

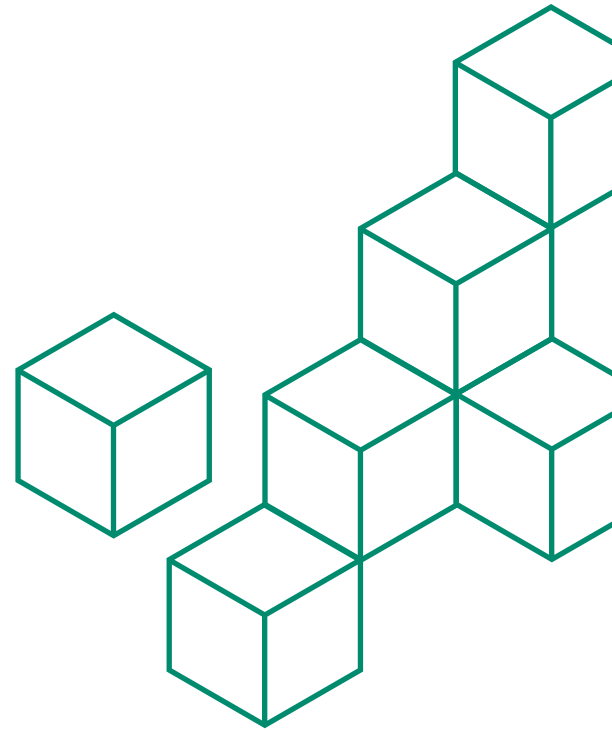


DENSWAP

# Coworking Demand Analysis

## Statement of Confidentiality

This booklet and supporting materials contain confidential and proprietary business information of DenSwap. These materials may be printed or photocopied for use in evaluating the property listed above, but are not to be shared with other parties.



# About This Report

This report analyzes a particular region to give property owners insight into what types of coworking could work well in that area, and to give a starting point to develop further.

As coworking consultants and operators, DenSwap has years of business data from spaces across the world. With over 15 years of experience in the coworking industry, our consultants have seen how every detail comes together to make shared spaces thrive as a community and as a business. As a consulting firm for real estate companies and investment funds, our team has directly launched dozens of spaces from New York City to Ulaanbaatar.

We understand trends in each market and will use that data to help value and plan your space - whether you're looking for the perfect tenant, are ready to strike out on your own, or anywhere in between.

The algorithms used to generate this report are based on ESRI demographic data, combined with our own algorithms developed with data from hundreds of independent and chain coworking spaces across the US. It's meant to be a reliable estimate, but real-world numbers will require a deeper look, and will depend on other data points such as nearby competition.



# Demographics

Each zip code's population is broken down into demographic tapestries that represent the residents' income and lifestyle. These are the top 3 for your zip:

## Demographic Tapestry #1

### Set to Impress

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. Nearly one in three residents is 20 to 34 years old. Income levels are low as college years were recent. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene. The community aspect of coworking may be of interest among this demographic.

**34.89% (5,592)** of your area's population falls in this category.

This segment is graded **C** for coworking compatibility.

## Demographic Tapestry #2

### Metro Renters

Residents in this highly mobile and educated market live alone or with a roommate located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and technology. This segment is one of the most compatible with coworking, particularly for shared desk and small offices.

**19.24% (3,083)** of your area's population falls in this category.

This segment is graded **A-** for coworking compatibility.

## Demographic Tapestry #3

### Social Security Set

Social Security Set is an older market located in metropolitan cities. 1/4 of householders are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. Wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. Even though they enjoy the hustle and bustle of the city, this demographic does not participate in coworking.

**16.62% (2,664)** of your area's population falls in this category.

This segment is graded **F** for coworking compatibility.

# Demographics

The most qualified demographic segments for your target area are combined with nearby driving-distance demographics to create a likely customer base.

Our research looks at the three largest tapestries within each area. Each demographic tapestry is then assigned a coworking grade ranging from A to F. Only the portion of each zip code that scores between A and B (highly graded) are considered 'potential coworkers'. Those numbers are tallied, and then only 3% to 6% of those represent the true customer base. We have recently revised the numbers up from 2% to 5% due to COVID-19 and the speeding of the work-from-home movement.

## Average Annual Household Income

**\$68,357**

## Est. Adult Population

**17,217**

## Maximum Customer Base

**4,420**

## Likely Customer Base

**133 - 265**

### Region Demographics

## Zip 04101 (Portland, ME)

Set to Impress

**34.89%**

(pop. 5,592)  
Grade C

Metro Renters

**19.24%**

(pop. 3,083)  
Grade A-

Social Security Set

**16.62%**

(pop. 2,664)  
Grade F

Region	Grade A	Grade B	Total
1. Zip Code	4,240	180	4,420
2. 15-minute drive	29,339	14,687	44,026

Category	Statistic	Favorability to coworking
Population Density	9,448.0	Very Strong
Undergraduate Degrees	4,582	Neutral
Graduate Degrees	2,717	Very Strong

Gen Z	Millenials	Gen X	Boomers	Silent/Greatest
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**17%**

**41%**

**19%**

**17%**

**5%**

# Coworking Recommendations

Based on your area's demographic makeup, here are our general recommendations for a successful coworking business in this zip code.



The local residents of this area can support up to

# 9,945

square feet of coworking/flex space.

\*Central business districts and corporate flex spaces may support a larger commuting population.

## Suggested Coworking Models

### Mid-range Flex Office

Community hubs that attract local residents. New Shared spaces are a mix of offices and desks - roughly a 70/30 split. Amenities might include a beer tap or free monitors. Aim for a \$40-60/sqft buildout.

### Low-end Flex Office

Budget or legacy locations, typically in smaller suburban neighborhoods. Amenities might include a beer tap or free monitors. Aim for a \$40-60/sqft buildout.

## Suitable Property Types



Retail



Shopping Center



Neighborhood Retail



Office Tower



Office Park



Neighborhood Office



Creative Loft



Mixed Use



Industrial/Warehouse

# Get the full picture.

DenSwap's *Focus & Feasibility Report* gives you everything you need to assess, start, and run a successful coworking business for the first two years.

Reports are \$5000, with bulk/portfolio discounts available on request.

## **Competitive Analysis**

We'll review the flex spaces in your area, find market gaps and opportunities, and create the plan and coworking model for your particular community.

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## **Space Allocation**

We'll tell you exactly how many offices to build, give you exact sizes, and tell you how much to charge for each of them - for your specific building and business model.

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## **Buildout & FF&E Budget**

By far, the biggest mistake we see with new spaces is a poorly-planned and expensive buildout. We'll make sure you're set up correctly for your market and goals.

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## **2-year Proforma & Profit Projections**

Don't play guessing games - we'll build a monthly budget, estimate how long it'll take to hit break-even after launch, and how much money you'll make once the space is full.

## **No need to do it yourself.**

## **DenSwap can match you with an experienced operator to run your space.**

The future of CRE is flex. Management agreements allow property owners and coworking operators to partner together to reduce risk and build a profitable business for both parties. As the market experts in management agreements, we can do the heavy lifting for both parties. We'll do the research, build the proformas and guidance reports, match you with our network of property owners and coworking operators, assist in creating the legal documents, and work to build a profitable partnership that stands the test of time.

We're here to help you get started with coworking. Reach out to us at any time:

[hello@denswap.com](mailto:hello@denswap.com)



**DENSWAP**

Thanks for reading. If there's anything else we can help with while you're planning, building, or operating your space, don't hesitate to reach out at any time.

