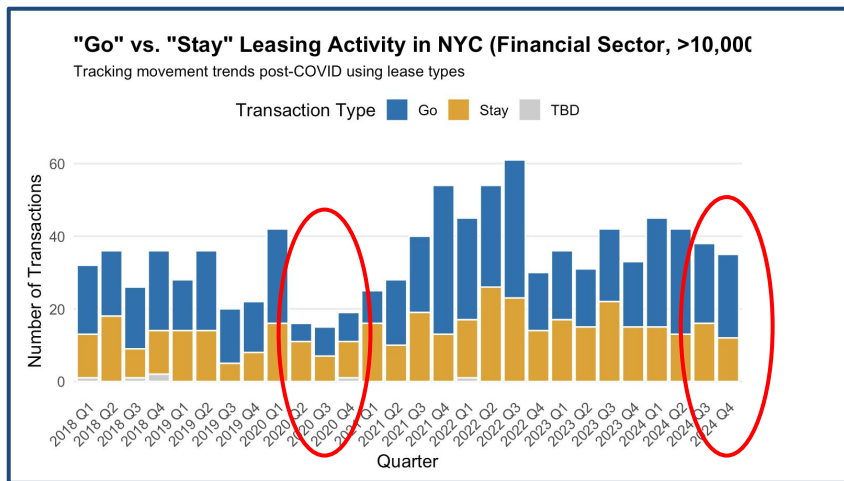


# Case Study

A financial startup with currently in-person and remote employees, is in search for an office space to lease and relocate its employees to NYC.



Decreasing transaction trend after covid  
"Go" dominates across all years  
"Stay" remains steady but secondary

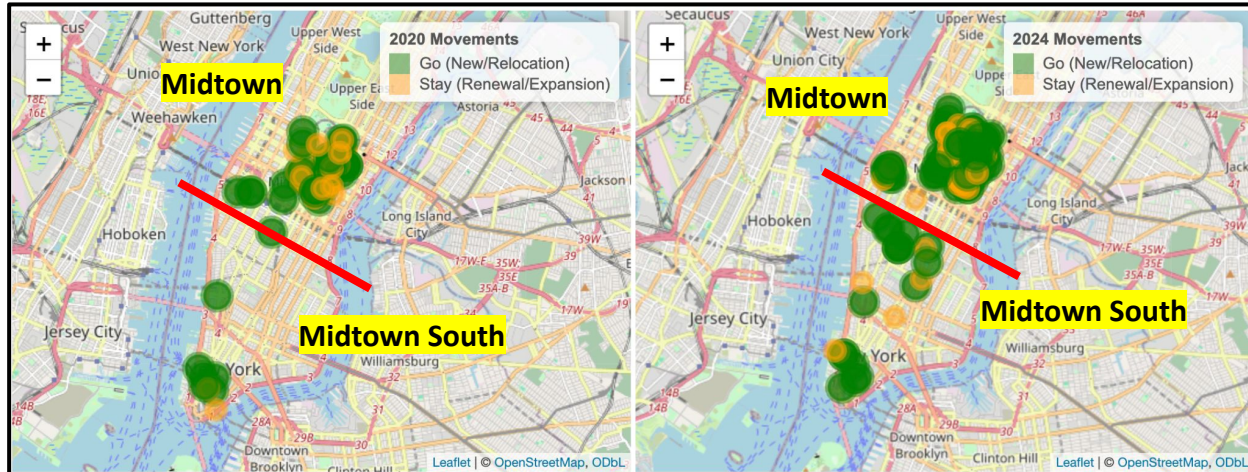
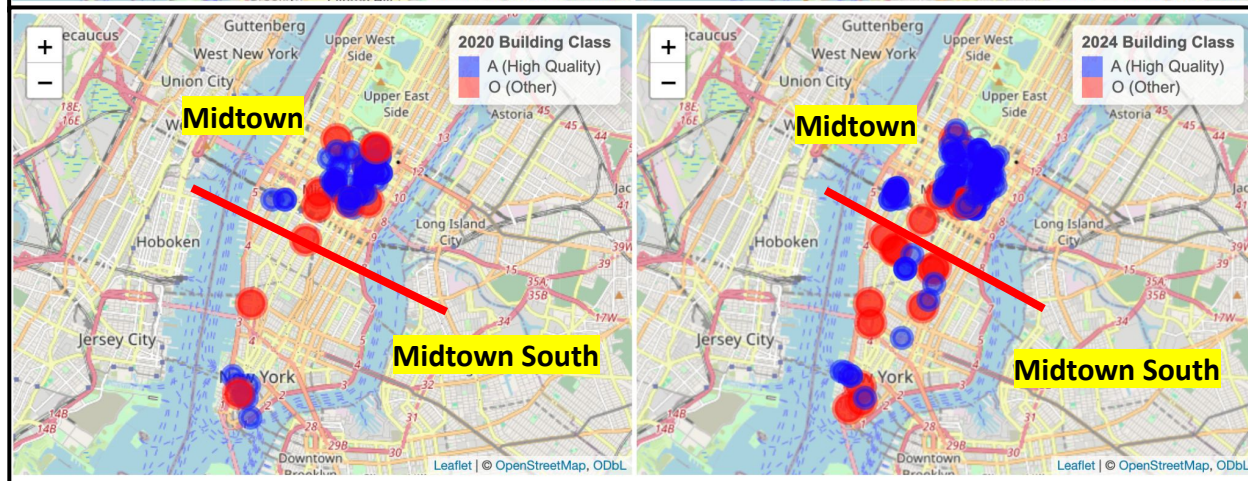
Change in Movement Activity from 2020 to 2024 by Market Cluster

Cluster	Go (2020)	Go (2024)	Go Δ	Stay (2020)	Stay (2024)	Stay Δ	Activity (2020)	Activity (2024)	Activity Δ
Downtown	8	6	-2	3	2	-1	11	8	-3
Midtown	35	87	52	41	48	7	76	135	59
Midtown South	4	13	9	0	6	6	4	19	15
Total	47	106	59	44	56	12	91	162	71

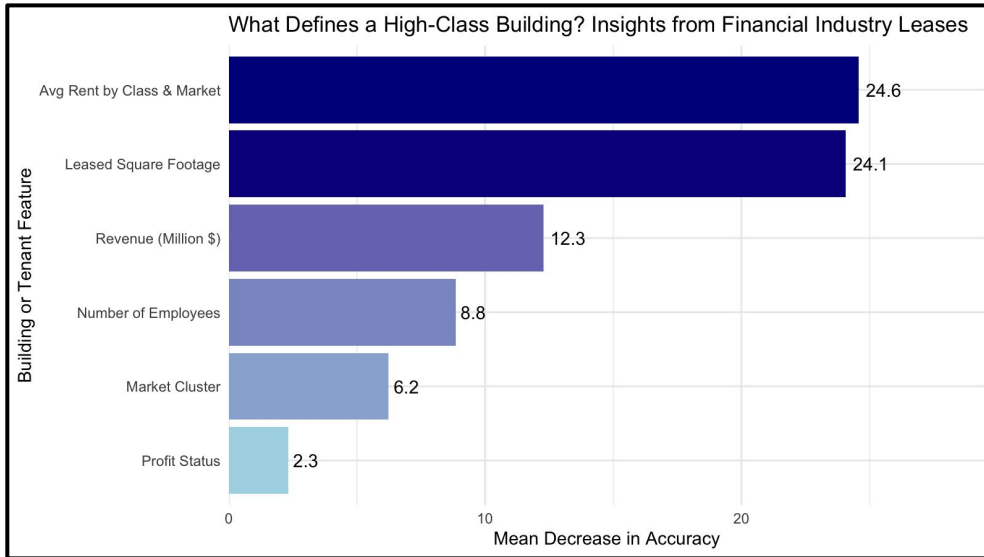
Increased transactions in 2024 with  
both "Go" and "Stay", especially  
Midtown and Midtown South

2020

2024

Movement  
typeBuilding  
Quality

## Explaining Class A Building Tenancy: A Random Forest Approach



## Our Advice

<i>Company Type</i>	<i>Recommended Area</i>	<i>Key Reasons</i>
Small-sized Company (<500 employees)	Midtown South	<ul style="list-style-type: none"><li>- More leasing activity in 2024</li><li>- Greater <b>flexibility &amp; affordability</b></li></ul>
Large-sized Company (>500 employees)	Midtown	<ul style="list-style-type: none"><li>- Concentration of <b>high-quality (Class A) buildings</b></li><li>- Suitable for larger teams &amp; brand presence</li></ul>