



Be more agile.

Create competitive advantage with a blended real estate portfolio strategy



55%

of space is under-utilized or unoccupied at any given time

Real Estate flexibility drives business agility

With an agile portfolio strategy that blends fixed and flexible office space, businesses can implement a more efficient real estate portfolio strategy, enabling them to cut costs, adapt to market changes quickly and gain a competitive advantage.

Obliterate risk

Economic and political uncertainty creates risk, business disruption – and in some cases – opportunity. Organizations need to be prepared to respond and adapt quickly. And, as markets become more dynamic and fast-paced, the speed of change accelerates, requiring an even more aggressive need for rapid agility in order to sustain a competitive advantage.

Unfortunately, most corporate real estate (CRE) portfolio strategies are not designed to react quickly to market demands. They are built on a foundation of traditional, fixed office space that requires long-term commitments and ties up valuable capital.

External uncertainty often results in corporate leadership indecision. Businesses become overly cautious attempting to protect profit, operating tentatively, neither growing nor mitigating risk, thereby resulting in a failure to thrive.

Smart businesses know they can't stand still.

The average cost of a desk ranges from \$10,000 to \$27,000 per year

The “known unknown”.

Successful CRE professionals understand the importance of aligning their organization’s real estate strategy with the organization’s key business objectives – both now and in the future.

However, one of the most difficult challenges is managing through the “known unknown” – accurately aligning headcount requirements with workspace needs. Most companies struggle to predict what will happen in six months, let alone in five years when a traditional lease will still be in place. With the inability to accurately forecast headcount, it is impossible to correctly provision the right amount of workspace. The problem is exacerbated the further out they forecast.

And while many companies plan for aggressive growth, if headcount growth doesn't keep pace with forecast, they often plan for more space than they need.

Eliminate Waste

CRE professionals who understand the genetic make-up and business drivers of their organization can proactively plan a real estate strategy around key objectives and eliminate waste. They need to consider:

- Market conditions that may drive the business to expand or contract
- Business growth objectives and strategies
- Workforce DNA: the mix of corporate employees, mobile workers, project teams and contingent workers
- Corporate culture – how people work, interact, respond to change, etc.

A corporation with 5000 office-based employees can save up to \$14m per year by moving from a fixed to a flexible model.

Leading edge companies realize the importance of a blended portfolio strategy that includes both fixed and flexible space. By outsourcing flexible space requirements, organizations can guarantee more efficient use of their space and minimize capital expenditures by eliminating costs associated with:



Fit-out expenses



Furniture



Technology



73%

of companies agree that flexible workspace allows them to expand or contract without hefty penalties.

From fixed to flex.

For organizations that want to respond quickly to market disruptions and opportunities and cut the fat out of real estate, moving from a fully fixed model to a blended fixed/flex strategy is a no brainer. But making the move can feel a little daunting.

“By moving to a blend of fixed and flex property, we’re confident we have the agility to grow and change as we need to.”

How much flexible space?

There’s no one-size-fits-all ratio of fixed vs flex space that will work for every business. All businesses are different, with their own specific requirements. Organizations with a large headquarters campus will most likely adopt a “hub and spoke” model, having a higher percentage of traditional fixed space, supplemented by flexible branch locations. A good rule of thumb is to outsource your offices with less than 5K square feet, thereby eliminating operational headaches, reducing costs and increasing flexibility.

That’s where Regus comes in

With a fully flexible network of on-demand office space, organizations can quickly scale as necessary with built-in protection and flexibility for when – not if – market changes occur. With access to Regus’ unparalleled, flexible network of more than 3,000 locations worldwide, CRE professionals can proactively:

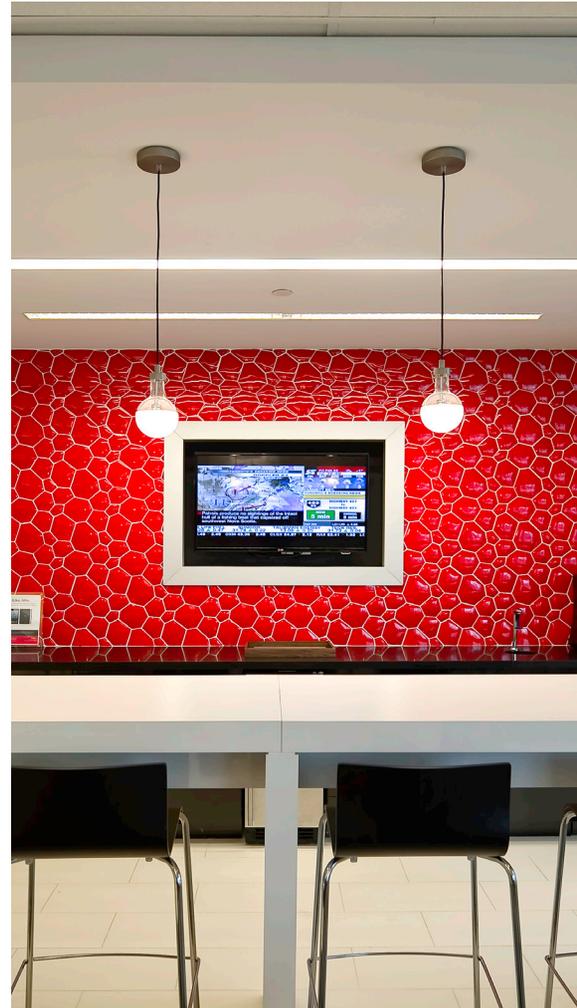
- Eliminate under-utilized space
- Mitigate risk
- Minimize CAPEX
- Reduce costs
- Respond to market disruptions and opportunities

A proven solution

Regus works with multinational corporations throughout the world to provide flexible workspace solutions to meet any business need. World class organizations partner with Regus for:

- Dedicated offices
- Project, overflow and swing space
- Co-working space
- Workplace recovery
- Custom build-outs
- On demand: business lounges, day office and meeting rooms

And, as your requirements change, you have the flexibility to grow, scale or adapt your space to fit your business needs.



**Find out how
Regus can help you.
Contact us today.**

 **844 920 9547**

 **contact.regus.com/
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