



# ATLANTA TOUR PRESENTATION

September 2017



# Why Atlanta?

**290K+**

Students Enrolled  
*In 70 Higher Education Institutions*

**Top 5**

Market for Age 18 - 49  
*Highest Percentage of Population*

**#1**

Top 10 Largest Metros  
*For Lowest Cost of Living*

**Top 5**

Tech Markets  
*In the Nation*

**#1**

State  
*For Business Climate*

**1,000**

Miles of Mass Transit  
*MARTA*

**15**

Fortune 500  
*Headquarters*

**#1**

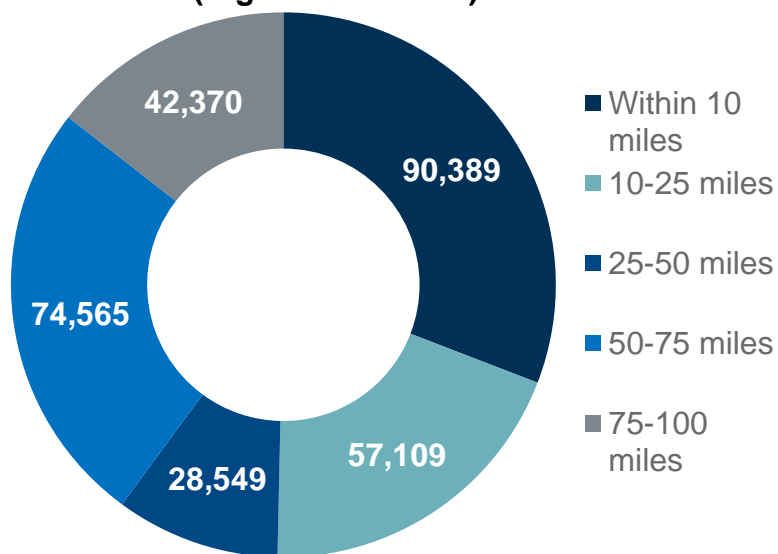
Airport  
*Most Traveled in the World*

Source: Metro Atlanta Chamber

# Home to Large Student Population

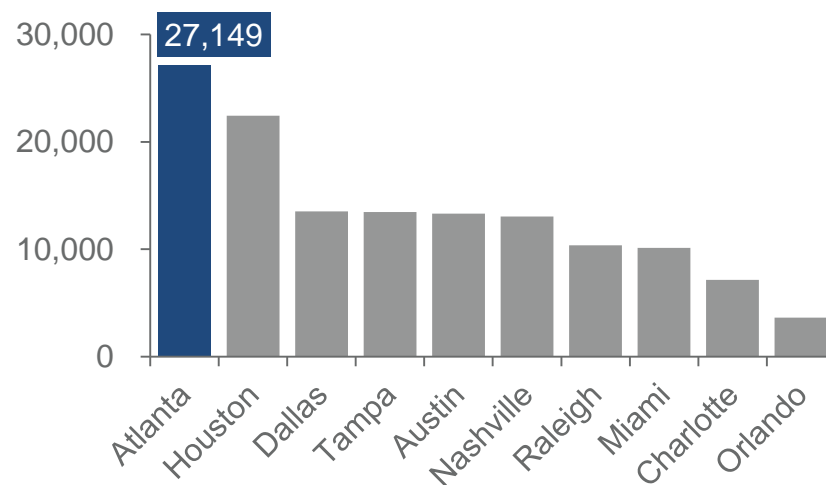
## Total Student Population

(Higher Education)



## Graduate Students

(within 10 Miles of Urban Core)



EMORY  
UNIVERSITY



UNIVERSITY OF  
GEORGIA



Georgia State  
University

Source: National Center for Education Statistics; Cushman & Wakefield Research

# Depth and Diversity of Corporate America

Home to 15 Fortune 500  
Headquarters



New Corporate Relocations  
and Expansions



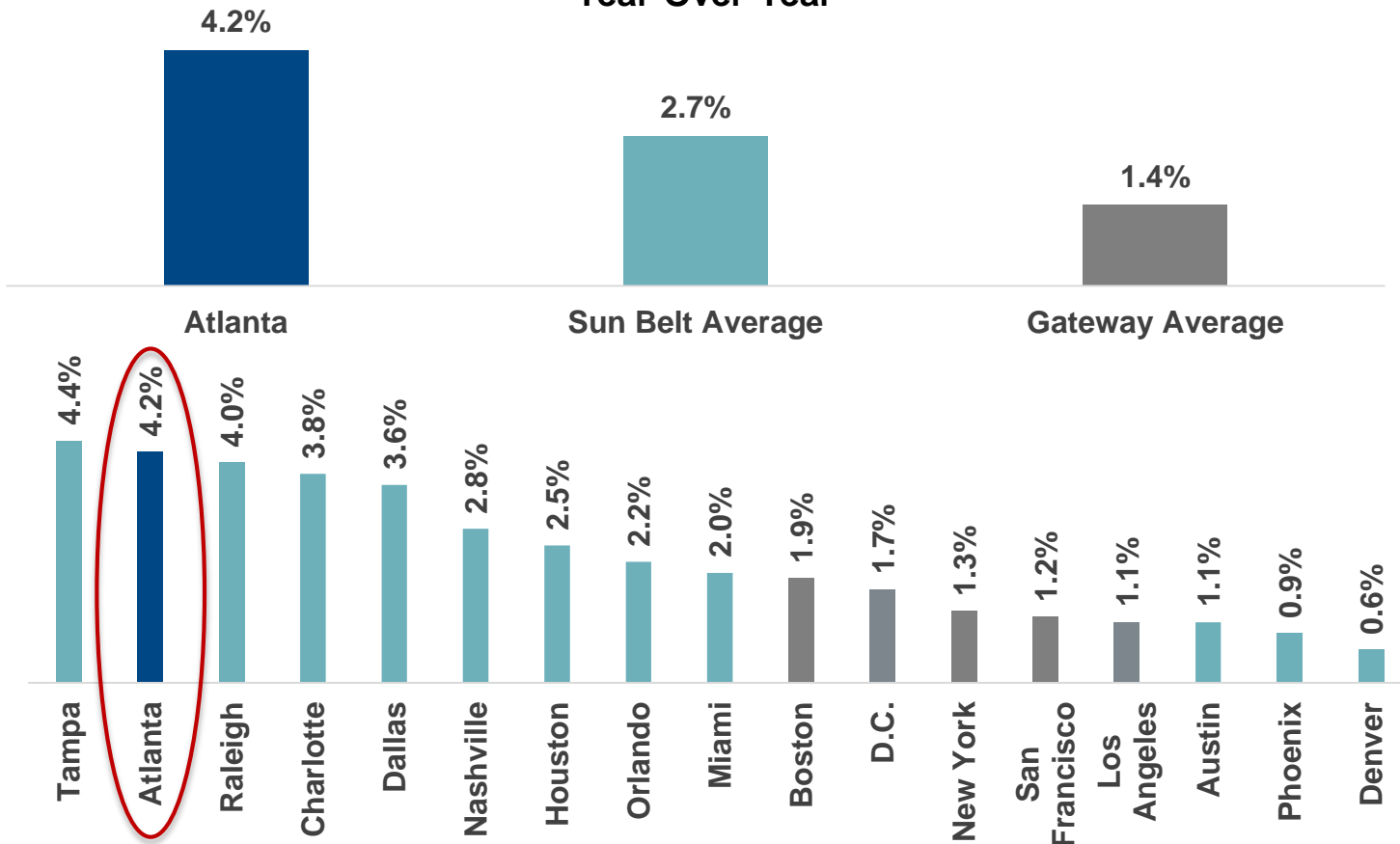
Mercedes-Benz



Source: Metro Atlanta Chamber

# Robust Job Growth

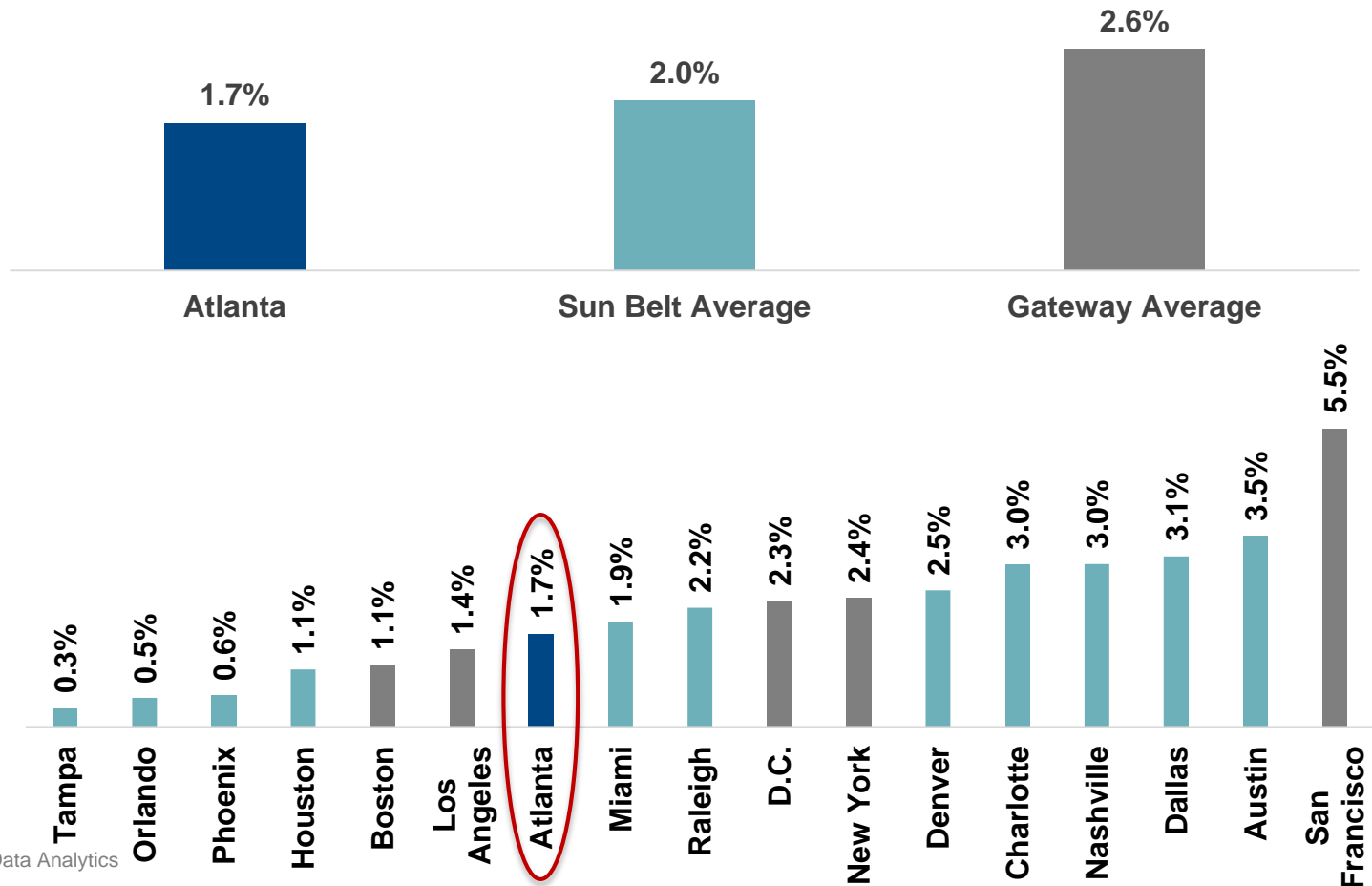
## Office Employment Growth Year-Over-Year



Source: BLS; Baird Research

# Constrained Supply

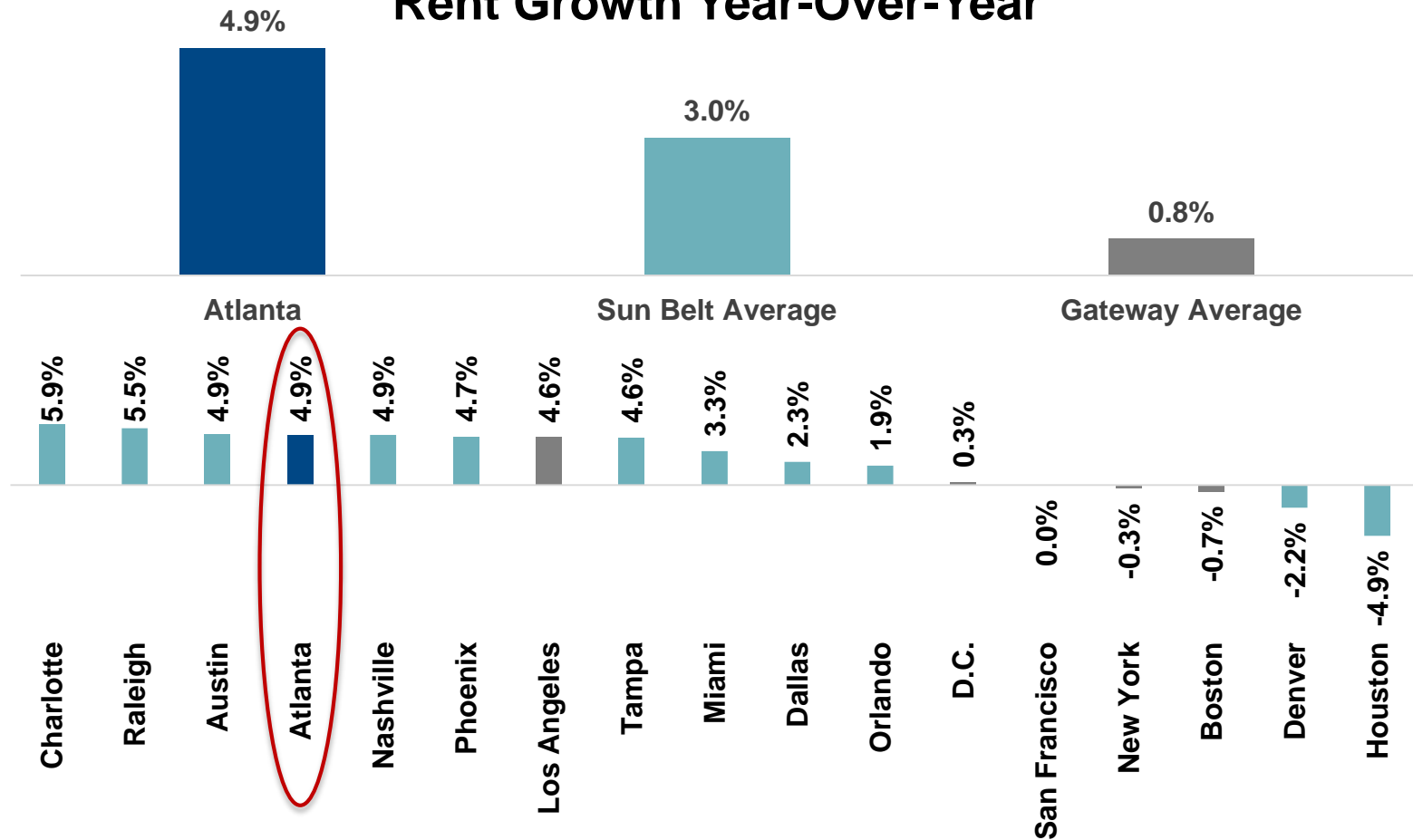
## Construction as a % of Total Inventory



Source: Costar Data Analytics

# Supply/Demand Characteristics Result in Strong Fundamentals

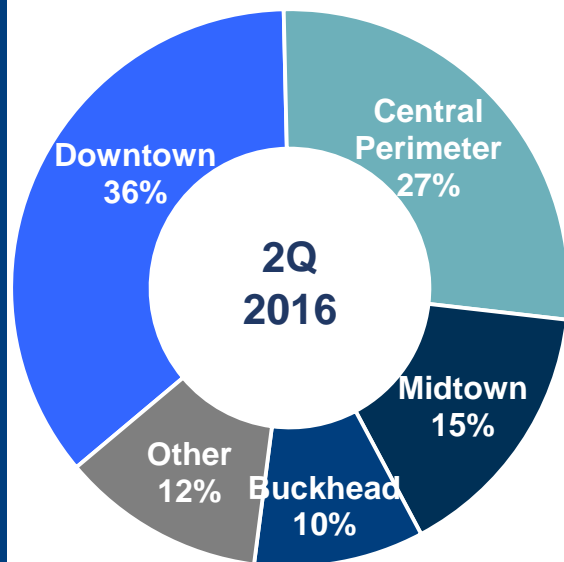
## Rent Growth Year-Over-Year



Source: Costar Data Analytics

# Atlanta Portfolio Transformation

## Submarket Concentration by RSF

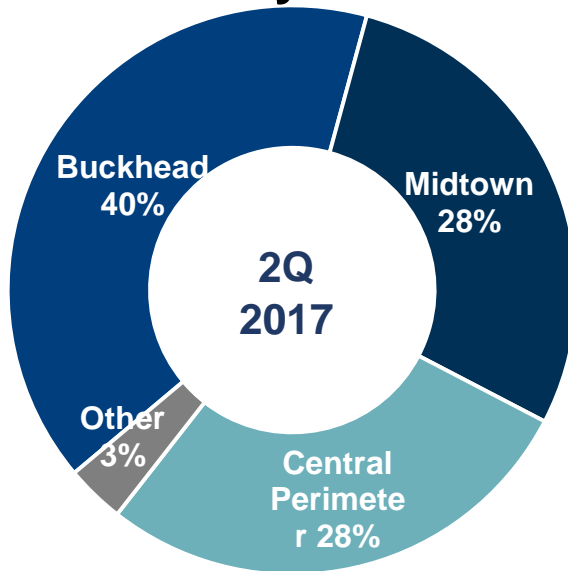


**89%**

Leased

**\$27.35**

Avg. Asking Rent



**93%**

Leased

**\$37.24**

Avg. Asking Rent

## Key Milestones

- Complete Merger/Spin with Parkway – Added 2.1 M SF of Trophy Assets in Buckhead
- Started NCR World Headquarters – 762,000 SF of New Class A Office in Midtown
- Exited Downtown with the Sale of ACSC and 191 Peachtree
- Exited Emory Point I and II

Source: Cousins Filings; Costar; includes NCR



# Questions?

## **Thank you to the Cushman & Wakefield Team**

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Market Director – Research  
470-639-4907

David Smith  
Senior Director – Occupier Research  
470-639-4907

# Tour Groups

**Check the back of your name tag.**

**If you have a 1, you are in Group 1 which will be led by Thad Ellis and Gregg Adzema.**

**If you have a 2, you are in Group 2 which will be led by Bill Hollett and Colin Connolly**