

A quick-start checklist for property teams

## Implementing Decor Graphics



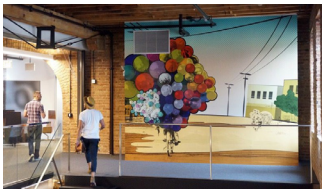
### Audit first impressions

Walk the route a broker and prospect take; list every tired sign, blank wall and glare-prone glass panel.



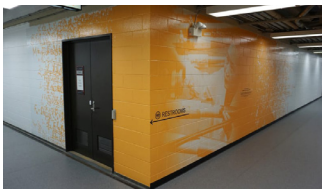
### Prioritize high-impact areas

Lobbies, elevator lobbies and amenity corridors typically deliver the biggest ROI on graphics.



### Blend brand + place

Rely on Cushing's design team to create murals that echo property's history or tenant mix and align with your brand.



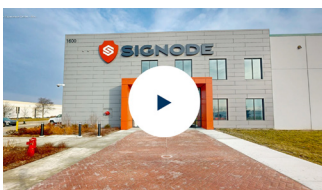
### Choose durable materials

Cushing will work with you to specify durable materials, UV-stable inks and laminates rated for 7–10 years to keep graphics hard-wearing and fade-resistant.



### Market the refresh

Let us help you market with updated leasing brochures and promotional material.



Have Cushing create a walk-thru video using our IMatterport scanning technology to allow leasing prospects to tour remotely.