

Demographics & Economics				
Population		Unemployment Rate		
Tampa MSA	2.8 million	Tampa <sup>2</sup>	11.1%	
Tampa Growth <sup>1</sup>	1.30%	Florida <sup>2</sup>	10.8%	
National Growth <sup>1</sup>	0.91%	National <sup>3</sup>	9.7%	
Household Income & Value				
Per Capita Income	\$27,296	2009 Households	1.1 million	
1-year Job Growth	-4.30%	Household Growth	1.25%	
1-year Job Additions	-53,400	Median Home Price	\$127,839	
Major Employers				
Hillsborough County School District				
Verizon Communications				
JP Morgan Chase				
University of South Florida				
Tampa International Airport				
Sources: Bureau of Labor Statistics, NAR, STDB Online, Tampa Chamber. "2009 Local Market Report" - Tampa Region ©2009 NATIONAL ASSOCIATION OF REALTORS®. Used with permission. Reproduction, reprinting, or retransmission of this document in any form (electronic media included) is prohibited without written permission. <sup>1</sup> Projected annual growth over 5 years (2009-2014). <sup>2</sup> Rates are non-seasonally adjusted as of June 2009. <sup>3</sup> Rates are non-seasonally adjusted as of June 2009.				
Noteworthy Transactions				
	Sale Date	Sale Price	Sq. Ft./Units	PPSF/PPU
Office				
6748 Gall Blvd.	4-09	\$1,500,000	11,546	\$130
11801 N Dale Mabry Highway	5-09	\$1,100,000	6,000	\$183
Industrial				
6902 Parke East Blvd.	4-09	\$1,030,000	14,400	\$72
4543 - 4561 Oak Fair Blvd.	5-09	\$16,510,000	136,200	\$121
Retail				
8000 Park Blvd.	4-09	\$5,500,000	21,792	\$252
4628 Mayflower Drive	5-09	\$10,070,000	18,054	\$558
Apartment				
Arbors at Carrollwood	6-09	\$5,800,000	149	\$38,926
Park Village	4-09	\$5,500,000	141	\$39,007
Hotel				
2570 N 50th St.	4-09	\$3,080,000	188	\$16,383
Compiled by RERC for the RERC/CCIM Investment Trends Quarterly report.				
Market Construction/Redevelopment Activity				
	Property Type	New(N)/Refurbished(R)	Total Sq. Ft./Units	Estimated Delivery
Premier Beverage Company	Industrial	N	580,000	N/A
Mosaic Company HQ	Office	N	109,000	N/A
Hotel Indigo	Hotel	N	168	2010
Sutton Properties	Industrial	N	281,458	N/A
Sources: CBRE, RE Business.				

Metro Trend Analysis	Previous Quarter	Previous Year
Office		
Size-Weighted Average PPSF	↑	↓
Industrial		
Size-Weighted Average PPSF	=	↓
Retail		
Size-Weighted Average PPSF	↓	↓
Weighted Average Cap Rate	↑	↑
Apartment		
Size-Weighted Average PPU	↑	↓
Weighted Average Cap Rate	↑	↑
Hotel		
Size-Weighted Average PPU	↓	↓
Metro Cap Rate Comparison*		Current Quarter
Retail		
vs. South Region	↑	
vs. Nation	↑	
Apartment		
vs. South Region	↑	
vs. Nation	↑	
*Comparison of current quarter weighted average capitalization rates. Source: RERC, 2Q 2009.		



**Tampa Transaction Breakdown**  
12-Month Trailing Averages (07/01/08 - 06/30/09)

	Office	Industrial	Retail	Apartment	Hotel
<b>&lt; \$5 Million</b>					
Volume (Mil)	\$65	\$108	\$128	\$23	\$10
Size Weighted Avg. (\$ per sf/unit)	\$120	\$62	\$90	\$45,303	\$20,933
Price Weighted Avg. (\$ per sf/unit)	\$140	\$72	\$163	\$55,028	\$23,340
Median (\$ per sf/unit)	\$120	\$66	\$98	\$53,421	\$24,676
<b>&gt; \$5 Million</b>					
Volume (Mil)	\$133	\$97	\$110	\$305	\$27
Size Weighted Avg. (\$ per sf/unit)	\$134	\$63	\$128	\$73,545	\$49,061
Price Weighted Avg. (\$ per sf/unit)	\$139	\$85	\$196	\$89,609	\$53,392
Median (\$ per sf/unit)	\$138	\$68	\$164	\$63,406	\$43,498
<b>All Transactions</b>					
Volume (Mil)	\$198	\$205	\$238	\$328	\$37
Size Weighted Avg. (\$ per sf/unit)	\$129	\$62	\$104	\$70,463	\$35,951
Price Weighted Avg. (\$ per sf/unit)	\$139	\$78	\$178	\$87,183	\$45,236
Median (\$ per sf/unit)	\$125	\$66	\$102	\$59,283	\$40,213
<b>Capitalization Rates (All Transactions)</b>					
Weighted Average (%)	-	-	8.5	7.9	-
Median (%)	-	-	8.2	8.0	-
Source: RERC.					

**Tampa Transaction Trends**  
12-Month Trailing (07/01/08 - 06/30/09)

	Office	Industrial	Retail	Apartment	Hotel
<b>Median Price</b>					
% Change Quarter Ago	4%	-2%	-4%	0%	-8%
% Change Year Ago	-9%	-5%	-28%	-7%	-41%
<b>Volume</b>					
% Change Quarter Ago	-23%	-3%	-12%	-27%	-48%
% Change Year Ago	-74%	-58%	-66%	-56%	-92%
Source: RERC.					