



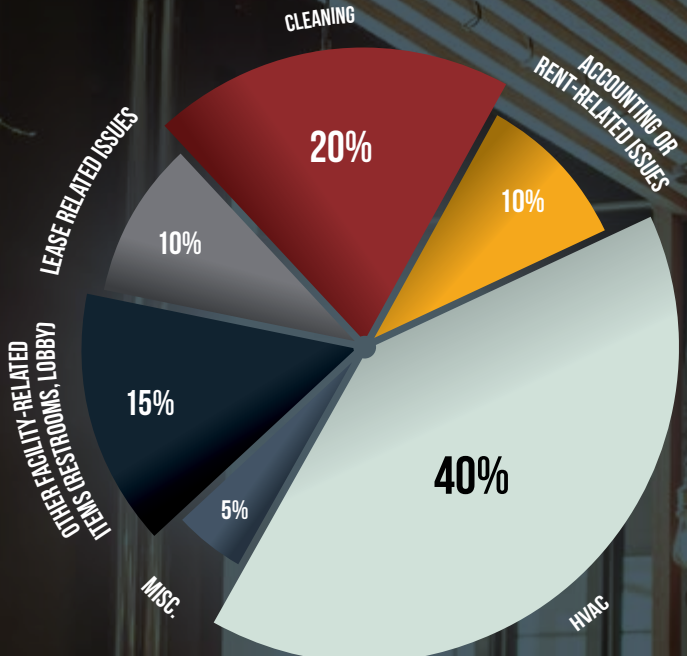
**AN OWNER'S GUIDE TO  
COMMERCIAL PROPERTY MANAGEMENT:**  
7 STRATEGIES TO INCREASE PROFITABILITY & EFFICIENCY

# AN OWNER'S GUIDE TO COMMERCIAL PROPERTY MANAGEMENT:

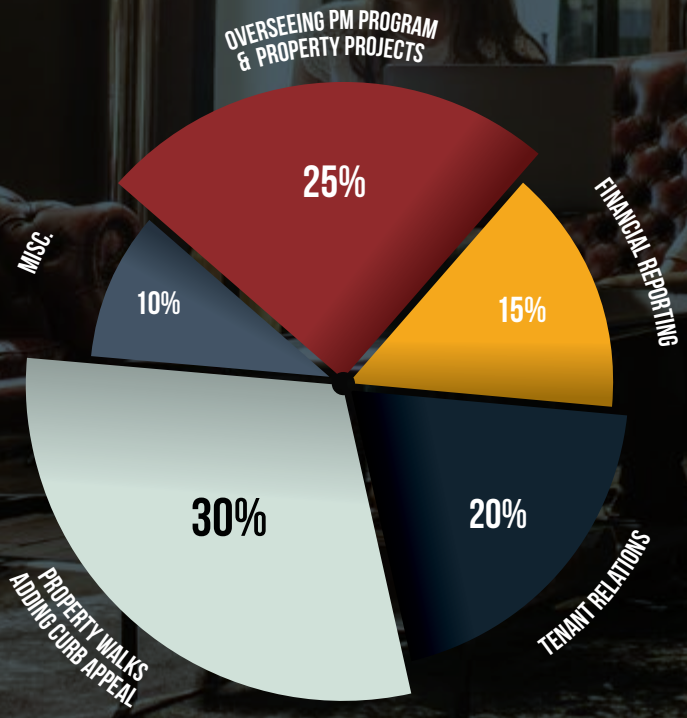
When it comes to real estate ownership, it's imperative to have a credible and reputable property management team with your best interest in mind to minimize risk, maximize profit, and protect your investment in an ever-changing market.

*In this property management eBook, we've highlighted seven Commercial Property Management ("CPM") strategies that can be utilized to safeguard your asset and improve its bottom line.*

### WHAT ARE THE MAIN COMPLAINTS PROPERTY MANAGERS RECEIVE?



### WHAT DO PROPERTY MANAGERS DO?





# 7 CPM STRATEGIES TO INCREASE PROFITABILITY & EFFICIENCY

## 01 INTEGRATED PROPERTY & ASSET MANAGEMENT

Property managers and asset managers typically hold vastly different roles. A property manager oversees the physical operation and day-to-day management of the property, as well as tenant relations, rent collections, and vendor management. The asset manager focuses on maximizing the value of the property by developing and executing long-term strategies for the property owner. They typically review and approve budgets and capital improvement plans set forth by the Property Manager, coordinate financing, and work with ownership to ensure that the property is meeting its desired objectives. Today more than ever, CPMs and Asset Managers must work together in concert with a high degree of integration and transparency.

*Successful outcomes require continuous, real-time information sharing between Property Management and Asset Management without delay. For example, if a Property Manager learns that a tenant is planning to vacate, this information needs to be communicated to the Asset Manager immediately since this loss of rental income affects capital planning, budget forecasting, financing, and more. Too often, this communication happens during monthly property update meetings or calls, creating a lag that can impact strategic planning.*

Today's property owners should carefully consider how their Property Management and Asset Management functions communicate. Modern collaboration technology tools ensure that all parties have up-to-the-minute information about property operations, so that decision making happens in real-time.

# 02

## VENDOR MANAGEMENT

All properties require the use of 3rd party vendors for maintenance and repairs. Often the selection and management of these vendors are based merely on the lowest bidder. Professional Commercial Property Managers help to protect a property owner with stringent guidelines and processes for hiring qualified vendors, ultimately reducing risk for the owner.

*Professional CPMs will require that 3rd party vendors use the CPMs standard form of vendor contract with built-in protections for the property owner, ensuring that all vendors are properly screened and verified. Vendors must also meet the CPM/Owner's specific insurance requirements. All vendor contracts must contain termination language favorable to the CPM/property owner.*

In addition to standard contracts, professional CPMs:

- Obtain preferred vendor pricing due to long-standing relationships as well as economies of scale using some vendors across a more substantial property portfolio
- Achieve turnaround time by calling on a list of pre-screened and approved vendors known for the best price and quality service
- Receive faster emergency response time from known vendors



FRIEDMAN'S FACILITIES  
MAINTENANCE EXPERTISE  
HAS RESULTED IN A

98%

BUILDING MAINTENANCE  
TENANT SATISFACTION RATING.

## 03 PROACTIVE PHYSICAL MAINTENANCE

Maintaining the integrity of your property is a crucial responsibility for your CPM team and should begin before the initial purchase. If possible, involve your experienced Property Management team in the due diligence process to gain a thorough understanding of the property.

*The CPM can help you identify deferred maintenance and assist with planning and estimating potential short- and long-term capital improvements needs.*

After the purchase, the primary goal shifts to guaranteeing your property is kept to the highest standards. Routine preventative maintenance checks should take place to maintain the building equipment on a schedule in a proactive manner to reduce costs, avoiding costly emergency repairs. Maximizing the useful life of your equipment and preventing downtime, preventative maintenance allows building owners to better forecast when significant capital improvements will need to happen, maximizing tenant comfort and satisfaction, while reducing costs.

# 04 TENANT RELATIONS

A CPM needs to be attuned to the needs of your tenants while monitoring industry trends. Today's tenants are competing to attract the best employees, and the environment in which they work is critically important.

*The best property managers go above and beyond meeting basic tenant needs. They engage with tenants for events such as summer BBQs and holiday luncheons. They connect through email, online newsletters, and through social media. They host tenant networking events to promote connectivity.*

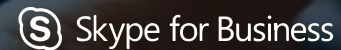
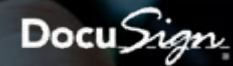
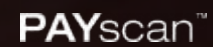
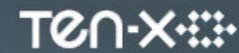
Tenant satisfaction is paramount to retention, which ultimately reduces ownership's costs to re-tenant vacancies (e.g., tenant improvement dollars, brokerage commissions, and downtime). Ensure that your CPM has a wealth of experience handling tenant relations.



FRIEDMAN'S MANAGED  
PORTFOLIO MAINTAINS A  
**92%** RETENTION  
RATE



CLIENT TESTIMONIAL: DATANET



# 05 LEVERAGE TECHNOLOGY

Commercial real estate technology is advancing rapidly, and your CPM team must be well versed in the latest tools.

New technologies allow information to flow to decision-makers in real-time. Workflow-based tools allow once manual processes to occur in the background, creating efficiency. And web-connected devices enable CPMs to monitor your assets from anywhere. Examples include:

- State of the art building automation systems leveraging Internet of Things (“IoT”) devices and smart building sensors - used for energy management, tenant comfort/satisfaction, and as an early-stage alert system for critical system failures
- Automated work order tracking with 24/7 monitoring - real-time feedback from tenants and automatic dispatch for preventative maintenance
- Automated accounting - streamlining budgeting to provide actual financials and forecasts in real-time as well as up to date rent rolls allowing owners and asset managers to make the most informed decisions
- Property inspections - using mobile devices to conduct regular on-site property inspections, including photos and notes, centrally synced to the cloud for transparency amongst owners, asset managers, and CPMs
- Cloud-enabled high-definition cameras deployed inside and outside properties to allow for remote monitoring and inspection

*Innovative tools and technologies relating to Commercial Real Estate and Property Management will continue to emerge. Be sure that your CPM is leveraging the right tools to your benefit.*

## 06 AMENITY-RICH BUILDINGS

Amenities continue to be a top buzzword in today's market. To remain relevant and to compete to attract and retain tenants, landlords need to evaluate their offerings continually. Tenants are choosing properties that offer an environment that is attractive to today's employees. Depending on the type of property, tenants expect amenities such as dry cleaning, fitness centers, shared conference rooms, cafes & food trucks, package delivery lockers, indoor and outdoor collaboration spaces, and more.

*They expect modern energy management systems, updated security and access control systems, and real-time communication from ownership and management. Commercial Property Managers must deliver the right mix of amenities for a given asset.*

## 07 SEEK A UNIFIED SERVICE PLATFORM

Managing complex real estate projects is challenging, requiring expertise across several disciplines. The best CPMs bring all services under one roof with a single point of contact for ownership, and this includes CPM, Asset Management, Leasing & Marketing, Design & Construction, Accounting & Finance, and I.T. services.

*Having a single point of contact, accountability, and control throughout the commercial real estate lifecycle provides cost-effectiveness, better lease and renewal management, and faster, more seamless service for tenants.*



# FRIEDMAN COMMERCIAL PROPERTY MANAGEMENT **AT A GLANCE**

**16 MILLION SF**  
UNDER MANAGEMENT

**150 PROPERTIES**  
UNDER MANAGEMENT

**STATE-OF-THE-ART**  
TECHNOLOGY PLATFORM

**92% TENANT**  
RETENTION RATE

**24/7**  
HELP HUB

**98% BUILDING MAINTENANCE**  
TENANT SATISFACTION RATING

## LET'S GET STARTED

### [CONNECT WITH AN EXPERT](#)

Friedman's best-in-class property managers are known for their proactive approach and their ability to find value in every corner of a property.

Connect with a Friedman Commercial Property Manager today to discuss your specific requirements.

## MEET FRIEDMAN

As one of the largest privately-held full-service commercial real estate organizations in the nation, Friedman Real Estate provides clients with a single point of contact for the full range of Advisory, Commercial and Multi-Family Property Management, Brokerage, Financing, and Construction services that it offers.

As owners and managers of commercial property for over 30 years, Friedman understands what it takes to achieve results that maximize our clients' objectives

### [EXPLORE ADDITIONAL INSIGHTS](#)

### [CREATING VALUE BEYOND REAL ESTATE](#)