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**Your Name, CRE, Announces the Top Ten Issues Affecting Real Estate**

Political Unrest and Global Economic Health is the Leading Concern for 2024

**City, Date**—Your name, CRE, title, company, shared the current and emerging issues expected to have the most significant impact on real estate in 2024 as identified by The Counselors of Real Estate, a global organization of commercial property advisors. Political Unrest and Global Economic Health ranked as the leading concern of the 1,000-member organization.

“The Counselors of Real Estate proactively recognizes crucial themes so we can pinpoint trends and note their evolution and subsequent bearing on real estate,” said Last Name, a credentialed member of The Counselors of Real Estate. “This past year has been challenging for some and opportunistic for others as the economy, office market, and innovation continue to change, evolve, and impact the market. Additionally, the housing shortage and infrastructure issues proceed with causing disruption.”

The Top Ten Issues Affecting Real Estate® are determined through polling, discussion, and debate among the broad membership of The Counselors of Real Estate.

“This next year will be crucial to real estate with the upcoming elections at the local, regional and national level,” said Last Name. “We must navigate these disruptions with a purpose for developing solutions and a better understanding of how the issues may impact and even change the many professional disciplines in commercial real estate.”

The 2024 Top Ten Issues are:

1. *What’s This World Coming To?:* **Political Unrest and Global Economic Health –** In a market where there is no shortage of geopolitical, economic and real estate market risks, there is some definite reshuffling of issues that are top of mind in 2023 and heading into 2024.
2. *Do I Have To Go To The Office?:* **Occupiers, Obsolescence and Devaluation –** The future of what hybrid work looks like is still playing out with themes of flexibility, agility, productivity, and space reduction. What is clear is that the pandemic created a tectonic shift in the work culture that is taking a toll on both the office sector and central business districts.
3. *There’s No Place Like Home:* **Global Housing Shortage –** People need to live somewhere. It’s a basic necessity, and frankly, a simple concept that drives significant investment into all types of for-sale and for-rent residential real estate. Solving the nation’s housing shortage is not so simple.
4. *How Intelligent Is It?:* **Artificial Intelligence –**This powerful new technology comes at a time when there is an incredible need to measure things accurately. Access to real-time data is more and more critical to investors in a dynamic market as they decide what properties they wish to acquire, exit, or hold.
5. *Where Have All The Workers Gone?:* **Labor Shortage –** Everyone, everywhere, in nearly every sector is reporting that it is difficult to find skilled, willing, and able workers. Layering on top of the worker shortage are a series of trends that are changing requirements for both workers and employers.
6. *Population Shock:* **Migration –**Although the great migration shift has been fueled by the pandemic and remote work, the fundamental driver behind that shift is simple affordability.
7. *Real Estate Armageddon:* **Economy, Interest rates and Inflation –** The recent era of “free money” ended abruptly following a blistering pace of Fed rate hikes. The federal funds rate is now at its highest level since 2007, and owners, investors and developers across the commercial real estate market are feeling the effects of higher capital costs.
8. *Alexa, Where’s My Stuff?:* **Supply Chain, Logistics and U.S. Onshoring –** Container ships that stacked up along the California coastline during the pandemic galvanized action to build more resilient, efficient supply chains which, for many, was already underway.
9. *The Price is…Wrong?:* **Pricing Reset –** Basic math tells us that if the cost of capital increases, cap rates and property values should decrease. However, the pricing reset the market has been waiting for has been slow to materialize given the freeze in the transaction market with few reliable comps.
10. *London Bridge is Falling Down:* **Infrastructure –** The problems and staggering costs to repair and upgrade America’s aging infrastructure are well documented. The topic of infrastructure tends to start with the American Society of Civil Engineers, which has been handing out sub-par grades in the C and D range for the past 20 years (with an overall grade of C- in its most recent 2021 report card).

“Clients of Counselors seek unbiased, objective advice on the critical factors that will impact all property sectors today, as well as those issues that may affect their decisions over the next five years,” said Last Name. “This thought leadership initiative is an invaluable service to those clients and to the real estate industry in general.”

To read additional perspective on each issue, as well as watch a 90-second countdown video, visit <https://www.cre.org/topten>.

**About The Counselors of Real Estate®**

The Counselors of Real Estate is a global organization of commercial property advisors from leading real estate and appraisal firms, as well as real property experts in corporate real estate, finance, law, academia, and government.  Experienced, innovative, and credentialed problem solvers, Counselors reside in 22 countries, practice in many more, and offer expertise in 60 real estate disciplines across all asset classes. Each has earned the CRE® (Counselor of Real Estate) designation.