

YOUR GUIDE TO

***THE MOST
POPULAR
COWORKING
SPACE AMENITIES***





WHAT'S IN THIS GUIDE

Are you considering which amenities to offer in your coworking space, or thinking about leveling up your current offerings? If so, this guide is for you.

We reviewed data from more than 250 coworking spaces in the Proximity Network to understand which amenities are most commonly offered to members.

Read on to learn about the most popular amenities, as well as tips to monetize these offerings to boost revenue.

There are two types of amenities coworking spaces typically offer to members.

Member benefits are value-added amenities *included* in a membership price. These are the standard features and perks that help attract and retain members.

Add-ons are amenities that require an *additional charge* to membership fees, or may only be included with specific membership types.

WHAT DO WE MEAN BY AMENITIES?

84% of coworking spaces in the Proximity Network offer billable, add-on amenities.

INTERNET

While great internet is a must-have at any coworking space, consider what fast and reliable internet means for your prospective members.

Are they dealing with slow internet at the coffee shop that requires signing in *again* every hour? How expensive is high-speed internet in your area, and is this a pain point for small businesses?

Even though it's assumed your coworking space has good internet, it's always worthwhile to highlight this amenity to your prospective members.



COFFEE

Coffee is nearly a universal amenity at coworking spaces, and it's almost always included with membership. Even though coffee as a benefit is extremely common, it's valuable to the day-to-day experience of your members, especially when you serve high-quality coffee.

For prospective members, how much do they spend on beverages on a weekly basis? Help them compare this cost with the total cost of a membership at your space, and the value of this amenity becomes more clear.

PARKING

If your coworking space location is in a high-density area, parking is likely a high-demand amenity. If your location or lease requires you to pay extra for parking spaces or renting garage space, this amenity should be offered as an add-on benefit for your members.

If parking is free and readily available, make sure your prospective members know how easy it is to access your space.

LOCAL PARTNERSHIPS

There are numerous services your members rely on for personal and business needs. Partnering with businesses that are compatible with your members is the most common member benefit offered by coworking spaces in the Proximity Network. Partnerships are often in the form of a member discount at a local business, but can also be an offer to try a service for free, or try a free product sample.

When selecting local partners, consider what products and services your members would like to access, which brands align best with your coworking space, and what physical locations might be most convenient for your members.

TIP: The Member Benefits feature in the Proximity platform allows you to promote your member benefits from one central, online place that's easily accessible to your members.

MEETING SPACE

Conference rooms, phone booths, and event space are all valuable resources for your members, and one of the most effective tools to monetize square footage at your coworking space. Meeting rooms are a differentiator between your coworking space and the local coffee shop or working from home. Members often need to host client meetings or presentations in a professional setting, and your coworking space is the perfect solution. Many spaces include a limited quantity of reservable meeting time with membership, and most spaces offer reservable resources to drop-ins for an additional charge.



TIP: The Proximity platform enables members and guests to book and pay online for reservable resources at your coworking space. This includes conference rooms, phone booths, or any other resource available to book at your space.

PRINTING

We may be fully in the digital age, but we all still have to print things from time to time. If your coworking space offers printing as an amenity, it's one more simple convenience your members won't have to worry about.

If your members need access to color printing or more robust services, consider creating a local partnership with a trusted vendor to offer discounted services to your members.



LOCKERS

Typically offered as an add-on benefit, lockers are a valuable amenity for members on the go. In a high-traffic space, members are not likely to leave their extra gear or workout bag sitting out in a common area, and lockers offer convenience for securing these valuables.

Lockers also provide extra storage space for that marketing collateral or those spare office supplies your members just need to keep accessible *somewhere*.

MAILBOXES

Accepting and sorting mail for your members is a valuable service for both companies and individual members who frequently receive packages, contracts, or bills. Be sure to fill out the USPS form 1583, and require members to sign a waiver or terms of service claiming they understand your space is not liable for lost or stolen mail.

Your members can also leverage your space's address to increase professionalism and enhance the credibility of their small company or freelance business that may be using a home address.

EVENTS AND NETWORKING OPPORTUNITIES

Does your space offer happy hours, lunch and learns, or other networking events? Access to a community and meeting new professional connections is one of the biggest reasons members join a coworking space.

These connections don't always happen naturally during the workday, so events provide additional opportunities for members to expand their network. Events help you attract new prospective members, and they also support member retention. As your members get to know each other, they'll be more inclined to work at your space to be with a community in which they're interested and invested.

Most coworking spaces include a monthly event with membership. Non-members sometimes pay a small fee to attend networking events, but free admission is a great way to bring new people into your space.

TIP: The Proximity platform allows you to highlight events to members through your space's personalized event page, accept registrations, and sign in attendees at your event.

ACCESS TO OTHER COWORKING SPACES

If your members travel for work around the country or just across town, enabling access to other coworking spaces is an incredibly useful benefit. Let your members know if you're connected to other coworking spaces that you'd recommend, and consider creating partnerships with other spaces that may be convenient for your members to work from occasionally.

TIP: Proximity Guest Passes and Proximity Nomad are two simple ways to offer access to other coworking spaces in the Proximity Network while easily managing billing and drop-in rates.



FURNITURE

Coworking spaces have a number of ways to offer furniture as an included benefit or an add-on to private offices. Basic furniture such as desks, chairs, and desktop monitors may be included in the membership fee for a private office.

As an add-on, consider offering furniture upgrades, or offering a completely furnished office. Newer companies moving into your space are less likely to have their own furniture and will appreciate the convenience of acquiring furniture through your coworking space. Furniture can be billed as a one-time charge upon move in, or as a monthly recurring charge with membership fees.

SIGNAGE

Enabling members to show off their brands with physical or digital signage is a common add-on benefit among coworking spaces in the Proximity Network.

Consider where signage is available for your location. Is it on the exterior of your building? A lobby television screen or monitor? Do you have window space to display logos?

When company branding is incorporated in high-traffic and guest areas of a space, most coworking spaces charge an add-on fee for this benefit.

CHILD CARE

Childcare is an increasingly common amenity in coworking spaces, but it requires due diligence to implement. You'll need dedicated space, attentive staff, an investment in supplies such as toys and games, and may have additional insurance requirements for your business. It's important to understand the need your members have for this service, and the frequency with which they'll utilize childcare to ensure this offering is a worthwhile add-on. Childcare also helps your members gain focused time in your coworking space and can support member retention.



READY TO UPGRADE YOUR AMENITIES?

Member benefits and add-ons require good planning, number-crunching, and marketing to successfully implement. If you need a hand choosing amenities and deciding what to charge, you're definitely not alone, and we've got resources for you. Head to [Proximity Connect](#) where you'll have access to coworking space owners and managers to share ideas and learn from your peers. Twice a month, join our free Coworking Community Call where we discuss helpful, practical tips for managing your coworking space. Proximity's School of Coworking is also a resource for space founders and managers to learn everything you need to run a thriving space.



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