

2020 Market Update

Presented By:



2020 Market Update Event Agenda

Networking: 3:00-3:30

Market Update Presentation: 3:30-4:30

Networking: 4:30-5:00

Silver Sponsors



Submarket Narratives

North – The north submarket includes parts of three separate counties including the eastern portion of Washington County, the entire Ozaukee County, and the northern portion of Milwaukee County ending with Shorewood. The submarket is bordered to the south by Capitol Drive, the north by the Ozaukee County border, and the east by the lake. The west border includes the southeast portion of Washington County including Menomonee Falls, Germantown, and all the way up to the Jackson municipalities.

Central – The central submarket includes the majority of Milwaukee County and is the urban submarket in that it includes the City of Milwaukee out to Wauwatosa. The submarket is bordered to the east by Lake Michigan, the west by the Waukesha County border (124th Street), south along Highway 894, and north to Capitol Drive and a small portion north of Capitol up to Hampton to the western border. Along with Milwaukee and Wauwatosa, the submarket also includes the municipalities of Cudahy and St. Francis to the south and West Allis and Greenfield to the west.

South - The south submarket is bordered on the north by I-43 and I-894. It runs from 124th Street on the western edge, to Lake Michigan on the east. The southern border of this market is Hwy 20 in Racine. The south submarket jogs west to include Wind Lake as well. The municipalities range from Greendale on the northern border, to portions of Racine to the south.

The Kenosha submarket northern border extends from Hwy 20 in Racine, (the southern border of the south submarket) to the southern border of the Wisconsin State Line. The western border (in Racine County portion) is Hwy 164, and on the eastern border, the Lake Michigan shoreline. The western border of the Kenosha Market (in the Kenosha County portion) runs from Hwy P to the eastern border, which is the Lake Michigan shoreline.

West - The west market is made up of primarily Waukesha County. It includes all municipalities in Waukesha County, except for Lannon, Butler, and Menomonee Falls. The eastern border of this market is 124th Street, and the northern border is Good Hope Road (except for the NE corner). The municipalities in this market range from Brookfield and New Berlin on the eastern edge, to Oconomowoc as a western border. The northern part of this market includes Sussex and Stonebank. The southern municipalities are Muskego and Big Bend.



2020 Market Update Presenters

Industrial Markets Presenter

Adam Matson, SIOR
Newmark



Adam Matson, SIOR, joined Newmark in 2019 upon its acquisition of MLG Commercial. As a director in Newmark's Milwaukee office, Mr. Matson specializes in the sale and leasing of industrial buildings and land for both users and investors. He is a licensed commercial real estate broker. Mr. Matson has a proven track record of success in assisting companies with the implementation of their expansion and relocation goals. In the past 10 years, he has leased more than 5 million square feet. He began his commercial real estate career in 2005, as a specialist and intern with the industrial group of MLG Commercial, and was promoted to broker associate the following year. Previously, Mr. Matson served in the United States Coast Guard.

Industrial Market Ground Rules

- Multi-tenant office warehouse/office show room, and distribution warehouse buildings in excess of 25,000 square feet. Single tenant leased properties that were developed on a build -to-suit basis, with 60,000 square feet or more, and that would function well as multi-tenant properties, are included in this report. Owner occupied properties are not included in this report.
- Rental rates are based on quoted net rates exclusive of transaction costs. Actual effective rates will vary.
- Expenses are quoted as estimate for the 2020 calendar year.

Office Markets Presenter

Ben Anderson
Colliers International



Ben is involved in all aspects of real estate advisory work but specifically focuses on office sales and leasing on a local, regional, national, and international level, with a primary focus on tenant representation and occupier services. Ben is a founding member of Colliers International | Wisconsin's Occupier Advisors group and is one of the leaders in business development, active pursuits, and deal volume. Throughout his career Ben has completed over 1,800,000 SF in transactions. Through his involvement in various organizations and nonprofits he has built and continues to maintain many significant relationships with Milwaukee area business leaders. Ben has a background in finance and consumer behavior and a bachelor's degree from the University of Wisconsin-Whitewater.

Office Market Ground Rules

- This report covers only pure, multi-tenant office buildings in excess of 20,000 square feet. It therefore does not include medical office buildings, or buildings containing solely government offices.
- Properties that were designed to be multi-tenant are included in this report even if they have been leased entirely to one tenant. Single tenant leased properties that were developed on a build-to-suit basis, and that would not function well as multi-tenant properties, are not included in this report.
- Owner occupied properties are also not included in this report.
- Rental rates based on quoted net rates. Actual effective rates will vary.
- Expenses are quoted as an estimate for the 2019 calendar year.

2020 Market Update Presenters

Investment Markets Presenter

Gretchen Richards, CCIM
CBRE



Gretchen Richards, CCIM, is a Vice President with CBRE, based in Madison, WI. Gretchen specializes in multifamily investment sales as a part of the Capital Markets Investment Properties team. Since joining CBRE in 2016, Gretchen has participated in approximately \$164 million in investment real estate transactions representing private equity and institutional-grade clients. Prior to joining CBRE, Gretchen worked as a Commercial Real Estate Lender and as a Leasing Director with a Real Estate Investment Trust (REIT). Her experience spans many aspects of multifamily investments—from ground-up construction, to equity placement, and asset or portfolios sales.

Retail Markets Presenter

Kelly Rodenkirk
Cushman Wakefield | Boerke



Kelly Rodenkirk is Real Estate Advisor on the Cushman & Wakefield | Boerke's retail team. She specializes in assisting national, regional, and local clients with retail real estate requirements including sales and leases throughout the entire state of WI. In 2019, Kelly was awarded "NextGen Deal of the Year" by CARW for the successful lease transaction of Eagle Park Brewing expanding into Muskego. Kelly gives back to the community through her involvement with Historic Milwaukee Inc., The Community Sailing Center and being a Docent at the Milwaukee Public Central Library (tours every Saturday at 11 AM—looking forward to seeing you on one!) In her free time, she is an avid tennis player, competitive sailor and most recently a curler

Definitions

Existing projects – Building construction completed prior to 10/1/20

New Projects – Building construction completed between 10/1/18 and 10/1/20

Current Universe – Combined existing projects and new projects as of 10/1/20

Under Construction – Projects under construction as of 10/1/20

Planned Projects – Projects with a greater than 50% probability of construction commencement within the next 12 months

Special Thanks to Nathan Winkel, Newmark for coordination of research

For more information:
CARW at www.carw.com |
NAIOP at naiop-wi.org

