

Letter to Brokers

[INSERT DATE]

[INSERT CONTACT FIRST NAME AND LAST NAME
TITLE
COMPANY NAME
ADDRESS
CITY/STATE/ZIP]

Dear [INSERT MR/MS LAST NAME],

We have great news! [INSERT BUILDING NAME OR ADDRESS] has been designated as a BOMA 360 Performance Building by the Building Owners and Managers Association (BOMA) International. The prestigious BOMA 360 Performance Program® validates and recognizes commercial properties that demonstrate best practices in building operations and management.

Unlike other building certifications that measure only a building's energy and sustainability performance, BOMA 360 is that and much more! Our building has been measured against current industry best practices and achieved third-party verification of excellence in...

- Building operations and management
- Life safety, security and risk management
- Training and education for building personnel
- Energy management
- Environmental/sustainability performance
- Tenant relations and community involvement

Why is this important to you? In the current leasing environment, the BOMA 360 designation offers a meaningful way for you to sell the all-important value-add. Our building has third-party verification of all-around excellence in building management and operations. In a nutshell, it means that our tenants will have a level of comfort that we, their landlords, will service them well, are good operators and keep their costs down.

An independent study by Kingsley Associates revealed that BOMA 360 designated buildings rank higher in tenant satisfaction scores in all 54 quantitative rating areas tracked in the Kingsley Index compared to commercial office buildings without the BOMA 360 designation. The study also found that 95% of tenants in BOMA 360 buildings expressed high overall satisfaction with property management. Furthermore, a recent CoStar analysis of BOMA 360 buildings found that BOMA 360 buildings rank higher in tenant retention and command higher rental rates as compared to other Class A properties. The bottom line: to get high-quality tenants to lease space, they need to be confident that they will get the superior service they need and their costs will be controlled.

Our building operations have been measured against current industry best practices. The BOMA 360 designation clearly demonstrates that we meet or exceed the highest standards and your clients can rely on our superior building management to keep operating expenses down and ensure best-in-class service. Well-managed buildings add tremendous value to tenants.

This recognition program makes it much easier for you to identify buildings that are managed efficiently and cost-effectively. By matching tenants with properties that offer the world-class value and service they need, you enhance your professional reputation and attract more clients.

Additional information about the BOMA 360 Performance Program is available at www.boma.org/360, or feel free to contact me at [INSERT EMAIL AND/OR PHONE].

Kind regards,
(name)
(title)
(building or company name)