

2013

STAR CONFERENCE

STRATEGIC • TEAMWORK • ASSURES • RESULTS

- 1) Capitalizing on Tenant Demand Trends** – Think about your main takeaways from Georgia Collins’ and Lew Horne’s presentations. What changes can you make to position your property as a leader in new workplace strategies?
- 2) Tour Presentation** – Think about the amazing presentations that we saw. I remember the following:
 - a. Great building taglines (Foothill Plaza – right where you want to be...followed by “our goal is that you will decide that our building is where you want to be”, Atlantic Plaza – Expect More)
 - b. Emotional connections (it’s not about space...)
 - c. Anecdotes (we planned the executive’s wife’s day and everyone’s favorite – the dog!)
 - d. Clear value propositions (3 high impact items to take away from the tour)
 - e. Bridging features to benefits (our commitment to LEED translates to lower energy costs for you)
 - f. Tour giveaways (Minneapolis – the chocolate chip cookies are amazing)
 - g. Tenant connections and fun (Signature Exchange – Dressed in Dallas Cowboys jerseys)
 - h. The way different groups really humanized and built up their team members (Wilshire: best GM west of the Mississippi, Premiere Place: best GM you will ever work with).
- 3) What changes will you make you your team’s presentations?**
- 4) Demystifying the Tenant Rep Experience** (Whitley Collins) – What were your takeaways and what can you do differently?
- 5) Leasing Breakout Session** – What can your team do to overcome impediments to completing deals: Selling 5 Star before it is built out, Building impediments, Tenant Rep community, Competitive set/wrong product in submarket
- 6) Property Management and 5-Star Managers Breakout Session** – What can you implement from the breakout sessions
 - a. Sell a Tenant Experience, not Commodity Space
 - b. Get your entire team to “live” the 5-Star culture through leadership, daily roundup’s and empowering your team.
 - c. Working on a renewal starts the first day a tenant is in your building.
 - d. Streamline processes wherever possible so that your team has the time to focus on creating and enhancing tenant relationships.
- 7) Tell us an idea that you would like us to focus on next** – it can be anything that you think will help us attract and retain more tenants