



UNLOCKING VALUE

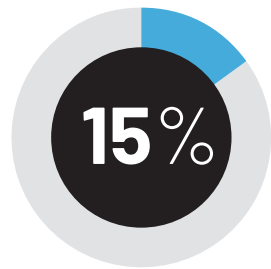
REPOSITIONING YOUR ASSETS TO DRIVE
LEASING & TENANT RETENTION

HED

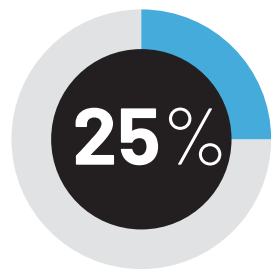
THE WHY: CURRENT MARKET DATA

LEASING ACTIVITY: ASSET CLASS COMPARISON

Vacancy Rate
Comparison:



CLASS A
ASSETS



CLASS B
ASSETS

METRICS ARE NATIONAL
AVERAGES ONLY AND
REPRESENT DATA GATH-
ERED FROM Q2 2024

75%

of all leasing activity is being driven by Class A/Trophy assets, which represent only **25%** of office inventory on average.

– AVISON YOUNG | Q2 2024

107_{mos}

CLASS A LEASE TERMS:

86_{mos}

CLASS B LEASE TERMS:

Average lease terms for Class A/Trophy Assets are nearly two years longer in duration compared with their Class B peers.

– CBRE | Q2 2024

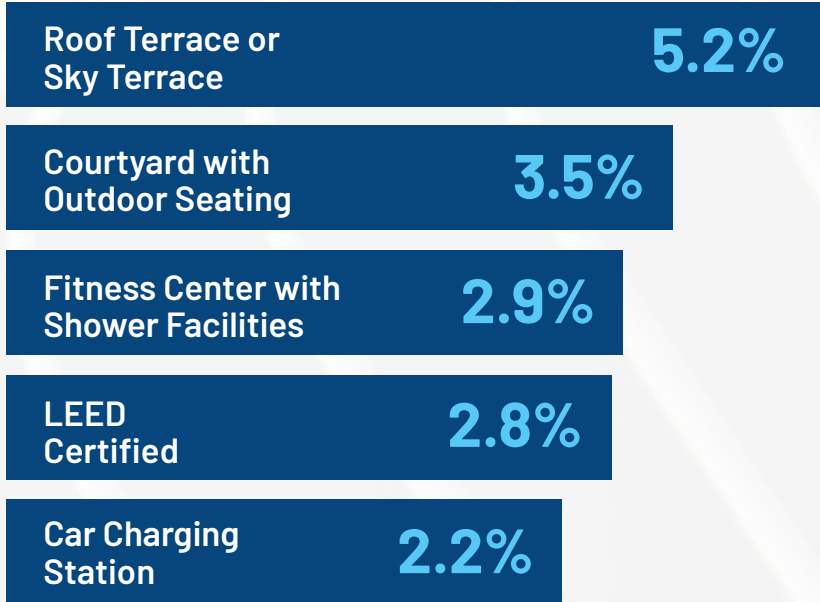
23%

of new leasing activity is occurring in new amenitized spec suite and turn-key office environments.

– CBRE | Q2 2024

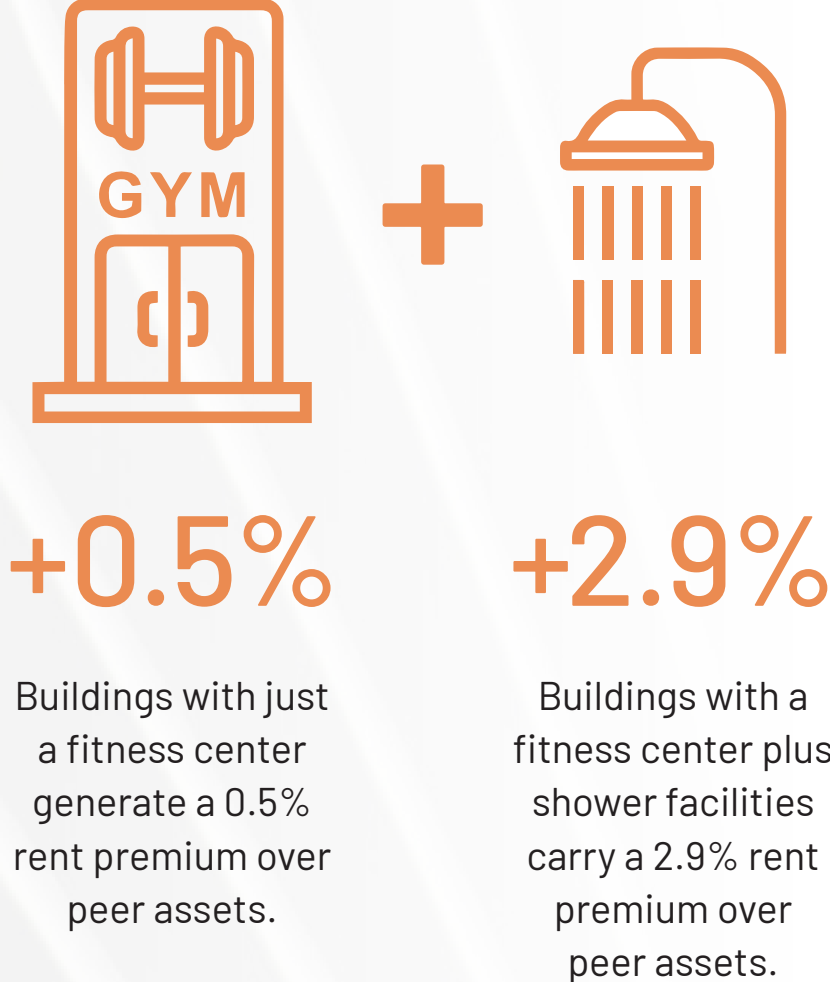
THE WHY: THE RIGHT AMENITY MIX

INCREASING RENTAL PREMIUMS

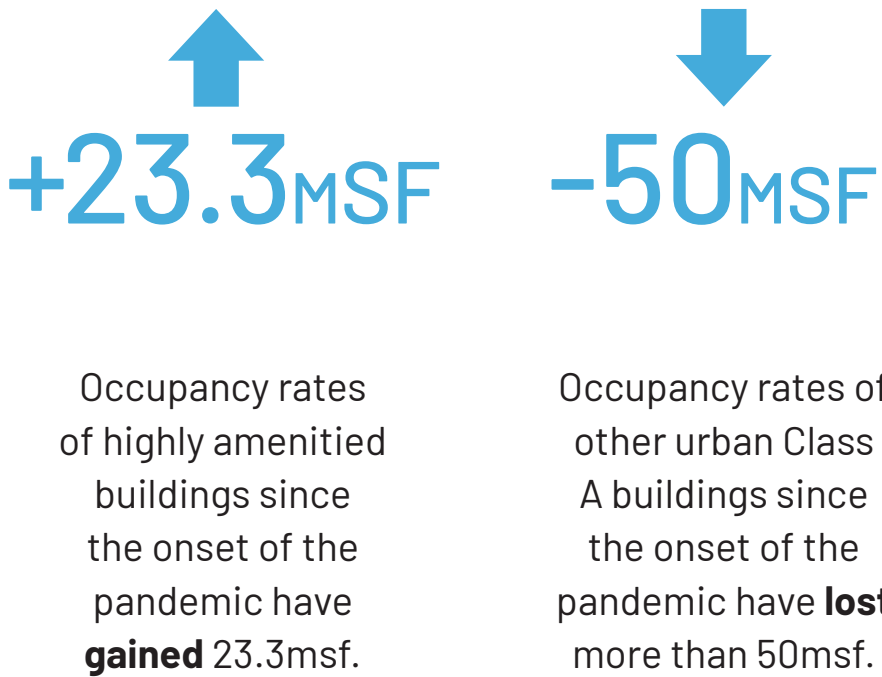


Rent Premium to Class A in same submarket (%)

QUALITY AND DIFFERENTIATION IS KEY

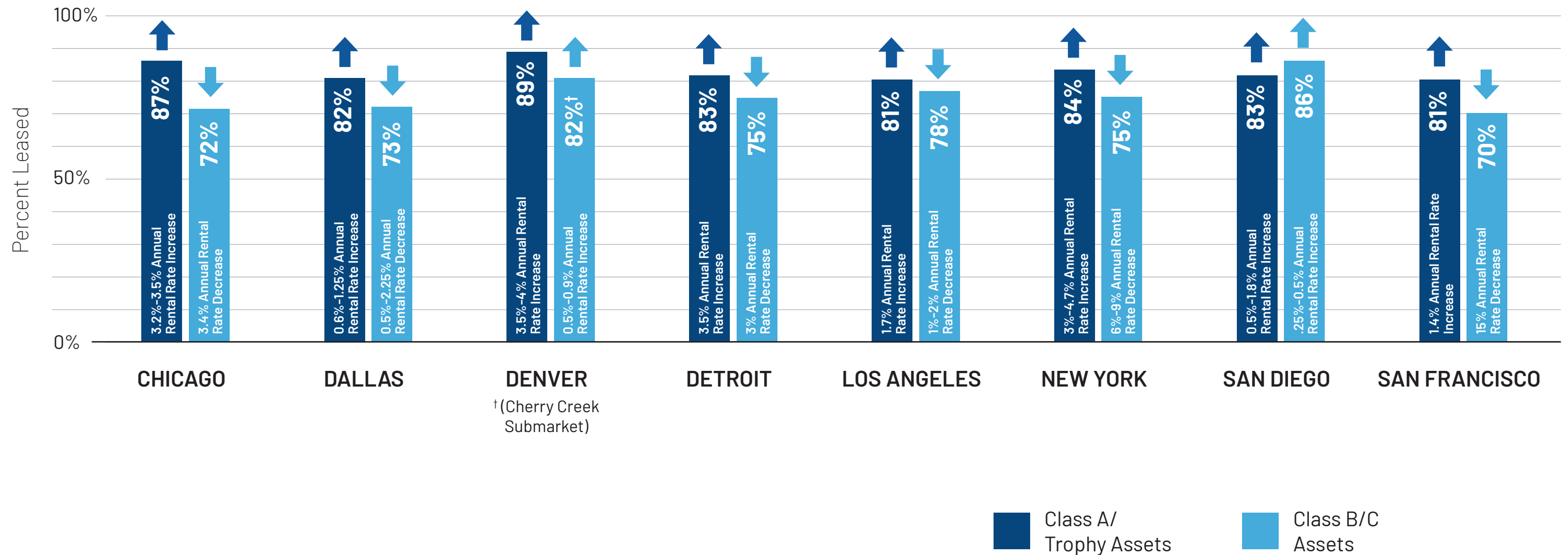


DRIVING OCCUPANCY RATES



THE WHY: CURRENT MARKET DATA

ANNUAL OCCUPANCY AND RENTAL RATE COMPARISON: 2023 vs 2024

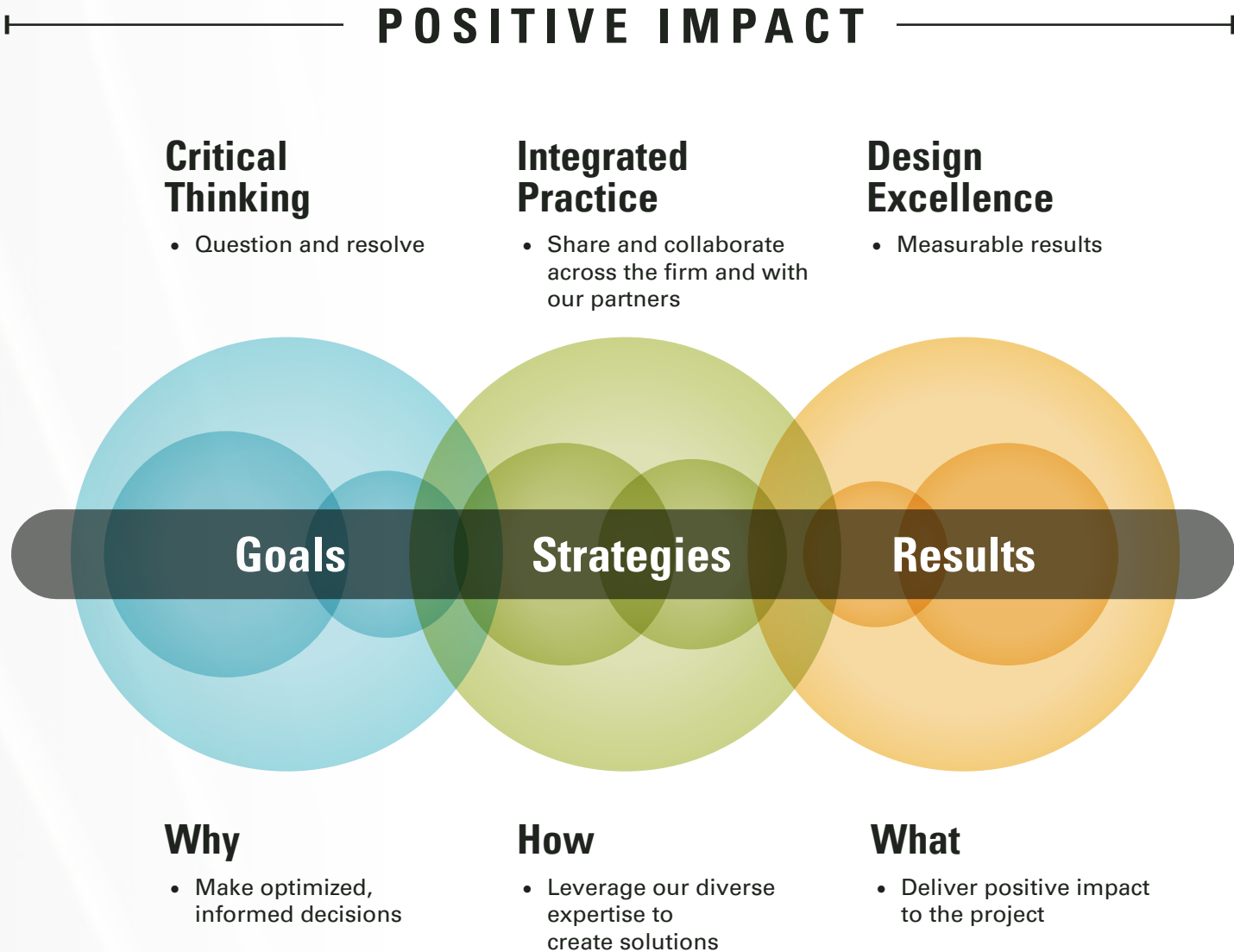


THE HOW: TRANSFORMING YOUR SPACE

Services Offered

- Workplace Strategy
- Comparative Market Analysis
- End User & Occupant Surveys
- Programming & Planning
- Feasibility Studies & Concept Development
- Cost Benefit Analysis
- Phasing Plans
- Experiential Graphic Design
- Zoning & Code Analysis

Our Process



THE HOW: TRANSFORMING YOUR SPACE

MAPPING "A DAY IN THE LIFE"

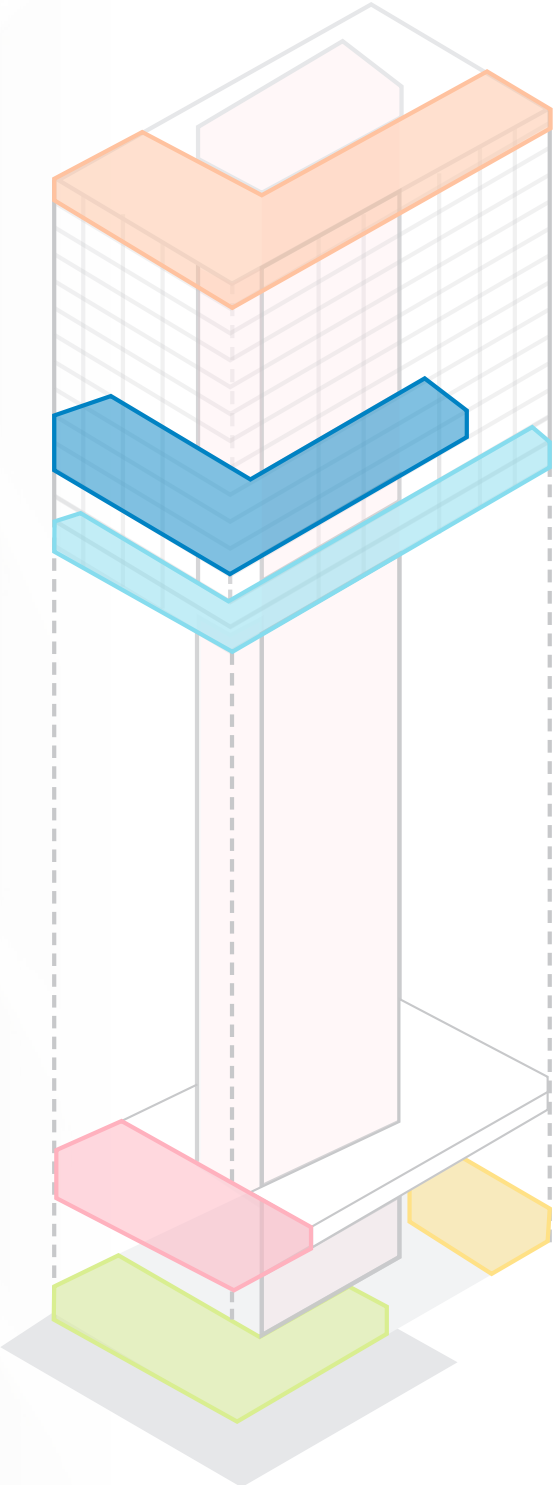


Alexis

Tenant | Gen Z | Legal Services

Alexis is a talented patent attorney who relishes quiet focus space and private office environments to complete legal briefs and confidential client discussions. Being client centric, she values dedicated conferencing spaces where she can host and present to clients. In her free time she enjoys health and wellness, dedicated fitness and outdoor activities with friends.

- Food Service ■
- Lounge ■
- Conference ■
- Wellness ■
- Outdoor Amenity ■
- Leasable Space ■



Alexis's Work Day

- 7:30 AM
Alexis arrives early to grab coffee and fruit from the lobby café before heading the Conferencing Floor to prepare for an 8:00 AM client presentation.
- 9:30 AM
After a 30-minute meeting in the office with her paralegal to review client contracts, she heads to the fitness center for a 30-minute spin class prior to her late morning meetings and client lunch.
- 10:15 AM
Alexis heads back to her office for a scheduled meeting with both in-office and out-of-state colleagues to strategize on a new international business client account.
- 11:45 AM
Alexis heads down to the outdoor cafe for lunch with a prospective client.
- 5:45 PM
Alexis heads to the new pickleball courts for a fun, competitive game between industry friends and colleagues.



THE HOW: TRANSFORMING YOUR SPACE

MAPPING "A DAY IN THE LIFE"

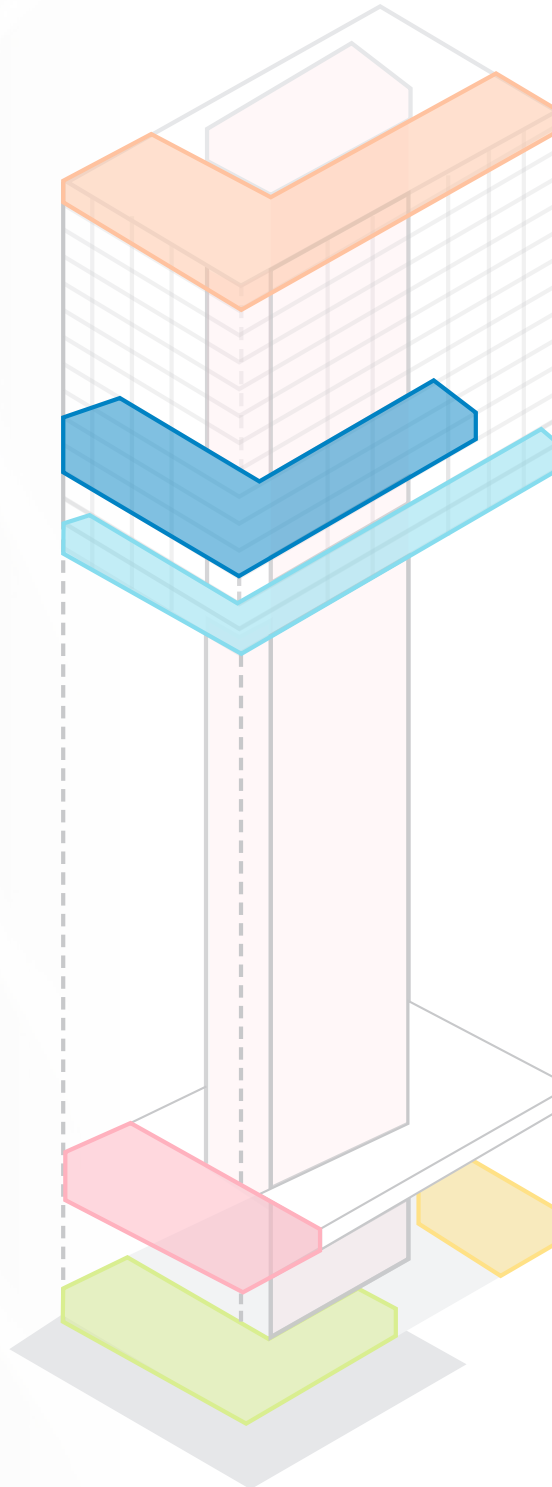


Bill

Tenant | Millennial | Financial Services Professional

Bill is a Senior Vice President at a financial services firm. He is classic type A: high dedication, high energy. He is always on the move leading his team, serving his client accounts, and collaborating with fellow executives. He works hard, plays hard, and somehow finds time to coach youth soccer.

- Food Service ■
- Lounge ■
- Conference ■
- Wellness ■
- Outdoor Amenity ■
- Leasable Space ■



Bill's Work Day

- 6:30 AM
Bill hits the gym for a workout to energize the start of his day.
- 8:00 AM
Bill meets with his senior account management team for their weekly roundup over breakfast in the lobby café.
- 10:00 AM
Bill heads to the conference floor for a new client presentation and executive team introductions.
- 11:30 AM
Bill heads to his office for a one-on-one meeting and some focus time at his desk.
- 1:00 PM
Bill heads to the lobby restaurant with the VP of Insurance Subaccount Sales for a client lunch.
- 3:00 PM
Bill heads to the roof deck for a one-on-one with his peer to discuss a new in-app sales feature.
- 5:15 PM
Bill dips in for a quick drink with colleagues in the lobby bar before heading home.



THE HOW: TRANSFORMING YOUR SPACE

MAPPING "A DAY IN THE LIFE"

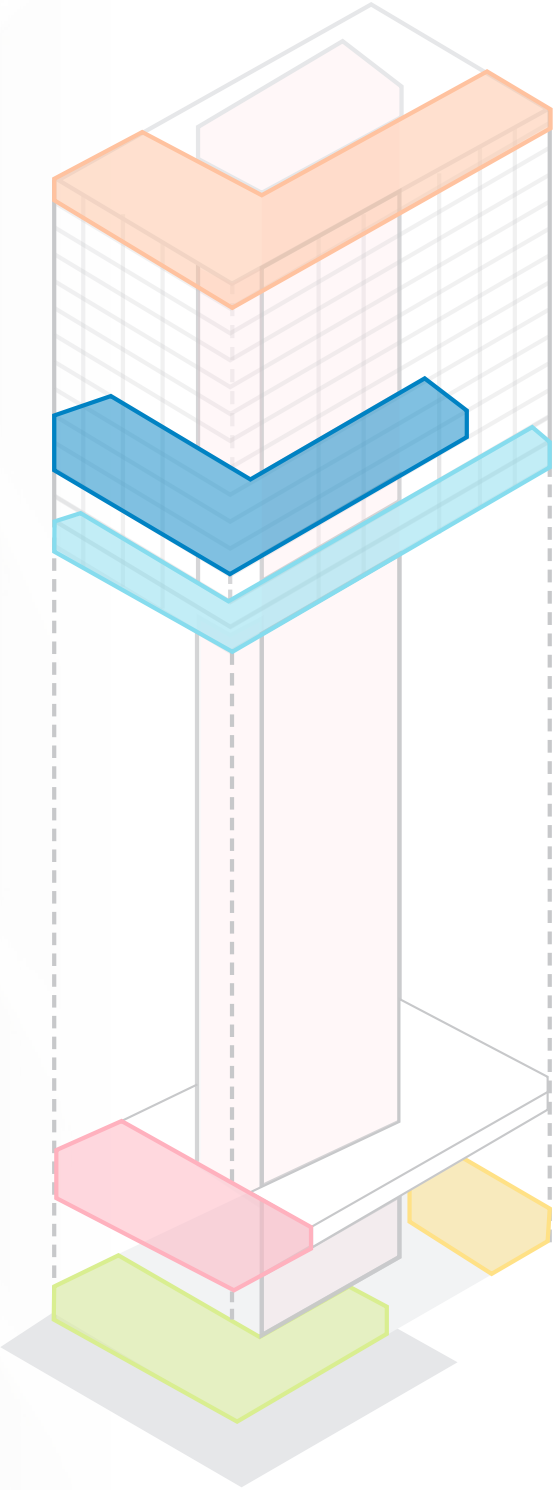


Liz

Guest | Gen X | Consultant

Liz is an entrepreneurial independent consultant who founded her own firm mid-career. Her home is her office, but she is often on-the-go visiting clients, giving lectures and leading workgroups, and securing new contracts.

- Food Service ■
- Lounge ■
- Conference ■
- Wellness ■
- Outdoor Amenity ■
- Leasable Space ■



Liz's Work Day

- 9:00 AM
Liz arrives early for a meeting in her clients office, she grabs coffee in the lobby on her way up.
- 9:30 AM
Liz arrives in her client's office and meets with their team in one of their huddle rooms.
- 10:45 AM
Liz heads to the rooftop café to take a few calls before her lunch appointment.
- 12:00 PM
Liz meets a client for lunch in the lobby restaurant.
- 2:00 PM
Liz heads to the conferencing floor for a meeting of Project Management Institute (PMI), hosted by one of the firms who lease space in the building, where she is a guest speaker.
- 4:30 PM
Liz caps off her day with drinks with her peers from PMI.



THE HOW: ACTIVATED TENANT EXPERIENCES



Consider creating a mix of social and quiet spaces that accommodate workout, conferencing and lounging and that are activated by food and beverage and engaging programming.



According to a study by JLL, by 2025, properties that incorporate a diverse roster of amenities will experience 12% higher demand from tenants versus their plain commodity counterparts.



THE HOW: ENGAGING EXPERIENTIAL GRAPHICS

Our team of Experiential Graphic Design experts will help you evaluate and deploy a strategy that enhances the tenant experience while differentiating your asset in the marketplace.



THE HOW: WILLFUL WELLNESS



For building owners and investors, Willful Wellness means providing the amenities and services that today's workers demand.

This is an opportunity to make tenants feel safe, energized, and loyal to your property with quiet areas, connections to nature, views, and access to plentiful natural light, air, rotating or in residence fitness and health programming.



THE HOW: WORK INSPIRING LIVE & PLAY

In a competitive leasing landscape it is essential for a building asset to serve a multitude of functions to provide tenant value and keep them engaged with the property inside and outside of work hours.

Consider opportunities to re-purpose and add value for other uses like entertainment, higher education, experiential pop-ups, high end dining or sporting venues.



USX TOWER REPOSITIONING DRIVING RESULTS

HED's redesign of 88,000 SF at U.S. Steel Tower—adding tenant lounges, fitness areas, cafés, and spec suites—has driven a surge in new leases and occupancy. The tower is now positioned as Pittsburgh's premier office destination.

Cushman & Wakefield:
"U.S. Steel Tower is ideal for forward-thinking tenants, offering unmatched amenities and location to meet the demand for modern, flexible workspaces."



READY TO UNLOCK VALUE? **LET'S TALK.**



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