



2019 Year in Review: Phil Marra, KPMG LLP

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Company: KPMG LLP

What are your predictions for commercial real estate in 2020?

I see the industry continuing to embrace PropTech. Companies will increasingly use data and analytics to fuel better decision making, reduce operating costs, and improve customer experience and engagement. Absolute performance will always be critical, but in this evolving market the true bottom line is gaining a competitive advantage at the asset, fund and enterprise levels. I think we'll start to see internal teams develop, focused on digital transformation. Senior leaders will work to educate themselves on the benefits and value of technology and hire experts to ingrain digital transformation into the culture of the business. To make it happen we'll see more budget allocated for digital and PropTech collaboration.

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