

The Office Hospitality Playbook

Lead from the front of house.



By Zac Goodman,
TSP CEO

After 20 years of developing, operating, managing, and investing in multi-let offices, I've learned one key principle: success is driven by keeping your property fuller for longer.

At TSP, we've made this our mission.

In this guide, you'll learn how to lead from the front of house with a strong and cohesive hospitality approach that drives renewals and retention, ensuring your building stays fuller for longer. You'll also discover why this strategy has a direct impact on both your cash flow and property value.

Contents

Eight tactics to mould your front of house into a hospitality-led team that boosts tenant loyalty and retention, drives a positive building culture, 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 Managed space

- ② Embrace hospitality

- ③ Build a community

- ④ Layer in add-on services

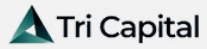
- ⑤ Measure, analyse, act

- ⑥ Make it easy

- ⑦ Communicate

- ⑧ Be ready for the future

TRUSTED BY

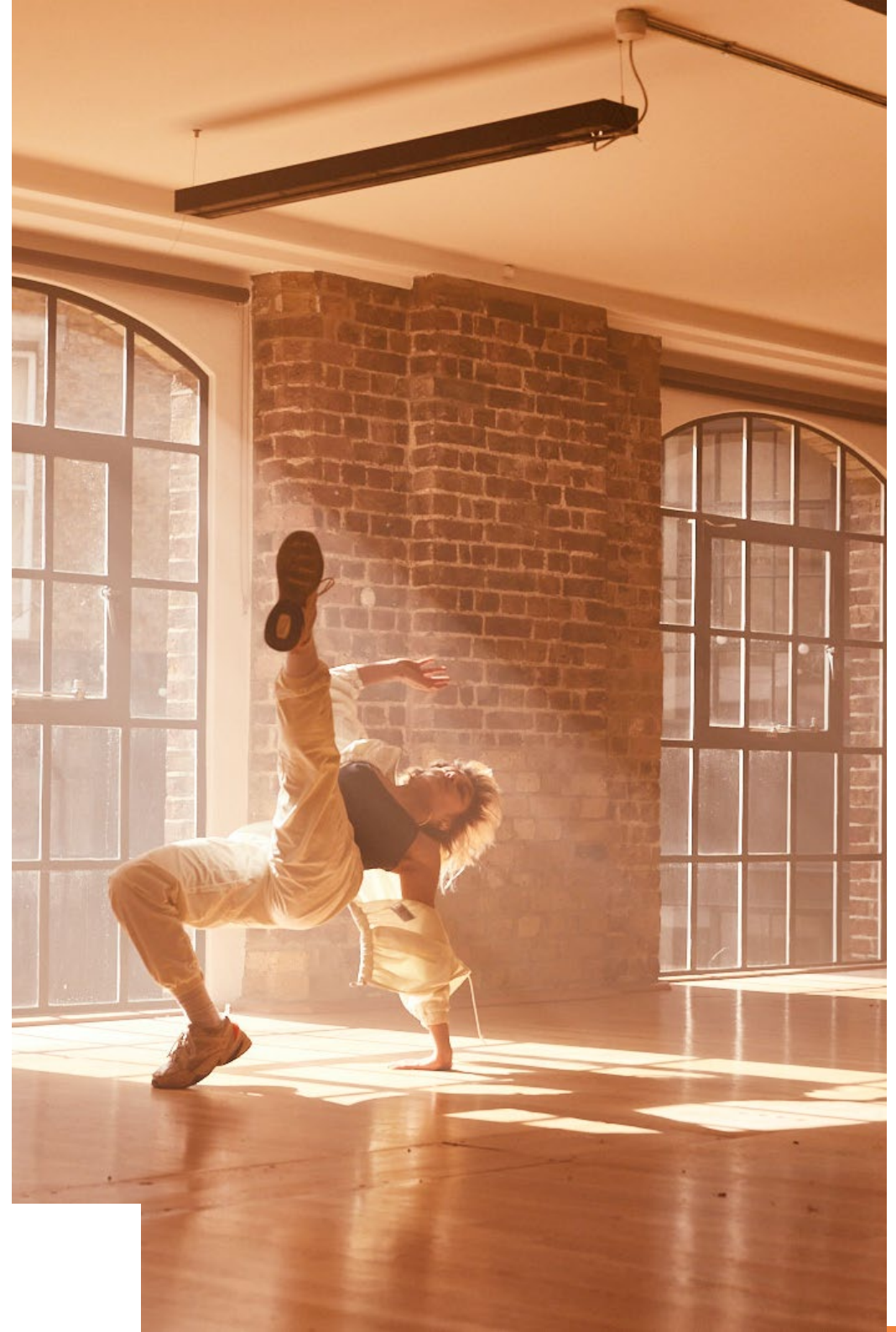


Up to 40% NER

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.



Embrace hospitality

What should hospitality look like?

- Perfect your first impressions
- Maintain high building standards
- Solve issues rapidly
- Get ahead of important lease renewals
- Nurture community
- Personalise tenant services
- Drive insight & action



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



Loyalty, trust and connection

Build loyalty from the ground up by reaching key tenant influencers.

Community reduces friction, supports lease renewals and marketing, and provides rich and insightful data for landlords.

The key to a successful community is:

- Low-pressure, high-impact events
- Digital 'self-serve' communities
- Presence
- Opening up to feedback & insights
- A sustainability showcase
- Opportunities for user-generated content
- Brand ambassadorship

At TSP, we follow a community framework that is low cost, high impact, and funded exclusively through the service charge.

Offer more with room service

Room Service puts tenants in control, offering them the flexibility to choose exactly what they want in their management plan. Whether it's cleaning, maintenance, or internet services, the power to decide lies with the tenant, ensuring they only pay for what they truly value.

We take care of the rest. Once the plan is set, we aim to deliver a hassle-free experience.

Room Service is all about giving tenants freedom, while we handle the details with expertise and care. It's property management, reimagined.



Room service

In all TSP managed buildings, tenants have add-on options that make their lives easier.

These services are integrated into their quarterly invoices.

At renewal, landlords can offer these services in lieu of rent-free at lower cost.

By having these services, tenants will find it harder to find a like-for-like offering elsewhere.

CLEANING

- + Daily office cleaning
- + Deep cleaning & sanitisation
- + Window washing
- + Carpet & upholstery cleaning
- + Waste management & recycling

PLANTING & MAINTENANCE

- + Indoor plant selection & installation
- + Regular plant care
- + Seasonal plant rotation
- + Living walls & green dividers
- + Outdoor terrace landscaping

FOOD & BEVERAGES

- + Stocked kitchens & pantries
- + Coffee & tea service
- + Catering for meetings & events
- + Snacks & beverage vending solutions

INTERNET & IT SUPPORT

- + High-speed fibre internet
- + Wi-Fi network set-up & management
- + IT helpdesk support
- + Cybersecurity services

UTILITIES PROCUREMENT

- + Electricity & gas supply management
- + Water services
- + Energy efficiency consultations
- + Utility bill consolidation

CONTENTS INSURANCE

- + Comprehensive coverage for office contents
- + Business interruption insurance
- + Liability protection
- + Customised policy options

HEALTH & SAFETY

- + First aid training & equipment
- + Fire safety compliance
- + Ergonomic assessments
- + Air quality monitoring
- + Occupational health services

FURNITURE & EQUIPMENT RENTAL/PURCHASE

- + Ergonomic office chairs & desks
- + Meeting room furnishings
- + Lounge & breakout area furniture
- + Custom branding options
- + Furniture assembly & installation

MEASURE, ANALYSE, ACT

Drive performance

TSP is for any property owner that understands that success in real estate comes from driving loyalty and trust from their tenants, and that this is created through strategic property management.

Our capabilities apply across asset classes and nationwide. Our speciality is office real estate where we apply our Core to Floor® management platform.

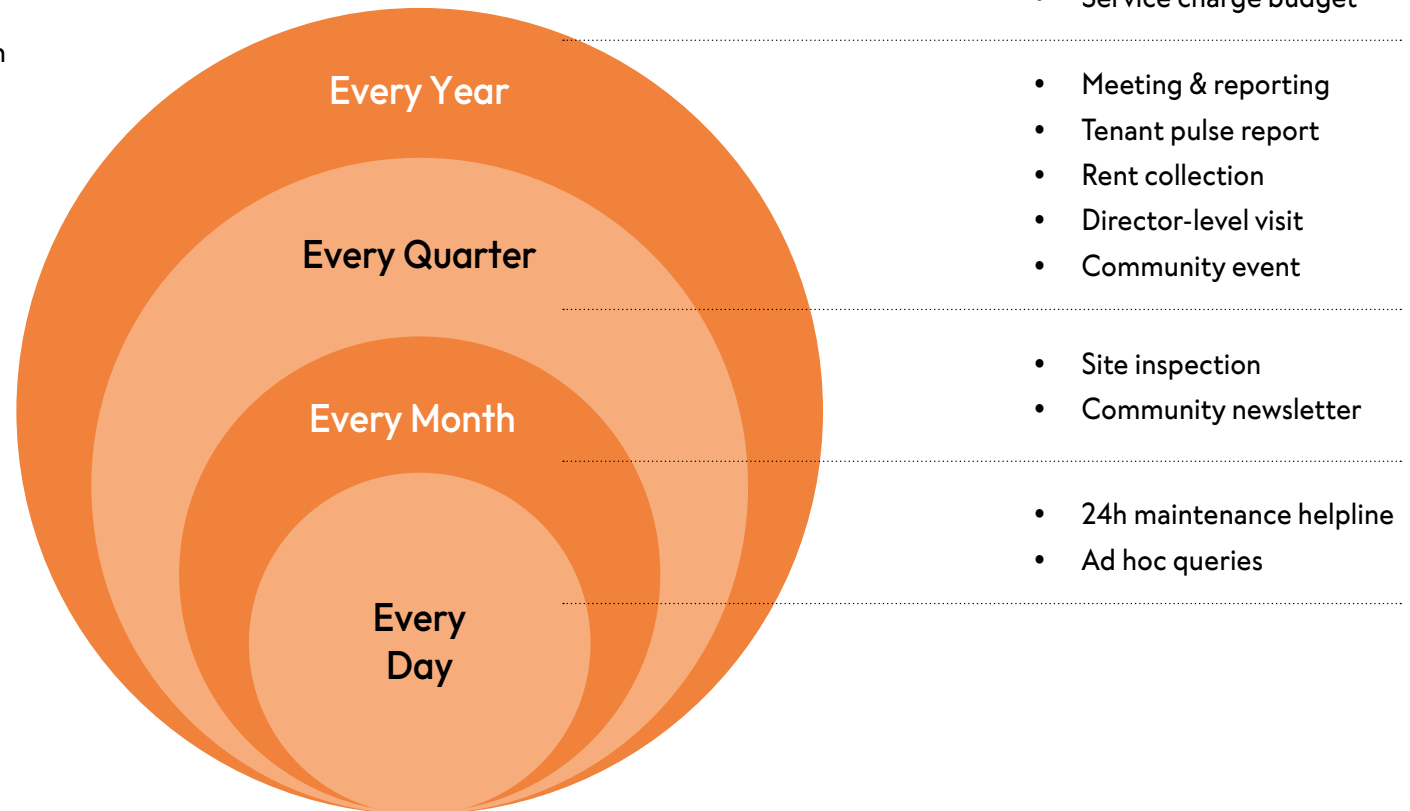


Continuous improvement

At TSP, 'continuous improvement' is a strategy and a process, not a buzzword.

It means systematically collecting and reporting data, and sharing it with our landlords.

This process is important for landlords, our team and our tenants.





MAKE IT EASY

Count in hours, not days

In a world where waiting can feel endless, we focus on making things happen as quickly as possible. Whether it's addressing a need or resolving an issue, we aim to move fast and keep things on track.

It's about simplifying the experience for both tenants and landlords, cutting through delays to deliver results when they're needed. At TSP, we're about getting things done right, every time, so you can focus on what truly matters.

Make it easy.

What does easy property management look like?

- Templated RFPs
- Building operating manuals
- FOH playbooks
- Short form docs
- Pricing tools for managed space

Moving to TSP

A step forward

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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

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 and more



TSP newsletters



Client success stories

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.

MANAGED SPACE

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

CLASSIC MANAGING AGENCY

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

ASSET MANAGEMENT

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

INVESTMENT SERVICES

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

PROFESSIONAL SERVICES

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

Essentially... we want what you want

Outcomes

- Full occupancy
- Growing rents
- Hospitality-led service
- Competitive service charges
- Thriving tenant communities
- Sustainable building performance

Expectations

- Insightful & timely reporting
- Prompt response times
- Ownership mentality
- Cost consciousness
- Transparency & integrity
- Innovation

MOVING TO TSP

Next steps

Like what you've seen? We'd love to talk.

To book a call, simply select a convenient time and date that works for you.

We'll ask you about your goals and challenges. Feel free to ask us anything in return. There's no commitment.

[Book a discovery call](#)



TSP



RICS



INVESTORS
IN PEOPLE

Gold

LET'S STAY IN TOUCH



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