

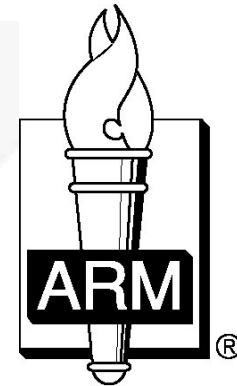
# FROM TALENT TO TECHNOLOGY TO TRUMP: KEY TRENDS IMPACTING REAL ESTATE AND ITS MANAGEMENT





# IREM Institute of Real Estate Management

- Founded in 1933 as affiliate of the NATIONAL ASSOCIATION OF REALTORS®
- Serves real estate managers of all property types—commercial, residential, retail, and industrial
- A major force in enhancing professional practices and ethical standards within the industry
- Global standard for real estate management
  - 20,000+ members in 35 countries
  - Organized into 93 chapters – 80 US, 13 international
  - IREM chapters in Sao Paulo and Rio de Janeiro



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# Institutionalization of commercial real estate



Blurring of lines:  
Property management  
Asset management



Better data.  
Better data access





# Better mobile technology



# Sustainability



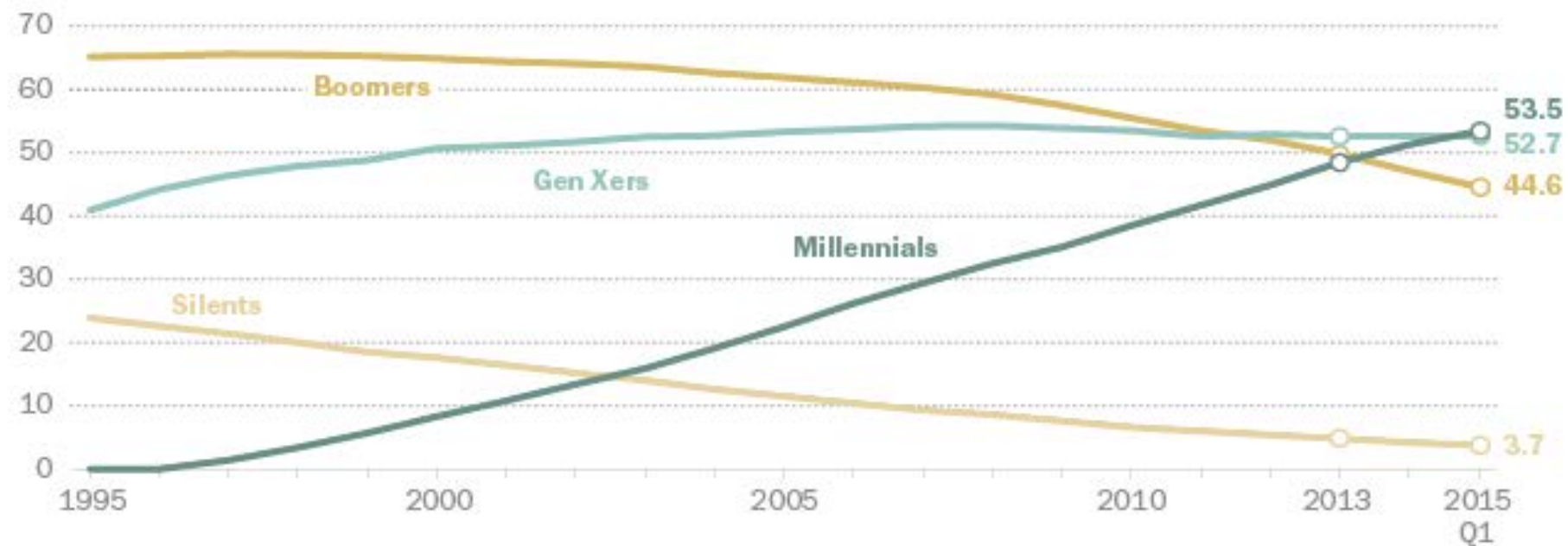


# Consolidation



## U.S. Labor Force by Generation, 1995-2015

*In millions*



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

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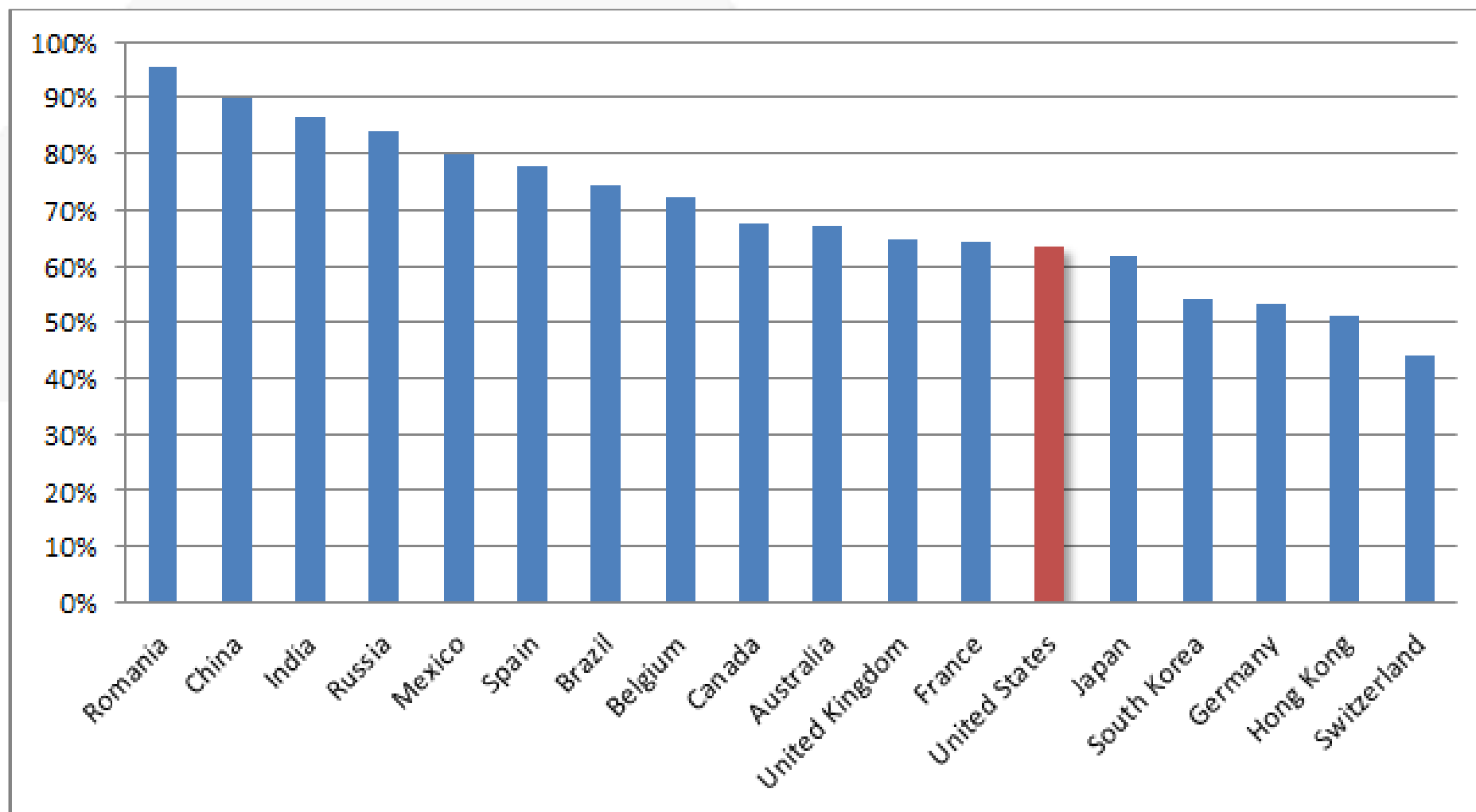
War for talent



# Urbanization



# Home Ownership Rate by Country





Renting vs. owning





# E-Commerce

# Globalization



# Competition



Competition for deals  
Competition for capital  
Competition for talent

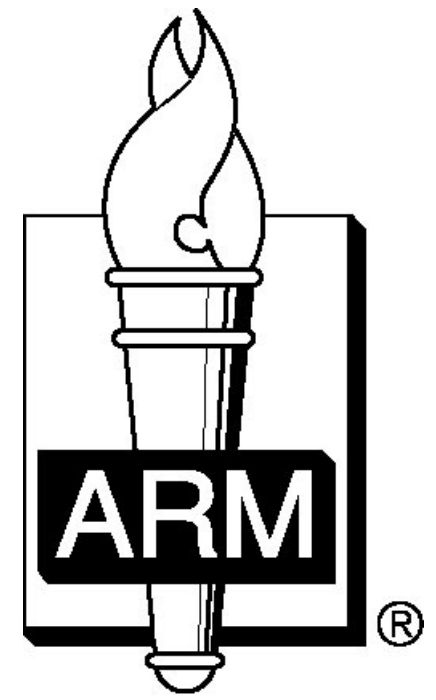
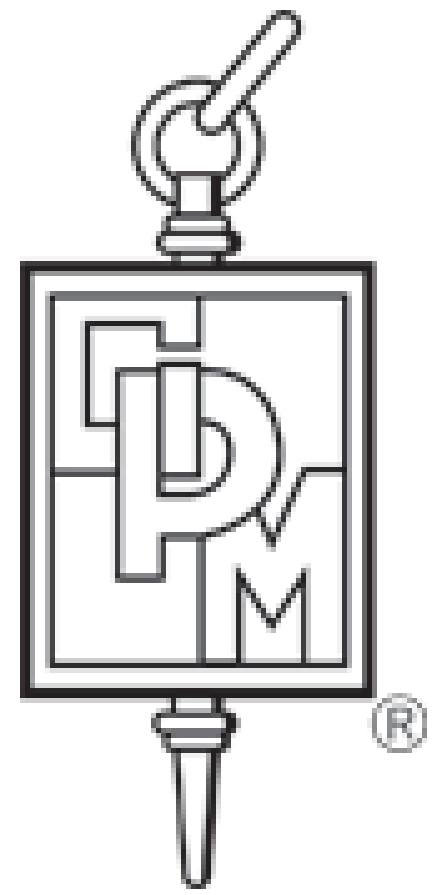


## A few tips . . .

- Be competitive – differentiate yourself, your company, your property
- Leverage technology
- Think like an asset manager
- Never stop learning



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QUESTIONS?

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