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# THE OFFICE OF THE FUTURE AS IN TODAY...



## AN ATTRACTOR

*a place that embodies and delivers a company's culture*



## AMENITIZED

*exceptional amenities, high connectivity and sustainability credentials*




## HEALTH + SAFETY

*employee well-being is paramount*

What rises to the surface as the dust settles on the pandemic and our new landscape emerges? The primary purpose of the office has shifted from a place for day-to-day work to an **employee retention tool**. As health and safety considerations have become a vital part of people's lives employees are very interested in forward-thinking buildings that are **healthy, amenity rich and locationally desirable**. Trophy class buildings will be sought out due to quality of materials, sustainability and healthy building systems.

Non-Trophy class buildings will require significant capital to compete which will result in fewer office buildings and ultimately **swing the supply and demand** balance back to the favor of the Landlord. Tenants will pay more rent because there will be fewer quality buildings to meet their requirements. Construction emissions account for 50% of the carbon impacts associated with a building over it's life cycle... as a result new office developments are only going to become more difficult to justify. Another supply and demand impact. The trickle-down effect is companies will be charged with a **fiduciary responsibility to bring health and well being into the workplace**. Improvements to air quality, ventilation, exercise spaces, quiet spaces, green features such as living walls and WELL building certifications will become a must-have for employers to draw their people to the office.

 **MSRA PERSPECTIVE:** *This flight to quality trend is playing out now throughout the PHL market as occupancy in the Trophy quality subset in the CBD has hit an all-time high at 96%. Market-wide occupancy has regressed to 87% by comparison. Commercial real estate is a people game. So the question now is how to use real estate as a tool for employers to best support and attract their employees and build company culture and comradery.*

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