

# THE FUTURE IS FLEXIBLE WORKSPACE

Learn why the coworking industry is bursting at the seams . . . and how Office Evolution® is more than ready to meet the demand.

*Current business evolution is fueling flexible workspace demand and presenting an innovative investment opportunity to entrepreneurs and small businesses comprised of dreamers, risk-takers, and doers.*



HOUSTON ENERGY CORRIDOR, TX



NORTHGLEN, CO



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**office**evolution®  
Work Empowered™



THE COWORKING  
INDUSTRY IS  
EXPECTED TO  
INCREASE BY 30%  
THIS DECADE.

— JLL —

## Poised for growth, franchises in the coworking business sector are proving that dreams can come true.



While the sector may seem new, it isn't: **since 2003, Office Evolution has been a leader in shared-space offices.** Today they're well-positioned to take advantage of the changing workplace model, which has become a multi-billion-dollar flexible workspace category.

As a result of coworking emerging in the business sector, the demand for flexible workspace has risen in recent years to represent 1.6% of commercial real estate in the U.S. More recently, national health and government organizations have deemed the emergence of coworking as an essential service. In fact, **no segment of the market has demonstrated more overall growth than the coworking industry, which is expected to increase by 30% this decade** ([JLL](#)).

The U.S. has upwards of 80 million square feet of flexible workspace, making it the global leader in coworking real estate ([Coworking Resources](#)). Worldwide, there are approximately 35,000+ flexible workspaces, representing 521 million square feet ([Allwork](#)).

## *What makes shared office spaces so desirable?*

Coworking is an arrangement in which workers of different companies share office space. The format allows cost savings and convenience by using common equipment, utilities, receptionist and custodial services, and in some cases, refreshments and parcel acceptance services. Historically, shared office spaces were attractive to people who frequently travel, independent contractors, and very small organizations who might not be able to afford the significant overhead that comes with a dedicated workplace.

Today, everything has changed. **The number of work-at-home professionals has skyrocketed, impacting companies of all sizes.** Larger work teams now need more flexibility for their employees. And it's not just actual office space – they're seeking ways to support employee well-being, too. Coworking helps employees avoid the feeling of isolation they may experience while working at home alone (or even while traveling). Other benefits? Eliminating distractions, reducing loneliness, and making workers happier overall ([Small Business Labs](#)).

Given the massive amounts of venture capital being poured into the coworking sector, **this aggressive growth rate shows no signs of slowing.** That's why flexible space is expected to remain one of the office market's primary growth catalysts for quite some time ([JLL](#)).





## Member benefits drive business demand



Individual members overcome work-from-home challenges



Corporate members collaborate more easily



Everyone feels more connected and keeps coming back

Connections with others are a big reason why people want to work in a communal space – and why they'll pay a membership fee to do so, as opposed to working from home for free or renting a generic, nondescript office. A coworking space gives them opportunities to make valuable connections and feel like they're part of a bigger endeavor.

Coworking can become part of a company's strategy, and it can help people and businesses thrive. An increasing number of companies are incorporating coworking into their long-term business strategies. These alternative locations for people to work are a way to help keep remote employees and teams engaged and collaborating.



# Workspaces as flexible as you

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*What defines this flexible workspace, which generates **93%** recurring revenue?*

It is membership-based office accommodations for the small business sector and for larger employers needing to shift to distributed workforces close to home. They're looking for coworking spaces that are modern, affordable, highly functional, safe, secure, private, and inspired.

The business models offered by Office Evolution feature a suburban focus and a smaller floorplate that helps keep costs lower. A functional, compelling core model features easy, 24/7 access, atrium stairs, private office space, and availability on the first or second floor.

Office Evolution's formats, with the thoughtful flow of space, an optimized ratio of private, semi-private, and open space, and even color and furniture selections, are no accident. The design is purposeful, created to enable and enhance members' work. This creates an environment appealing to target customers and helps to attract business. Each coworking space has its own vibe, and the managers of each space go to great lengths to cultivate a unique experience that meets the needs of their respective members.



Learn more about Office Evolution's four franchise models.

## **semi-absentee**

A semi-absentee configuration in which the franchise owner builds out (or acquires) one or more spaces, each with its own on-site manager. The owner may shuttle between them in an oversight and support capacity.

## **landlord model**

A landlord model, in which the franchise owner adds a shared-space configuration to one or more of his/her existing properties, using some or all of the property's square footage for the franchise.

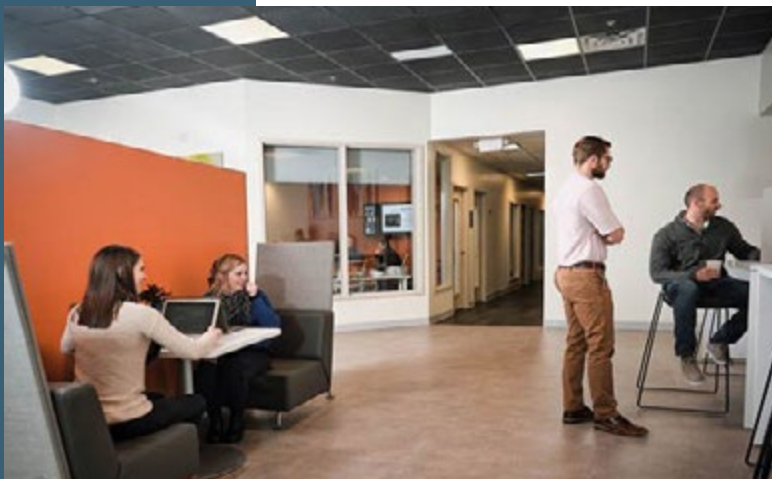
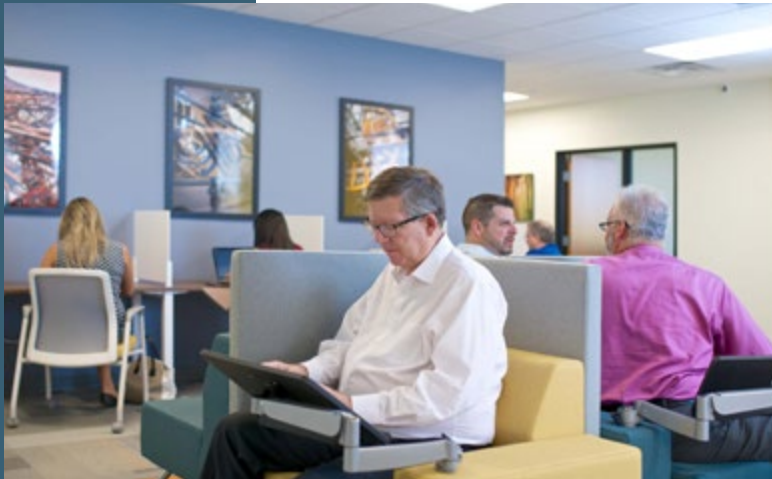
## **conversion model**

A conversion model, in which an owner already supporting a shared-space operation wishes to rebrand it as an Office Evolution facility.

## **pre-owned model**

A pre-owned model, in which a new franchisee takes ownership of an existing Office Evolution facility. Office Evolution will work with a new buyer for the location instead of losing it to a different business or function. Office Evolution's certified pre-owned program helps to match potential franchisees with an existing workspace.





# Meet Mark Hemmeter and his philosophy that works

## *Taking a bold approach to pursue your dreams*

In 2003, Mark Hemmeter became inspired. He saw the need for flexible office space options for small businesses, freelancers, and others that were close to home, affordable, and ready to roll. These offices should offer neat set-ups that would allow the entrepreneurial-minded to conduct business and attend to personal matters and family more easily and to achieve a far better quality of life.

So Mark launched Office Evolution, offering sole proprietors, small businesses, and even larger enterprises convenient office solutions via a unique subscription-based membership model. Since then, **Office Evolution has become an integral part of the strategic plans of hundreds of businesses.**

**We are committed to the Hawaiian principle of Ohana – a family-focused culture that fosters boldness, respect, and success.** Every staff member shares a common desire to help one another, acting with authenticity and adhering to a win-win philosophy.

This unique operating philosophy ensures that every individual on our Office Evolution management team has come from the land of the bold and understands the big idea. This allows our franchise owners to offer members the best workspaces by starting with one simple question: “What services and amenities would we want from a coworking location?” and then deliver the appropriate solution.

Our internal processes and organizational culture, and external trends, such as the growth of the “solopreneur” and the right-sizing of corporate office space, have fueled Office Evolution’s fast growth. The result is that **dozens of Office Evolution centers now operate in key metro areas throughout the U.S.**



## Let's get to work... together

Office Evolution locations are expanding across the U.S.  
**Ready to learn more about how you can be part of our shared office ownership movement?**

### *5 steps to change your future*

- [1]** Introduce yourself and learn more about us.
- [2]** Determine if an investment in an Office Evolution coworking business model makes sense for you with a review of our franchise financial disclosure documents.
- [3]** Find out about available territories, training and more.
- [4]** See how we operate and talk with our leadership team.
- [5]** Become part of our Office Evolution team, experience our culture, and start building your future!



*Are you ready to build  
your future and see your  
dreams come true?*

*The best way to predict  
the future is to create it.*

Multiple business model  
options make Office Evolution  
an investment worth  
consideration

*\*Total Average Investment:  
\$400,000 to \$600,000*

*(Refer to our FDD Item 7 for specifics on startup costs.)*

*Minimum Liquid Capital:  
\$500,000*

As individuals increasingly seek safe, secure, and private places to conduct business and improve productivity outside of their homes, the services offered by Office Evolution are considered essential. As flexible workspace providers have gained increased importance, Office Evolution is uniquely positioned and prepared to fulfill the growing demand.

Join our savvy franchise owners in bringing innovation, excellence, and integrity to your community. This is your chance to put your natural talents to work and gain the control and work/life balance you've always wanted.







## CONTACT US TODAY.

*Disclaimer: This advertisement is not an offer for a franchise.  
A franchise offer can only be made via disclosure document.*

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