



REAL PROPERTY UTILIZATION & DISPOSAL DIVISION (Region 4)

Spring 2012

4 PZ Disposal & Utilization and PCE

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Real Property Utilization & Disposal Division's Primary Goal is to give Our Customers The Perfect Customer Experience (PCE)

The strategic mission of Real Property Utilization and Disposal is to leverage our talent into a culture of customer centricity. This culture will be established via implementing goals and objectives concentrated upon building greater loyalty and fine tuning the external/internal customer experience. We want you to feel like a family member regardless of the contact method that you engage in business with us; in person, on the phone, or online. The Perfect Customer Experience might be a new concept defined by five key principles, but we have been actively practicing these tenets for years. The Perfect Customer Experience integrates 5 key principles: *Service Recovery, Expertise, Respect, Value, and Ease*. By defining our brand in a positive manner, we want our customers to think and say positive things about us even when we are not present.

PCE 5 key principles (SERVE):

Service Recover - Capitalize on problems by converting them into opportunities.

Expertise - Deliver expert solutions to our customers.

Respect - Treat customers like VIPs.

Value - We seek ways to provide value to our customers.

Ease - Make it easy for customers to do business with GSA.



On a scale of 1 to 5 on the Exit Customer Satisfaction Survey our Division has achieved an excellent rating of 100% on all surveys processed by our customers for the last three years with a rating of either 4 or 5. We pride ourselves on meeting or exceeding our customers' expectations. If you feel that we have failed to achieve any of these objectives during your business dealing with our organization feel free to notify us so that we can ensure that the actions can be corrected immediately.

From the Staff of Real Property Utilization and Disposal Division (4PZ)

4 PZ Disposal & Utilization Project Highlights

The GSA recently conveyed the Federal Building-Post Office-Courthouse located at 404 North Broad Street, Thomasville, GA. to the Board of Education of the City of Thomasville, GA. for an historic monument Public Benefit Conveyance. Public Benefit Conveyances allow GSA to transfer title of surplus property to qualified entities for public uses at a substantial discount (up to 100% of fair market value). The intent is to support uses that benefit the community as a whole. GSA, the Board of Education, and United States Postal Service (USPS) coordinated and reached agreement making it possible for USPS to remain in the building after conveyance and continue to provide local citizens with much needed postal services in the downtown area. The building, which consists of approximately 49,366 gross square feet, is situated on 1.4 acres land, was constructed in 1963, and is eligible for inclusion in the National Register of Historic Places. This conveyance will allow the Board of Education to use the building to support local educational needs while preserving the building's

historic features in accordance with the Secretary of the Interior's Standards for the Treatment of Historic Properties. The deed to the Board of Education of the City of Thomasville, GA was recorded on April 12, 2012.

Contact: Debra Young, Project Manager,
404-331-3625.



Thomasville, GA Federal Building



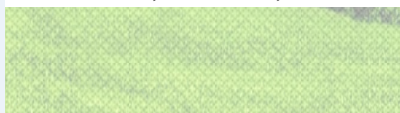
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Eastland Federal Building - Courthouse



NRCS, Brooksville, FL



NRCS, Alderson, WV



Detail Assessment



Chinmain Douglas

Chimain Douglas works as an Asset Management Specialist in the Portfolio Management Division. Prior to starting with GSA, she worked as an Internal Auditor with the Office of Inspector General for 13 years. Chimain is currently assigned on a 90-day detail to Real Property Utilization & Disposal. Chimain states, "This detail has truly been a wonderful experience for me. The people in this department are extremely knowledgeable and helpful. I have gained knowledge on every aspect of Real Property Disposal. I am learning how to excess and transfer federal properties to other federal agencies, state or local government, and non-profit agencies. Also, I am learning how to negotiate sales. I am currently in the process of selling a Lighthouse-- a real lighthouse in the middle of the ocean. This detail has truly broadened my knowledge and has given me exposure to another aspect of how GSA functions as an organization. "

James O. Eastland Federal Building

GSA sold the former James O. Eastland Federal Building and U.S. Courthouse via on-line auction in February 2012 for \$1,400,009. This Art-Deco architectural style building was constructed in 1934 of concrete with a sandstone veneer comprising five-stories above grade with a below grade basement. Exterior parking for approximately 72 spaces is reserved at the rear of the building. The property was listed on the National Register of Historic Places in 1976 as contributing to the Smith Park Architectural District. The property is located in Jackson Mississippi's Central Business District near the Governor's Mansion, and contains 102,000 rentable square feet of space situated on 1.5 acres of land.



Located on the same site as its predecessor, the next U.S. Post Office in Jackson opened in 1934. The building, designed in the Art Deco style, served as both post office and federal courthouse until 1988, when the main post office moved to its current site (National Archives).

Targeted Asset Reviews for the USDA's Natural Resources Conservation Service facilities

The GSA will be conducting Targeted Asset Reviews (TARs) for the USDA's Natural Resources Conservation Service facilities in Brooksville, FL (182 acres/11 buildings); Americus, GA (327 acres/20 buildings); and Alderson, WV (185 acres/5 buildings). The TAR is a service GSA provides generally at no cost to agencies. TARs assist agencies with meeting the requirements of Executive Order 13327 and the Federal Real Property Council. Information regarding a real property asset is consolidated into a readily accessible notebook format for easy reference. It includes a compilation of real property records from agency's files, a property inspection, photographs, site characteristics, acquisition/title documents, environmental information (floodplain, historic, threatened/endangered species, lead/asbestos/other environmental reports, and a summary of asset management recommendations.

GSA will be providing several additional services to USDA for these properties on a reimbursable basis, including:

Facilities Condition Assessment - verifies and updates physical inventory, determines facility condition & maintenance requirements, assesses ADA compliance, and provides asset valuation.

Energy & Sustainability Audit - provides a compilation of baseline information, identifies energy efficiency and water conservation retrofit measures and system operation improvements to reduce electrical and thermal energy consumption and water consumption, and determine current site and facility sustainability.

If your agency could benefit from any of these services, please contact Debra Young, Project Manager, at 404-331-3625.



NRCS, Americus, GA

Director's Corner



Rob L. Miller, Jr.
Director, Real Property
Utilization and Disposal

Transforming Real Estate Disposal in GSA Region 4

In 2009, we began an experiment to transform real estate utilization and disposal in GSA Region 4. For us, transformation meant changing the culture in our organization. We were falling behind our regional disposal counterparts in business performance and recognized we needed to

improve. We began the process by grouping employees and asking them to identify information about themselves and their teammates which we could leverage to become a more effective organization. To increase our self-awareness, each team member participated in a facilitated Myer-Briggs Type Indicator (MBTI) session. We used this increased awareness to identify employees' natural strengths and behavioral preferences. Together with increased awareness of self and others, as a group we participated in exercises to better understand the dynamics involved during times of change. Finally, we focused on employee development. We identified skills necessary to lead and support changes within our organization.

In 2010, we recognized that increased business development was necessary to sustain our organization. As a result, we modified each employee and manager's performance plan to include business development as a critical element. Having earlier identified our employee developmental needs, we brought in experts from private sector and other GSA regions to assist us in building our business development acumen. We needed to learn which tools and techniques were helpful in increasing business. We also realized that we needed new software tools to track our outreach and target new opportunities. Accordingly, we implemented Salesforce (www.salesforce.com) as our CRM software platform for business development. Finally, we changed our culture by beginning to share stories and examples of successful outreach strategies and results. For example, we began to search for existing data to become smarter and more strategic about business opportunities. We began asking ourselves, what do we already know about this customer and where can we find additional information. Not surprisingly, we found that a great amount of information about customer agencies is found in plain sight on agency websites, in agency press releases, in congressional testimony, and in agency budget requests. This information was useful data about the direction agencies were going, which we could then use to in our discussions with customers. Frequently, field office employees lacked consolidated information about the national direction of their organizations. We were able to "connect-the-dots" and begin the process of helping agencies report as excess their unneeded properties.

What have been the results of transforming GSA Region 4 Property Disposal? The following are some of our recent FY2011 results:

- Ranked first in the nation in number of Property Act disposals: 21 transactions.
- Tied for first in the nation in Economy Act disposals: 5 transactions.
- Increased reimbursable sales from \$100,000 in FY2010 to 2,2 Million in FY2011.
- Earned 28.5% of the FY2011 Property Act awards: Awarded over \$20.5 Million.
- Generated \$10.8 Million on federal cost savings by awarding Greensboro Federal Building to City of Greensboro to be used for law enforcement purposes.
- We are now providing training and support for agencies-new and returning customers and turning those relationships into new business. We are proud of our new relationships with customers such as FAA and NASA are increasing our business and improving our relationships with longstanding customers such as National Park Service and U.S. Coast Guard.

What's next on the horizon for Region 4? We're beginning to find new ways to explain our value proposition and cost savings for our customer agencies. Our role as disposal agent for GSA and other federal agencies allows those agencies to achieve millions in deferred maintenance savings by disposing of assets whose costs exceed their market value. By disposing of these unneeded properties, especially via public benefit conveyances, we are able to foster new life for these assets in communities and eligible non-profits. These properties are then converted into useful assets without the significant costs associated with traditional property acquisition and development.



REAL PROPERTY UTILIZATION & DISPOSAL DIVISION

Real Property Utilization & Disposal Division (4PZ) Directory



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EXPO Experience



Carrie Smith

My attendance at the annual GSA Training and EXPO held in San Antonio Texas was an eye opening experience pertaining to all the services that GSA performs on a daily basis for both Government agencies and Public Sector businesses. The training courses offered were very informative and will help all attendees to be in compliance with Federal Regulations. In-depth training session provided procurement specialists the knowledge to attain the best value for the government through their procurements. There were numerous classes that were geared to save money when planning travel, lodging and conferences. The use of technology throughout the EXPO helped the agency to achieve its zero environment footprints. Computer labs were set up to allow users to reinforce the training received during earlier sessions. Members of the Federal Acquisition Service provided excellent technical support on all applications that were available. Overall, the EXPO was a great benefit to my professional development and provided me with a new wealth of contacts.



**RIGHT SOLUTIONS.
RIGHT NOW.**

GSA TRAINING & EXPO
MAY 15 - 17, 2012 | SAN ANTONIO, TX

**Property Disposal can
assist with your asset
management needs.**
<https://propertydisposal.gov>



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