

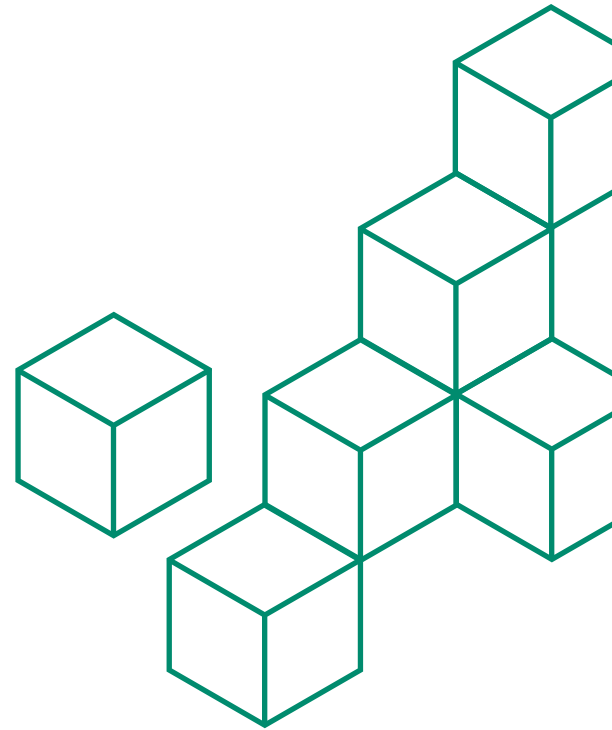


DENSWAP

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

Trendsetters

Armed with the motto 'you're only young once,' Trendsetters live life to the fullest as educated young singles. Well paid, with little financial responsibility, these consumers are spenders rather than savers. They seek financial advice and are already building their stock portfolios. Urban and well-educated, they flock to high-end, trendy coworking spaces, typically as dedicated/shared desk tenants as a flexible base of operations in between vacations and Instagram-worthy adventures.

32.25% (1,503) of your area's population falls in this category.

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

Demographic Tapestry #2

Laptops and Lattes

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, and entertainment occupations. They are affluent and partial to city living and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk or bike to get to work; a number work from home. This market is one of the most ideal targets - their affluence and entrepreneurship leads them to be faithful long-term coworking clients.

23.34% (1,088) of your area's population falls in this category.

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

Demographic Tapestry #3

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.

18.00% (839) of your area's population falls in this category.

This segment is graded **A-** 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

\$176,543

Est. Adult Population

5,129

Maximum Customer Base

4,081

Likely Customer Base

122 - 245

Region Demographics

Zip 81657 (Vail, CO)

Trendsetters	Laptops and Lattes	Metro Renters
32.25%	23.34%	18.00%
(pop. 1,503) Grade A-	(pop. 1,088) Grade A-	(pop. 839) Grade A-

Region	Grade A	Grade B	Total
1. Zip Code	3,430	651	4,081
2. 15-minute drive	5,914	137	6,051

Category	Statistic	Favorability to coworking
Population Density	36.8	Weak
Undergraduate Degrees	1,989	Very Strong
Graduate Degrees	891	Very Strong

Gen Z	Millenials	Gen X	Boomers	Silent/Greatest
14%	43%	18%	22%	4%

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

9,182

square feet of coworking/flex space.

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

Suggested Coworking Models

High-end Flex Office

Think WeWork or Industrious. New Shared coworking spaces are a mix of offices and desks - roughly 70/30. High level of amenities: Peleton, sparkling water tap, etc. Buildout is often in the \$100-150/sqft range.

Suitable Property Types



Office Tower



Neighborhood Office



Creative Loft

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.

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.

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.

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



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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.

