

MKC

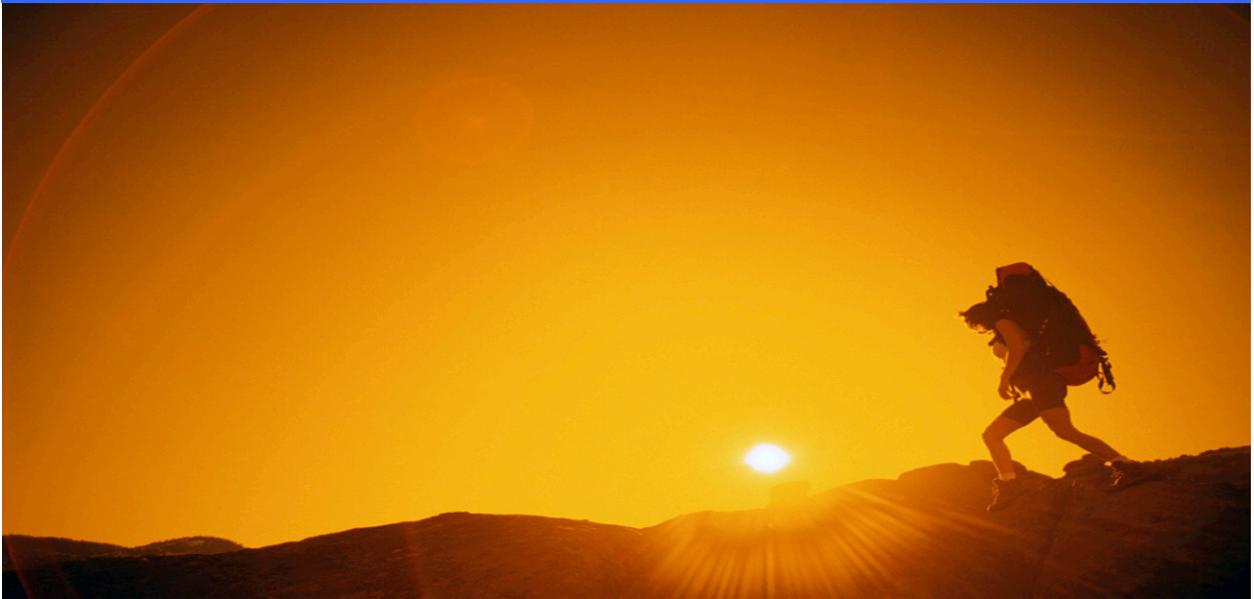
ASSET MANAGEMENT, INC.

Commitment to Service Excellence



Going the Extra Mile

Program



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Commitment to Service Excellence



Going the Extra Mile

INTRODUCTION

In response somewhat to the competition that exists within the property management industry, but primarily to our own standards” and “philosophies”, we at *MKC Asset Management (“MKC”)* are constantly endeavoring to find and implement the best, most efficient, and highest quality ways of approaching the challenges that we constantly face. Our business and operating philosophies, our systems, and our continuous training are designed to make *MKC’s* team members the most advanced in the industry in terms of technical skills, knowledge, and capabilities. Our unique corporate culture is designed to enhance our team members’ satisfaction, motivation and fun! Finally, our overall corporate philosophy toward our business is designed to instill an “attitude” and “style” in each team member that clearly sets us apart from all the rest.

One of the biggest challenges that our industry continually faces is providing an “acceptable level of service” to customers (e.g., property owners, tenants, occupants, corporate America clients, etc.). Perhaps the most notable effort that we have pursued to address this is *MKC’s* unique program that promotes providing an *exceptional* level of service, and creating and maintaining *exceptional* team member morale and motivation and *exceptionally positive* client/customer (e.g., property owner and tenant) relations for each of the firm’s assignments. Known as the “*Commitment to Service Excellence * Going the Extra Mile*” (“*CSE*GEM*”) Program, it is based on *providing the highest level of service possible to each of our clients/customers*. In basic terms, it means providing services that are *always far in excess of what is provided by the competition and far in excess of what is expected by the recipient of these services*. *CSE*GEM* embodies an *attitude* and a *spirit* among all of our team members that calls for *excellence and true professionalism at all times* relative to the way we undertake all tasks.

Recognizing the importance of the above within our business, *MKC’s CSE*GEM Program* has been developed and designed to:

- ❖ Create and reinforce a spirit of *total teamwork* among all of our property team members;
- ❖ Have each team member to commit each day to *achieving our clients’/customers’ goals*;
- ❖ *Facilitate constant and effective communication* among all groups that are serving our clients/customers;
- ❖ *Recognize* special group and individual *contributions* that bring our team closer to realizing our clients’/customers’ real estate goals;
- ❖ *Improve the quality of the interactions* that occur between property team members and clients/customers (e.g., property owners and tenants); and,
- ❖ Make working for our company and the properties that we oversee *fun* and *professionally rewarding*.

Overall, the fundamental objective of our exceptional program is to establish a personal “*commitment to service excellence*” by *each* team member (i.e., *MKC* members and employees of every vendor working on our assignments with us) to provide the *highest level of service possible* to our clients/customers, and to reinforce each of our client’s/customer’s belief that our services and our team (i.e., again, our vendors and *MKC* together) are the finest in the area, and the best for them.

The second critical component of the program, ***“Going the Extra Mile”***, reflects the attitude that *each team member will do everything possible in anticipation of and in response to the needs of our clients/customers (e.g., a property’s ownership and tenancy) as quickly as possible*. Each team member is encouraged and is expected to *“do whatever it takes”* to satisfy the real estate related needs of each of our clients/customers.

The following sections describe the specific elements of MKC’s ***CSE*GEM Program***.

Commit to Service Excellence

Go the Extra Mile

OUR FUNDAMENTAL PHILOSOPHY – THE BEDROCK OF OUR FIRM

Introduction

The manner in which our team members deliver our numerous services to our clients/customers (e.g., the owners and tenants of a property) is directly related to the attitude, style and philosophy we have in dealing with people and tasks. Because we are in a “service” industry, each team member *must* fully understand the concepts presented herein and must *always* operate in a manner consistent with our mission of “*providing the highest level of service to our clients/customers*”. We must always, always, always remember that we are in the business of providing *exceptional* real estate services to our clients/customers, and we must also always remember that other property management firms and vendors are actively seeking to take our business away from each of us. Since tenants are in some other business (e.g., banking, etc.) and not in our line of business, they should not have to worry about their facility/building occupancy problems in our properties – those are our problems, and we must always be ready, willing, and able to do it for them. Since property owners are also in some other line of business (e.g., investment management and not day-to-day property management), they too should not have to worry about their property’s problems. We must always be pro-active in taking the responsibility to solve such problems for both of them, and we should never let them try to solve problems themselves that are more suited to us.

Basic Philosophy

In short, our philosophy is one in which we have team members (i.e., *MKC* employees and vendor/contractor employees) who are always willing to “*go the extra mile*” to provide a thoroughly worry-free and pleasant working environment for our tenants and a superbly managed project for the property’s owners. When this occurs, we:

- ❖ Enable our tenants to attend to the real business that they are in (e.g., banking, insurance, etc., and not the “facilities management” business);
- ❖ Encourage our tenants to renew their leases in our buildings when the time comes; and,
- ❖ Enable the project’s ownership to concentrate more on the important “investment” issues of owning major pieces of real estate instead of on the day-to-day issues.

There are, of course, numerous elements that are part of our ability to achieve an effective “*Commitment to Service Excellence * Going the Extra Mile*” Program, but there is one that overrides all others – the attitude that each team member has when working with other team members and when dealing with our clients/customers. While it is difficult to specifically define an “attitude”, it is possible to provide examples of what our desired “attitude” is all about, which are provided below. Please note that in implementing this element, no team member is required to put forth any extra effort, nor is any team member required to work harder or work longer hours. Yet by each team member “believing in”, “accepting” and “implementing” this element as an integral part of our normal course of business, not only will we all accomplish the full intent of the *CSE*GEM* philosophy, but we all can also attain a more enriching job.

- ❖ Language – Each team member’s attitude toward providing *excellence* in delivering our services is, of course, greatly influenced by the language we use. Our *words* are an expression of our commitment to achieve the goals of the person who is buying our products as well as of our commitment to help our other team members. When the right words are used, our “attitude” is correct and we each individually and as a firm can achieve great things. When the wrong words are used, the opposite becomes

true. In all cases and at all times, we all must *instill confidence in our clients/customers that we care for them and will perform every detail of the tasks that they have asked for.*

Below are some of the words that team members should use in their daily work and in their daily contact with our clients/customers (e.g., our tenants, the properties' ownerships, etc.) and even with other property team members. These words inspire client/customer and team member confidence in each of us, and at the same time influence our team members' behavior toward providing the best service possible anywhere:

- **“I’ll take care of that for you”** – These are words that are simple and direct. When using these words, our team members should be able to feel a greater sense of power and worth. These words *empower* one to act. With these words, people are not just endless links in a never-ending chain. Team members truly are significant individuals with the ability to make a difference. How many times have we heard or had someone say “*It’s not my job, see someone else about it!*” Makes you sick, doesn’t it? But by saying **“I’ll take care of that for you”** and **following up** to ensure it gets done by whomever should be doing it builds client/customer (e.g., property owner and tenant) respect and confidence in our team and each team member individually.
 - **“I’ll take full responsibility”** – It probably has been a long time since anyone can remember hearing these words. When people, by their actions, continually protect themselves from criticism, no one else in the organization is about to take any responsibility. Yet our team members can “move heaven and earth” when we say, and then adhere to, **“I’ll take full responsibility”**. If we end up making a mistake, let’s admit it and move on; no team member should worry about consequences since “we’re all in this together” – everyone will be supportive. By being willing to and by taking responsibility, we can get to solutions and client/customer satisfaction.
 - **“Consider it done”** – These are the magic words in business. They keep clients/customers (e.g., our property owners and tenants) coming back, and they keep team members working closely and positively together. They will set our team apart from all of our competitors. Every business has only one reason for existing – to make something happen for their customers on time. **“Consider it done”** tells our clients/customers and our other team members that they can fully count on us to get the job as best we can. Property owners and tenants want to be reassured that we will do what needs to be done whether it’s replacing a light bulb or dealing with a security matter. **“Consider it done”** makes the person saying the words feel, and actually be, in charge, and the client/customer is left with the assurance of being in our good hands.
- ❖ **Action & Follow-Up** – In addition to all of the above *words* that each team member is expected to say and make part of their every day attitude and behavior, each team member is also expected to believe in and adhere to the principles of **“action”** and **“follow-up”**.

It is our everyday practice to accomplish the real estate objectives that our clients/customers have entrusted to us and to go out of our way to ensure that the job is fully and correctly done either by that team member or whomever is assigned to the job.

Only then will there be positive action backing those words. Because we all remember the many times that we have heard words such as **“consider it done”**, and after two

weeks nothing had been accomplished, we all know the feeling of anger and frustration. Our clients/customers (e.g., property owners and tenants) and our other team members will feel the same way too. Therefore, each team member is hereby automatically empowered to *“make it happen”*! And if we can’t *“make it happen”*, that team member must get back to that requesting person (e.g., client/customer or other team member) and explain why there is a delay. People will understand if there is a logical explanation (e.g., “the lights are on order and will be replaced by Friday”), but they won’t if there is silence!

Words work wonders, but action and follow-up is our key to success. “Words”, “Action” and “Follow-up” establish positive client/customer, and team member, relationships. They create confidence.

Words

Action

Follow-Up