

## News Release

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### **Is All Commercial Real Estate Market Information Equal?**

AUSTIN, Texas-Contrary to recent national trends, the Austin real estate market is experiencing a healthy expansion. For developers, investors, property owners, brokers, and lenders, the key to capitalizing on this expanding regional market is the ability to obtain accurate and reliable market information, understand current market conditions, and forecast market growth. NAI Austin provides that kind of information on the current market in its semi-annual market study, *The Austin Source*.

Created more than 25 years ago by NAI Austin president, Frank Niendorff, *The Austin Source* evaluates the current inventory of non-owner-occupied speculative industrial, office, and retail buildings, 20,000 square feet and larger, shows current market size, rental rates, square feet occupied, vacancy, and absorption, as well as new construction, by geographical area for each product type.

The results of each study are provided free of charge to subscribing clients, lenders, developers, tenants, investors, land and building owners, and to other commercial real estate brokerage companies by email, and then published to the public on the NAI Austin web page ([www.naiaustin.com](http://www.naiaustin.com)) in mid-January and mid-July each year.

“Over the years, *The Austin Source* has become known as an accurate and useful portrayal of the speculative industrial, office and retail leasing markets, particularly because our research is done by direct communication with the building owners and managers by our brokers and agents, rather than by interns mining or compiling already existing or old data from third-party national property databases,” Niendorff said.

Other Austin area commercial real estate market reports provide similar information as *The Source*. However, other reports only deal with the total building inventory of each product type, combining large and small, owner-occupied, and non-owner-occupied buildings.

Only *The Austin Source* information, which is collected at the end of each study period in December and June, targets the market conditions for non-owner-occupied speculative industrial, office, and retail buildings, 20,000 square feet and larger.

Niendorff says “For more than 20 years, many local, regional, and national developers, investors, lenders, and other commercial real estate brokers have used and relied on *The Austin Source* information.”

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