MARKETBEAT GREENSBORO / WINSTON-SALEM



Industrial Q1 2023



\$5.17 Asking Rent, PSF



YoY



12-Mo.

(Overall, All Property Classes)

ECONOMIC INDICATORS Q1 2023

Greensboro/
Winston-Salem
Employment

Chg Forecast

3.9% Greensboro/ Winston-Salem Unemployment Rate

3.5% U.S. Unemployment Rate

Source: BLS



The Greensboro/Winston-Salem Metro demonstrated growth in nonfarm employment in Q1, kicking off the calendar year with 1,800 jobs added, equating to a 2.5% increase year-over-year (YOY). The unemployment rate declined by 20 basis points (bps) quarter-over-quarter (QOQ), matching the Q1 2022 rate of 3.9%. Despite forecasts signaling a climbing national unemployment rate through 2023, the Triad's unemployment rate is expected to stay consistent with employment growth forecasted to match civilian labor force growth during this period.

SUPPLY and DEMAND: Existing Supply Holds while Demand Surges

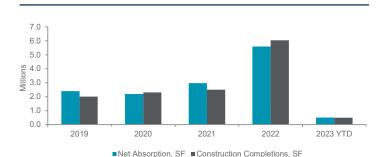
The supply of vacant space remained stable for the third consecutive quarter in Q1 at 2.8%, with quarterly occupancy gains of 505,100 square feet (sf) nearly matching the 500,000 sf of new product delivered to the market stride-for-stride. Vacancy in the market is predicted to increase in the coming year as the construction pipeline was measured at 5.3 million square feet (msf) with a pre-lease rate of 11.4% recorded at the close of Q1. The Airport/West Guilford and Davie County submarkets each possessed more than 1.0 msf of speculative warehouse/distribution (W/D) and manufacturing product under development, accounting for 35.7% and 20.4% of the pipeline's total inventory, respectively. Notable projects that are nearing delivery include Building 1 and 4 of Piedmont Commerce Center (669,110 sf and 312,384 sf) and Alamance Ridge II (297,675 sf).

Demand surged in Q1 with 2.6 msf of new leasing activity, marking a 40.7% increase QOQ, which is the highest quarterly figure since Q1 2016. Demand was primarily focused within big box first-generation W/D product with 1.6 msf of space pre-leased during the quarter. Headline transactions included Freud America, Inc. pre-leasing 531,444 sf of Piedmont Commerce Center – Building 1 as construction progressed, Ziehl-Abegg selecting the proposed Union Cross Industrial Center – Building 3 in a build-to-suit deal, and Environmental Air Systems signing a 500,000-sf agreement for Reedy Fork Logistics Center as the building neared completion.

PRICING: Asking Rents Push Higher

Asking rents in the Triad climbed by 5.6% to \$5.17 per square foot (psf) in Q1, marking a 9.5% increase YOY. Four submarkets notched an average asking rent above \$6.00 psf for W/D space as upward pressure on rents continued due to heightened tenant demand. With an average asking rent for available space in product under construction at \$6.29 psf, rent growth is expected to continue in the coming year with multiple W/D projects scheduled to deliver vacant.

SPACE DEMAND / DELIVERIES



OVERALL VACANCY & ASKING RENT



GREENSBORO / WINSTON-SALEM

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MARKET STATISTICS

| SUBMARKET | INVENTORY (SF) | OVERALL VACANT (SF) | OVERALL VACANCY RATE | CURRENT QTR OVERALL NET ABSORPTION (SF) | YTD OVERALL NET ABSORPTION (SF) | UNDER CONSTRUCTION (SF) | YTD CONSTRUCTION COMPLETIONS (SF) | OVERALL WEIGHTED AVG NET RENT (MF) | OVERALL WEIGHTED AVG NET RENT (OS) | OVERALL WEIGHTED AVG NET RENT (W/D) |
|----------------------------|-------------------|------------------------|-------------------------|---|---------------------------------------|-------------------------------|-----------------------------------|--|--|---|
| Airport/West Guilford | 31,026,643 | 1,339,680 | 4.3% | 104,000 | 104,000 | 1,884,063 | 0 | \$5.89 | \$6.75 | \$6.97 |
| Burlington/Alamance County | 26,458,892 | 485,034 | 1.8% | 94,292 | 94,292 | 876,715 | 0 | \$3.76 | - | \$7.02 |
| Central Greensboro | 14,098,639 | 511,489 | 3.6% | -2,800 | -2,800 | 437,790 | 0 | - | \$9.57 | \$6.82 |
| Central Winston-Salem | 3,452,856 | 0 | 0.0% | 0 | 0 | 0 | 0 | - | - | - |
| Davie County | 7,508,329 | 324,000 | 4.3% | 0 | 0 | 1,080,252 | 0 | \$4.80 | - | - |
| East Guilford | 8,385,372 | 627,000 | 7.5% | 0 | 0 | 447,660 | 0 | \$2.80 | - | \$4.80 |
| High Point/Thomasville | 44,887,722 | 300,705 | 0.7% | -61,600 | -61,600 | 0 | 0 | - | - | \$5.02 |
| Kernersville | 6,608,977 | 66,375 | 1.0% | -36,000 | -36,000 | 312,384 | 0 | - | \$7.50 | \$4.82 |
| North Forsyth County | 19,803,348 | 493,620 | 2.5% | 4,449 | 4,449 | 0 | 0 | \$4.75 | \$10.00 | \$6.06 |
| North Greensboro | 8,763,460 | 530,000 | 6.1% | 350,000 | 350,000 | 100,000 | 0 | - | \$12.00 | \$3.02 |
| North Guilford County | 8,146,889 | 0 | 0.0% | 500,000 | 500,000 | 0 | 500,000 | - | - | - |
| Outlying Davidson County | 15,929,504 | 321,040 | 2.0% | -321,040 | -321,040 | 0 | 0 | - | - | - |
| Randolph County | 17,936,245 | 0 | 0.0% | 0 | 0 | 0 | 0 | - | - | - |
| Rockingham County | 15,649,728 | 1,257,789 | 8.0% | -121,700 | -121,700 | 0 | 0 | \$4.87 | - | \$3.98 |
| Southeast Forsyth | 13,576,142 | 699,980 | 5.2% | 0 | 0 | 144,000 | 0 | \$3.24 | - | \$3.44 |
| West Forsyth | 6,070,442 | 60,013 | 1.0% | -4,513 | -4,513 | 0 | 0 | - | - | - |
| MARKET TOTALS | 248,303,188 | 7,016,725 | 2.8% | 505,088 | 505,088 | 5,282,864 | 500,000 | \$4.77 | \$8.74 | \$5.05 |

^{*}Rental rates reflect weighted net asking \$psf/year

MF = Manufacturing, OS = Office Service/Flex, W/D = Warehouse/Distribution

KEY LEASE TRANSACTIONS Q1 2023

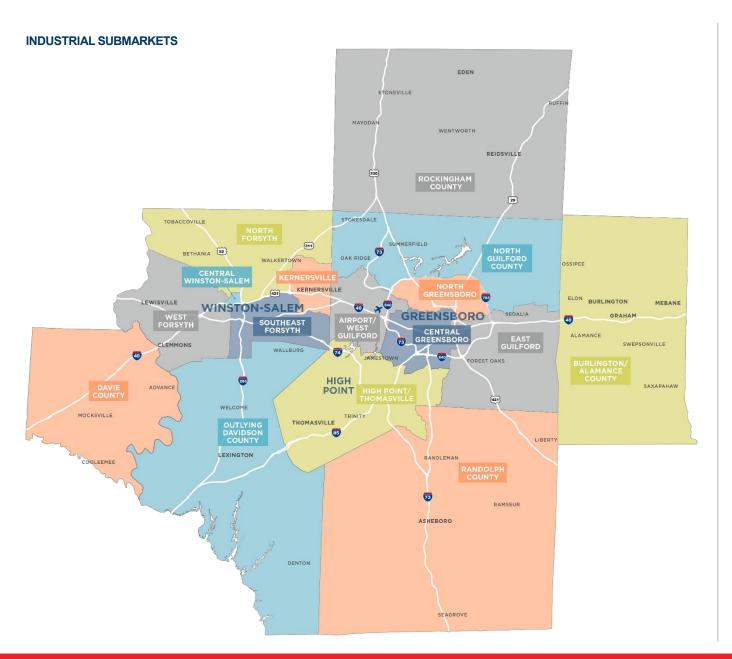
| PROPERTY | SUBMARKET | TENANT | SF | LEASE TYPE |
|--|-----------------------|-----------------------------------|---------|------------|
| Piedmont Commerce Center – Building 1 | Airport/West Guilford | Freud America, Inc. | 531,444 | Pre-Lease |
| Union Cross Industrial Center – Building 3 | Southeast Forsyth | Ziehl-Abegg | 522,897 | Pre-Lease |
| Reedy Fork Logistics Center | North Guilford County | Environmental Air Systems | 500,000 | Pre-Lease |
| Youngs Mill Industrial Center | East Guilford | Metropolitan Warehouse & Delivery | 402,000 | New Lease |
| McConnell Center – Building 4 | East Guilford | Skyline Cabinetry | 130,000 | New Lease |

KEY PROJECTS UNDER CONSTRUCTION

| PROPERTY | SUBMARKET | CONSTRUCTION TYPE | SF | OWNER DEVELOPER |
|---|--------------------------------------|-------------------|-----------|------------------------|
| Piedmont Commerce Center – Buildings 1, 2, 3, 4 | Airport/West Guilford Kernersville | Speculative | 1,502,927 | NorthPoint Development |
| Haw River Distribution Center | Burlington/Alamance County | Speculative | 579,040 | Al Neyer |
| Davie Industrial Center | Davie County | Speculative | 500,000 | LDJ Development |
| I-40 Industrial Center | Central Greensboro | Speculative | 340,750 | Equus Capital Partners |

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