

## Accommodate Culture of Well-Being & Increase Occupancy

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The definition of “well-being” encompasses the state of being happy, healthy and productive. Executives of leading edge companies are focused on creating working environments which embody the core attributes of “well-being” to include career, social, and financial and community focused elements into their wellness programs. This creates a corporate culture centered on caring for their employee. In return employees trust their employer, becoming more engaged and productive.

### What’s Your Building Competitive Edge?

While lease activity within the Northern Virginia market has picked in recent quarters, it’s likely to continue at a slow pace and a highly competitive marketplace for the foreseeable future. Owners who have implemented strategies, which incorporate the following items, have successfully decreased their downtime.

**Active Ergonomics:** Offers organizations the opportunity to better support the health and performance of their employees. “Legability” is a key attribute of active ergonomics. How easily people can understand and navigate the interior and exterior layout of a building directly impacts their happiness. Focus on informative directional signage. Amenity signage encourages employees to utilize the offering at the building.

**Natural Light:** According to the World Green Building Council, employees working within environments with access to daylight are 18% more productive. Installation of floor-to-ceiling windows in a vacant suite can help improve its marketability.

**Green Design:** Inclusion of elements such as living walls and water features onsite have proven to reduce stress of office workers. Living Walls have successfully been used to cover parking decks which often negatively impact views and marketability of suites on lower level floors.

**Engaging Amenities:** Establish specific areas of the property, inside and outside, for employees to recharge, reduce stress and enjoy each other’s company. Successful features resonating with executives today include fire pits, water falls, outdoor lounges with Wi-Fi and fitness facilities with natural light.

Companies in the market for office space are crediting landlords who provide these attributes within their offering. If presented properly, these items can directly correlate towards driving higher rental rates. Contact me today to learn more regarding successful strategies we are implementing on behalf of our clients and effective methods of marketing to tenants currently touring the market.