



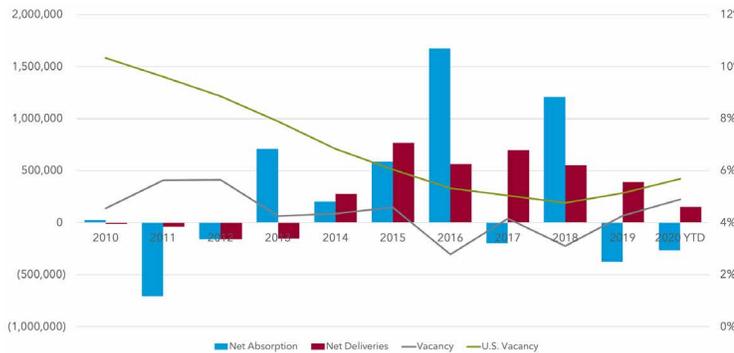
### INDUSTRIAL MARKET OVERVIEW

CAMP PERRET, Associate

The Madison Industrial Market remains stable. Vacancy rates continued to be compressed and rents remained flat due to sustained demand and few new deliveries. The current vacancy rate of 4.9% is below the national average of 5.7%. Local tech and e-commerce sectors continued to grow resulting in persistent demand for manufacturing and warehouse spaces. Continued population growth, above average median incomes and consumer trends shifting toward e-commerce, has impacted the industrial sector as retailers look for additional last mile facilities in the Madison area. Investment activity has continued to be favorable. Compared to 2019, the amount of transactions recorded through Q3 2020 has increased by roughly 45% year-over-year.

MARKET INDICATORS	Q3 2020	Q2 2020	Q1 2020	Q4 2019	Q3 2019
▼ Net Absorption	(645,384) SF	(613,842) SF	(146,109) SF	(375,702) SF	98,947 SF
▲ Vacancy Rate	4.8%	4.5%	4.1%	4.3%	3.6%
◀▶ Avg NNN Asking Rate	\$6.13 PSF	\$6.13 PSF	\$6.13 PSF	\$6.09 PSF	\$6.06 PSF
▼ Under Construction	89,420 SF	247,420 SF	247,420 SF	206,000 SF	158,000 SF
▲ Inventory	64,813,289 SF	64,661,693 SF	64,661,693 SF	64,661,693 SF	64,661,693 SF

#### NET ABSORPTION, NET DELIVERIES, & VACANCY



#### UNDER CONSTRUCTION



TOP SALE TRANSACTIONS BY SF	SIZE	SALE PRICE	BUYER / SELLER	BUILDING CLASS
400 Walter Rd. Mazomanie, WI	225,000 SF	\$5,500,000.00 \$24.44 PSF	Roundys Inc. Ros No 14 LLC	Class B
1515 Commerce Pkwy. Verona, WI	64,100 SF	\$3,600,000.00 \$56.16 PSF	Big Sky Ents LLC Commerce Parkway 515, LLC	Class B
2921 Syenen Dr. Madison, WI	43,700 SF	\$3,016,000.00 \$69.02 PSF	Birk Madison Properties LLC Rasmussen Family, LLC	Class B

TOP LEASE TRANSACTIONS BY SF	SIZE	LANDLORD	TENANT	TENANT INDUSTRY
2417 W. Badger Rd. Madison, WI	45,000 SF	Elizabeth Props	O'Mara Moving Systems	Transportation/ Warehousing
1841 Pearson St. Madison, WI	40,000 SF	Bell Laboratories, Inc.	O'Mara Moving Systems	Transportation/ Warehousing
2919 Commerce Park Dr. Madison, WI	32,782 SF	T5 Real Estate Solutions	Promega Corporation	Research

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