

Changing the Rules of the Game: When Landlords Dare to Support Tenants!

There is a boundary that landlords have historically been reluctant to cross: the one that separates common areas from private areas.

When a tenant is fitting out their spaces, the landlord most often keeps their distance.

They will validate the work file, but any position of supporting tenants in fitting out their spaces (and, a fortiori, in their management) seemed, in principle, excluded. For private areas, the landlord is simply a provider of m². This has long been the rule.

However, the landlord has every interest in ensuring that the tenant experience is successful and it seems difficult to imagine that private areas do not have a role to play in this...

Tenants are often helpless when it comes to designing their private spaces in their physical, service-based and digital dimensions

In the best case scenario, the tenant will know how to surround himself with the right partners. But in mid-cap companies and even more so in SMEs, the resources of the real estate and work environment functions are often limited. Knowledge of the market to identify the right partners or the service offering adapted to the context may also be insufficient. The tenant's General Management or HR function are then often called upon when it is not the purchasing function that must embody the skills required for the duration of the project in relation to the providers of development, maintenance, etc.

Too often, this can result in spaces and services that are expensive but not always adapted to the specific challenges of the company.

However, some very concrete difficulties resulting from tenant work are well known to owners. We will mention in particular the poor management of the impact of the work on HVAC installations: failure to update the BMS zoning or design choices that will weigh on the comfort of employees throughout the lease.

Tenant support initiatives that are changing the game

Is the paradigm that we have just described changing? Several signs show this.

First, we can mention the development of the operated office. Inspired by coworking, it is aimed at companies that wish to keep their private spaces while benefiting from an integrated service offer.

La Française REM's Wellcome program is also part of this tenant support logic. By referencing partners in the manner of a purchasing center, La Française wishes to support its tenants' customer journey for all services that revolve around workspaces. Each tenant can rely on a panel of referenced partners who have proven themselves and who have designed, at the request of La Française, "packaged" offers to meet their challenges throughout their journey (digital, moving, development, catering, etc.).

The new horizon of the tenant experience

It is difficult to imagine that the support provided to tenants by owners will not develop even more in the future as it meets a strong need. Between the "all inclusive" model of the operated office and the non-intrusive approach of the purchasing center, an intermediate approach can also be imagined. This is a "consulting" approach in which the owner would offer expertise to help the tenant design their spaces in their physical dimension (space layout), service (cleaning, connected fridge, reception, etc.) and digital (reservation solution, visitor management, hybrid work organization, building application, etc.). Understanding needs, informing the tenant about the service offers, supporting their choices and allowing them to navigate the ecosystem of service providers that gravitate around the workspaces, these are many issues for which an owner could bring value.

The world of real estate is changing. Hybrid work and flexibility are two structuring and well-identified dimensions of this change. It seems to us, however, that a third dimension is still poorly discerned, although its impact could also be strong on the transformation of the sector: the need for owners (or their partners) to integrate "private" services into their offer in a more holistic approach to maximize the use value of the rented spaces.