

# MARKET REPORT

Retail  
Milwaukee Metro Area

IPA INSTITUTIONAL  
PROPERTY  
ADVISORS

4Q/24

## Retail 2024 Outlook

### EMPLOYMENT:

**-0.5%**  
4,000  
**JOBS**  
will be lost

### CONSTRUCTION:

**0.3%**  
of stock  
260,000  
**SQ. FT.**  
will be completed

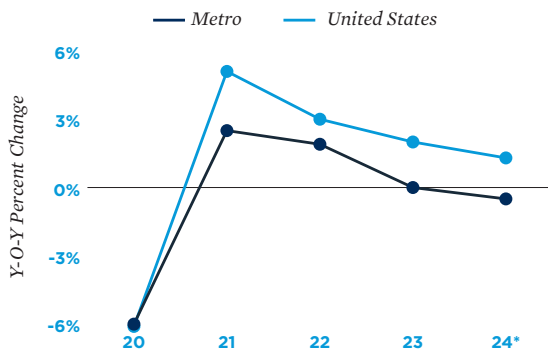
### VACANCY:

**4.3%**  
10  
**BPS**  
increase in vacancy

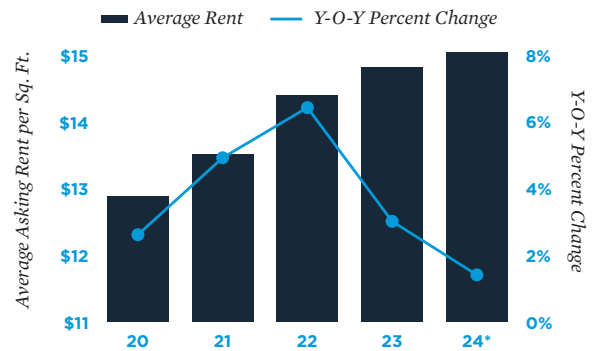
### RENT:

**\$15.02**  
per sq. ft.  
1.4%  
**INCREASE**  
in asking rent

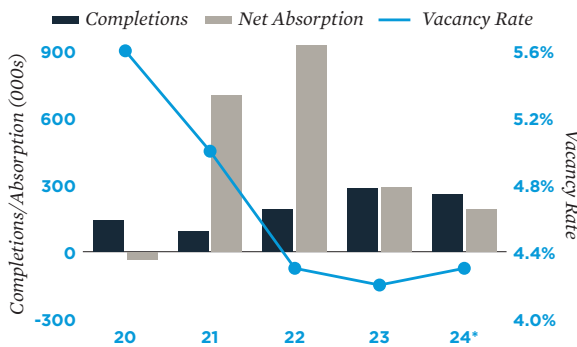
### Employment Trends



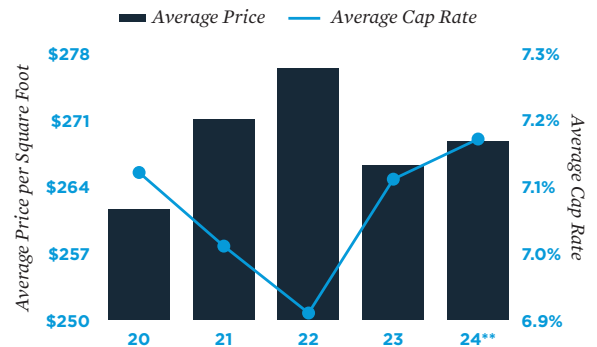
### Rent Trends



### Supply and Demand



### Sales Trends



\* Forecast \*\* Through 2Q

Sources: BLS; CoStar Group, Inc., Real Capital Analytics

IPA Retail

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The information contained in this report was obtained from sources deemed to be reliable. Every effort was made to obtain accurate and complete information; however, no representation, warranty or guarantee, express or implied, may be made as to the accuracy or reliability of the information contained herein. Note: Metro-level employment growth is calculated based on the last month of the quarter/year. Sales data includes transactions sold for \$1 million or greater unless otherwise noted. This is not intended to be a forecast of future events and this is not a guarantee regarding a future event. This is not intended to provide specific investment advice and should not be considered as investment advice. Sources: Marcus & Millichap Research Services; Bureau of Labor Statistics; CoStar Group, Inc., Real Capital Analytics

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Price: \$250