


SIGNIFICANT LEASE DEALS

Address	Submarket/City	Square Feet	Tenant
1753-1773 Thierer Rd	Madison	12,300	Pawn America
2101 W. Beltline Hwy	Madison	10,000	Ver Halen, Inc.
811-815 Stewart St	Madison	9,120	Not Disclosed

SIGNIFICANT BUILDING SALES

Address City	Sale Value Type of Sale	PPSF Cap Rate	SF Class	Buyer Seller
66 West Towne Mall Madison	\$5,700,000 Investment	\$39.42 -	144,600 Center	CBL & Assoc. Properties Troy S. Detrick
7940-7968 Tree Ln Madison	\$4,615,000 Investment	\$85.12 10.0%	54,216 Center	Friedman, Gregory Raven Property Group
4522 Cottage Grove Rd Madison	\$3,425,000 Investment	\$231.67 -	14,784 Freestndg	Ellis Law Group Flad John F

LARGEST DELIVERIES

Address	Submarket/City	SF	Developer
660 Hometown	Verona	67,000	Festival Foods
711 Rethke Ave	Madison	14,000	Twisted Fitness
-	-	-	-

LARGEST UNDER CONSTRUCTION

Address	Submarket/City	SF	Delivery Date
152 W. End Circle	Verona	28,849	Apr 2020
4706 E. Washington	Madison	15,000	Feb 2020
3140 Deming Way	Middleton	13,200	Feb 2020

TOTAL RETAIL MARKET STATISTICS

	Vacancy Rate	Avg. SF Rental Rates GRS	Net SF Absorption	SF Inventory	SF Under Construction
Q4 2019	3.20%	\$13.81	35,765	38,486,705	100,703
Q3 2019	3.10%	\$13.91	252,003	38,399,205	140,280
Q2 2019	3.30%	\$13.20	(18,770)	38,218,251	328,360
Q1 2019	2.90%	\$13.26	31,689	38,078,133	271,140
Q4 2018	3.00%	\$13.84	258,149	38,064,879	261,864

▼
35,765 NET ABSORPTION
SF

▲
3.2% VACANCY
1,191,982 SF

▼
\$13.81 AVG. ASKING RATE
PSF GROSS

▼
87,500 DELIVERIES
3 Buildings

▼
100,703 UNDER
CONSTRUCTION
9 Buildings

CAMP PERRET, Associate

The Madison Metro Market is the fastest growing area in Wisconsin. The Retail Market continues to positively evolve to keep pace with population and median income increase. The favorable demographics of the Madison retail market continue to attract both national and regional tenants. Vacancy rates remain low while new deliverables are rapidly absorbed. New construction has temporarily leveled off but is predicted to increase due to sustained growth.