



2024 Year in Review: Jonathan Kaufman Iger, Sage

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Jonathan Kaufman Iger
CEO & President

Sage

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

This last year, my most notable achievement was advancing Sage's transformation from a traditional real estate company into a recognized commercial real estate brand. This vision includes pioneering efforts to extend Sage's brand identity beyond our own portfolio, exploring partnerships to manage other buildings under the Sage banner. The initiative aims to deliver a consistent, high-quality tenant and member experience across different sites, similar to branded models seen in the hospitality industry. This direction when applied to our existing portfolio has created alpha for our investors, increasing gross and net effective rents, increasing renewal rates and mitigating tenant concessions.

What emerging trends will drive investment and development in 2025?

More than just 2025 – over the next few years, we anticipate greater emphasis on sustainability, flexibility, and wellness-focused design and programming. The CRE sector will need to adapt in emphasizing branded tenant experiences, flexible office solutions, and greater technological integration. Tenants will seek out spaces that are not only well-located, but also adaptable to hybrid work models. In response, landlords must remain agile, continuously updating their offerings to meet the demands of a more discerning, modern tenant base.

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