In real estate’s post-COVID-19 “next normal,” industry business leaders must continuously revisit and rebuild their business strategies centered around trust, particularly trust in creating infrastructure enhancements and policies that will keep the people within their walls safe. This will require a holistic strategy that delivers new levels of intelligence; promotes health, wellness, and safety; and ultimately helps instill the confidence required to get people to migrate back to the communities, experiences, and buildings that were a part of their daily lives.

For buildings to be trusted, they need to be smarter and better run. But where to begin? Quick, short-term investments are necessary, but should not come at the expense of a long-term strategy. Early efforts to figure out a path that results in real value could be the difference in your investments’ impact.

CohnReznick’s Healthy Space Framework is a fast, efficient means to help you get there. Use it to determine how your smart assets and healthy building strategies and infrastructure would fare across a spectrum of intelligence and healthy building factors — and then help graduate your properties from smart to truly trusted. For more information or to schedule a healthy building strategy workshop, contact Vincent Dermody, Managing Director, CohnReznick Advisory (Vincent.Dermody@AP.CohnReznick.com).

### Prioritizing Health in Real Estate Strategy: CohnReznick’s Healthy Building Framework

**In the changing world of commercial real estate, the value of strategic health initiatives continues to grow.**

<table>
<thead>
<tr>
<th>Purpose Driven Approach</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart &amp; Inform</td>
<td>Sensors &amp; Reporting</td>
<td>Workflows &amp; Events</td>
<td>User Apps &amp; Interfaces</td>
<td>Predictive Data &amp; Analytics</td>
<td>Machine Learning &amp; AI</td>
</tr>
<tr>
<td>Smart &amp; Direct</td>
<td>User Apps &amp; Interfaces</td>
<td>Workflows &amp; Events</td>
<td>User Apps &amp; Interfaces</td>
<td>Predictive Data &amp; Analytics</td>
<td>Machine Learning &amp; AI</td>
</tr>
<tr>
<td>Smart &amp; Control</td>
<td>Workflows &amp; Events</td>
<td>User Apps &amp; Interfaces</td>
<td>Predictive Data &amp; Analytics</td>
<td>Predictive Data &amp; Analytics</td>
<td>Machine Learning &amp; AI</td>
</tr>
<tr>
<td>Enhance Business Mechanism</td>
<td>Sensors &amp; Reporting</td>
<td>Workflows &amp; Events</td>
<td>User Apps &amp; Interfaces</td>
<td>Predictive Data &amp; Analytics</td>
<td>Machine Learning &amp; AI</td>
</tr>
</tbody>
</table>

**INTELLIGENT SPACE: LEVEL 1**

**Sensors & Reporting**

- **SMART BUILDING LENS**
  - Leveraging context rich data to automatically enhance business process.
  - E.g. Reporting on energy, reporting on foot traffic, reporting on occupancy.

- **HEALTH & WELLNESS LENS**
  - Leveraging context rich data to automatically enhance business process.
  - E.g. Predicting a surface wipe down service to a floor.

**INTELLIGENT SPACE: LEVEL 2**

**User Apps & Interfaces**

- **SMART BUILDING LENS**
  - Sensing, workflow, and controlling key building services. Active smart.
  - E.g. Sensing based lighting, Occupancy driven HVAC algorithm.

- **HEALTH & WELLNESS LENS**
  - Sensing, workflow, and controlling key building services. Active smart.
  - E.g. Restricting access to floors to sustain safe occupancy levels.

**INTELLIGENT SPACE: LEVEL 3**

**Workflows & Events**

- **SMART BUILDING LENS**
  - Embedding into business process and controls. Involved smart.
  - E.g. Supporting business operations security procedures with controls and data.

- **HEALTH & WELLNESS LENS**
  - Embedding into business process and controls. Involved smart.
  - E.g. Predicting a clean service after scheduling lunch orders to rooms.

**INTELLIGENT SPACE: LEVEL 4**

**Predictive Data & Analytics**

- **SMART BUILDING LENS**
  - Sensing, workflow, and controlling key building services. Active smart.
  - E.g. Restricting access to floors to sustain safe occupancy levels.

- **HEALTH & WELLNESS LENS**
  - Sensing, workflow, and controlling key building services. Active smart.
  - E.g. Predicting a clean service after scheduling lunch orders to rooms.

**INTELLIGENT SPACE: LEVEL 5**

**Machine Learning & AI**

- **SMART BUILDING LENS**
  - Leveraging context rich data to automatically enhance business process.
  - E.g. Predict a room clean service after scheduling lunch orders to rooms.

- **HEALTH & WELLNESS LENS**
  - Leveraging context rich data to automatically enhance business process.
  - E.g. Predicting a surface wipe down service to a floor.

*CohnReznick LLP © 2020 | This has been prepared for information purposes and general guidance only and does not constitute legal or professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is made as to the accuracy or completeness of the information contained in this publication, and CohnReznick LLP, its members, employees and agents accept no liability, and disclaim all responsibility, for the consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.*