



# 2025 Real Estate Hiring Forecast Survey

Report of Findings

[FERGUSONPARTNERS.COM](https://www.fergusonpartners.com)



PRIVATE AND CONFIDENTIAL

# Introduction

Ferguson Partners is pleased to present our one-of-a-kind 2025 Real Estate Hiring Forecast Survey. This survey is designed to provide insight into 2025 hiring practices for the entire real estate industry, across all sizes, sectors, geographies, ownership structures, and business classifications.

We sincerely appreciate all **86 firms** who participated in this survey. We hope this information is beneficial to your organization as you navigate the human capital landscape of the industry for 2025.



**William J. Ferguson**

[wferguson@fergusonpartners.com](mailto:wferguson@fergusonpartners.com)

Co-Chairman and CEO  
Ferguson Partners, Chicago



**Jeremy I. Banoff**

[jbannoff@fergusonpartners.com](mailto:jbannoff@fergusonpartners.com)

Vice Chairman, Compensation Consulting  
Ferguson Partners, Chicago



**Graham R. Beatty**

[gbeatty@fergusonpartners.com](mailto:gbeatty@fergusonpartners.com)

President, Executive Search  
Ferguson Partners, New York



**Max d'Ambrumenil**

[mdambrumenil@fergusonpartners.com](mailto:mdambrumenil@fergusonpartners.com)

President of International Executive Search  
Ferguson Partners, Hong Kong



**Serena Althaus**

[salthaus@fergusonpartners.com](mailto:salthaus@fergusonpartners.com)

Chair, Europe  
Ferguson Partners, London



**Lindsay Wilhusen**

[lwilhusen@fergusonpartners.com](mailto:lwilhusen@fergusonpartners.com)

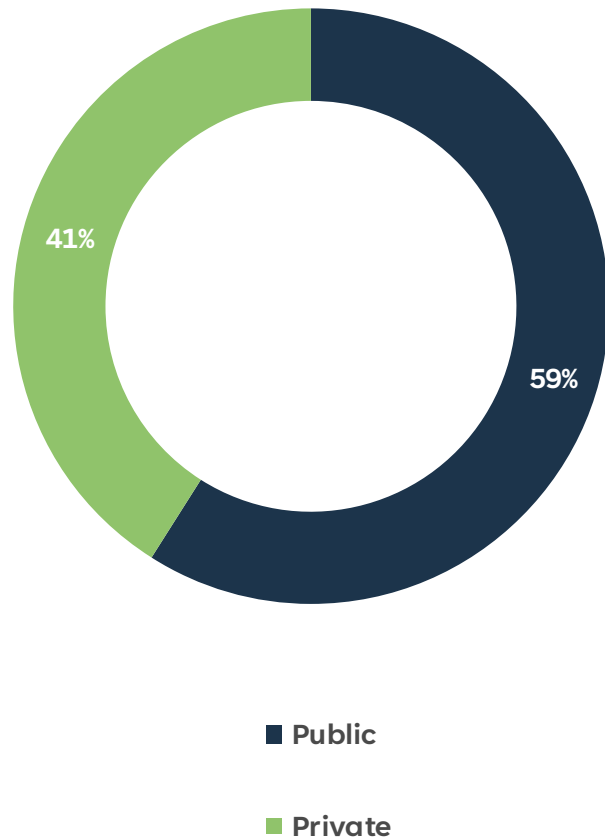
Senior Director, Head of Survey Practice  
Ferguson Partners, Chicago

## Key Takeaways

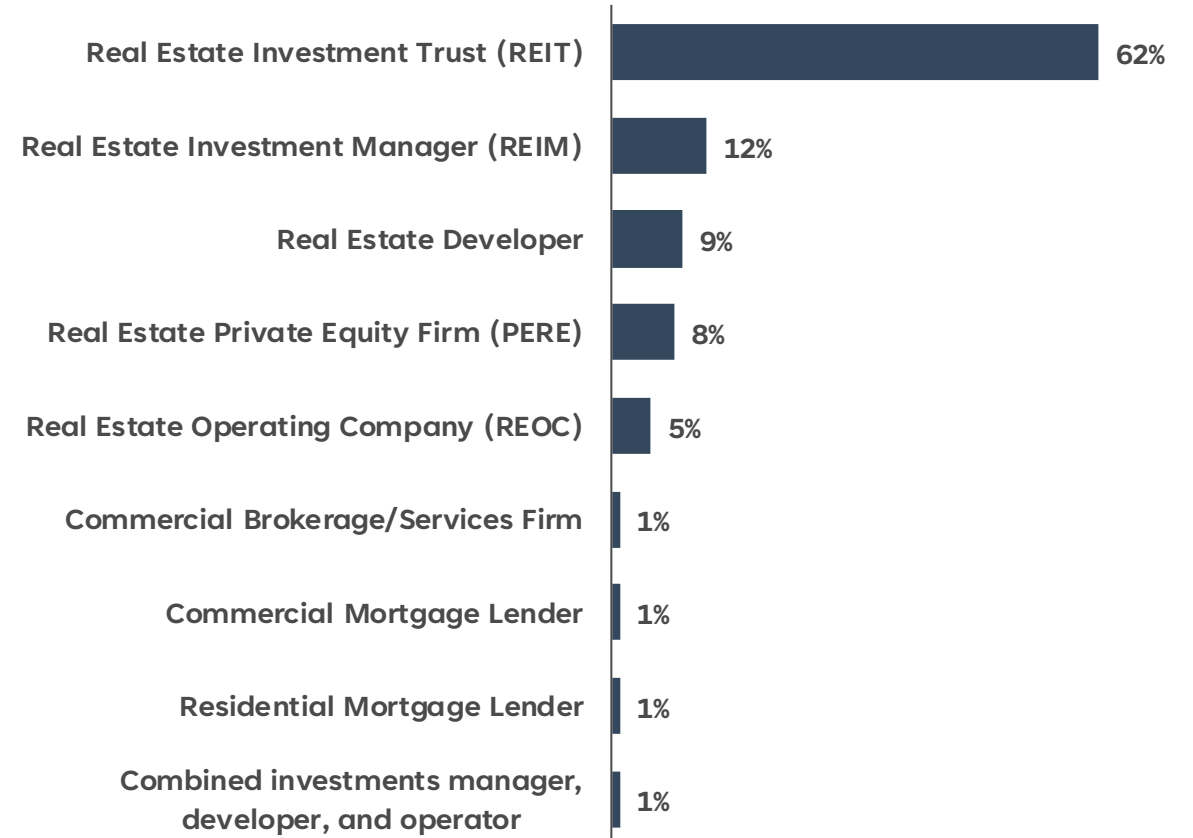
- The number of real estate firms planning to increase hiring in 2025 is more than double the number of those with plans to decrease hiring.
- While the majority of participating firms expect to keep hiring levels the same, we anticipate that may change in response to the Federal Reserve's recent interest rate cut.
- Residential and Health Care are the sectors most likely to increase hiring in 2025.
- The top five real estate functions that will be most in-demand (listed in order) are:
  1. Property management
  2. Asset management
  3. Transactions (acquisitions/investments)
  4. Capital raising
  5. Leasing
- For those organizations that operate in more than one region (20%), the US will be the primary focus for hiring.
- Within the US, markets in the Northeast\* will be the priority for hiring next year.

*\*i.e., Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Washington D.C.*

## Ownership Status



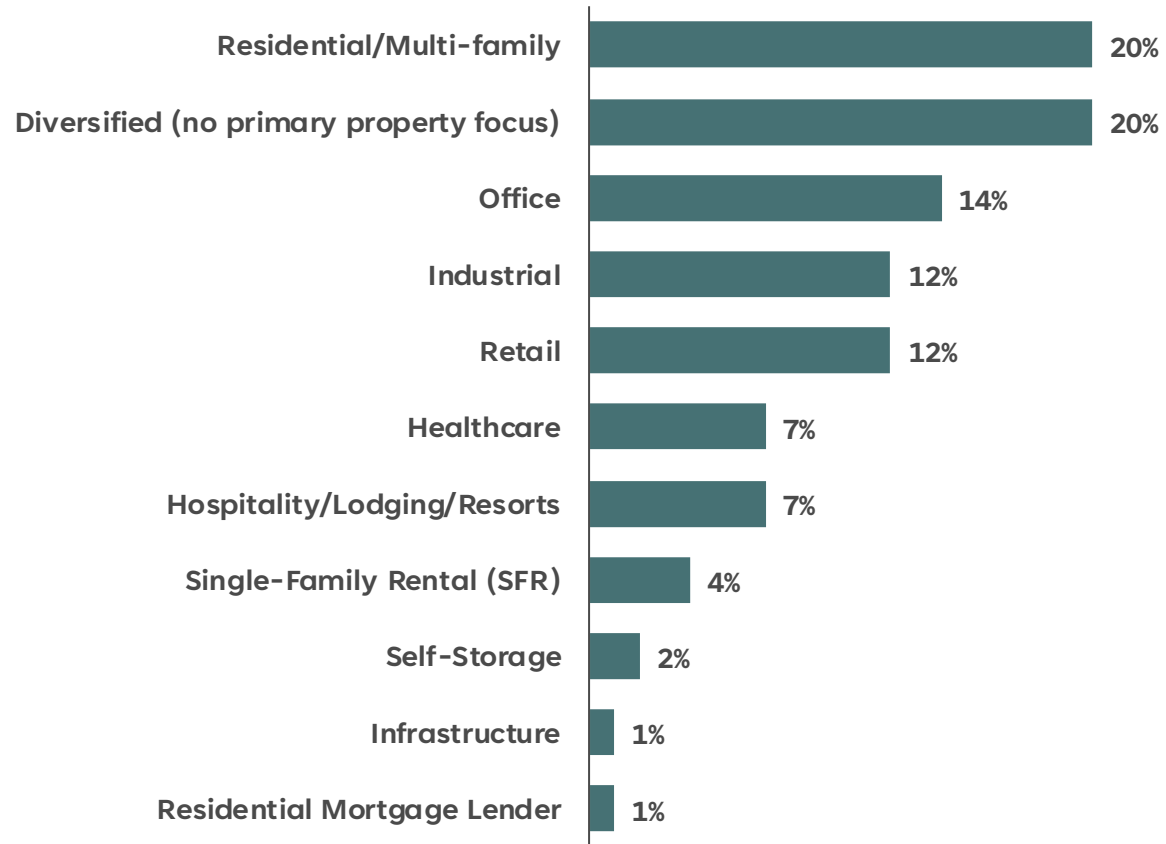
## Business Classification



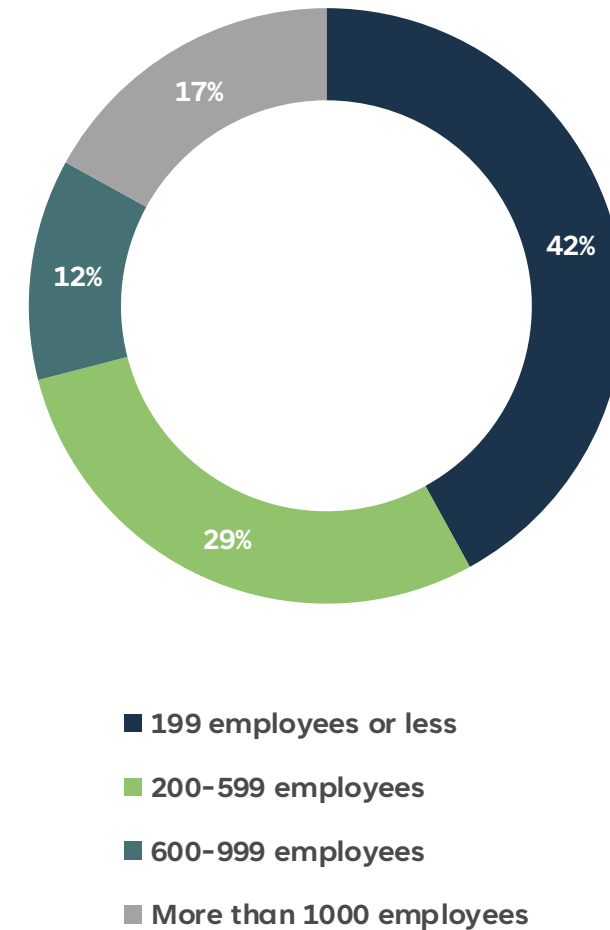
# Participant Overview



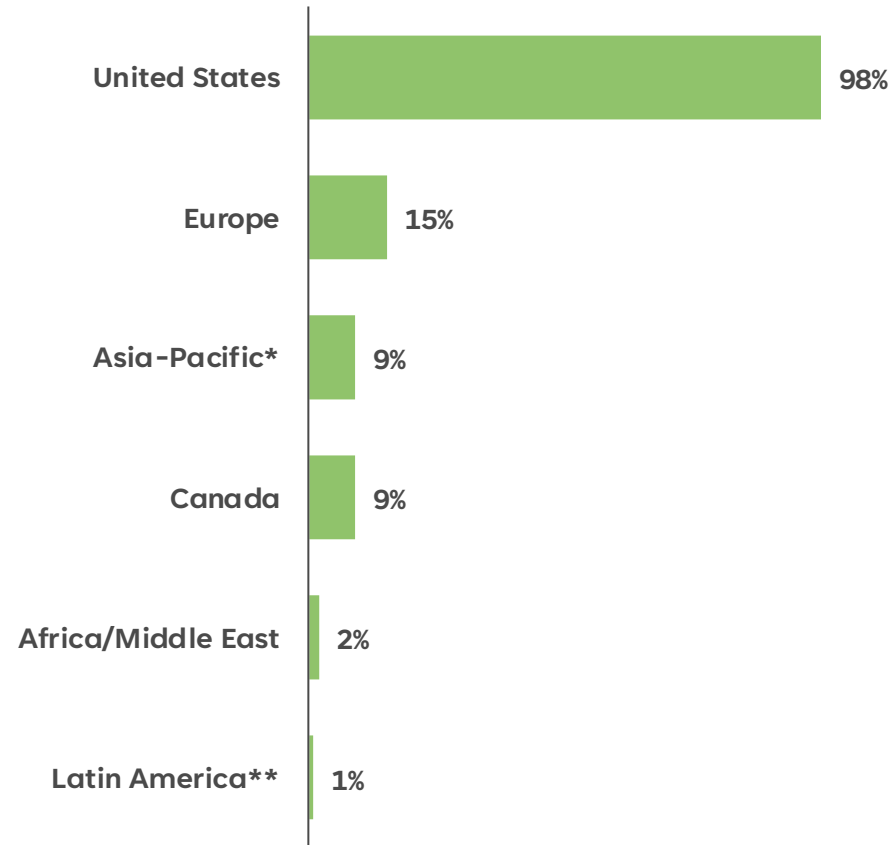
## Primary Property Expertise



## Number of Full-Time Employees



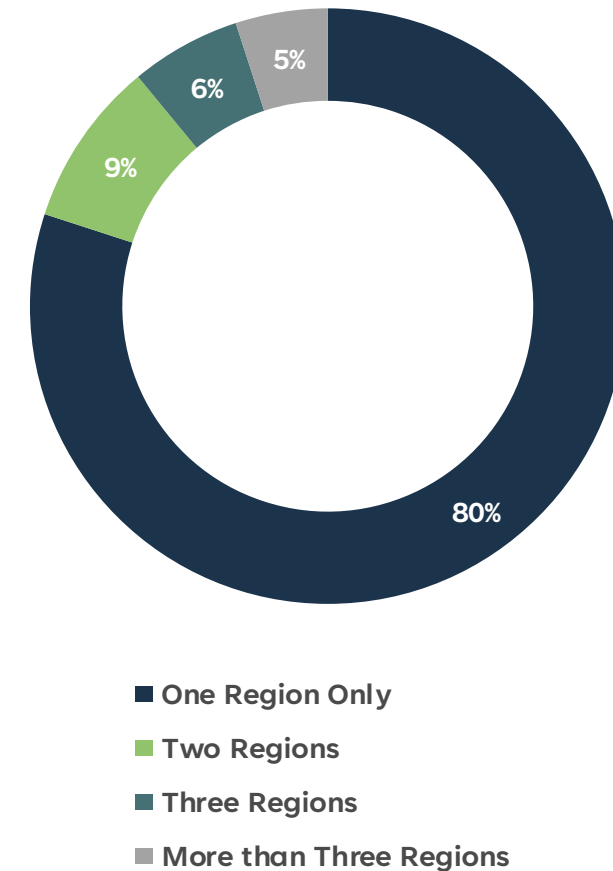
## Regions Where Participants Have Employees



\*Includes Australia and New Zealand

\*\*Includes Mexico, Central America, South America, and the Caribbean

## Number of Regions Where Participants Have Employees

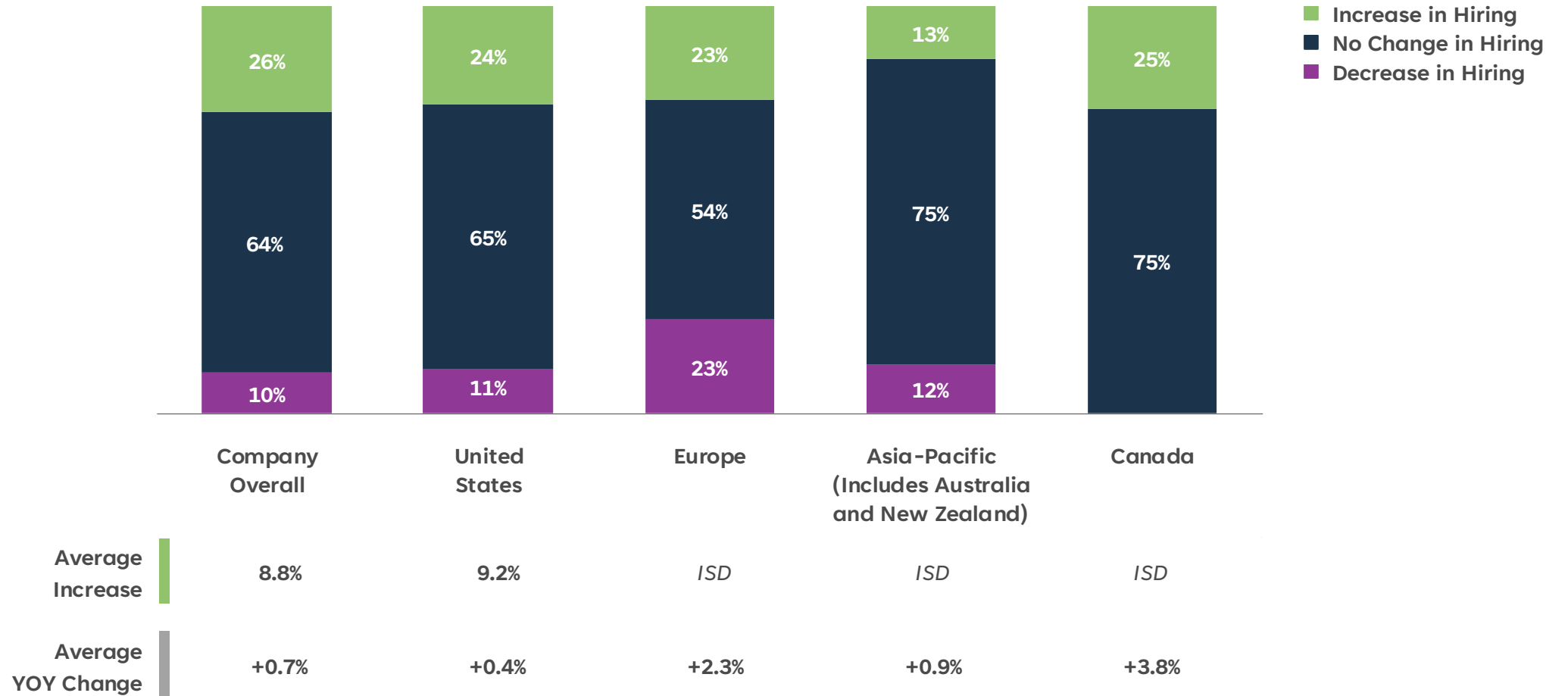


# Hiring Forecast By Region



Will your company's hiring increase, decrease, or stay the same in 2025 as compared to 2024?

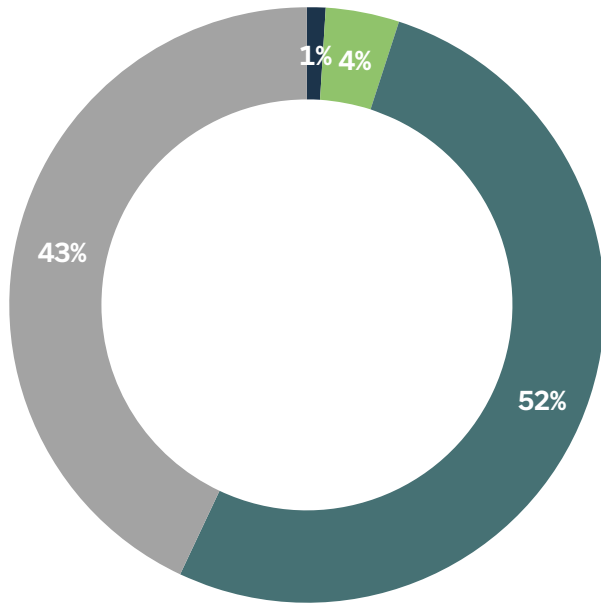
Participants responded for their company overall and separately for each region where they have employees.



Note: Average year-over-year (YOY) change is the average percentage of increase (+), decrease (-), and no change (zero) across all participants. Average increase includes only those companies that indicated an increase.

Which organization level and function(s) will be in the greatest hiring demand at your company in 2025?

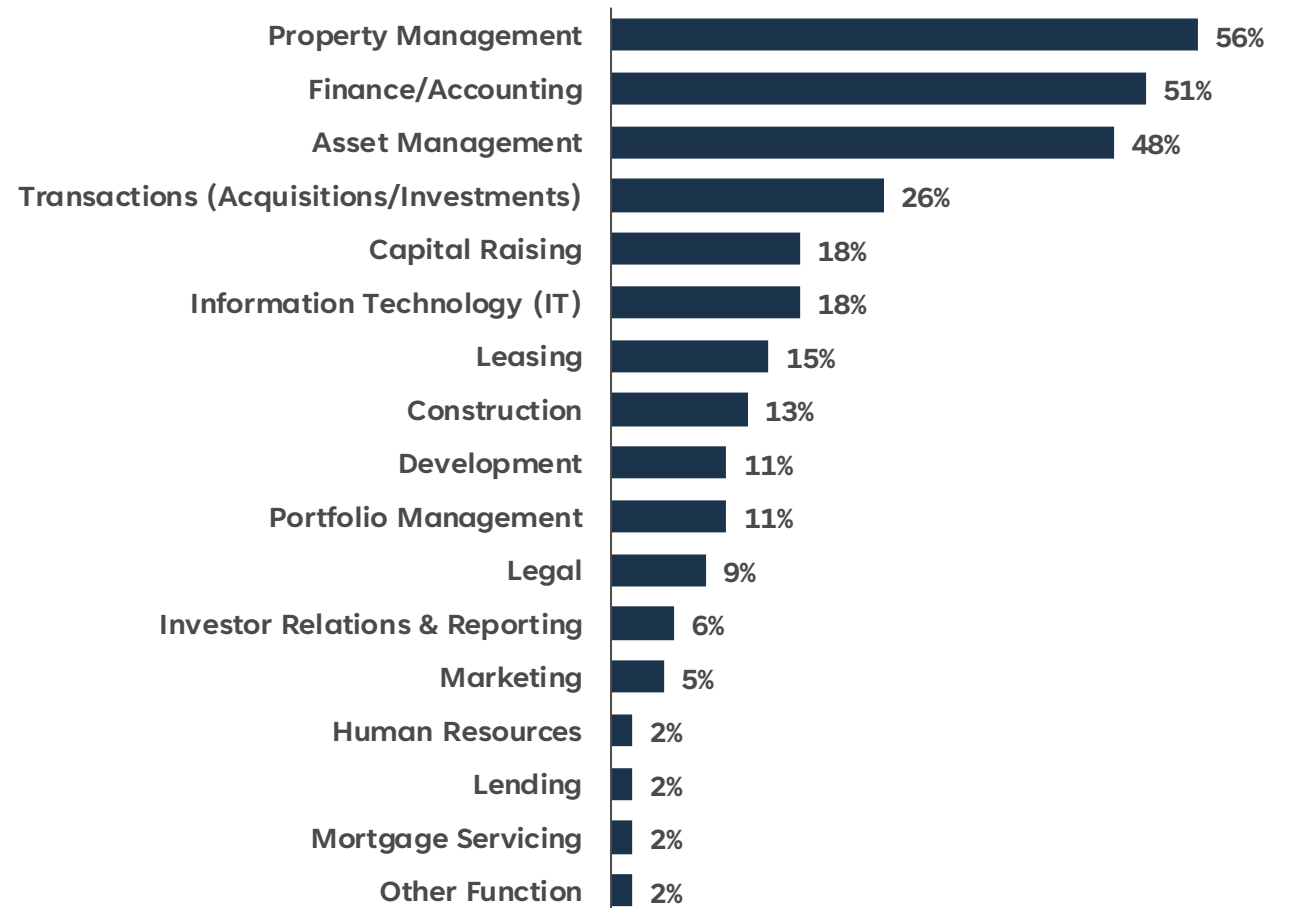
### Organization Level



- C-Suite/Executive Management (CEO/President/COO/CFO)
- Senior-Level Professionals (10+ years of experience)
- Mid-Level Professionals (5-10 years of experience)
- Junior-Level Professionals (all other staff)

### Function

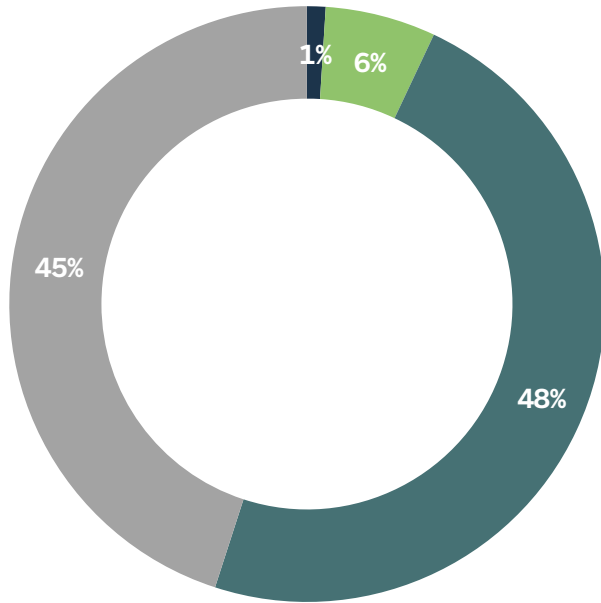
Participants selected up to 5 functions





If your organization has employees in the United States (98%), which organization level and function(s) will be in the greatest hiring demand there in 2025?

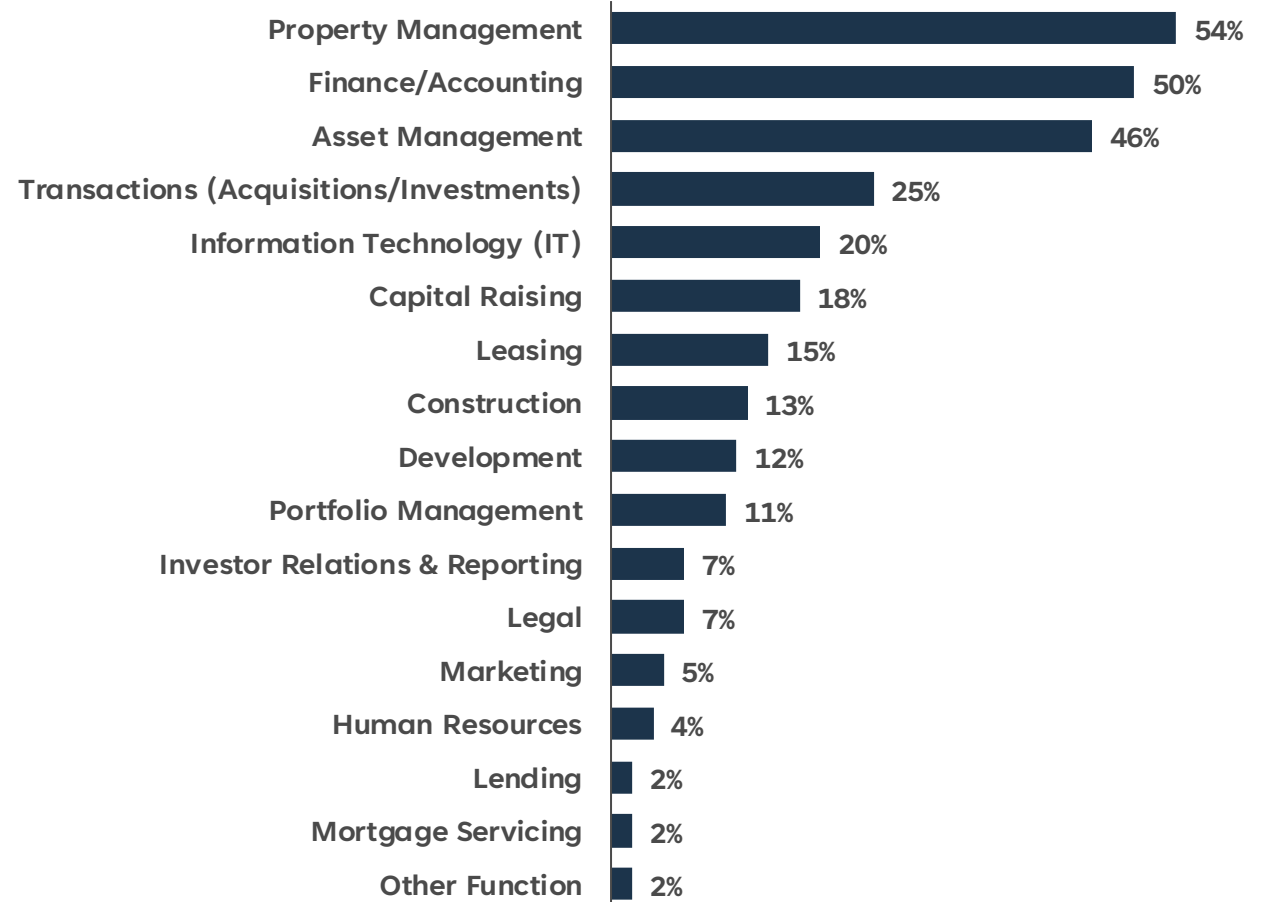
### Organization Level



- C-Suite/Executive Management (CEO/President/COO/CFO)
- Senior-Level Professionals (10+ years of experience)
- Mid-Level Professionals (5-10 years of experience)
- Junior-Level Professionals (all other staff)

### Function

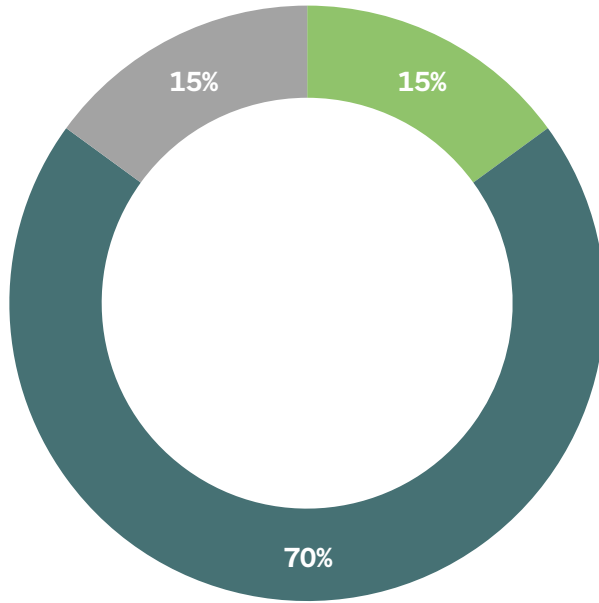
Participants selected up to 5 functions



# Hiring Demand Europe

If your organization has employees in Europe (15%), which organization level and function(s) will be in the greatest hiring demand there in 2025?

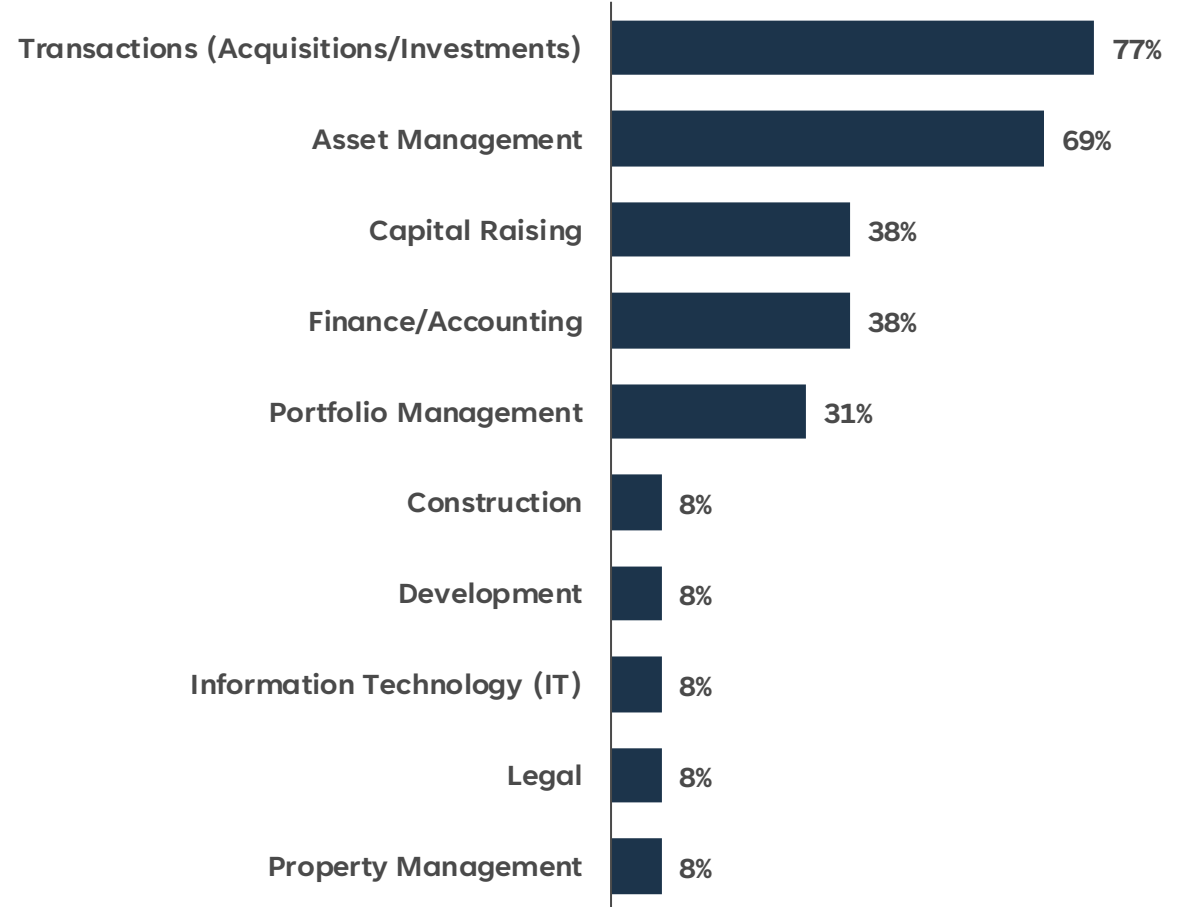
Organization Level



- C-Suite/Executive Management (CEO/President/COO/CFO)
- Senior-Level Professionals (10+ years of experience)
- Mid-Level Professionals (5-10 years of experience)
- Junior-Level Professionals (all other staff)

Function

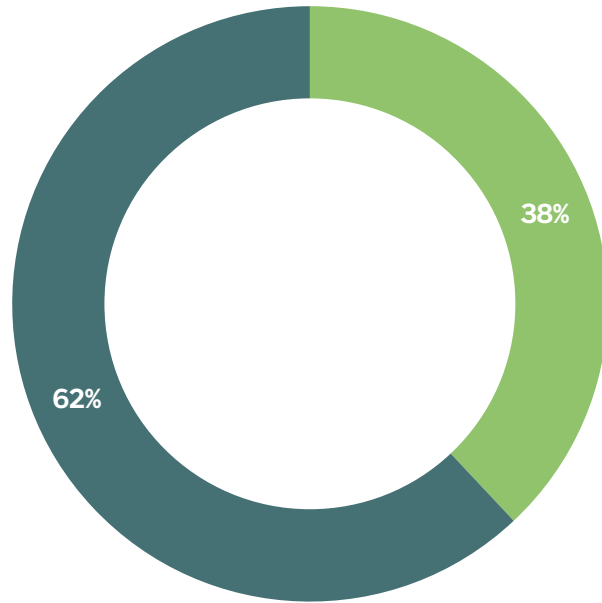
Participants selected up to 5 functions



# Hiring Demand Asia-Pacific

If your organization has employees in Asia-Pacific (9% - includes Australia and New Zealand), which organization level and function(s) will be in the greatest hiring demand there in 2025?

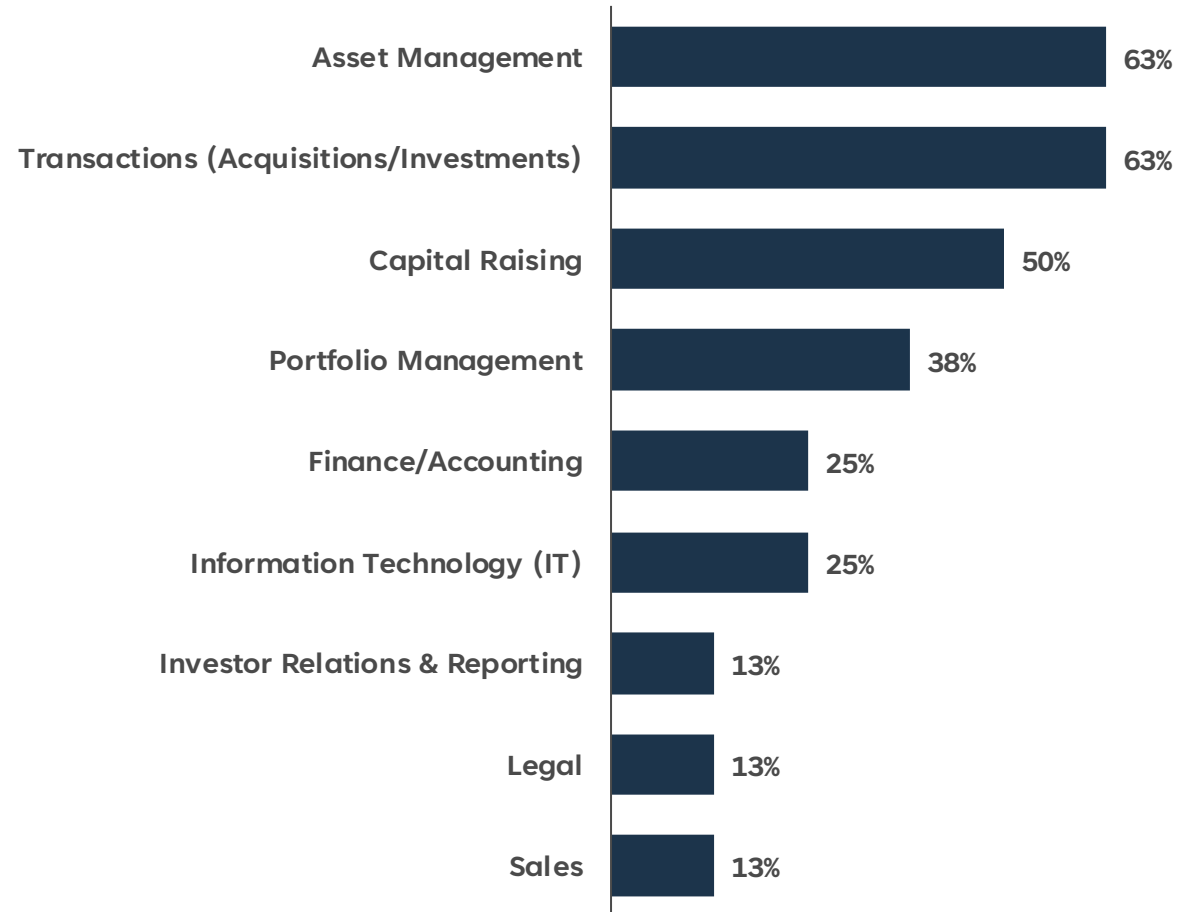
Organization Level



- C-Suite/Executive Management (CEO/President/COO/CFO)
- Senior-Level Professionals (10+ years of experience)
- Mid-Level Professionals (5-10 years of experience)
- Junior-Level Professionals (all other staff)

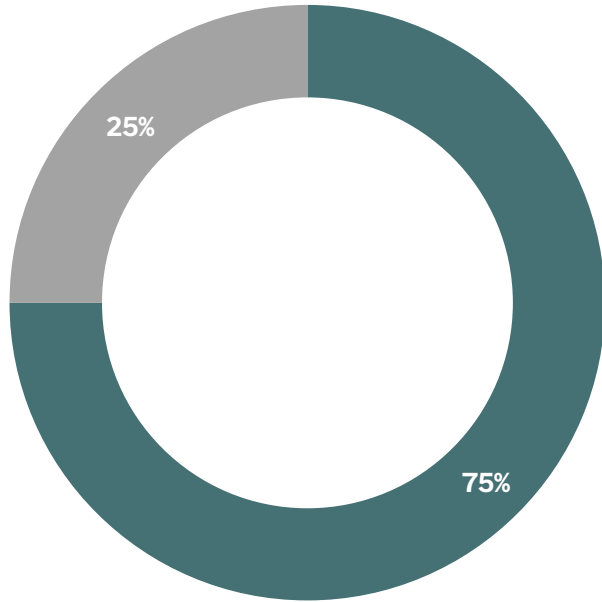
Function

*Participants selected up to 5 functions*



If your organization has employees in Canada (9%), which organization level and function(s) will be in the greatest hiring demand there in 2025?

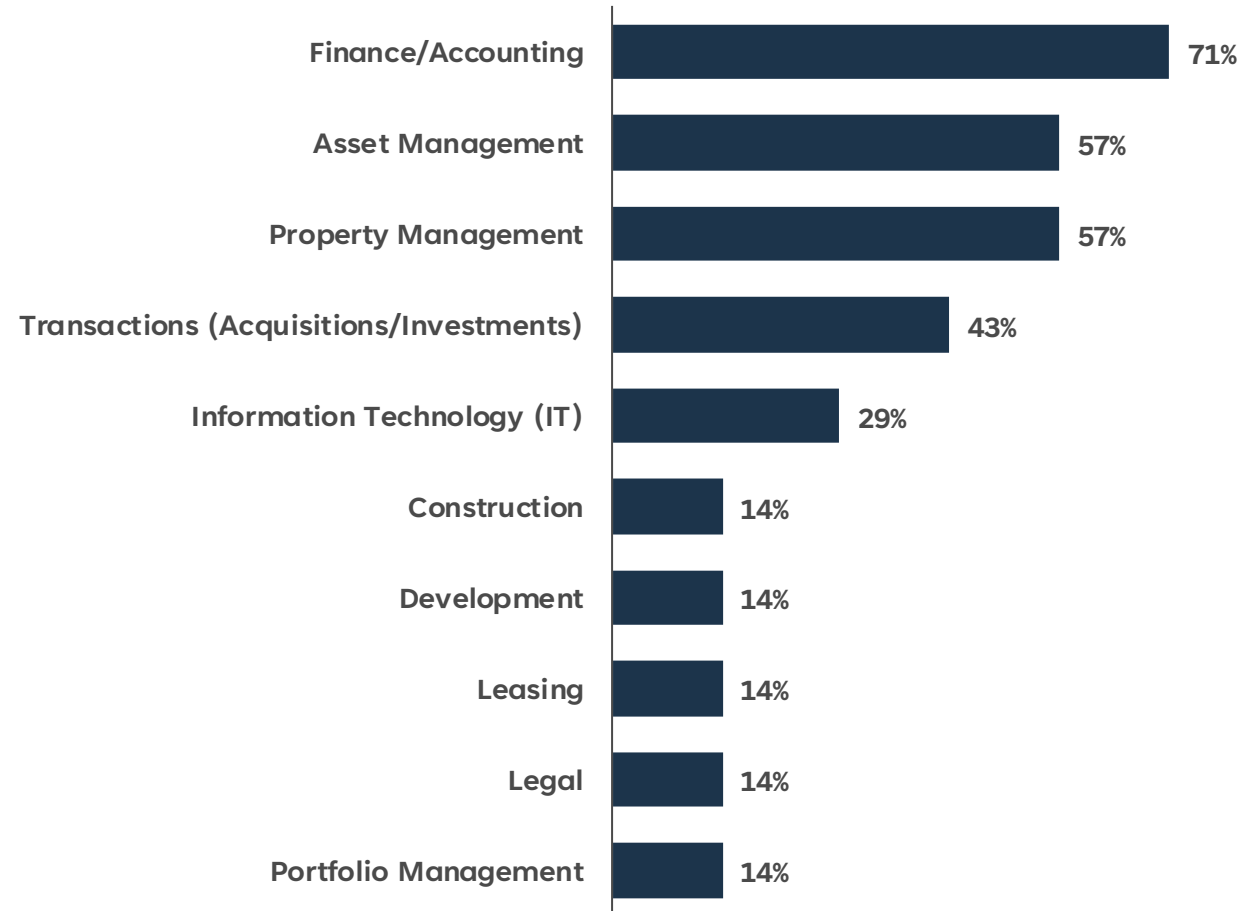
### Organization Level



- C-Suite/Executive Management (CEO/President/COO/CFO)
- Senior-Level Professionals (10+ years of experience)
- Mid-Level Professionals (5-10 years of experience)
- Junior-Level Professionals (all other staff)

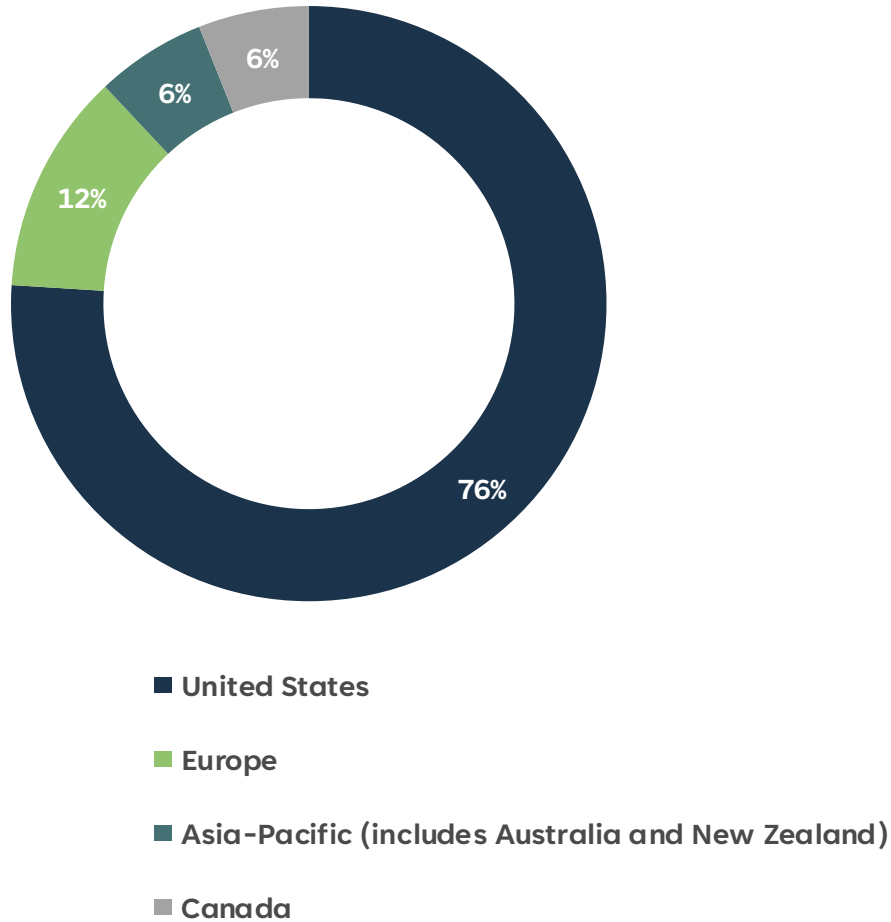
### Function

*Participants selected up to 5 functions*

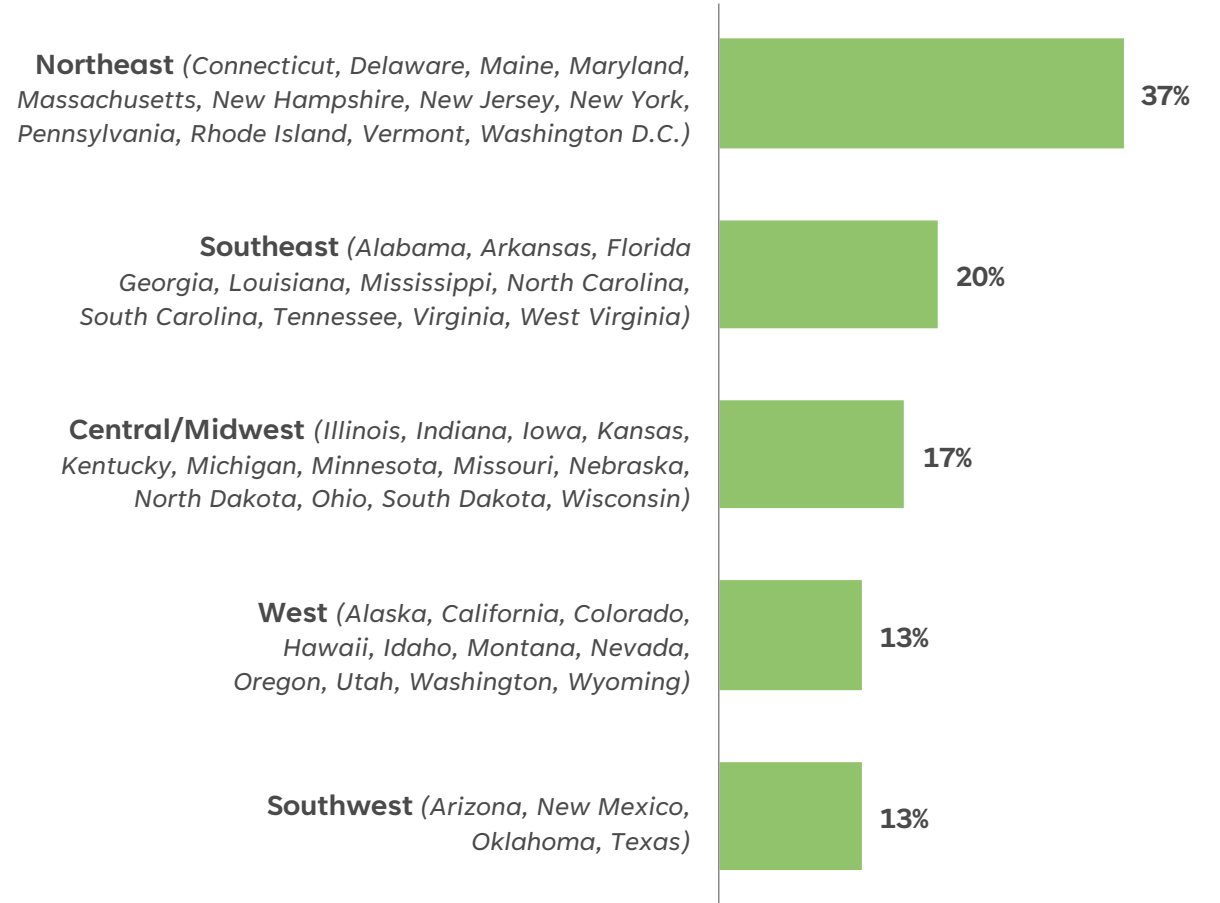


# Hiring Demand

If you operate in more than one region (20%), which region will be the highest priority for hiring in 2025?



Which market within the United States will be the highest priority for hiring in 2025?



# Participants



Below is a list of the 86 participating companies:

Agree Realty Corporation	EastGroup Properties, Inc.	LBA Realty	Silverstein Properties
AIR Communities	Elme Communities	Lightstone Group	SRS Real Estate Partners
American Assets Trust, Inc.	Empire State Realty Trust	loanDepot Inc.	STAG Industrial
American Campus Communities	EPR Properties	Longfellow Real Estate Partners	Stockbridge Capital Group
American Homes 4 Rent	Equity Commonwealth	LTC Properties, Inc.	Tanger
AvalonBay Communities	Fairstead	LXP Industrial Trust	The Howard Hughes Corporation
Barings	First Industrial Realty Trust	Macerich	The Minto Group
Berkadia	FirstKey Homes	Mid-America Apartment Communities, Inc.	The Shorenstein Company
BGO	Four Corners Property Trust, Inc.	National Storage Affiliates Trust	Tricon Residential
Blue Vista Capital Management	Franklin Street Properties Corp.	NetSTREIT Corporation	Unibail-Radamco-Westfield
Brandywine Realty Trust	Global Medical REIT Inc.	Nuveen Real Estate	Unico Properties
Brixmor Property Group	Harbert Management Corporation	Omega Healthcare Investors	Uniti Group
Buzz Oates Real Estate	Harrison Street	Orion Office REIT	Ventas, Inc.
Cabot Properties	Heitman	Paramount Group	Veritas Investments
Camden Property Trust	IDI Logistics	Park Hotels & Resorts	Vesta
Carmel Partners	Independence Realty Trust	PCCP	W. P. Carey
Centerspace	Intercontinental Real Estate Corporation	Pebblebrook Hotel Trust	Welltower Inc.
COPT Defense Properties	Invesco Real Estate	Phillips Edison & Company	Willow Bridge Property Company
Crescent Communities	Invitation Homes	Realty Income Corporation	WPG
CubeSmart	Irvine Company	RLJ Lodging Trust	Xenia Hotels & Resorts, Inc.
DRA Advisors	JBG SMITH	Rockwood Capital	
Easterly Government Properties	LaSalle Investment Management	Ryman Hospitality Properties Inc.	



# Ferguson Partners

Ferguson Partners is the leading talent management and strategic advisory firm for the global real assets industries.

---

[fergusonpartners.com](https://fergusonpartners.com) | Americas • Europe • Asia Pacific