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### **Overall Recommendation**

Savills should consider aligning their real estate strategies with regions known for academic excellence to **strategically position** themselves in **thriving economic hubs and attract top-tier talent**. Based on our comprehensive analysis of market trends, sector performance, and office space availability, **our recommendation is for Savills to guide companies toward investing in commercial real estate in cities with renowned universities**, particularly Public Ivy institutions. Public Ivies, such as the University of California, Berkeley, University of Michigan, and University of Washington, are located in cities that offer affordable office spaces, especially when compared to high-cost markets like New York or San Francisco. These **regions are rapidly becoming attractive hubs for companies**, particularly in the Technology, Legal, and Financial sectors, due to the talent pipelines these universities provide.

### **Technology Recommendations**

Our analysis reveals a noticeable shift in the Technology sector, with **companies increasingly moving to cities like San Jose, Seattle, Northern Virginia, Los Angeles, Chicago, Austin, and Atlanta**. In contrast, tech companies are departing from high-cost, **oversaturated markets like San Francisco and Manhattan**, where real estate prices are steep, and office space is often in oversupply. Cities such as Atlanta (Georgia Tech), Northern Virginia (University of Virginia), Los Angeles (UCLA), and Chicago (University of Chicago) offer strong pools of tech talent, as these universities produce a high number of graduates with expertise in technology fields. However, given the **growing trend of remote work in the tech industry**, which results in fewer employees occupying office spaces, Savills should advise caution when considering large commercial real estate investments in this sector. **Tech companies should prioritize flexible office spaces and shorter-term leases to accommodate fluctuating in-office demand while maintaining access to talent-rich regions.**

### **Legal Recommendations**

The Legal sector has seen **substantial growth in demand for office space**, with significant increases in lease signings **across virtually every major market**. In particular, markets like Northern New Jersey and Los Angeles have witnessed a surge in legal leasing activity, **driven by the presence of top-rated institutions** like Rutgers University and UCLA, which continue to produce a strong pipeline of legal talent. Additionally, South Florida is emerging as a new market for legal office space, suggesting that companies in this sector are expanding into previously underutilized regions. Given the **continued need for traditional office environments in the Legal sector**—where face-to-face interactions and client confidentiality remain key—Savills should strongly recommend these cities for firms seeking stable, long-term leases in dynamic, talent-driven environments.

### **Financial Recommendations**

In the Financial sector, we've identified the **emergence of new markets** such as Detroit and Boston, which have seen a **substantial uptick in lease signings**—from just a few to 11 and 16 signings, respectively. These cities are **home to well-regarded universities** like University of Michigan and Boston University, both of which house prestigious business schools that are consistently producing highly skilled graduates. Moreover, **established markets** like Manhattan, Chicago, and Atlanta, which are home to globally renowned business schools such as NYU and University of Chicago, **continue to see steady demand for office space**. For companies in the Financial sector, Savills should recommend these markets as prime locations for growth, especially those in cities with **emerging financial activity combined with strong academic institutions that support ongoing talent development**.