

Current Economic Trends & How it Might Impact Your Business

Changing World

There are many factors to consider when deciding what direction your company will take in regards to your corporate real estate planning.



- **Demographic Shift** - Millennials are outnumbering Baby Boomers and both are competing for employment. The mixed-use developments, shopping/dining/office/housing, are attracting the younger generation.
- **Political Environment** - Areas that demonstrate political stability may attract support services, residents and businesses.
- **Urbanization** - Live/Work/Play continues to bring people to the urban core and "urbanized" areas. This growing trend is gaining strength.
- **Income Gap** - As the income for middle class households decreases, look for opportunity on the low and high end of the markets, but less in the middle.
- **Energy** - There has been a drastic change in US oil production and this will affect regional employment and economies.
- **New Economic Alternatives** - New ventures such as Uber, WeWork and Airbnb are alternatives to traditional offerings. Shared offices are growing and offer amenities that cater to small businesses.



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