



## **Staying ahead: How your re-entry decision-making will impact tenant trust - by Andrea Mesis-Bruno**

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While safety has likely always been a priority for you, the pandemic has proven that in order to get your tenants to return to your buildings, cultivating a safe space is key. It is crucial that your tenant

safety plans now include a comprehensive approach to not only physical safety, but to the health, wellness, and overall well-being of your tenants.

The decisions you make in the upcoming re-entry period will give you the opportunity to build trust with your tenants and show them that their health and safety is your top priority. A failure to do-so could result in a loss of conviction by your tenants now and into the future.

Developing and implementing a comprehensive re-entry plan means coordinating with reliable and experienced vendors to ensure processes are in place and proper measures are being taken to ensure the protection of your tenants and your building.

The Current Landscape: What is currently being done regarding re-entry in NYC?

Increased Cleaning Schedules: Property owners and managers across NYC are coordinating with their certified janitorial vendors to increase the frequency of disinfection and sanitization measures, reducing the risk of viral transmission as much as possible.

It is important that surfaces and entire spaces are being thoroughly cleaned, disinfected, and sanitized by a certified team.

Depending on the size of your building and the use frequency of specific spaces, it is also important that you work with your vendor to develop a janitorial schedule that meets the demands of your building.

### Safety Enforcement and Physical Measures

While protocols are changing daily, many property owners and managers are implementing physical measures to allow tenants to maintain distance, prevent crowding, and prevent viral spread. These measures include barriers such as roped-off or one-way routes in lobbies, hallways, or other communal areas and plexiglass blockades between desks, offices, or interactive spaces.

Additionally, many buildings are continuing to require masks and proof of vaccinations in order to enter the space.

### Increased Air Filtration

In order to minimize viral spread, many NYC building owners have been working directly with their certified HVAC vendors in order to increase their filtration systems and efficiency.

There are several filtration options available such as dry hydrogen peroxide generation, UV and UV-C lighting, needlepoint bipolar ionization, and more. It's important that you reach out to your certified HVAC vendor to understand the filtration options that are best suited for your space.

Staying Ahead: What can you do now to prepare for tomorrow?

While it's important to know what's already being done regarding re-entry for the NYC real estate landscape, it's even more crucial to stay ahead of the times and be proactive when it comes to protecting your tenants and your building.

Initiating the conversation now with your vendors regarding safety measures moving forward will be crucial in staying ahead of the game.

### Prepare For an Outbreak

Unfortunately, outbreaks are bound to happen and when they do, you need to be prepared. Your tenants are going to look to you for a plan of action so it's crucial that you work with your team and vendors to develop one ahead of time.

What will be the first steps you take after you are informed of an outbreak?

How will you notify all of your tenants quickly and efficiently?

What protocols will be implemented immediately following the outbreak?

What sanitization procedures will be initiated?

Will any contact tracing methods be used?

When will tenants be allowed back into the building following an outbreak?

How will you continue to communicate with your tenants regarding the outbreak?

### Tenant Outreach

Your tenants will need to communicate with their employees and staff regarding re-entry. Something you can do to set yourself apart as a building owner or manager, is assisting them in this communication process.

### Marketing/Communication Materials

What communication materials could you provide your tenants with? Re-entry brochures? Safety videos? Social media content? Newsletters?

### Point of Contact

Do you have a known resource for information or questions from tenants or their staff? If not, could you provide tenants with an email, website, or phone number they can call with specific safety questions or concerns? This could potentially relieve stress and give tenants and staff peace of mind when returning to the building.

### Newsletter/Regular Outreach

If you don't already, now may be a good time to initiate a regular newsletter for your tenants. This newsletter can contain information about safety guidelines, processes, and updates and can efficiently outline the sanitization and disinfection schedule so your tenants know what to expect and when to expect it. Work with your vendors to give you an effective way to continue offering support and guidance and to instill even more confidence in your tenants.

### Stay Positive and Stay Ahead

There is no doubt that, as a property owner or manager, you care about your tenants. Additionally, your building is your business, and being proactive means staying ahead in the industry. It may be difficult to predict what the next few months or years will look like, but being proactive and partnering with the right vendors can help you get back on track to safety and success.

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