

# NEW HYBRID REAL ESTATE STRATEGIES

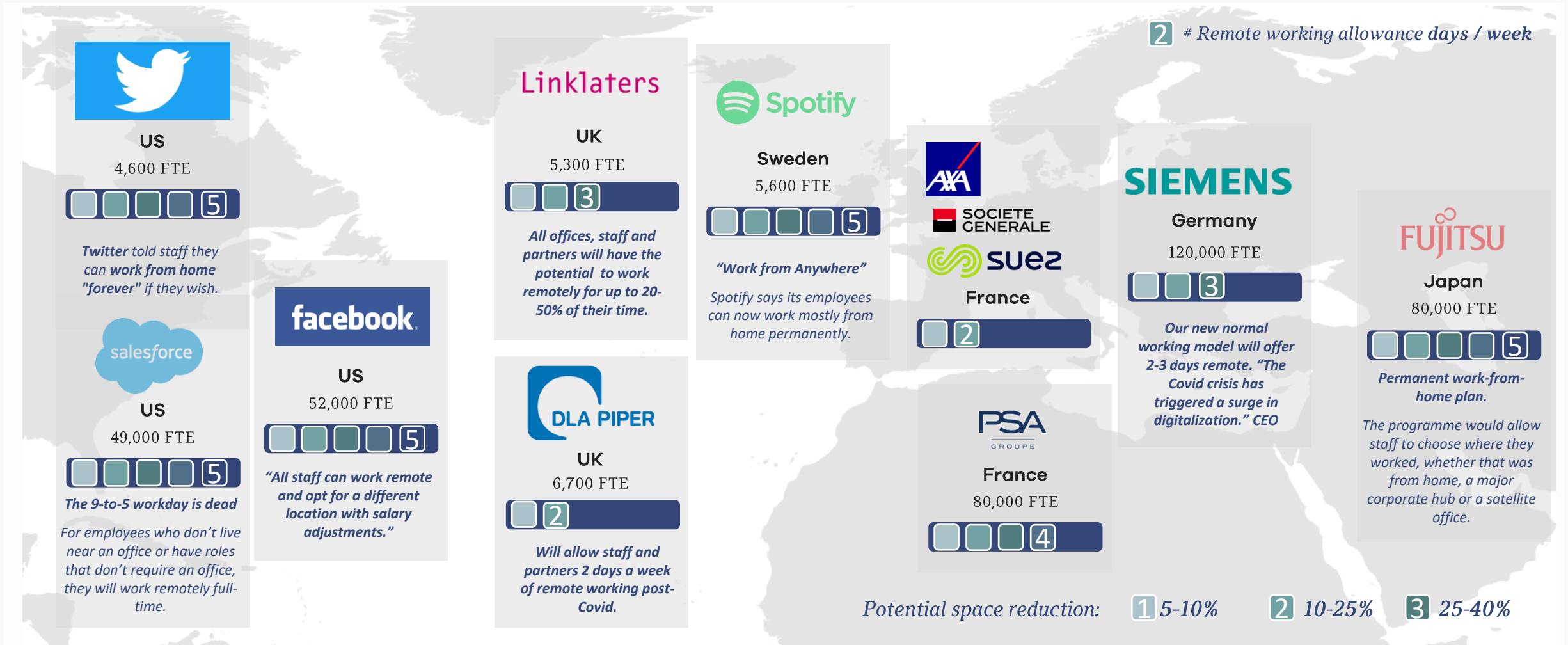
Results of our international occupier survey

2023 Outlook



# How will the use of the workplace change post-pandemic?

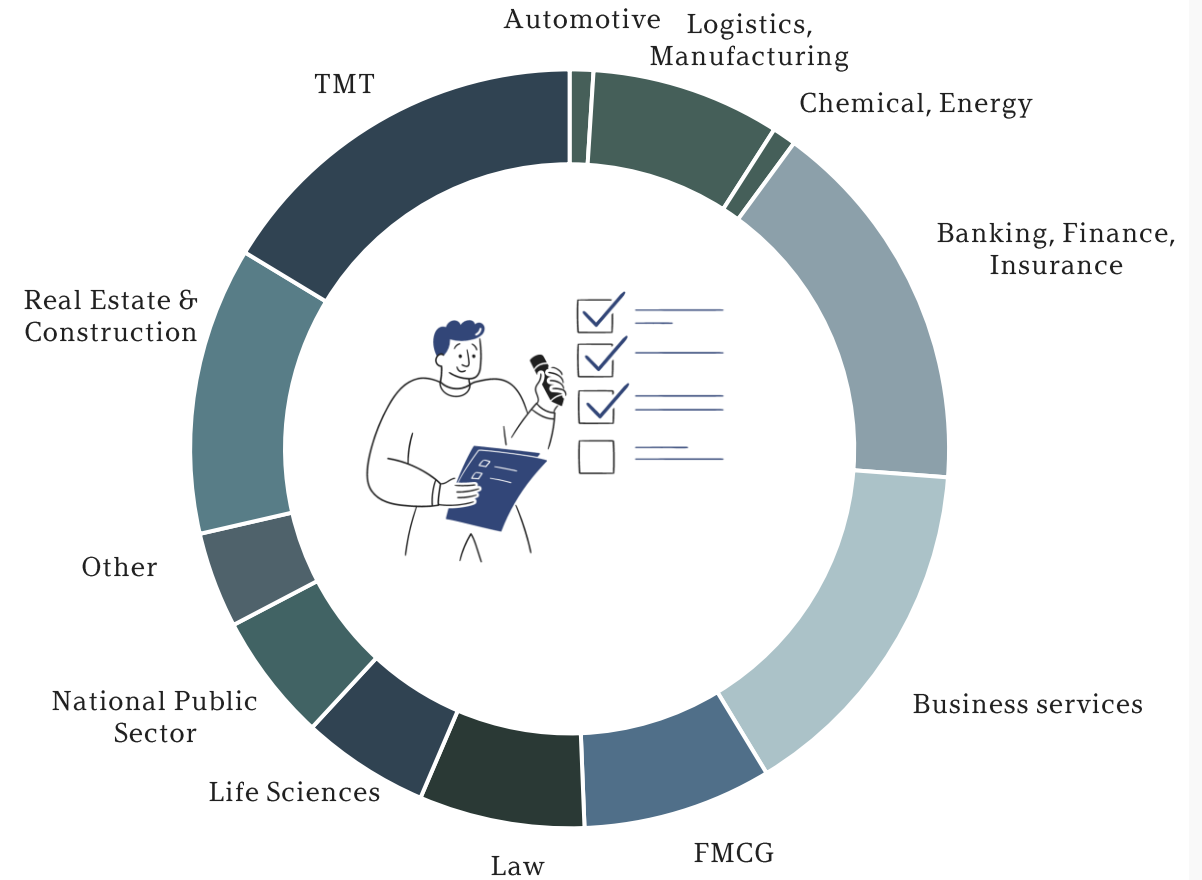
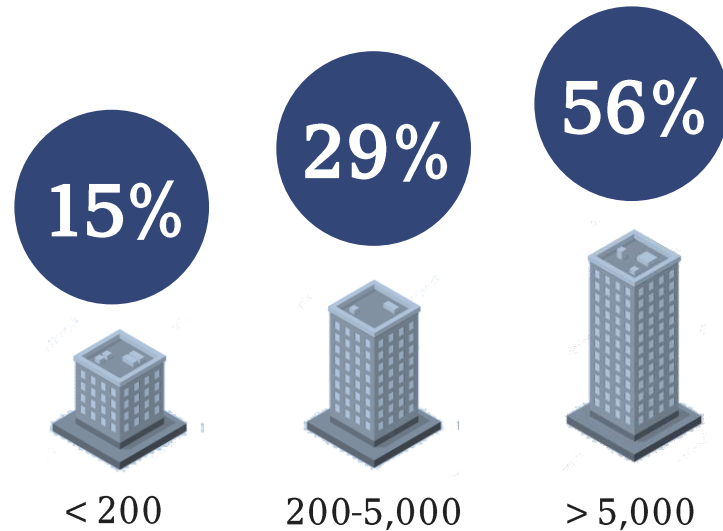
Many have announced their plans but is this representative of the market?



# Responses representing more than 13M sqm of office space were measured in Q4 2022

## Profile of respondents:

- **72** respondents, mostly Heads of CRE
- **13m** total estimated sqm of office occupancy

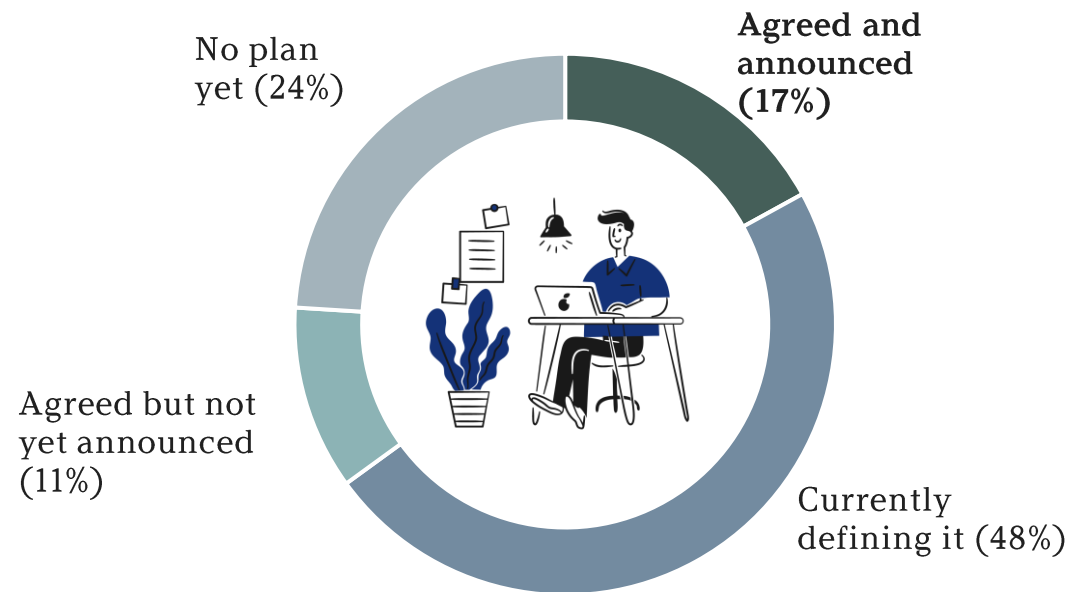


# Significant increase in the share of companies that have announced their remote policy

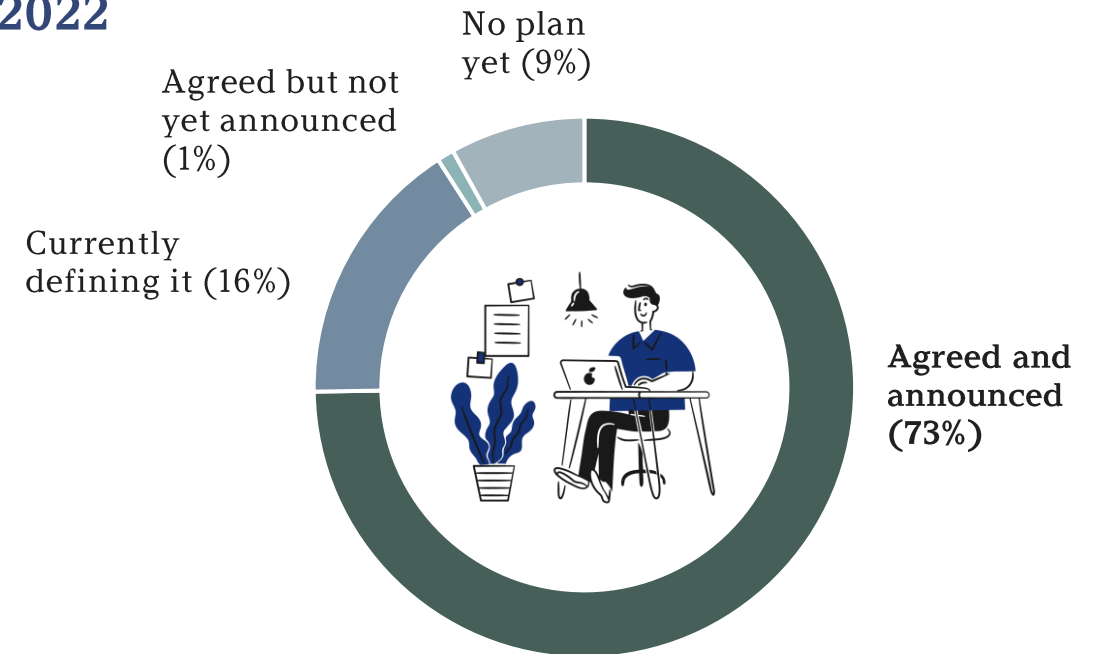
*Pre-Covid remote working and post-Covid strategy status*

While only **17%** of participants already announced their remote working policy last year, this number has now increased to **73%** by year-end 2022.

**2021**



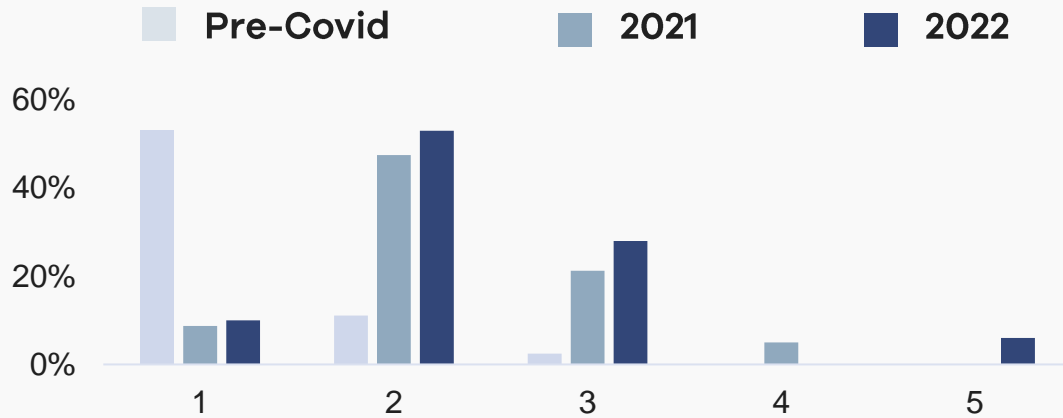
**2022**



# The consensus on 2-3 days of hybrid working remains, with a slight increase toward more remote

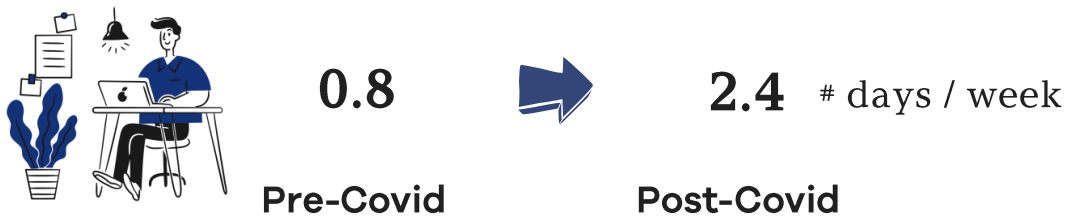
## Post-Covid workplace strategy

Pre- & post-Covid remote working allowance per week

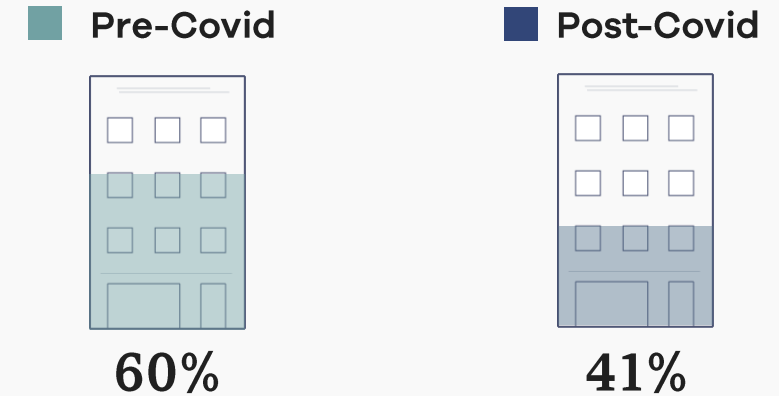


Typical remote working allowance # days per week pre- & post-Covid

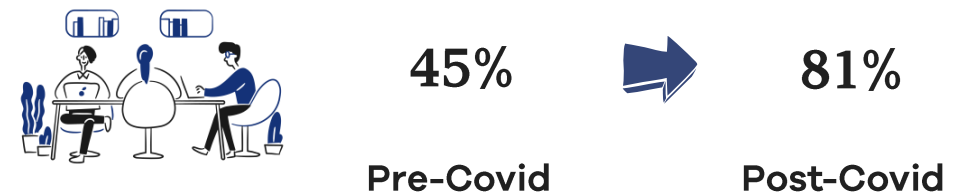
Pre- & post-Covid remote working allowance per week



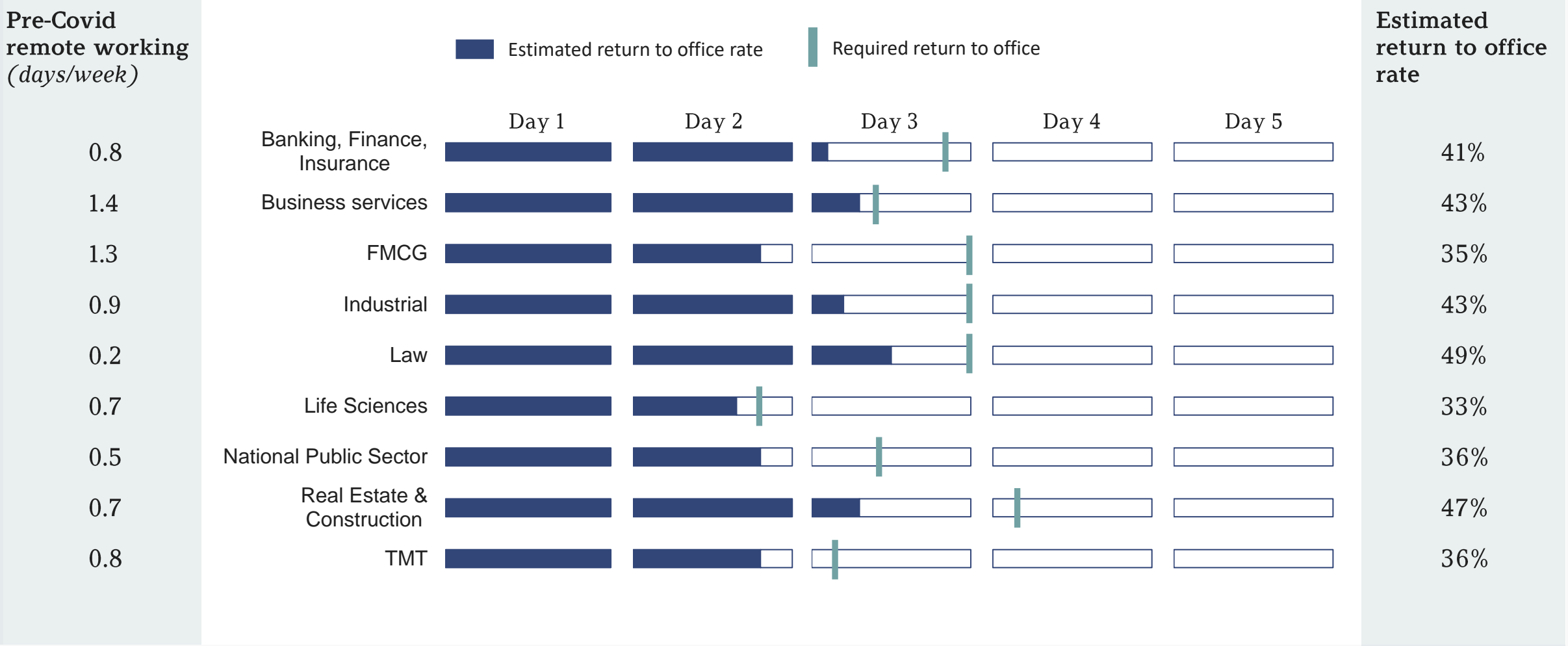
Estimated average office occupancy pre- & post-Covid



Adoption of agile workplace strategy



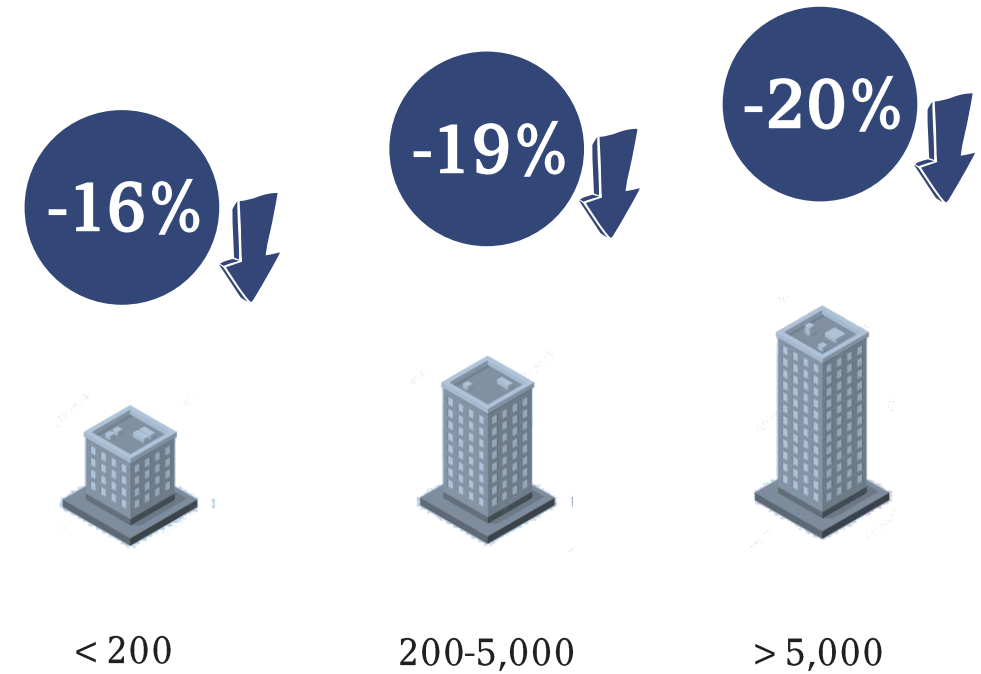
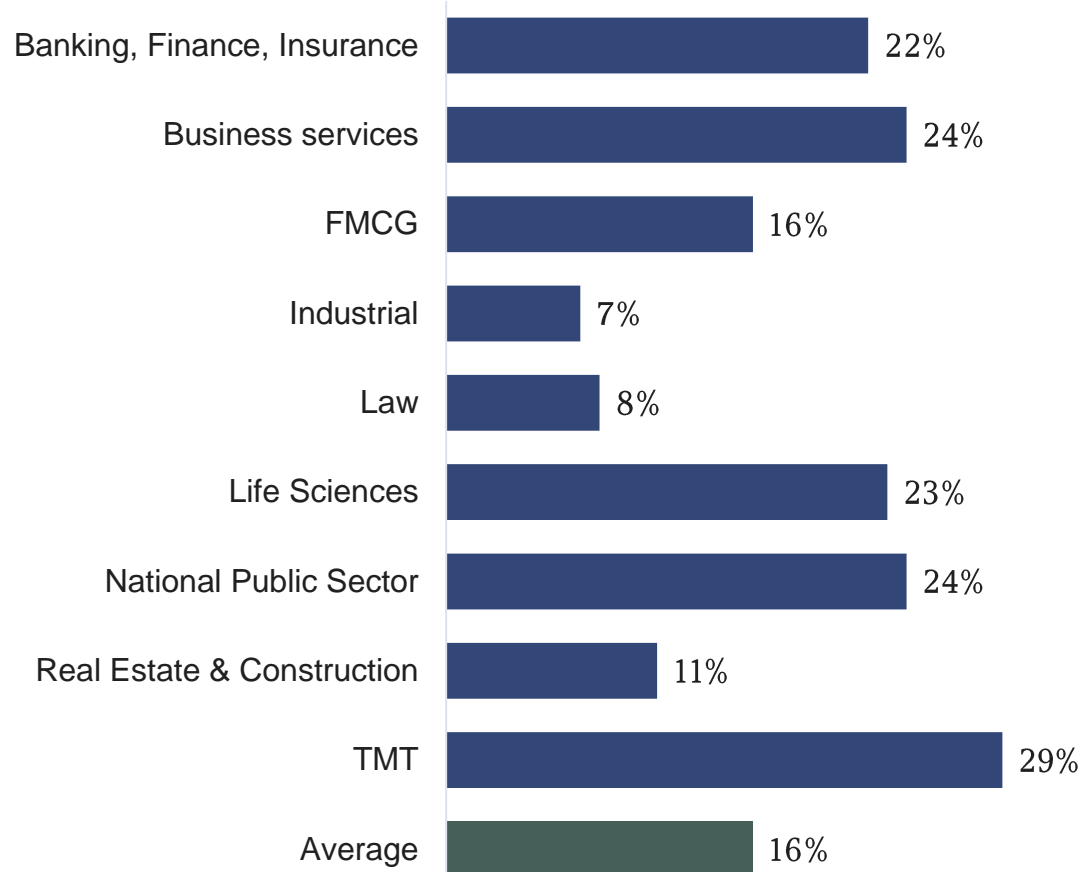
# Return to office rates remain low and across all business sectors lower than the expected return to office set by the employers





# The estimated impact on real estate footprint remained stable over the past 12 months

*Impact on real-estate footprint*

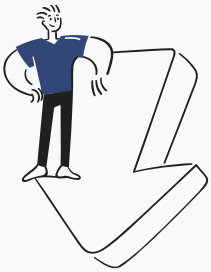


# Co-working locations are mostly used to manage space overflow and ad-hoc meetings & events

*Reasons for the use of co-working spaces*

*68% of participants allow co-working spaces as flexible alternative real estate options.*

## Space Reduction



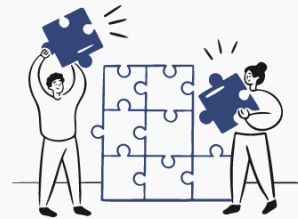
**52%** to reduce core office space and use co-working / flexible space as an overflow

## Meetings



**52%** to provide access to on-demand meeting space

## Flex



**34%** to replace traditional leases with co-working / flexible leases

## Talent



**30%** to provide space closer to new talent pools (new cities, new countries)

## Coverage



**20%** to increase coverage in a given metropolitan area (city)



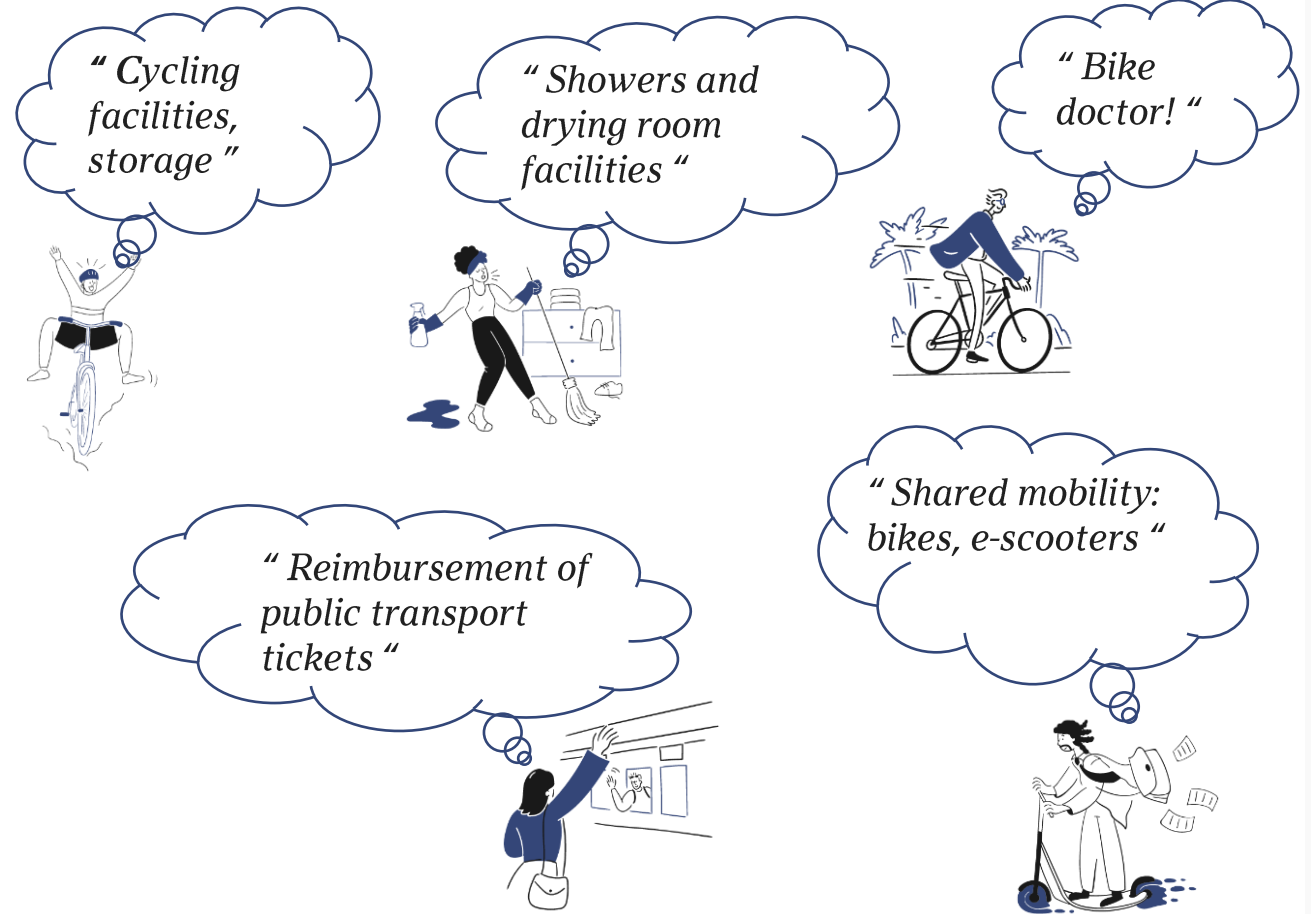
# Encouraging soft mobility to office buildings is a growing commitment from occupiers

*Policies, facilities, and services to support and encourage the use of soft mobility*



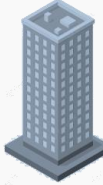



**Over 80% of respondents plan to improve and create new facilities and services to support soft mobility.**

**Over 60% of the carbon emissions of an office-based employee relate to commutes home-office.**

**Requirement for organizations under IFRS to report Scope3 emissions**

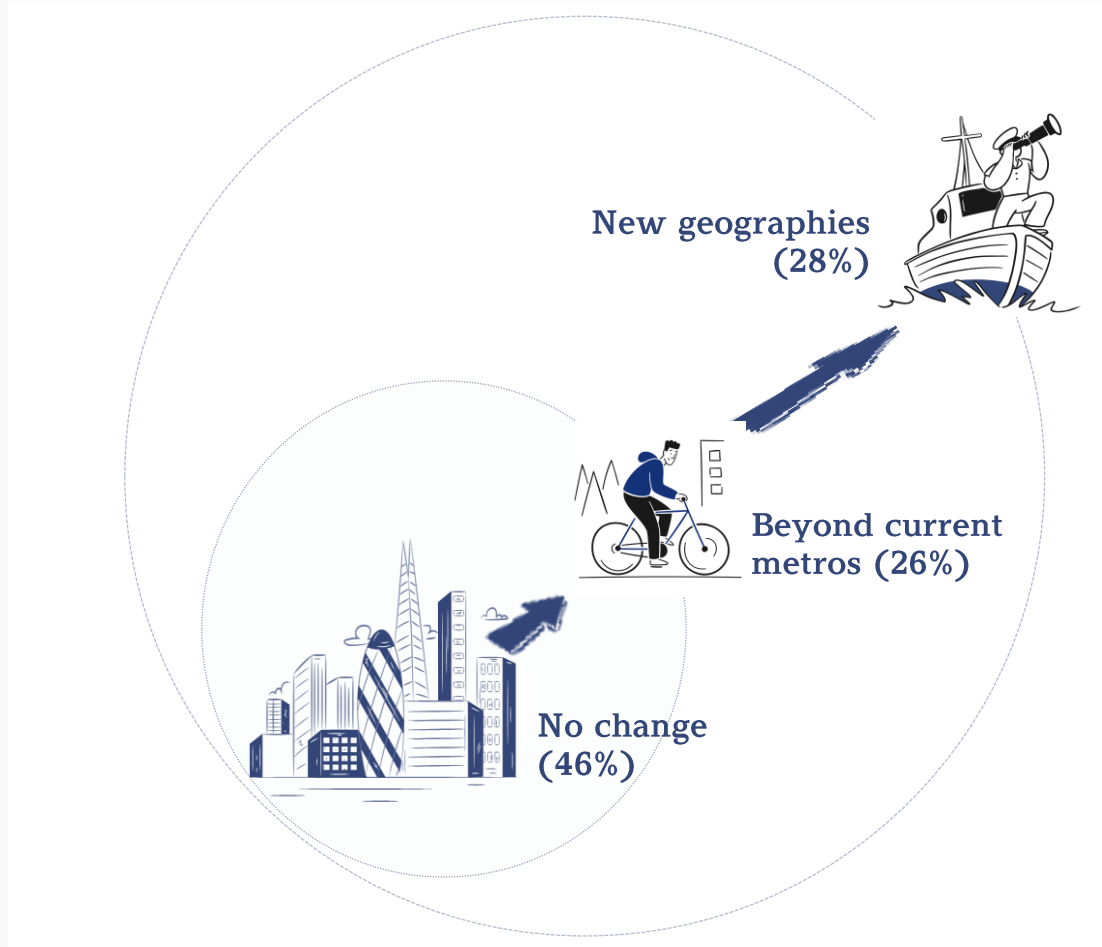


## The larger the organisation the more it will increase its recruitment reach and remote options

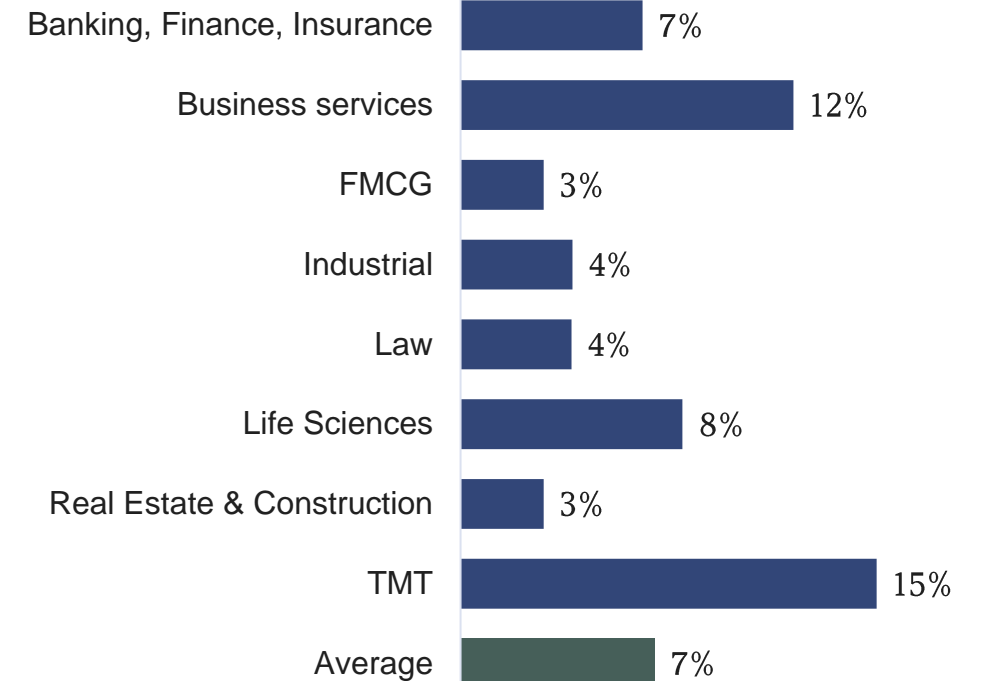
	<b>Small-size Companies</b> (< 200) 		<b>Medium-size Companies</b> (200-5,000) 		<b>Large-size Companies</b> (> 5,000) 
Average weekly remote working allowance	2.1 days		2.4 days		2.4 days
Share that will increase recruitment geographies	18%		65%		58%
Share to allow use of co-working	45%		62%		56%
Estimated impact on real-estate footprint (next 5 yrs)	-16%		-19%		-20%
Estimated return to office rate	46%		39%		40%

# More than half of respondents are adjusting and expanding their recruitment strategy

*Post-Covid recruitment strategy*



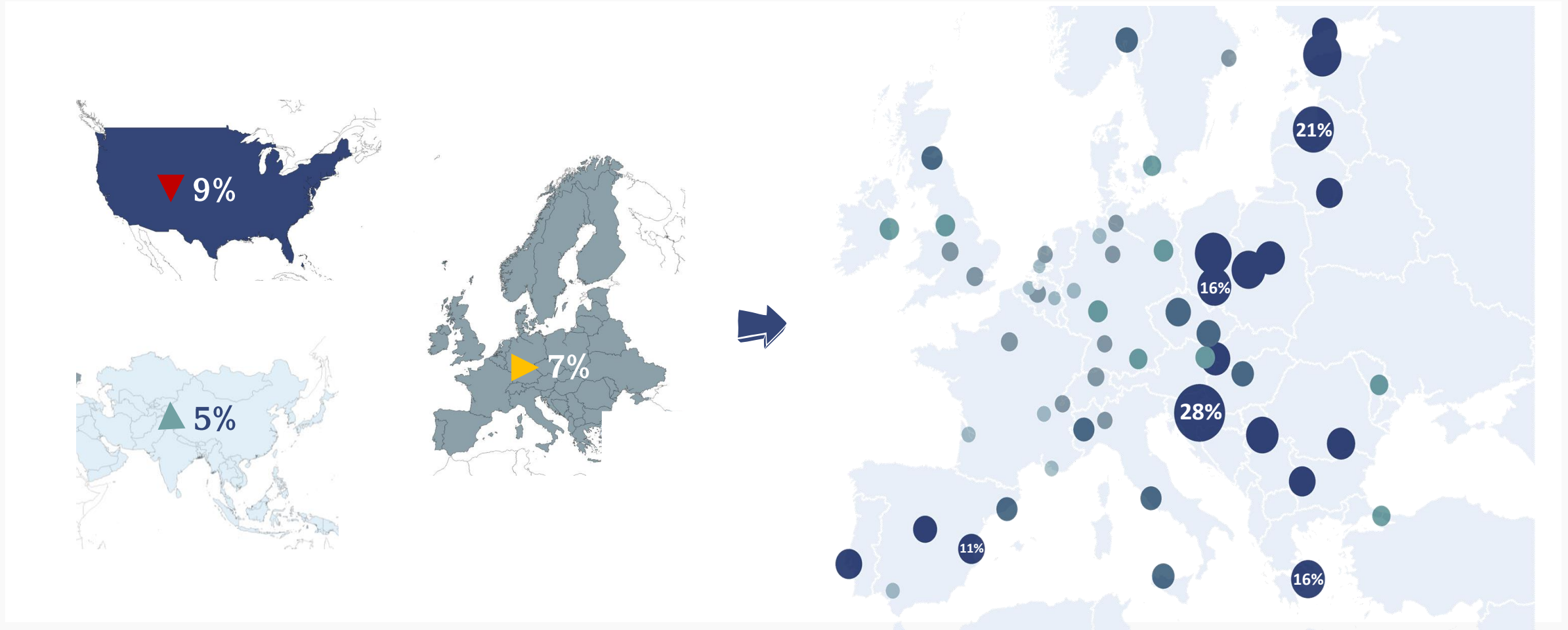
## Share of LinkedIn remote job postings by business sector (globally)



Source: Urbanite research based on LinkedIn data in May 2022 with more than 3,300 companies analyzed.

# After initial hype in the US, remote job offerings have decreased and remain stable in Europe

*Remote job postings*

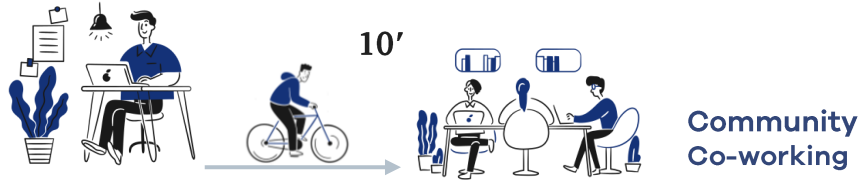


Source: Urbanite research based on LinkedIn data from November 2022.

# Choice of place, space and workplace will increasingly be distributed on a wider geography

*Providing the right mix of places and workplaces to support the new normal*

## Home & community



Community  
Co-working

30'-90'



Regional / Satellite office  
Socialize & Collaborate  
Individual work



Core office  
Meet & Collaborate  
Teamwork / Innovation

Café



Event & Innovation



2 days



1 day



2 days



# The convergence between workplace and hospitality is a 300-year-old idea

*We primarily come to the office to meet and collaborate*



*Coffee and tea houses were the 17<sup>th</sup> century's key workplaces*

Work takes place at home ; the “tea house” is for meetings.  
Individual & collective benches booked for 1 hour to 1 week.  
24h catering and concierge service.  
Rooms available for longer business meetings.



*Modern office with co-working space*

Individual and meeting spaces can be booked.  
Permanent offices for core requirements.  
High-grade catering and services.  
**Convergence between hospitality and offices.**





# Results of Our International Occupier Survey & Sector-Specific Insights.

*Discover the impact of post-Covid remote working on office and location strategies.*

DOWNLOAD YOUR REPORT

# About Urbanite Advisors



## Our story

We created **Urbanite Advisors**, a proudly independent consulting practice, to give a positive impact on our clients' real-estate projects. We attach great importance to making real estate more responsible for the societal, economic, and environmental issues of our time.

After leading and working together for many years in large multinational organizations, we have decided to pool our experiences, our passion, and our know-how to offer dedicated and personalized support, aligned with the needs of our clients, and our values.

We believe in the strength of experience and analysis of market reality. Our advice is impartial and based on transparent data, to which we combine all our experience in supporting occupiers and investors in real estate across Europe and beyond.



## Our core team



**Tamás Polster** MRICS  
*Partner & Co-founder*

Tamás has 29 years of experience in Location & Real Estate Consulting across EMEA and Asia. He has advised on location, urban and Real Estate strategies globally. He has been driving and publishing global research on Occupier trends.



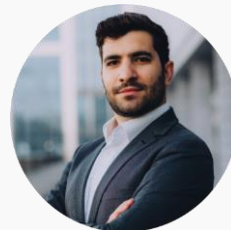
**Lucas Sicard**  
*Partner & Co-founder*

Lucas has 10+ years of experience in Location & Real Estate Consulting across EMEA. Lucas has strong expertise in delivering tailor-made analytical models allowing fact-driven, insightful, and actionable location and real estate strategies.



**Caroline Bouchon**  
*Associate Partner*

Caroline has 10+ years of experience in Real Estate Consulting and has supported many public and private organizations in transforming their Locations, Workplaces, and Portfolios in France and beyond. She has strong expertise acquired through positions in KPMG, Deloitte, and C&W.



**David Petroczy**  
*Associate Partner*

David has 7+ years of experience in Real Estate Consulting across EMEA. He has led projects globally for occupiers and investors. He combines business objectives with global trends and local insights to deliver location & real estate strategies.



**Kateryna Nizhnyk**  
*Senior Consultant*

Kateryna has 13 years of experience in both Real Estate consultancy and management. She supports our client Real Estate portfolio transformation and management combining strong sector expertise with management and organisational strengths.



**Kira Kunczly**  
*Consultant*

Kira has management consulting expertise acquired at Roland Berger. She supports workforce and location projects interacting with client and external stakeholders and managing secondary and primary research internationally.

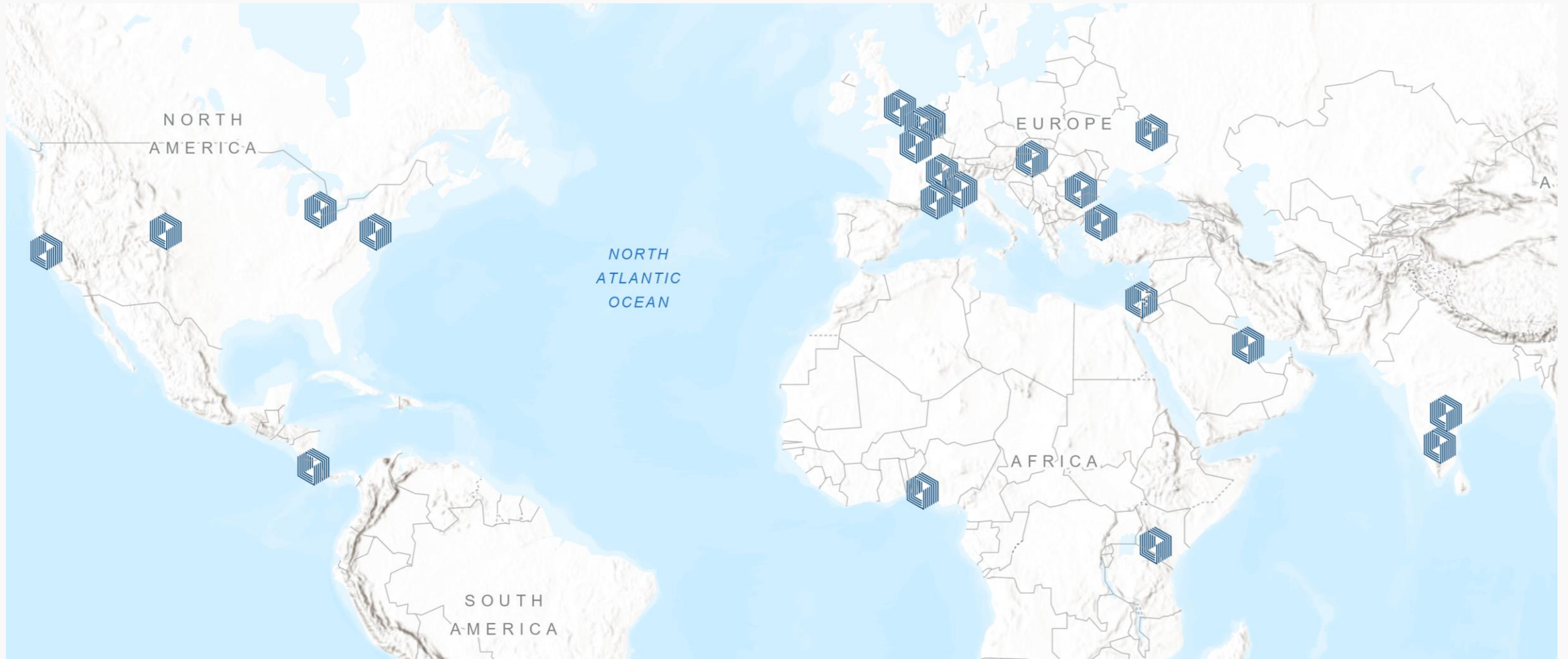


**Andres Cruz Suarez**  
*Consultant*

Andres is an architect and an urban planner. Andres supports our urban and workplace projects with analysis, elaboration, development, and implementation of urban projects. He applies urban regulations in the execution of new construction or remodelling projects.

# We are helping our clients rethink their portfolios and assets globally

*In 2022, we delivered projects in more than 20 cities across 3 continents*



# Our values

*Urbanite Advisors is...*



## Proudly Independent

*Our only interest is yours*

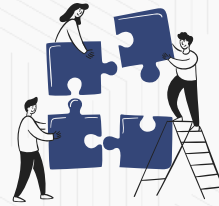
We are a fully independent consultancy, not linked to any service provider.



## Facts-Driven

*Don't just take our word for it*

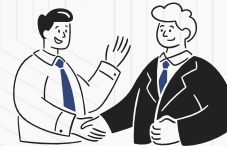
Our work is based on a rigorous analytics process supported by relevant data, not just opinions.



## Agile & Scalable

*We adapt to your needs*

We can assemble competencies quickly, as and when required by our projects.



## Truly Dedicated

*We tailor our approach to you*

We stand by our clients' side and take the time to navigate them through complex strategies.



## Holistically-Minded

*We think outside the box*

We consider all the strategic drivers of our location and property projects.



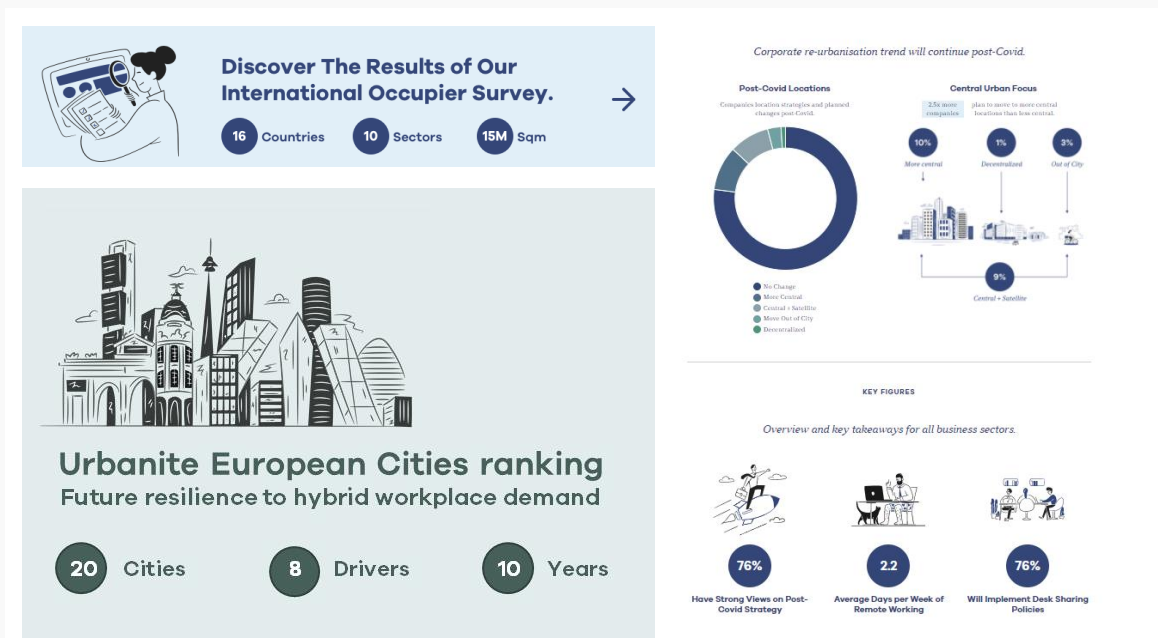
## Forward-Thinking

*We seek positive impact*

We help improve the overall impact of our clients' projects on cities and local communities.



# We invest time in research and insights, which we share openly



## Research, Insights & Innovation

Our team is passionate about real-estate analytics and delivering insights and thought leadership. In 2022, we conducted the largest international survey of office occupants on their post-Covid strategies. We also finalized a multi-criteria analysis on the impact of new hybrid working models on office demand in European cities.



## Presentations

We openly share our studies and insights. In 2022, we presented and discussed our research at 12 international virtual and in-person events across Europe.



## Contact us

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