

Asset Services: Business Continuity Program

Transwestern's enhanced Business Continuity Program prepares you for the unexpected, and is part of our commitment to providing the highest level of client services. We tailor industry-standard Emergency Response & Recovery Procedures to each property, addressing how we will respond to events that threaten to disrupt your business.

EACH BUSINESS CONTINUITY PLAN TRANSWESTERN IMPLEMENTS FOR YOUR PROPERTIES WILL ADD:

- Emergency preparation checklists
- A response decision-making tool
- A property-specific mass-notification tool with pre-approved messaging
- Mobile-accessible emergency procedures addressing multiple disruption types
- Regional and national Crisis Management Team support utilizing a remote incident management system
- First-hour crisis response via a toll-free number available 24-7 from our national Crisis Management consultant
- Best practices for crisis communication with stakeholders, responders and the media

POTENTIAL COSTS TO THE UNPREPARED

- 75% of businesses fail within 3 years after a major disaster
- Injury or death can result from a lack of procedures, testing/exercises, and timely communication
- Liability risk and potential loss of asset, tenant confidence or lease renewals
- A poor crisis response can tarnish the organization's reputation among customers and the public
- Lack of planning extends downtime and productivity losses
- Properties with OSHA mandates for emergency procedures risk fines for non-compliance

BUSINESS CONTINUITY PROGRAM BENEFITS

- Saved lives
- Identify likely outcomes to speed decision making
- Regional and national support
- Loss and insurance-premium reductions
- Increased tenant retention / Customer confidence
- Empowered employees / Internal confidence
- Decreased downtime
- Timely and appropriate communications
- Regulatory compliance
- Protection of image, brand and reputation