

## Drivers of Commercial Building Operator Skills

C&W OVERVIEW

C&W SUSTAINABILITY STRATEGIES GROUP

WHAT'S DRIVING THE NEED FOR TRAINING?

NECESSARY SKILLS & KNOWLEDGE

C&W DEVELOPMENT & TRAINING  
OPPORTUNITIES

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# C&W OVERVIEW

Cushman & Wakefield

Cushman & Wakefield is the world's largest privately-held commercial real estate services firm. Founded in 1917, the firm represents a diverse customer base ranging from small businesses to Fortune 500 companies. It offers a complete range of services within four primary disciplines:

- **TRANSACTION SERVICES:** tenant and landlord representation in office, industrial and retail real estate
- **CAPITAL MARKETS:** property sales, investment management, valuation services, investment banking, debt and equity financing
- **GLOBAL CONSULTING SERVICES:** business and real estate consulting
- **CORPORATE OCCUPIER & INVESTOR SERVICES:** integrated real estate strategies for large corporations and property owners

## 230 Offices in 60 Countries





- Strategies to assist clients
- C&W corporate sustainability policies
- Coordinate expertise across company
- Influence and respond to market trends
- Support staff and clients
  - Resource
  - Education and training
  - Engagement
  - Tools





## WHAT'S DRIVING THE NEED FOR TRAINING?

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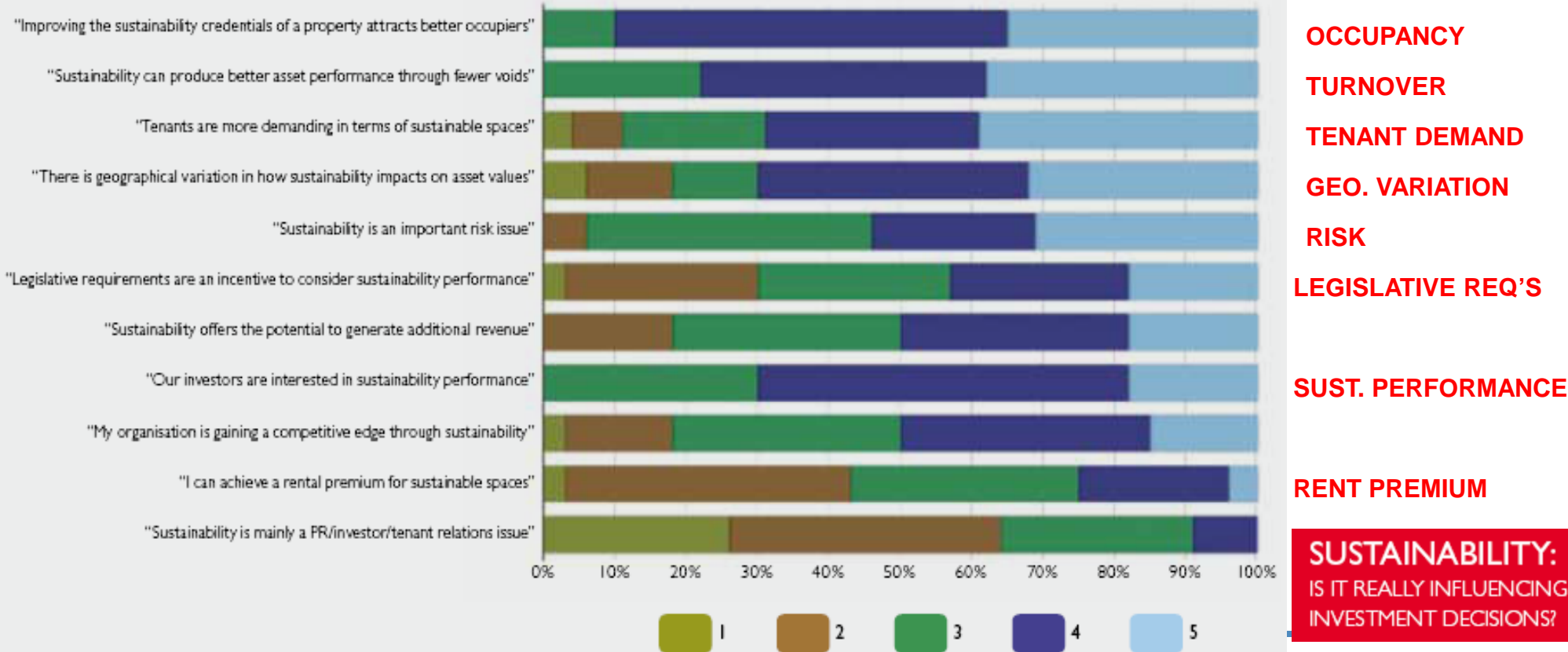
- Enhance operational efficiency
- Demand from:
  - Owners/investors



# DRIVERS ... OWNER/INVESTOR DEMAND

- **UN Global Compact / Accenture 2010 CEO survey:**
  - 93% of CEOs believe sustainability is “critical”
  - 96% believe should be integrated into core business/operations
  
- **C&W 2011 survey of Commercial Real Estate Investors:**

INVESTORS RATED THE FOLLOWING STATEMENTS ON A SCALE OF 1 TO 5 WHERE 1 = STRONGLY DISAGREE AND 5 = STRONGLY AGREE.



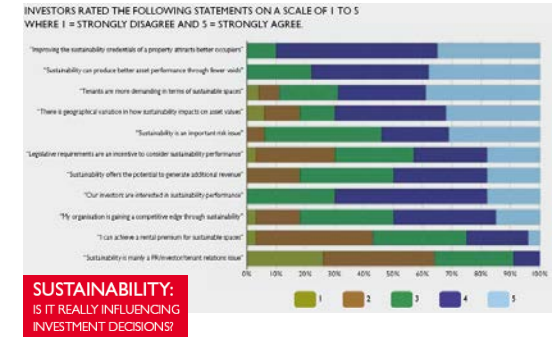
**OCCUPANCY**  
**TURNOVER**  
**TENANT DEMAND**  
**GEO. VARIATION**  
**RISK**  
**LEGISLATIVE REQ'S**  
**SUST. PERFORMANCE**  
**RENT PREMIUM**

**SUSTAINABILITY:**  
 IS IT REALLY INFLUENCING  
 INVESTMENT DECISIONS?



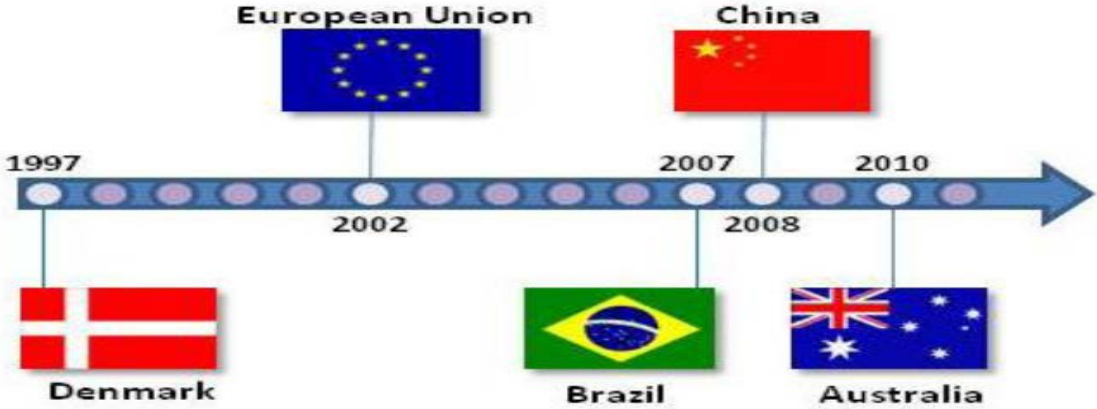
# WHAT'S DRIVING THE NEED FOR TRAINING?

- Enhance operational efficiency
- Demand from:
  - Owners/investors
  - Tenants
  - Competition
  - Industry
  - C&W (managing agent)
- Changing world
  - New requirements

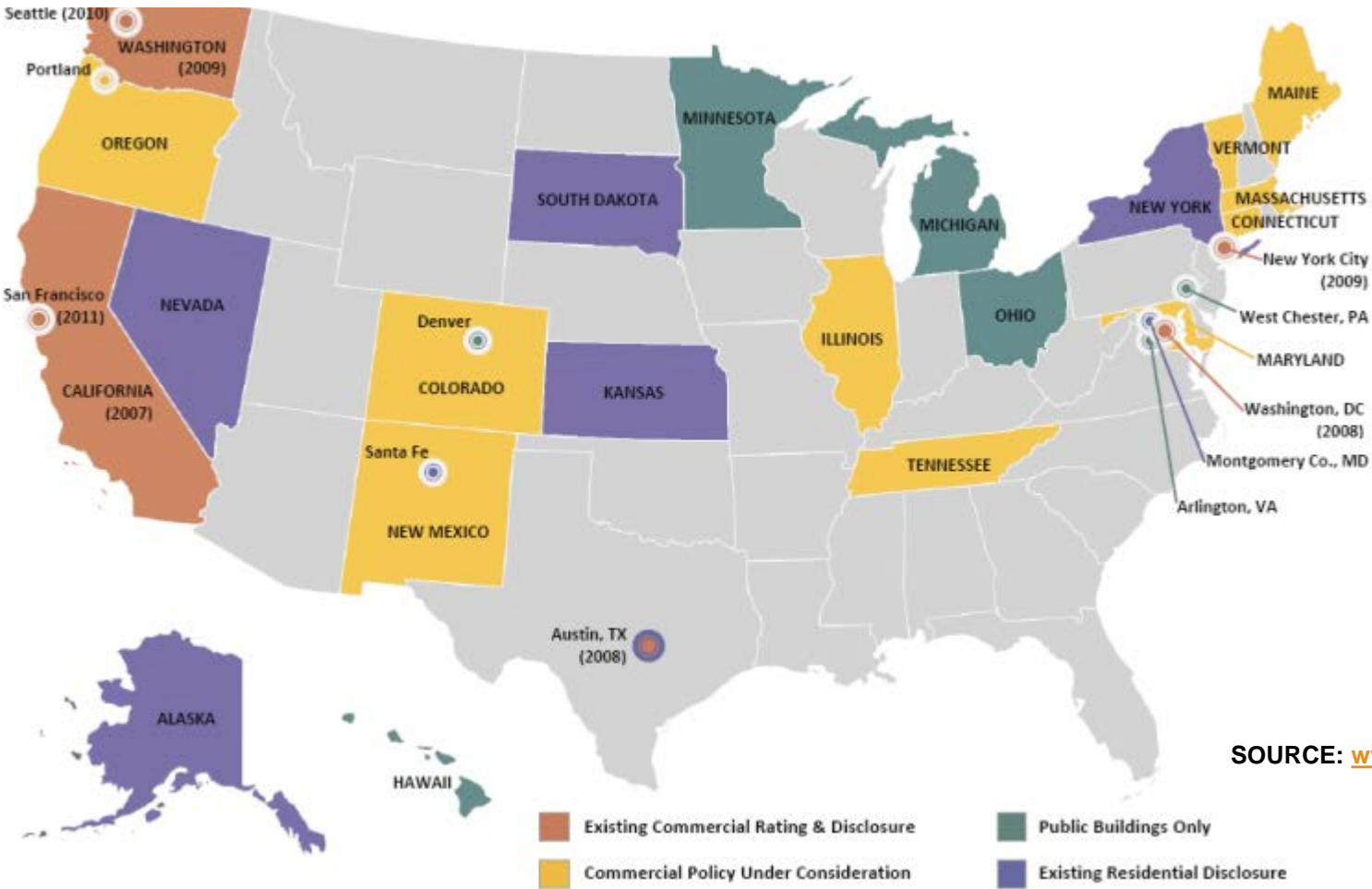


# DRIVERS ... NEW REQUIREMENTS

**Building Rating and Disclosure Policies**



or [www.buildingrating.org](http://www.buildingrating.org)



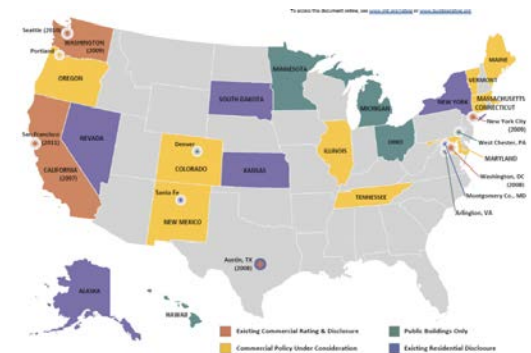
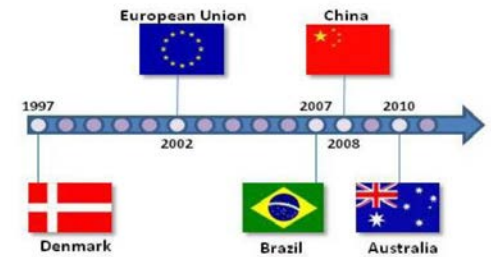
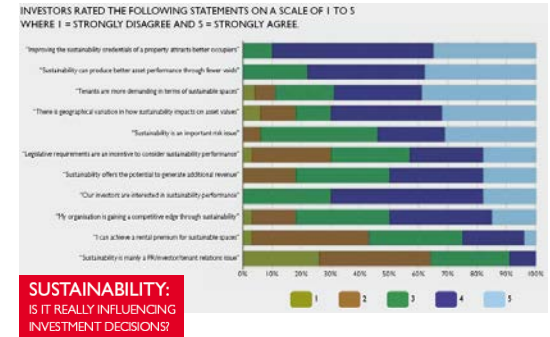
SOURCE: [www.buildingrating.org](http://www.buildingrating.org)





# WHAT'S DRIVING THE NEED FOR TRAINING?

- Enhance operational efficiency
- Demand from:
  - Owners/investors
  - Tenants
  - Competition
  - Industry
  - C&W (managing agent)
- Changing world
  - New requirements
  - New products and systems

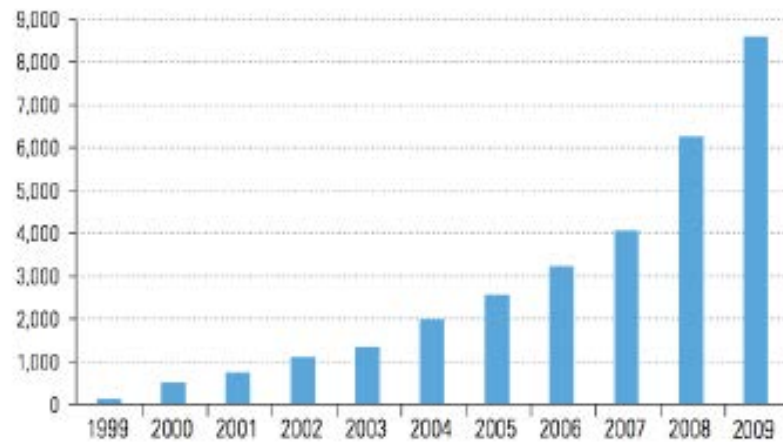




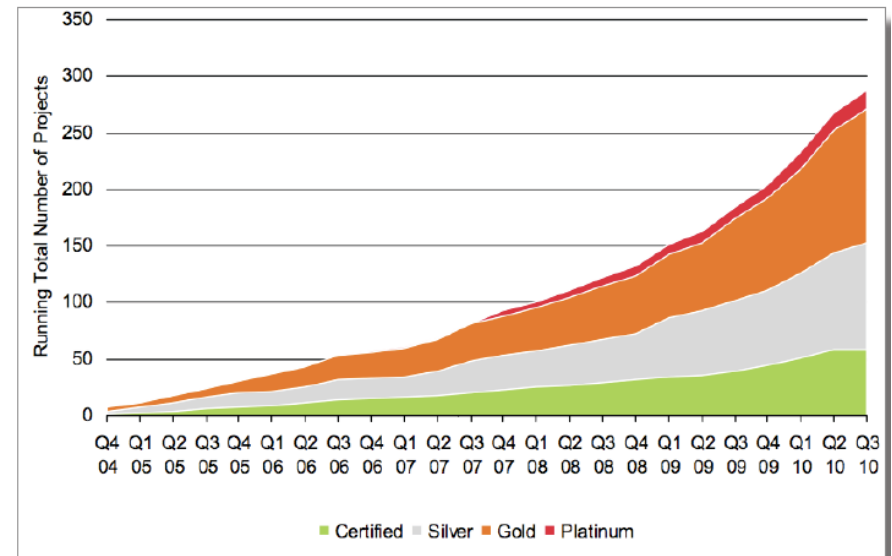


## NECESSARY SKILLS & KNOWLEDGE

- Technical skills
- Managerial skills
- Market knowledge
- Building certifications – Energy Star, LEED
- Industry resources



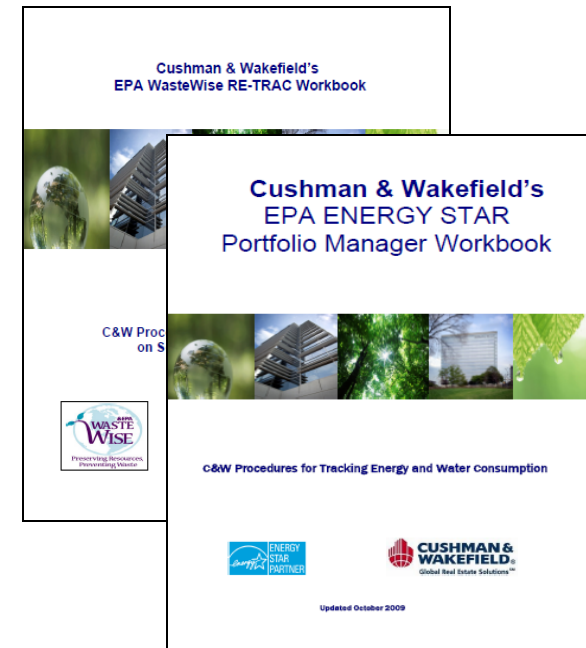
Number US buildings with ENERGY STAR label





# C&W TRAINING & DEVELOPMENT OPPORTUNITIES

- C&W Training and Support programs
  - C&W Green Practice Policies
  - LEED Green Associate and AP training
  - EPA Energy Star and Portfolio Manager
  - EPA Re-TRAC
- C&W Sustainability Fusion site
- C&W University
- Support for external development
- *C&W Environmental Challenge*





**Thank you**

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