PREMIER OFFICE

magazine™

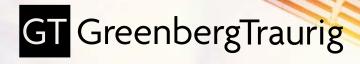
Beauty Science

Interview with BeautyBio CEO Jamie O'Banion

Looking Forward Marc DeLuca on what to expect in 2021

What's Inside: Thank You, Tenant Reps • Al: Striking the Balance • Doctored Office • Bees on Buildings

KBS Tenant Rescues Pandemic Stranded Americans • Intentional Design • Incredible Angel Yin



GTLAW.COM

Helping clients identify opportunity and manage risk.

With over five decades of business-driven legal experience and more than 400 real estate attorneys from around the world, serving clients from key markets in the United States, Europe, the Middle East, and Latin America.

GREENBERG TRAURIG, LLP | ATTORNEYS AT LAW | 2200 ATTORNEYS | 40 LOCATIONS WORLDWIDE

Bruce Fischer | Chair, West Coast Real Estate Practice Co-Managing Shareholder, Orange County

18565 Jamboree Road | Suite 500 | Irvine, CA 92612 | 949.732.6500



Greenberg Traurig, LLP



GreenbergTraurigLLP



GT_Law



GT_Lav

The hiring of a lawyer is an important decision and should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and our experience. Prior results do not guarantee a similar outcome. Greenberg Traurig is a service mark and trade name of Greenberg Traurig, LLP and Greenberg Traurig, P.A. ©2020 Greenberg Traurig, LLP. Attorneys at Law. All rights reserved. Attorney advertising. 'These numbers are subject to fluctuation. Images in this advertisement do not depict Greenberg Traurig attorneys, clients, staff or facilities.

WORLDWIDE LOCATIONS

United States

Europe

Middle East

Asia

Latin America

Letter From the CEO

od never promised that life was going to be easy, but He did give us hope. We should never lose hope and never lose faith. The year 2020 brought many challenges to our country and our world. The COVID-19 pandemic has affected every individual and nearly every business in America in one way or another, and some worse than others. My thoughts go out to the many families who have lost loved ones due to the pandemic and the many businesses who have been negatively impacted. After nearly a year, there are still unanswered questions. On top of that, our country faced civil violence in many cities where businesses were ravaged and plundered. I am saddened by much of this as we do have a right in America to peaceably protest.

At KBS we are very thankful to have fared well. Overall, our occupancies remained in the 90% range, and we have very few tenant downsizings. This is a tribute to our asset management and property management teams going into action immediately to work with tenants to confirm their work environments are safe and secure and that our tenants are happy. Our employees at KBS have shown tenacity during this crisis, masking up and coming back to work to make sure we are providing exceptional service for our tenants and our investors.

Some of our properties had wonderful retail components to them. Many of these tenants were hit hard. Also, we do own the office and retail component of the historic Meier & Frank Building in downtown Portland. This property did sustain ground-level damage from the riots that occurred there and we are saddened by these events.

This is the 10th anniversary edition of Premier Office Magazine, and I want to thank our valued advertising partners who have helped make this publication possible.

We are pleased to feature a number of insightful articles in this issue, including an interview with our Eastern Regional President Marc DeLuca. Marc has been working and living in the D.C. Beltway for many years and brings great insights to We will miss Rodney, but we are excited about the experience, leadership and enthusiasm that Gio brings to our team.

our firm. I hope you find his industry outlook encouraging. Speaking of regional presidents, I also want to congratulate Gio Cordoves, who has become our Western regional president, replacing Rodney Richerson who had been with KBS for many years. We will miss Rodney, but we are excited about the experience, leadership and enthusiasm that Gio brings to our team.

We also had the pleasure of meeting and interviewing an amazing tenant-entrepreneur, Jamie O'Banion, a former model and now the successful CEO of Beauty Bio, which is headquartered at our 3811 Turtle Creek building in Dallas. Jamie took her skills from the modeling world and combined them with her scientific mind to build an ethically-based beauty product company that is one of the best in the industry. We are very proud of entrepreneurs like Jamie.

I hope you enjoy our feature story about beehives on the top of some of our buildings. Now who thought of that? Our tenants love it, and the harvested honey is tasty and healthy. Also, be sure and read our "Outside the Office" interview with my friend Angel Yin, a young rising star on the LPGA tour. For a 22-year-old, she has some pretty good insights on life.

God bless America,



Charles J. Schreiber Jr.
Chief Executive Officer
KRS

ADVERTISERS INDEX

Greenberg Traurig	Inside Front Cover
Ryan	5
LoopNet	7
Mayer Brown	15
Citizens	17
The McEwen Building	19
DLA Piper	23
PNC Real Estate	25
Carillon	27
500 Designs	31
171 17th Street	33
US Bank	37
The Smart Agency	39
Bank of America Merrill Lync	h Back Cover

THE TEAM

Charles J. Schreiber Jr. CEO, Publisher **Phillip Diment** Editor Ryan Butala Art Director **Louise Perry** Editorial Coordinator **Angelica Clemens** Designer Susan Donovan **Technical Editor Judy Brower Francher** Contributing Editor **Sharon Dymmel** Contributing Editor **Dara Holland** Contributing Editor **Brian Lee** Contributing Editor **Cindy Peterson** Contributing Editor

EDITORIAL ADVISORY BOARD

James Chiboucas

KBS Vice Chairman

Gio Cordoves

KBS Regional President, Western Region

Marc DeLuca

KBS Regional President, Eastern Region

Robert Durand

KBS Executive Vice President, Financing

Gregory Les

KBS Vice President, Underwriting

Mimi Nguyen

KBS Executive Vice President, Underwriting

COVER PHOTOS: Preston Commons, Dallas, Photo courtesy Craig Washburn. Jamie O'Banion, photo courtesy Beauty Bio, Dallas.





The Most Trusted Property Tax Team in North America

Custom Solutions from Trusted Experts

With the rapidly changing valuation of commercial real estate and market uncertainty as a result of COVID-19, multiple opportunities exist for tax reduction and streamlined administration. Ryan's team of professionals provides the most innovative approach to property tax consulting in the industry, working with clients to develop real property tax management plans to fit their specific needs. Throughout the entire ownership lifecycle, Ryan's Property Tax services are customizable and flexible—all to ensure that only the correct amount of property tax is paid.

Ryan's Property Tax practice is the largest in North America, with nearly 700 professionals in 65 cities. Our tax professionals have the experience, combined with technology and local presence, to effectively address and resolve challenges in all jurisdictions across the United States and Canada.

Please visit us at **ryan.com** or call **855.RYAN.TAX** to learn more about how our services can benefit your business.



THIS ISSUE

8 | KBS News Notes

10 | Leasing Thank You Tenant Reps

28 | Technology Al: Striking the Balance

36 | Wellness Doctored Office

40 | Real Estate The KBS National Real Estate Portfolio



50 | Service Service Champion Awards

52 | Design Intentional Design

54 | Property Profile Preston Commons

56 | Tenant Profile KBS Tenant Rescues Stranded Americans

58 | Property Profile Carillon: Where Business Meets Creativity

60 | Customers Improving the Customer Experience

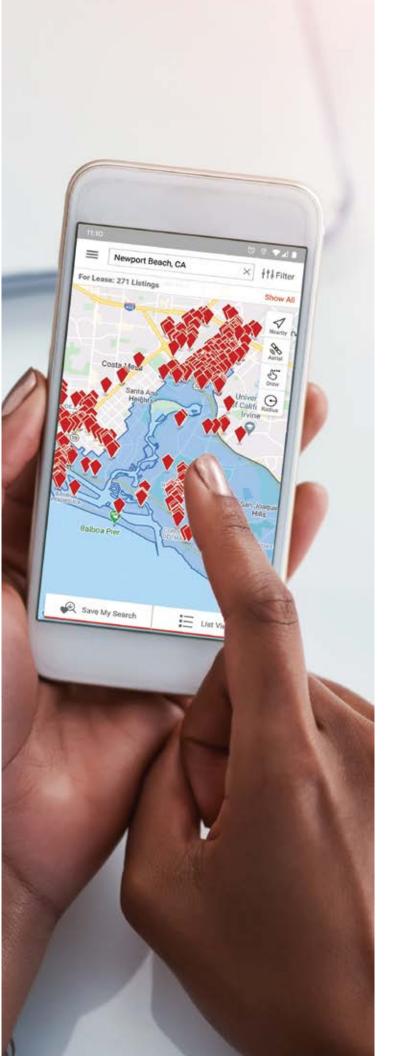
66 | KBS Contacts Acquisition and Asset Management Team













The first tour happens online.

It's time to change to a digital mindset. More than **85%** of all commercial real estate decisions begin with an online search. Make sure the nearly **9 million** tenants and investors* that search LoopNet monthly can find you.

(888) 567-7442 | loopnet.com ©2020 CoStar Realty Information, Inc.

News Notes

KBS NAMES GIOVANNI CORDOVES REGIONAL PRESIDENT



KBS promoted Giovanni (Gio) Cordoves from SVP and co-director of asset management to regional president of the Western United States. At age 38, Cordoves is the youngest executive at the firm to hold the position of regional president since the company's inception in 1992.

KBS' Chuck Schreiber says, "As a young executive, Gio relates well to the millennials who occupy our properties and is ideally prepared to serve our growing tenant roster."

Cordoves will oversee asset management, leasing, acquisition and disposition activities on behalf of KBS REITs, Prime US REIT, pension fund, and sovereign wealth fund clients within the Western region. A leader with 13 years of experience at KBS, Cordoves has been responsible for carrying out the firm's objectives in the Houston, Austin, San Antonio and Minneapolis markets, encompassing a portfolio of roughly 3.7 million square feet and a combined market value of nearly \$1 billion.

178,000 SF LEASE SIGNED - RBC PLAZA AT 60 SOUTH SIXTH - MINNEAPOLIS

KBS was pleased to announce the signing of a 178,000-square-foot new lease with law firm Fredrikson & Byron at RBC Plaza at 60 South Sixth in downtown Minneapolis.

"KBS' dedication to exceeding sustainability and management standards for this asset, in addition to its excellent amenities and location, have historically and continue to attract



tenants of Fredrikson & Byron's high caliber to RBC Plaza at 60 South Sixth," said Giovanni Cordoves, Western regional president for KBS. "Our completed and continuing renovations and amenity additions have and will serve to keep this asset's standing as a magnet for office tenants seeking top-quality office space in the Minneapolis market."

KBS SUPPORTS HEALTH CARE WORKERS

In May 2020, KBS partnered with Lincoln Property Company, CBRE and Transwestern to donate 185 delicious meals for front-line hospital staff at three key facilities in the Dallas area. These included Parkland Hospital, Baylor Hospital and Monticello West Senior Living Community. KBS meals were prepared by upscale Nick & Sam's Steakhouse, a tenant at Preston Commons in the desirable Preston Center submarket.



8

TOWER 909 EARNS PROPERTY OF THE MONTH



KBS-managed Tower 909 was recently recognized as "Property of the Month" by the Las Colinas Association. Tower 909 is a 374,251-square-foot trophy-quality office property located in the heart of the Urban Center of Las Colinas in Irving, Texas, overlooking picturesque Lake Carolyn. The property features lakefront views, garage

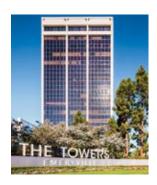
parking, conference facilities, fitness center, wine lounge, café with outdoor seating, on-site management, shoeshine, concierge, golf cart service and a DART Rail and APT station connected to the building. Neighborhood amenities include Gables Water Street, the Toyota Music Factory and the Irving Convention Center.

The Las Colinas Association serves as the permanent property owners association for all deed-restricted residential and commercial properties in Las Colinas within Dallas County. Comprising over 8,000 acres, the development is a unique combination of commercial, residential, educational, recreational and retail land uses and is one of the premier business addresses in America.

KBS CUTS \$47,000 IN ELECTRICITY COSTS AT EMERYVILLE TOWERS

KBS has cut electricity costs significantly at The Towers Emeryville in Emeryville, California, using a specialized software data analytics tool developed by Gridium Inc. Using the utility rate optimization tool, KBS has cut approximately \$47,000 in operating expenses at the 814,000-square-foot office park in Emeryville.

KBS used Gridium's data analytics tool at The Towers Emeryville to identify annual utility rate cost savings of \$0.06 per square foot.



"We are always looking for ways to manage operating costs while delivering superior service to tenants in each of the markets we invest in," says KBS Senior VP Brent Carroll. "Assessing current and future electricity use to decrease operating costs is particularly important to our tenants. Products like Gridium's optimization tool help us to achieve this goal."

RENOVATIONS UNDERWAY AT UNION BANK PLAZA, LOS ANGELES

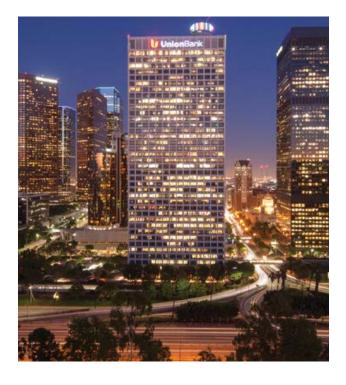
KBS has completed the first phase of a \$20 million renovation of the Union Bank Plaza office tower in downtown Los Angeles.

The 40-story, 701,888-square-foot tower and its retail plaza span a full city block at 445 South Figueroa Street in the Bunker Hill area. KBS acquired the landmark tower in 2010 from Hines.

In the first phase, KBS and contractor Swinerton Builders completed interior and exterior upgrades to the conference center and lobby and embarked on a 21,000-square-foot spec suite program in which tenant suites were built for move-inready tenants.

In the next phase, KBS will also include a reimagined twostory retail level, which includes 24,833 square feet and an outdoor seating area scheduled to be completed in April 2021. The architecture, interior design and landscape design services for the property's repositioning were provided by HLW International LLP.

The property was built in 1967 and recently became the first skyscraper in L.A. to be designated as a historical landmark by the city in February. It was originally designed by New York-based Harrison & Abramovitz and L.A.-based AC Martin & Associates. The modernist-style outdoor plaza was designed by Garrett Eckbo.





KBS wishes to thank these tenant representatives for their hard work, dedication and professionalism in these top transactions at KBS properties during the last 12 months. We look forward to the opportunity to work together on future transactions.



Mike Salmen, Larry Serota and Will McDonald Transwestern

TENANT:	Fredrikson & Byron
LOCATION:	Minneapolis, MN
	178 000 SF





Michael Dash, Kyle Kamin and Todd Lippman CBRE

TENANT:	Accenture
PROPERTY:	Accenture Tower
LOCATION:	Chicago, IL
SIZE	· ·





April Parrish and Clinton McKellar

Cushman & Wakefield

TENANT:	Purchasing Power
PROPERTY:	201 17th Street
LOCATION:	Atlanta, GA
SIZE	21,681 RSF





Brian Biege CBRE

TENANT:	Crystal Dynamics, Inc.
PROPERTY:	Ridgewood Corporate Square
	Bellevue, WA
SIZE	21 524 SF





Jim Niethammer

CRESA

TENANT:	California Nursing Assoc.
PROPERTY:	Park Tower
LOCATION:	Sacramento, CA
SIZE	15,348 SF





Jami Marsh JLL

TENANT:	Insulet
PROPERTY:	Salt Lake Hardware Building
LOCATION:	Salt Lake City, UT
SIZE	22,918 SF





Jordan Wall

Colliers

TENANT:	Nutraceutical Corp.
PROPERTY:	222 Main
LOCATION:	Salt Lake City, UT
SIZE	32.050 SF





Mark Palmer

CBRE

TENANT: Northw	restern Mutual / Gross Financial Group
PROPERTY:	Hanley Corporate Tower
LOCATION:	St. Louis, MO
SIZE	15.771 SF





Bill McClung and Robbie Baty

Cushman & Wakefield

TENANT:	Prosperity Bank
PROPERTY:	Sterling Plaza
LOCATION:	Dallas, TX
SIZE	20,339 SF





Rick Nelson

Winthrop Commercial Real Estate

TENANT:	Avtex
PROPERTY:	Northland Center
LOCATION:	Bloomington, MN
SIZE	25,665 SF





Matthew Saker and Alec Monaghan

CBRE

TENANT:	Educational Testing Service
	City View
	San Antonio, TX
SIZE	54,567 SF





Spencer Holbert and Pete Kostroski

JLL & Rokos Advisors

TENANT:	Bright Health Management
PROPERTY:	515 Congress
LOCATION:	Austin, TX
SIZE	14,000 SF



Looking Forward

KBS Eastern Regional President Marc DeLuca shares how KBS has responded to its valued tenants as a result of the COVID-19 pandemic as well as how the firm is looking forward to opportunities for tenants and landlords in the year 2021.

REMIER OFFICE
MAGAZINE: How did KBS'
29-year commitment to hands-on
management help when the COVID-19
crisis hit?

MARC DELUCA: Unlike the financial crisis or the tech crash, the pandemic impacted all our tenants but in different ways. Everyone is in the same storm but not necessarily the same boat — with some tenants affected much worse than others.

In the beginning, every tenant had to change and go remote. For many, this was a challenge. KBS is a firm that Don Koll, Chuck Schreiber and Peter Bren formed, and they allow their employees a lot of autonomy in their relationships and interactions not only with brokers, but also with tenants and at times, with investors. Coupled with our closeness to our tenants, this authority allowed us to act quickly and creatively on changes to the buildings' operations and implement new technology uniformly across the KBS office portfolio.

POM: KBS contracts with the best property management firms in each market. Were these third-party teams up and running right after the virus hit?

DELUCA: Our property managers and engineers masked up, jumped right in and stepped up to the plate in this time of crisis. We expect this from them, and it's why we hire the firms we do. When a big crisis hits and you see the way they



respond to serve our tenants, you can't help but extend your appreciation and admiration.

We also encourage our managers to hire military veterans for many roles at our properties, such as engineers, building security or management. When a crisis hits, it's almost second nature for a veteran to step into a heightened readiness mode to keep the tenants safe and secure.

POM: About what percentage of KBS office tenants were paying rent at the end of 2020?

DELUCA: We've been in the 95% to 96% range from April to December. This compares well to the NCREIF Index, which was around 92% for that same period. This result comes from the type of tenants we have, the markets we're in and the great relationships we established with our tenants.

POM: What types of relief did KBS provide to qualifying tenants?

DELUCA: We considered each tenant's request for rental relief individually.

Initially we requested that each tenant provide detailed financial data like impact on revenue, were pay cuts initiated, were there layoffs or lost contracts and if they requested PPE money or SBA loans. After receiving this information, our asset managers and their associates sat down, reviewed each response and then spoke over the phone with the respective tenant to ensure we fully understood their needs. We made specific accommodations to those tenants who needed it. The ultimate relief, to sum it up, ranged anywhere from deferrals of rent to lease restructuring that would include extensions. Very few tenants requested space reductions. I am very proud of how our team came together for our tenants.

POM: What sectors seemed to weather the storm better than others?

DELUCA: For the most part, the tech, biotech, financial services and legal companies didn't miss a beat, and none sought relief. This is one reason why KBS invests in multi-tenant properties — we spread risk across multiple industries.

There's really something to be said for a state/city with lower operating expenses and a growing population that attracts corporations.

POM: Can you explain a little what happened with the shared workspace providers?

DELUCA: The coworking providers were some of the first to ask for assistance. Given the short-term nature of their leases, they took a hit almost immediately. Fortunately, many companies, especially larger ones, quickly realized that the flexibility these shared workspace providers offered could help them during this time of uncertainty. We have some tenants say, "Well, you know what, I'm going to take a suite here or a suite there on a shared workspace floor so I can put some people over there and not have them together." We are also seeing a

Continued on PAGE 14 ▶



Continued from PAGE 13

lot of tenants hitting the pause button. Whether they're coming for a short-term extension or just waiting until the bitter end to try to figure something out, these are the tenants that may have to rely on the shared office concept to help them alleviate tough situations.

POM: Prior to COVID-19 breaking out, KBS did not own assets in New York City and owned only one in downtown San Francisco. Both markets were hit hard and saw a dramatic change in space absorption. Any thoughts on why KBS did not have a big presence in those gateway markets?

DELUCA: We have boots on the ground and intelligence coming in from every major market in the country. While we do not presently have a footprint in New York, that's not to say we may not in the future, and the same holds true for San Francisco where we own 201 Spear Street, a well-located property on the waterfront. Prior to COVID-19, the opportunities in those markets were highly sought out, driving yields down. At KBS, we like to track many things. We track social, political, educational and monetary trends. Companies tend to follow where people go to live and work. We've seen a lot of movement during this pandemic down to the sunbelt, from Arizona to Texas and then obviously Florida to the Carolinas. In New York, I am concerned about migration and taxes, which also leave me concerned about future office needs. I don't want to speak for my cohort on the West Coast, Gio Cordoves, but he would likely tell you that in San Francisco, the concern is the yield potential for our investors. We do own a large asset in San Francisco, and we can't now replicate what we bought it for and the basis we have in it. It was a unique opportunity. We've watched yields plunge there, so we decided to buy across the San Francisco Bay in Emeryville. Emeryville's

highly educated workforce and strong quality of life drove us to The Towers at Emeryville, an exceptional acquisition.

POM: So you are primarily looking at markets with positive migration trends?

DELUCA: Exactly. Growth-oriented and talent-focused companies want a favorable corporate environment, educated workforces, great colleges and universities, strong quality of life and

need help. Do you think they are going to be attracted to a state with lower operating expenses or a state that plans to increase not only their taxes and regulations but also living expenses and taxes on their employees? The decision to move is not rocket science for a lot of these companies. It's simple monetary policy.

POM: What will be the biggest challenge for landlords in the wake of COVID-19?



neighborhoods that they believe will be safe. That is what drove us to buy in places like Austin, Salt Lake City, Denver, Raleigh, Charlotte and Nashville. We built our footprint in these markets years before this pandemic hit.

POM: Talk about business friendly. I just read the news yesterday that another major firm, Oracle, is moving from California to Texas. Can you speak to that?

DELUCA: There's really something to be said for a state/city with lower operating expenses and a growing population that attracts corporations. I mean, we have been in a serious crisis, and a lot of businesses

DELUCA: In my opinion, making sure returning employees understand what landlords have put in place to ensure their office is safe and provides a healthy environment. That starts with the landlord providing the right tools and remaining flexible in dealing with tenants and various regulations that are required by local jurisdictions.

POM: Tells us a little about the Maptician technology platform to help tenants space-plan for safety.

Continued on PAGE 16 ▶

MAYER BROWN

Building Resilience

SINCE 1881

Few industries are as affected by fluctuating economic conditions as the real estate sector, which is facing unprecedented changes as the world copes with a pandemic. Weathering a crisis such as this requires the strength of organizations such as KBS Realty Advisors, which has been shaping the commercial real estate industry for over 28 years.

We're proud to partner with KBS as the industry works through this period and look forward to an even stronger market on the other side.

Visit our portal at covid19.mayerbrown.com and our blog at covid19.law for insights, resources and thought leadership designed to help businesses stay resilient, agile and efficient during these challenging times.

Americas | Asia | Europe | Middle East

mayerbrown.com

Continued from PAGE 14

DELUCA: Maptician has been a powerful tool for many of our tenants. It allows a tenant to basically overlay their floor plates with these government mandates and then analyze any of the social distancing requirements to come up with a staffing plan. The software also assists with mapping out staggered work schedules as well as proximity contact tracing.

Maptician approached me when they had just started this software. They're based out of Atlanta, and we have a large presence in Atlanta. I sat down with these guys, and they walked me through the software. They said, "Send us those floor plates to your conference center." I sent it to them, and they said, "Here in Atlanta right now you're allowed 25% capacity, and here's how they can sit and still maintain the six feet of social distancing." We then asked them to analyze the floor plates with 6 feet distance, 50% capacity and no masks. Within seconds, they gave us a visual of how these amenity spaces could be used.

We took it one step further. We had a spec suite with a prospective tenant.

The tenant said, "Well, I'm not so sure 11,000 feet is enough for me. How can I get a better grip on this?" We asked them, "How many employees do you have? Do you want to have cubicles? Do you want to have more offices?"

They gave us their requirements and we put them into the software. We said, "OK, well, if you want 6 feet of separation from your employees and you want a breakroom that could accommodate 25% of the employees at one period of time," the software shows that they need a little more space, and they took 15,000 feet instead of 11,000 feet.

KBS was the first institutional real estate company to promote the Maptician software to our tenants.

POM: What about the tracing aspect of the software?

DELUCA: So let's say a tenant has an employee who's returned to work.

He gets tested two days later and has COVID-19. You can pull up the software and it shows you where each employee has been assigned to sit when they come in the office. So you can immediately notify those sitting around him that they have been in close proximity to someone with a COVID-19 diagnosis. They can determine if they may need to have

certain employees quarantine.

POM: This sounds like a big risk mitigator, especially for companies with boards of directors who are risk adverse.

DELUCA: Absolutely. This is just another layer of protection to show we're following these restrictions. Here's our floor plan, here's where you are going to sit and here's how you can maintain social distancing in compliance with CDC guidelines. As I understand it, KBS was the first institutional real estate company to promote the Maptician software to our tenants. In fact, we are on their advisory council to help them implement new add-ons to the software, and our tenants receive preferred pricing because of that.

POM: How has COVID-19 affected mass transit?

DELUCA: I'm on the Federal City Council here in Washington, D.C., and I get reports on our mass transit system around the area as well as in Chicago where KBS owns Accenture Tower, which is above the Ogilvie Transportation Hub. So in both Washington and Chicago, COVID-19 has pushed public transportation to record lows. Washington has seen a 93% drop and in Chicago a 90% drop in riders over the last seven months compared to the same period as last year.

Obviously, we need mass transit for large cities, but ridership likely won't rebound until people are comfortable getting into a confined space. But the live-work-

Continued on PAGE 18 ▶





READY FOR ANY CHALLENGE

We understand that for Commercial Real Estate (CRE) developers and investors, demand varies from year to year and market to market. Our dedicated CRE bankers bring financial expertise and solutions that help you navigate any obstacle and enable projects to be successful.

To learn more, visit citizensbank.com/commercial/commercial-real-estate or contact Kevin Boyle at kevin.boyle@citizensbank.com



Continued from PAGE 16

play environment is going to continue in "urbanish" markets like Charlotte, Austin, Phoenix and Raleigh. These are 24/7 environments, and the new talent loves it. You can walk outside and get a breath of fresh air — you get more space around you.

Right now, I am at our office here in the Washington metro area. We have plenty of room, people are walking the streets, and it is a true live-work-play environment. It has everything you can imagine within a 2-mile radius — an Apple Store, Whole Foods, Trader Joe's, Orvis, etc., and mass transportation. But what a lot of people don't understand is in a lot of these urbanish nodes that are 24/7 environments — like the assets we own in Raleigh and Nashville — they have been successful because with a true 24/7 environment, you don't have to ride mass transportation to go to work. You can just walk across the street.

POM: What about the work from home trend? Is this sustainable?

DELUCA: I am sure employees like the work flexibility of working from home, which I understand. But there are some things you can't replicate sitting at home. For instance, you lose the culture and the sense of community that people have in an office environment. Mentoring and training of younger staff are a lot more difficult over a computer. These are just a few of the issues. To remain creative, individuals need other individuals.

Look at the great inventor Samuel Morse. There were a lot of people that aided and assisted in his inventions. It wasn't that Samuel Morse woke up and said, "Here's some Morse Code and here's how I'm going to transmit." Well, another gentleman came and said, "Hey, you know how we need to do this? We need to hang telephone lines from poles

because we can't just lay them on the ground. You gotta hang them, pull them tight, and that will allow a clearer signal to be transmitted." American ingenuity happens collectively, and that can't be replaced sitting at home.

With a true 24/7 environment, you don't have to ride mass transportation to go to work. You can just walk across the street.

POM: Traditional malls have been hit hard by online consumers, then on top of it you have COVID-19 shutdowns. Can retail survive?

DELUCA: We talk about this all the time at KBS. While I was on a Zoom panel for Private Equity Real Estate [PERE], this topic came up. Obviously, your typical grocery-anchored retail with affiliate stores, nail salons, cleaners and the small sandwich shop — these are always going to be around. I think in the next few years, malls may see a real thinning of the herd. The ones that create and offer an experience to their patrons are the ones that may survive. Your typical mall where you walk inside and it's shop after shop — those will thin out and become more regionalized. I look at my kids right now, 17 and 13, and that age group still goes to the mall to walk around, look at clothes and makeup and get a pretzel or slice of pizza. But if I look at myself and my wife, almost all our Christmas shopping for Santa Claus was done online. But there is that generation, and I think it's the younger one, that still enjoys the mall experience. They're not the ones who are spending most of the money, obviously, and so that's why I think the malls need to offer an experience to bring other people in and why I think they will thin out.

POM: Marc, last question, would you say we're moving into a market where tenants have more bargaining power?

DELUCA: Yes, but it really depends on the market. One trend we are seeing is tenants are waiting longer to renew and exercising shorter-term renewals. Some of the larger tenants realize they have a lot of leverage. So if they're willing to do a longterm deal, they can potentially get a lot of concessions, like a larger TI allowance or some form of free rent. Why, you ask? A long-term deal also gives the landlord some security for an extended period. Most of our portfolio has some longerterm leases, which is why KBS is largely seeing continued strong occupancies. Our tenants have always liked our strategically located buildings and the high level of service we provide. This is why we have traditionally signed mid- to longer-term leases because tenants want to lock in great office space, especially in a market that's attracting a lot of talent.



The McEwen Building

Nashville, TN







- New vacancy features best-in-class office space on top two floors
- Opportunity to secure rare top-of-building signage
- Sixth floor exterior balcony connected to tenant space
- Common area renovations underway
- New amenities to include lobby coffee bar and new café
- Walkable to the best restaurants, retail shops and hotel in Cool Springs
- Adjacent to Whole Foods and Bricktops

a **KBS** Office Property

The McEwen Building, Nashville, TN

Blake Newton, Cushman & Wakefield 615-301-2915 blake.newton@cushwake.com

Jim Smith, Cushman & Wakefield 615-301-2830 jim.smith@cushwake.com **BEAUTY SCIENCE**

KBS tenant Jamie O'Banion, CEO of BeautyBio chats with Premier Office Magazine editor Phil Diment about how she took a career in modeling and combined it with entrepreneurial drive and her family's science background to create one of the most revolutionary beauty brands on the market today.

remier Office Magazine: Tell us a little about BeautyBio – what makes your skincare products unique?

Jamie O'Banion: BeautyBio is focused on delivering clinical-grade skincare solutions from home in clean, powerful formulas combined with performance beauty tools. Our line is extremely edited and carefully curated with products undergoing third-party clinical testing for maximum efficacy prior to launching. As consumers, we now live in a day and age where women and men have access to technology that allows everyone to achieve healthy, glowing skin without a doctor's visit, and we're happy to have helped lead that disruptive movement — truly democratizing skincare results. Whether it's delivering clinical-strength Retinol or pore-tightening cryotherapy, we are the destination for real results, backed by science, from the comfort of home.

POM: When the COVID-19 pandemic first hit, your sales saw a big increase while others suffered. To what do you credit this?

JAMIE: A lot of prayer! I think we were able to see success as our clinical results-from-home message never felt more relevant than during a period of time where we were all required to stay home. Doctors' offices were closed,

and people were more open to trying therapies like our microneedling tool GloPRO® with additional time on their hands and zero concerns about downtime. Consumers were pleasantly surprised when they learned there is indeed no downtime with our technologies but an openness to try new methods and a hyperawareness of current skin conditions due to constant daily video calls. This helped drive velocity.

POM: What specific product really helped propel the growth of your company?

JAMIE: Our patented microneedling tool GloPRO® definitely put us on the global map because it so seamlessly integrates into any skincare routine. The consumer didn't have to rewire their AM and PM routines because GloPRO® naturally amplifies the benefits of any topical skincare — it's like when Spanx launched, everything in our wardrobes instantly fit better.



POM: How did your dad, a biochemist, have an influence in your life and the development of your company?

JAMIE: My dad engineered and created the first prototypes for an at-home microneedling tool; he invented what we would end up calling GloPRO®. And because he worked in a cosmetic lab, I was exposed at a very young age to the magic of science. In the lab, I witnessed really well-known brands use fairy dust amounts of actives and then make claims that were not in line with the formulations. I started BeautyBio because I felt a sense of responsibility to speak out against the "dream in a bottle" rhetoric that has circulated for decades in our industry and help educate on the basics of skin health. I felt it was wrong for a company to charge a small fortune for something that was never going to actually work. We have made enormous strides in transparency within our industry, and the future is dependent on passionate leaders who can demand more, raise the bar and elevate collectively.

POM: Is there a trend toward in-home spa treatments and in-office treatments for those who want healthier, more beautiful skin?

JAMIE: We're absolutely witnessing a material trend toward at-home treatments, especially with the mass migration from office to home and the inability to schedule in-office cosmetic appointments for much of 2020. Even before then, people have embraced the freedom at-home treatments provide: no scheduling, no downtime, zero recovery period, and we're getting the same results or better at a fraction of the cost.

POM: What is microneedling?

JAMIE: Microneedling is the science of microscopically wounding the skin in order to force the body's healing response to create fresh, new, younger-looking skin. GloPRO® uses tiny microneedles to create vertical exfoliation channels in the

skin. When these needles glide over the skin, they cause micro-injuries, igniting the skin cells to produce new structural proteins, such as collagen, elastin and glycosaminoglycans, which form the structural matrix that keeps skin tough, taut and flexible. This helps to provide skin with improved access to oxygen and nutrients, meaning cell volume is restored from the inside out making skin look plumper and younger. GloPRO® also features additional LED red light therapy and micro-pulse technology to enhance cellular turnover.

My dad engineered and created the first prototypes for an at-home microneedling tool; he invented what we would end up calling GloPRO®. And because he worked in a cosmetic lab, I was exposed at a very young age to the magic of science.

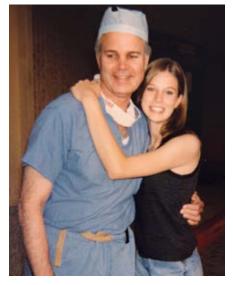
POM: Where can people find your products and under what name?

JAMIE: In the U.S., we are available at Sephora and Ulta, Neiman Marcus and Nordstrom. Internationally, we're sold at Harrods, Selfridges, Holt Renfrew, Cult Beauty and Mecca. You can also find us live a few times a year on HSN and QVC.

POM: For those who want to learn more about your company, what website can they go to?

JAMIE: www.beautybio.com.

POM: What triggered your interest in being an entrepreneur and running a business?



As a young girl with big aspirations, Jamie was influenced by the ingenuity of her father, a biochemist who made a big impact on the science behind cosmetics.

JAMIE: The answer to that can be summed up by one phrase that I often repeat to myself, my family and my team, "If not now, when? If not me, who?" I didn't plan on being an entrepreneur, but I also couldn't sit back and watch consumers being duped into purchasing products that would never deliver the results promised. My goal has always been to help bring truth in beauty — it's literally in neon above our conference room glass board — and be a voice for the simple skincare truths we should all be doing on a daily basis for our overall skin health. I never dreamed BeautyBio would grow into the movement or global brand it has become, but I am incredibly grateful for the journey.

POM: What are your thoughts on the retail industry?

JAMIE: I don't see retail as dying. It's shifting, and not only do customers have more options, they're savvier thanks to widely available product information that's saturating digital platforms. I don't think

Continued on PAGE 22 ▶



When it comes to business, Jamie tells her team, "Always put your customer hat on." If you place yourself in the shoes of your audience, you'll always arrive at the answer that's right for your customer and your business.

✓ Continued from PAGE 20

people will ever truly tire of the in-person cosmetic experience, but the movement we've helped create, which is delivering clinical-grade results from tools and topicals at home, is incredibly empowering. To that end, our approach has always centered around customer education — we want to help make everyone a "skintellect" so that wherever they choose to shop, they can feel good about what they're putting on their body. I think that's been a big pillar of our success because our customers and followers know they can count on us for 100% transparency.

POM: What are your keys to success?

JAMIE: When it comes to business, I tell my team, "Always put your customer hat on." If you place yourself in the shoes of your audience, you'll always arrive at the answer that's right for your customer and your business. In that way, failure is impossible if you're providing a service to people who truly need and value it.

POM: What do you love about working in uptown Dallas and Turtle Creek in particular?

JAMIE: Dallas is such a growing hub for business headquarters and branches of big companies; a lot of key players choose to operate out of Dallas, and it's exciting to watch our city grow in that way.

"A lot of key players choose to operate out of Dallas, and it's exciting to watch our city grow."

POM: How do you like living in Dallas?

JAMIE: Dallas is home for me, so I feel super comfortable here and lucky to be near friends and family. And with as much traveling as I do, Dallas is the perfect central hub to get wherever I need to go quickly.

POM: How did your modeling career help prepare you to lead one of the fastest-growing skincare companies, with Forbes naming you as one of four female entrepreneurs to watch?

JAMIE: Modeling exposed me to the aesthetic commercial side of the beauty industry, which has really helped with BeautyBio product launch campaigns, in-store displays and retailer merchandising. Plus it just gives you a leg up when you know how a photoshoot should run — they can sometimes be a bit chaotic, like walking onto a movie set – so it's definitely an advantage that I already feel comfortable navigating those environments, how the contract negotiations work, how to art direct, styling dos and don'ts and what releases need to be signed before everyone goes home.

Continued on PAGE 24 ▶

The language of real estate.

Our relationships with our clients are built on communication and collaboration. We want to see you succeed, which means being a knowledgeable legal and business adviser.

In today's busy and sophisticated real estate marketplace, it's important to make the most of every transaction. One law firm can offer clients decades of specific experience in every type of real estate asset, along with the assurance of working with a premier global real estate practice.*

We want to be part of your team.

DLA Piper has been named Real Estate Law Firm of the Year for more than 15 consecutive years by The International Who's Who of Business Lawyers.



dlapiper.com

Continued from PAGE 22

POM: Tell us a little about your husband, Melbourne. How did you meet? I understand he is also an entrepreneur and an avid outdoorsman.

JAMIE: Melbourne and I met in college at BYU. I don't think we ever envisioned we would both end up with the same job for different companies, but it's been a journey I wouldn't trade for anything. He's been an incredible adviser to me, and we complement each other's strengths and weaknesses. Melbourne is the CEO and founder of Bestow, one of the fastest-growing digital life insurance companies in the U.S.

POM: Tell us a little about your family. With both of your busy schedules, how are you able to prioritize family time?

JAMIE: Melbourne and I, aka Team MOJO, knew from the beginning of our relationship that we wanted family, kids and strong careers. We're both entrepreneurs and founders/CEOs, so a driving force of our relationship is knowing, to a large degree, what the other faces in their day-to-day life. Because we have this deep level of empathy, it helps us communicate very effectively. When someone needs to seize an opportunity and be on the next red-eye flight to make a meeting, the whole family comes together to help support that person. As a family and as a mantra of BeautyBio, we make it happen.

POM: How has your faith in God helped guide your life and your family?

JAMIE: Faith is at the core of my family's heartbeat; we set intentions as a family and as individuals each week and read scripture together before bed. It keeps us grounded, sane, connected and hopeful through every up and down.

Continued on PAGE 26 ▶



Headquartered at KBS' 3811 Turtle Creek building in the prestigious Turtle Creek neighborhood of Dallas, there's no office space in the city quite like BeautyBio's. The entire office has the appearance of being dipped in elegant rose gold — it's all part of conveying a sense of elegance and brand identity. Jamie O'Banion is a driving force behind that energy.











PNC REAL ESTATE | As a successful commercial real estate owner, developer or investor, you have a clear vision for today and for the future. Named the #6 originator among banks,¹ PNC Real Estate offers expertise in construction, bridge and permanent financing; public debt solutions; treasury management; risk mitigation; and loan syndications delivered through an integrated model. With PNC Real Estate's innovative solutions, you're ready for today. **To learn more, visit pnc.com/realestate.**

REAL ESTATE BANKING | AGENCY FINANCE | TAX CREDIT SOLUTIONS | MIDLAND LOAN SERVICES



LENDER 1 MBA Commercial/Multifamily Annual Origination Rankings, 2019, www.mba.org

PNC, PNC Bank and Midland Loan Services are registered marks of The PNC Financial Services Group, Inc. ("PNC"). Bank deposit, treasury management and lending products and services, foreign exchange and derivative products (including commodity derivatives), and investment and wealth management and fiduciary services, are provided by PNC Bank, National Association ("PNC Bank"), a wholly owned subsidiary of PNC and **Member FDIC**. PNC Bank and certain of its affiliates, including PNC TC, LLC, an SEC-registered investment adviser wholly owned by PNC Bank, do business as PNC Real Estate. PNC Real Estate provides commercial real estate financing and related services. Through its Tax Credit Solutions segment, PNC Real Estate provides lending services, equity investments and equity investment services relating to Low Income Housing Tax Credit ("LIHTC"), affordable housing preservation, New Markets Tax Credit ("NMTC") and Historic Tax Credit ("HTC") investments. PNC TC, LLC provides investment advisory services to funds sponsored by PNC Real Estate for LIHTC, HTC and affordable housing preservation investments. Registration with the SEC does not imply a certain level of skill or training. This material does not constitute an offer to sell or a solicitation of an offer to buy any investment product. Risks of each fund, as well as information regarding the investments, risks, and expenses of each fund, are described in the fund's private placement memorandum (PPM) or other offering documents. Please read the PPM and other offering documents carefully before investing.

Lending, leasing and equity products and services, as well as certain other banking products and services, require credit approval. ©2020 The PNC Financial Services Group, Inc. All rights reserved.



Continued from PAGE 24

POM: What were some of your interests growing up?

JAMIE: I've always loved both science and marketing. I used to make crazy slime concoctions in the bathtub as a little girl, and in grade school I used to make up fake commercials for my favorite products. Somehow I got lucky enough to get to make goop as an adult and dream up commercial campaigns today for the brand.

POM: With all the publicity you get, how do you and Melbourne manage to stay grounded?

JAMIE: We certainly keep it real with kiddos running around like crazy most days! Having a strong faith helps us both to stay grounded and grateful for the commercial success, but success at home is the most important. If you have your health, faith and family, you have it all.

I've always loved both science and marketing. I used to make crazy slime concoctions in the bathtub as a little girl, and in grade school I used to make up fake commercials for my favorite products.

POM: There's a nonprofit organization that has a special place in your heart.

JAMIE: Yes, I am currently serving as chair of The Children's Cancer Fund Gala and have a soft spot for children's health and CCF. My brother was born with cerebral palsy and hydrocephalus, so I have always been drawn to organizations that help children in need.

POM: What's your favorite book?

JAMIE: I love the philosophies set out in the books "Grit "and "Mindset". Having an open, growth mindset is critical to success.

POM: Favorite movie?

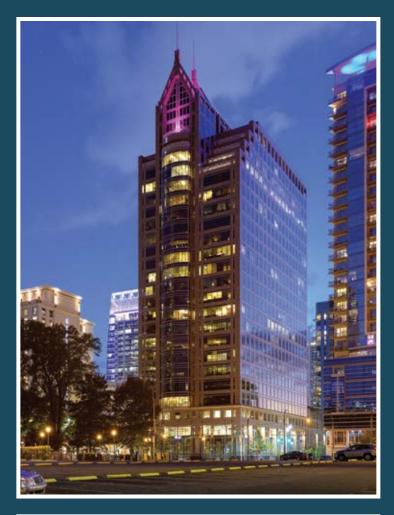
JAMIE: "Father of the Bride." My dad reminds me so much of Steve Martin in that film.

POM: If you could change one thing in the world, what would it be?

JAMIE: It would be for each of us to always assume the good. Read the text or email as if the sender was smiling when he or she wrote it. Life is short; we should seek to see the good in others daily.

POM: Jamie, thank you for your time. KBS is honored to have BeautyBio as a tenant at 3811 Turtle Creek.









Carillon

Charlotte, NC

- Large block top three floors available up to 65,000 sf!
- Located within a block of "Main and Main" in uptown Charlotte, North Carolina.
- Shares an amenity courtyard with the luxury Grand Bohemian Hotel.
- New fitness center features state-of-the-art equipment, locker rooms, exclusive fitness programming and Chop & Chisel Café.
- Located directly along the new CityLYNX
 Gold Line and a short walk to the LYNX
 Blue Line station.
- Easy ingress and egress to Carillon's parking garage allow for quick access in and out of uptown to all of Charlotte's major thoroughfares and highways.



a **KBS** Office Property

Carillon, Charlotte, NC

Rhea Greene, Trinity Partners 704-295-0460 rdg@trinity-partners.com

Jennifer Kurz, Trinity Partners 704-295-0412 jtk@trinity-partners.com

By Brian Lee

AI: Striking the Balance Between New Tech and Personal Touch

eal estate professionals are familiar with the concept of "highest and best use" in property appraisal, but there can be another meaning. Technology continues to help all facets of commercial real estate in maximizing productivity and even revealing new horizons of business performance. Artificial intelligence (AI) is evolving fast and increasingly expanding the pathway to get there.

However, less than one-third of CRE organizations are using AI despite its strong predictive capabilities and automation advantages according to Deloitte's 2020 commercial real estate outlook. But the CRE industry, known for its traditional handshake and relationships type of business approach, is discovering the merits of AI while not overlooking the importance of human interaction.

Hi, Robot

AI can be found in a number of applications changing and advancing CRE, but especially in how industry leaders like KBS handle commercial property management and operations according to Lee Dunfee, Cushman & Wakefield managing director and Eastern region lead of engineering operations. For example, tenant experience apps, virtual concierges and chatbots play a role in reservation systems, space management, security access and queue management, which cater to the key customer service values of speed, convenience and safety.

Safety and space management are huge priorities in the COVID-19 era, of course.



To those ends, KBS has partnered with Maptician, a cloud-based, workplace management platform that helps organizations reopen locations safely and operate them efficiently during COVID-19 and beyond. The service provider allows tenants to engage with employees with a floor plan view they can utilize to handle office personnel spacing and scheduling. The software also uses "scheduling intelligence" to see which employees have overlapping time. To read more about Maptician, please see page 39.

"Measuring occupancy or space utilization, especially in real time, can give building owners and occupiers a sense of the true consumption and density of an area, floor or building," said Doug Stewart, head of the digital building practice at Cushman &

Wakefield. "Further, granular occupancy data can be a powerful element in managing return-to-office initiatives helping organizations enforce spacing and control density. The data can also help organizations monitor other return-to-office strategies, such as planned shifts or occupancy by groups."

"Measuring occupancy or space utilization, especially in real time, can give building owners and occupiers a sense of the true consumption..."



"Granular occupancy data can be a powerful element in managing return-to-office initiatives."

Doug Stewart, Cushman & Wakefield

Dunfee added, "Now more than ever, we're relying on AI to predict peak usage times for amenities and systems so we can schedule maintenance. Behind the scenes, AI has a tremendous impact on operational efficiency, greatly elevating diagnostics on building equipment and systems, air quality and ventilation, occupancy and utilization and real-time energy management and monitoring. What's more, it contributes to more efficient use of data and better enables us to predict energy use trends."

Advanced energy management or building control systems enhance property performance based on data trends over time and provide granular visibility into the efficiency and life cycle of these systems. HVAC controls can sense load requirements based on occupancy instead of time schedules, a "smart system" that reacts to demand and thus lowers operating costs. These include programs that monitor lighting usage and needs, including motion detection setups in stairwells, to elevate efficiency and thus capture substantial cost savings.

Using Gridium's new electric utility rate optimization tool, KBS cut approximately \$47,000 in operating expenses at The Towers Emeryville, an 814,000-squarefoot Class A office park in the East San Francisco Bay city. The data analytics innovation from Gridium's machine learning technology platform identified annual utility rate cost savings of \$0.06 per square foot. The technology, assessed by the Lawrence Berkeley National Lab for accuracy, enables buildings to claim utility bill credits from incorrect bills and to save money by switching to the optimal electric utility rate based on its own unique energy use profile.

"The COVID-19 pandemic and shutdown have highlighted the need to keep expenses in check so that we can focus on exceeding the expectations of our investors, partners and tenants," said Brent Carroll, asset manager for The Towers Emeryville and senior vice president of KBS. "Assessing current and future electricity use to decrease operating costs will be particularly important in the aftermath of the pandemic."



"Now more than ever, we're relying on AI to predict peak usage times for amenities and systems."

Lee Dunfee, Cushman & Wakefield

Today's fault detection and diagnostics (FDD) often deployed on automated building systems can "learn" sequences and trends and detect anomalies and malfunctions more efficiently than ever before, according to Dunfee.

"Ventilation is a critical system in a world that prioritizes reducing transmission risk, but one that has been traditionally challenging to maintain and monitor at scale," said Stewart. "Automated analytics enable teams to proactively manage and maintain critical building systems. The FDD platforms can feed directly into the centralized operations center as a significant part of the single pane of glass concept."

Highly automated buildings and systems using some form of AI are only as good as their data.

Keep in mind, though, that highly automated buildings and systems using some form of AI are only as good as their data. Human setup is required on the front end, and turning data into actionable intelligence must come on the back end.

"Capturing good data is dependent on thoughtful and proper sensor placement, accurate sensor calibration and setting the intervals at which we need this data," Dunfee said. "This involves information on energy intervals on individual equipment and whole buildings, temperature control trends and rate of change as well as temperature recovery to setpoint trends, etc."

Collecting and measuring system performance and status with IoT-enabled technology, sensors can, for example,

Continued on PAGE 30 ▶

Continued from PAGE 29

detect leaks to help building staff manage the risks of water damage while the building is unoccupied or under-occupied. Also, pressure sensors can identify pressure drops across ventilation systems, which could perhaps reveal dirty filters. This supports not only indoor air quality, but also the maintenance of proper pressure and airflow, Stewart asserted.

AI advantages within other property management and tenant relations applications include electronic work order systems that track trends, frequency and impact of repetitive tickets, prioritizing particular issues based on operational, financial or occupant-experience criteria. Also, wireless reservations systems for conference room bookings can match user requirements with room resource capabilities, including group size and

technology sets.

that sales and customer relationship management (CRM) can benefit from using AI technologies. That was the lowest favorability score for that department across all CRE property sectors (industrial and hospitality were next at 56%).

"Let's not forget that real estate remains a relationship-driven business, and human interaction, experience and expertise play a significant role in problem identification by analyzing from the occupant's perspective the timing and other conditions related to the temperature anomaly (e.g., morning, afternoon, cloudy/sunny days, etc.). Perhaps an air draft is part of the problem; maybe solar load or humidity levels are contributing factors. Combining data and trend information with good old human intuition, the building engineer completes comprehension of the situation, which often leads to a quick and successful resolution.

"The human factor also is essential for equipment maintenance and building inspections, an important part of the reliable and safe operation of a commercial building," said Dunfee, referencing the routine physical inspections and "rounds and readings" of major HVAC systems and

components as
well as other
back-of-thehouse spaces.
"Many of the
human senses —
sight, smell, touch
and hearing — are

used during this important practice. It can be difficult to replace the experience of a qualified building operator who is often able to catch a potential problem before the occupants ever know there is a problem."

AI and other tech tools are there to aid and elevate human performance. Data and trend info can bring significant value to preventive and predictive maintenance as well as the similar process of system commissioning.

The property of the property o

Using Gridium's new electric utility rate optimization tool, KBS cut approximately \$47,000 in operating expenses at The Towers Emeryville, an 814,000-square-foot Class A office park in the East San Francisco Bay city. Photo courtesy Gridium.

Cleaning companies use online systems for rapid materials and staffing deployment. AI helps monitor occupancy levels and supply usage patterns, turning that information into efficient action for the planning of cleaning frequencies and supply replacements. Also, many of the KBS properties in suburban submarkets have been equipped with irrigation settings connected to smart control systems that read the weather so as not to water their landscapes when rain is imminent.

It's Personal — and Business

The Deloitte CRE outlook survey found that only 48% of office executives believe

and resolution," Dunfee said. "Available data and trends can provide valuable information when responding to a tenant request, but this often requires a deeper investigation and interaction to resolve the issue properly the first time."

As an example, a building engineer interacts with a tenant who complains about the temperature in the office. AI would likely be able to adjust the thermostat up or down in response, but what if the service call required understanding beyond simply too hot or too cold? A facilities professional can really exhibit good customer service

Continued on PAGE 32 ▶

MAKEAN IMPACT.

Trusted by the world's biggest brands and the most innovative startups for

Strategy
Branding
UX UI
Development

Get a free consultation Visit **500designs.com**

500designs.com

(628) 777-6001 400 Spectrum Center Drive Irvine, CA 92618



Continued from PAGE 30

Building operators use such information and analytics every day in the operation of a building, gaining invaluable insight into system performance, reliability and problem detection and resolution. However, the value of the "human factor" and a technician's skill set is undeniable.



"I don't think there's anything better than the personal touch and the face-to-face tenant relations experience, letting people know that we're here for them."

David Jenkins, KBS

"I think it is still very early regarding AI," said David Jenkins, senior vice president, capital project manager at KBS. "I know we already have self-driving vehicles, but I am not so sure about self-driving buildings. While AI is certainly here to help us, I don't think there's anything better than the personal touch and the face-to-face tenant relations experience, letting people know that we're here for them and care about them being able to do their business."

People power grows in importance, of course, in the customer-facing departments of office operations. Office tenants want flexibility, functionality and responsiveness. AI can help with a lot

of that, but employees are more likely to remember timely service with a personal touch.

"When a property has a fire drill, we'll have candy bars for tenants as they come back into the office," Jenkins said. "It's a small thing you can do to show appreciation for their participation in a very important facet of the building — fire safety." When leading a team of engineers or with a third-party service provider, KBS' capital project manager likes dropping a tent card on the tenants' desks to let them know that they were there, what they did and how the situation was resolved. "We don't want to lose that aspect because people like the personal touch."

The Small Things Add Up

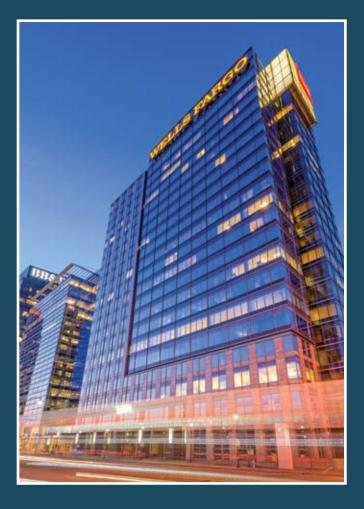
A combination of high-tech innovation and dedicated personal service, the best of both customer service worlds, is the best way for office owners and operators to maximize their commitment to tenant relationships and maintain a constant focus on exceeding their expectations. AI complements this balanced approach by

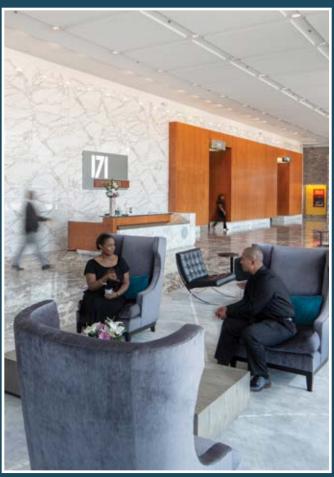
improving operational efficiencies while leaving more time for that meaningful and memorable personal service.

The small things matter, such as a post-fire drill treat or a handwritten note confirming property management's personal attention to a tenant need.

Friendship isn't a big thing, it's a million little things, the saying goes. And so go tenant relations. The small things matter, such as a post-fire drill treat or a handwritten note confirming property management's personal attention to a tenant need. There are some areas of building services that are better served with good old-fashioned human interaction. Nothing replaces a good handshake, a warm smile and a "How may I help you today?"







171 17th St.

Atlanta, GA

- Located in the heart of Atlantic Station, offering a dynamic mix of Class A office space, innovative businesses and worldclass amenities, all within walking distance
- Unique and unencumbered views toward Buckhead, Midtown and Downtown
- Overlooking the nexus of I-75 and I-85, with incomparable access
- Timeless and efficient design appealing to technology, creative, financial and professional services firms
- Building amenities include an upscale cafe, state-of-the-art conference center, tenant lounge and inviting outdoor terrace



Proudly Managed by KBS

171 17th Street, Atlanta, Georgia

Glenn Kolker, Cushman & Wakefield 404-682-3419 glenn.kolker@cushwake.com

Sonia Winfield, Cushman & Wakefield 404-682-3431 sonia.winfield@cushwake.com

By **Dara Holland** Photos courtesy of The Hall Family

Remembering Customer Service Icon William "Bill" Hall

KBS' Main & Gervais Office Building Houses the Famous Halls Chophouse in Columbia, South Carolina

xcellent food, service and ambiance ← combine to create a top-tier fine-✓ dining experience. But South Carolina restaurateur William "Bill" Hall, who passed away on August 19, 2020, knew how to bring something more. The founder of Hall Management Group (HMG) and its world-class family-owned and family-operated Halls Chophouse was an expert at making customers feel like valued guests who always looked forward to returning. His reputation for treating people well prompted local Charleston premier movie house, The American Theater, to post on its marquee "We remember Mr. Hall, a cornerstone of Charleston hospitality."

The Halls Chophouse American Fine-Dining menu features buttery, melt-in-your-mouth prime steaks, Lowcountry and fresh seafood specialties and delectable favorites, like she-crab soup, lobster mac 'n' cheese and pancetta-roasted Brussels sprouts. Drinks are similarly creative and top drawer, the wine list is extensive and decadent desserts tempt anyone who's not already satiated. Rich, old-world steakhouse décor defines an elegant but warm setting, while live music, a jazz bar and happy chatter make for a vibrant, lively environment.

Bill and his family, including wife, Jeanne, and sons Billy and Tommy, have always been the backbone of HMG's restaurants, which include four Halls Chophouses and four other eateries. This



"From humble beginnings to a national favorite, Halls Chophouse remains constant to its core belief: treat every guest like family. Our job is to make people happy."

is especially true of Halls Chophouse in Charleston, where the Halls maintain a steady, hands-on presence. As Tommy Hall says, "From humble beginnings to a national favorite, Halls Chophouse remains constant to its core belief: treat every guest like family. Our job is to make people happy."

At Halls, Bill was beloved for doing everything from greeting customers at the door with a handshake to ensuring they were properly seated and served to refilling their water glasses. His focus was on all-around excellence and addressing people's needs. He even sent guests handwritten thank-you notes. Bill's warm, attentive service set the standard for every Halls employee and brought the added touch that makes every birthday, wedding anniversary and romantic evening spent at Halls extra special.

As one visitor to Halls Chophouse said in a review, "My husband looked at me and said, 'Do we know this guy?' He welcomed us like long-lost relatives!" Others describe their visit to Halls this way: "As usual, great food, great













Opposite page, lower right: Bill and Jeanne Hall with sons Tommy (left) and Bill (right) outside Halls Chophouse King Street location in Charleston. Upper left: The Hall family and grandson. Upper right: The American Theater honors Mr. Hall on its marquee. Lower left: The Halls celebrate a birthday. Lower middle: Mr. Hall receiving an award from good friend Paul Steadman. Lower right: Bill Hall with good friend Tommy Baker (left), owner of Baker Automotive.

service, great people. Can't wait to go back again." Still more compare Halls to a different American icon: "Just like Disney, nothing but the best. Love the Halls Family." The sentiments echo across over 6,000 five-star reviews on Tripadvisor, which named Halls Chophouse as a Travelers' Choice Best of the Best and the No. 1 restaurant in Charleston.

Bill Hall opened Halls Chophouse on Upper King Street in Charleston in 2009 and later added three more South Carolina locations: Greenville, Summerville and Columbia — where Halls welcomes guests on the main floor of KBS' Main & Gervais property.

"It's a source of pride for KBS that the incredible Halls Chophouse is in our building. Bill Hall epitomized friendly, hands-on customer service and is greatly missed."

"It's a source of pride for KBS that the incredible Halls Chophouse is in our building," said KBS Senior Vice President Allen Aldridge. "Bill Hall epitomized friendly, hands-on customer service and is greatly missed."

All HMG restaurants, which also include High Cotton and Slightly North of Broad in Charleston, Rita's Seaside Grille in Folly Beach and Halls Signature Events, exude the family's dedication to creating great places to dine and celebrate life's big moments. But what really makes dining at one of Bill Hall's restaurants "fine" is the example he set for true hospitality — and the legacy he left for those who carry on the Halls name.

By Brian Lee

Photographs from iStockPhoto

Doctored Office

Safety has always been first, but it's even more front and center in the COVID-19 era. KBS has elevated its efforts to provide safe, healthy and secure office buildings to tenants.

n ounce of prevention is worth a pound of cure, the saying goes. That multiplier effect of savings offered by a wise man accustomed to high office carries enormous weight when a more than \$2 trillion industry — office real estate — defends against the coronavirus cause of a global pandemic. KBS, one of the largest investors in premier office properties in the U.S., is going above and beyond to provide the safest working environments for its tenants.

Always committed to strong business ethics and relationships with a constant focus on exceeding the expectations of investors, partners and tenants, KBS uses the latest protective technology to help office occupants make a smooth, safe return to the work environment. That includes germicidal irradiation, including ultraviolet (UV) light, on common surfaces and in HVAC systems to kill contagion in addition to tech tools that minimize contact in shared spaces and high-traffic areas.

Air Apparent

Everyone knows by now that with COVID-19 what you can't see can hurt you. As a result of the dangerous airborne virus, social distancing has become a catch phrase — and perhaps a *don't* catch phrase — and face masks are the preventative norm.

It shouldn't come as a surprise then that a major focus for office landlords is the airflow within their buildings. The two main HVAC options for ensuring a safe office space atmosphere are to increase both outside air intake levels and air filtration. Most HVAC units are set at a minimum 20% outside air intake depending on relative humidity (RH) and cooling capacity.

As for filtration, most office HVAC systems have a rating of MERV-8 (Minimum Efficiency Reporting Value); the objective should be to upgrade to MERV-13, but airflow volume and static pressure across filters must be considered. To achieve MERV-13, a filter has to catch 90% of particles in the 3-10 micrometer or µm range (one millionth of a meter, also called a micron), 85% of particles in the 1-3 µm range and 50% of particles in the 0.3-1 µm range. For perspective, N95 masks get their name because they are 95% efficient at stopping particles in their least effective particle size range, which is around 0.3 microns.

Ultraviolet germicidal irradiation (UVGI) is one of the most effective technologies to minimize the spread of harmful airborne microorganisms.

According to the Centers for Disease Control and Prevention (CDC), ultraviolet germicidal irradiation (UVGI) is one of the most effective technologies to minimize the spread of harmful airborne microorganisms. The American



Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) endorses dilution ventilation, laminar and other in-room flow regimes, differential room pressurization, personalized ventilation, source capture ventilation, filtration (central or unitary) and UVGI (upper room, in-room and in the airstream) as important strategies to address disease transmission. Coronavirus is highly susceptible to germicidal UV irradiation. One study found that the susceptibility of coronavirus to UV is more than three times greater compared to influenza, the common cold virus.

How to KO COVID-19

Knowing is half the battle. KBS then puts the above intelligence, recommendations and procedures into practice, demonstrating its high-priority commitment to providing a healthy work environment that successfully supports the business objectives of tenants.

KBS has implemented several measures within qualifying office buildings to help ensure cleaner air. First, it has upgraded air filters to MERV-13 to block 98% of pollutants from the air and capture viruses, bacteria, pollen, fine dust and more. KBS has also implemented UVDI-recommended filtration for HVAC service to office amenity spaces, such as lobbies, fitness and conference centers and coffee bars.

"This is our preferable application because it's for larger HVAC units and we are able to capture a large filtration of air so that we're killing the COVID-19 virus," said David Jenkins, capital project manager and senior vice president at KBS. "This technology, which can be added to rooftop

units, is almost like another form of filtration."

"It takes the air and recycles it through a filter in the room but also runs it across a UV light"

KBS is installing V-Pac HVAC units in smaller spaces served by hard-to-access ductwork. These units are utilized for small congregation areas, like bike rooms, vestibules or anywhere the air circulation can't go through the aforementioned filtration process.

"It takes the air and recycles it through a filter in the room but also runs it across a UV light, which basically removes all kinds of viruses, molds and carcinogens," Jenkins added. "This technology can save thousands of dollars over the alternative of extending the central system to those harder-to-reach places."

KBS also has taken steps to maximize airflow into the building as well as exhaust leaving the structure. Building humidity levels are maintained between 40% and 60%. Last but not least in the new and improved antimicrobial filtration program, fan schedules have been modified to allow for a "purge sequence" during non-business hours.

The Right Touch

The air is vital to a healthy office environment, of course, but the safety measures don't end there. Surfaces, on which COVID-19 may remain viable

Continued on PAGE 38 ▶

In business, "can do" does.

There's no limit to how far your company can go when you believe you can and have a partner who believes it, too. U.S. Bank Commercial Real Estate is dedicated to establishing long-term relationships with developers, Real Estate Investment Trusts (REITs) and commercial property owners across the U.S. We utilize our strength, expertise and commitment so you can realize your vision and goals and make your possible happen.

To find out more, contact

East Nick Testoni, EVP | 703.442.5490 Central Ralph Pace, EVP | 612.303.3509 West Wayne Brander, EVP | 949.863.2317

usbank.com





Continued from PAGE 37

for hours or even days, are of the utmost importance as well. KBS requires all janitorial team members to be trained on proper disinfecting practices and chemicals used to meet the requirements provided by the CDC and World Health Organization (WHO), with high-touch surfaces, such as handles, bathrooms, touchscreens, door pushes and pulls, maintained on a higher frequency schedule.

Elevator lighting has been replaced with antimicrobial lighting not harmful to humans.

At Weston Corporate Center in Broward County, Florida., the elevator lighting has been replaced with Vyv (formerly Vital Vio), an antimicrobial lighting system. Unlike UV light, this technology protects (and illuminates) but is not harmful to humans.

"For confined spaces, like an elevator, it can be challenging to distance at times, and all areas inside elevators are frequent touch points," said Mellissa Herkert, senior property manager at Weston. "This technology assists with the already inplace janitorial program to assist in killing bacteria and germs."

Traffic flow and volume obviously factor into surface and person-to-person exposure risk. Lobby doors and limited-occupancy elevators at KBS office properties are key card-access only, and security officers closely monitor and report on daily ingress and egress. To control foot traffic patterns, lobby doors are designated specifically for entry and exit and stairwells as up or down (non-emergency situations only). Stairwell doors are open to allow additional access to upper floors.

Union Bank Plaza in downtown Los Angeles instituted a contactless visitor entry system with a touchless tablet at the security desk. The tenant enters visitor information as usual into the Angus work order system, but the difference is that the visitor is now emailed a QR code to scan when he or she gets to the building using their mobile phone at the touchless tablet. The QR code is accompanied by a COVID-19 self-assessment questionnaire that the visitor has to answer to enter the building prior to scanning their code.



KBS has installed V-Pac HVAC units in smaller spaces served by hard-toaccess ductwork. These units are utilized for small congregation areas, like bike rooms or vestibules.

"This eliminates the process of the visitor showing their ID and security having to check the computer to make sure they are approved," said Vicki Conrad, the general manager at KBS' landmark office tower in L.A.'s Bunker Hill submarket. "This was at no cost to the building as we became a test user when we asked Angus if they had contactless entry."

Other social distancing and protective measures in KBS office properties include mandatory personal protective equipment (PPE) for all property management staff and vendors while in high-traffic areas and when entering a tenant's space. Clear germ shields have been installed near security, concierge and property management office desks. Conference rooms, training centers and tenant lounges will be sanitized using Protexus Cordless Electrostatic Sprayers.

As seen with contact tracing, communication is of critical importance during a pandemic. Security officers are prepared to provide urgent information in addition to face masks to tenants and visitors, and the flexible property management staff will provide both regular email updates and moment-tomoment service while assisting tenants with their internal social distance program planning. KBS also requires all vendors operating on the premises to submit a COVID-19 operating procedure and employ CDC-recommended practices for ensuring the health and safety of their employees. Additionally, cleaning partners are on standby to provide advanced cleaning for any COVID-19-related concerns.

Amenities

Amenities will be even more critical to achieving a balanced live-work experience, and the upgrades Jenkins and his team are making will go a long way toward restoring that familiar feeling. In the face of health, political and social disruption, tenants and employees want stability; they want normal, or at least close to what was once normal.

Although COVID-19 has been an unprecedented challenge across all commercial real estate and business sectors, KBS has overcome much adversity in the past, never wavering in its commitment to strong business ethics and tenant relationships. That means a constant focus on exceeding expectations and going that extra mile to serve and safeguard its tenants.

A Roadmap for a Successful Office Return

Office space is not the final frontier, but in 2020 it does seem like new territory all over again. The COVID-19 pandemic has forced property owners to reconsider and rework everything from work and common areas to traffic and airflow. KBS has partnered with Maptician, a cloud-based workspace management software tool, to assess spatial risk and elevate the safety and efficiency of its office properties in this new era.



Maptician Flex, which KBS has implemented at six properties from the Southeast to the Northeast, provides social distancing analysis, a flex scheduling tool and proximity contact tracing. "It gives tenants the ability to engage their employees with a floor plan view they can utilize to make reservations and conduct health screening surveys as well as scheduling when they will be in the office," says John Wichmann, Maptician COO and co-founder. The software also uses "scheduling intelligence" to determine which employees have overlapping work shifts.

"Maptician helps us to re-engage with the tenant and really gives them a great tool and a great solution for planning their 'return to office' space," said Allen Aldridge, KBS senior vice president and asset manager. "I've been impressed with the cost and value of the software and the ability to use it as a space-planning tool that goes beyond just COVID-19 issues."

The innovative Maptician platform facilitates efficient tenant versus COVID-19 engagement in support of a safe return to the office, but as Aldridge alluded to, it does much more, including enhanced leasing support and leading the tenant relations conversation about future flexibility. Special situations call for special tools like Maptician, part of KBS' neverending commitment to business ethics and relationships with a constant focus on exceeding the expectations of tenants.





Western Region



201 Spear Street San Francisco, CA

Total Square Feet: 252,591 Submarket: South Financial District Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



Commonwealth Building Portland, OR

Total Square Feet: 224,122 Submarket: CBD Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



Meier & Frank Building Portland, OR

Total Square Feet: 202,186 Submarket: North CBD Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



Offices at Riverpark Redmond, WA

Total Square Feet: 107,029 Submarket: Redmond Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



222 MainSalt Lake City, UT

Total Square Feet: 433,346 Submarket: CBD Asset Manager: Tim Helgeson (949) 797-0356 | thelgeson@kbs.com



Granite TowerDenver, CO

Total Square Feet: 593,527 Submarket: CBD Asset Manager: Tim Helgeson (949) 797-0356 | thelgeson@kbs.com



Millrock Park Holladay, UT

Total Square Feet: 494,289 Submarket: Cottonwood Heights Asset Manager: Tim Helgeson (949) 797-0356 | thelgeson@kbs.com



Park Tower Sacramento, CA

Total Square Feet: 489,171 Submarket: Downtown Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



Parkside Tower Salt Lake City, UT

Total Square Feet: 203,607 Submarket: CBD

Asset Manager: Tim Helgeson (949) 797-0356 | thelgeson@kbs.com



Peakview Tower Centennial, CO

Total Square Feet: 264,149 Submarket: Greenwood Village Asset Manager: Tim Helgeson (949) 797-0356 | thelgeson@kbs.com



Ridgewood Corp. Square Bellevue, WA

Total Square Feet: 245,312 Submarket: Suburban Bellevue Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



Salt Lake Hardware Salt Lake City, UT

Total Square Feet: 210,256 Submarket: Downtown Asset Manager: Tim Helgeson (949) 797-0356 | thelgeson@kbs.com



Ten Almaden San Jose, CA

Total Square Feet: 309,255 Submarket: Downtown Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



The Almaden San Jose, CA

Total Square Feet: 416,126 Submarket: Downtown Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



Towers I-III at Emeryville Emeryville, CA

Total Square Feet: 815,018 Submarket: Emeryville Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



Triangle Corp. Park III Tigard, OR

Total Square Feet: 127,504 Submarket: Tigard Asset Manager: Brent Carroll (949) 417-6566 | bcarroll@kbs.com



Union Bank Plaza Los Angeles, CA

Total Square Feet: 701,888 Submarket: Greater Downtown Asset Manager: Tim Helgeson (949) 797-0356 | thelgeson@kbs.com



Village Center StationDenver, CO

Total Square Feet: 241,846 Submarket: Greenwood Plaza Asset Manager: Tim Helgeson (949) 797-0356 | thelgeson@kbs.com



Central Region



101 South Hanley St. Louis, MO

Total Square Feet: 360,505 Submarket: Clayton Asset Manager: Dan Park (949) 417-6565 | dpark@kbs.com



1800 Bering Houston, TX

Total Square Feet: 171,510 Submarket: Galleria/West Loop Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



213 West Institute Place Chicago, IL

Total Square Feet: 155,385 Submarket: River North Asset Manager: Dan Park (949) 417-6565 | dpark@kbs.com



3811 Turtle Creek Dallas, TX

Total Square Feet: 300,961 Submarket: Uptown Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



515 Congress Austin, TX

Total Square Feet: 263,058 Submarket: CBD Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Accenture Tower Chicago, IL

Total Square Feet: 1,457,724 Submarket: West Loop Asset Manager: Dan Park (949) 417-6565 | dpark@kbs.com



City View San Antonio, TX

Total Square Feet: 221,373 Submarket: Northwest Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Clay Crossing Houston, TX

Total Square Feet: 222,750 Submarket: Northwest Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Edens Corporate Center Northbrook, IL

Total Square Feet: 188,040 Submarket: North Suburban Asset Manager: Dan Park (949) 417-6565 | dpark@kbs.com



Fountainhead Tower San Antonio, TX

Total Square Feet: 179,932 Submarket: Northwest Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com







Preston Commons Dallas, TX

Total Square Feet: 427,799 Submarket: Preston Center Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Providence Towers Dallas, TX

Submarket: Far North Dallas Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



SouthPark Commerce Ctr. Austin, TX

Total Square Feet: 372,763 Submarket: Southeast Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Dallas, TX

Total Square Feet: 313,609 Submarket: Preston Center Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com





Total Square Feet: 524,143



Sterling Plaza



Highland Park Place Dallas, TX

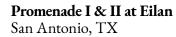
Total Square Feet: 164,011 Submarket: Preston Center Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Total Square Feet: 522,043 Submarket: Upper Tollway Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com

Northland Center Bloomington, MN

Total Square Feet: 492,514 Submarket: I-494 Asset Manager: Dan Park (949) 417-6565 | dpark@kbs.com

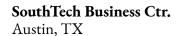


Total Square Feet: 205,773 Submarket: Northwest Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



RBC Plaza at 60 S. Sixth Minneapolis, MN

Total Square Feet: 710,332 Submarket: CBD Asset Manager: Dan Park (949) 417-6565 | dpark@kbs.com



Total Square Feet: 260,112 Submarket: Southeast Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



The Offices at Greenhouse Houston, TX

Total Square Feet: 203,284 Submarket: Katy/Grand Pkwy. W. Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Tollway North Office Park Plano, TX

Total Square Feet: 297,591 Submarket: Upper Tollway Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Tower 909 Irving, TX

Total Square Feet: 374,251 Submarket: Las Colinas/Urban Center Asset Manager: Brett Merz (949) 417-6545 | bmerz@kbs.com



Eastern Region



1000 Continental King of Prussia, PA

Total Square Feet: 205,424 Submarket: Wayne/King of Prussia Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



171 17th Street Atlanta, GA

Total Square Feet: 510,268 Submarket: Midtown Asset Manager: Allen Aldridge (202) 552-7553 | aaldridge@kbs.com



201 17th Street Atlanta, GA

Total Square Feet: 355,870 Submarket: Midtown Asset Manager: Allen Aldridge (202) 552-7553 | aaldridge@kbs.com



3001 Washington Blvd. Arlington, VA

Total Square Feet: 94,836 Submarket: Clarendon/Courthouse Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



3003 Washington Blvd. Arlington, VA

Total Square Feet: 211,054 Submarket: Clarendon/Courthouse Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



Bank of America Tower Raleigh, NC

Total Square Feet: 300,342 Submarket: Six Forks Falls of Neuse Asset Manager: Allen Aldridge (202) 552-7553 | aaldridge@kbs.com



CarillonCharlotte, NC

Total Square Feet: 488,277 Submarket: Uptown/CBD Asset Manager: Allen Aldridge (202) 552-7553 | aaldridge@kbs.com



CrossPoint at Valley Forge Wayne, PA

Total Square Feet: 272,360 Submarket: Wayne/King of Prussia Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



Dulles Station East I Herndon, VA

Total Square Feet: 186,922 Submarket: Herndon Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



Main & Gervais Columbia, SC

Total Square Feet: 186,303 Submarket: CBD Asset Manager: Allen Aldridge (202) 552-7553 | aaldridge@kbs.com



One Washingtonian Gaithersburg, MD

Total Square Feet: 314,284 Submarket: I-270 Corridor Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



Redwood Plaza I, II & III Fairfax, VA

Total Square Feet: 207,414 Submarket: Fairfax City/Oakton Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



Reston Square Reston, VA

Total Square Feet: 139,018 Submarket: Reston Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



The McEwen Building Nashville, TN

Total Square Feet: 175,262 Submarket: Cool Springs Asset Manager: Allen Aldridge (202) 552-7553 | aaldridge@kbs.com



Weston Corp. Ctr. I & II Weston, FL

Total Square Feet: 149,103 Submarket: South West Broward Asset Manager: Allen Aldridge (202) 552-7553 | aaldridge@kbs.com



Willow Oaks Corp. Ctr. Merrifield, VA

Total Square Feet: 584,003 Submarket: Merrifield Asset Manager: Stephen Close (212) 600-2905 | sclose@kbs.com



Sustainability Is Sweet

Urban Beekeeping at KBS

omeone new has just moved into the building. Actually, it's quite a large group — 50,000 or more — and they've brought along their leader. But she's not just a CEO, she's a queen. The employees seem to be minding their own business, but you've heard a lot of buzz about them. Will it be easy to get along with the new neighbors? Ask the tenants at several KBS properties and they'll tell you — having bees as neighbors is actually a pretty sweet deal.

BEE-lieve it or not, beehives are popping up on urban rooftops throughout North America, including at premier KBS office buildings in Pennsylvania and Virginia. It's a whole new spin on sustainability with a reward for tenants.

"It's a whole new spin on sustainability"

In a time of unprecedented uncertainty in the world and with a pandemic changing our daily routines in countless ways, wellness has never been more important. Even before the threat of COVID-19 loomed, several properties owned or managed by KBS decided to make use of a unique program that would allow commercial office buildings to give back to nature, increase sustainability and enhance the well-being of tenants.

"If we want a more sustainable future, it starts with people becoming aware of it," says Alex Mclean, president and CEO of Alvéole, whose company provides turnkey urban apiaries to businesses and schools, including select KBS



properties. As a young man working at his uncle's large-scale honey farm in Canada, Mclean discovered early on that the honeybee is a surprisingly powerful vehicle for connecting people to nature. "We protect what we love," Mclean states emphatically. "If people love the bees, they will protect them. And if they want to protect them, they will protect the environment as well."

KBS Senior Vice President and Asset Manager Stephen Close sees amenities like urban apiaries as an outstanding example of the KBS commitment to sustainability. "We're always looking for interesting amenities, from physical conveniences like gyms and electric car stations to more tenant-focused amenities like beekeeping. This has some expense, but we felt it was worth it because it's so unique and interesting, and obviously it's great for the environment, too."

Of course, beekeeping isn't a hobby you can pick up with a few lessons on YouTube. Different locales have a different "bee season" and variables that come along with it. The entire process is made simple, however, with the help of Alvéole's beekeeping experts — and maintaining the hives is just one of their goals. Just as important is their mission to educate the public about the importance of bees to a healthy environment.

FAST FACTS:

- Bees are on the decline everywhere.
- One-third of our food supply is dependent upon pollination.
- One hive contains approximately 50,000 bees.
- Bees must visit five million flowers and travel the equivalent of four times the circumference of the earth to make onefourth gallon of honey.

Having heard about urban apiaries from a colleague, Marty Flanigan of Transwestern Property Management decided to bring the idea to the KBS properties he manages at 3001 and 3003 Washington in Arlington, Virginia. "Our property seemed like a perfect fit as we have a green roof that was installed during base building construction as part of the LEED design."

them from their office windows. We would regularly find people watching out the window when the hives were being serviced."

In Pennsylvania, Property Manager Michele Haines brought apiaries to two KBS buildings — CrossPoint in the city of Wayne and 1000 Continental in King of Prussia. "We have a big Earth Day event at the properties each year where we invite many of our service partners to present on various topics, such as green cleaning, recycling and electric vehicles, and we launch our community garden efforts for the current growing season. Not only is the hive a living complement to the garden, its components — lavender and assorted flowers in particular become a part of the pollination process. So we will soon have truly sustainable

on-site products naturally manufactured from lavender honey produced from herbs and flowers from our own land."

Installing an urban apiary is safer and easier than one might imagine. Working in partnership with the Building Owners and Managers Association (BOMA.org), Alvéole ensures the beekeeping programs are professionally

managed and high safety standards are met. But when the worldwide pandemic hit, the added benefit of increasing tenant engagement became all the more important. Almost overnight, many commercial office buildings turned into



near ghost towns while health restrictions precluded almost all forms of tenant engagement. Of course, that didn't stop the bees from doing their job — and through an individualized "my hive" webpage for each KBS property, tenants could keep up with the bees in the city even if they were in lockdown someplace far away.

"After COVID-19 forced many of our tenants to work remotely, we were able to keep them engaged by holding workshops that educated them on the beekeeping process," explains Flanigan. Whether it was 'Meet Your Bees' or 'From Hive to Honey Jar,' they continued to participate in the webinars offered by the property."

In the two KBS properties she manages in Pennsylvania, Michele Haines has also seen the sweet benefits. "These workshops have allowed our building community to experience a day in the life of a beekeeper by virtually opening a real, buzzing hive! The interactive beekeeping workshop has also allowed others the opportunity to escape the house, apartment or desk for a moment and get a little taste of what a typical beehive inspection looks like."

Of course, at some time just about everyone has had a stinging experience with a bee. As a result, not everyone is initially excited about having bees

Continued on PAGE 48 ▶



Once the bees moved in, the project generated all kinds of positive buzz with the tenants. According to Flanigan, "Our tenants truly enjoy having the new neighbors. The bees were in a location where a few tenants could even view

PREMIER OFFICE MAGAZINE



"Tenants receive a portion of the harvest that they can share with clients"

Continued from PAGE 47

move into their building. Such was the case for an engineer at one of the KBS properties. But once he experienced the bees up close and realized Alvéole took care of every aspect of their care, things turned around quickly. From setting up the hives, contests to name the queen bee and finally the honey harvest, the few skeptical bystanders often become the project's biggest cheerleaders according to Alvéole's Alex Mclean. "The engineer at the KBS property? Now he is a 'bee geek.' He thought it would bring so much more work his way, but instead he quickly realized how fun it was."

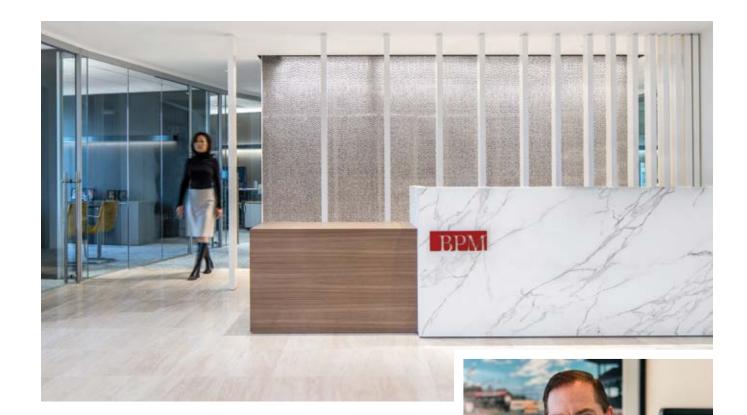
The rewards of a successful hive are easy to see and taste, plus the honey harvest serves many purposes. Tenants receive a portion of the harvest that they can share with clients and employees in jars customized with their own company

logo. Some choose to sell the honey and donate the proceeds to local charities. For KBS, its property managers and Alvéole, success is measured by the level of engagement the hive inspires.

"The more engagement there is, the more value there is for the property owner," explains Mclean. "We are at the crossroads of tenant engagement and sustainability."

Although some might look at the KBS bee project as a small thing, Stephen Close makes the point, "All of these small things our assets do for the environment add up. It's all about taking care of our tenants and making sure their workday experience is as good as it possibly can be. That's a nationwide stance for KBS. How can we make the environment a better place and make a tenant's workday better?"





Because People Matter

At BPM, we live by our motto, "**B**ecause **P**eople **M**atter" — and so does KBS.

When we outgrew our previous location in downtown San Jose, we needed a larger space to expand our growing tax, audit and advisory teams and better serve our South Bay clients and business community. The KBS team at 10 Almaden helped us transition into the building smoothly and provided state-of-the-art amenities to make our clients and our team comfortable from day one.

Especially during a disruptive year, the KBS management team and security staff have been a tremendous support system to BPM's San Jose office. We could not ask for a better building partner in the New Normal.

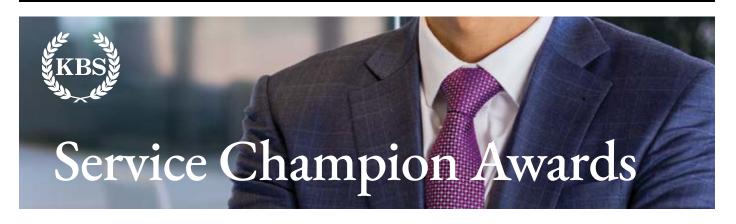
Thank you,

Jim Martin BPM Partner in Charge, San Jose bpmcpa.com









Customer service is the hallmark of KBS' management philosophy. Each year, KBS selects building personnel who exemplify the following standards of excellence:

- Goes above and beyond the call of duty to serve the needs of building occupants
- Maintains the highest possible standard of professionalism in carrying out his or her duties
- Exhibits consideration and respect toward fellow employees and initiates and promotes cooperation
- Conducts himself/herself with a positive attitude toward all business endeavors and associates



Darrell OwensBuilding Operations Manager

515 Congress Austin, TX

- Darrell is a highly dedicated team player who goes the extra mile to service 515 Congress and keep our tenants satisfied.
- He goes above the call of duty, recently working tirelessly with building vendors to upgrade the air handling units in the HVAC system to include MERV-13 filtration.
- Darrell has supported multiple capital improvements to the property, and his involvement in these projects kept them running smoothly to completion.



Douglas Palmer Lobby Ambassador

Union Bank Plaza Los Angeles, CA

- Doug's friendly demeanor and dedication to serving tenants and visitors alike have made him a big part
 of everyone's experience when entering the building. Our tenants look forward to greeting him first
 thing in the morning.
- He provides excellent service from the lobby by checking in visitors swiftly, contacting tenants and ensuring requests are handled right away.
- Doug is an indispensable asset to our building. From security to customer service to his concierge-level knowledge of the building and surrounding area, he excels in all of his duties.



Lynn Zbierski Property Assistant

Edens Corporate Center Northbrook, IL

• Lynn's commitment to providing exceptional customer service cannot be bested. Her drive to ensure total tenant satisfaction is anchored in a genuine desire to be helpful, friendly and kind. An absolute pleasure to work with, Lynn is reliable, conscientious, supportive and cheerful.



Katy BennettProperty Manager

Preston Commons Dallas, TX

- Katy is a remarkable manager who joined the KBS portfolio at Preston Commons shortly before the asset underwent a \$12 million interior/exterior renovation repositioning project. Katy and her team excel in going above and beyond with communication to the tenants, coordinating access to the amenities and the building and even relocating assigned parking spaces. It has been her priority to ensure that the tenants and their customers continue to receive the highest level of service.
- Katy has a wonderful way with tenants and employees. She has the ability to enforce lease provisions while maintaining a great relationship with the tenants, and is admired by the ownership of the property as well as her team.



Lupe BarronMaintenance Professional

3811 Turtle Creek Dallas, TX

- Lupe is a dedicated team player who takes ownership of her job so that the building looks top-notch and our tenants' needs are attended to with great care and genuine concern. She truly is the epicenter of information. Lupe knows who is coming and going, the health of our tenants and their families, their daily concerns and ideas, and always has valuable intel to share with the management team.
- Lupe has worked in overdrive during the pandemic, always making sure the building was sanitized and
 making herself seen. Nothing has been asked of her that she has refused to do, and every challenge is met
 with a "can do" attitude.



Stephen Yeboah Day Ambassador

Northland Center Bloomington, MN

- Stephen is a dedicated member of the team at Northland Center. He greets everyone with a smile and treats everyone with the utmost respect. His passion is to be a positive influence on everyone he interacts with.
- Many of Stephen's tasks throughout the day are to prevent things from happening or to provide direction to guests and employees when something or someone is doing something wrong. Stephen's approach is welcoming, and his demeanor helps to diffuse what could be a potentially negative situation or outcome.



Gerry Griffin Assistant Chief Engineer

Sterling Plaza Dallas, TX

- Gerry (known to tenants as "G") is a proactive and dedicated building operations professional. He greets all tenants by name, and he has a knack for anticipating tenant needs.
- Safety and tenant comfort are a top priority for Gerry he is a team player and a magical problem solver.
- Gerry has worked tirelessly over the years on numerous capital and tenant improvement projects, which include fire pump replacement, elevator modifications and chiller replacements, to name a few.



Urlin LockeLead Supervisor

Union Bank Plaza Los Angeles, CA

- Urlin has been an outstanding representative of the building for almost nine years. His attention to detail and responsiveness to the needs of our tenants and guests ensure that everyone he comes in contact with feels well taken care of.
- Urlin is always quick to respond to any situation. Our tenants are always grateful to contact Urlin as
 they are confident he'll resolve their concerns effectively.

By Judy Brower Fancher

Photographs by Craig Washburn

Intentional Design

Making Office Space Reflect a Brand

hose who have had a chance to visit Google's headquarters will never forget the design. Anyone stepping onto the campus or into the office space realizes that this global firm is an innovation and productivity powerhouse. The message is both cohesive and an intentional brand design.

Its neighbor, Facebook, is also incredibly well known globally and also has an extremely branded office environment. Yet the two look radically different.

Where Google is luxe, Facebook is austere. Where Facebook is informal like an English garden, Google is manicured like a seaside resort. Both are extremely well done, as each is telling its own unique story.

Office design can reflect a firm's personality and immediately provide that experience to its teams and its visitors.

In fact, the intentionally designed headquarters of major global firms, as seen in Inc. magazine's review of the world's coolest offices, look markedly different from one another, as each is specifically matched to its own brand. They are telling their customers, employees and vendors who they are.

Companies that take the time to design their office space to their unique brand can inform their external audiences and concurrently benefit from the increased satisfaction and productivity of their own team.



To create the concept for the branded design, there are five major components:

1. First Impression

What will prospective clients and employees, many of whom never get much farther than the lobby and the conference room, think about the company?

Will they walk in and feel a sense of calm, a tone of wealth, a sense of a friendly team, a high-end professional firm or a cutting-edge startup? Companies can be any of these things and be successful. The office design can reflect a firm's personality and immediately provide that experience to its teams and its visitors.

2. Color

The company colors can always be apparent in the design. If they do not lend themselves to walls or flooring, the

colors can be incorporated as accent pieces in the furniture, the finishes and the artwork.

Just as is done with the website, social media channels and company events, the office space is an excellent opportunity to convey the company's brand colors.

3. Furniture

Furniture also reveals a firm's story and personality. It can be minimalist, welcoming, rich, varied, period pieces or futuristic. Due to its prominence in an office, furniture and fixtures do, in fact, dramatically impact the visual story the office tells.

Once again, the decision can be matched to the firm's brand and persona. Done well, the furniture offers an experiential touch point with the brand.

4. Artwork

Perhaps the most literal way to tell the firm's story is on its walls. While the colors and the furniture reflect the brand graphics, the art can specifically tell the company's story with photos of its team, clients, products or services as well as the firm's chosen charity.

As an example, our firm created a "Client of the Quarter" program for a bank. As part of that program, we took photos of our client with its "best" customers and mounted them around their headquarters in frames that match the bank's character and colors. This artwork allowed the bank to bring its brand and commitment to a personal approach directly into the design.

5. Layout

Layout can also convey the company's unique story. Some firms may want to give the practical and visual cues of shared work with team rooms and open space, while others want to convey playfulness, and still others to show their focus on discretion through the use of visually private offices.

The way that sound performs in the office can also be an important part of the equation. Some firms may wish to deliver a "hushed" experience. Others may prefer an office in which the sound of chatter bounces off the walls to demonstrate high energy. Layout and design deliver these options, and they can and should be made with intention.

As an example, the headquarters of Thru, a tenant at KBS' Tower 909 in the Las Colinas area of Irving, Texas, provides a well-branded space that is appealing to its employees, customers and partners.

Thru creates cloud-native secure file transfer solutions. A leading firm in the security and technology space, Thru's emphasis for its customers is on simplicity.

The lobby at Thru is not large. In fact, the design is all about simplicity and security. Much as one would find while visiting a fine jeweler, the minimal and somewhat darkened lobby is a sign that what's inside is very secure and unquestionably valuable. Thru uses keyless entry at its office. Employees access the office via an app on their phones. Visitors check in on an iPad, which immediately contacts via phone or text the person with whom the visitor has an appointment. Both methods are secure and simple.

The lobby design also utilizes the brand colors of the firm. In addition to the firm's dark gray, Thru's logo also features a blue dot, which is present in the matching blue LED lighting framing the check-in desk and the visitor seating.

the exterior daylight streams easily through the glass into the entire space.

The space is modern and forward looking. The company is completely paperless so there is zero clutter. The furniture is minimalist in its style. To complement the sunlight, fully automated LED lighting is placed above each work area.

In addition to the private offices, which act as sound barriers without blocking the light, there are also several team spaces for collaboration. Team members are visible to one another, connecting the entire company into a singular team through line of sight.



Going into the office is like stepping into a separate world. Beyond the small entry area, the office itself is a large open, clean space that is absolutely filled with light.

Another of the firm's major tenets, that of transparency, is portrayed throughout the space. From one end of the office area to the other, every wall is made of glass.

The result is that the team can see in and out of each office, providing true transparency to the workplace. Further, With this intentional branded design, Thru showcases its transparency, team cohesion and innovative thinking while demonstrating its constant focus on security and simplicity for its customers. Thru makes it clear to see that intentionally branded office design can be a compelling part of the business.

Judy Brower Fancher is founder of The Smart Agency®, a national content, public relations and marketing firm focused on commercial real estate.

By Cindy Peterson Photographs by Craig Washburn

Preston Commons

When the best gets even better



magine a completely reinvented office environment that epitomizes a superior live-work-play experience to some of today's most prominent companies. Boasting 95% overall tenant satisfaction, this iconic Dallas office gem has been providing tenants with white-glove treatment and exceptional amenities. Welcome to Preston Commons.

Comprising three buildings, the 427,799-square-foot property is unique and timeless and an exceptionally relevant place for doing business. Its location within upscale Preston Center, a bustling office and retail hub in University Park — and one of Dallas/Fort Worth's most affluent townships — has been a strong driver in the property's historical success. Preston Commons offers tenants walkable access to more than 45 restaurants, 90-plus weekly fitness and health classes, at least 140 retail shops, two grocers and 230 hotel rooms.



Proximity to important thoroughfares also provide ease of travel to downtown, Dallas Love Field Airport and Dallas/ Fort Worth International Airport.

"Preston Commons has everything you need to keep your business running efficiently, such as a brokerage house and bank in the lobby. It's also located within close driving distance to major highways and airports and is in walking distance of restaurants and stores," said W.C. Pickens, co-owner of the Pickens Company and long-term Preston Commons tenant. "The property is kept clean, the elevators are prompt and the maintenance service is always available."

KBS acquired the three-building award-winning office complex in 2013 and embarked on an impressive renovation program to reposition the property as the premier asset in Preston Center, if not all of Dallas.

Work on a \$12 million renovation project commenced November 2019 and concluded December 2020. The redesign accomplished a highly contemporary, collaborative workspace, flexible creative outdoor areas, state-of-the-art facilities and high-end amenities. An aggressive spec

suite program coupled with common area corridor improvements also completely transformed the ground-level experience.

"Preston Commons has always been an iconic property in the market," said Brett Merz, senior vice president at KBS. "And truly, it never really fell behind the times and competition because of its strong position, offerings and reputation."

Perhaps the most notable and improvements have been to the green space. Two existing courtyards were revamped into a park-like environment complete with outdoor seating, sociability (including mixed-use turf for lawn games and outdoor yoga) and an outdoor kitchen area adjacent to a high-tech indoor/outdoor meeting space equipped with audio and video capabilities.

"Preston Commons has always been an iconic property in the market."

"Not many properties have the outdoor space that Preston Commons has," said Merz. "Before COVID-19, people already wanted more versatility. KBS felt this was a great opportunity to do something different. Our goal with our improvements is to continue to evolve and





provide the best work environment for our tenants. We realize times are changing and companies and their employees have different objectives and challenges, so we are creating an atmosphere that puts them in the best position from a real estate perspective to be as successful as possible."

Future property renovations include a new fitness center that should come online in early 2021.

"We moved into Preston Commons in 2009 and it has suited our company well," said Dan Olsen, senior vice president at KeyBank Real Estate Capital Loan Servicing and Asset Management. "The location is ideal, but the exceptional service and property improvements provided by KBS and CBRE are what make Preston Commons distinctive."

Preston Commons is the recipient of the 2015 Office Building of the Year (TOBY) award in the Renovated Building category from the Building Owners and Managers Association (BOMA). Two of the buildings are LEED certified, with the remaining building currently in the process of certification. Preston Commons is also WiredScore certified, with one Gold and two Silver ratings.

Preston Commons is leased to tenants, such as JP Morgan Chase, DC Holdings, Wells Fargo Advisors and Ogletree, Deakins, Nash, Smoak & Stewart P.C.

Preston Commons Satisfaction*

95% overall tenant satisfaction

93% overall property management satisfaction

92% management accommodation request satisfaction

98% overall building maintenance and engineering satisfaction

*Results based on the Kingsley Associates Tenant Survey: KBS Realty Advisors Office Report; Preston Commons, 2019.

Preston Commons Tenants by Industry

Finance - **36.77%**

Real Estate - 20.24%

Legal Services - 14.35%

Health Care & Social Services - 9.69%

Mining, Oil & Gas - 5.82%

Admin. & Support Services - 3.93%

Accounting, Tax, Bookkeeping - 2.83%

Accommodation & Food - 2.34%

Manufacturing - General - 1.70%

Information - 0.84%

Religious Organization - **0.57%**

Transportation & Warehousing - 0.49%

Other Services - 0.33%

Management Consulting - 0.09%

By Sharon Dymmel

How KBS Tenant Eastern Airlines Rescued Stranded Americans due to COVID-19

hat happens when a worldwide pandemic essentially shuts down all forms of mass transit and you find yourself stranded far from home? That's exactly the predicament of thousands of Americans this past spring. From medical students marooned in Panama and Grenada to families visiting their loved ones all across Central and South America, airports were shuttered, travelers were desperate and miracles seemed in short supply.

Thanks to Eastern Airlines — a KBS tenant at CrossPoint in Wayne, Pennsylvania, an affluent suburb of Philadelphia — those stranded Americans were able to make it home. As one grateful passenger summed it up, "Eastern saved us."

The year 2020 began with a booming economy that gave way to lockdowns and widespread uncertainty. In short, it's been a good time to grab a front-row seat and watch as the world turned upside down.

For Steve Harfst, CEO of the new Eastern Airlines, the pandemic created myriad logistical challenges to overcome. But it also offered an unexpected opportunity to help Americans marooned in foreign countries whose only wish was to be homeward bound.

As it so happened, January 2020 marked a new beginning for Eastern Airlines an iconic American brand The original Eastern Airlines made



One grateful passenger summed it up well: "Eastern saved us!"

industry way back in the early 20th century and became a well-recognized player during the golden era of air travel in the 1950s through the '70s. Changes in the airline industry eventually forced the company into bankruptcy in 1991.

Fast forward almost 29 years to the day since Eastern's last scheduled flight touched down, and everything seemed to be in place for a brand-new beginning with a unique strategy. "Our business model was based upon the idea that we could find niche markets where we could provide nonstop service to cities in the United States that don't have nonstop service today," Steve Harfst explains. "And we had just started. January 12 was our first flight from Guayaquil, Ecuador, to JFK, New York."

Barely two months later, COVID-19 hit. Governments ordered the gears of society — including mass transit of all kinds — to grind to a halt. Suddenly, thousands of Americans were stranded in far-flung locales with no easy way to get home.

Steve Harfst, who was a former Navy pilot, immediately recognized the need and decided Eastern Airlines would answer the call. "So in March, April and May, the White House Repatriation Task Force and the State Department focused on helping U.S. citizens get home. Literally overnight, all these big airlines stopped serving these international destinations. A lot of these big countries closed down their borders and we jumped in and said, 'Get us in touch with all the embassies in Central and South America. Let them know we are available, willing and able to move airplanes down to pick up your people."



Secretary of State
Mike Pompeo called
the herculean effort to
repatriate American
citizens "one of the most
remarkable diplomatic
missions in American
history."

Secretary of State Mike Pompeo called the herculean effort to repatriate American citizens "one of the most remarkable diplomatic missions in American history." For Eastern, what began as a couple of flights to bring people home from South America soon became a daily occurrence. Harfst proudly reports, "We've now flown about 30,000 passengers on these one-time repatriation flights for people who just wanted to get back to the United States."

In the first couple of months, Eastern's planes would fly empty to these South American countries just to bring U.S. citizens home. "And then, over the last couple of months, the countries said, 'You know, we've got a lot of our citizens that are complaining they can't get back. Can you open up your southbound flights?' Which, of course, we did," says Harfst.

All this unexpected demand has created an even unlikelier outcome — while most American carriers have had to lay off or furlough workers, Eastern Airlines employee ranks have grown by almost 33%. Having the company's headquarters located in KBS' CrossPoint building in Wayne has helped them meet the needs of a growing business.

"We love the facility we're in. We love our ability to attract talent to the Philly metro area," Harfst emphasizes. "And the building here is located in a great spot with easy access to the freeway and to the airport, the mall, and restaurants. The quality of life is really solid."

Like so many other commercial properties during the early stages of the pandemic, CrossPoint had its share of tenants convert their business model to work-from-home scenarios. "Here at CrossPoint, I think every other business shut down and sent everybody home, and we were the only ones with the lights on," Harfst relates. "The team at CrossPoint was fantastic, and we kind of felt like we helped keep the place alive while everyone was gone."

KBS Senior VP and Asset Manager Stephen Close explains how KBS took extraordinary measures not only to protect the employees who kept working at the CrossPoint location, but to prepare for those who would soon be returning. "We implemented immediate measures to make people feel safe and let them know that KBS was being proactive at this time to keep employees and businesses safe and to prepare for them whenever they were ready to come back," said Close. "Everything from proper social distancing signage all the way up to making considerable investments to the HVAC systems to create higher-quality air. We also made use of more disinfectant technologies, added hand

sanitizers

and we shut down certain common area amenities until they met state government mandates. Additionally, KBS partnered with Maptician, a cloud-based workspace management software tool to assess spatial risk for tenants and elevate safety and efficiency protocols."

With a dedicated partner in KBS helping to keep its employees safe at home, Eastern has been able to focus on expanding its customer base as air travel opens up again. Its goal is to lure the most adventurous of travelers to its planes. Living up to that vision post pandemic includes expanding their routes to include service from the East Coast, Miami and eventually the West Coast to the Caribbean, Latin America and in the future, even more exotic locations.

"We've rebranded this company and positioned ourselves as an explorer brand." As CEO Steve Harfst sees it, "It's not so much 'Fly Eastern because we have great airplanes and comfortable seats and really good food and a great movie'—which we do. It's 'Fly us because we're going to get you where you need to go cheaper and faster so you can go enjoy life. We want to help you explore."

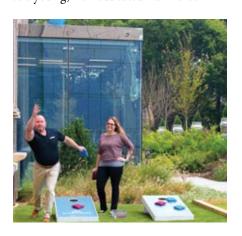
By **Cindy Peterson**Photographs by Zach Rolen

Carillon: Business Meets Creativity

harlotte claims the No. 21 spot on Niche's 2020 Most Diverse Cities in America list. It is considered one of the best places to live in North Carolina and is among the top cities to start a business — ranking sixth nationally and the highest in North Carolina — by WalletHub.

Nestled just one block from the center of Uptown Charlotte is Carillon, a 24-story office tower. Featuring dramatic, neo-Gothic architecture — including a 300-foot central spire shaped like a bell tower — and museum-quality interiors and artwork, Carillon is nothing short of striking. Designed by Thompson, Ventulett, Stainback & Associates, the spire resembles the architecture of the adjacent historic First Presbyterian Church, originally built in 1857. Carillon was completed in 1991 spanning 486,994 square feet with 9-foot floor-to-ceiling windows providing maximum natural light and a stunning copper roof.

"Charlotte is one of the most dynamic markets in the Southeast and currently fifth in the nation for employment growth," commented KBS Eastern Regional President Marc DeLuca. "Where Carillon is located, the area has become a thriving 24/7 market that caters to a young, well-educated workforce. In





addition, the immediate area has recently evolved into a burgeoning mixed-use environment, including the new Truist Field baseball stadium and the 5.4-acre Romare Bearden Park. The property is adjacent to the recently completed Kessler Collection's Four Diamond' Grand Bohemian Hotel and is also two blocks from the future \$200 million Gateway Station, a multi-modal transit center that will include a commuter rail and streetcar."

Modern-Day Office Museum

What makes Carillon unique is its artistic allure. It is home to several masterpieces listed on Charlotte's Public Art Walking Tour that attracts hundreds of visitors each year.

Most notably is Jean Tinguely's "Cascade," a celebrated 40-foot kinetic sculpture that is suspended above an indoor fountain in the lobby of the Carillon building. It is the last kinetic sculpture ever made before Tinguely's death in 1991.

A rotating art gallery features sculptures and paintings from local and other renowned artists with new displays every four months. The gallery's last collection was Carl Plansky's "Opera Divas," which had been honored in New York in 2009. Additionally, two murals incorporating the "Queen City" theme by Osiris Rain of Charlotte are showcased at the property.

Modernization Strategy

KBS acquired the building in 2016 and has invested a significant amount of capital into making this the premier office property in the market. In 2020, a brand-new, 6,100-square-foot, two-story fitness and amenity center opened its doors boasting state-of-the-art fitness equipment, relaxing showers and a fitness classroom by Fit Atelier, a boutique fitness retailer. KBS also recently added a Chop & Chisel gourmet grab-and-go café, a security desk, new coffee bar with swanky espresso and latte machines, new lobby furniture and a beautifully

landscaped amenity courtyard complete with seating areas, a bocce court, cornhole and other backyard favorites.

These new and upgraded amenities join existing tenant perks, including a high-tech conference center, child care, mobile dry cleaning, on-site car wash, high-end dining options and a 10-level attached parking garage accommodating 834 cars and three levels of underground parking.

Tenant Experience and Satisfaction

Carillon has historically been highly sought after by businesses because of its premier "main and main" uptown location, robust amenity package and exceptional ownership and management teams. According to a 2019 Kingsley tenant survey, overall tenant satisfaction is approximately 96%, followed by 95% overall building maintenance and engineering satisfaction.

KBS and its property management team, Hines, continually look for ways to further elevate that tenant experience, adding value whenever there is an opportunity. Following the



emergence of COVID-19, the huge toilet paper shortage and the inability to source hand sanitizer became a big focus. The Carillon team put together gift bags that contained toilet paper as well as mini hand sanitizers for tenants and their families. KBS and Hines also procured a supply of face masks that were shared with tenants. A Clorox 360 cleaning machine was added to the building's cleaning arsenal to more efficiently sanitize offices, which has become increasingly more important in a pandemic world.

Sustainability

Carillon tenants noted 90% overall building sustainability satisfaction, according to the Kingsley survey. The property is LEED Silver certified and Energy Star rated, providing an eco-friendly and productive work environment that is 39% more energy efficient than the average U.S. office building. Its tenant base closely relates to these values, and it is estimated that approximately 88% of current tenants are "green" and participate in the HinesGO program, a voluntary initiative that helps tenants identify and implement no-cost and low-cost alternatives to operating in a standard indoor office environment. Carillon also offers highly efficient 22,000-square-foot floor plates, providing maximum flexibility for small, medium and large tenants.

Today Carillon is 90% leased to 42 tenants and claims a diverse mix of high-end names within the financial, legal and development sectors, including Cadwalader, Wickersham & Taft, CliftonLarsonAllen, Crescent Communities, Nexsen Pruet and the U.S. Attorney's Office. As businesses and the workforce adapt to new working environments, Carillon is well positioned to absorb new demand for office space, especially given its unprecedented understanding of tenant value and the creative environment that makes it unique.



By **Dara Holland** Photographs from iStockPhoto

Improving the Customer Experience

As technology moves at hyper speed and companies seek to stay competitive, improving the Customer Experience (CX) has never been more important.

In today's experience economy, consumers interact with brands in a variety of ways and across multiple channels. Customer Experience, often referred to as "CX," is defined as all interactions between a customer and a brand. Increasingly, with so much of daily life taking place online, these interactions are digital. Customer perceptions of your brand are based less on face-to-face interactions and more on interactions with your contact center — and by extension, email, text, social media and instant messaging.

For companies, the experience economy also means you're only as good as someone's last best customer experience with you, wherever that takes place. To compound things, people are often making cross-industry comparisons. For example, customers may judge their experience with an insurance company to be poor based on a "wow" experience they've had with Amazon or Best Buy. According to a recent Forbes article, 96% of customers who have a bad experience are gone. In fact, when it comes to CX in general, nearly 61% of respondents said they'd be very willing to switch brands or companies to have a better customer experience.

A key area of frustration for customers is inconsistency across customer service channels. Outdated systems and technologies that don't talk to each other mean customers have to work harder to make their needs known and get them resolved. For example, a customer might visit a company's website to check the



When it comes to CX in general, nearly 61% of respondents said they'd be very willing to switch brands or companies to have a better customer experience.

status of a refund. First they research their situation on an FAQ page. Next they try to get help through live chat or texting. Then they might start over again with a live representative — assuming they can get through the automated phone maze" meant to assist them, but which too often feels like a roadblock to a helpful human. Each step only further frustrates the customer's efforts to get answers and solve their problem.

Studies show 65% of customers are frustrated by inconsistent, disconnected experiences across brand channels. Going deeper, 89% say they get frustrated

having to repeat their issues to multiple representatives, only 7% are extremely satisfied with omni-channel customer service and a whopping 87% feel brands need to work harder to create a seamless customer experience.

Many companies are sympathetic to their customers' frustration and also believe CX is the primary way to differentiate themselves from competitors. Now more than ever, they're seeing more value in their contact centers, which have become a lifeline to — and perhaps the only way to communicate with — their customers. Many companies also want to capitalize

on the flexibility offered by moving customer data from an on-premise to a cloud environment.

Unfortunately, many customer contact centers don't have integrated technology that allows this to happen. While often companies may have all the technology pieces in place, only 20% have an executable CX strategy that lets all those pieces talk to one another and as a result, helps customers who interact with the company feel understood, appreciated and satisfied.

According to George Demou, CEO of Avtex Solutions, "Many companies are unable to provide a great customer experience because their contact centers are hamstrung by technologies that aren't updated or integrated and because the company doesn't have the 'crystal ball' of customer experience data." He continued, "The simplest point is knowing who your customer is, valuing them and helping them. Having that knowledge and data about the client is mission critical."

Avtex is headquartered in KBS'
Northland Center in Bloomington,
Minnesota, and helps clients on the front
end to understand what their CX strategy
is. It does this in part by doing Persona
ID, journey mapping, future journey
mapping, and voice of customer analysis.
Then it aligns the findings with a strategic
road map that ultimately makes it possible
for a company to deliver moments where
customers say, "Wow! That was a great
experience!"

To bring it all about, Avtex has a group of CX consultants who design and develop that plan, including a digital transformation group that helps with digital transformation, a contact center group to help modernize the client's contact center and an IT organization that integrates the different components to other peripherals within the organization so that all client systems can work as one to provide a ubiquitous customer experience.



The goal is to establish an overarching CX strategy and then align technologies to it. Companies that are benefiting from the Avtex 360 approach span several industries: financial institutions, insurance and real estate companies, grocery, apparel, and sporting gear brands and behavioral health care providers. Avtex clients include American Family Insurance, Edina Realty, Nautilus, Red Wing Shoes, Northern Tool + Equipment, Truliant Federal Credit Union, Schwan's Home Delivery and Sportsman's Guide.

The goal is to establish an overarching CX strategy and then align technologies to it.

George Demou, CEO, Avtex

How has better CX transformed and improved customer service for these companies? Demou shares, "Sportsman's Guide has been very progressive, modernizing its contact center. They're bringing applications into the cloud, integrating them and developing a single golden customer record. Similarly, Truliant Federal Credit Union is very excited to modernize their member experience."

He continues, "Northern Tool + Equipment is using CX to create a competitive differentiation when it comes to online retailing. And thanks to its improved CX, language access and telehealth provider Cloudbreak has saved lives by pivoting over 10,000 translation services video endpoints to provide physician assessment and treatment plans to COVID-19 patients."

Yes, we live in an experience economy. But it's also one that's changing at the hyper speed of technology. Companies that want to succeed need a plan to create exceptional customer experiences — to over-deliver at every touchpoint — and to set those plans in motion.

As Demou points out, "Companies today need to lean on digital interaction. There's a whole new population of customers who are really going to be leveraging digital opportunities to do business rather than going into a store or getting on a phone call. The customer journey has changed — and companies that pay attention to it are the ones that are going to thrive. We're here to help those companies leverage their technology and deliver a better customer experience."

Photographs, Getty Images By Phil Diment

The Incredible Angel Yin Young LPGA rising star keeps the game fun.



Through a mutual connection with pro golf coach Bobby Lasken, KBS CEO Chuck Schreiber was introduced to a dynamic young athlete on the LPGA Tour, Angel Yin. Angel joined the tour in 2016 at the age of 18 and tied for second at the U.S. Women's Open in 2019. As an amateur, Angel was the youngest player in history at the 2011 U.S. Women's Amateur competition. Premier Office Magazine Editor Phil Diment caught up with 22-year old Angel between tournaments to hear her amazing story.



Premier Office Magazine: How were you introduced to golf?

Angel Yin: When I was young, my mom's friend wanted her son to pick up golf, but she did not want him to learn alone since she thought golf is already boring enough and if he went in alone, it would've been too cruel. So she asked my mom if I could learn with her son. Initially my mom said no because she didn't want me out under the hot sun getting tanned. In the Chinese culture, you want to preserve your skin as white as possible so when you actually do go out under the sun, you will shine and sparkle



September 10, 2019: Angel Yin (fourth from the left) and Team USA pose with their caddies and bags during day-two practice for the Solheim Cup at Gleneagles in Auchterarder, Scotland. (Photo by Andrew Redington/WME IMG/WME IMG via Getty Images)

and not be mistaken for a vampire. Long story short, after a lot of back and forth, my mom eventually gave in and allowed me to join her friend's son to learn how to play golf. He gave up after a month, but I fell in love with the sport because it gave me a sense of calmness, and I can tell you at age 6, you don't have a lot of that.

POM: Who were some mentors who helped to mold your talents?

YIN: My first golf coach, Greg Castleman was a big influence. He was my coach for a long time and really helped mold my fundamentals in golf. After him it was Bobby Lasken, who is still currently my golf coach.

POM: What events transpired that helped you make it onto the LPGA Tour?

YIN: Playing on tour was something that I told my mom I wanted to do as soon as I picked up the game. I was just fortunate enough to also have it come true.

POM: How young were you when you first joined the tour?

YIN: I was 17 when I joined the LET — Ladies European Tour — and 18 when I joined the LPGA.

POM: Tell us about your tie for second at the 2019 U.S. Women's Open. What helped your performance at this event?

YIN: Stayed patient, kept my head down and just played my game.

Playing on tour is something I told my mom I wanted to do as soon as I picked up the game.

POM: What does it take to qualify for one of the five LPGA major tournaments?

YIN: A high ranking on the LPGA or a Rolex Ranking.

POM: Do you have a favorite shot that really stands out as one to remember?

YIN: Making the putt to clinch the Cup for Team USA in 2017 at my first

Solheim Cup. More recently, I'd have to say it was the Solheim Cup at Gleneagles in Scotland. Two big shots happened the same day in my singles match. I was playing against Azahara Munoz from Spain. I think I was 1 or 2 up in the match at the 7th hole and I have a 20-footer — maybe further — and she had a 25- to 30-footer. It was not an easy putt — a little uphill right-to-left putt. So she drains it, and that was a very big deal because she was playing well and so was I, but with something like that and a home crowd, it can change the momentum and give her control of the match. Fortunately I made the putt, and at that moment the adrenaline that was going through my body was crazy. I know that was a huge hit to her because she thought for sure she'd probably win that hole. But nope — it definitely gave me a big boost in the match, which I really needed at that time.

The second shot was later on into the match. It was the 16th hole and I had just missed a few short putts and really started giving her a lot of opportunities — it felt like my momentum was going away.

Continued on PAGE 64 ▶

Continued from PAGE 63

I was 1 up and I had a 5-footer I needed to make and I knew if I missed it, my chances of winning would be slim. It was not the ideal position to put myself in, especially at the Solheim, but I made the putt, and at that moment, I knew I had the match in my control and all I needed to do was to close it out. So yes, those two moments were really big moments during my match that day with Azahara Munoz.

POM: How important are diet and exercise when playing at the pro level? Do you still get to enjoy a good pizza?

YIN: What you feed your body

is very important. Food

same time, in my

opinion, you can't treat yourself or

your body like a robot — so yes, a cheat meal

here and there

doesn't like some

good gelato or a

it's a must try.

do to unplug? I

if you have golf on the brain 24/7 it will eventually drive you nuts.

is OK. Who

YIN: I go on Instagram and look at dog and cat videos and memes. I live for memes. I also love to go fishing, and I enjoy trying to pick up new hobbies.

POM: Do pro golfers develop camaraderie with other athletes on the tour even with the intense competition?

YIN: Oh yeah, definitely. You see everyone enough where it's hard not to be friends with them. A majority of the girls on tour are extremely nice and outgoing.

POM: How do you get motivated for a tournament?

the tour in 2020?

POM: How did COVID-19 affect

YIN: I'm always motivated.

lot of tournaments canceled.

YIN: A lot of time spent at home and a

POM: Who is your role model? Or someone who has really inspired you?

YIN: Jack and Tiger.

POM: Tell us a little about your family. Do you have brothers and sisters?

YIN: Only child. Just my mom and me.

POM: What is one of your favorite memories growing up?

YIN: I was born in Monterey Park, California, in the greater Los Angeles area and grew up in Arcadia, which is one city to the east of Pasadena. As for memories? Enjoying great local food. I

is your fuel, but at the guess that's not a memory, but it's what I always like about Arcadia. **POM:** If you were not a pro golfer, what do you think your second passion would **YIN:** I've always said a lawyer, but really it's a lot of paperwork and reading, so now doughnut from time I'm thinking a to time? Speaking of commentator, which, I still need to YouTube fisherman try Krispy Kreme or anesthesiologist. everyone I know says **POM:** What do you would imagine that

POM: Any advice you might offer to young talent looking to go far with a sports career?

YIN: Stop and smell the roses. You often hear successful athletes saying they gave up everything but never did anything fun in their childhood and just focused on their craft to get to where they are now. Well, I don't personally think that's the correct answer. I know everyone is always saying life is short and time flies, but we are here for a while and we might as well enjoy all the things that life offers. Of course work hard, but at the same time, don't bury yourself into just your craft. Do other things, have fun, be wellrounded — it's the longevity of things and not just what we can see tomorrow.

You often hear successful athletes saying they gave up everything but never did anything fun in their childhood.

POM: What is your motto in life?

YIN: My motto is "NO REGRETS." It's something I set and have lived by since before I was a teenager. We only get one go at this wild ride, one chance. I am gonna go big. I don't want to hit 70 and be sitting in my favorite chair out on my front porch and look back at life and have regrets of things I should have done but didn't commit to. No, I will not do that. Now at 22 — really just turned, so I do still think that my brain is still partly at 21 — I believe that everything happens for a reason and there is a plan for everything. I might not see it now, but as time goes on, it will all make sense. I just need to be patient and have fun. I will not dwell and live in the past and think of should haves, could haves. It's really not as easy as it sounds, but you just gotta trust and believe. Like Mencius (Mengzi) said, "Wu wei."







December 9, 2017: Always making the game fun, then 19-year-old Angel Yin fills up a water pistol during the final round of the 2017 Dubai Ladies Classic on the Majlis Course at the Emirates Gold Club in Dubai, United Arab Emirates.. (Photo by David Cannon/Getty Images)

Contact Information

Western Region

Giovanni Cordoves

Regional President

949.797.0324 | gcordoves@kbs.com

Brent Carroll

Senior Vice President, Acquisitions/ Co-Director, Asset Management

949.417.6566 | bcarroll@kbs.com

Territory: Central/Northern California, Oregon, Washington

Brett Merz

Senior Vice President, Asset Manager

949.417.6545 | bmerz@kbs.com

Territory: Texas

Tim Helgeson

Senior Vice President, Asset Manager

949.797.0356 | thelgeson@kbs.com

Territory: Southern California, Arizona, Utah, Colorado

Eastern Region

Marc DeLuca

Regional President

202.552.7559 | mdeluca@kbs.com

Dan Park

Senior Vice President, Asset Manager

949.417.6565 | dpark@kbs.com

Territory: Illinois, Missouri, Kansas, Minnesota, Indiana, Ohio

Stephen Close

Senior Vice President, Asset Manager

212.600.2905 | sclose@kbs.com

Territory: Northeast, Mid-Atlantic

Allen Aldridge

Senior Vice President, Acquisitions/ Co-Director, Asset Management

202.552.7553 | aaldridge@kbs.com

Territory: Southeast

KBS Acquisitions and Asset Management Team

Western Region



Giovanni Cordoves

Regional President



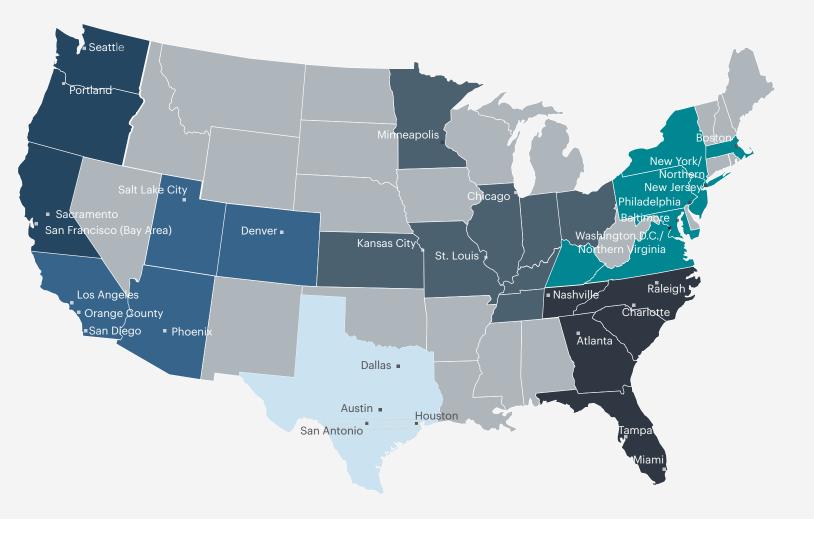
Brent Carroll

Senior Vice President Asset Manager Co-Director of Asset Management



Tim Helgeson

Senior Vice President Asset Manager



Eastern Region



Brett Merz Senior Vice President Asset Manager



Dan ParkSenior Vice President
Asset Manager



Marc DeLuca Regional President



Stephen Close
Senior Vice President
Asset Manager



Allen Aldridge
Senior Vice President
Asset Manager
Co-Director of Asset
Management



Seeing beyond complex challenges is how you build new opportunities for growth. Commercial Real Estate Banking from Bank of America Merrill Lynch. What would you like the power to do?

bofaml.com/commercialre

Bank of America Merrill Lynch

The power of global connections™