THE CANADIAN COMMERCIAL TENANT PREFERENCE SURVEY

OFFICE, RETAIL, INDUSTRIAL

GOLD + PARTICIPATING COMPANY

PROPOSAL
2020 will see the growth of the Canadian Office Tenant Preference Survey to include Retail, Office and Industrial assets to better understand the broader commercial real estate community.
GOLD LEVEL SPONSORSHIP

INCLUDES

WRITTEN MENTIONS
Have your company mentioned on pre-survey correspondence, newsletter database and portal posting

DIGITAL MENTIONS
Have your company mentioned on select personal email invitations sent from our team to invite key organizations to become involved

LOGO PLACEMENT
Have your logo placed on the survey that is sent around digitally to the market

REPORT FEATURE
Have your logo placed and/or mentioned in the trend report produced. The report is sold to companies based on the key findings and summary documentation

CONFERENCE FEATURE
Have your logo placed in the digital presentation showcased in any of our conferences. It will be circulated on the web and in our newsletter following the conference

EARLY ACCESS
If secured in time, access to the survey before it is launched in March 2020.
Add in key questions that would be important to your strategic analysis

COMPLIMENTARY REPORT
Complimentary copy of the trend report book and analytics dashboard access

2021 FIRST REFUSAL
Have right of first refusal for gold sponsorship of the 2021 survey

NOTE: Presenting sponsor Yardi’s logo will be included on all communications

PARTICIPATING COMPANY

INCLUDES

WRITTEN MENTIONS
Have your company mentioned on pre-survey correspondence, newsletter database and portal posting

DIGITAL MENTIONS
Have your company mentioned as a participating company on select personal email invitations sent from our team to invite key organizations to become involved

LOGO PLACEMENT
Have your logo placed on the survey that is sent around digitally to the market

CUSTOM POSTER
Have your company logo on posters, which include a call to action for your tenants. Post in the lobby and elevators of your buildings. You will be emailed custom posters for your team to print out and distribute

COMPLIMENTARY REPORT
Receive the $2,500 Trend Report complimentary as a thank you for engaging your tenants

MAJOR BENEFITS
Gain access to final reports and excel dashboard. If enough of your tenants respond, you will have market benchmarking tools for your team to use. Add custom open-ended question answers per building, simple custom reports at no cost and complex custom reports at minimal cost
TREND REPORT ($2,500)
Over 30 pages of macro level data sourced from the survey
Trends and preference index included
A-Z references to sort the data with sections such as Parking, Green Trends, Cannabis, Co-Working
Charts and text summaries included

INTERACTIVE DASHBOARD ($5,000)
The dashboard is an interactive tool that allows you and your team to conduct simple and complex analysis of the survey findings
Users have access to permanently download their work product as images, PDFs or numerically

TREND REPORT & DASHBOARD SAMPLE QUESTIONS

The survey poses a series of questions to ascertain the demographics of our audience. This allows for the analysis and also comparison of the sentiments of specific target groups.

DEMOGRAPHIC QUESTIONS
• Please indicate your gender
• Is your company size changing (increasing or decreasing)
• Has your company recently changed office locations or do you know if they are considering a change?
• Please provide the name of your landlord/owner/property manager

OFFICE SET UP QUESTIONS
• OFFICE - What type of work set-up do you currently use for the majority of your time?
• OFFICE - If you had the choice where would you like to work the majority of the time?
• RETAIL - How is the way finding in your property - do shoppers have an easy time finding your store?
• RETAIL - Please let us know about your retail space experience - please rate each question out of 10. 1 would be completely unacceptable and 10 would be outstanding.
• INDUSTRIAL - How many pallets are full on a daily basis on average?
• INDUSTRIAL - Do you anticipate changing your footprint or building configuration needs in the next 6, 12, 24 months?

PREFERENCES
• How would you want to report something broken if you had the choice?
• What is your overall level of satisfaction with building service requests being resolved in a timely fashion?
• Are there green initiatives in place at your building? (Recycling, energy management, water usage reduction strategies, composting, etc.)
• How is your wireless connectivity for your computer and systems in your building and space?
• How is your mobile device reception in your building and space?

100+ QUESTIONS ASKED AND ANSWERED

Over 30 pages of macro level data sourced from the survey
Trends and preference index included
A-Z references to sort the data with sections such as Parking, Green Trends, Cannabis, Co-Working
Charts and text summaries included

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