

# Office Snapshot

West Michigan | Q1 2019

## Market Activity

### Population



1,066,195

### Total Businesses



36,051

### Total Employees



547,127

### Unemployment Rate



2.9%

compared to 4.0%  
for the United States

Grand Rapids-Wyoming, MI Metropolitan Statistical Data  
Source: U.S. Census Bureau, Costar, bankrate.com

- › The Well Church is expanding after outgrowing its location at a shopping center in Kentwood (4488 Breton Rd. SE). The church will be moving to the former Millbrook Christian Reformed Church in Grand Rapids, at 3661 Poinsettia Ave. SE, and plans to make several renovations including updating the sound system, lighting, lobby, and sanctuary.
- › Bissell, a company that has seen significant growth globally over the past several years, has run out of room at its headquarters, is investing \$10 million to expand and create 100 jobs. The renovation is likely to be completed in 2020, and hiring has started. This will be an ongoing process, with positions listed on the company's website.
- › SoundOff Signal, a maker of vehicle lighting and various safety products, is expanding its headquarters in the area. NAI Wisinski of West Michigan represented the unnamed seller in the transaction of a 31,000-square-foot building at 4182 Royal Court, in the same industrial park as its current 97,000-square-foot headquarters, at 900 Central Parkway.
- › A DeVos-owned firm has shared its plan for a new office building downtown, at 200 Monroe Ave NW in Grand Rapids. Construction is slated to begin this June, to complete this new future headquarters. There will be a new entrance onto Monroe Ave., according to the rendering. There will also be a new, more modern design that will infuse the office building with more natural light, and additional square footage.

## Office Sales & Leases

Q1 2019



**1009 44th St. SW,  
Grand Rapids**  
Buyer: Scharphorn  
Enterprises, LLC  
14,280 SF



**2680 Horizon Dr. SE,  
Grand Rapids**  
Tenant: SpendMend LLC  
30,917 SF



**3661 Poinsettia Ave. SE,  
Kentwood**  
Buyer: The Well Church  
International  
20,771 SF

# West Michigan

## Office Submarket Statistics

**Methodology:** The office market report includes office buildings within each of the defined submarkets. Excluded are government buildings and institutional properties.

### 2019 Q1 Office Snapshot

Submarket	Total RBA	Vacant Available SF	Vacancy Rate	Total Average Rate (\$/SF/Yr)	Total Net Absorption (SF)	Total Under Construction SF
<b>Downtown</b>						
Class A	1,497,034	66,236	4.6%	\$22.63	-15,627	120,000
Class B & C	7,684,019	274,101	3.6%	\$18.06	-16,019	0
Total	9,181,053	340,337	3.7%	\$18.81	-31,646	120,000
<b>Northeast</b>						
Class A	327,867	24,950	7.6%	\$20.15	-6,829	0
Class B & C	3,297,716	157,957	4.8%	\$14.98	-37,889	0
Total	3,625,583	182,907	5.0%	\$15.45	-44,718	0
<b>Northwest</b>						
Class B & C	2,675,089	104,239	3.9%	\$16.95	4,804	0
<b>Southeast</b>						
Class A	973,620	83,673	8.6%	\$16.80	8,847	0
Class B & C	10,246,915	693,071	6.8%	\$14.07	36,650	11,098
Total	11,220,535	776,744	6.9%	\$14.31	45,497	11,098
<b>Southwest</b>						
Class B & C	3,004,266	86,796	2.9%	\$13.64	3,632	0
Overall Total	29,706,526	1,491,023	5.0%	\$16.01	-22,431	131,098

### Office Space Statistical Changes: Year-over-Year and Quarter-over-Quarter

1Q19 vs. 1Q18



NET ABSORPTION



VACANCY RATE



CONSTRUCTION



ASKING RATES

1Q19 vs. 4Q18



NET ABSORPTION



VACANCY RATE



CONSTRUCTION



ASKING RATES

\*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.