INDUSTRIAL OVERVIEW

Madison, WI Q3 2026

BROADWING advisors

VIEW FROM ABOVE

Industrial market continues its steady growth; an economic hiccup could change the trajectory.

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

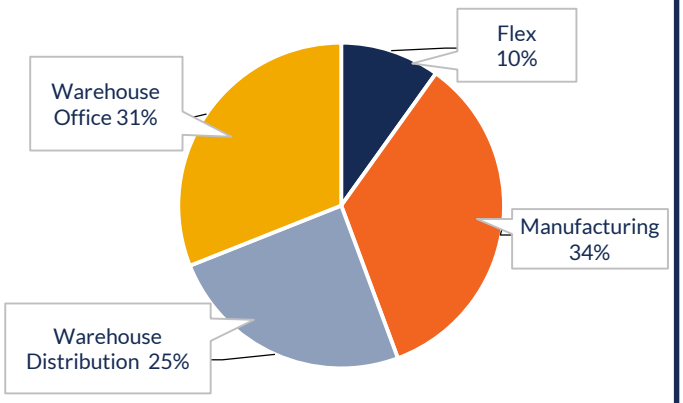
SCANNING THE HORIZON

- **Five (5) lease transactions** totaling over 574,421 SF during Q3
- **Five (5) properties sold,** encompassing 331,631 SF for $18.6 million
- **Six (6) projects under construction** totaling over 3.9 MM SF - 3.4 MM of which is Amazon

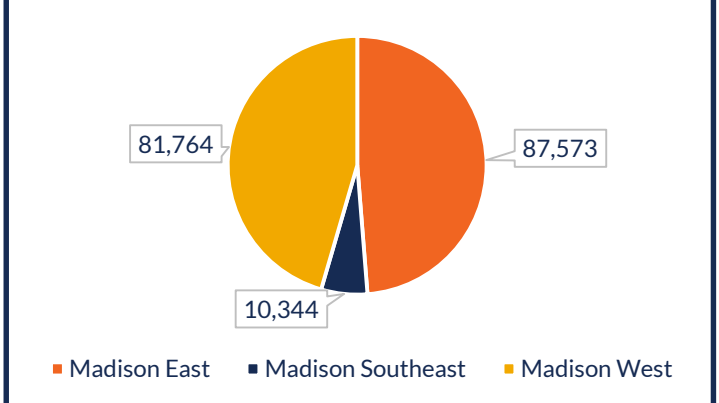
MARKET RECAP

Inventory	63,705,279 SF
Absorption	387,995 SF
Vacancy	2.8%
Under Construction	3,973,373 SF

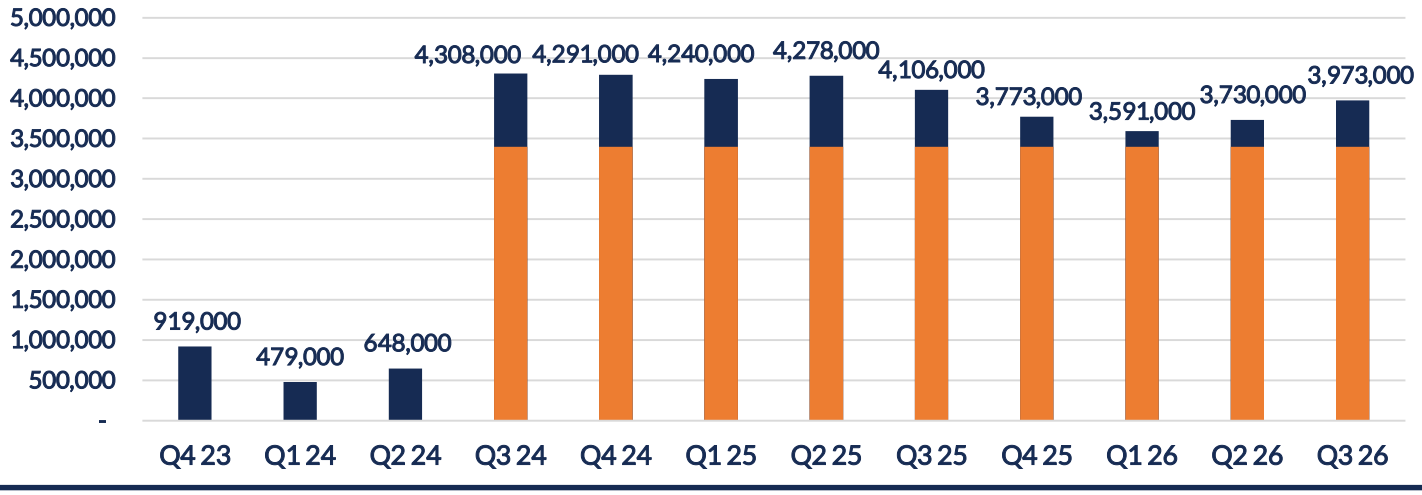
Market By Property Type



New Deliveries YTD (SF)



Under Construction (SF)



**Q3 24 through Q3 25 includes 3.4MM SF Amazon facility, represented in orange*

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

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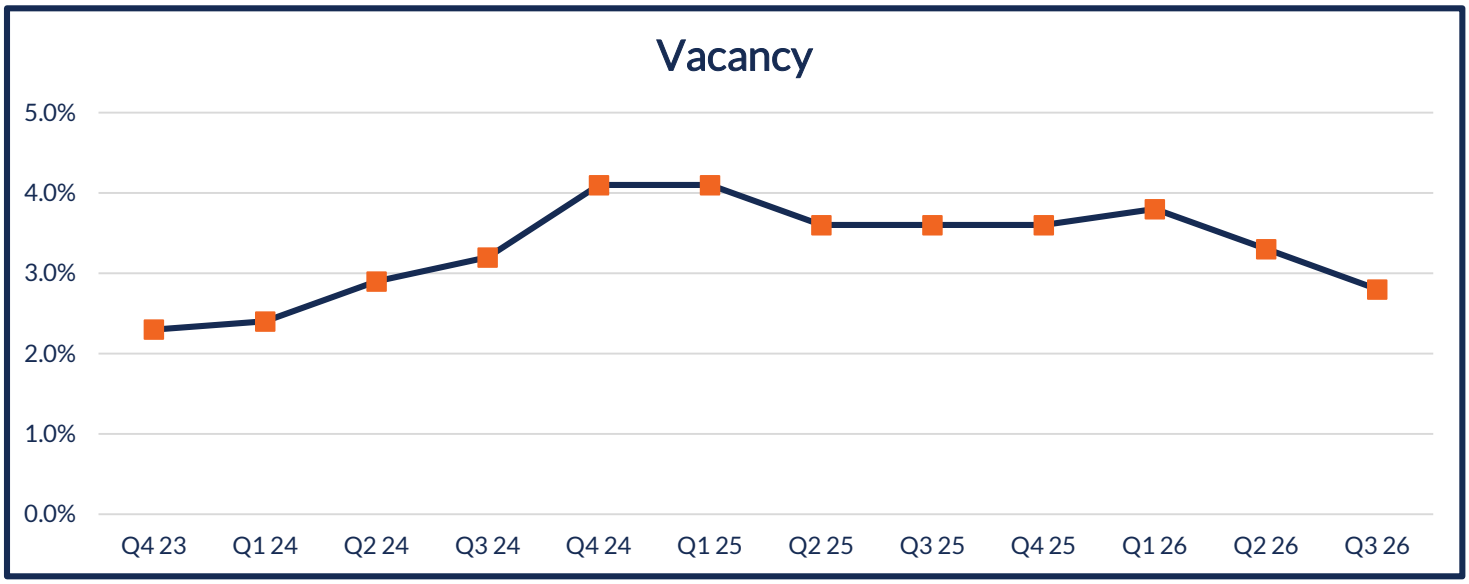
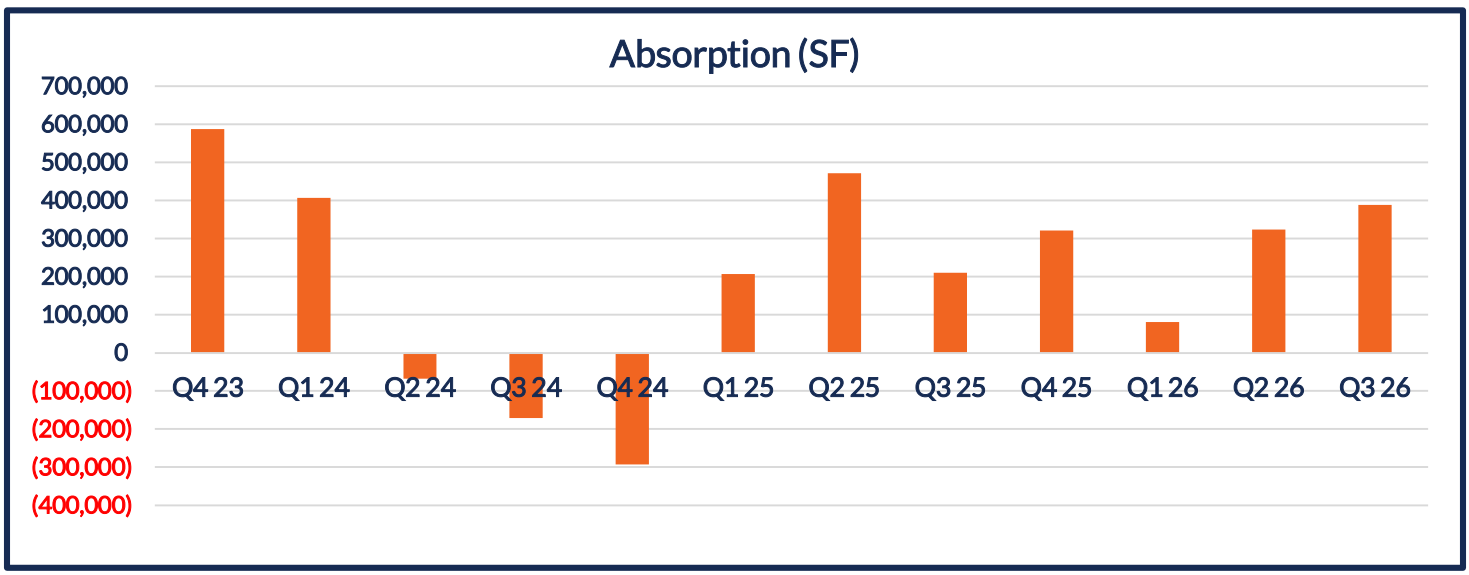
Sources: Industrial data provided by REDICatylist, www.redicatylist.com

MARKET OVERVIEW BY PRODUCT TYPE

Property Type	# of Bldgs	Inventory	Total Available (SF)	Total Vacant (SF)	Total Absorption (SF)	YTD Total Absorption (SF)	Vacancy Rate
Flex/RD	150	6,311,947	179,188	148,671	23,490	104,727	**2.4%**
Manufacturing	242	21,934,000	308,565	382,501	22,500	171,642	**1.7%**
Warehouse Distribution	120	15,702,650	1,028,531	958,006	219,614	391,658	**6.1%**
Warehouse Office	698	19,756,682	352,685	314,390	122,391	111,755	**1.6%**
Grand Total	**1,210**	**63,705,279**	**1,868,969**	**1,803,568**	**387,995**	**779,782**	**2.8%**





MAJOR TRANSACTIONS

Lease

- **Multistack** will be leasing 182,000 SF at 4945 Cake Pkwy after it is delivered.
- **Oakhouse Bakery** leased 138,012 SF of space at 4410 Daentl Rd.

Sale

- **Investment Group** purchased a property at 215 Federal Ave. for $6,640,000.
- **Johnson Health Tech** purchased property at 205 Commerce Pkwy. for $4,000,000.

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