

OFFICE OVERVIEW

Madison, WI Q1 2022

VIEW FROM ABOVE

While companies and the economy continue to grow, the office market struggles to find its footing.

Large users continue to look at what employee office needs are appropriate for their organizations. Team connections, personal style, and management directives varies based on company culture and job roles.

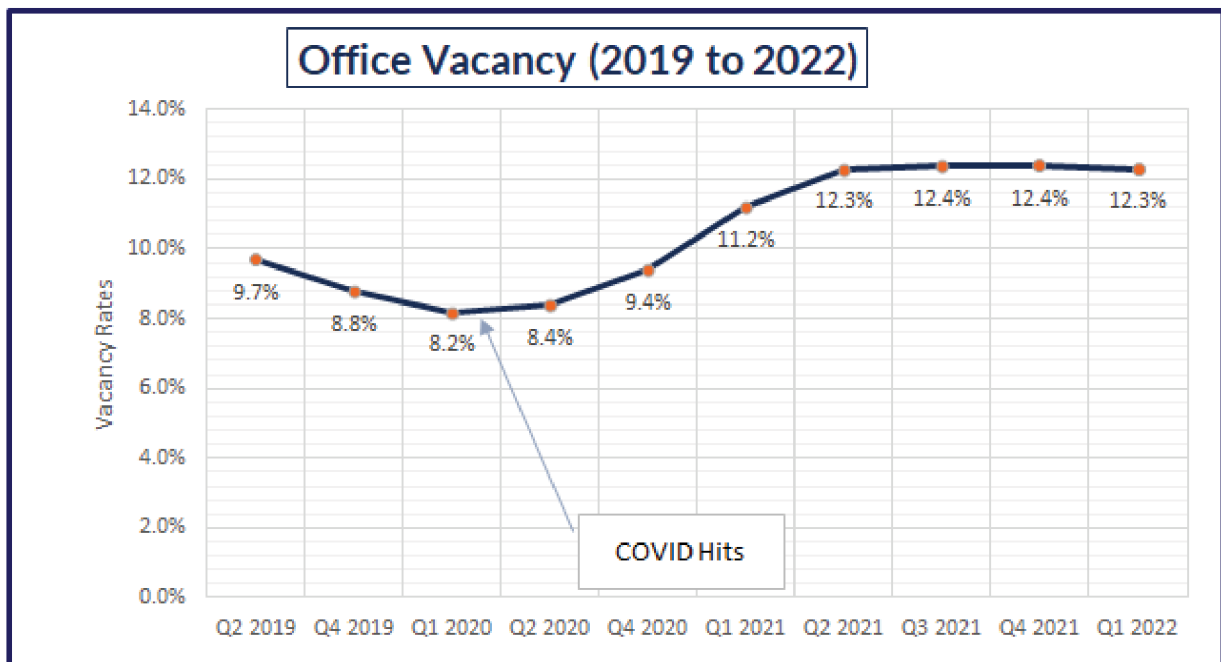
	THIS QUARTER	NEXT QUARTER
Vacancy	—	▲
Rents	—	—
New Construction	▼	▼
Net Absorption	▲	—

SCANNING THE HORIZON

- **Vacancy 12.3%.** Remained steady for 5th consecutive quarter.
- **1.7% Unemployment.** Unemployment continues to remain low in Dane County.*
- **Large block** office space and subleases **remain abundant.**
- Expect companies to continue to **shed real estate.**

TIPS FROM THE CAST

- **Employees are demanding greater work-life flexibility,** give them a compelling reason to return to the office.
- **Understanding the cost of construction** will be critical when considering a move.
- **Explore different hybrid mixes** in order to engage your workforce; be adaptable.



MARKET RECAP

- Inventory 18 MM SF
- Absorption (114,234 SF)
- Vacancy 12.3%
- Under Construction 135,500 SF

WHAT THIS MEANS FOR YOU...

78% of the workforce prefer a hybrid workplace (2-3 days at the office). Companies need to consider this when making future real estate decisions. ^

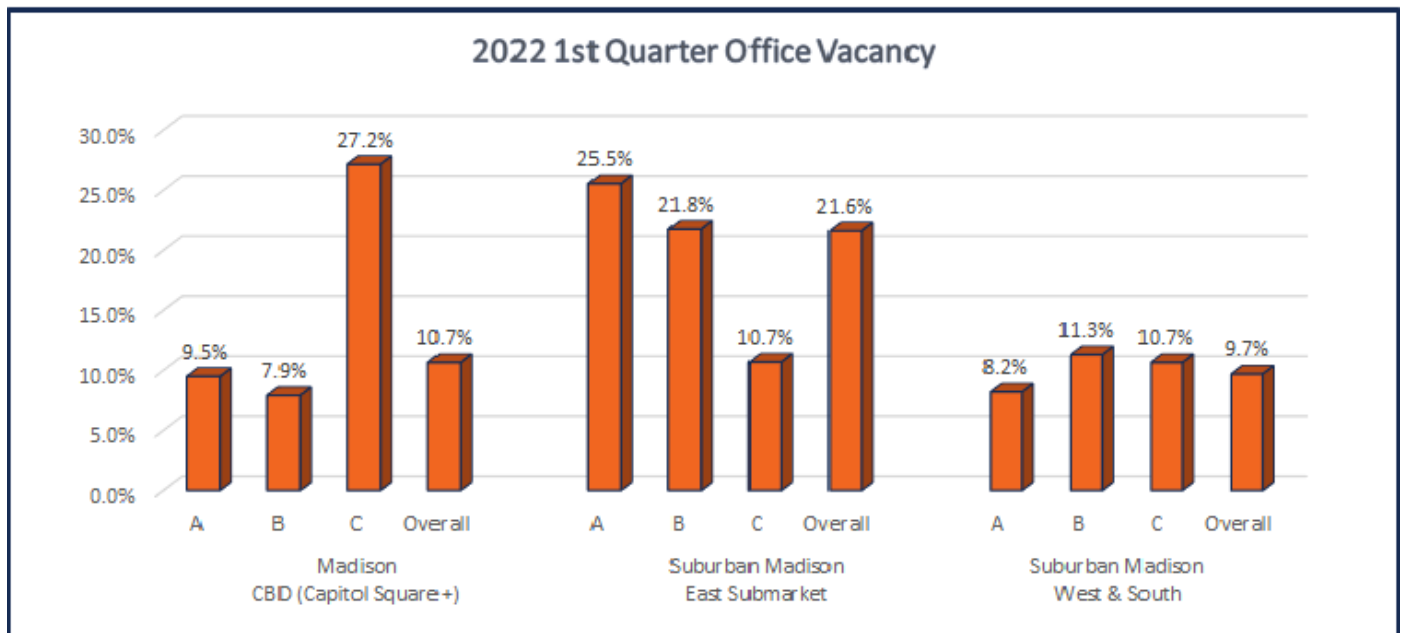


Phone: (608) 661-7450 • Website: www.broadwing-advisors.com

All rights reserved. 2022 Broadwing Advisors, LLC.
Not available for use without express written permission.

MARKET OVERVIEW BY PRODUCT TYPE

Submarket	Building Class	Vacancy Rate	Total Vacant (SF)	Total Square Feet
Madison CBD (Capitol Square +)	A	9.5%	221,406	2,330,517
	B	7.9%	148,919	1,880,042
	C	27.2%	128,606	473,425
	Overall	10.7%	498,931	4,683,984
Suburban Madison East Submarket	A	25.5%	295,677	1,157,250
	B	21.8%	437,357	2,008,705
	C	10.7%	47,374	442,774
	Overall	21.6%	780,408	3,608,729
Suburban Madison West & South	A	8.2%	401,999	4,894,420
	B	11.3%	443,248	3,918,596
	C	10.7%	104,676	982,160
	Overall	9.7%	949,923	9,795,176
Grand Total		12.3%	2,229,262	18,087,889



CLIENT SHOUT OUTS

- Boulder based, **ColdQuanta** continued to grow its global quantum technology with new 1500 SF downtown office
- **Prairie Trust**, a division of Waukesha State Bank, opened its first office on Madison's east side.
- **Keva Sports Center** closed on an adjacent 2.3 acre land parcel allowing continued growth.

SOURCES

Office data provided by REDI, www.redicatylist.com/carw
 * Bureau of Labor Statistics
 ^ Gallup research



Phone: (608) 661-7450 • Website: www.broadwing-advisors.com

All rights reserved. 2022 Broadwing Advisors, LLC.
 Not available for use without express written permission.