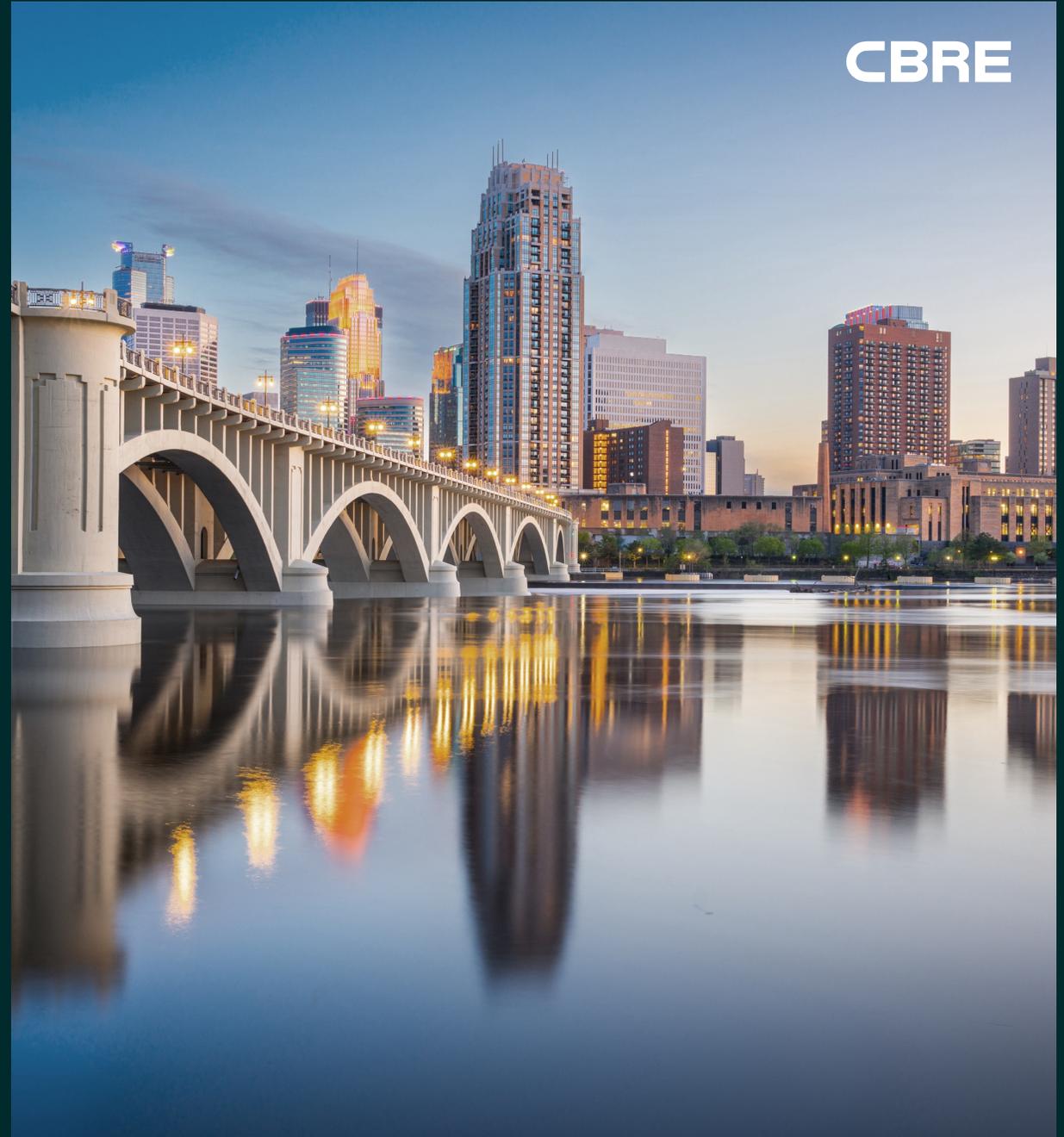


Intelligent Investment

2026 North American Investor Intentions Survey

REPORT FIGURES

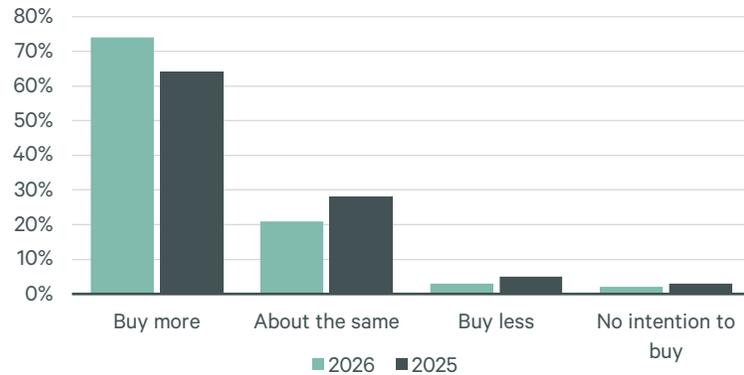
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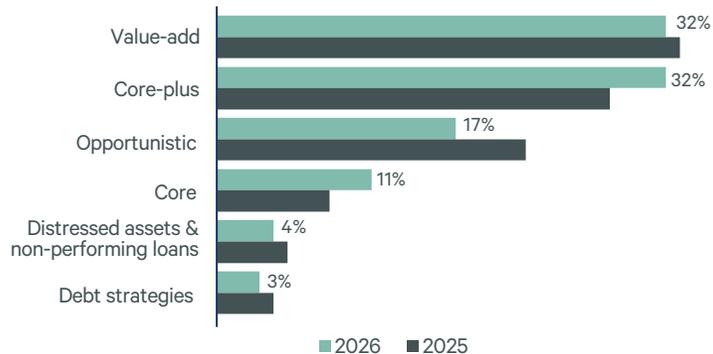
2026 North American Investor Intentions Survey Highlights

Buying intentions & preferred investment strategies

95% of investors will maintain or increase buying activity

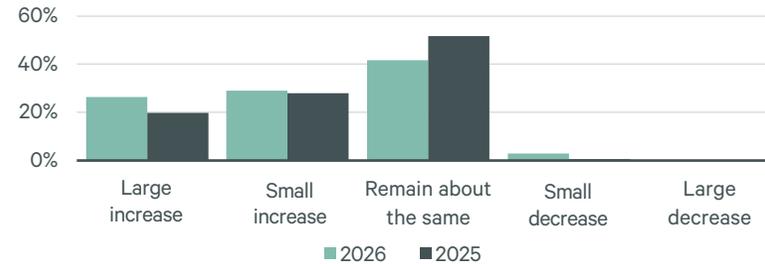


Value-add & core-plus are the most popular investment strategy this year

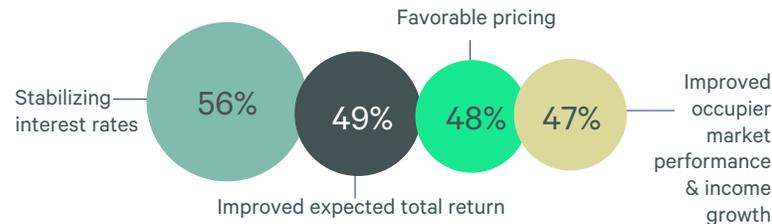


Trends by allocation & sector

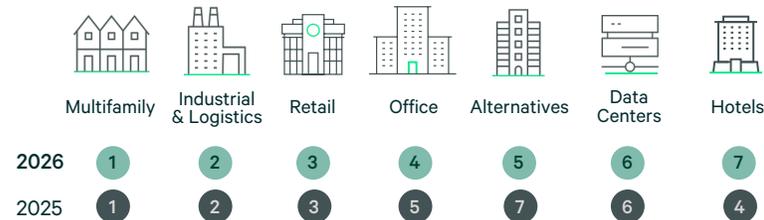
More than half of investors expect to increase their capital allocation to real estate, up from 48% in 2025



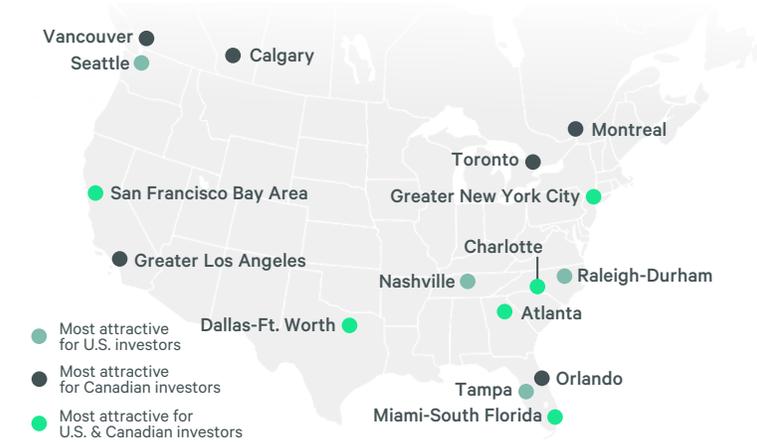
Key reasons for increased allocations



Top sectors for investment



Most attractive markets in 2026



2026 US. Rankings		Change from 2025	2026 Canada Rankings	
1	Dallas-Ft. Worth	-	1	Toronto
2	Atlanta	▲ 2	2	Vancouver
3	San Francisco Bay Area	▲ 6	3	Calgary
4	Miami-South Florida	▼ 2	4	Montreal
5	Charlotte	▲ 13	5	Greater New York City
6	Raleigh-Durham	▼ 1	6	Miami-South Florida
7 (t)	Nashville	▲ 9	7 (t)	Dallas-Ft. Worth, San Francisco Bay Area
7 (t)	Tampa	▲ 6		
9	Seattle	▲ 2	9 (t)	Atlanta, Charlotte, Nashville, Orlando, Greater Los Angeles
10	Greater New York City	▼ 5		

Key Findings

01 74% of investors plan to buy more this year, while 21% expect to buy the same amount as last year. 83% plan to sell as much or more than last year, driven by closed-end funds nearing their end, disposition mandates and the need to refinance maturing loans. All of this supports our view that investment volume will continue to increase in 2026.

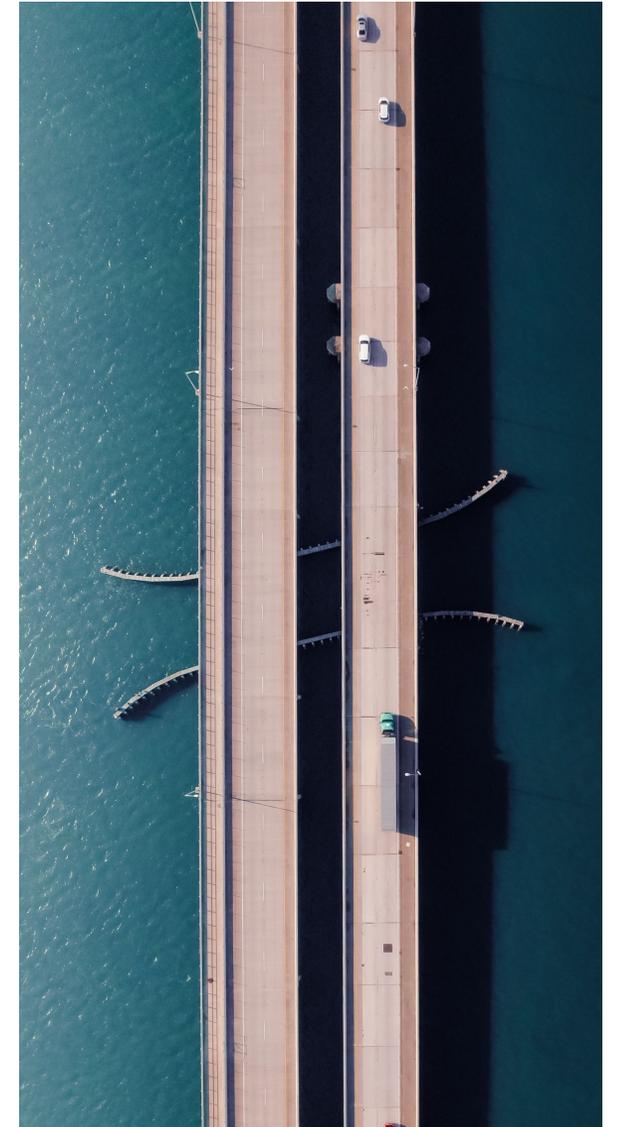
02 Driven by stabilizing interest rates, ample liquidity, attractive pricing against other asset classes and cyclical opportunity, 55% of investors plan to increase their capital allocations to real estate this year, up from 48% a year ago. While multifamily remains by far the most preferred sector, investors are also returning to retail and office, all with a strong focus on well-located, high-quality assets.

03 Roughly one-third of investors plan to pursue both value-add and core-plus strategies in 2026. While value-add offers substantial return potential from active enhancements during a time of muted construction, core-plus is attractive due to its balanced risk-return profile, stable income and enhanced liquidity. Interest in opportunistic strategies fell as assets repriced. Investment in distressed assets will be limited to CMBS defaults and select underperforming office assets, with no widespread fire sales.

04 Large Sun Belt cities and high-performing secondary markets will continue to attract investors in 2026, with Dallas remaining the most popular market for the fifth consecutive year. Atlanta and Miami are also garnering significant interest. San Francisco made a big jump to third most preferred market. Among Canadian investors, Toronto ranked as the most attractive market, followed by Vancouver and Calgary.

05 Most investors are willing to tolerate short-term negative leverage due to their expectations of future rent growth. This is supported by the expectation that debt costs will be lower when assets are refinanced within the next few years. However, tolerance for negative leverage beyond 12 months fell sharply.

06 Investors expect cap rates to modestly compress across all property types over the next 24 months.



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- 20 **Capital Markets Strategies**
- 27 **Sustainability & Investment**
- 30 **Respondent Profile**



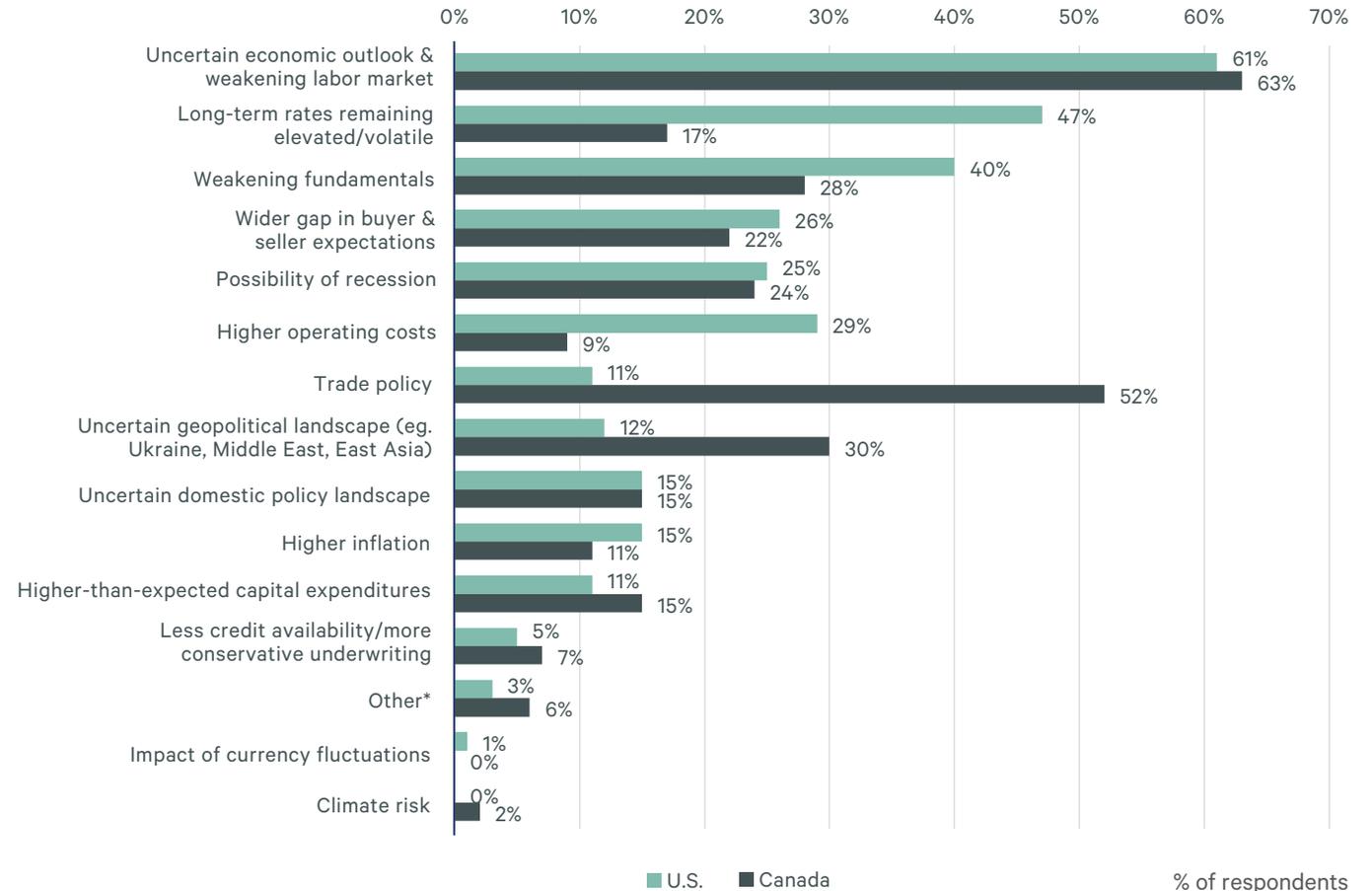
01

Investor Sentiment

Biggest challenges: uncertain economic outlook, slowing labor market

- Both U.S. and Canadian investors identified an uncertain economic outlook and a weakening labor market as the primary challenges for real estate investment in 2026. More use of artificial intelligence (AI) will play a minor role in slower job growth, resulting in a higher unemployment rate, particularly for younger generations.
- Most Canadian investors are particularly concerned about trade and geopolitical uncertainty, as demonstrated by a fall in U.S. inbound cross-border investment from Canada to 24% in Q4 2025 from an average of 35% between 2018 and 2024.
- U.S. investors are also concerned about elevated/volatile long-term interest rates.
- Macroeconomic pressures from high inflation and budget deficits are expected to keep long-term rates elevated. Nevertheless, we expect the Fed will make two rate cuts of 25 basis points each in 2026 and shift its focus to supporting the labor market. These cuts, combined with sustained economic growth, should result in long-term yields of around 4%, sufficient to support investment in commercial real estate.

Figure 1: Major challenges for real estate investment in 2026 (multiple choice)

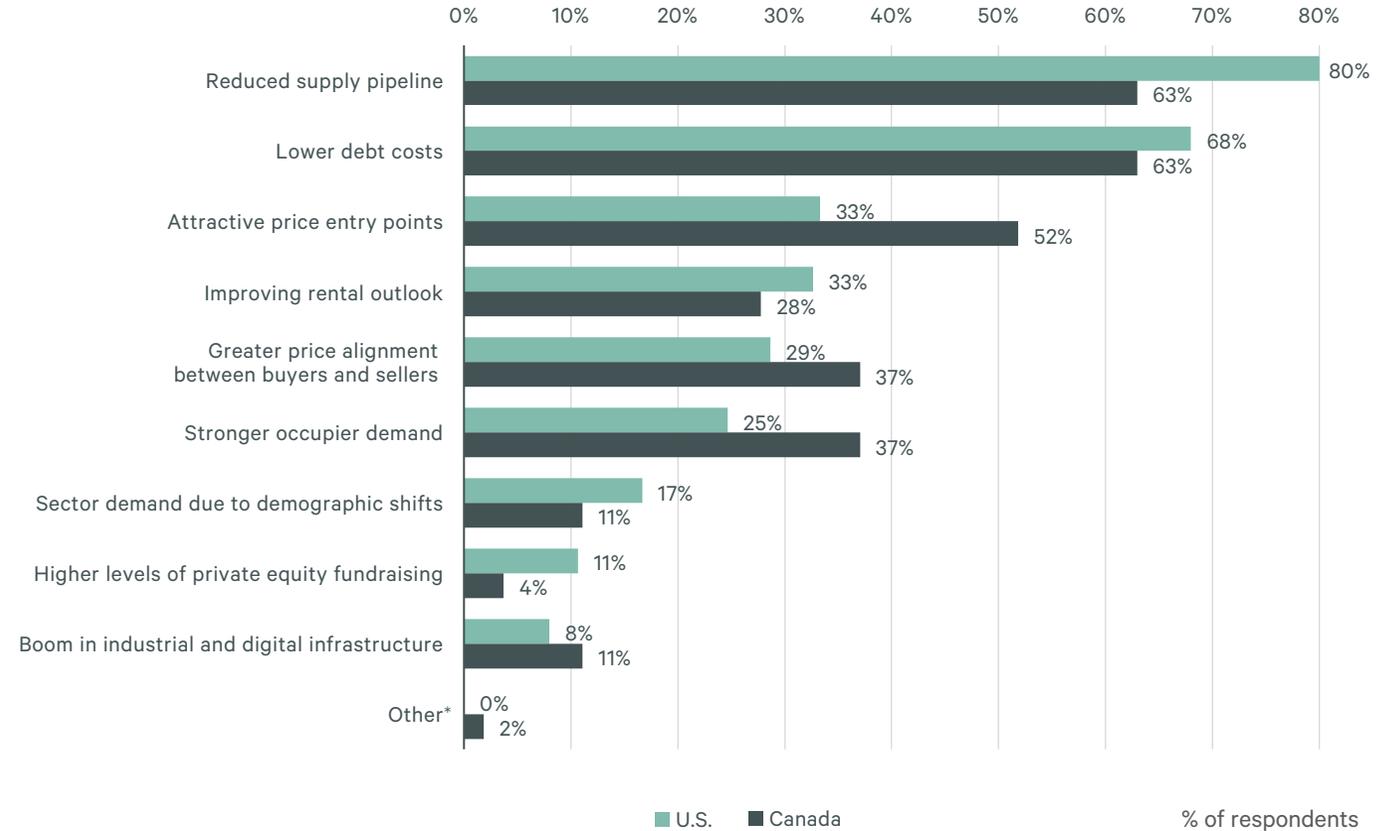


*Other responses include AI impact, local social and policy issues, and etc.
 Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Major tailwinds: less new supply, lower debt costs, improved price entry points

- Investors identified limited new supply as a key tailwind, which is expected to stabilize vacancy rates and better balance demand.
- Lower debt costs will emerge as another positive force in 2026, driven by rate cuts and lower spreads. With most lenders now active and banks growing market presence, available capital and reduced borrowing expenses are expected to continue underpinning investment activity. Investors also cited attractive price entry points as a tailwind.

Figure 2: Major tailwinds for real estate investment in 2026 (multiple choice)



*Other responses include availability of debt.
 Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Nearly all investors will maintain or increase buying and selling activity in 2026

Figure 3: Expectations of buying/selling activity compared with 2025

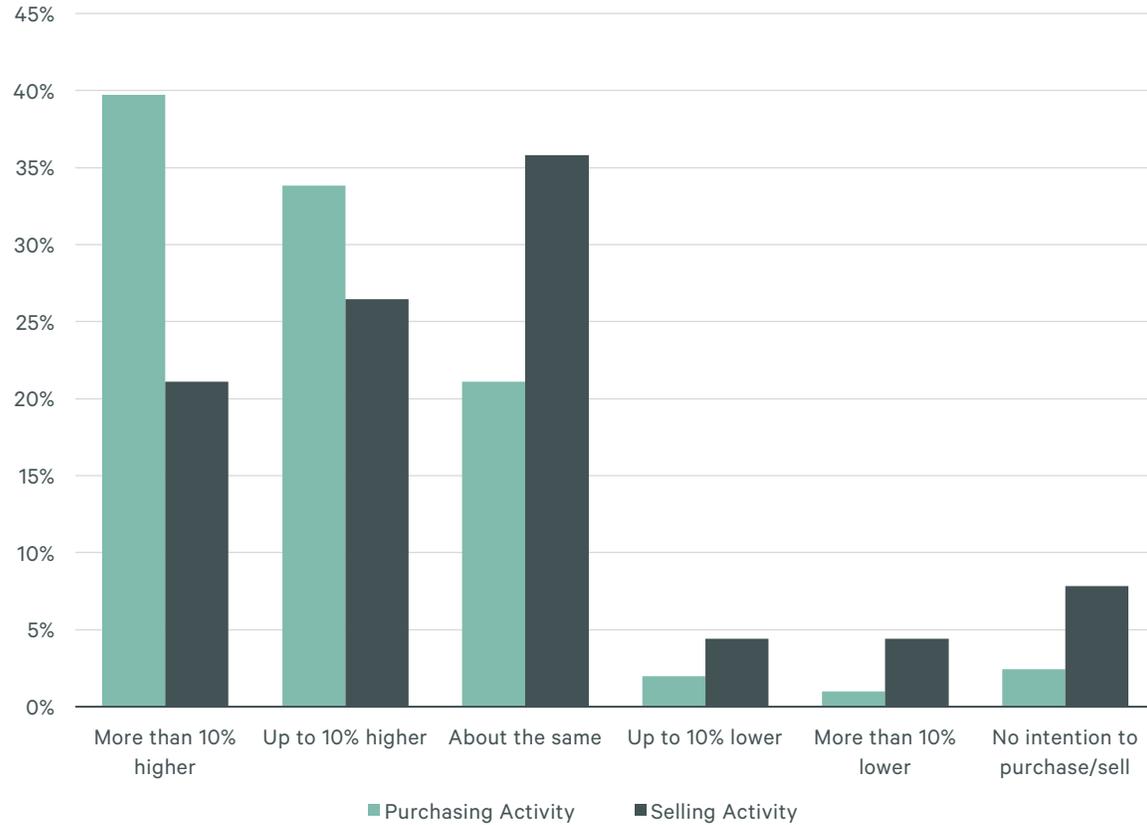
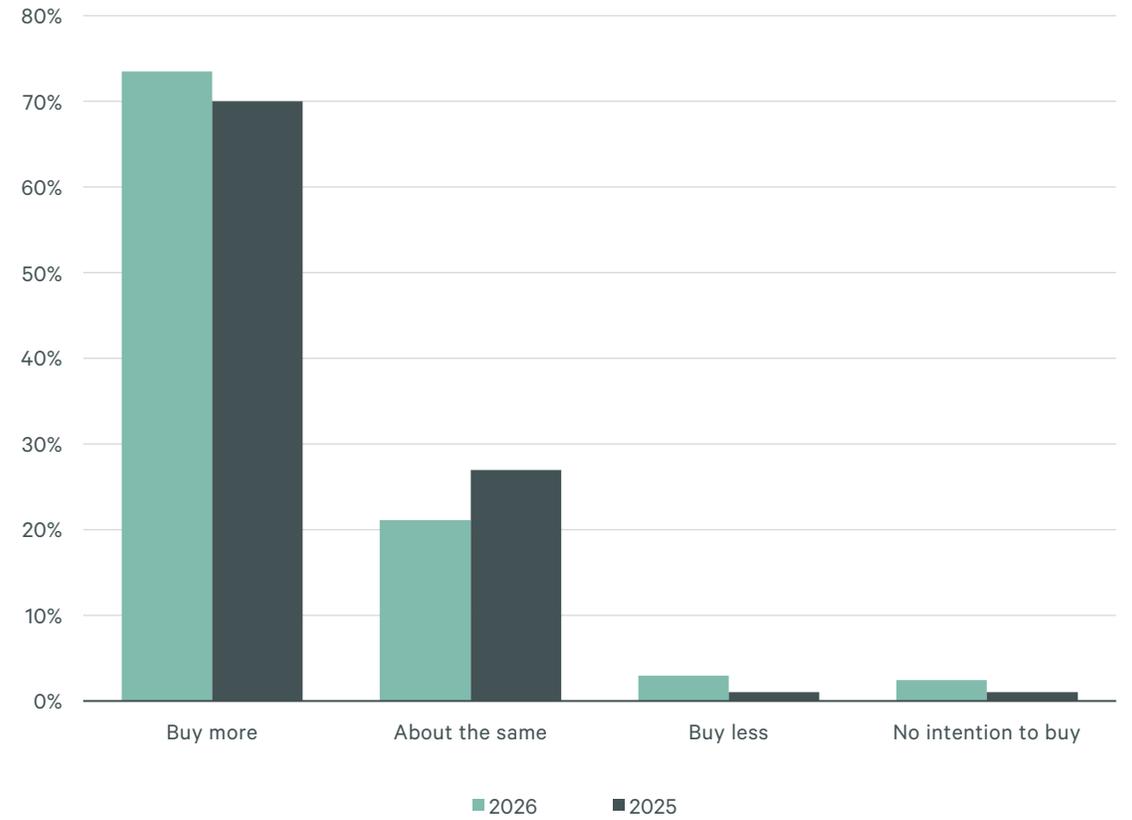


Figure 4: Buying Intentions in 2026 vs. 2025



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Improving costs, favorable price-to-return dynamics prompt most investors to increase their real estate allocations

Figure 5: Real estate capital allocation expectations

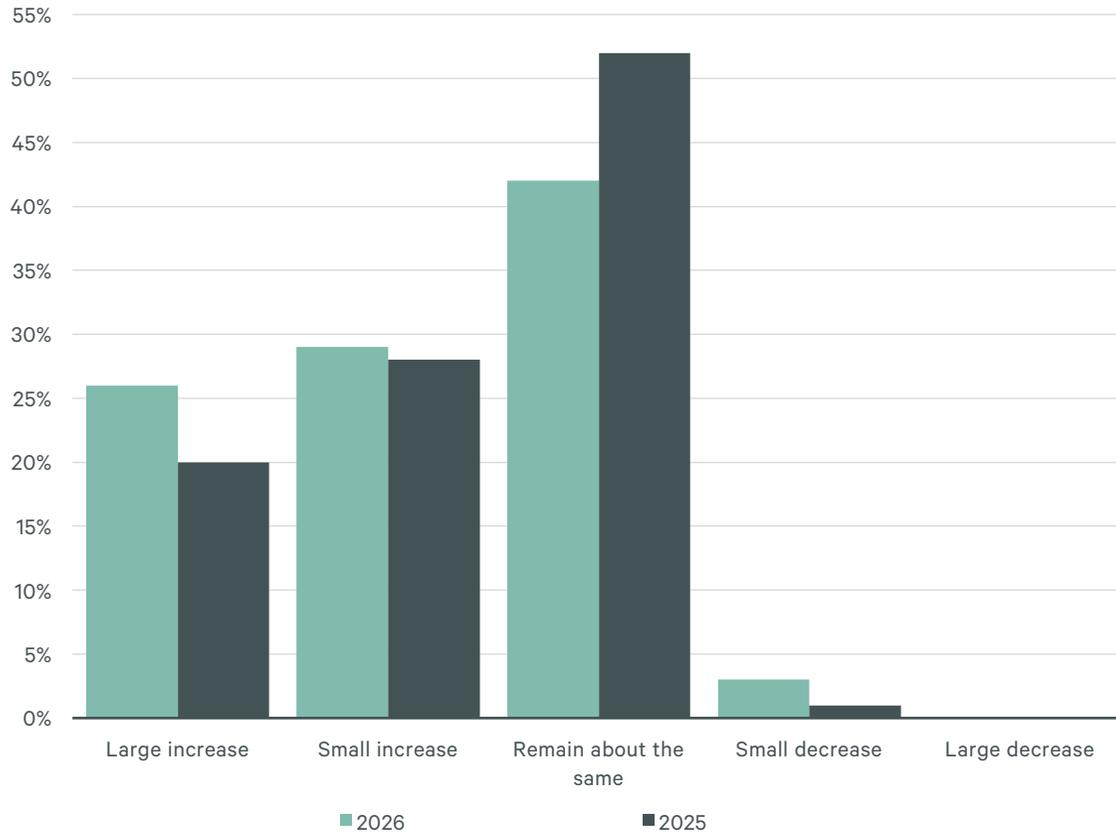
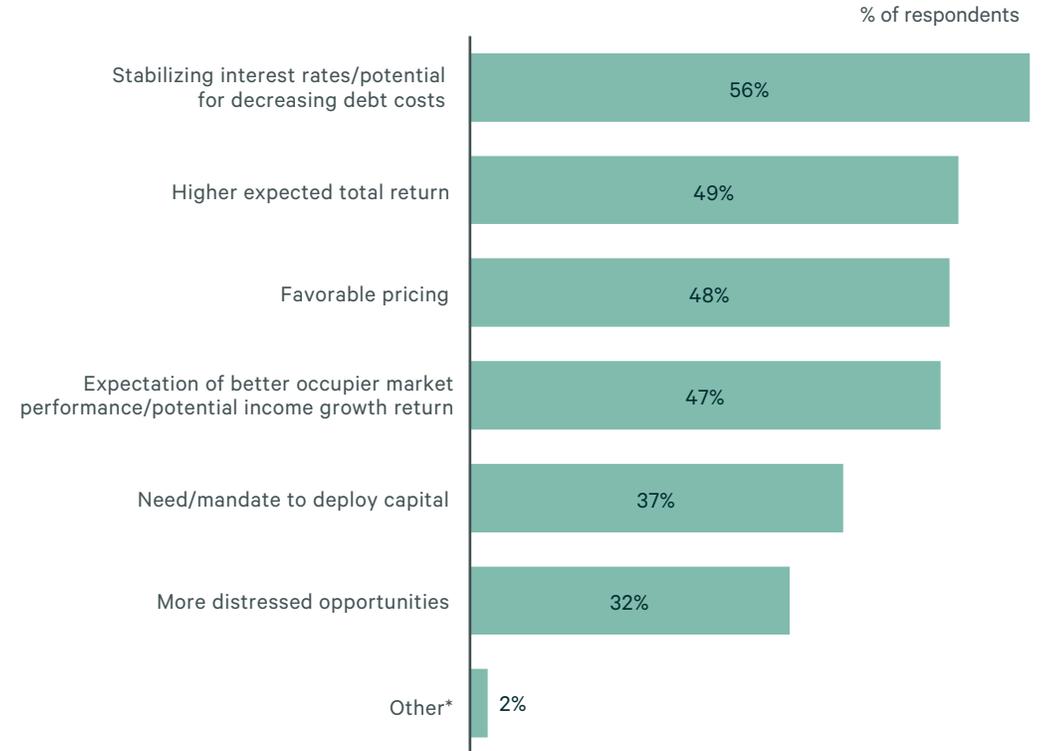


Figure 6: Main reasons to increase real estate capital allocation (multiple choice)



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

*Other responses include a full allocation to commercial real estate assets, recycling.

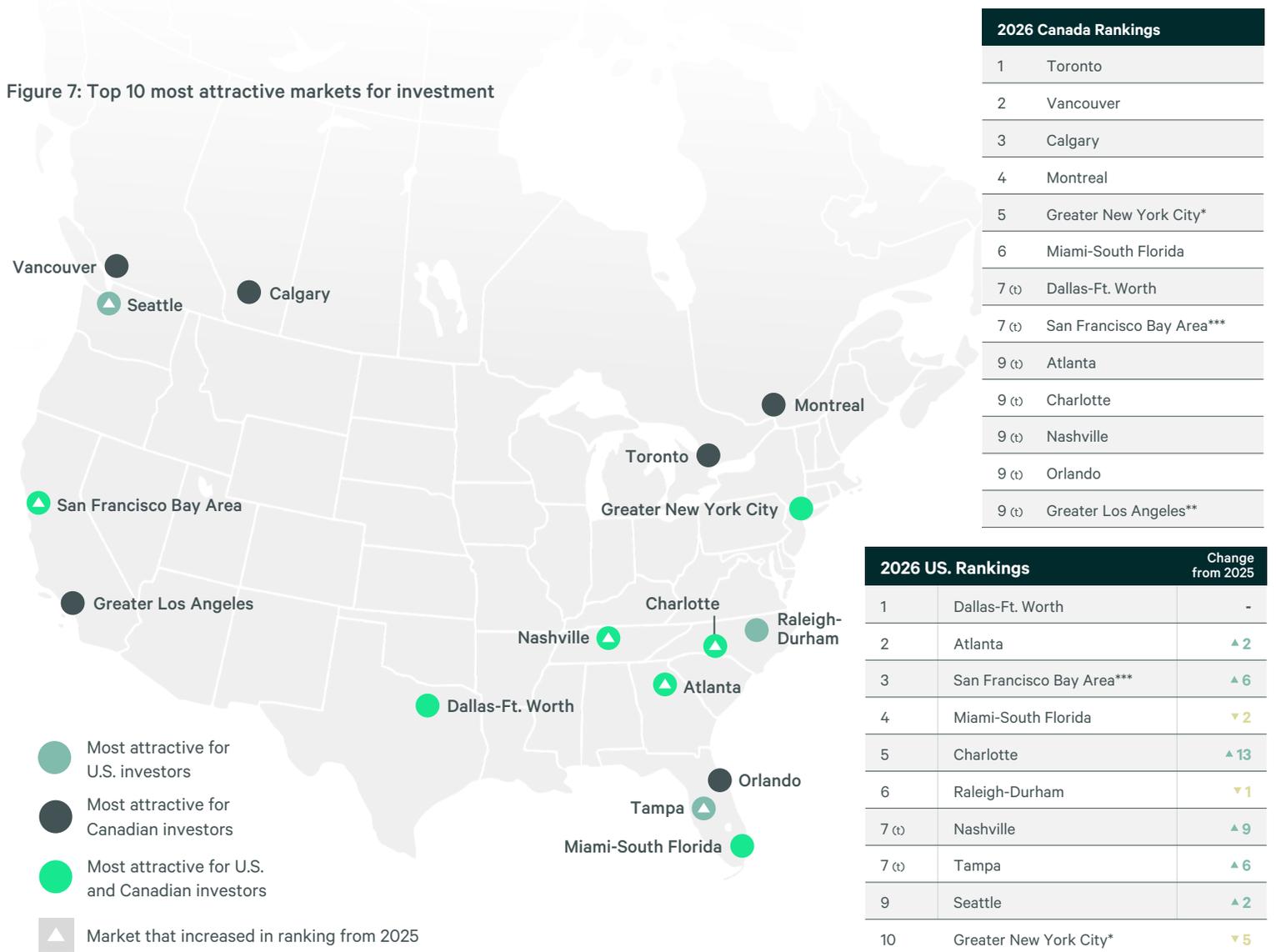
02

Investor Destinations

Top-tier and Sun Belt markets most attractive

- Dallas remained the most attractive market for U.S. investors, followed by Atlanta and San Francisco. While high-growth Sun Belt markets remain most attractive, many gateway markets are among the top 20.
- Among gateways, Boston and Washington, D.C. fell out of the top 10 as muted demand delayed recovery despite strong tenant appetite for select prime office assets. Conversely, New York City and San Francisco remained in the top 10, driven by investor confidence in their improving fundamentals. Seattle (up two spots to 9th) gained from better pricing and solid fundamentals. Chicago (up seven spots to 16th) also saw significant movement, fueled by stabilizing pricing and a diverse economy.
- Investor preference for Sun Belt markets is expected to persist in 2026 despite supply-side challenges, particularly in multifamily and industrial. Charlotte and Nashville are notable examples, benefiting from solid job markets, population growth and balanced supply-and-demand dynamics.
- Canadian investors ranked Toronto as their top choice, followed by Vancouver and Calgary. Among U.S. markets, Canadian investors picked New York City as their top choice, followed by Miami-South Florida, Dallas and San Francisco.

Figure 7: Top 10 most attractive markets for investment



* Including Northern New Jersey. ** Including Inland Empire & Orange County. *** Including Oakland & San Jose. Source: North American Investor Intentions Survey, CBRE Research, January 2026.

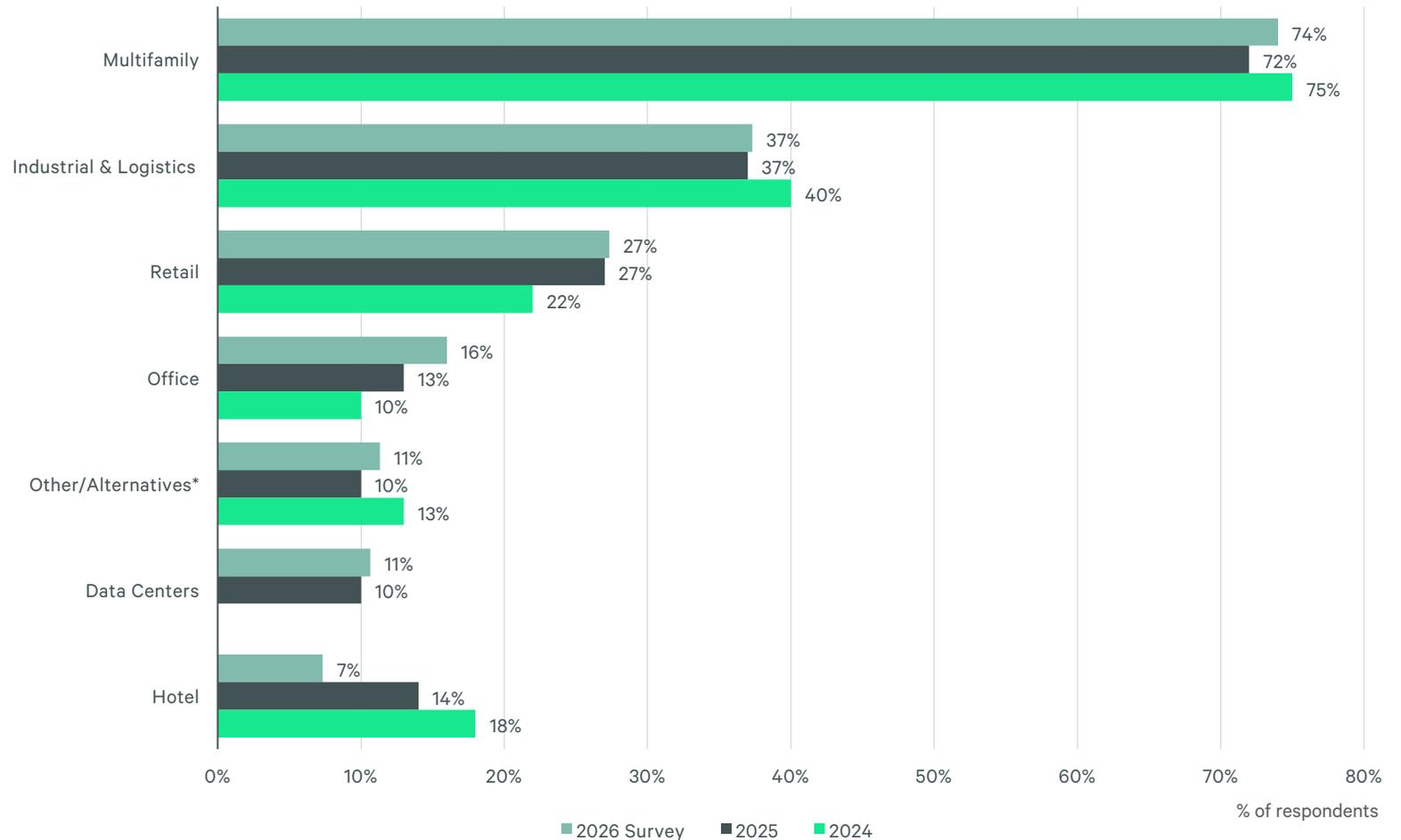
03

Real Estate Strategies

Multifamily, industrial remain most preferred sectors among U.S. investors

- The multifamily sector (74%) remains by far the top target for the U.S. commercial real investors, followed by industrial & logistics (37%) and retail (27%). The office sector (16%) saw a 3-percentage-point rise in investor interest from last year.
- Canadian investors have a strong preference for industrial & logistics (59%) and retail (56%) assets.

Figure 8: Property sectors targeted by U.S. investors in 2026 (multiple choice)

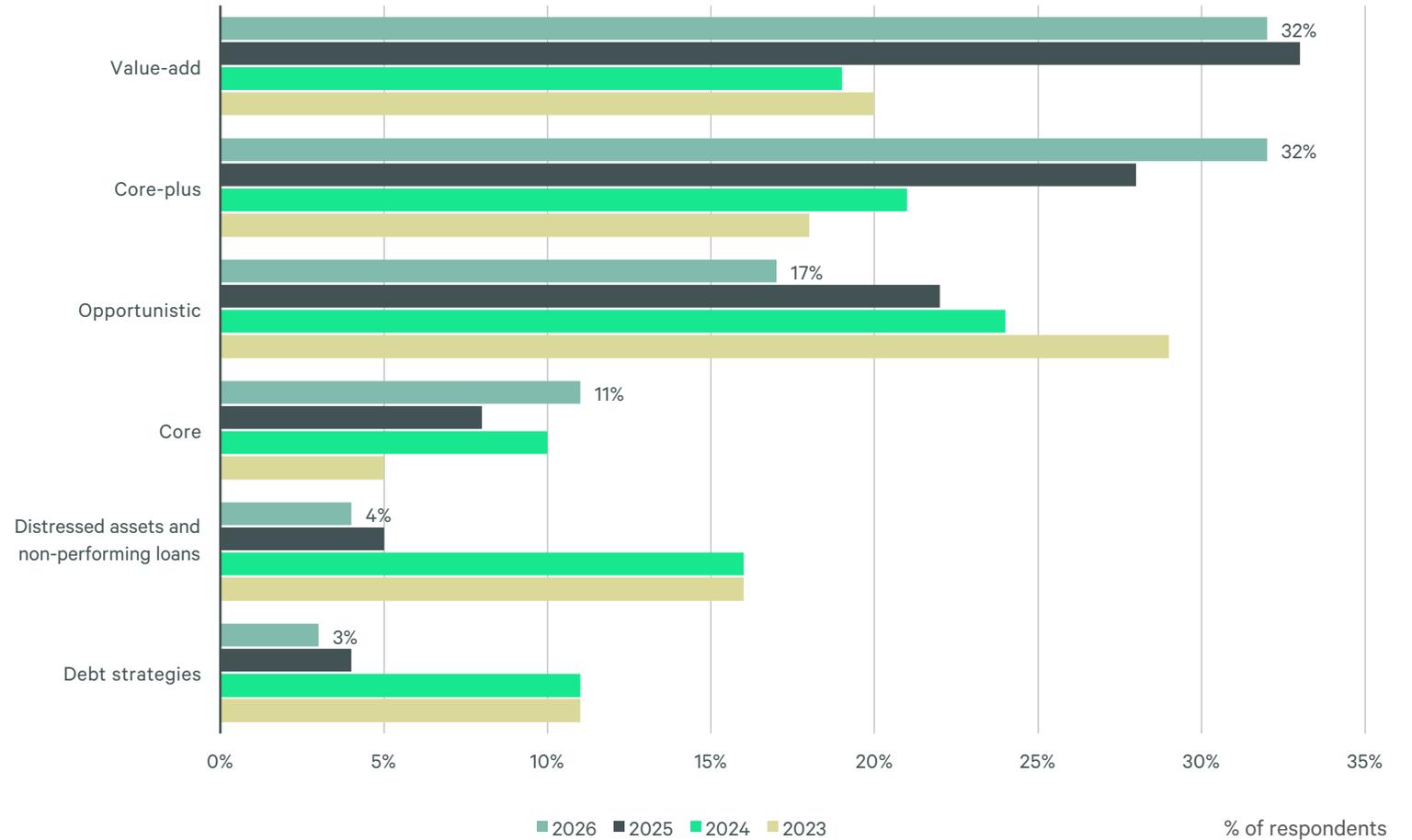


*Other/Alternatives includes self-storage, student housing, senior housing, life science, single-family rentals and others. Data Centers were included in Other/Alternatives category in 2024 survey. Surveys conducted prior to 2026 include only U.S. investors. Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Value-add, core-plus most popular strategies in 2026

- While investors' preference for value-add real estate strategies remains largely unchanged, the share who favor core-plus increased to 32% this year from 28% last year.
- Shifting preference toward core-plus indicates a growing appetite for opportunities that prioritize income-driven returns alongside a balanced risk-return profile. As availability of prime assets shrinks, demand for value-add assets will remain robust, fueled by spillover demand from better-quality assets.
- Despite less investor interest in debt strategies, debt fund managers are poised to deploy more than \$40 billion of capital raised last year. This represents 31% of the total \$133 billion raised for real estate private equity funds in 2025, up by 23% from 2024.

Figure 9: Preferred strategy in 2026 vs. previous years



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Office investors focus on primary markets, Class A assets

- Nearly all office investors prefer both Class A and prime/trophy office assets. This trend underscores investor pursuit of both the highest quality assets and well-located properties that offer upgrade potential to capture demand spilling over from trophy assets.

Figure 10: Favored office investment strategy

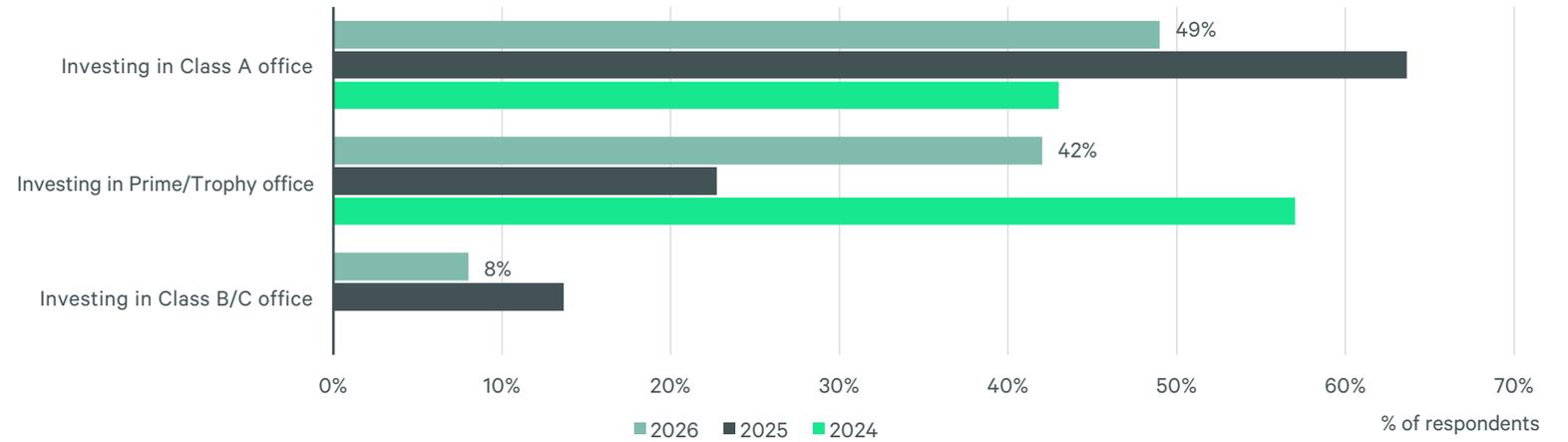
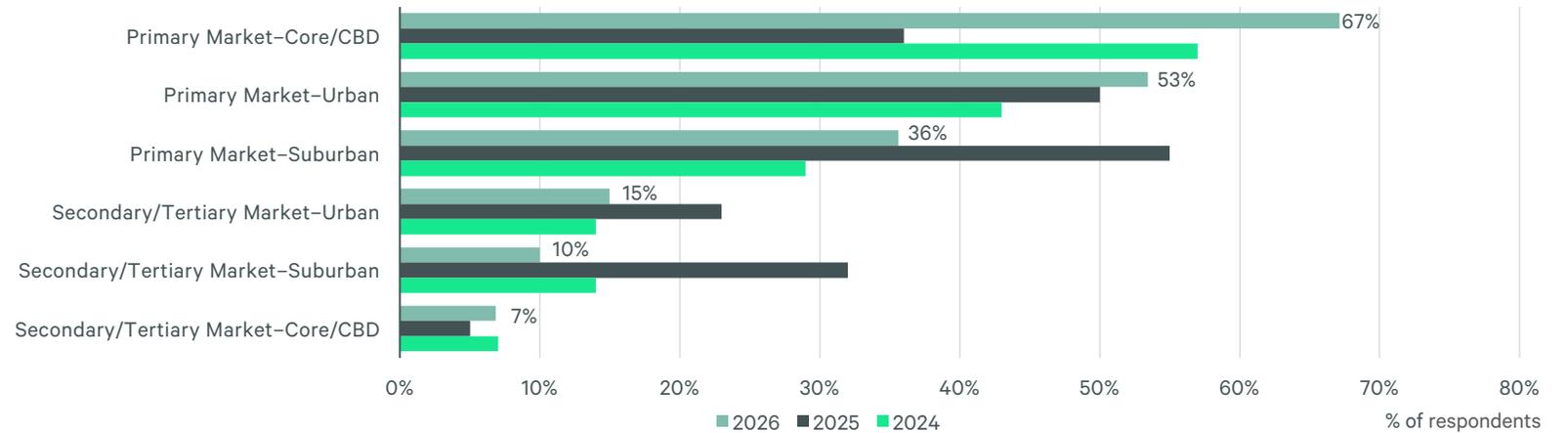


Figure 11: Favored office location strategy



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Multifamily investors predominantly prefer Class A assets, build-to-rent/single-family rentals

- Despite oversupply impacting market preferences, Class A properties remain the most desired multifamily assets.
- Among alternative assets, multifamily investors continue to prefer build-to-rent/single-family rentals and affordable housing, driven by rising homeownership costs and strong demographic demand.

Figure 12: Favored multifamily assets

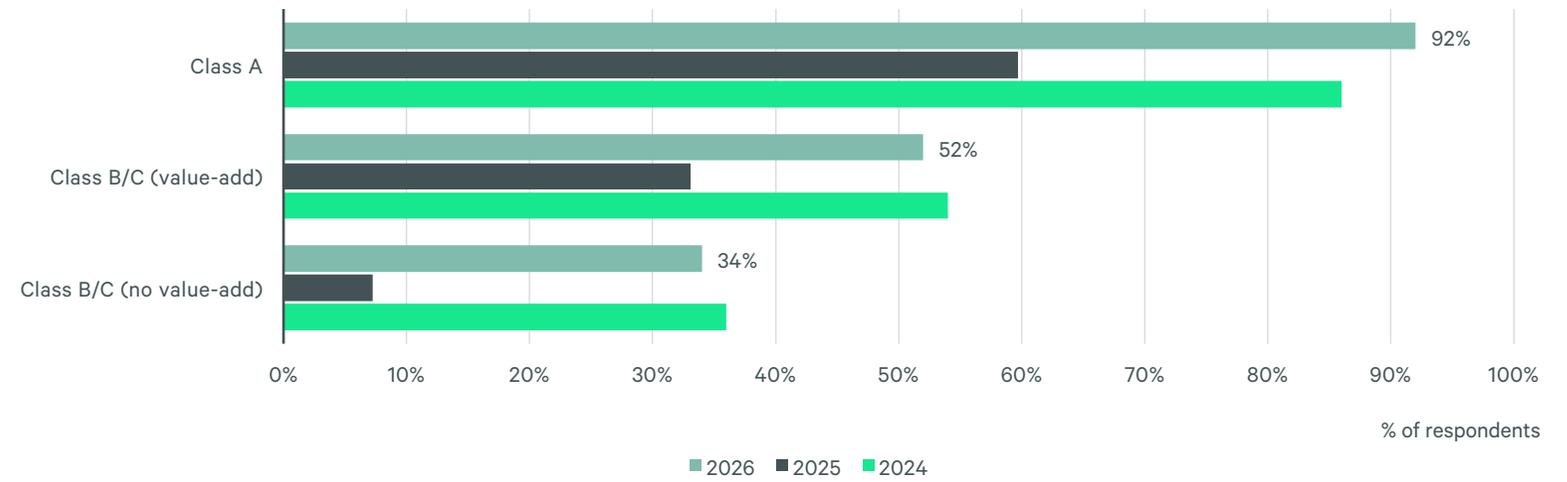
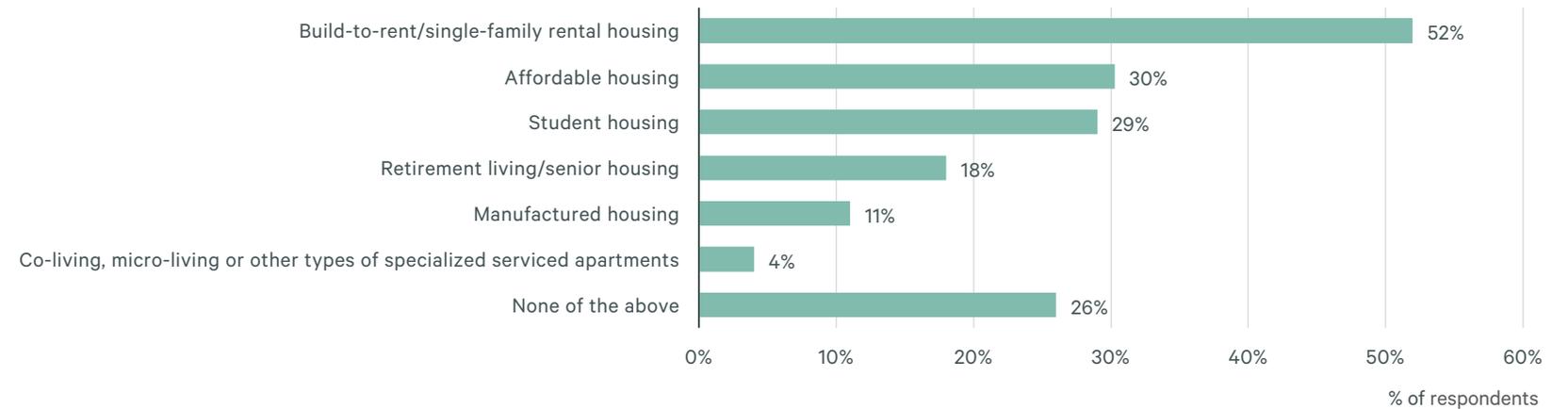


Figure 13: Favored multifamily alternative assets



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Investors favor Class A industrial assets in major markets, grocery-anchored retail

- Industrial investors showed a significant preference for major markets over secondary ones. There also is a clear preference for Class A facilities over Class B or C. Oversupply and vacant first-generation space will limit speculative development, allowing occupiers to continue their flight to quality.
- Grocery-anchored centers remained the top choice for retail investors. Lifestyle centers were next, as affordability pressures impact less-affluent consumers and redirect investor interest toward assets and areas serving higher-income consumers. Although overall interest in unanchored strip centers has decreased, those located in high-income suburbs are still attracting investors.

Figure 14: Favored industrial assets

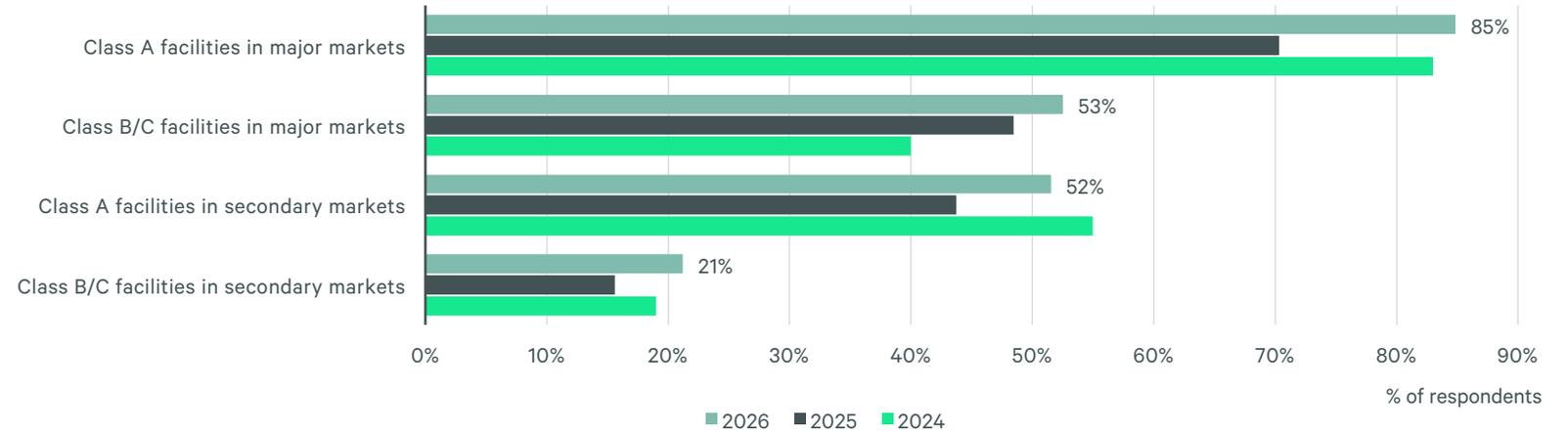
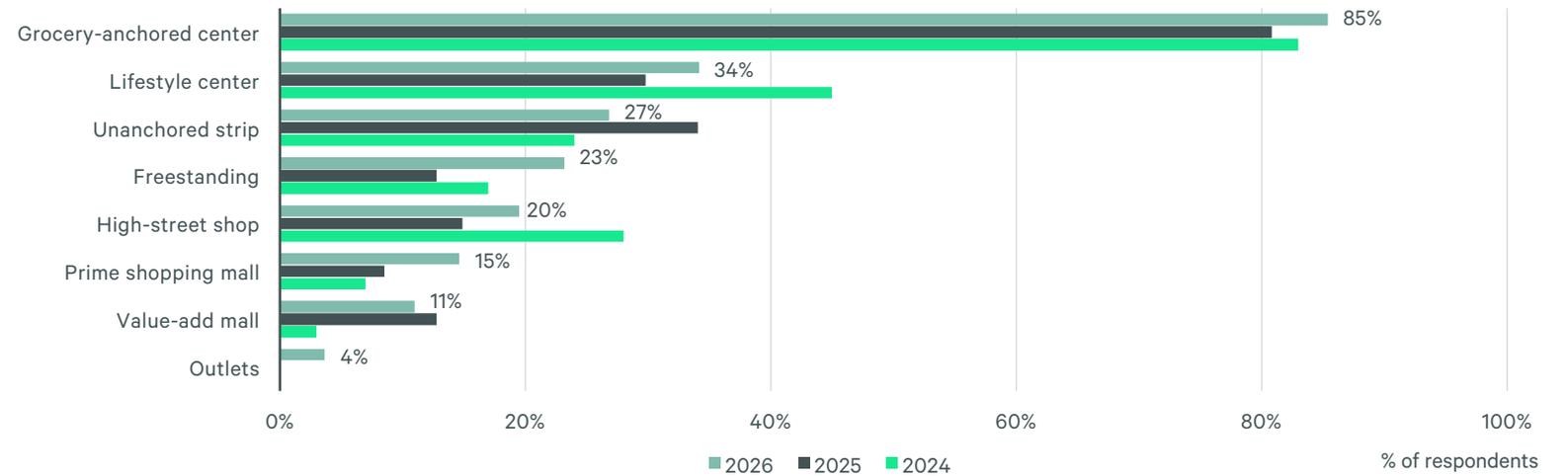


Figure 15: Favored retail assets



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Hotel investors prefer central business districts, upper upscale assets, while airport and suburban hotels will face challenges

Figure 16: Attractiveness of hotel location types

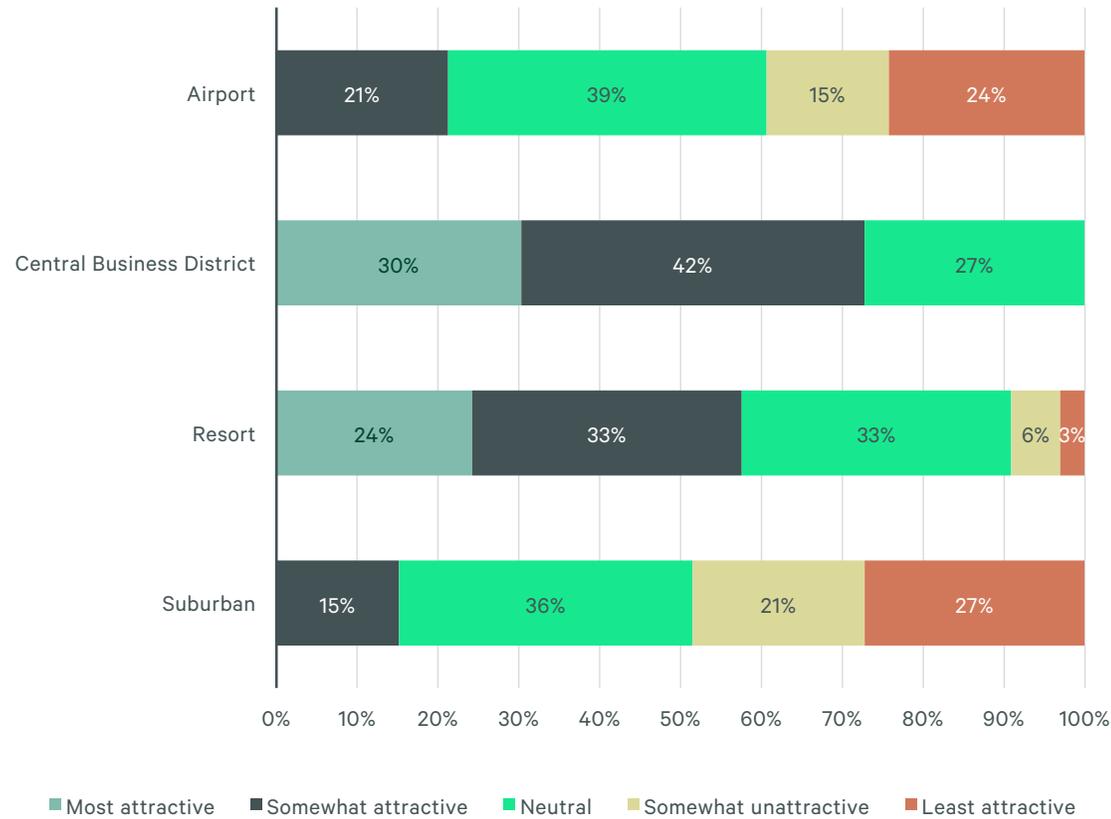
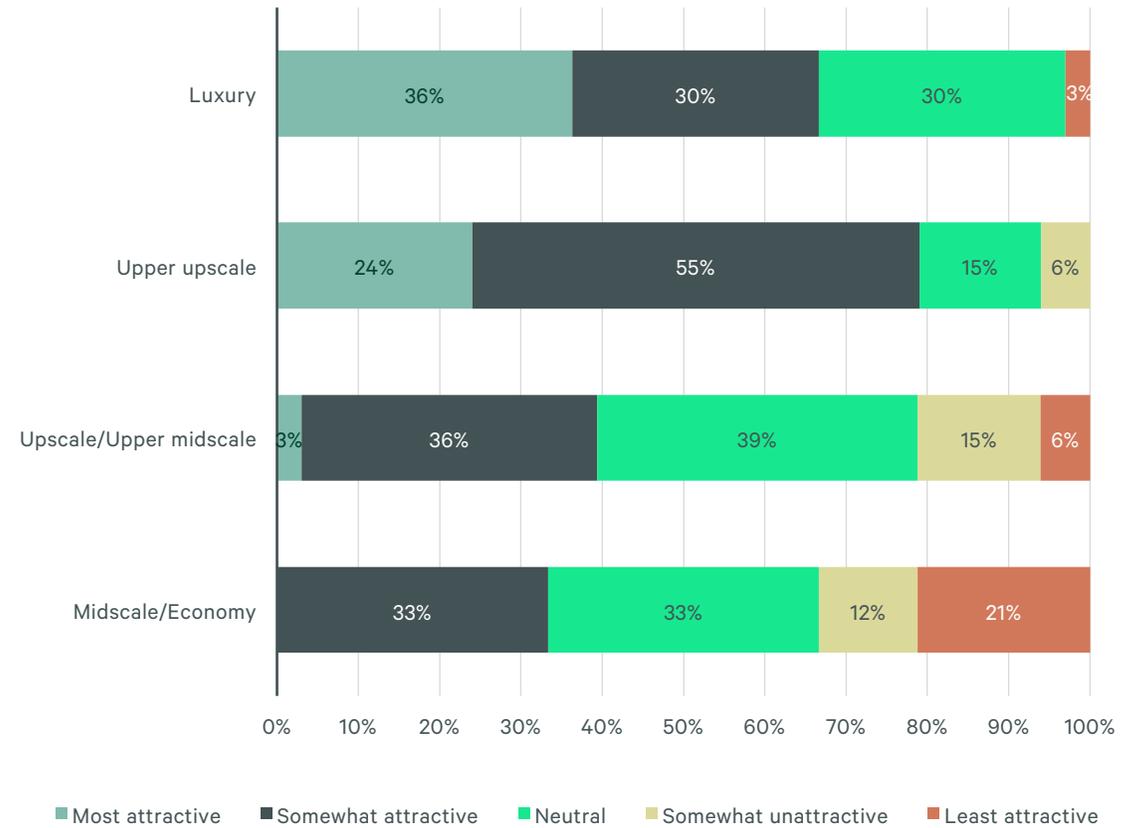


Figure 17: Attractiveness of hotel chain scales or price points

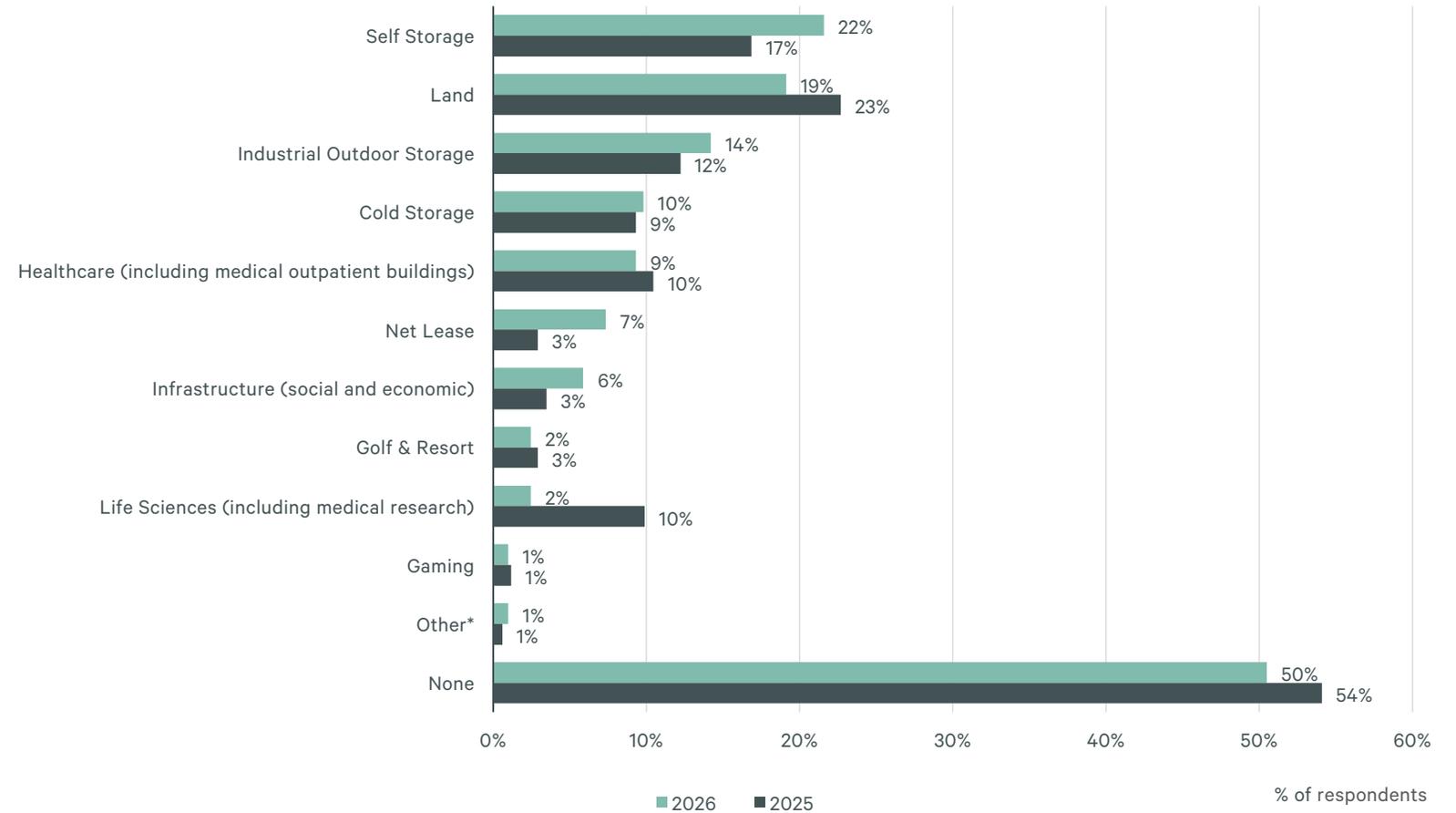


Source: North American Investor Intentions Survey, CBRE Research, January 2026.

While investor appetite shifts toward traditional assets, self-storage also sees increased favor

- Investor interest in alternative assets remained subdued, as pricing in this sector is influenced by scale and liquidity. Fifty percent indicate no intent to invest as a pricing reset increases the relative attractiveness of traditional real estate sectors.
- Among alternatives, self-storage, land and industrial outdoor storage remain investors' most preferred.

Figure 18: Alternative investment preferences (multiple choice)



*Other includes studio/sound stage but excludes multifamily alternative assets such as build-to-rent and student housing.
 Source: North American Investor Intentions Survey, CBRE Research, January 2026.

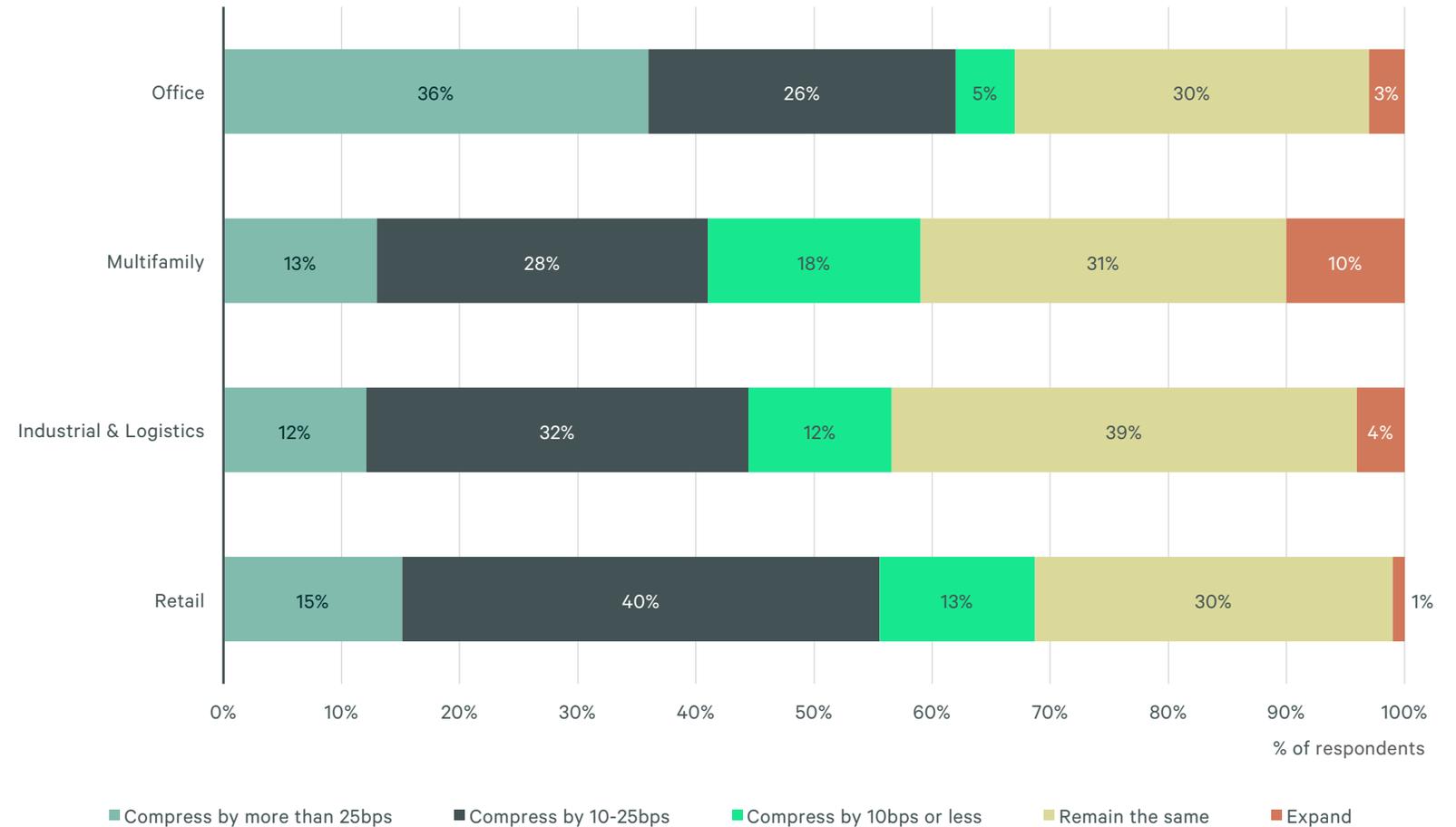
04

Capital Markets Strategies

Investors expect cap rate compression across all property types, especially retail and office

- Most investors expect cap rate compression across all property types over the next two years, with over a third of office investors expecting a reduction by more than 25 basis points (bps). Between 28% and 40% of investors expect compression between 10 and 25 bps across all other property types. Conversely, 10% of investors expect multifamily cap rates to increase in 2026.

Figure 19: Cap rate expectations over the next 24 months

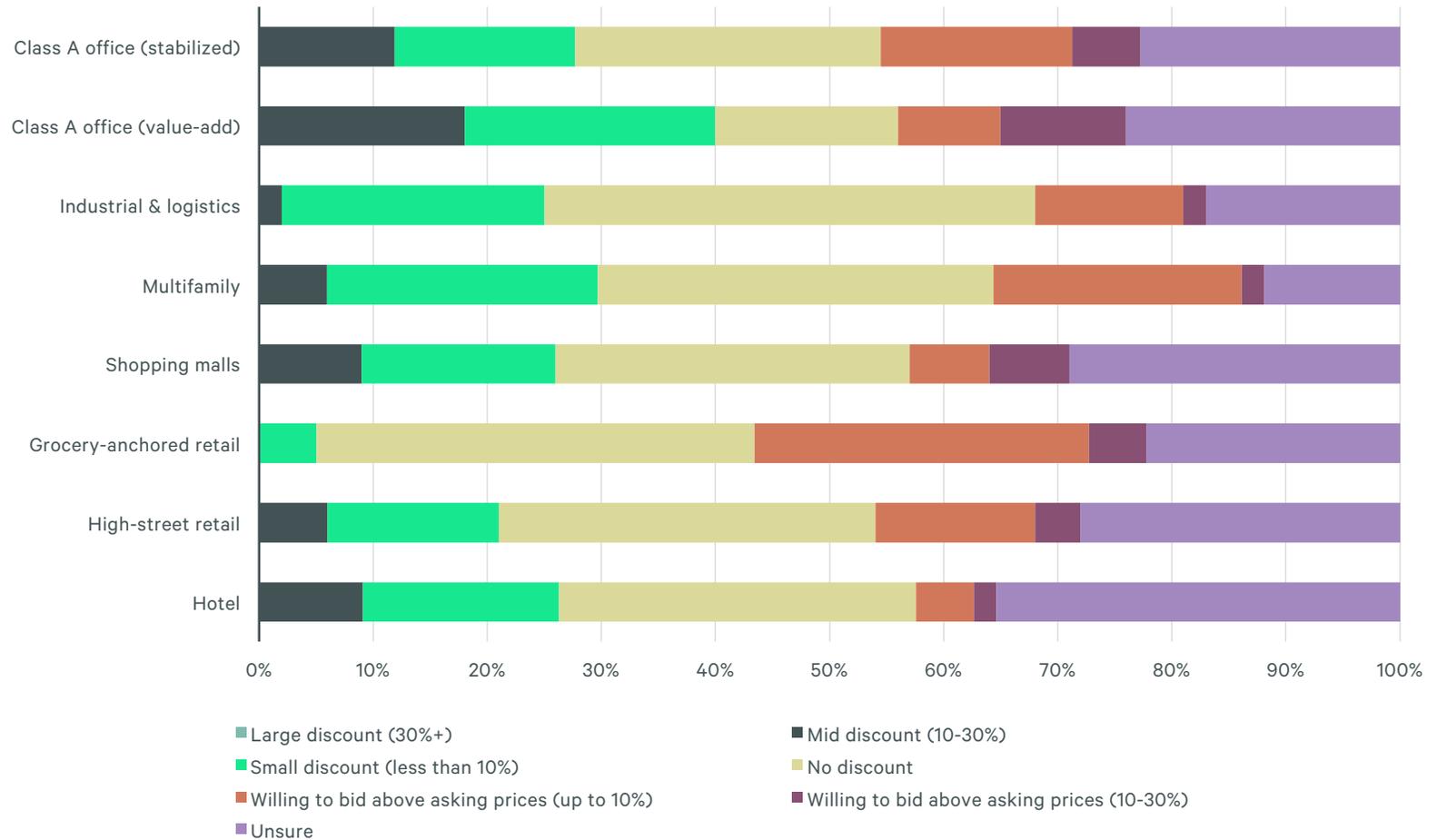


Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Pricing expectations improve for stabilized office buildings, along with certain retail assets

- While some office assets may see mild discounts, pricing expectations for stabilized Class A office assets improved, with 17% of investors willing to bid up to 10% above asking prices.
- Grocery-anchored and high-street retail properties show the highest bidding expectations, with 29% of investors willing to bid up to 10% above asking prices for grocery-anchored centers and 14% of investors up to the same amount for high-street retail.

Figure 20: Pricing expectations vs. 2025



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Most investors will maintain debt-to-equity ratios in 2026; nearly two-thirds will tolerate at least one year of negative leverage

- Many investors will accept temporary negative leverage while maintaining or increasing their debt-to-equity ratio, indicating a more accommodating lending environment. This also reflects investors' confidence that stronger rents at renewal and lower debt costs will improve net operating income in the next two to three years.

Figure 21: Changes in the debt-to-equity ratio of existing portfolio

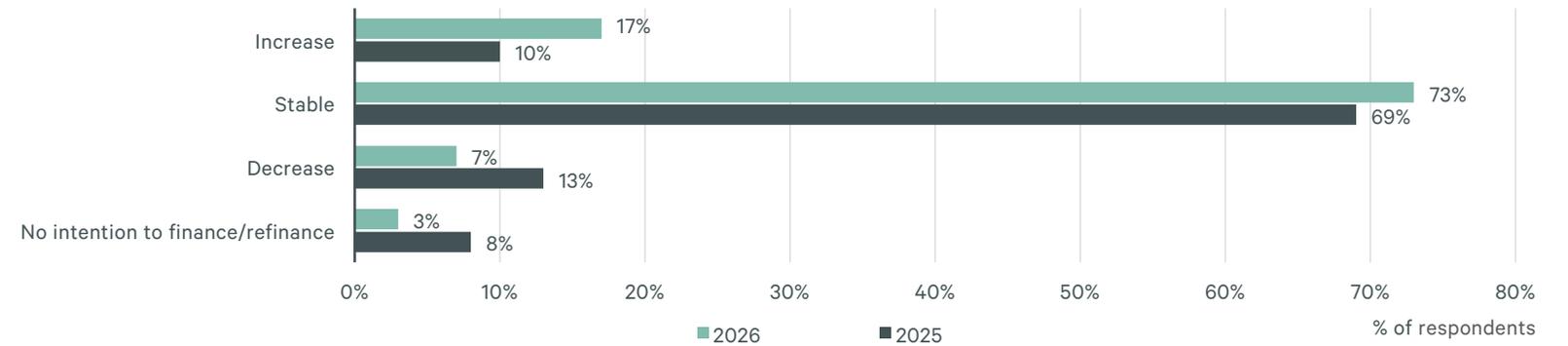
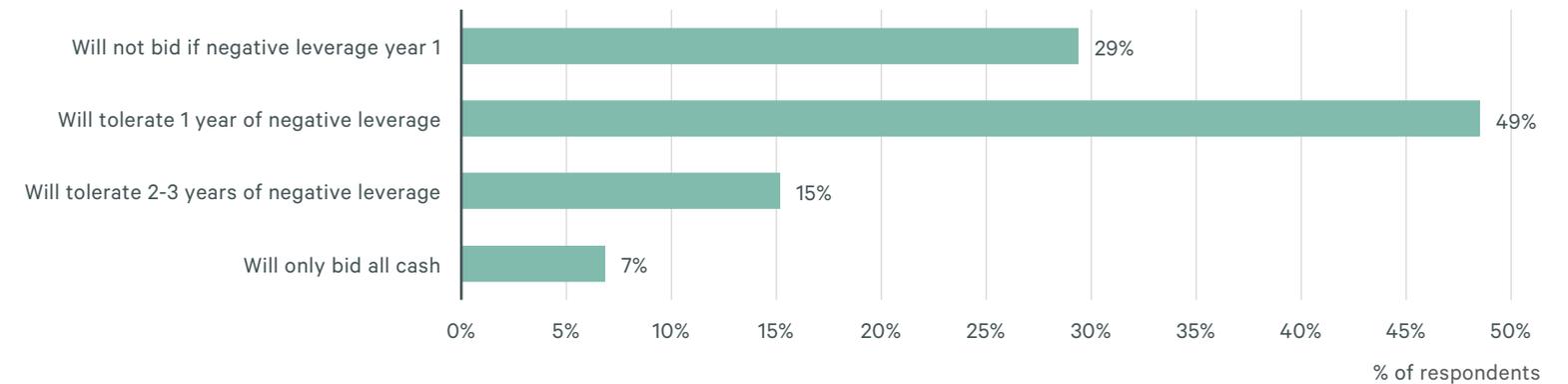


Figure 22: Tolerance for negative leverage

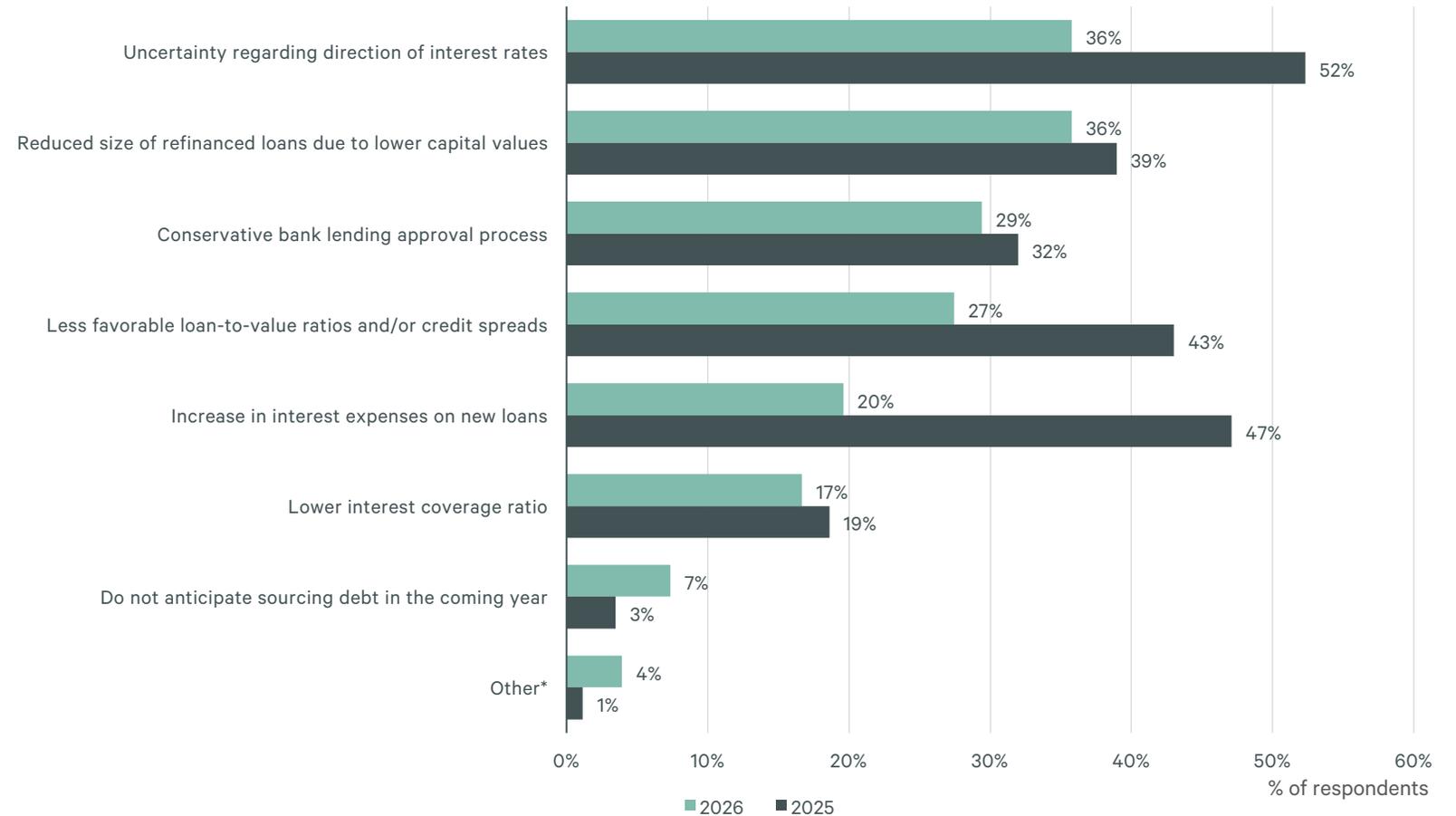


Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Greatest challenges to sourcing debt: uncertain path of interest rates, refinancing at lower values and stricter bank approvals

- Investors cited uncertainty regarding the direction of interest rates as the top challenge for securing debt financing in 2026. However, markedly fewer investors perceived this as challenge than in 2025.
- CBRE forecasts that the Fed will make two 25-basis-point rate cuts in 2026.
- Investors also cited reduced size of refinanced loans as a major challenge, with lenders basing their new loan-to-value calculations on depreciated asset values. These assets may face prolonged pricing pressures, potentially limiting value recovery. Conservative underwriting rounded out the top three challenges. We expect prudent underwriting will continue but remain relatively favorable in 2026.

Figure 23: Major challenges to sourcing debt for investment/refinance (multiple choice)

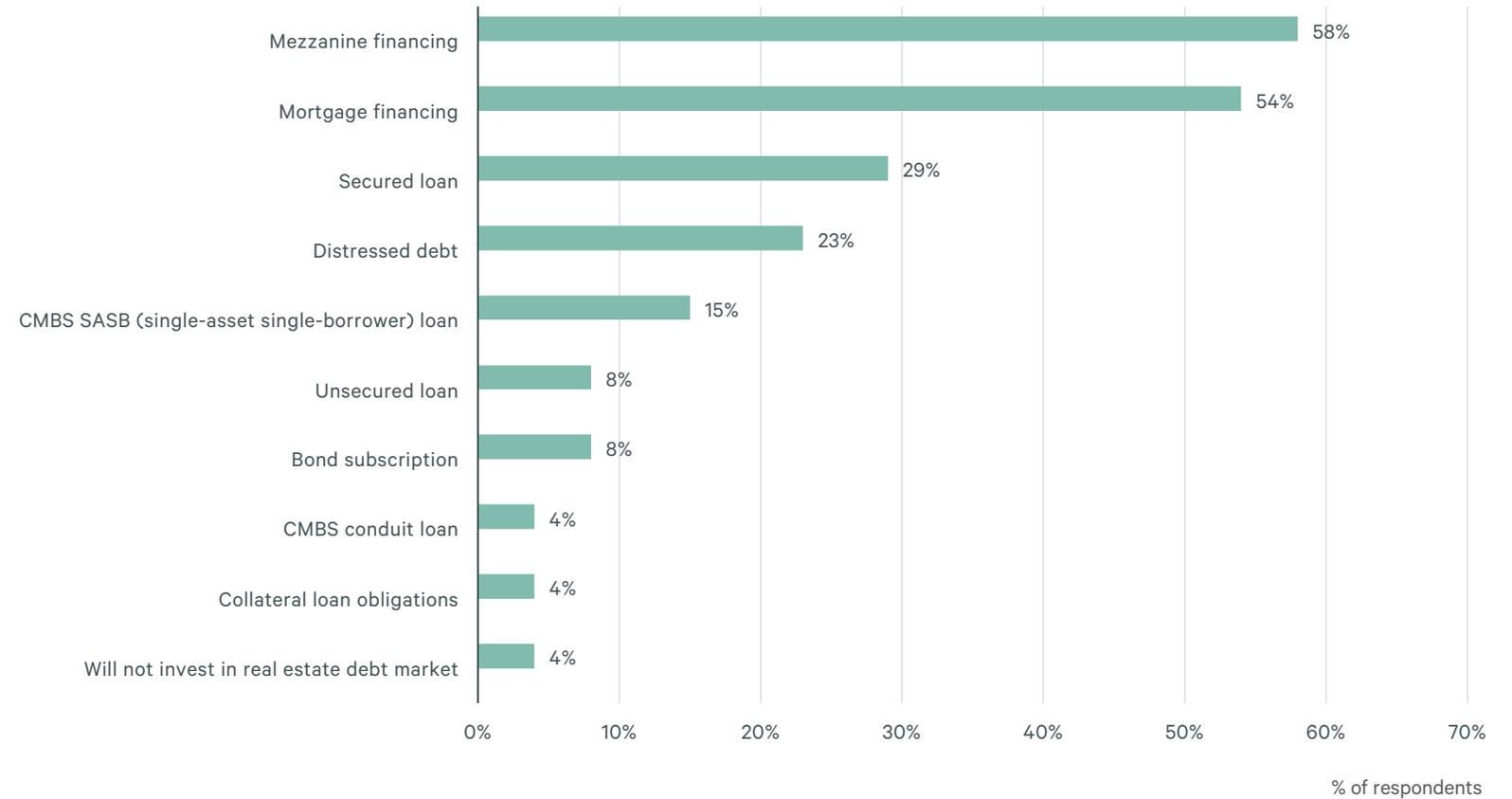


*Other includes a non-challenging debt market, ample availability of debt and favorable conditions.
Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Debt investors prefer mezzanine and mortgage financing

- Debt investors show steady appetite for mezzanine and mortgage financing, indicating a shift toward flexible, return-driven structured solutions and a preference for stabilized assets. Solid demand for secured loans also reflects investor preference for assets with lower interest rates and costs, while simultaneously reducing lender risk via collateral.

Figure 24: Preferred real estate debt opportunities (multiple choice)



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

Direct real estate investments remain most preferred for investors in 2026

- Nearly three-quarters of investors continue to favor direct real estate or wholly owned real estate assets.
- General partners favor value-add strategies, while limited partners prefer core-plus for its stable income and balanced risk. Opportunistic investments are also garnering some attention, with core strategies remaining notably less preferred.

Figure 25: Preferred real estate equity opportunities (multiple choice)

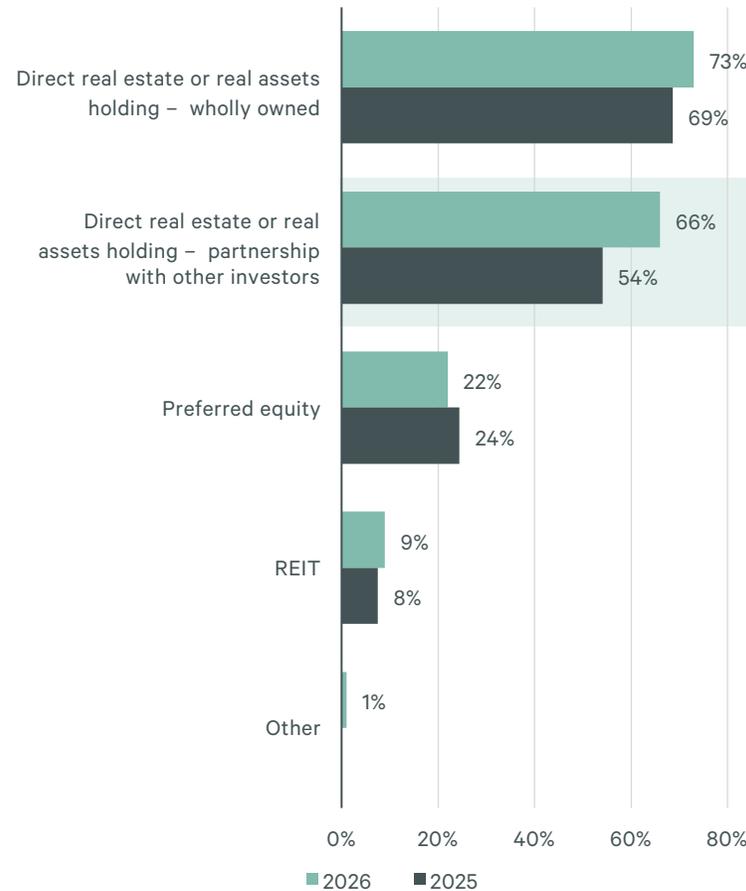
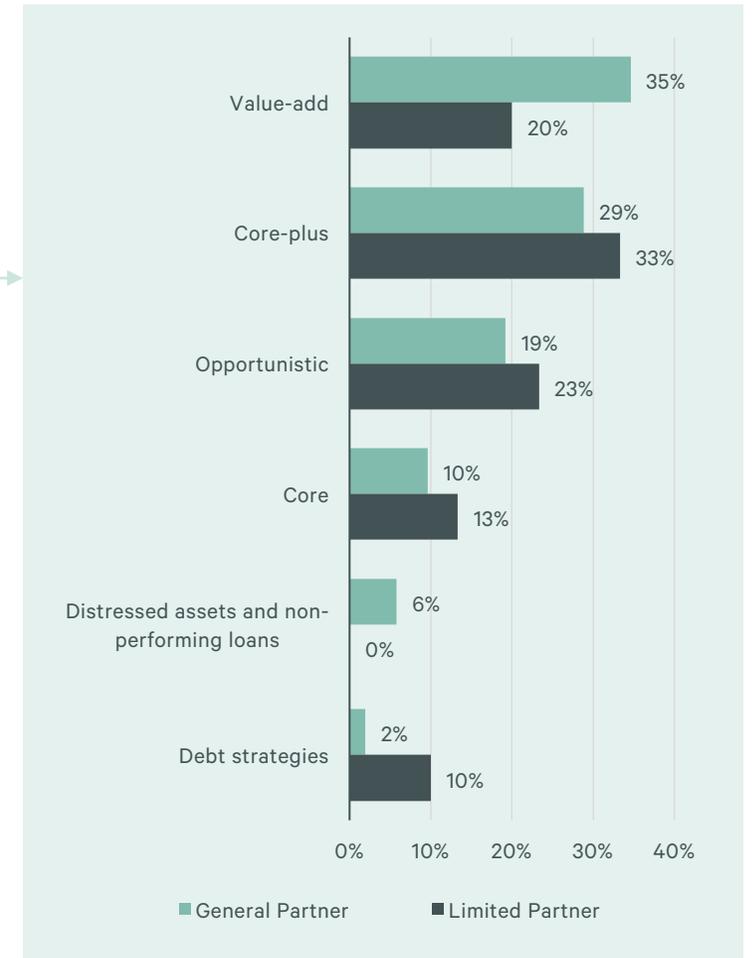


Figure 26: Preferred investment strategies by partner role



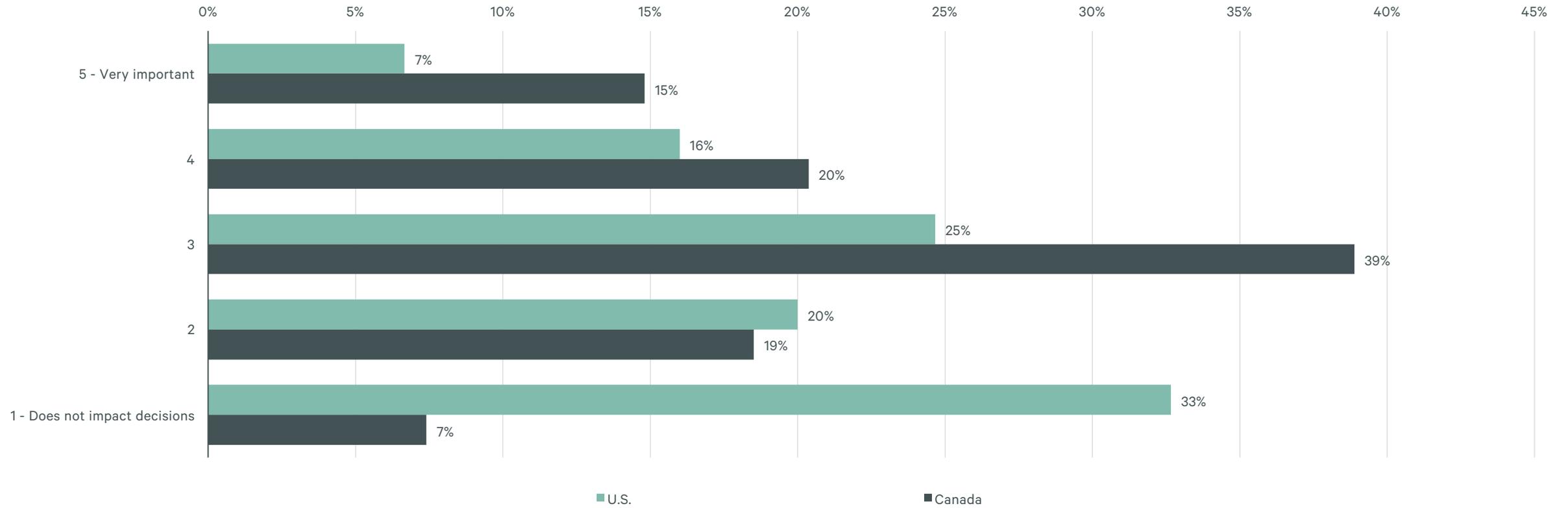
Source: North American Investor Intentions Survey, CBRE Research, January 2026.

05

Sustainability & Investment

ESG factors largely have moderate-to-low impact on investment decisions

Figure 27: How important are ESG criteria to your firm?



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

While fewer investors will pay a premium for ESG-compliant assets, EV chargers are the most popular value-added feature

Figure 28: ESG initiatives for real estate investments (multiple choice)

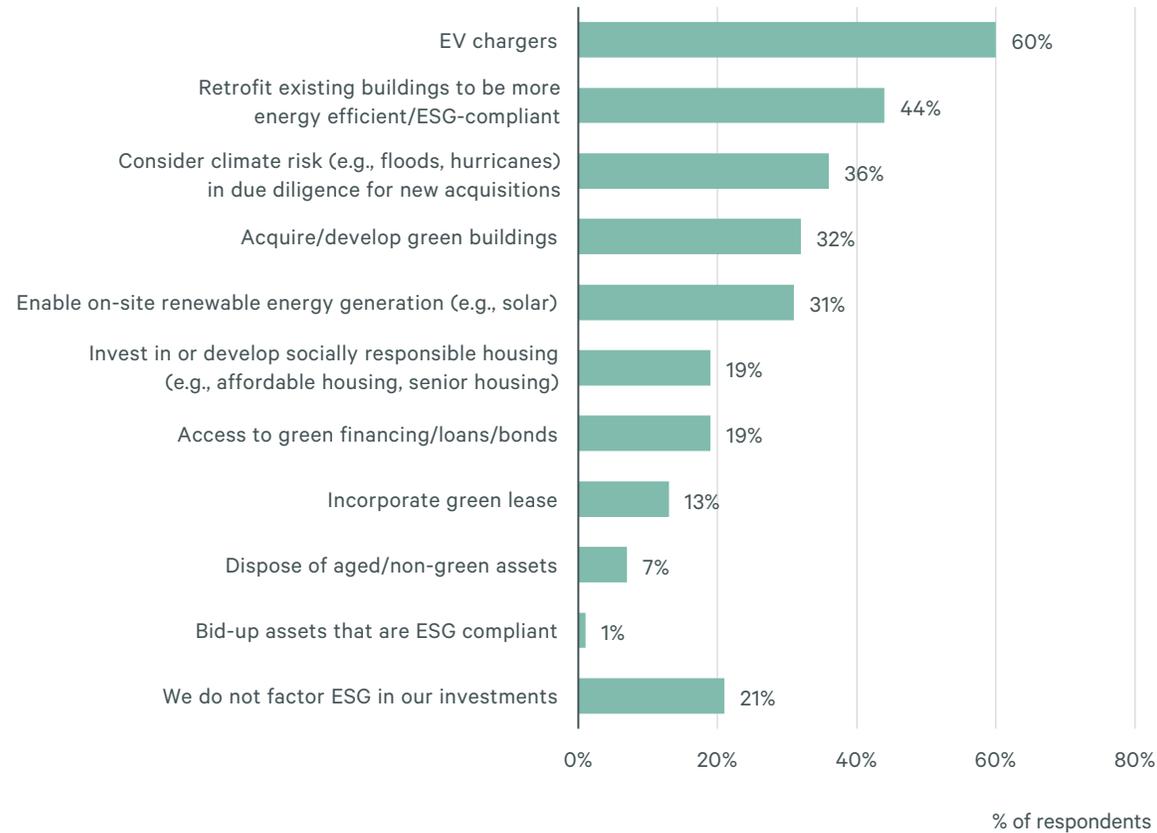
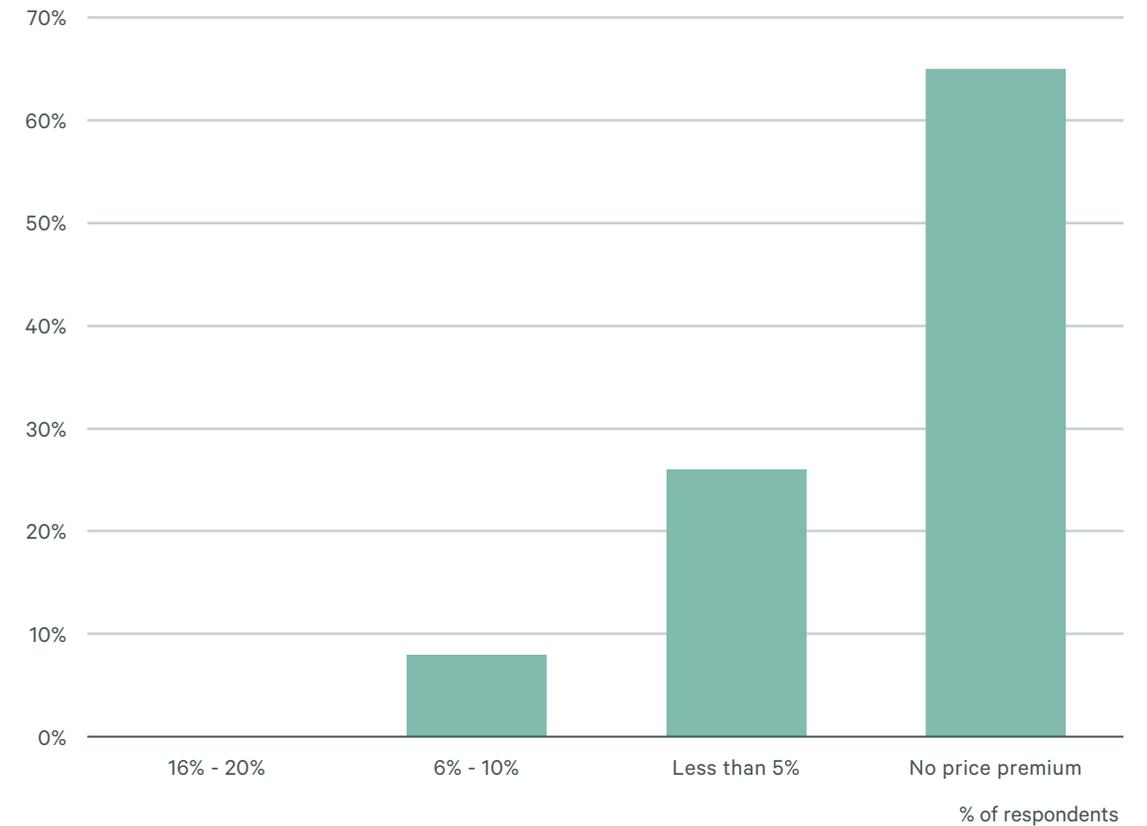


Figure 29: Premium willing to pay for ESG-compliant assets



Source: North American Investor Intentions Survey, CBRE Research, January 2026.

06

Respondent Profile

Respondent Profile

Figure 30: Percentage of respondents by country

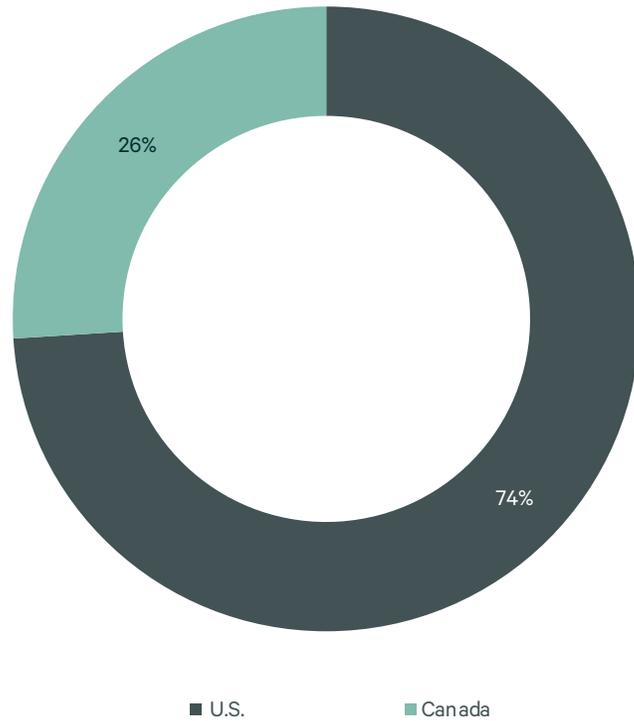


Figure 31: Percentage of respondents by investor type

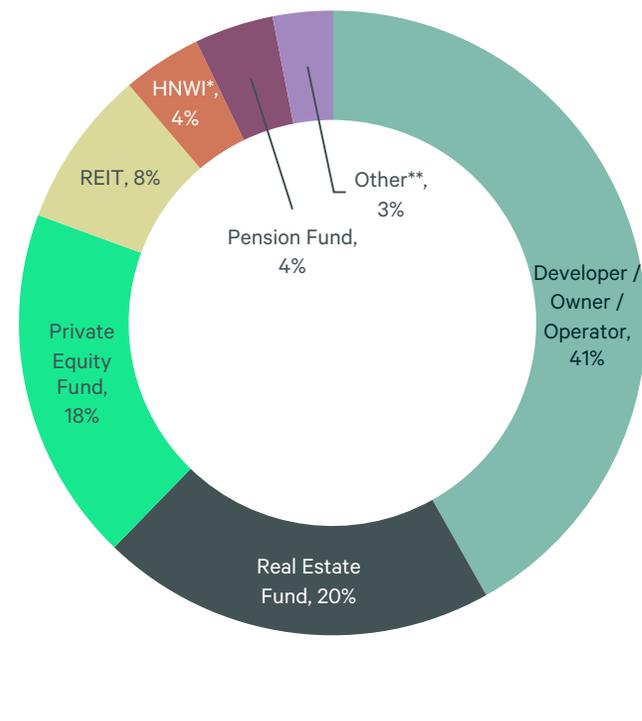
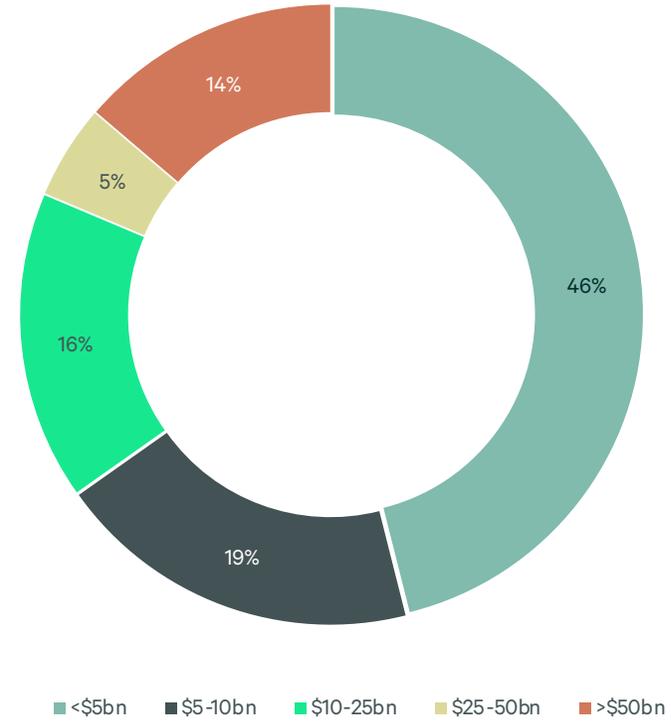


Figure 32: Percentage of respondents by AUM



Note: 204 respondents.
 *HNWI includes high net worth individual, private individual investors and family offices. **Other includes investment management and investment advisor.
 Source: North American Investor Intentions Survey, CBRE Research, January 2026.

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