The future-proof office property:

HOW DIGITAL PARKING SOLUTIONS CAN INCREASE THE ATTRACTIVENESS OF YOUR PROPERTY

www.park-here.eu

The office property market in transition:

New requirements for sustainability, digitalisation and efficiency

The commercial real estate market is in a state of continuous change. Driven by flexible working models, growing ESG requirements and increasing digitalisation, landlords and asset managers are faced with the challenge of making their office properties future-proof in order to remain competitive in the market.

There is a particular and significant need for action in the area of parking management: traditional parking space concepts with fixed parking space assignments no longer meet the requirements of the modern working world. Hybrid working models and the increasing prevalence of electric vehicles require sustainable solutions that combine a high degree of structure and flexibility. This development has a direct impact on the use of office space and the associated demand for parking. At the same time, there is growing pressure to manage real estate more efficiently and reduce operating costs. In this context, digital parking management systems offer significant advantages.

Find out in this white paper how you can not only optimise the use of space and increase the attractiveness of your property for tenants and investors by using such systems, but also how you can even monetarise the parking spaces with a smart parking system.

Did you know?

Only 38 %...

...of all office properties meet modern standards and current user requirements.[1]

Efficient parking management as a competitive advantage

SUSTAINABILITY AND ESG:

CAR PARK MANAGEMENT AS THE KEY TO SUSTAINABLE PROPERTY MANAGEMENT

Sustainability is no longer an optional factor, but a requirement for future-proof office properties. ESG criteria (Environmental, Social, Governance) play an increasingly important role in investment and rental decisions. At the same time, regulatory requirements are tightening the requirements for sustainable construction and property management. From 2025, the Corporate Sustainability Reporting Directive (CSRD) will require a large number of companies in Germany to report in detail on their ESG measures. An integral part of sustainable real estate is an ESG-compliant mobility concept.

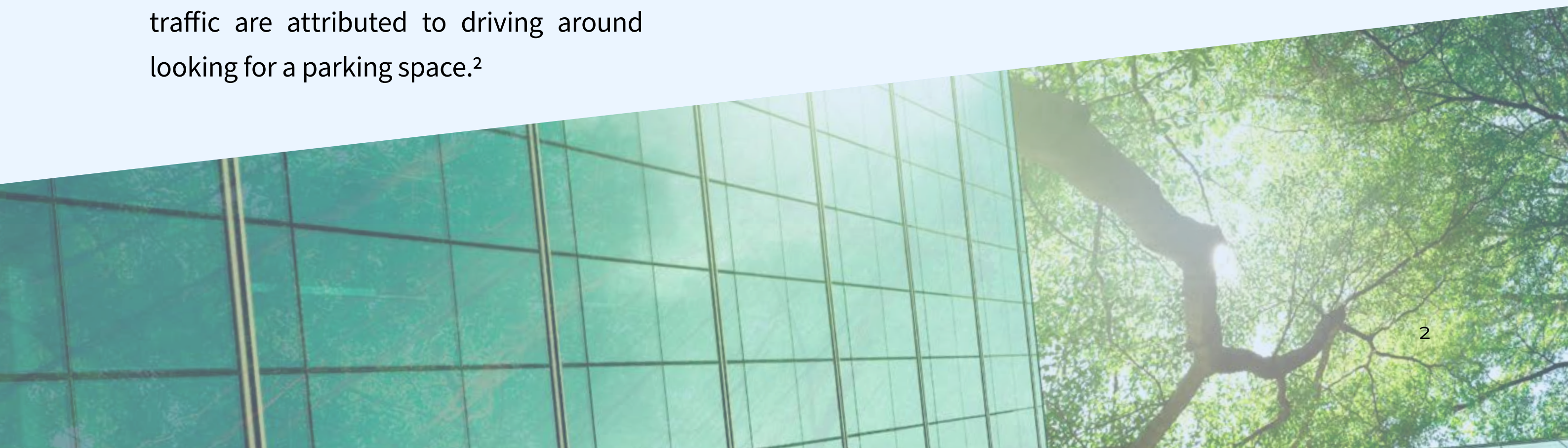
The use of parking space has a significant influence on a building's carbon footprint. At the same time, the integration of charging infrastructure for electric vehicles is becoming increasingly important. Office properties that integrate intelligent parking systems into their mobility strategy can not only actively contribute to reducing emissions, but also improve space efficiency. Intelligent control of parking space allocation can minimise traffic volumes and unnecessary traffic searching for parking spaces, which reduces CO_2 emissions and improves the property's environmental balance. At the same time, the integration of charging infrastructure enables a future-proof solution. Charging points can also be allocated intelligently, even allowing multiple utilisation per day. This helps to promote electric mobility and thus supports the achievement of ESG goals.

Properties with clearly documented ESG measures and sustainable mobility concepts not only become more attractive to investors and tenants, but also ensure their market value and regulatory compliance in the long term.

Did you know?

ca. 30 %...

... of all CO2 emissions caused by urban traffic are attributed to driving around looking for a parking space.[2]



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DIGITALISATION:
SMART TECHNOLOGIES FOR EFFICIENT USE OF SPACE

Digitalisation is increasingly becoming a competitive factor in the real estate industry. At the same time, tenants' expectations of smart, technologically optimised working environments are also growing. An integral part of this development is the use of digital technologies for the intelligent management of parking areas. While smart tools are already widely used in other areas, parking management often remains analogue and little optimised. Data-driven control enables more efficient use of space, lower operating costs and higher satisfaction. Intelligent booking systems ensure dynamic use of parking spaces and office space, minimise vacancies and flexibly adapt to the requirements of hybrid working models. At the same time, they improve the user experience through automated access controls and real-time feedback.

Real estate operators who integrate digital technologies into their management in a targeted manner not only increase the efficiency and attractiveness of the property for tenants, but also ensure its long-term market value. By contrast, those who rely on analogue processes and neglect digitalisation risk vacancies, higher operating costs and a loss of competitiveness in an increasingly technology-driven market.

Did you know?

7 % ...

... this is the low percentage of automated processes as part of the digital transformation at a total of 60 per cent of all real estate companies.[3]

ParkHere: The smart solution for efficien parking management

Having highlighted the advantages of digital and sustainable parking concepts, the question arises as to how property operators can implement these efficiently and how they can even manage to monetarise the parking spaces. ParkHere OS Access from ParkHere offers a tailor-made solution for office properties that relies on digital access control, flexible parking space allocation and automation. The system was developed to offer maximum added value to both tenants and landlords.

THE PARKHERE SYSTEM:

HOW DOES IT WORK AND HOW CAN TENANTS AS WELL AS LANDLORDS BENEFIT FROM IT?

With ParkHere OS Access, landlords lay the foundation for a smart building – whether it is a new building or an existing property. How and by whom the system is managed depends on the objective. The following three use cases show the advantages it can bring for both landlords and users:

1. Increasing tenant and employee satisfaction

Landlords allocate fixed parking spaces to their tenants. These can be assigned parking authorisations via the system. The intelligent access control, which is controlled via the terminal at the entrance, grants access to authorised persons via licence plate recognition or QR code. For tenants who want to use the full potential of the smart parking system, there is the option to upgrade via the existing interface.

2. Efficient use of space and resources

Landlords allocate fixed parking spaces to their tenants. The quota is managed by the tenants themselves in the Park-Here system. Parking spaces are allocated intelligently so that the utilisation of parking and charging spaces can be optimised. This makes management more efficient and reduces operating costs. In addition, the integration of the charging infrastructure helps to achieve ESG goals.

3. Monetisation of parking spaces as a new business area

Landlords do not allocate fixed contingents but manage the system themselves by allocating parking spaces to the tenants' employees flexibly and as needed. A pay-per-use model can achieve both a higher occupancy rate and higher margins than renting out a fixed quota. However, it must be clarified in advance whether the intention to make a profit could be detrimental to the exemption from trade tax.

SUMMARY & CONCLUSION:

FUTURE-PROOF OFFICE PROPERTIES THROUGH DIGITAL PARKING MANAGEMENT

Smart parking systems enable more efficient use of parking spaces and support the achievement of ESG goals and digital transformation. In addition, the dynamic allocation of parking spaces opens up new monetisation opportunities for landlords, allowing inefficiently used space to be put to economically viable use. Office properties that integrate digital and sustainable parking solutions benefit in a number of ways: they increase their attractiveness, improve the efficiency of their space utilisation, secure a long-term competitive advantage in a changing market and even offer the opportunity to be economically profitable. ParkHere offers a tailor-made solution that combines digital access control, flexible parking space allocation, occupancy optimisation and automation.

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Sources

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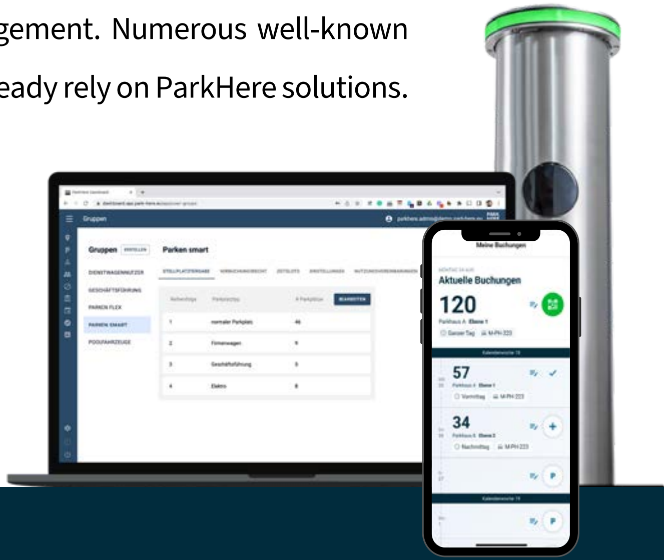
Smart solutions for efficient car park management

ParkHere is a technology company specialising in digital parking solutions. It offers companies a smart system for the sustainable and profitable management of parking spaces based on IoT hard-ware and software products. The system not only offers solutions for parking space management but also for charging station management. Numerous well-known companies such as Telefónica, BMW and Henkel already rely on ParkHere solutions.



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