EXPERIENCE | COMMERCIAL REAL ESTATE

ACTIVATING CORPORATE REAL ESTATE WITH PREMIUM HOSPITALITY

After the pandemic, a U.S. corporate real estate owner with more than 200 properties set out to activate its buildings and support return to office through a premium hospitality experience.

CLIENT
Corporate real estate owner

PORTFOLIO
200+ properties

4XI ROLE
Standards and go to market

GOAL
Occupancy and retention

THE CHALLENGE

- Post pandemic occupancy well below past levels.
- Amenities and service levels varied across the portfolio.
- Tenants expected more to justify returning to the office.
- Standards had to scale across a diverse portfolio.

PROFILING FACTORS

- Location and population density.
- Tenant demographics.
- Occupancy rates.
- Existing amenities and providers.

WHAT 4XI DID

01 Portfolio profiling
Every building, by key factors.

02 Amenities review
Gaps and opportunities.

03 Standards framework
By amenity and building tier.

04 Building specs
Consistent, locally adapted.

05 Go to market
Vendors and tenant engagement.

RESULTS

Higher occupancy across the portfolio.

Better tenant retention through consistent service.

More satisfied tenant employees, supporting return to office.

Hospitality is a real estate strategy. Premium, consistent experiences give tenants a reason to come back to the office.