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BOMA 360 Buildings Surpass Competition for Tenant Satisfaction

As we mentioned in the last issue of BOMA Briefs, [new analysis by Kingsley Associates](#) shows buildings that have earned the BOMA 360 designation have higher tenant satisfaction scores in all 54 quantitative rating areas as compared to commercial office buildings without the BOMA 360 designation. Most notably, 94 percent of tenants in BOMA 360 buildings report high overall satisfaction. Other key highlights from the analysis include:

- 95 percent of tenants in BOMA 360 buildings expressed high overall satisfaction with property management, and well over 90 percent of BOMA 360 tenants gave the highest marks to property management teams for accessibility, accommodation of special requests, communication, problem resolution, professionalism and responsiveness.
- 91 percent of BOMA 360 tenants would recommend their office building to others, while only 87 percent of tenants in other buildings would do so.
- 90 percent of BOMA 360 tenants expressed a high overall sense of security in their buildings, and 91 percent of BOMA 360 tenants gave building security policies and procedures top marks. 83 percent of tenants in BOMA 360 buildings also felt secure in building parking facilities, while only 78 percent of tenants in other buildings felt the same.

These results are just one more reason why your members can benefit from the BOMA 360 program. For more marketing materials, check out the [BOMA Local Association Marketing Toolkit](#) team site under myBOMA.

BOMA Scores Big Wins at ICC Hearings

BOMA International's codes team successfully represented the interests of BOMA members during the International Code Council (ICC) final action hearings to determine the content of the 2015 editions of eight of ICC's sixteen codes. The hearings, held last month, saw more than 800 code change proposals debated and balloted by ICC voting members. BOMA once again preserved safe, achievable and cost-effective codes against the growing influence of powerful product manufacturers and special interest industry groups. A complete list of victories can be found on the Industry Issues page of www.boma.org and in the next issue of *BOMA Magazine*.

ICC will be moving to remote, online voting for final actions starting in 2014. To continue BOMA's successes in the codes arena, local associations will need to become more involved with building code efforts. To that end, BOMA's codes team is developing materials to assist BOMA local associations and state coalitions in creating the most effective advocacy efforts to influence their code officials. Look for a codes advocacy toolkit to be available early next year. For more information, contact BOMA's Director of Codes & Standards, Michael Erbesfeld, at merbesfeld@boma.org.

CRE Leaders Convene to Discuss Emerging Industry Trends

Members of BOMA International's National Advisory Council (NAC), which is comprised of senior executives of the nation's top commercial real estate firms, met in October to explore the future of the office, as companies focus more on accommodating mobility, collaboration, openness and wellness. Other topics discussed included the changing world of sustainability certifications, active shooter scenarios and prevention strategies, corporate space use and technology. BOMA International President Henry Chamberlain recently sat down for the inaugural installment of BOMA's new vlog to discuss insights from the NAC meeting. Watch his video on the newly launched BOMA TV channel at videos.boma.org.

Coming Up and Keep in Mind...

- The BOMA International Executive Committee is finalizing the new Strategic Long Range Plan. Watch your e-mail inbox for a copy of the draft in the coming weeks and add the Strategic Plan to your next board meeting agenda.
- Competition for member time and investment in CRE associations is heating up. We need to constantly reinforce BOMA's leadership position in the marketplace and differentiate ourselves from the competition.