

# Site Selection & Location Strategy for Tech Companies

---



**20**

years' experience  
with market leading  
data analytics

Boost your business performance and growth by finding the right location to attract the best talent.

Whether your requirement is for a single new site as the business expands or reviewing regional or global operations, we combine 20 years' experience with market leading data analytics to deliver independent, robust, objective advice to make sure your business is in the right place.

## For Rapid-Growth Start-Ups

Your business is growing exponentially, and you need bigger and better offices to work from. But you need them where the tech talent is, so you can recruit the best staff, as quickly as you need them.

### How we help:

We use proprietary data to build a location strategy, bespoke for your business. We've done this with hundreds of other start-ups, helping them figure out where to locate their business to maximise their growth. We help you to enter new markets and maximise access to talent.

## For Established Tech Titans

You're well established, national or international, but now you need to streamline and consolidate your operations. Fast growth means quick decisions, but now you need to review your property portfolio, to make sure you're all set for the next phase of business growth.

### How we help:

We use our in-house analytics platform to review your portfolio, and use our talent mapping and location data to tell you where you need to locate. We've helped some of the largest tech companies across the globe to find the right facilities, in exactly the right places. And along the way we've helped them reduce costs, and maximise their operational efficiency.

**20-30%**labour cost savings  
(within country)

## Value Delivered

- Identify the best locations to access talent, not the obvious ones.
- Deliver labour cost savings of 20-30% (within country) or 50-70% through nearshoring of offshoring.
- Provide independent, objective advice and a decision framework that gives a rationale for locations being selected or rejected.

---

## Products

### Global Footprint Diagnostic

Identifying opportunities to reduce cost, highlight concentration risk or improve talent attraction or retention.

### Global Location Strategy

Developing location configuration strategies that meet corporate goals.

### Location/Site Selection

Selecting the right location, not the obvious one, with sustainable talent at the right cost.

### Stay v Go Analysis

Identifying whether the existing location is the right location, or whether alternatives offer sufficient benefits for relocation or expansion.

### Commute Analysis

Quantifying the potential attrition risk from relocating to a new building within the same city by analysing travel to work times.

**50-70%**labour cost savings  
through nearshoring  
of offshoring

---

## Contacts

### Stephen Fleetwood

Head of Location Advisory EMEA  
+44 7841 763 796  
stephen.fleetwood@cbre.com

### Jonathan Dewar

Portfolio Strategy Lead  
+44 7780 228 940  
jonathan.dewar@cbre.com

### Kate Smith

Head of Workplace UK  
+44 7703 314 922  
kate.smith@cbre.com