

Research of commercial real estate tenants preferences

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ScanRealty

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The goal of this research is to reveal the structure of potential tenants of office facilities in business centers of A and B1 classes, located within 7 kilometers zone from Moscow Ring Road (excluding private mansions and multifunctional complexes), and their preferences regarding the building in whole and leased space in particular.

Subject of this research constitutes preferences of potential tenants of business centers of A and B1 classes available on market (in accordance with classification developed by ScanRealty for the purposes of this research) and located within 7 kilometers zone from Moscow Ring Road actively offered for sale or rent and without empty spaces or under-construction facilities. Private mansions and multifunctional complexes do not refer to the subject of this research.

Research period covers data for the years 2005 — 2006.

Sources of information

For the purposes of this research ScanRealty questioned the authorized managers of 484 companies. Sampling is based on the responses of 138 companies which revealed loyal attitude to rent office facilities in the researched segment or considering the rent as possible or probable. From this group of companies 93 respondents expressed intention to become, and 26 already were tenants of office facilities in the researched segment of market. Questioning was done by the methods of deep telephone interview and face-to-face method after preliminary recruiting of interviewees.

In order to achieve high level of reliability of received information we additionally applied content analysis of mass media sources, as well as other open and closed sources, whereas the results served for better structuring of questionnaires, composition of plans for deep interviews, selection of qualitative and quantitative structure of questioned companies, and also for composition of sampling for the purposes of this research.

Methodology

Methodology of this research includes the following instruments:

Personal expert questioning (deep interview by telephone or face-to-face);

Questionnaires;

Mass media content analysis;

Special open and closed sources analysis;

Secondary analysis of statistical data.

Search and analysis of potential tenants of office facilities in business centers, and their preferences regarding the building in whole and leased space in particular, were done by method of field and office investigations.

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