



CELEBRATING  
55 YEARS

# nerej

## **2024 Year in Review: Kerry Hawkins, Hobbs Brook Real Estate**

December 27, 2024 - Spotlights



Kerry Hawkins  
VP, Senior Director of Asset Management

What noteworthy transactions or deals from this year best exemplified key market trends or shifts?

Despite a challenging year for the industry, we successfully executed over 630,000 s/f of new leases in 2024 across our portfolio, which most recently included 101,000 s/f with ZoomInfo at 404 Wyman St. in Waltham, MA, and 51,000 s/f with Eastern Bank at 601 Edgewater in Wakefield, MA. This leasing velocity exhibited the continuing trend of organizations choosing to invest in cutting-edge workplace environments equipped with state-of-the-art amenity spaces that foster human connection and collaboration, distinct elements that are incapable of being replicated at home.

What emerging trends will drive investment and development in 2025?

We are committed to the continued evolution of our suburban office properties to offer the best-in-class amenities that drive creativity, productivity, and well-being for our tenants. Through the integration of activated outdoor spaces, cutting-edge conference centers, premium quality fitness centers, and best-in-class culinary offerings, we are able to mirror the abundance of services that urban offices provide outside of CBDs. Our focus will remain on exceeding our current and prospective tenants' expectations by delivering dynamic and flexible top-tier experiences across our campuses, utilizing a data-driven approach to ensure we continue meeting the growing needs of those who occupy our office campuses.