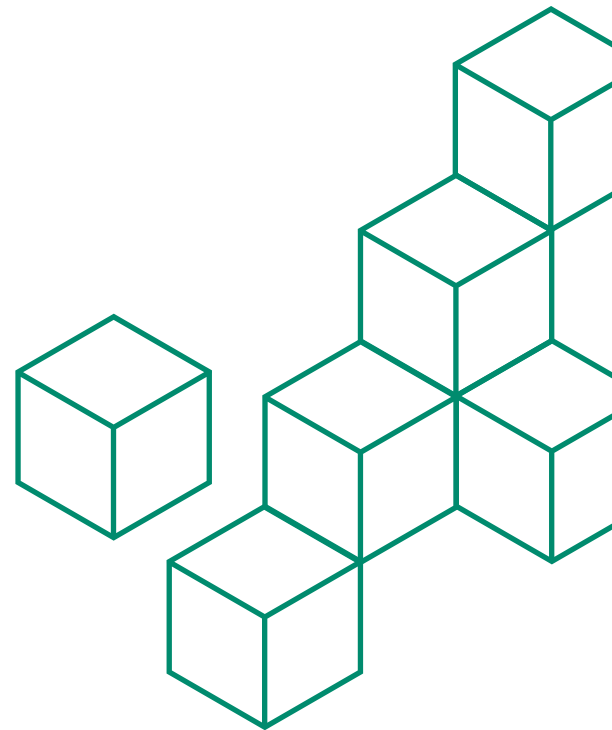


DENSWAP

# Coworking Location Overview

## 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

### Soccer Moms

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, and family-oriented pursuits. This market tends to align more with the business aspects of coworking, and align less with the cultural aspects of coworking.

**47.57% (4,664)** of your area's population falls in this category.

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

## Demographic Tapestry #2

### In Style

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for retirement. Their desire to get out of the house and be around others makes them attractive high-end flex targets.

**21.31% (2,089)** of your area's population falls in this category.

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

## Demographic Tapestry #3

### Exurbanites

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane. They have comfortable habits and are less likely to try new things - like coworking.

**11.13% (1,091)** of your area's population falls in this category.

This segment is graded **C** 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

**\$110,678**

## Est. Adult Population

**12,668**

## Maximum Customer Base

**7,893**

## Likely Customer Base

**237 - 474**

### Region Demographics

## Zip 53558 (Mc Farland, WI)

Soccer Moms	In Style	Exurbanites
<b>47.57%</b>	<b>21.31%</b>	<b>11.13%</b>
(pop. 4,664) Grade B	(pop. 2,089) Grade A-	(pop. 1,091) Grade C

Region	Grade A	Grade B	Total
1. Zip Code	2,089	5,804	7,893
2. 15-minute drive	17,947	26,267	44,214

Category	Statistic	Favorability to coworking
Population Density	686.8	Weak
Undergraduate Degrees	2,646	Neutral
Graduate Degrees	1,467	Very Strong

Gen Z	Millenials	Gen X	Boomers	Silent/Greatest
<b>23%</b>	<b>22%</b>	<b>24%</b>	<b>25%</b>	<b>5%</b>

# 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

# 17,759

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.

### 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.

### Modern Executive Suites

Well-designed, fully-furnished offices that go for a premium rate. Clients tend to be small businesses and older, higher-income professionals. Expect a \$70-100/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 \$2500 for BOMA 2021 attendees, with bulk/portfolio discounts available.

## 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.

