



# In The News

Commercial Property News  
August 2003



August 2003 • www.cponline.com

# CPN

Corporate Real Estate Strategies  
See page 33



**Commercial Property News**

Investment • Development • Financing • Leasing • Management

■ **Question of the Month**

Four industry... sells the... CPN's... wireless service providers... building owners and also leases access to wireless service providers. Landlords

## Next Stop Atlantic Station

... major infrastructure installation in the Rockefeller Center Concourse in New York City.

—Amy S. Choi

... market demands—and cannibalization—diluting sales because of too many locations too close—are some of

... customer data to help... which locations are going to give the greatest return for the investment.

—Jennifer D. Duell

## Wellspring Preps Wireless Meters for Office Stock

Since it was spun out from American Standards Co., Wellspring International Inc. has helped numerous apartment owners monitor and reduce their energy consumption. Later this quarter, the San Diego-based firm plans to reach out to office building managers.

Executives at Wellspring, which provides wireless point-of-use water submeters, will pursue the office market because they believe there are growing inequities in energy consumption among tenants. Take the case of a law firm working

next to a brokerage company. According to Brian Brittsan, president of Wellspring, while the attorneys are far less likely to use as much electricity (which, of course, turns into heat and then alters the load profile) as the trading floor, the overall bill for the building's energy costs are often split evenly among tenants.

"We meter accurately what tenants are consuming," said Brittsan. "That matters because the spread between usage is growing in business. ... And while we care about fairness, what

matters most is the dollars."

Wellspring, which has 34 staffers, also stands to win favor as utility expenses rise faster than rents. And as the economy remains tight, it expects to grab the attention of even more owners.



"We meter accurately what tenants are consuming," said Brian Brittsan, president of Wellspring International Inc. "That matters because the spread between usage is growing in business."

A few years ago, "when the market was going crazy, it was difficult to get owners focused on ancillary income opportunities, non-rent," said Brittsan. "So now we're in a weak market, and these owners collect rents, and they continue to spin off a lot of cash. There are companies with treasure chests to buy property but can't find assets in the market. So when you have a tight supply and a fist full of dollars, you're going to spend on managing your expense line. And if you have a good market, then you're going to use your time and resources to buy more real estate assets."

—Neil Weilheimer