

BUILDING REAL ADVANTAGE THROUGH LABOR ANALYTICS

While many factors go into a holistic location strategy, there is none more important than workforce, which can account for up to 70% - 80% of operating expenses.

Ensuring companies have access to the right people can move the needle far more than the real estate alone, creating tens or even hundreds of millions of dollars in lasting operational savings.

SERVICES

► EXISTING MARKETS

- SCALABILITY AND LONGEVITY ANALYSIS
- MARKET ASSESSMENTS
- COMPETITIVE ANALYSIS

► SITE SELECTION

- LABOR, LOCATION AND INCENTIVE ANALYSIS

► WORKFORCE STRATEGY

- SKILL SET AND LOCATION OPTIMIZATION
- MERGER & ACQUISITION EVALUATION
- STRATEGIC PLANNING AND ROADMAPS

CBRE Labor Analytics is driven by relentless innovation, pioneering modern site selection since its inception in 1995. Our combination of proprietary analytics and extensive experience provides insight into labor market risks and opportunities that goes beyond traditional demographic and economic analysis.

Following Labor Analytics' lead, supporting site selection with widely available demographic and economic data has become the industry standard. But **labor markets are dynamic**, and public data sets are not. We capture what's happening in real-time, enabling perspective on an evolving landscape that translates to real advantage for our clients.

Our expertise and uniquely dedicated focus on labor provides an unprecedented analytic capacity. Using primary research and scenario modeling to guide location decisions, **Labor Analytics is the only source for robust, evidence-based answers to employers' biggest questions about where to find the right talent, right now.**



HOW WILL YOU **GAIN ADVANTAGE** IN AN EVER-CHANGING **LABOR LANDSCAPE?**

CBRE invests heavily in global and local research, analysis and the latest technological innovations to sustain a premier service delivery platform. Labor Analytics continually develops the most innovative, accurate and relevant labor analytics and research available, backed by critical in-region knowledge.

AWARDS

CoreNet Global **INNOVATOR'S AWARD**

LABORPLAN™

This sophisticated supply and demand analysis helps corporate real estate, operations and HR organizations examine the sustainability and positioning of labor force across their portfolio.

GLOBAL LABORVIEW

Global LaborView provides clients with access to our analytics in a faster and more engaging way. Based on a collective body of research across CBRE's global divisions, Global LaborView delivers leading demographic/economic indicators coupled with labor market and business intelligence on locations worldwide.

#187 on Information Week's Top 500
Most Innovative Technologies

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LEADING WITH LABOR **McKESSON**

A key component to achieving our success is how CBRE combined two different disciplines, HR and real estate, creating a unique advantage in the marketplace. CBRE changes the tactical conversation to a strategic one based on talent and skills. Before this framework, we made decisions based on lease expirations.

By basing decisions on talent, Labor Analytics saved us hundreds of millions of dollars.

- **Mike Huaco**, SVP and Global Head of Real Estate
McKesson

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CBRE *Build on
Advantage*