Demographics

0.3%	26.1%	-3.6%	Net Migration in Wisconsin 19,301 (2023)
population growth (2022) U.S.: 0.4%	share of renters (2022) U.S.: 34.8 %	renter household formation (2022) U.S.: 2.4%	15,298 (2022)

Economy

7.1%	1,200	0.9%	14.2%
GDP growth (2022) U.S.: 9.1%	12-month job creation (December 2023)	1-year job growth (December 2023) U.S.: 1.7%	1-year wage growth (December 2023) U.S.: 3.8%
\$54,470	2.8%	12.8%	International Migration in Wisconsin 13,653
Average wage per year (December 2023) U.S.: \$61,120	unemployment rate (November 2023) U.S.: 3.7%	share of workers teleworking (2022) U.S.: 17.9%	7,906 (2022)

Commercial Real Estate by Sector

Demand for office space is **stronger than nationwide** as this area has a faster absorption of office space. As a result, rent prices rose faster than nationwide and vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Mo	Market Rent Growth 12 Mo	Market Rent/SF	Vacancy Rate	
2023 Q4	153,817	207,821	1.6%	\$20	7.5%	
2022 Q4	-37,655	36,590	3.7%	\$20	9.9%	
	Inventory SE	Net Delivered SE	Net Delivered SE 12	Total Sales Volume	Market Can Pate	

	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Total Sales Volume	Market Cap Rate
2023 Q4	7,655,328	0	26,902	\$4.05M	11.4%
2022 Q4	7,628,426	0	0	\$8.85M	10.7%

2. Multifamily

Demand for multifamily space is **stronger than nationwide** as this area has a faster absorption of multifamily space. As a result, rent prices rose faster than nationwide and vacancy rate is lower in this area.

	Absorption Units	Absorption Units 12 Months	Market Asking Rent Growth 12 Months	Market Asking Rent/Unit	Market Effective Rent/Unit	Vacancy Rate
2023 Q4	63	263	3.3%	\$1,096	\$1,090	3.4%
2022 Q4	-46	494	4.3%	\$1,061	\$1,056	1.9%
	Inventory Un	nits Net D	elivered Units	Net Delivered Un	its 12 Mo Ma	arket Cap Rate
2023 Q4	12,524		126	448		7.6%
2022 Q4	12,076		0	424		7.0%

3. Retail

Demand for retail space is **weaker than nationwide** as this area has a slower absorption of retail space. As a result, rents rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	44,697	43,124	2.5%	\$12	3.2%
2022 Q4	48,545	76,377	2.8%	\$12	3.4%
	Inventory SF	Market Cap	Rate Total Sa	les Volume	Transaction Sale Price/SF
2023 Q4	19,880,306	8.9%	\$14	4.70M	\$90
2022 Q4	19,876,946	8.9%	\$14.64M		\$93

Demand for industrial space is **stronger than nationwide** as this area has a faster absorption of industrial space. Despite strong conditions, rent prices rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate	
2023 Q4	-144,775	435,444	3.7%	\$7	3.0%	
2022 Q4	-12,152	276,455	7.2%	\$6	2.1%	
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Market Cap Rate	Total Sales Volume	
2023 Q4	35,364,273	12,128	766,318	11.4%	\$5.39M	
2022 04	34.597.955	0	92.075	10.0%	\$2.43M	

iources: NAR analysis on data from the U.S. Census Bureau, U.S. Bureau of Labor Statistics, Bureau of Economic Analysis, CoStar



Demographics

-0.5%	32.3%	30.5%	Net Migration in Wisconsin 19,301 (2023)
population growth (2022) U.S.: 0.4%	share of renters (2022) U.S.: 34.8 %	renter household formation (2022) U.S.: 2.4%	15,298 (2022)

Economy

	8.9%	900	1.9%	10.0%
	GDP growth (2022) U.S.: 9.1%	12-month job creation (December 2023)	1-year job growth (December 2023) U.S.: 1.7%	1-year wage growth (December 2023) U.S.: 3.8%
	\$54,590	2.8%	9.5%	International Migration in Wisconsin
ľ	Average wage per year (December 2023) U.S.: \$61,120	unemployment rate (November 2023) U.S.: 3.7%	share of workers teleworking (2022) U.S.: 17.9%	7,906 (2022)

Commercial Real Estate by Sector

Demand for office space is **weaker than nationwide** as this area has a slower absorption of office space. Despite weak conditions, rent prices rose faster than nationwide and vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Mo	Market Rent Growth 12 Mo	Market Rent/SF	Vacancy Rate	
2023 Q4	-66,165	-63,707	1.3%	\$17	10.4%	
2022 Q4	5,301	2,546	4.3%	\$16	6.3%	
	Inventory SF	Net Delivered SF	Net Delivered SF 12	Total Sales Volume	Market Cap Rate	

	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Total Sales Volume	Market Cap Rate
2023 Q4	1,541,191	0	0	\$0.39M	11.5%
2022 Q4	1,541,191	0	0	\$1.14M	10.8%

2. Multifamily

Demand for multifamily space is **weaker than nationwide** as this area has a slower absorption of multifamily space. Despite weaker conditions, rent prices rose faster than nationwide and vacancy rate is lower in this

	Absorption Units	Absorption Units 12 Months	Market Asking Rent Growth 12 Months	Market Asking Rent/Unit	Market Effective Rent/Unit	Vacancy Rate
2023 Q4	5.0	44.0	3.6%	\$915	\$912	1.1%
2022 Q4	15.0	-42.0	4.0%	\$883	\$880	2.1%
	Inventory Un	its Net D	elivered Units	Net Delivered Un	ts 12 Mo Ma	rket Cap Rate
2023 Q4	4,506		0	0		9.5%
2022 Q4	4,506		0	0		8.7%

3. Retail

Demand for retail space is **stronger than nationwide** as this area has a faster absorption of retail space. Despite strong conditions, rent prices rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	3,736	33,819	1.9%	\$12	3.7%
2022 Q4	-57,288	36,402	2.3%	\$12	4.2%
	Inventory SF	Market Cap	Rate Total Sa	les Volume	Transaction Sale Price/SF
2023 Q4	6,063,356	8.8%	\$4	.48M	\$112

Demand for industrial space is **stronger than nationwide** as this area has a faster absorption of industrial space. Despite strong conditions, rent prices rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate	
2023 Q4	38,200	136,648	5.4%	\$6	0.4%	
2022 Q4	13,860	-124,640	7.9%	\$6	1.4%	
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Market Cap Rate	Total Sales Volume	
2023 Q4	10,806,601	20,000	20,000	10.1%	\$4.29M	
2022 04	10.786.601	0	24,000	9.5%	\$0.26M	

ources: NAR analysis on data from the U.S. Census Bureau, U.S. Bureau of Labor Statistics, Bureau of Economic Analysis, CoStar



Demographics

0.2%	31.2%	0.8%	Net Migration in Wisconsin 19,301
population growth	share of renters	renter household formation	(2023)
(2022)	(2022)	(2022)	15,298
U.S.: 0.4%	U.S.: 34.8 %	U.S.: 2.4 %	(2022)

Economy

8.5%	1,300	0.7%	3.6%
GDP growth (2022) U.S.: 9.1%	12-month job creation (December 2023)	1-year job growth (December 2023) U.S.: 1.7%	1-year wage growth (December 2023) U.S.: 3.8%
\$52,760	3.2%	11.9%	International Migration in Wisconsin
Average wage per year (December 2023) U.S.: \$61,120	unemployment rate (November 2023) U.S.: 3.7%	share of workers teleworking (2022) U.S.: 17.9%	(2023) 7,906 (2022)

Commercial Real Estate by Sector

11,198,177

Demand for office space is **stronger than nationwide** as this area has a faster absorption of office space. As a result, rent prices rose faster than nationwide and vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Mo	Market Rent Growth 12 Mo	Market Rent/SF	Vacancy Rate
2023 Q4	193,565	400,252	1.9%	\$18	6.8%
2022 Q4	315,612	527,594	4.1%	\$17	9.1%
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Total Sales Volume	Market Cap Rate
2023 Q4	11,347,177	0	149,000	\$1.86M	11.7%

2. Multifamily

2022 04

Demand for multifamily space is **weaker than nationwide** as this area has a slower absorption of multifamily space. Despite weaker conditions, rent prices rose faster than nationwide and vacancy rate is lower in this

139,535

\$9.55M

11.0%

126,933

	Absorption Units	Absorption Units 12 Months	Market Asking Rent Growth 12 Months	Market Asking Rent/Unit	Market Effective Rent/Unit	Vacancy Rate
2023 Q4	156	277	3.4%	\$1,033	\$1,028	2.4%
2022 Q4	38	357	5.8%	\$999	\$995	2.6%
	Inventory Ur	nits Net D	Delivered Units	Net Delivered Un	its 12 Mo Ma	rket Cap Rate
2023 Q4	21,736		0	230		7.8%
2022 Q4	21,506		90	445		7.4%

3. Retail

Demand for retail space is **weaker than nationwide** as this area has a slower absorption of retail space. As a result, rents rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	-25,584	-2,732	2.8%	\$13	2.0%
2022 Q4	57,557	350,889	2.7%	\$13	2.0%
	Inventory SF	Market Cap	Rate Total Sa	les Volume	Transaction Sale Price/SF
2023 Q4	20,054,734	8.1%	\$6	.50M	\$171
2022 Q4	20,054,781	8.1%	\$26	5.08M	\$80

Demand for industrial space is **weaker than nationwide** as this area has a slower absorption of industrial space. As a result, rents rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	-11,092	-130,595	3.9%	\$6	1.6%
2022 Q4	-180,960	-205,303	7.5%	\$6	1.0%
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Market Cap Rate	Total Sales Volume
2023 Q4	52,431,538	3,600	187,214	9.9%	\$0.00M
2022 04	52 244 324	20.446	55.446	9.1%	\$12.73M

ources: NAR analysis on data from the U.S. Census Bureau, U.S. Bureau of Labor Statistics, Bureau of Economic Analysis, CoStar



Demographics

0.6%	39.1%	3.2%	Net Migration in Wisconsin 19,301
population growth (2022)	share of renters (2022)	renter household formation (2022)	(2023) 15.298
U.S.: 0.4%	U.S.: 34.8%	U.S.: 2.4%	(2022)

Economy

7.2%	7,200	1.7%	4.3%
GDP growth (2022) U.S.: 9.1%	12-month job creation (December 2023)	1-year job growth (December 2023) U.S.: 1.7%	1-year wage growth (December 2023) U.S.: 3.8%
\$61,500	2.5%	19.2%	International Migration in Wisconsin
Average wage per year (December 2023) U.S.: \$61,120	unemployment rate (November 2023) U.S.: 3.7%	share of workers teleworking (2022) U.S.: 17.9 %	(2023) 7,906 (2022)

Commercial Real Estate by Sector

Demand for office space is **stronger than nationwide** as this area has a faster absorption of office space. As a result, rent prices rose faster than nationwide and vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Mo	Market Rent Growth 12 Mo	Market Rent/SF	Vacancy Rate
2023 Q4	1,340	-38,824	1.7%	\$23	6.0%
2022 Q4	61,290	423,337	3.2%	\$23	5.4%

	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Total Sales Volume	Market Cap Rate
2023 Q4	39,724,961	10,000	216,600	\$5.92M	10.8%
2022 Q4	39,508,361	30,687	343,992	\$53.56M	10.2%

2. Multifamily

Demand for multifamily space is **stronger than nationwide** as this area has a faster absorption of multifamily space. As a result, rent prices rose faster than nationwide and vacancy rate is lower in this area.

	Absorption Units	Absorption Units 12 Months	Market Asking Rent Growth 12 Months	Market Asking Rent/Unit	Market Effective Rent/Unit	Vacancy Rate
2023 Q4	635	3,410	3.7%	\$1,498	\$1,491	3.8%
2022 Q4	235	2,668	7.5%	\$1,444	\$1,439	2.9%
	Inventory Un	nits Net D	elivered Units	Net Delivered Un	its 12 Mo Mai	rket Cap Rate
2023 Q4	71,965		482	4,158		6.2%
2022 Q4	67,807		359	2,481		5.7%

3. Retail

Demand for retail space is **weaker than nationwide** as this area has a slower absorption of retail space. As a result, rents rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	42,616	166,083	1.9%	\$17	2.2%
2022 Q4	242,745	537,601	2.7%	\$17	2.5%
	Inventory SF	Market Cap	Rate Total Sa	les Volume	Transaction Sale Price/SF
2023 Q4	41,424,565	7.3%	\$12	2.48M	\$102
2022 Q4	41,410,729	7.3%	\$70	D.95M	\$202

Demand for industrial space is **stronger than nationwide** as this area has a faster absorption of industrial space. Despite strong conditions, rent prices rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	268,045	960,842	4.2%	\$8	2.9%
2022 Q4	846,515	1,444,851	7.1%	\$7	2.7%
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Market Cap Rate	Total Sales Volume
2023 Q4	75,785,285	262,500	1,113,977	8.5%	\$16.09M
2022 04	74.671.308			7.9%	\$31.73M

ources: NAR analysis on data from the U.S. Census Bureau, U.S. Bureau of Labor Statistics, Bureau of Economic Analysis, CoStar



COMMERCIAL REAL ESTATE REPORT Q4 2023

e-Waukesha, WI Metro Area

Demographics and Economy

Demographics

-0.4%	39.9%	3.0%	Net Migration in Wisconsin 19,301 (2023)
population growth	share of renters	renter household formation	15,298 (2022)
(2022)	(2022)	(2022)	
U.S.: 0.4%	U.S.: 34.8 %	U.S.: 2.4 %	

Economy

7.2%	2,400	0.3%	6.9%
GDP growth (2022) U.S.: 9.1%	12-month job creation (December 2023)	1-year job growth (December 2023) U.S.: 1.7%	1-year wage growth (December 2023) U.S.: 3.8%
\$63,270	3.5%	14.6%	International Migration in Wisconsin 13,653 (2023)
Average wage per year (December 2023) U.S.: \$61,120	unemployment rate (November 2023) U.S.: 3.7%	share of workers teleworking (2022) U.S.: 17.9%	7,906 (2022)

Commercial Real Estate by Sector

Demand for office space is **stronger than nationwide** as this area has a faster absorption of office space. As a result, rent prices rose faster than nationwide and vacancy rate is lower in this area

	Net Absorption SF	Net Absorption SF 12 Mo	Market Rent Growth 12 Mo	Market Rent/SF	Vacancy Rate
2023 Q4	83,662	-441,398	1.3%	\$21	10.8%
2022 Q4	-31,454	-78,553	3.2%	\$21	10.1%
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Total Sales Volume	Market Cap Rate
2027.07	70 275 050	64.000	112 727	\$27.7CM	0.004

2. Multifamily

2022 04

79,123,623

Demand for multifamily space is **weaker than nationwide** as this area has a slower absorption of multifamily space. Despite weaker conditions, rent prices rose faster than nationwide and vacancy rate is lower in this

-40,941 \$106.86M

9.4%

-97,721

	Absorption Units	Absorption Units 12 Months	Market Asking Rent Growth 12 Months	Market Asking Rent/Unit	Market Effective Rent/Unit	Vacancy Rate
2023 Q4	329	1,856	1.9%	\$1,324	\$1,315	4.8%
2022 Q4	91	1,672	4.4%	\$1,299	\$1,293	4.0%
	Inventory Ur	nits Net D	elivered Units	Net Delivered Un	its 12 Mo Ma	rket Cap Rate
2023 Q4	113,384		694	2,893		7.2%
2022 Q4	110,491		352	2,440		6.7%

3. Retail

Demand for retail space is **weaker than nationwide** as this area has a slower absorption of retail space. Despite weaker conditions, rent prices rose faster than nationwide and vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	-65,861	120,905	6.1%	\$16	4.0%
2022 Q4	319,820	751,490	2.0%	\$15	3.8%
	Inventory SF	Market Cap	Rate Total Sa	iles Volume	Transaction Sale Price/SF
2023 Q4	113,519,339	7.7%	\$4	5.50M	\$136
2022 Q4	113,242,938	7.8%	\$13	8.76M	\$124

Demand for industrial space is **stronger than nationwide** as this area has a faster absorption of industrial space. Despite strong conditions, rent prices rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	1,043,100	3,189,309	5.7%	\$7	2.6%
2022 Q4	366,885	1,777,753	8.6%	\$6	2.7%
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Market Cap Rate	Total Sales Volume
2023 Q4	264,548,296	1,469,299	3,109,449	9.4%	\$79.73M
2022 Q4	261,438,847	982,398	2,326,610	8.8%	\$133.77M

ources: NAR analysis on data from the U.S. Census Bureau, U.S. Bureau of Labor Statistics, Bureau of Economic Analysis, CoStar



10.5%

COMMERCIAL REAL ESTATE REPORT Q4 2023

leenah, WI Metro Area

Demographics and Economy

Demographics

-0.5%	35.4%	1.9%	Net Migration in Wisconsin 19,301
population growth (2022)	share of renters (2022)	renter household formation (2022)	(2023) 15,298
U.S.: 0.4%	U.S.: 34.8%	U.S.: 2.4%	(2022)

Economy

	6.7%	700	0.7%	10.0%
	GDP growth (2022) U.S.: 9.1%	12-month job creation (December 2023)	1-year job growth (December 2023) U.S.: 1.7%	1-year wage growth (December 2023) U.S.: 3.8%
-	\$51,140	2.9%	12.1%	International Migration in Wisconsin 13,653 (2023)
	Average wage per year (December 2023) U.S.: \$61,120	unemployment rate (November 2023) U.S.: 3.7%	share of workers teleworking (2022) U.S.: 17.9 %	7,906 (2022)

Commercial Real Estate by Sector

6.884.027

Demand for office space is **stronger than nationwide** as this area has a faster absorption of office space. As a result, rent prices rose faster than nationwide and vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Mo	Market Rent Growth 12 Mo	Market Rent/SF	Vacancy Rate
2023 Q4	-92,216	81,269	1.3%	\$17	7.4%
2022 Q4	-146,384	-31,866	3.7%	\$17	10.5%
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Total Sales Volume	Market Cap Rate
2023 Q4	6,745,227	0	-138,800	\$1.03M	11.2%

-32,085

\$2.90M

2. Multifamily

2022 04

Demand for multifamily space is **stronger than nationwide** as this area has a faster absorption of multifamily space. As a result, rent prices rose faster than nationwide and vacancy rate is lower in this area.

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	Absorption Units	Absorption Units 12 Months	Market Asking Rent Growth 12 Months	Market Asking Rent/Unit	Market Effective Rent/Unit	Vacancy Rate
2023 Q4	81.0	259.0	4.0%	\$967	\$960	5.4%
2022 Q4	37.0	276.0	4.7%	\$929	\$924	4.5%
	Inventory Un	its Net D	elivered Units	Net Delivered Un	ts 12 Mo Ma	arket Cap Rate
2023 Q4	10,924		156	370		7.7%
2022 Q4	10,554	10,554 144		543		7.0%

3. Retail

Demand for retail space is **stronger than nationwide** as this area has a faster absorption of retail space. Despite strong conditions, rent prices rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate	
2023 Q4	118,359	176,007	2.6%	\$13	4.0%	
2022 Q4	45,683	-68,658	2.8%	\$13	4.4%	
	Inventory SF	Market Cap	Rate Total Sa	les Volume	Transaction Sale Price/SF	
2023 Q4	9.827.146	8.0%	\$3	45M	\$126	
	-,,	0.070	Ψ.	. 10111	T	

Demand for industrial space is **weaker than nationwide** as this area has a slower absorption of industrial space. As a result, rents rose slower than nationwide. However, vacancy rate is lower in this area.

	Net Absorption SF	Net Absorption SF 12 Months	Market Rent Growth 12 Months	Market Rent/SF	Vacancy Rate
2023 Q4	-121,510	-269,587	4.4%	\$6	1.0%
2022 Q4	404,037	551,547	7.6%	\$6	0.8%
	Inventory SF	Net Delivered SF	Net Delivered SF 12 Months	Market Cap Rate	Total Sales Volume
2023 Q4	28,017,223	-65,067	-203,165	10.3%	\$6.16M
2022 Q4	28,220,388	8,880	15,014	9.3%	\$5.56M

ources: NAR analysis on data from the U.S. Census Bureau, U.S. Bureau of Labor Statistics, Bureau of Economic Analysis, CoStar

