



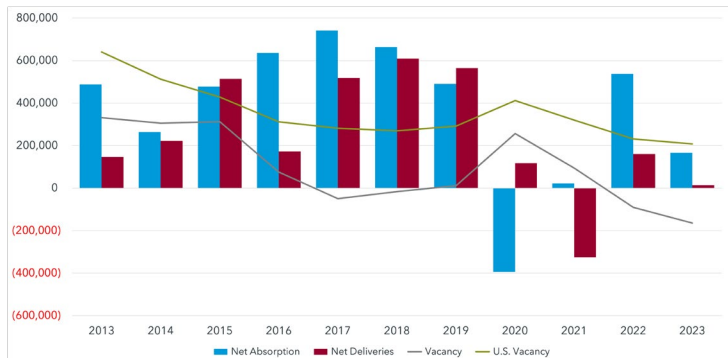
RETAIL MARKET OVERVIEW

CAMP PERRET, *Vice President*

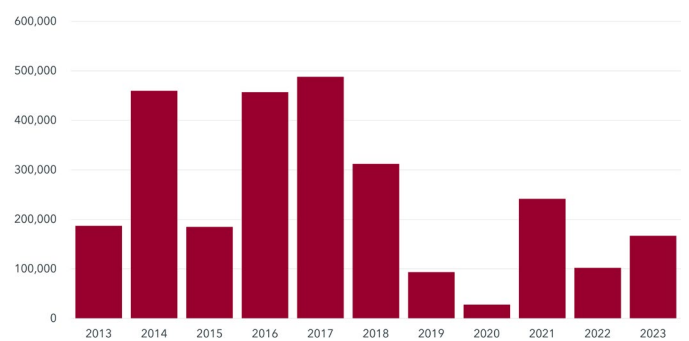
The Madison retail market demand remains stable due to favorable demographics, including above-average median household incomes, soaring population growth and a very low unemployment rate. The vacancy rate is at an all-time low of 2.2%. The tight market has led to a slowdown in leasing and sales, simply due to the lack of available inventory. On a positive note, lack of available space continues to push rental rates and sale prices up. Construction starts are up year-over-year but remain muted due to financing interest rates and construction costs. Future construction projects are expected to be build-to-suit.

MARKET INDICATORS	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
▼ 12 Mo. Net Absorption SF	166,083	366,212	406,292	548,476	537,601
◀▶ Vacancy Rate	2.2%	2.3%	2.3%	2.4%	2.5%
▲ Avg NNN Asking Rate PSF	\$16.92	\$16.86	\$16.78	\$16.61	\$16.59
▲ SF Under Construction	167,000	177,000	91,582	76,582	102,236
▲ Inventory SF	41,430,373	41,420,373	41,405,791	41,393,791	41,416,537

NET ABSORPTION, NET DELIVERIES, & VACANCY



UNDER CONSTRUCTION



TOP SALE TRANSACTIONS BY SF	SIZE	SALE PRICE	BUYER / SELLER	TENANCY TYPE
4111 E. Towne Boulevard Madison, WI	22,584 SF	\$1,000,000 \$44.28 PSF	Casa DeFe, Inc. East PB LLC	Single-Tenant
2750 Ironwood Drive Sun Prairie, WI	10,000 SF	\$4,680,000 \$468.00 PSF	Terry W. Mammen Upstate Sun Prairie LLC	Single-Tenant
303 Douglas Drive Brooklyn, WI	9,002 SF	\$464,019 \$50.72 PSF	Aunk Holdings LLC AS Wolf LLC	Single-Tenant

TOP LEASE TRANSACTIONS BY SF	SIZE	LANDLORD	TENANT	TENANT INDUSTRY
3313 University Avenue Madison, WI	36,623 SF	Shepherd Express	Undisclosed	Undisclosed
5906-5960 Odana Road Madison, WI	18,150 SF	Odana Joint Venture II LLP	Undisclosed	Undisclosed
66 West Towne Mall Madison, WI	7,887 SF	CBL Properties, Inc.	H & M	Retailer

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