



FREQUENTLY ASKED QUESTIONS

Q: What is the BOMA 360 Performance Program®?

A: It's a groundbreaking new program to recognize the industry's best practices in building management and operations by recognizing individual buildings as BOMA 360 Performance Buildings.

Q: Why is BOMA establishing this program, and why is this type of program needed in the marketplace?

A: BOMA's market research shows that building owners and managers are looking for ways to make their buildings stand out from the crowd and be more attractive to tenants. That's even more important as the commercial real estate sector faces today's tough economy. The BOMA 360 Performance Program is designed to recognize outstanding achievement and provide a tool that can be used to market buildings as meeting and exceeding best practices, helping to both keep existing tenants and attract new tenants.

Q: When will the BOMA 360 Performance Program be launched?

A: The program launched in June 2009. Visit the BOMA Web site to view the BOMA 360 Performance Buildings that have achieved the designation to date.

Q: Will the program be open to BOMA members and non-members?

A: Yes; however, application fees for non-members are higher.

Q: How are building management and operations best practices identified in the BOMA 360 Performance Program?

A: The program will consist of an online application, which is reviewed against industry best practices, and evaluates six major areas of building operations and management and benchmarks a building's performance against industry standards. Applicants must achieve the required number of points to be recognized as a BOMA 360 Performance Building. Audit procedures are in place to evaluate assessments.

Q: What are the six major areas to be evaluated?

A: Buildings applying to the BOMA 360 Performance Program are rated/scored in the following areas:

- Building Operations and Management
- Life Safety/Security/Risk Management
- Training and Education
- Energy
- Environmental/Sustainability
- Tenant Relations/Community Involvement

Q: Are there prerequisites to apply for the BOMA 360 Performance Program?

A: Yes, applicants must have:

- a Standard Operating Procedures manual for the building;
- a formal preventive maintenance program in place;
- participated in the most recent EER or IREM* data collection; and
- benchmarked building energy performance using the EPA ENERGY STAR® rating system.

Q: Will any type of commercial building qualify for the BOMA 360 Performance Program?

A: Yes, as long as it meets the prerequisites. If your building missed the EER survey deadline, you can still apply for the BOMA 360 designation. Simply indicate on the application in the EER prerequisite section that you are applying for provisional approval, then complete and submit the rest of the application. BOMA will review your application but will delay conferring the BOMA 360 designation until you complete the next EER survey.

Q: How do I apply?

A: Applications for the BOMA 360 Performance Program are made via the BOMA International Web site at www.boma.org. Applications may be submitted at any time during the year, with designations awarded and announced quarterly.

Q: Will the records and information submitted by applicants be protected?

A: Yes, all applications and supporting documentation will be confidential.

*IREM survey participation will only be accepted for the initial application.





Q: How much will it cost to have a building designated as a BOMA 360 Performance Building?

A: Application fees are tiered based on building square footage and range from \$750 for a building less than 100,000 sq. ft. to \$1,500 for a building over 600,000 sq. ft. Non-member application fees are higher.

Q: Can I submit applications for my entire portfolio of buildings?

A: Yes, and BOMA encourages full portfolio participation to demonstrate your company's commitment to excellence throughout your operations. For portfolio pricing e-mail boma360@boma.org.

Q: Will the BOMA 360 Performance designation require renewal?

A: Yes, recipients must re-apply every three years to maintain the designation and pay a renewal fee in effect at that time. There are no annual fees.

Q: What's the difference between the BOMA 360 Performance Program and The Outstanding Building of the Year (TOBY®) awards program?

A: The BOMA 360 Performance Program is not an awards program. Every applicant is eligible for recognition as a BOMA 360 Performance Building if it meets the requirements and achieves the minimum required score in the rating procedures.

TOBY winners at the regional level, beginning in 2010, will be recognized as having achieved the minimum points required in as many as four of the six sections of the application and will receive a discount on BOMA 360 application fees. They have up to one year to claim these benefits.

Q: How does the BOMA 360 Performance Program differ from other building recognition programs in the industry?

A: Other industry recognition programs focus on certain areas of operation, whereas the BOMA 360 Performance Program takes a holistic approach by evaluating all major areas of building operations and management.

Q: How will the program be administered to ensure it remains viable and up-to-date with current industry standards and best practices?

A: An independent council appointed by the BOMA International

Chair provides administrative oversight for the program. The Council is comprised of nine members who serve staggered three-year terms. Membership includes at least two representatives from BOMA 360 Performance buildings, two "public" members who are not members of the commercial real estate profession, and one BOMA Association Executive. All remaining members, including the Chair and Vice Chair, must be members of BOMA International. The Council reports to the BOMA International Executive Committee.

Q: What benefits will I receive by participating in the BOMA 360 Performance Program?

A: Through achievement of the BOMA 360 Performance designation, you will be able to demonstrate to owners, tenants and prospective tenants that your building is managed to the highest standards of excellence. You will be recognized as employing the industry's best practices in building management and operations. You will receive a plaque to display on your building, be recognized in a directory of BOMA 360 Performance Buildings on the BOMA International website and through press releases and other announcements, and may use the BOMA 360 Performance Program logo on your letterhead, business cards, marketing and other collateral materials.

A recent survey of designees indicates that the designation is a factor in attracting/competing for new tenants, achieving operational savings, and establishing new operational or management policies or procedures.

Q: What are the opportunities for local associations to become involved?

A: BOMA local associations can help identify candidates for the program and help market the program to members and other prospects in their areas. BOMA International will provide a marketing tool kit of articles, ads, flyers, presentations, and other information and will offer revenue sharing to local associations that provide marketing assistance.

Q: How can I get more information on the BOMA 360 Performance Program?

A: For more information visit the BOMA International Web site at www.boma.org or e-mail boma360@boma.org.

