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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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
- 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?

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

- Improving the sustainability credentials of a property attracts better occupiers
- Sustainability can produce better asset performance through fewer voids
- Tenants are more demanding in terms of sustainable spaces
- There is geographical variation in how sustainability impacts on asset values
- Sustainability is an important risk issue
- Legislative requirements are an incentive to consider sustainability performance
- Sustainability offers the potential to generate additional revenue
- Our investors are interested in sustainability performance
- My organisation is gaining a competitive edge through sustainability
- I can achieve a rental premium for sustainable spaces
- Sustainability is mainly a PR/investor/tenant relations issue

[Chart showing investor ratings]
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
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
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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