

+ integrity + technology + innovation + initiative + knowledge + creativity



Proposal for Parking Garage Management

801 South Canal Street
Chicago, IL



Submitted to:



Vice President—Property Manager



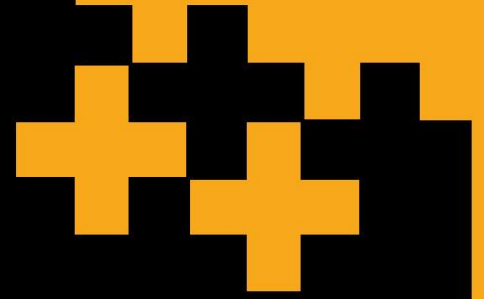
March 10, 2020

INNOVATION **IN** OPERATION®

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B. Schedule of Compensation



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B. Schedule of Compensation

1. Service Coverage

First Year Pro Forma 801 S Canal		Financial Projections			
	Year 1	Year 2	Year 3	Total	
Revenues					
Transient					
Monthly					
Gross Revenue	\$				
Less Sales Tax					
Credit Card Fees					
Net Revenue	\$				
Expenses					
Payroll & Benefits					
Salaries & Wages					
Payroll Taxes & Burden					
Health, Pension & 401(k)					
Workers Compensation					
Payroll & Benefit Expense	\$				
Other Operating Expenses					
Remote Management					
Marketing Services					
Printing					
Amenities & Supplies					
Repairs & Maintenance					
Snow Removal					
License & Permits					
Liability Insurance					
Telephone					
Data Processing					
Bank Fees					
Contract Labor					
General Expense					
Total Operating Expense	\$				
Management Fee					
Base Management Fee					
Incentive Management Fee					
Total Management Fee	\$				
Expense Total	\$				
Net Operating Income	\$				

2. Additional Services

Facility Maintenance

SP+ has established meticulous maintenance standards and implemented them through a carefully developed, strictly enforced monitoring system. Our rigorous housekeeping and maintenance standards are incorporated into detailed inspection checklists customized to the specific requirements of each parking facility.



Through coordinated planning with parking facility management, our service line—**SP+ Facility Maintenance**—can provide power washing and sweeping, interior painting, lane restriping, concrete repairs, and basic housekeeping such as landscaping and lighting maintenance.

Polished Performance

In the world of parking management, professional and competent maintenance services are critical to bottom-line success. **SP+** knows firsthand that superior maintenance helps send a positive message to property tenants and customers. Real estate owners and managers trust **SP+ Parking** and **SP+ Facility Maintenance** to perform all of their critical maintenance tasks.

Where We Shine

SP+ offers a complete line of preventative and restorative services to keep parking garages, commercial and residential properties in tip-top shape. Our trained personnel can quickly identify and address maintenance issues, conduct regular site inspections, and prepare proposals covering a wide range of maintenance services including the following:

- + Power sweeping and washing
- + Concrete repairs
- + Asphalt repairs, slurry coating, and sealing
- + Parking space restriping
- + Graffiti removal and painting
- + Routine building and post-construction cleanup

Power Sweeping & Washing

Our power sweepers assist our managed facilities with large-scale dry debris removal. We can perform nightly to weekly maintenance that ensures cleanliness and safe conditions for parking customers. Our power washing service is available for a myriad of surfaces, including walls, sidewalks, driveways, and even tennis courts. Our certified technicians are trained to use appropriate chemicals, water volumes, and pressures.

Cleanup Services

We work with a wide array of clients to develop ongoing cleaning and maintenance programs that keep their parking assets looking sharp. Business improvement districts call on us to keep curbs and sidewalks clean and provide general area maintenance, including trash can relining. Low-rise buildings use our housekeeping and interior window washing services. In the real estate development arena, we provide post-construction cleanup to remove the dirt, dust, and debris that construction crews have left behind.

Concrete & Asphalt Repairs

We develop and implement pavement management plans that include routine inspections as well as ongoing preventative maintenance and repair protocols. Additional services include installing speed bumps and making curb cuts for ADA-approved ramps. For sidewalks, access ramps, curbs, other concrete surfaces, and asphalt surfaces requiring seal coating or repair, our clients rely on the professional expertise of **SP+ Facility Maintenance**.

Attention to Detail

We always bear in mind that attention to the less obvious details of facility maintenance can make a dramatic impact in creating inviting, user-friendly environments. We make our parking properties shine by attending to little touches such as entrance landscaping, flower boxes, crisply painted directional arrows, regular debris removal, and spring and fall cleanups.

Greener Cleaning

SP+ seeks out and applies new methods for greener cleaning. When it comes to pressure washing, we are extremely sensitive to the added responsibilities that strict EPA wastewater reclamation regulations impose on us and our clients. We have made a substantial investment in both the equipment and the skills needed for compliance. We dispose of all sweeping waste only at approved disposal sites. From recycling to submitting paperless reports to seeking out local suppliers and alternative fuels, we work hard to reduce our carbon footprint.

Facility Cleanliness

SP+'s goal at all times is to provide the public with safe, clean, and efficient facilities. We take an intense pride in the unsurpassed cleanliness of our parking facilities, which results from our adherence to rigorous housekeeping, inspection, and maintenance standards. Our inspection checklist is customized to the specific requirements of each parking facility that we operate. Please see our Daily Facility Inspection Checklist on the following page.



Daily Facility Inspection Checklist

This checklist can be used to perform Daily Facility Inspections of the facility. All items requiring action should be immediately addressed and documented by the Facility Manager. The completed checklist should be stamped by the time clock to document the inspection date.

Rating Evaluations: S=Satisfactory U=Unsatisfactory N=Not Applicable

The following ratings are provided to evaluate the checklist items below. If an item is unsatisfactory, the following ratings are provided to determine when action is needed.

Prioritization of Action: U1=Immediate U2=Within 48 Hours
U3=Within 1 Week U4=Action Plan

CHECKLIST ITEM	S	U	N	ACTION
FACILITY				
1. Cleanliness (Notate if garbage or water accumulation)				
2. Surface condition (Notate if pedestrian walkways/stairwells have tripping hazards)				
3. Absorbent is available and used on oil spots				
4. Curbs (Notate if there is a tripping hazard)				
5. Signage and mirrors				
6. Lighting (Notate if lights are burned out)				
7. All gate arms have adequate cushioning and are operating properly				
8. Cashier booths are safe (chairs/stools in good condition, no sharp edges, minimal reaching)				
9. Snow piles do not obstruct the view of traffic. Snow and ice is removed from areas of foot and vehicle traffic and salt is applied generously				
VALET & SHUTTLE				
10. Drivers wear seat belts				
11. Unattended vehicles are locked or secured with a key valet				
12. Keys are removed from unattended vehicles				
13. Drivers always use their headlights and warn pedestrians and drivers at blind corners by honking				
OFFICE ENVIRONMENT				
14. Work space is clean and orderly (Notate if file drawers are open and electrical cords not taped down)				
15. Surfaces are dry and slip-resistant				
16. Bathroom facilities are clean and sanitary				
17. Aisles and passageways are clear				
OTHER (Unsafe Acts or Practices)				

Completed By: _____

Facility Number: _____

Facility Manager: _____

TIME/DATE STAMP ONLY:

February 2005

801 S Canal Self Park - Maintenance

Task	Frequency			
	Daily	Weekly	Monthly	Annually
Elevator Lobbies				
Sweep With Broom - Exterior				
Mop Interior				
Interior Window Ledges				
Exterior Window Ledges				
Large Numerals Outside Lobby				
Interior Glass				
Exterior Glass				
Lobby Door Threshold				
Vacuum Elevator Cabs				
Wipe Down Interior of Elevator				
Elevator Tracks				
Lights in Lobby				
Lights in Cabs				

Stairwells

Sweep				
Mop				
Railing				
Replace Light Bulbs				
Clean Light Lens				

Decks & Ramps

Police for Debris				
Power Sweep				
Power Wash				
Clean Signs				
Empty Garbage Cans				
Clean Bollards				
Wipe Down Equipment				
Replace Lights Bulbs				
Remove Spider Webs on Lighting				
Mop Islands around Equipment				
Clean Trash Cans				
Extinguishers				
Clean Lights Lenses				
Remove Cob Webs from Overhead Beams				
Clean Signs at Street Level Entrance				

801 S Canal Self Park - Maintenance

Date: _____

Task

Elevator Lobbies

Porter **Manager**
Completed **Verified** **Comments**

Sweep with broom			
Mop lobby interior			
Interior window ledges			
Vacuum elevator cabs			
Wipe down interior of elevator			
Lights in cabs			
Light in lobby			

Stairwells

Sweep			
Railing			
Lights			

Decks & Ramps

Police for Debris			
Empty Garbage Cans			
Clean Bollards			
Wipe Down Equipment			
Replace Lights Bulbs			

**THESE ITEMS ARE TO BE ADDRESSED EACH WEEKDAY. COMMENTS SHOULD BE INCLUDED FOR ANY SHORTFALLS
THIS CHECKLIST SHOULD BE KEPT ON FILE IN THE MANAGER'S OFFICE**

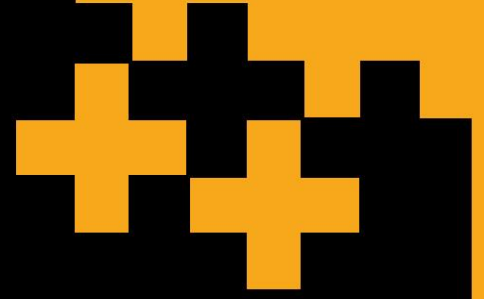
SP+ Transportation

SP+ Transportation manages ground transportation needs nationwide. Locally we have six (7) operations throughout the City of Chicago with a fleet of 24 shuttle including 10 fully electric commuter shuttles.

SP+ Transportation provides all-inclusive shuttle services for diverse universities, medical complexes and corporate campuses across the country, as well as for 28 U.S. airports, including Dallas-Fort Worth International, Portland International, Bush Houston Intercontinental, San Diego International, Miami International, Orlando International, Louis Armstrong New Orleans International, Salt Lake City International, Cleveland International and Southwest Florida International. We also furnish customer service and ground transportation management services at 11 international U.S. airports including Chicago O’Hare, Portland, Oakland, Fort Lauderdale-Hollywood, Midway and Salt Lake City. We safely and efficiently operate a fleet in excess of 825 vehicles in managing and operating ground transportation systems massive, midsize and small.

Included among the intercampus shuttle services we provide are:

Organization	Location
Case Western University/University Hospitals	Cleveland, OH
Maine Medical Center	Portland, ME
Massachusetts Institute of Technology	Cambridge, MA
University of Washington	Seattle, WA
California State University	Fresno, CA
Cambridge Health Alliance	Cambridge, MA
Summa Health	Akron, OH
St. Vincent’s Health System	Birmingham, AL
Mt. Sinai Hospital	New York City, NY
Union Memorial Hospital	Baltimore, MD
Cooper Hospital	Camden, NJ
Adventist Health	Marysville, CA
Kaiser Hospital	Sacramento, CA
Sutter Medical Center	Sacramento, CA



F. Approach to Quality Assurance & How **SP+** Systems Will Benefit JLL & Your Tenants



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F. Approach to Quality Assurance & How SP+ Systems Will Benefit JLL & Tenants

1. Quality Assurance

Quality Assurance Program

We are keenly focused on providing the best service to our customers and clients. As a result, we implement several methods to ensure that the level of service we provide in our facilities exceeds all expectations. We have a broad spectrum of programs designed to ensure timeliness and quality of the products we deliver to our clients and customers.

We have decades of experience working as office buildings' parking department manager. This experience enables us to understand the nuances of issues that occur at an office building parking operation. Many parking operators can train their staff to maximize revenues and minimize expenses, but the true test of a value-added support partner for the client is the parking operator's willingness, enthusiasm, and ability to do so in a manner that also can make the level of customer service it provides to all parking constituencies occur not only when things are functioning smoothly as planned, but when disruptions occur for whatever reasons, and which therefore, require a sensitive and prompt willingness to try and resolve the difficulty for each and every patron.

The overall "quality of service" that we provide at our facilities falls into two basic categories—both of which are of equal importance in making a direct, meaningful impression on our parking patrons: (1) the physical cleanliness and appearance of the parking facility and environment and (2) the quality of the interactive service provided by our facility personnel. We have outlined some of these programs below:

Customer Surveys

Customer surveys are routinely and randomly conducted so that our parkers can provide direct feedback and observations regarding the quality of our employees. The results can be tallied by a third party to ensure the results are valid and independent. Measurements of customer service are often taken semi-annually during the contract term. Customers are asked a series of questions through a customer survey about their level of satisfaction. The survey is designed to elicit responses ranging from Excellent to Poor regarding the manner in which we have been performing specified categories of services. We propose to jointly develop with the building management the categories of services, which are to be scored. Categories could include:

- + Are attendants helpful with your questions or problems?
- + Are parking attendants well dressed and well groomed?
- + Do you feel your car is secure?
- + Are managers and supervisors courteous and helpful?
- + Overall, how do you rate the operation of this facility?
- + Is the facility clean and well lit?

Customer surveys provide information that can be used to make informed decisions about our facilities. The feedback that we obtain from customers can be on a variety of topics. Generally, we use surveys to find out how well we are managing our properties. We can also use surveys to obtain information on why customers are choosing to park at our facilities or to find out if they are using our amenities. Sometimes clients want customer surveys conducted in which the results are linked to a performance incentive.

The following are samples of customer surveys that have been created by **SP+ Parking**. We work with our clients to customize each and every survey.

Category	Rating Average (1=Poor, 2=Fair, 3=Good, 4=Excellent)	Response Count
Courtesy of personnel	3.43	744
Appearance of personnel	3.29	744
Garage services	3.33	735
Garage cleanliness	2.85	735
Ease of entering and exiting	2.83	747
Speed of service	3.07	733
Parking equipment reliability	2.91	719
Elevators	2.01	745
Lighting	2.84	743
Safety	2.93	742
Directional signage	2.99	715

Sample Survey Example 1

<p style="text-align: center;">We are always striving to improve our services at 301 Congress Avenue</p> <p>Please give us your feedback</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 10%; text-align: center;">Excellent</th> <th style="width: 10%; text-align: center;">Good</th> <th style="width: 10%; text-align: center;">Fair</th> <th style="width: 10%; text-align: center;">Poor</th> </tr> </thead> <tbody> <tr> <td>1. Courtesy of the employee who served you?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>2. 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Sample Survey Example 2

Mystery Shopper Program

In order to ensure that our parking operations maintain the highest levels of customer service, we utilize a Mystery Shopper Program. The evaluations are performed by a professional mystery shopping service. At a minimum, one shop is performed per location per month, varying shifts from month to month. The shops can be customized to target key items and areas of focus such as employee and facility appearance, accuracy of fee charged and customer service. The mystery shopper looks at the location through the eyes of a customer and provides a detailed report of their visit to the location. The mystery shop findings are communicated to the members of the operational management team for review and follow up. The reports are documented and kept on file at the location.

Safety Training Program

Our safety training program is designed to help managers and employees establish and maintain a safe environment in the parking facility. In addition to providing the training, Facility Managers are required to perform daily inspections of the facility, monthly hazard evaluations and an annual Safety Program Assessment.

The components of the safety training include:

- + Safe work practices
- + Emergency procedures
- + Vehicle safety
- + Use of man lifts
- + Use of tools & equipment
- + Proper work shoes and other personal protective equipment
- + Code of safe practices
- + Training on any toxic materials
- + When and where to report unsafe conditions
- + How, when and where to report accidents and injuries
- + Policy on medical treatment for work related injuries
- + Progressive disciplinary policy for safety violations

Internal Audit Program

Our Internal Audit Department has full-time auditors that review our locations for compliance with company policies and procedures. The audit program is well defined and communicated to all levels of management. There are five distinct areas of the audit program:

- + Facility Appearance and Customer Service
- + Revenue Reporting
- + Records and Administration
- + Cash Security and Equipment
- + Safety

There are over 100 controls that are tested for compliance. The audit findings, recommendations and implementation results are captured in an extensive database. The data from the audit program is used by all levels of management and the Training Department to identify areas needing improvement. Each facility audit is scored and these scores are a significant factor in a manager's performance based compensation (bonus).

Our Internal Audit program is one of the primary tools that **SP+** uses to ensure quality management performance. However, since this audit is proprietary, we cannot provide a sample of it for this proposal.

Management Audits

Several times a year each facility is surveyed by a Manager from a different location who completes a report which covers areas including cash security, facility appearance, equipment, customer satisfaction and ticket control. The report is given to the on-site manager who must respond and report on progress in eliminating problem areas.

Ultimately, of course, customer satisfaction is maximized through excellence in the performance of our on-site employees, and we are confident that one of the primary reasons for our reputation as the industry leader in first-class customer service is our intensive Customer Service training programs. We typically customize our training to meet site-specific requirements.

Once the patron has parked in your facility, the impact from our array of amenity programs and customer services to the impeccable cleanliness and physical appeal of the facility itself to our courteous, professional, service-oriented staff—creates customer loyalty and thus enhances long term parking revenues.

Moreover, as confident as we may be in our management abilities, we are never complacent. We routinely develop new customer amenities and conduct Customer Surveys to provide us with the parking public's current perceptions about the parking facility. These tools enable us to identify any areas needing improvement, and to develop and promote a customized operating and marketing strategy that takes into account the specific parking needs and views of all of the facility's users.

It is important for our staff to develop relationships with customers and to ensure their parking needs are met on a daily basis. We will keep clients informed of any changes in the garage operation and follow up with any inquiries in a timely manner. Quality customer service to our clients is the key to the success of the parking operation. Our entire staff will be instructed on the implementation of our customer service plan through the initial training program.

Administering Customer Complaints

Our employees receive specific training on administering customer complaints through our *Three Keys to Customer Satisfaction* classroom-based training program and our **SP+ University™** web- based training system.

Three Keys to Customer Satisfaction

Within the first three months of employment comes the enhancement of customer service skills through our targeted *Three Keys to Customer Satisfaction* classroom-based training program. Our reputation for outstanding customer service has been built on these formal training sessions that emphasize facility and employee appearance, constructive customer relations and positive resolution of customer inquiries and concerns.



+ **Key #1—First Impressions: Facility and Employee Appearance**

Employees learn the importance—both for themselves and the parking facility—of maintaining a well-groomed appearance. As the company’s classroom trainers point out, in just ten seconds a typical customer forms eleven distinct impressions about us and the service to be received.

+ **Key #2—Successful Customer Interactions**

Cashiers, valet attendants and bus drivers regularly interact in some way with our customers. To make sure these interactions proceed smoothly, Company trainers emphasize the importance of looking good, warmly greeting customers, communicating in a polite and professional manner, and saying good-bye with a sincere thank you.

+ **Key #3—Effectively Resolving Customer Issues**

Some customers want information, some want solutions and some just want an ear to bend. Training helps frontline employees to identify the issue and the appropriate approach to take.

These sessions optimize learning through exercises that encourage interaction between participant and trainer.

Recognizing & Rewarding Exceptional Customer Service: Our Kudos Program

To reward an employee’s exceptional customer service or exceeding operational standards as noted by co-workers, managers and customers, we’ll feature the employee in our corporate communications and on our Intranet. The employee will also receive a certificate of appreciation and a gift card. The employee’s manager can additionally authorize the employee to select a gift through a designated online thank you service.

Customer Service Coordinators

To ensure that training objectives are met at each location, the company designates an operations manager or other administrative employee to be a Customer Service Coordinator for a group of locations. Working in partnership with the training department, the Customer Service Coordinator launches and implements new training programs, establishes the training system at new locations, manages the Strive for Excellence Program and measures the results of these programs for continuous improvement. The Customer Service Coordinator is responsible for aligning company standards with the specific needs of clients and locations.

Facility Cleaning Inspection Reports

SP Parking's goal at all times is to provide safe, clean and efficient facilities. We take great pride in the unsurpassed cleanliness of our parking facilities, which results from our adherence to rigorous housekeeping, inspection and maintenance standards. Our inspection checklist is customized to the specific requirements of each parking facility that we operate. Please see *Section I. Maintenance and Cleaning* for a sample of our inspection checklist.

SP+ ensures that the level of cleanliness we strive for is achieved by inspecting the garage on a regular basis. There are several types of inspections:

- + ***Lead Attendant***

Daily inspections by the Lead Attendant

- + ***Senior Manager***

Weekly inspections by the Senior Manager

- + ***Secret Shopper Service***

Several components of these audits relate to a "customer's eye view" of the parking facility's appearance and maintenance

- + ***Internal Audit Team***

A large part of the audit relates to maintenance and appearance

- + ***Risk of Loss Evaluation (Role)***

The Risk of Loss Evaluation is conducted by area general manager for **SP+ Facility Maintenance** during routine quality assurance reviews. The general manager will document potential safety hazards, prepare a quote for necessary repairs and present to client liaison for review and authorization to complete the repair. This happens in conjunction with reporting of non-routine maintenance requirements.

Fees Associated with Quality Control Initiatives

Our mystery shop program does include a service fee should the client chooses to utilize this quality control service. All other initiatives will be provided with no additional fees.

Benchmarking, Identifying, & Reporting Best Practices

Using SP+'s INSIGHT Analytics for Reporting & Benchmarking

SP+ has invested significant resources to design and rollout a state-of-the-art Data Analytics Program that provides a seamless platform that aggregates multiple data points, provides key performance indicators and analysis to complete the picture on how a location is performing.

Project Status

- + Full Client Access is now available for Revenue Reporting Dashboards and Data and Remote Management Services Dashboards and Data
- + For Occupancy and Transactional Data, Integration is complete for several PARCS providers today
- + Most major PARCS providers have been integrated
- + **SP+** operations teams already leverage the tool to help manage and increase revenues for over 600 locations throughout North America, with the number growing every day



How it Works & Why it Matters

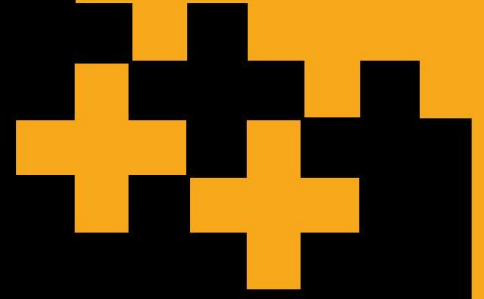
We consume data from operations and our technology partners, analyze the data and generate information to enhance the decision-making process. By leveraging the data available, we are able to make more informed decisions to improve revenues, reduce costs and improve overall efficiencies. We bring the data together, identify key patterns and share the information on one seamless platform.

- + Provides quick access to revenue and ticket trends, revenue types, payment information and more allowing for better operational decisions and analysis.
- + With PARCS equipment or third-party data sources, **SP+ INSIGHT Analytics** can transform operational decisions by understanding parker movement, parker duration, pricing segmentation, revenue per space and space utilization to name a few.

- + Leveraging the transaction data enables you to make better decisions on rate mix, staffing cycles or enforcement route planning. It provides another set of warning indicators enabling corrective actions to take place sooner.

Please view the brief video on the right, which provides excellent information on the SP+ INSIGHT Analytics Features and how this program drives revenue optimization at our clients' facilities.





I. Proposed Fees, Discounts, & Other Services Offered



INNOVATION IN OPERATION


I. Proposed Fees, Discounts, & Other Services Offered

1. Discounts, Rebates, & Other Incentive Pricing Arrangements

JLL & SP+ Corporate Relationship

JLL and **SP+** have aligned professionally to promote mutual growth and service excellence. With both companies headquartered in Chicago’s Aon Center, communication and coordination has been easy to do. Current agreements include:

1. Since January 2019, **SP+** has been utilizing JLL Brokerage for all national leasing transactions and lease administration services.
2. On July 1st, **SP+** engaged JLL’s Market Research Services for all its commercial real estate intelligence
3. Nationally, JLL entrusts **SP+** to manage forty three (43) “agency” and “non-agency” garage assets including JLL’s headquarters, Aon Center.
4. A Preferred Service Agreement outlining exclusive differentiating benefits under **SP+** National Accounts Program for parking/transportation is on the verge of completion.
5. **SP+** proprietary software, Insight Analytics, is provided on a complimentary basis for all managed locations.

Current National Agreements	Under Review National Agreements	Locations Serviced	JLL & SP+ Partnership
<p>JLL Brokerage & SP+</p> <p>All National Leasing Needs for SP+</p> 	<p>Preferred Service Agreement (PSA)</p> <p>"Non-Agency"</p> <p>"Agency"</p> 	<p>43</p> <p>SP+ Managed Locations for JLL</p> 	
<p>+ integrity + technology + innovation + initiative + knowledge + creativity</p>			

JLL & SP+ National Accounts Program

Benefit	Included
Preferred National Account Pricing and Discounts	Yes
Committed National Level Support Contact	Yes
Personal and Dedicated Client Reporting Team	Yes
Complimentary Consulting Services and Asset Evaluations	Yes
Free Revenue and Remote Management Analytics Portal Access	Yes
Preferred Capital for Capital Improvements	Yes
Personalized Remote Management Services	Yes
Strategic Revenue Optimization Plan	Yes
Quarterly Business Review Meetings	Yes
Pre-Negotiated Master Service Agreement	Yes

Preferred National Account Pricing and Discounts

All new locations receive an additional discount from our parking management services. As a valued partner and national account client, we have included and are committed to:

- + National account discounted pricing on management fees and internal program expenses such as Liability Insurance.
- + *Local market advantage by beating any qualified competitor's pricing by 5%.*



Committed National Level Support Contact

While all locations will have local and regional **SP+** levels of support, this program allows for an additional layer of quality control and agreement compliance. The **SP+** Manager of National Accounts for JLL is available to you as an additional resource to help:

- + Maintain quality and service delivery of all agreement commitments
- + Ensure meaningful quarterly business reviews addressing your priorities
- + Project management of needed national support of location based efforts requiring multiple layers of engagement and national best practice expertise.



Personal and Dedicated Client Reporting Team

Led by Rich Kapper, our Vice President of Client Reporting Accounting, **SP+** will provide your team with one point person and *customized* financial reports based on your corporate reporting processes. Our goal is to make your life easier and more efficient by providing your financial reports in a format that you need. We provide you:

- + Collaboration and understanding of your reporting requirements
- + Dedicated Accounting Analysts to create customized reports for your needs.



Complimentary Consulting Services & Asset Evaluations

Our national footprint includes teams of experienced and knowledgeable parking professionals who will provide you with expert financial and operational analysis of any type of parking asset. We have specialists in valet, commercial, residential, healthcare, higher education, event, stadium and employee only parking. Whether you are doing a retrofit or a new development, our team will support you with:

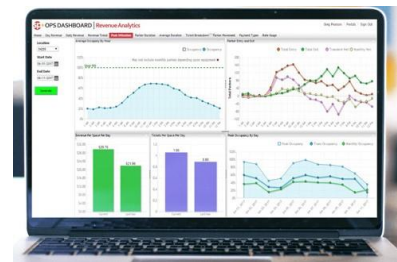
- + Functional Design and Layout
- + Technology and Equipment Requirements
- + Rate Structure & Revenue Sensitivity Analysis
- + Financial Projections
- + Marketing Programs
- + Signage, Branding, and Graphics



Free Client Portfolio Analytics Dashboard

Our Client Portfolio Analytics Dashboard is provided to our National Accounts clients on a complimentary basis allowing for instant online visibility of revenue, utilization, performance and trends for your entire portfolio. This aggregated data provides our teams with data driven decision making that help increase your revenues and ensure your customer service standards are met. Data analytics include:

- + Revenue Analysis
- + Remote Management Analysis with Problem Resolution & Transaction Data
- + Occupancy Analytics (coming)
- + Parking Equipment Integration (coming)



Preferred Capital for Capital Improvements

As a member of the JLL National Accounts program you are given *first priority* for financial contributions of capital for improvement projects related to your parking asset.

- + PARC's Equipment and Technology
- + Signage and Wayfinding
- + Partnership Contributions

Personalized Remote Management Services

In aligning our services with your company standards, we take a portfolio approach for the Remote Management Services (RMS) provided to your automated facilities. Our RMS system fully integrates with most major parking equipment systems and is currently used at garages all over the country. It's one of today's most powerful tools to control and manage an operation's daily, monthly, and validation revenue streams. Locations that convert to Remote Management Services experience revenue increases of **up to 30%**.



- + Real-time Audio/Video Customer Support
- + Revenue Control System Integration
- + Maximize Cost Efficiencies
- + 24/7 Dedicated Team of Customer Service Professionals

Strategic Revenue Optimization Plan

The National Account Revenue Optimization Plan increases the value of your Parking Assets. By leveraging our **SP+** National Partnerships, we offer you improved and new revenue sources. We drastically negotiate down their fees on your behalf, these partners and revenue sources include:

- + Rideshare Partners and CarShare: Maven, ZipCar, Uber, Lyft
- + Third Party Parking Aggregators Fees (SpotHero, ParkWhiz, Parking Panda, etc.)
- + Customized Interactive Online Marketing Programs
- + **SP+** or Portfolio Branded Websites



Quarterly Business Review Meetings

Our commitment to providing you with a vast network of resources to ensure your assets success, **SP+** will provide an in-depth quarterly business review to discuss:

- + Portfolio & Facilities Financial Performance
- + Review of Revenue Optimization Plans and Performance
- + Industry and Parking Technology Updates
- + Market by Market Trends and Changes
- + Operations: Issues, Challenges and Opportunities
- + Technology Improvements and Recommendations



Pre-Negotiated Master Service Agreement

SP+ have negotiated and executed agreements with JLL to use as a template for ease of use. This greatly reduces the time required for legal approval and negotiations.

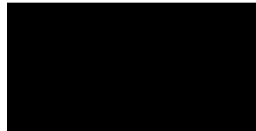
- + Agreements have been negotiated, but still customizable based on your facility’s needs.
- + Reduce a step of indemnity language and insurance language.



+ integrity + technology + innovation + initiative + knowledge + creativity



Don Jones
Regional Manager



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