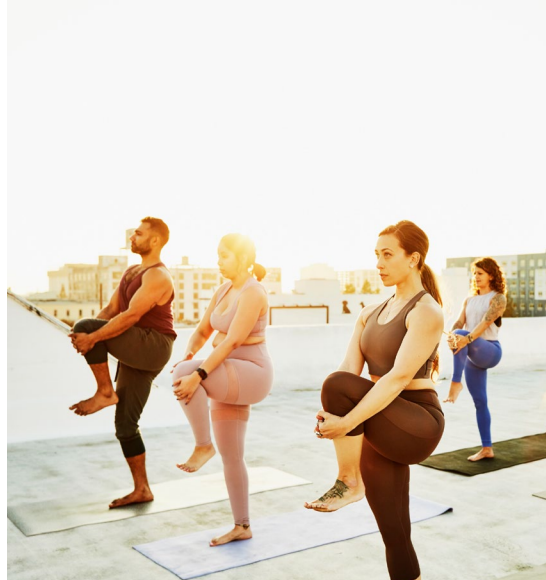


# Building Amenities

New data challenges old assumptions.

Landlords continue to make significant investments in building amenities to attract tenants. In turn, tenants promote these perks as another way to earn their employees' commute. But as the amenities race intensifies it begs the question - what's worth the investment?

We recently surveyed on-site experience managers in Class A buildings throughout major metros in the US. The result is an evolved, fresh perspective. It's clear Class A tenants have a minimum expectation for amenities and **it's up to landlords to meet and exceed those demands.**



## We thought...

Personal wellbeing happens at the office.



## We learned...

Activities like meditation, massage, and group fitness classes are well intentioned in the workplace, but our intel shows that spaces linked to these activities are severely underutilized. Home is where you're more likely to feel psychologically safe enough to close your eyes without fear of disruption or get sweaty without judgement.



## Hot take

Outside of a quality fitness complex, wellbeing amenities aren't a landlord's responsibility – instead, tenants should consider these perks.



## We thought...

The office should support work-life integration.



## We learned...

An underappreciated perk of the office is the natural **separation** it creates between work and life. Flexible work is here to stay because it provides the balance that employees crave. Services like beauty salons and dry-cleaning valet aren't necessary – instead, people are more likely to tackle personal tasks on the days they work from home.



## Hot take

Almost anything can be delivered to your home, making the personal "to do" list much more manageable. Time spent at the office should be enjoyable, but the focus should be on enabling a superior *work* experience.



## We thought...

Amenities focused on fun + social experiences will win.



## We learned...

We all need the occasional break, but efficiency is king. Quick food and beverage options are the most popular amenity. Lounge and gaming spaces crack the top five, but it can be a big investment if done well. Breaks in the workday mostly revolves around food + coffee.

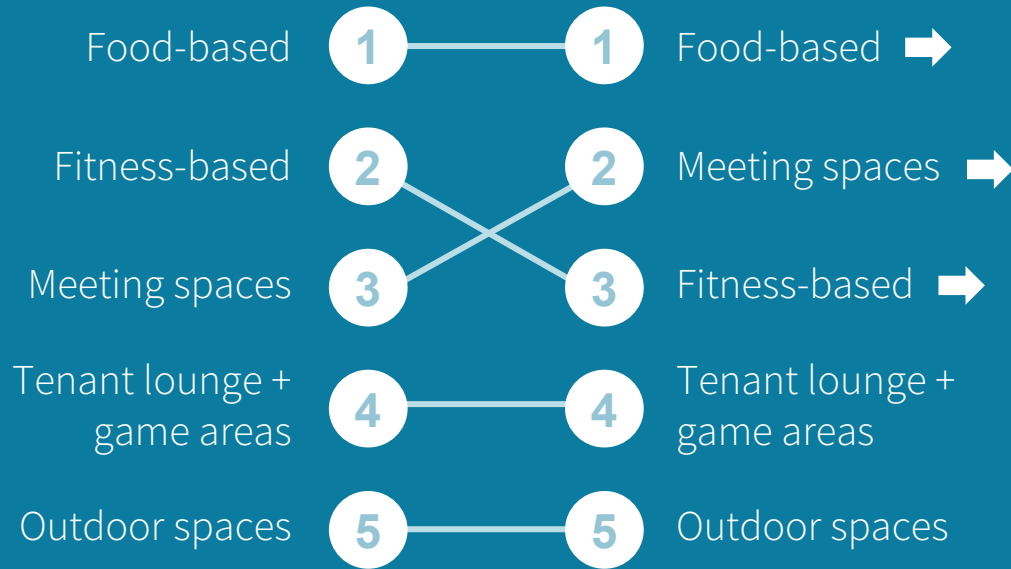


## Hot take

Many class A tenants come from traditional industries like professional services, where leisure and fun may not be actively encouraged.

## Amenities offered

## Amenities used



### Legend

- Food-based = Coffee Bar, Grab n' Go Café, Seated Restaurant
- Fitness-based = Gym, Group Fitness
- Meeting Spaces = Conference Center, Huddle Rooms
- Tenant Lounge + Game Areas = Social Club, Arcade, Ping Pong,
- Outdoor Spaces = Patio, Roof Deck

## Design Implications

How can you get the top three amenities right?

### FOOD-BASED - Think: Frictionless experience.

- Lunch and coffee should be easy to access in terms of proximity and tech integration (order via an app!)
- Healthy should be the default; salads, smoothies, wraps, and sandwiches (you're FUELING employees)
- Offer seating, but not to the level of a full-service restaurant

### MEETING SPACE - Think: Multi-modal.

- Prioritize modular walls, flexible furniture, intuitive user-friendly tech, and an elevated design aesthetic
- Engage a concierge to ensure ease of reservations, consistent communications for event planning and day-of support
- Plan your meeting areas adjacent to outdoor spaces

### FITNESS - Think: Individual + Modern.

- Workout area should include private rooms and the latest fitness equipment and tech
- Provide individual shower and changing rooms
- Consider spa-like amenities such as towel service, toiletries and beauty tools, good lighting, full-size lockers and rental options

