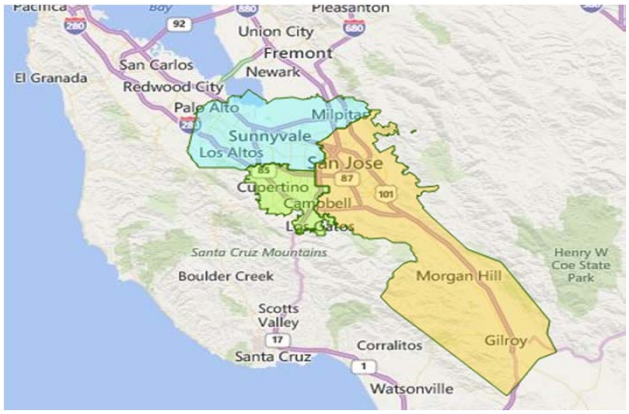
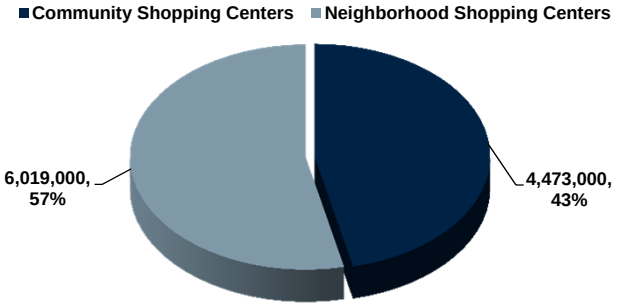
Retail **Snapshot**

2015 1Q

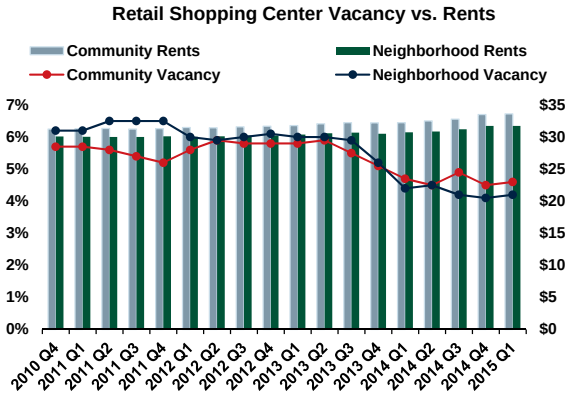
Silicon Valley - Map



Silicon Valley - Space Analysis



Silicon Valley - Trends



Market Demographics

Period	Population	Total Employment	Households	Household Avg Income
5 Years Ago	1,855,310	872,530	626,270	174,179
1 Year Ago	1,945,360	987,730	638,840	214,635
Last Quarter	1,963,820	1,013,330	644,060	223,523
Current	1,969,520	1,019,520	645,950	226,551
4 Year Forecast	2,069,340	1,104,500	690,850	282,322

Silicon Valley - Statistics

	Community	Neighborhood	Comm./Neigh.
Inventory (sf)	9,363,000	11,771,000	21,134,000
Vacant Space (sf)	431,000	496,000	927,000
Vacancy %	4.6%	4.2%	4.4%
Asking Rent $	$33.61	$31.74	$32.57

**NOTE - Significant statistical fluctuations in rent may occur in markets with limited inventory and low vacancy*

Silicon Valley Market

The Silicon Valley retail market (Neighborhood & Community Shopping Centers) ended Q1 2015 with a vacancy rate of 4.4%. The rate increased from the previous quarter's rate of 4.3% but decreased from the rate one year ago (4.6%). Neighborhood Shopping Centers reported a vacancy rate of 4.2% for the quarter, which decreased from the rate of 4.4% twelve months ago. Meanwhile, Community Shopping Centers reported a vacancy rate of 4.6% for the quarter, which decreased from the rate of 4.7% twelve months ago.

Rental rates for the Silicon Valley retail market ended the quarter averaging $32.57/sf NNN, which increased from the previous quarter's rate of $32.51/sf NNN and increased from last year's rate of $31.38/sf NNN. Rental rates for Neighborhood Shopping Centers ($31.74/sf NNN) posted an increase relative to last year's average rate of $30.74/sf NNN, while Community Shopping Centers reported an increase from the previous year's rate of $32.24/sf NNN, ending the quarter at $33.61/sf NNN.

As of Q1 2015 there are an estimated 645,950 households in the Silicon Valley Metro area, reflecting a 3.1% increase relative to 5 years ago. Average household income within the Metro area currently stands at $226,551, a 5.6% increase from one year ago and a 30.1% increase as compared to 5 years ago. The number of households are projected to increase by 7.0% by year-end 2019 while average household income is projected to climb to $282,322, a 24.6% increase from the current level.

Source: Reis, Inc. and Moody's Analytics. Copyright © 2015 Savills Studley

About Us

Savills Studley is the leading commercial real estate services firm specializing in tenant representation. Founded in 1954, the firm pioneered the conflict-free business model of representing only tenants in their commercial real estate transactions. Today, supported by high quality market research and in-depth analysis, Savills Studley provides strategic real estate solutions to organizations across all industries. The firm's comprehensive commercial real estate platform includes brokerage, project management, capital markets, consulting and corporate services. With 25 offices in the U.S. and a heritage of innovation, Savills Studley is well known for tenacious client advocacy and exceptional service. The firm is part of London-headquarted Savills plc, the premier global real estate service provider with over 27,000 professionals and over 600 locations worldwide.

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