

**BUILDING A COMMUNITY TO  
SUPPORT AND GROW YOUR  
BUSINESS**

*A Study on The Wiseman Company*

# THE SITUATION

In 2008, a professionally managed and well respected real estate development company in Northern California was suffering from the same affliction as every business :

## RECESSION



The worst one, in fact, since  
The Great Depression.



Companies were hesitant to invest in new office space when the future still seemed ominous.



The concept of being in the business of renting to businesses, was proving difficult and unrewarding.

# THE SITUATION

It was time to do things differently.

It was time to change perspective.

**It was time to invest in something  
different.**

“OUR SUCCESS IS BUILT ON  
OUR COMMUNITY'S  
SUCCESS.”

-PIERRE OMDIYAR  
FOUNDER OF EBAY

SUCCESS IS BUILT ON  
COMMUNITY

EBAY



# THE OPPORTUNITY

“OUR SUCCESS IS BUILT ON  
OUR COMMUNITY'S

By fostering a strong community  
within their properties, The  
Wiseman Company realized  
**everyone** would succeed.

PIERRE OMIKYAR  
FOUNDER OF EBAY

# THE SOLUTION

The Wiseman Company, led by CEO Doyle Wiseman, decided to first focus on the health of the companies within their properties *before* focusing on expansion.

*We wanted to provide the businesses and individuals who work in our buildings with an experience that's sadly unfamiliar in most office buildings, community.*



*All too often businesses remain secluded in their respective suites, not knowing their neighbors nor of the potential alliances that could be built by engaging them. We thought we could do better.*



# IMAGINE

Having a meaningful conversation  
while waiting for the elevator

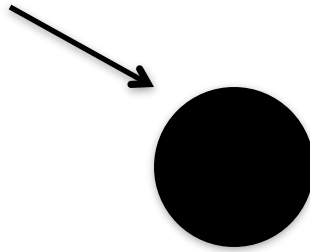
Running a 10k race with the company  
two floors above you and one floor  
with a door

**You get the point.**

distributor/  
client,   
Selling every single box of girl scout  
cookies right from your front desk.   
office building.

# HOW IT WORKS

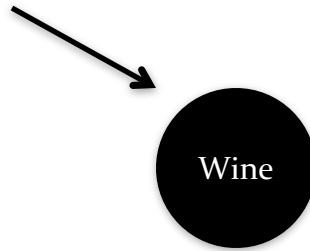
The Heart



In order to start a community within each of their buildings, The Wiseman Company had to start with a purpose. They had to pulse the needs of each area in which they had property. This would serve as the heart of the building and the community.

# HOW IT WORKS

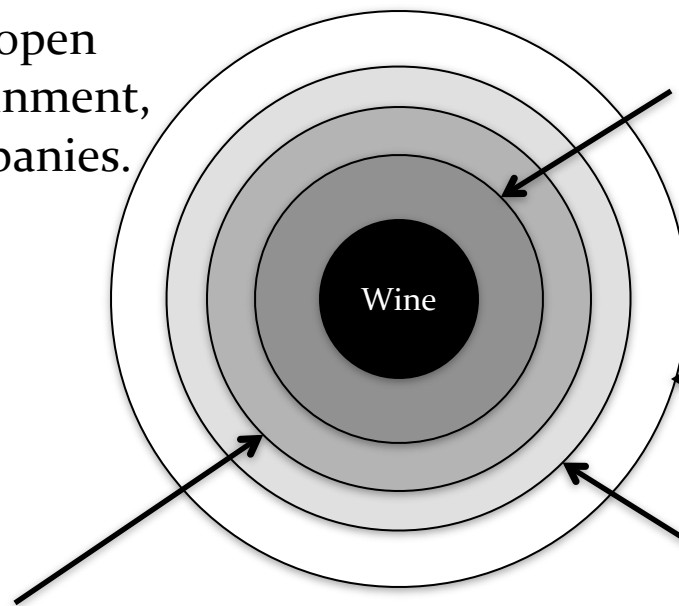
The Heart



In downtown Napa, for example, The Wiseman Company saw an opportunity for wine focused businesses to succeed.

# HOW IT WORKS

And then – with a strong foundation of relevant businesses – they could open up the space for entertainment, retail and auxiliary companies.



Offsite tasting rooms, office space for winery administrative management, wine retail shops etc.

Restaurants, wine bars, clothing shops etc.

Wine marketing companies, compliance companies, wine shipping companies etc.

Accountant firms, insurance companies, web designers etc.



SO, NOW YOU HAVE ALL THESE  
COMPATIBLE COMPANIES UNDER  
ONE ROOF. HOW DO YOU GET  
THEM TO TALK?

# OLD WORLD

“SCIENCE MAY NEVER COME UP  
WITH A BETTER OFFICE  
COMMUNICATION SYSTEM  
THAN THE COFFEE BREAK.”

# COMMUNITY BUILDING

A building full of offices would have remained an office building, until The Wiseman Company stepped in, rolled up their sleeves and started molding a **community building**.

# COMMUNITY BUILDING

They built an innovative platform for engagement and encouraged participation...



Through LinkedIn, the most popular social networking tool for professionals, they hosted a virtual meeting ground for the community to grow. A place, seamlessly integrated for introductions, interaction and discussion.

# COMMUNITY BUILDING

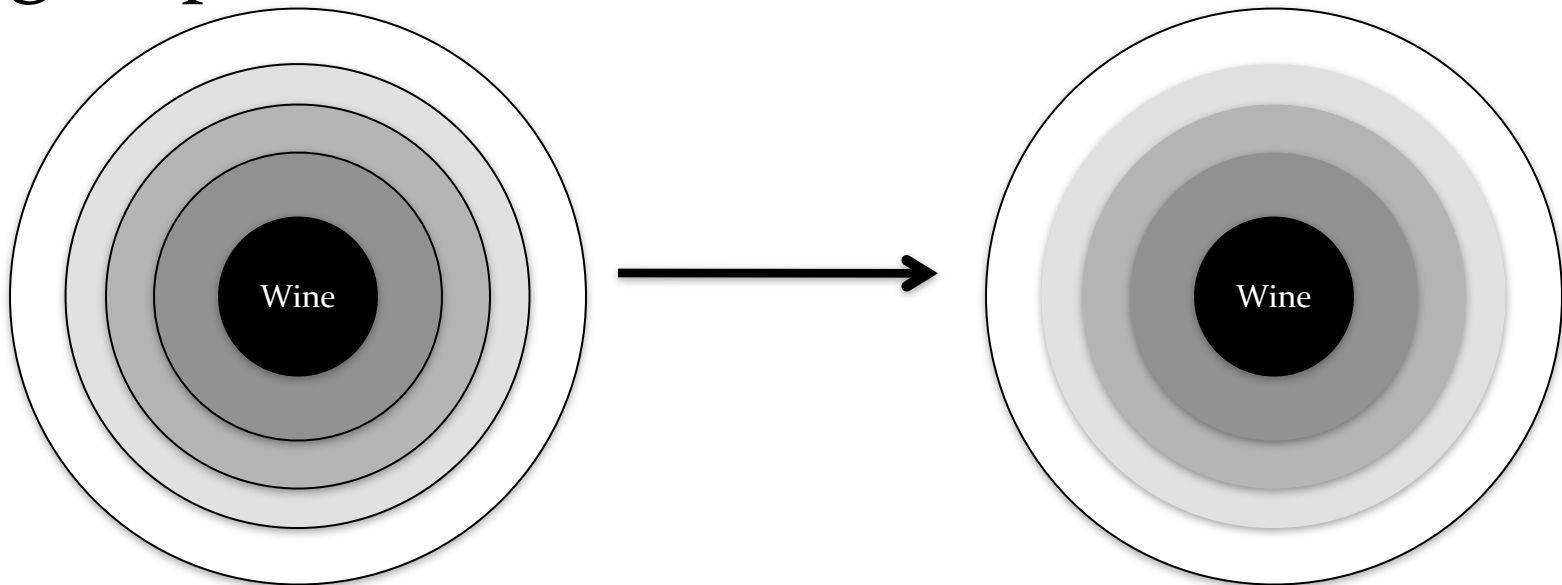
They built an innovative platform for engagement and encouraged participation...

Running a “**Are you IN?**” campaign throughout the buildings and at luncheons.

Visiting every business to explain the program.

# COMMUNITY BUILDING

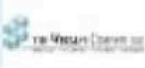
Through this, they were able to make a property of internally focused businesses, into an interactive engaging group.




# NEW WORLD

**Groups** My Groups | Groups Directory | Create


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 **The Wiseman Company Group**


**Overview** | Discussions | News | Jobs | Subgroups | More ▾

 Share group

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**Discussions**  Start a Discussion

**Recent Activity** | Recent Discussions | Most Comments

 **If you don't already have weekend plans, here are just a few things you might consider.....**  
By Patti Magee 2 days ago  
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**Activity: Last 7 Days**

2 New discussions

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**Up to 32ppm and Duplex (2-sided) printing** **Plus Wire Network**



**Duplex (2-sided) printing** **Wire Network**

**Up to 32ppm and**

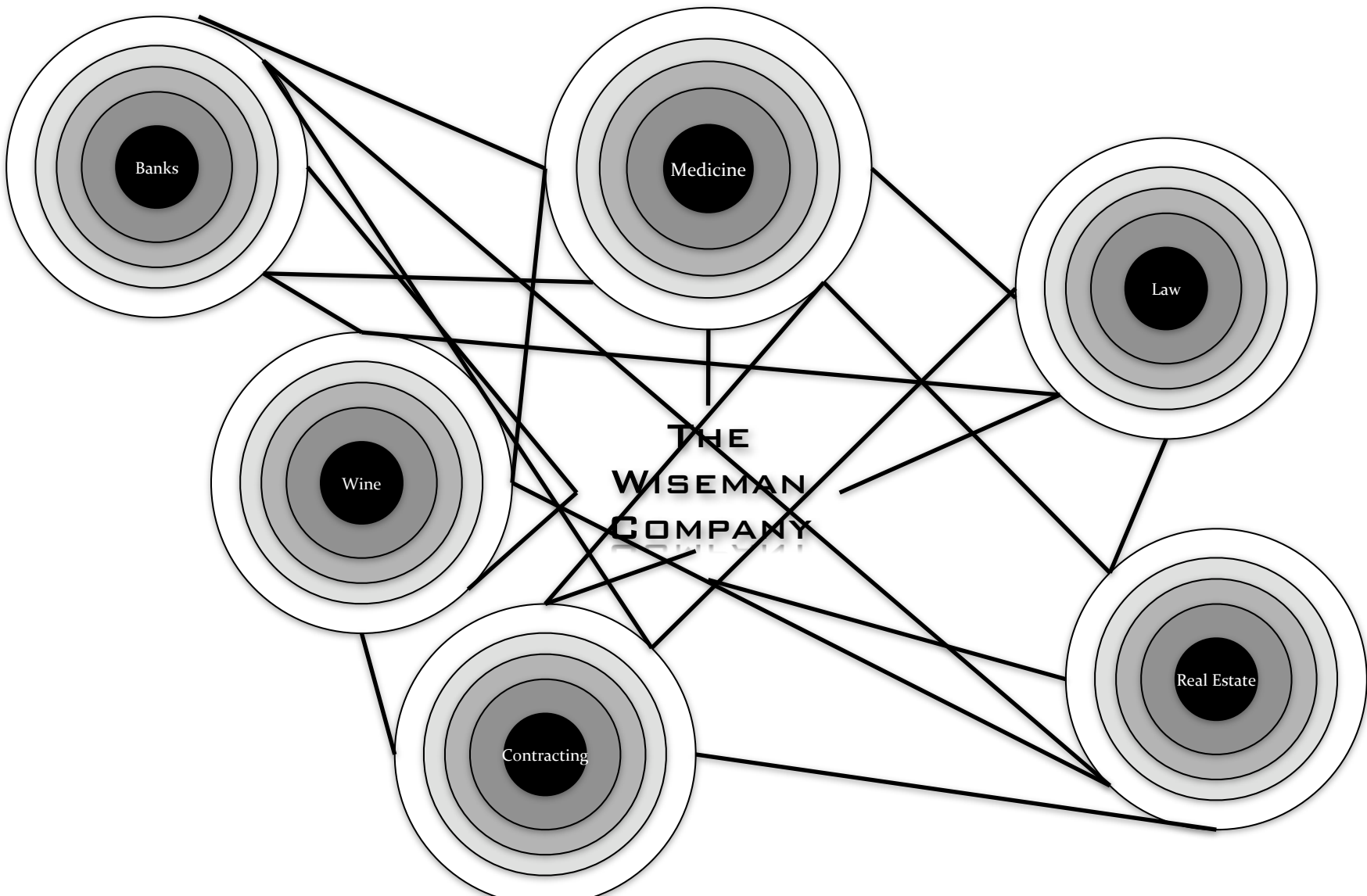
# EXPANDING

But it didn't stop with one building.

Serving as the hub, The Wiseman Company went to work building a strong network between all of its properties.



# THE NETWORK



THE NETWORK OF THESE  
UNIQUE BUT CONNECTED  
COMPANIES BUILT AND  
STRENGTHENED ITSELF,  
FUELED BY THE WISEMAN  
COMPANY.

SPARKING A TRANSFORMATION

**From:**

*The Wiseman Company – a professionally managed and well respected real estate development company in Northern California.*

**To:**

**The Wiseman Company – a thought leader in community building and innovative corporate collaboration, redefining what it means to be a successful real estate development company.**

By providing every tenant, company and visitor with an experience above the expected, they put themselves ahead of the competition.

Because it's not just the execution of short term goals that ensures growth, it's the ability to connect to a strong community that enables Success, Loyalty and Leadership.



THE WISEMAN COMPANY LLC

Success, Loyalty and  
Leadership.