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Property Marketing in a Socially Distant World

MODERATOR

Hines Senior Vice President, Corporate Communications, George Lancaster

PANELISTS

- CEO/Founder, DBOX Matthew Bannister
- Managing Principal, Chief Growth Officer, Streetsense Chris Delucchi
- Hines Senior Managing Director John Heagy
- Senior Vice President, S&P Real Estate Krysen Heathwood
- Hines Senior Vice President, Multifamily Operations, Lisa Newton

SUMMARY

Over the past several months, “business as usual” has been anything but normal. Sales and Marketing depend on personal interaction – and social distancing, working from home, and mandatory masks seem at odds with that need. But what can we learn from this unprecedented time? And how can we apply those lessons to the future?

We were joined by a panel of thought leaders in real estate strategy, branding, sales, and technology to discuss COVID-19’s impact on the world of property marketing. During the one-hour forum, they explored industry trends, talked cutting-edge technologies, and discussed the values and needs of a post-COVID audience.

[Listen to the conversation here](#)

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KEY THEMES



Krysen Heathwood
S&P Real Estate

“ Appetite for residential real estate continues to be hot. There has been a shift from urban to suburban, but it’s a short-term phenomenon. People will migrate back to urban areas post-COVID-19.”



George Lancaster
Hines

“ The meaning of home has taken center stage in the last six months in a way that we have never seen before. I imagine that sentiment will stick.”



John Heagy
Hines

“ Young people in the workforce are anxious to return to the office. Health and wellness is the biggest retention weapon for tenants.”



Chris Delucchi
Streetsense

“ People are focused less on metro transportation and more on outdoor/ green spaces. Demand for co-working spaces, outdoor kitchens and outdoor work pods.”



Matthew Bannister
DBOX

“ Companies need to be more strategic about the ways in which they create content that can be used on all platforms, particularly virtual content.”



Lisa Newton
Hines

“ There is an accelerated focus on health and wellness for multifamily. Flexible amenity spaces and service on demand delivery have increased importance.”