

A complex network of white dots connected by thin white lines, set against a dark blue background. The dots vary in size and are arranged in a non-uniform, interconnected pattern.

**CANADIAN
REAL ESTATE FORUMS**

THE CANADIAN OFFICE TENANT PREFERENCE SURVEY

2019 DATA AND WHITEPAPER OVERVIEW

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DATA & WHITE PAPER OVERVIEW

THE CANADIAN OFFICE TENANT PREFERENCE SURVEY

OVERVIEW:

Since 2016 the Canadian Real Estate Forums have surveyed the Canadian multi-residential market to better understand what is important to rental tenants.

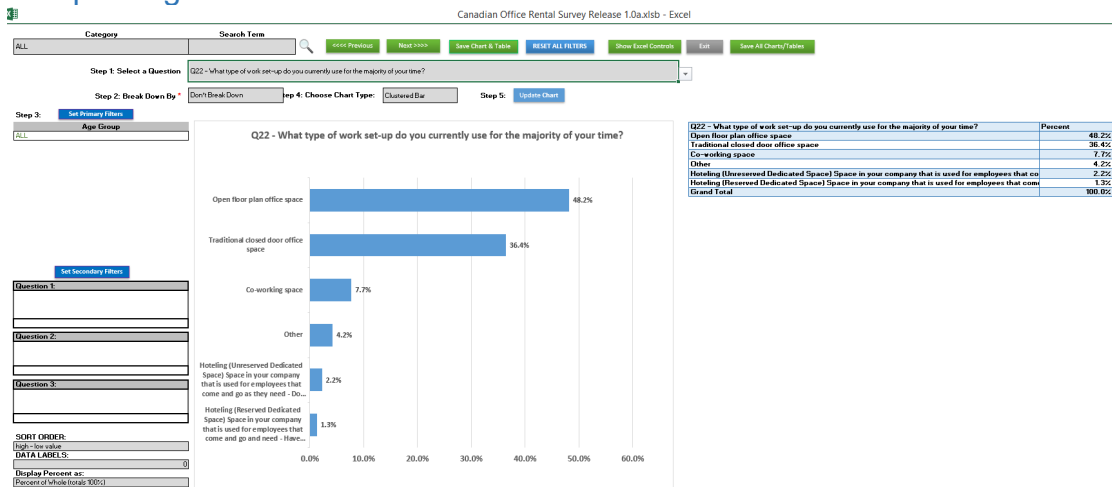
In 2019 we introduced the Canadian Office Tenant Preference Survey to further understand what those using office space and equally those making real estate decisions really like and dislike.

In 2019 some 2,000 Canadians responded with answers to demographic and preference questions. Tenants occupied all classes of office products.

INTERACTIVE DASHBOARD - \$5,000 CAD plus applicable taxes

- The Dashboard is an interactive tool that allows you and your team to conduct simple and complex analysis of the survey findings.
- Benchmarking is available if/when enough of your tenants answers the survey.
- Users also have access to an excel dashboard that allows them to permanently download their work product in Image, PDF or Numerically.

Sample Page Views



TREND REPORT- \$2,500 CAD plus applicable taxes

- Charts and text summaries will be included
- Cross referencing will be included to showcase how the information can be used.
- Please note: Custom White papers and tenant benchmarking are available on request at additional charge.

Sample Page Views

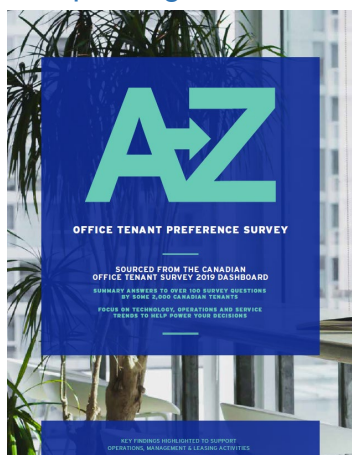
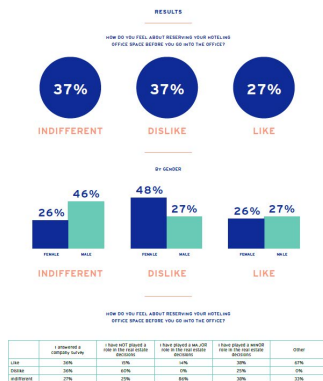


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SAMPLE QUESTION ASKED:

We ask tenants a range of demographic questions to better understand our audience following which we asked them a range of questions that include the following:

DEMOGRAPHIC QUESTIONS

- Q1 - Are you a tenant or a corporate real estate executive?
- Q2 - What role did you play in the company's real estate decisions?
- Q3 - Please classify your employment situation.
- Q4 - Please select the industry that you work in.
- Q5 - Please select your current role within the company.
- Q6 - What is your approximate salary?
- Q7 - Please indicate your gender
- Q8 - Please indicate your age
- Q9_1 - Size of Company
- Q9_2 - People in Office

OFFICE SET-UP

- Q20 - Did the style / profile of the building attract you to the work space and/or company? (Class A responses)
- Q21 - Did the style / profile of the building attract you to the work space and/or company? (Class B responses)
- Q22 - What type of work set-up do you currently use for the majority of your time?
- Q23 - How do you feel about reserving your hoteling office space before you go into the office
- Q24 - How do you feel about co-working space in your building?
- Q25 - Do you work from home or would you like to?
- Q26 - How do you feel about working from home?
- Q27 - How often do you / or would you like to go into an office?

PREFERENCES

- Q42 - How do you CURRENTLY enter your office BUILDING?
- Q43 - If you could CHOOSE how to enter your BUILDING what is your preference?
- Q44 - How do you CURRENTLY enter your UNIT/SPACE?
- Q45 - If you could CHOOSE how to enter your UNIT/SPACE what is your preference?

The above is a sample of the 100+ questions that were asked and answered.



For more information about this opportunity please contact:

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