



Insider's View to Corporate Real Estate



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Representing Users Of Corporate Space Worldwide

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How Companies Are Using Their Office Space As A Weapon In The Growing War For Top Talent

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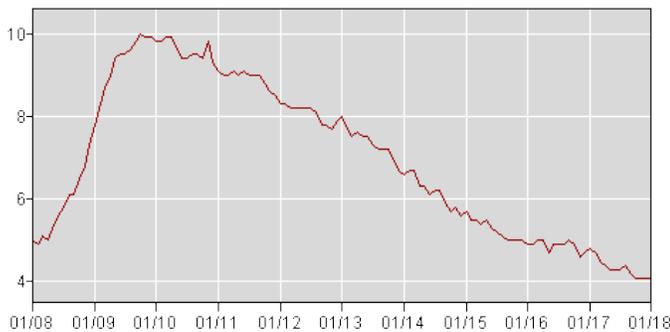
As the unemployment rate in the United States continues its long term decline, the competition for talent is expanding to more industries, making corporate real estate a key weapon in the growing war to attract and retain top talent.

Today's workforce has spurred a number of trends, including touchdown spaces which are areas that foster collaboration and give workers the freedom to perform tasks wherever it best suits them. These are supported by new information sharing technologies that enable professionals to work anywhere in the office.

To start the process of using your office space as a weapon in the growing war for top talent, contact us for help in answering the following questions.

1. Where are your competitors located?
2. Why are they located there?
3. How does your office space compare?
4. What should be done to compete?
5. When should you consider a change?

United States Unemployment Rate



Source: Bureau of Labor Statistics

Building owners recognize this and are racing to add amenities to their buildings which help tenants compete for talent and in turn increase occupancy levels in their buildings. Among the most popular amenities are shared conference and board rooms which can reduce the tenant's square footage and free up dollars for use elsewhere, along with fitness facilities and food services.

Within the workplace, there is also a heightened focus on the design, particularly as companies increasingly respond to the preferences of Millennials who will represent 34% of the workforce by 2024, according to the Bureau of Labor Statistics. This study includes the 16 to 34 age group which roughly corresponds to the millennial generation.

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About the Author

Carrie S. Holstead is the Chairman Emeritus of ITRA Global with experience representing users of corporate real estate in nearly 300 markets around the world. She is also the Founder, President and CEO of the longest established tenant representation firm in Pittsburgh, Pennsylvania. Carrie was just honored with the Exemplary Service Award from ITRA Global for outstanding leadership and contributions, and by *Smart Business Magazine* for leading a Top Company in Pittsburgh. Additionally, she is the acclaimed author of the monthly *Insider's View To Corporate Real Estate*, a frequent speaker, and has made a number of guest television appearances. **If your company has a local or global corporate real estate need, contact Carrie Holstead at +1 (412) 255-3737 for a conflict-free solution.** To receive the *Insider's View To Corporate Real Estate* electronically, sign up at www.carrieholstead.com.