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BOMA 360 Performance Program gives commercial properties a competitive edge

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The Building Owners and Managers Association of Boston (BOMA Boston), in conjunction with BOMA International, recently launched the BOMA 360 Performance Program, a groundbreaking new initiative designed to recognize commercial properties that demonstrate best practices in building operations and management. The BOMA 360 Performance Program is an online self-assessment that evaluates properties on six major areas of building operations and management. The program comes at a critical time, as building owners and managers are looking to differentiate themselves from competition in a tight market.

"The BOMA 360 Performance Program is a truly revolutionary program that will add value to commercial buildings at a crucial time," said Jeanne Wolf, the executive director of BOMA Boston. "This program takes a 360 degree view of all aspects of building operations and management, making it unique to the marketplace today."

The holistic nature of the BOMA 360 Performance Program means that every area of building performance is assessed. Scores are based on how buildings measure up to an extensive checklist of best practices, including emergency and disaster planning and recovery plans, energy management, financial management, equipment maintenance and education and training. Properties are evaluated in the following areas:

- *Building operations and management
- *Life safety/security/risk management;
- *Training and education;
- *Energy;
- *Environment/sustainability; and
- *Tenant relations/community involvement.

BOMA 360 allows firms to showcase and distinguish their property in the marketplace. By focusing on all major areas of building operations and management, BOMA 360 provides a multi-faceted benchmark comparing each building to the industry's best operating practices. Recognition as a BOMA 360 Performance Building provides validation for management teams, confidence for building owners and peace of mind for building tenants.

The inaugural class of BOMA 360 Performance Buildings were honored during the 2009 BOMA International Conference & The Office Building Show this past June in Philadelphia. Future BOMA 360 designees will be honored at other BOMA Boston and BOMA International events. Buildings that achieve the BOMA 360 designation will receive a plaque to display on their building, be recognized in a directory of BOMA 360 Performance Buildings on the BOMA International Web site and through press releases and other announcements, and may use the BOMA 360 Performance Program logo on their letterhead, business cards, marketing and other collateral materials.

Applications may be submitted at any time during the year, with designations conferred and announced quarterly. For information on the program and to apply, visit www.boma.org/GetInvolved/BOMA360.

Richard Beal is the 2009 president of BOMA Boston.

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