

The Office Community Playbook

How to drive retention, increase rents and keep your offices fuller for longer.



By Zac Goodman,
TSP CEO

After 20 years of developing, operating, managing and investing in multi-let offices, I have learned one overarching rule: success comes from keeping your property fuller for longer.

At TSP, we have made it our mission.

In this guide, you'll learn how to build an effective community strategy and why it has such a high impact on your cashflow and, ultimately, your property value.

TRUSTED BY



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Eight tactics to build a thriving community that boosts your NER by up to 40%, reduces voids, makes your tenants loyal and keeps your buildings **fuller for longer**.

TSP's **Core to Floor®** platform combines a traditional property management service with these strategies.

We've spent 15 years thinking, tinkering and experimenting.

We've resourced our team, designed our systems and proven our methodology across millions of square feet of real estate.

- ① Build community, drive retention

- ② Influencers vs decision-makers

- ③ Low-pressure, high-impact events

- ④ Maintain presence

- ⑤ Digital communities & communications

- ⑥ Pulse reporting

- ⑦ Marketing

- ⑧ Moving to TSP

Setting the scene

Office landlords face fierce competition from serviced offices and co-working operators, as well as other multi-let offices. These competitors all offer community as a key plank of their marketing message.

But community is more than a marketing gimmick.

It's a retention and performance tool.

Delivering high-quality space is not just about well-designed spaces and amenities. The customer journey and overall experience must dovetail with the visual presentation of your buildings.

This is what tenants expect in their workspace:

- Flexible options
- Hospitality-led service
- A sense of belonging
- Amenities
- Ease of operation
- Sustainable practices
- Services
- Strong communication



BUILD COMMUNITY

Build community, drive retention

Tenants are comprised of decision-makers and influencers, but little effort is made to woo the influencers. With average lease lengths at 3.7 years, preparing for a lease renewal starts on Day 1 of occupation.

A strong community strategy that creates connection between the building and its occupants is a powerful way to support your lease renewal cycle.



CASE STUDY

GREAT SUFFOLK YARD

At Great Suffolk Yard, a diverse mix of tenants – from architects and engineers to design agencies and even Pizza Hut – have come together to create a thriving community. Through events like courtyard pizza gatherings, a ‘back to work’ party catered by Pizza Hut, visits from Mr. Whippy, and festive Christmas lunches, we’ve fostered a sense of connection and camaraderie. The feedback? Always buzzing with positivity, with tenants eagerly anticipating what’s next. It’s not just a workplace; it’s a community that feels alive.



We love being a part of the vibrant community at Great Suffolk Yard. TSP truly embrace inclusivity and effortlessly cultivate a sense of unity within the building. They go the extra mile to make sure we are all looked after, creating a welcoming and supportive environment. We love working here!

Earlier this year, we partnered with them to host a back-to-work ‘Pizza Party’ at our Studio, bringing together companies from across GSY to kick start the New Year and 2025. It was a fantastic opportunity to connect, collaborate, and celebrate the strong community spirit that makes this space so special. We’re looking forward to collaborating on future events!

Tenant @ Great Suffolk Yard

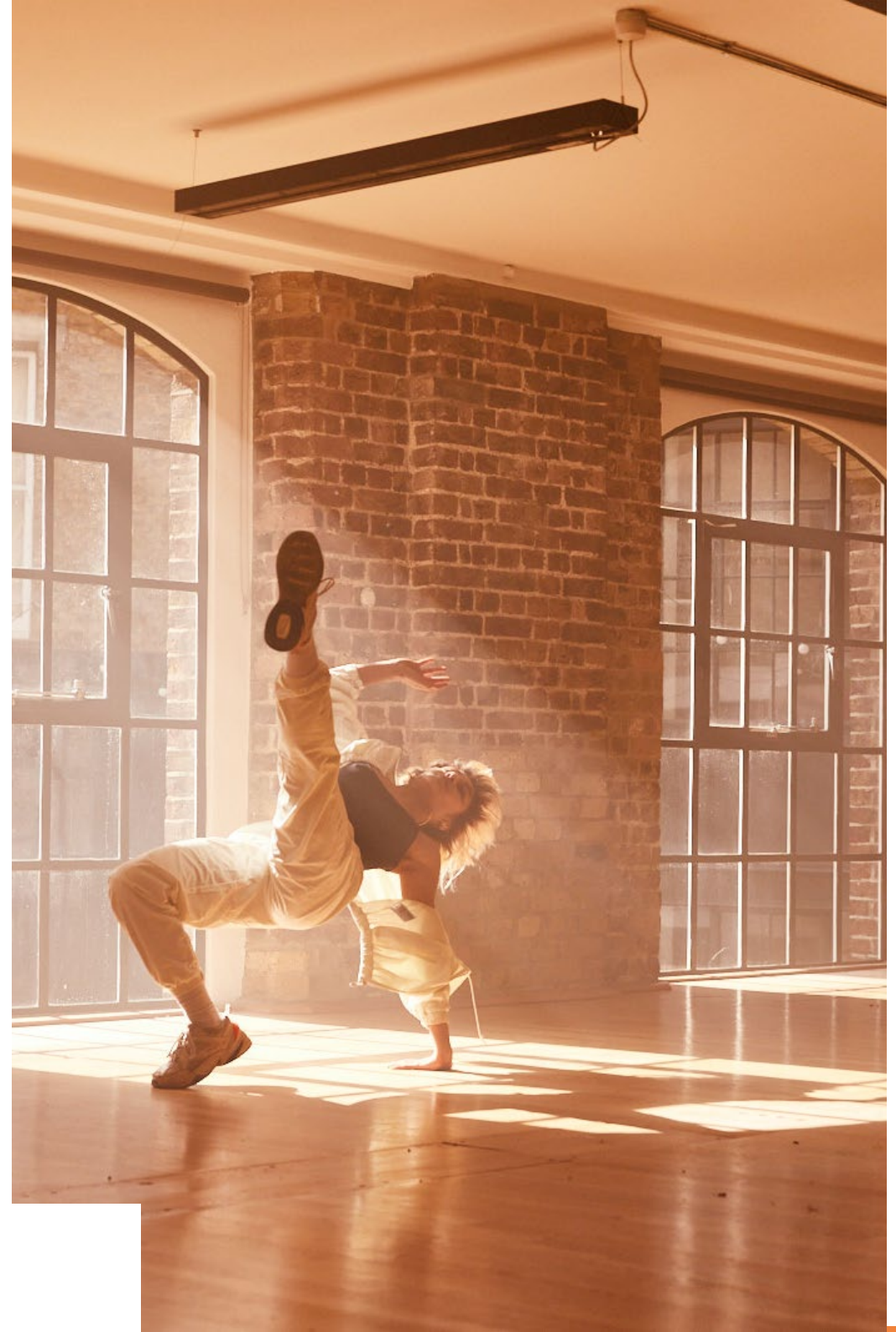


Influence outcomes

Serviced offices have changed leasing behaviour, with many more tenants seeking fully fitted and 'all inclusive' rental packages. The 'all inclusive' or 'Managed Space' market is faster-moving, with deal flow originated by 'brokers' as opposed to traditional leasing agents.

Deals close quickly, and are typically a 15%-20% premium in Net Effective Rent for the landlord. In some cases it can be as much as 40%, with significantly fewer rent-free incentives, and sometimes none at all.

TSP's Core to Floor® approach allows landlords to offer both traditional and managed options side by side. Tenants can also opt for a hybrid lease by bolting on add-on services such as cleaning and internet – see our Room Service approach for more information.





EVENTS

Low pressure, high impact

We've found that the key to a successful event is simplicity, a relaxed atmosphere and, most importantly, bringing people together.

Community is about creating moments where connections happen naturally. The results speak for themselves – our events have not only strengthened the sense of community but have also driven engagement in a way that feels effortless yet powerful.

At TSP, we know that sometimes the best way to build a community is with a slice of pizza and a little space to connect.

Be present leave a present, represent



At TSP, we hold ourselves to a high standard when it comes to being present in our spaces. Community extends beyond hosting events and initiatives – it’s about being a constant, reassuring presence that tenants can rely on.

Twice a year, we bring this to life with our ‘Presence’ value, gifting each tenant a thoughtful gesture to remind them that we’re always here for them. Whether it’s a small token or a simple check-in, these moments reinforce that we’re more than just property managers.

We’re part of the community, invested in its success and always ready to support.

Digital natives

We live in a digital world, and staying connected has never been more important.

We use digital tools to keep communities thriving, making it effortless to stay in touch. From WhatsApp groups for hobbies like running and baking, to instant updates about our buildings, we make sure everyone's always in the loop.

It's about more than convenience. It's about creating a sense of belonging, even when people aren't face-to-face. By embracing digital communities, we ensure that connection is seamless, engaging, and just a tap away. Always.





COMMUNICATIONS

Reach your audience

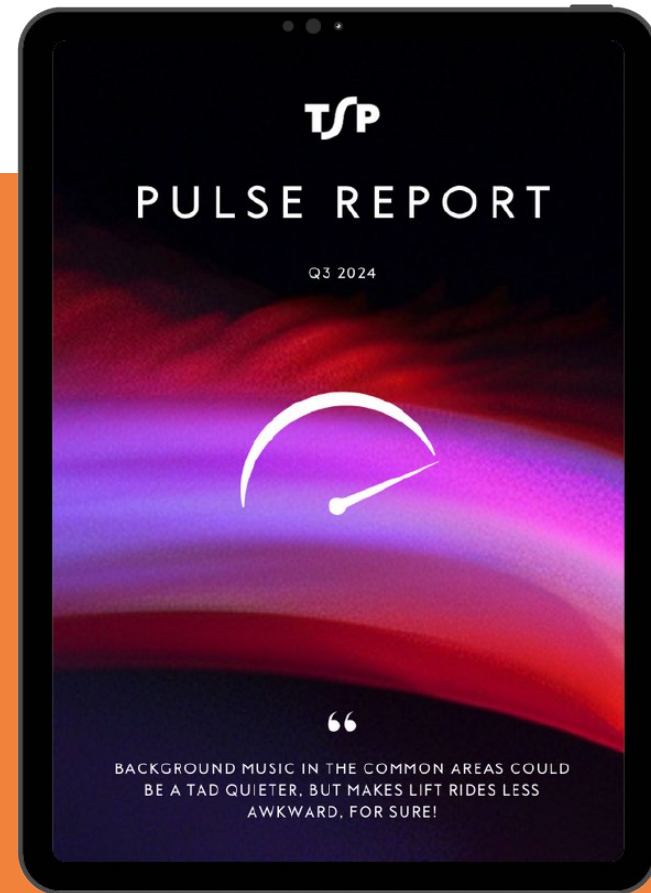
We're big on communication, because we know it's the backbone of a strong community. Whether it's through digital tools or regular newsletters, we keep the conversation flowing. It's about more than just updates, it's about making sure tenants feel informed, included, and engaged every step of the way.

Communications are designed to keep everyone connected and in the loop, no matter where they are.

Keep your finger on the pulse

The key to performance is simple: stay close to your tenants. We check in with them regularly, listening to their feedback and making sure we're on the same page.

Pulse check-ins aren't just about hearing what's working – they're about making every detail of the tenant experience better. By keeping these conversations going, we're always moving forward together, making sure satisfaction isn't just a goal but a constant journey.



Become known for your vibe

Create an identity that people remember; a building with personality, energy, and a sense of community that draws people in.

For landlords, it's about transforming spaces into places where people want to work and thrive. For tenants, it's about finding more than just an office — a vibrant community where connections happen naturally.

At TSP, we help shape the vibe that sets your building apart, turning it into a space where people feel they belong and want to be every day.



Join our community of real estate innovators and change makers

Join our growing community of real estate innovators and change makers

TSP is transforming how real estate is operated and managed – in partnership with our community of owners, asset managers and suppliers.

[Resources](#)

We bring together our community and share ideas all year round:



Business breakfasts & roundtables



Summer drinks



Unique research & guides



Blogs, industry updates & more



TSP newsletters



Client success stories

Why people choose TSP?

“The approach that TSP take to property management and their brand feels a lot more modern and fresh than a traditional managing agent, with a young and eager team willing to help and engage.”

Will Kumar, Partner, Sterlet

- 1 Outcome-driven
- 2 Hospitality-led
- 3 Continuous improvement
- 4 Experienced & stable leadership

TSP is designed to give you a vertically integrated service that enables a consistent and market-leading offering.



CORE TO FLOOR®

Our comprehensive office management service. Incorporating hospitality, community & flex space.

ASSET MANAGEMENT

We maximise the value of your property through strategic oversight, efficient operations and tailored solutions.

MANAGED SPACE

A customised office solution where tenants can tailor the space to their needs.

INVESTMENT SERVICES

We provide expert guidance on property acquisitions, disposals, and portfolio strategies, ensuring optimal returns and sustainable growth for your assets.

CLASSIC MANAGING AGENCY

Your traditional managing agent, ensuring seamless property management while adapting to modern tenant needs.

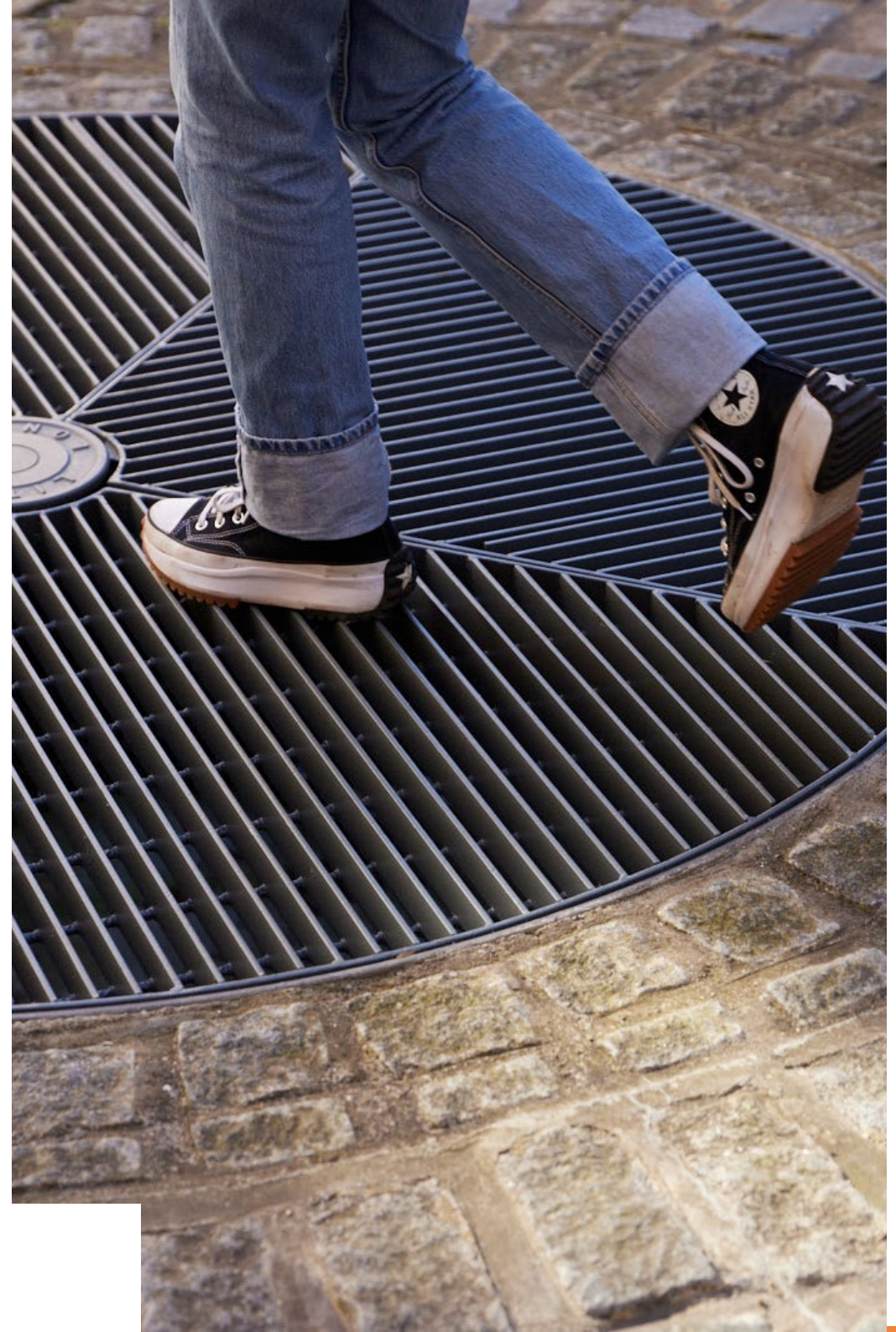
PROFESSIONAL SERVICES

We deliver professional services through expert guidance and personalised support across all aspects of property and community management.

Ready to launch your community?

To book a call, just fill out a quick form, and select a convenient time and date. We'll ask you about your goals and challenges. Feel free to ask us anything in return. There's no commitment.

[Let's do it](#)



TSP



RICS



INVESTORS
IN PEOPLE | Gold

LET'S STAY IN TOUCH

