

# New Brokerage Commissions with Flexible Office Spaces

July 29, 2020



# On May 29, 2020...

## Your Hosts



*Speaker*  
Laurent Dhollande  
CEO of CloudVO &  
Pacific Workplaces



*Speaker*  
Mark Golan  
Corporate VP of Real Estate

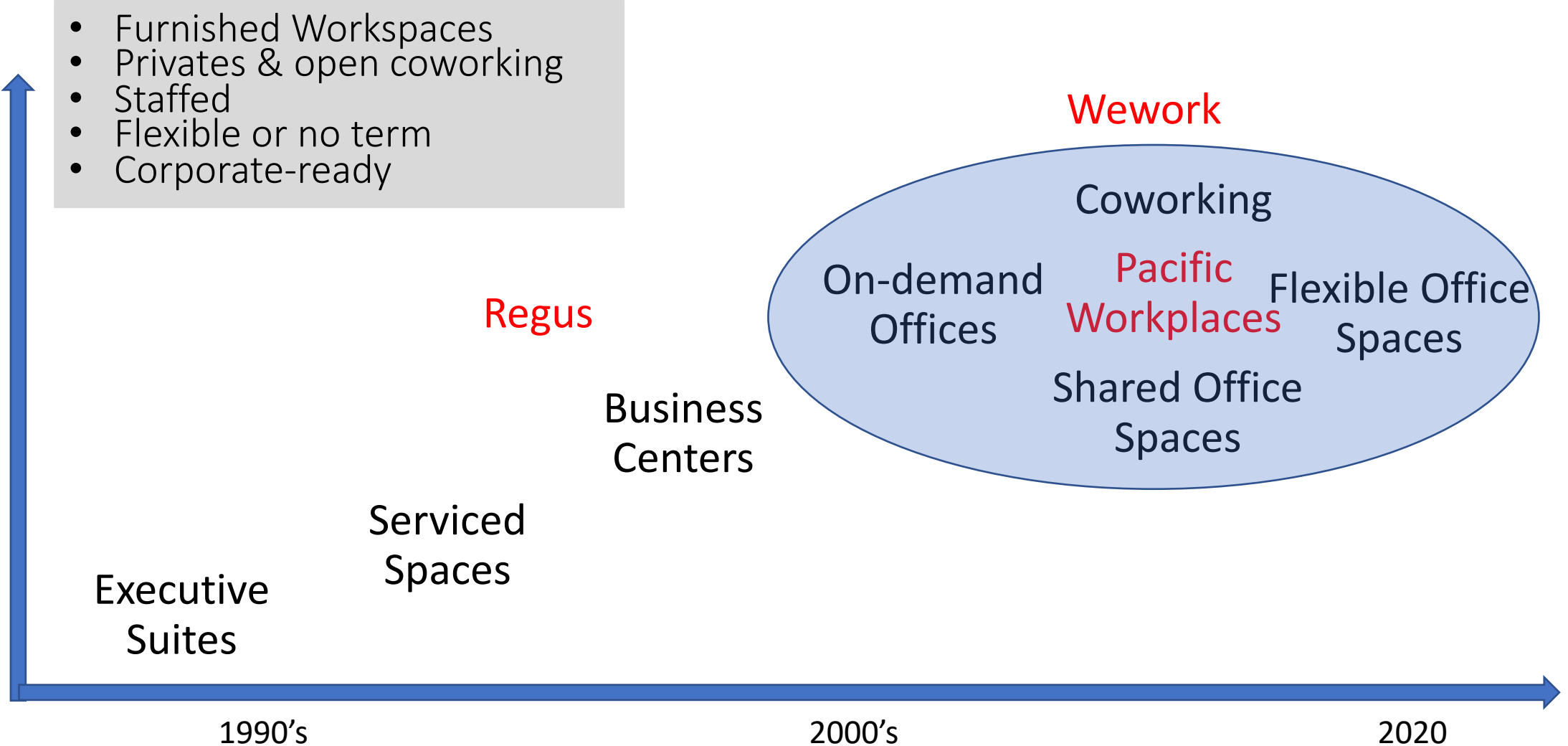


Mark Zuckerberg  
CEO/Founder Facebook

# What are Flexible Office Spaces?

- Furnished Workspaces
- Privates & open coworking
- Staffed
- Flexible or no term
- Corporate-ready

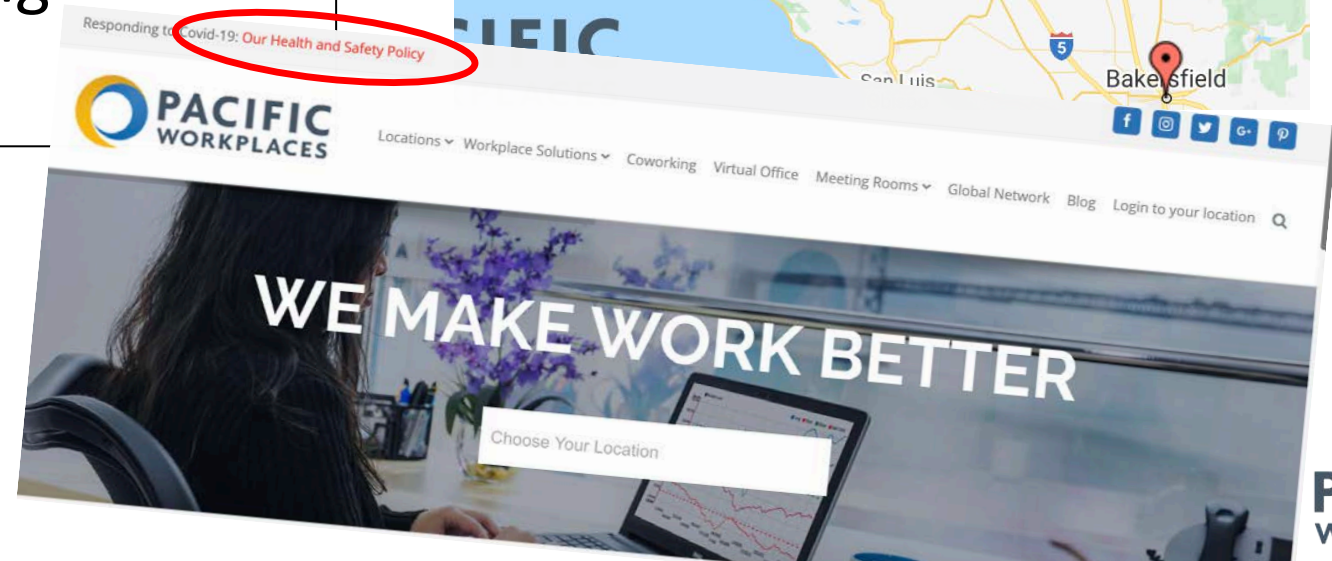
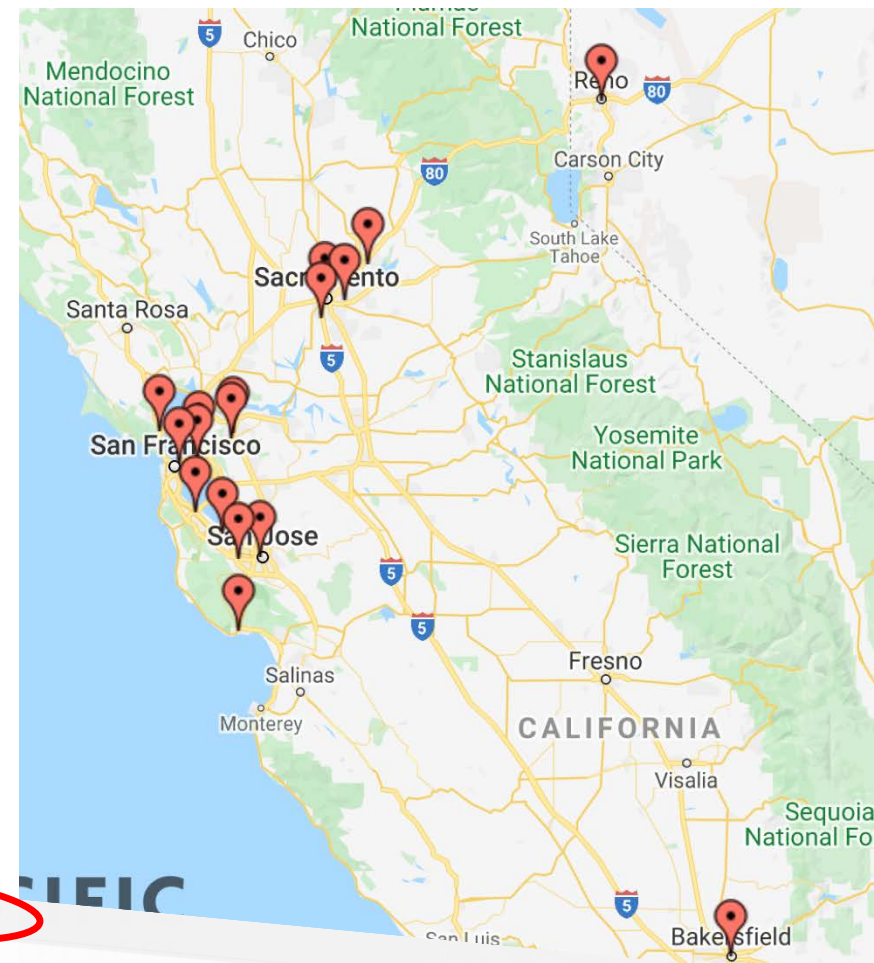
More Community  
More Flexibility  
More Services  
Space





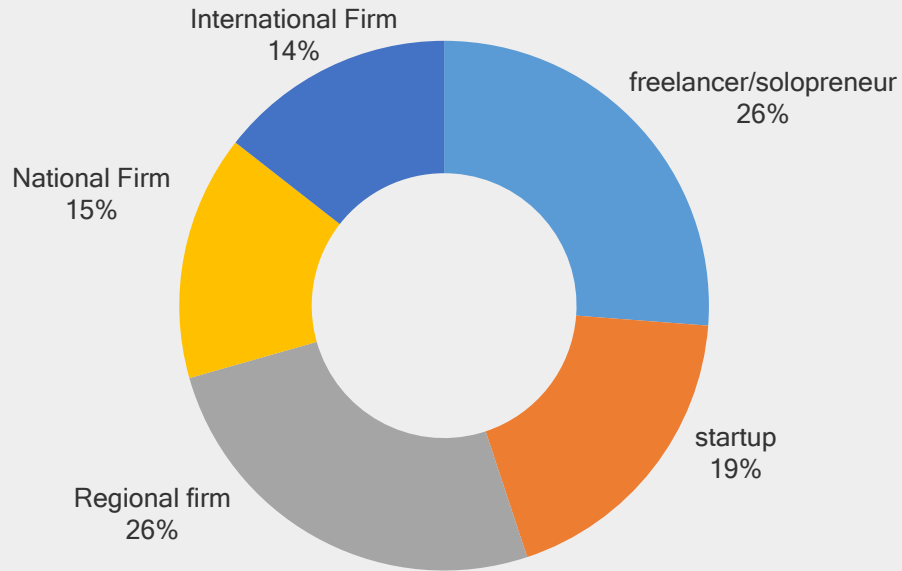
# Pacific Workplaces ID

- Started in 2003, always profitable
- 18 locations in NorCal, growing
- Similar geo coverage as Regus in NorCal
- Super-sensitive to sanitation, social distancing & mask wearing
- Enterprise-ready

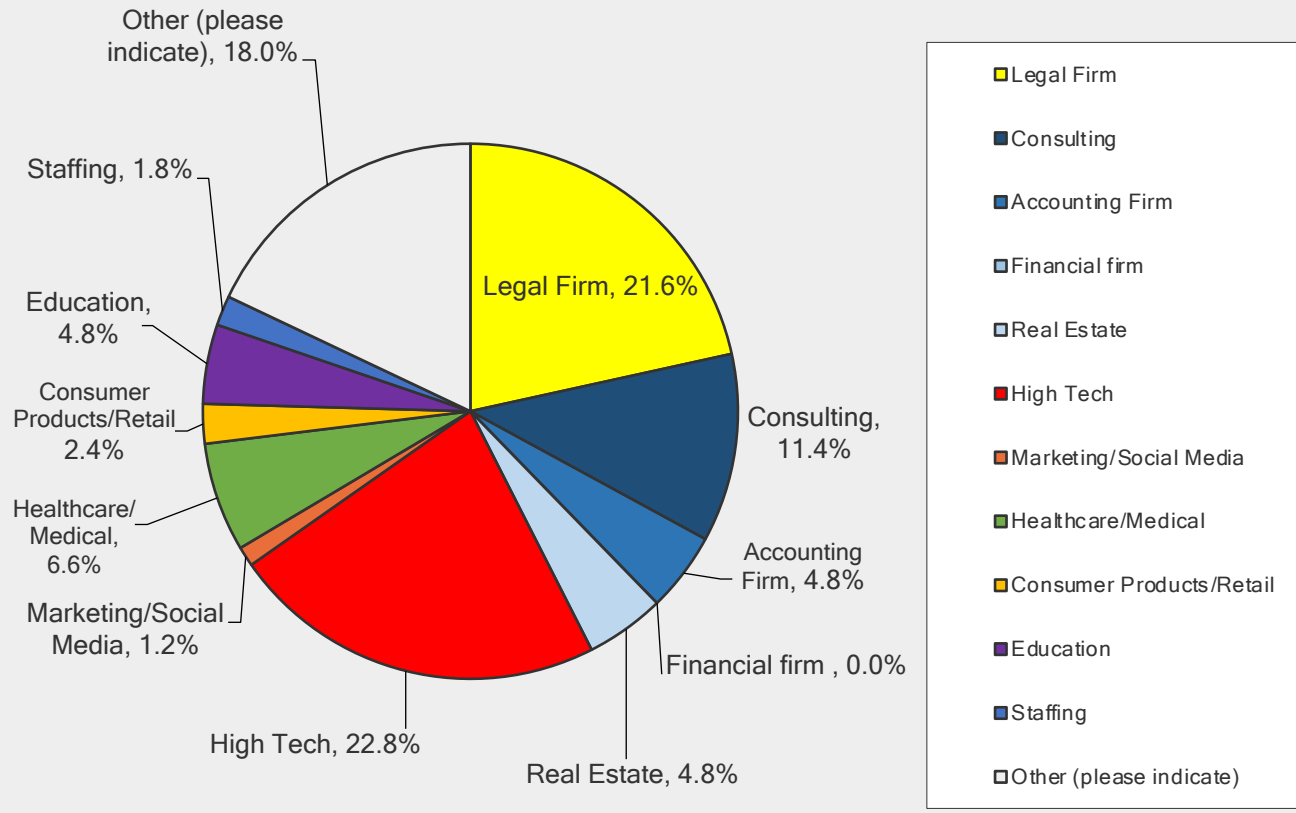


# Who Use Pacific Workplaces (PAC)? **Everyone!**

How would you categorize your organization?  
(847 FT users)



FT - What industry? (pick one that seems closest)



Predominant responses for "Other" = Architecture, Insurance, Non-profit

# What are the trends?

- Distributed Workforces
- Support Work-from-Home
- Nearby flexible office space as extension of home and social place
- Extreme Sanitation & De-densification until there is a COVID-19 vaccine
- “As safe or safer than home”
- COVID-19 greatly accelerated pre-existing trend towards Corporate Use of Flexible Offices





# Work Habits Have Changed – What Will Stick?

*“With 90% of our employees working at home, we have had almost no issues.”*

James Gorman, CEO of Morgan Stanley 4/09/20

Later added that he expects many will continue to work remotely after the crisis is over because ***they learned it can be done.***



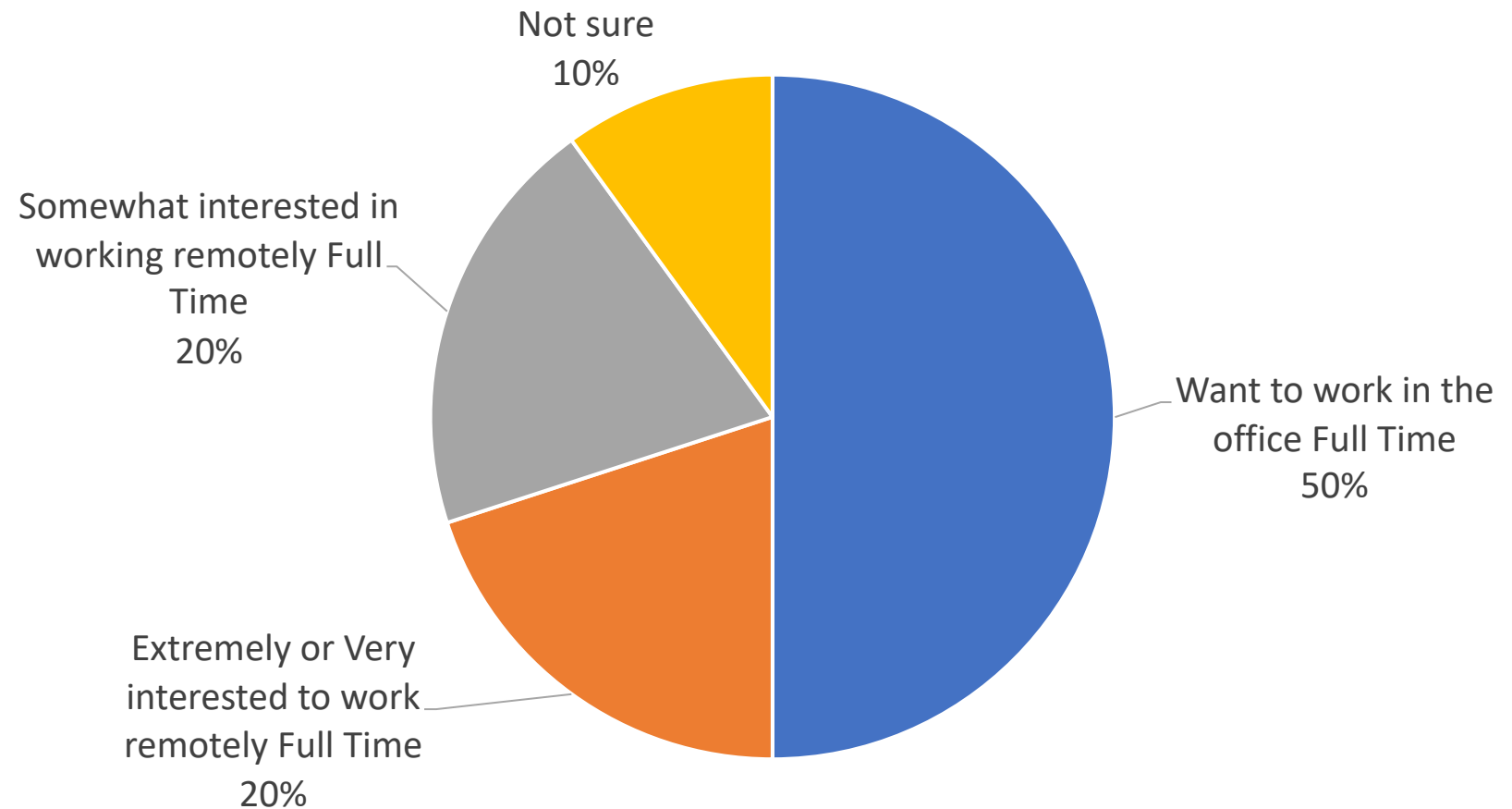
James Gorman, CEO of Morgan Stanley

# Facebook Employees Poll – May 20, 2020



## Mark Zuckerberg :

- Half of FB employees could work remotely in 5 years
- Will start aggressive remote hiring July 1
- 45% of employees said they would relocate if they could work remotely



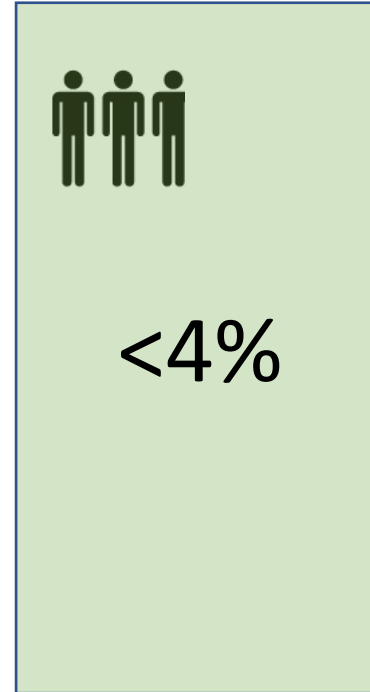


# Pre- COVID-19

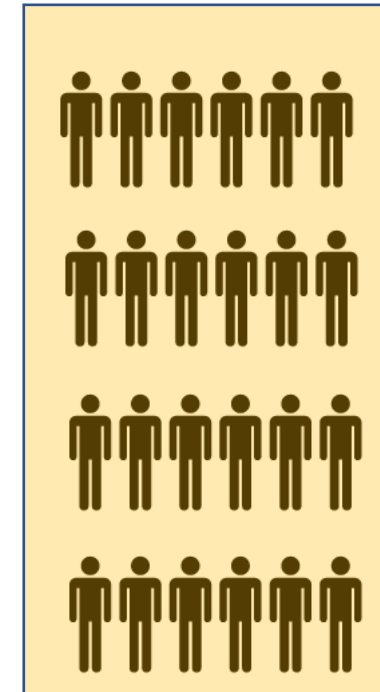
WorkFromHome



FLEX

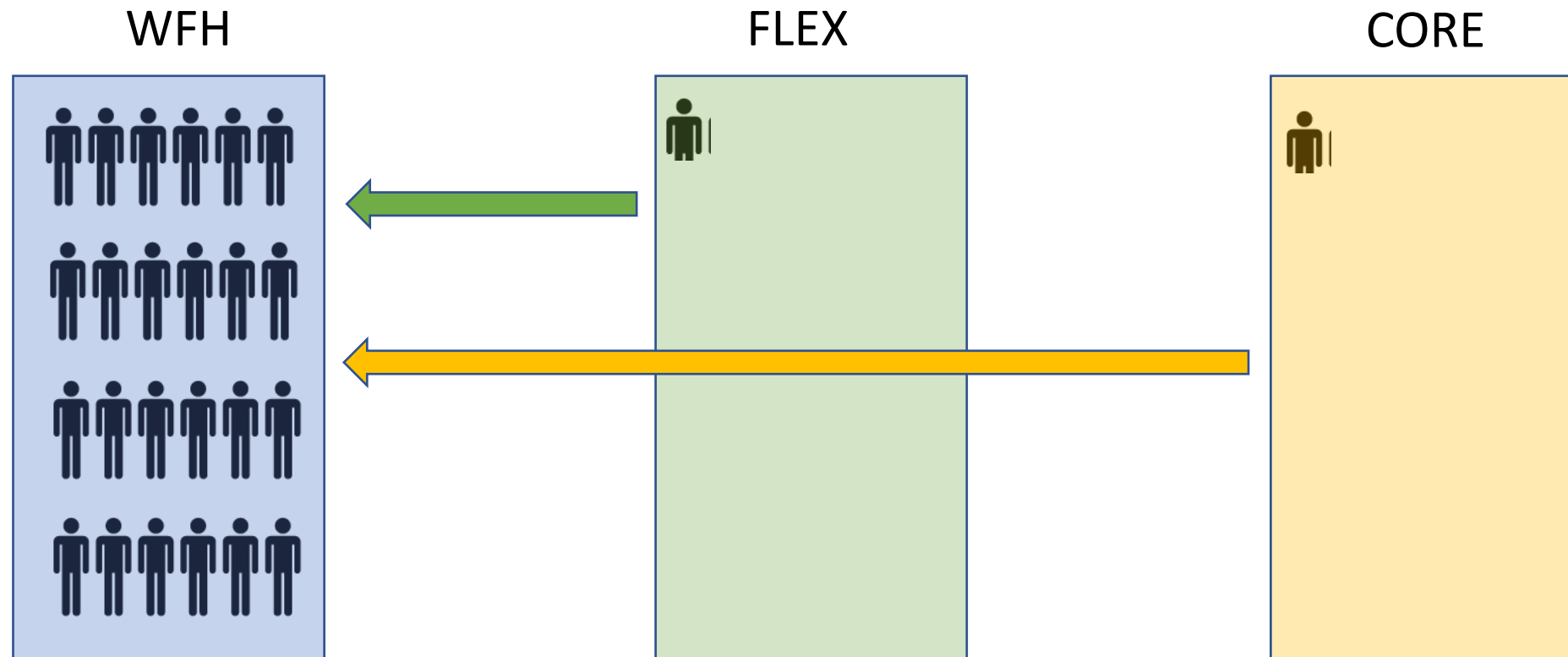


CORE



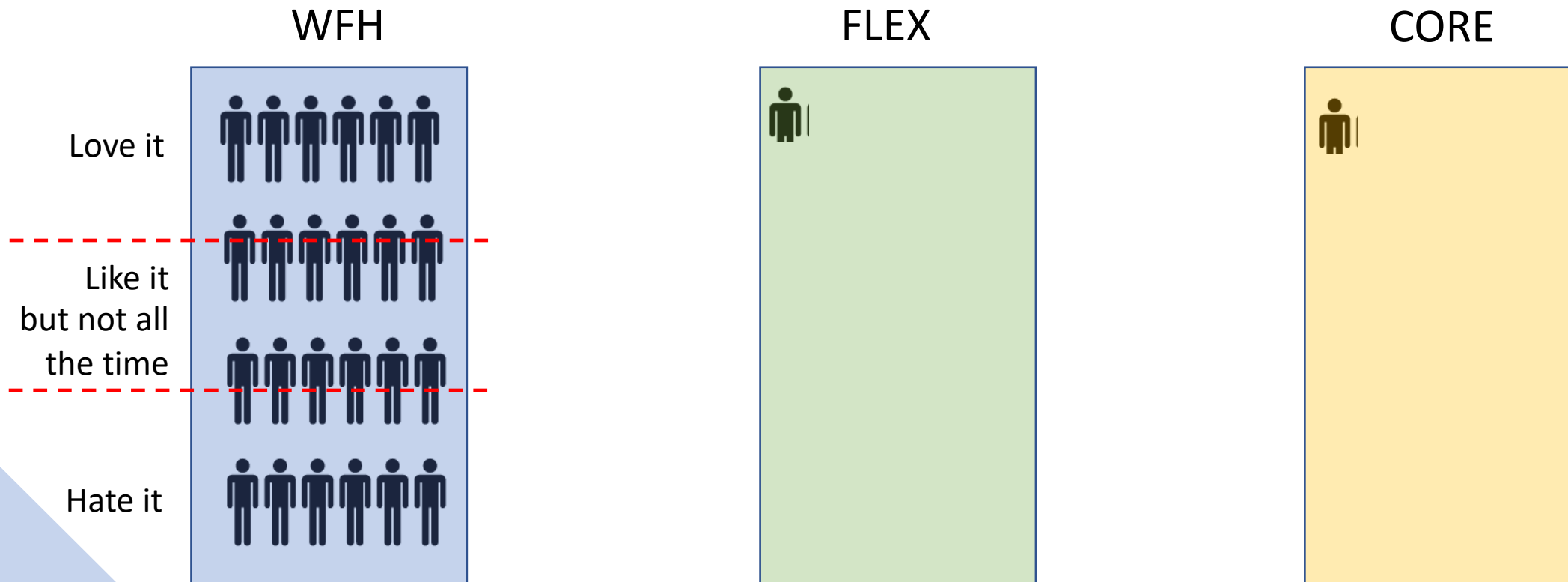
Mark Gilbreath's Model

# Shelter-in-Place



Mark Gilbreath's Model

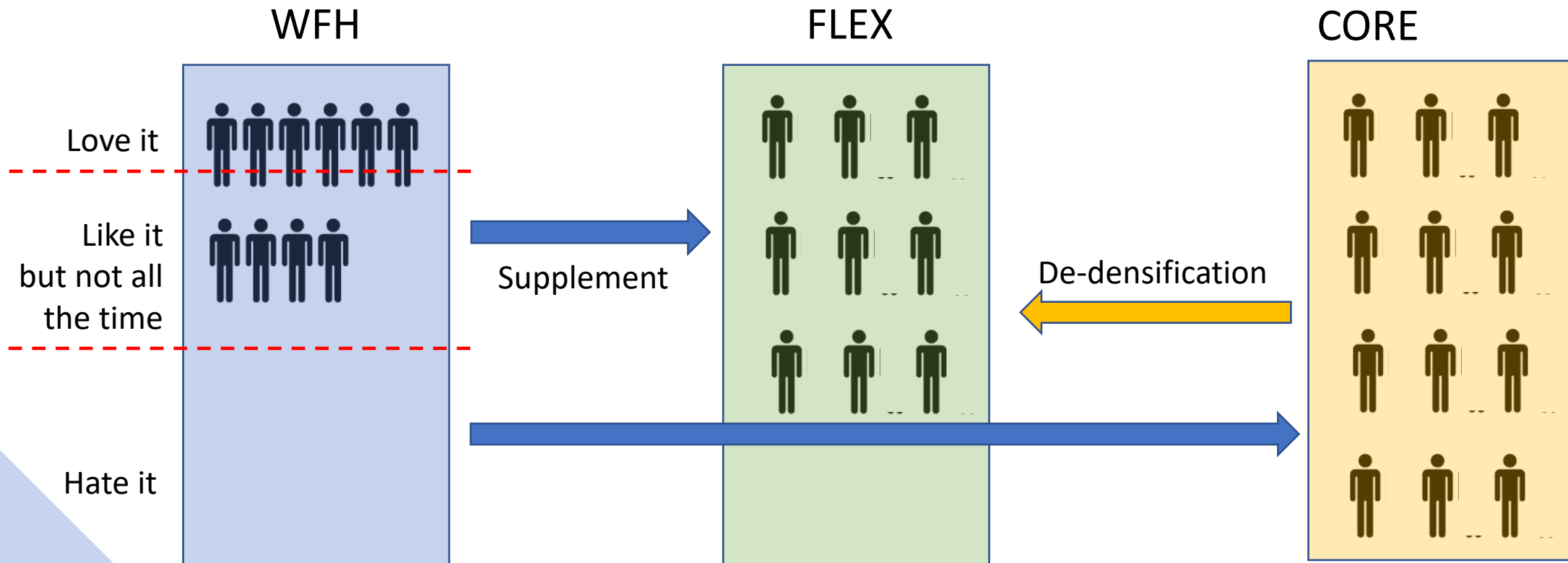
# During COVID-19



Mark Gilbreath's Model



# Post- COVID-19



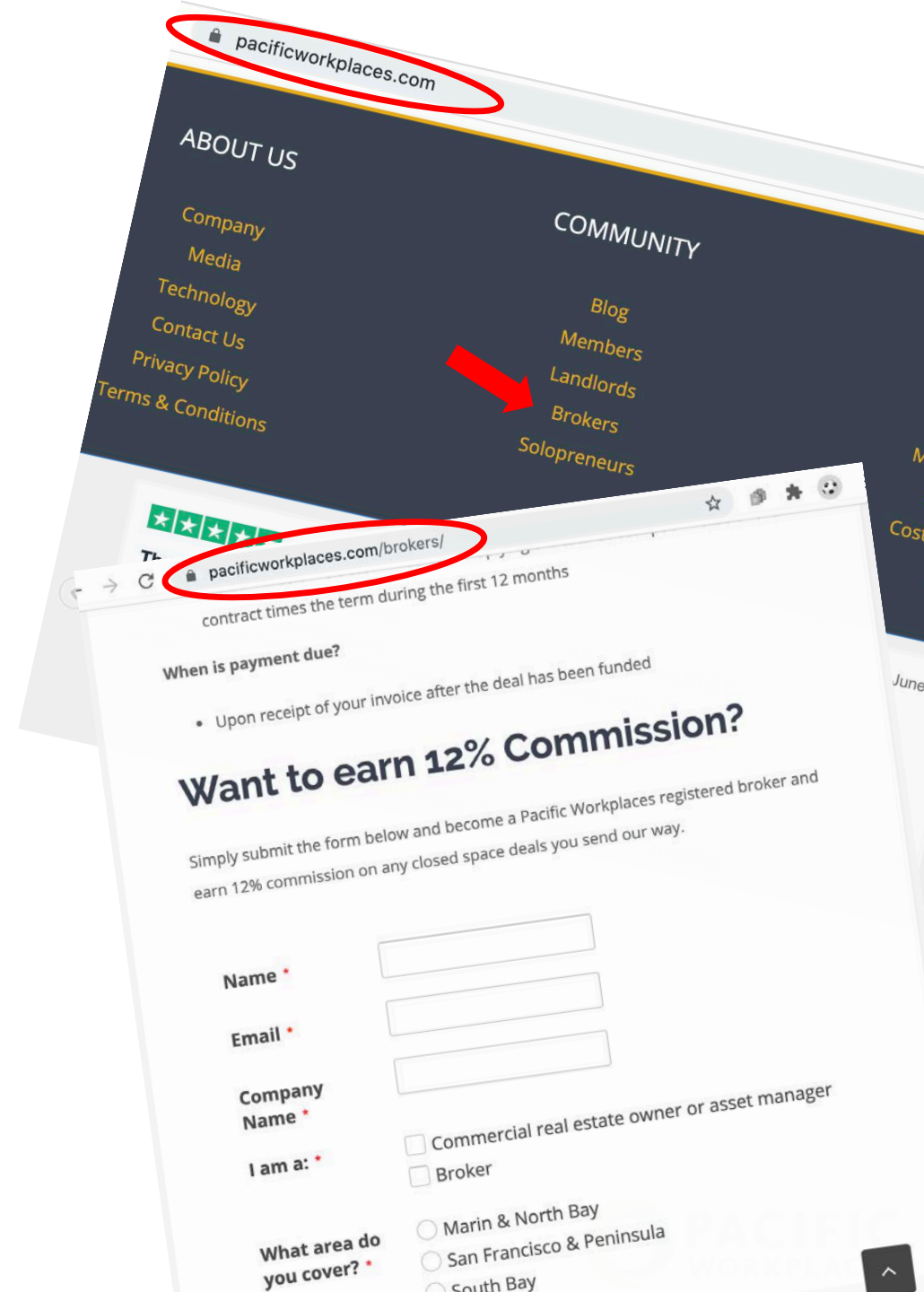
Mark Gilbreath's Model

# What does this mean for brokers?

- Dispositions: ↑
- Core Hubs: ↓
- Satellite Offices: ↗
- Work From Home: ↑ + nearby flex office: ↑↑

# Commissions?

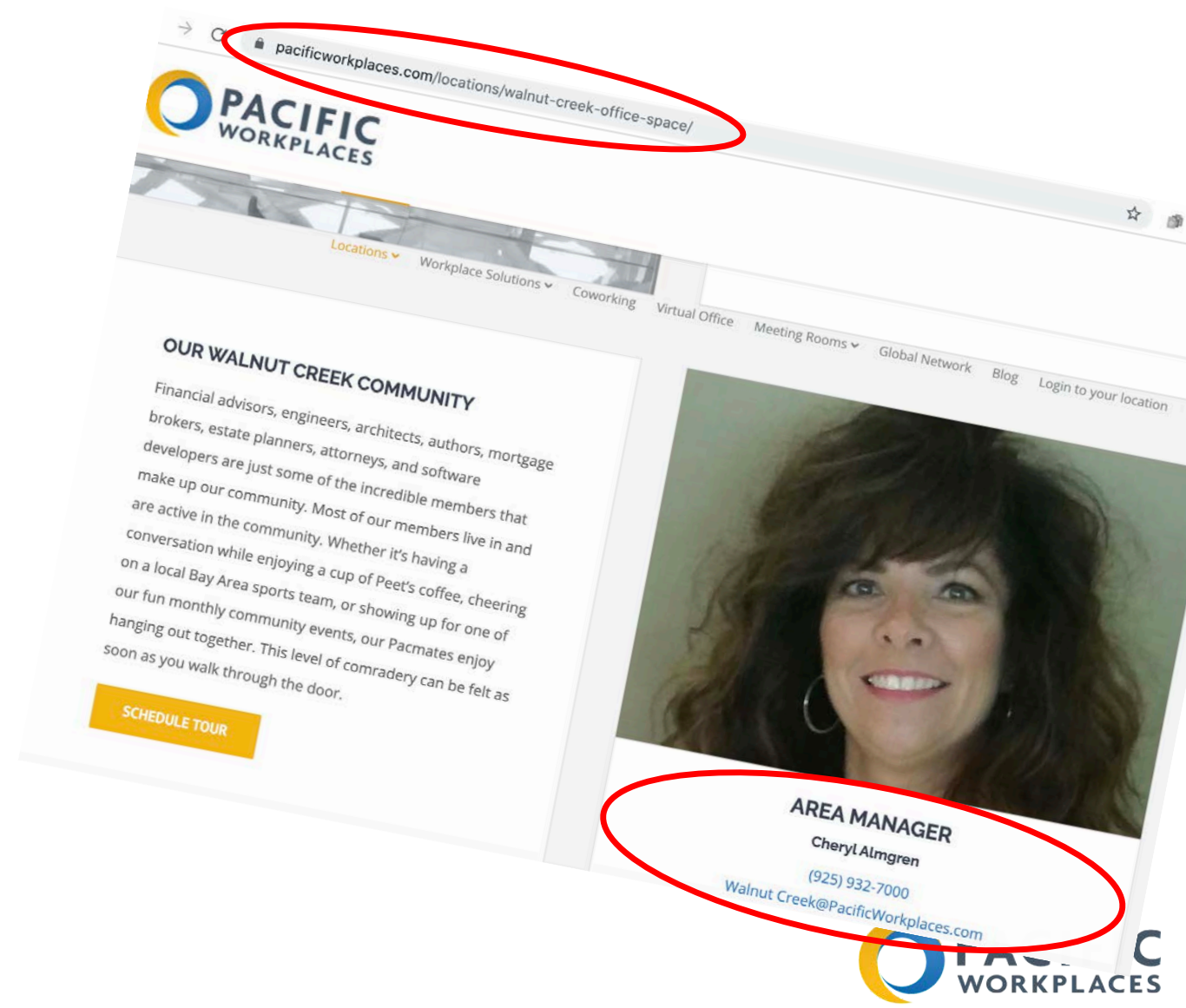
- Register at:  
<https://pacificworkplaces.com/brokers/>
- 10% for first year contract is typical in industry
- **12% first year + 3% at renewal** if you join PAC Registered Broker Program:



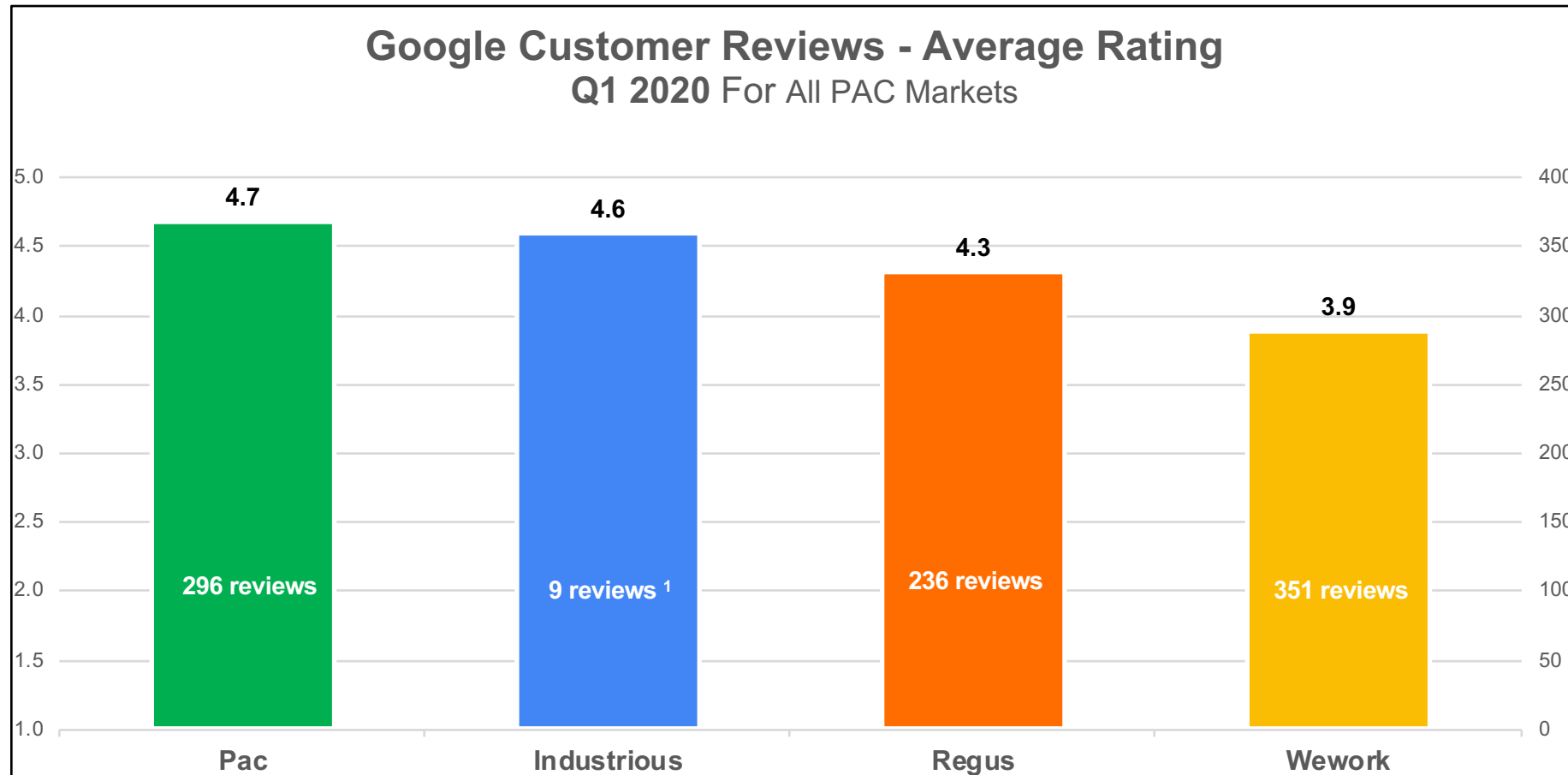


# What Should you do?

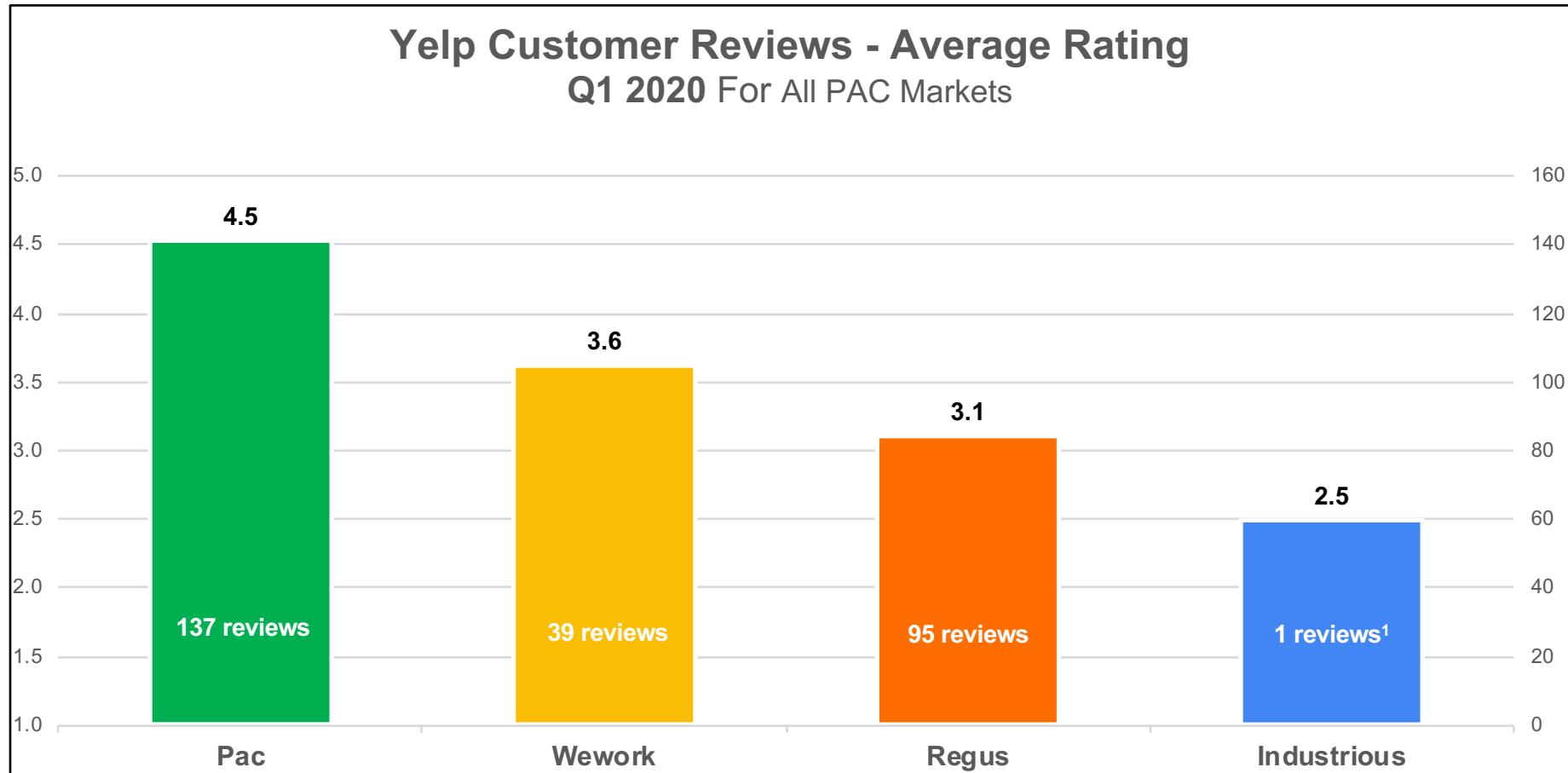
- Send leads to local PAC manager
- A phone call or email intro will do it!
- It's easy!



# Customer Reviews Matter

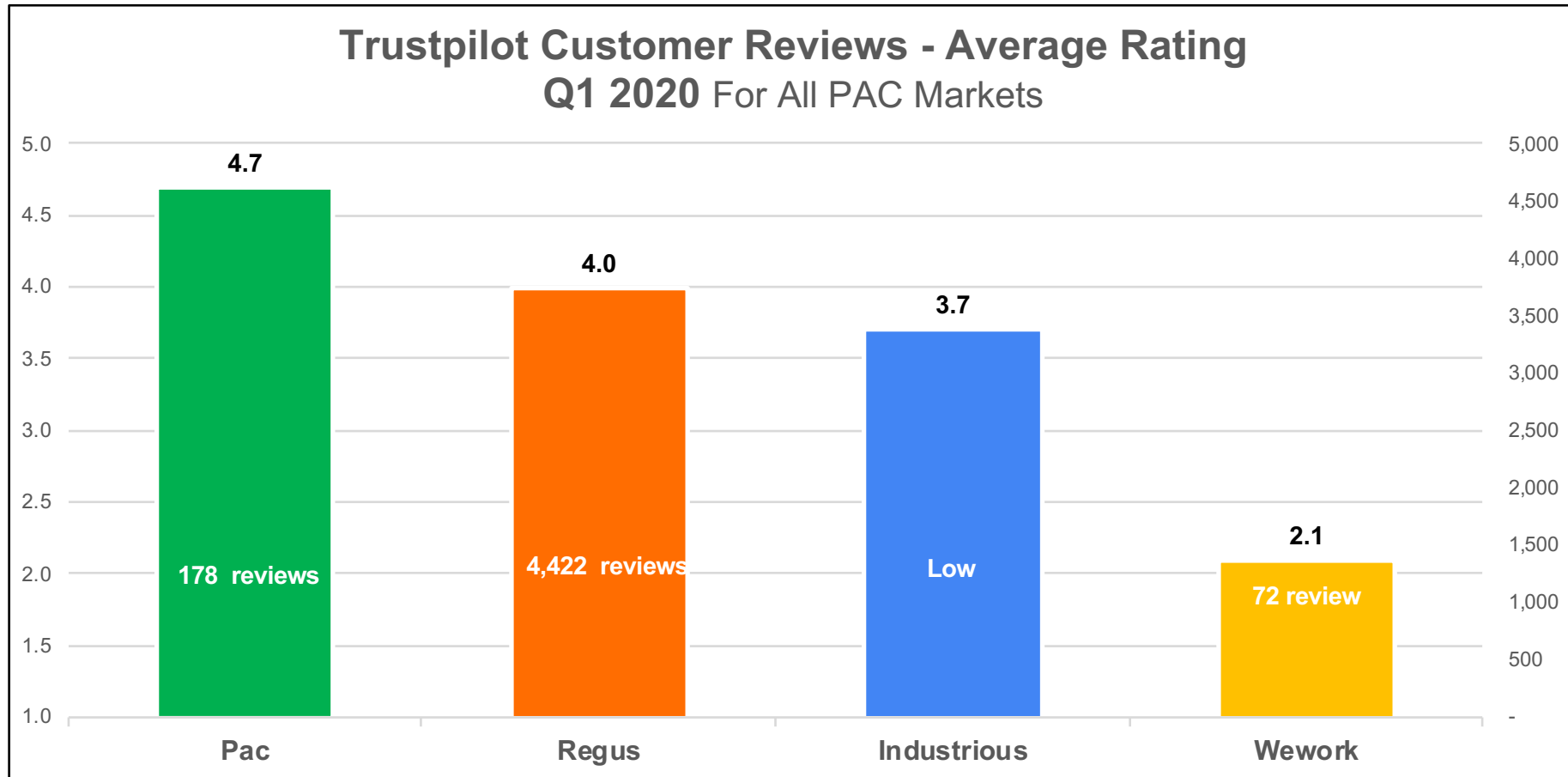


# Multiple Customer Reviews Matter





# TrustPilot Reviews are the most credible...if you have at least 10 reviews



# How About Outside of Norcal?

- Our sister Company CloudVO
- 850 locations worldwide
- Enterprise-ready
- Supports remote work



# Questions?

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