

FLORIDA INVESTOR

November 2010

ONLINE: VIDEO WEBCASTS - BREAKING NEWS - COMMERCIAL DATA CENTER

NORTH FLORIDA • CENTRAL FLORIDA • WEST FLORIDA • SOUTH FLORIDA

8 CentrePark West Wins
Ecoplex receives LEED award

Fresh Look on Leasing
Paul Ellis (l), President of CNL Commercial Real Estate, Alex Rosario (m), Vice President of Property Leasing and Nancy Hanson (r), Senior Property Manager, go into detail regarding how innovation and personalization have aided in keeping CNL Towers I & II at a 98% occupancy rate.

20 Strategic Move
Alma DDB finds New Home

23 Multi-Family Marvel
Coldwell completes Second Largest Deal

26 Auto Expansion
Miller completes \$2.8M Renovation



Do you own a Multifamily Rental or Healthcare Facility financed by FHA?
If so, call us to lower your rate!!

In business for over 20 years, Absolut Financial Resources specializes in commercial real estate financing and take pride in structuring loans to meet our client's needs.

AFR

Absolut Financial Resources

Toll Free 800.LEND.AFR
305.274.7467

www.absolutfinancial.com

Jose Guillen, President
joseguillen@absolutfinancial.com

LOANS RANGING FROM \$1 MILLION TO \$75 MILLION +

We are financing income producing Multifamily Rentals, Retail, Office, Self Storage, Warehouse & Healthcare

CNL Center: Driving Occupancy and Building Relationships



tenants," Hefferin said.

BE&K is not the only tenant to recently complete a lease at CNL Center. In the past 18 months, Rosario has secured or renewed 9 tenants in excess of 110,000 square feet at the CNL Center campus, which features two high-rise towers totaling 620,000 square feet.

It is this kind of service and attention to detail that recently led CNL Center II to achieve 100 percent occupancy by leasing its last available space with internet company AOL. Its neighboring CNL Center I is now at 98 percent occupancy. For comparison, vacancy rates in downtown Orlando on average are north of 20 percent.

"Many assets in the market are so focused on reducing building expenses that the importance of creating a vibrant operating environment becomes overlooked," said Paul Ellis, President of CNL Commercial Real Estate, which has offices in Orlando, Jacksonville, Tampa and Dallas. "We have found, with CNL Center and other properties we manage, that if we create an environment that anticipates and meets the needs of our tenants, the net results will always be better off in the long run."



Operations through a new lens

For many years, CNL Financial Group outsourced its leasing and management to a third-party national service provider. However, when CNL brought aboard 12 former Trammell Crow Company real estate veterans to form CNL Commercial Real Estate in 2007, the company transitioned the leasing and management responsibilities to that team. Since then, CNL has been able to cut operating costs by more than \$750,000 per year while increasing occupancy more than 8 percent.

A large portion of those savings has come through increased energy efficiency. CNL Commercial Real Estate

implemented an ongoing building re-commissioning that targets increased efficiencies in lighting, mechanical systems and electrical usage. Because of these efforts, both buildings have achieved Energy Star certification.

"In addition to implementing a number of building system improvements, we also partner with our tenants on energy-saving initiatives, which have played a big role in controlling costs and making the building a greener facility," said Nancy Hanson, Senior Property Manager with CNL Commercial Real Estate. "We see curbing energy use as a win-win for our tenants; they are lessening their environmental impact, and are also able to cut their costs."

Service, Service, Service

While the real estate mantra is typically "location, location, location," CNL Commercial Real Estate has shifted its paradigm to "service, service, service." Assisting tenants is a common theme shared throughout the two buildings. Rather than keep the maintenance and support staff behind the scenes, which is a common industry approach, CNL Commercial Real Estate encourages them to get to know the tenants and become a part of the life of the buildings. "I am welcomed every morning by someone in the garage, am smiled to and waved at by the folks at the security desk every time I walk by, and get a courtesy press of the elevator button by one of the building staff on my way to work each morning," said Dale Burket, a partner with Lowndes Droschick Doster Kantor & Reed, a law firm located in CNL Center I. "I really enjoy coming to the building and being the subject of so much good will."

A sense of community also resonates throughout the buildings, whether it's lighting the architectural cupola atop CNL Center I red in honor of Heart Awareness month, hosting an Earth Day event in the atrium that provides education to tenants on recycling and energy efficiency initiatives or encouraging tenants to gather in front of the towers for a citywide Orlando Magic pep rally.

"We know there are so many other buildings our tenants could choose from, and it's important that tenants are provided the best working environment possible from the day they move into our buildings," Rosario said. "We don't just see these companies as tenants, but we see them as friends and partners, and we will do everything we can to continually develop those relationships."

Located in the heart of downtown

And it doesn't hurt that CNL Center is positioned in the heart of downtown Orlando. The two buildings are part of "City Commons," a five-acre planned urban office campus in downtown Orlando. Major roadways Interstate 4 and SR 408 intersect at the corner of CNL Center I with access ramps located within one block of the two buildings. Next door is the Orlando City Hall and a few blocks away sits the new Amway Center, where the NBA's Orlando Magic tipped off this year's basketball season. Several prime restaurants and retail facilities are also within walking distance. "This creates an environment and provides amenities that that truly make it the place to be," said Orlando Evora, Co-managing Shareholder of the Orlando office of law firm Greenberg Traurig, which recently renewed its long-term lease after being in CNL Center since 2001. "Ground zero in downtown Orlando has shifted to the southern end of the Orlando central business district."

The improvements made to these assets by CNL Commercial Real Estate have played a significant role in CNL Center earning the 2010 BOMA Southeastern Regional TOBY (The Outstanding Building of the Year) award. It is recognized as the most distinguished award program in the commercial real estate industry and reviews all facets of a building's operations, including tenant relations programs, community involvement and continuing education for building personnel.

While Ellis said that CNL has been truly blessed with assembling a great team, increasing building occupancies, achieving regional recognition and partnering with best-in-class tenants, Rosario interrupted, "But we still have 2 percent left to lease up at CNL Center I, so I better get back to work!"

About CNL Commercial Real Estate

CNL Commercial Real Estate offers a full range of commercial real estate services, including tenant representation, project management, facilities management, brokerage and advisory services as well as an investment platform. It operates in all sectors of commercial real estate, including office, industrial, multifamily and retail. A division of the firm, CNL Specialty Real Estate Services is the country's leading provider of faith-based real estate services and also serves not-for-profit and educational clients.

About CNL Financial Group

CNL Financial Group, Inc. (CNL) is a leading private investment management firm providing global real estate and alternative investment opportunities. Since inception in 1973, CNL and/or its affiliates have formed or acquired companies with more than \$24 billion in assets. CNL is headquartered in Orlando, Florida. ■

We don't just see these companies as tenants, but we see them as friends and partners, and we will do everything we can to continually develop those relationships.

- Alex Rosario

tually unheard of in commercial real estate, Rosario and the rest of the CNL Commercial Real Estate team made it happen. Just a few months after moving in, the BE&K build-out also received gold certification for being environmentally friendly.

"We probably set some new records in how fast a space was constructed and moved into," said Hefferin. "This, especially with the LEED certification, could not have been done in most buildings. But the CNL team was so forward thinking in their building operations, energy efficiency programs and construction management, that we were able to achieve our goals."

The ease and speed at which CNL Commercial Real Estate was able to accommodate the relocation was the first of many things Hefferin says his company has enjoyed about being in CNL Center II. Perhaps the most surprising aspect, he says, was CNL Commercial Real Estate's desire to make the relationship one of more than service provider and tenant, but one of partnership.

Shortly after BE&K relocated into the building, the two companies met to discuss business strategies and ways they might work together or help one another achieve their goals.

"It was very unusual, but very positive, and they do that with all of their