office evolution

Lee Linton Office Evolution





TRADITIONAL COMMERCIAL REAL ESTATE



Customizable Office Design - Control

Businesses can set their floorplans tailored to specific needs and preferences of their employees, clients, and partners. (Cowork Chronicles)

Enhanced Brand Identity

Through design choices and aesthetic, businesses can customize their workspaces to best fit their brand identity. (OfficeRND)

Credibility

Long-term commitments demonstrate a business' standing amongst clients, partners, and competition. (Cowork Chronicles)

Long-term Agreements

Most commonly ranging from 5-10 years, ensuring stability for businesses and landlords. (CoStar)

Upfront Expenses & Time

Tenant finish out or build-out for first/second generation spaces are costly & take significant amounts of time to complete; average cost \$196/sqft. (Fronteras)



THE RISE OF COWORKING



Coworking History

Thought to have started over 50-years ago; first "official" Coworking space was in Germany (C-Base) in 1995; first in the US in 2005 (Mindspace)

Growth Rate

40,000 coworking spaces globally by EOY-2025, reflecting the continued increasing demand for flexible work environments (Statista); consistent 13% annual growth rate for coworking spaces, showcasing the industry's resilience and adaptability (Coworking Resources)

Global User Base

5.1 million coworking members worldwide, catering to freelancers, startups, and remote workers (GCUC)

Dedicated Memberships

70% of coworking users are full-time members, highlighting the growing reliance on these spaces as primary workplaces (Deskmag)

Regional Growth

Asia-Pacific leads coworking growth, driven by urbanization and remote work trends (Cushman & Wakefield)



COWORKING USER DEMOGRAPHICS



80% of Users Prefer Coworking Over Traditional Offices









Freelancers - 54% (Deskmag)

Enterprise Companies – 19% (JLL)

Under 40 - 63% (Statista)

58% Male, 42% Female (GCUC)

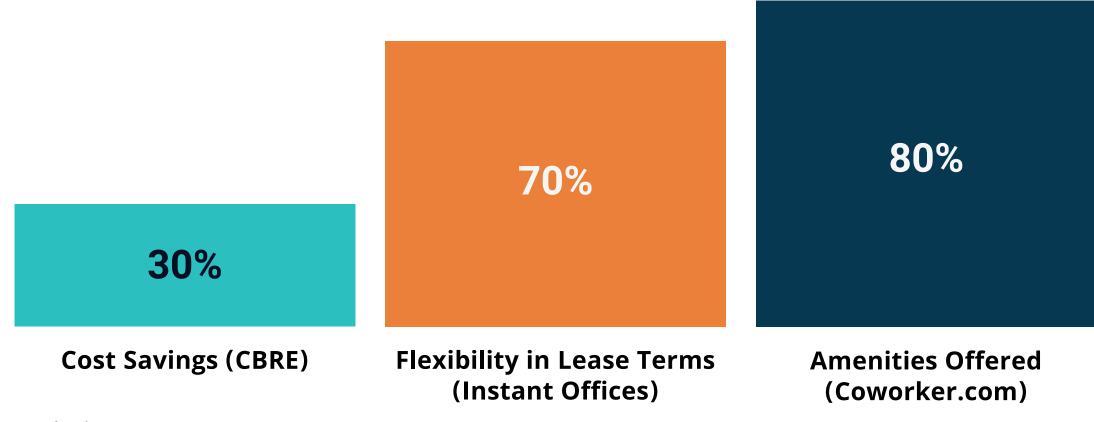
FINANCIAL BENEFITS OF COWORKING FOR SMALL BUSINESSES

FINANCIAL BENEFITS OF COWORKING

| Benefits | Statistic | |
|--|-----------------|--|
| Companies can save up to 30% on real estate costs | CBRE | |
| Flexible plans reduce costs by 22% | Instant Offices | |
| Freelancers increase income by 25% | Deskmag | |
| 95% of members report business growth | GCUC | |
| Shared office spaces save \$10,000/year per employee (due to lower infrastructure costs) | Knight Frank | |



Comparison of coworking and traditional commercial leasing in terms of cost, flexibility, and amenities



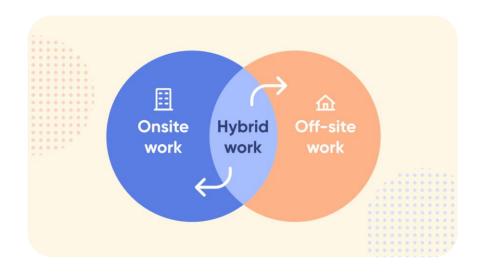
CORPORATE ADAPTION OF COWORKING













PRODUCTIVITY AND WELL-BEING IN COWORKING



COWORKING AMENITIES AND TECHNOLOGY

Quality Internet



Reliable, secure, highspeed Internet WiFi connectivity to support seamless connectivity. (Statista)

Ergonomic Furniture



Prioritization of user well-being by offering modern, ergonomic furniture and workstations to enhance productivity and comfort. (JLL)

Meeting Rooms



Well-equipped meeting rooms for client interactions, team discussions, and virtual conferences.

(GCUC)

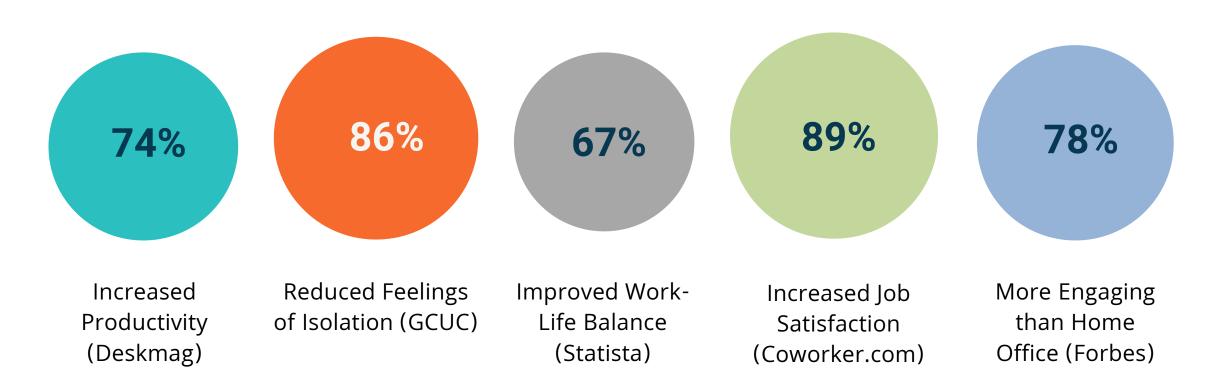
Smart Technology



App-based access, booking systems, and IoT devices, to provide a streamlined user experience. (Coworking Resources)

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Comparison of productivity, engagement, and work-life balance metrics between coworking spaces and traditional offices



SUSTAINABILITY IN COWORKING



Reduced Carbon Footprint

Coworking's support for hybrid and remote work models can reduce carbon emissions by up to 20% through reduced commuting.

(Global Workplace Analytics)



THE FUTURE OF FLEXIBLE WORKSPACES



The coworking industry is projected to grow significantly, with an estimated 40,000 coworking spaces globally by 2025. This robust 13% annual growth rate reflects the increasing demand for flexible work environments.

The coworking user base is expected to continue expanding, reaching 5.1 million members worldwide. This growth will be driven by the rising popularity of flexible work models among freelancers, startups, and remote workers.

Large enterprises are increasingly adopting coworking solutions, with 41% of corporations already using coworking spaces. This trend is expected to accelerate, with 65% of companies planning to expand their use of coworking in the future.

Coworking spaces will continue to integrate advanced technologies, such as smart access systems, booking platforms, and IoT devices, to enhance the user experience and optimize space utilization.

Coworking Expansion

Evolving User Base

Corporate Embracement

Technological Advancements

Sustainability Initiatives Hybrid Work Integration

Continued Evolution

The coworking industry will place a greater emphasis on sustainability, with 73% of spaces focusing on eco-friendly practices, including the use of renewable energy sources and recycled materials in construction.

Coworking spaces will play a crucial role in facilitating the hybrid work model, providing flexible and collaborative environments that support remote work and reduce carbon footprints by up to 20%.

As the coworking industry evolves, we can expect to see new innovative workspace solutions, tailored to the changing needs of businesses and professionals, further enhancing the appeal and advantages of flexible workspaces.

SUMMARY - ADVANTAGES FOR SMALL BUSINESSES



TRADITIONAL <> COWORKING

OFFICE SPACE SOLUTIONS



- Limited to Your Own Office Space
- Expensive Initial & Monthly Investment lending, buildout, multiple bills/month
- Long-Term Commitment Required
- Limited Opportunities for Networking
- Committed to Space Size for Lease Term
- Additional Ongoing Upkeep Investments



- Move-In Ready (fully furnished)
- No Contract or Lease Agreement
- Affordable Monthly Investment 1 bill/month
- Flexibility to Grow Your Business as Needed
- Opportunities for Networking Community!
- Access to Network of Locations
- Included: Utilities, Cleaning, Maintenance;
 Breakroom Amenities (Beverages & Snacks);
 Network Resources (Printer/Scanner/Copier)



Cost Savings

Coworking spaces offer up to 30% lower real estate costs compared to traditional office leases, helping businesses optimize their budgets.

Flexible Workspace

Coworking provides adaptable workspace solutions that can scale up or down based on business needs, avoiding long-term commitments.

Increased Productivity

The dynamic and collaborative environment of coworking spaces boosts employee focus, engagement, and productivity, leading to better business outcomes.

Networking and Collaboration

Coworking fosters a vibrant community, enabling cross-pollination of ideas, skills, and professional opportunities among diverse members.

Talent Attraction and Retention

Providing modern, amenity-rich coworking spaces helps companies attract and retain top talent who value a flexible and engaging work culture.

Sustainability Focus

Many coworking spaces prioritize eco-friendly practices, reducing environmental impact and appealing to environmentally conscious businesses and employees.



THANK YOU!

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GEORGETOWN & ROUND ROCK

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