

# WORK+SPACE®

BUSINESS + REAL ESTATE + DESIGN + CULTURE + CONSTRUCTION



## IN THIS ISSUE

What Exactly Do We Do  
at Hughes Marino?

---

Key Design & Culture Elements  
That Can Dramatically  
Affect Any Business

---

Creating Leverage During a  
Commercial Lease Renewal

---

Through the Looking Glass

---

Hughes Marino Celebrates  
Anniversary with Team &  
Special Guest Jesse Itzler

---

Private Companies  
Prepare for Upcoming  
Lease Accounting Changes

---

Spaces We Love: GoFormz's  
Spacious & Modern Headquarters

---

A Year of Inspiration:  
Our HMisms

---

Our HM Fitness Challenge

**MARCH 2019 | ISSUE NO. 8**

# Pursue Growth & Learning

As Chairman & CEO of Hughes Marino, nothing is more fulfilling than seeing our clients and teammates grow and thrive. Our Core Value #7 is to pursue growth and learning, and this issue of Work+Space® highlights aspects of these topics, from both a business leadership and team building standpoint.

From a growth perspective, I am happy to report that our company has vastly grown over the last year. If the first two months of this year are any indication, Hughes Marino is in for an exciting ride—which is also great news for our clients across the country! For business professionals, articles in the coming pages share many insights on multiple aspects of personal and professional growth, from improving company culture and office design, to our inspirational HM-isms, to our fitness challenge, which we extend to all of you!

To maintain our status as industry-leaders in the world of commercial real estate, everyone on our team is always hungry to learn and grow as experts in their fields, so that we can in turn benefit our clients. On page 21 you'll find important lease accounting information that every business owner should be aware of before January 2020. You'll also find an article on how to create leverage in the event you are considering renewing your lease, and learn how tenants hold more weight than they might think.

As I have said many times before, we take pride in the fact that we are champions of the underdog, the commercial tenant. By only representing tenants, we always have their best interests at heart, and treat their money as if it was our own, and that will never change.

We hope you enjoy our March issue of Work+Space®, and we look forward to working with you in the future.

**Jason Hughes**

Chairman & CEO  
Hughes Marino

## WORK+SPACE®

A publication of Hughes Marino

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### About Hughes Marino

Hughes Marino is an award-winning commercial real estate firm that was founded on the belief that it is impossible to represent both tenants and landlords without a conflict of interest. Our team has been exclusively representing tenants and buyers for more than 30 years, delivering best-in-class service and unmatched expertise to companies across the nation.

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**HUGHES MARINO**

# What Exactly Do We Do at Hughes Marino?

We Help Prospects Make the Best Real Estate Decisions Possible

Whether you want to renew your lease or need to relocate, our award-winning team is here to assist you in finding the perfect space for your team and company culture to thrive.

We help companies find their ideal space (if they aren't already in it).

We negotiate excellent economics and lease terms for that space.

We help clients design it.

We help clients build it.

We help clients furnish it.

We keep track of all critical dates for our clients (either for one location, or many!).

We help consult our clients on how to nurture an award-winning company culture that attracts and retains top talent!



# KEY DESIGN & CULTURE ELEMENTS THAT CAN DRAMATICALLY AFFECT ANY BUSINESS

By Shay Hughes | CSQ Magazine



Every workspace serves a much greater purpose than providing four walls to house your business. It is where people are inspired, where leaders grow and where your company's culture thrives. From the size of your space to the design, layout and location, every choice you make about your office will have a lasting impact on your team, your clients and your future. If utilized in the right way, workspace can play a critical role in the success and culture for any business.

As President & COO of a commercial real estate company that is on a mission to disrupt our antiquated industry, we are always looking for ways to stand out as a thought leader in the world of corporate real estate. We have the opportunity to work with thousands of companies and have learned a lot over the years both with our own company, as well as helping others thrive, and love sharing these insights with clients to help them succeed.

With national recognition of our culture from *Fortune*, *Entrepreneur* and *Inc.*, in addition to numerous local publications, companies are constantly reaching out to us for guidance on how to improve their own offices and company cultures. In addition to our Culture Consulting services, our



**Shay Hughes**  
President & COO  
Hughes Marino

Planning + Design service line helps our clients build and design their workspaces, focusing on enhancing productivity, communication and company culture.

Here's a sneak peek into five of our favorite ways that design and culture have shaped our award-winning company, that can also dramatically affect the success of your business!

## 1. Comfortable Home Furnishings

Believe it or not, adding touches of home to the workspace can positively affect company culture and bring welcoming vibes to the office. By adding familiar home furnishings like plush couches, leather seating, coffee tables with intriguing books, gourmet kitchens and fresh flower bouquets, our teammates and guests instantly feel at home and love coming to our offices! Each of our spaces feature family photo gallery walls, which have become warming focal points, and are a great way for businesses to incorporate a family atmosphere. You can instantly put your team at ease by providing a pleasant workspace that they are proud to call a second home.

## 2. Inspiring Art

We like to keep our offices as colorful, energizing and playful as possible! Our collections include oversized candy sculptures, retro mixed-media pieces, neon signs and gallery walls packed with cute phrases, photos and iconic figures.

Each office features an oversized, glamorous piece by Anja Van Herle (pictured on page 3), which adds a feminine, stylish flair that we love! Art has the power to inspire your team, and also serves as a great conversation starter for clients too. We always recommend choosing pieces that speak to you and your team, so anyone who steps into your space can instantly get a glimpse inside your culture!

## 3. Playful Décor

No matter if you run a marketing agency, a life science company or a law firm, it's important to have playful décor to add charm and inspire anyone who steps into your space. We feature one-of-a-kind trinkets, beautiful coffee table books and whimsical chandeliers to remind our team to have fun and always enjoy the journey. These trinkets have inspired our very own marketing team and our décor provides for wonderful Instagram-able opportunities!

## 4. Binding Core Values

Above everything else, the ten Core Values we developed as a team at the very beginning have had the most monumental impact on every aspect of our business—from hiring new teammates, to the amazing company culture we've been able to grow and nurture, to the way we treat our clients. Since developing our Core Values and sharing them with the world,





we have been able to convey what means the most, which has resulted in companies and job candidates wanting to work with us and join our team knowing the values we are committed to. They bind our team as a family. Developing Core Values is a critical factor to the success of any business, and they have taken Hughes Marino to successes beyond our wildest dreams!

## 5. Uplifting Team Communication

Clear and proactive communication is a tremendous factor of any successful company, so it might as well be uplifting, too! We heavily encourage appreciation and gratitude on a daily basis and in team meetings through our signature WOW cards, where team members recognize each other for going above and beyond. If anyone on our team comes across an insightful or inspiring article or quote, we share it to spread the positive vibes! Our Core Value #9 is to proactively communicate with everyone, including working to resolve problems, not avoiding them. By living this Core Value, our team has become so much closer, and we are also experts at solving challenges together. By encouraging your team to engage in open and uplifting conversations, and by embracing appreciation, you can empower them to take pride in their work and their relationships with their teammates.

While some of these aspects are easier to implement than others, we have found that these five elements of design and culture have played a huge part in our success as a company.

Office design and company culture work hand-in-hand to inspire and invigorate teams, and have the ability to dramatically affect businesses in many ways, and nothing is more fulfilling than helping our clients build their dream spaces to cultivate positive environments for their teams to grow and thrive. □

*This article first appeared in CSQ Magazine.*

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# Creating Leverage During a Commercial Lease Renewal

By Gavin Curtis

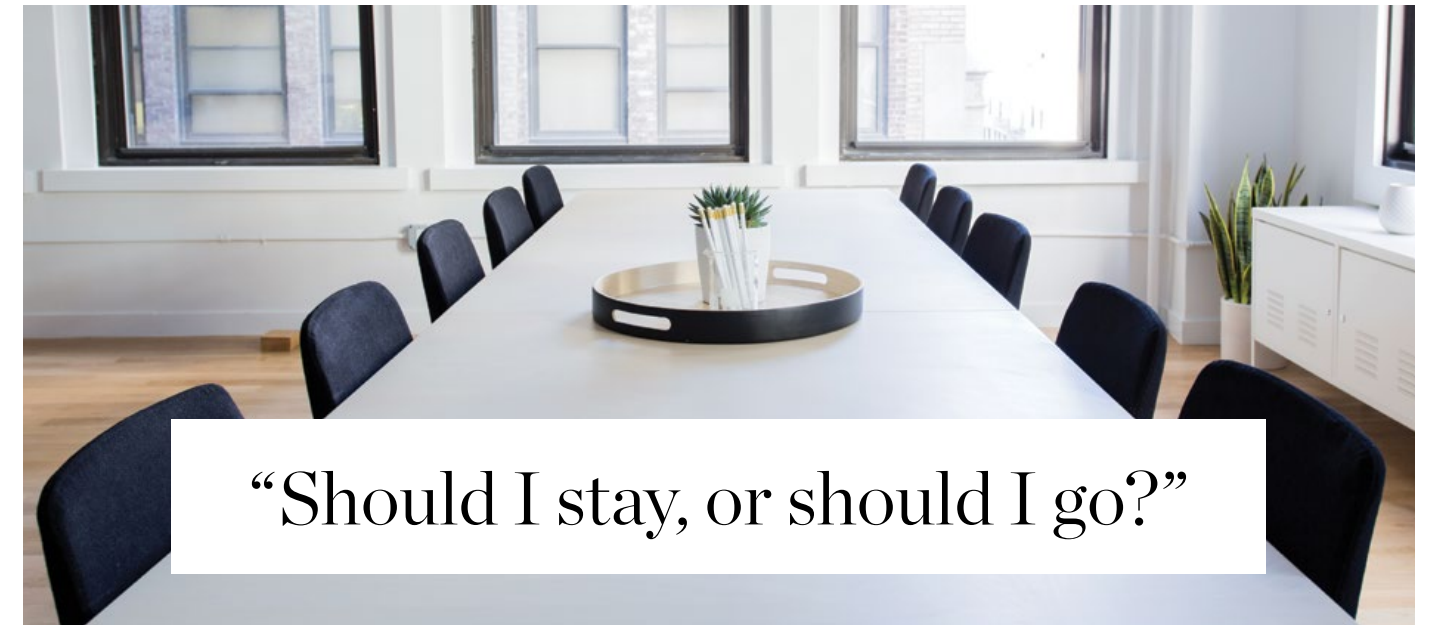
“Should I stay, or should I go?” There is perhaps no question asked more often by tenants. There may be a need to increase headcount, upgrade the current layout or in some cases, reduce the footprint to provide greater efficiency and productivity for the organization.

In each instance though, the number one message for tenants is that they have options, and that a lease renewal is not a done deal.

The bottom line is that tenants have much more leverage than they think. The reality is that landlords are avoiding risk when they can sign a tenant renewal.

A landlord facing a tenant who is leaving their property will undoubtedly experience extensive (and expensive) downtime between one renter’s vacancy and the next occupant’s lease start. This adds marketing and advertising expenses, and improvement costs to the space. These costs are significant, which help to create leverage for tenants considering a lease renewal.

Let’s face it, a brand-new tenant is not going to sign a lease for a space “as-is.” The landlord will need to invest significant capital and modify or enhance the space to meet the needs of the tenant. With construction costs at an all-time high (even after accounting for inflation), it’s costly for landlords to do this. This is what ultimately gives tenants an unexpected advantage in the negotiation process. This leverage, coupled with an informed, honest and trusted tenant representative, sets any business tenant up for success to find the perfect space that fits their needs and budget.



“Should I stay, or should I go?”

In the current environment, business owners may not feel they have an edge in negotiations. Vacancy rates are at all-time lows, rental rates and sale prices post all-time highs and construction costs stand greater than ever. This is certainly why approximately 80 percent of tenants end up renewing their existing lease. At Hughes Marino, a tenant’s current situation is not a default position, but rather the starting point for finding clients the best possible outcome for their business, team and culture.

It is critical for business owners to understand how highly sophisticated, astute and financially savvy commercial landlords are, and even more critical to have a trusted broker with the tenant’s best interests in mind. We indisputably believe that a tenant renewing a lease will never pay the full asking rate...period. In order to secure favorable terms, tenants must sit at the table with a competitive posture, armed with the knowledge and insight necessary for shrewd negotiation.

There are a myriad of variables that tenants should consider when eyeing a renewal or relocation. Typically, a business owner with a renewal clause should never consider exercising that option prior to 9-12 months before lease expiration. Our tenant representatives tour clients through multiple properties, vetting space options, amenities, terms and rates, keeping

them informed on every aspect during their search—even if they ultimately decide to move forward with a lease renewal. We strongly believe a client should always carry options with them as they pursue a renewal, as landlords will be ready with analytics and their property specific metrics. A renewal conversation always begins with a declaration notice to the property owner that our client is informed. Tenants who enter a transaction dialogue without

market intelligence are asking for an uneven deal.

Substantive due diligence offers the foundation for a successful transaction. Consider a tenant who has 18 months remaining on their lease and occupies a 15 percent vacant building with two large profile tenants, both which have leases expiring in 24-36 months. Such a scenario could spell opportunity for that tenant. Our team knows the numbers, the stakeholder situations and calculates the points of indifference for the landlord.

An asking rate of \$50 annual per square foot for a renewal may finalize at \$43 per square foot when a negotiation proceeds under a thoughtful strategic architecture. A tenant certainly considers moving costs, time and tenant allowances in a move, however, a main bargaining point, and the landlord’s ultimate goal, is stabilizing the building’s cash flow.

The days of pounding a fist on the table and threatening landlords with a threat to move across the street are long gone. In brokerage, empty threats ultimately lead to tenant losses. Hughes Marino leads the industry in tenant representation and service, because our teams quantify the costs for the landlord of a move, as well as the costs for the business owner.

In the current business climate, landlords are eyeing long-term leases. Every business case is unique and requires a custom approach, which is why Hughes Marino delivers best-in-class tenant offerings to our clients. When negotiating with a landlord, it is imperative that tenants go in with information quantifying the value they bring to the building. Quantifying a tenant’s value to the landlord’s net operating income is one of the best ways to build leverage in a renewal scenario. □

**Gavin Curtis** is a vice president at Hughes Marino, an award-winning commercial real estate company with offices across the nation. Contact Gavin at [gavin@hughesmarino.com](mailto:gavin@hughesmarino.com) or 1-844-662-6635 to learn more.



**Gavin Curtis**  
Vice President  
Hughes Marino



# THROUGH *the* LOOKING GLASS

*A primer on glass, the sun's rays and the future of office buildings*

By John Jarvis



In workplace survey after workplace survey, when asked about what is most important in an office building environment, an abundance of natural light is always at the top of the list. But not all buildings are created equal. There is a profound development in commercial office construction which really hasn't gotten the attention I believe it deserves. The increasing use, and the increasing quality of high-performance glass is an absolute game changer, and I think we are all taking it for granted. I get it, it's just glass, maybe I'm mad as a hatter, but allow me to make my case and dabble in the history of glass a bit, and let's see if I can't convince you to take another look *out* and *at* your window. Come on, follow me down this rabbit hole.



**John Jarvis**  
Senior Vice President  
Hughes Marino

## That Damned Spandrel Glass

Have you ever heard of spandrel glass? It is a glass product that is intended to be opaque, blacked-out and painted over on the inside of the "glass." Office tower designs typically include an interstitial

space between floors to accommodate unsightly building elements such as air conditioning ductwork, cabling, sprinkler drops and ceiling grid suspension systems. Architects often design office buildings with alternating bands of stone or other solid material between the horizontal line of windows on each floor. And before we had this stuff called high-performance glass, when you saw a building that looked on the outside like it was entirely glass, it actually had these intervening layers of this awful spandrel, non-light penetrating "glass" between each floor. From the outside, it can be hard to distinguish between the spandrel glass and the visible glass (except at night with the interiors illuminated).

I remember when I first learned about spandrel glass. It was 1990, and a developer built a cool looking all-glass office tower, with a blue reflective glass from bottom to top. I remember thinking how cool it would be from the inside, with floor-to-ceiling glass. Except it wasn't. Over half of that exterior window was that damned spandrel glass, which needed to be framed in and covered over on the inside of the space from about four feet off the floor down to the ground, and from about eight feet off the floor and above the ceiling grid. Which means that of the 10 or 12 feet from one floor to the next, only a four-foot high band was actually visible glass!



## High-Performance Glass

Technology continues to vastly improve the glass used in commercial construction. High-performance glass now has multiple layers of energy efficient glazing, and the newest buildings have double panes of this stuff. It is expensive and designing a glass façade comes with a premium price, but the upfront capital can be offset by ongoing heating and cooling cost savings since it's high-performing glazing makes it easier to maintain interior temperatures than previous traditional glazing systems. It is a game changer. And notice how much lighter the color tinting of the glass can be.

Suddenly, they really are providing floor-to-floor glass. The interstitial space is being reduced dramatically or eliminated altogether, as the various building systems are designed into vertical building penetrations rather than horizontal dead space between floors. These buildings look cool from the outside, and even cooler from the inside. Yes, there is a flood of natural light, with all of its incumbent benefits to your employee population.

## Unintended Consequences

Just like in Wonderland, there are always some unintended consequences. With regards to this great new glass, I'll mention two:

### The Irvine Company

The Irvine Company used super energy efficient, triple-glazing, double-paned, high-performance, floor-to-ceiling glass on a new, three-story office building in San Diego. Two weeks later, all of their landscaping was dead. Yep, energy efficiency means that the glass is not absorbing the sun's heat and is instead reflecting that heat and light down to the ground. Careful where you walk, plan your landscaping accordingly and you'll likely want to have a whole bunch of shade structures to protect people, animals and plants. No joke, the reflected sunlight and heat will need to be anticipated and protected against.

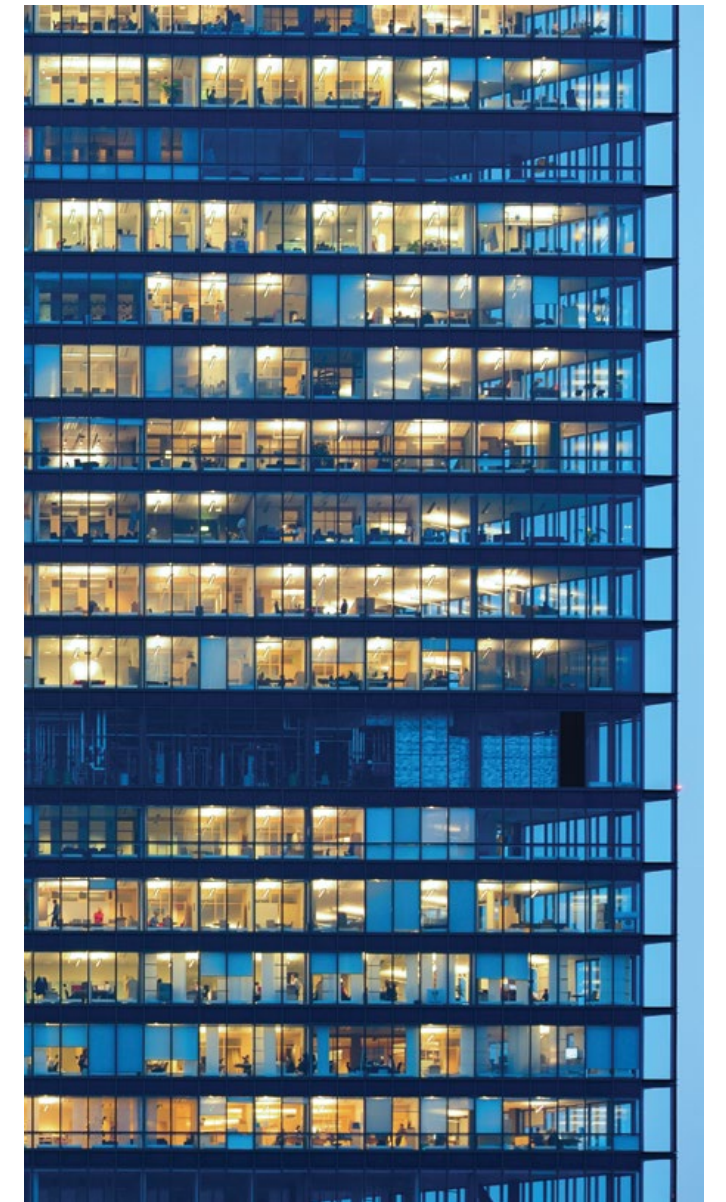
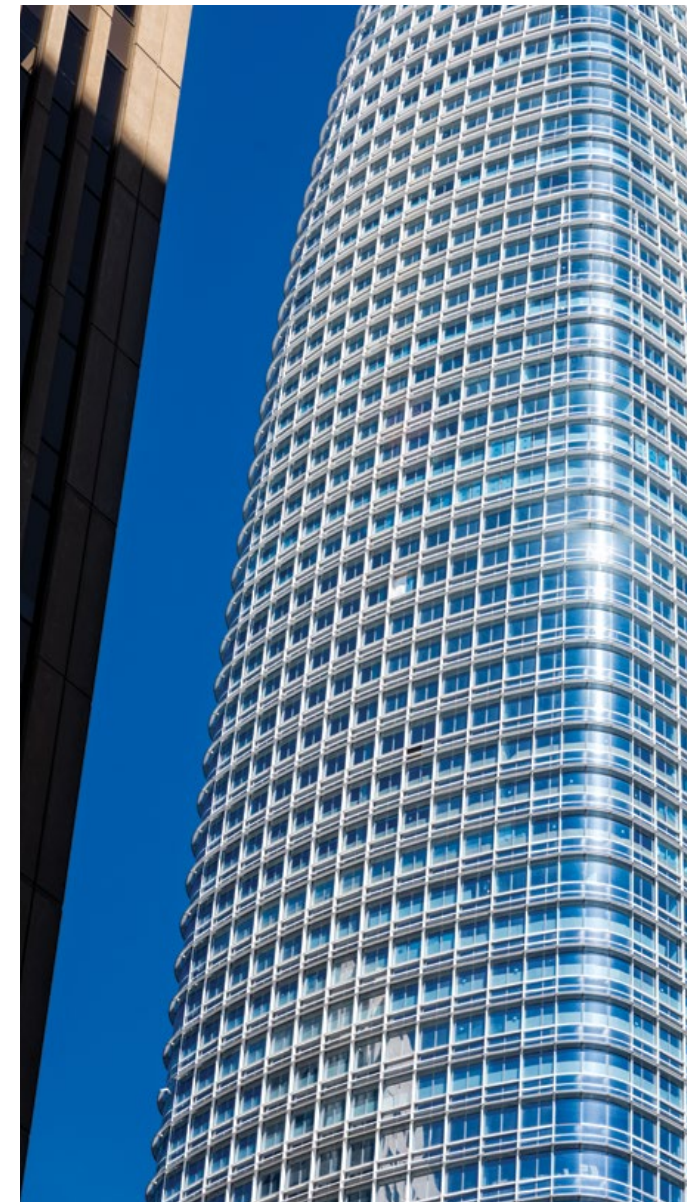


### Salesforce Tower

San Francisco's newest, tallest office building, Salesforce Tower, is built with high-performance, floor-to-ceiling glass. And as I was walking past the tower one recent evening, I was struck by the building's appearance at night. All that floor-to-ceiling glass really shows off the varied interior lighting designs that were selected by each of the tenants on various floors, some with three floors, others with five floors, some with just one floor. It really makes for a different experience viewing the building at night compared to the building's uniform, space-age, white, fluted exterior visible in daylight. I took a picture, but it doesn't quite capture the quirky look at night.

OK, so there you have it. More than you ever thought you needed to know about glass. But now that you know, I bet you notice the high-performance glass when you see it. Hopefully more and more developers will choose to build with this great new product, and why not? It is highly energy efficient and it floods the space with an abundance of natural light. Just be careful during the day and notice the angle of the sun's rays! Without a sun shade, it's no place for a tea party. □

*John Jarvis is a senior vice president at Hughes Marino, where he specializes in tenant representation. Contact John at [john@hughesmarino.com](mailto:john@hughesmarino.com) or 1-844-662-6635 to learn more.*







# AN AHMAZING YEAR

HUGHES MARINO CELEBRATES ANNIVERSARY  
WITH TEAM & SPECIAL GUEST JESSE ITZLER

BY SHAY HUGHES







Every year, teammates from all of our offices come together for a special event at our headquarters to celebrate our company's anniversary, and it gets better with each year, and every new teammate! In February we celebrated another eventful year for our company, and in true Hughes Marino fashion, it was packed with LOVE, inspiration and positive energy!

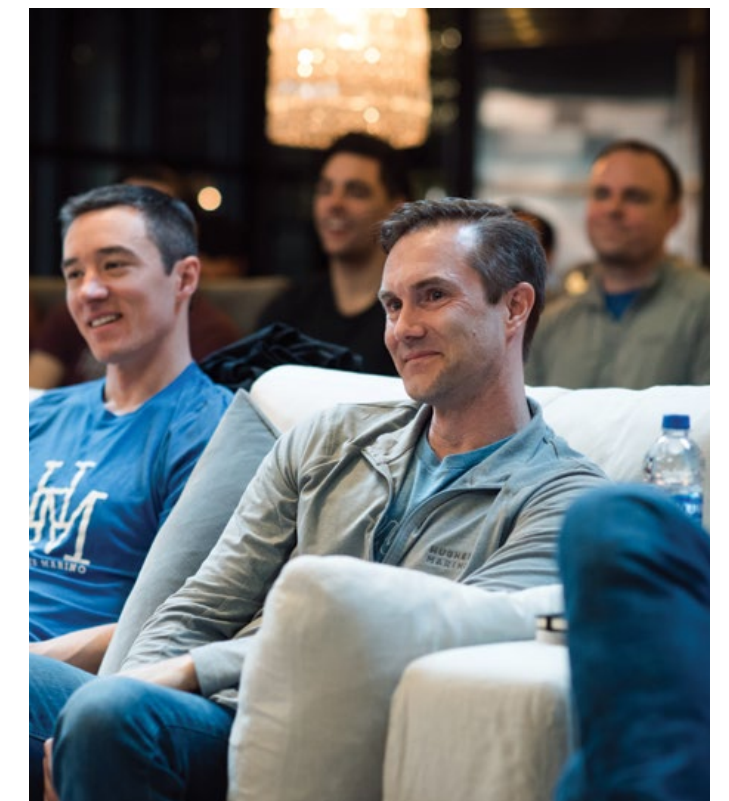
To kick-off the day, team members from around the room stood up to describe what they love about Hughes Marino. The most common themes were our teammates, the positivity and the loving support everyone provides inside and out of our offices. It was an eye-opening moment for our new team members, because the love we poured out to one another was so heartfelt!

Another touching tribute to our anniversary was our company timeline, where a few team members from every year since the company's inception spoke about their experience at Hughes Marino as our team has grown over the years. They shared stories about their Hughes Marino family being there for them when they were needed most, hilarious stories of meeting Jason for the first time, surf trips and our expansion to other offices throughout the years. It was truly moving for all of us, and was fun to reminisce about all of the journeys we have been through together. We definitely shared a good number of happy tears and big laughs!

Following our inspirational morning filled with love, growth and insight from our team, we knew we had to follow that up with an amazing act to end our anniversary and supercharge our team for the rest of 2019! We are happy to say that entrepreneur, best-selling author and business mogul Jesse Itzler certainly did not disappoint!

Jesse's excitement and passion for the entrepreneurial spirit really inspired and invigorated each member on our team. During his time with us, he walked us through his journey as an entrepreneur—from his rapping days, to co-founding Marquis Jet, to partnering with ZICO Coconut Water in its early stages and taking the product to an explosive new level, to marrying his successful wife Sara Blakely, (founder of Spanx and one of my personal business idols!), to writing the *New York Times* best-selling book *Living with a SEAL* and his most recent book, *Living with the Monks*.

Jesse gave us so many incredible (and inspirational) ideas to reflect on, both personally and professionally. Here are eight takeaways that our team really enjoyed. We hope they inspire you, too!







### 1. Pressure is a privilege.

This was a refreshing concept to all of us. Introduced to Jesse by his long-time friend and mentor, Tim Grover, in Jesse's own words, "If you don't have pressure, you're not living life to the fullest!" While our massive growth has been both extremely rewarding and exciting, it also has come with its own set of challenges, which we have embraced as opportunities for growth and even greater fulfillment! From hiring the perfect teammates, to nurturing our leaders and team members, to maintaining our award-winning company culture and living out our Core Values each and every day, it is truly a privilege to have the pressure we put on ourselves to be hugely successful. We would be lying if we said it was always easy taking care of our team, clients and community, but the pressure has truly been the ultimate privilege, and seeing each team member grow both personally and professionally is so incredibly fulfilling!

### 2. Remember tomorrow.

Since we are always thinking long-term when making decisions that impact the success of Hughes Marino, this concept spoke directly to us! Jesse emphasized that whenever you take an action, it should first be framed with a simple question to truly change the trajectory of our actions. "How will that decision make me feel tomorrow?" This can be applied both personally and professionally, from our daily commitment to taking care of our health, to proactively working on a project or communicating with team members, we must always think in terms of the future and "Will this benefit me tomorrow?"

### 3. Dedicate 10% of the day for yourself.

While everyone leads extremely busy lives, it's important to carve out time on a daily basis to do things that make you happy and recharge your batteries! Jesse dedicates 10% of his day to taking time for himself, and talked about the importance of learning how to say "no" to things that don't move your life or career forward. This really resonated with us, because while we work extremely hard, Jason and I try our very best to ensure our team members have plenty of time to take care of themselves and enjoy time with family and friends. By "federering it," (one of our favorite HM-isms), we provide our team with extra time off over the holidays and long weekends throughout the year, so everyone has plenty of opportunities to recharge, nurture their personal lives and take time to pursue things that are important to them too!





#### 4. Have a Misogi—what will define your year?

First of all, what does “Misogi” mean exactly? It is all about testing your abilities in a foreign environment, which take you completely out of your comfort zone, and doing something that is so challenging that just achieving it once can fuel you for an entire year. Jesse suggests picking a major goal each year to accomplish and then going for it! After hearing this, we challenged our own team to name their own “Misogi” of 2019, and we will help support one another to reach these gargantuan goals! It’s an amazing way to support personal growth and aligns perfectly with our Core Value #7: Pursue growth and learning.

#### 5. How you do anything is how you do everything.

I love this concept and think it really represents our company’s mantra (and another HM-ism!) that literally everything matters. We give so much care, attention to detail and commitment to excellence with everything we do, which is how we operate in every aspect at Hughes Marino. Of course, it all begins with how we hire new team members. We never compromise on finding the perfect teammates, because how you do anything is how you do everything. Compromise is not an option!

#### 6. I didn’t come this far to only come this far.

Jesse sees this phrase on his wall every morning, as an encouraging reminder to seize all opportunities, and I sense this will become one of our new HM-isms very soon! He learned a very valuable lesson from SEAL David Goggins: when your brain says you’re done, you’re only 40% done, which is a powerful reminder that we need to push further than we think humanly possible! Have you reached an obstacle that makes you consider the option of giving up? Don’t! You didn’t come this far, put in all the effort and commitment, to only come this far. What a motivating statement!

#### 7. Don’t get off the bike!

This idea goes hand-in-hand with #6. Jesse shared a story of a podcast he had with Lance Armstrong, where his coach encouraged him to not get off the bike until he got the win. And to never give up—don’t get off the bike! You can keep going, even when you think you can’t!



#### 8. NO ZERO DAYS.

This might be one of the greatest takeaways for myself! Jesse makes it a point to have “no zero days,” in that every day is productive, and moving toward a goal. We should always be moving the needle forward, whether it be personal goals, or company goals. The key to having no zero days? Jesse says repetition, and that lasting change happens when you are always changing. I am so incredibly proud of our team, as I can truly say that each individual has no zero days! While it may be hard to believe, it is so true, and our strong work ethic is one of the many things that bonds us as a high-performing team!

After listening to our teammates’ touching stories and hearing Jesse’s incredibly inspiring ideas, we left feeling pumped and ready to take on any challenge that this new year will bring!

Looking back, it was a perfect day with our perfect team, and I wouldn’t have it any other way! Cheers to another incredible year of growth, hard work and LOVE!

Onward! □



**Shay Hughes**  
President & COO  
Hughes Marino



# Private Companies Prepare for Upcoming Lease Accounting Changes

Insights from Our Experience

By Ed Muna

In less than a year, private companies will need to implement a new accounting standard for the reporting of lease obligations. The new standard, ASC 842, was issued by the Financial Accounting Standards Board (FASB) in 2016 and goes into effect in January 2020 for private companies. ASC 842 now requires lessees to record lease obligations that are longer than one year on the company's balance sheet as a Lease Liability and a Right-of-Use Asset. Prior to the change, these obligations were only recorded on the income statement.

Having spent the past year working with public companies that needed to adopt the new standard by the first quarter of 2019, we know how critical it is for private companies to turn their focus on the new accounting standards around the corner. Through the experience, we can share some helpful insights we learned during the process.

## This is a team effort.

This is not something that the accounting, real estate or management team can do alone. Working together with a strong software solution and lease administration partner is critical.

## The data is not obvious.

The gathering of information is perhaps the biggest challenge. One of the assumptions many companies make prior to tackling the changes is that all the data is easily available in the leases or on an Excel spreadsheet. This is far from the truth. While the rent obligation is in there, the capitalization of a lease cannot be made without critical input from the accounting and lease decision makers. For example, what was the company discount rate at the time of signing?

## This is new to everyone.

The new rules by FASB are not as black and white as you would hope. There can be several interpretations and accounting firms are still adjusting as well. Working with accountants, auditors and real estate advisors will prove beneficial to make sure your interpretation can hold its ground.

## It will take longer than you think.

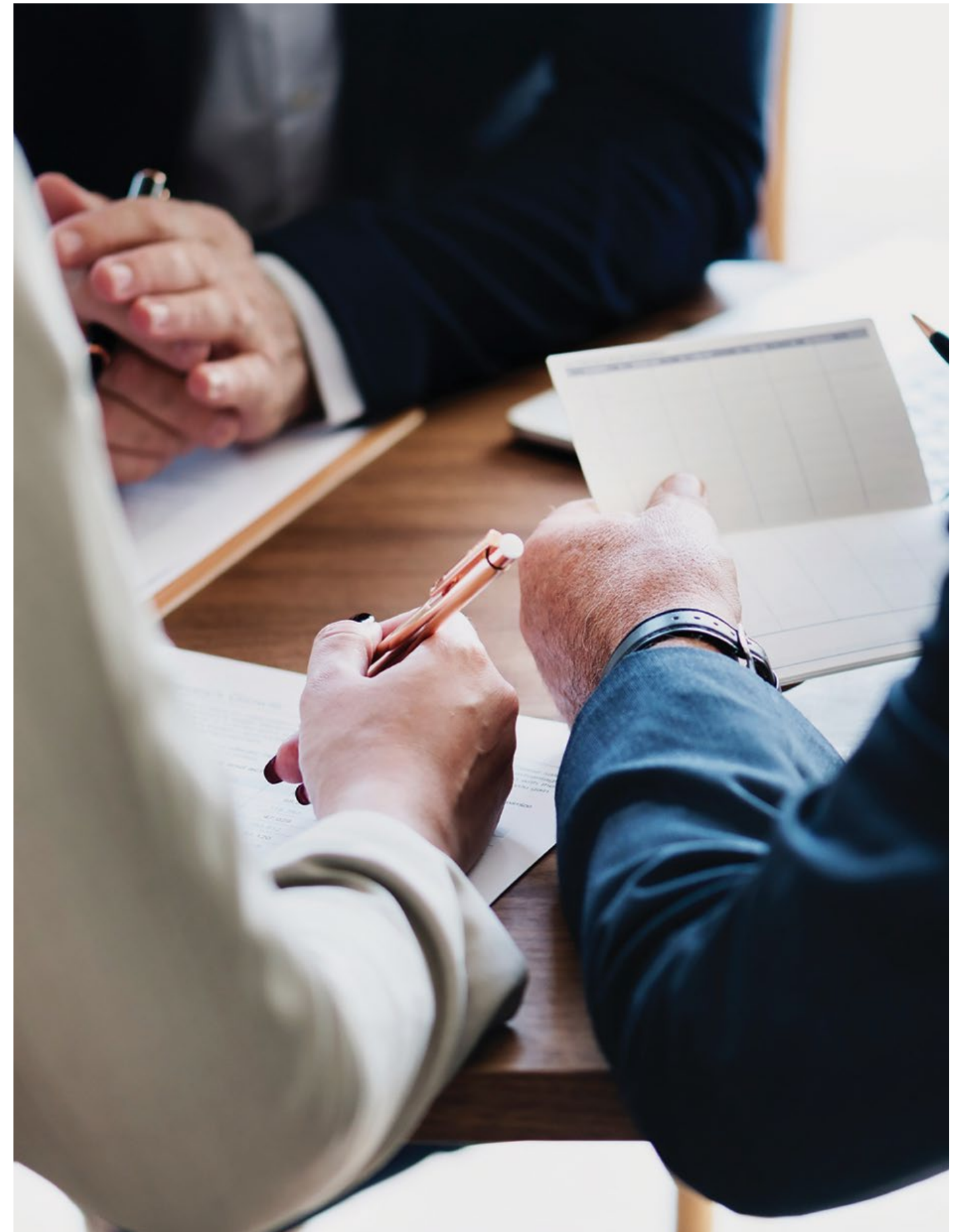
Because of the above factors, companies should begin planning today. Per studies by firms like EY, public companies fell behind on the implementation because it is more challenging than they anticipated.

The whole implementation is a time-consuming group effort and can be overwhelming if not faced with a proper plan and resources. At Hughes Marino, our Portfolio Lease Administration and Advisory team is going through the process with clients and has systems in place to help companies get on track and wrap their arms around what will be a significant addition to their balance sheet. Proactive companies are embracing this reality and finding a lease administration partner, and we would love the opportunity to become an extension of your own team and assist you with the challenges ahead. □

**Ed Muna** is a senior vice president of Hughes Marino, an award-winning commercial real estate company specializing in tenant representation and building purchases with offices across the nation. Ed is a SVP of Hughes Marino's Portfolio Lease Administration and Advisory team and helps tenants address issues that arise during their occupancy. Contact Ed at 1-844-662-6635 or [ed@hughesmarino.com](mailto:ed@hughesmarino.com) to learn more.



**Ed Muna**  
Senior Vice President  
Hughes Marino





# SPACES WE LOVE



## GOFORMZ'S SPACIOUS & MODERN HEADQUARTERS

By Star Hughes-Gorup



**W**orking in commercial real estate, one of my favorite moments is seeing how companies can transform their office space into something that truly inspires and motivates their teams.

Amidst the high-rise buildings that line the downtown streets, companies are not only changing the idea of what 'traditional' office space should look like, but they are creating ways for businesses to adapt to our tech savvy world. GoFormz is the perfect example!

GoFormz empowers businesses to capture data electronically using digital forms that look exactly like their existing paper forms but, instead, are filled out on phones or tablets. The back office can instantly access forms completed by teams in the field, dramatically improving processing times and accuracy, capture new data types like images, sketches, maps and signatures, and easily auto-fill fields using barcode scanning and dropdown menus. You can also modernize workflows with new automations, like routing completed forms to teammates and customers. GoFormz is helping over 30,000 users across 150+ countries to eliminate paper forms, unlock business data and improve how they work. How awesome is that?!



**Star Hughes-Gorup**  
Senior Vice President  
& Director  
Hughes Marino

Upon stepping off the private elevator, the GoFormz logo is showcased on a glass storefront window. Visitors enter the bright and spacious reception area that looks more like a cozy living room than a tech space, complete with comfortable furniture, wood accent furnishings and a full kitchen stocked with all sorts of snacks and beverages!

In the center of the space, open workstations allow the team to be able

to communicate with their colleagues without having to worry about cubicles creating a barrier. A small room to the side also houses lockers where team members can store their belongings or gym bags!

Playful pendant lights hang from the ceilings but the windows that line the perimeter offer plenty of natural sunlight that brightens the space without the need for too much artificial light. The team has views of the bustling city streets below, whether they are in small break out rooms or in the common area!

GoFormz also features a large, glass-enclosed conference room that is the perfect spot for team members to conduct training or conference calls. This room features a wooden accent light that perfectly complements the wooden décor first encountered in the reception area.

Offices and private phone rooms are also featured in the space. One of them doubles as a game room with a foosball table! Modern ergonomic furniture, comfortable couches, standup desks and more are featured in every room—something that GoFormz wanted to incorporate into their space from the beginning!

Congratulations to GoFormz on creating such a perfect space for their team to deliver excellence to their clients! □

*Star Hughes-Gorup is a senior vice president and director at Hughes Marino, an award-winning commercial real estate firm with offices across the nation. Star is a key member of Hughes Marino's brokerage team, where she specializes in tenant representation and building purchases. Star also makes frequent media appearances to speak on business issues from a millennial perspective, and blogs about life as a woman in a male-dominated industry at [starhughesgorup.com](http://starhughesgorup.com). Contact Star at 1-844-662-6635 or by email at [star@hughesmarino.com](mailto:star@hughesmarino.com).*





A YEAR OF INSPIRATION:

# Our HMisms

By Briana Waris, Elizabeth Carvalho and Tara Tuls

**A**t Hughes Marino we are constantly making efforts to reinforce our rich company history and culture. We do this by intentionally putting our Core Values in action, (like always doing the right thing, delivering excellence in everything we do and enjoying the journey). The shared experiences, challenges and opportunities we encounter along the way turn into fun stories, animated phrases and valuable lessons learned, adding new layers and deeper meaning within our tight-knit culture.

If you hang around our offices long enough, you're bound to hear some of these phrases (which we affectionately call "HM-isms!") repeated in meetings, on phone calls and quoted in our game rooms!

In an attempt to bring everyone along on a common journey of growth and learning, we share these stories with our constantly growing team so that we never forget where we've come from and what we're all about.

As of today, we currently have 38 HM-isms, but that stat is always increasing! We wanted to share five of them in hopes they resonate with you and your team, too!



## "My Pleasure!"

Owners Jason and Shay Hughes came across an article about the use of "my pleasure" by the team members at Ritz Carlton. This inspired Jason and Shay to adopt this subtle but powerful phrase with our own team. We use this response on a daily basis to show our absolute appreciation and willingness to help others. It leaves a lasting, positive impact on everyone we say this to, as it truly is our pleasure to serve, whether it's our teammates, our clients or the communities we live in.



## "Why is This Happening for Me?"

This is one of our favorite questions team coach Mike Robbins has challenged us with. Instead of despairing over why something bad is happening to you, the better question to ask yourself is, "Why is this happening for me?" By seeing challenges as opportunities for growth and a positive outcome, we understand how they will help us grow and trust that the bright side will eventually be revealed. Framing questions in the right light is a positive habit we can all practice more often!





### “Champions of the Underdog”

Who doesn't love rooting for the underdog? We're not shy to admit it: Hughes Marino is proud to be the company that's changing the commercial real estate industry that has traditionally worked in favor of landlords. We are committed to serving only tenants, who are the lifeblood of the industry and who truly are the underdogs when negotiating with huge corporate landlords. No matter the size of the client, we fiercely advocate for all tenants, and consider it our mission to protect them.



### “Success is Not an Entitlement. You Have to Earn it Every Day.”

This quote from Howard Schultz, former executive chairman of Starbucks, has been embraced as an unofficial mantra for our team. Happily adopted by Jason, who repeats it at the end of every one of our team meetings, this defining statement motivates us all to continue to strive for excellence, earn it every day, and never take our success for granted.



### Will This Make our Team Proud?

This is a simple but tremendously powerful question every business leader can ask when making decisions that affect their team. In 2017, members of the Hughes Marino leadership team had the opportunity to meet Howard Schultz at the Starbucks Reserve Roastery & Tasting Room in Seattle, WA. During their meeting, Howard described how he and his partners made every decision about the company through the lens of, “Will this make our team proud?” This really resonated with Jason and Shay, as they already had this mindset, but hearing it so clearly articulated by Howard reinforced their idea of how to make every decision for the good of our team. We ensure that with every decision we make, we make each other proud!



We hope you enjoyed and were inspired by a few of our cherished HM-isms. We will be sure to share more of these with you soon! □



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**Briana Waris, Elizabeth Carvalho and Tara Tuls** are part of the marketing team at Hughes Marino, an award-winning commercial real estate company specializing in tenant representation and building purchases with offices across the nation. Contact the marketing team at 1-844-662-6635 to learn more.

# What inspiring phrases does your team and company use daily?

We've included this for your team to gather all of your company-isms! We'd love to hear what encourages your team and tells your story! Share them with us at [enjoythejourney@hughesmarino.com](mailto:enjoythejourney@hughesmarino.com).

*(your company name or abbreviation here)* **-isms**

A series of horizontal lines for writing company-isms.





# #hmfitnesschallenge

In January, we challenged our team to 30 workouts in 30 days!  
Here are some fun photos of our teammates being active and #enjoyingthejourney!





# HUGHES MARINO

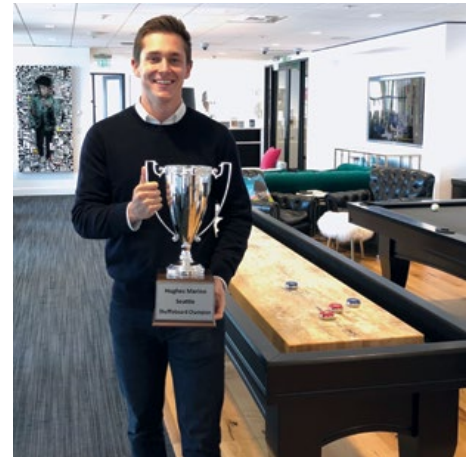
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Follow @hughesmarino on Instagram to see how we #enjoythejourney!