

strategic initiatives

Green Building: C&W launches significant green initiatives at 525 Market Street in San Francisco

On April 22, 2009, the C&W team at 525 Market Street hosted the property's first annual Earth Day Green Fair. Local representatives from San Francisco Department of the Environment, Golden Gate Disposal & Recycling, ABLE Building Maintenance, Kelly Moore Paint Company, AAA Business Supplies, Neetos Café, Waxie Sanitary Supply and several other companies were on hand in the lobby of the 1,161,736 square foot, Class A office high rise to share information. The inaugural event was designed to raise awareness among 525 Market Street's over 3,200 occupants as well as the community about ownership management's commitment to environmentally sustainable business practices.

"We are very excited to be hosting our first green event," remarked Tenant Services Coordinator Candy Chu. "This has also been a great opportunity to highlight our restructured recycling program as well."



PHOTO 1: C&W Property Management Team at 525 Market Street. PHOTO 2: Recycling receptacles in action. PHOTO 3: Answering questions on LEED certification standards. PHOTO 4: Presenter talks about recycling program with tenants.

Earlier in April, the C&W team launched a restructured recycling program in conjunction with San Francisco waste management company Golden Gate Disposal & Recycling and janitorial services provider ABLE Building Maintenance. The revamped program is guided by an overall goal of bringing 525 Market Street's waste diversion rate to above 75%. Practices include limiting desk-side wastebaskets to recyclables only, centralized receptacles for waste and recyclables, as well as paper towels and waste items separation in restrooms. Volunteer Tenant Green Monitors are involved in each suite to ensure program guidelines are being followed.

Tenant Green Monitors are also key points of contact for the C&W team as they seek to coordinate and monitor green practices as part of the process of becoming Leadership in Energy and Environmental Design Existing Buildings (LEED-EB) certified by the United States Green Building Council. The approximately one year LEED-EB certification process was initiated by the C&W team at 525 Market Street at the start of 2009 with the assistance of a third party environmental consultant BuildingWise.

"Successfully implementing all our green initiatives at the building really depends on the partnership between owners, management, tenants, engineers and service providers," says Aline Singman, who leads the C&W 525 Market Street team as General Manager.

525 Market Street has long been a leader among major high rises in San Francisco's Financial District on implementing sustainable practices. The owners and management team have invested significantly in upgrading operating equipment such as chillers, boilers and water heaters with state of the art, energy efficient replacements. Major retrofits of lamps and ballasts in tenant spaces, common areas, parking garage and mechanical areas have greatly reduced overall energy consumption and costs. Since year 2000, 525 Market Street has been consistently awarded the prestigious Energy Star by the Environmental Protection Agency.

Aline Singman notes, "We have experienced some great successes as we implement greener strategies at 525 Market Street, and we value as a result both the quantifiable and more intangible benefits. Reducing costs, increasing efficiencies, reinforcing tenant retention and adding more selling points to leasing spaces are all part of what makes this a really positive story for us."

featuredpeople



Cybele Thompson
Director, Client Solutions

In both property management and police volunteer work, Cybele Thompson knows crisis management

As a Client Solutions Director, Cybele Thompson oversees C&W's Property Management portfolio in Los Angeles. Outside of managing local client relations and portfolio operations for C&W, Cybele has been volunteering her time with the Los Angeles Police Department's Crisis Response Team and San Diego Police Department's Crisis Intervention units. Since 2003, she has been going along on police calls that involve deaths, SWAT operations and responses to catastrophic events. Her role is to provide emotional and logistical support for the victims, their family and friends while the police team focuses on investigation activities.

"There are actually a lot of similarities between my volunteer work and what we do in property management because both involve crisis management," she points out. "The relationships I have gained with the police departments and city offices because of my volunteer work are also something that can be useful in the day to day operations and crises that come up managing commercial real estate for our clients."

To become certified, Cybele had to pass background checks and undergo a three month police department training program in both Los Angeles and San Diego. She was involved in the evacuation of people during the major fires in San Diego in 2003 and 2007.

Cybele joined the C&W team in 2007, and she previously managed real estate for CarrAmerica, Trizec Properties, PM Realty Group and Mitsui Kensetsu Development. She is also active in numerous industry and community organizations, including the Building Owners & Managers Association (BOMA), where she is a past president for BOMA California and BOMA San Diego, as well as Commercial Real Estate Women (CREW) where she is a past president for CREW San Diego.

New Business Awarded to C&W Investor Services

San Francisco, CA – **KAP Kearny Property Holdings, LLC**, 153 Kearny Street, 54,820 sf, Property Management
 San Francisco, CA - **W2005/ Lincoln 250 Montgomery LP**, 250 Montgomery Street, 116,078 sf, Property Management
 San Rafael, CA - **Corac, LLC**, Marin Commons, 467,411 sf, Property Management
 Elk Grove, CA – **Chrysler Financial Services Americas LLC**, 9645 Auto Center Drive, 56,995 sf, Property Management
 Sunnyvale, CA - **Chrysler Financial Services Americas LLC**, 1095 West El Camino Real, 25,059 sf, Property Management
 Sacramento, CA - **Chrysler Financial Services Americas LLC**, 2241/2305/2329 Fulton Avenue, 30,545 sf, Property Management
 Newport Beach, CA - **Prescient, Inc.**, 3501 Jamboree Road, 335,000 sf, Property Management
 Fontana, CA - **KTR Management Services LP**, 13003-13169 Slover Avenue, 651,235 sf, Property Management
 Glendora, CA - **Equity Ag Financial, Inc.**, 220-2220 Route 66, 60,295 sf, Property Management
 Granada Hills, CA - **Nationwide Properties**, 10605 Balboa Boulevard, 66,087 sf, Property Management
 Beverly Hills, CA - **Big Rock Partners**, 315 South Beverly Drive, 66,023 sf, Property Management
 Beverly Hills, CA - **Big Rock Partners**, 400 South Beverly Drive, 41,450 sf, Property Management
 New York, NY - **Steinway Musical Instruments**, 111 West 57th Street, 210,000 sf, Agency Leasing/Property Management
 New York, NY - **Hakiman Group**, 467 Eleventh Avenue, 600,000 sf, Commissioning/Consulting
 Boston, MA – **Mariner**, Mariner Portfolio, 1,412,291 sf, Asset Management/Property Management
 Woburn, MA - **JP Morgan**, 100 - 600 Unicorn Park Drive, 601,164 sf, Property Management/Project Management
 Nashua, NH – **Greenfield Partners**, 1617 Southfield, 48,400 sf, Property Management/Project Management

C&W delivers results for Zell Holdings portfolio in the United States

Challenge

Zell Holdings is a commercial real estate investment holding company with nearly two million square feet of property valued at over \$200 million total. Their current portfolio includes a mix of office and retail assets located in Denver, Phoenix, Tempe, Pittsburgh, Tampa, Fort Lauderdale and Boca Raton. In 2000, Zell Holdings made a switch from its previous asset manager to Cushman & Wakefield based on C&W's unique capabilities and synergies to deliver integrated asset management, property management, project management and leasing services.



Approach

The C&W team's approach for the portfolio leveraged a high level of complimentary expertise in transactions, operations and financial analysis. C&W brought over six property managers and engineering staff, adding new talent as needed to help aggressively pursue strategic goals and manage capital improvements. Using their financial management technology platform, YARDI, C&W performs complete final accounting for Zell Holding's portfolio. Reports on cash flow analysis, investment returns and internal rates of return are prepared by C&W, in addition to handling property tax appeals, insurance placement and coordinating with third-party auditors.

The C&W team monitors regional market conditions and makes recommendations for disposition, acquisitions and marketing strategy. C&W reviews economic credit worthiness of tenants, negotiates lease deal terms, coordinates with legal counsel on drafting of all lease documents and handles all inquires with respect to acquisitions and sales.

Results

From 2000 to 2008, C&W was able to increase the average occupancy rate portfolio-wide from the low 70%'s up to 92%. C&W's leasing team negotiated over 700,000 square feet in new leases, increasing new deals portfolio-wide by 30%. When the major tenant who occupied 50% of the 100,000 square foot Fort Lauderdale, Florida building moved out, C&W was able to backfill vacant space to 96% occupancy within 18 months with tenants at higher rental rates. This resulted in increasing property values and spreading out future leasing risks.

As real estate advisor to Zell Holdings, C&W recommended the sale of a 100,000 square foot office building in Coral Gables, Florida, which sold for over \$25 million and brought Zell Holdings in excess of a 200% return on initial investment. In Tempe, Arizona, C&W identified an opportunity to significantly increase return for Zell Holdings by redeveloping a 26 acre retail strip center to a higher and better use as a mixed office, retail and residential complex.

Another successful recommendation was the redevelopment of a 100,000 square foot office property in suburban Pittsburgh, including enhancement to appearance and operations to achieve higher rental rates. Once dated energy management and building operations systems were replaced, which resulted in overall sustainability upgrade by implementing systems that comply with LEED Silver standards.

About Investor Services

Client Solutions, Cushman & Wakefield's global services organization, provides strategic real estate solutions that fully support both our investor and corporate occupier clients. The Investor Services group focuses on providing Strategic Account Management, Property Management and Agency Leasing services to real estate investors. ***For further information, please contact Jim Arce, Senior Managing Director, at 415-773-3503 or via email at jim.arce@cushwake.com.***

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Investor Services News is newsletter that is intended to provide C&W employees with news and information about the Global Client Solutions Group focused on delivering our services to real estate investment clients. We would like to deliver useful information in an accessible format, so if you have any comments on content or format, please do not hesitate to [let us know via email](#).

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