

RETHINKING TECH INVESTMENTS AS DIGITAL OPPORTUNITIES

by Anchor Bridge Innovations staff

Commercial real estate has reached an inflection point. To thrive in today's tenant-first, Environmental, Social, and Governance (ESG)-focused market, CRE firms must embrace new technologies that enhance building performance, operational efficiency, and tenant experience.

Here's what's at stake now — and what's possible.

Hybrid work, shifting leasing trends, and rising ESG regulations are reshaping the rules of occupancy, profitability, and competitive differentiation. Technology — once considered a back-office concern — is now central to asset value.

What's Changing in CRE — and Why It Matters Now

The commercial real estate market has always evolved with economic cycles. But today's pressures are structural, not cyclical:

- Hybrid work has disrupted demand. Office occupancy remains **below 60%** in most U.S. metros (*CBRE, Q2 2025*), forcing landlords to rethink space utilization and experience design.
- ESG and carbon disclosure mandates are tightening. Local laws like NYC's Local Law 97 and SEC climate disclosure rules are pushing owners to upgrade infrastructure — fast.
- Tenants expect more. Digital-first amenities, energy transparency, and frictionless access are no longer “nice to have.” They are table stakes.

According to Gartner Inc.'s *CRE Executive Outlook 2025*, **72% of landlords** believe smart building technology will be a core differentiator by 2027 — but **only 29%** have implemented more than two systems across their portfolio.

Legacy Systems Are a Drag on NOI and Tenant Retention

Most commercial portfolios still rely on legacy Building Management Systems (BMS), siloed controls, and reactive operations. These outdated systems:

- Prevent cross-building analytics
- Obscure energy performance and cost inefficiencies
- Delay issue resolution and tenant response times
- Limit the ability to meet evolving ESG standards

In their *Building Systems Benchmark 2025*, Propmodo says that “CRE firms that invest in interoperable, data-driven platforms see **15–20% improvements** in tenant satisfaction and OPEX efficiency within 24 months.”

With vacancies up and cap rates compressed, improving net operating income (NOI) now depends as much on systems intelligence as on lease structures.

Digital Infrastructure Creates Strategic Advantage

Smart building technology is no longer a futuristic concept — it's a practical path to performance.

Consider what today's digital infrastructure enables:

<u>Capability</u>	<u>Outcome</u>
IoT-based HVAC and lighting controls	10–20% energy savings and improved ESG scores
Occupancy and usage analytics	Smarter leasing, better space programming
Mobile tenant platforms	Enhanced experience, simplified issue resolution
Integrated building operations dashboards	Faster response, lower downtime, better forecasting
Cloud-enabled BMS with APIs	Portfolio-wide visibility and integration with ESG systems

JLL's *Future of Work 2024* survey reports that more than **80% of tenants** would pay a premium for buildings with smart amenity platforms and energy dashboards.

From Buildings to Business Intelligence

The shift is clear: buildings are now information systems. CRE leaders who make the right technology investments can unlock:

- **Better leasing decisions** through usage insights
- **Stronger investor confidence** with ESG transparency
- **Faster issue response** and tenant satisfaction
- **Higher asset value** through operational efficiency and digital capabilities

In their *Smart Portfolio Playbook 2025*, Gartner Inc. notes, “Buildings that talk back provide the insights CRE leaders need to drive NOI, sustainability, and tenant loyalty.”

Want to see how digital infrastructure is transforming the value equation in CRE? Download our White Paper, *“Digital Foundations for a Modern Commercial Real Estate Portfolio.”*

Or if you prefer, book a 1:1 call with a CRE technology strategist to review your current stack and see what’s possible — with no disruption to operations or leases.

About Anchor Bridge Innovations

Anchor Bridge Innovations is a high-tech Value-Added Reseller founded by seasoned IT professionals. We deliver secure, scalable, and future-ready technology solutions tailored to the needs of small and mid-sized enterprises. By partnering with top-tier OEMs and next-gen innovators, we offer a full spectrum of services — including data infrastructure, cloud, cybersecurity, automation, and networking — all backed by white-glove support from planning through post-deployment.

At ABI, we don’t just sell technology — we’ll help you turn building data into smarter leasing and tenant decisions.