

Milwaukee Industrial Market Predictions

2019 Milwaukee Industrial Market Predictions – Karl Wiedenman, CBRE

- Construction cost will continue to rise – **TRUE**
- Demand for industrial product will directly correlate to the increasing demand for e-commerce – **MOSTLY TRUE**
- Class B & C in-fill product will be repurposed for last-mile facilities – **MOSTLY TRUE**
- Vacancy rates will experience modest increase – **TRUE**
- Finding a skilled workforce will continue to be a challenge and will drive real estate location decisions - **TRUE**

2020 Milwaukee Industrial Market Predictions – Tony Haning, JLL

- New business park development will increase in areas we never thought we'd see development such as Big Bend, Lisbon, Franklin, & Germantown, offering new expansion opportunities for owner occupants
- New Deliveries should continue to outpace absorption
- Strauss Brands will reconsider their plans to locate in Century City in Milwaukee
- Vacancy should continue to rise, again at a modest rate
- The Milwaukee Bucks will win the NBA championship in 2020