



WtR

10 Commercial Real Estate Predictions for 2022

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To say that the commercial real estate industry has been fraught with uncertainty over the past two years would be an understatement, and while the Covid-19 pandemic brought multiple industries to a standstill, it also offered ample opportunity for those willing to adapt to the vastly different landscape. But what about 2022? Will we see an increase in CRE investment? What effects will there be on the buying and leasing of office spaces with so many companies offering hybrid work models and many employees opting to work from home? Will the retail and hospitality sectors return to their pre-pandemic levels? Our findings suggest that rather than succumb to the pandemic panic of recent years, plans and investments in CRE have simply adapted to turn a difficult situation into new opportunities, and that evolution will continue into 2022 and beyond. Here are our commercial real estate predictions for 2022.





An increase in CRE investment

It's no surprise that 2021 saw a decrease in investment in certain areas of commercial real estate, but the good news is investment is on the way back up in 2022, both in traditional sectors such as retail and hospitality, and in alternative sectors such as life sciences and industrial real estate. An increase in vaccinations and a decrease in Covid-19 cases in many countries worldwide means a (slow) return to normal life, leaving many investors ready to once again turn their attention to shopping malls, restaurants, and hotels, while continuing their investments in profitable new areas such as warehouses for e-commerce or data centers.

1.



2. The hybrid work model is here to stay

2021 saw many employees working from home and many organizations downsizing their office spaces to cut costs. Far from seeing a loss in productivity, many organizations realized this flexibility only made their employees more productive and happier at work. WFH is here to stay, but many employees will opt to go to the office at least a few days a week, creating the need to keep or even upgrade office spaces in many companies. Many organizations, such as those in the tech industry, have thrived during the pandemic and are experiencing massive growth in terms of hiring and revenue, leaving them with office spaces that are now much too small to accommodate the number of new employees. While some of this will be solved by the hybrid work model, many organizations will choose to move to bigger office spaces, creating new opportunities for property developers and leasing agencies.



3.

Industrial real estate is on the rise

Changing consumer behavior has led to a boom in e-commerce and the data centers needed to power online shopping platforms as well as to ensure companies have the needed capabilities and infrastructure to work from home. This has led to massive opportunities for those leasing or selling industrial spaces, and this trend will only continue to rise in 2022. Expect to see opportunities in niche areas such as cold storage as a growing number of investors are interested in this maturing market.

It's all about tech

Leasing activity will be driven by tech companies worldwide. According to Savills, we can expect to see office leasing activity comparable with pre-pandemic levels in 2022. However, this will differ depending on the country. Emerging markets such as Vietnam, China, and Indonesia will offer huge opportunities for leasing agencies and property developers due to their strong economic growth and less interest in switching to a hybrid work model. Office spaces will remain integral to tech companies worldwide though, even those with flexible working policies, as their massive growth means they'll still need bigger spaces for those employees that do opt to go to the office.



4.

5.



Hope for the retail sector

Retail might just be the commercial real estate sector that saw the biggest challenges during the pandemic as lockdowns led to a massive shift in consumer behavior and extreme growth in e-commerce. While e-commerce is not going anywhere, the reopening of brick-and-mortar stores and the strong desire for a return to normalcy will offer ample opportunity in 2022.

6.



The inhospitable hospitality sector

The hospitality sector reached record lows in 2020 and 2021 due to lockdowns and global travel restrictions. While vaccinations and a return to travel offer hope to this struggling sector and a full recovery is expected eventually, CBRE predicts that hotel occupancy won't reach pre-pandemic levels until at least 2023.

Creative solutions to CRE investment

With both the hospitality and retail sectors crippled by the pandemic, investors started looking into alternative sectors to make up their losses and drive growth and profits even in uncertain times. This has led to an interest in industrial real estate fueled by the immense growth of e-commerce and data. Many retailers no longer need brick and mortar stores, but they do need bigger warehouses to store the stock they need for increasing online sales. Beyond that, the threat of the global pandemic has brought on interest and opportunity for specialized offices in life sciences and the medical buildings for research purposes. 2022 will continue to see investment in the aforementioned alternative sectors, but a return to normal life and the new growth mindset adopted by most thriving organizations, means that the possibilities for creative solutions in 2022 are endless.



8.

Young professionals drive growth in Multifamily CRE

As many young people fled to their family homes during the pandemic to save on rent, multifamily properties (i.e. apartment complexes) suffered. However, 2022 will see young professionals looking to move out on their own once again as they return to the cities and the workplace and achieve their pre-pandemic financial stability.



9.

It's all about sustainability

Even before the pandemic, we were seeing a huge increase in the number of companies that promised sustainability in their business practices and investments. The pandemic only further amplified that need. Sustainability has taken a central role for corporations and economies with both business and world leaders promising to reduce emissions and move us towards a greener future. This trend will only intensify in 2022 as many investors and organizations will require tracking of ESG initiatives.

10.

3D visualization's even bigger role in CRE marketing

With so many meetings still taking place over Zoom rather than in person, 3D visualization's place in property marketing is more important than ever. In an area as competitive as commercial real estate, there's only one chance to make an impression. CGI, 360s, and animations are the future and allow property developers, leasing agencies, and marketers to sell not only a property but a lifestyle. By adding 3D property elements to your offering, you bring the essence of the real world into the digital world and can showcase it online anywhere in the world.



WtR

PRODUCTS & EXPERTISE

EXPERTISE & CAPABILITIES

We're proud of our Scandinavian quality & coherence. Our services and workflow are focused around commercial real estate properties where our core competencies lie. Elevate your property marketing backed by our flexible project management, where we always strive to meet your deadlines with the least amount of stress, and offer you a value-added service package that truly suits your needs. With clients spanning 10 countries and over 1000 projects under our belt, coupled with 11 plus years of experience, it's no wonder we have over 150 returning clients across 3 continents!

Our team comprises 60+ talented individuals from 18 different countries. With international offices and 11 years of collaboration with worldwide developers as well as 25 architects bringing a myriad of expertise right to your doorstep, we are confident that WtR is the most suited partner for any commercial development!

Still Renderings

Animation

Virtual tours / 360s

Start a project with us!

Complementary Services

What a few of our clients have to say



STILL RENDERINGS

WtR creates polished still images of architectural spaces.

Our core product - photorealistic visualizations of interior and exterior spaces grant any viewer a deep insight into the ground-up development or bring an older building's future state to life. Watch people buzz through the street, lounge in the lobby, enjoy decorative detail on the furniture or view the entire neighbourhood from a bird's eye perspective - all thanks to the 3D modeling technology in our hands.

A convenient variation to the still render is a moving render / gif - where certain elements are naturally animated. Your web visitors can embrace the beauty and ambience of the property as the snow falls behind their future office windows, allowing them to project themselves and experience into the space.





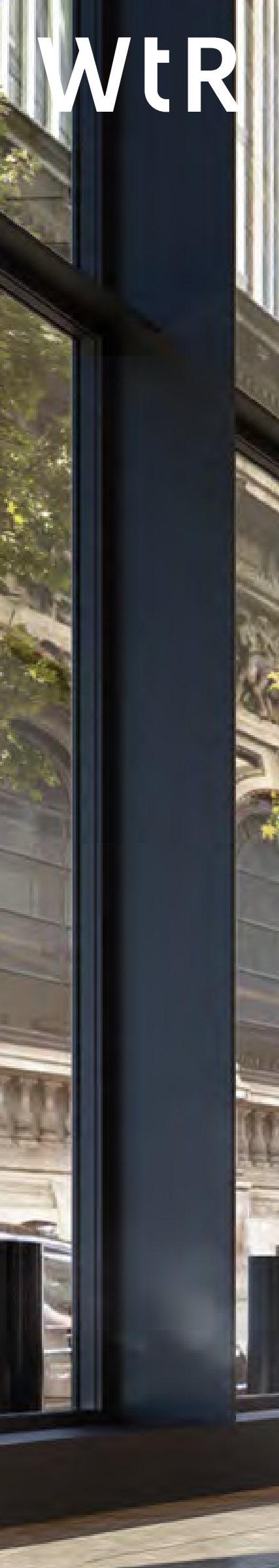














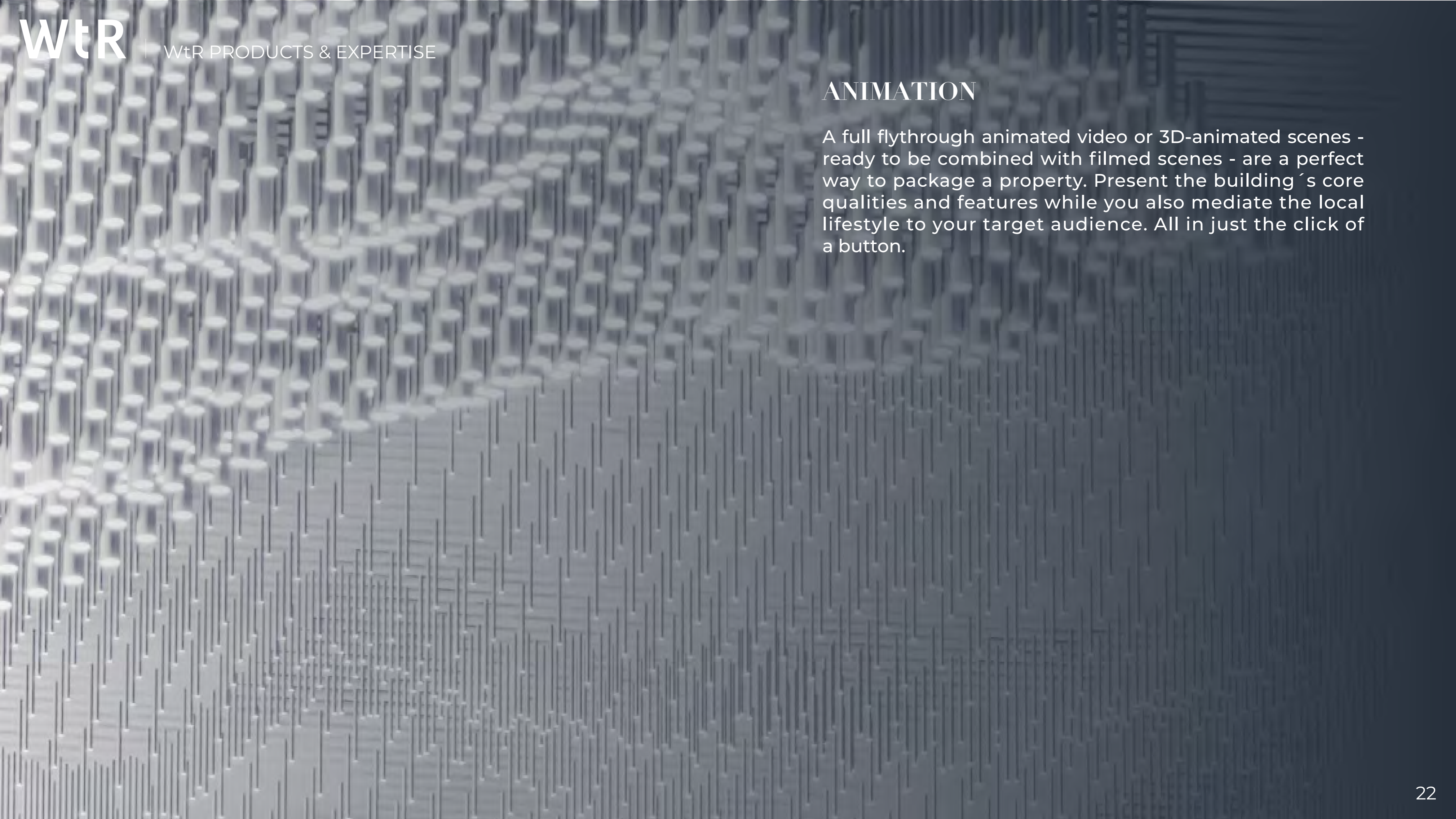






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ANIMATION

A full flythrough animated video or 3D-animated scenes - ready to be combined with filmed scenes - are a perfect way to package a property. Present the building's core qualities and features while you also mediate the local lifestyle to your target audience. All in just the click of a button.





What's on this week

Monday	Tuesday	Wednesday
10.00 Brunch	09.00 Sedut percipatis	10.00 Lunch Team
13.00 Sedut percipatis	13.00 TED Talk Loren Ipsum	11.00 Sedut percipatis
17.00 Dolor sit	15.00 Lorem Ipsum	17.00 Photo party

Tap to book our services





VIRTUAL TOURS / 360s

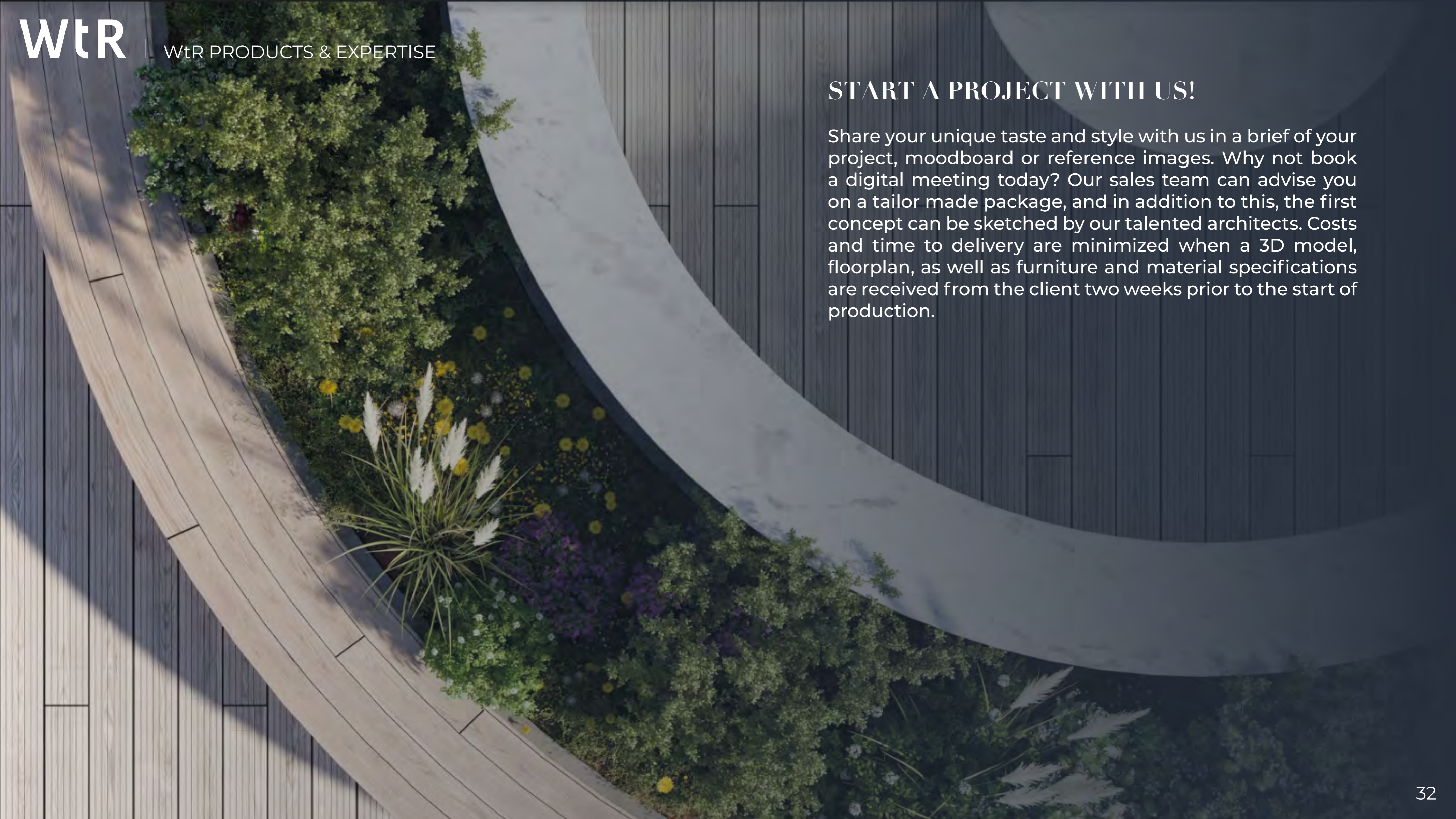
An array of 360 degree view “hot-spots” are carefully selected around the property. The resulting virtual tour is an ideal form for remote viewings - allowing potential tenants or buyers to walk around the building directly from their desktop, tablet or phone. For a full immersive VR experience, we also create tours for Oculus Go.











START A PROJECT WITH US!

Share your unique taste and style with us in a brief of your project, moodboard or reference images. Why not book a digital meeting today? Our sales team can advise you on a tailor made package, and in addition to this, the first concept can be sketched by our talented architects. Costs and time to delivery are minimized when a 3D model, floorplan, as well as furniture and material specifications are received from the client two weeks prior to the start of production.

COMPLEMENTARY SERVICES

Are you missing input material? Let our architects help you create a floorplan that is functional, modern, tailored to a specific target group and works for CGI work. We're happy to help with moodboards and design in a similar manner. We can help contract one of our drone photography partners to ensure that all input for CGIs are where they need to be (lighting, angles). Have doubts about what to focus on? Ask us for 3D consultancy and let us navigate the 3D minefield so that all USPs of the project are communicated in the right way.





COMMERCIAL PROPERTY FOCUSED

We focus entirely on commercial real estate properties (offices, retail, multi-use, etc.), which makes our services and processes extremely unique, competent and specific.

FEXIBLE & UNDERSTANDING PARTNER

Issues arise and changes happen; we work tirelessly and flexibly with you to make sure you hit your deadlines with the least amount of stress.

VALUE CREATION IS OUR PRIORITY

Understanding your needs, and building beyond those needs is what keeps our customers coming back.

SCANDINAVIAN SIMPLICITY & QUALITY

We believe strongly in keeping our work and processes very simple and friendly. We tout that we believe our worst is better than other's best.

EXPERIENCED PARTNER

1. Work in 10 countries.
2. 1000+ projects.
3. 150+ recurring clients.
4. 14 years of experience.
5. 3 international offices.
6. 60+ talented architects, designers & project managers.





WHAT A FEW OF OUR CLIENTS HAVE TO SAY:

"We have worked with Walk the Room for nearly 8 years and the one thing that really stands out for us is their dedication to really understanding the project and our overall vision." - **SKANSKA**

"I've had a very positive experience working with WtR on my pre-let commercial developments. Great processes, value-added input and a professional team." - **NIAM**

"The level of professionalism and detail WtR brought to our relationship gave me a sense of ease and trust." - **TDO Architects**

"I worked directly with Alexander Uulas and team for many years now, and I have to say that the level of professionalism and proactivity has always been very refreshing. Walk the Room hits their deadlines and always manages to outperform expectations, ultimately delivering that something extra that really elevates the value of our properties." - **Fabege**

CONTACT

Get in touch if you'd like to learn more about us.
We're eager to help you out in all ways possible.

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