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How Retail Real Estate Continues To Change: Richard Kestenbaum



What Now

[Soozan Baxter](#), a specialist in advising landlords, told me, “when an online store opens a bricks-and-mortar presence, sales online go up in that geo-zone...e-tailers have realized that the symbiotic relationship is often essential for success in this era.” She also believes that it won’t be long before shared workspaces are included in retail spaces. Lord & Taylor agreed to do that recently in a deal with WeWork on their flagship Fifth Avenue New York store but then shortly after decided to close the retail portion entirely.

No one knows exactly how these changes are all going to happen or even what they will be. Like so much about retail right now, being flexible is the best strategy. The landlords who can adapt the fastest will succeed. That’s the simple but difficult truth about so much in retail right now.