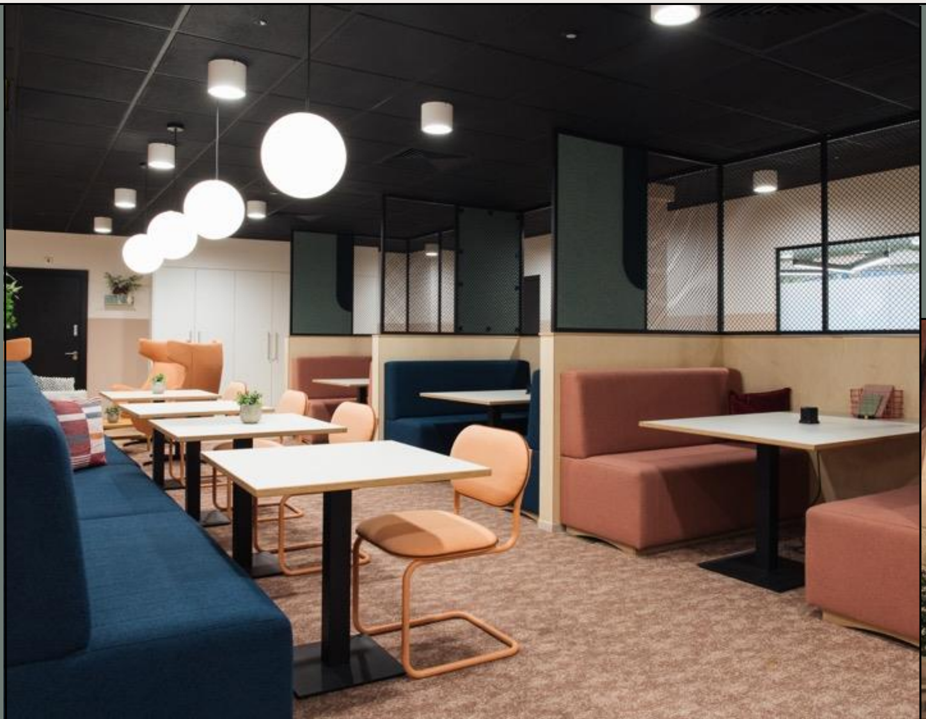
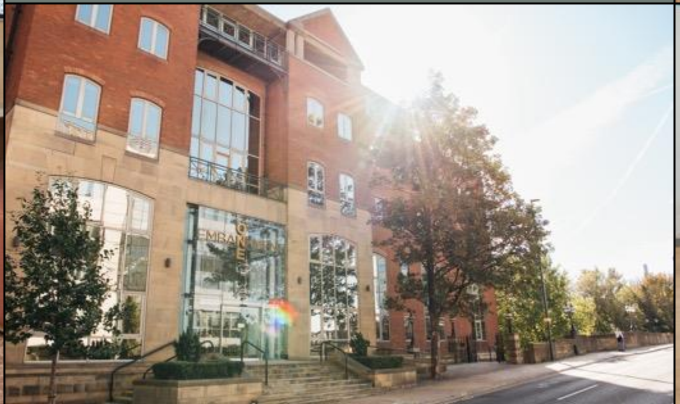
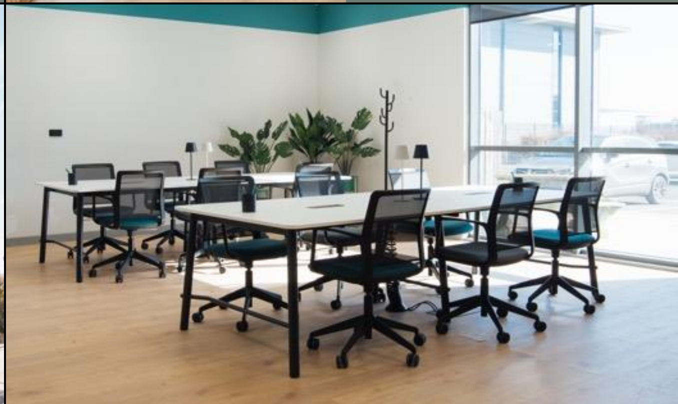
# a landlord's guide to flexible workspace

wizu group

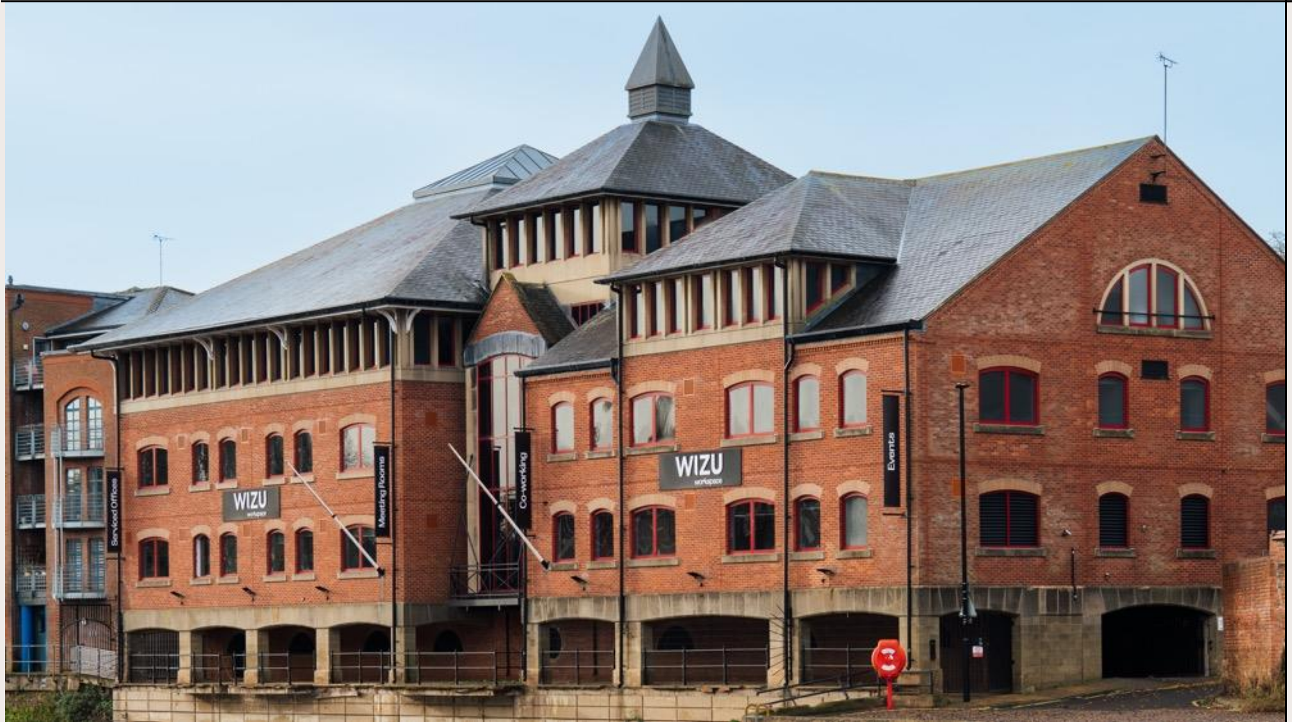






# what's inside

**For landlords new to the sector or looking for the latest insights, this guide explains how flexible workspace works, what the benefits are for landlords and why management agreements are becoming the preferred option for landlord-operator partnerships.**





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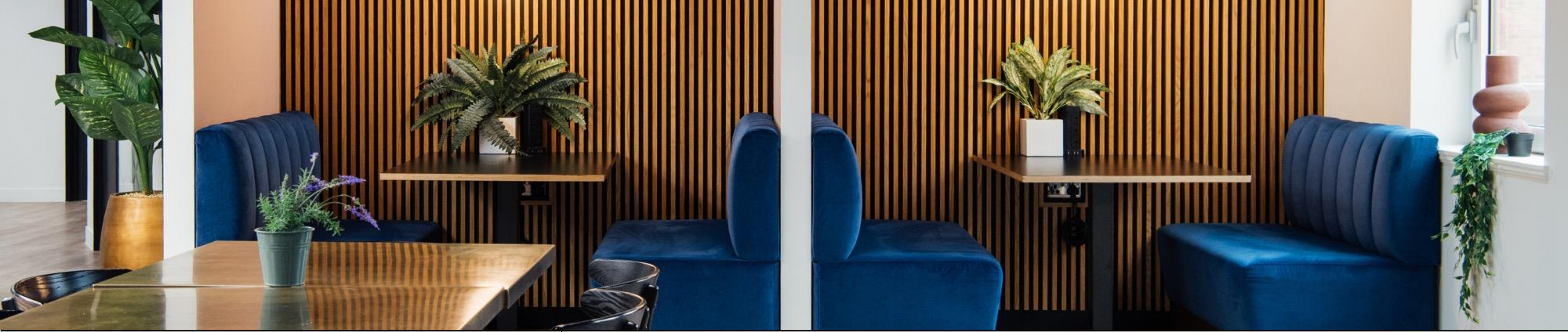


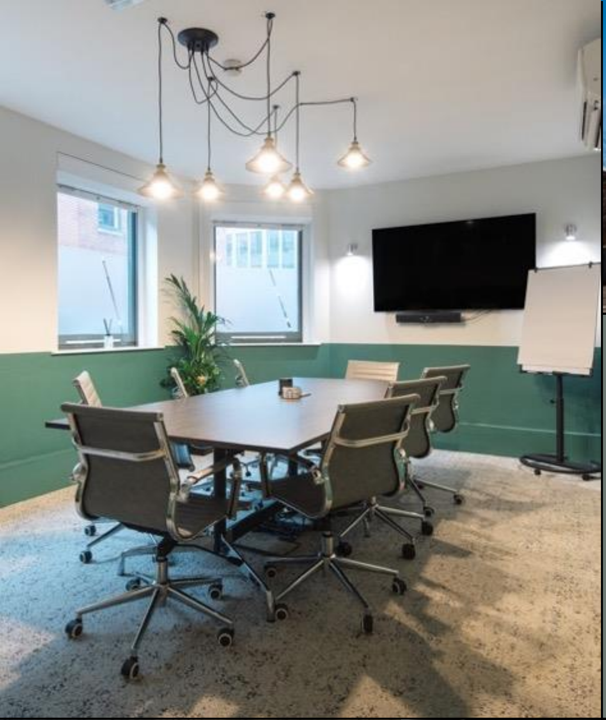
# flexibility means business

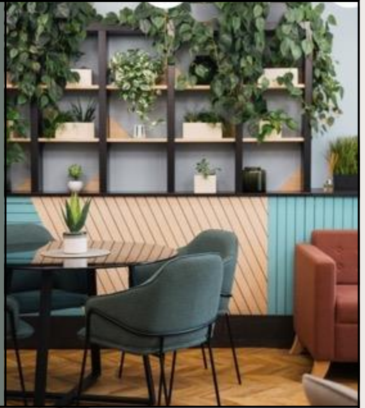
**The office market used to have one way of doing things, with long leases, single occupiers and fixed space. But that no longer matches how most businesses work. In today's world, the highest demand is for flexibility and convenience.**

Thanks to faster growth cycles, fluctuating team sizes and hybrid working patterns, business priorities have changed. Instead of a traditional office, many companies want instant, scalable and cost-efficient space that they can adapt as needed.

**It's clear that flexible workspace is on the up:**

1. **Big money is moving in**
   With backing from institutional capital and private equity, landlords are actively investing in flex
2. **Regions are booming**
   **66%** of demand is now coming from outside major cities (up from 54% in 2020)
3. **Operators are expanding**
   Around 80% of operators are planning to grow their portfolio in the next 12 months
4. **The model is shifting**
   Management agreements now make up 40%+ of flex deals, up from single digits in 2019





# what is flexible workspace?

**Flexible workspace is office space rented on short, adjustable terms, with shared amenities, fully fitted interiors and the ability to move desks or shift spaces as businesses grow.**

In simple terms, this model is all about speed and adaptability.

Instead of committing capital to lengthy fit-outs or signing leases years in advance, businesses take space that's already operational and tailor it to suit their needs. And rather than agreements being made for 5-10 years, they look more like 12-18 months.

With this more frequent churn cycle, landlords can uplift pricing regularly to maximise returns.

"When people think of flex, they tend to picture start-ups. But the reality has moved on. Today, it's about giving any business, from a growing team of ten to a global occupier of hundreds, space that's tailored to how they actually work."

Tom Almas, Wizu Group co-founder

# the opportunity for landlords

## Buildings that stay tied to rigid, long-term leases risk being left behind.

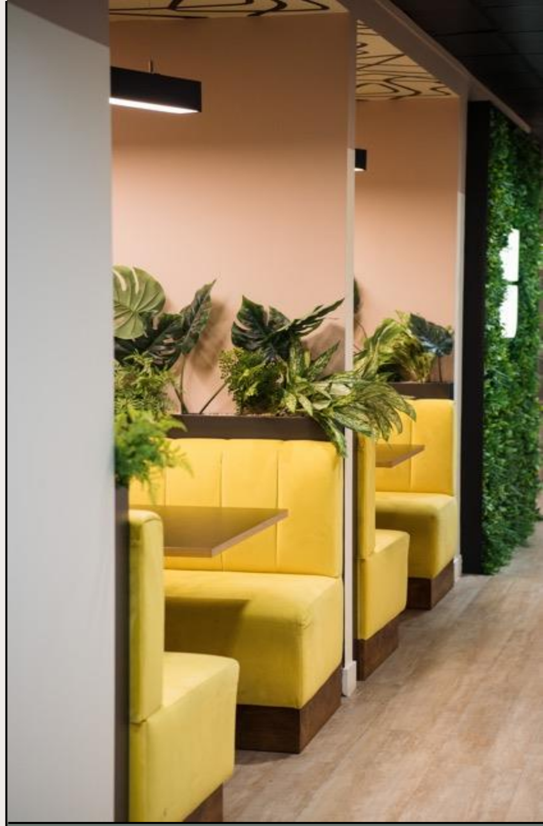
Companies today want choice and freedom. Landlords who embrace flexibility don't just meet this expectation – they also unlock opportunities to make their properties more resilient, profitable and future-ready.

1. **Life on every floor**
   Instead of waiting for a single long-term tenant, flexible space opens the door to multiple occupiers across different sectors and sizes. This helps reduce voids, protect income and keep buildings active throughout the leasing cycle.

2. **Multiple income streams**
   Flexible workspace allows landlords to monetise more of the building. Shared amenities all bring in extra income, and premium finishes, hospitality-led service and community experiences also support higher rates per square foot.

3. **A future-proofed portfolio**
   Perhaps the biggest advantage is resilience. Spaces can be reconfigured, services adjusted and layouts refreshed as demand shifts, without major refurbs or lease renegotiations. This helps protect income and deliver long-term value.

4. **Greater control**
   In an office market defined by change, flexible workspace is a powerful way to stay competitive, track performance and respond quickly to whatever comes next.



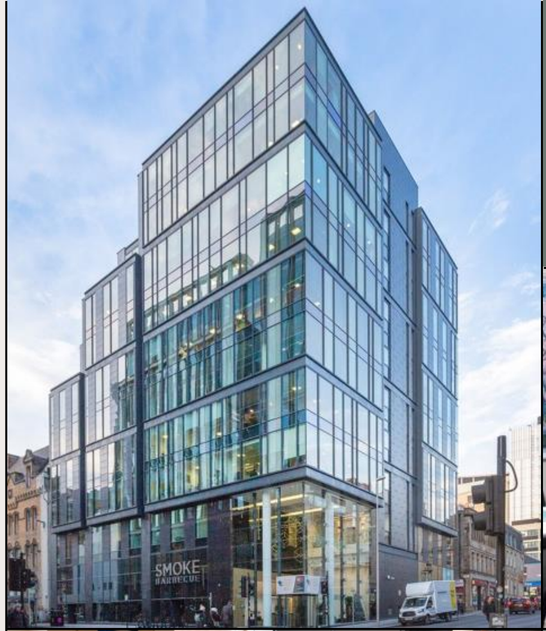
**The majority of operators report occupancy over 70%, and in some areas, generate returns close to 230% of prime rents**

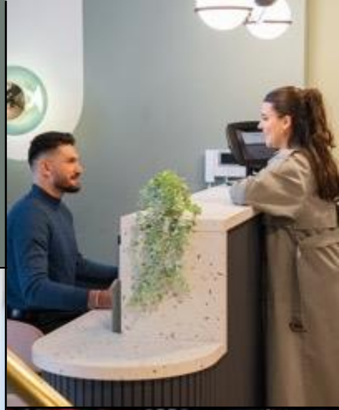
# the management agreement model

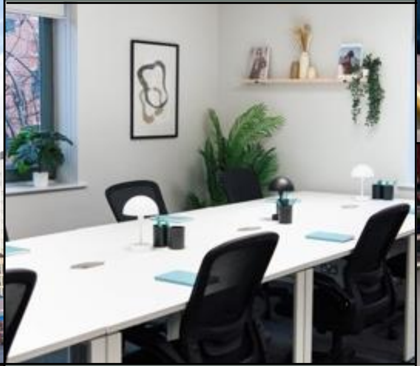
**If you're already in or considering the flexible workspace market, a management agreement offers a way to unlock property value without the operational burden.**

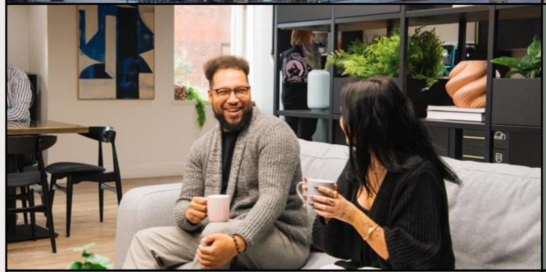
**How it works**
A specialist operator designs and runs the workspace, handling marketing, sales, community management and all other day-to-day operations. Instead of paying traditional rent, the operator earns a management fee plus a share of revenue or profit. This is a true partnership aligned around the building's performance.

The landlord retains ownership of the occupiers, building and all capital improvements. They carry the initial cost of fit-out but benefit by taking the majority of the profit share as occupancy and revenue grow.







In the UK, the share of providers opting for this model has risen from 46% in 2023 to 78% in 2025

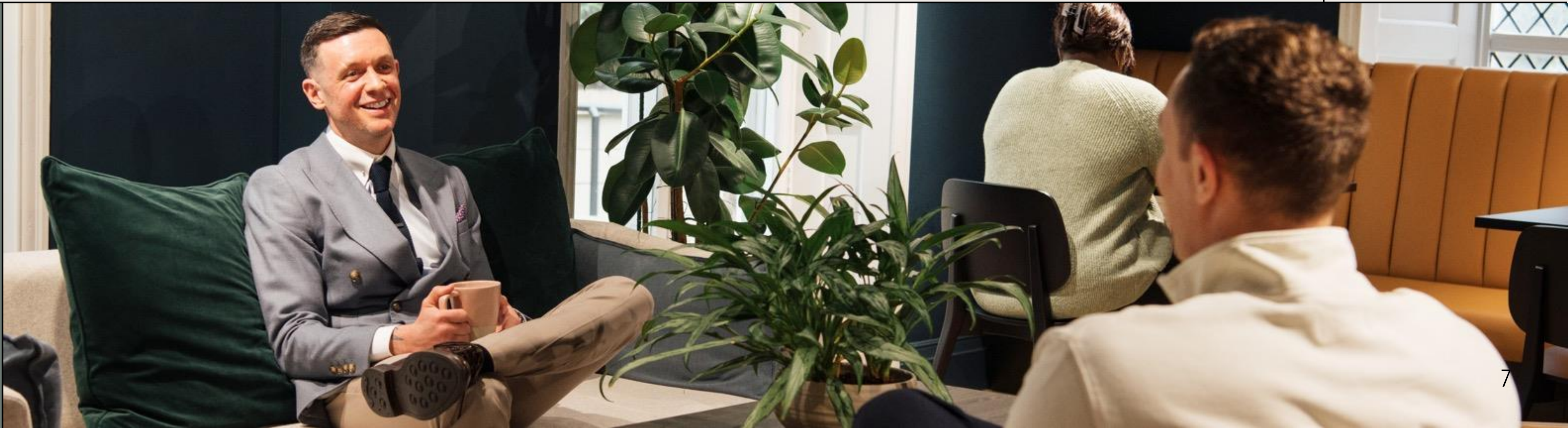
# why landlords are choosing this model

**Proven operators**
Management agreements allow landlords to partner with experienced flex operators that already have brand recognition, sales pipelines and operational expertise. This accelerates take-up, improves occupier experience and reduces risk.

**Balanced risk/return**
Unlike a fixed lease, income is linked to performance. This allows landlords to share in more upside potential while avoiding the risk of locking into below-market rents for long periods, and it aligns returns with the property's true earning power.

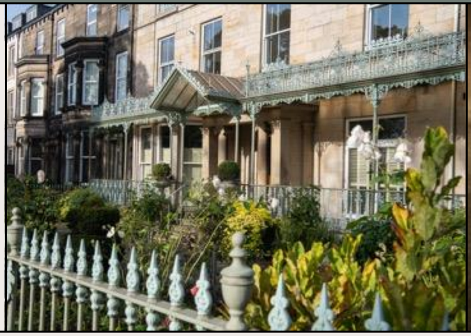
**Investor appeal**
Management agreements are increasingly recognised by investors and lenders as a credible, institutional structure. They offer transparency, professional management and the potential for stronger long-term asset performance.

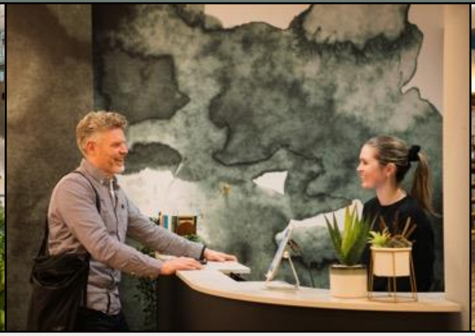
**In the UK, demand for <5,000 sq ft fitted suites from proven operators reached record highs**

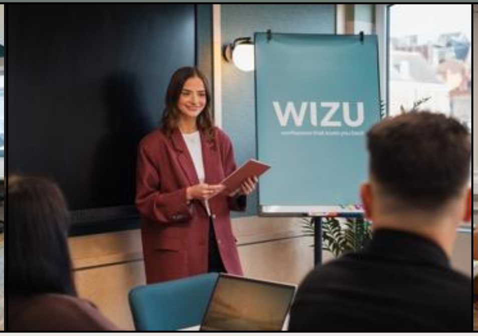


# the right operator for your building

**We're proud to be one of the leading regional workspace operators outside of London, trusted by landlords across the UK to transform properties into buzzing, modern offices that work for today's businesses. From boutique heritage buildings in city centres to contemporary offices in local communities, we've already brought over 500,000 sq ft to life.**








**The regional specialists**
As one of the largest independent flex providers outside London, we know what works in regional markets – and how to help your building reach its full potential.

**Proven track record**
We've spent over a decade proving what flex can do. Our current portfolio features 20 workspaces across two brands, and we're just getting started.

**Multi-brand approach**
We offer both a premium and budget solution to fit every building style and location. Our built-in audience and industry reach gets you to occupancy faster.

**Total transparency**
We provide open access to performance insights. And every pound is accounted for, with monthly KPI reviews, full access to bank accounts and no hidden mark-ups.

**End-to-end support**
From design and fit-out to operations, marketing, sales and tech, we handle all the nitty-gritty for you. Our 360° approach keeps members happy and spaces full.

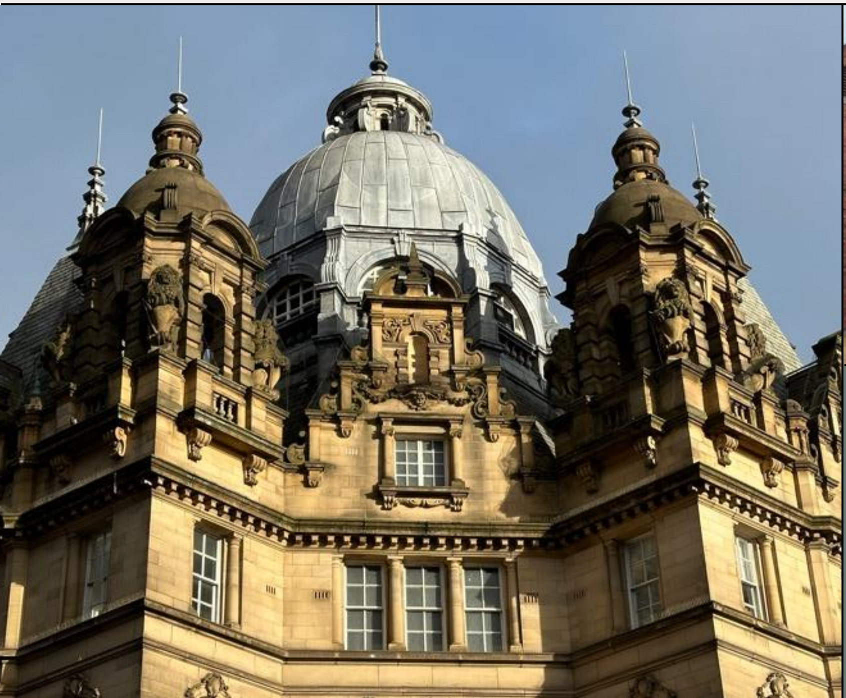
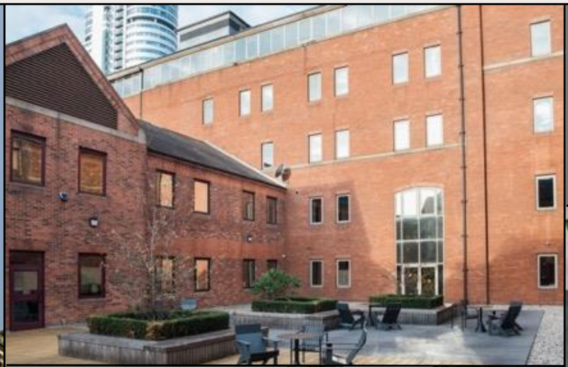
## discover our brands

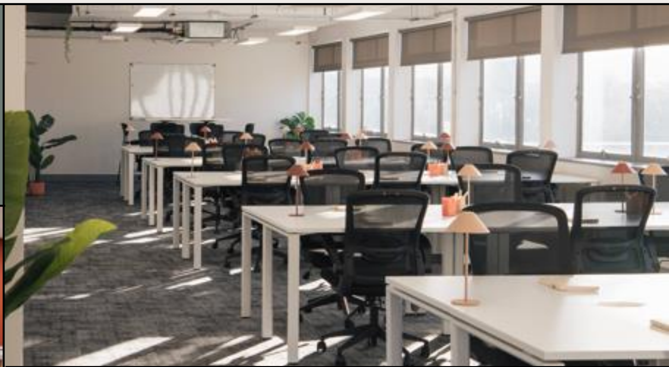
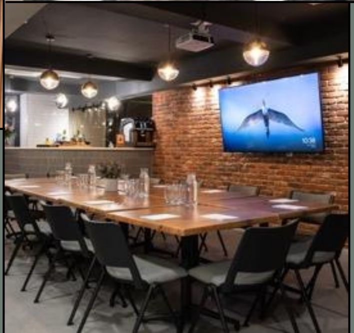
# WIZU

**Wizu is a nationally recognised, award-winning operator of flexible workspaces, where amenity-rich hospitality meets premium design.**

Focused on best-in-class, trophy assets, Wizu redefines the modern workplace experience, providing inspiring spaces for everyone from solopreneurs to big brands.

wizuworkspace.com

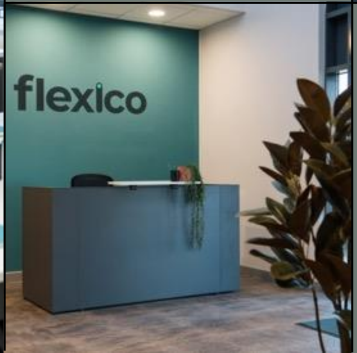
# discover our brands

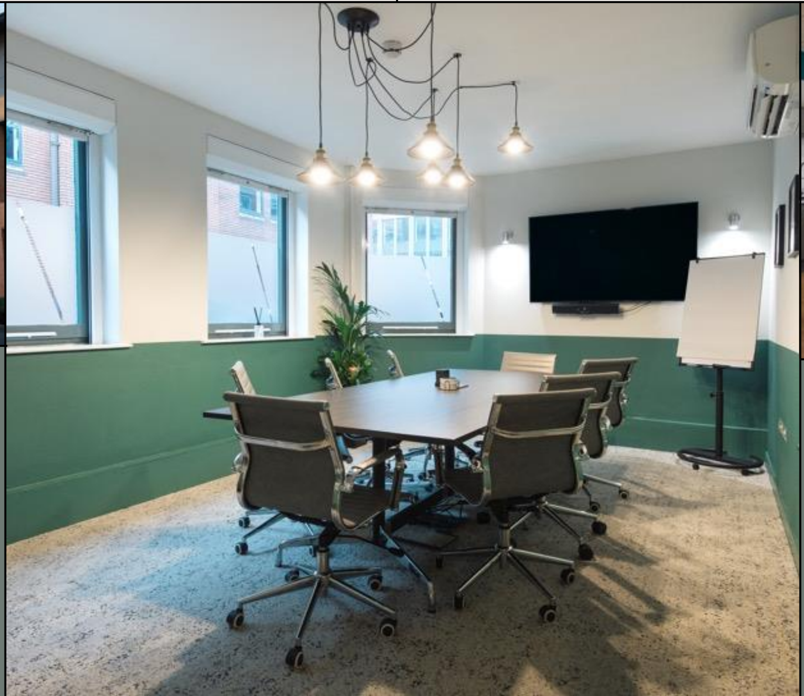
## flexico

**Flexico is a leading provider of flexible, budget-friendly workspace with unbeatable transport links.**

Designed to deliver consistent occupancy and reliable returns, Flexico transforms business parks, out-of-town sites and regional hubs into reliable, revenue-generating workspace.

flexico.co

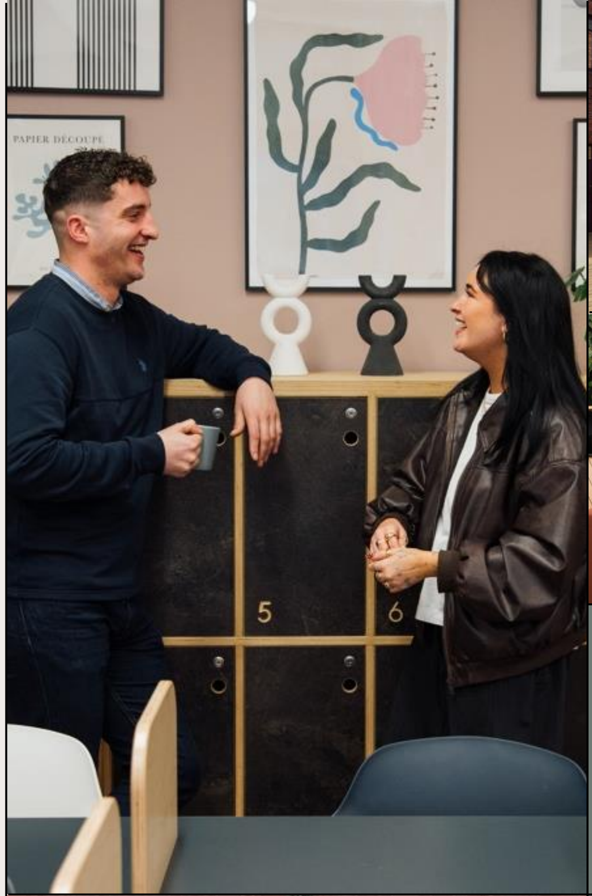



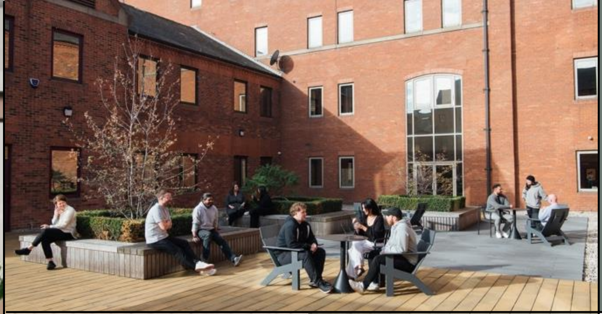
# our partners

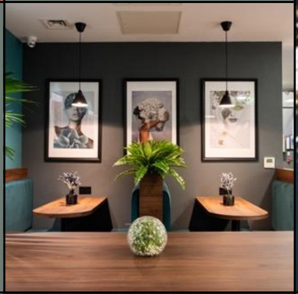
**We're proud of the strong partnerships we've built over the past 10 years.**

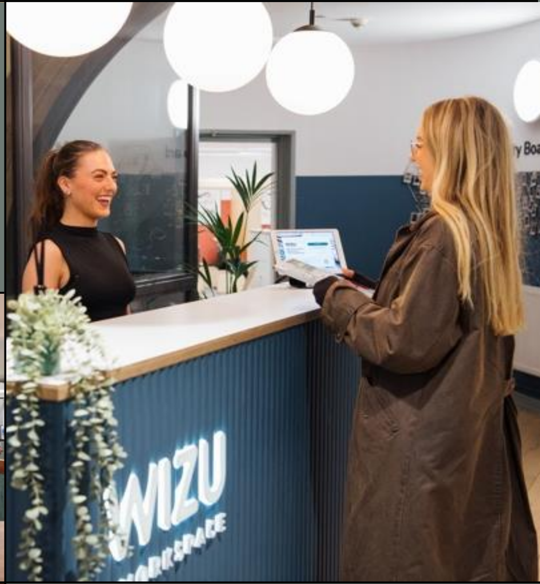
Current partners include HIH Real Estate, the Institutional Investment Group, Hillview Group, Helmsley Group, Midos Group, Old Capital, PH and Freshwater.

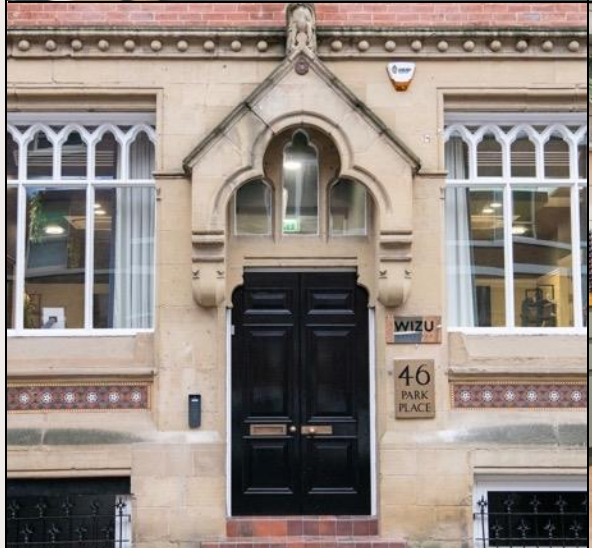
Clients that call our buildings home include IBM, GSK, Boots, Disney, UKTV, Nando's, Nationwide, Talk Talk, AWS and Channel 4.

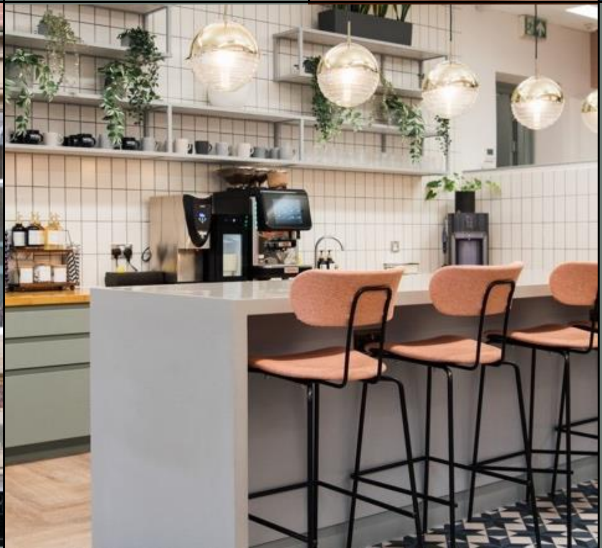








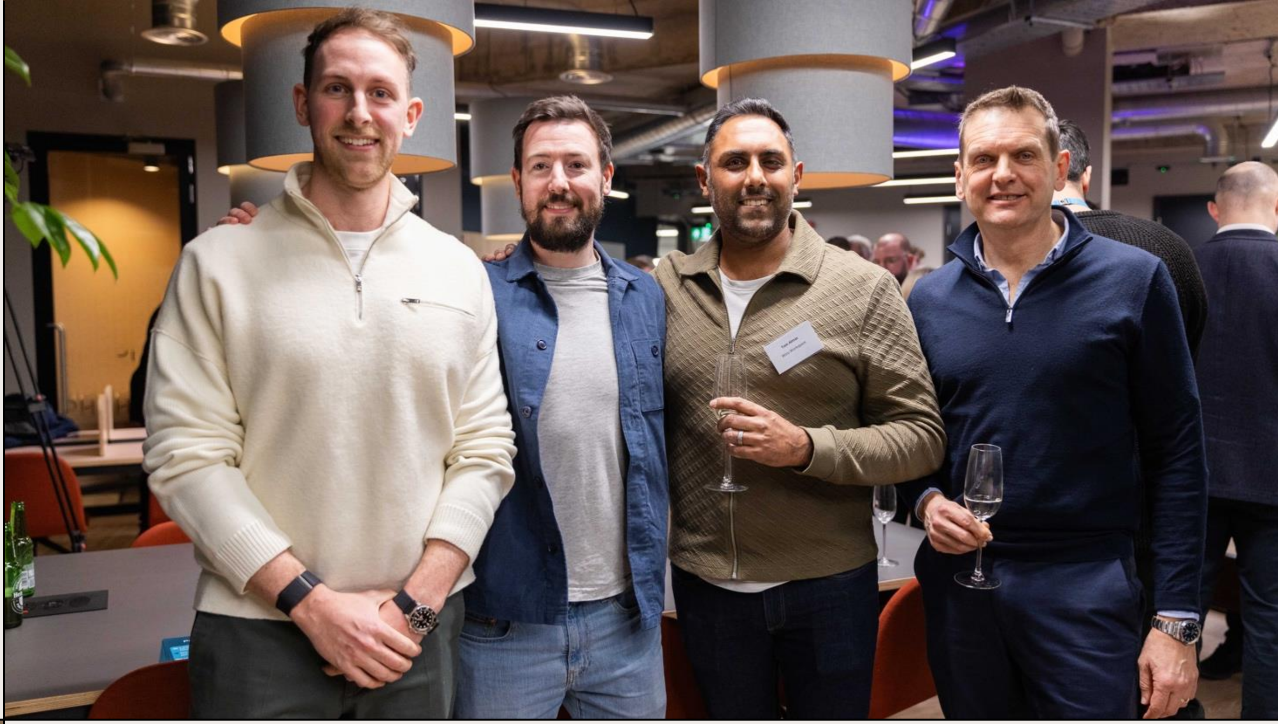
**Large multinationals now make up almost 50% of flexible workspace occupiers**

# what landlords have to say

"We've always wanted to work with people we get on with and that we can trust. It was really important for us to have people that would provide us with transparent feedback. Wizu just had the right energy for us.

"The launch was really where they came into their own. The feedback that we had, the engagement with the building and the take up was incredible."

**Ollie Holland, Portland House**



"We were struggling with low occupancy and poor performance under our previous operator. Since switching to Flexico, we've seen a steady uplift in tenants and an immediate improvement in our profitability.

"Flexico fully manages the day-to-day operation of the workspace for us, which has freed up a lot of our time. The space is also thriving again – we've got lots more committed clients and there's a strong focus on wellness. We finally feel confident that our workspace is in the right hands."

**Our landlord partner in Bristol**

**“Our mission is to unlock potential for landlords and create spaces people love.**

**If this aligns with your goals, let’s chat.”**

**Tom Almas, Wizu Group co-founder**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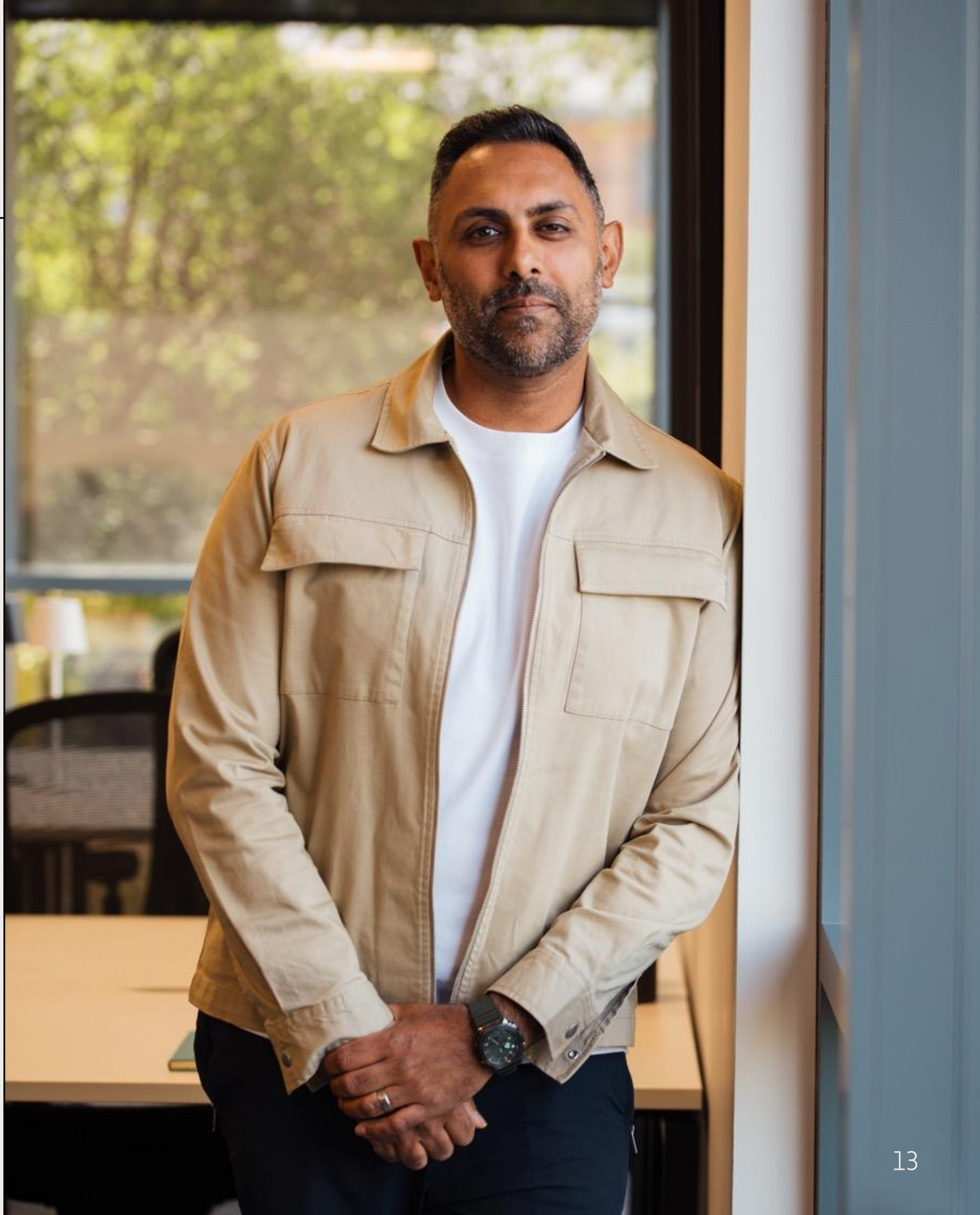

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Sources: The Instant Group Fixed to Flex: It's a Whole New World 2024. The Instant Group A Flexible Future 2025. Spaces to Places UK Flex Offices 2025. Workthere Flexmark 5.0 2025. CoStar article: With the flexible workspace market at an inflexion point, what can operators and landlords expect in 2026?. InfinitSpace Landlord's Guide to Flexible Workspace 2025. HEWN Flexible Workspace Returns Index 2025. Savills Spotlight: UK Flexible Offices 2025.