



BOMA 360 Performance Program®

Frequently Asked Questions

What is the BOMA 360 Performance Program®?

The BOMA 360 Performance Program, sponsored by BOMA International, evaluates buildings against industry best practices in 6 major areas: building operations and management; life safety, security and risk management; training and education; energy; environmental/sustainability; and tenant relations/community involvement. Individual buildings that satisfy the requirements in all 6 areas are awarded the BOMA 360 designation.

Why did BOMA establish this program and why is it needed in the marketplace?

Building owners and managers are always seeking ways to differentiate their buildings against other properties in an increasingly competitive marketplace. The BOMA 360 designation signals to owners, tenants and prospective tenants that your building is managed and operated to the highest standards in the industry.

How does the BOMA 360 program differ from other building recognition programs in the industry?

Other industry recognition programs focus on only certain areas of operation, such as green and sustainable operations. The BOMA 360 program takes a holistic approach by evaluating all major areas of operations and management.

How does the BOMA 360 program differ from The Outstanding Building of the Year (TOBY®) awards program?

The BOMA 360 Performance Program is not an awards program. Every applicant is eligible for recognition as a BOMA 360 Performance Building if it meets the requirements of the program. Participants in the TOBY awards program receive points on the BOMA 360 application. TOBY participants at the regional level will be recognized as having achieved the minimum points required in as many of 6 of the 6 sections of the BOMA 360 application and regional winners will receive a discount on BOMA 360 application fees. This waiver and discount are valid up to one year after the TOBY award is earned.

What benefits will my building receive by participating in the BOMA 360 program?

BOMA 360 recipients report that the designation has been a key factor in attracting and competing for tenants; in achieving operational savings and efficiencies; in establishing new operation or management policies or procedures; and in gaining recognition from owners, tenants and the community. Independent studies conducted by Kingsley Associates reports that BOMA 360 buildings earn higher scores in nearly all tenant satisfaction categories. Furthermore, a study conducted by CoStar reports that BOMA 360 buildings have higher tenant retention rates and command higher rental rates than similar buildings without the designation.

How will my building be recognized as a BOMA 360 Performance Building?

Buildings that achieve the BOMA 360 designation will receive the following: plaque to display in the building; opportunity to purchase customized signs and banners; BOMA press release announcing the achievement; listing in a BOMA 360 directory on BOMA’s Web site; recognition at the BOMA annual conference, Winter Business Meeting and other events; and opportunity to provide case studies for inclusion in BOMA publications. In addition, you may use the BOMA 360 logo on your company’s or building’s Web site and on letterhead, business cards, and marketing and collateral materials. You will also receive a marketing tool kit with ideas and templates for announcing your building’s achievement to owners, tenants, and brokers, and for advertising your achievement in the industry and the community.

How is the BOMA 360 program administered to ensure third-party verification?

An independent council appointed by the BOMA International Chair provides oversight for the program. Membership on the council includes at least 2 representatives from BOMA 360 buildings and 2 “public” members outside of BOMA. The council develops and updates program criteria, ensuring consistency with current industry best practices, and confers the designation. Audit procedures are in place to verify assessments.

What types of buildings are eligible to participate in the program?

All occupied commercial & industrial buildings, including owner-occupied buildings, are eligible to participate, as long as they meet the prerequisites. The program is open to both members and non-members of BOMA; however, application fees for non-members are higher.

What are the fees to participate?

Application fees are based on building square footage. Fees range from \$900 to \$1,800 for BOMA members and \$1,140 to \$2280 for non-members. See BOMA’s Web site, www.boma.org/360 for a current fee schedule.

What are the prerequisites to apply for the BOMA 360 designation?

Applicants must have the following in place for their building: a Standard Operating Procedures manual; a building preventive maintenance program; participation in the most recent BOMA Experience Exchange Report (EER) or IREM* benchmarking survey; the energy performance for the building must be benchmarked using EPA’s ENERGY STAR® Portfolio Manager, and data shared with BOMA International.

For Canadian buildings, participation in BOMA BEST or other commensurate energy benchmarking programs may be reported in lieu of ENERGY STAR® participation; however, BOMA BEST certification is not a requirement for participation. Applicants are asked to document these requirements when they begin their application. *Please note: IREM survey participation will be accepted only for the initial application; renewals require EER participation.

How do I apply for the BOMA 360 designation for my building?

Applications are submitted online via BOMA International’s Web site, www.boma.org/360. Detailed instructions for completing the online application may be downloaded from this site. Applications may be submitted at any time during the year; however, the designation is awarded and announced at the end of each quarter.

How long does it take to complete the BOMA 360 application?

Most applicants complete the BOMA 360 application in a few hours or days if the required documentation is well organized in advance; however, it may take several days or weeks to gather the documentation needed to start the application process if a building doesn’t have centralized documentation in place.

Can I submit applications for my entire portfolio of buildings?

Yes, and BOMA encourages full portfolio participation to demonstrate your company’s commitment to management and operations best practices. Separate applications for each building are required; however, you will be eligible for a 15% portfolio discount on application fees for 10 or more buildings. Contact boma360@boma.org for further information and instructions.

For an office park or complex, is a separate application for each building required?

If the buildings in the office park or complex participate in the EER and benchmark with ENERGY STAR as separate buildings, then they are considered separate buildings (and separate applications) for the BOMA 360 Program. Each ENERGY STAR® score requires a separate application.

Is an ENERGY STAR® label required for the building?

No, an ENERGY STAR label is NOT required. The building is eligible as long as building data is reported annually using ENERGY STAR’s Portfolio Manager and this data is shared with BOMA International.

How do I share data with BOMA from ENERGY STAR’s Portfolio Manager?

Sharing data with BOMA is easy. Information is included in the downloadable instructions for completing the BOMA 360 application on www.boma.org/360. All data shared with BOMA is kept in strictest confidence.

What if I missed the deadline for the EER survey?

The EER survey is open between January 15 and April 1 (approx.) annually. If you miss the deadline for submitting your building’s performance data to the EER survey, you can still apply for “provisional

approval” for the designation. Simply indicate on the application that you are applying for provisional approval* and then complete and submit the rest of the application. BOMA will review your application but will delay conferring the BOMA 360 designation until you complete the next EER survey. By choosing this option, you lock in the application fee and speed up the BOMA 360 approval process once you submit your EER data. *Please note: provisional approval is accepted for the initial application only; designees are required to meet EER deadlines every year.

What if my building is not eligible to participate in the EER?

You may still apply for the BOMA 360 designation. There is an opportunity to indicate on the application that your building is not eligible to participate in the EER; this requirement is then waived.

Does the BOMA 360 designation require renewal?

Yes, recipients must re-apply every 3 years to maintain the designation and pay renewal fees in effect at that time. Recipients must also provide annual verification that the program prerequisites for the building continue to be met. There is no fee for this annual reporting requirement. BOMA International will contact all designees in advance of their annual report and 3-year renewal with further information and instructions.

Are the records and other information submitted with the applications protected?

Yes, all information and supporting documentation from applicants will be kept in strictest confidence. Individual building data is not shared, published, or reported in any way.

Once I submit an application for my building, can I access that information in the future?

No, once an application is completed and submitted, that information is no longer available to the applicant. BOMA International strongly encourages applicants to save copies of all information and documentation before submitting their application for future reference and renewal of applications. This is done to protect proprietary information and ensure security of information.

How can vendors serving the commercial real estate industry get involved in BOMA 360?

Vendors and suppliers to the industry have an opportunity to get involved as a BOMA 360 Ambassador. As Ambassadors, vendors pledge to educate their employees and sales representatives about the BOMA 360 program and to encourage their customers to participate. BOMA 360 Ambassadors can communicate to customers and prospective customers that they support the goals of the BOMA 360 program. For more information, go to www.boma.org/360.

How can I get more information on the BOMA 360 Performance Program?

For more information, visit www.boma.org/360 or e-mail boma360@boma.org.