

Coworking: Tenant Churn Starts With Thermal Discomfort

When comfort IS the product, losing it loses the tenant.

At a Glance

Tenant turnover in co-working drops when thermal comfort is consistent. When comfort IS the product, thermal failure becomes the exit trigger. Retention drives economics.

Summary

Co-working operators compete on location, price, amenity quality. Thermal comfort overlooked until complaints arrive. Loss of confidence triggers exit decisions. Thermopod™ Biothermal Microconditioning ensures consistent desk-level comfort across seasonal extremes March through November. Retention improves measurably reducing tenant churn cost eroding unit economics. Easy Retrofit installation during non-peak hours with zero disruption. Pods blend visually as biophilic decor functioning as primary cooling infrastructure. Member satisfaction surveys show consistent improvement. Retention rates improve directly. Referral word-of-mouth improves from satisfied tenants.