

## DMSA's Tenant and Risk Management Service Offering

### Tenant Risk & Retention Survey

- What:**
- Obtain operational feedback with regard to facilities and services and perceptions of marketing and strategy
- Why:**
- Provides an early warning system re: tenant dissatisfaction and input for marketing and strategy
- How:**
- Online survey, email link to respondents, telephonic interviews if necessary
  - 6 monthly to track changes in perceptions

### Tenant Data Analytics

- What and How:**
- Existing tenant data and survey results combined into one large data set
  - Data segmented by relevant demographics such as sector, the lease expiry date, tenant turnover, region, property, and square metres per tenant
- Why:**
- To identify:
    - Specific tenants with greatest retention risks
    - Categories of tenants with greatest retention risks
    - Lapse predictors
    - Future predictors of "good" tenants
    - Priority issues of focus

### Managing Tenant Risk & Retention Strategy

- Identify risks of losing tenants
- Identify underlying factors that lead to these risks
- Develop tenant retention strategies

6 Monthly Report & Presentation

### Exit Survey

- What:**
- Obtain feedback on issues of concern and "deal-breakers"
- Why:**
- Look for recurring patterns / trends and opportunities for improvement
- How:**
- Online survey, email link to respondents, telephonic interviews if necessary
  - Monthly

Shopper Survey Report & Presentation includes:

- Areas of greatest satisfaction
- Most prevalent needs
- Most satisfied categories of shoppers
- Most dissatisfied categories of shoppers
- Common draw cards
- Greatest benefits per centre in terms of convenience, social setting, range, accessibility, etc.

### Shopper Survey (Retail Properties)

- What:**
- Obtain operational feedback with regard to facilities and services, the shopper experience and shopper needs and requirements
  - Has some overlapping questions with the Tenant survey for meaningful comparison and analysis
- Why:**
- To better understand shoppers' needs and provide opportunities to enhance the shopping experience
- How:**
- Face-to-face interviews conducted at shopping centres
  - Results analysed by relevant demographics
  - Annually