

BEAIRD TOWER: WHERE HAPPY TENANTS WORK

BY TANNER JOHNSTON

You'll be hard-pressed find a building with more satisfied tenants than Beaird Tower in downtown Shreveport, Louisiana. That's because Meredith Cassell, senior property manager, and Sarona Snyder, director of property management with Vintage Realty—who have more than 25 years of experience managing Beaird Tower between them—know how to provide their tenants with an outstanding workplace environment. “We care about this building like it's ours; our hands-on approach to tenant satisfaction sets us apart from our competition,” says Snyder. This approach is paying off. In 2018, Beaird Tower had an occupancy rate of 87 percent, the second highest in its market.

The property management team at Beaird Tower prioritizes constant re-evaluation of their efforts and looks for areas for improvement. A key component of their success is the BOMA 360 designation. According to Snyder, “The BOMA 360 designation provides us with an answer to the question that is always on our minds: How can we do better?” Cassell and Snyder proudly promote their building's achievement, with BOMA 360 logos in their marketing materials, decals on their front entrance and a section dedicated to their designation on their building website. They know

the achievement puts them in good company: BOMA 360-designated buildings have higher tenant satisfaction scores in all 55 rating areas of the Kingsley Index .

Cassell, Snyder and the entire property management team at Beaird Tower consistently go above and beyond for their tenants. From rotating food trucks to seasonal events and decorations, Cassell and her team work hard to anticipate the needs of their tenants and deliver the best workplace experience. Cassell also was able to contract with a mobile vehicle repair service to periodically visit the building and provide minor repair services, saving tenants time away from work at a brick-and-mortar mechanic's shop. Beaird Tower has the advantage of housing its own ownership as a tenant, too. “Since our owner operates in this building, he knows how important it is to invest in the building. We benefit from him experiencing everything the other tenants experience,” explains Cassell.

This comprehensive approach to tenant care, along with the distinction of the BOMA 360 designation, even allowed them to acquire a large, full-floor law firm as a tenant from a longtime competitor in the summer of 2018. “With a soft office market like ours, we do a lot of tenant trading among our competitors. That



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makes keeping the tenants we have extremely important,” notes Snyder.

In a market like Shreveport, staying ahead of your competition is key, and the property management team at Beaird Tower has worked hard to maintain its competitive edge with BOMA 360. Beaird Tower was the first building in its market to receive a BOMA 360 designation and only the second BOMA 360 building in Louisiana. In fact, the team renewed its BOMA 360 designation in 2016, taking another opportunity to evaluate building operations. Vintage Realty encourages its staff to regularly identify ways they can improve, which made the 360 designation an instantly recognizable benefit. “The BOMA 360 designation is truly a stamp of credibility for our building and its operations,” says Cassell. ■