

“User Effective” is...

The term, “User Effective”¹ (UE), when applied to buildings, refers to customized developments designed, constructed and tailored to support and advance the success of the User by deploying holistic processes to incorporate the User Effective Elements and User Effective Features described below.

Custom UE workplaces exceeding 50,000SF commonly cost no more than generic leased space.

The business case for UE. The need for UE development arises from the understanding that the built environment has an impact upon attracting and retaining the right people, also appreciating, i.e. amplifying their productivity, creativity, aspiration, energy, engagement, comfort, etc.

Enhancing the overall effectiveness of people is a mission critical matter.

The effectiveness of people have far, far more impact upon the success of a leader or an enterprise than the small cost savings, if any, related to generic, one size fits all facilities. Typically, people cost from \$500 to \$1,200 per SF of work space per year and work space generally costs between \$15 and \$30 per SF per year. People cost more than 20X their facilities cost. It has been shown by numerous credible studies conducted by some of the best schools of architecture in the U.S., that a small investment in UE facilities has enormous returns to the bottom line. We call this “ROP” for “return on people”.

A recipe for success.

User Effective Elements include:

1. **Strategic Programming.** UE begins with predevelopment studies of the User mission, vision, purpose, BHAG, core values, philosophies, culture, internal and external relationships, public image, strengths, weaknesses, opportunities, threats, competitive strategies, exit strategies, modalities, revenue streams, asset management programs, work process flows, traffic patterns, adjacencies, collaborative requirements, work force, management styles and other vital information impacting the success of the User. The Strategic Program is then developed to extend, augment and complement the respective success strategies.
2. **Financial Engineering.** In consideration of the Strategic Program, an ownership strategy is adopted. Shall the property be owned by the User? Currently, the monthly debt service cost of ownership is commonly exceeded by rents. Ownership is often structured off balance sheet or as a retirement strategy for principals upon exiting the business. Financing is often arranged for little or nothing down. Existing properties may be acquired by the developer and exchanged for the new UE property pursuant to Section 1031 of the IRS Code to reduce debt and defer income taxes. Whether a leasehold or ownership strategy is adopted, options are needed to accommodate flexibility for future growth.

¹ The term, “User Effective®”, is a registered trademark possessed by Aardex LLC, a Delaware, USA limited liability company.

3. Functional Excellence. The UE applications to core and shell construction must be followed with superior space planning in order to take advantage of the fundamental design features. State-of-the-art features in demising walls and underfloor air, for example, allow for speedy re-design of interiors minimizing churn in a growing business. Meetings rooms, open space, natural light and office-specific business tools nearby to each operator all maximize productivity.
4. Humanistic Design. Specific User Effective Features have been developed to appreciate, encourage, comfort, calm, inspire, energize, engage, and stimulate creative and productive human behavior. User Effective Features are elaborated in the book User Effective Buildings® by Aardex LLC. The book is available through Amazon.com.
5. Inspired Architecture. We all know what happens when we view a building for the first time. If we say, “Wow!,” we know we are bearing witness to inspired architecture. User Effective Buildings aspire to become community treasures.
6. Costs Mitigation. Through Proactive Value Engineering, Global Procurement Excellence and Reverse Auctions (highly developed best practices developed and routinely deployed by Aardex), UE and LEED certified sustainable projects are routinely delivered for no additional costs and frequently delivered for less than competing offers for non-sustainable, non-UE projects. Additionally, work space is modeled in 3 three dimensions for virtual client touring, review and experience to facilitate clarity, accurate design completion and reduce exposure to costly changes. This room by room, 3D client review occurs before the design contract documents are released for mass reproduction, distribution and bidding.
7. Differentiating Construction Practices. “Lean construction” is a simple two word phrase that sum up the complex matrix of fierce competitive bidding for products and services that comprise a 1,000 line item construction management schedule.
8. Awesome Property Management. We manage the buildings after we build them. This is a huge advantage for the user. Not only do we know every system from the ground up., we take pride ensuring the building provides all it was designed to do, day in and day out. This includes raising the bar to appreciate, encourage, comfort, calm, inspire, energize, engage, and stimulate creative and productive human behavior.