

# How Commercial Real Estate Owners Can Respond to Covid-19

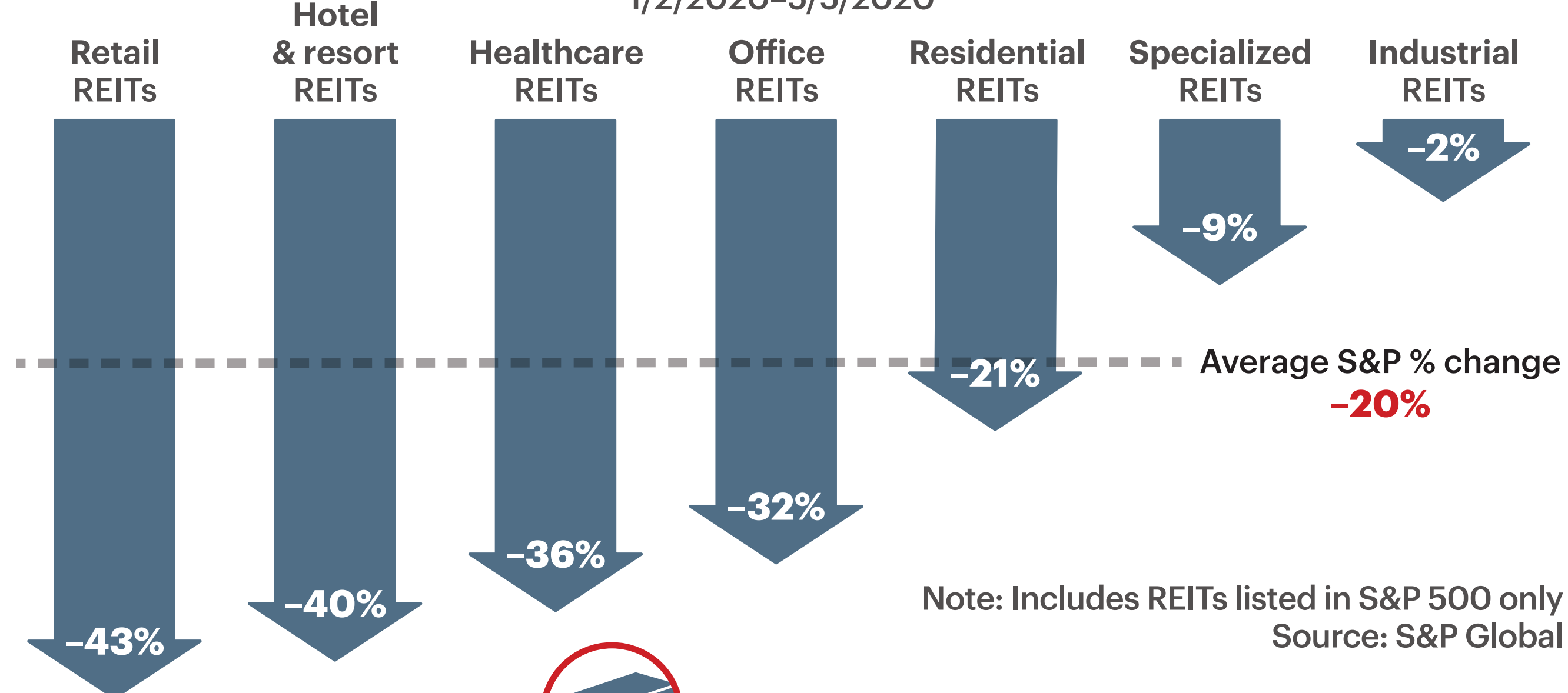
The most effective approach: Act now to support tenants and protect your business, and plan now to retool for the future and accelerate out of the downturn.

## Covid-19 has had different effects on each sector of commercial real estate

<b>RETAIL</b>		Some retailers with doors closed by law, not currently paying rent. Uncertain future for many.
<b>HOTELS &amp; RESORTS</b>		Hard-hit sector. Shape of recovery depends on consumer attitude.
<b>HEALTHCARE</b>		Decline in nonemergency facility activity during lockdown. Senior housing hit particularly hard.
<b>OFFICE</b>		Owners feeling rent pressure across sectors. Work from home could accelerate shift to smaller offices.
<b>RESIDENTIAL</b>		Many can't pay rent. Fewer new leases.
<b>SPECIALIZED</b>		Higher demand for wireless infrastructure and data centers. Mixed impact on other sectors. Many have stable cash flow.
<b>INDUSTRIAL</b>		Reduced port and airport activity offset by increased logistics demand.

## Stock price change

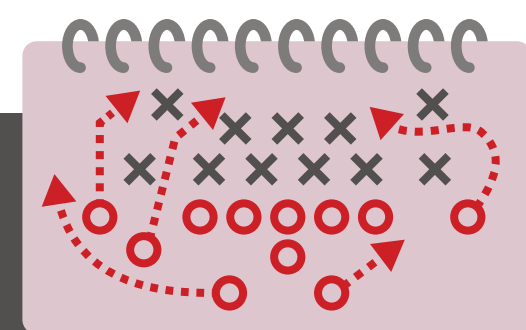
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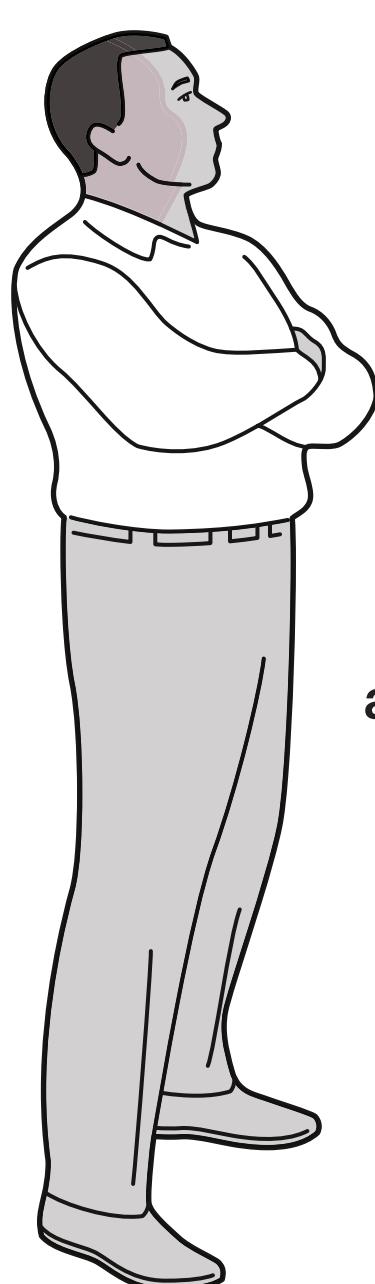
## Leading real estate firms excel in four areas

- 1 Maximize **value** of properties
- 2 Tailor operating model to real estate **footprint**
- 3 Effectively **manage** operations and assets
- 4 Achieve **sustainable** and **adaptable** balance sheet

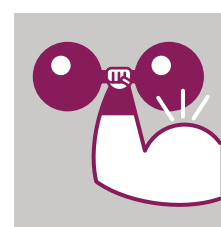
The crisis is forcing firms to adjust their playbook



## WHAT TO DO



Make the business stronger across three time horizons: **lockdown**, **after lockdown** (but pre-vaccine), **post-vaccine**



Organize your **war room** and alter your **operating model** to reflect virus realities across geographies

Put sharper focus on managing **tenant requests** and **cash flow**, including immediately reducing costs



Take action to sustain the **balance sheet**