



NEWS RELEASE

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CoreNet Global Launches New Real Estate Benchmarking Portal

FM BENCHMARKING to pilot first tool offering global measurement and tracking

ATLANTA – (October 8, 2010) -- Demand for reliable operating data to support strategic business growth decisions is growing as a direct reflection of continued cost-cutting pressures that many companies are addressing even in today's post-recessionary economy.

In response to this pronounced need among its 6,700 members worldwide, **CoreNet Global** is launching a new **Real Estate Benchmarking** portal at corenetglobal.org that will offer access to a range of different benchmarking models to help inform and guide business performance.

The first form of benchmarking to be piloted centers on facilities management (FM) benchmarking, with the recent announcement that CoreNet Global has entered a relationship with **FM BENCHMARKING** to offer a new service discounted for members only.

According to **CoreNet Global Vice President of Knowledge Services Tim Venable**, "There is no other benchmarking tool for buildings that enables corporate real estate (CRE) and facilities executives to compare and contrast operating, energy and other costs of facilities of similar industry type, size or location."

One of the key benefits of the new service is the ability for CoreNet Global members to benchmark facilities regardless of global region, to be able to account for differences in currency values, space measurement, carbon footprint, and other metrics. Going beyond traditional benchmarking tools, FM BENCHMARKING incorporates industry-proven best practices into its results so that its participants can not only compare how their buildings stack up to others, but can also identify what similar, better-performing buildings are doing to yield better performance metrics.

"This comprehensive resource is designed to help CoreNet Global members to compare, analyze and improve the facility operations of their companies or corporate

clients, regardless of location,” commented **FM BENCHMARKING Principal Peter Kimmel**.

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Members will benefit from the following key features:

- Compare their buildings with only those that are similar through an extensive set of filters.
- Identify best practices of similar buildings that are outperforming of their buildings.
- Apply a 10-year methodology validated by FM BENCHMARKING that shows how companies have reduced operating costs by 6% after just one year, and 31% over 10 years (based on the median company applying this methodology).
- Use the same methods proven to cut energy consumption by 8% after just one year, and 40% after 10 years.

“We’re pleased to be able to join with FM BENCHMARKING to offer our members at least a 40% pricing discount on this important new way of measuring and responding to efficiencies like cost cutting,” Venable added. “We also encourage and welcome other industry interests with other kinds of real estate benchmarking expertise to become part of our new benchmarking portal.”

Meantime, CoreNet Global is also featuring its own benchmarking research, profiling the real estate portfolios of many of its multi-national corporations that will allow members to triangulate comparisons against their own metrics, those of CoreNet Global and those available through the FM BENCHMARKING database accounting for literally thousands of facilities around the world.

CoreNet Global’s CoREMarket Indicators summarizing a wide array of macro-economic and real estate industry- and market-economic metrics will also be integrated into the new Real Estate Benchmarking Portal.

CoreNet Global is the world’s leading professional association for corporate real estate and workplace executives, service providers, and economic developers. For more information, please visit www.corenetglobal.org.

FM BENCHMARKING is a subscription-based service that provides facilities management and real estate professionals with a unique way of benchmarking their building data and applying that information to improve operational efficiencies, reduce their carbon footprint, and identify best practices. For more information, please visit www.fmbenchmarking.com/.

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