

The American Business Awards

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Southfield, Michigan 48034

2015 COMPANY OF THE YEAR, Real Estate

In 2015, xxxxx made significant investments in its employees, in strengthening client support, and in supporting the community. The programs and investments in these initiatives were extraordinary, making the firm a worthy candidate for Company of the Year.

The investments have made the Southfield, Michigan-based commercial real estate firm more responsive to clients, more supportive of employees, and more profitable as a company, which during the last year stabilized its property portfolio and refinanced \$100 million worth of properties to reposition them for strength in the market.

The initiatives include:

CLIENT SOLUTIONS DEPARTMENT

At the center of the newly launched Client Solutions division is improved communication with tenants and clients. During 2015, xxxxx xxxxx visited every property and conducted in-person and email surveys of every single client.

The firm learned about the elements of service it does well, and those that need to be improved. For example, it learned that while its property managers are responsive and quickly address tenant concerns, such as repairs, it was not as strong as it could be about communicating that it had addressed the issues.

Improving that aspect of customer communication has helped with boosting client satisfaction. When the surveys are conducted again in 2016, xxxxx xxxxx anticipates there will be a measurable improvement in client satisfaction scores as a result.

The firm also started conducting practical outreach, including hosting holiday lunches and happy hour get-togethers with clients, providing them with not only the opportunity to get to know xxxxx xxxxx a bit better, but also to network with one another.

xxxxx xxxxx also began hosting open-door breakfast meetings at its properties, during which tenants could attend informal meetings with xxxxx and with xxxxx xxxxx xxxxx.

TECHNOLOGY UPGRADES

To help stay on top of clients' needs, manage leads, relationships and marketing, xxxxx xxxxx upgraded its technology toolbox in 2015. One of the newly added digital technologies the firm began using is Narrative Clip, a small, wearable 8-megapixel camera. The wearer can take pictures in real time. xxxxx xxxxx uses it to "show"

properties and project updates to clients and prospective clients, without the client needing to travel on-site. Similarly, the firm began using xxxxx, which allows users to remotely check on a location, shoot video, and communicate with other users in real time.

xxxxx xxxxx began using drones to shoot video and aerial images of properties, to enable clients and prospects to get a view from above, see the condition of roofs and parking lots, and look for potential expansion opportunities.

It added to its toolkit xxxx, which provides 3D modeling for clients and prospective clients, and xxxx, which can be used to easily match colors during interior design phases of a project.

xxxxx xxxxx has also invested in technology to keep brokers safe while out in the field. It has started using xxxxx, a third-party security app that periodically asks the user to respond. If the app doesn't hear a response from the user, who may be on a construction site, or checking on a vacant property, or showing a property to a prospect it automatically contacts a designated person from the user's contacts list.

EMPLOYEES

If a company is going to provide top quality service to its clients, it must lead with a well-trained and happy staff.

The firm implemented or expanded a number of health and wellness initiatives, demonstrating its concern for the wellbeing of its staff and leadership. xxxxx xxxxx sponsored a team to participate in the Walk for Diabetes and the Susan G. Komen Race for the Cure. Other initiatives include healthy snacks that are available to employees, and this year raffled off baskets of exercise items. The firm also negotiated on behalf of its employees to receive discounts at local gyms.

As a result, xxxxx xxxxx was a Best & Brightest In Wellness ® Winner for 2015.

xxxxx xxxxx also invests in the next generation of real estate professionals through its internship program, which works with 10-15 college students per year.

During 2015, the firm increased investment in the interns' long-term career goals by helping them learn networking skills, and providing them with opportunities to build their personal and professional networks by participating in After 5 Detroit.

Open to both interns and staff are the enhanced classes at xxxxx University, the firm's internal professional development program. Topics include diversity training, stress management and several options related to property management, brokerage and construction. It also enhanced its tuition reimbursement program by removing limits on cost to allow more flexibility in the number and type of professional development opportunities available.

xxxxx xxxxx made massive improvements to its employee review process to make it more narrative, more useful to staff, and eliminated the numerical-based review. The annual review now includes a self-assessment, as well as a supervisor assessment, and asks staff what they would like to focus on and/or improve during the upcoming year.

The firm added a Leadership Book Club to discuss popular titles on business and leadership. At once such book discussion, xxxxx, the author of xxxxx, called to discuss the book with the club members.

It is this devotion to its employees, clients and communities that makes xxxxx xxxxx a strong candidate for Company of the Year.