

# Location Strategy: Labor Lens Analytics

Labor is the largest cost for many businesses and an essential resource for creating value. Newmark's Labor Lens Analytics is a specialized consulting expertise that helps companies pinpoint talent with the skills to sustain competitive advantage within existing and new markets.

Newmark does more than just help companies find talent and understand associated costs. We partner with clients to help them better compete in their chosen markets, whether the goal is to be the employer of choice or to lower costs.

We go beyond desktop analysis to verify competition from peer firms and related industry clusters, measure workforce productivity, assess the mix of experience and skills within a talent pool, and gauge the expectations of the local workforce to determine how well company objectives for talent and workforce can be satisfied within a given country, metro area or community. Considerations include many of today's pressing corporate concerns regarding ESG, diversity and inclusion, and other human capital needs and disclosure considerations.

## Our Approach

We align our research to suit changing business needs by tracking labor trends globally, nationally and locally. By combining quantitative analysis of public and proprietary data sources, with in-market field research and due diligence, we can detect trends in:

- Supply / demand of key occupations and skills
- Prevailing wages and risk of wage inflation
- Workforce pipeline, migration, age profiles, education cohorts, diversity and participation rates
- Presence of competing firms and industry clusters
- Workforce ethic, productivity and turnover
- Impact of local geography and commuting patterns on submarkets

Newmark is ready to help your business navigate dynamic labor markets across the globe.



## ABOUT NEWMARK

### We transform untapped potential into limitless opportunity.

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

## CONTACT

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## BUSINESS BENEFITS

Labor analysis in the **site selection process** helps firms to discover differences between markets in terms of available talent and the cost of that talent. Using these insights, a business can balance its operating needs against operating costs by selecting the right location for investment.

Labor analysis for **existing business locations** helps firms understand the capacity of their facilities and labor markets to sustain operations by assessing long-term supply and demand factors, demographic and education pipelines, threats from competing industries and wage trends.

## OUR CORE CAPABILITIES

### Metro Benchmarking

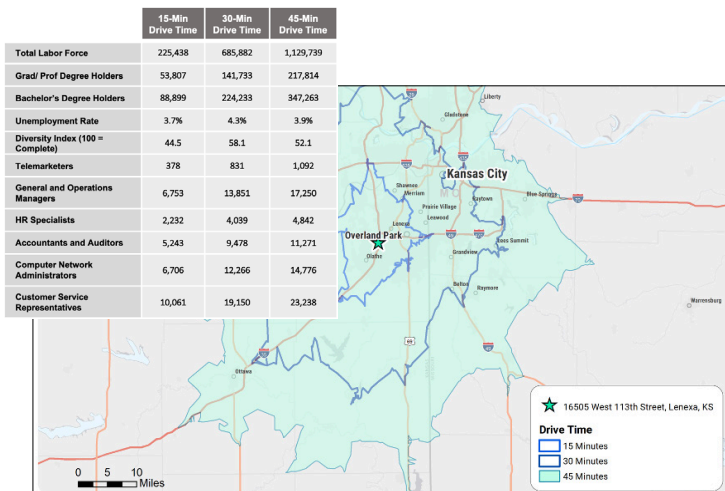
We compare labor markets nationwide and globally to understand trade-offs and trends for labor availability, wage comparisons for key occupations, and other workforce and demographic indicators.

### Submarket Analysis

We find the optimum address for an office or industrial project by evaluating options in a metro area or region, including: demographic and labor drive time analysis, wage profiles and market trends.

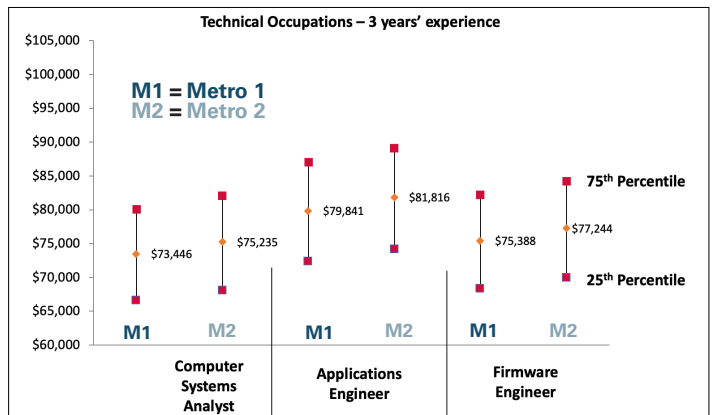
### Custom Labor Market Analysis

We custom tailor analysis for location strategy or stay/go decisions, evaluating talent depth, cost and the competitive landscape. This includes identification of true labor sheds, complete labor supply and demand analysis, wage profiles, competitive target wage rates, local employer benchmarks and market trends.

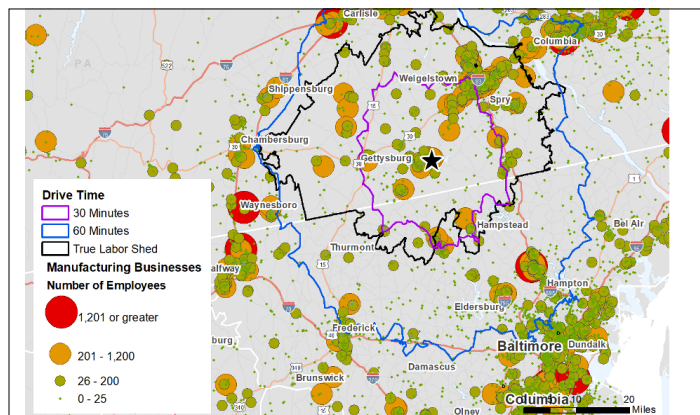


Site Drivetime Labor Analysis

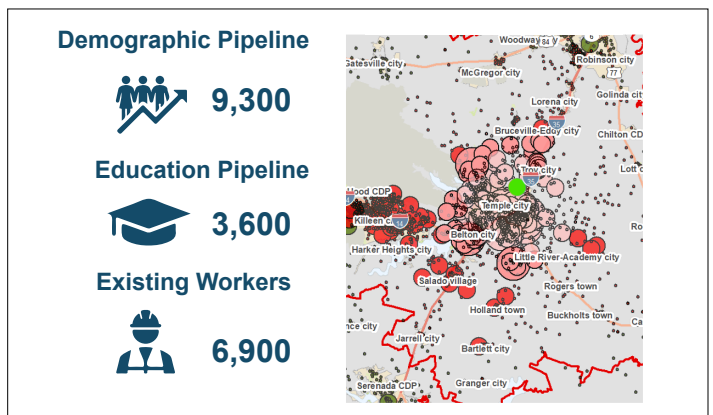
Source: Sample graph analysis from Newmark assignments



Key Occupation Salary Comparison



Regional Labor Supply & Competitor Analysis



Labor Supply Analysis across a True Labor Shed