Intelligent Investment

2024 U.S. Investor Intentions Survey

REPORT FIGURES

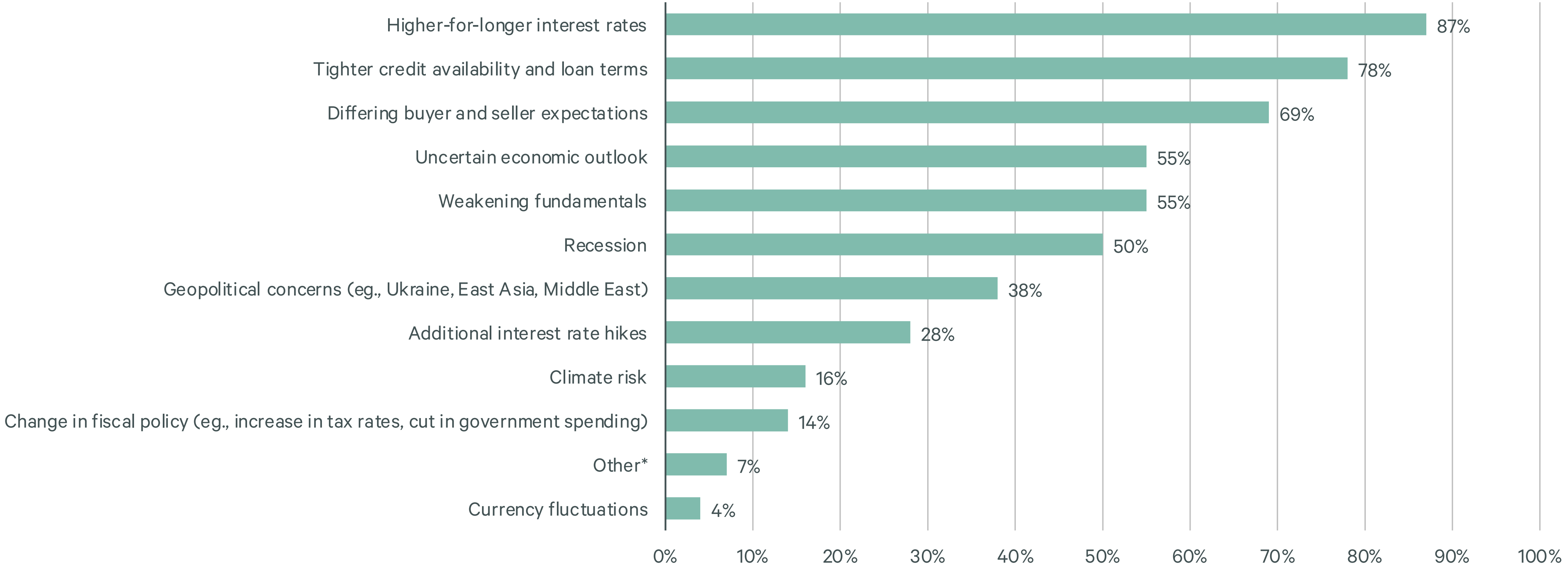
CBRE RESEARCH
JANUARY 2024

01

Investment Activity Outlook

Biggest concerns for investors in 2024: Higher-for-longer interest rates, tight credit conditions and differing buyer and seller expectations

FIGURE 1: Biggest concerns for real estate investors in 2024

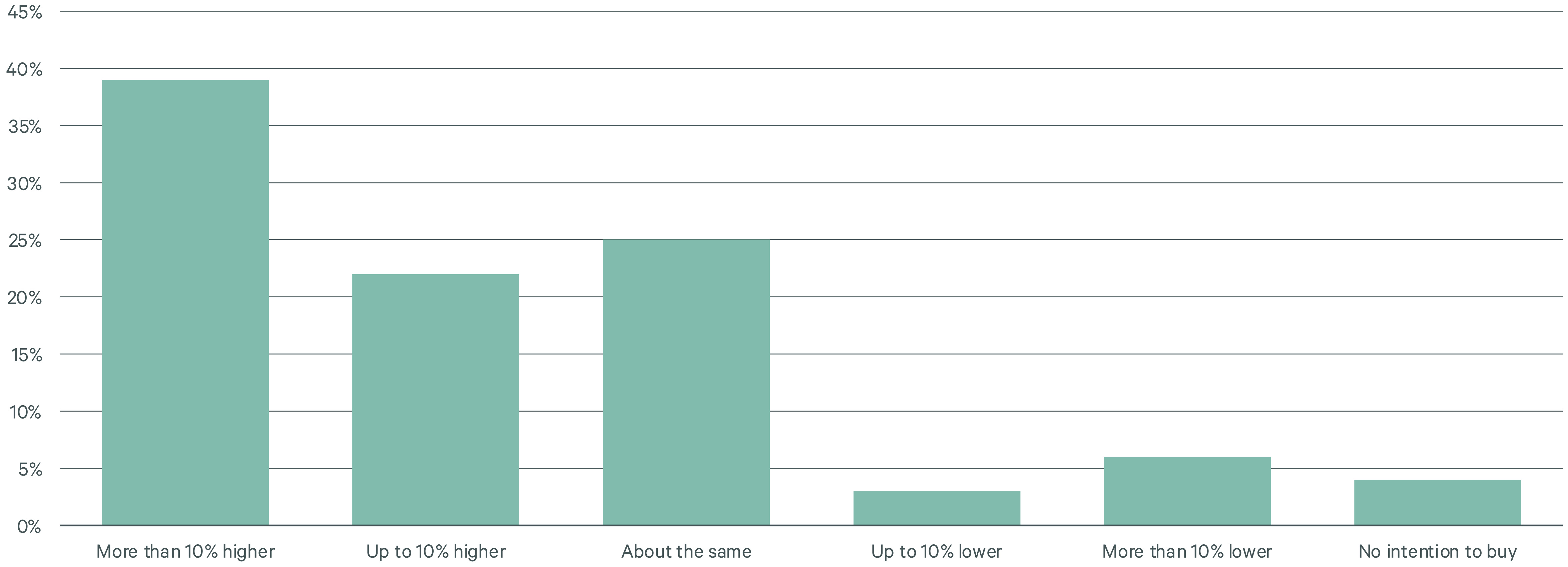


*Other responses include presidential election, crime, and unemployment.

Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Over half of investors plan to buy more in 2024 than in 2023

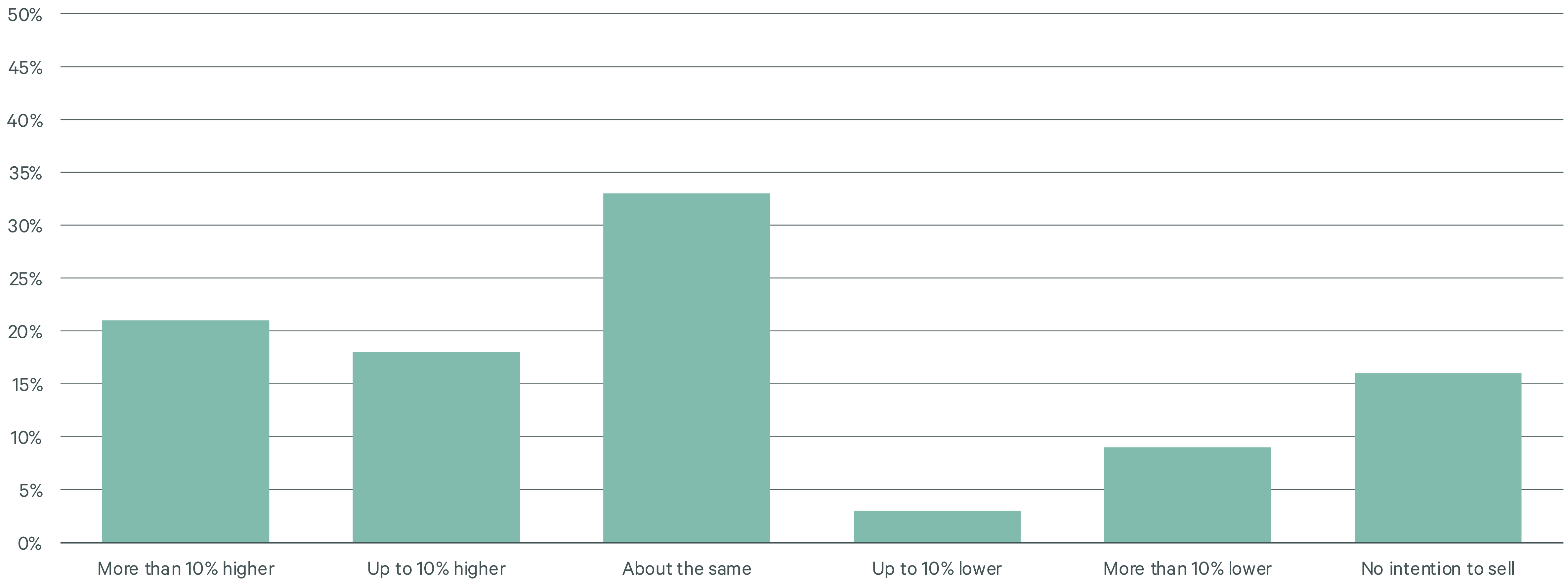
FIGURE 2: Buying activity expectations



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Almost three-quarters of investors plan to sell the same or more in 2024

FIGURE 3: Selling activity expectations



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Investors expect transaction activity to pick up in H2 2024

FIGURE 4: When do you expect overall buying and selling activity to begin recovering?

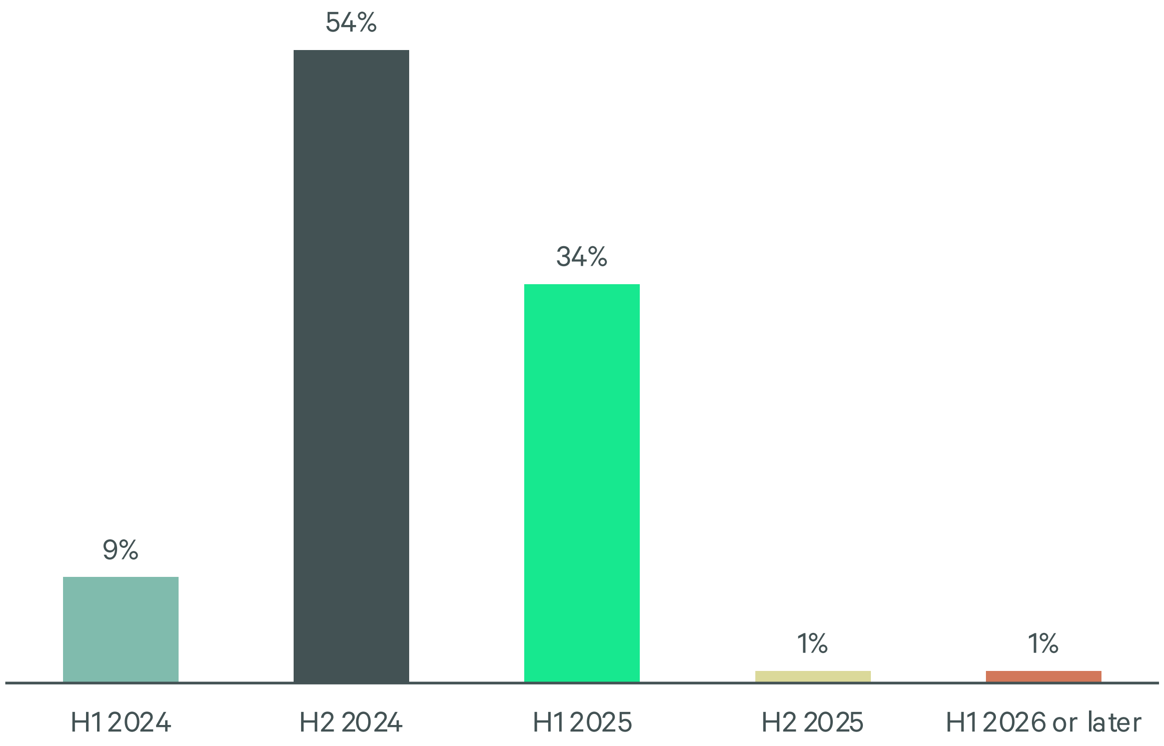
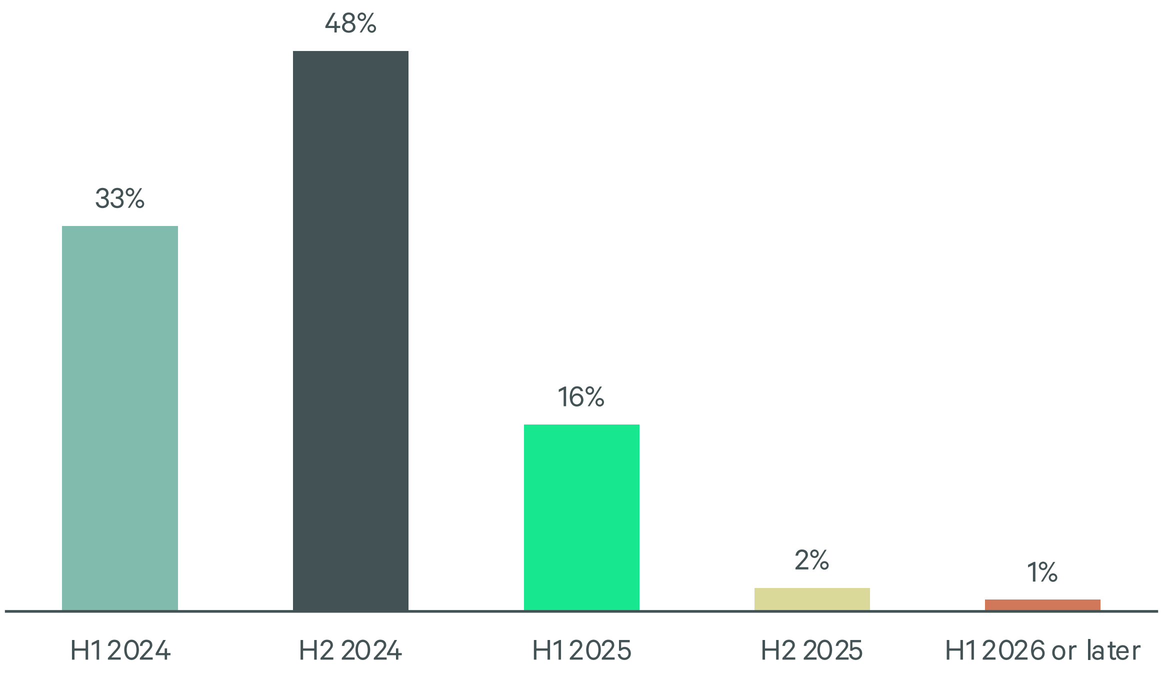


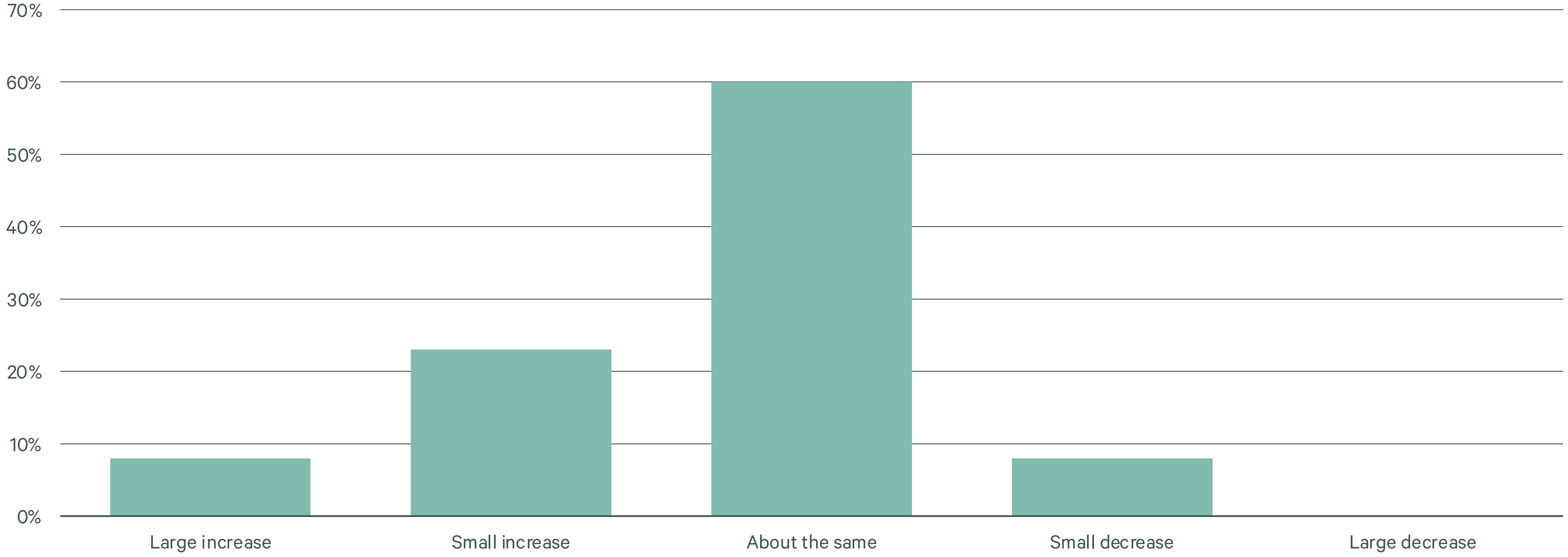
FIGURE 5: When do you expect your company's buying and selling activity to begin recovering?



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

90% of respondents expect to maintain or increase their real estate allocations this year

FIGURE 6: Real estate allocation expectations



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Repricing and liquidity are the key factors in real estate allocation decisions

FIGURE 7: What are the main reasons to increase your real estate allocation? (multiple choice)

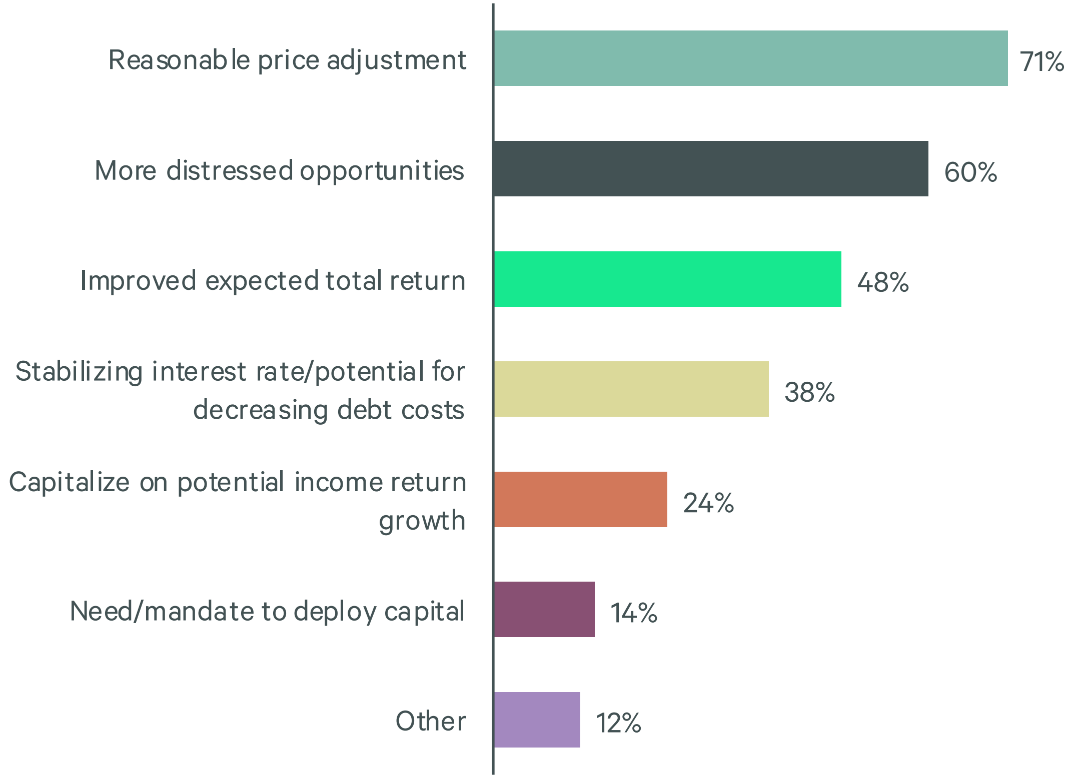
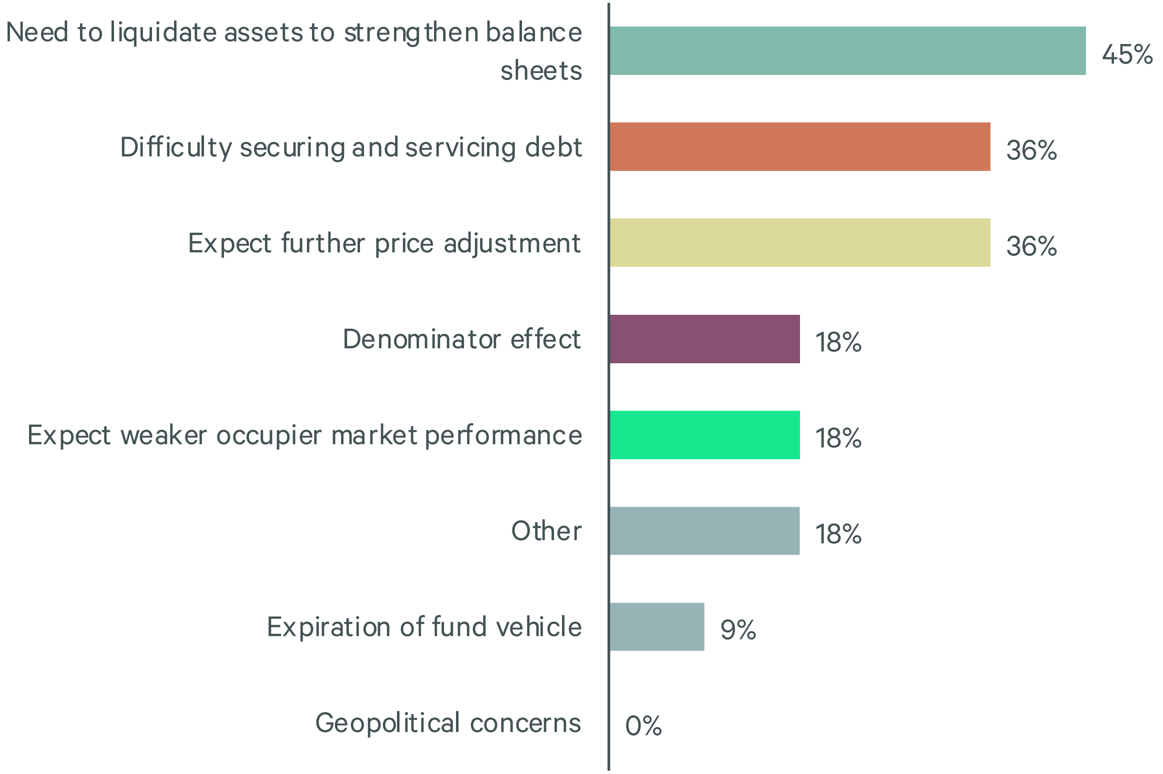


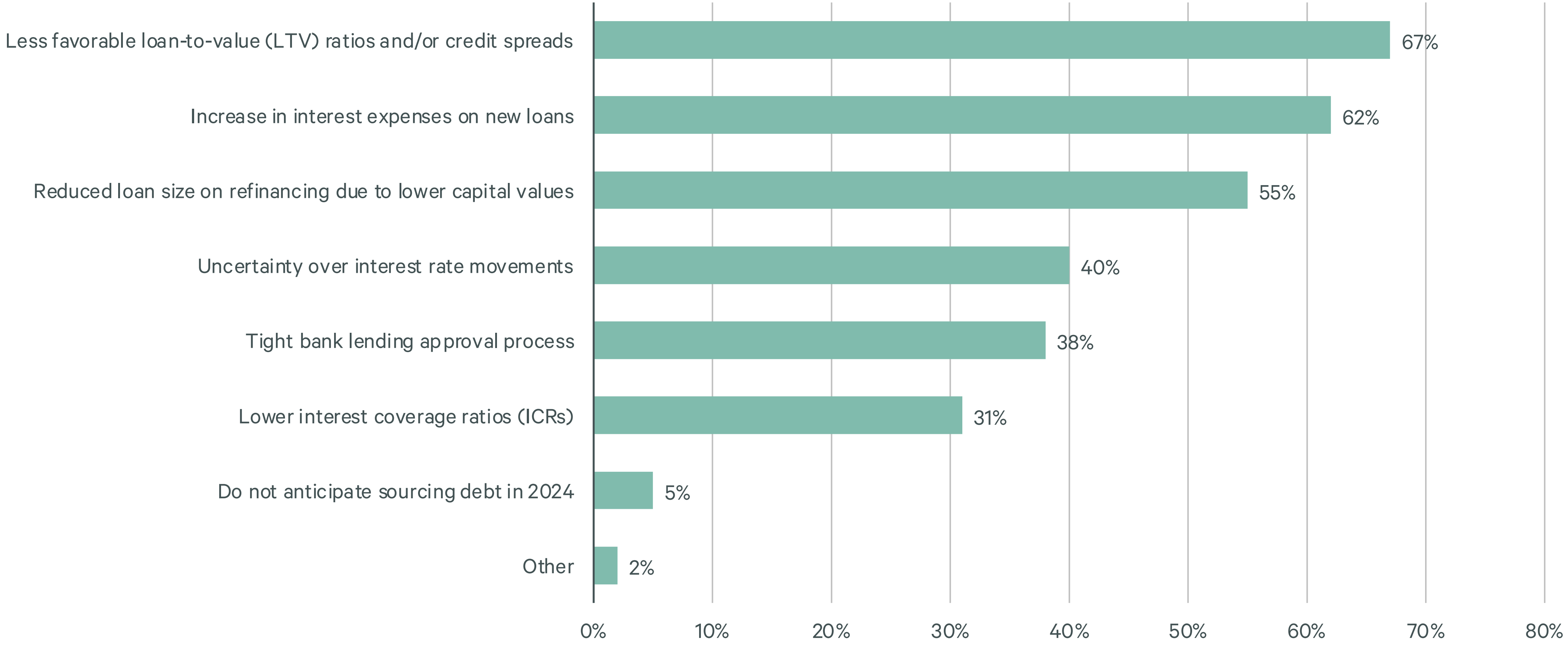
FIGURE 8: What are the main reasons to decrease your real estate allocation? (multiple choice)



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Greatest challenges to sourcing debt: higher LTV ratios, higher interest expenses and reduced loan size

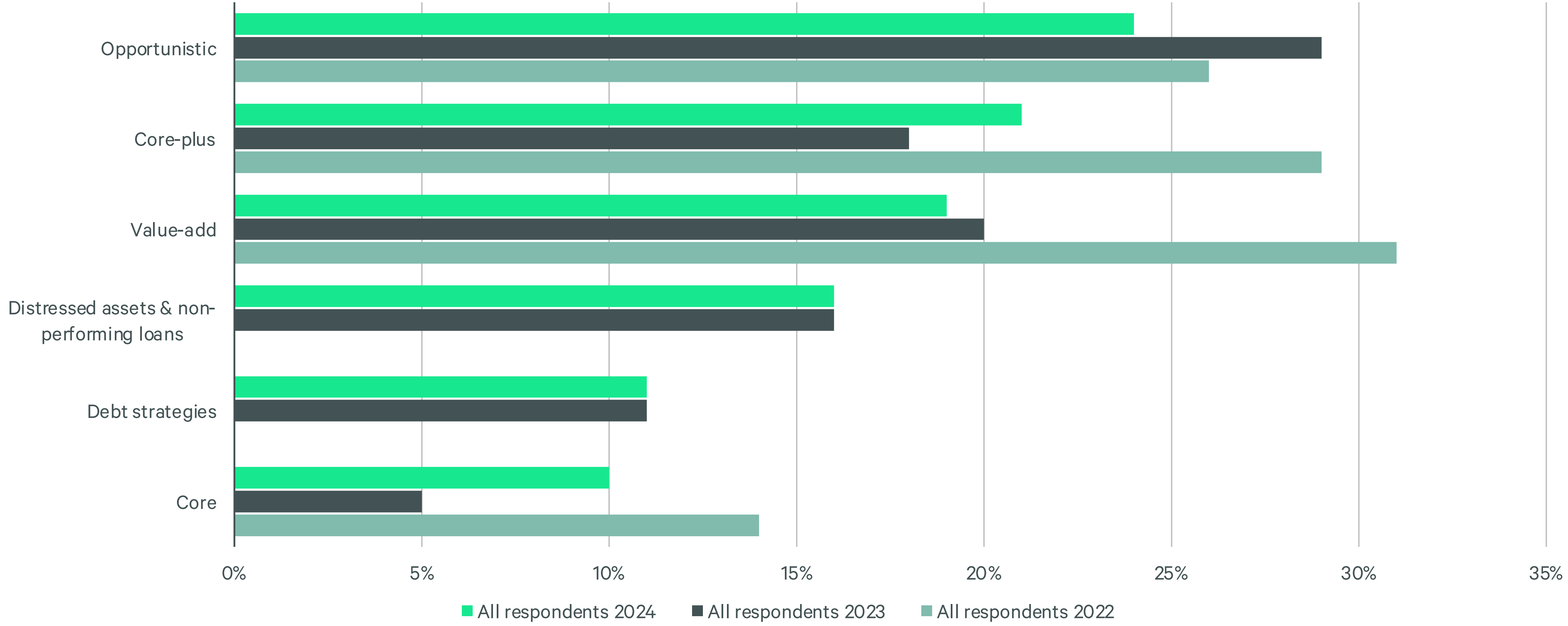
FIGURE 9: Major challenges to sourcing debt for investment/refinance



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Opportunistic and core plus are most-preferred strategies

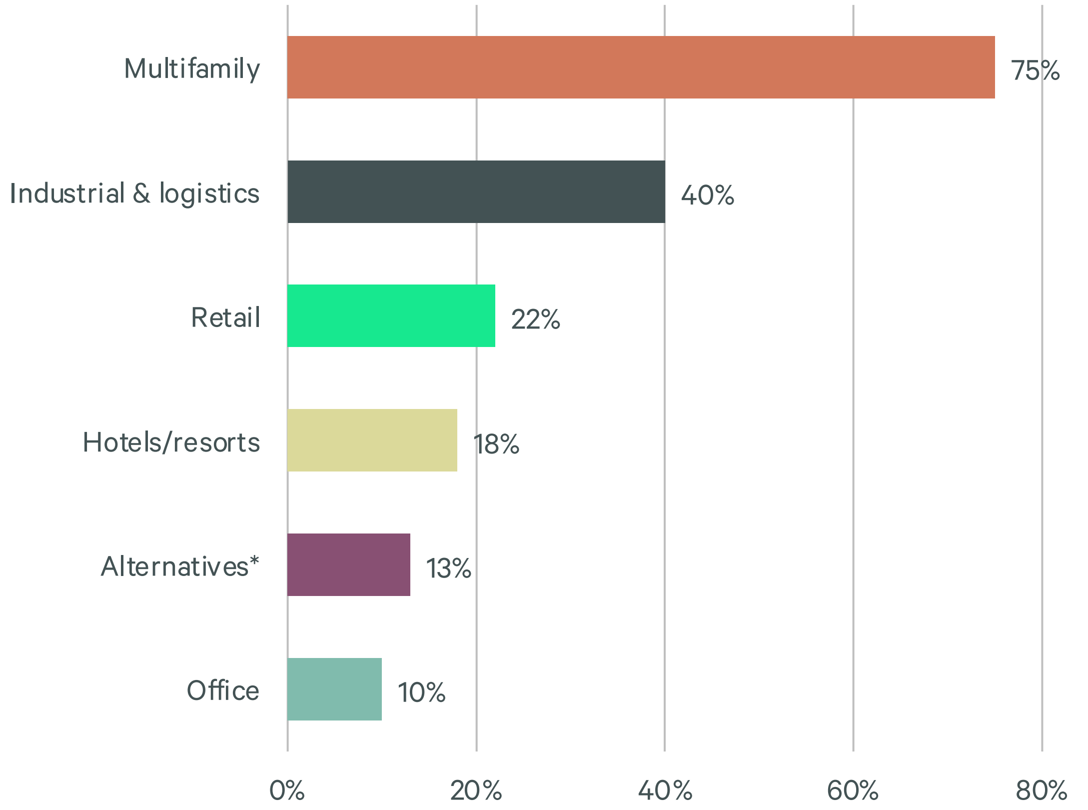
FIGURE 10: Preferred strategy in 2024 vs. 2023 & 2022



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

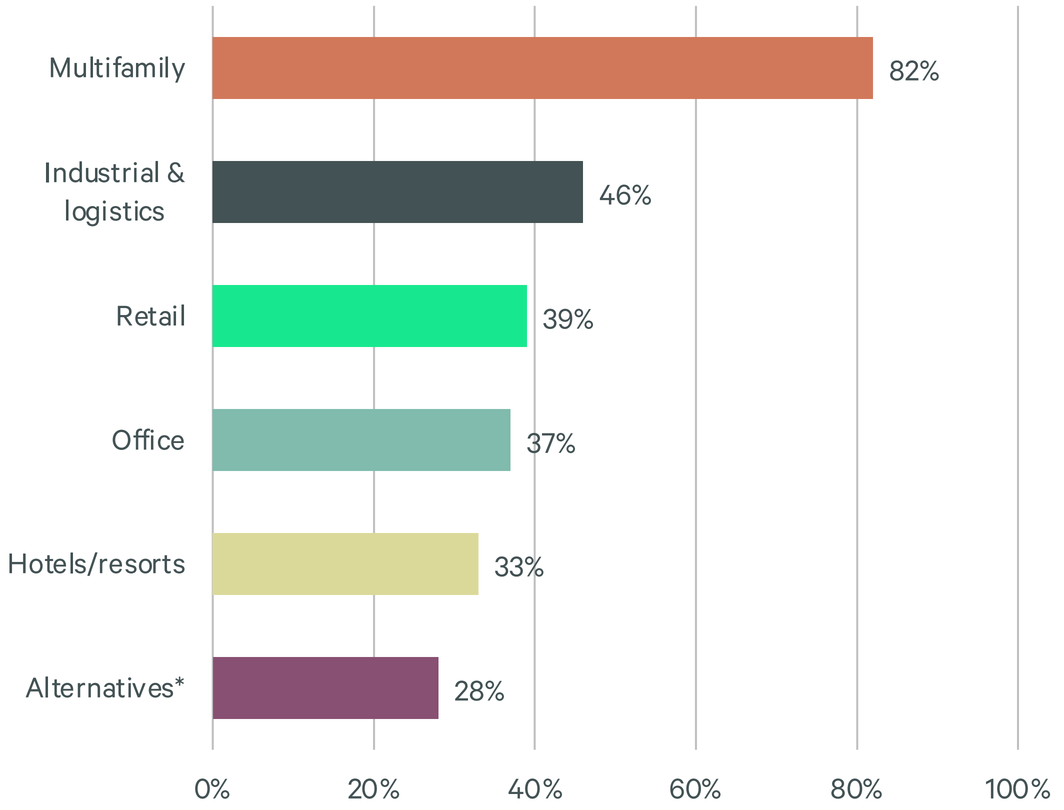
Multifamily and industrial are most preferred sectors

FIGURE 11: Property sectors targeted for investment in 2024



*Alternatives include data centers, self-storage facilities, student housing, single-family housing rentals/build-to-rent and life science facilities.

FIGURE 12: Property sectors that respondents currently invest in



*Alternatives include data centers, self-storage facilities, student housing, single-family housing rentals/build-to-rent and life science facilities.

Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Office investors prefer primary markets and prime/trophy assets

FIGURE 13: Favored office location strategy

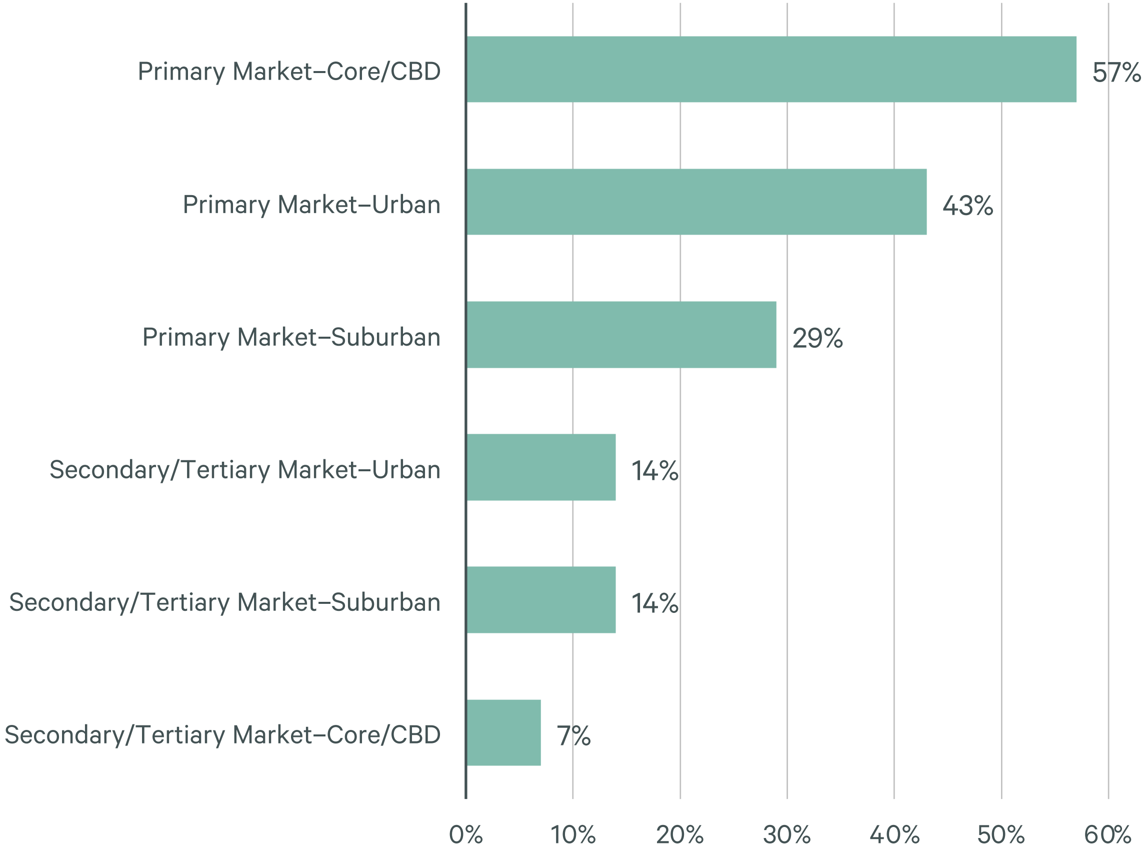
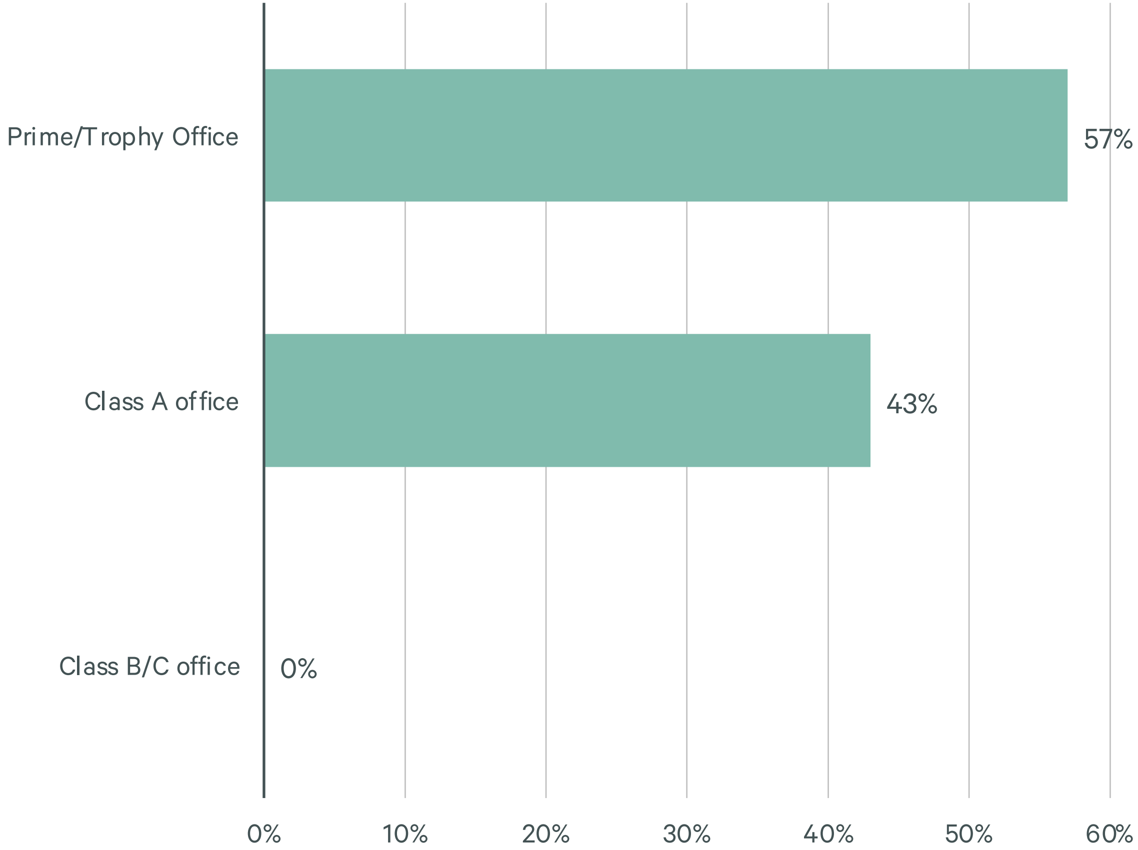


FIGURE 14: Favored office asset strategy



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Investors prefer Class A multifamily and industrial assets

FIGURE 15: Favored multifamily assets

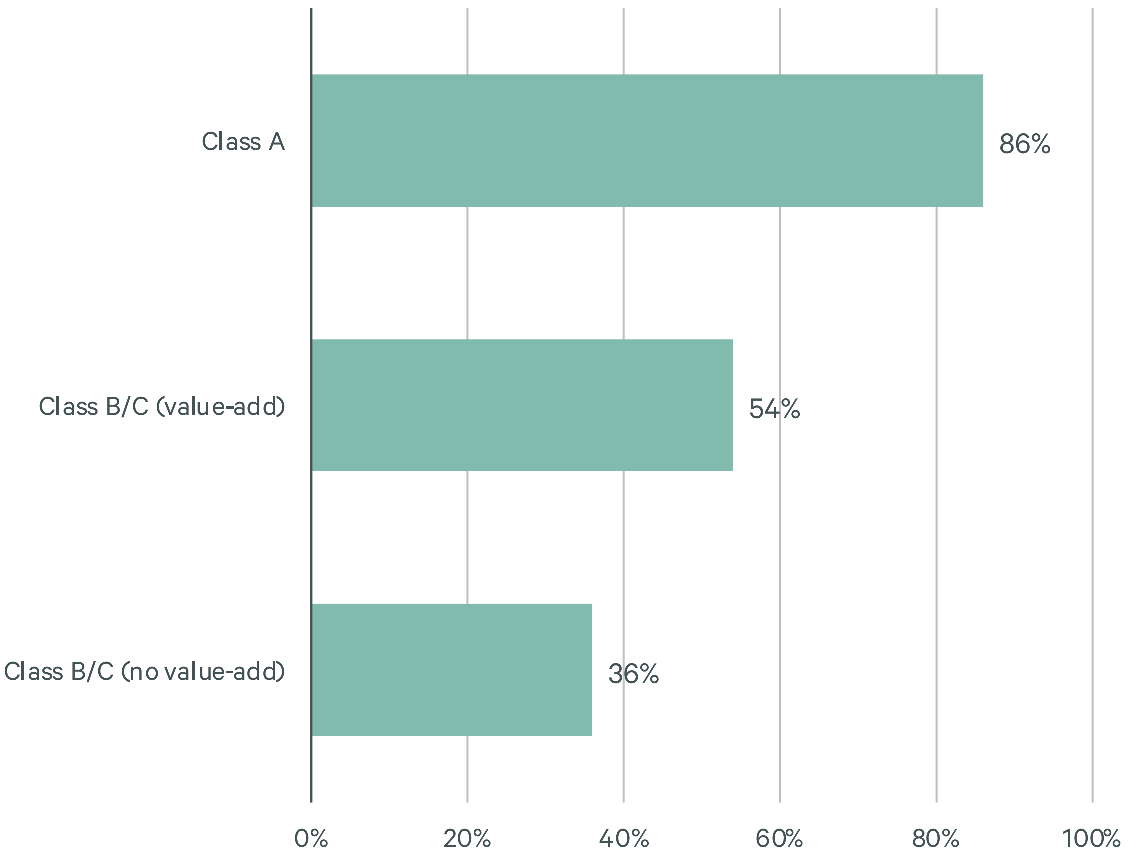
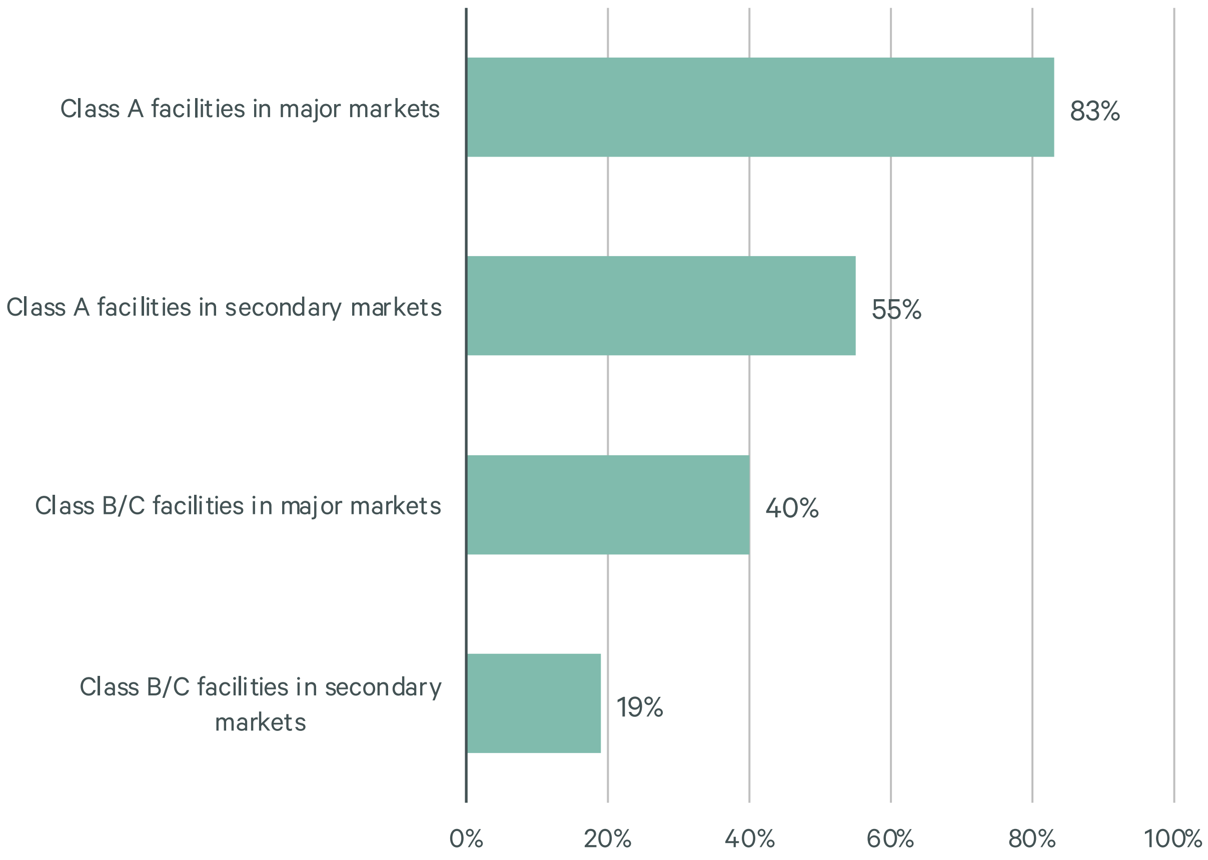


FIGURE 16: Favored industrial assets



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Investors prefer grocery-anchored retail centers and urban hotels

FIGURE 17: Favored retail assets

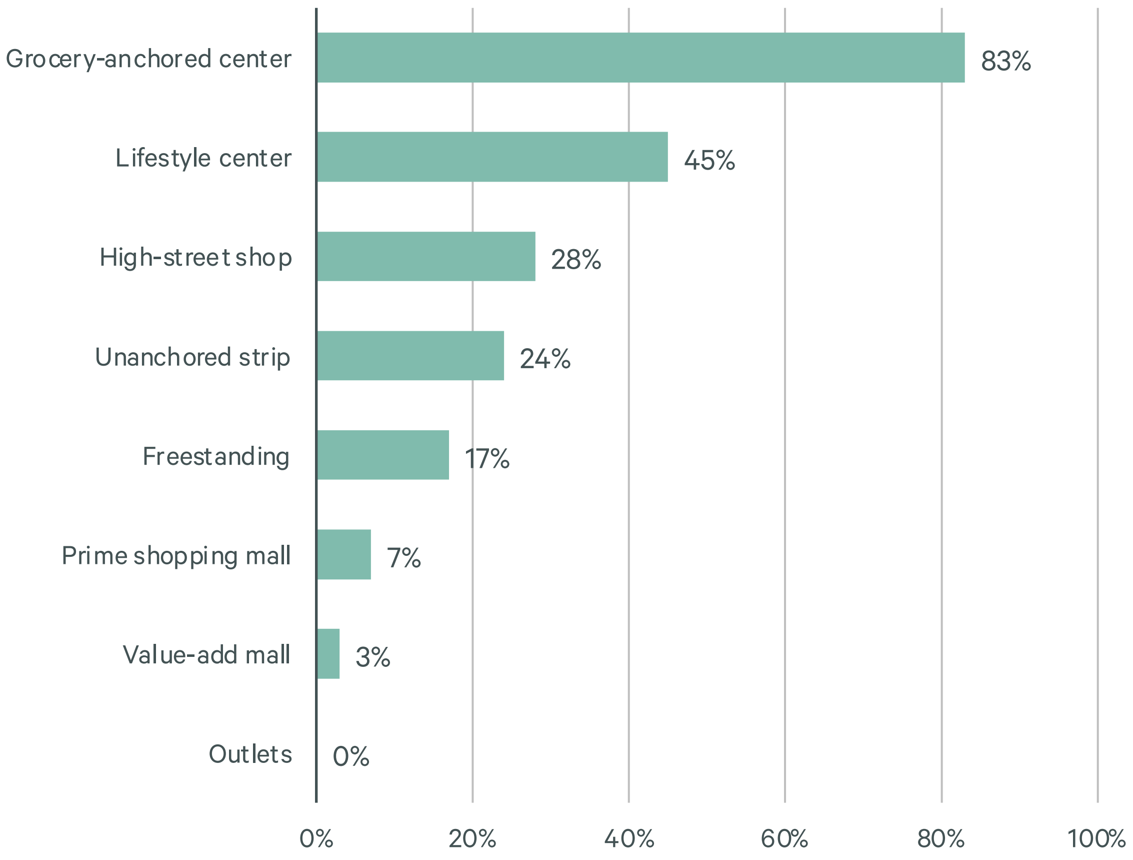
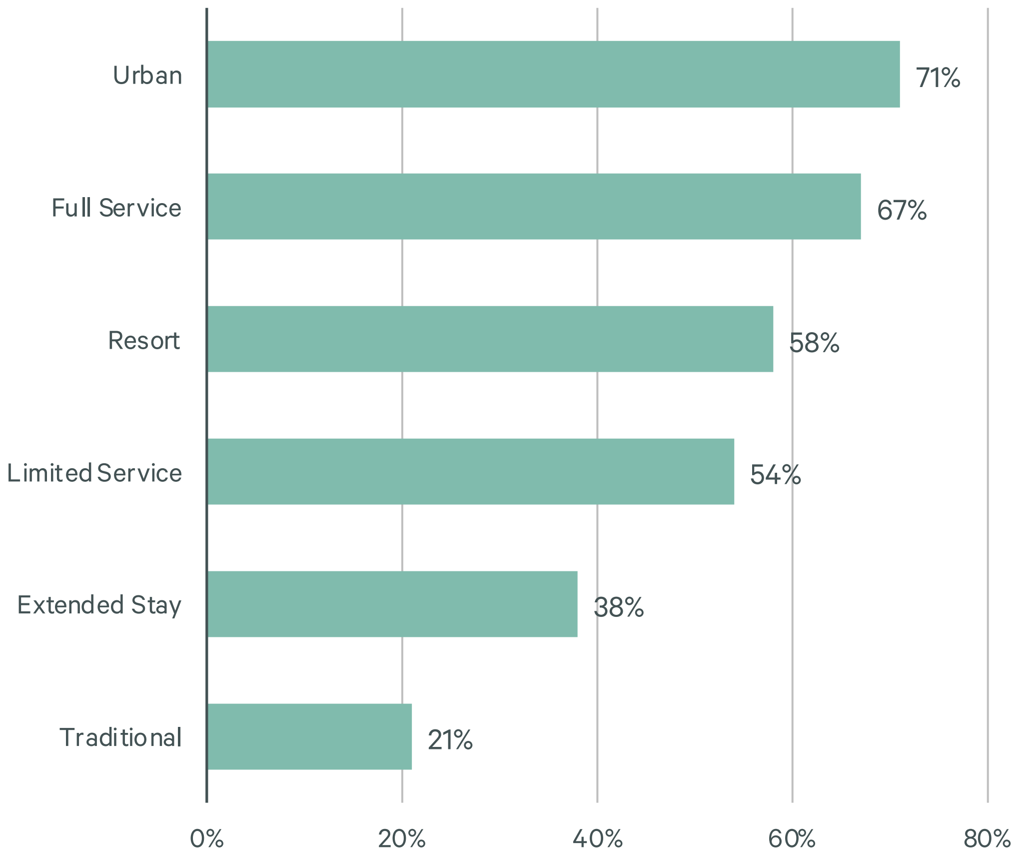


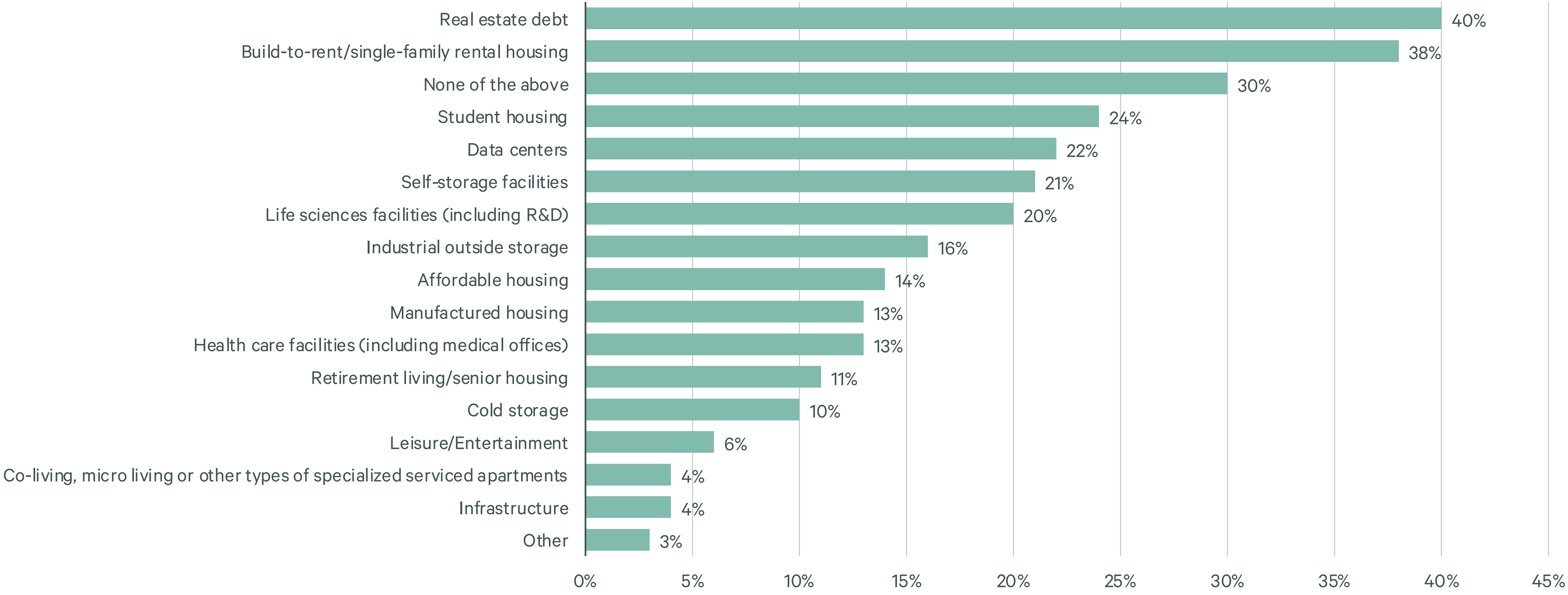
FIGURE 18: Favored hotel assets



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Debt is the most attractive alternative for investors amid a high interest rate environment

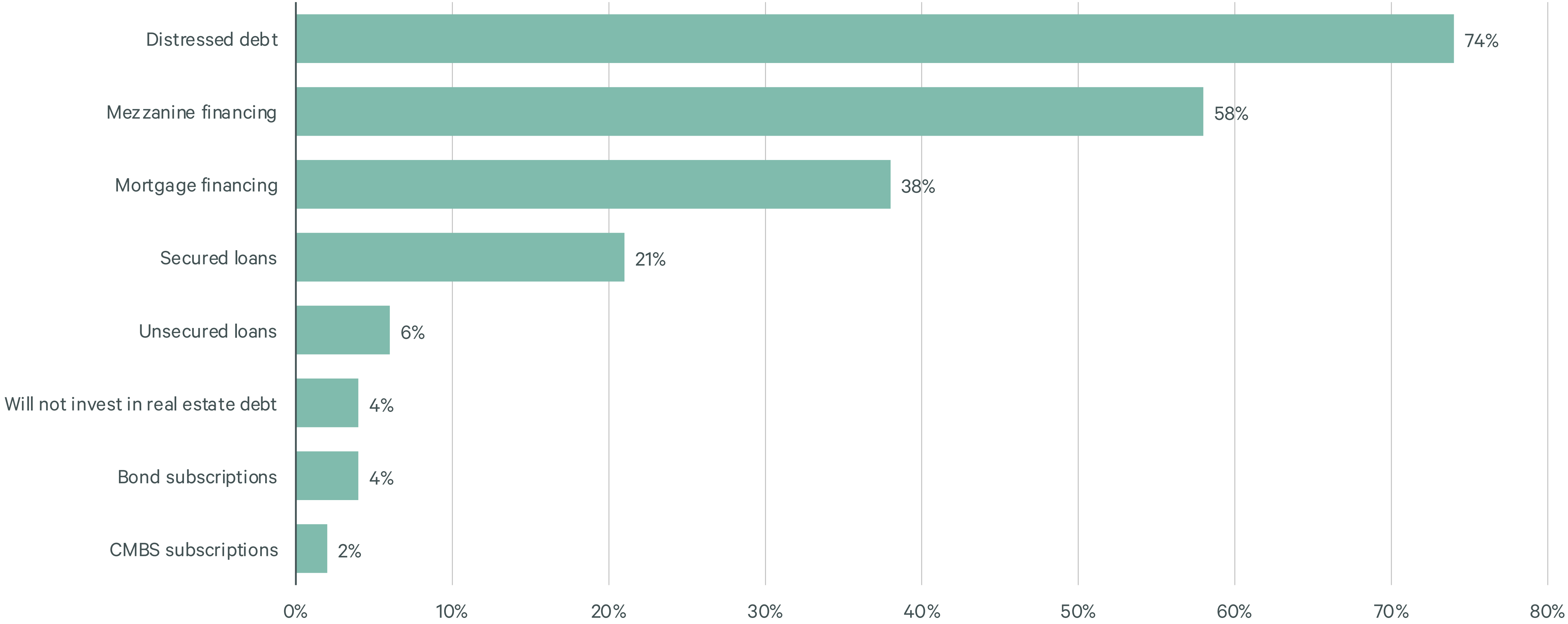
FIGURE 19: Alternative investment preferences



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Distressed loans are the most sought-after real estate debt opportunity

FIGURE 20: Preferred real estate debt opportunities



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Investors expect high-growth secondary and large East Coast markets to outperform in 2024

FIGURE 21: Top 10 markets for total property returns

1	Dallas-Ft. Worth
2	Miami-South Florida
3	Boston
4	Raleigh-Durham
5	Nashville
6	New York City
T.7	Atlanta
	Charlotte
	Tampa
10	Washington, D.C.

Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Investors continue to prefer Sun Belt and high-performing secondary markets

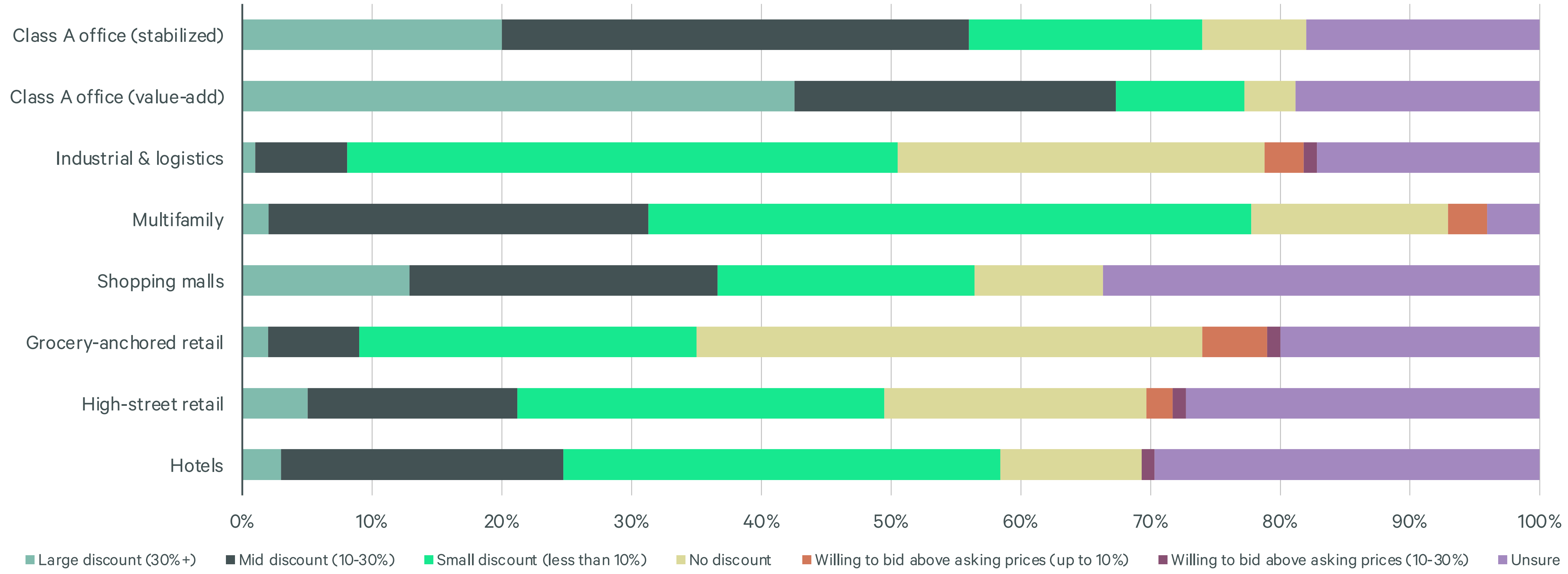
FIGURE 22: Top 10 most attractive markets for investment

1	Dallas-Ft. Worth
2	Miami-South Florida
3	Raleigh-Durham
T.4	Atlanta
	Nashville
6	Charlotte
T.7	New York City
	Phoenix
9	Tampa
10	Austin

Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Discounts expected across all property sectors; highest for office and multifamily

FIGURE 23: Pricing expectations vs. 2023



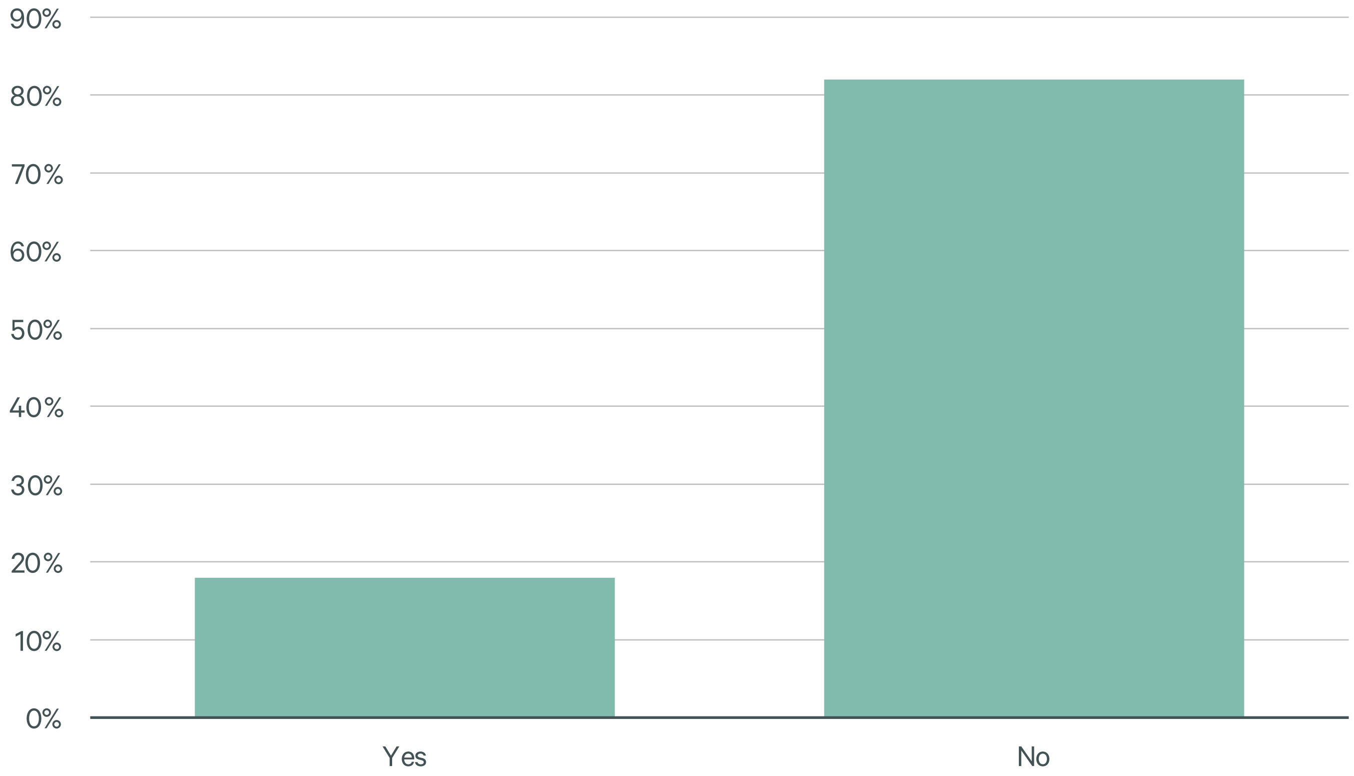
Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

02

ESG and Investment

Challenging investment market conditions have little impact on ESG adoption

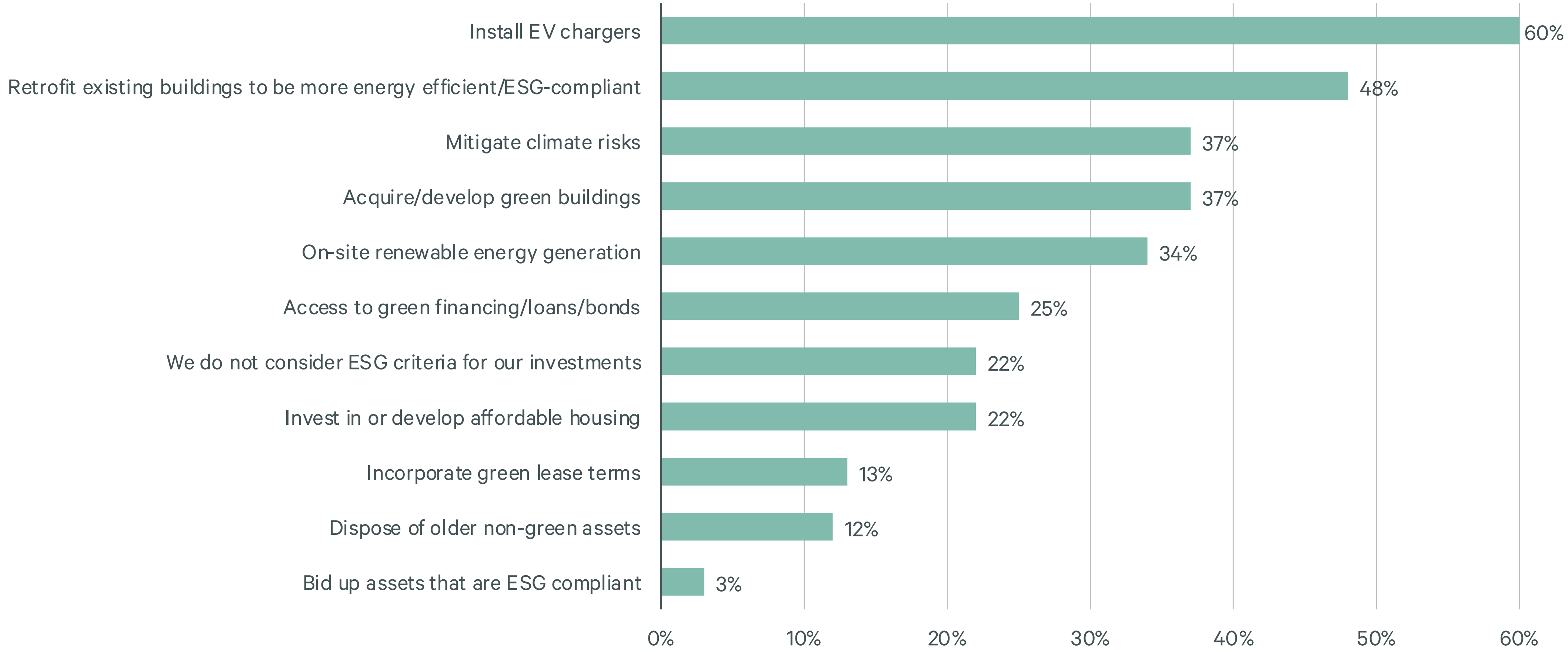
FIGURE 24: Have challenging investment market conditions changed your near-term focus on ESG?



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

EV chargers are the top ESG initiative for real estate investors

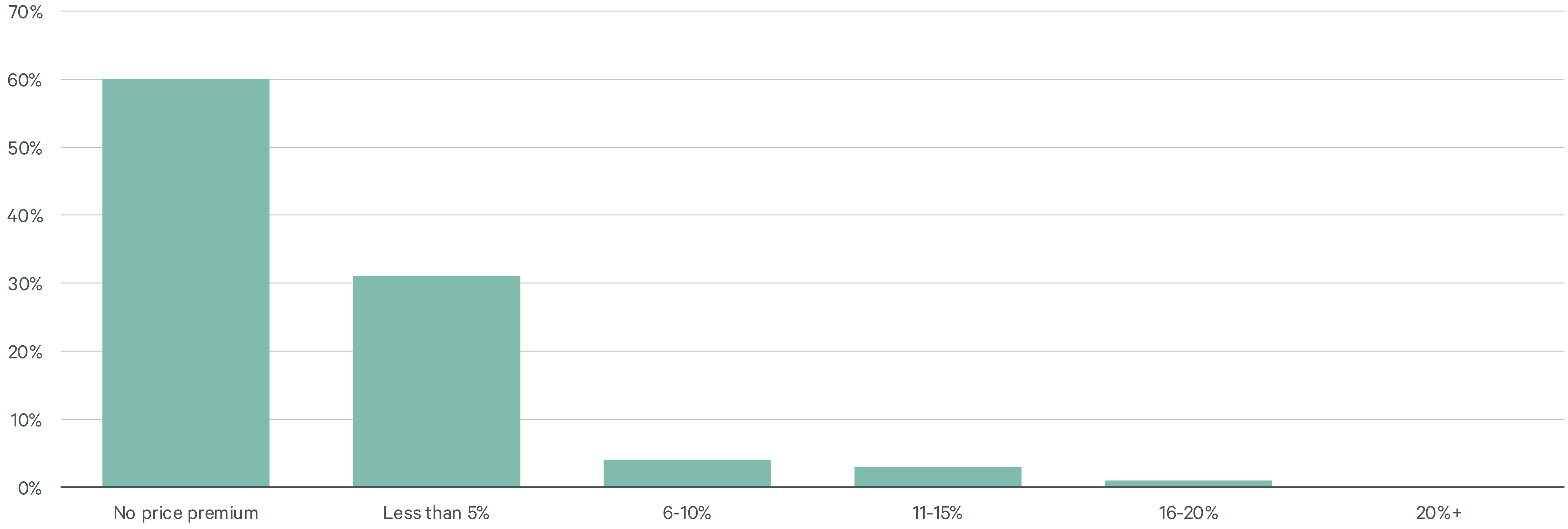
FIGURE 25: Which of the following ESG initiatives will you consider for your real estate investments?



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

Investors reluctant to pay a premium for ESG-compliant assets

FIGURE 26: Premium willing to pay for ESG-compliant assets



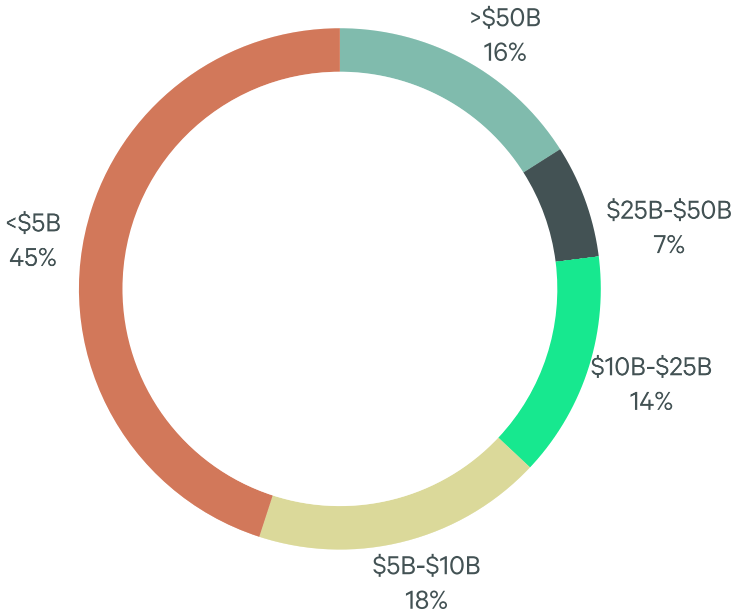
Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

03

Respondent Profile

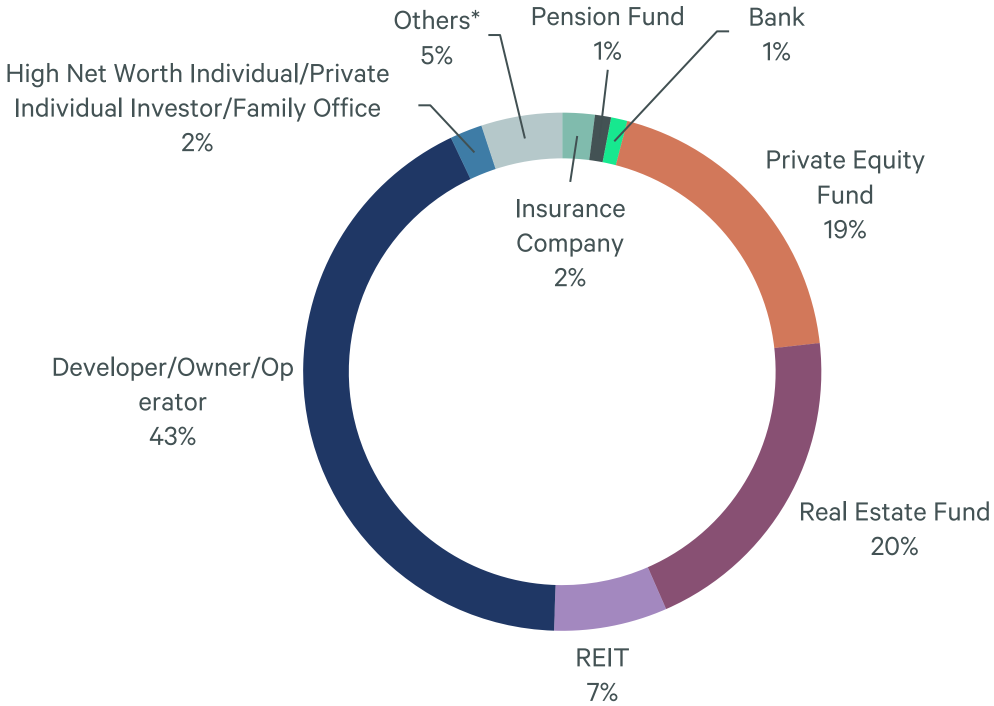
Profile of 134 Respondents

FIGURE 27: Percentage of respondents by real estate assets under management



Source: U.S. Investor Intentions Survey, CBRE Research, January 2024.

FIGURE 28: Percentage of respondents by investor type



*Others include Real Estate Advisor and Investment Advisor/Manager.

Contacts

Research Leadership

Richard Barkham, Ph.D., MRICS
Global Chief Economist
& Head of Americas Research
richard.barkham@cbre.com

Henry Chin, Ph.D.
Global Head Of Investor Thought Leadership
Head of Research, Asia Pacific
henry.chin@cbre.com

Darin Mellott
Vice President
Capital Markets Research
darin.mellott@cbre.com

Carsten Raaum
Associate Research Director
Capital Markets Research
carsten.raaum@cbre.com

Jaeyoung Kim
Senior Research Analyst
Capital Markets Research
jaeyoung.kim1@cbre.com

Capital Markets Leadership

Chris Ludeman
Global President, Capital Markets
chris.ludeman@cbre.com

Kevin Aussef
Americas President, Investment Properties
kevin.aussef@cbre.com

James Millon
President, Americas Debt & Structured Finance
james.millon@cbre.com

CBRE