

Building Destinations | 9.22.22 | [EPISODE PAGE](#)

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Guiding Principles

- Happy employees = more productive employees; great workplace environments help make employees happy and can serve as a talent acquisition tool
- Keys to success: great partners and high quality
- Post-pandemic development focus is on shorter/mid-size buildings with extensive outdoor space and embedded technology (touchless interactions, air filtration systems with real time readings)

Trends

- Flight to quality is ubiquitous; employers want to bring people back to the office and make them feel safe, and attract – and retain – talent
- Transparency around comp necessitates other ways of differentiating, including company culture, the work environment, and the neighborhood
- People want connection not just with each other but with the outdoors; outdoor space is one of the most popular amenities
- A company can't be built on Zoom calls; being together is critical for relationships, career advancement, and collaboration
- Getting back together is part of the healing process
- Successful office buildings will be brand new glass and steel buildings or Class A product in live-work-play markets: Fulton Market, RiNo (Denver), or Deep Ellum (Dallas)
- Service amenities are being added to physical amenities to reduce stress and remove friction points between people and their work – “one less thing to worry about”

Challenges

- Inflation: construction costs are up 20-25% YoY
- Debt is more expensive
- This means not as many buildings are going up, so having a key sponsor, a solid track record, and a reputation for quality is important

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Helping office tenants embrace the new normal.

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