

# 5 LATEST TRENDS IN CORPORATE LOCATION DECISIONS | JUNE 2021

*\*Based on interviews/focus groups conducted among Site Selectors Guild members, May-June 2021*

TREND

1

## Office Projects Uncertain, Manufacturing in Full Gear



Impact of hybrid remote/in-office model on office real estate remains to be seen



Industrial real estate developers struggling to keep up as production and distribution of consumer goods and industrial durables skyrockets

TREND

2

## Tech Savvy Communities Gain Competitive Advantage

Drone footage and virtual reality gaining popularity as tools in the site selection process.



Initial interviews and data analysis may be virtual, but **in-person visits and meetings remain** standard before final location decision

TREND

3

## DE&I Grows in Importance



More prevalent as a site selection factor among consumer-facing and publicly traded companies. Access to talent, operating costs remain top priorities for most companies.

TREND

4

## Green Energy Grows as Factor, But Costs a Concern



Companies seek to advance ESG goals and reduce carbon footprint



Higher cost, perceived lower reliability of wind and solar energy are obstacles

TREND

5

## Demise of Big Cities is Overblown



Migration patterns indicate demand for high-value locations and mid-size cities; new generation of city dwellers coming



Rising vaccinations rates and decreasing Covid-19 infections set to spur urban rebound