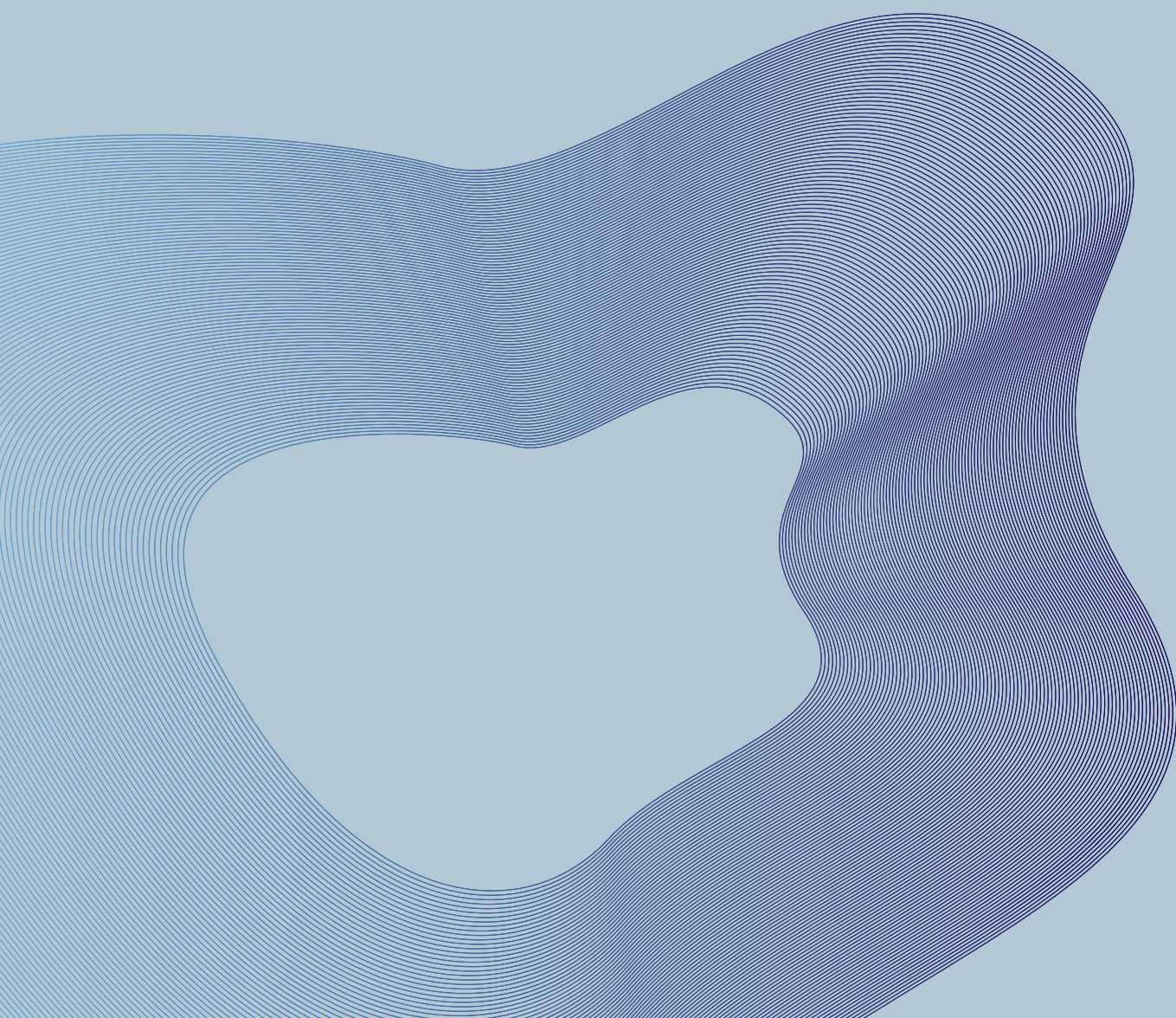


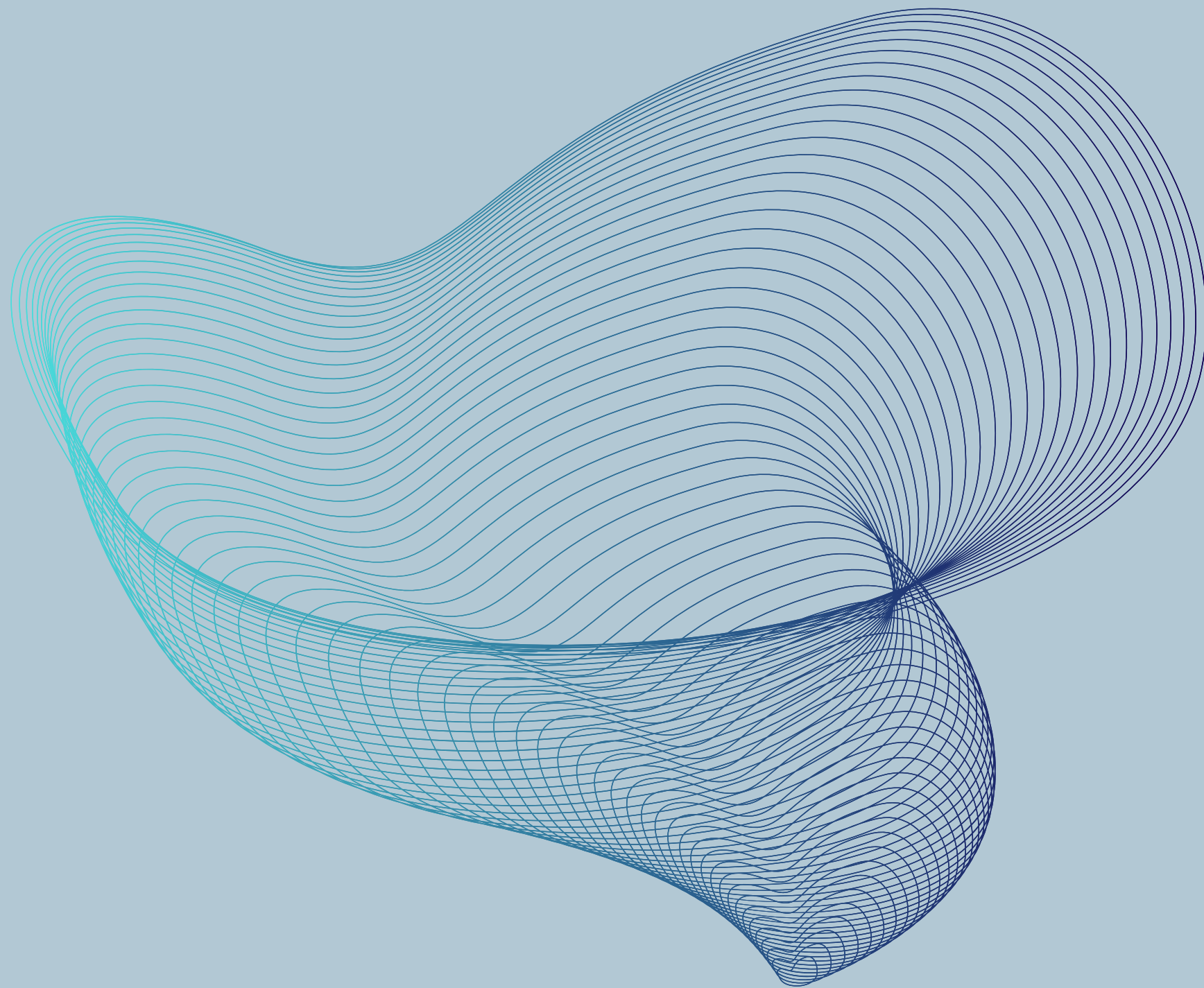
Group Innovation Report

Commercial

Henry Alimanestianu
TJ Broderick
Yiwei Chang
Tianyang Gao
Zilong Sun



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Introduction

The Intersection of Technology and Office Real Estate



Streamlining Operations

- PropTech introduces smart building management and automation, streamlining operations across all office classes, enhancing efficiency and reducing costs.

Improving Tenant Experience

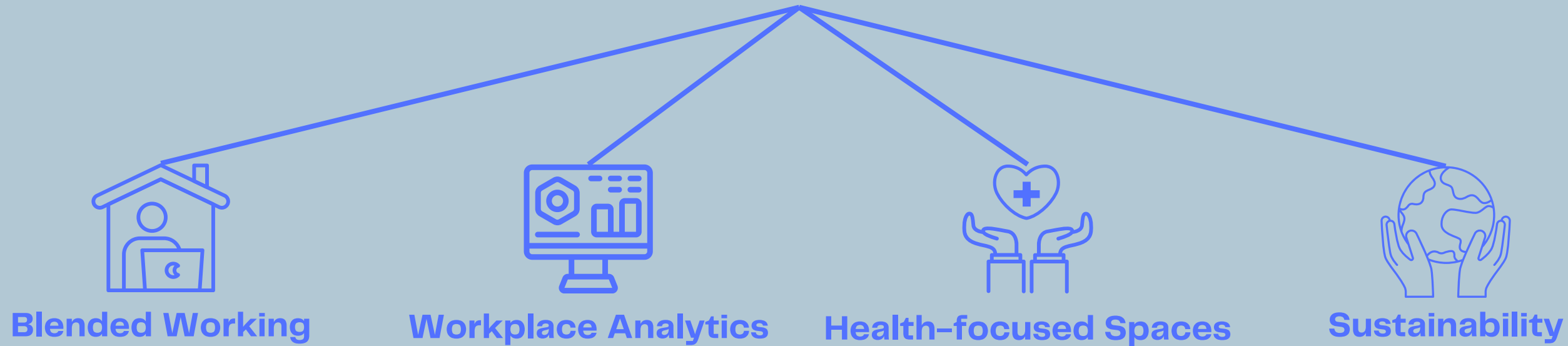
- Leveraging technology to upgrade tenant engagement and workspace environment, PropTech significantly elevates tenant satisfaction in office spaces.

Upgrading Older Properties

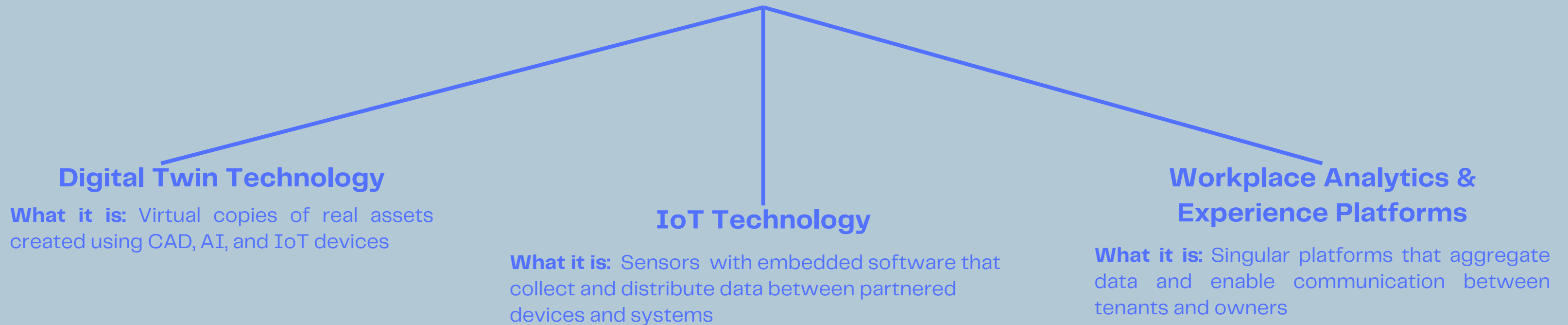
- PropTech offers solutions to modernize Class B and C properties, increasing their market value and appeal through cost-effective technological upgrades.

Current Trends & Innovation

Trends



Innovation



Key Investors & Companies

Leading Investors

- Hines
- Tishman Speyer
- KKR Real Estate Finance Trust
- Brookfield Asset Management
- Vornado Realty Trust
- Equity Office Properties Trust



Investment Landscape Analysis

- **Sustainable Development:**
 - Growing investor emphasis on eco-friendly practices; Increasing focus on green and energy-efficient offices.
- **Technological Advancements:**
 - PropTech shaping property management and transactions; Integration of smart building technologies.
- **Adapting to New Normals:**
 - Adapting to new work patterns and demands for flexibility; Shift towards hybrid and flexible office models post-COVID.

Top Companies

- Boston Properties
- The Office Group
- IWG plc
- Kilroy Realty Corporation
- Gensler
- JLL (Jones Lang LaSalle Incorporated):



Thought Leaders & Influential Figures



Camille Renshaw – Co-Founder & CEO of B+E:

- **Background:** Transitioned from technology to real estate; entrepreneurial successes in early career.
- **Career Highlights:** Co-founded B+E; pivotal in Cabela's \$324M sale-leaseback deal, a digital platform milestone.
- **Industry Impact:** Modernized real estate brokerage through technology integration.
- **Personal Insights:** Advocates for diversity and inclusivity, especially for women in real estate.
- **Contributions & Influence:** Trailblazer in digitalizing real estate processes; her advocacy shapes cultural shifts in the sector.
- **Strategies:** Focuses on technology in transactions, data analytics.
- **Future Predictions:** Continuation of digital and data-driven innovations; more inclusive leadership in real estate.



Hessam Nadji – President & CEO of Marcus & Millichap:

- **Background:** Started at Grubb & Ellis; joined Marcus & Millichap in 1996 in research and advisory.
- **Career Highlights:** Key role in firm's growth and IPO; became President and CEO in 2016.
- **Industry Impact:** Positions firm as market trends and analysis leader.
- **Personal Insights:** Recognized for insights on real estate trends and market dynamics.
- **Contributions & Influence:** Transformative role in firm, specializing in investment sales, financing, and advisory.
- **Strategies:** In-depth market analysis; expertise across real estate segments.
- **Future Predictions:** Expansion into new real estate sectors; data-centric market analysis.



Chuck Schreiber – Chairman, President & Co-Founder of KBS:

- **Background:** Extensive experience in property investment and management.
- **Career Highlights:** Co-founded KBS; major influence in commercial real estate.
- **Industry Impact:** Key in company's growth; sets standards in property management and investment.
- **Personal Insights:** Known for a strategic approach in office space investment.
- **Contributions & Influence:** Influences commercial office market trends; benchmarks for quality and innovation.
- **Strategies:** Focus on high-quality properties; strategic market investments.
- **Future Predictions:** Adapting portfolio for evolving office market needs; emphasis on sustainability and flexibility.

Challenges & Opportunities

- Challenges
 - Economic Pressures:
Inflation and Interest Rates
 - Adaptation to Hybrid Work
 - ESG Compliance
- Opportunities
 - Enhancing User Experience
 - Smart Building Innovations
 - Operational Efficiency



Strategies for Success

- Strategic Planning and Data Integration
- IoT and Smart Building Technology
- Enhancing Tenant Experience
- AI for Sustainability and Comfort
- Digital Twin and Personalized Environments



ESG Considerations

- Strong ESG performance has a beneficial impact on green innovation in businesses.
- As ESG prioritizes sustainable growth in the long run, businesses are encouraged to have a strategic vision.
- Financing limitations can be reduced by ESG-friendly innovations that enhance business success.
- The benefits of ESG are shown in numerous aspects of the results of green innovation.

Key Takeaways

- **Inevitable Integration of PropTech:** PropTech is reshaping CRE, offering unprecedented automation and efficiency. Its integration is not a matter of choice but a critical imperative for industry survival and advancement.
- **Market Leadership through Adaptation:** Staying ahead in the CRE sector now mandates embracing PropTech innovations. Companies must adapt or risk obsolescence in this rapidly evolving digital landscape.
- **Sustainable Development as a Core Focus:** PropTech stands at the forefront of sustainable CRE solutions. Emphasizing ESG principles in technology adoption is pivotal for fostering long-term, eco-friendly, and socially responsible CRE development.

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Questions?