Property Name: The Landing at MIA

1. Using Bob Potter’s new value proposition concept (no problems = no value, pay attention to the problems), how can you apply the 3 questions Bob says that every tenant will ask themselves about your property to apply to a current deal you are working on:

* Why are you different? Building and Park Infrastructure
* Why is that difference important to me? Continuous, uninterrupted business operation
* Why should I believe you (stories, benchmarks, testimonials)?
  + Experience of 2005 Hurricane Season
  + NCL Story
  + Road America Story

1. How will you use 1-2 Characteristics of High Performing Teams as a team to align and build value at the property?
   1. 5-Star Believers
   2. Entire Team Fully Engaged
2. The topic of the 5-Star Conference has been about value creation at the property level. How will you drive value in a current negotiation?
   1. In the negotiations with GBG, the property value was increased due to the structuring of rental abatement combined with the use of “beneficial occupancy” outside the term, resulting in a higher rental rate being obtained.
3. How are you/will you customize tours or marketing in the future to create a memorable experience? Be creative!
   1. iPad Presentation and Portable Presentations
4. What steps can you take to work together more effectively as a team relative to leasing efforts?
   1. Enhanced Communication and re-visit defined roles that focus on each person’s strengths.
   2. Re-visit the current marketing plan on a quarterly basis to make adjustments to capitalize on market opportunities.