



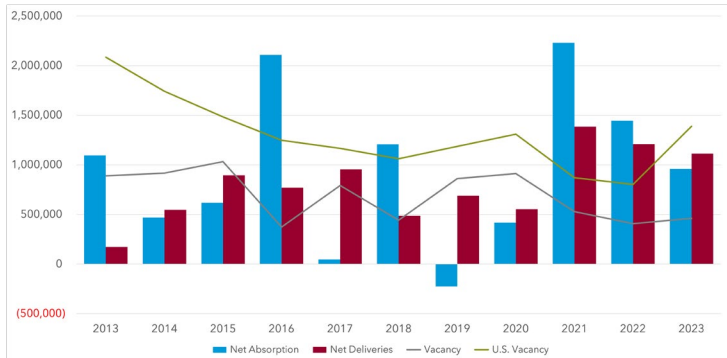
### INDUSTRIAL MARKET OVERVIEW

CAMP PERRET, *Vice President*

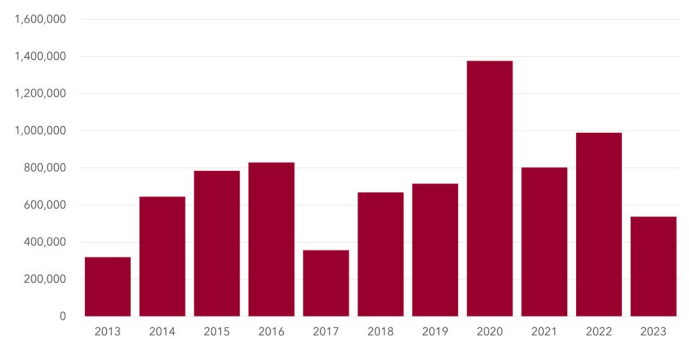
The Madison Industrial Market continues to thrive due to impressive demographics including above-average median household incomes, soaring population growth and a very low unemployment rate. Vacancy rates remain low at 2.9% resulting in a tight market with a dip in new absorption. Rental rates continue to tick up due to the limited inventory, as demand is outpacing supply. Construction starts have declined due to financing interest rates and construction costs, keeping the availability rates down. These factors have also effectively dampened sales volumes. The forecast for the Industrial Market seems to mirror existing conditions.

MARKET INDICATORS	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
▼ 12 Mo. Net Absorption SF	960,842	1,539,312	1,794,217	1,394,265	1,444,851
◀▶ Vacancy Rate	2.9%	2.9%	1.8%	2.4%	2.7%
▲ Avg NNN Asking Rate PSF	\$7.59	\$7.55	\$7.50	\$7.41	\$7.28
▼ SF Under Construction	537,275	799,775	1,454,819	1,247,827	989,477
▲ Inventory SF	75,785,285	75,522,785	74,842,749	74,736,258	74,671,308

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



#### UNDER CONSTRUCTION



TOP SALE TRANSACTIONS BY SF	SIZE	SALE PRICE	BUYER / SELLER	BUILDING CLASS
2175 McCoy Road Sun Prairie, WI	51,642 SF	\$2,580,000 \$49.96 PSF	Bliffert Middle West Holdings LLC Chase Property Holdings, Inc.	Class C
2002 Pankratz Street Madison, WI	45,038 SF	\$4,960,000 \$110.13 PSF	Dane County Daniels Street Properties LLC	Class B
615 Mayfair Avenue Madison, WI	23,370 SF	\$1,960,000 \$83.87 PSF	Findorf Development Co., Inc. American Family Insurance Co.	Class B

TOP LEASE TRANSACTIONS BY SF	SIZE	LANDLORD	TENANT	TENANT INDUSTRY
749 Little Potato Way Sun Prairie, WI	118,176 SF	TDC DeForest I LLC	Merck	Professional, Scientific and Technical Services
1824 Hayes Drive Sun Prairie, WI	30,000 SF	Joe Lindahl	Eastman Chemical	Professional, Scientific and Technical Services
2840 Innovation Way Sun Prairie, WI	20,049 SF	Interstate Partners	Undisclosed	Undisclosed

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