

EER Fact Sheet

What is the EER?

The EER is the Experience Exchange Report (EER), BOMA's annual study of office building income and expenses.

What's in the EER?

The EER tracks commercial office building financial performance nationally in the U.S. and Canada as well as in more than 380 cities across North America. The EER contains information on private and public buildings and features analytical studies of special use buildings:

- Medical Office Buildings
- Corporate Facilities
- Financial Buildings
- Agency Managed
- All Electric Buildings
- 2-Year "Control Sample" Comparisons*

*The two-year "Control Sample" comparison tracks changes in expenses of buildings who submitted data for the last two years, whose size has not changed by more than 10% and whose occupancy has not shifted by more than 15%. This chart is similar to "same store sales" measurements that are widely used in retail environments.

The study also includes national cross tabulations, including age/size, age/height, and size/location.

Who uses the EER?

- Property Owners
- Property Managers
- Appraisers
- Building Service Providers
- Engineers
- Consultants
- Researchers

What is the EER used for?

Commercial real estate practitioners use the EER to develop budgets, evaluate and refine operating strategies, underwrite and analyze acquisition opportunities and communicate performance metrics to owners and investors.

EER Cycle Process

Office building income and expense data is collected annually through the EER Online Survey. The online survey opens in January and closes at the end of March. BOMA International collects actual income and

expense values, aggregates the data and presents the information in terms of averages, medians, upper and lower quartiles. Data shared from industry submitters is kept in strictest confidence; only aggregate data is reported. Currently, the EER is available in two formats, book and CD-ROM. In 2009, the EER will become a Web-based product, where data can be search online.

EER Survey Marketing

The high quality of the EER is established through the high volume of buildings that voluntarily share their data with us. BOMA's network of local associations plays a vital role in helping to encourage participation—among members and nonmembers alike. We announce the opening of the online survey process each year with both a postcard campaign and an email campaign, in late December, approximately 3 weeks before the survey opens. Follow up reminders are sent by US mail and by email in February and March.

To help BOMA locals promote participation, the BAE toolkit includes ad slicks of varying sizes which can be included in local newsletters; a tile ad to post on local Web sites, with a direct link to the online survey; sample newsletter articles and Web pages outlining the reasons to participate and the benefits of participation.

BOMA International Research Staff send updates to BAEs regarding participation in their markets, throughout the survey cycle. BAEs can request additional information, to determine which buildings have submitted data and which have not.

We acknowledge the importance of BAEs and local associations to the survey process by presenting awards to BOMA locals who increase participation in the EER most significantly. Awards are presented annually at BOMA's Winter Business Meeting.

Identifying Survey Participants

The EER compiles and reports on commercial office buildings, corporate facilities, and medical office buildings. Participation is **NOT** limited to BOMA members. Any office building can submit data, and locals' participation rates are determined based on all the buildings in the local market that submit data, regardless of whether they are BOMA members.

The EER does NOT include any data on industrial office buildings, hotels, apartments/multi-family buildings, or shopping centers.

The Benefits of Participating

Those who share their office building income and expense data receive a number of benefits:

- Opportunities to purchase EER products at deeply discounted prices (participant prices are 65% less than the list price!)
- A customized Expense Performance Comparison (EPC) comparing each building submitted with similar buildings in the area by location, size and age.

- A chance to win a complimentary registration to BOMA's Annual Conference and The Office Building Show.

EER Product Marketing

While the EER data is being tabulated and processed, we will begin our pre-order marketing campaign. We will send a direct mail piece to the BOMA International marketing list as well to other industry lists. EER participants, who share data, are invited to purchase the EER at discounted rates, as a way of thanking them for submitting their data. Finally, we will send out a broadcast email to the marketing list announcing that the EER can be pre-ordered via the online BOMA Store. Once the book and CD are stocked, we remove the pre-order verbiage from the website and announce, via email, that the EER is ready for delivery. Pre-order purchases will be filled and the thrust of the main marketing campaign begins.

BOMA International will provide you, as BAEs, with a wealth of marketing materials to promote the 2008 Experience Exchange Report, from the survey through the EER book and CD-ROM purchases. When we begin our pre-order campaign at the end of April, we will provide ad slicks for you to include in your newsletters and in any other type of communication to your members. In addition, BOMA International will send out a pre-order direct mail piece that will go out to the entire membership. Once the EER is stocked at our warehouse and ready for delivery, we will continue to develop marketing materials that will emphasize the unique benefits of the EER. These marketing materials can found on the BAE Section of BOMA BRAIN under EER Tool Kit.

BOMA International EER Staff Contacts

Liz Hazleton – Assistant, Marketing, Communications & Research

For EER ordering questions, customized reports, EER product availability dates

202-326-6314

lhazleton@boma.org

Noel Popwell – Manager, Research

For EER data questions, survey participant info, EER survey deadline questions

202-326-6346

npopwell@boma.org

Lorie Damon—Vice President, Education and Research

For EER survey methodology and analysis questions

202-326-6351

ldamon@boma.org

