Office buildings have been for a long time subject of analysis in real estate research. Volumes of office buildings consist of different factors that compute heterogenous goodness.

The main objective of the research questions 1) What the building does? 2) What the building has? 3) What the building makes you feel?

The findings reveal that the direct performance of office buildings in Monterrey is strongly influenced by variables reflecting image and prestige, location, market conditions, corporations that also play to the built environment.

The main conclusion is that prestige and image do matter and generate better performing office buildings in the city of Monterrey. Basically the study concludes empirical data proves that more and more corporations are using image and building means the offices corporate values through real estate. In the end, the value of an office building is not only related to its location but is also related to its physical characteristics. Image is quickly gaining importance and should be included to the investors and tenants main criteria to own or lease a building.

The building features that prove to be significant performance indicators of the study rely mainly on function, which minimizes that although image is important, buildings must function first. Size, layout and flexibility are important for the efficiency of the organization.

Since it is the first known corporate hedonic pricing model built for the Mexican market and possibly Latin America, it is vital to perform further research in order to test the generalizability of data.