

Real Estate Trends and Insights for Your Next Strategic Move



The real estate industry is transforming rapidly as it recovers from the impact of COVID-19. To stay ahead of the competition, real estate owners, brokers, lenders, businesses, and other value chain members must actively monitor every piece of information on the evolving industry.




Industry Insights

With workplaces undergoing a major change and the prospect of disruption at an all-time high, the commercial real estate industry is at the cusp of rapid transformation. Investment by businesses and government stimulus are likely to drive an uptick in demand for commercial real estate.

The US commercial property index grew by **4.8% y-o-y in Q2'21**.


US deal volumes increased by **81% to USD243.5 billion**.

Real Capital Analytics




Nearly **75%** of global respondents believe that hybrid / flexible work setups will become the normal standard in three years.

Google Workspace survey




64% of real estate companies now have property-as-a-Service across their portfolio.

Executive survey



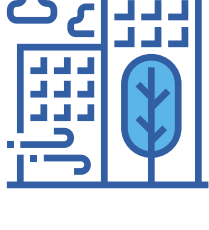
The flexible workspace market would account for **30% by 2030**.

JLL




Green-certified space in the top 30 US office markets surged from 5% in 2005 to over **42% in 2019**.

Metrikus



Green buildings are expected to have **23%** higher occupancy, **8%** higher rental income, and **31%** higher sale premium than traditional buildings.

The World Bank





Data Management Insights

Although advanced technology solutions, such as 3D floor plans, virtual visitor facilitation, tenant usage data, sales data analytics, etc., generate terabytes of data every day, it is stored in silos. Therefore, data integration, transformation, and harmonization solutions can be a game changer.

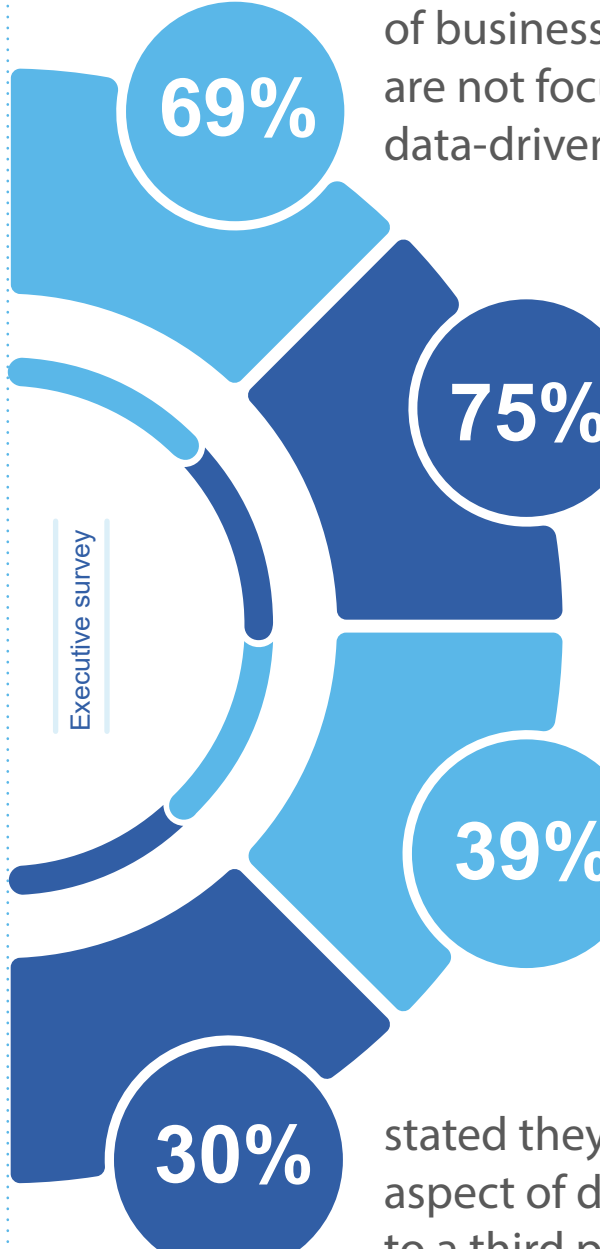
Organizations will spend **six times** more on IoT in 2023.

Globally, **30 billion** devices will be connected via IoT in **2030**.

McKinsey

Real estate companies don't analyze up to **73%** of their data.

Forrester Research




69% of business executives are not focused on fostering data-driven cultures.

75% of respondents cited Excel as the primary analytics tool.

39% stated that they store and access data in a centralized repository.

30% stated they outsource some aspect of data management to a third party.

Executive survey





Proptech Insights

Proptech, which aims to streamline transactions and eliminate paperwork, is often considered a subset of fintech. However, it also covers innovative home technology, 3D modeling spaces, data collection, digital dashboards for property management, and crowdfunding of real estate projects. As per an industry report, the adoption of proptech platforms is the highest in the US and Europe, which are actively using them to revolutionize the real estate market.

Globally, there are **1.8K proptech start-ups**; these have raised **USD80 bn** from **~3K** investors.

Venture Scanner





58% of respondents stated that they have a digital strategy in place.

KPMG Global PropTech Survey 2019

50%

proptech start-ups are focused on residential property.

40%

proptech start-ups are focused on commercial property.

10%

proptech start-ups are focused on the retail segment.

Ascendix Technologies

Evalueserve has long-standing clients in the real estate industry to whom it has delivered actionable intelligence using AI-enabled digital products and research-based solutions.

Evalueserve can help real estate companies to



Track competitors' moves



Identify the best business development opportunities




Develop go-to-market strategies



Create optimal product and pricing strategies



Build real estate indexes



Identify partnership and M&A opportunities

Contact us at ps@valueserve.com
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