

OFFICE BUILDINGS PHONE RESEARCH MANUAL

I. ITEMS TO VERIFY

A. *Building contacts*

1. Contact company and person
2. Owner company and person
3. Management company and person
4. Rental company and person
5. Verify address, phone and fax numbers, and email addresses for all (where applicable)

B. *Building data*

1. No of floors
2. Year built
3. Bldg. area
4. Floor sizes
5. Elevators
6. Check status if it is listed as under construction or proposed

C. *Building services*

1. Hours open
2. Type of parking and # of spaces
3. Bldg. services
4. Comments
5. Ask if they want to add anything else to the services and/or comments

D. *Tenants*

1. Office tenants
2. Retail tenants
3. If tenants are deleted, ask if anyone has taken that space
4. Ask if they want to add any new tenants

Before calling, review all sheets for anything strange or that warrants extra attention. These may include, but are not limited to, buildings with illogical street numbers (11-40 Main St), buildings without a year built, buildings without floor sizes or with floor sizes that do not match building area (without a note of explanation, i.e., net rentable sf), and buildings with names that are the same as nearby office parks. Also, refer to the list of issues that need to be investigated that was provided by your supervisor (usually obtained through field research).

II. CALLING PROCEDURE

Introduce yourself

“Good morning/good afternoon. My name is _____ and I am calling from Yale Robbins/Office Buildings Magazine. How are you this morning/afternoon? Can I speak to Mr. Smith (if not speaking to contact directly)?

“Mr. Smith, I would like to go over your listing(s) with you to make sure what we have is correct for the next edition of Office Buildings Magazine. These listings/buildings appeared in last year’s edition.”

Review the building sheet(s) with the contact. Note any changes or additions on the sheet. If there are no changes, mark it as well. Note who you confirmed with. Date and initial the sheet signifying completion. Be legible. If you are unsure of anything, ask your supervisor; you may have to call back to verify that information.

Hand the completed sheet to whoever is doing data entry at the time. Mark off the building and contact on the company list sheets.

Note every call in the call log. Maintain a list of contacts with special requests.

III. WHEN CONTACT IS UNAVAILABLE

Ask to speak to the contact's assistant. If that is not possible, ask to be transferred into the contact's voicemail.

When leaving a voicemail, introduce yourself and the company. Let the contact know which property you are updating. Ask the contact to please return the call to 212-683-5700 extension _____. Leave your email address as well. Close with a simple greeting ("Thank you and have a great day").

If calling for at least the third time, it might be better to ask to speak to someone else who might have the information before you leave a message. Additional contacts may include the assistant, a colleague, or the marketing or research department.

IV. AFTER NOT GETTING A RETURN CALL IN TWO DAYS

Try calling again. If not successful (after usually 2-3 calls), fax or email the contact. Call the company to verify the fax number. Let them know you are sending a fax imminently. To expedite a response, list a deadline date that is earlier than the actual one.

Allow up to two days for a response. If you do not receive a response, call the company to see if they received the fax. If not, fax again. If they have received the fax, ask if they have had a chance to review it and when will they be able to fax it back. If you are approaching a deadline, give the contact a deadline date.

V. WHEN TO MAIL

Mail out building sheets only when there are at least 10 buildings or if the contact requests. Call the contact and ask if they would like you to review the information over the phone, via fax or mail. Obviously, it is always better if they can do the work immediately or have the paperwork in their hands quickly.

Allow three days before calling to see if they received the mailing. If they have not received the package, you may have to re-send it. Before re-sending, ask if they can go over the listings over the phone or via fax. Remind them that you are working with a deadline.

If they have received the mailing, ask the same questions that you would over the phone with the contact ("Have you had a chance to review it?" "Can you send it back or go over it over the phone?" etc.). Once the project is past its midpoint, fax the sheets anyway.

VI. WHEN THERE IS NO RESPONSE/PROBLEM CONTACTS

With larger companies, ask if they have a research or marketing department that can review the listings.

After leaving several messages and sending multiple faxes, call the rental and then the management contact. *Before calling, however, check with your supervisor to see if these contacts are advertisers. If they are, do not call. They will be handled differently.*

If time allows, you may have to try the tenants and/or the Internet. Check with your supervisor on using certain company websites as they may be administered by third party competitors and/or may not be reliable.

If you have exhausted all reasonable sources, give problem contacts to the person designated for handling them.