

Coworking

Aaron Jodka, Director of Research
February 20, 2020



wework®

COWORKING TIMELINE IN BOSTON

1999

Regus™

2014



cic

2001

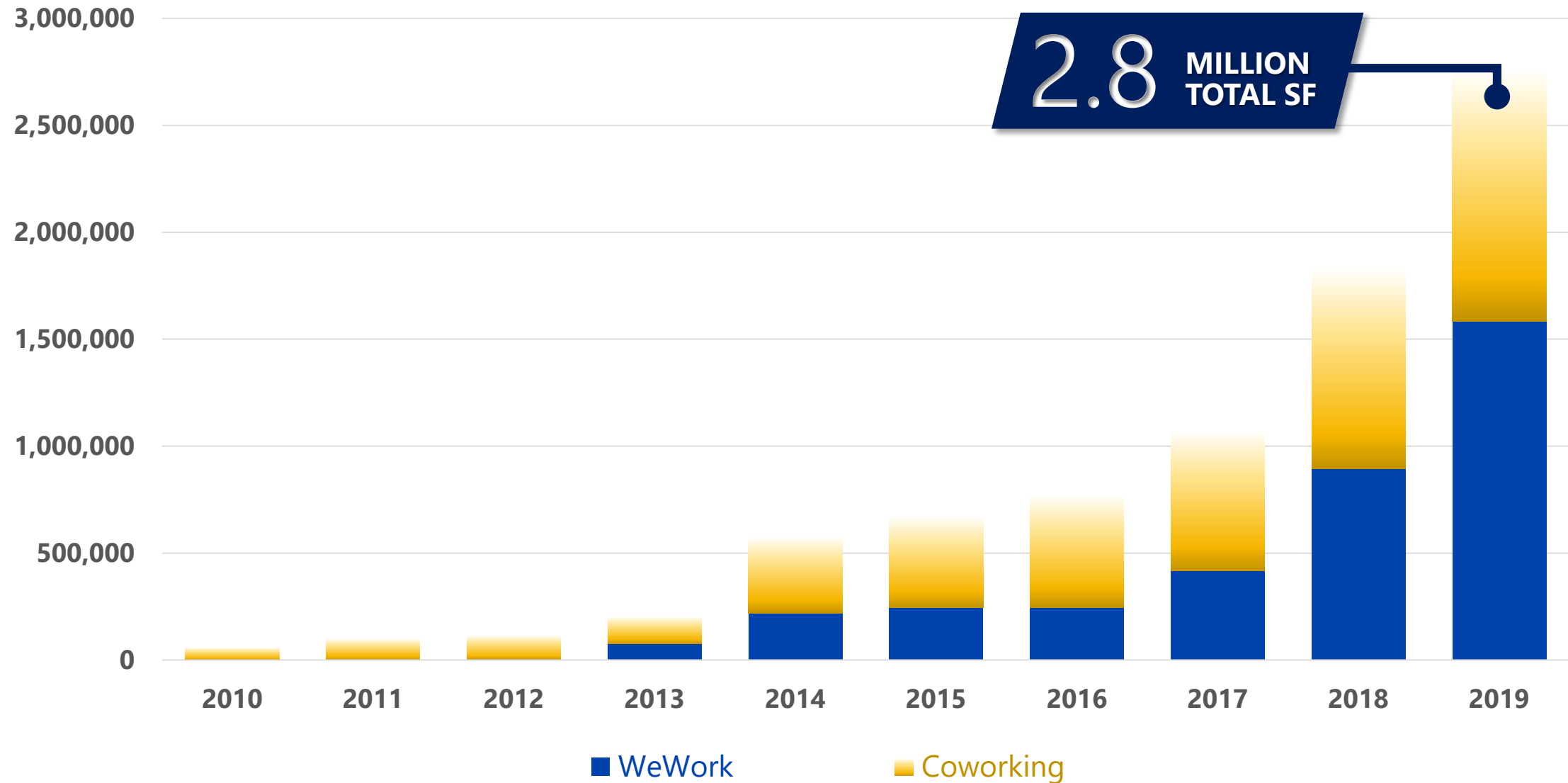
wework®

Today

we work



THE RISE OF COWORKING



THE *RISE & IMPACT* OF

wework®

Colliers
INTERNATIONAL

1.6 MILLION
SF

2nd LARGEST
TENANT

33 % OF ABSORPTION IN
THE PAST 3 YEARS



we work[®] IN THE HEADLINES

Colliers
INTERNATIONAL

**The end of the
WeWork boom
rattles property
markets**

**BOSTON
BUSINESS JOURNAL**

*WeWork is reportedly drawing
scrutiny from the SEC after its
failed attempt to go public*

**BUSINESS
INSIDER**

11.15.19

**Was WeWork
Ever Going to
Work?**

Tech investors are often
the last to see what's so
problematic about the
disrupters.

The New York Times
10.04.19

**Unpacking WeWork's
Latest Financial Results**
*How fast can WeWork turn its
business around?*



11.14.19



11.14.19

**WeWork tells
investors it lost
\$1.25 billion in the
third quarter**

FROM COWORKING TO NO WORKING



SPEED TO OCCUPANCY

TERM FLEXIBILITY

LIMITED UP-FRONT CAPITAL

"COOL" SPACE

ABUNDANT SHARED AMENITIES

PART OF A COMMUNITY/NETWORK



EFFICIENT, BUT DENSE

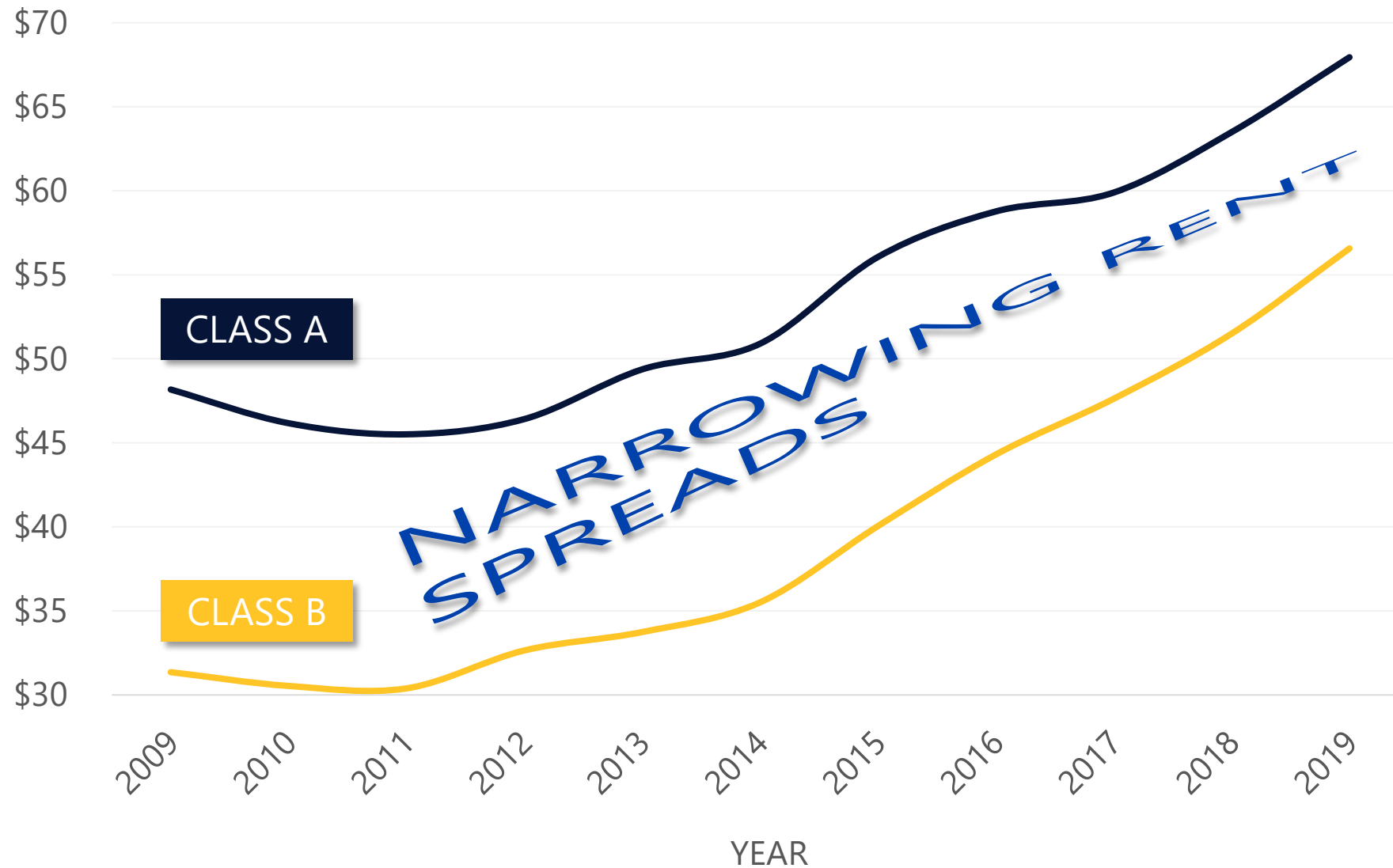
CHALLENGING CONTIGUOUS GROWTH

COST PREMIUM

LIMITED/NO BRANDING POTENTIAL

VIABILITY OF SPONSORSHIP

A vs. B RENT GROWTH



Rent
Spreads

2009

\$16.81

2019

\$11.37

COWORKING:

just emerging in the suburbs

 **OfficeLink**
Shared Office Concepts

**HIGHLAND
MARCH**
workspaces



INDUSTRIOUS

·WORKBAR·


Regus



LAUNCH
COWORKING

650,359
SQUARE FEET

0.53%

Suburban
Inventory
Share

Coworking

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