

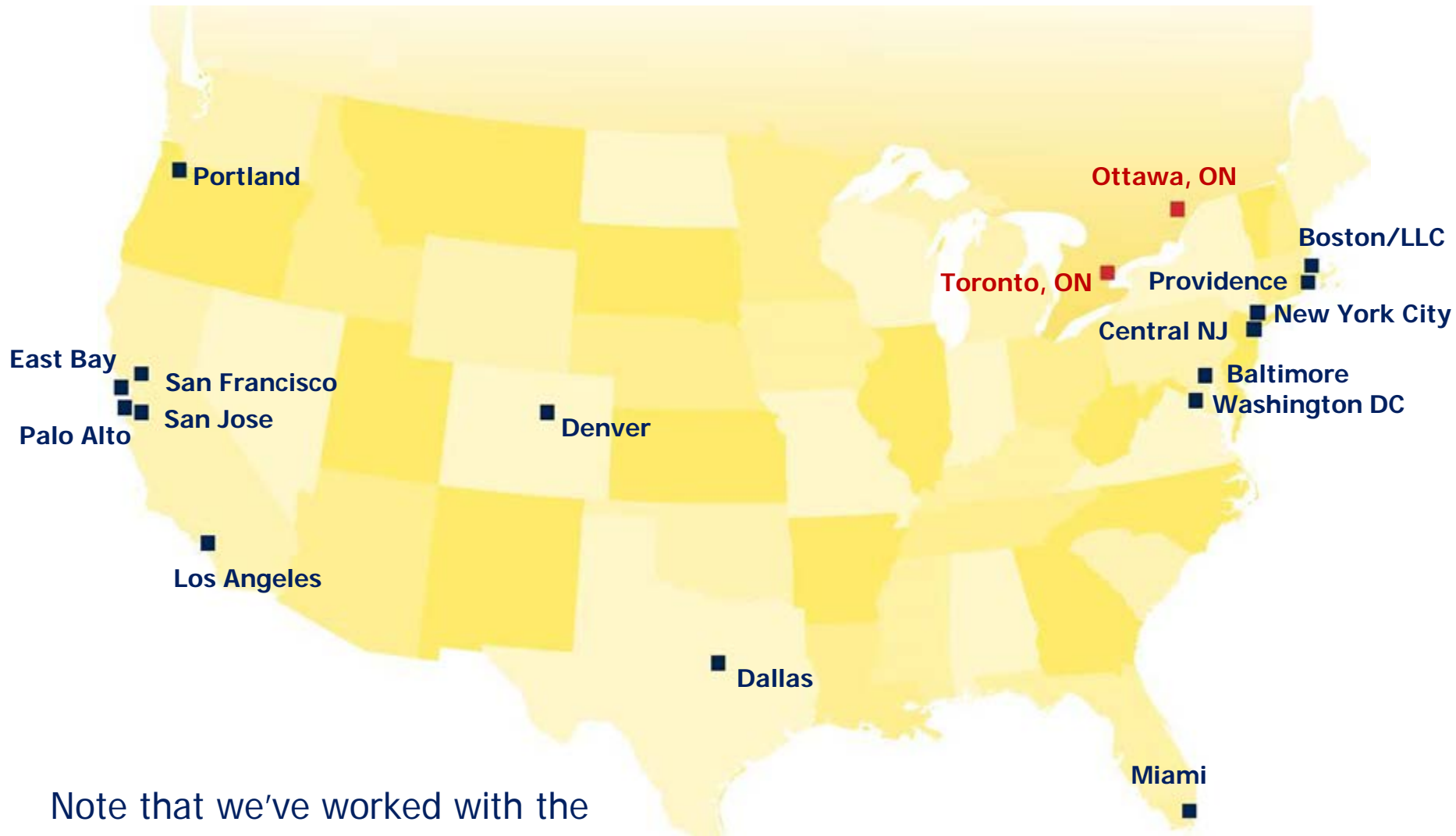


Marketing Program Overview

History and Expertise

- Woonteiler Ink (Wink) has worked with Cresa for **25 years**.
- **Original** PR/marketing firm of Cresa LLC
 - Strategic positioning and corporate ID
 - Integrated services messaging
- **We offer** Cresa offices...
 - **Full-service PR** and marketing capabilities
 - Ability to work on a **retainer or project basis**
 - **Flexible** billing arrangements
 - Excellent **ROI**
 - **Free marketing assessment** and proposals

Multiple Cresa Offices Represented



Note that we've worked with the **Boston** and **San Jose** offices since inception.

Why Wink?

- We help you leverage projects for **greater results, efficiency, and cost effectiveness.**
- Through **content marketing**, we provide an **integrated approach.**
- We know the industry, the media, and we know **Cresa!**
- Experienced, **dedicated** staff.

Public Relations

Deal and Project Announcements

- **Ongoing** transaction announcements.
- **Easy process** with transaction and project management forms.
- Liaison with clients as needed.

Cresa Boston	
<i>Project Management Form for Deals and Assignments</i>	
Today's Date: _____	
CONTACTS	
Client point person: _____	
Company name: _____	
Describe client's business: _____	
Client's web site: _____	
Cresa PM contact: _____	

Cresa Boston	
<i>Transaction Information Form for Deals and Assignments</i>	
Today's date: _____ Your name: _____	
Has this deal already been publicized? _____	
Does client need to approve our write-up? _____	Would you like us to approach client or will you? _____
Client contact/phone number/email? _____	
When did the deal close? _____	
Cresa transaction team: _____	

Deal Announcements

SILICON VALLEY BUSINESS JOURNAL



**DataDirect
Plugs into
Santa Clara**

BANKER & TRADESMAN

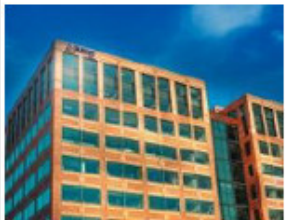
ESTABLISHED IN 1975



**AKF Group
Vacating
Seaport
District for
Downtown**

GlobeSt.com™

Real estate is our domain



**Portland
Software
Firm Doubles
Up Space**

THE REGISTRY

BAY AREA REAL ESTATE



**Cresa
Represents
SK Telecom
in 35K SF
Relocation**



BALTIMORE

citybizlist



**Cresa Baltimore
Represents Three
Dogs Logistics in
33K SF Expansion
in Jessup, MD**

Office and Staff Announcements



**Sole
Remaining
Major Tenant
Rep Shop
Charts Growth
Under New
Leadership**



**Gateway to China:
Cresa Global Expansion
Continues, Opens
New Office In Hong
Kong and Plans
More Growth**

**BOSTON
BUSINESS JOURNAL**



**Executive
Profile:
Judi Hilton
of Cresa**



**Former World
Series winner
heading new
Omaha office
for Cresa**

BANKER & TRADESMAN
ESTABLISHED IN 1872



**Cresa Opens
New Office in
Tampa, Names
Caleb Lewis
to Head
Operations**


WOONTEILER
PUBLIC RELATIONS • MARKETING COMMUNICATIONS *ink*



Guest Columns

- **Hundreds of bylined articles** placed in business and trade journals
- **Timely** market forecasts
- **Trending** TM and PM issues
- “Evergreen” stories such as **Conflicts of Interest**
- Repurposing and **localizing** topics


Guest Columns



CORENET
GLOBAL
THE LEADER

REAL ESTATE
MANAGEMENT

COVER «» STORY



Alternative Workplace Strategies:
Advanced Technology and Cultural Change Make it Easier to Optimize Office Space and Cut Costs

By: Robin Weckesser,
Cresa San Jose

**WESTERN
REAL ESTATE
BUSINESS®**

**The Unique Real Estate Needs
of Startups**

By: Eric Turner, Joe Brady, Peter Hamann

The Real Reporter
A COMPENDIUM OF COMMERCIAL PROPERTY & CAPITAL NEWS



Project Managers Key to Successful Real Estate Projects — But Organizations Need to Protect their Interests, and Industry Needs to Move toward Professional Standardization

BY DWIGHT PATTEN AND GREGOR SMITH

**THE REAL
Reporter®**



CRE Market Looks Bright-- For Now

By: Joe Sciolla,
Cresa Boston

CFO

Conflicts of Interest:
Tenants Are Prompted to Protect their Bottom-Line Interests and Question Dual Representation in Commercial Real Estate

By Mike Michaels

Globe St. .com™
Real estate is our domain



Accounting Changes on the Horizon, Tenants Need to Be Prepared

By: Patrice Cook,
Cresa Portland

Market Reports

- Tenant Guides
- Comprehensive submarket reports (editing, pitching)



Media Relations

- Editorial calendars
- Media contact databases
- Ongoing pitching of story ideas
- Meetings with reporters
- Press briefings
- National electronic clipping service and coordination
- PDFs/reprints

Newsletters



connection



Issue 1, 2015

in sites

The commercial real estate landscape is always changing, and that includes office conditions (see highlights inside) but also workplace trends such as open office plans.

The lead story in this newsletter focuses on whether an open workplace will work for you. It's not a simple proposition. Rather, it likely will require a solution tailored to meet your unique needs.

Working with the right project managers is key to successful workplace solutions, and our Tenant Tips will help in your selection process.

In Client's Corner, we spotlight our services for Valley of the Sun United Way, including the significant role played by project management.

At Cresa, we have always believed in customizing and integrating corporate services. A prime example is transaction advisors and project managers teaming up to serve as objective and accountable client advocates.

We encourage companies to conduct due diligence, and we invite you to learn more about Project Management and other timely issues by checking out our blog posts and articles at www.cresa.com.



Rich Rhodes
Chief Executive Officer
Cresa



Does an Open Workplace Work for You? It's Not an Open or Closed Proposition

What kind of workplace is best for you? Open or closed? Collaborative or private?

The debate has intensified, with recent studies citing that open offices—i.e., floor plans that maximize the use of open spaces and minimize closed rooms—may not be working; in fact, they may be disruptive and inhibit productivity. Other case studies show that they are working, by promoting collaboration and sparking creativity.

While we should continue this dialogue, it's important that we view this not as a one size fits all solution. The open office works in many cases but not all. So, before tenants/occupiers decide on their best approach, they should perform their due diligence and understand what environment is right for them.

The office of the future—with open, creative, collaborative space as a centerpiece—will always evolve along with technology advances and changes in work styles. A good way to think about this issue is in terms of a “spectrum” of choices and customized solutions.

Variables

Whether the open office—or some iteration thereof—is right for you depends on many variables:

- **Industry.** While many technology companies seem to thrive in an open environment or a hybrid version, law firms, financial institutions, and

advertising agencies are examples of industries where privacy is important.

- **Culture and demographics.** Tech-savvy, multi-tasking younger workers are typically more adaptable to open environments. The culture in many traditional offices is more structured, with senior executives often feeling entitled and reluctant to give up their corner offices.
- **Brand.** How will your brand be integrated and reflected in the workplace in terms of its design and implementation? What does the workplace say about your values?
- **Sustainability.** How important are environmental factors like LEED (plans to promote renewable energy and employee health, with natural lighting) and other “green” considerations?
- **Mobility.** Increasingly, companies are allowing more employees, such as sales staff, to work remotely. While this reduces space needs, many managers fear this decreases accountability. In any event, employees need to return to home base at some point to reconnect.
- **Business plan.** Perhaps most important is the need to align your business plan with your workplace strategy. If you are in a growth mode and must recruit and retain talent, creative, collaborative environments that promote the “live-work-play” dynamic are attractive lures.

continued on page 2



tenant tips

Selecting the Right Project Manager

Looking to cut costs, companies often turn to experienced real estate service providers to help them negotiate favorable lease terms. But beyond rent savings, companies can realize even more significant savings if they adopt a “project-centric” rather than a “transaction-centric” approach. Today, as companies strive to embrace “the office of the future,” the value of creative and crafty project managers is rising.

- **In-house project management.** This may be worth exploring if you have a professional who has the expertise as well as the time to dedicate. Most often, this isn't the case. Typically, it is more efficient to outsource the work to more experienced specialists, allowing in-house managers to focus on their core competencies and work with their advisors.
- **Independent project management firms.** Some firms specialize in this discipline, or part of the process. Make sure you understand their capabilities. Also, since these firms aren't part of a corporate real estate team, you run the risk of not integrating transaction and project management.

- **Traditional commercial real estate firms.** Some of the larger firms have a project management component. Be advised, though, that traditional firms represent both the tenant and the landlord, creating the potential for conflicts of interest.
- **Tenant rep advisory firms.** In this model, corporate real estate advisors work hand-in-hand with project managers in their firm, to ensure continuity, efficiency, and accountability.

In the final analysis, the right project manager can mitigate risks, save time, and improve ROI. Further, the right advisor can be an insurance policy not only to a successful construction project, but also to a future partnership.

So, consider an integrated, start-to-finish approach to your real estate needs, beginning with site selection and continuing with lease negotiation (including a fair tenant improvement allowance), and project management. The right project managers will navigate around the thousands of potential pitfalls and squeeze savings every step. They will plan intelligently and ensure everything is in place...down to the last coat hook.



news flash

- Rich Rhodes, Managing Principal of our DC office and Cresa's Chairman since 2013, has been elected CEO of the firm, and Matt Feeney, Managing Principal, Cresa Philadelphia, is our new Chairman of the Board.
- Cresa Cares, our national charitable foundation, has raised \$70,000. Major grant donations will go to support The Pinky Swear Foundation, Team Impact, and Greenhouse Scholars.
- Cresa's domestic and international expansion continues with a new office in Tampa, Florida, as well as offices in Argentina, Belgium, and the Netherlands.

Follow Cresa news and commentary through our blog and social media:

cresa.com | cresa.com/blog | twitter.com/cresacorp
facebook.com/cresacorp

client corner

Cresa Shines for Valley of the Sun

At Cresa, we talk about the importance of integrated corporate services and the benefits to clients when transaction management and project management team up. Here is a recent example:

Valley of the Sun United Way (VSUW), a large nonprofit that works to promote the well-being of families and children, was looking for a more efficient, state-of-the-art facility to allow its employees to grow and flourish. VSUW engaged Cresa Phoenix to handle site selection and lease negotiation as well as oversee the design and construction of a new, 33,000-square-foot headquarters.

A great advantage to VSUW was that Cresa Project Management was involved from the onset of the assignment with strategic planning, preliminary budget projections, space programming, and vendor selection. Then, thanks to good collaboration and seamless execution, the result was a cost-effective, custom-built workspace that incorporates “office of the future” features such as hoteling/space sharing and facilitates a mobile workforce initiative.

Bottom line? According to VSUW, Cresa performed beyond expectations.

Awards



Digital Media

Email Marketing

- Created the original **TenantReport** template
- **Topic development** and **localizing**
- **Customizing** template and design
- **Contact database** management
- Distribution and **analytics**



Web Management

- Localization
- Content Management System (CMS) updates
 - News page maintenance
 - Bios
 - Home page updates
 - Customized to meet your needs
- Blogging

The screenshot displays the Cresa Silicon Valley website. The header includes the Cresa logo, the tagline 'The Tenant's Advantage', a search bar, and navigation links for Subleases & Sales, Follow Us (social media icons), and Client Login. A secondary navigation bar lists Firm, People, Locations, Services, Success Stories, Insight, and Careers. The main content area is titled 'San Jose' and features a 'Market' sidebar with links to People, News, Success Stories, Subleases & Sales, Blog, Tenant's Guide, and Tenant Report. The market data for Silicon Valley Industrial is shown with four metrics: Supply (93,806,776 SF), Vacancy (5%), Absorption (-155,639 SF), and Avg. Lease Rate (\$8.22). Below this is a cityscape image and a 'Tweets' section. The 'Welcome!' section thanks visitors and mentions regional offices. The 'Our Advantage' section highlights the firm's strategic approach. The 'Why Cresa?' section includes a video player and a '2014 Best Places' award badge. The footer contains contact information for Mike Michaels, John Brady, and Robin Weckesser, along with the Woonteiler Ink logo.

Market

- People
- News
- Success Stories
- Subleases & Sales
- Blog
- Tenant's Guide
- Tenant Report

Follow Cresa San Jose

Cresa San Jose
550 S. Winchester Boulevard
Suite 600
San Jose, CA 95128
408.554.8855 tel
408.554.0704 fax
[Map/Directions](#)

San Jose

Silicon Valley Industrial

Supply	Vacancy	Absorption	Avg. Lease Rate
93,806,776 SF	5%	-155,639 SF	\$8.22

Welcome!
Thank you for visiting the Silicon Valley web pages of Cresa. With offices in San Jose and Palo Alto as well as additional regional offices in San Francisco and Emeryville, we are the Bay Area's largest corporate real estate advisory firm specializing in tenant representation.

Our Advantage
Our team provides strategic and customized real estate solutions for tenants, implemented through our global platform. Since we exclusively represent tenants, not landlords, we avoid potential conflicts of interest. Also distinguishing our firm is our commitment to corporate real estate services such as strategic planning and project management, which we integrate with transaction management. Compared to most commercial real estate firms in the area, we have an unusually high ratio of project managers to brokers.

Why Cresa?
Watch a short animated video.

2014 Best Places

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PUBLIC RELATIONS • MARKETING COMMUNICATIONS

Social Media

- Twitter
- Facebook
- LinkedIn profile recommendations
- YouTube channel creation and management
- Customized, easy-to-follow social media tutorials
- News content sharing



Video Creation / YouTube

- Coordinated production for the new corporate **Project Management** animated video.



- Produced and created a **video series** for Cresa San Jose.



Other Services

Collateral


- SOQ
- Brochures
- Datasheets
- Digital presentations
- Success Stories/Case Studies



Media Source Sheet Boston

200 State Street, 13th Floor ▪ Boston, MA 02109 ▪ 617.758.6000

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 Rick Lowe Principal 617.758.6030 dd 508.801.3495 cell rlowe@cresa.com	Downtown	 Jon Vacca Vice President 617.758.6071 dd jvacca@cresa.com	Downtown



Boston Fact Sheet

200 State Street, 13th Floor ▪ Boston, MA 02109 ▪ 617-758-6000

Overview/Niche

- Founded in 1985, Cresa Boston is the headquarters of Cresa LLC, North America's largest corporate real estate advisory firm that exclusively represents tenants.
- By serving tenants, not landlords, we ensure objectivity and accountability and avoid conflicts of interest.
- We align business plans with real estate needs to save money and increase productivity.

Services

- Our integrated services include Transaction Management and Project Management, with advisors working closely together.
- Other ongoing corporate services include: Capital Markets, Corporate Solutions, Facilities Services, Lease

Success Stories/Case Studies

Success Stories Skype

Palo Alto, California
57,000 SF
Cresa San Jose
[Download as PDF](#)



Client Objectives

Skype is a leading IP telephony service provider that offers free, international, and low-cost calling. In addition to standard telephone calls, Skype enables file transfers, texting, video chat, and videoconferencing.

Skype's primary drivers for this project were consolidation, attraction and retention of talent, innovation, process support, and product development. Skype's desire was to offer its staff a variety of work settings, with the solution providing spaces that foster collaboration, support interaction, and capture spontaneous communication.

Success Stories New Relic

San Francisco, CA
73,000 SF
Cresa San Jose
[Download as PDF](#)



Client Objectives

New Relic, a fast-growing software analytics company, almost tripled its number of employees and its overall business in 2012. At the end of that year, New Relic served approximately 30,000 customer accounts and anticipated more fast growth across the board. In short, New Relic needed to expand its operations beyond the 14,625 SF it occupied at 101 Second St. in San Francisco. It also wanted to a new headquarters site that would reflect its progressive, collaborative culture and help in the recruitment and retention of talent. At the same time, New Relic wanted to remain in San Francisco's burgeoning South of Market area.

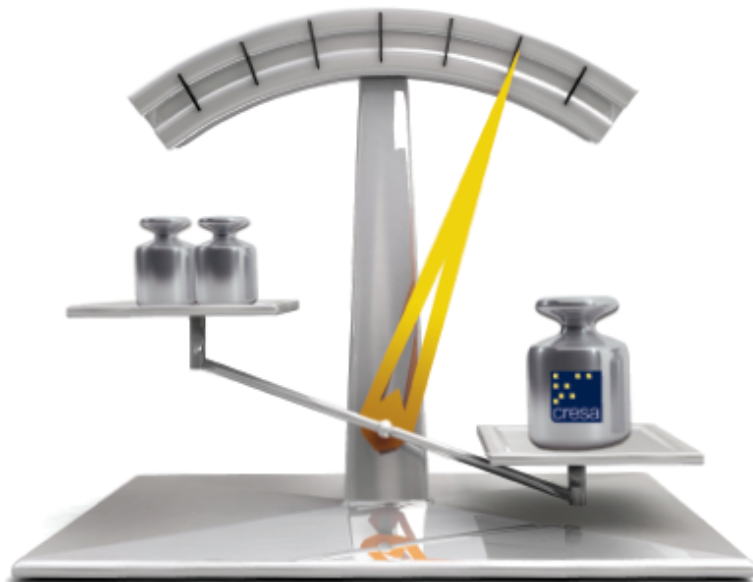
To meet these objectives, New Relic engaged Cresa San Jose to provide integrated

Advertising

- **Ad creation** and production
- **Negotiations** with ad reps
- Placements
- *Quid pro quo* for editorial

Advertising

We Tip the
Scale in Your Favor



Work with Cresa, Real Estate Advisors Who Only Represent the Tenant

Does your broker represent your landlord as well as you? If so, that presents a potential conflict of interest. At Cresa, we work only for the tenant. Not the landlord. That's the Tenant's Advantage.



cresa.com



Best Place for the Best Space

With the best people working in the best place,
we're inspired to find the best space for our clients.



We're honored to have won the following awards in the last year:

- Boston Business Journal's "Best Places to Work"
- Boston Business Journal's "Best in Boston Real Estate"
- Boston Globe's "Top Places to Work"
- CoreNet Global New England Awards of Excellence
- Commercial Brokers Association's Achievement Award
- Inc. Magazine Hire Power Award
- CoStar Power Broker and Top Leasing Broker



Cresa Boston | Corporate Real Estate Service Advisors
200 State Street, Boston, MA 02109 | 617.758.6000 tel | cresa.com
Headquarters for Cresa LLC, The Nation's Largest Tenant Representation Firm



Networking

- Industry and association **events** liaison
- **Speaking** engagements
- **Sponsorship** negotiations



Community Relations

- **Cause-related** marketing, public service
- Habitat for Humanity, One Warm Coat, Greater Boston Food Bank, and more.



Miscellaneous Services

- Speech writing
- White papers
- Positioning statements
- Crisis management
- Conflicts of interest campaigns
- Graphic arts direction
- Internal communications
- LLC liaison for blogs and newsletters