“Overall Retail Real Estate activity around West Michigan remains strong. Vacancy rates continue to decline and inventory remains a challenge, requiring creative solutions for finding the right location for retailers or restaurants in the key corridors such as 28th Street, Kalamazoo Ave /M-6, Alpine Ave, Rivertown Parkway and East Beltline near Knapps corner.

First Quarter 2017 Investment property sales are robust, with many multi-tenant retail centers having been put on the market only to quickly go under contract. The majority of activity is from out of state buyers.”

-Bill Tyson
Principal | Retail Advisor

Kesslers Diamonds, a Wisconsin based jewelry store, was considering entering the Grand Rapids market. An NAI Wisinski of West Michigan agent was referred to Mr. Kessler. Finding the perfect space became the challenge.

After an extensive search of the marketplace, there was a build to suit option available in Grandville. Kesslers Diamonds decided to sign a long term lease at 3176 44th St. SW.

Due to the close working relationship between Mr. Kessler and NAI Wisinski of West Michigan, Kesslers Diamonds was able to build the space out exactly how they wanted it, near major regional anchors, RiverTown Crossings, Target & Cabella’s.

Committed to West Michigan. Connected to the World.
SOLD

147-193 W. River Valley Dr.
Nwaygo, MI
Investment Sale

1145 W. Randall St., Suite A
Coopersville, MI
1,848 SF
Tenant: Biggby Coffee

SOLD

4236 Kalamazoo Ave. SE
3,466 SF
Investment Sale

9608 Village Place Blvd., Brighton
13,800 SF
Tenant: Petco

SOLD

401 Charles Ave. & 724 Wealthy St. SE
2,860 SF
Georgina’s
Authentic Asian & Latin Taqueria

LEASED

6695 S. Westnedge Ave., Portage
23,800 SF
Tenant: Watson’s
## West Michigan Retail Submarket Statistics

### 2017 Q1 Retail Snapshot

<table>
<thead>
<tr>
<th>Submarket</th>
<th>Total RBA</th>
<th>Vacant Available SF</th>
<th>Vacancy Rate</th>
<th>Total Average NNN Rate ($/SF/Yr)</th>
<th>Total Net Absorption (SF)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lakeshore</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td>1,468,123</td>
<td>44,429</td>
<td>3.0%</td>
<td>$7.85</td>
<td>7,124</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>1,468,123</td>
<td>44,429</td>
<td>3.0%</td>
<td>$7.85</td>
<td>7,124</td>
</tr>
<tr>
<td>Strip</td>
<td>1,026,145</td>
<td>62,894</td>
<td>6.1%</td>
<td>$9.72</td>
<td>6,742</td>
</tr>
<tr>
<td>Total</td>
<td>3,962,391</td>
<td>151,752</td>
<td>3.8%</td>
<td>$8.33</td>
<td>20,990</td>
</tr>
<tr>
<td><strong>Northeast</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td>445,573</td>
<td>141,856</td>
<td>31.8%</td>
<td>$4.72</td>
<td>-28,936</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>1,128,440</td>
<td>53,452</td>
<td>4.7%</td>
<td>$10.15</td>
<td>6,572</td>
</tr>
<tr>
<td>Strip</td>
<td>680,295</td>
<td>32,239</td>
<td>4.7%</td>
<td>$9.82</td>
<td>7,165</td>
</tr>
<tr>
<td>Total</td>
<td>2,254,308</td>
<td>227,547</td>
<td>10.1%</td>
<td>$8.98</td>
<td>-15,199</td>
</tr>
<tr>
<td><strong>Northwest</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td>465,565</td>
<td>30,939</td>
<td>6.6%</td>
<td>$16.02</td>
<td>-6,000</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>726,480</td>
<td>108,985</td>
<td>15.0%</td>
<td>$7.17</td>
<td>2,112</td>
</tr>
<tr>
<td>Strip</td>
<td>555,142</td>
<td>45,152</td>
<td>8.1%</td>
<td>$11.30</td>
<td>2,036</td>
</tr>
<tr>
<td>Total</td>
<td>1,747,187</td>
<td>185,076</td>
<td>10.6%</td>
<td>$10.84</td>
<td>-1,852</td>
</tr>
<tr>
<td><strong>Southeast</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td>863,815</td>
<td>1,440</td>
<td>0.2%</td>
<td>$10.75</td>
<td>13,060</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>2,560,280</td>
<td>326,275</td>
<td>12.7%</td>
<td>$10.22</td>
<td>39,993</td>
</tr>
<tr>
<td>Strip</td>
<td>1,724,927</td>
<td>105,158</td>
<td>6.0%</td>
<td>$12.15</td>
<td>23,072</td>
</tr>
<tr>
<td>Total</td>
<td>5,149,022</td>
<td>432,873</td>
<td>8.4%</td>
<td>$10.96</td>
<td>76,125</td>
</tr>
<tr>
<td><strong>Southwest</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td>1,600,770</td>
<td>204,523</td>
<td>12.8%</td>
<td>$8.27</td>
<td>-117,412</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>964,493</td>
<td>74,766</td>
<td>7.8%</td>
<td>$9.48</td>
<td>-2,804</td>
</tr>
<tr>
<td>Strip</td>
<td>971,549</td>
<td>62,418</td>
<td>6.4%</td>
<td>$10.82</td>
<td>23,813</td>
</tr>
<tr>
<td>Total</td>
<td>3,536,812</td>
<td>341,707</td>
<td>9.7%</td>
<td>$9.30</td>
<td>-96,403</td>
</tr>
<tr>
<td>Overall Total</td>
<td>16,649,720</td>
<td>1,338,955</td>
<td>8.0%</td>
<td>$9.70</td>
<td>-16,339</td>
</tr>
</tbody>
</table>

### Retail Statistical Changes Year-over-Year and Quarter-over-Quarter

#### 1Q16 vs. 1Q17
- **Net Absorption**: Decrease
- **Vacancy Rate**: Increase
- **Construction**: Increase
- **Asking Rates**: Decrease

#### 4Q16 vs. 1Q17
- **Net Absorption**: Increase
- **Vacancy Rate**: Increase
- **Construction**: Increase
- **Asking Rates**: Decrease

*Disclaimer: Historical data figures are subject to change based upon the timing of when CoStar receives market information. NAIWWM uses the numbers available at the time each quarterly report is published.*
Methodology: The retail market report includes community, neighborhood, and strip retail buildings within each of the defined submarkets. For definition of product type, please see below.

Community Center
A shopping center development that has a total square footage between 10,000 - 350,000 SF. Generally will have 2-3 large anchored tenants, but not department store anchors. Community Center typically offers a wider range of apparel and other soft goods than the Neighborhood Center. Among the more common anchors are supermarkets and super drugstores.

Strip Center
A strip center is an attached row of stores or service outlets managed as a coherent retail entity, with on-site parking usually located in front of the stores. Open canopies may connect the storefronts, but a strip center does not have enclosed walkways linking the stores.

Neighborhood Center
Provides for the sale of convenience goods (food, drugs, etc) and personal services (laundry, dry cleaning, etc.)

Absorption (Net)
The change in occupied space in a given time period.

Available Square Footage
Net rentable area considered available for lease; excludes sublease space.

Average Asking Rental Rate
Rental rate as quoted from each building’s owner/management company. For retail, a triple net rate is requested.

RBA
The total square footage of a building that can be occupied by, or assigned to a tenant for the purpose of determining a tenant’s rental obligation.

Deliveries
Buildings that have their certificate of occupancy and are allowed to be moved into by the tenant/purchaser.

Vacancy Rate
All physically unoccupied lease space, either direct or sublease.

SF/PSF
Square foot/per square foot, used as a unit of measurement.
In the spring of 2011, two successful and reputable companies, The Wisinski Group and NAI West Michigan merged. The merger represents collaboration, rich traditions, innovative technologies, unique cultures and diversity of skills and specialties which ultimately benefit our clients. We’re going back to our fundamentals, strengthening our core, and becoming stronger in the services we provide our clients. Our focus is simple, building client relationships for life by offering market appropriate advice and then executing. Our success is a direct result of its unwavering commitment to providing the best possible service to each and every client. Our Brokers, with an average of over 20 years experience, possess the knowledge and expertise to manage the most complex transactions in industrial, office, retail, and multifamily specialties throughout West Michigan.

Through our affiliation with NAI Global, we can also assist you with your needs throughout the US & globally from right here in West Michigan.

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