



2024 Year in Review: Marc Freud, Troutbrook Development

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Marc Freud
Principal

What emerging trends will drive investment and development in 2025?

Tech-integrated developments will become more prevalent:

- Smart buildings: High-tech amenities like advanced energy management systems, app-controlled facilities, continued build-out of Co-gen plants, and AI-driven security will differentiate projects, to comply with a myriad of new local laws and mandated lower admissions of carbon footprint when developing buildings.
- PropTech continued adoption: Investment in technology for property management, tenant experience, and real estate transactions will streamline operations and attract tenants and create a more customized and expedited response.

Macro trend hopefully obtained:

- Interest rate stabilization: A potential shift in monetary policy may reenergize real estate financing with President Trump taking office.