

Landlords who capitalize on the growing demand for **flexible office** will generate **greater return** per square foot on their portfolio.

The way we work and the places we work have changed forever.

Since the pandemic, companies of all sizes have achieved unexpected efficiencies by expanding their remote workforce and permanently downsizing their investment in traditional office space.

Now more than ever, knowledge workers are empowered to choose where and how they work, sustaining a surge in demand for flexible, highly amenitized work and meeting spaces — a *flight to experience*.

Flexible office continues to be a top performing commercial asset class.

The future of real estate is inevitably tied to the future of work, and the future is flex.

Now is the time for property owners to add flexible workspace to their portfolio.

Hospitality meets the office at Ironfire Workspaces.

We believe flexible workspace must be substantially more than spec suites and rentable desks in order to thrive.

We approach flexible workspace as a hospitality business to deliver a workplace experience that is second to none.

We partner with landlords who are starting to think differently.

We turn underutilized assets into highly profitable workplace destinations.

We bring years of operating experience, domain expertise, and brand equity to the table to create spaces that succeed.

We achieve returns for landlords that are typically 20-50% above market rent.

What We Offer

Choose a building with vacant space in your portfolio, and fit it out with the Ironfire Workspaces hospitality brand.

We'll begin marketing and pre-selling the space during construction. Once we open, we'll leverage our expertise to manage daily sales and operations.

Our marketing funnel, technology platform, and workplace experience team will work around the clock to drive revenue and optimize utilization.

You'll earn 100% of net income and maximize ROI through a combination of cash flow and capital appreciation.

We foster lasting partnerships by working transparently with landlords and other stakeholders to ensure that our interests are aligned every step of the way.

The global market value of flexible workspace is estimated at around **\$26 billion**, and the three largest players (IWG, WeWork, and Servcorp) represent only **18%** of the total market. The overwhelming majority is represented by small to mid-sized operators like Ironfire.

“You can’t build them fast enough for the demand coming your way.”

STEVE KING

Emergent Research

30% of office space is expected to be flexible by 2030, compared to less than 5% in 2019.

63% of landlords expect demand for traditional leases to continue declining, while **83%** have seen an increase in demand for flexible office.

69% of CEOs indicated that they will be downsizing their offices to offer flexible working options.

83% of workers revealed they would prioritize a role that offered flexible working options.

64% of workers aged 24 to 35 work remotely at least part time.



The Ironfire Experience

Welcome to Ironfire Workspaces, your home office away from home! After our community team greets you by name and tells you about our upcoming events, you'll start your work day with some delicious, locally sourced, freshly brewed coffee from our communal kitchen.

As you make your way to your favorite seat, you'll enjoy the calm buzz of activity, the upbeat music at just the right volume, the anticipation of both new and familiar faces around every corner, and Ironfire's signature lavender-mint scent in the air.

As you settle in with a renewed sense of focus and connect to our blazing-fast WiFi, you'll experience the unparalleled energy of working *for* yourself without working *by* yourself.

Whether you choose to end your day decompressing in our wellness room, grabbing a drink with new friends, or sticking around for an afterhours workshop or networking event, you'll smile knowing that you've worked happier, healthier, and more productively than ever before!

© 2025 Ironfire LLC



Josh Rencher

Founder & CEO

Ironfire Workspaces

Expert in hospitality-driven workplace experience with an extensive background in product development, marketing, software-as-a-service (SaaS), and entrepreneurship. Focused on the intersection of community, wellness, and the future of work, he has called the Long Beach area home since 2004 and currently lives there with his wife and two children. Established Ironfire in 2015.

Clients & References



Customers Love Us

Ironfire Workspaces has a **five-star** rating on Google, Yelp, and every major flexible workspace booking platform!



WEBSITE

flex.ironfire.co

PHONE

(562) 548-7850, ext 5

EMAIL

mgmt@ironfire.co

Howard CDM Taps Ironfire Workspaces to Operate New Coworking Facility

Howard CDM, the company best known locally as the developer, builder, and managing partner of SteelCraft outdoor urban eateries, has selected Ironfire Workspaces of Long Beach to operate its new 8,500 square foot coworking facility in Bellflower through a branded management agreement. Ironfire will manage and operate the new facility under its membership-based hospitality model and has been consulting with the owner/builder since October regarding the final build-out of the space.



“We’re very excited to be working alongside the team at Howard CDM,” said **Ironfire founder and CEO Josh Rencher**, “because of their track record of successful, innovative projects and because

their values align so well with ours. We’re grateful for the opportunity to expand our workspace hospitality concept to the Bellflower community at a time that has been devastating for so many small businesses.”

The brand new facility, which will occupy the second floor of what was decades ago a JC Penney department store, will include 19 private offices of various sizes, lots of open workspace, several meeting rooms and phone booths, spacious kitchen and lounges, wellness room, micromarket, recreational space, virtual office accommodations, and event space. As with Ironfire’s current Long Beach location, amenities at the Bellflower location will include all-day free parking, blazing-fast Internet, unlimited coffee supplied by local roasters, abundant natural light, an on-site hospitality team, and comprehensive health and safety protocols that include mask requirements, enhanced cleaning standards, temperature checks, air quality controls, and social distancing.

“We’re thrilled to partner with Ironfire,” said **Howard CDM president and CEO Martin Howard**. “We’re extending our hospitality portfolio to include flexible workspace at time when people are looking for safer, serviced working environments that are close to where they live. This takes a specific expertise to execute successfully, and Ironfire has demonstrated that expertise.”

Ironfire’s expansion comes at a time when the flexible workspace industry, like much of commercial real estate, has suffered greatly from the effects of COVID-19. Unlike traditional office, however, which many believe will not return to pre-pandemic occupancy levels when public health concerns have subsided, flexible workspace – and coworking in particular – is widely anticipated to benefit from an accelerated surge in demand.

“Companies of all sizes are rethinking their real estate strategy,” said Rencher, “but they’re also

rethinking their workplace experience strategy. To retain talent, employers will need to provide their remote workforce with access to home office alternatives that offer intangible, experiential benefits like human connection and workday wellness. Likewise, many independent workers will seek out these benefits on their own.”

The new workspace will provide a floor-to-ceiling window view into the building’s enormous 20,000 square foot ground floor, which features 24-foot ceilings and is slated for a mixture of artisan maker and food & beverage tenants who have yet to be announced. Howard CDM, which was previously headquartered adjacent to SteelCraft in Long Beach, has just relocated to the third and uppermost floor of the Bellflower building. The building was rehabilitated extensively after being saved from the wrecking ball by Howard CDM in 2018. It’s expected to receive the coveted WELL Platinum certification, which recognizes buildings that meet the most rigorous standards of health and safety.



Exterior rendering of the repurposed JC Penney building at 17434 Bellflower Blvd in Bellflower, CA

Indeed, adaptive reuse and purposeful redevelopment have become a sign of the times in the pandemic era as new social demands and unprecedented retail vacancies in every market have led to new ways of thinking about how buildings can be activated.

“The JC Penney building was once a vibrant retail hub in Bellflower,” said **Ironfire director of culture and operations Scott Dedo**. “It’s exciting that we now have the opportunity to adapt this space to meet a more modern need, and it parallels the creative ways we’ve all learned to adapt our work lives over the past year.”

The City of Bellflower, which fell on difficult times following the Great Recession, has turned a corner in recent years with significantly increased traffic, renewed interest from big business and investors, and a planned Metro light-rail station which, once completed, will connect the city to major transit hubs in Downtown LA.

“The city is experiencing a growth of new construction, retail, and hospitality activity,” said **Bellflower economic development director Jim Dellalonga**. “Conservative financial management and investment in a revitalization plan contributed to some of the development successes seen around town, as well as a commitment to attract new businesses and identify blighted areas that can be reused for exciting purposes.” ■