THE BUSINESS CASE FOR STANDARDS
测量标准重要性的商业案例

THE IMPORTANCE OF FLOOR MEASUREMENT STANDARDS TO BENCHMARKING AND FINANCIAL PERFORMANCE
建筑测量标准对基准管理及财务表现的重要性

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国际房产测量标准联盟副主席
BEIJING SKYLINE
北京天际线
CCTV BUILDING
央视大楼
SHANGHAI TOWER
上海中心大厦
GUANGZHOU CIRCLE
广州圆大厦
TEAPOT
茶壶大厦
GATE OF THE ORIENT
东方之门
WANGJING SOHO PROJECT

望京 SOHO 项目
NETDRAGON HEADQUARTERS
网龙总部
MEASUREMENT MATTERS
测量至关重要

Valuation 估值
Benchmarking 基准管理
Acquisition 收购
Disposition 处置
Reposition 重新定位
Leasing/ Operations 租赁/运营
MEASUREMENT STANDARDS ARE NOT CONSISTENT
测量标准不统一

- Property is measured in many different ways around the world.
  全球对于房产的测量有不同方式。
- Depending on the standard used, floor area measurement can vary dramatically.
  根据使用的标准不同，房屋面积测量会有很大的差别。
VARIATION IN PROPERTY MEASUREMENT GLOBALLY

- **BOMA CODE OF MEASURING PRACTICE (INTERNATIONAL)**
  - OFFICE AREA
- **APN MEASUREMENT CODE (AUSTRALIA)**
  - OFFICE AREA, COLUMNS
- **SINGAPORE MEASUREMENT PRACTICE (SINGAPORE)**
  - OFFICE AREA, COLUMNS, EXTERNAL WALLS
- **BOMA (INTERNATIONAL)**
  - OFFICE AREA, COMMON PARTS, EXTERNAL WALLS (50%), TOILETS, MAIN IT ROOMS, COLUMNS
- **HKIS CODE OF MEASURING PRACTICE (HONG KONG)**
  - OFFICE AREA, LIFTS, STAIRS, COLUMNS, TOILETS, COMMON PARTS

**MEASUREMENT VARIATIONS BETWEEN MARKETS CAUSED BY INCONSISTENT MEASUREMENT STANDARDS CAN BE AS HIGH AS: 24%**

- IN SOME PARTS OF THE OFFICE BUILDING, FLOORS NOT PRESENT BUT SUPPORTABLE BY EXISTING FOUNDATIONS CAN BE INCLUDED
- IN INDIA, OFF-SITE AREAS SUCH AS CAR PARKING AND COMMON AREAS CAN BE INCLUDED
- IN SOME COUNTRIES ONLY AIR CONDITIONED SPACE IS INCLUDED

**IN INDIA**

**BENEFITS OF IPMS:**

- **INCREASED TRANSPARENCY OF PROPERTY DATA**
- **CONSISTENT LANGUAGE FOR MEASUREMENT WORLDWIDE**
- **REDUCE RISK, FACILITATING INTERNATIONAL TRADE IN PROPERTY**
- **EASIER PROPERTY PORTFOLIO BENCHMARKING**
- **GREATER CREDIBILITY FOR VALUATION PROFESSIONS WORLDWIDE**

WWW.IPMSG.ORG
THE EXISTING CHALLENGE

当前挑战

- Valuation 估值
  Impact on financial reporting 对于财务报告的影响

- Benchmarking 基准管理
  Difficult to compare like with like 难以进行类似对比

- Acquisition/Disposition/Reposition 收购/处置/重新定位
  Difficult to compare cross-border transactions 难以比较跨境交易

- Leasing/Operations 租赁/运营
  Lack of consistency 缺乏一致性
“WITHOUT A STANDARD THERE IS NO LOGICAL BASIS FOR MAKING A DECISION OR TAKING ACTION.”

“缺乏标准，就无法以逻辑为基础来制定决策和采取行动”

Joseph M. Juran
IVS, IFRS AND IPMS

International standards provide a common global language for business

- International Valuation Standards (IVS) used globally for financial reporting
  - 全球的财务报告都在使用国际评估准则（IVS）

- International Financial Reporting Standards (IFRS) used in 120 countries
  - 全球 120 个国家使用国际财务报告准则（IFRS）

70% OF GLOBAL WEALTH IS IN REAL ESTATE AND LAND

全球 70% 的财富聚集在房地产与土地领域

SOURCE: WORLD BANK

来源：世界银行
INTERNATIONAL PROPERTY MEASUREMENT STANDARDS

...THE MISSING LINK... 缺失的一环
WASHINGTON, DC MAY 2013: THE BIRTH OF IPMS

华盛顿特区，2013 年 5 月：IMPS 的诞生
International Property Measurement Standards Coalition (IPMSC):

- By the profession; for the profession 源自专业，推进专业
- Professional members in more than 150 countries 来自 150 多个国家的专业人士
- Public interest mandate 必须关注公众利益
- Standards Setting Committee 标准制定委员会
- Trustees of IPMS IPMS 信托人
IPMS STANDARD SETTING COMMITTEE
IPMS 标准制定委员会

- 18 MEMBER COMMITTEE
  18 个成员的委员会
- EXPERIENCE IN 47 COUNTRIES
  实践于 47 个国家
Today the IPMS Coalition is 84 organizations strong...
TODAY ALMOST 200 SUPPORTERS AND GROWING

• Governments 政府
• Advisors/Consultancies 顾问/咨询
• Corporate Occupiers 企业从业人士
• Data Providers 数据供应商
• Developers/Construction Companies 开发商/建筑公司
• Investors 投资者
• Measurement Companies 测量公司
• Universities/Institutions 大学/研究院
IPMS: OFFICE BUILDINGS

• Published November 2014
  2014 年 11 月发布
• Includes definitions and detailed drawings
  包括定义及详细图纸
• Available in 13 languages and counting
  共有 13 国语言可供选择且语种还在不断增加
• Free download from www.ipmsc.org
  访问 www.ipmsc.org 免费下载
IPMS: OFFICE BUILDINGS

• IPMS 1: Exterior Gross Area
  外部总面积

• IPMS 2: Interior Gross Area
  内部总面积

• IPMS 3: Occupant Area
  住户区域
IPMS: RESIDENTIAL BUILDINGS

- Published September 2016
  2016年9月发布
- Covers measurement of multi-family and single-family homes
  涉及多户家庭与单户家庭房屋的测量
- Follows same format and concepts as Office
  沿用办公楼的格式与概念
Next 下一步

- Industrial 工业建筑
- Retail 零售建筑
- Mixed-Use 综合建筑
BOMA INTERNATIONAL
STANDARD METHOD OF FLOOR MEASUREMENT: OFFICE BUILDINGS
国际建筑业主与管理者协会建筑测量国际标准方法：办公楼

- First published in 1915 最初于1915年发布
- Accredited by American National Standards Institute (ANSI) 获得美国国家标准协会 (ANSI) 认可
- Translated into French, Japanese, Russian 翻译成了法语、日语、俄语
- NEW: 2016 edition 新版: 2016版

FOREWORD
Since the adoption and standardization of this method of floor measurement, Building Owners and Managers are making accurate comparisons of income and expenses which show where the leaks are to be found.

Every building should be measured by this standard method in order to share in the large fund of data that is being accumulated.

On account of the number of requests to the Association office for this report, it has been necessary to reprint it.

The Committee on Accounting and Exchange has prepared a Classification of Accounts, with a Standard Form of Statement, which enables Building Managers to compare their cost of operation on the same basis.
SUITE OF BOMA STANDARDS
BOMA 标准套装

- Gross Areas of a Building  建筑总面积
- Industrial Buildings  工业建筑
- Multi-Unit Residential  多单元住宅
- Retail Buildings (shopping centers)  零售建筑（购物中心）
- Mixed-Use Properties  多用途建筑
• IPMS 1 = BOMA Exterior Gross Area
  IPMS 1 = BOMA 外部总面积
• IPMS 2 = BOMA Interior Gross Area
  IPMS 2 = BOMA 内部总面积
• IPMS 3 = BOMA Usable Area
  IPMS 3 = BOMA 可用面积

• BOMA Rentable Area Calculation
  BOMA 可租用面积计算
### BOMA OFFICE RENTABLE AREA

**NOT A MEASUREMENT, A CALCULATION**

BOMA 写字楼可租用面积

不是测量，而是计算

<table>
<thead>
<tr>
<th>METHOD A RENTABLE AREA</th>
<th>METHOD B RENTABLE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Occupant Area</strong></td>
<td><strong>Occupant Area</strong></td>
</tr>
<tr>
<td>+ Floor Service and Amenity Area</td>
<td>+ Floor and Building Service and Amenity Areas</td>
</tr>
<tr>
<td>楼层服务与设施区域</td>
<td>楼层与建筑服务及设施区域</td>
</tr>
<tr>
<td>+Building Service and Amenity Areas</td>
<td></td>
</tr>
<tr>
<td>建筑服务及设施区域</td>
<td></td>
</tr>
<tr>
<td><em>Calculation is floor specific</em></td>
<td><em>Calculation is building specific</em></td>
</tr>
<tr>
<td>计算结果针对特定楼层</td>
<td>计算结果针对特定大楼</td>
</tr>
</tbody>
</table>
Rentable Area Comparison: Method A and Method B

**Method A**
- Load Factor A: 1.1348
- Rentable Area: 20,880 rsf

**Method B**
- Load Factor B: 1.1866
- Rentable Area: 20,647 rsf

**Total Rentable Area**
- Method A: 79,800 rsf
- Method B: 79,800 rsf

Source: Gensler
CASE STUDY 案例研究：
REPOSITIONING AN OFFICE BUILDING 写字楼重新定位

• Before 之前

• After 之后
CASE STUDY 案例研究：
BY THE NUMBERS 按照数字

EXISTING 当前
Occupant Area: 133,637 sq. ft.
住户区域：133,637 平方英尺
Rentable Area: 175,382 sq. ft.
可租用区域：175,382 平方英尺

Annual Net Operating Income: $559,852
年度运营净收入：559,852 美元
Building Value: $7 million
建筑价值：700 万美元

REPOSITIONED 重新定位
Occupant Area: 157,013 sq. ft. (17.5% increase)
住户区域：157,013 平方英尺（增加了 17.5%）
Rentable Area: 177,173 sq. ft. (1% increase)
可租用区域：177,173 平方英尺（增加了 1%）

Annual Net Operating Income: $610,680 (9% increase)
年度运营净收入：610,680 美元（增加了 9%）
Building Value: $7.6 million (8.6% increase)
建筑价值：760 万美元（增加了 8.6%）
CASE STUDY: 案例研究：
REPOSITIONING BEFORE AND AFTER 重新定位前后

Existing 1st Floor 当前 1 层

Repositioned 1st Floor 重新定位后的 1 层
CASE STUDY: 案例研究: REPOSITIONING BEFORE AND AFTER 重新定位前后

Existing 2nd Floor 当前 2 层

Repositioned 2nd Floor 重新定位后的 2 层
CASE STUDY: 案例研究:
REPOSITIONING BEFORE AND AFTER 重新定位前后

Existing 3rd Floor 当前 3 层

Repositioned 3rd Floor 重新定位后的 3 层
“NOT EVERYTHING THAT CAN BE COUNTED COUNTS, AND NOT EVERYTHING THAT COUNTS CAN BE COUNTED”

“并非所有重要的东西都计算得清楚，也不是所有计算得清楚的东西都重要。”

Albert Einstein