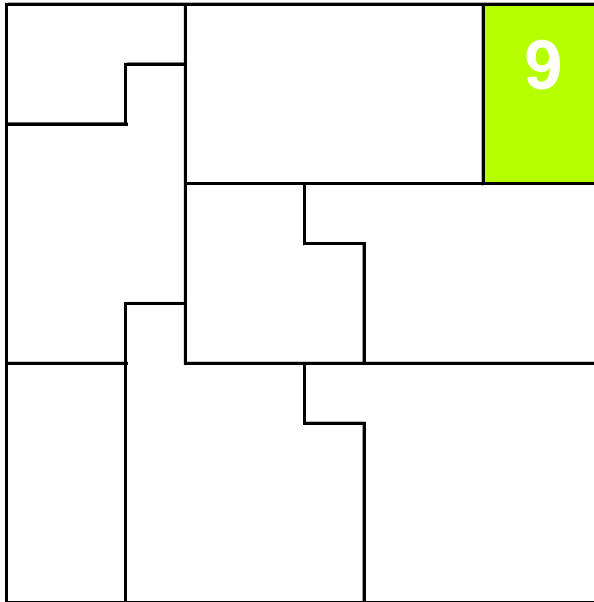


# Segment 9: Exclusive front offices

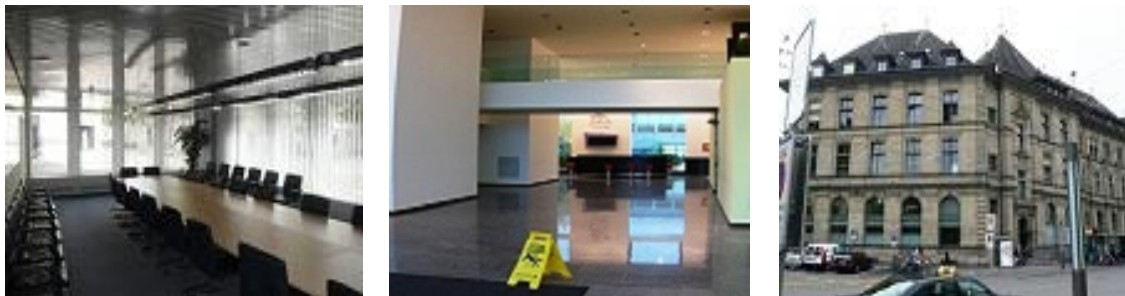
Segmentation of demand in office market

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## 9.1 Exclusive front offices: Introduction

Exclusive front offices are overwhelmingly financial services with frequent customer contact. These businesses, which mainly offer consulting services to customers, are often situated in top locations well frequented by pedestrians in the central commercial centres of cities. Their value added is above average. This segment mainly occupies medium-large and expensive office buildings. Companies are willing to pay high rents for an urban environment. Good accessibility for customers is essential, and parking spaces are important. This segment looks for either prestigious historic buildings or modern and high-end properties, although companies often own their own property or have long leases on the surface they rent.



Many customers are received in their exclusive premises. The level of identification of the company brand with the building is high and is often used in public relations work. Consequently the visibility of the exterior and entrance area is very important. These businesses often require their own entrance and reception. The neighbourhood is respectable, quiet and urban. Both employees and customers value the location's excellent connections and proximity to city services. Importance is placed on a flexible and individualised interior decor and therefore rooms in shell and core structures are preferred. The interior finish is prestigious and high-end. The businesses have often occupied their premises for several decades but in the course of time have outoused divisions with less customer contact. Measures that influence the image and outward appearance of the site have to be approved at the highest level.

## 9.2 Exclusive front offices: Examples of fictional businesses

The following examples provide an indication of the segments of demand. They are often exaggerated and may reflect cliches. They do not have a scientific foundation.

### **Beta Bank, wealthy private clients**

The Beta Bank customer service division for wealthy private clients has its headquarters in the central business district (CBD) in the best city location. It owns the prestigious building it occupies dating from the end of the 19th century. The Chicago-style building with its neo-baroque arcades and numerous bay windows is considered a jewel among business premises. The Beta Bank has owned its headquarters for several decades. The property is immediately associated with the bank. It is the aim of the Beta Bank that both its location and its property fit the image of a customer service provider. Customers are regularly received in the spacious, imposing foyer with high-end interior decor.

### 9.3 Who are the Exclusive front offices?

Characteristic	Typical features
Strength of value added (labour productivity)	High productivity <div style="text-align: center;"> <span>Low</span> <span>High</span> </div>

Typical businesses	Private banking asset manager, investment adviser
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Size of business	Micro-business to average-sized enterprise <div style="text-align: center;"> </div>
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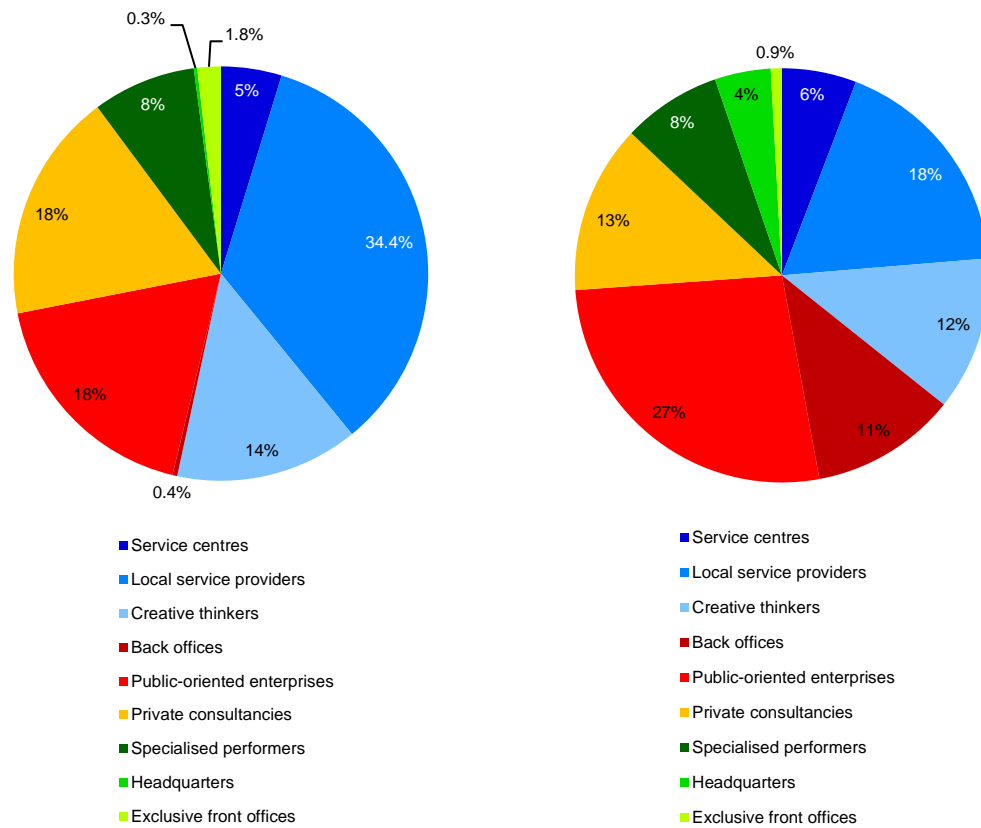
Required surface area	Small to average <div style="text-align: center;"> </div>
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Required surface area per employee (m2)	Average <div style="text-align: center;"> </div>
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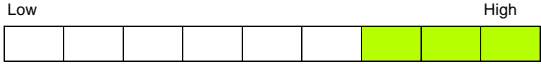


Which demand segments in the housing market work in the Exclusive front offices?	<div style="text-align: center;"> <span>Some</span> <span>Many</span> </div>
Rural-traditional	
Modern worker	
Transitional-alternative	
Traditional middle class	
Liberal middle class	
Established-alternative	
Upper middle class	
Professional elite	
Urban elite	

## 9.4 Exclusive front offices :Distribution

Distribution of Swiss businesses (left) and full-time positions (right) in office market (2015)

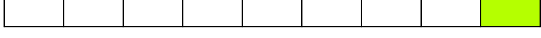
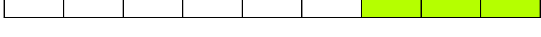
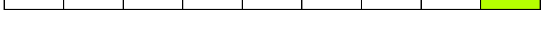


### 9.4 How do the Exclusive front offices work?

Characteristic	Typical features
Office location	Top sites in large centres, CBD (Central Business District), expensive shopping streets
Working environment	Banking district, superior, busy, exclusive
Desire to relocate	Fairly low 
Price sensitivity	Fairly low 
Architecture	Modern, classic, prestigious, prestigious historical building
Form of office organisation	Group office   Cellular office   Combi office   Open-plan office   Business club   Branch-specific
Propensity	
Standard of fittings	High 
Technical requirements	High 
Willingness to pay for high environmental standards	Rather high 
Requirements of the office building	Security, flexibility and visibility are very important, own entrance and reception area are desirable, preference for shell and core construction

## 9.5 Exclusive front offices: Working environment

The search for office premises is influenced by the preferences and restrictions affecting demand. The following details relate to the final results of the process.

Characteristic	Typical features	
Urban location preferred	Very high	
Central location preferred		Periphery    Town centre    Agglo./town outskirts    Town 1B situation    Town 1A situation
		Low  High
Intercommunal accessibility		
with relation to road network	Average	Less important  Very important
with relation to public transport	Very important	
Parking spaces	Average	Less important  Very important
Shops and eating establishments within walking distance	Very important	Less important  Very important
Proximity to customers	Very important	Less important  Very important
Proximity to service providers	Important	Less important  Very important
Reputation of the district	Very important	Less important  Very important