Five Star Action Plan

Pacific Plaza

1340 Treat Blvd., Walnut Creek, CA

1) **Capitalizing on Tenant Demand Trends**
   - TT doesn't want to pay for unused space – focus on use of the conference center.
   - Help TT's to help their employees
   - Find ways to increase social interaction, i.e., hold a business forum for TT's to advertize their services to other building occupants.
   - Discover where the TT feels pain, and find a solution.

2) **Tour Presentation**
   - Promote Five Star as it creates greater TT satisfaction which equals higher potential to renew
   - Do comparison of Five Star costs vs. renting conference room at hotel or other facility. Five Star is less costly and more convenient.
   - Sell and deliver a Five Star experience, not commodity space.
   - Always include the 3 value propositions – high impact items to take away from the tour
   - Give-aways

3) **Demystifying the Tenant Rep Experience**
   - Before a TT moves in, offer coupons for amenities to try our services.
   - Increasing densities will create a challenge for use and building infrastructure. Identify them and find solutions early.

4) **Leasing Breakout Session**
   - Improve lobby and common areas, including adding seating outside and inside.
   - Sell efficiency of floors
   - Add new AV conferencing capabilities
   - Add smart board
   - Add GOOD coffee
   - Extend WiFI to include whole building
   - Move management office
   - Engage acoustical engineer to review sound dampening in lobby

5) **PM and Five Star Managers Session**
   - Deliver CBRE candy dishes with attached note saying "Five Star WW service is coming" to promote interest.
   - PM positioned near the security console in the morning to greet TT's
   - Be consistent and creative
   - Send out "year in review" and "What's planned for 2014" news letter
   - Start a newsletter
   - Listen and respond to TT's wants and needs is key to Five Star success

6) **What to focus on next**
   - As the Pacific Plaza team is new to Five Star, we will be implementing the above action plans and do not currently have any recommendations for the next items to focus upon.