

Criteria & Entry Guidelines

Background

officebroker.com's Business Centre of the Month Award was first started in April 2010. It was created by company founder and Managing Director Jim Venables, who wanted to highlight business centres in the UK that deliver exceptional levels of service and generate a positive business community.

[A full list of winners can be found here.](#)

How It Works

Representatives must first submit their centre(s) to officebroker.com to be considered for the award. In some cases, a centre can be chosen for the award without having first submitted an entry, but this will only happen if they have been recommended by a member of the officebroker.com Sales team and if the centre fulfils the rest of the criteria.

Award Criteria

Summary

There are a number of things that we look for in each Business Centre of the Month winner. One of the main criteria is customer reviews - this is evidence 'straight from the horse's mouth' and helps us to understand the service and environment you offer, and how your clients feel about your centre.

We also look for teams that have good communications with our Account Managers, starting with a good relationship, but most importantly those that provide good post-tour feedback, are proactive, and keep their officebroker.com Account Manager updated with key information.

The Award

Each '**Business Centre of the Month**' winner will receive the following:

- A free video, professionally edited with a scripted voiceover, for use on your officebroker.com profile page and also a second version complete with your logo and branding, for your own website.
- A featured listing - free for 12 months - including a top ten search result for your most relevant locations.
- A special mention on our homepage for one calendar month and a case study published on our site.
- 'Business Centre of the Month' certificate and award logo on your officebroker.com profile page.
- Entry into officebroker.com's 'Business Centre of the Year' - announced in December 2011.

How to Enter

Once you are ready to enter, please send an email to news@officebroker.com FAO: Julia Fox.

The email should state which centre(s) you would like to put forward, and include any relevant information from the above criteria, and any accompanying stories or case studies. You can enter as many buildings as you wish (although please note that client reviews should be centre-specific).



Entry Criteria

- 1) **Customer reviews...** These should be published on your officebroker.com profile page. The clients don't have to be referrals from officebroker.com, and can be past or present, or people that have popped in for a tour. You can either collect feedback from your clients and send it direct to [Julia Fox](#) who will publish it for you, or direct your clients to your officebroker.com profile page where they can click the orange 'Write your own review' button and complete the online form themselves. If you are unsure about the review process or how to collect feedback, please speak to Julia for further details.
- 2) **Relationships...** You should have a positive working relationship with your contacts at officebroker.com and communicate regularly, by providing prompt post-tour feedback, office availability and future developments.
- 3) **Customer service...** Naturally you should offer clients an excellent standard of customer service, whether they are prospective or existing tenants, with an efficient tour process and staff who 'go the extra mile' where necessary. While your staff and service are likely to be mentioned in your customer reviews, you can draw attention to this further by highlighting how your staff help clients on a day-to-day basis, or by describing specific case studies.
- 4) **Online profile...** We believe that a positive online profile is key to attracting clients and promoting your centre. You should have a strong online profile on officebroker.com, with a number of good quality photos that really justify your building. You should also review your profile regularly, and update the information where necessary.
- 5) **PR...** Promoting your centre is key for the growth of your company as well as the industry as a whole. Therefore we like to see centres that are forthcoming with news and promotions, and we encourage you to send us your news - however big or small - in the form of press releases or just a quick email to keep us updated. Whether it's a recent refurbishment, a new client, a BREEAM status, technology upgrade, or a new member of staff, we are always keen to hear the latest and will publish your stories on our blog. You can email Julia and Simon on news@officebroker.com with your stories.

Further Information

Speak to Julia Fox on 0870 112 3667 (opt 2) or email julia.fox@officebroker.com.

- [Business Centre of the Month Award](#)
- [Press Release & List of Winners](#)

