



The ecosystem influencers

In our endeavor to help CRE companies understand the new rules of the road, our 2019 Commercial Real Estate Outlook dives deeper into the preferences of CRE investors.

Key themes:

- Capital commitment
- Nontraditional assets and new business models
- Prioritize their investments
- Technology advancements



Global capital flows

Global CRE investments continue to rise on the back of steady economic and employment growth in key global markets.



Key questions the CRE C-suite should consider:

Change the mind-set
Are you prepared to reassess the existing property and tenant mix?

Start operationalizing your capital investment strategy
How are you planning to use investor capital to enhance the use of existing properties?

Technology

Technology has permeated every aspect of the CRE business. Companies are adopting a variety of advanced technologies, albeit at a relatively slow pace compared to some other industries.



Key questions the CRE C-suite should consider:

Change the mind-set
Do you have or are you working on an enterprise-wide digital strategy?

Start operationalizing your capital investment strategy
Which technologies and applications do you plan to adopt to enable better information management and advanced analytics?

Cyber risk management

Respondents consider damage to reputation (41 percent), financial theft/fraud (37 percent), and theft of personally identifiable information or PII (35 percent) as the top three impacts of cybersecurity breaches at CRE investee companies



Key questions the CRE C-suite should consider:

Change the mind-set
Are you broadening the risk management agenda to include cyber risk?

Start operationalizing your engagement strategy with proptechs
What is your proposed approach to develop the cyber risk governance framework, policies, and guidelines?

Proptechs

Globally, almost 9 in 10 of those surveyed believe that proptechs will have a moderate to significant influence on the CRE industry



Key questions the CRE C-suite should consider:

Change the mind-set
Do you consider proptechs a threat or opportunity? Do you have a clear strategy and/or internal guidelines on proptech engagement?

Start operationalizing your engagement strategy with proptechs
Do you have a list of decision-making criteria to guide when choosing proptechs?