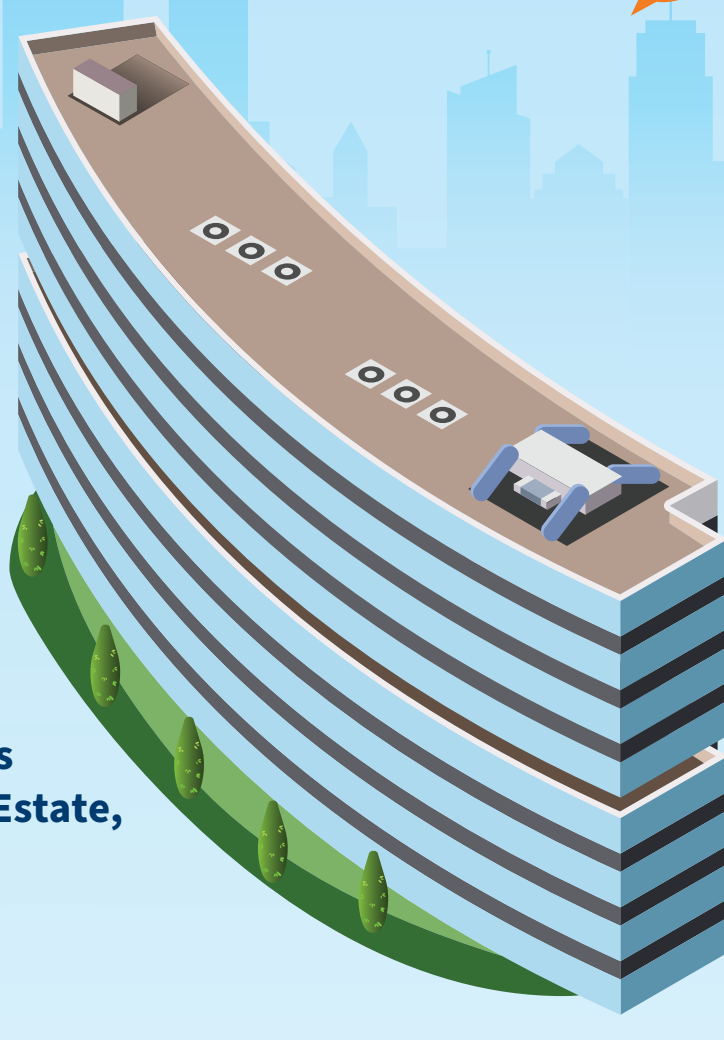


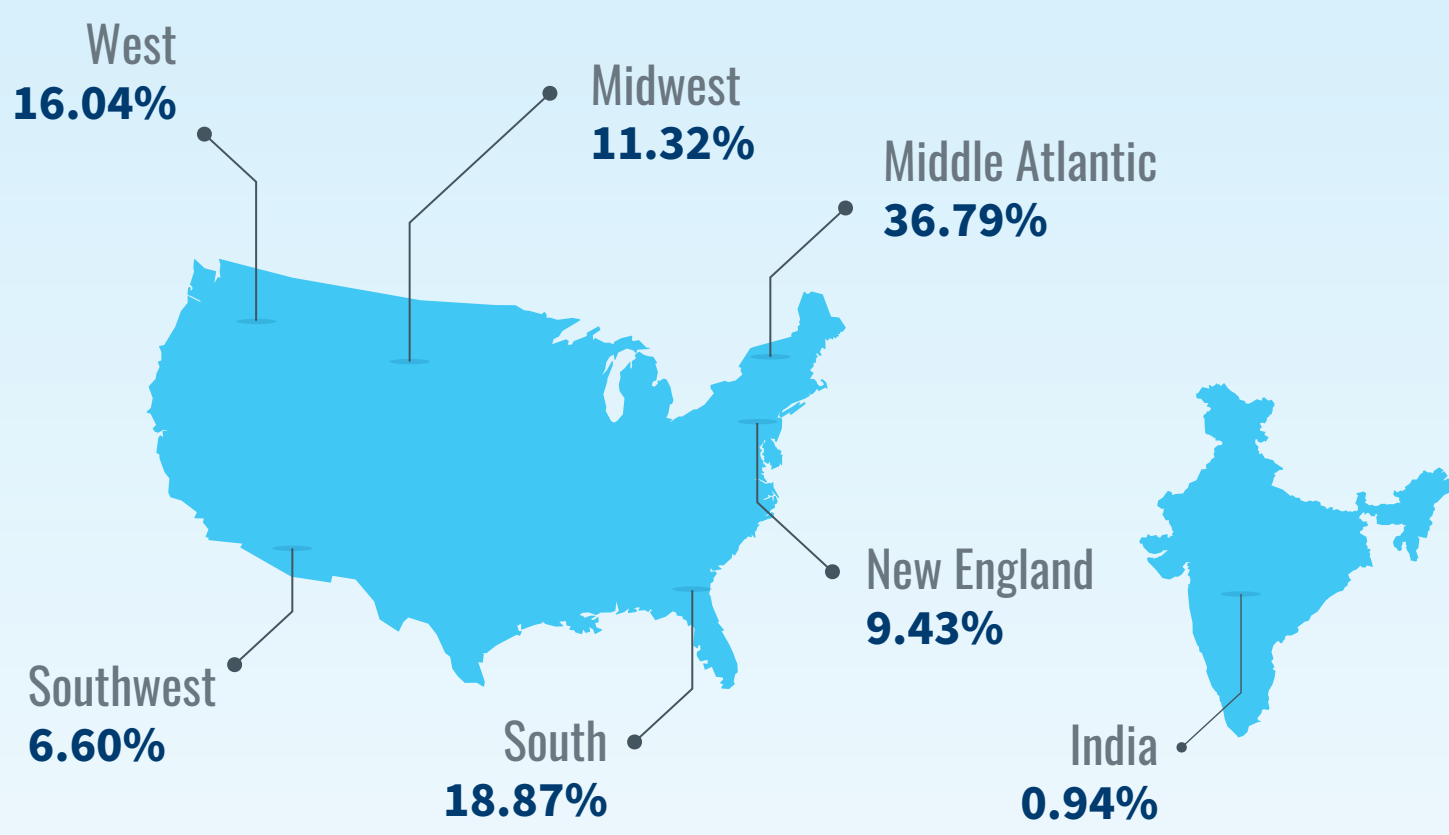
# REAL ESTATE PULSE SURVEY

What industry trends are shaping your business strategies?



## Dataset Overview

Surveyed **106** Real Estate professionals across **Commercial Real Estate, Affordable Housing, and Construction** sectors.






## The industry weighs in

-  **Industry Focus**
-  **Market Priorities**
-  **Operational Challenges**

## Here's how it broke down:

### 1 Industry Focus: What industry topics/trends are of most interest to you?


**Top Interest: Risk management**

 <b>14.7%</b> Acquisitions/ Deal flow	 <b>14.7%</b> Capital markets (capitalization/ re-capitalization)	 <b>17.1%</b> Technology systems and IT
 <b>18.7%</b> Risk management	 <b>17.7%</b> Data, analytics, and reporting	 <b>17.0%</b> Tax strategy

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### 2 Market Priorities: What market conditions are of a top priority for you to keep on top of?

**Top Priority: Supply chain management**

 <b>11.2%</b> Interest rates	 <b>11.3%</b> Lending	 <b>15.4%</b> Leasing and occupancy trends
 <b>16.9%</b> Legislative updates and opportunities	 <b>20.8%</b> Risk management	 <b>24.4%</b> Supply chain management

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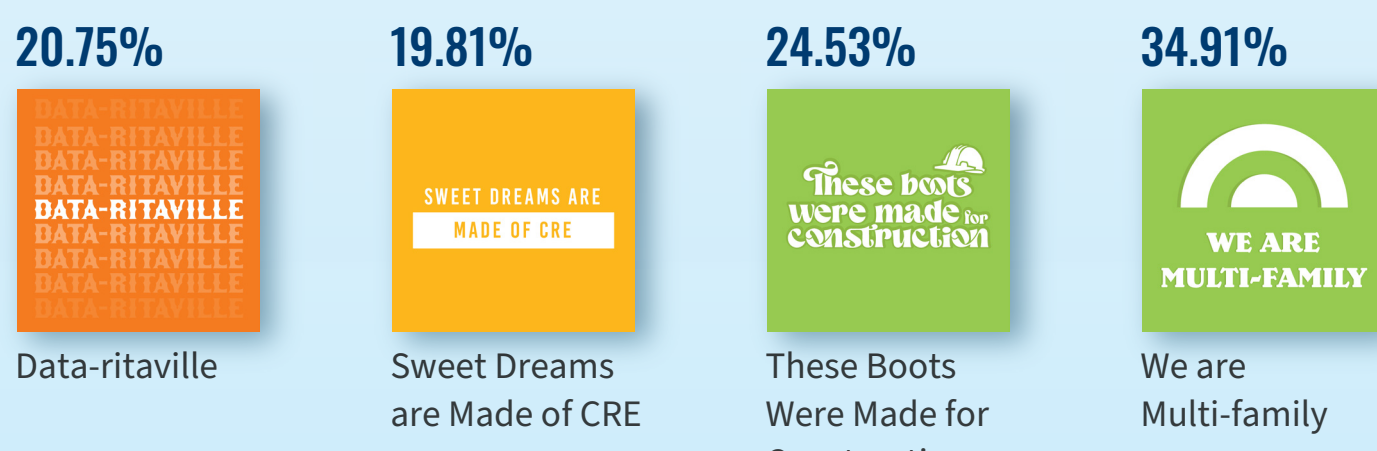
### 3 Operational Challenges: Which operational procedures are the most challenging for your organization?

**Top Challenge: Cybersecurity and privacy**

 <b>14.1%</b> Connected technology systems	 <b>12.8%</b> Data, analytics, and reporting	 <b>12.8%</b> Siloed operations across asset classes, geographies, and departments
 <b>17.2%</b> Process automation	 <b>19.7%</b> Outsourcing certain areas	 <b>23.4%</b> Cybersecurity and privacy

## Top of the Charts

Participants in this survey were able to select an Embrace the Movement themed t-shirt, reflective of our Record Wall installation many of them saw out on the road. Which album title hit the charts?



## Join the Movement: Are your strategies in step with industry shifts?

As you reflect on these insights, consider: Are your priorities in sync with industry trends? Is your business prepared to navigate the evolving landscapes ahead? What propels your business decisions, and how boldly are you embracing change?

We're eager to hear your thoughts.

Reach out to us at [jessica.timmerman@cohnreznick.com](mailto:jessica.timmerman@cohnreznick.com) to schedule a discussion with our Real Estate team.

#EmbraceTheMovement

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