



2024 Year in Review: Rob Kuppersmith, Cushman & Wakefield

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Rob Koppersmith
Executive Managing Director

What emerging trends will drive investment and development in 2025? Personally I think 2025 is going to bring many positive trends in multiple directions. I think we're going to see an increase in real estate projects across the world. The trends we see are now talking about the replacement of the word, location, location, location to amenities amenities amenities. This means that a location is incredibly important for every part of real estate. Yet, what the real estate has to offer changes the direction of the project. When people have the things they want it, makes the values go up in office space, retail space and residential multifamily projects. This being said, these developments that bring the things people want will yield higher rents leading to better returns for the developers.

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What noteworthy transactions or deals from this year best exemplified key market trends or shifts?

In the 4th quarter we signed a significant sized deal for our market with a national bank. This type of commitment continues to show that in office will continue and needs to continue to maintain and build culture within organizations. Although certain industries show the hybrid models working, many companies need to be together to meet in person to build foundations, and the younger generation will continue to learn from mentors and management.

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

In response to the question of my greatest accomplishment for 2024, I feel teambuilding and mentorship of the younger generation, and our office as a whole, brings more business to everyone. Encouraging collaboration yields positive return both personally and for business and teaches peers working together and surrounding yourself with the best in class makes you work harder, smarter and hopefully wins you more business.