

7 CAPITAL MARKETS STRATEGIES TO EMBRACE IN REAL ESTATE TODAY

While we haven't exactly experienced today's real estate capital markets realities before, there are enough examples in U.S. real estate history to deduce that as an industry sector, real estate stakeholders are adaptable. As the markets correct, savvy investors and innovative leaders will uncover opportunities before them. Consider these seven strategies to embrace now while navigating the movements currently underway.

1 DON'T TIME THE MARKET

- Instead, focus on the long-term potential of a deal.
- There are too many factors contributing to inflation to predict interest rates.

2 GET CREATIVE WITH DEALS

- Unconventional approaches to deals are becoming more common.
- Private equity and seller financing are popular transaction strategies.

3 CONSIDER OTHER ASSET CLASSES

- Affordable housing is a stable sector with strong interest from investors.
- Diversify risk by expanding portfolios to include a diverse mix of asset classes.

4 EMBRACE MIXED-USE

- Flexible work schedules are changing how space is used.
- Mixed-use buildings offer more agile business strategies and dependable returns.

5 LOBBY FOR CHANGE

- Revisit zoning regimes and federal incentives to build for the needs of local communities.
- Take a longer-term look at the future of the industry and what is needed to get there.

6 CONSULT YOUR TAX ADVISOR

- Refinancing at higher interest rates can be tax-deferred.
- Tax incentives are available for energy-efficient improvements.

7 DON'T PUT ESG ON PAUSE

- Environmental, social, and governance efforts help create longer-term value and curtail risk.
- ESG can serve as a framework for business strategies that benefit all stakeholders.

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