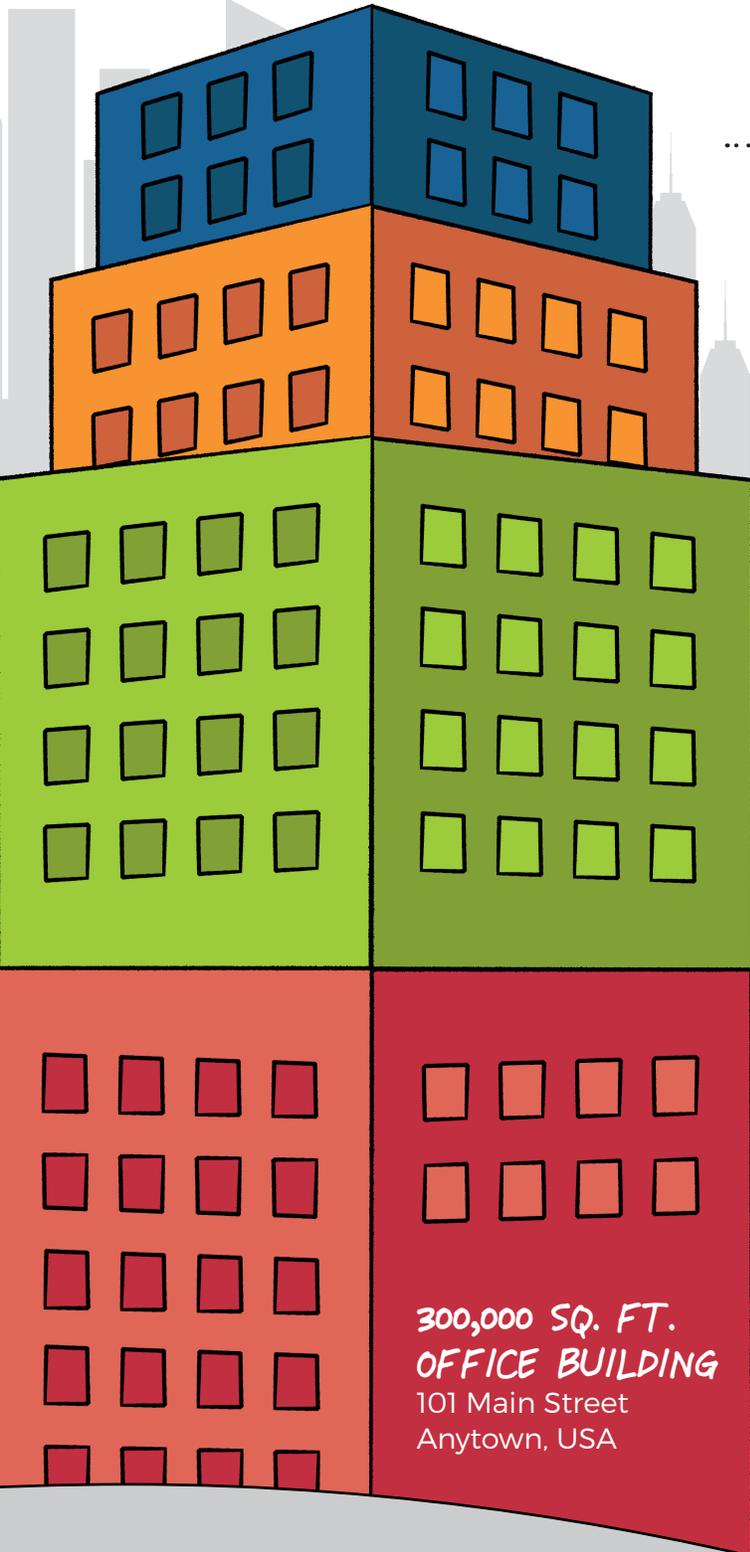


BOMA INCREASES MY ROI:



300,000 SQ. FT.
OFFICE BUILDING
101 Main Street
Anytown, USA

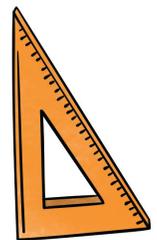
.....
\$67,500

in savings found by using
BOMA's benchmarking
resources



.....
\$152,550

gained using BOMA's floor
measurement standards to
properly measure space



.....
\$180,000

in savings from building
code victories



.....
\$300,000

gained from implementing
best practices from BOMA 360



.....
A POTENTIAL PROPERTY
VALUE INCREASE OF

\$10 MILLION



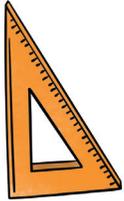
boma.org

HOW DOES BOMA INCREASE YOUR ROI?



Vital Industry Intelligence Increases Asset Performance *Operating cost efficiencies of 3%*

BOMA's Office Experience Exchange Report has more usable data than any other comparable source, providing benchmarking data on operating expenses, taxes and more. Property professionals have experienced up to a 3% savings in operating costs by benchmarking through the Office EER.



BOMA Sets the Standard for Property Measurement *Rentable square footage increases 2-3%*

For more than 100 years, BOMA has set the standard for measuring commercial buildings. In 1915, it published its first ANSI-certified standard for measuring office buildings. Today, the standards have evolved to include Industrial, Multi-Unit Residential, Retail and Mixed-Use, as well as Gross Areas. By measuring a property to the BOMA standard, rentable square footage typically increases by 3%.



BOMA Fights Against Costly Code Changes *Saving the industry more than \$6 per square foot*

BOMA International is the only CRE association with a voting seat at ASHRAE and ICC. BOMA works tirelessly to promote and enforce effective building codes. Throughout the three-year development cycle of the 2015 I-Codes, BOMA's representation was instrumental in saving the industry more than \$6.00 per sq. ft. for existing building, mostly in avoided costs.



Industry Best Practices Net Higher Revenue *At least \$1 per square foot*

BOMA 360-designated buildings outperform buildings without the designation in attracting and retaining tenants and generates higher net operating income. The numbers speak volumes:

- **BOMA 360 buildings achieve \$7.51 more per sq. ft. in total rental income** and \$6.25 more per sq. ft. in net operating income according to the BOMA Office EER than non-designated buildings.
- **LEED-certified buildings with the BOMA 360 designation achieve \$3.85 more per sq. ft. in total rental income** and \$3.00 more per sq. ft. in net operating income than the average LEED-certified building without the designation.
- **BOMA 360 buildings statistically outperform the Kingsley Tenant Satisfaction Index in all 55 rating areas**, including value for amount paid and likelihood of renewal.
- **CoStar analysis shows that 360 buildings command higher rental rates** and have lower vacancy rates than non-designated buildings, including LEED-certified buildings.

BOMA INVOLVEMENT INCREASES YOUR ROI

The Numbers Tell the Story

Consider the impact BOMA involvement makes on a typical 300,000 sq. ft. office building charging \$20/rentable sq. ft. with \$7.50/sq. ft. in operating expenses and a cap rate of 7:

- 3% efficiency in operating costs through EER benchmarking = **\$67,500**
- 10% of total captured savings of \$6/sq. ft. through last building code cycle = **\$180,000**
- 2-3% gain in rentable square footage by correctly measuring to the BOMA standard = **\$152,550**
- \$1/sq. ft. in revenue gained from implementing best practices from BOMA 360 = **\$300,000**

TOTAL POTENTIAL PROPERTY VALUE INCREASE OF **\$10 MILLION**