

Dynamic real estate: The path forward



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While there has been extensive discussion around the future of work and return to office, I think the future is now. We have entered a new era: dynamic real estate.

Dynamic real estate is flexible, agile, and evolves with changing needs. It supports hybrid work, remote work, and a return to the office while enabling streamlined portfolio management, facilities management, and data-driven decision-making.

According to a recent [JLL study](#), 55% of office-based employees are currently doing hybrid work, and only 11% of employers are not offering any sort of hybrid option. This has a significant impact on how companies operate and meet their goals.

Corporate real estate (CRE) organizations are operationalizing hybrid work models and shifting from tactical to strategic approaches. These

changing priorities lead to new challenges that dynamic real estate must solve. What is the key to success in this new age? Technology.

From fixed to flexed

Space utilization is one of the biggest considerations with dynamic real estate. When, where, and how are people using space? Historically, we have thought about facilities as fixed. There was a fixed amount of square footage, a fixed amount of people showed up to the building each day, and facilities managers could only offer a fixed amount of services.

But now, buildings need to be more flexible, depending on occupancy and how the workforce is structured. There are more people some days and less people other days. Various stakeholders want the spaces to run more efficiently and sustainably with a better experience for the people in the space.

This requires a lot of data and analysis, including sensor data to monitor occupancy and usage. Flexing also affects how services are managed, whether it's cleaning facilities, controlling the temperature at different times of day, or maintaining equipment based on how it has or hasn't been used.

A sustainable future is dynamic

Dynamic real estate will also play a big part in CRE organizations' energy efficiency and sustainability efforts. With more and more companies offering a hybrid workplace, there's a greater need for technologies that help create healthy, dynamic,

and engaging work environments that are automated and energy efficient.

Most publicly traded companies have some sort of sustainability goals, but they need solutions to benchmark them, build a strategy to achieve them, and measure their progress. According to the [Governance and Accountability Institute](#), 92% of S&P 500 companies reported on sustainability in 2020.

And it's not just about investors anymore. Occupiers are now demanding green, sustainable spaces.

So how do you do it? With technology.

Whether you are reducing your energy consumption, aiming for a net-zero carbon footprint, or ensuring healthy office space, you need data and insights to achieve your goals, which requires technology. AI-powered technologies can reduce energy consumption, maximize tenant comfort, and improve indoor air quality. IoT occupancy sensors can provide the information you need to optimize your spaces. Sustainability solutions can help reduce costs and maximize ROI while meeting green goals.

The dynamic workplace puts people first

Another significant shift in the age of dynamic real estate is in the workplace, transitioning from managing employees to enabling employees and ensuring their physical and mental wellbeing. Employee experience and empowerment require dynamic workforce technologies to

support employee needs, wherever they work. From HR management and learning and career platforms to health and wellness and community and experience tools, companies are using dynamic solutions to meet and exceed employee expectations. The best solutions are cloud-based, data-driven, and automated.

JLL's global research report, [Technology and Innovation in the Hybrid Age](#), found that 78% of companies plan to incorporate more than 10 technologies identified as anchors for hybrid work transformation by 2025. But a technology stack that works for one company may not work for another. CRE leaders must recognize that they need solutions designed to meet their specific needs, based on their unique goals and operating models. A clear strategy and roadmap are imperative for successful technology deployments and long-term outcomes.

Technology is the heart of dynamic real estate

In addition to significant considerations around space, sustainability, and people, operational decisions are becoming more complex, with the need for real-time feedback, tracking, and management moving to the forefront. According to JLL's latest [Metrics that Matter](#) report, CRE leaders are aligning their real estate priorities with their business strategies—and they need technology to do it. The top three priorities between now and 2025 are:

1. Operationalizing hybrid work models to support agility and flexibility

2. Improving workforce resilience by enhancing physical and mental health and wellbeing
3. Improving operational efficiency and portfolio resilience

From AI and sensor technologies to IWMS and facilities management software and more, how do you choose the right solutions? Do you have a strategy for implementing them? Who is going to deploy and manage them? Do they integrate with your current systems? Do you have plans for adoption and training? Can you do it all in-house or do you need to outsource? These are all questions you need to be able to answer in the age of dynamic real estate.

Ultimately, to succeed in this dynamic environment, you need to ensure you have everything you need to operate efficiently and make data-driven decisions. That may mean finding a partner—ideally, well-versed in real estate AND technology—who can help you with some or all of it.