



The Experience Exchange Report (EER)

BOMA International's Flagship Benchmarking Report



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What is the Experience Exchange Report (EER)?

- Annual study of commercial building income and expense data for financial performance analyses, based on prior year financials.
- US and Canadian Markets
 - *Office EER*: first published in 1920.
 - *Industrial EER*: introduced in 2015.

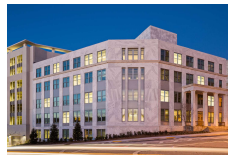


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Which Types of Buildings are Included?

Office EER

- Medical Office Buildings
- Corporate Facilities
- Financial Buildings
- Single Purpose
- Government Occupied
- Multi-tenant



Industrial EER

- Flex
- Industrial/Warehouse
- Special-use



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The EER Cycle

Data Collection

- Mid-January to mid-April.
- Online for individual buildings.
- Online bulk submissions of 10 buildings or more via spreadsheet.
- *ANYONE* can submit data!

Reports

- Released late June to coincide with BOMA's Annual Conference.
- Subscriptions purchased directly through the website.
- Unlimited number of reports can be generated.
- Downloadable reports.
- Regardless of the date of purchase, all subscriptions expire in June, prior to the release of the new EER.



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Why Your Members Need EER Data

- **Feasibility studies** for new developments/redevelopments.
- **Acquisition/disposition** due diligence.
- Validate **R&M expenditures for the age of your property?**
- Is your company's security/preparedness **budget in-line with your market?**
- Use **occupancy data** to determine the health of a market.
- Objective industry source to respond to **operating expense audits**.
- Valuable **reference** for appraisers and loan re-financings.
- Incorporate **utility expense data** for your market into your energy management plans.
- Check what industry peers are paying for **insurance as premiums increase** annually.
- Data used for **college-level real estate programs**.



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Office EER Report Features

Reporting features:

- Option to select multiple markets
- Filter by property class
- Trend data going back to 2007
- Easily convertible to PDF or Excel formats

Choose from:

- US or Canada
- 128 city markets
- Public vs. Private Sector
- Downtown vs. Suburban
- Building size (sq. ft./meters)
 - <50,000
 - 50,000 – 99,000
 - 100,000 – 299,000
 - 300,000 – 599,000
 - 600,000+



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How Members Benefit from Sharing Data

- The more properties per market, the more representative and useful the data is to everyone.
- Complimentary *Market Snapshot Report* that analyzes how the submitted building compares to its market peers.
- Discounted EER subscriptions.
- EER participation is a pre-requisite for the BOMA 360 Performance Program.



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Submitting Data

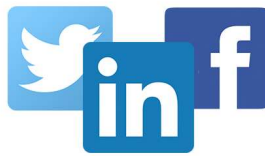
- Any office or industrial building can submit year-end income and expenses data – whether the building is owned or managed by a BOMA member.
- Online submission takes about 30 minutes to complete.
- No need to complete the entire survey at once. Save answers as you go and return to the form as needed before the deadline.



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Ways to Encourage Member Participation

- Consider an EER Submission Contest.
- Ambassador Programs
- Say it often and everywhere.
 - Make the most of monthly lunches.
 - Social Media
 - E-newsletters



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Example 1 – What's Your Largest Operating Expense?

Highest Operating Expenses for Chicago Buildings

Item	Average Cost per Square Foot
Real Estate Taxes	\$7.36
Leasing Commissions & Fees	\$3.89
Payroll Taxes & Fringe Benefits	\$3.84
Tenant Improvements, Expensed	\$3.81
Utilities	\$2.19



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Example 2 – How Do You Compare?

Comparison of Chicago to Other Markets Average Cost per Square Foot

	Real Estate Taxes	Payroll, Taxes, Fringe	Utilities
Chicago	\$7.36	\$3.84	\$2.19
Los Angeles	\$4.28	\$3.19	\$2.39
New York	\$11.73	\$6.08	\$4.14
Washington, DC	\$10.05	\$3.96	\$2.49



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Example 3 – What's The Spin?

Comparison of Chicago to Other Markets Real Estate Taxes as Percentage of Base Rent

	Real Estate Taxes	Average Base Rent	Percentage
Chicago	\$7.36	\$20.04	36.7%
Los Angeles	\$4.28	\$22.92	18.7%
New York	\$11.73	\$46.76	25.1%
Washington, DC	\$10.05	\$44.26	22.7%



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For more information about the EER

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