



CONNECT



BRICKELL
CITY CENTRE

2 & 3 B C C

P R E S E N T I N G



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President, Southeast Region



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Executive Managing Director



STEPHEN RUTCHIK

Executive Managing Director



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Director



TYLER DE LA PENA

Senior Associate



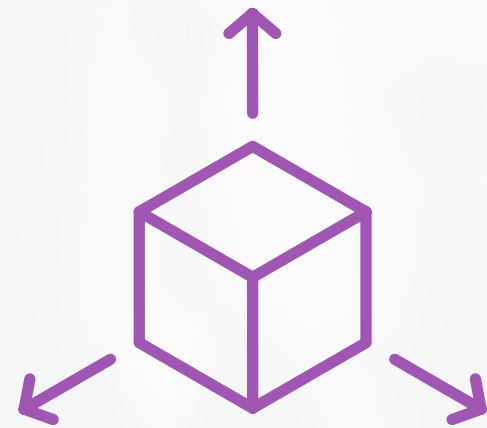
MATT MUSSELMAN

Associate Director

C O N N E C T

Our intent is to achieve 100% occupancy through a leasing, marketing and positioning strategy crafted around introducing Northwood to Brickell, and reintroducing Two and Three BCC to Miami.

A G E N D A



Leasing & Marketing
Strategy



Connect:
The Northwood Story



Asset
Commitment



Leasing & Marketing Strategy

STRENGTHS



- Best amenity base in the submarket
- Unmatched live-work-play atmosphere in Brickell
- Credit and recognizable tenant base
- Location, accessibility, and connectivity to public transit
- Flexible office configuration possible due to location of elevator banks

WEAKNESSES



- Lack of broker engagement (broker events, tour incentives)
- Insufficient direct marketing of vacant spaces/availabilities
- Heavy traffic in the immediate area and no messaging from brokerage to counter
- Floor plate size is small for larger tenants
- No unobstructed water views
- Lack of “arrival”
- Office identity overshadowed by other components of project

OPPORTUNITIES



- Reintroduction of BCC to the brokerage community with emphasis on the availabilities and incentives to tour
- Direct outreach program to prospective tenants (tenants in the market or with upcoming expirations) and brokers working with tenants in our availability size range
- Capture post-COVID tenant base looking for smaller scale office buildings
- Diversify tenant base and reduce WeWork's footprint
- Create an identity for the office portion which has always been neglected
- Introduce Northwood brand to the CBD
- Playing from a position of strength with new leases and with any renegotiations

THREATS



- Exposure to WeWork giving back some or all of their space with little/no notice
- Substantial increase in Class A supply at 830 Brickell which will lead to vacancies in the CBD
- Impact on the demand for office space due to COVID-19

Leasing & Marketing Strategy

3BCC

- Suite 700 – 17,472 sf:
Akerman giveback space
- Suite 601: 8,933 sf:
Swire space

2BCC

- Suite 1103:
2,074 sf Vacant
- WeWork



Leasing & Marketing Strategy | Select Tenants active in the Miami CBD

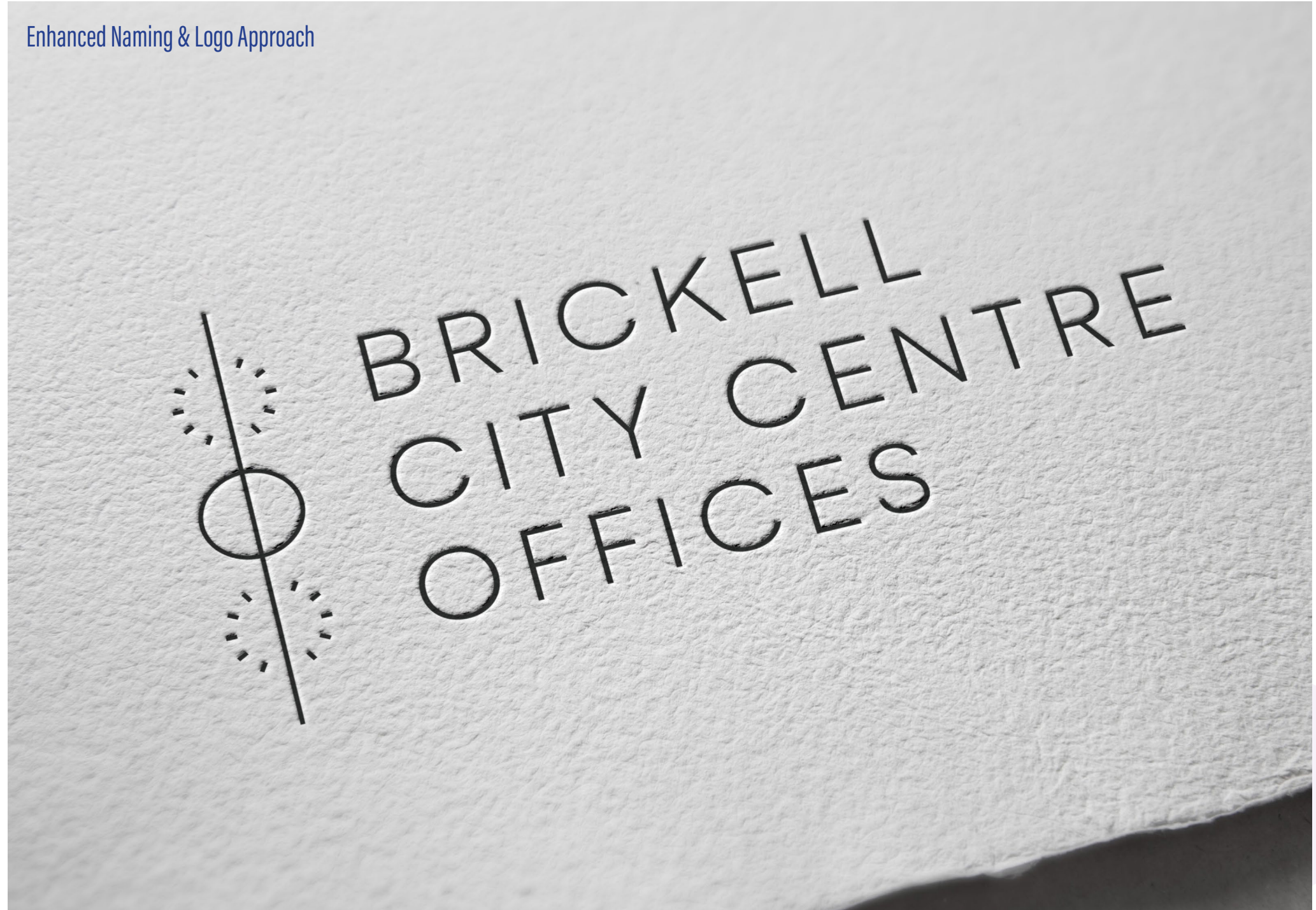


Current Naming & Logo Approach

☼ BRICKELL
○ CITY CENTRE

two
+
three

Enhanced Naming & Logo Approach



Resolve Website Navigation



Leasing & Marketing Strategy | High-Impact Tenant Targeting

- Video Box
- Branded Gift
- Brochure
- 3d Printed Building Replica

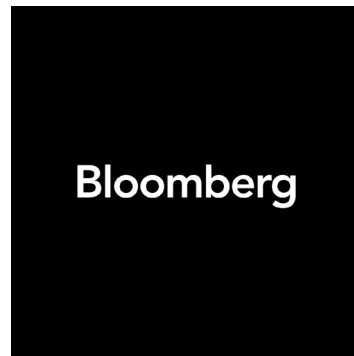


BRICKELL CITY CENTRE OFFICES

A leasing team that excels at both the art and science of the tour:

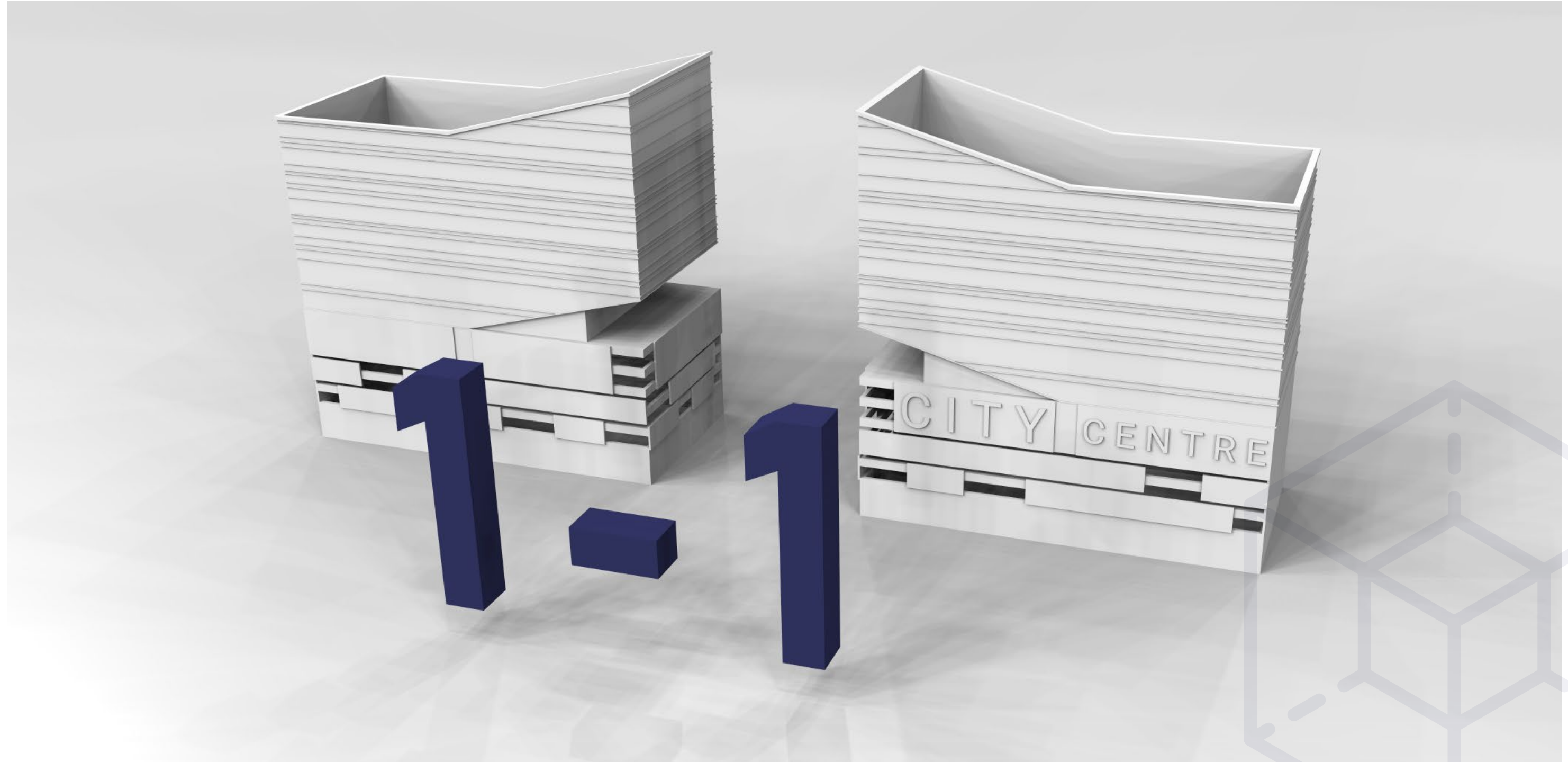
Senior brokers lead every tour; the tour is carefully planned and executed to show BCC to its best advantage, and for large tour groups, there will always be two brokers.







Connect: The Northwood Story



Landlord - Tenant Engagement | Connecting Northwood to BCC Tenants

**SOUTH FLORIDA
BUSINESS JOURNAL**

KPMG is a founding partner of the Covid-19 Education Coalition organized by UNESCO.

At a time when 91 percent of the world's student population is affected by COVID-19 school closures, UNESCO is launching a global education coalition to support countries in scaling up their best distance learning practices and reaching children and youth who are most at risk. More than 1.5 billion learners in 192 countries are affected by COVID-19 school closures.

KPMG is one of the private sector founding partners, along with Microsoft, GSMA, Weidong, Google, Facebook, Zoom and Coursera, who collectively will be donating resources and expertise around technology, notably connectivity, and capacity strengthening. It is a great example of KPMG living its purpose, building on its longstanding citizenship commitment to SDG 4 'Education and Lifelong Learning' and its expertise as a learning provider for clients and our people.

Multilateral partners include the International Labor Organization, the UN High Commission for Refugees, and many more. The United Nations Children's Fund, the World Health Organization, the World Food Programme, the Organization for Economic Cooperation and Development, and many more, all of which have stressed the need for swift and coordinated support to countries in order to mitigate the adverse impacts of school closures, in particular for the most disadvantaged.

All airlines to
Tourist Business
Person Sunlight
Departure Area
Color Indoors
Only Beautiful
Length Glass -
Women Passenger
Waiting Flying
Arrival Boarding
Lifestyles Mode
People Beauty
Material Impatien
Passenger One
Vacations Back
Females Only
Transport Sunset
Business Finance

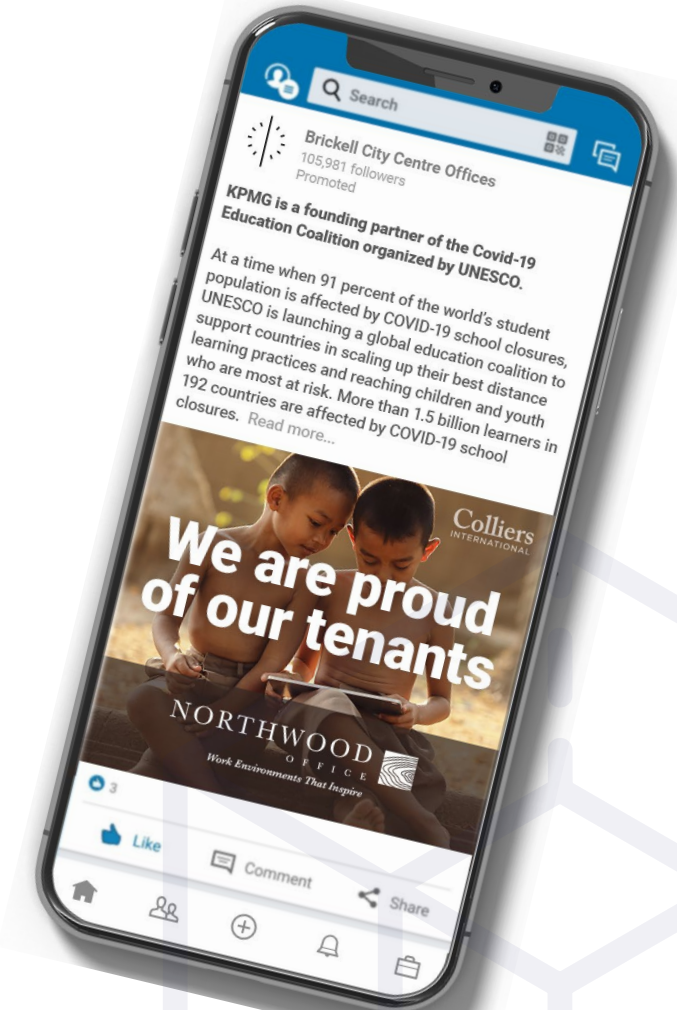
WE'RE PROUD OF OUR TENANTS.

**NORTHWOOD
OFFICE**

**Colliers
INTERNATIONAL**

BRICKELL CITY CENTRE OFFICES
701 South Miami Ave.
Miami, FL 33131

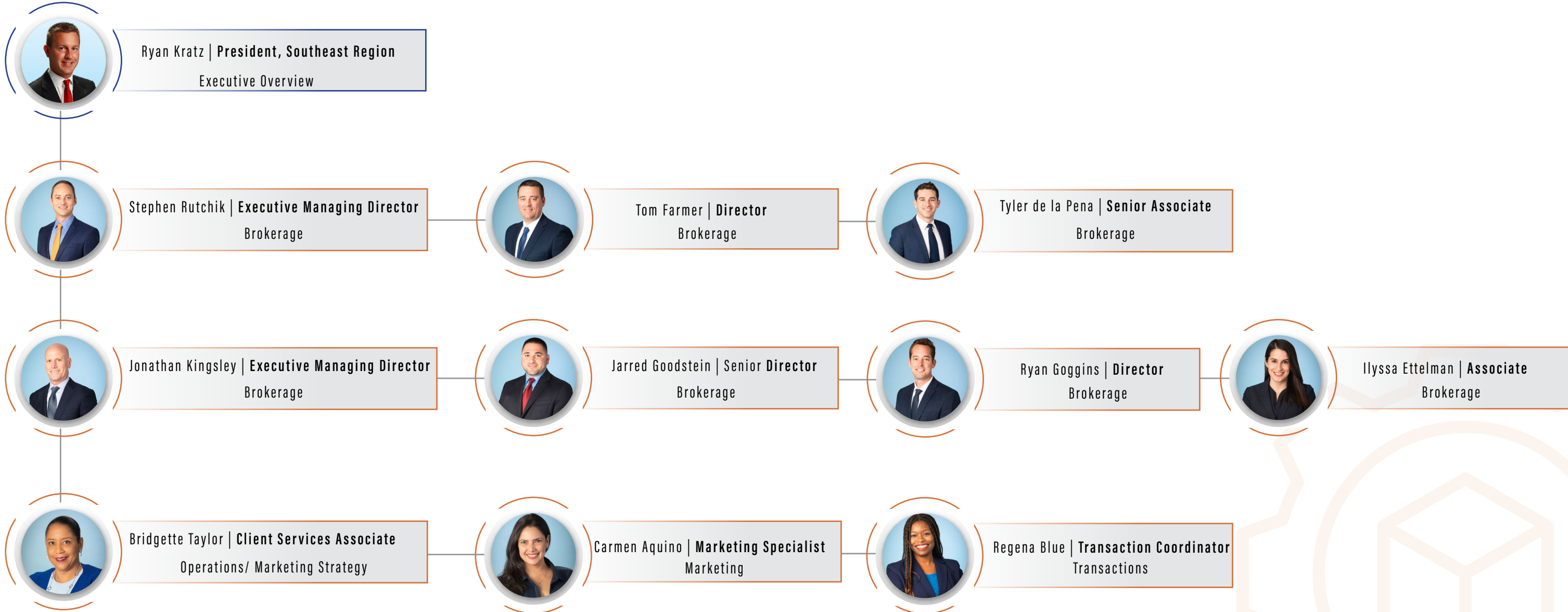
LinkedIn





Committed Team

Committed Team | Team Organization



Current assignments in the submarket

800 BRICKELL

800 Brickell Avenue | Miami, FL

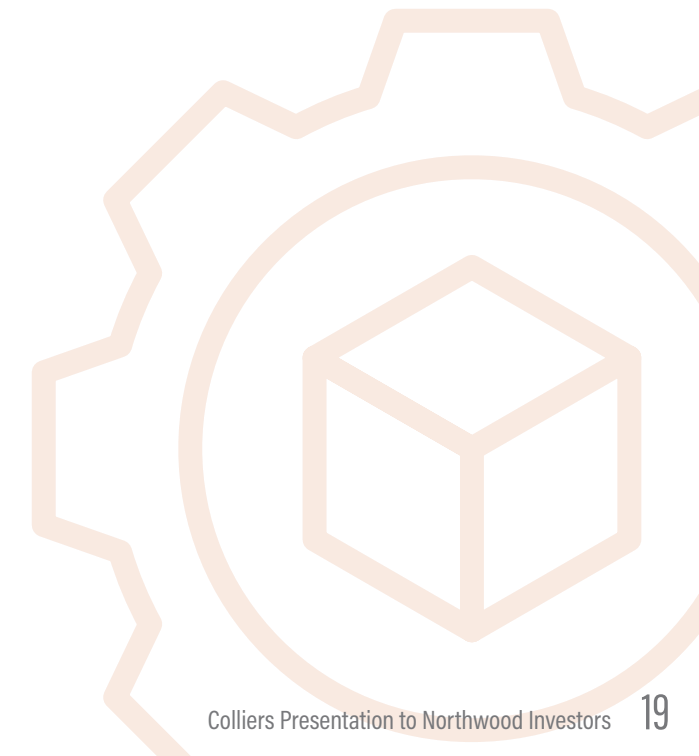
- Class B office building
- 209,122 SF RBA
- 1981 Built / 1996 Renov
- 82% Leased



801 BRICKELL

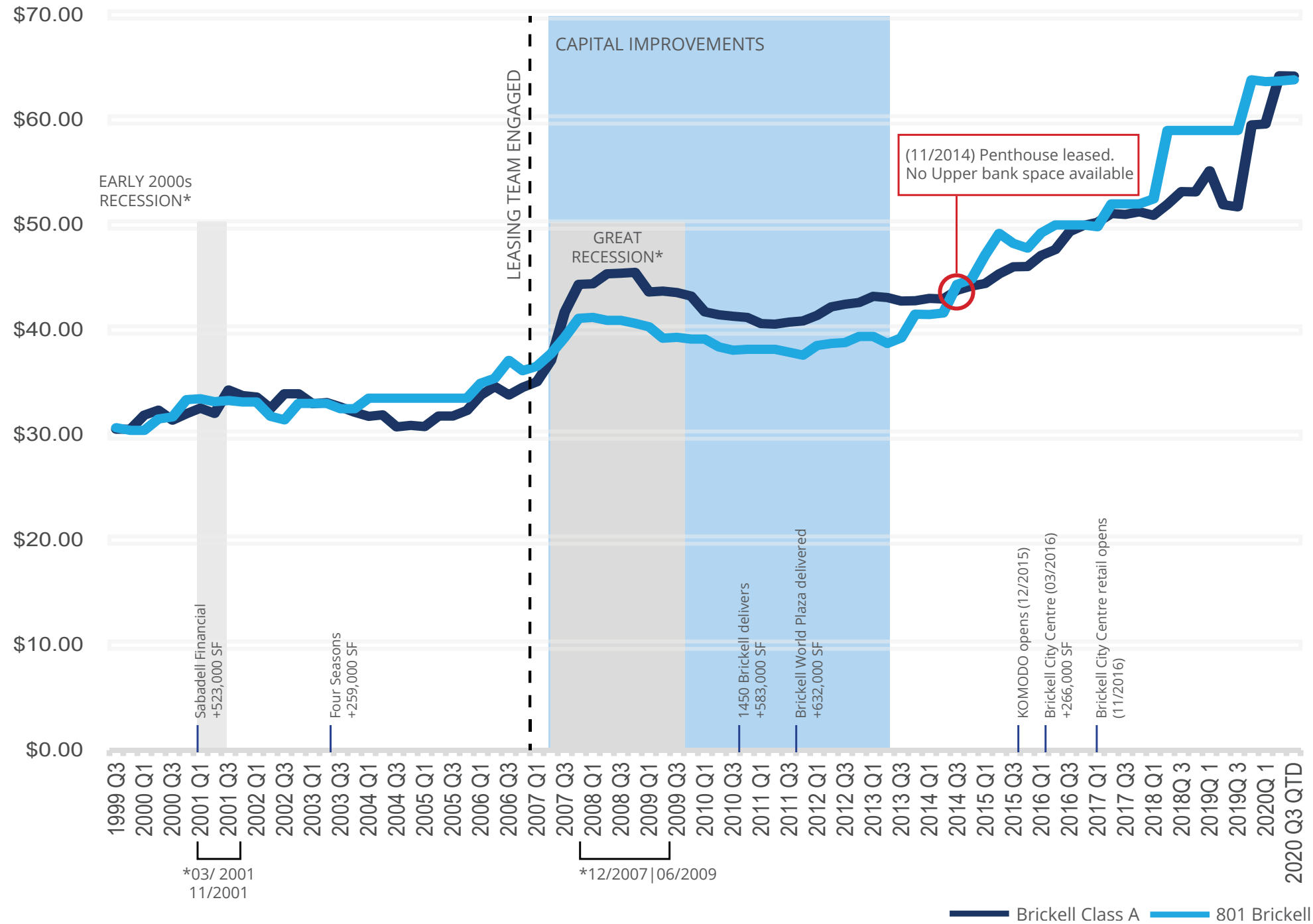
801 Brickell Avenue | Miami, FL

- Class A office building
- 415,150 SF RBA
- 1985 Built / 2020 Renov
- 95% Leased



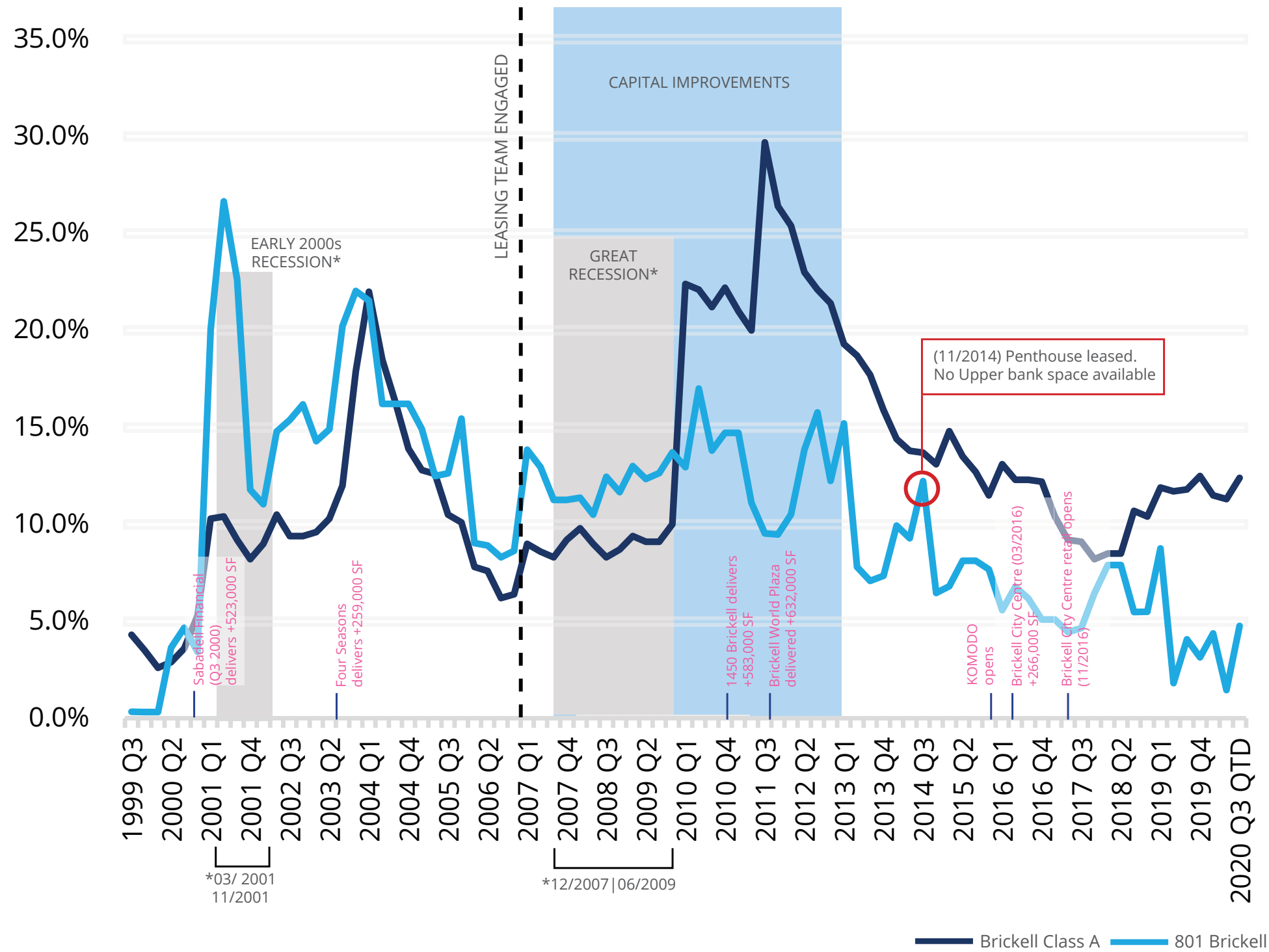
Committed Team | Outperforming During Difficult Times

ASKING RATES (OFFICE GROSS PSF)



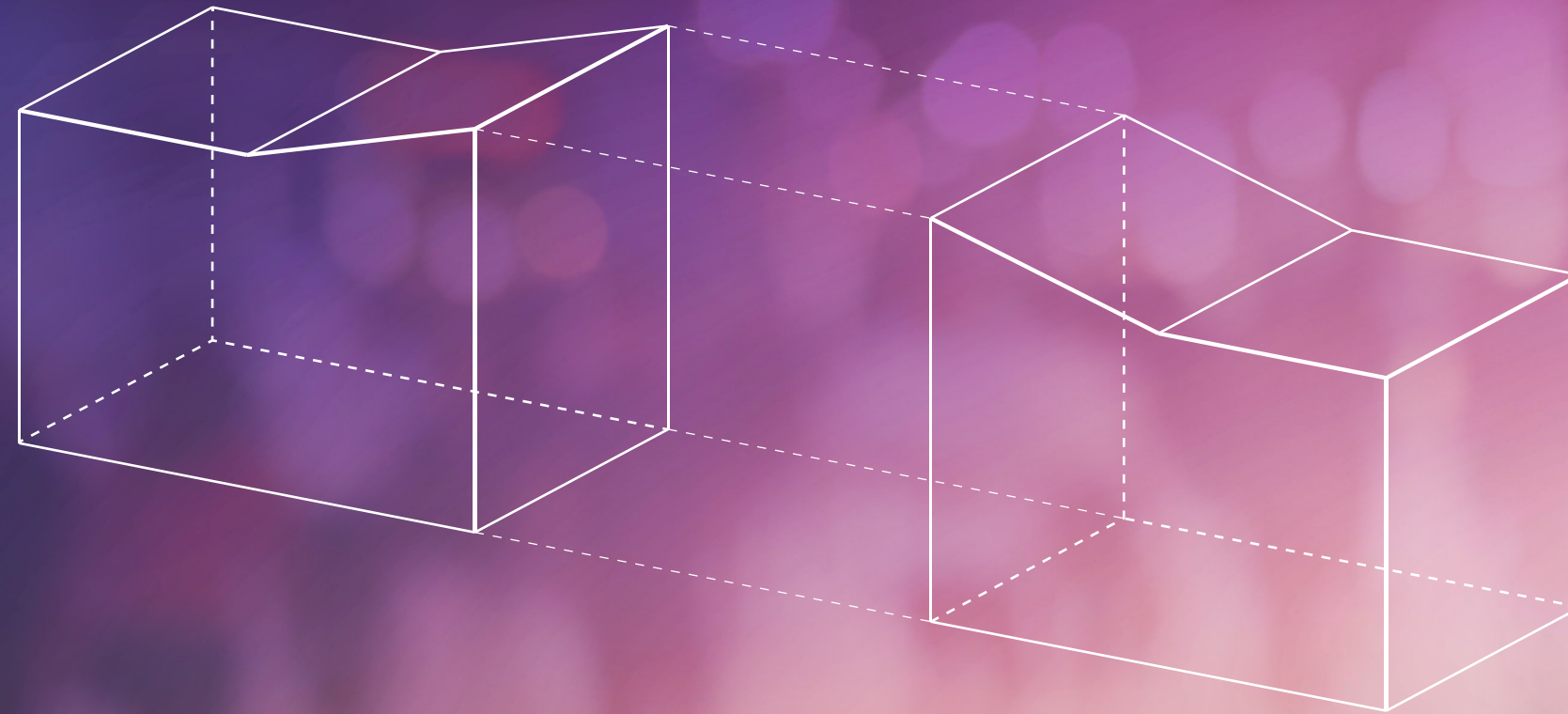
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HISTORICAL VACANCY





THANK YOU



Q & A