

The Age of **RESPONSIVE REAL ESTATE**

Presented by Econometric Advisors

**2020
SPRING
CLIENT FORUM**

CBRE

REAL ESTATE 2030

RETAIL'S NEXT BIG SHIFT

"PHYGITAL" RETAIL

2020
SPRING
CLIENT FORUM



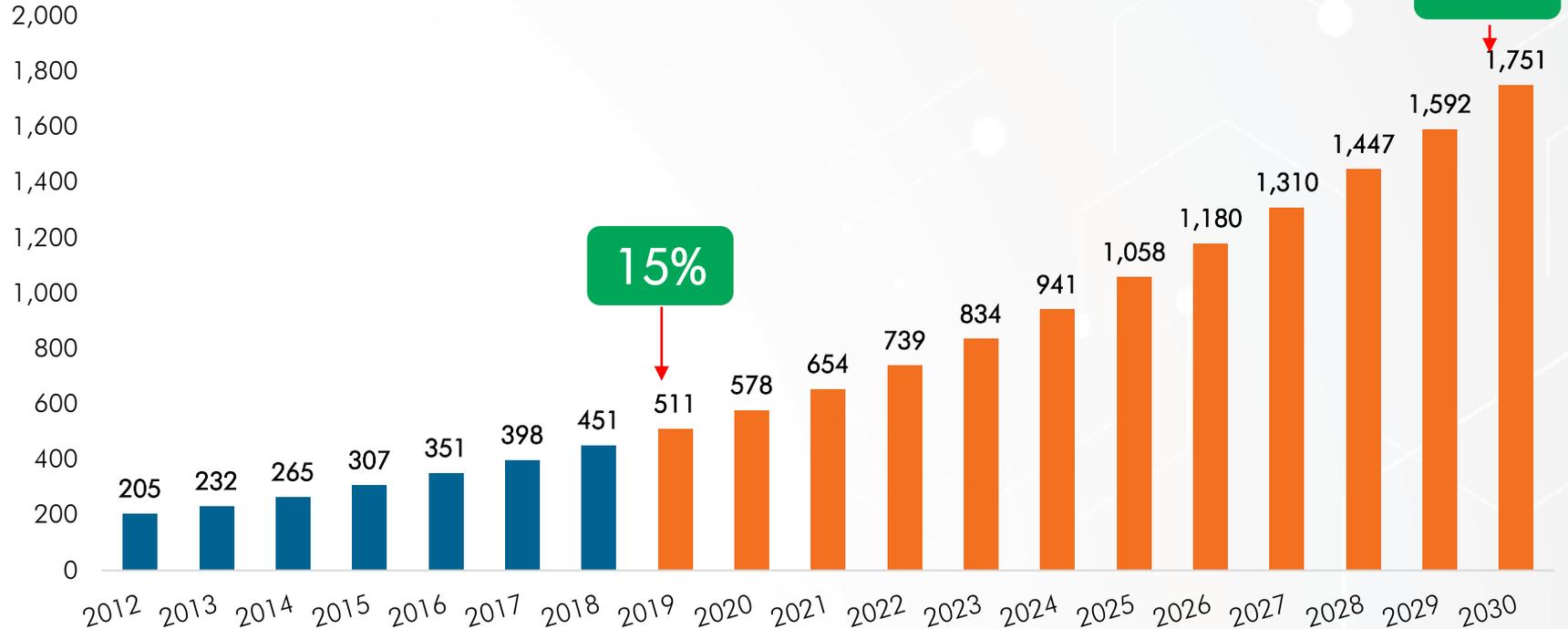
MEGHANN MARTINDALE
Head of Retail Research
CBRE Research

CBRE

E-COMMERCE PENETRATION

Currently at 15%, rising to 39% by 2030

USD (Billions)



CLICKS VS BRICKS



VS

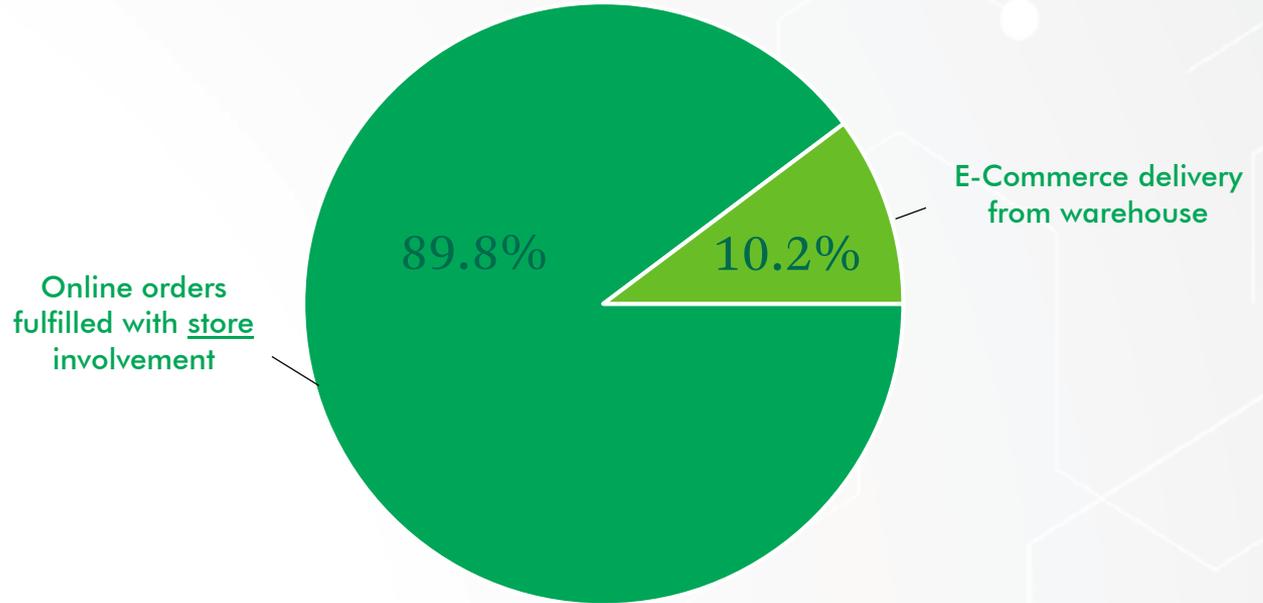


“The sooner we drop the ‘e’ out of e-commerce and just call it commerce, the better.”

Bob Willett, former CEO Best Buy International

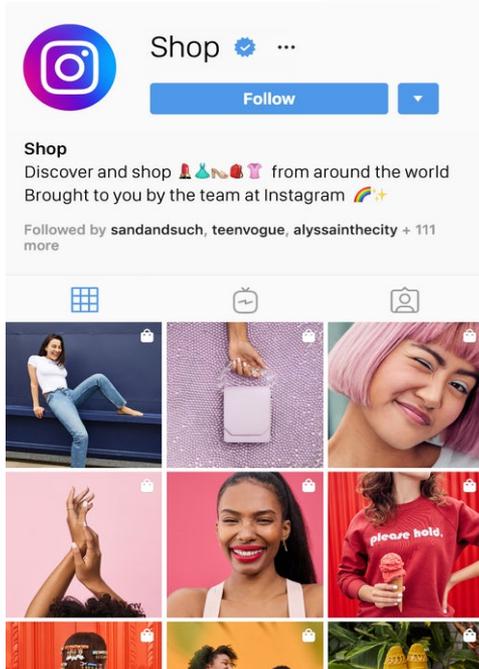
CLICKS AND BRICKS

- SHIP FROM STORE
- BOPIS
- BORIS



Source: IHL Group.

CLICKS AND BRICKS



Digital will influence 58% of retail sales by 2023.

Source: Forrester.

- E-comm
- Mobile
- Social
- Live

CLICKS AND BRICKS



**75% of consumers
want more
human interaction.**

Source: PWC, 2018.

WHAT IS DRIVING PHYGITAL RETAIL?



CONSUMERS

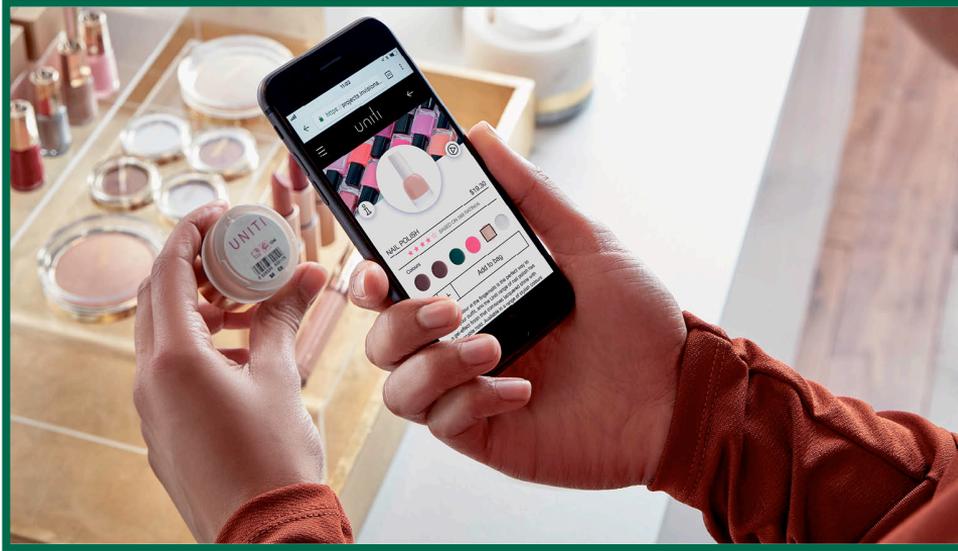
Consumer culture is king



- CO-CREATORS
- HYPER CONVENIENCE
- ACCESSIBILITY

BRANDS

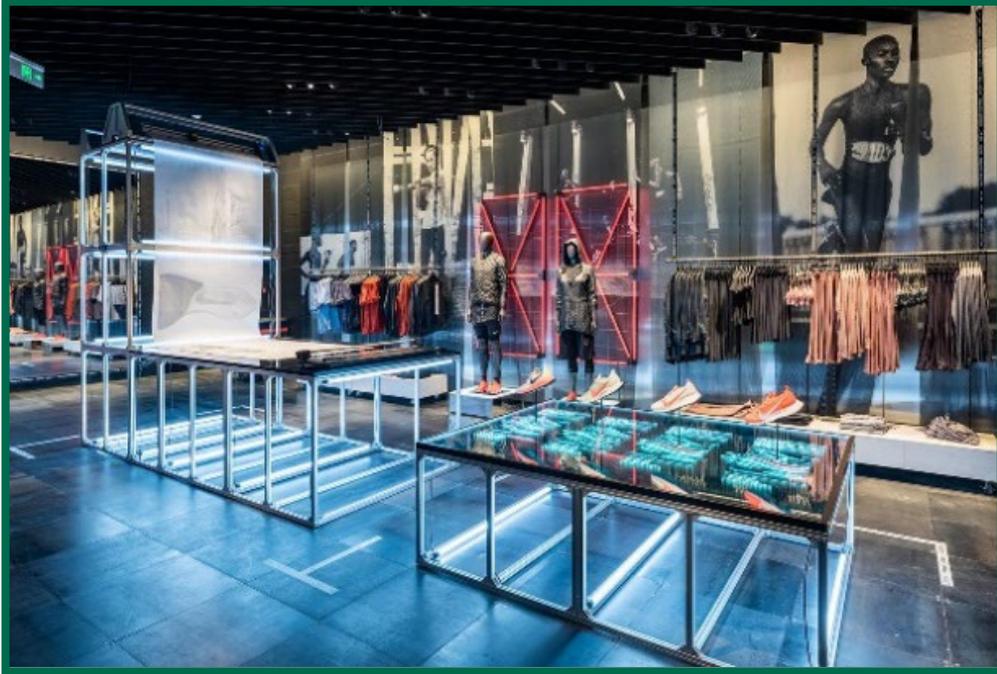
Meeting the customer where they are



- CUSTOMER JOURNEY
- FRICTIONLESS COMMERCE
- PAYMENTS

STORE FORMATS

The store strikes back!



- INTERACTIVE
- OPTIMIZATION
- EPISODIC

LEASE STRUCTURES

The OLD metrics



- SALES PSF
- OCCUPANCY
- TERM | CREDIT
- FORMULAIC

LEASE STRUCTURES

The NEW metrics



- EXPERIENCE PSF
- CONVERGENCE OF RENTS
- AGILITY
- PRODUCTIVITY | PROFITABILITY

LEASE STRUCTURES

Data



- THE NEW CURRENCY
- ACCESS
- SHARING