OFFICE • INDUSTRIAL • RETAIL • LAND • MULTIFAMILY

REPORT

SEMI-ANNUAL
JAN 2018 // ISSUE 1

RESOURCE
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NOTE FROM THE PRESIDENT // KEVIN H ADAMS

I am pleased to present the 2018 RESOURCE Semi-Annual Market Report, prepared by our outstanding research and marketing teams. Our annual report provides insight into the commercial real estate activity in the Central Indiana market. This exclusive report is comprised of information from our team of knowledgeable real estate professionals who represent many of the clients who influence the supply and demand factors in our marketplace. It is of tremendous value to entrepreneurs, investors and business professionals that are looking to enter or expand their presence in the market.

If you have any questions about the contents of this report or if we can be of service, please do not hesitate to contact us at theRESOURCEteam@rcre.com

THANK YOU TO OUR SELECT CLIENTS OF 2017

ANDERSON ECONOMIC DEVELOPMENT

PK PARTNERS

CORE REDEVELOPMENT

FLAGSHIP Enterprise CENTER

CGARCIA ASSOCIATES

LEVEL LOVE YOUR OFFICE

Mimir

KLC REALTY

BRUCE WISHARD

WALKER

HYLANT

SUNBEAM DEVELOPMENT CORPORATION

Settlement One

CEDIA

RAZUMICH & DELAMATER P.C. LAWYERS READY TO FIGHT

INGRAM MICRO

LUCID SERVICES GROUP

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MARKET SNAPSHOTS

AJ KROOT // RESEARCH

CARMEL

Midtown Carmel is the city's newest development under construction, connecting the Carmel Arts & Design District with the Carmel City Center. The creative development features over 300,000 square feet of office, retail and multifamily options. Several large employers, including Allied Solutions and MJ Insurance, are relocating their headquarters to Midtown Carmel. With the addition of Sun King Brewery as well as other local restaurants and numerous apartment options, this development further enhances Carmel's commitment to providing a pedestrian-friendly urban area.

CBD // CENTRAL BUSINESS DISTRICT

Downtown Indianapolis continues to be the state's economic nucleus where the number of employees has increased by 12% over the past 5 years and more than 30% in the last decade. There are currently more than 3,400 apartment units under construction or in the pipeline including the area's newest project, 360 Market Square. This 28-story building features nearly 300 apartment units as well as a Whole Foods and a Starbucks. With a surge in new development along all product lines, a record number of residents have chosen downtown Indianapolis as their place to live and work.

> People are choosing downtown as their place for work and home in record numbers.

FISHERS

Fishers, a suburb 15 miles northeast of downtown Indianapolis, is a market that has seen explosive growth in the past 3 years. Anchored by the city's top employers, Roche Diagnostics and Navient, Fishers announced a record year in economic development with a commitment of nearly 2,200 new jobs and $64.5M in capital investment from area firms during 2017. Several Fishers-based companies have also announced growth plans in the tech and engineering industries that will add more than 500 new jobs by 2021. With the recent additions of IKEA and Topgolf, Fishers is rapidly becoming a one of the state's fastest-growing areas.

> Roche Diagnostics and Navient are Fishers' top employers.

MIDTOWN // BROAD RIPPLE

Broad Ripple's popularity as a live/work/play destination continues to grow as the area's unique mix of neighborhoods, parks, art galleries, specialty shops and local bars and restaurants are expanded. The latest additions to the Broad Ripple area are several new multifamily and mixed-use developments including The River House (86 units), The Line-Urban Flats on the Monon (130 units) and The Coil Apartments which feature a Fresh Thyme market on the ground floor.

GREENWOOD

Located just south of Indianapolis, Greenwood is one of Indiana's fastest growing cities. With a business-friendly reputation, Greenwood has seen significant development in residential, industrial and retail sectors. Companies like ULTA Beauty, Walmart and Meijer operate distribution centers there and IT Luggage, a global manufacturer/ distributor of luggage products, recently relocated their U.S. headquarters to the area. In 2017, Gershman Partners announced development of Greenwood Yard, a 60-acre mixed-use complex featuring a state-of-the-art sports complex. The development will include ice rinks, turf fields, basketball courts and a training facility as well as a retail/ entertainment center with a movie theatre, bowling alley, restaurants and hotels.

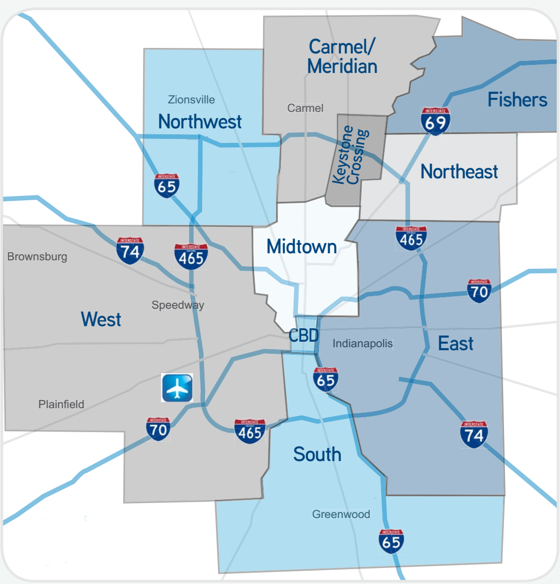
SUBMARKET **INFO**

SUBMARKET **DEMOGRAPHICS**

Submarket	Submarket Size in Square Miles	Population (2017)	Population Per Square Mile	Number of HH Per Square Mile (2017)	Projected Annual Population Growth	Median HH Income	Median Disposable HH Income	Avg. Annual HH Retail Expenditure (2017)
DOWNTOWN	2.91	13,078	4,494.16	2,309.62	1.99%	$50,626	$41,288	$24,013
MIDTOWN/ UPTOWN	33.58	117,635	3,503.13	1,529.39	0.72%	$41,271	$35,197	$23,885
NORTHEAST	38.78	83,103	2,142.93	889.71	0.62%	$71,143	$55,314	$32,637
EAST	125.93	314,245	2,495.39	911.75	0.80%	$41,448	$35,156	$23,236
FISHERS	53.22	107,520	2,020.29	713.08	2.71%	$95,393	$69,909	$35,665
WEST	157.30	335,679	2,134.01	799.65	0.96%	$49,545	$40,527	$26,584
SOUTH	221.25	230,619	1,042.35	315.75	0.89%	$53,215	$43,724	$24,184
CARMEL/ MERIDIAN	60.69	111,879	1,843.45	709.67	1.94%	$98,559	$72,920	$35,322
KEYSTONE CROSSING	13.09	19,108	1,459.74	708.48	1.30%	$68,119	$53,682	$30,419
NORTHWEST	70.45	112,984	1,603.75	614.05	1.58%	$65,581	$52,812	$34,539
TOTAL RETAIL MARKET	777.20	1,445,850	1,860.33	679.42	1.35%	$57,649	$46,118	$27,603

SUBMARKETS MAP

Indianapolis



2017 RECORD-BREAKING YEAR

293 BUSINESSES committed to locating in or expanding in Indiana

$7.04 BILLION investment committed

$27.20/HOUR average wage of committed jobs

2017 ACCOMPLISHMENTS AND ACCOLADES

#1 in the Midwest and #5 Nationally, Chief Executive

#1 for Government Efficiency, US News & World Report

#1 for Best Business Regulatory Climate, Forbes

#2 for Cost of Doing Business, CNBS

#2 for Cost of Living, CNBC

#3 for Infrastructure, CNBC

#4 for Quality of Life, Forbes

A+ for Small Business Friendliness, Thumbtack

Source: Indiana Economic Development Corporation
https://www.iedc.in.gov/indiana-advantages

INDUSTRIAL **SUBMARKETS**

INDIANAPOLIS Known as *the Crossroads of America* I-65, I-69, I-70, and I-74 provide access to more than 2/3 of the US population in less than 24 hours.

NORTH & NORTHEAST Has a significant Pharma/ medical device and healthcare business base. Always on some version of the "America's Best..." lists. The submarket has great access to I-465, I-69, & I-70.

NORTHWEST Most of the product inside the beltway consists of industrial parks, with multi-tenant buildings owned by large institutional landlords. High level demographics and amenities support the business employees and travelers. Outside the beltway provides more owner/user options as well as many lease options for distribution based organizations. The entire NW submarket has great access to I-465 and I-65.

EAST & SOUTHEAST These older submarkets possess more owner/user free standing operations. Due to their age, lower clear height, and other functional issues, this submarket may pose a challenge. Lower than average price points make up for those shortcomings. The submarket has great access to I-465, I-70 and I-74.

SOUTH & SOUTHWEST These are the strongest industrial submarkets in the Indy metro area. They have few options and are expensive, as most of the product is newer and adjacent to the interstate. Southwest inside the I-465 beltway provides options at competitive price points. The product is a bit older but still very functional and largely owned by reputable institutional landlords. Outside the beltway are primarily large bulk buildings, the few flex buildings have a higher price point associated with them.

WEST This is a small, expensive flex area with few options and unfavorable access. Brownsburg is a nice suburb which provides options but may not be good if you are serving a large geographic area.

CBD // CENTRAL BUSINESS DISTRICT This is one of the most challenging submarkets, due to age, size, clear height, and dock access of the product. It is prime for light industrial or other mixed use. Aggressive state and local government incentive opportunities make it perfect for redevelopment.

INDUSTRIAL SUBMARKETS MAP

Indianapolis

LEADING THE NATION IN MANUFACTURING JOBS

Indiana is #1 for total state share of manufacturing employment, and we're the only location in the U.S. with assembly plants for Honda, Subaru and Toyota inside a single state.

Source: Indiana Economic Development Corporation
https://www.iedc.in.gov/indiana-advantages

TECH FIRMS LEADING TO OFFICE MARKET EXPANSION

AJ KROOT // RESEARCH

NET ABSORPTION

The Downtown (CBD) submarket posted more than 60,000 SF of positive absorption, outpacing all other submarkets. With more than 158,000 SF of negative absorption, the Northwest submarket tempered positive gains in other submarkets.

VACANCY

In Indianapolis, the overall vacancy rate increased 64 basis points from 17.60% to 18.24%. The vacancy rate in the downtown (CBD) submarket decreased for the second consecutive quarter to 14.11%.

ACTIVITY

The Carmel/Meridian and Fishers submarkets account for the entire construction pipeline, totaling 335,000 SF, estimated to be complete by mid-2018.

OUTLOOK

Absorption in the office market is expected to remain strong as new companies call Indianapolis home.

REGIONAL SUMMARY

The Indianapolis office market recorded 301,694 SF of negative net absorption during the 4th quarter of 2017 which was largely attributed to the 158,802 SF of negative absorption in the Northwest submarket. Despite negative absorption in several submarkets – Fishers (-21,314 SF), Keystone (-75,790 SF), and Northeast (-123,854 SF) – the Downtown (CBD), Midtown and

QUICK **STATS**

MARKET INDICATORS

Office Market

Relative to prior period	Q4 2017	Y-O-Y
VACANCY	↑	↑
NET ABSORPTION	−	+
CONSTRUCTION	↓	↑
RENTAL RATE	↑	↑

SUMMARY STATISTICS

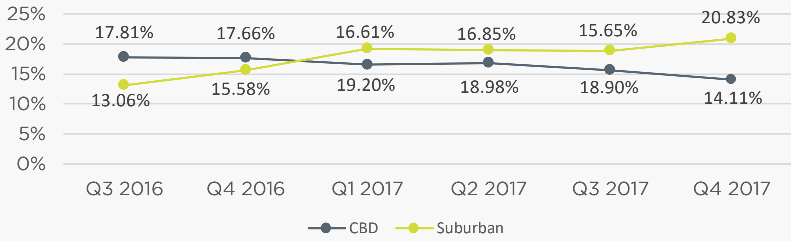
	Q4 2017	Q3 2017	Q4 2016
Vacancy Rate	18.24%	17.60%	18.12%
Downtown	14.11%	15.65%	16.85%
Suburban	20.83%	18.90%	18.98%
Absorption	-301,964	14,928	142,195
New Supply	150,000	67,501	0
Under Construction	335,000	397,000	464,500

AVERAGE RENTS (Per SF Per Year)

	Q4 2017	Q3 2017	Q4 2016
Average Rents	$18.62	$18.55	$18.39
Downtown	$20.36	$20.02	$19.66
Class A	$20.78	$20.40	$19.94
QUARTERLY CHANGE	1.68%	1.80%	
ANNUAL CHANGE	6.10%	6.49%	
Suburban	$18.11	18.14	$17.91
Class A	$20.29	$20.28	$20.03
QUARTERLY CHANGE	-0.14%	1.27%	
ANNUAL CHANGE	5.05%	4.89%	

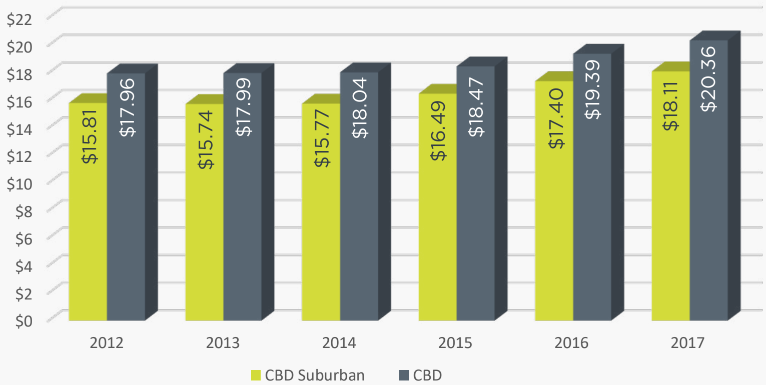
VACANCY RATES

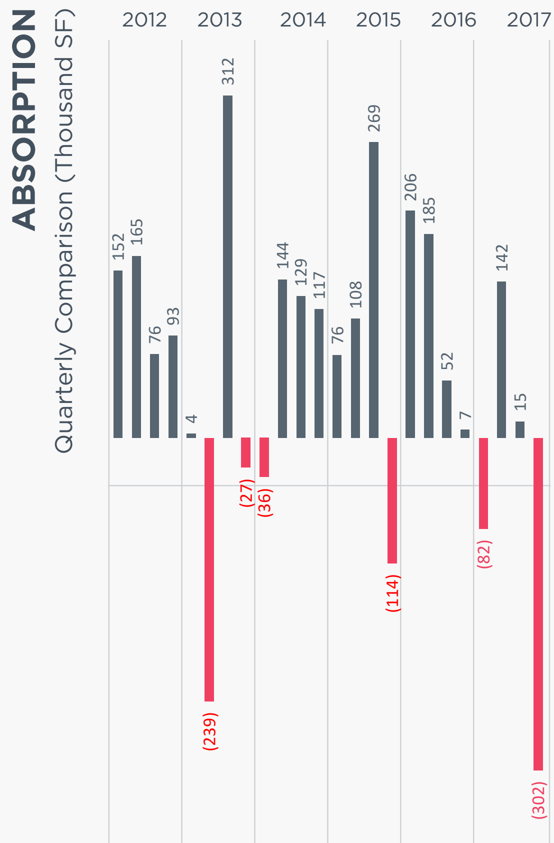
Y-O-Y Comparison



RENTAL RATES

Q4 Y-O-Y Comparison





2017 OFFICE SECTOR JOB GROWTH

Financial Activities

700

Private Education & Health Services

500

Professional & Business Services

800

South submarkets recorded more than 90,000 SF of total positive absorption. Rental rates in downtown Indianapolis increased by $0.34/SF to $20.36/SF across all asset classes and suburban markets decreased slightly by $0.03/SF to $18.11/SF.

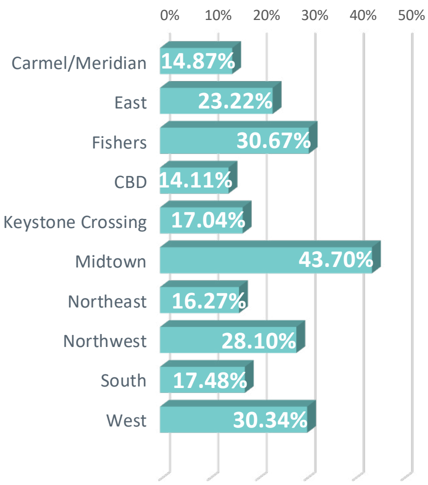
Some notable new office buildings were added to the Indianapolis office market during the 4th quarter – Braden Business Systems' new 35,000 SF building in Fishers and Walker Place at River North, a 55,000 SF building located in the Keystone Crossing submarket. In addition, over 300,000 SF of new construction is in various stages of development in the Carmel/Meridian submarket. These projects are expected to be complete by mid-2018.

ECONOMIC ENVIRONMENT

Indiana's unemployment rate stands at 3.7%, which is lower than the national average of 4.1% and lower than each of the surrounding states – Illinois (4.9%), Kentucky (4.7%), Ohio (4.8%) and Michigan (3.8%). According to the Indiana Economic Development Corporation (IEDC), 2017 was a record-breaking year creating over 30,000 jobs and nearly 300 company commitments to be in Indiana over the next 5 years. Indianapolis's economy is reaching new heights of growth due to thriving industries such as the technology and cybersecurity sectors. Companies choose to expand and add new jobs to the state of Indiana; therefore, the Indianapolis office market is expected to remain healthy for the foreseeable future.

SUBMARKET VACANCY RATES

Y-O-Y Comparison



TOP OFFICE TRANSACTIONS OF 2017

COMPANY/BUYER	SF	TYPE	SUB-MARKET	ADDRESS
Sallie Mae	119,362	Renewal/Expansion	NW	8425 Woodfield Crossing Blvd
The Salvation Army	41,288	Sale	SW	6060 Castleway W Dr
Project Lead the Way	34,187	Renewal/Expansion	East	3939 Priority Way S Dr
CICOA	29,787	New	East	8440 Woodfield Crossing Blvd
Jupiter Peak Real Estate Holdings LLC	26,660	Sale	SW	644 E Washington St
Receivables Management Partners	24,443	New	SW	8085 Knue Rd
American Legion Auxilary	23,519	Sale	NW	3450 Founders Rd
Marion County Public Health Dept	19,683	New	South	7551 S Shelby St
Cummins, Inc	19,562	New	East	20 N Meridian St
Benesch	18,585	Renewal	North	One American Sq (Suite 2300)
Presidio Network Solutions	18,544	Renewal	NW	12272 Hancock St
Public Safety Health Systems	18,041	Lease	South	6612 E 75th St

Q4 2017 OFFICE MULTI-TENANTED MARKET STATISTICS // BUILDINGS OVER 20,000 SF

SUBMARKET	TOTAL INVENTORY SF	TOTAL VACANT SF	VACANCY RATE	CURRENT PERIOD	YTD	COMPLETIONS	CURRENT	AVG WEIGHTED RENT $/PSF
Carmel/Meridian	6,396,350	951,296	14.87%	12,226	143,750	60,000	305,000	$20.71
East	1,404,794	326,195	23.22%	(10,784)	(91,734)	-	-	$14.42
Fishers	1,348,477	413,517	30.67%	(21,314)	(276,173)	35,000	30,000	$21.31
CBD	13,810,234	1,949,043	14.11%	60,710	311,083	-	-	$20.36
Keystone Crossing	4,104,355	699,189	17.04%	(75,790)	(89,088)	55,000	-	$21.06
Midtown/Uptown	852,022	372,326	43.70%	14,991	1,214	-	-	$15.81
Northeast	3,121,804	508,071	16.27%	(123,854)	(181,277)	-	-	$18.27
Northwest	2,965,290	833,152	28.10%	(158,452)	(156,610)	-	-	$17.56
South	570,491	99,736	17.48%	23,026	21,607	-	-	$12.76
West	1,268,518	384,890	30.34%	(22,453)	90,181	-	-	$16.14
Suburban Total	**22,032,101**	**4,588,372**	**20.83%**	**(362,404)**	**(538,130)**	**150,000**	**335,000**	**$18.11**
Downtown Total	**13,810,234**	**1,949,043**	**14.11%**	**60,710**	**311,083**	**-**	**-**	**$20.36**
Market Total	**35,842,335**	**6,537,415**	**18.24%**	**(301,694)**	**(227,047)**	**150,000**	**335,000**	**$18.62**

INDIANAPOLIS MULTI-TENANTED MARKET // LAST 5 QUARTERS

SUBMARKET	TOTAL INVENTORY SF	TOTAL VACANT SF	VACANCY RATE	CURRENT PERIOD	YTD	COMPLETIONS	CURRENT	AVG WEIGHTED RENT $/PSF
Q4 2017	35,842,335	6,537,415	18.24%	(301,694)	(227,047)	150,000	335,000	$18.62
Q3 2017	37,304,377	6,566,199	17.60%	14,927	74,647	67,500	397,000	$18.56
Q2 2017	37,790,554	6,755,676	18.12%	142,195	59,720	-	464,500	$18.39
Q1 2017	37,790,554	6,851,396	18.13%	(82,475)	(82,475)	-	459,861	$18.27
Q4 2016	37,790,554	6,213,789	16.44%	7,384	451,028	-	434,861	$18.04

RESOURCE Commercial Real Estate's criteria for inclusion in the office market data set: All multi-tenanted, nonmedical, class A, B and C buildings, not owned or fully leased by government agencies or owner-occupied, 20,000 square feet and above.

300 MILLION SQUARE FEET AND GROWING

AJ KROOT // RESEARCH

QUICK **STATS**

SUMMARY STATISTICS

	Q4 2017	Q3 2017	Q4 2016
Vacancy Rate	4.38%	4.91%	3.71%
Absorption	956,017	403,689	1,950,540
New Supply	2,470,233	1,603,950	977,000
Under Construction	6,612,154	6,190,955	6,386,304

MARKET INDICATORS

Industrial Market

Relative to prior period	Q4 2017	Y-O-Y
VACANCY	↓	↑
NET ABSORPTION	+	+
CONSTRUCTION	↑	↑
RENTAL RATE	↑	↑

NET ABSORPTION

The year-to-date net absorption was more than 2.5 million SF. Bulk space led the way with 816,455 SF of positive net absorption leading all property types.

VACANCY

Vacancy decreased 54 basis points during Q4, from 4.92% to 4.38%. The Q4 vacancy declined for the first time since Q3 2016.

ACTIVITY

The Southwest submarket is responsible for just under half of the total construction with 2.9 million SF. Over 2.4 million SF was completed in Q4, recording the largest construction completed since Q4 of 2015.

OUTLOOK

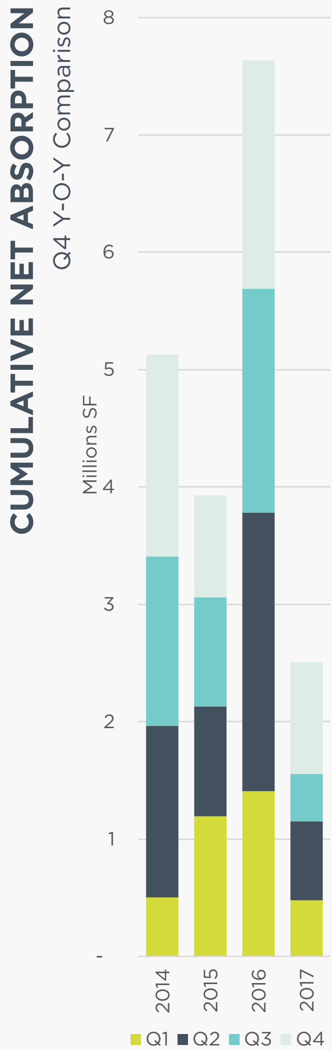
Multiple projects are expected to be delivered in mid-2018, signifying a healthy industrial market.

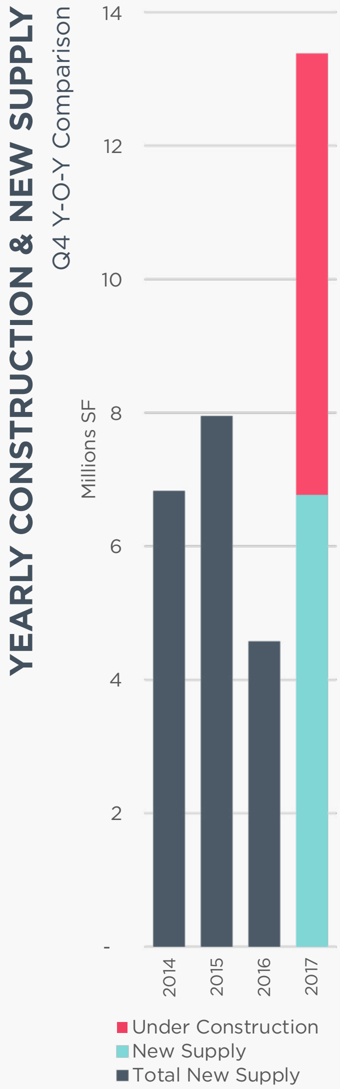
REGIONAL SUMMARY

The 4th quarter of 2017 ended on a positive note with 956,017 square feet of positive net absorption, the most recorded this year. The 4th quarter also registered another notable quarter in the Indianapolis Industrial market with over 2.4 million SF in newly delivered product. The vacancy rate dipped this quarter for the first time since Q3 of 2016 from 4.92% to 4.38%. Construction continues to be active in the Indianapolis market with over 6.6 million SF ongoing, along with a handful of projects expected to be complete by mid-2018. Significant deliveries this quarter include both World Connect buildings 1 and 2 totaling over 1.5 million SF in the Southwest submarket.

ECONOMIC ENVIRONMENT

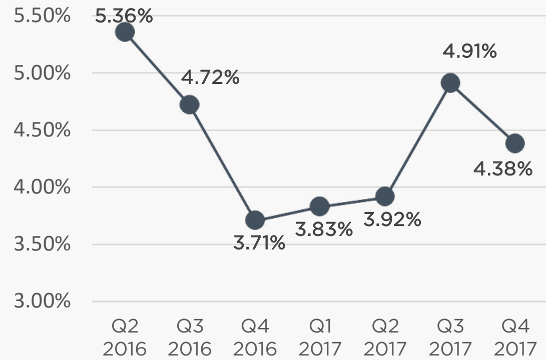
The Indianapolis Industrial market is surging ahead with the addition of distribution facilities for e-commerce vendors. Overall, retail sales have tripled over the year and given the central location of Indianapolis, companies are choosing central Indiana as a destination. Indiana’s unemployment rate stands at 3.8% and remains lower than the national average of 4.1%. Indiana’s unemployment rate has been below the national rate for more than four years. The current unemployment rate is lower than its bordering states: Illinois (4.9%), Kentucky (4.7%), Michigan (4.6%), and Ohio (4.8%).





VACANCY RATES

Y-O-Y Comparison



2017 INDUSTRIAL SECTOR JOB GROWTH

Trade, Utilities, & Transportation
2,900

Manufacturing
1,200

Construction
4,900

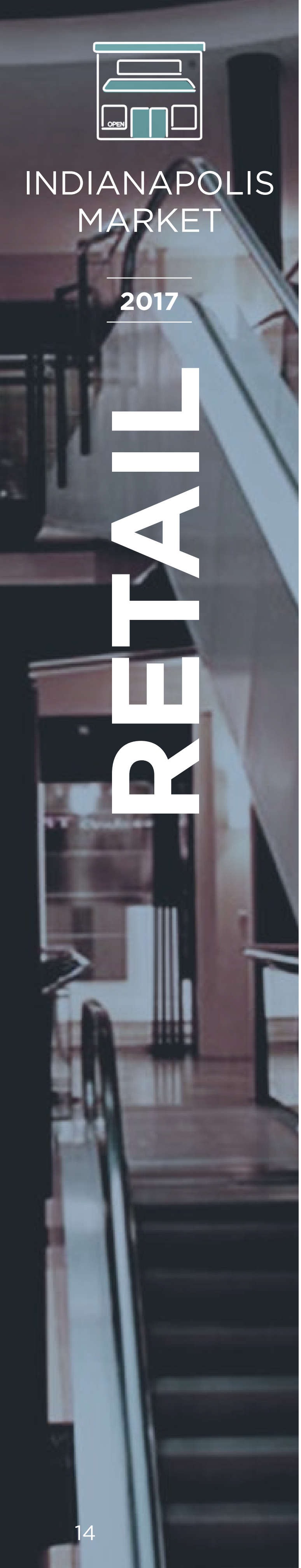
TOP INDUSTRIAL TRANSACTIONS OF 2017

COMPANY/BUYER	SF	TYPE	ADDRESS	COMMENCEMENT/ SALE DATE
Whirlpool	424,828	Renewal	1551-1591 Opus Dr	11/1/2017
Superior Pool Products	400,000	Renewal	5521 W Minnesota St	7/1/2018
Electronic Recyclers International	315,000	New	3100 Reeves Rd	1/1/2018
Land O'Lakes	300,000	New	600 S Perry Rd	12/1/2017
Winfield Logistics	300,000	Lease	650 Perry Rd	12/1/2017
Adelta/Nippon Express	266,760	Expansion	3747 Plainfield Rd	10/1/2017
Dollar General	249,920	New	2201 E Loew Road, Marion	12/1/2017
Congaree River LLC	231,803	Sale	Post Park & Shadeland Ave	11/27/2017
Geodis Logistics	196,933	Lease	3870 S Ronald Reagan Pkwy	11/1/2017
EDM America	126,020	Expansion	3200 Industrial Blvd	10/10/2017
Latham Pools	99,288	New	758 Columbia Rd	12/1/2017
Red Beard Holdings	70,000	Sale	3019 Enterprise Dr, Anderson	10/11/2017

INDIANAPOLIS INDUSTRIAL MARKET // Q4 2017

TYPE	BLDGS	TOTAL INVENTORY SF	DIRECT VACANT SF	SUBLET VACANT SF	TOTAL VACANT SF	VAC RATE CURRENT QTR	VAC RATE PREV QTR	NET ABSORPTION CURRENT QTR SF	YTD NET ABSORPTION SF	COMPLETIONS CURRENT QTR SF	COMPLETIONS YTD SF	UNDER CONST. SF	DIRECT AVAILABLE SF
DOWNTOWN													
WH/DIST	552	30,900,395	1,015,823	-	1,015,823	3.29%	3.28%	(852)	45,215	-	-	-	716,550
FLEX	51	1,750,129	39,166	8,500	47,666	2.72%	5.82%	54,141	79,584	-	-	-	50,456
CBD Total	**603**	**32,650,524**	**1,054,989**	**8,500**	**1,063,489**	**3.26%**	**3.42%**	**53,289**	**124,799**	**-**	**-**	**-**	**767,006**
EAST													
WH/DIST	522	39,379,427	1,669,379	489,685	2,159,064	5.48%	5.19%	(175,881)	(521,830)	-	100,000	-	2,082,277
FLEX	58	3,144,122	275,453	8,150	283,603	9.02%	5.96%	(96,244)	(144,187)	-	-	-	570,849
East Total	**580**	**42,523,549**	**1,944,832**	**497,835**	**2,442,667**	**5.74%**	**5.25%**	**(272,125)**	**(666,017)**	**-**	**100,000**	**-**	**2,653,126**
NORTH													
WH/DIST	195	8,211,883	458,285	117,000	575,285	7.01%	6.74%	(19,438)	(127,258)	-	52,400	-	559,654
FLEX	65	1,832,795	64,956	-	64,956	3.54%	3.62%	1,451	1,751	-	-	-	124,372
North Total	**260**	**10,044,678**	**523,241**	**117,000**	**640,241**	**6.37%**	**6.17%**	**(17,987)**	**(125,507)**	**-**	**52,400**	**-**	**684,026**
NORTHEAST													
WH/DIST	479	30,169,494	1,959,350	22,613	2,066,763	6.85%	7.43%	253,823	524,884	88,946	158,946	650,000	2,189,131
FLEX	154	4,861,153	538,777	69,359	608,136	12.51%	12.96%	21,910	(60,704)	-	-	-	389,655
Northeast Total	**633**	**35,030,647**	**2,498,127**	**91,972**	**2,674,899**	**7.64%**	**8.20%**	**275,733**	**464,180**	**88,946**	**158,946**	**650,000**	**2,578,786**
NORTHWEST													
WH/DIST	418	48,384,016	1,079,134	186,658	1,265,792	2.47%	2.02%	(291,937)	(701,568)	251,080	1,779,084	1,610,424	4,430,250
FLEX	82	4,478,455	400,542	20,221	420,763	9.55%	8.50%	(41,343)	(57,924)	-	-	-	464,350
Northwest Total	**500**	**52,862,471**	**1,479,676**	**206,879**	**1,686,555**	**3.07%**	**2.57%**	**(333,280)**	**(759,492)**	**251,080**	**1,779,084**	**1,610,424**	**4,894,600**
SOUTH													
WH/DIST	140	14,454,711	683,020	-	683,020	4.73%	7.84%	(33,864)	357,717	-	230,000	1,361,572	769,654
FLEX	38	1,050,386	28,150	-	28,150	2.68%	1.24%	8,014	43,196	-	-	-	43,632
South Total	**178**	**15,505,097**	**711,170**	**-**	**711,170**	**4.59%**	**7.39%**	**(25,850)**	**400,913**	**-**	**230,000**	**1,361,572**	**813,286**
SOUTHEAST													
WH/DIST	295	18,006,694	514,972	10,000	524,972	2.92%	1.87%	219,140	520,606	-	-	-	523,104
FLEX	45	1,139,038	22	-	18,274	1.60%	2.60%	21,250	8,870	-	-	-	92,470
Southeast Total	**340**	**19,145,732**	**514,994**	**10,000**	**543,246**	**2.84%**	**1.92%**	**240,390**	**529,476**	**-**	**-**	**-**	**615,574**
SOUTHWEST													
WH/DIST	730	78,717,342	1,966,428	23,650	2,808,287	3.57%	5.54%	1,095,052	2,431,521	2,130,207	4,449,503	2,990,158	5,613,580
FLEX	65	2,097,505	329,223	3,000	332,223	15.84%	13.47%	(64,356)	(8,845)	-	-	-	311,288
Southwest Total	**795**	**80,814,847**	**2,295,651**	**26,650**	**3,140,510**	**3.89%**	**5.75%**	**1,030,696**	**2,422,676**	**2,130,207**	**4,449,503**	**2,990,158**	**5,924,868**
WEST													
WH/DIST	159	13,773,814	502,485	15,000	369,205	2.68%	3.83%	10,000	111,023	-	-	-	367,613
FLEX	22	676,221	10,079	-	7,749	1.15%	0.77%	(4,849)	8,951	-	-	-	17,249
West Total	**181**	**14,450,035**	**512,564**	**15,000**	**376,954**	**2.61%**	**3.69%**	**5,151**	**114,823**	**-**	**-**	**-**	**384,862**
MARKET TOTAL													
WH/DIST	3,490	281,997,776	9,848,876	864,606	10,713,482	4.07%	4.67%	1,056,043	2,640,310	2,470,233	6,769,933	6,612,154	17,251,813
FLEX	580	21,029,804	1,686,368	109,230	1,795,598	8.61%	8.07%	(100,026)	(129,308)	-	-	-	2,064,321
Market Total	**4,070**	**303,027,580**	**11,535,244**	**973,836**	**12,509,080**	**4.38%**	**4.91%**	**956,017**	**2,511,002**	**2,470,233**	**6,769,933**	**6,612,154**	**19,316,134**

Indianapolis Market Dataset: RESOURCE Commercial Real Estate's criteria for inclusion in the industrial market data set: All flex, warehouse, and distribution space, excluding heavy manufacturing space, 10,000 square feet and above are tracked.



INDIANAPOLIS MARKET

2017

RETAIL

RETAIL CENTERS EXPANDING IN INDIANAPOLIS SUBURBS

AJ KROOT // RESEARCH

NET ABSORPTION

2017 year-to-date net absorption was a positive 611,474 SF.

VACANCY

The overall vacancy rate stands at 5.44%. The lowest submarket vacancy rate was downtown (CBD) at 2.93% and the highest being the East submarket at 7.88%.

ACTIVITY

The Shoppes at Whitestown, a 275,000 SF retail center, is currently being developed and plans to be open by the end of 2018 along with another retail center at the begining stages in the area.

OUTLOOK

Both employment and shopping center sales in Indiana are on the rise. Look for decreasing vacancy rates as shopping centers continue to adapt to the changing dynamics between big box retail and e-commerce.

ECONOMIC ENVIRONMENT

Indiana's year-over-year unemployment rate decreased to 3.7% in November, down from 4.1% last year. Of all sectors represented in November's jobs report, the electronic shopping and mail-order house industry saw the highest percentage of employment growth in the state. In addition, the National Retail Federation reports that despite numerous store closings and e-commerce growth, data shows a net increase in store openings of over 4,000 in 2017. Big box users are struggling to compete with e-commerce nationwide. Landlord's with vacant big box spaces are searching for nontraditional uses, such as entertainment, self-storage or opting to redevelop.

QUICK STATS

SUMMARY STATISTICS

	Q4 2017	Q3 2017	Q4 2016
Vacancy Rate	5.44%	5.90%	5.30%
Absorption	486,785	325,161	-26,105
New Supply	40,521	224,558	190,677
Under Construction	122,475	625,778	679,361

MARKET INDICATORS

Retail Market

Relative to prior period	Q4 2017	Y-O-Y
VACANCY	⇩	⇧
NET ABSORPTION	+	+
CONSTRUCTION	⇩	⇧
RENTAL RATE	⇧	⇧

#growIndiana

REGIONAL SUMMARY

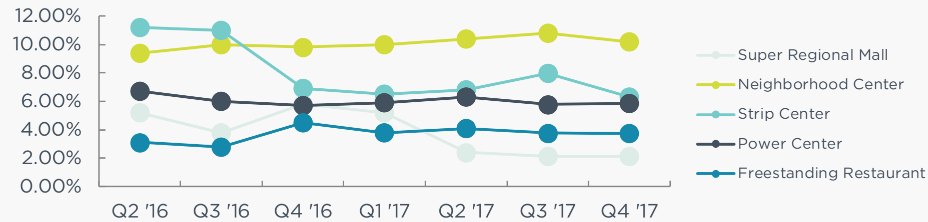
The Indianapolis retail market has shown signs of growth in the 4th quarter after a slow first half of the year by absorbing over 486,000 square feet. Among the submarkets, the Fishers submarket led the way with the largest net absorption of 290,390 SF, followed by the Northwest submarket with positive 90,081 SF. Cities such as Noblesville and Whitestown continue to development large retail centers increasing competition as well as expanding the market. The vacancy rate has increased from 5.3% Q4 2016 to 5.44% end of 2017. Recently, Money magazine ranked four Indiana cities in the "Best Places to Live" in the United States, Fishers being ranked 1st.

NOTABLE LEASE & SALE TRANSACTIONS

COMPANY/BUYER	SF/AC	TYPE	SUBMARKET	ADDRESS
Portillo's	9,000	New	Fishers	9201 E. 116th St.
IKEA	289,000	New	Fishers	11400 IKEA Way
Fresh Encounter		New	IN & OH	15 former Marsh locations
Kroger		New	IN	11 former Marsh locations
Top Golf	65,000	New	Fishers	9200 E. 116th St.
RealtyLink LLC	275,000	New	NW	Marketplace at Anson, Whitestown
City of Carmel	2-acre	New	Carmel/Meridian	Mohawk Landing Shopping Center
Cunningham Restaurant Group	6,000	New	Noblesville	350 Westfield Rd, Noblesville
Family Dollar	1.2 acres	New	East	3003 N. Mitthoeffer Rd
Planet Fitness	16,860	New	Carmel/Meridian	2192 E. 116th St.
Five Below	9,073	New	NW	3495 W. 86th St
32 Taps	7,661	New	Keystone Crossing	4825 E. 96th St
Tempur-Pedic	5,210	New	Keystone Crossing	4825 E. 96th St

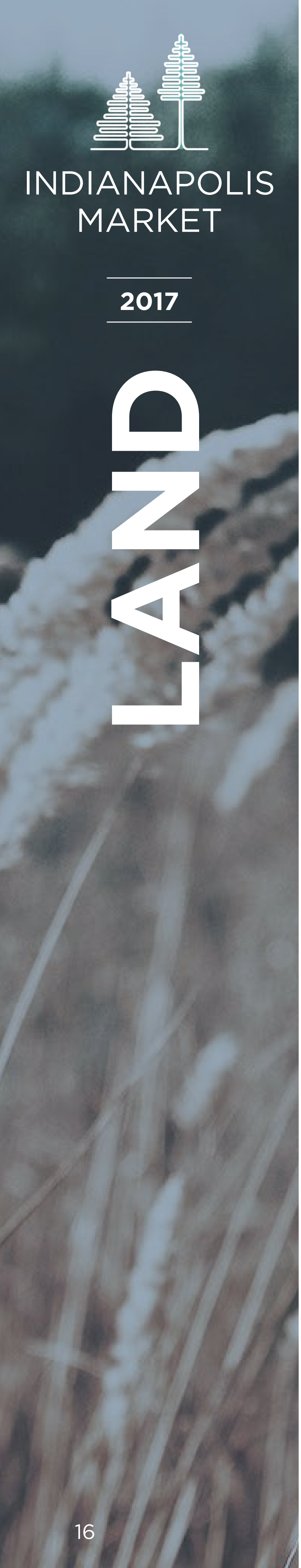
PRODUCT TYPE VACANCY

Y-O-Y Comparison



RETAIL MARKET STATISTICS // INDIANAPOLIS MARKET

				NET ABSORPTION		CONSTRUCTION		
SUBMARKET	TOTAL INVENTORY SF	TOTAL VACANT SF	VACANCY RATE	CURRENT PERIOD	YTD	COMPLETIONS	CURRENT	AVG ASKING RENT $/PSF
Carmel/Meridian	6,910,770	384,450	5.56%	48,157	(50,030)		35,273	$18.01
East	14,503,007	1,143,080	7.88%	50,507	293,466		10,000	$16.89
Fishers	5,451,260	242,515	4.45%	290,390	259,786		49,200	$19.54
CBD	2,865,961	83,952	2.93%	(9,420)	60,872			$19.62
Keystone Crossing	4,126,798	196,079	4.75%	47,175	(85,452)	15,000		$18.84
Midtown	5,077,849	195,449	3.85%	23,242	51,738	16,000		$15.91
Northeast	7,490,791	552,725	7.38%	80,787	(93,587)		7,230	$17.83
Northwest	5,149,401	255,459	4.96%	90,081	(49,909)	9,521		$17.24
South	13,033,129	467,347	3.59%	(14,214)	41,528		12,772	$13.84
West	19,781,367	1,072,790	5.42%	(119,920)	183,062		8,000	$12.03
Market Total	84,390,333	4,593,846	5.44%	486,785	611,474	40,521	122,475	$15.90
PRODUCT TYPE								
Super Regional Malls	6,563,735	140,183	2.14%	0	241,793	0	0	$19.23
Neighborhood Centers	13,277,241	1,351,289	10.18%	41,436	(103,656)	0	9,100	$11.71
Power Centers	9,246,146	541,287	5.85%	84,987	(13,982)	0	0	$16.60
Strip Centers	5,662,038	356,683	6.30%	17,850	43,686	0	0	$13.48
Freestanding Restaurants/Fast Food	2,126,697	79,833	3.75%	5,168	39,841	7,350	15,000	$14.57



ASSESSORS DO HIGH FIVES AND BACK FLIPS

ROSS RELLER // SENIOR VICE PRESIDENT

Not many businesses have been more strategic in site selection than Tom Wood Automotive Group. They have recently purchased 10 acres in Whitestown and 12 acres in the I-465/Keystone Avenue corridor. While the sites may appear expensive on a cost per acre basis, it is evidence that great sites, as part of a strategic marketing plan, are worth it. While this area will soon be configured by four new roundabouts, Wood is well positioned in the long run for continued market dominance.

Fishers and Brownsburg are contributing to the multiyear trend in visioning and managing their future. IKEA's decision to locate in Fishers is just one example. Economic incentives from Fishers helped attract the huge retailer and several new businesses, including Indiana's first Top Golf, will ride their coattails to victory. Top Golf's lease terms represent a record price per acre for a land lease. In addition, Fishers and the Indianapolis Airport Authority agreed on a disposition strategy for 200+ acres of excess land on E 96th Street. Fishers will soon see a return to the tax rolls of under-assessed or tax-exempt land. Brownsburg has proven equally aggressive and innovative in their planned five-story Green Street project being built north of downtown Brownsburg. The plans include apartments, a 350-space parking garage and new retail space. Site assemblage for the five acres exceeded $500,000 per acre.

Indianapolis is also being proactive with vacant land as they orchestrate to build a tax-exempt use on a site near downtown. Ambrose Property Group was selected for the redevelopment of the 100-acre former site of the GM Stamping plant, west of downtown. It is rare to see the offering of a 100-acre site within close proximity to a downtown business district. Estimated to be a $550 million project, plans from Ambrose call for 2.7 million square feet of development, including 250 apartments, office and retail space, a hotel, and public green space. The entire project is expected to take 15 years to complete.

The central Indiana economy enjoys continued success in 2017, thanks in part to visionary developers and municipal officials working collaboratively to generate tax revenue on land previously exempt or assessed far below current economic values.

NOTABLE LAND TRANSACTIONS OF 2017

BUYER	ADDRESS	AC	SALE PRICE	PRICE/AC
Ambrose Property Group	W 96th & Meridian St, Indianapolis	13.9	$7,650,000	$550,359.71
Scannel Properties	307 N Green St, Brownsburg	5	$2,500,000	$500,000.00
Jon Martin	6408 Crane Dr, Whitestown	10.29	$3,700,000	$359,572.40
Corey Lockhart	795 N Emerson Ave, Greenwood	11.48	$2,800,000	$243,902.44
J Enterprises Inn	13625 Tegler Dr, Noblesville	3.76	$973,000	$258,776.00

INDIANAPOLIS MULTIFAMILY VACANCY RATE REACHES 20-YEAR LOW

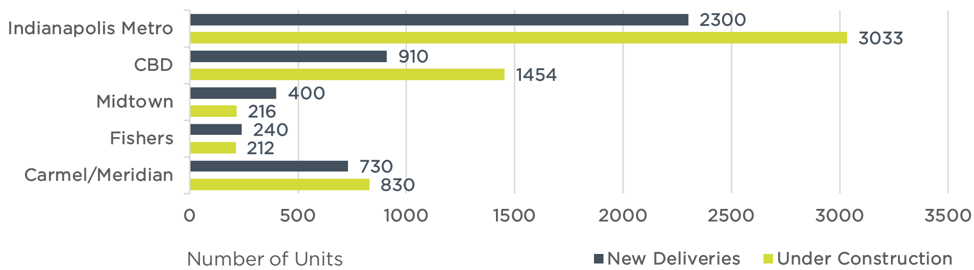
AJ KROOT // RESEARCH

2017 was a tremendous year for the Indianapolis multifamily market, which included 2,300 newly delivered units and over 3,000 units currently under construction. Downtown Indy or the CBD leads all submarkets in terms of construction with over 900 units delivered this year and 1,454 units in the pipeline. The greater Indianapolis apartment occupancy is at 93.5%, its highest overall rate in the last 20 years. Rent growth appears to occur year-over-year in the Indianapolis market due to continued job growth. The overall average rent is at $823/unit. For the year 2017, the average cap rate was slightly down from 2016, to 5.6%.

*Apartments greater than 40 units are included in report

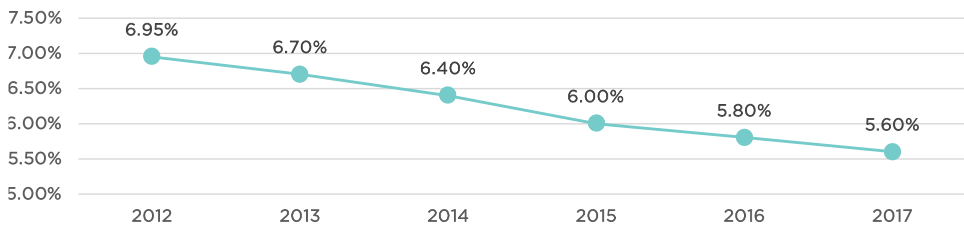
CONSTRUCTION & NEW DELIVERIES

Number of Units



CAP RATES

Y-O-Y Comparison

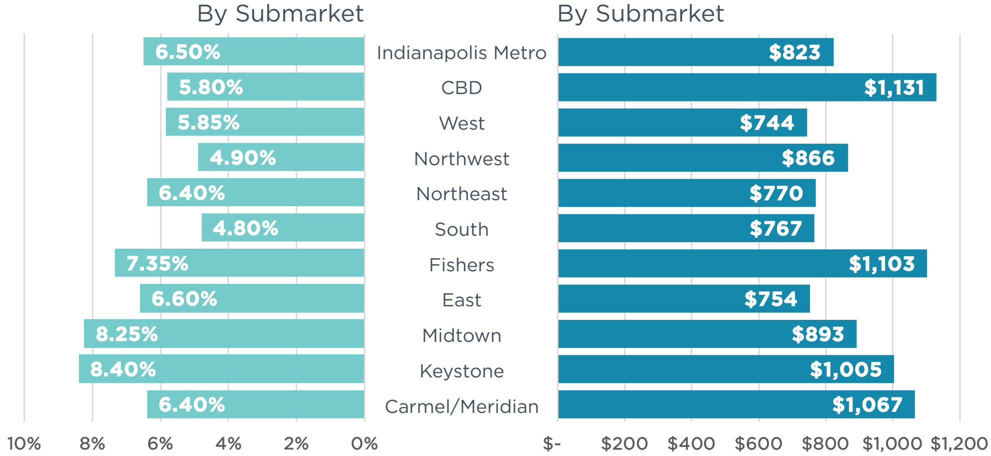


VACANCY

By Submarket

RENTS

By Submarket



PROPERTY MANAGEMENT

BIGGEST CHALLENGES OF THIRD PARTY MANAGEMENT

DAVID CIECHANOWICZ CPM SMA // PRINCIPAL

The challenge for Property Management is to maximize value for the key stakeholders: ***the owner and the tenant***. The key to maximizing value for both parties is providing great service. Each owner and tenant agrees to a lease document which stipulates the responsibilities of the parties; however, it is the skilled property manager who is charged with administering the lease, satisfying the needs of the tenant while achieving the financial objectives of the owner.

Great service is personalized, responsive, and readily accessible. The service should be focused around being proactive as opposed to being reactive. Proactive management involves inspecting the property on a regular basis to include vacant units. An example might be when extreme cold weather is eminent. Does the property management company have the authority to check vacant units and the property prior to the event or are they limited to reacting to potential issues that result?

Additionally, the ability to deliver great service hinges on the relationship between the Property Manager and the owner. It is important that the Property Manager clearly understand the owner's objectives so they can appropriately set expectations with the tenant. If not, the tenant only sees that you, the service provider are or are not providing the right service.

What tenants want will always remain a top focus for owners and Property Management companies, today and in the coming years. How will you handle this challenge? At RESOURCE, we have a long track record of developing and implementing creative and cost-effective solutions to satisfy the owner and the tenant.

> The key to maximizing value for both parties is providing great service.

THE MEANING OF THE NEW "HR1 - TAX CUTS AND JOBS ACT"

JEFFREY LOCKHART // SENIOR VICE PRESIDENT
KEITH MENNER // SENIOR VICE PRESIDENT

On December 22, 2017, President Trump signed the $1.5 trillion tax bill; HR 1 – Tax Cuts and Jobs Act (TCJA) into law, marking the biggest major overhaul of the U.S. tax code in over 30 years. This bill amends the 1986 Internal Revenue Code to reduce tax rates and modify policies, credits, and deductions for individuals and businesses.

This comprehensive tax bill has a variety of components that affect both the single-family and commercial/multifamily industries. The bill preserves the ability to deduct up to $10,000 in property taxes and also preserves the mortgage interest deduction for both first and second homes (though the cap on deductibility was lowered to $750,000). The following items were extremely important to those in the commercial real estate industry:

1. *Business Interest Deduction for Real Estate and Like-Kind Exchange Rules for Real Property Preserved.*

The new law preserves the Section 1031 like-kind exchanges for real property, which ensures that the cost of financing remains affordable and real estate activity remains vibrant. This was very important for real estate investors; providing them the ability to continue a way to defer federal tax payments on realized gains by continuing to reinvest their gains on commercial real estate sales, in new "like-kind" real estate.

2. *Low-Income Housing Tax Credit (LIHTC) and the Tax-Exempt Status for Private Activity Bonds (PAB's) Preserved.*

The new law preserves the Low-Income Housing Tax Credit (LIHTC) and the tax-exempt status for private activity bonds (PAB's), provisions that, in combination, help incentivise the continued development of affordable multifamily housing. This is huge for the affordable housing tax credit (LIHTC) developers who rely on the sale of such bonds and tax credits to fund their new developments. Tom Crowe, EVP of Pedcor Investments, a very significant LIHTC developer in the Midwest, comments that: "PAB's were not eliminated under the final tax reform bill which helps to insure the new construction of roughly 800,000 affordable homes over the next decade. This is a great win for the many organizations which championed the continued use of PAB's."

> Keeping the tax-exempt status of PAB's was crucial to preserving such financing sources for affordable housing.

Keeping the tax-exempt status of PAB's was crucial to preserving sound financing arrangements for affordable housing. Reduced corporate tax rates, from 39% to 21%, could affect the demand for such credits, resulting in tax credit buyers not recognizing as much economic advantage in 2018, translating into a lower per tax credit dollar sales price, and ultimately less tax credit equity raised to invest for particular projects. The TCJA changed the Alternative Depreciation System (ADS) life of such commercial residential and nonresidential property from 39 years to 20 years. Hopefully, accelerating depreciation and amortization schedules for "qualified improvement property" will offset some of this lost equity to the real estate owner/operators, by providing higher operating deductions for them in early ownership years.

*We are not attourneys, nor accountants. Please consult your tax advisor.

VALUATION SERVICES

MAGIC 8 BALL SAYS "YES"

STEVE SHOCKLEY MAI SRA AI-GRS AI-RRS CCIM // **SENIOR VICE PRESIDENT**

A couple of years ago, one of my daughters insisted on getting a Magic 8 Ball for Christmas. When I asked her why, she informed me that she wanted to have clear direction for what to do in the future. So on Christmas morning, after her excitement of being able to possess her own personal oracle, she began asking away for the burning questions in her life at the time. When she asked if her dad loves her, she was affirmed when the display read, "It is certain." However, when asking if a certain boy liked her, she grew disconcerted when it read, "Reply hazy try again." Then she tried a different tactic, and asked if she will eat ham for dinner (when ham was in the oven), her oracle replied, "Cannot predict now." By the end of the day, the Magic 8 Ball got put on the top of her dresser, where it still collects dust.

Perhaps we all want to buy our own real estate version of the Magic 8 Ball. In many ways, the data available in providing valuation of real estate assets is not clear, and the responses we get from the data vary from "Ask again later," "Better not tell you now," or perhaps, "Concentrate and ask again." We know that 2017 marked a very solid year for the economy, and our local market in particular. Just considering the single-family residential market, a key component in the real estate market, this past year saw a greater number of home sales, with higher sales prices, and significantly lower exposure time on the market. Inventory of single-family properties remains low.

> 2017 marked a very solid year for the economy, and our local market in particular.

In the non-residential arena, both RealtyRates and PwC report declining overall cap rates among all property types, with the exception of a slight uptick found for apartments. With historically low unemployment levels in the Indianapolis MSA (3.4% reported as of October, 2017), coupled with increasing home values and historically low interest rates on mortgages (3.95% reported by MIBOR), there appears to be little evidence of bad news on the horizon. Further, in analyzing terminal cap rates, which is the measure of future value expected by investors, PwC reports only a slight increase for apartments and offices, with no change or a decrease for other property types. The outlook appears to be continued growth in 2018 and the near term.

IS YOUR BUSINESS ELIGIBLE FOR ECONOMIC INCENTIVES?

BRIAN WAHL // DIRECTOR OF INCENTIVES & LOCATION ADVISORS

BRINGING ON NEW PEOPLE? MOVING YOUR OFFICE? TRAINING EMPLOYEES? BUYING NEW EQUIPMENT? CURRENT LEASE EXPIRING?

With these events, it might seem like your business is just spending money, but these are actually great opportunities! Your business could be eligible for economic incentives. State and local incentives can provide significant savings for your business, big or small!

THE SKINNY

The way it works is simple. Businesses are important to communities because they create jobs and impact state and local economy. "Economic Incentives" are used by state and local governments to attract and retain growing businesses. They also provide strategic ways for businesses to offset operational costs or capital investments by keeping significant capital in the business's pockets.

For example, a client created 35 new jobs which was able to get $325,000 for job related incentives. This same client also spent $38,000,000 on a new facility and equipment which was able to get them an additional $4,875,000 in incentive savings from that investment. That's a lot of savings!

Types of incentives include:

+ Payroll tax credits
+ Grants (training, development, land)
+ Real and personal tax abatements
+ Discretionary funds
+ Project related loans
+ Lease rate savings
+ Purchase price savings

HOW WE DO IT

Incentives are negotiated with economic development officials in advance of a public announcement regarding a project. Competitive businesses take a proactive approach to credits and incentives so as to not miss their chance for savings.

Your business may be eligible for economic incentives if it is doing any of the following:

+ Adding new jobs (20+ over the next 5 years)
+ Training new and/or existing employees
+ Buying, leasing, or building a facility
+ Merging or acquiring
+ Relocating operations
+ Purchasing new equipment
+ Expanding or downsizing operations

WHERE TO GO FROM HERE

Consider economic incentives prior to hiring new employees, making capital investments, or signing lease/purchase agreements.

I have seen a minimum of $200,000 in savings, and an average of $13,000 per added job, in different projects I have been involved in! There is no harm in asking what kind of incentives your company is eligible for. If you end up being ineligible for savings, you will walk away from the meeting with a blueprint for the future and more aware of what could be offered to your company as it grows.

AUCTION SERVICES

GOING... GOING... GONE!

NATHAN SMITH // VICE PRESIDENT

According to the National Auctioneers Association, American auctions date back to the arrival of the Pilgrims on America's eastern shores in the 1600's. Auctions are not a new marketing method but have found a foothold in the commercial real estate industry, growing rapidly in popularity over the past decade. It is easy to see why this time-old technique has connected with commercial real estate buyers and sellers as the process can benefit both sides.

There are two common types of auctions associated with commercial real estate, sealed bid and open cry, both carrying distinct advantages.

SEALED BID

+ The buyers' submit one bid (barring a best and final offer round) and are unknown to one another, opened simultaneously
+ A reserve, can be made, giving the seller relief in knowing their property will not be sold under value, with their terms and conditions
+ Buyers are unaware of other bid amounts
+ Seller has potential to walk away with a bid well over the second place bid due to the possibility of a perceived sense of competition motivating the high bidder.

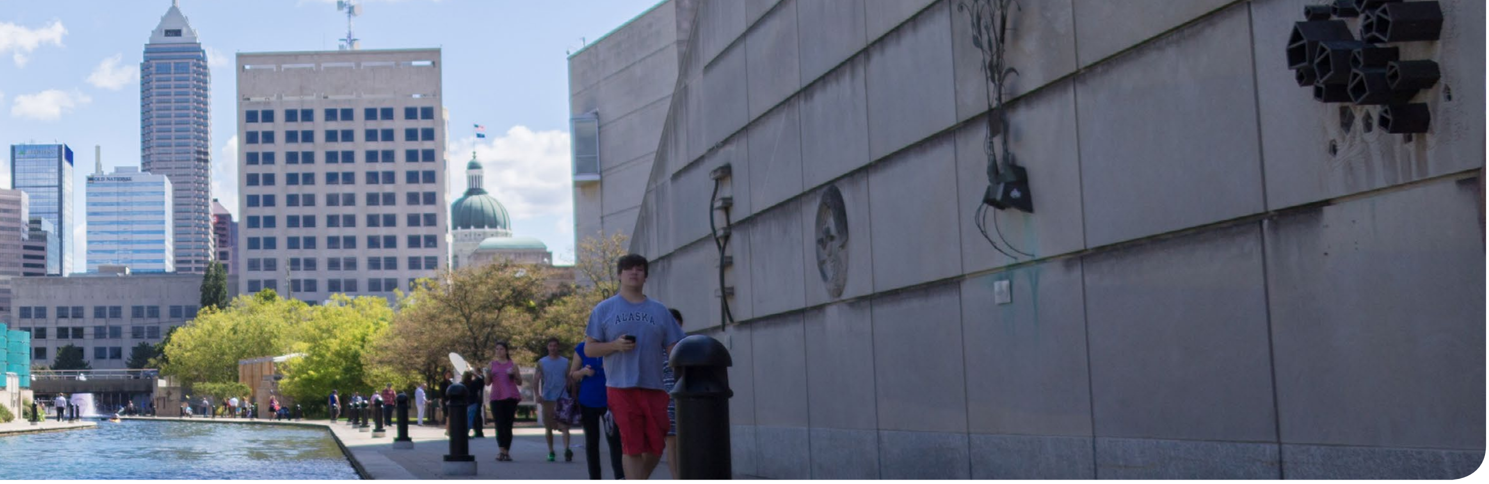
OPEN CRY

+ Pits buyers directly against one another in person
+ The competitive environment can provide the highest price for sellers
+ Winning bidder knows they did not over pay to win
+ Recommended for assets that will draw a strong, competitive interest

BENEFITS OF AN AUCTION

+ An *undisclosed reserve* can be placed, eliminating the risk of having the property trade at a price lower than what the seller is comfortable with
+ An *absolute auction* tells the market of buyers that the property is selling, no matter the outcome, leading to increased interest and competition that can drive a higher sales price
+ Seller determines the time frame and the terms for closing (eliminating or reducing cost)
+ Locking in the terms on the front end benefits the buyer (creates an equal playing field for competition)
+ Saves both parties time by limiting the possibility of long, drawn out negotiations

The benefits of auctions may have come to America with the pilgrims but only in the past decade have auctions gained traction in the commercial real estate industry. RESOURCE Auction Services has been helping clients achieve their disposition goals through this innovative method since 2011 and would welcome the opportunity to discuss how an auction could be a fit for your property.



GOVERNMENT SERVICES

INDIANA GOVERNMENT TEAM SEES TRENDS IN SPACE USAGE

KARA RIGGLE // PRINCIPAL

There has been an increase in shared workspace—so you don't have to lease as much space. Agencies are starting to share common areas, such as break rooms, restrooms, IT rooms, and storage. This reduces the overall footprint and lowers costs.

> Recent natural disasters are causing high demand for materials...

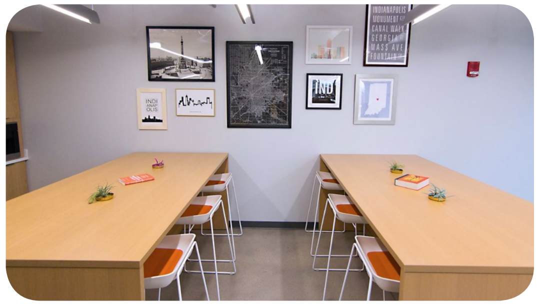
A lot of work-studies are being done, looking at how people are using their space, finding out what is important to employees, and observing how they actually use space. We are reconfiguring current space rather than moving in order to adapt to how things are changing.

Rental rates are going up, so we're trying to maximize space to accommodate for the change. Rates haven't changed in a really long time but now they are starting to rise, which puts a lot of pressure on tenants.

Construction costs are going up due to a strong market and demand in materials. Recent natural disasters are causing high demand for materials, therefore there are longer lead times and increased costs.

The market is strong so there is a lot of demand for space. People are confident, people are doing things, and businesses aren't afraid of commitments. We have seen an increase in owners/developers wanting to lease to the government.

OFFICE SPACE **SPOTLIGHT**



Mimir

Mimir is a venture-backed startup in Indianapolis, IN, focused on creating products to better computer science.

WHAT WAS THE TEAM AT MIMIR LOOKING FOR IN YOUR NEW SPACE?

When we were looking to relocate to Indianapolis from West Lafayette, we had a short list of must-haves in an office space. First, we didn't need too much room. We would need to scale our team in the coming months, but we wanted the office to have walls that could come down as needed. Being centrally located was also important, as we wanted to feel like part of the tech community, Indianapolis community, and offer easy accessibility to and from the office for our team. The space needed to align with our brand but still be customizable while offering lots of natural light. We found all of that when we toured suite 820 at Market Tower.

HOW DOES THE TEAM AT MIMIR USE YOUR SPACE?

Our flowing space is completely open concept. All teams collaborate in the same area, while individuals can work from one of two couches, the conference room, kitchen, or another floor of the building. We even won an award for our space through Spaces Indiana earlier this fall! With Market Tower's lobby renovation our team can also venture to communal floors for a change of scenery while working.

HOW HAS SPACE AFFECTED YOUR CULTURE AND YOUR WORK THROUGHOUT THE DAY?

Since 2014, Mimir has been in a variety of working spaces. They were all very different, but the one thing they had in common was openness. Much like our culture, the space was intended to give our team room to generate new ideas, collaborate in teams, and be inspired to do great things. So far, our new space has aligned with our culture and work ethic very well.

WHAT ARE THE MOST IMPORTANT ASPECTS OF SPACE FOR A COMPANY LIKE MIMIR?

We didn't want our team to feel that their working environment was an afterthought. Beyond adding comfortable furniture, we chose a space that made everyone feel like they got a corner office with a view. Our office has windows all the way around and everyone can take in the sights (and sunlight) of downtown Indianapolis. Our kitchen also came with a bonus - an espresso machine. Even though it wasn't on our list, our team loves that feature.

WHAT DO YOU LIKE ABOUT BEING LOCATED IN INDIANAPOLIS?

Beyond Mimir, Market Tower houses other tech companies like Emarsys, DemandJump, and Return Path. Indy's tech community is not only prominent in our building, but throughout the rest of downtown too. We like being surrounded by other startups and scaleups in tech. Additionally, in the summer there are farmer's markets on the circle as well as Market Street. Our team enjoys exploring the vendor booths and sampling local honey, coffee, and more. For the foodie at Mimir there's Food Truck Friday on Georgia Street and deliverable lunch options from favorites like ClusterTruck.

2017

RESOURCE IN NUMBERS

in 2017

287 closed deals

1,805,541 SF leased

2,483,234 SF sold/purchased

355 AC sold/purchased

20 DRONE TOURS MADE

21,537 visits to rcre.com

15,873 desktop views

5,031 mobile views

651 tablet views

8 new employees

2,375,005 SF managed

342 tenants managed

14 TV's in our office

1,373 twitter followers

521 Sharpie pens given away

792 Tweets

START **4,851** END

miles walked during the walking challenge

11,133 CUPS OF COFFEE MADE

THE LATEST IN **DIGITAL MARKETING**

DRONE VIDEOS

Drones may be considered “old news” but there are always new ways of taking technology to the limits. We now can do things we never could before.

+ 3D Snapshots in the air, combining VR and AR
+ See how traffic patterns flow
+ Add mockups of site plans and building renderings
+ There are a lot of aspects to a drone video: finding a good drone pilot, transferring footage, editing, and effects

VIRTUAL REALITY

A completely immersive visual and audio experience.

+ Complete immersion in a space across the world
+ Test out new concepts with potential clients
+ Companies like Matterbox and PS4 bring VR to the office and home
+ Amazon, Google, Apple are doing a lot of work in this

AUGMENTED REALITY

Augmented reality is not a new concept, but it’s come under a new spotlight as we can now use cell phones to share information and host interactive apps. From games to apps that help you plan your space, the options are always increasing. Apple recently rolled out their AR kit that allows developers to develop apps that let you interact with existing space in a whole new way. Amazon recently started a Project Sumerian which helps small to mid-sized businesses use AR and VR in their everyday projects.

+ Allows you to interact with space in a whole new way
+ Tours now can have information projected on your screen as you walk around a property

SOCIAL MEDIA

There is a lot happening on social media. Not all of it is good, but not all of it is bad. When it comes to advertising, a lot of people will argue about whether social media is even worth the time. Like anything else, it's useful within certain contexts. If you are afraid of social media, that is okay, we all don't have to be good at everything. Hire someone who knows what they are doing to manage your accounts. But don't just hire anyone, hire someone with a plan and strategy to help your target audience, engage, and get the information they want. Social media accounts are a good way to give people a shapshot of what your business is up to. If someone wants to get the latest update on your company, they should not see your last update was 2 years ago.

> If you are afraid of social media, that is okay, we all don't have to be good at everything.

When it comes to social media, keep in mind...

1. Don't waste your time making an account unless it is going to be kept up.
2. Have a plan of how to use your account, a strategy. What do you want out of this?
3. Not all platforms are the same. Research, experiment, and find what platforms work best for you.