

THE BUTTERFLY EFFECT AND MORE

We've all been taught that "big things can be achieved" when the "little details are paid attention to." Along those same lines—in business as well as in life—the separation between success and failure is minutely small and those that effectively prepare and perform the small, sometimes unnoticed tasks, typically realize the most optimum outcome. At CSG Partners, these are values that we live by.

It is one of the reasons why we invested significant resources into the comprehensive renovations and upgrades at 20 S. Charles Street, 4550 Forbes Boulevard, Commerce Center, Executive Tower, Metro 400, Pinewood Plaza and other buildings throughout our portfolio. We never take any tenant for granted—no matter its size—and it is why we constantly explore new ways to provide solutions for customized office space requirements.

CSG Partners Leasing Representative Christina Fenton is a member of the United States Green Building Council – Maryland Chapter and we are exploring new ways to implement sustainable and green building operating practices into our portfolio. There exists continuing research that shows how elements of green environments improve the productivity and health of office workers based on better air quality, the use of natural building materials and the presence of natural sunlight.

Valuable resources can be saved using lavatories featuring low water volume toilets and faucets, as well as waterless urinals. Light sensors equipped with motion sensor controls adjust the amount of artificial light and the use of low VOC (volatile organic compounds) paints, carpets and adhesives can virtually eliminate smells and fumes. Green housekeeping vendors exist that use accepted cleaning products, recycle trash and more. We are looking into all of these possibilities.

There is also great danger and risk by not making efforts to improve and stay one step ahead of the competition. It has to do with what is termed "The Butterfly Effect." The theory is best described when some thing or some condition is substantially altered based on the slightest of change at the outset. For instance, by making that one last sales call before leaving the office that resulted in a large order. By visiting tenant "A" instead of "B" and making an important new contact that otherwise would have been missed.

CSG Partners considers each tenant and every relationship precious and vital. Our goal is to provide a consistently high level of building services throughout our portfolio and maintain our "whatever it takes" philosophy. We hope our efforts are noticeable and always appreciate your valued feedback.

C. Patrick Creaney
410-528-9990 ext. 111
patc@thecsgroup.com