



Introduced by

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Leveraging Mobility and Demographics to Understand an Everchanging Market



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Agenda



- Colliers + Canadian Market
- Measuring a Changing Market
- The Voice of the Market – Generating Marketing Insight

What is Colliers?



Largest commercial real estate company in Canada

Main business: brokerage/deal making

- Leasing
- Selling
- Financing

Covers office, warehouse, hotel, retail, apartments

Other major lines of business:

- Property management
- Appraisal
- Consulting/development advisory
- Construction management
- Workplace Strategy
- Capital markets/fundraising

The world of Colliers



Data In Real Estate... A Mixed Bag



Real estate runs on “imperfect information”

This is not the stock/bond market... deals are often secretive

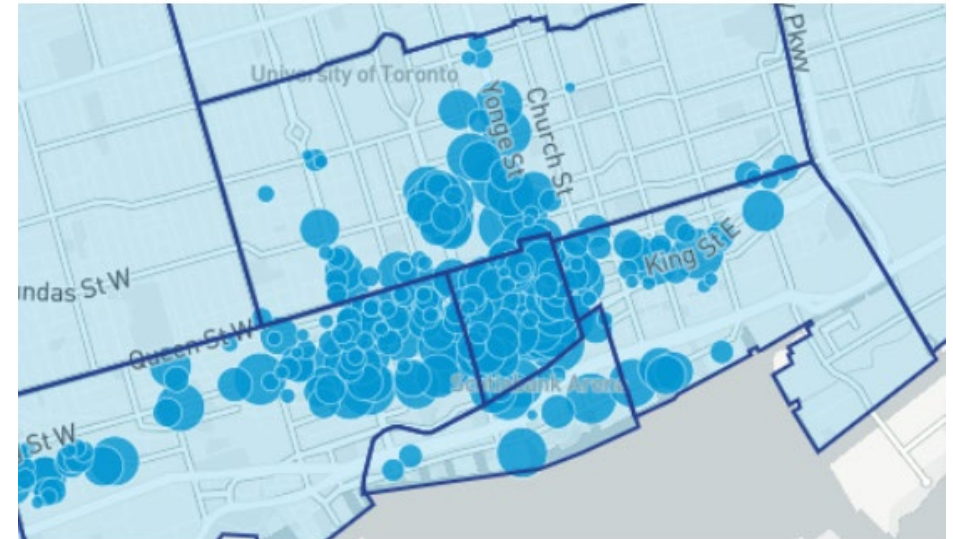
- Buyer
- Seller
- Lender
- Price
- Building status (how many vacancies? When do leases expire?)

We win by having better data (partly)

Basic day-to-day data is about transactions:

- what sold, for how much, to who?
- Who leased space, for how long, what did they negotiate?

Downtown Active Office Listings



Enter Demographics and Mobility

How do we leverage mobility/demographics?

Understanding return-to-work trends

- Comparing submarkets/neighborhoods
- Comparing cities
- Comparing over time

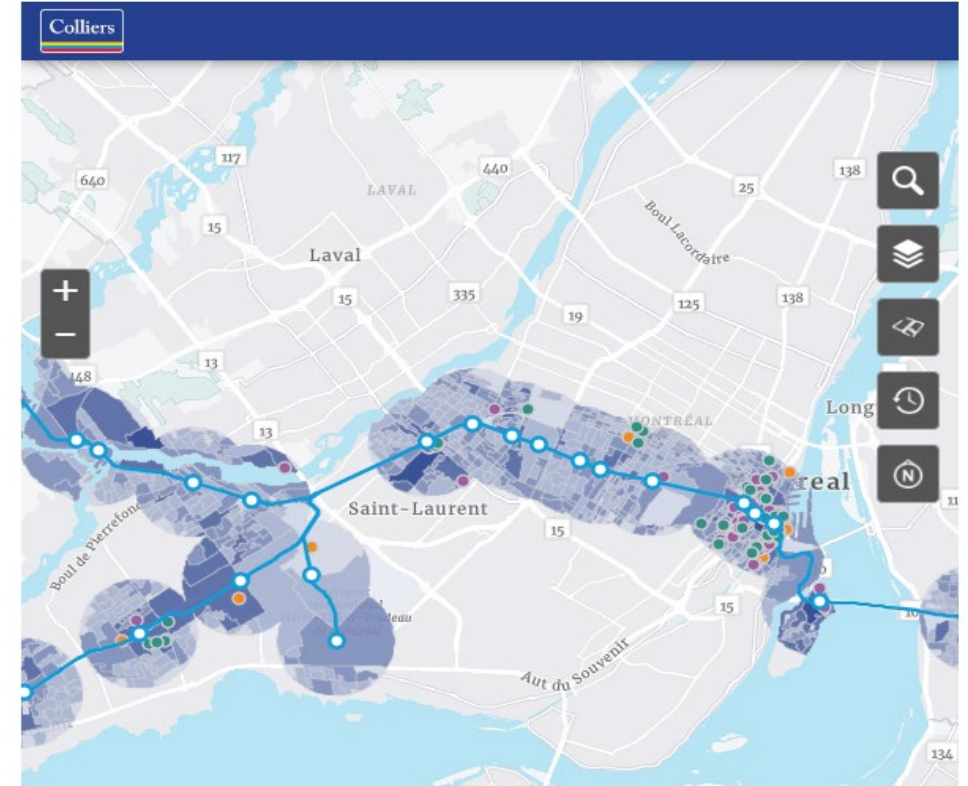
Hospitality

Hotel X vs Hotel Y in terms of visitors

Retail... a small part of our business, but a perfect fit

Workforce

- Availability of employees
- Impact on commute times



Deep Dive Demographic Analysis

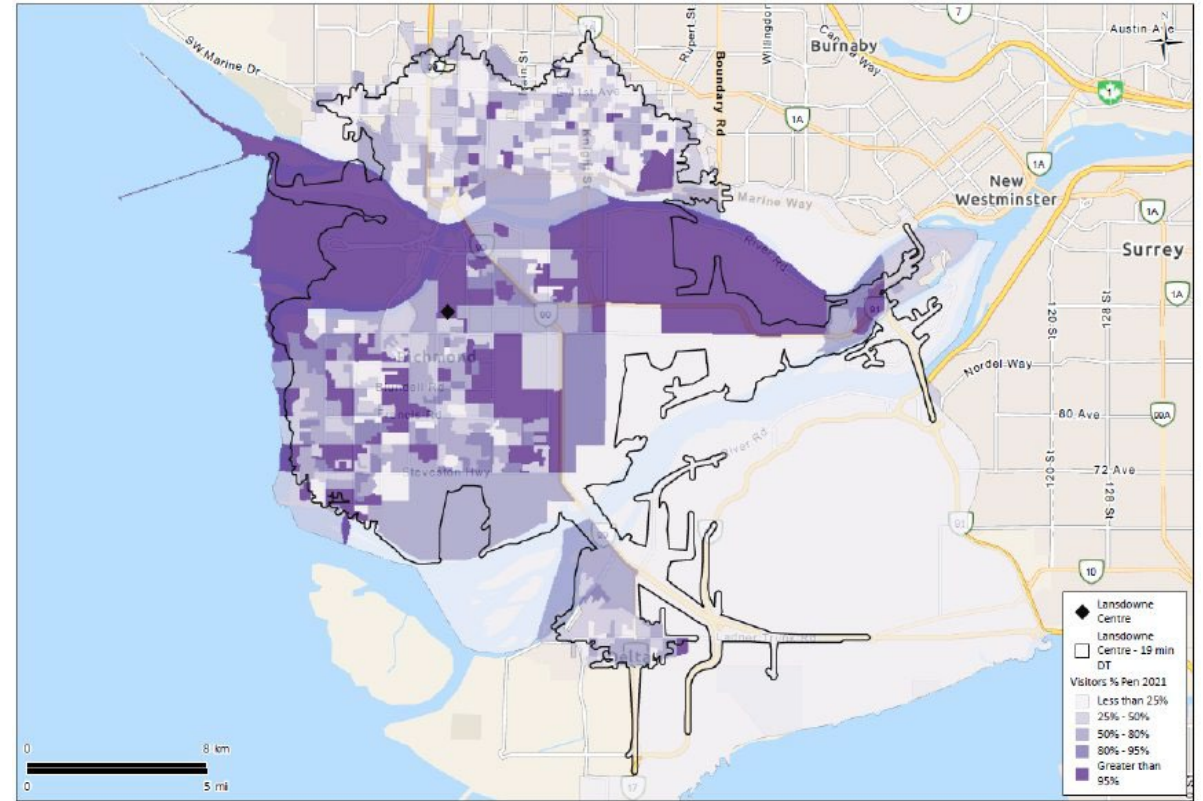
Colliers is a property manager as well

Engaged by independent owners

Often competing against bigger institutional landlords (OMERS, Teachers' Pension Plan, CPP)

Need for sophisticated data and customer intelligence:

- For leasing
- For marketing
- For promotions/targeting



Measuring a Changing Market

Traffic



Footfall – “out of the box” retail reports

No data manipulation required

One page Tableau report which can be exported

Allows “drill down”

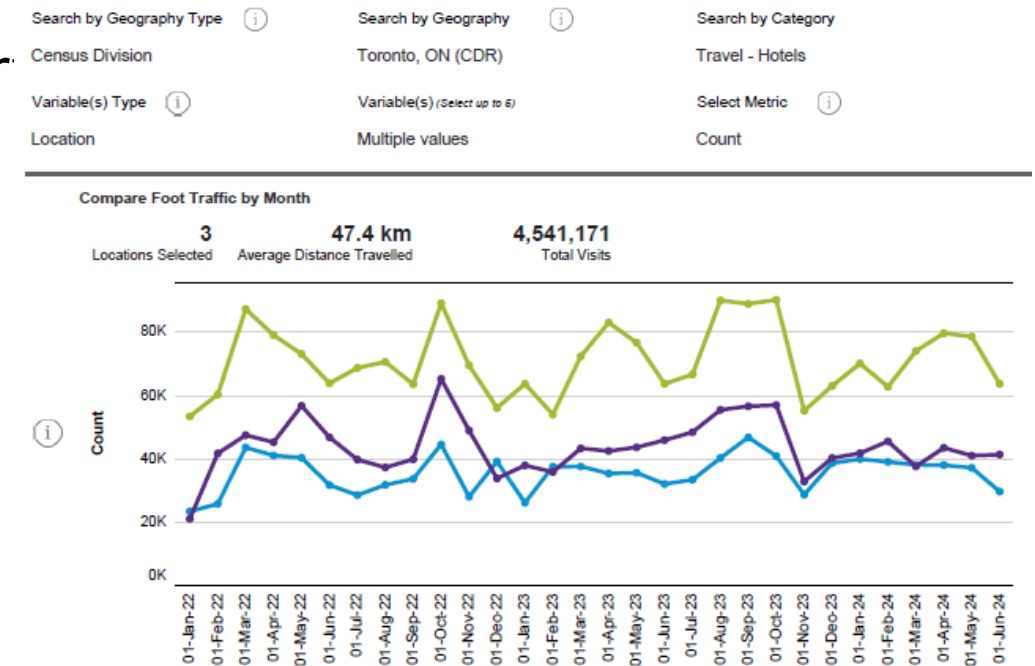
BMO vs TD nationally

- In a specific city
- Specific branches near each other

Top line demographics included (age, income, family size)

Can benchmark against category

Can display raw data or YoY change



The Workplace



Number one issue for our commercial industry:

➤ What's happening with return to office?

(or maybe it's number two after interest rates... but it's important!)

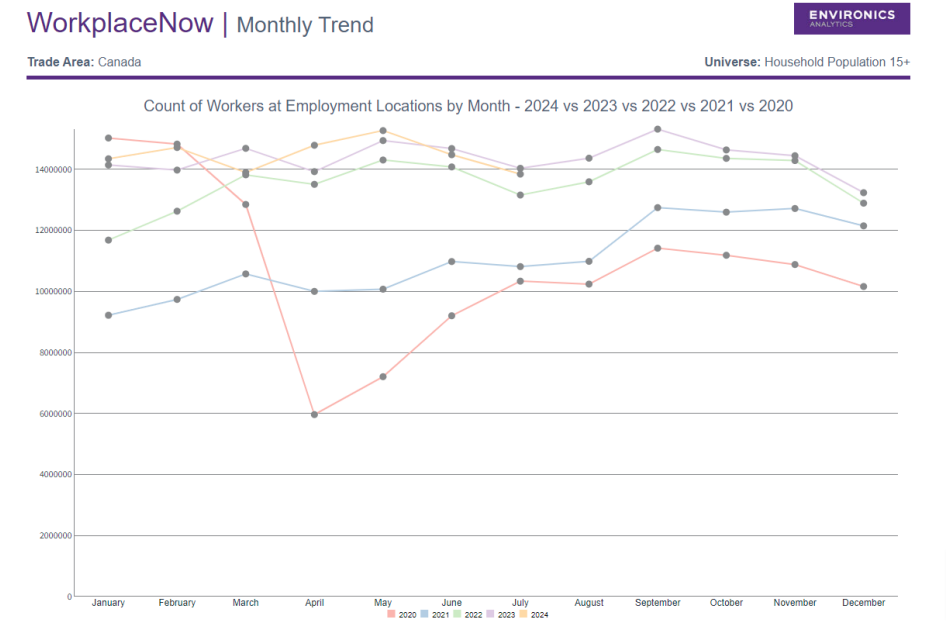
Lots of anecdotal "data"...

➤ "Fridays are dead"

➤ "The food court was so busy today!"

➤ "No parking spaces in my building"

We need *real data* on mobility, return to office, commuting

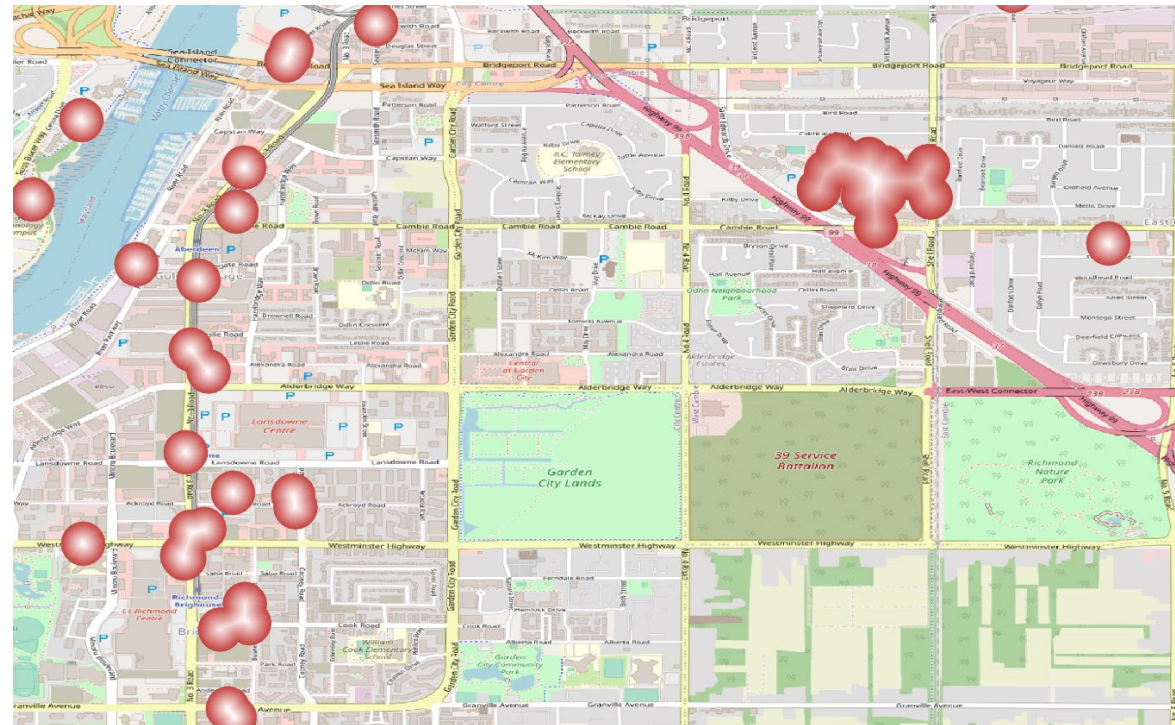


The Workplace

Manipulating it to our needs...

- **Environics Analytics:** standard geographies
- **Colliers:** custom markets and submarkets in a hierarchy

Toronto -> Downtown -> Financial Core



The Workplace



By bringing these two pieces of market data together:

Colliers Workplace Activity Tracker

PowerBI report

Updated monthly

Tied to our definitions/submarkets

Allows for drill up/down at metro/market/submarket level

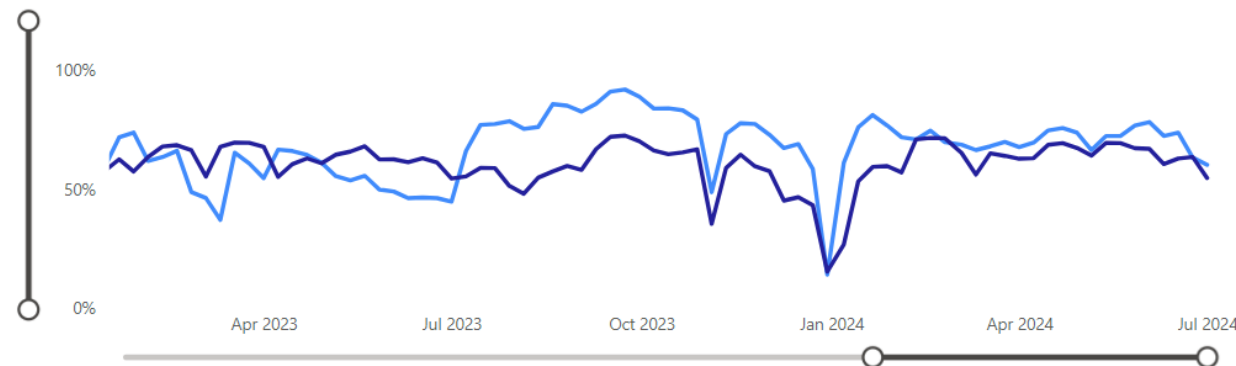
- Comparison between downtowns only for example
- Custom comparisons: Calgary downtown + beltline vs Vancouver Yaletown + Gastown

Can also be summarized quarterly to match our stats/reporting

Colliers Workplace Activity Tracker

Occupancy Relative to First Week of November 2019

Market ● GCA Downtown ● GMA Downtown



Return to Office Levels as of 2024-07-01



Base Demographics Analysis

“Out of the box” summaries

Including 5Y forecasts

Useful for:

- Property appraisal
- Site selection
- Labour force considerations (warehouses)
- Investment/modelling demand
- Property marketing



Basic Valuations Report

Belleville, ON (CY)
Geography: Census Subdivision

Prepared by Colliers

	Belleville, O...
Summary	
2023 Total Population	57,887
2028 Total Population	62,799
2033 Total Population	66,001
2023-2033 Annual Rate	2.7%
2023 Households	24,712
2023 Average Household Size	2.3
2028 Households	26,832
2028 Average Household Size	2.3
2033 Households	28,223
2033 Average Household Size	2.3
2023-2033 Annual Rate	2.7%
2023 Families	15,217
2023 Average Family Size	2.7
2028 Families	16,365
2028 Average Family Size	2.7
2033 Families	17,783
2033 Average Family Size	2.7
2023-2033 Annual Rate	2.7%
2023 Dwellings	24,712
Owned Dwellings	15,416
Rented Dwellings	9,296
Band Housing	0
2028 Dwellings	26,832
Owned Dwellings	16,709
Rented Dwellings	10,123
Band Housing	0

Deep Dive Demographics - Lansdowne Mall



Demographics are very similar between competing properties

- as is media consumption
- as is online shopping

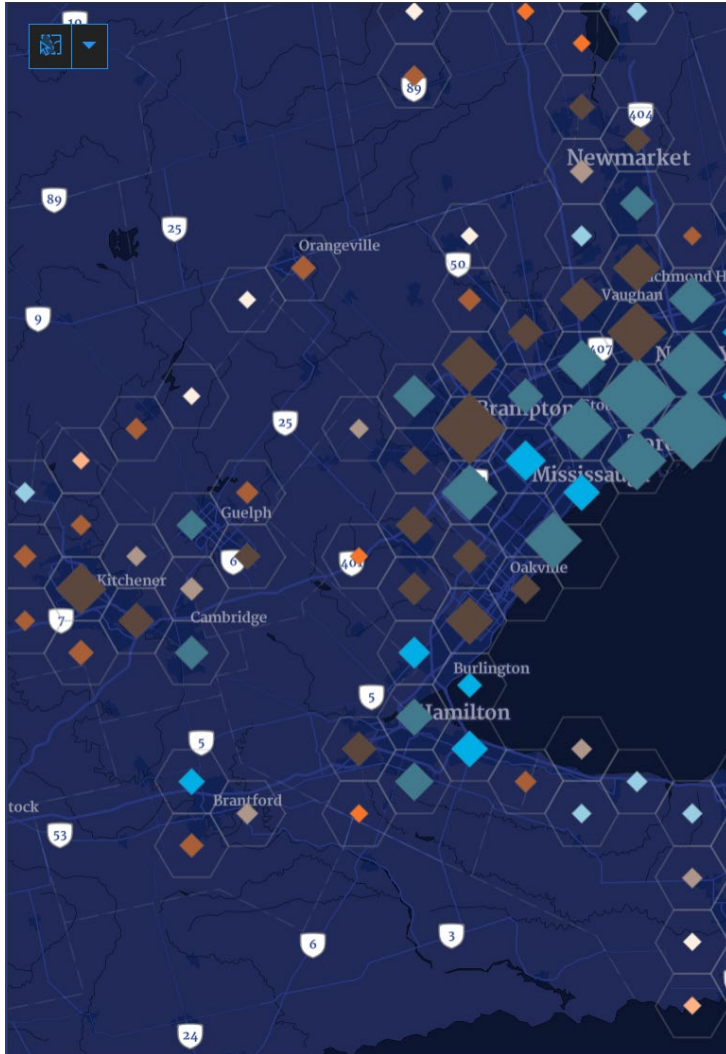
Traffic driven by:

- Asian supermarket
- Food court

Lansdowne is a “generalist” mall

- Not luxury
- Not outlet
- Attracts older, non-English speakers... how do we market this? What do we need for leasing if these are our customers?

			Average Income by Age		
			Under 35	35 to 44	45 to 54
Age Average	Market Average (\$117,229)				
2021 Visitors	Trade Area HH Pop 15+	Age Average:	\$100,426	\$120,028	\$127,643
Lansdowne Centre		Visitors	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	370,577	Trade Area	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Central at Garden City		Visitors	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	315,688	Trade Area	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
CF Richmond Centre		Visitors	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	442,011	Trade Area	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Aberdeen Centre		Visitors	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	278,929	Trade Area	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
McArthurGlen Designer Outlet		Visitors	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	368,544	Trade Area	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>



Results

- Using demographics to drive the assessment of target markets to pursuit.
- Predictive analysis to understand future areas of opportunities.
- Customized interactive dashboard to foster discussions and accelerate decision making.
- Help inform their corporate strategy and messaging to their stakeholders.

Generating Marketing Insights

Generating Marketing Content

“Newsjacking” – piggy-back on existing hot topics

What’s hot in late spring... NHL playoffs?

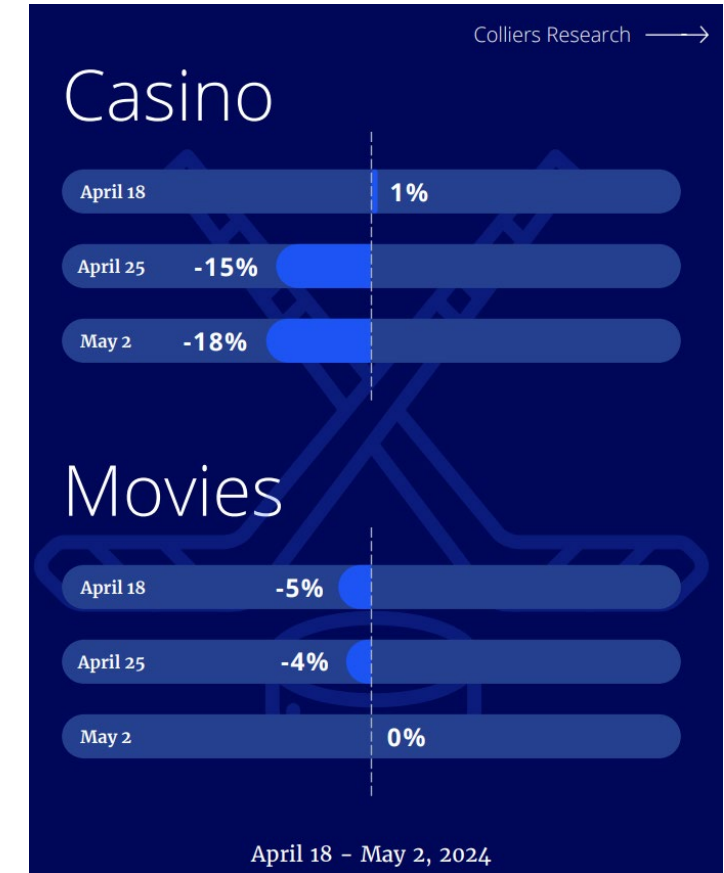
Footfall allows us to look at weekly data

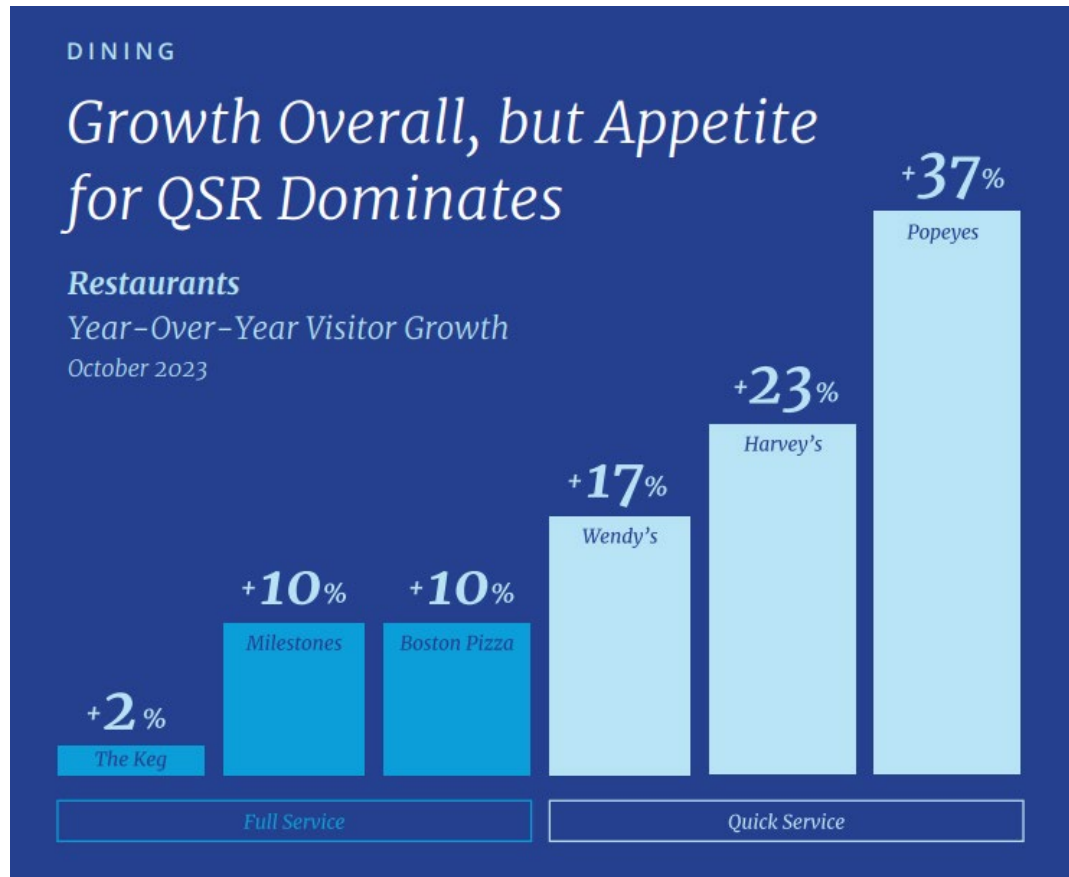
- Look at activities adjacent to watching playoffs (restaurants, liquor, grocery)
- Drill into NHL playoff markets specifically (Vancouver, Winnipeg, etc.)

Social media only – distributed on LinkedIn/Twitter

Conclusion:

- Movie and casino traffic way down
- Liquor store and restaurant traffic way up!





Similar endeavor but more general...

Looking at trends in:

- Fashion
- Dining
- Hospitality/entertainment
- Malls

Media/PR value (interviews in trade publications)

Unique offering – most retail content focuses on spending or vibes



And let's not forget the most important part...partnership

Hosting Environics Analytics on our podcast!

Topics:

- Immigration
- Tourism and Travel
- Job market
- Retail
- Migration within Canada

All part of our successful partnership...

Questions?



Adam Jacobs

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