

# **Northern California/Nevada Economic Trends and Commercial Real Estate Investment Analysis 2009 - 2010**

*Prepared for*

***SVN NorCal/Reno Business Owners Conference***

*Prepared by*

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Johnson Souza Group, Inc.***
- Professor – Real Estate/Finance  
Golden Gate University***



# Johnson Souza Group, Inc

- Over 20 years of real estate economic and financial research, and institutional due diligence underwriting. Specializes in apartment and commercial market research, valuation and brokerage services.
- Offering tax deferred vehicles: 1031 Exchanges, Tenants in Common (TIC), Deferred Sales Trusts (DST), etc.; and real estate related investments: partnerships, funds, REITs, etc.

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# Introduction

- Introduction
- Business/Commercial Real Estate Cycles
- Commercial Market Fundamentals
- Employment
- Technology/Venture Capital Trends
- Interest Rates and Inflation
- Residential Market
- Conclusions: Advantages and Risks

# Introduction



Chronicle / Michael Macor

# SF Bay Area

## Business-Market Cycle Overview

- Economy in decline/trough phase, employment contraction accelerating: 36-to-60 month trough.
- Economic contraction to bottom 2Q/3Q 2009.
- Commercial construction cycle peak 2002, trough in 2004-2005, growth phase from 2006 through 2007: low no new construction.
- Next business cycle peak 2015 - 2020, next technology-employment cycle peak 2016 – 2018, potential rent spikes.
- Target markets for commercial investment 2009-2010:

**Downtown San Francisco/San Jose; I-680/880 Corridors-  
Walnut Creek/San Ramon/Pleasanton/Fremont; SF  
Peninsula-Redwood City/Palo Alto; Marin/Santa Cruz  
Counties**

# **Institutional Foundations for Efficient Capital Markets**

**“Efficient real estate and securities capital markets require strong public and private sector cooperation, disclosure of government and corporate financial conditions, and institutional and individual investor confidence in financial and political institutions.”**

Lawrence Souza

# Real Estate in a Social, Cultural and Economic Context

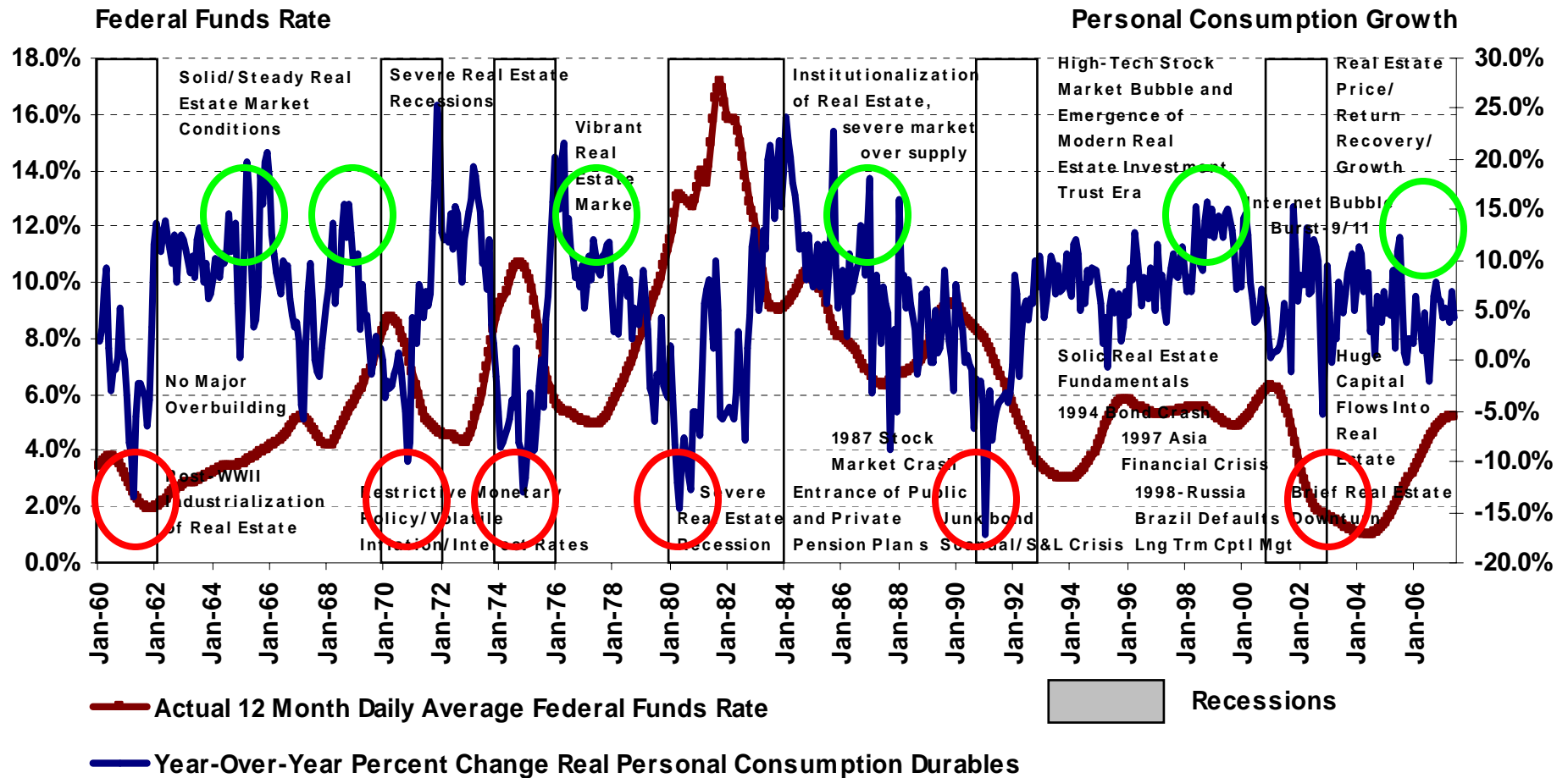
Interdisciplinary/Cross-Sectional Approach to Real Estate Market Analysis:

- Biological/Physiological/Psychological
- Philosophical Systems
- Legal Systems
- Political Systems
- Economic Systems
- Financial Systems

# Business and Commercial Real Estate Cycles

# Business Cycle Theory

## CONSUMPTION VS. INTEREST RATE CYCLES

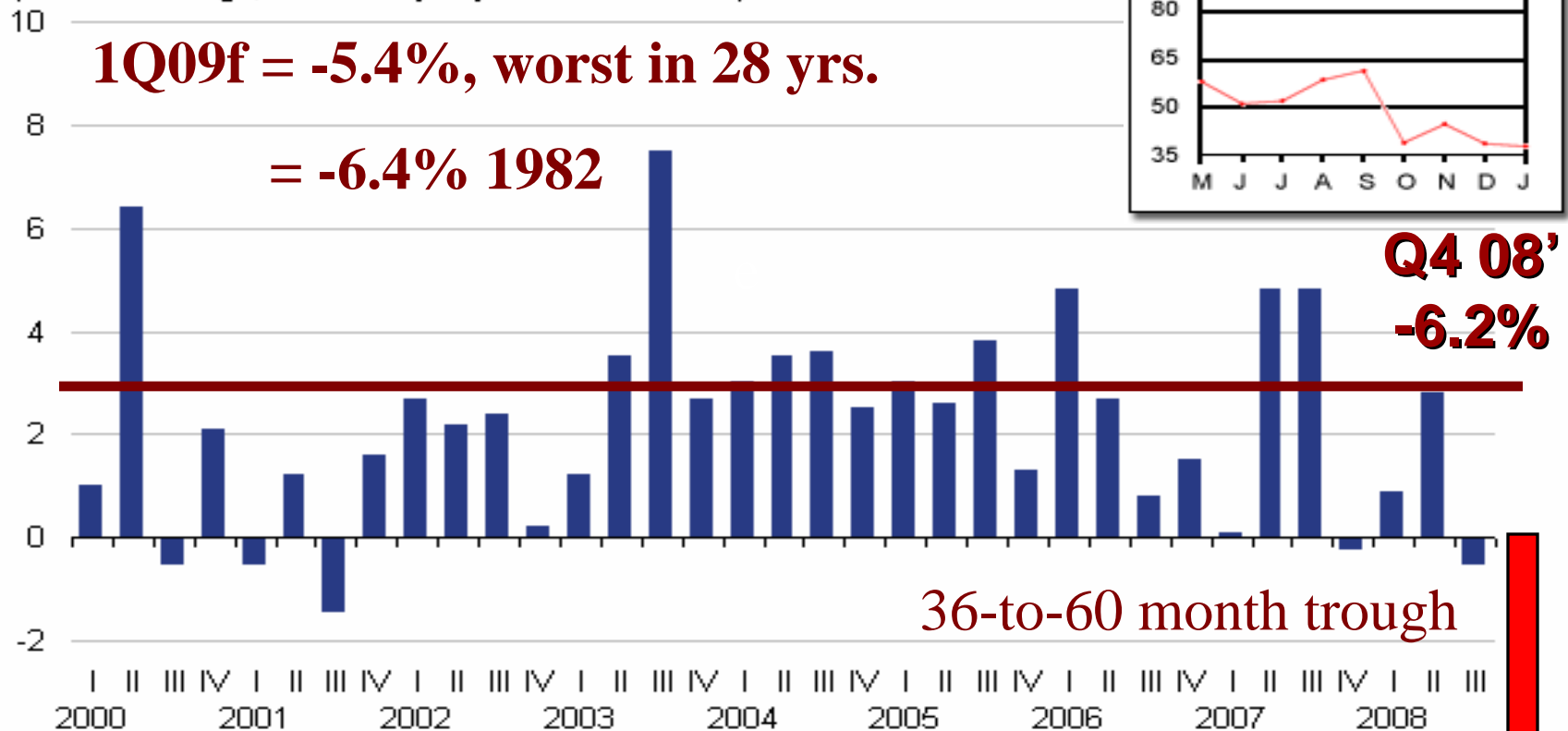


Sources: Board of Governors of the Federal Reserve System and U.S. Department of Commerce: Bureau of Economic Analysis.

# Gross National Product (GDP)

## Real Gross Domestic Product

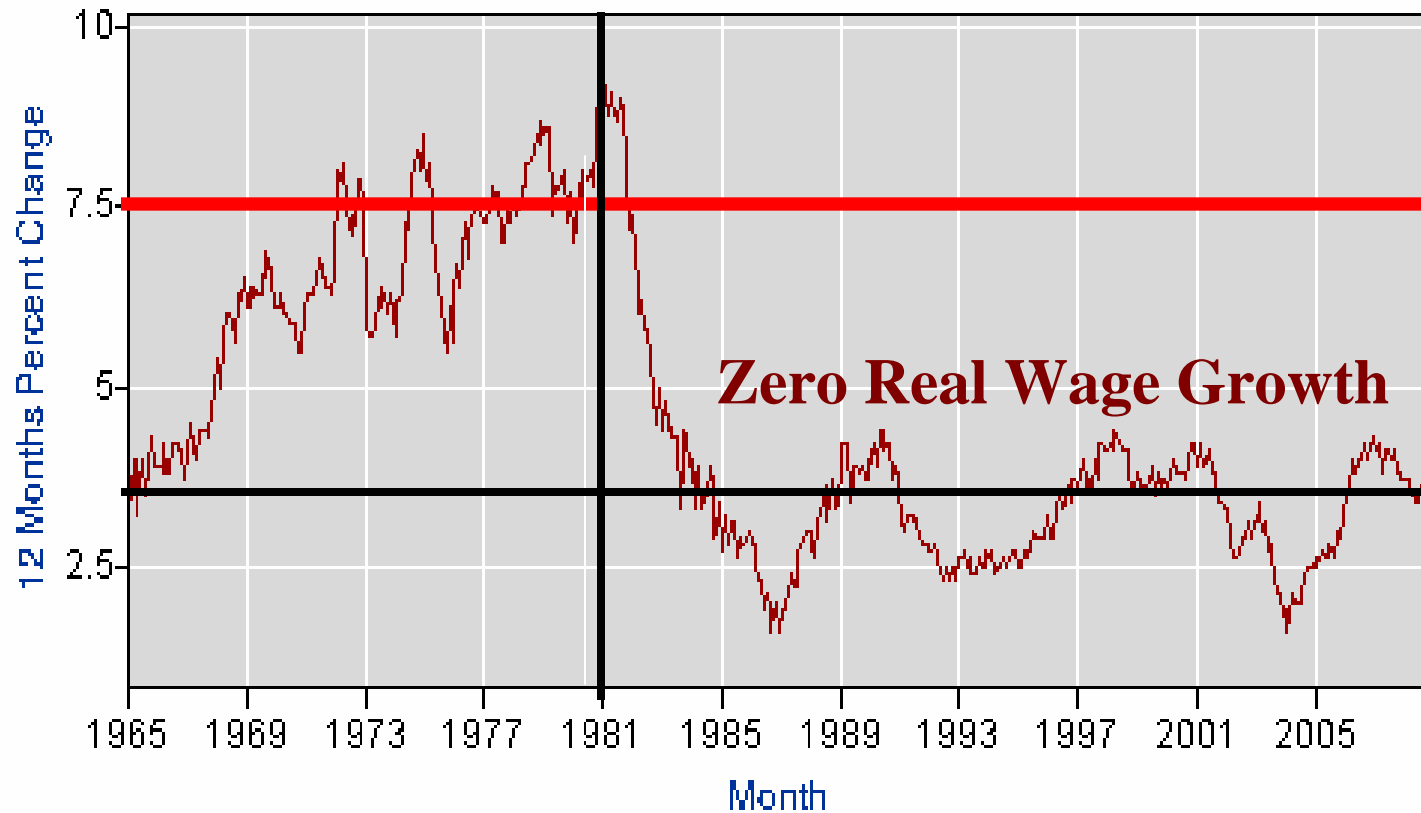
(Percent change, seasonally adjusted annual rate)



U.S. Bureau of Economic Analysis

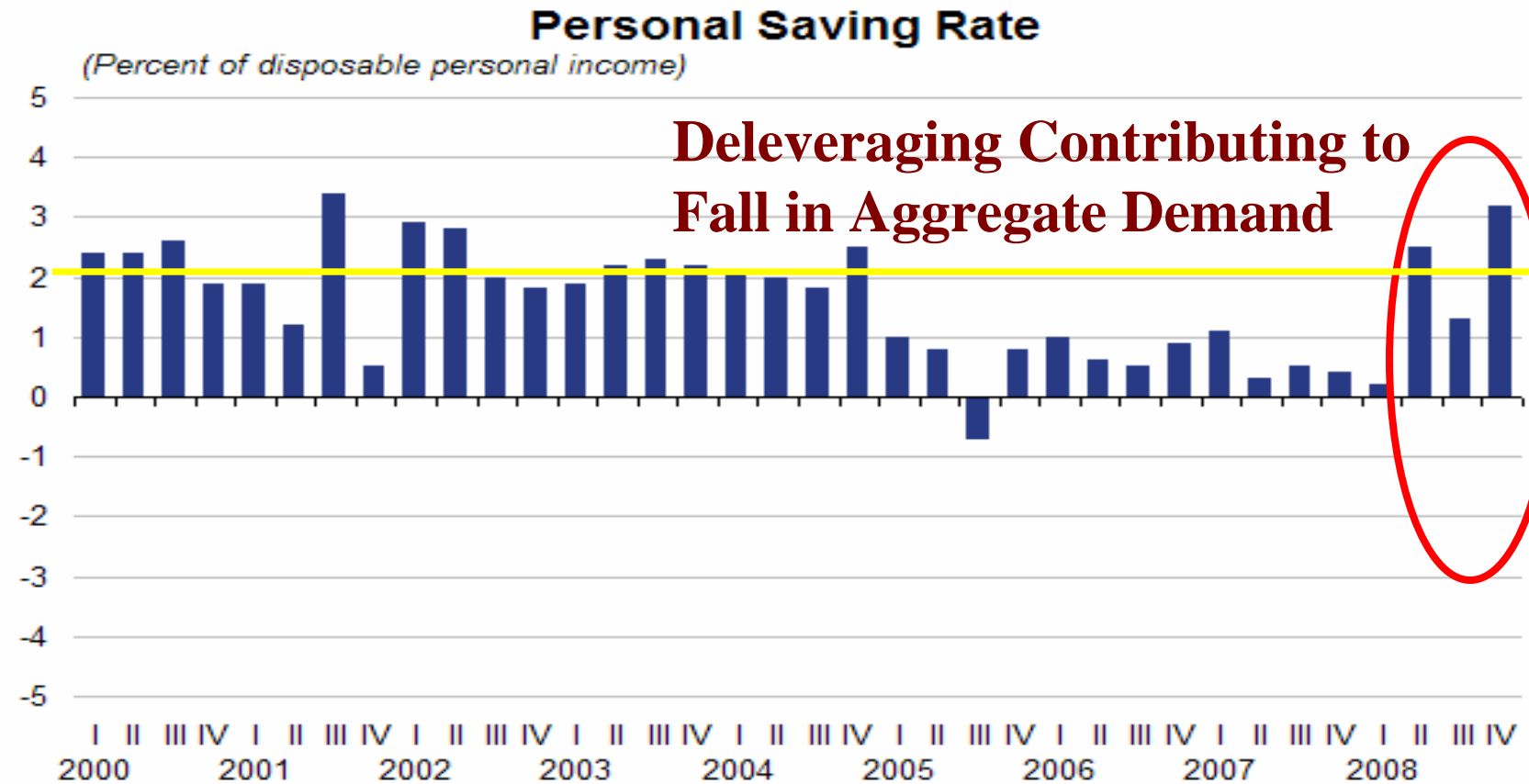
# Income and Wages

## Average Hourly Earnings of Production Workers



Source: Bureau of Labor Statistics. <http://www.bls.gov>

# Personal Savings Rate



U.S. Bureau of Economic Analysis

Source: Bureau of Economic Analysis. <http://www.bea.gov/briefrm/saving.htm>

# Yield 10-Year Treasury

CBOE 10-YEAR YIELD  
as of 16-Jan-2009

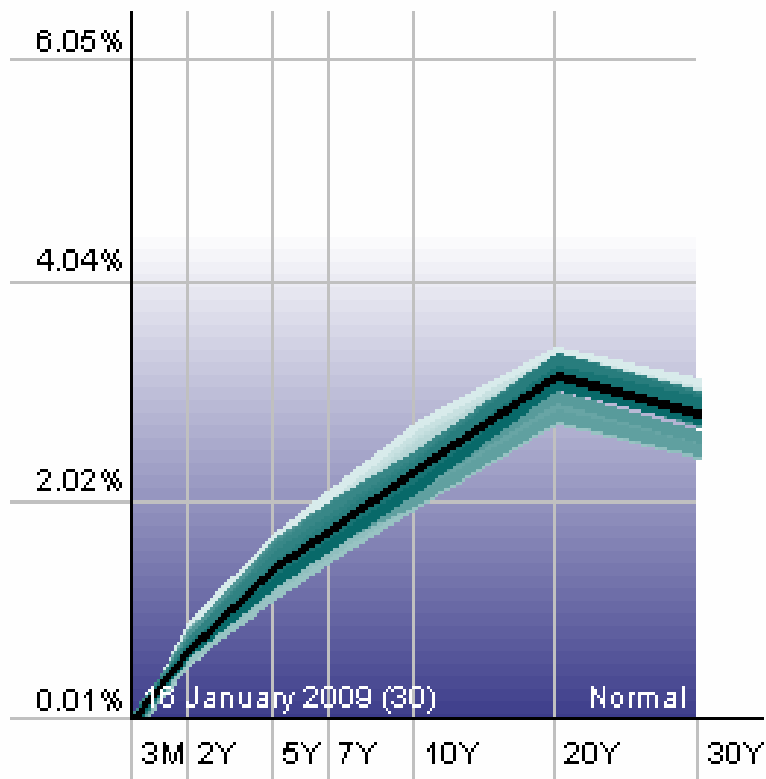
Imputed Mtg. Int. Rt.  $2.89\% + 2\% = 5\% \sim$



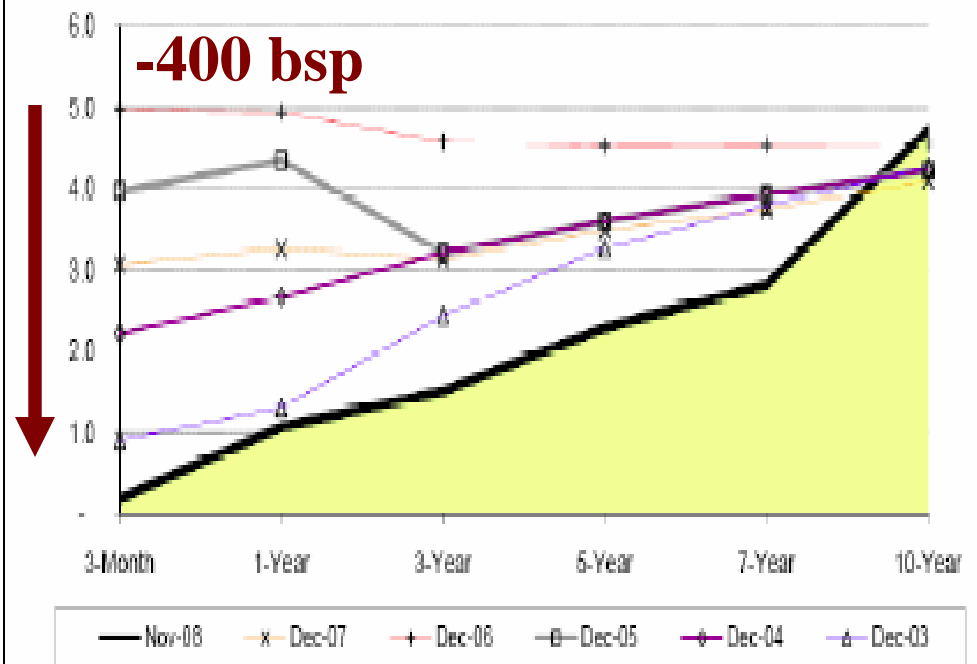
<http://finance.yahoo.com>

# Yield Curve

## Dynamic Yield Curve



## Treasury Yield Curve Percent



Source: Federal Reserve Board

<http://stockcharts.com/charts/YieldCurve.html>

# Commercial Real Estate Space Market Fundamentals

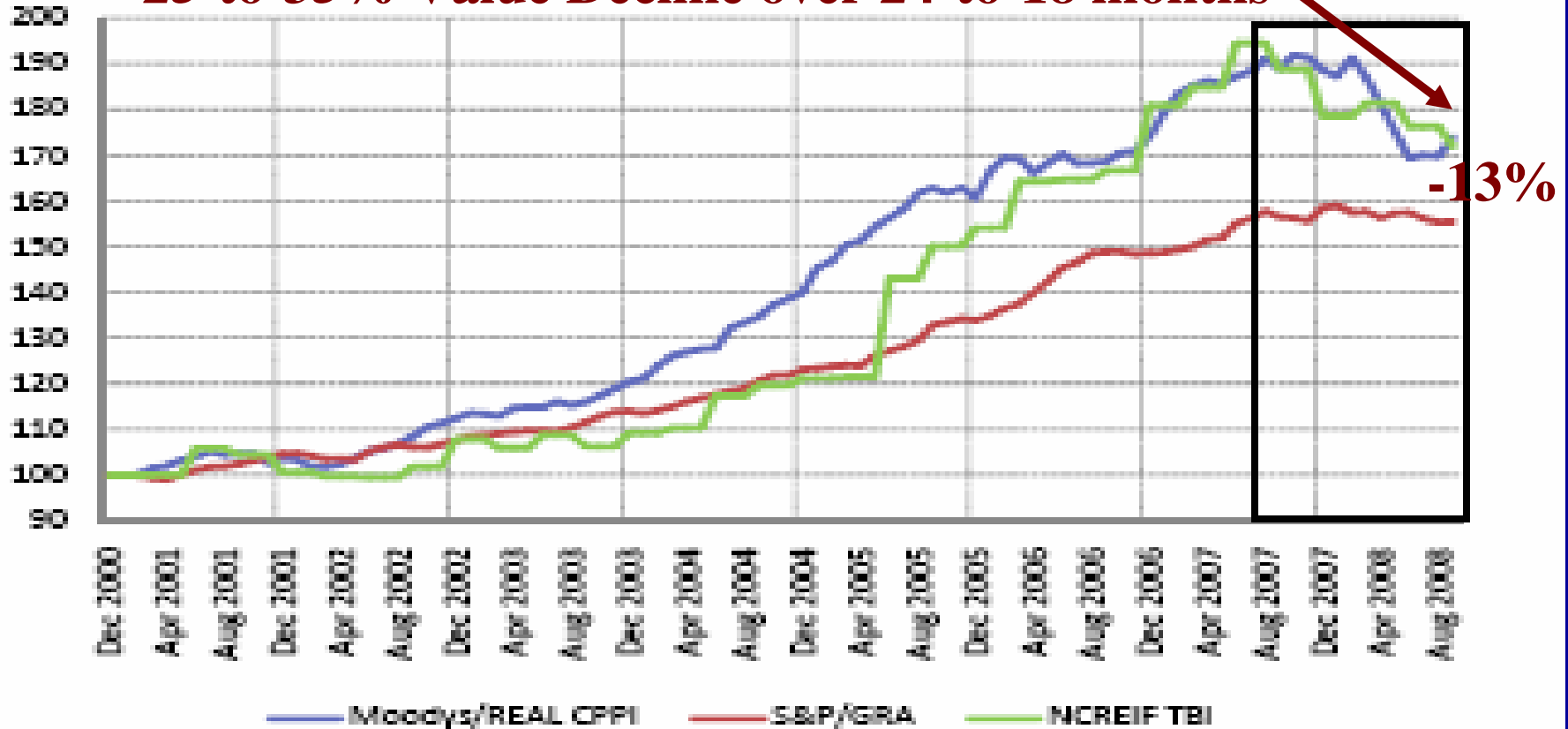
# Commercial Property Value Indices (From 2000 to 2008)

COMMERCIAL/MULTIFAMILY PROPERTY PRICES AS REFLECTED  
IN SELECTED INDICES

Re-indexed Values of the Moody's/REAL CPPI, Standard and Poor's/GRA and  
NCREIF Transaction Based Index

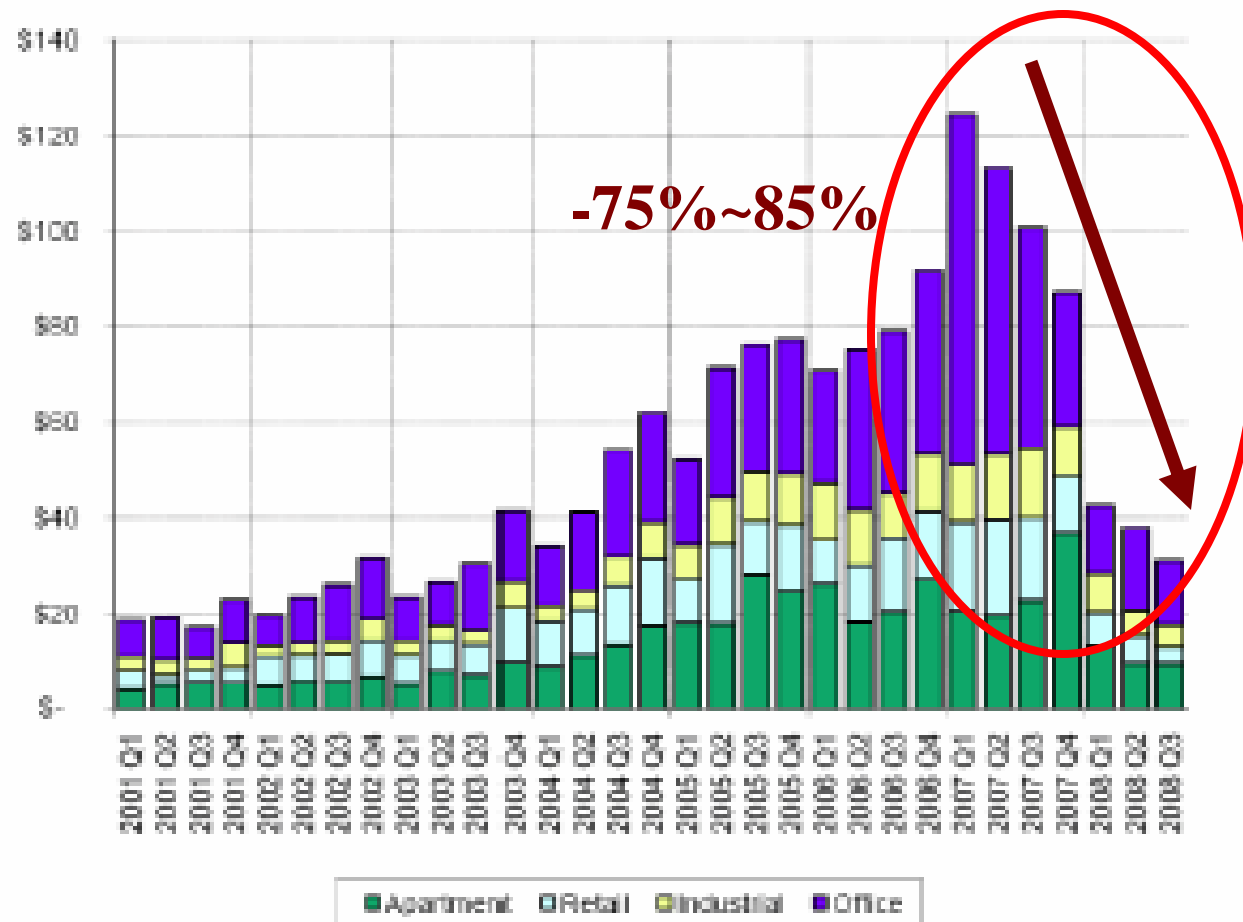
December 2000 = 100

**25-to-35% Value Decline over 24-to-18 months**



# Commercial Property Sales Volume (From 2001 to 2008)

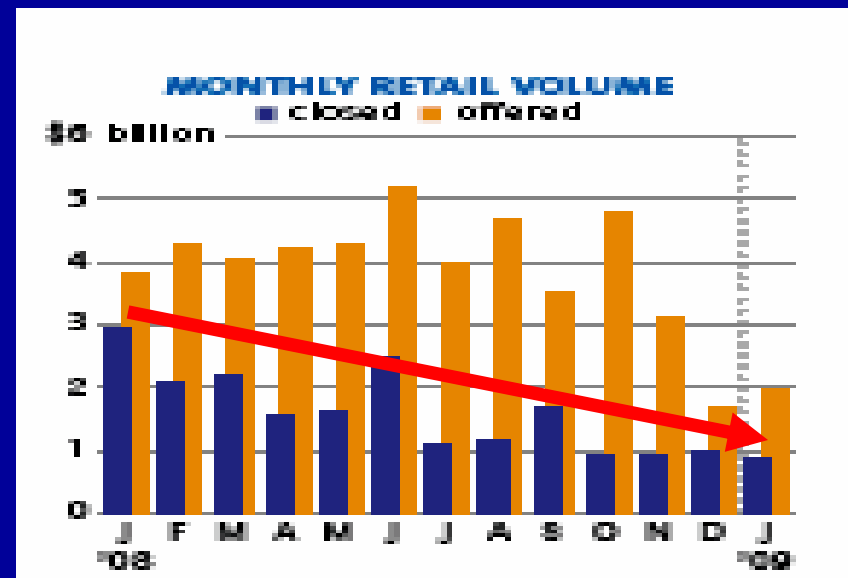
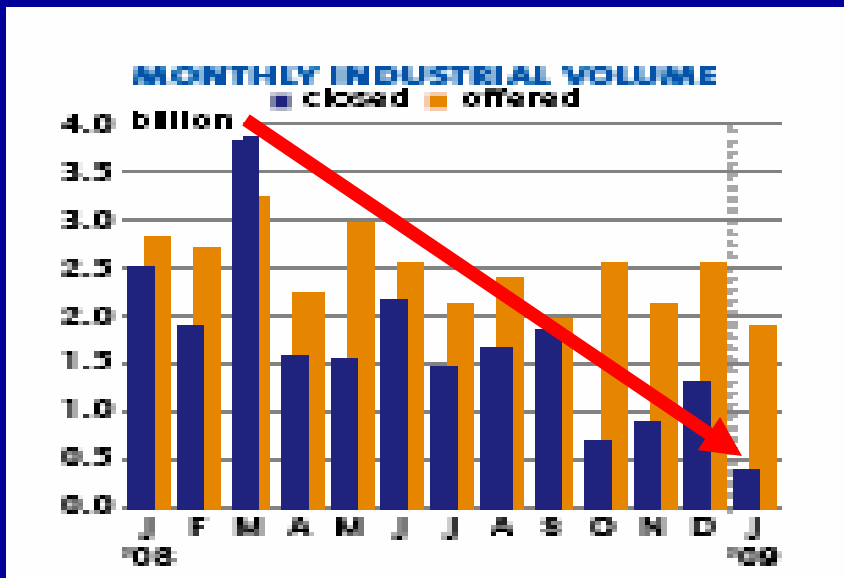
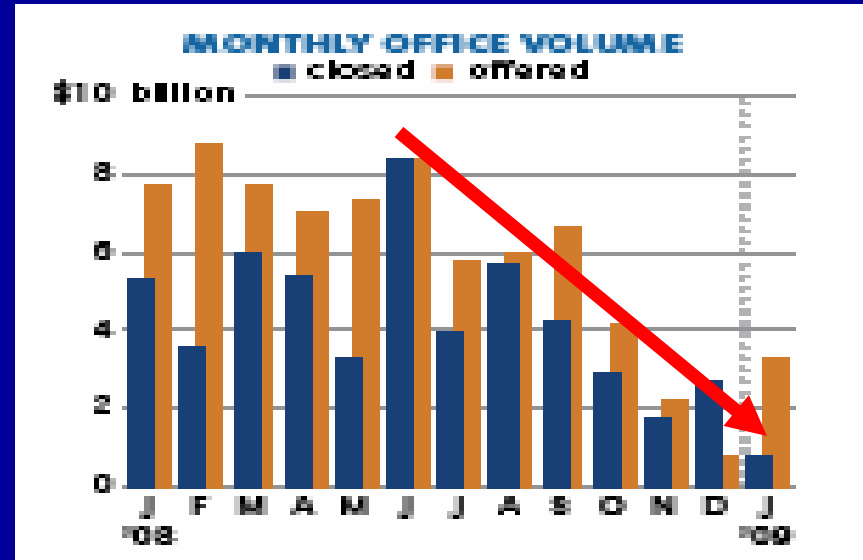
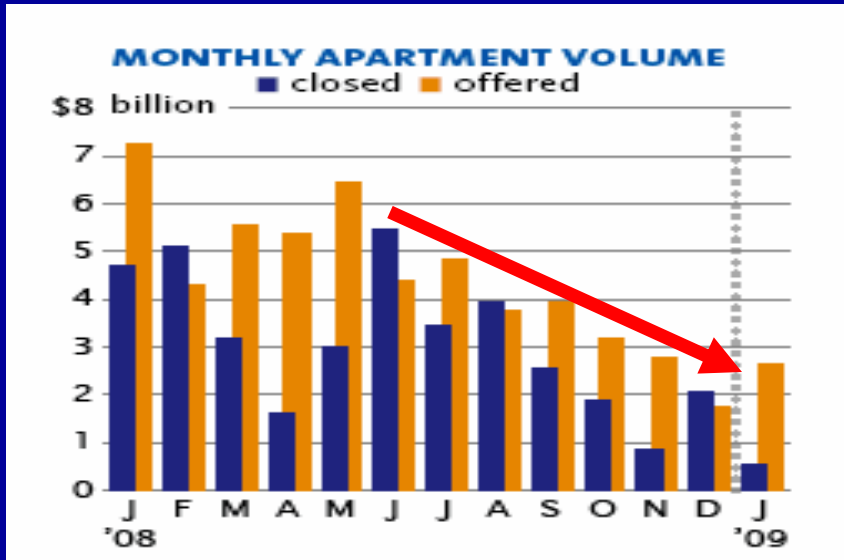
Commercial/Multifamily Property Sales \$Billions



Source: Real Capital Analytics

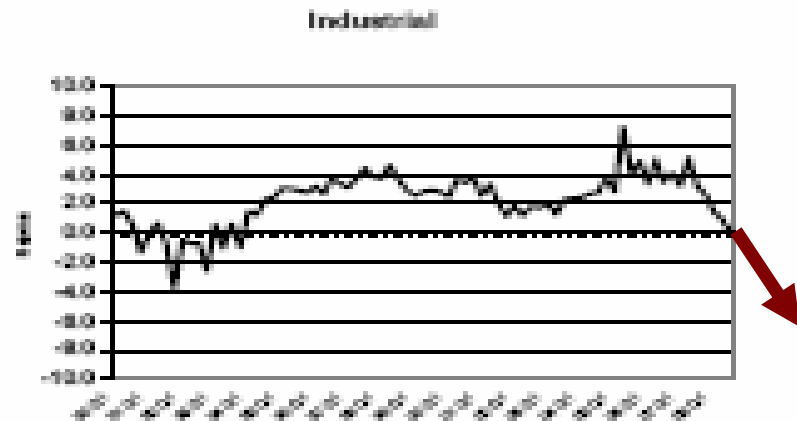
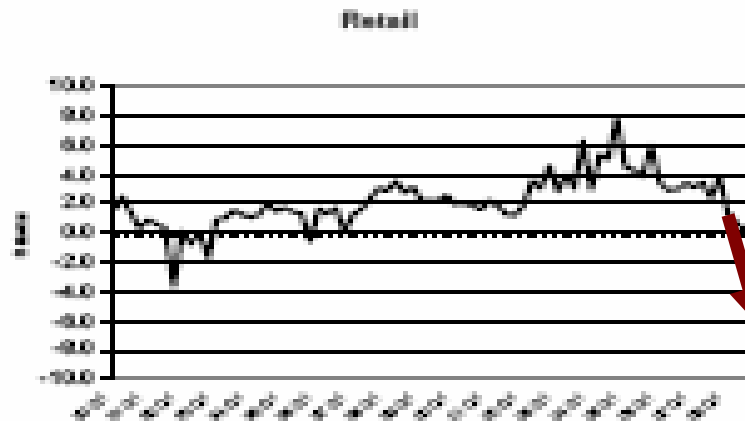
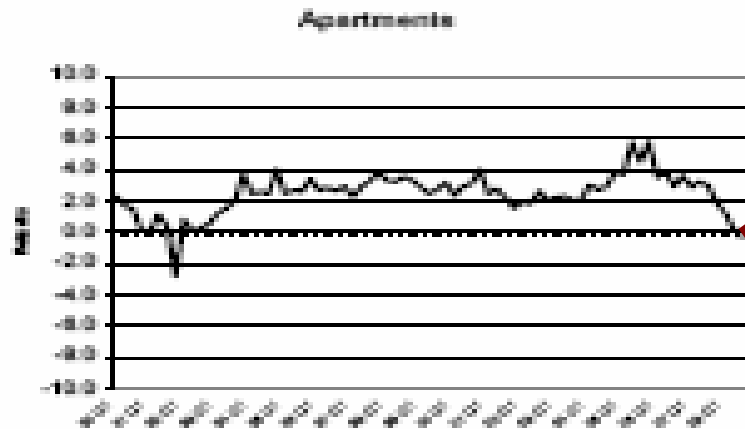
<http://www.mbaa.org/files/Research/DataBooks/3Q08QuarterlyDataBook.pdf>

# Commercial Property Sales Volume (From 2001 to 2008)



# Commercial Property Returns – NCREIF Index

US Quarterly Returns - By Property Type

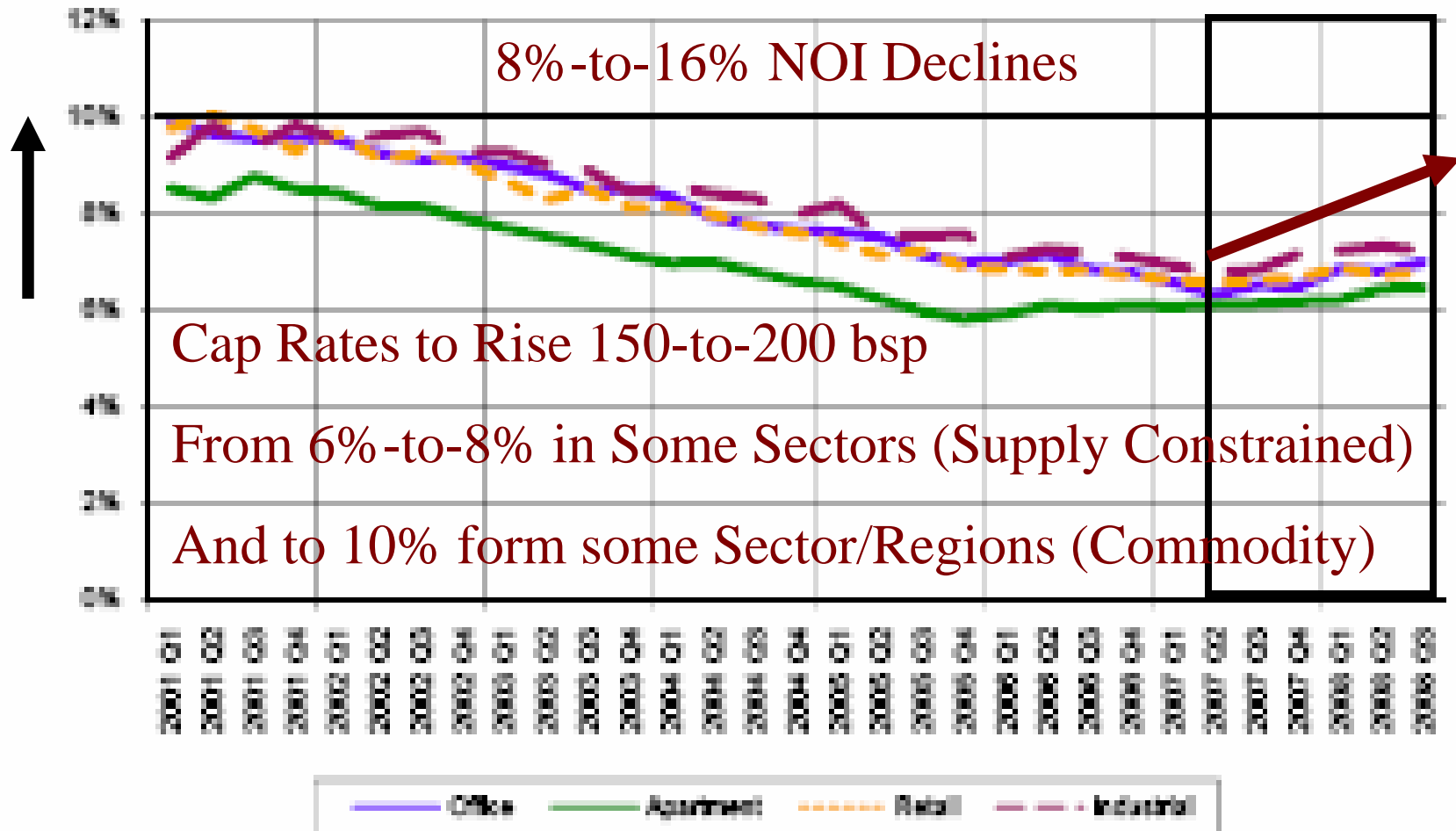


Source: National Council of Real Estate Investment Fiduciaries.  
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# Commercial Property – Capitalization Rates (2001-2008)

Capitalization rate

Potential Intrinsic Devaluation = 30%-to-50%\*

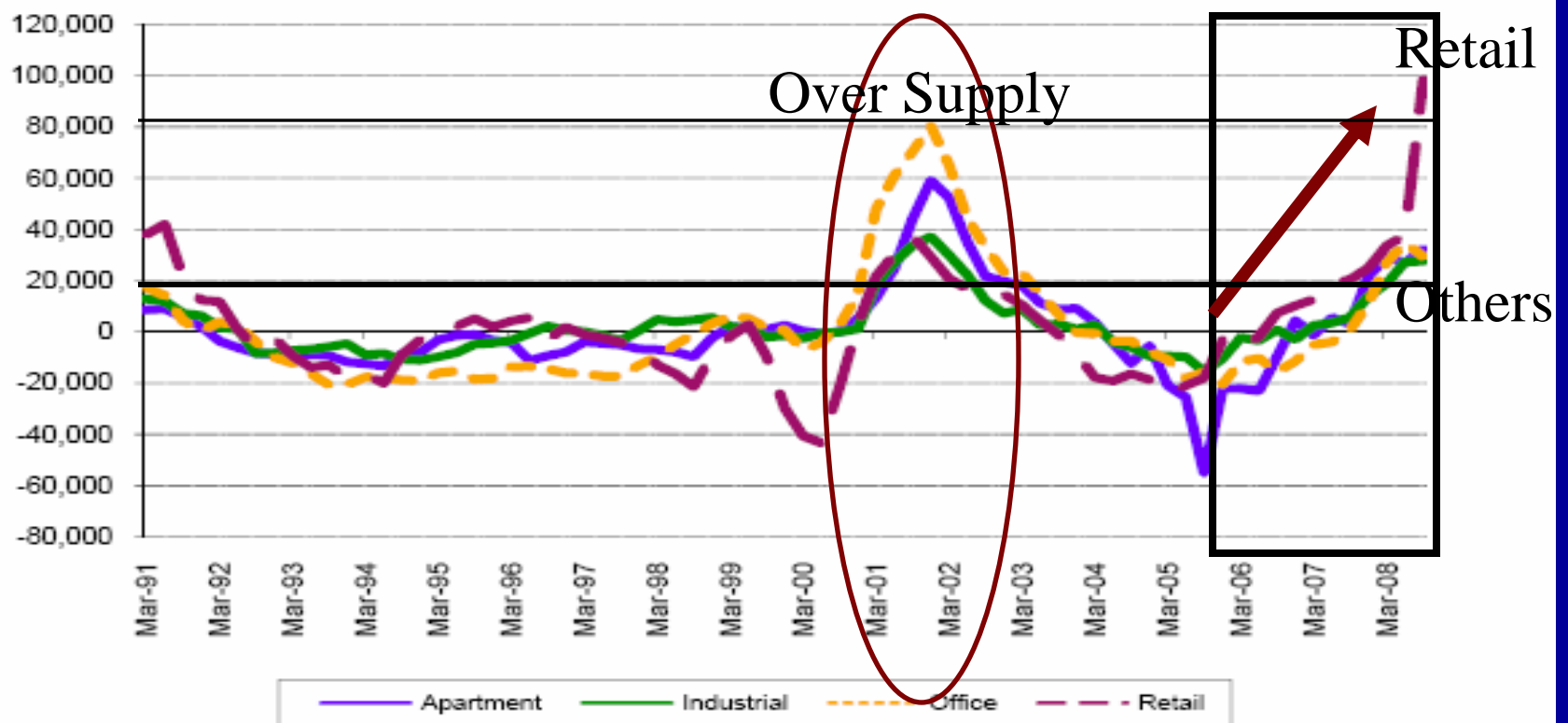


Source: Real Capital Analytics. \* Assumes 16% drop NOI, Cap rates to 10%

# Commercial Completions – Net Absorption (1991-2008)

NET COMPLETIONS LESS NET ABSORPTION  
COMMERCIAL/MULTIFAMILY PROPERTIES

Thousands of Square Feet



Source: Property and Portfolio Research

# Non-Residential Commercial Construction Spending Forecast – Decrease by 11% in 2009

<u>Commercial / industrial</u>	<u>2009</u>	<u>2010</u>
• <b>Hotels</b>	20.2%	<b>-12.2%</b>
• Retail	-19.2%	-6.6%
• <b>Office buildings</b>	-17.5%	<b>-11.1%</b>
• Industrial facilities	-11.2%	-8.4%
<u>Institutional</u>	<u>2009</u>	<u>2010</u>
• Religious	-9.4%	1.4%
• Education	-7.4%	-1.9%
• Amusement / recreation	-5.9%	1.0%
• Health care facilities	-3.6%	-1.9%
• Public safety	-3.5%	-1.9%

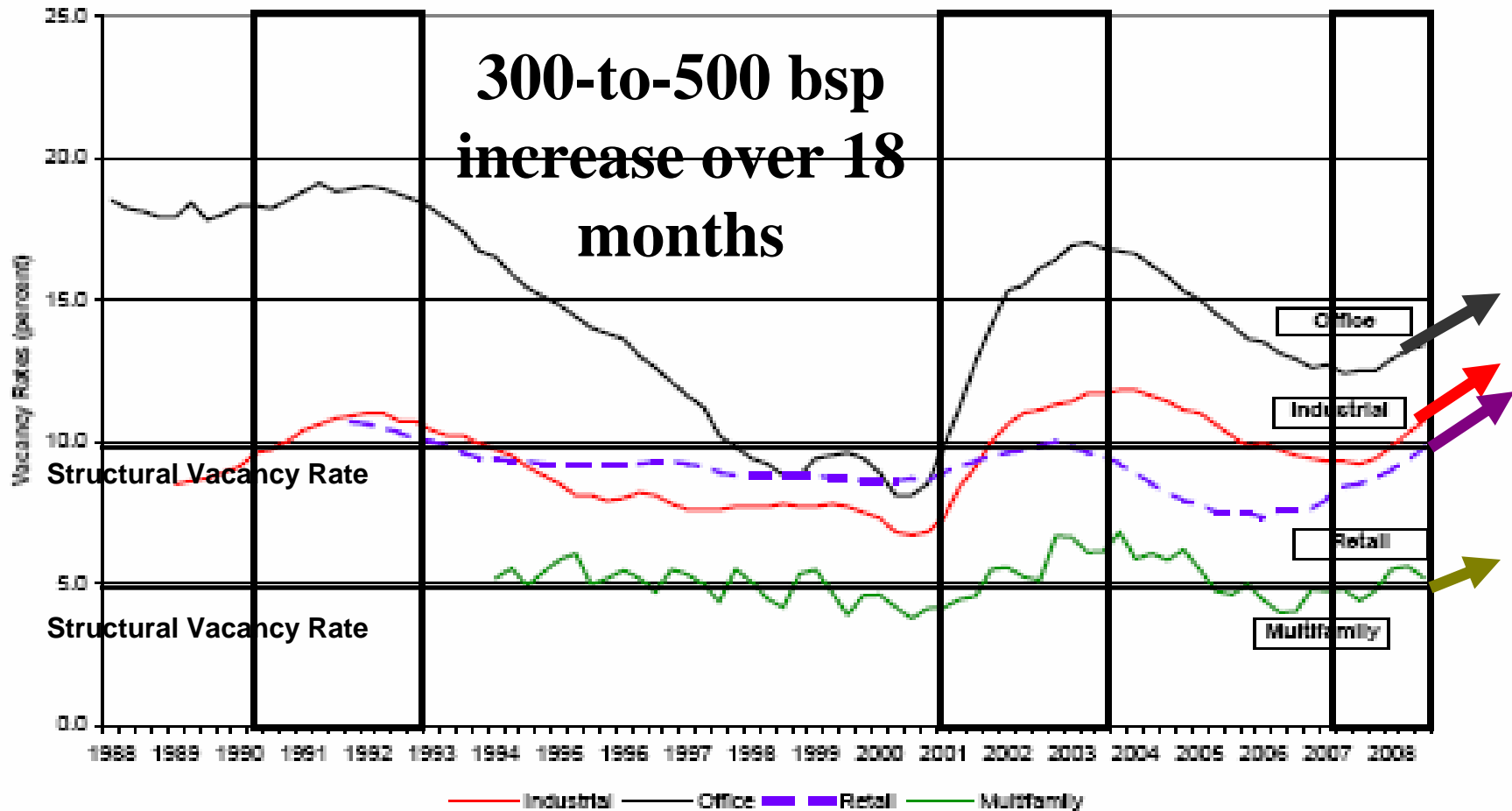
[http://www.aia.org/aiarchitect/thisweek09/0116/0116n\\_consensus.cfm](http://www.aia.org/aiarchitect/thisweek09/0116/0116n_consensus.cfm)

# Commercial Vacancy Rates (From 1988 to 2008)



Exhibit 23  
U.S. Property Vacancy Rates  
Quarterly

Updated November 14, 2008

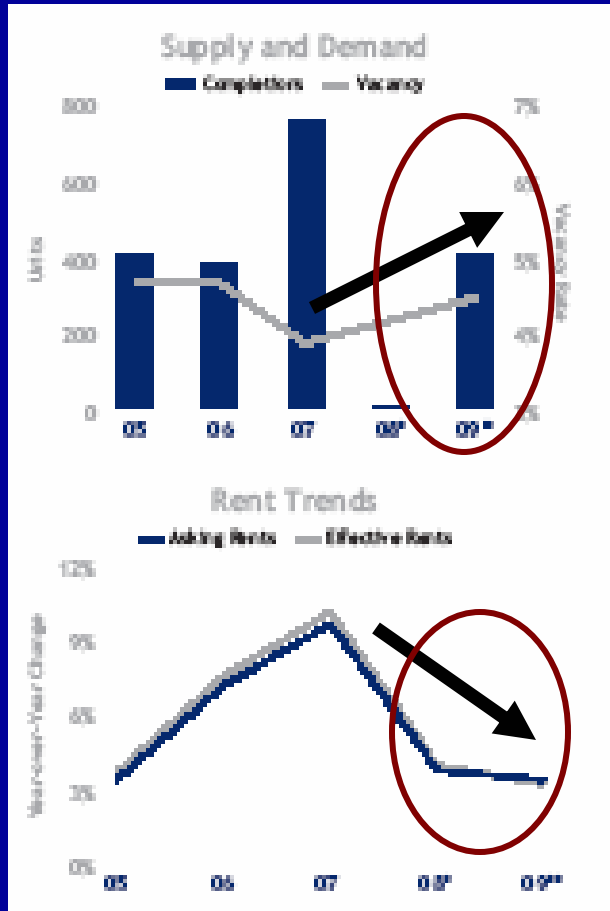


Source: CBRE Torco Wheaton Research. Data as of 2008Q2.  
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## San Francisco Apt

Vacancy Rates  
5%-to-6%

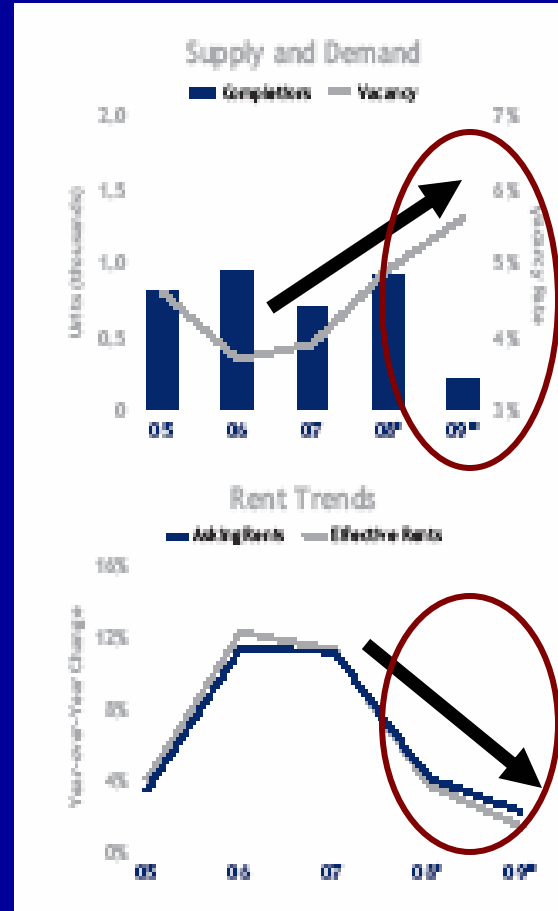
Effective Lease Rates  
Up 2%-to-0%



## Silicon Valley Apt

Vacancy Rates  
6%-to-7%

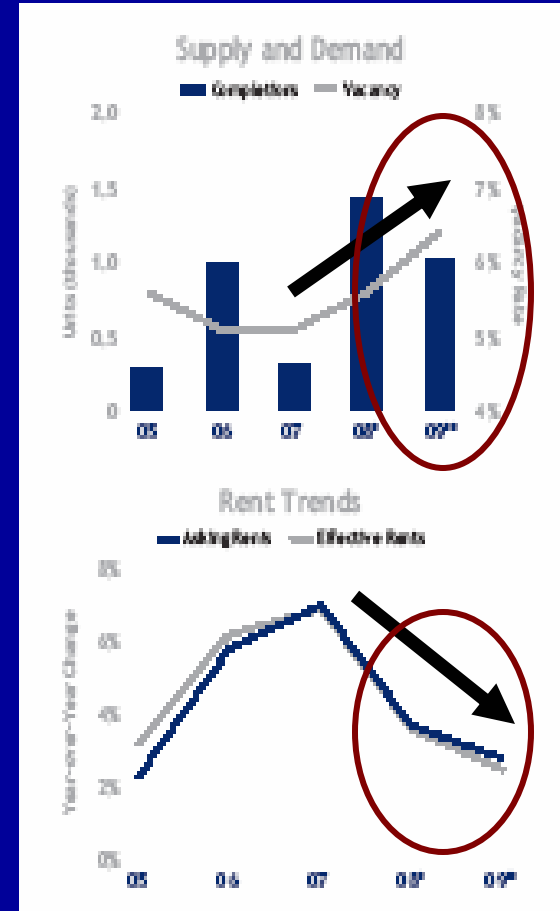
Effective Lease Rates  
Down 0%-to-2%



## Oakland Apt

Vacancy Rates  
7%-to-8%

Effective Lease Rates  
Down 2%-to-4%



Source: Marcus & Millichap National Apartment Report 2009

# Office Vacancy Rates

## Lowest Vacancy Rates

## Highest Vacancy Rates

<u>Rank</u>	<u>Metro Market</u>	<u>4Q</u>
1	New York	7.0%
2	Washington, D.C.	8.3%
3	Birmingham, Ala.	10.2%
4	Nashville, Tenn.	10.5%
5	<b>Seattle</b>	<b>10.5%</b>
6	<b>Los Angeles</b>	<b>10.9%</b>
7	<b>San Francisco</b>	<b>11.1%</b>
8	Long Island, N.Y.	11.4%
9	Little Rock, Ark.	11.5%
10	Miami	11.5%

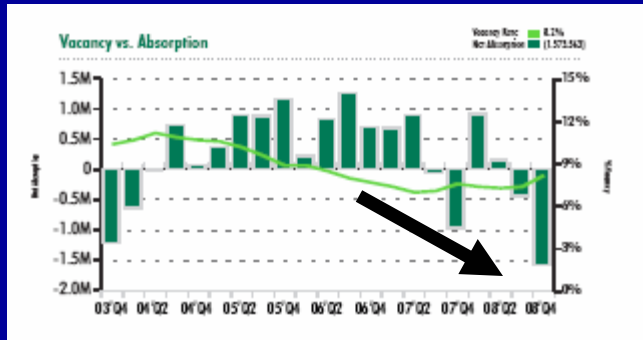
<u>Rank</u>	<u>Metro Market</u>	<u>4Q</u>
1	Detroit	24.6%
2	Dallas	22.6%
3	Dayton, Ohio	21.8%
4	Greensboro/Winston-Salem, N.C.	21.1%
5	<b>San Bernardino/ Riverside, Calif.</b>	<b>20.7%</b>
6	Hartford, Conn.	20.7%
7	Cincinnati	19.7%
8	<b>Phoenix</b>	<b>19.1%</b>
9	<b>Las Vegas</b>	<b>19.1%</b>
10	Greenville, S.C.	19.1%

Source: Reis, Inc.

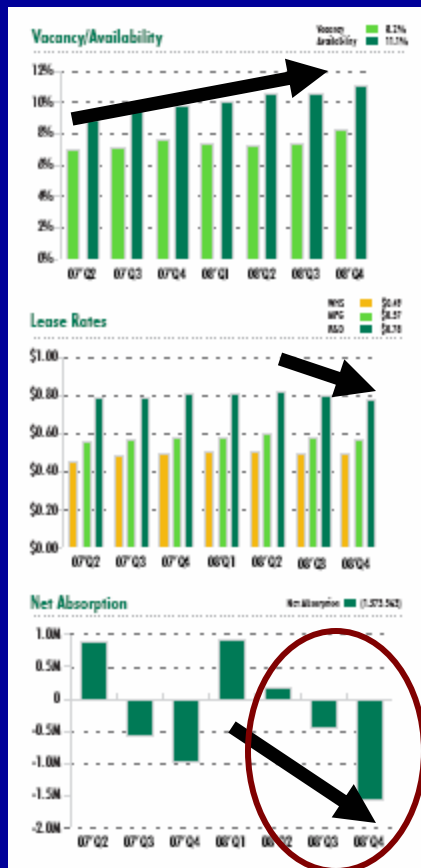
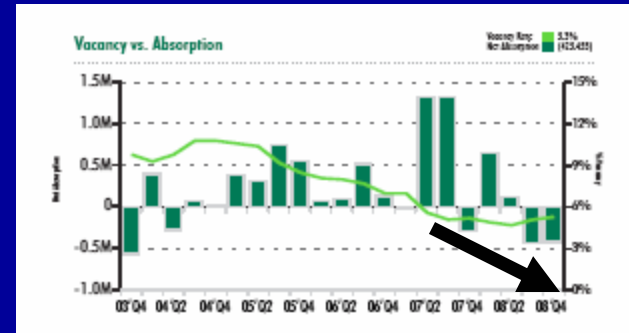
**Note: Annual Rental Run Rates Dropping 8%-to-10%**

<http://online.wsj.com/article/SB123119037906355027.html>

# Oakland Industrial

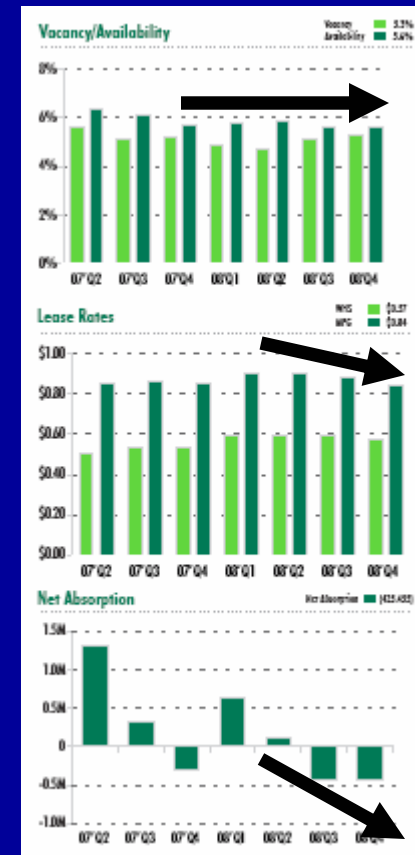


# Silicon Valley Industrial



Vacancy Rates  
14% -to- 16%

Lease Rates  
Down  
8% -to- 10%



Vacancy Rates  
12% -to- 14%

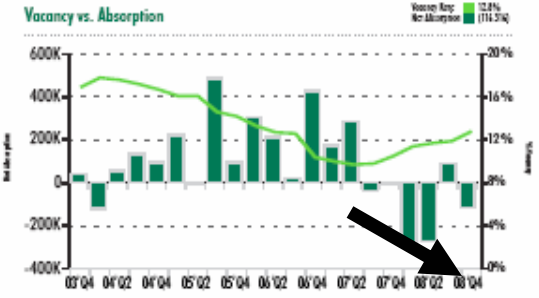
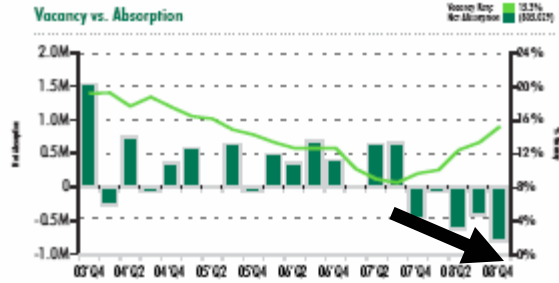
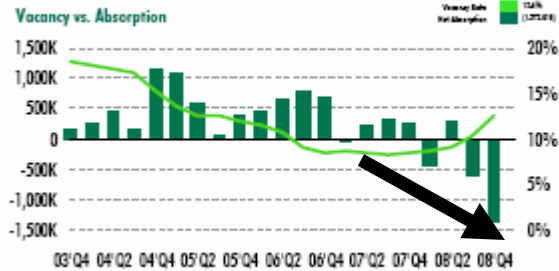
Lease Rates  
Down  
6% -to- 8%

Source: CBRE Market Research Reports.

# San Francisco Office

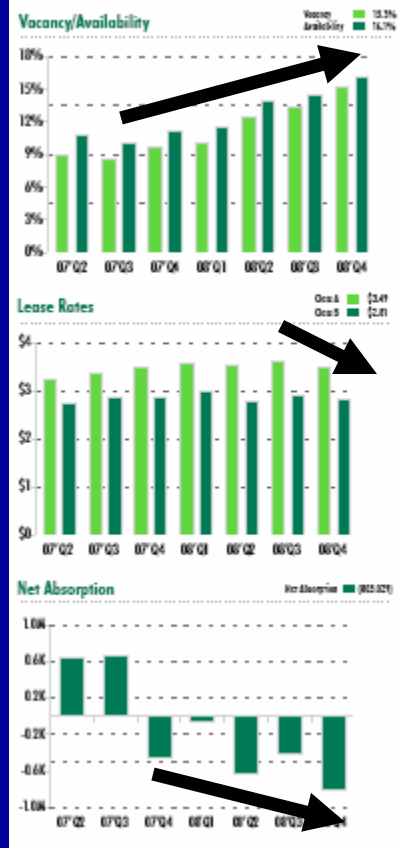
# Silicon Valley Office

# Oakland Office



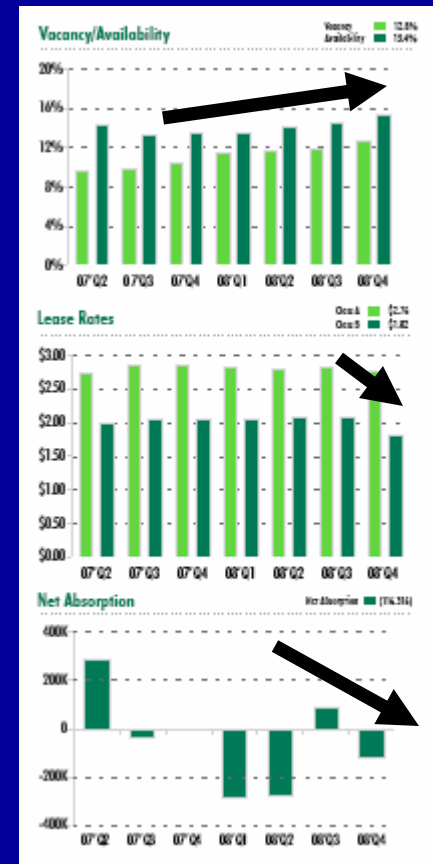
Vacancy Rates  
15%-to-17%

Lease Rates  
Down 20%-to-25%



Vacancy Rates  
15%-to-17%

Lease Rates  
Down 12%-to-15%



# Commercial Real Estate Capital Market Fundamentals

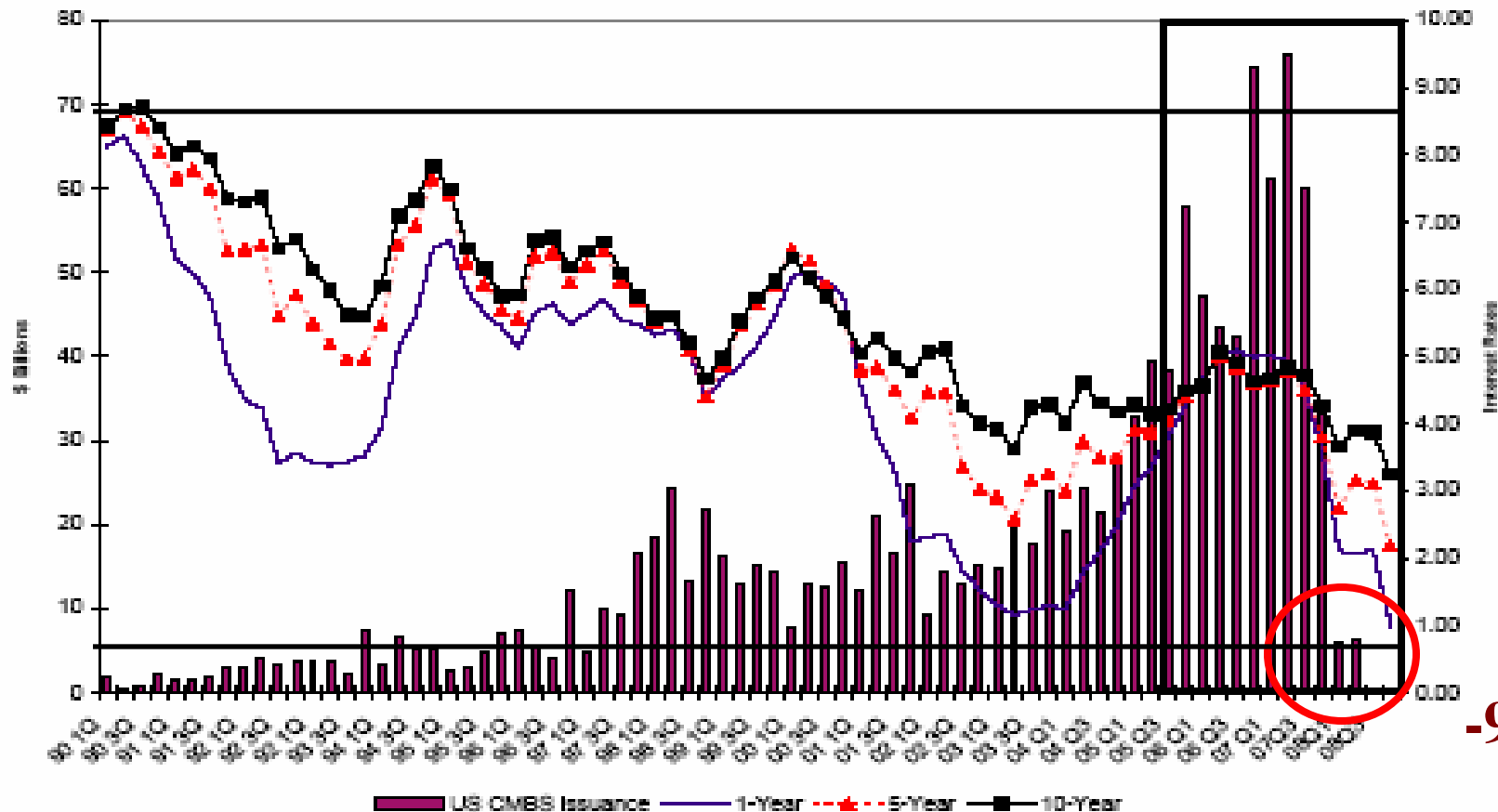
# Commercial Mortgage-Backed Securities (CMBS)

# Commercial Mortgage Back Securities (CMBS) Issuance



Exhibit 12  
Interest Rates and CMBS Issuance  
Quarterly

Updated January 9, 2009



-93%

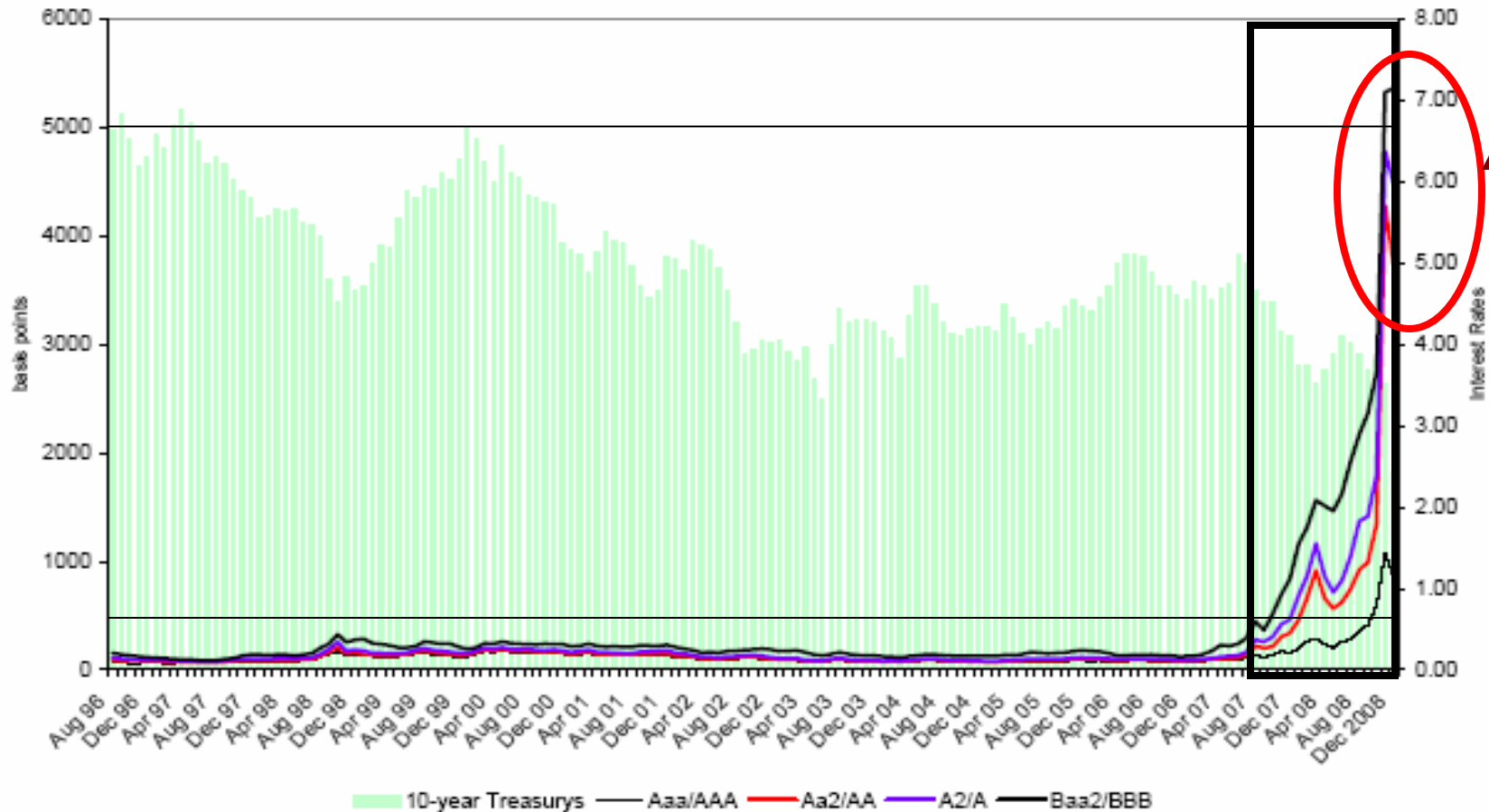
Source: CMSA, Commercial Mortgage Alert and Federal Reserve  
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# CMBS Spreads – Investment Grade vs. 10 Yr. Treasury



Exhibit 14  
CMBS Spreads Over 10-Year Treasuries: Investment Grade  
Monthly

Updated January 20, 2009



Source: Morgan Stanley. Generic AAA spreads from August 1996 to December 2004; Super Senior AAA from January 2005 to present.  
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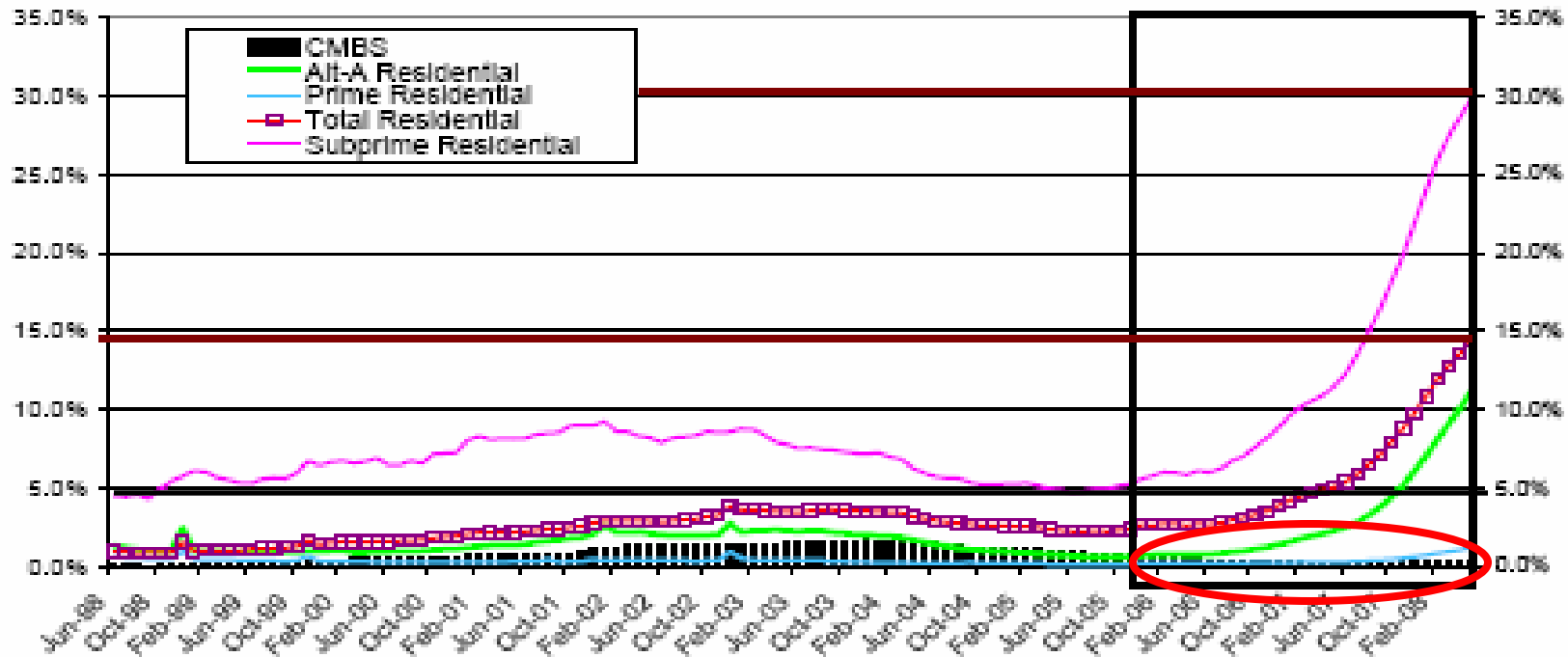
# Commercial Mortgage Back Securities (CMBS) Delinquency



Exhibit A  
CMBS vs. RMBS Delinquencies

Updated July 9, 2008

Securitized Mortgages: Residential vs. Commercial (60+ day)  
by dollar securitized



Source: CMSA, JPMorgan, LoanPerformance, Trigg, Inc.

Delinquency figures are dollar based (not loan count) and includes loans that are 60+, 90-day delinquent in addition to loans in process of foreclosure and REO. Residential includes loans on residential investment properties, manufactured housing and a limited amount of multifamily holdings. CMBS are commercial mortgages, all properties types, securitized as commercial mortgage backed securities. Historical data subject to quarterly revisions.

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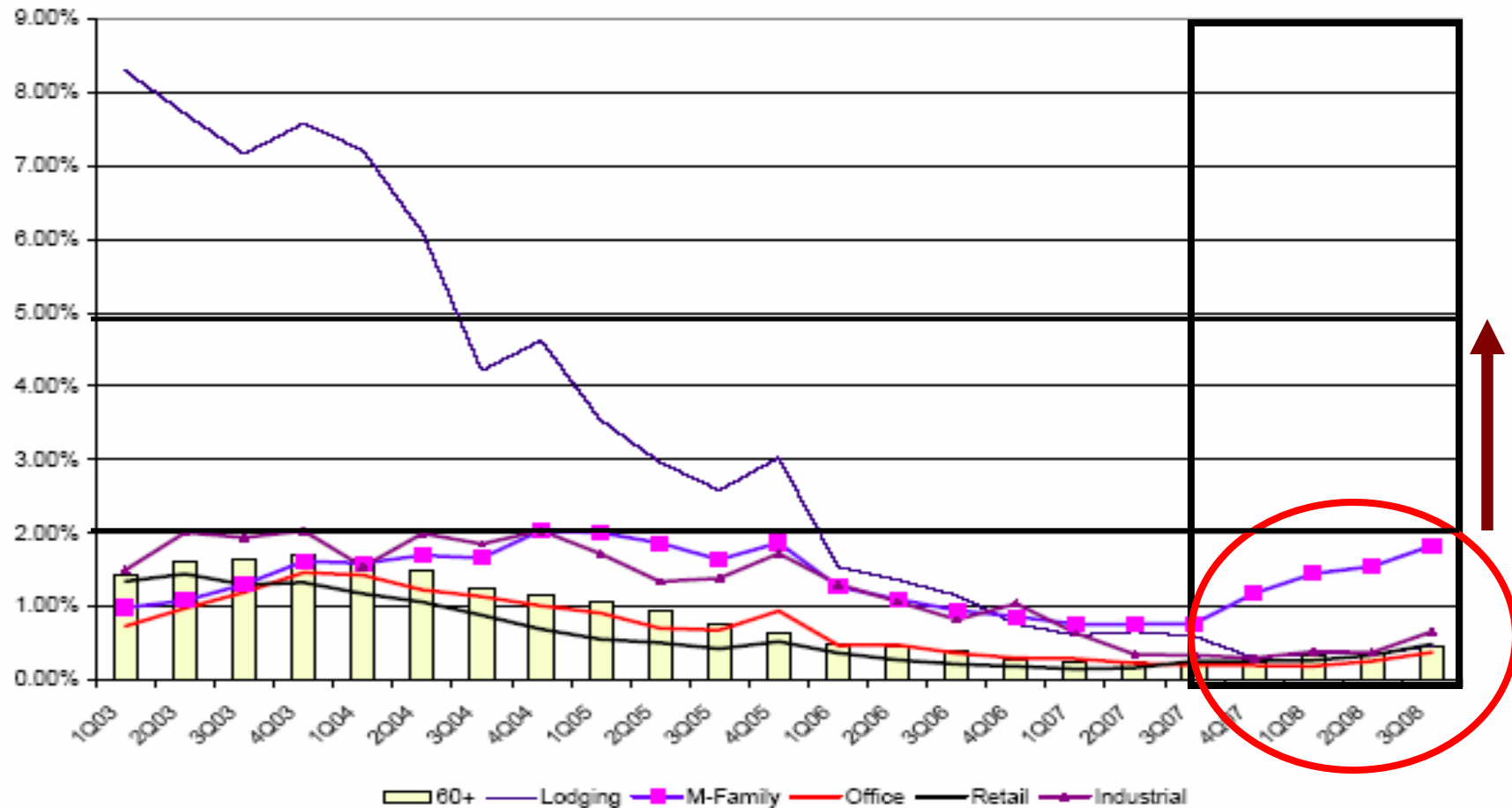
# CMBS Delinquency Rates by Type (From 2003 to 2008)



Exhibit 7  
CMBS Delinquencies by Property Type

Updated November 21, 2008

See A2-Appendix for detailed data on delinquencies by vintage year and property type.



Source: Trepp LLC

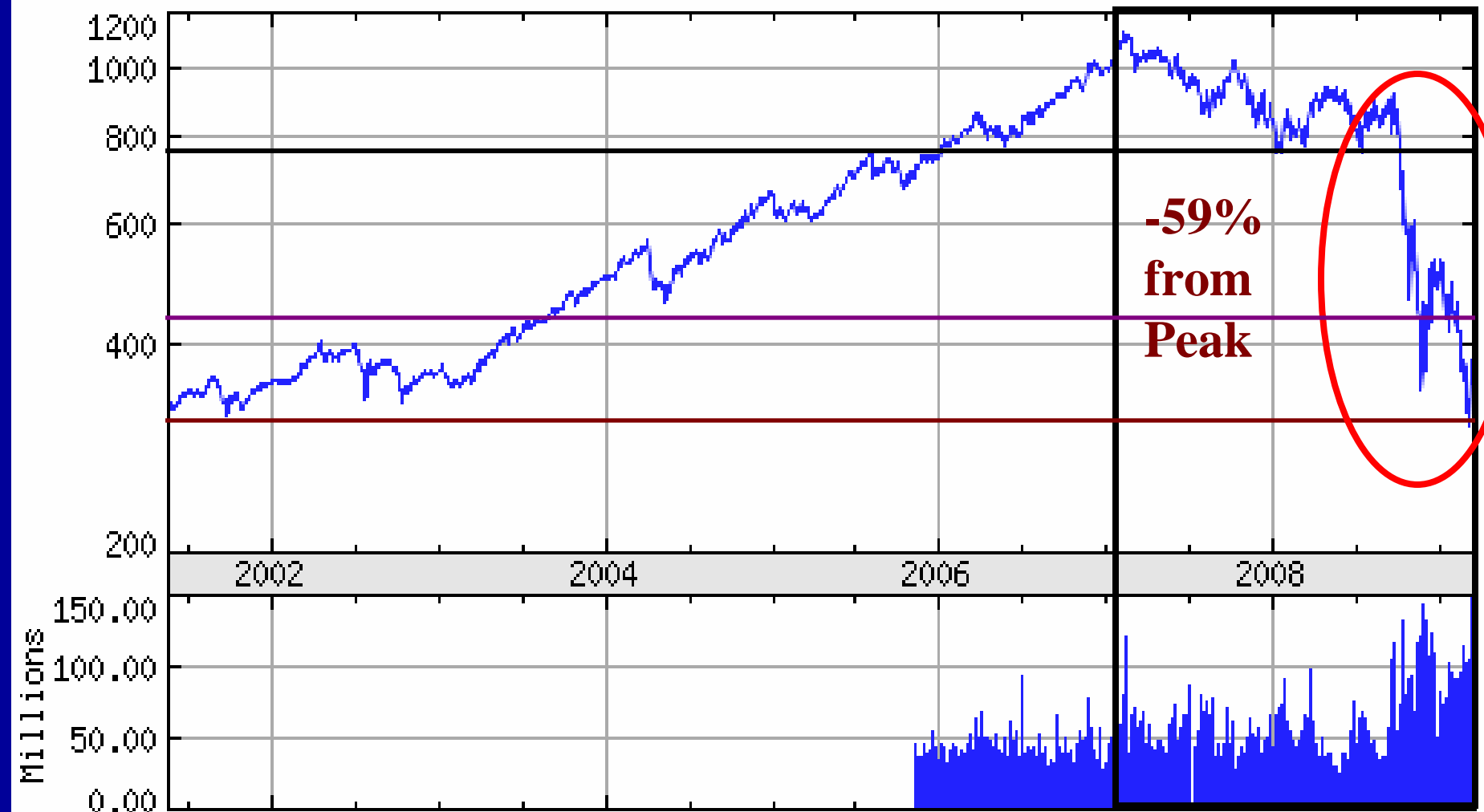
See Exhibit 6 for underlying data. Property type delinquencies are based 30+ days.

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# Real Estate Investment Trusts (REITs)

# REIT Equity Stock Index Performance – Dow Jones

DJ EQUITY REIT TOTAL RETURN IND  
as of 12-Mar-2009



Copyright 2009 Yahoo! Inc.

<http://finance.yahoo.com/>

<http://finance.yahoo.com/q/bc?s=REIT&t=my>

# REIT Equity Stock Index Performance – Redwood Trust

REDWOOD TRUST INC  
as of 12-Mar-2009



Copyright 2009 Yahoo! Inc.

<http://finance.yahoo.com/>

# REIT Equity Stock Index Performance – AMB

AMB PROPERTY CORP  
as of 29-Jan-2009



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<http://finance.yahoo.com/>

# REIT Equity Stock Index Performance – BRE

BRE PROPERTIES INC

Splits: ▼

as of 5-Mar-2009



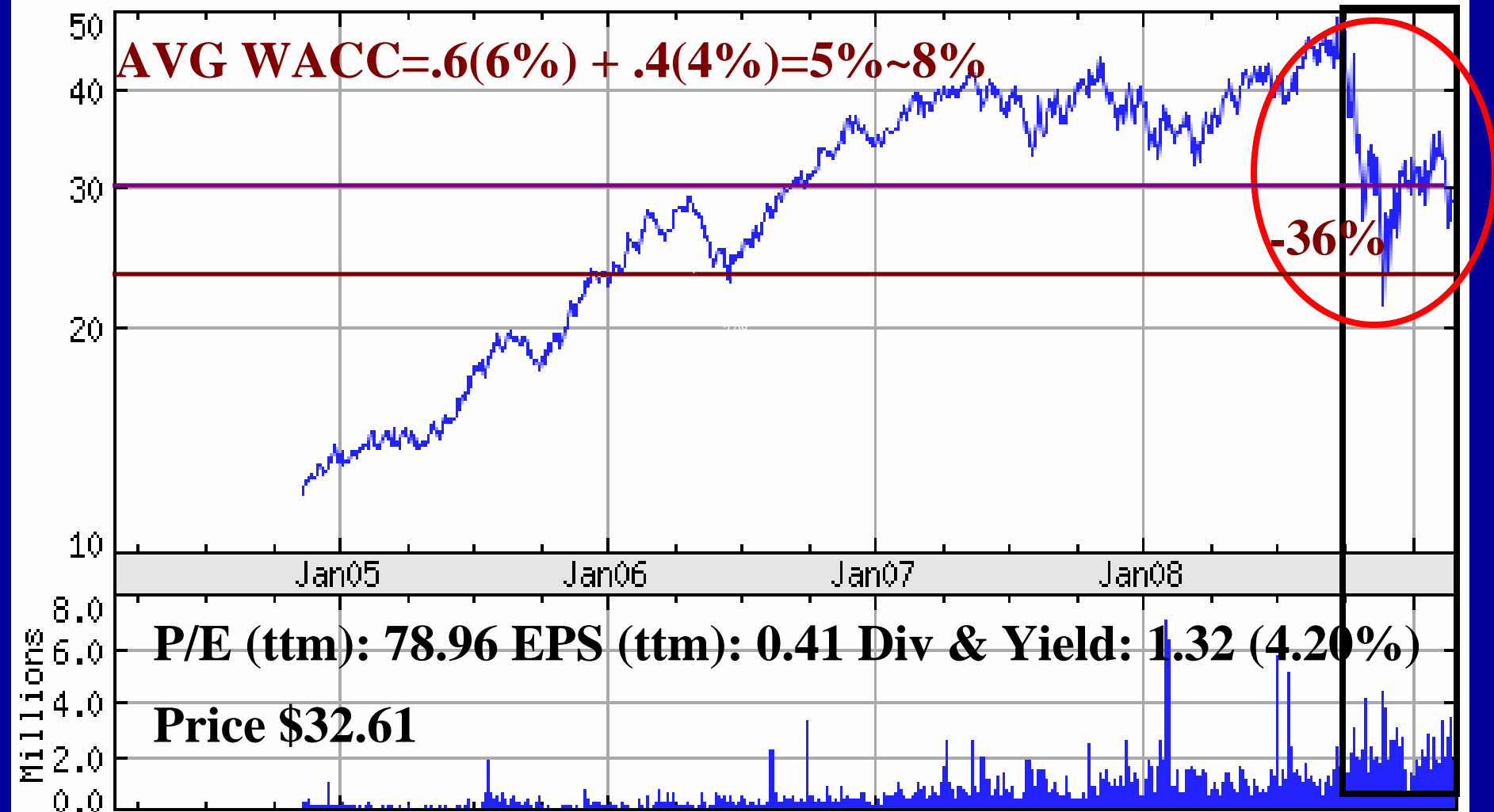
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<http://finance.yahoo.com/>

# REIT Equity Stock Index Performance – Digital Realty Trust

DIGITAL REALTY TRUST INC

as of 25-Feb-2009



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<http://finance.yahoo.com/>

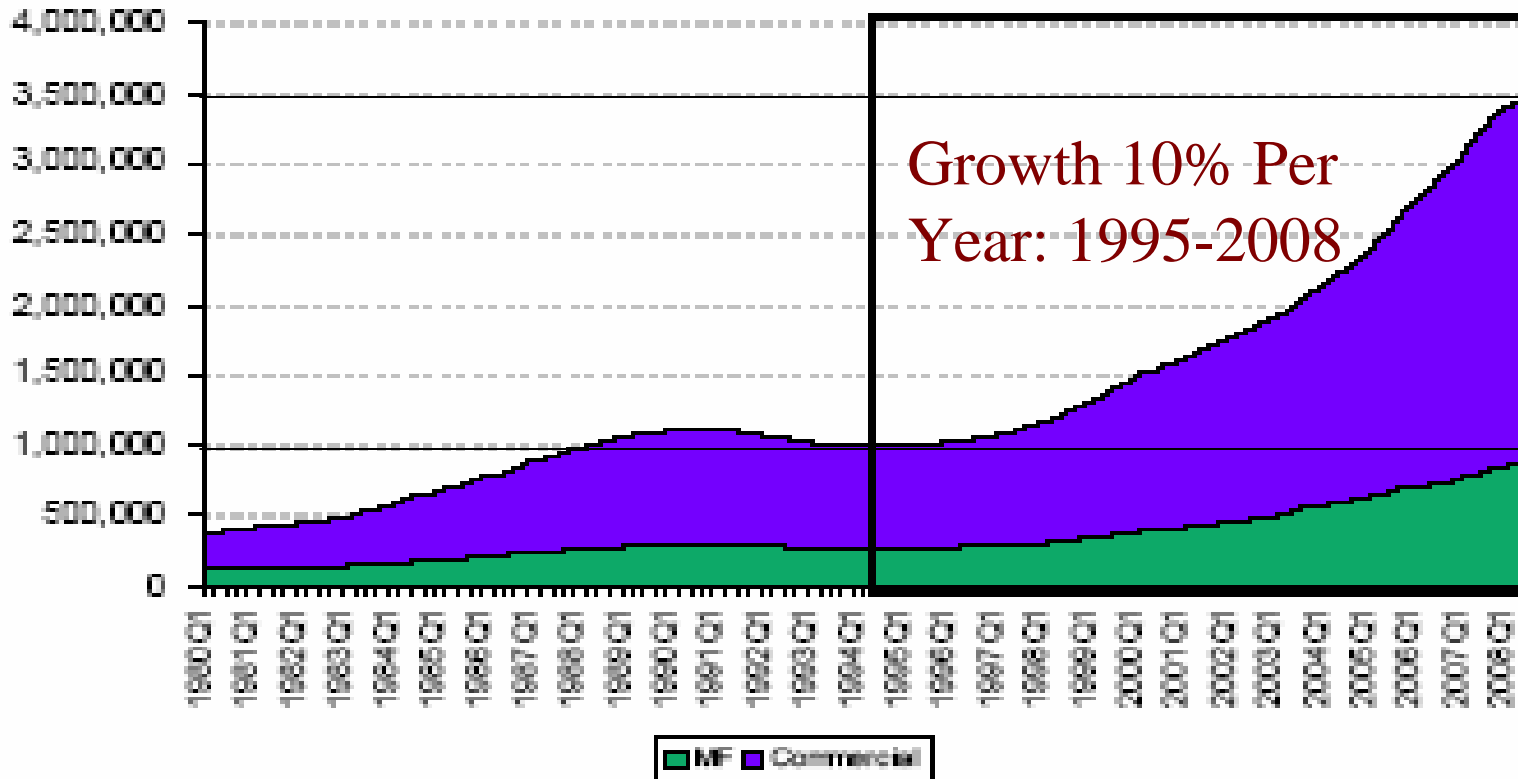
<http://finance.yahoo.com/q/bc?s=DLR&t=5y>

# Commercial Mortgage Lending

# Commercial Mortgage Debt Outstanding – (From 1980 to 2008)

## COMMERCIAL AND MULTIFAMILY MORTGAGE DEBT OUTSTANDING

Total Commercial and Multifamily Mortgage Debt Outstanding, by Quarter  
(\$millions)

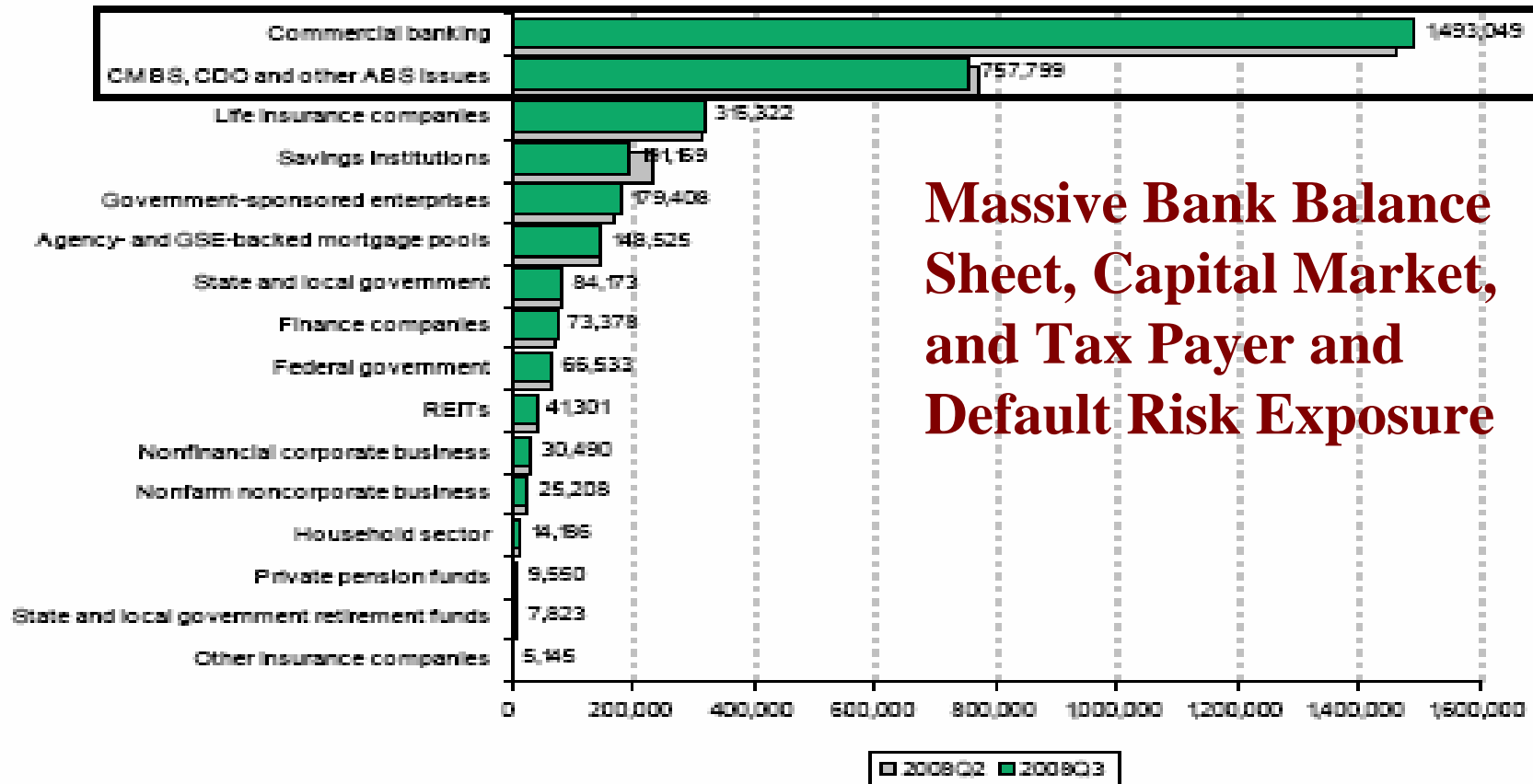


Source: Flow of Funds Accounts, Federal Reserve Board of Governors

# Commercial Mortgage Debt Exposure

## COMMERCIAL AND MULTIFAMILY MORTGAGE DEBT OUTSTANDING

Total Commercial and Multifamily Mortgage Debt Outstanding, by Sector  
(\$millions)



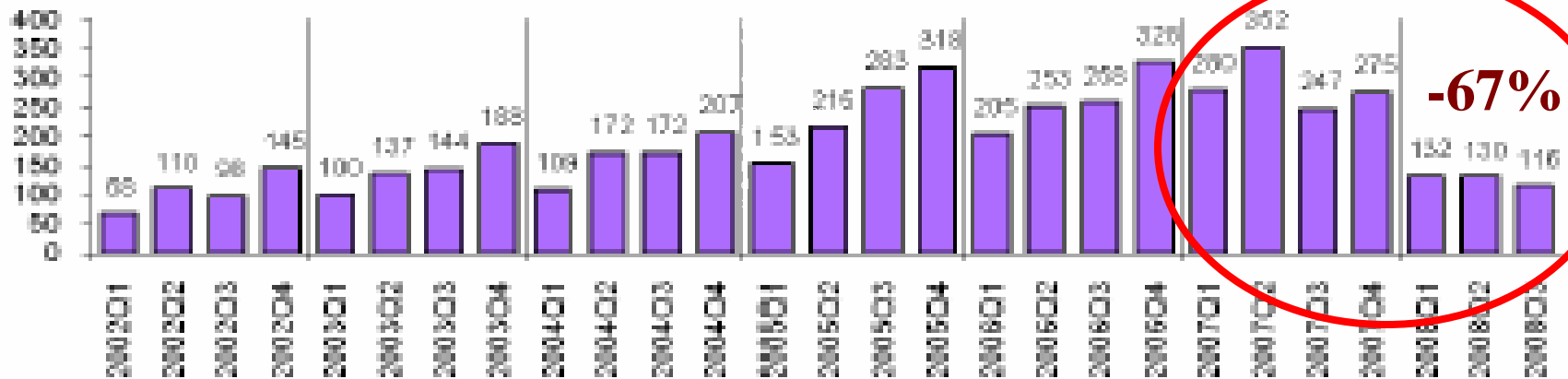
**Massive Bank Balance Sheet, Capital Market, and Tax Payer and Default Risk Exposure**

Source: Flow of Funds Accounts, Federal Reserve Board of Governors

<http://www.mbaa.org/files/Research/DataBooks/3Q08QuarterlyDataBook.pdf>

# Commercial Mortgage Origination Index – (From 2002 to 2008)

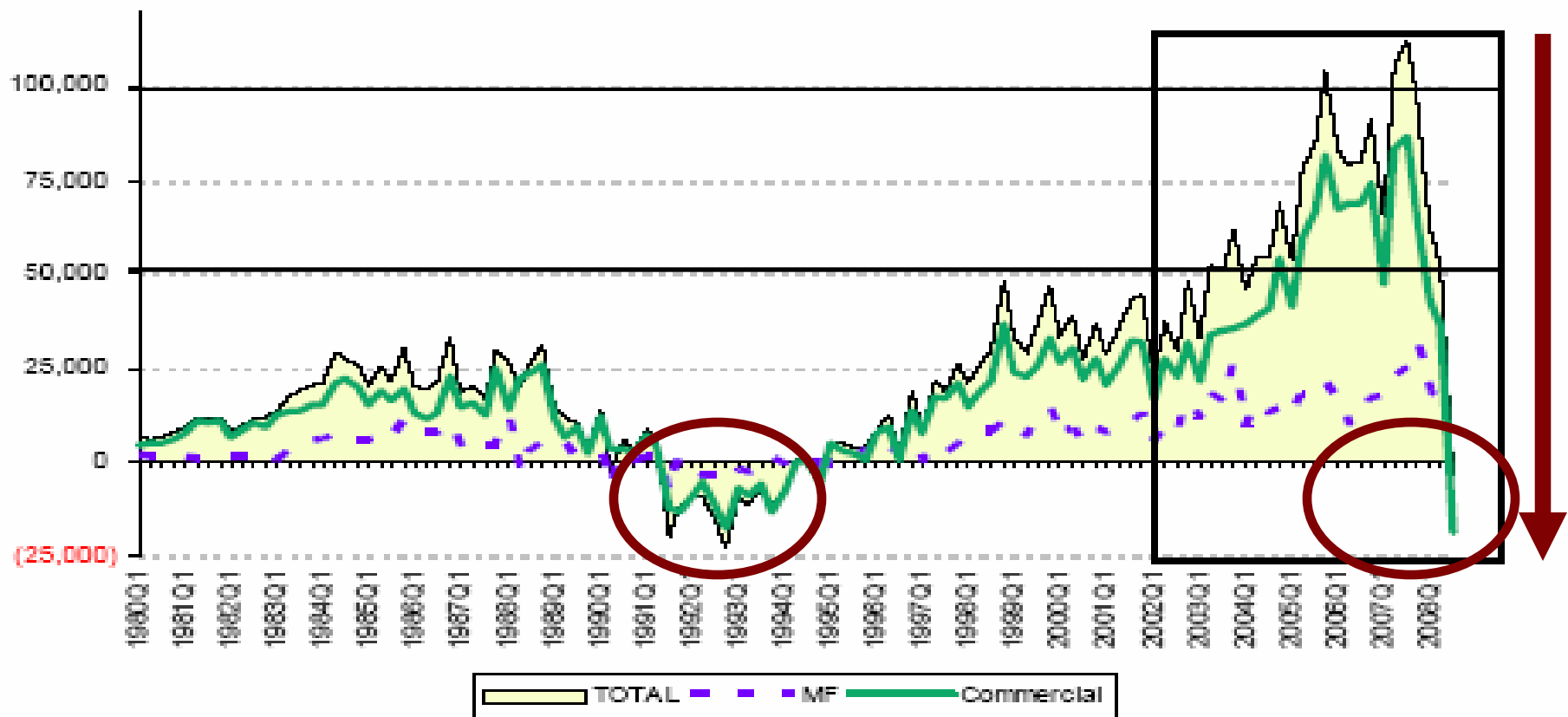
**Commercial/Multifamily Mortgage Bankers Originations Index**  
2001 quarterly average = 100



# Net Change Commercial Mortgage Debt (1980-2008)

## COMMERCIAL AND MULTIFAMILY MORTGAGE FLOWS

Net Change in Commercial and Multifamily Mortgage Debt Outstanding, by Quarter  
(\$millions)

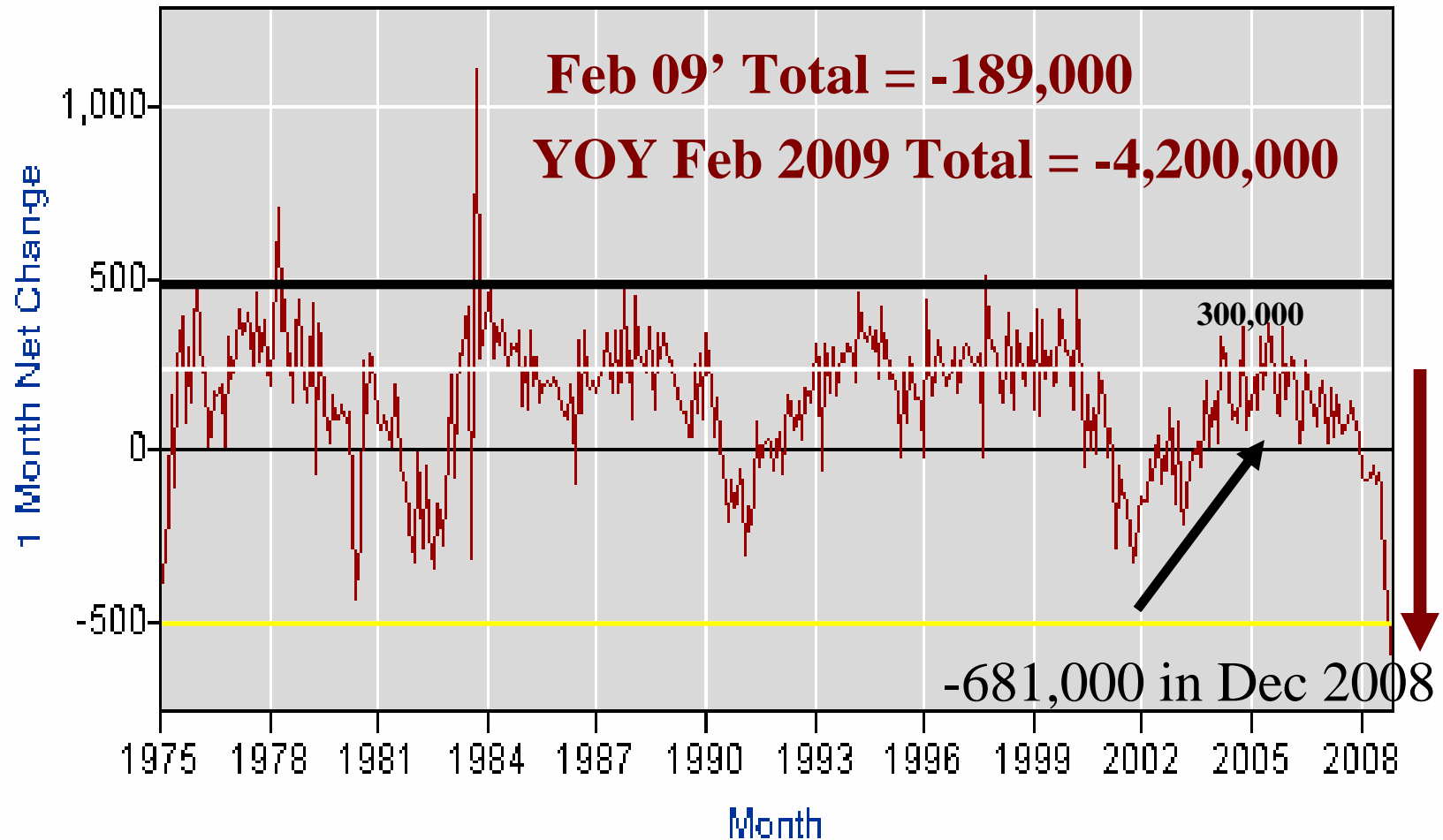


Source: Flow of Funds Accounts, Federal Reserve Board of Governors

<http://www.mbaa.org/files/Research/DataBooks/3Q08QuarterlyDataBook.pdf>

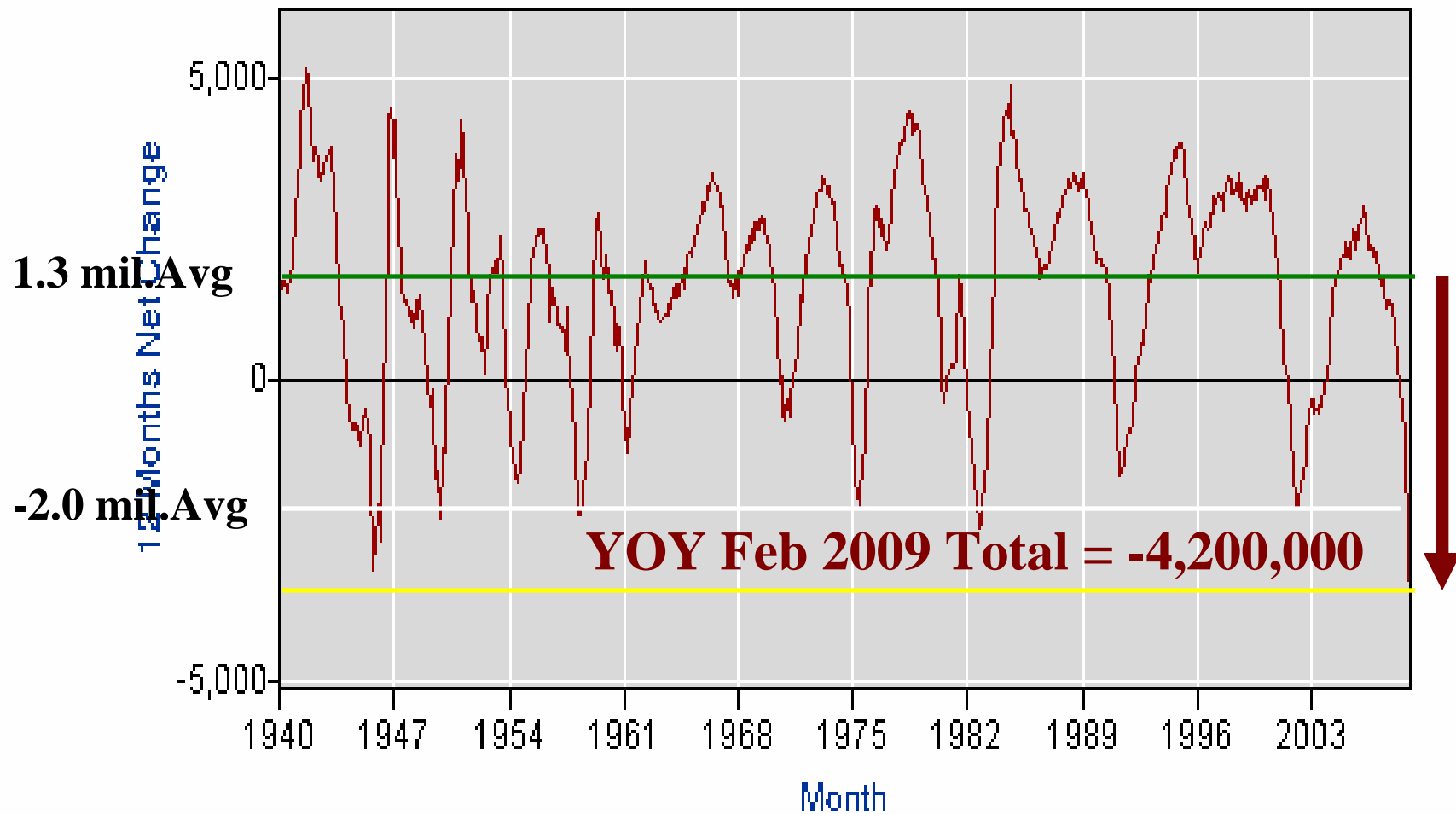
# Production and Employment

# Non-Farm Payroll Employment



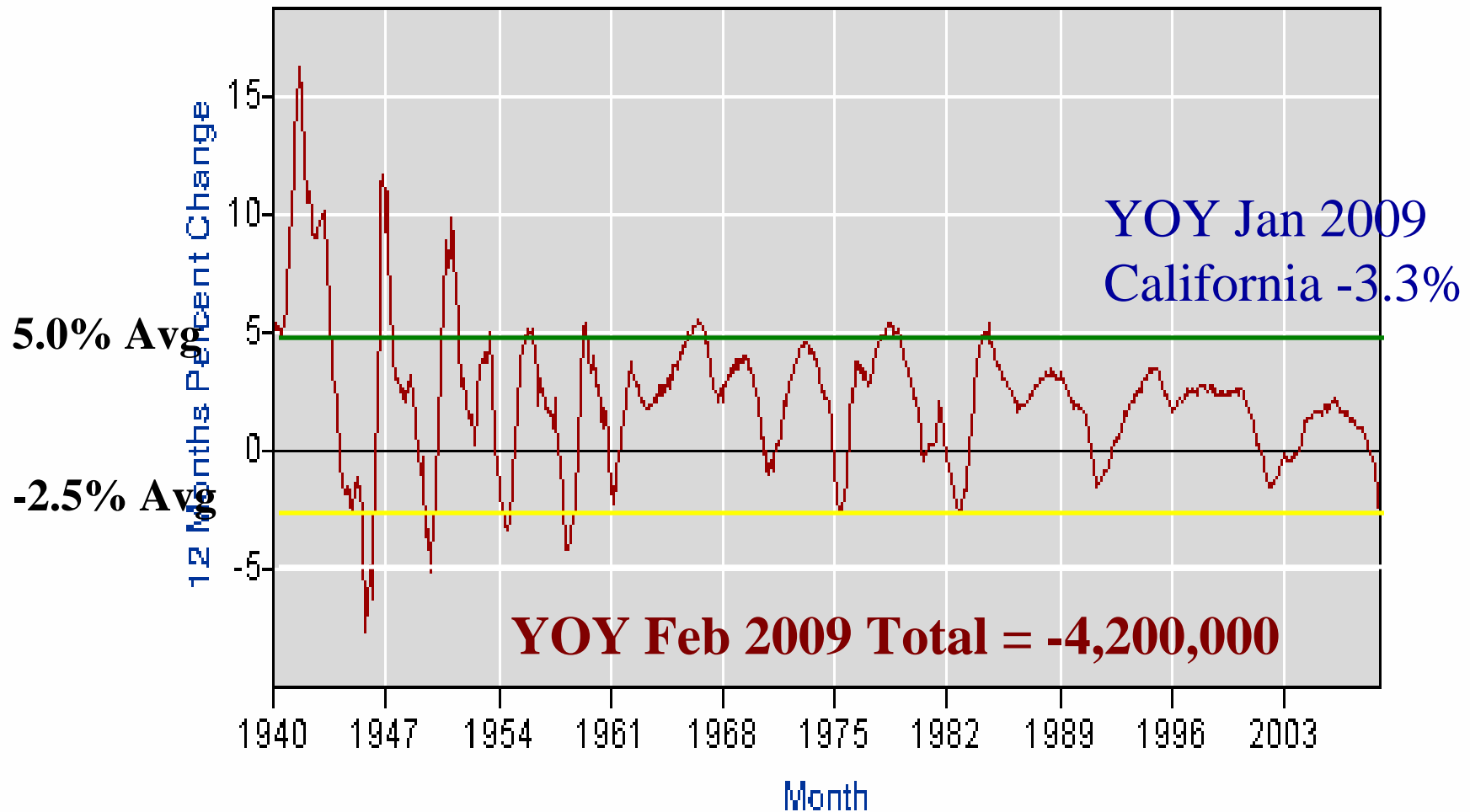
Source: Bureau of Labor Statistics.  
<http://www.bls.gov>

# Non-Farm Payroll Employment



Source: Bureau of Labor Statistics.  
<http://www.bls.gov>

# Non-Farm Payroll Employment



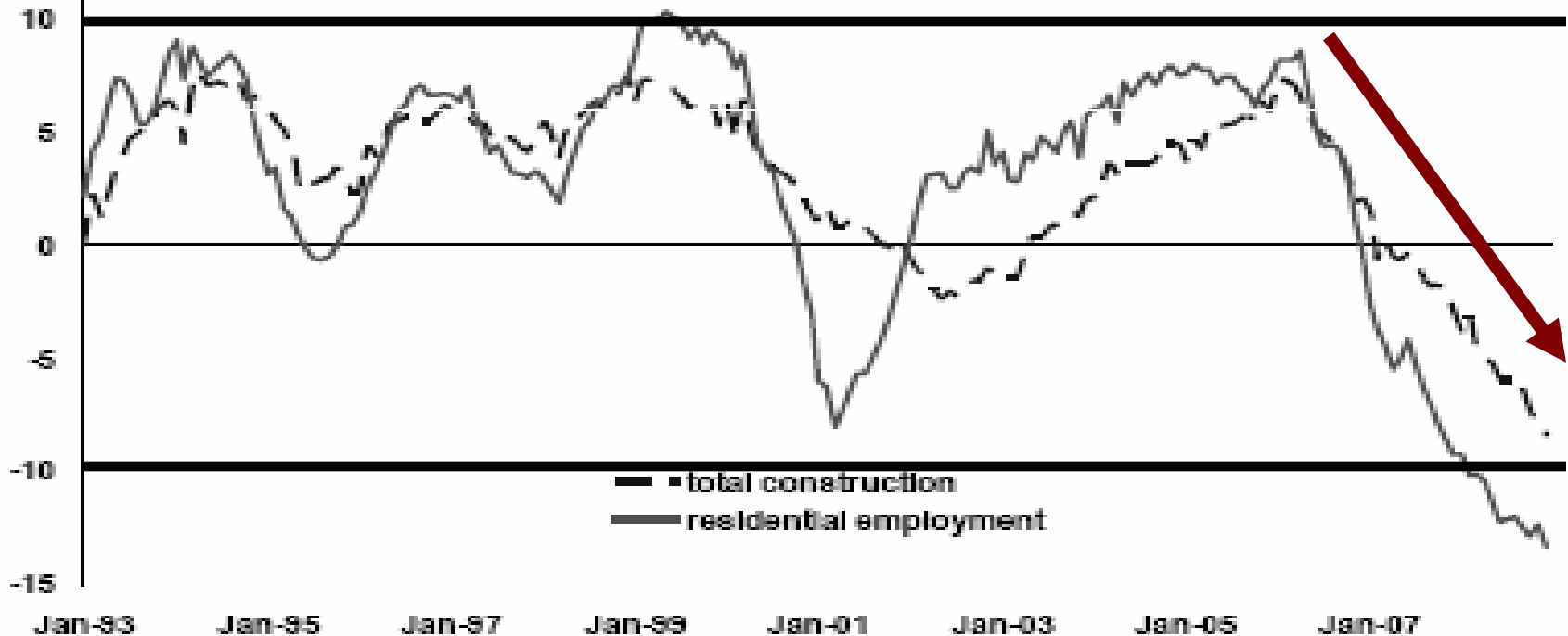
Source: Bureau of Labor Statistics.  
<http://www.bls.gov>

# Construction Employment

Construction job losses mount, residential sector falling fastest

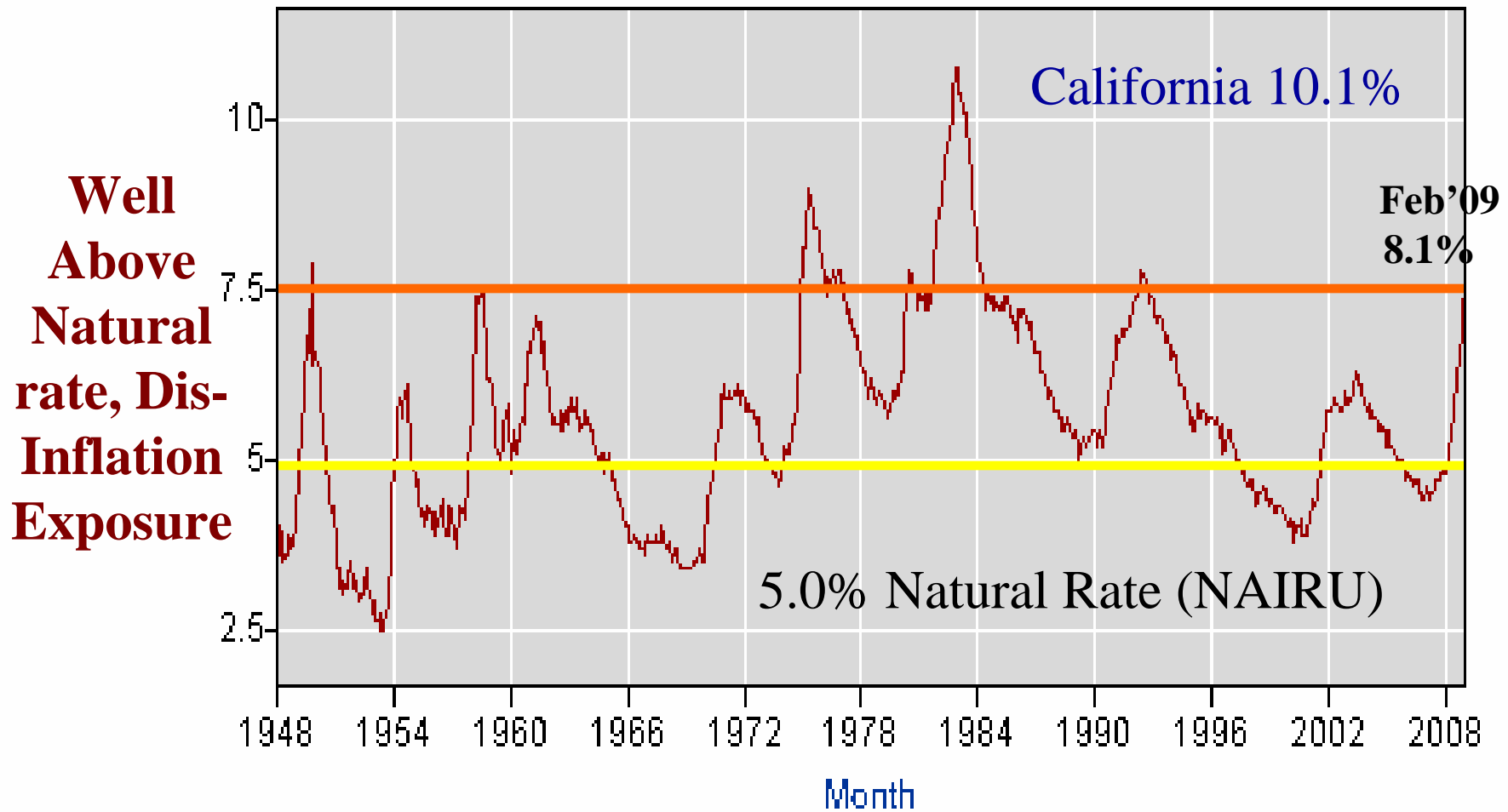
% annual change

Job losses to mount, fell for 18 consecutive months, +100,000 jobs lost Dec 08, jobs down 8.5% y/y. Residential -13% YOY. Non-residential held up better, still fell by 6.5% last year.



Source: economy.com

# U.S. Unemployment Rate



Source: Bureau of Labor Statistics.

<http://data.bls.gov/PDQ/servlet/SurveyOutputServlet>

# Local Unemployment Rates - 15 Yr. High

## Uneven unemployment

Job markets vary based on locale. California has higher unemployment than the nation as a whole and different parts of the state suffer varying degrees of joblessness. In general, job losses track the housing market. The more foreclosures, the higher the unemployment rate. That's why California, which had a big housing bubble, has higher unemployment than the United States. The same dynamic explains county-to-county variations within the state.

**December 2008 unemployment rate**  
U.S.: **7.2%**  
California: **9.3%**



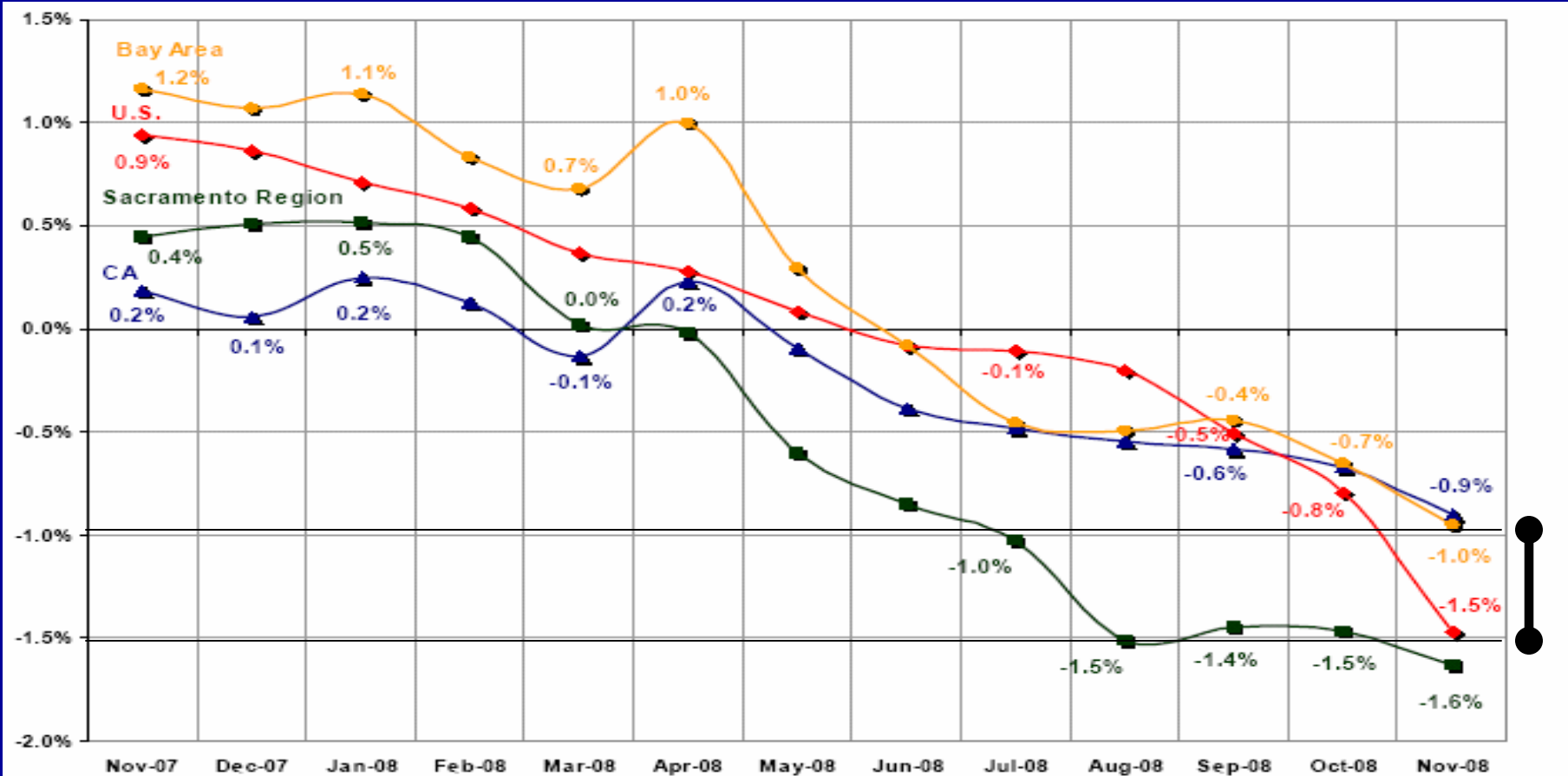
Sources: EDD, Chronicle research

The Chronicle

# Local Employment

# Job Losses Across California (2007-2008)

Monthly % Year-Over-Year Non-Farm Employment Growth Rates



Sacramento Regional Research Institute, December 2008

Data Sources: Employment Development Department and Bureau of Labor Statistics

Notes: Sacramento Region includes Sacramento-Arden Arcade-Roseville and Yuba City MSAs.

Bay Area includes the Oakland-Fremont-Hayward MD, San Francisco-San Mateo-Redwood

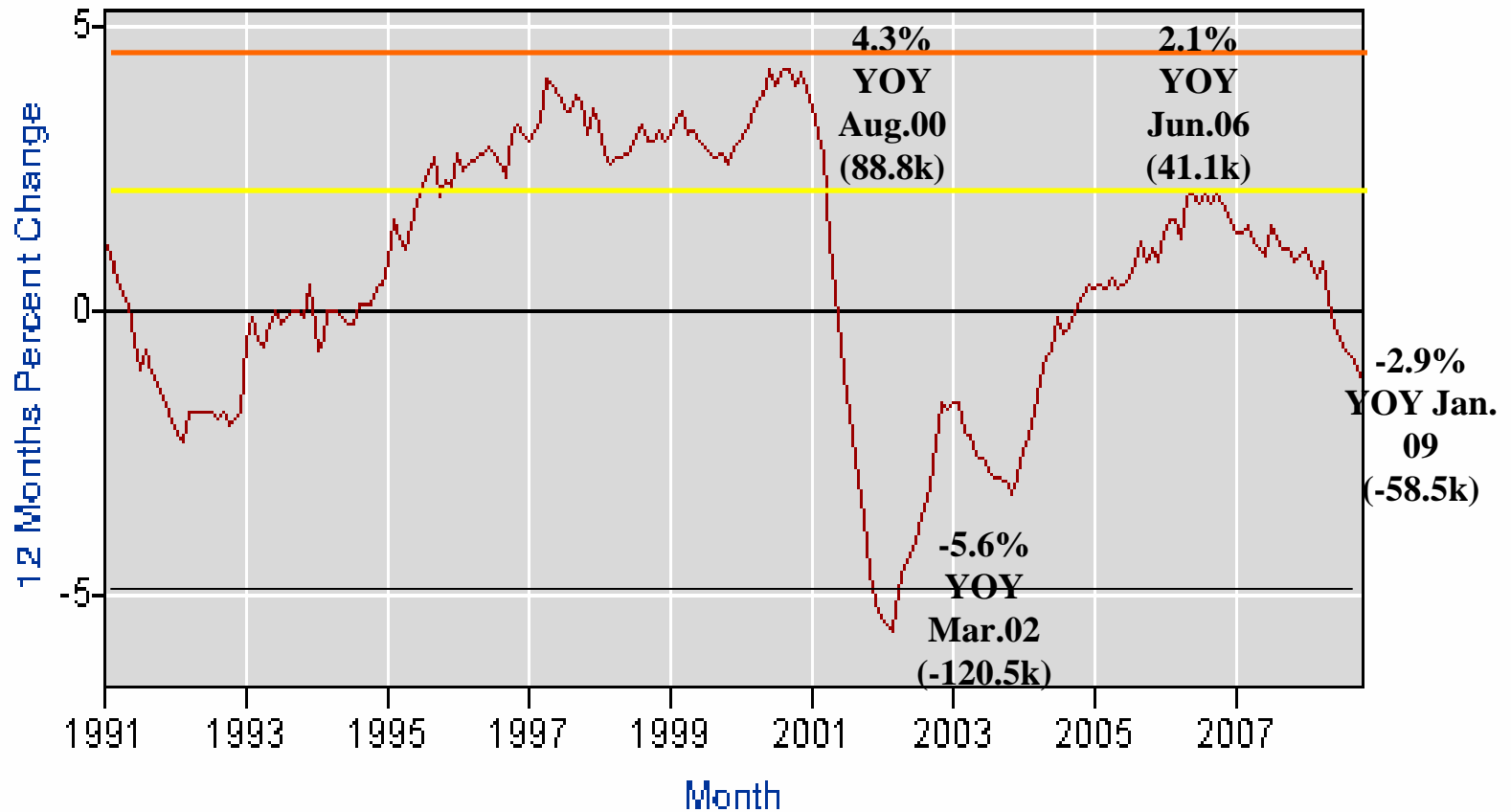
City MD, and San Jose-Sunnyvale-Santa Clara MSA.

Job growth reflects year-over-year Nonfarm employment growth rates.

Suzanne O'Keefe, Associate Professor, California State University, Sacramento, January 16, 2009.

# San Francisco-Oakland-Fremont, CA

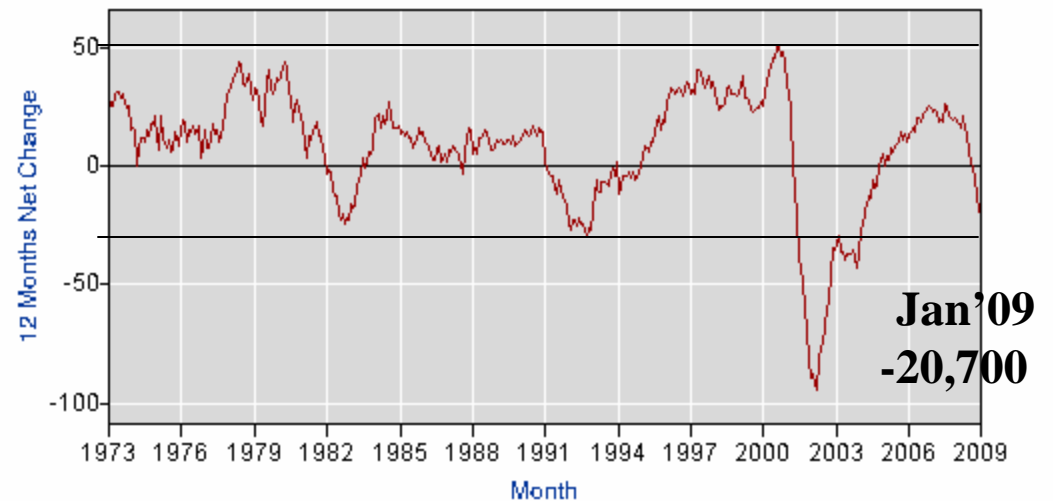
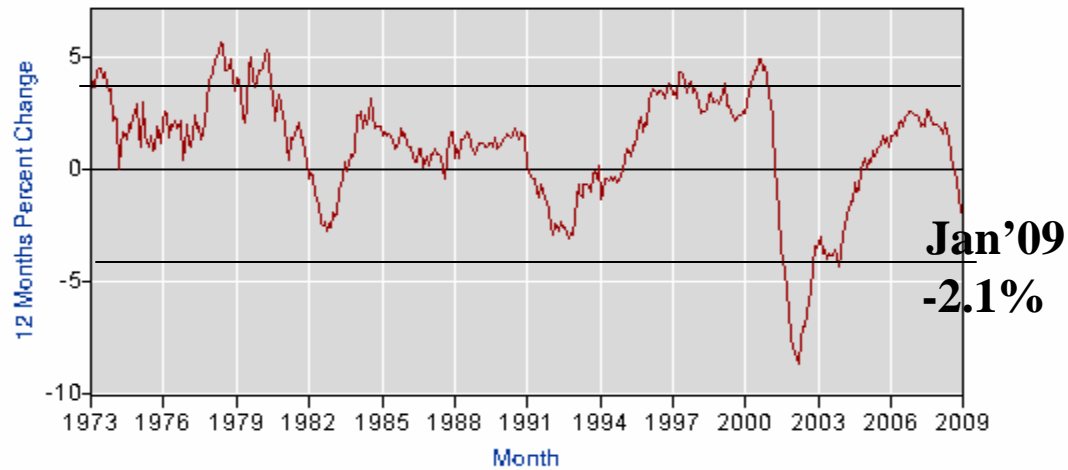
Monthly % Year-Over-Year Non-Farm Employment Growth Rates



Source: Bureau of Labor Statistics.

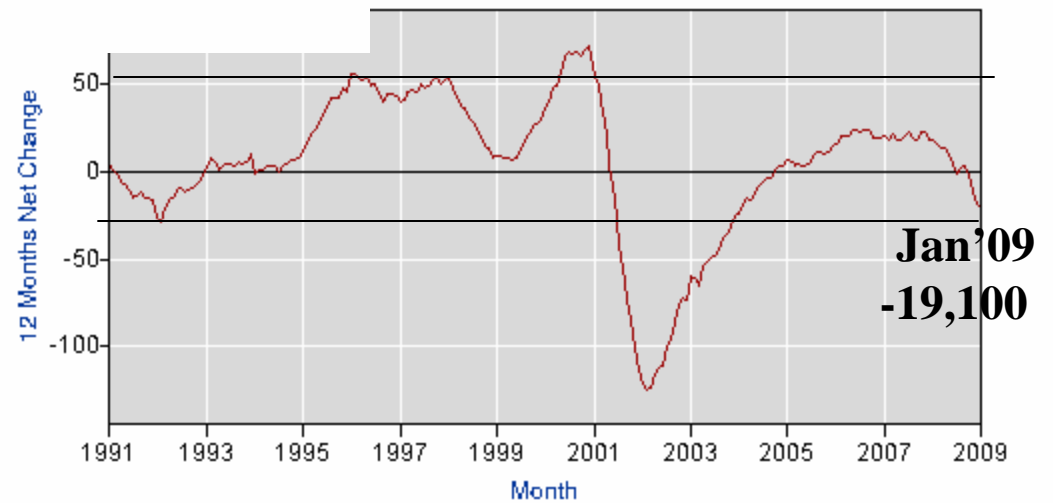
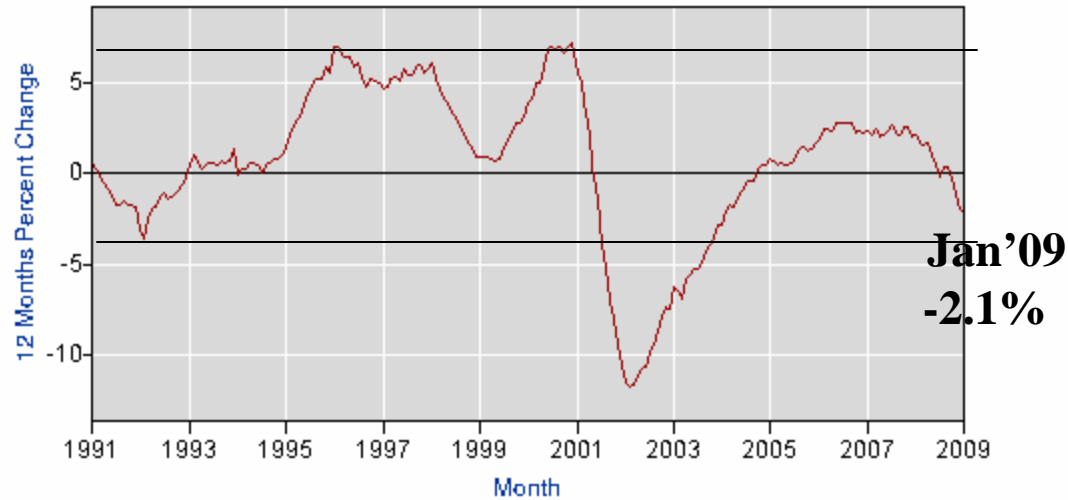
<http://data.bls.gov/PDQ/servlet/SurveyOutputServlet>

# San Francisco PMSA Non-Farm Employment Growth (YOY)



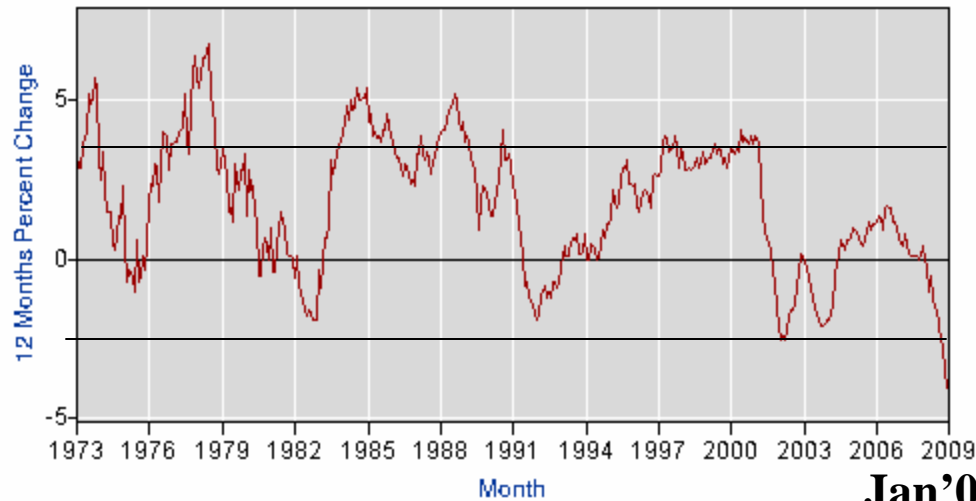
Source: Department of Labor Statistics.

# San Jose PMSA Non-Farm Employment Growth (YOY)

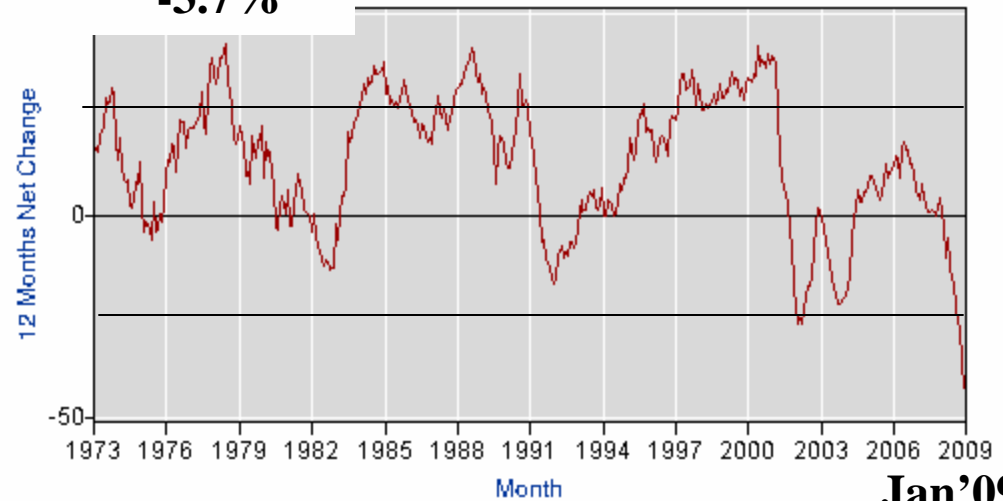


Source: Department of Labor Statistics.

# Oakland PMSA Non-Farm Employment Growth (YOY)



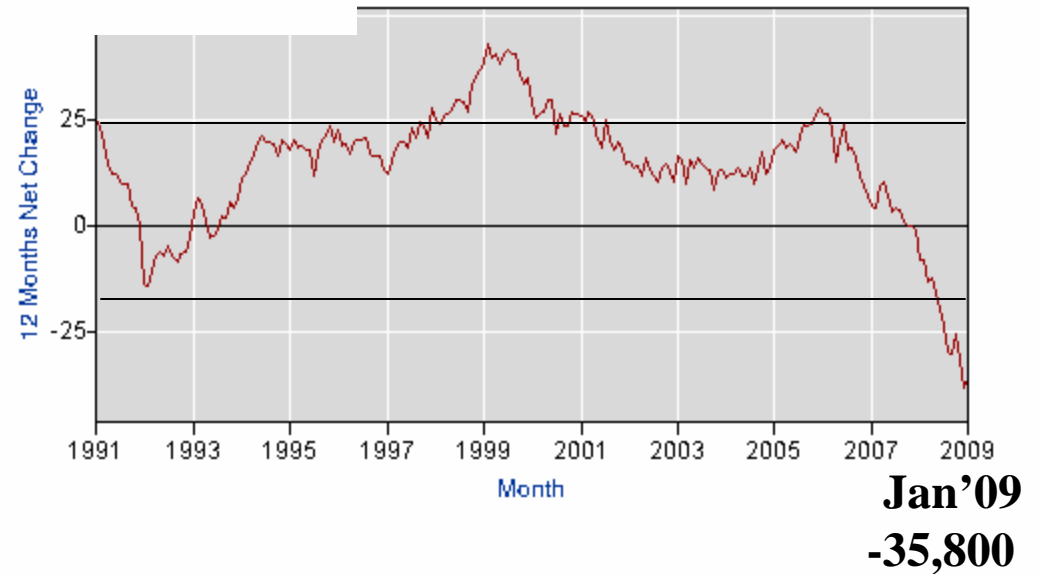
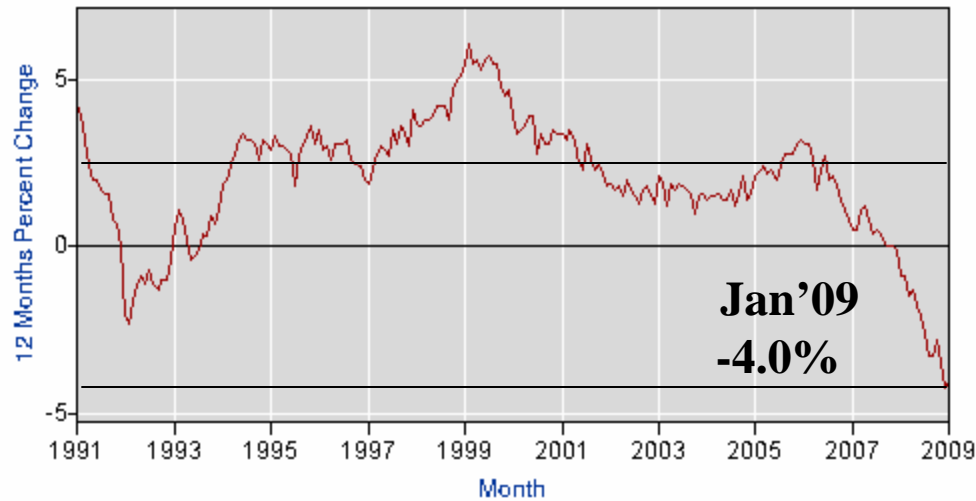
**Jan'09**  
**-3.7%**



**Jan'09**  
**-37,800**

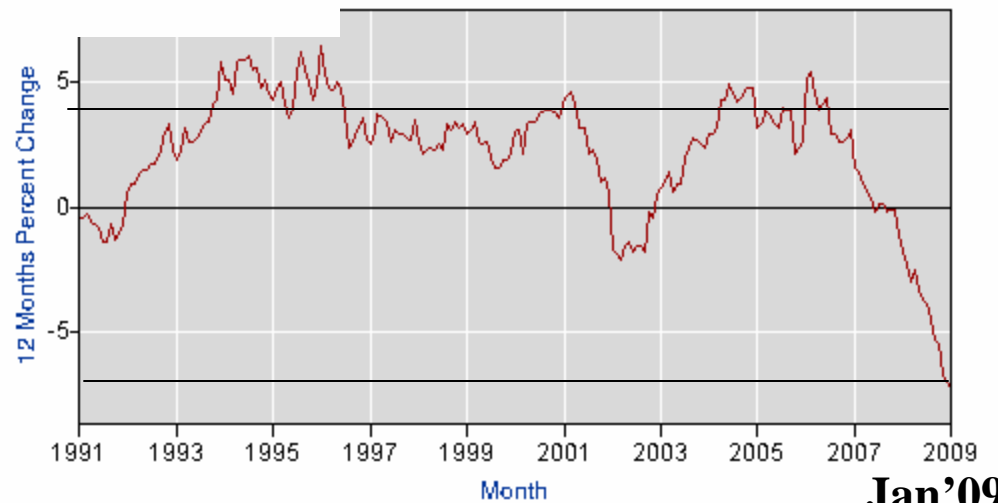
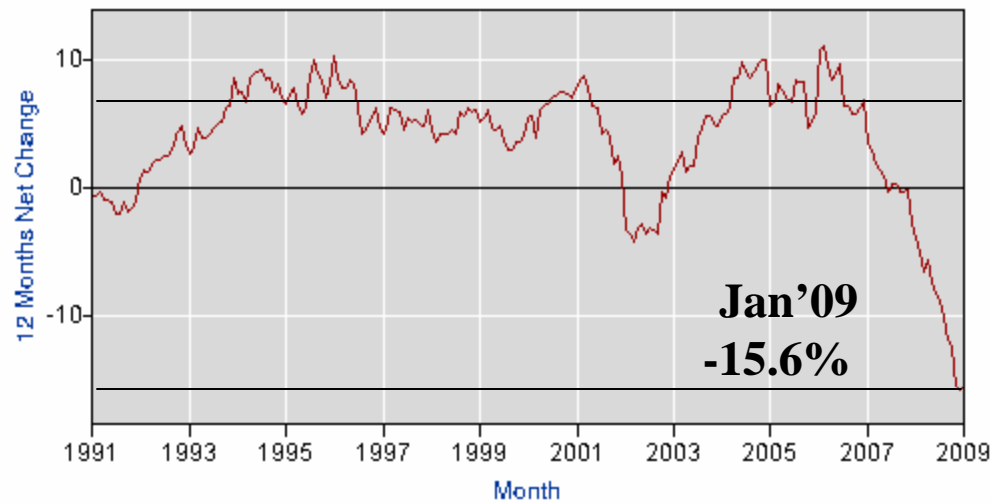
Source: Department of Labor Statistics.

# Sacramento PMSA Non-Farm Employment Growth (YOY)



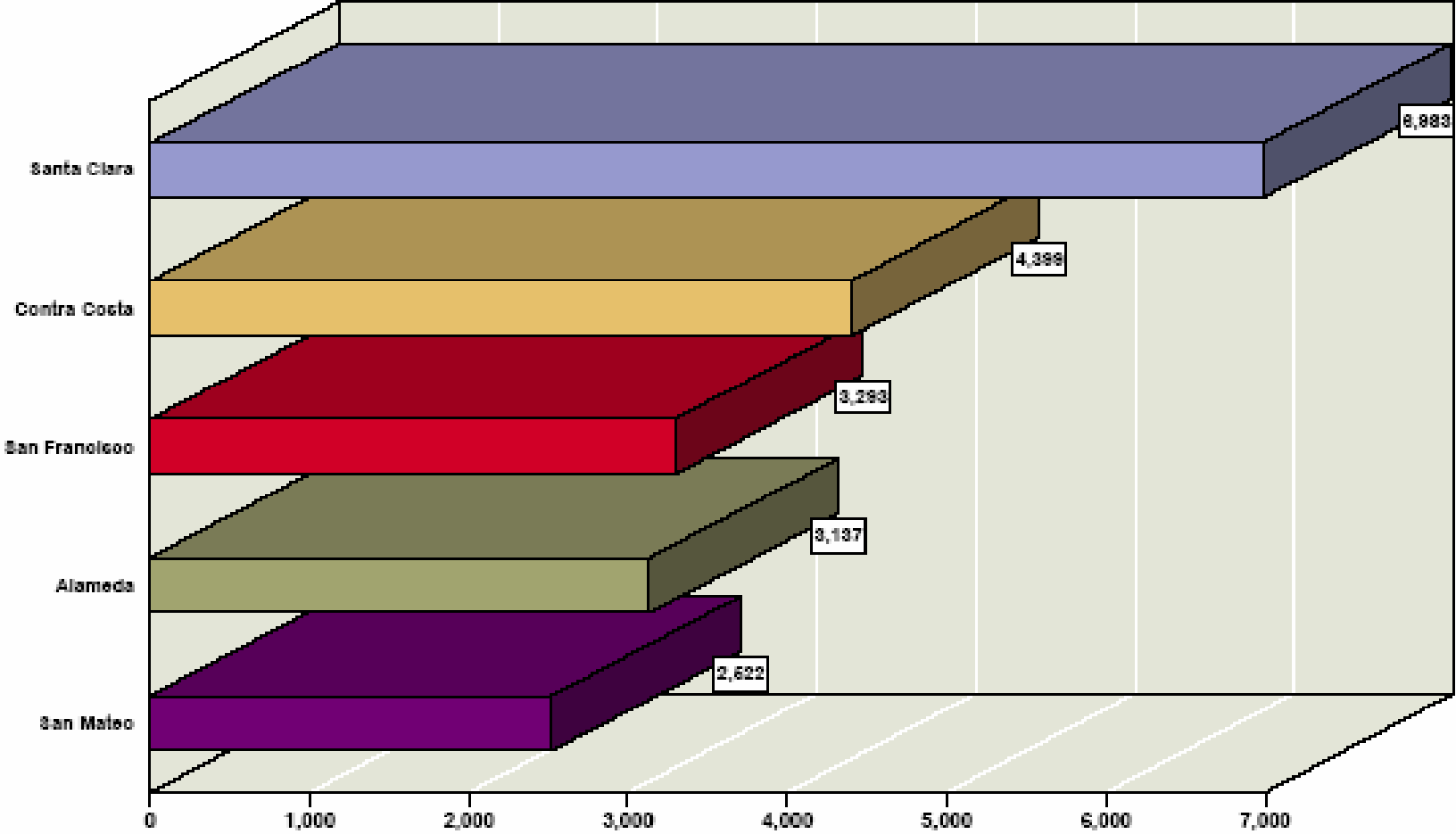
Source: Department of Labor Statistics.

# Reno PMSA Non-Farm Employment Growth (YOY)



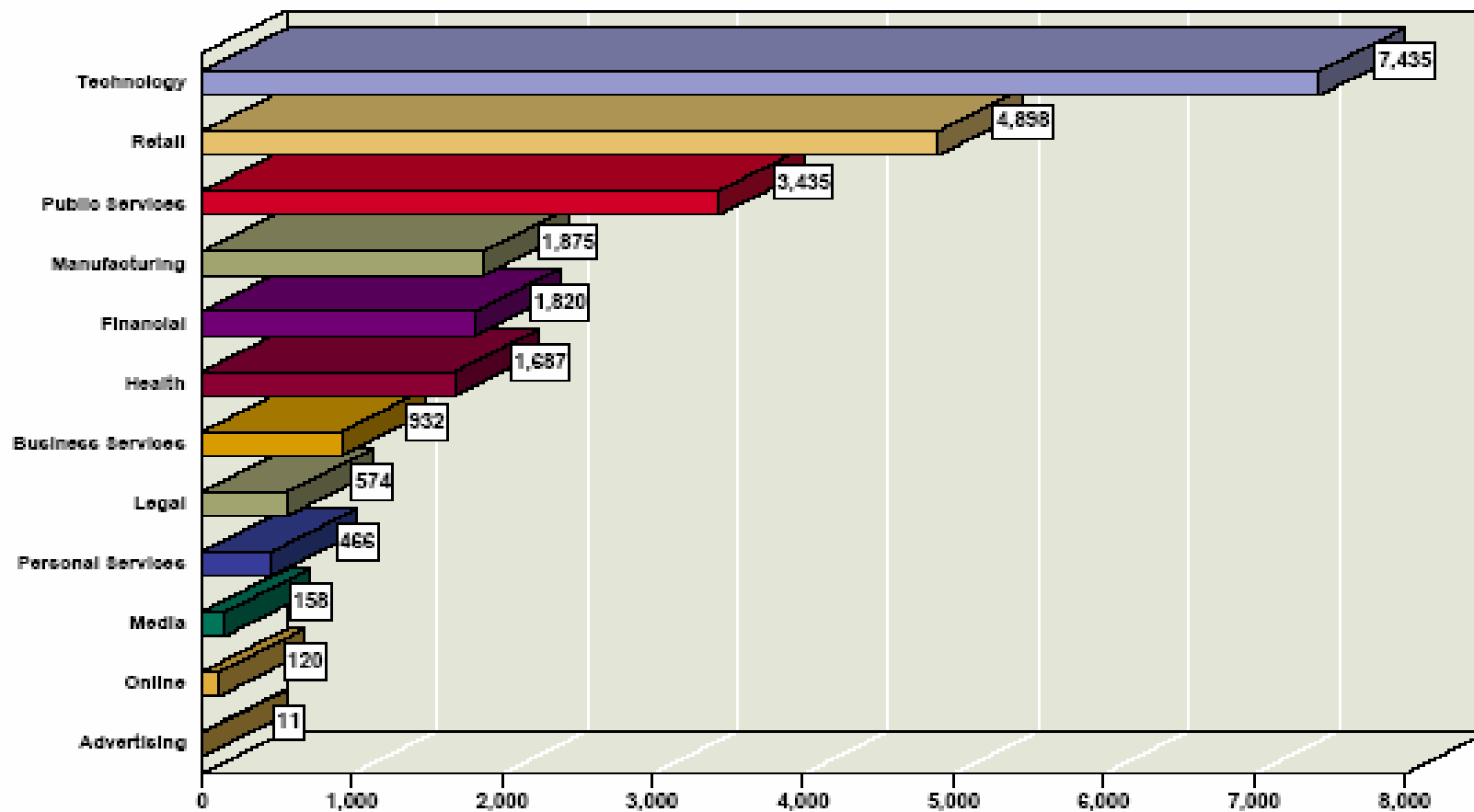
Source: Department of Labor Statistics.

# # of Employee Layoffs by County - Bay Area 2008



Source: EDD - Worker Adjustment and Retraining Notification (WARN)

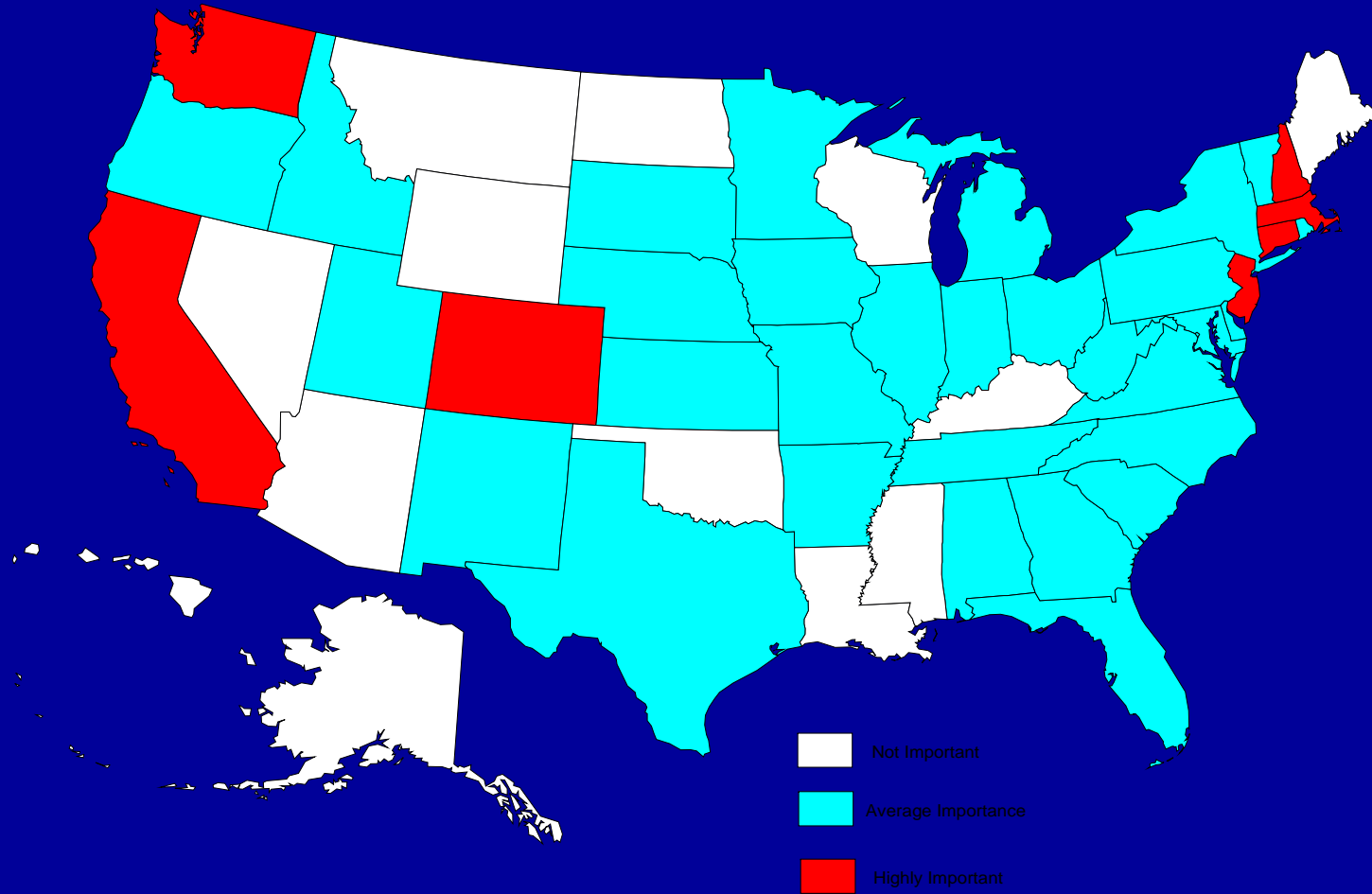
## # of Employee Layoffs by Industry - Bay Area 2008



Source: EDD - Worker Adjustment and Retraining Notification (WARN)

# Technology/Venture Capital Trends

# The Importance of IT Industries



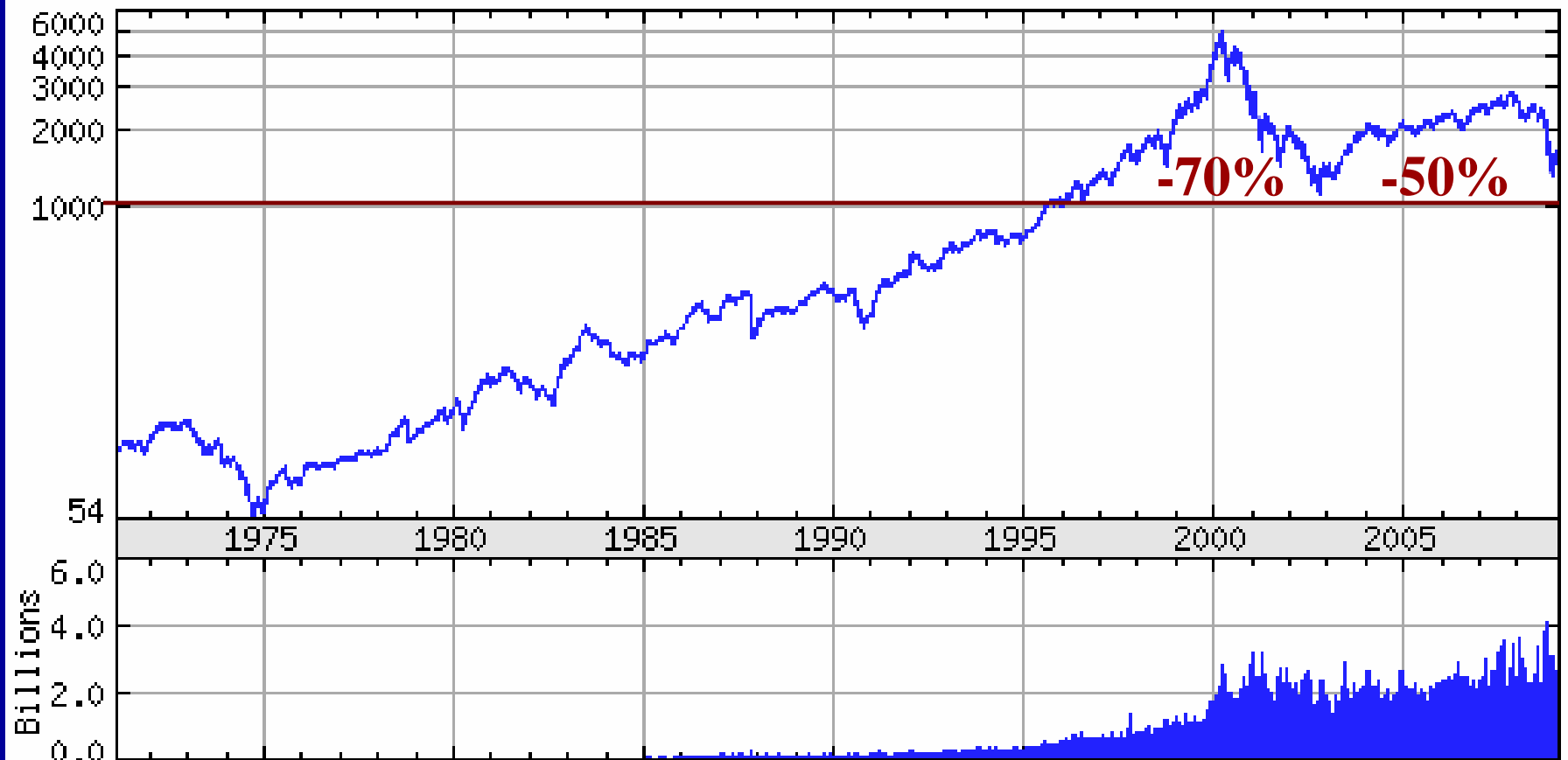
*Note: IT accounts for 10.5% of U.S. Employment*

# Silicon Valley Geography



# Technology

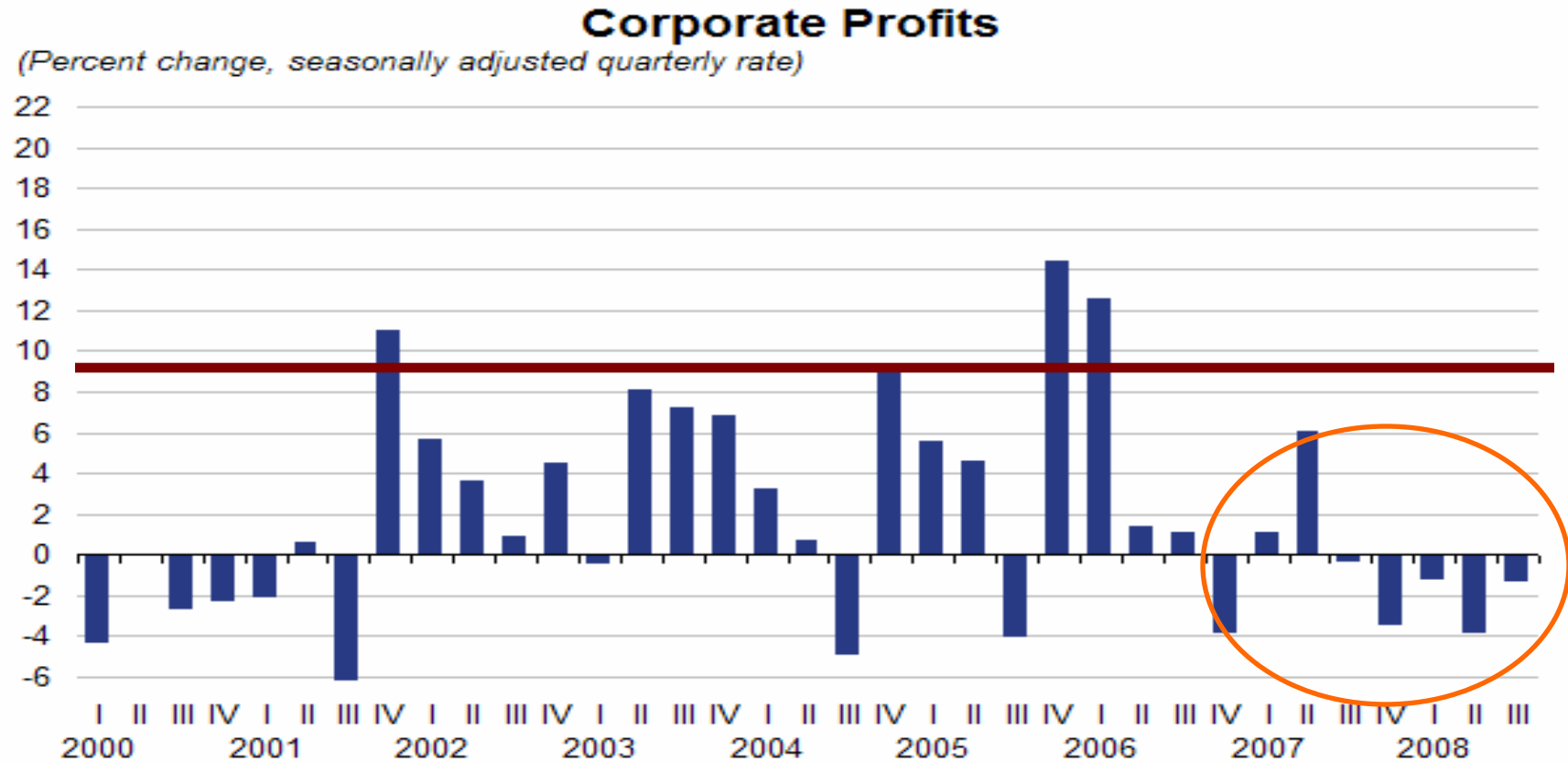
NAS/NMS COMPOSITE (NASDAQ STOCK)  
as of 16-Jan-2009



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<http://finance.yahoo.com/>

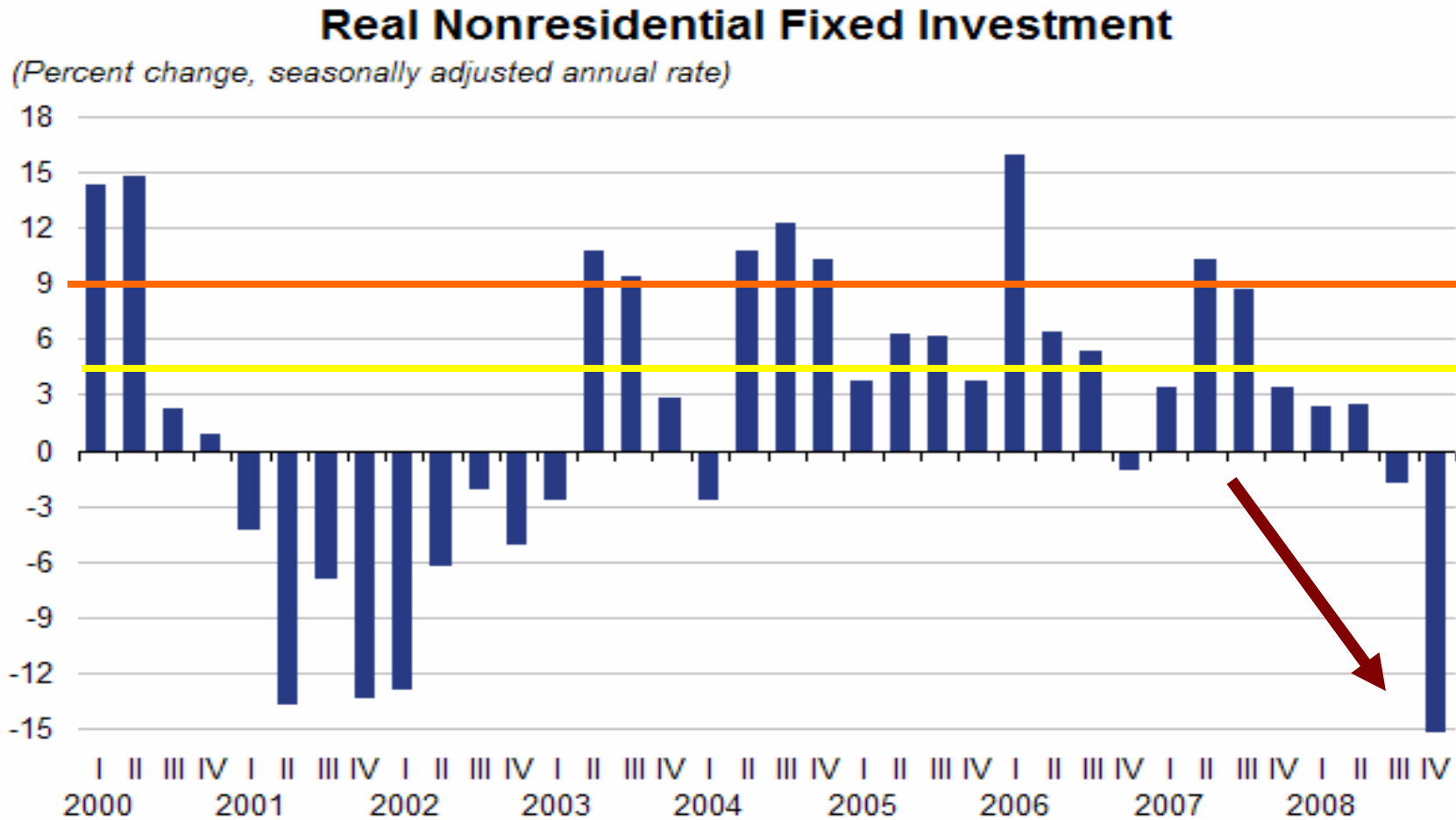
# Corporate Profits



U.S. Bureau of Economic Analysis

<http://www.bea.gov/briefrm/corpprof.htm>

# Non-Residential Fixed Investment



U.S. Bureau of Economic Analysis

Source: Bureau of Economic Analysis. <http://www.bea.gov/briefrm/nonresfi.htm>

Source: Venture Economics. <http://www.ventureeconomics.com/vec/us.html>.  
<https://www.pwcmoneytree.com/MTPublic/ns/index.jsp>

# Venture Capital Flows

## Investments by Region / Q3 2008

Regions Defined	Total \$ Invested	Average \$ Per Deal	Deals
All	\$7,131,302,400	\$7,862,516	907

Region	Amount	% of Total	Deals
Silicon Valley	\$2773M	38.89%	292
New England	\$834M	11.70%	117
LA/Orange County	\$573M	8.03%	54
NY Metro	\$546M	7.66%	71
Midwest	\$395M	5.54%	60
Northwest	\$295M	4.14%	44
Texas	\$275M	3.86%	38
Philadelphia Metro	\$268M	3.76%	36
Southeast	\$250M	3.51%	51
North Central	\$235M	3.30%	19
Colorado	\$196M	2.75%	21
DC/Metroplex	\$181M	2.53%	44
San Diego	\$178M	2.50%	22
SouthWest	\$59M	0.83%	17
Upstate NY	\$32M	0.45%	5
Sacramento/N.Cal	\$21M	0.29%	6
AK/HI/PR	\$12M	0.17%	1
South Central	\$7M	0.10%	9

Fundraising by U.S. venture firms plummeted last quarter.

	2008	2007	Change
Year	\$28.0 billion	\$35.5 billion	-21%
Quarter	3.4 billion	11.7 billion	-71

Source: National Venture Capital Association, Thomson Reuters

# Venture Capital Flows

Investments by Industry / Q3 2008

Industries Defined	Total \$ Invested	Average \$ Per Deal	Deals
All	\$7,131,302,400	\$7,862,516	907

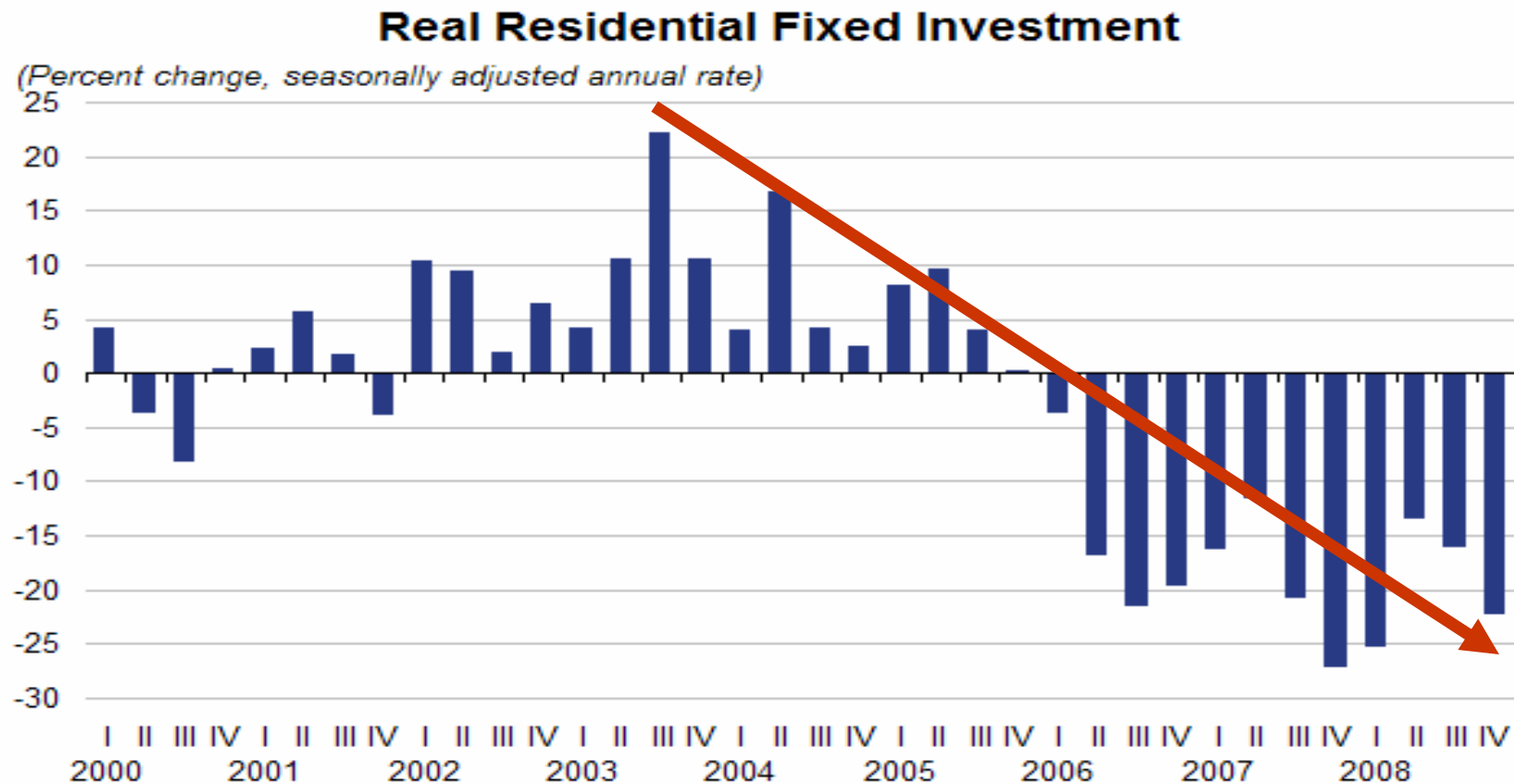
	Amount	% of Total	Deals
Biotechnology	\$1350M	18.93%	114
Software	\$1343M	18.83%	214
Industrial/Energy	\$1191M	16.71%	96
Medical Devices and Equipment	\$896M	12.57%	93
Media and Entertainment	\$409M	5.74%	92
IT Services	\$403M	5.65%	62
Semiconductors	\$396M	5.55%	50
Telecommunications	\$323M	4.53%	45
Networking and Equipment	\$178M	2.50%	21
Financial Services	\$142M	1.99%	18
Electronics/Instrumentation	\$120M	1.68%	18
Business Products and Services	\$94M	1.32%	29
Consumer Products and Services	\$92M	1.28%	18
Computers and Peripherals	\$73M	1.03%	14
Healthcare Services	\$56M	0.78%	13
Retailing/Distribution	\$49M	0.69%	6
Other	\$16M	0.23%	4

Source: Venture Economics. <http://www.ventureeconomics.com/vec/us.html>.

<https://www.pwcmoneytree.com/MTPublic/ns/index.jsp>

# Home Prices and Affordability Rates

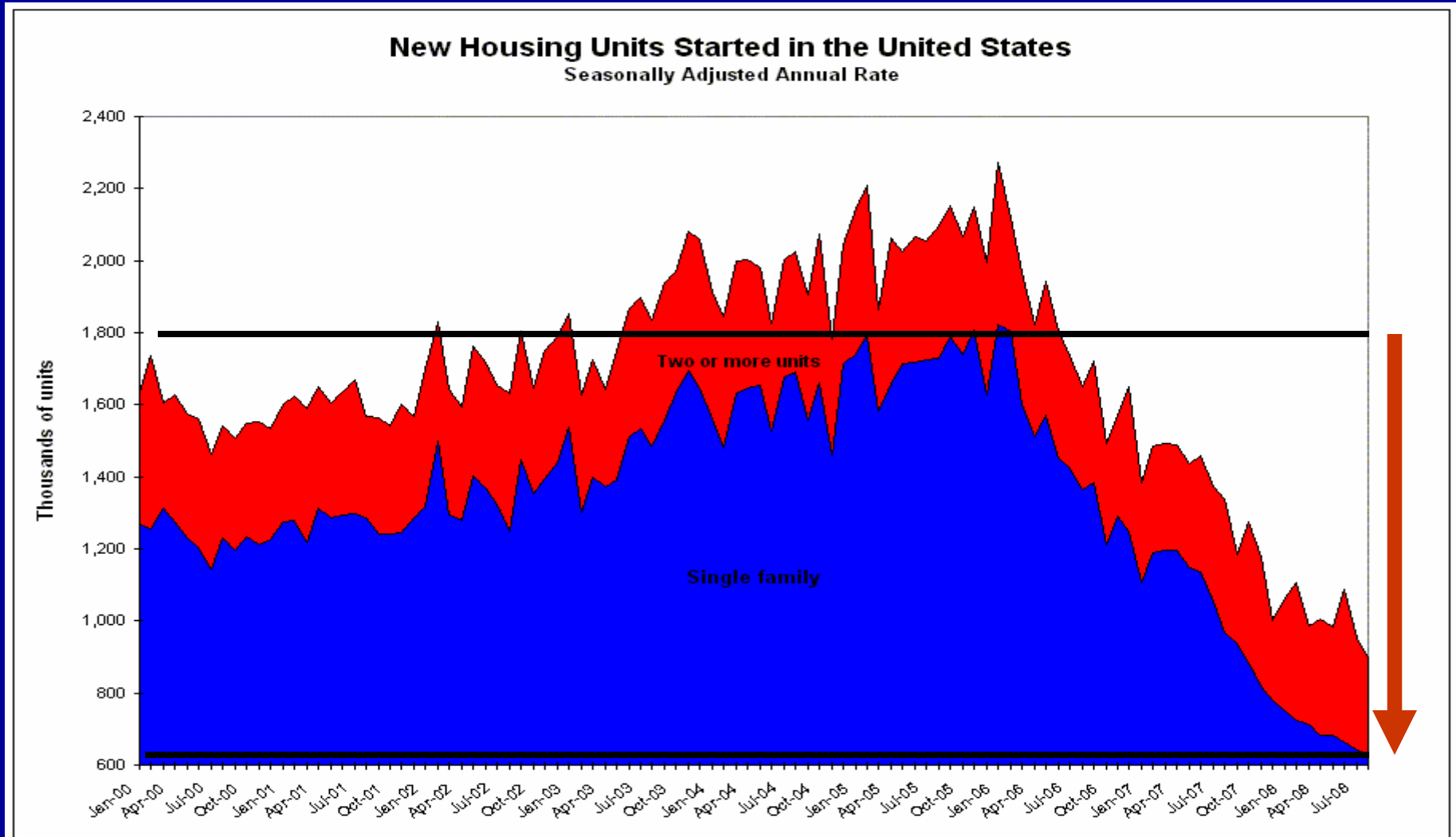
# Real Residential Fixed Investment



U.S. Bureau of Economic Analysis

<http://www.bea.gov/briefrm/resfi.htm>

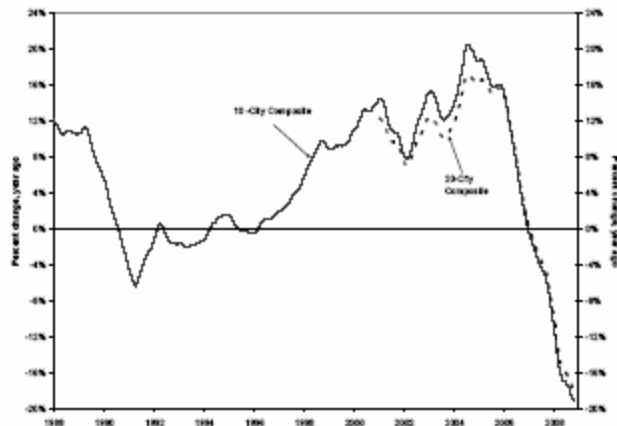
# New Housing Starts



Source. United States Census Bureau. <http://www.census.gov/briefmr/esbr/www/esbr020.html>

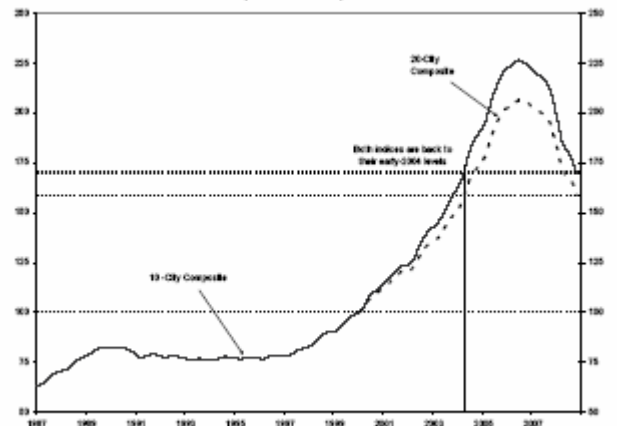
# Housing Market – Price Declines

S&P/Case-Shiller Home Price Indices  
(Annual percent change)



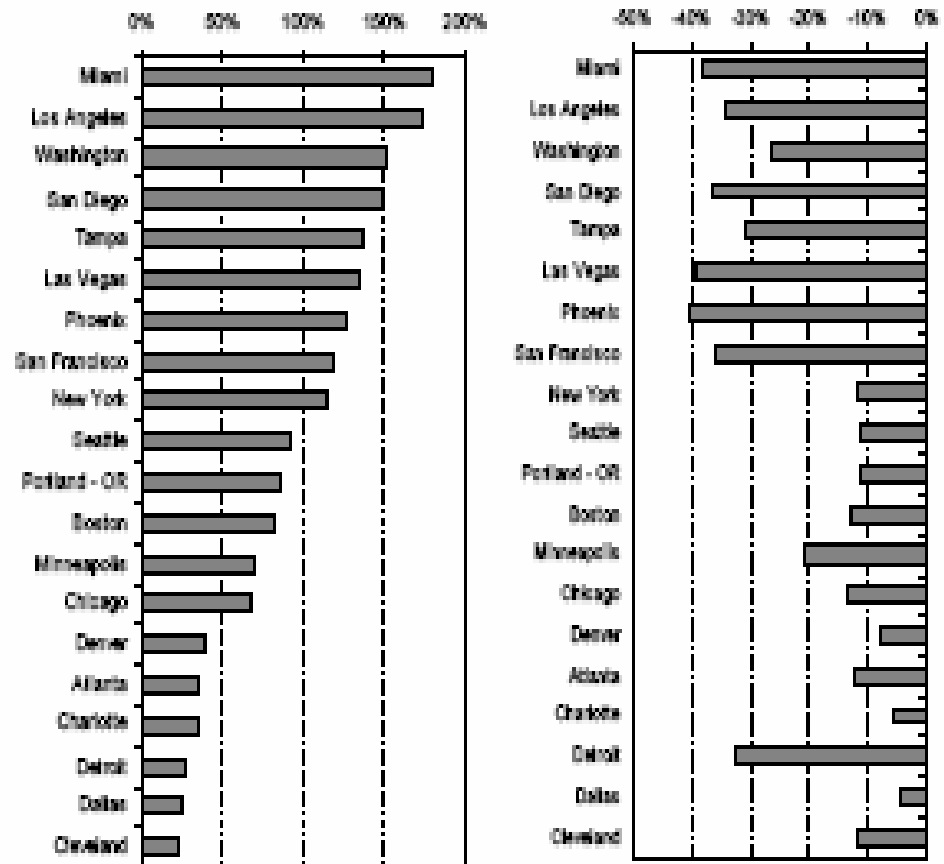
Source: Standard & Poor's and Fannie. Data through October 2008.

S&P/Case-Shiller Home Price Indices  
(Index Level)



Source: Standard & Poor's and Fannie. Data through October 2008.

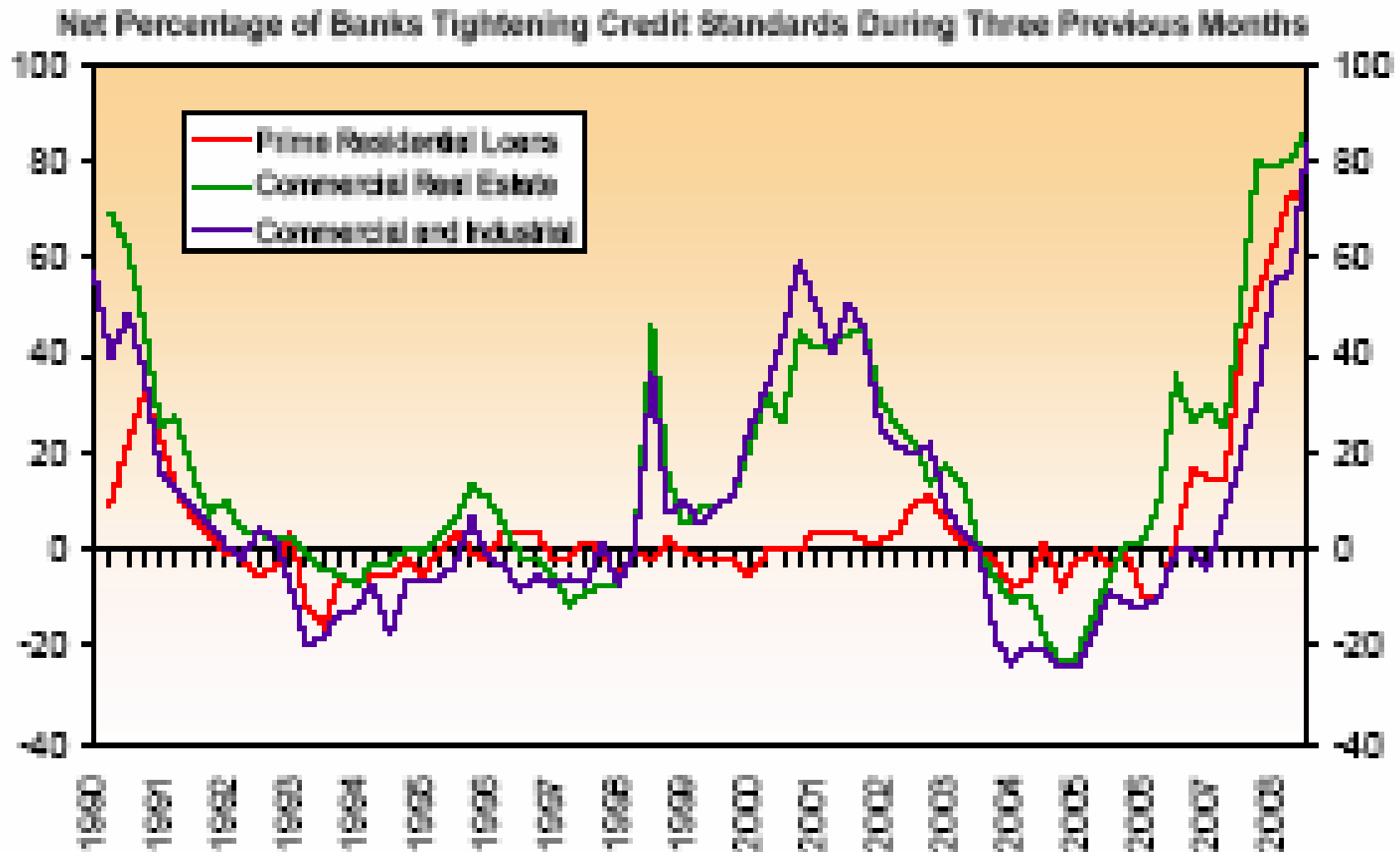
S&P/Case-Shiller Home Price Indices  
(percent changes)



Source: Standard & Poor's and Fannie. Data through October 2008.



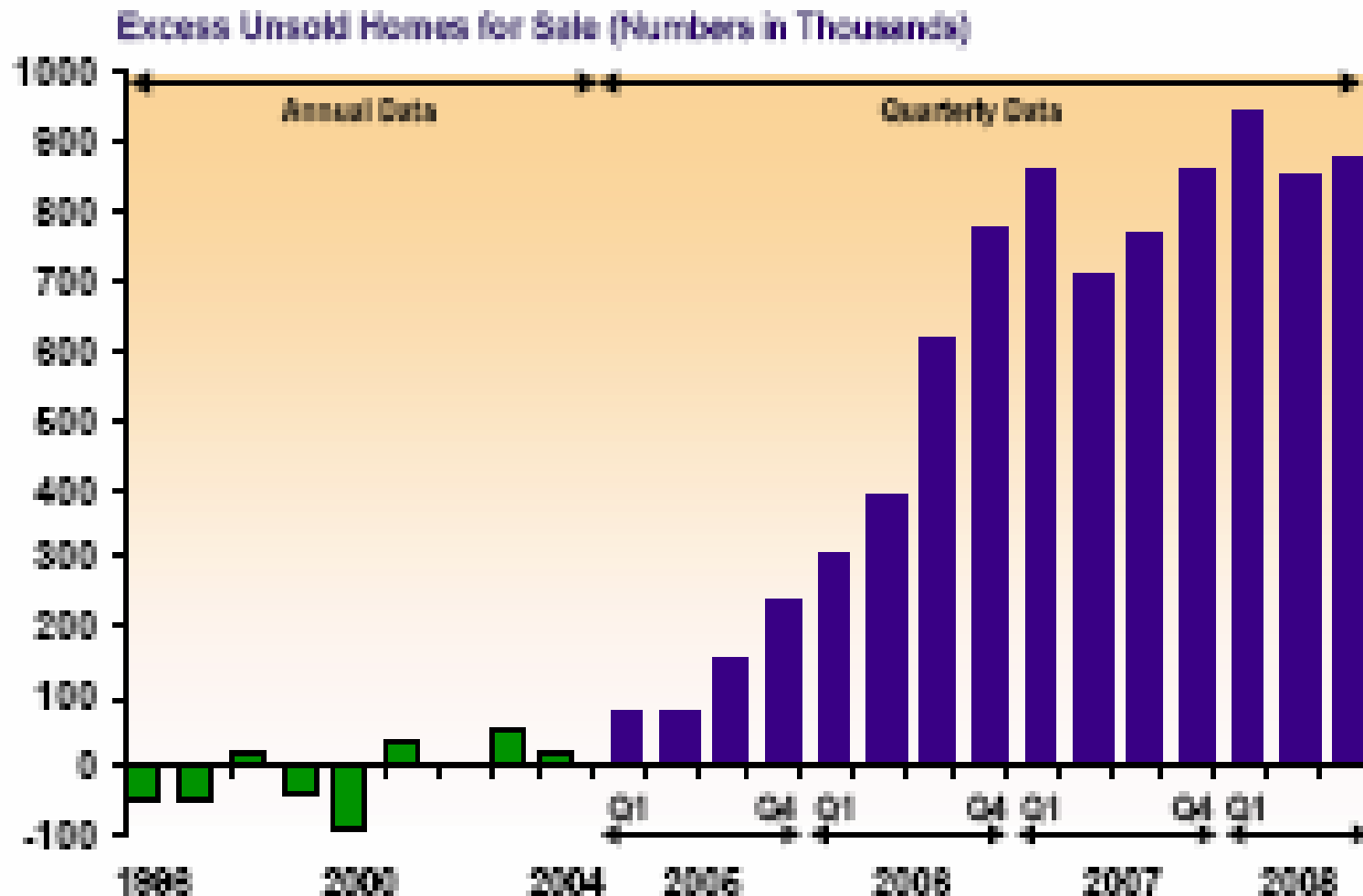
# Housing Market – Tight Credit Standards



Source: Federal Reserve Board's Senior Loan Officer Survey (all residential loans through 2007Q1, prime residential starting 2007Q2; C&I loans to large and middle-market firms).  
Last update: November 3, 2008

Office of the Chief Economist

# Housing Market - Excess Inventory

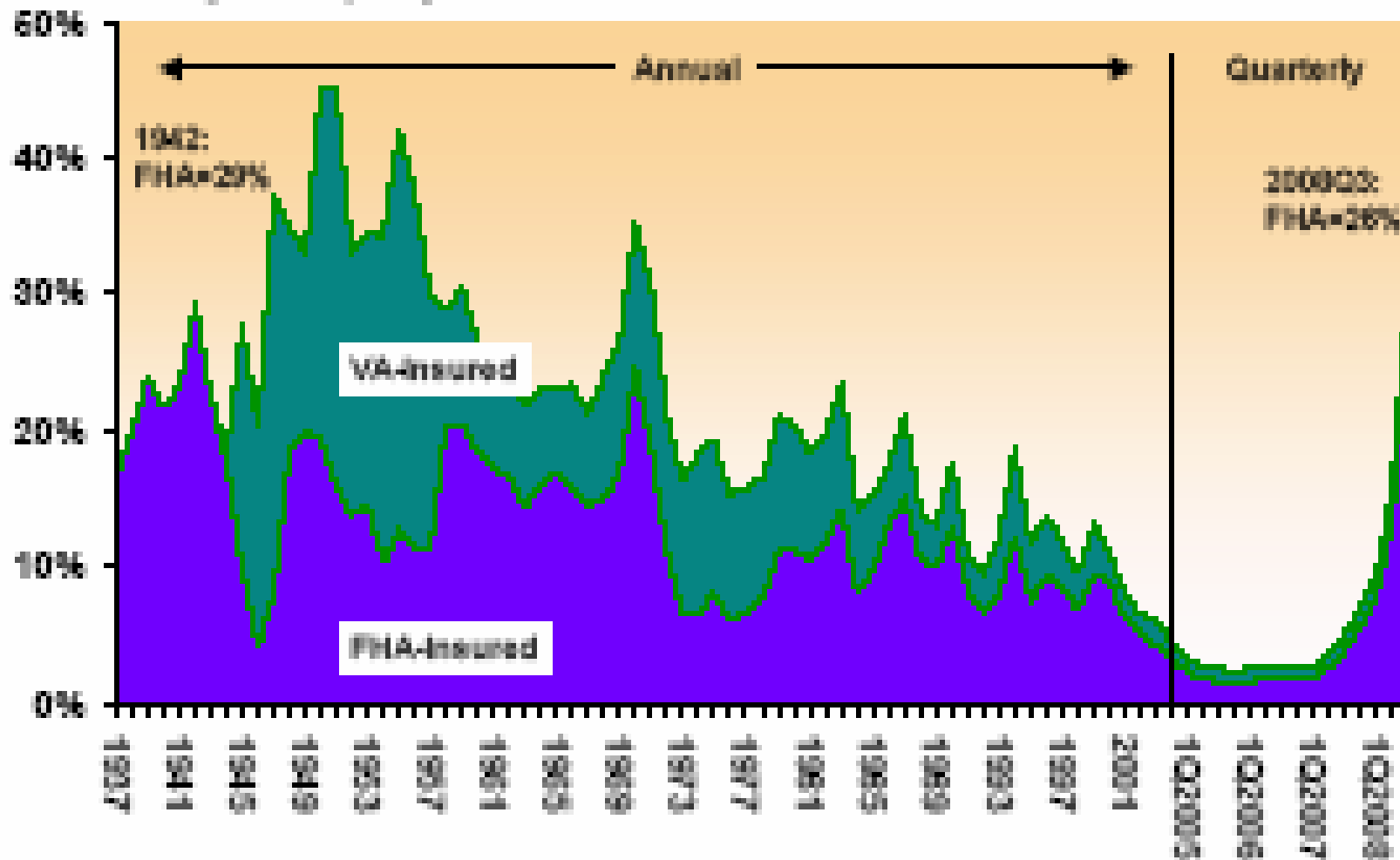


Source: Bureau of Census (1998-2004 Annual Data, 2005Q1-2008Q3 Quarterly Data)  
Note: The excess unsold homes were estimated based on the average vacancy rate from 1999Q1 to 2008Q3 (1.7%).

Office of the Chief Economist

# Housing Market – FHA Originations

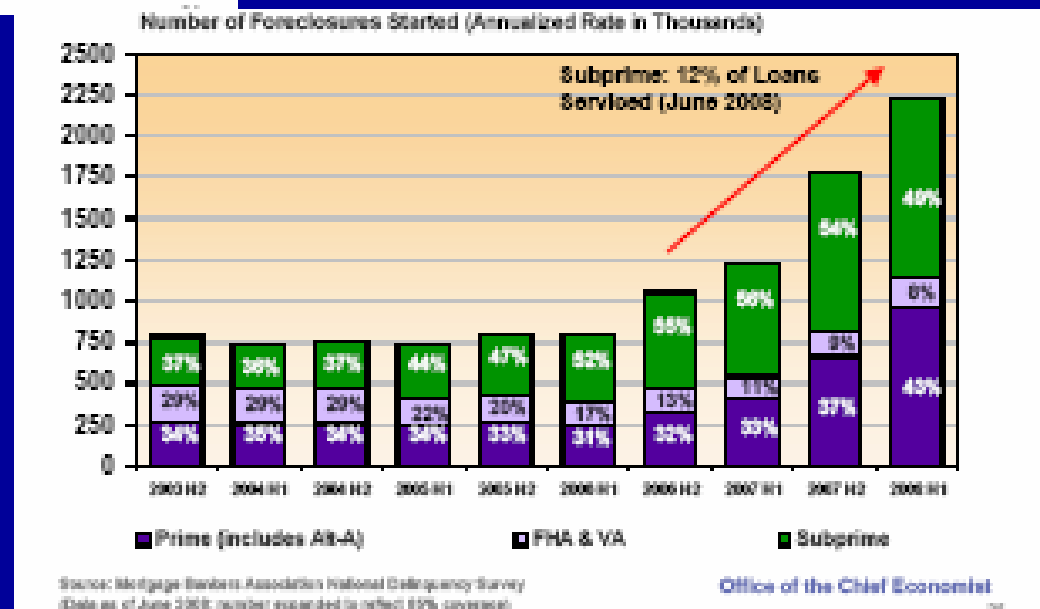
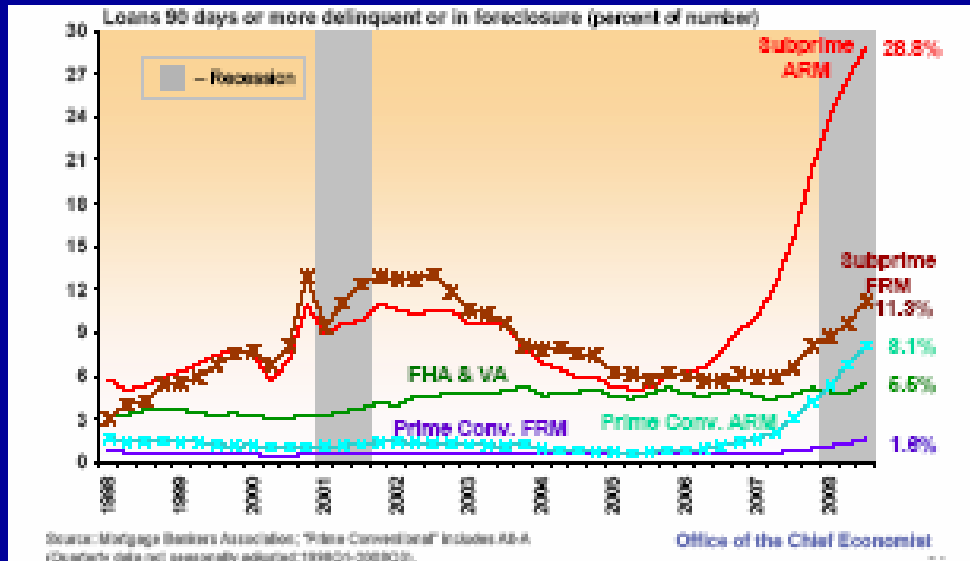
Share of Single-Family Originations



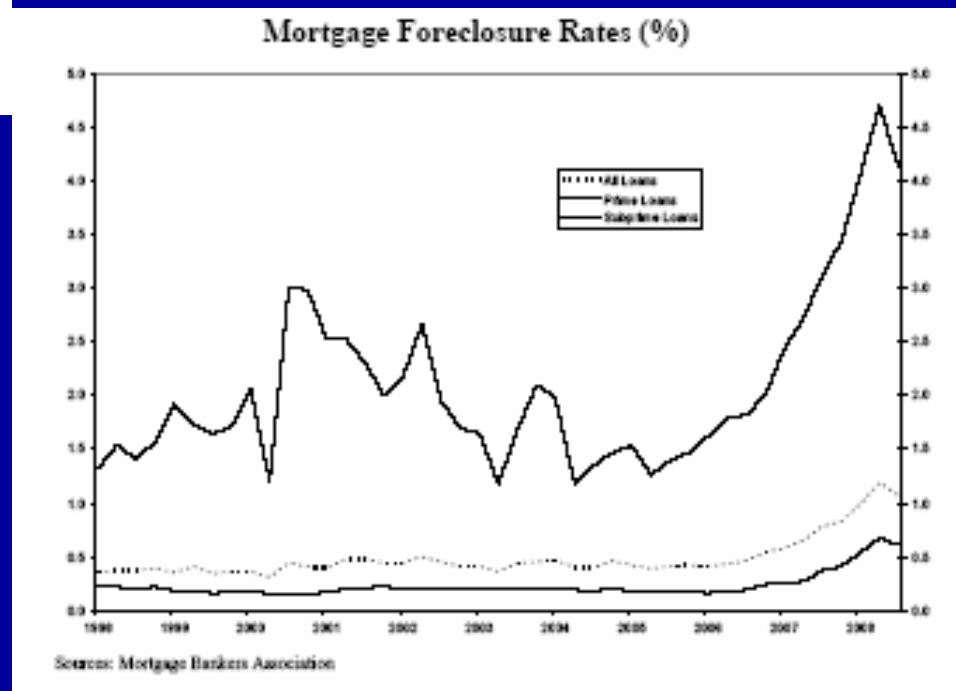
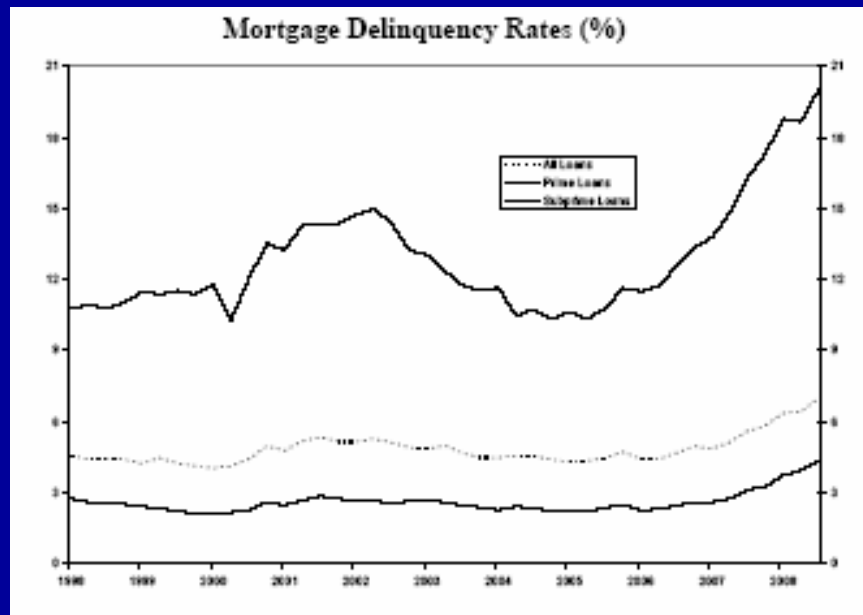
Sources: HUD (1938-1997), Freddie Mac & Inside Mortgage Finance (1998 - Present)

Office of the Chief Economist

# Housing Market – Default Rates



# Housing Market – Delinquency/Foreclosure Rates

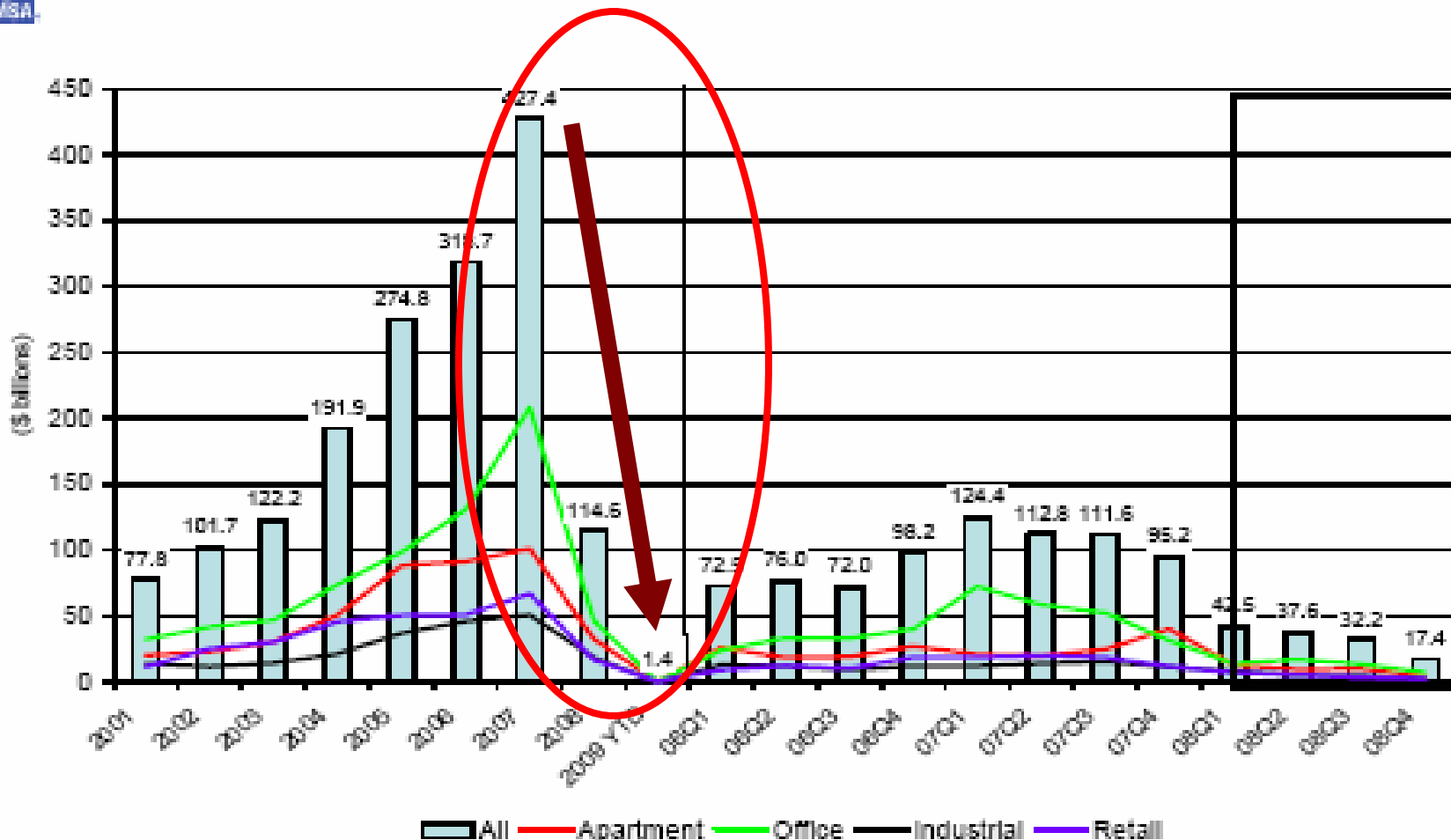


# Commercial Property Sales



Exhibit 26  
Sales of Real Commercial Properties

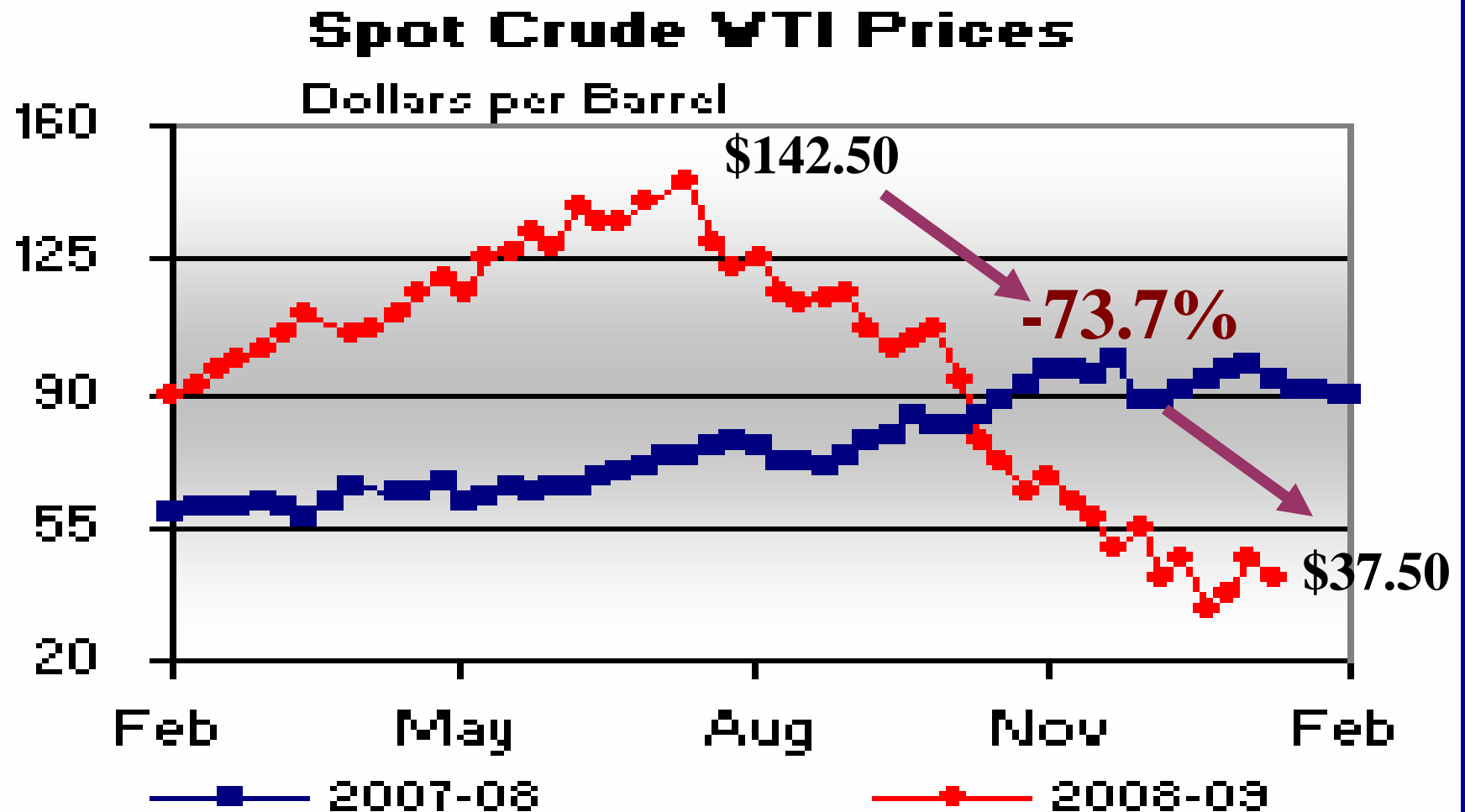
Updated January 27, 2009



Source: Real Capital Analytics. Limited to properties \$5 million or greater. 2008 YTD data as of January 2009.  
Data from past periods may differ from previous reports due to updated information.  
© 2008 CMSA - Commercial Mortgage Securities Association, all rights reserved.

# Inflation

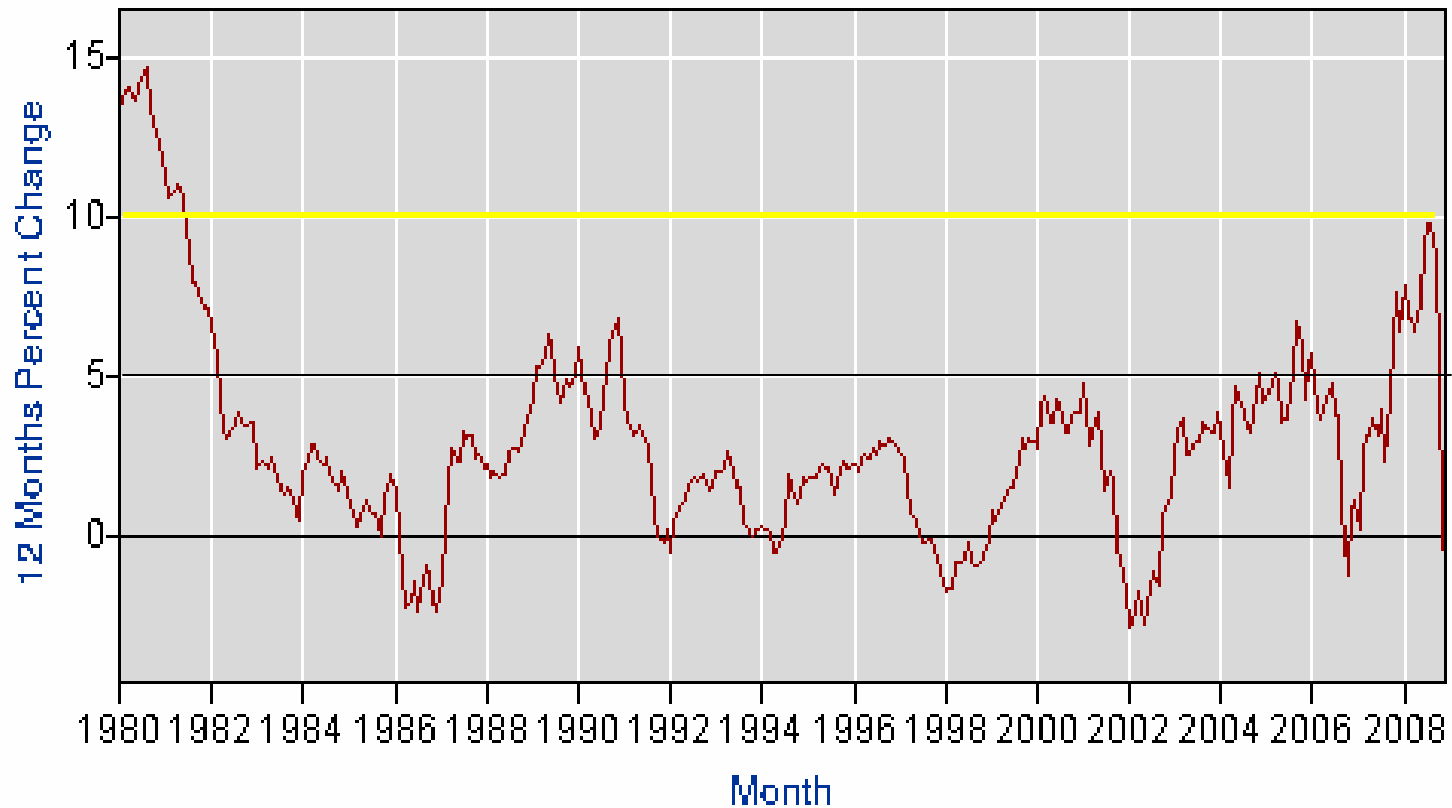
# Inflation Expectations



Source: Energy Information Administration (<http://eia.doe.gov/>)

# Inflation Expectations

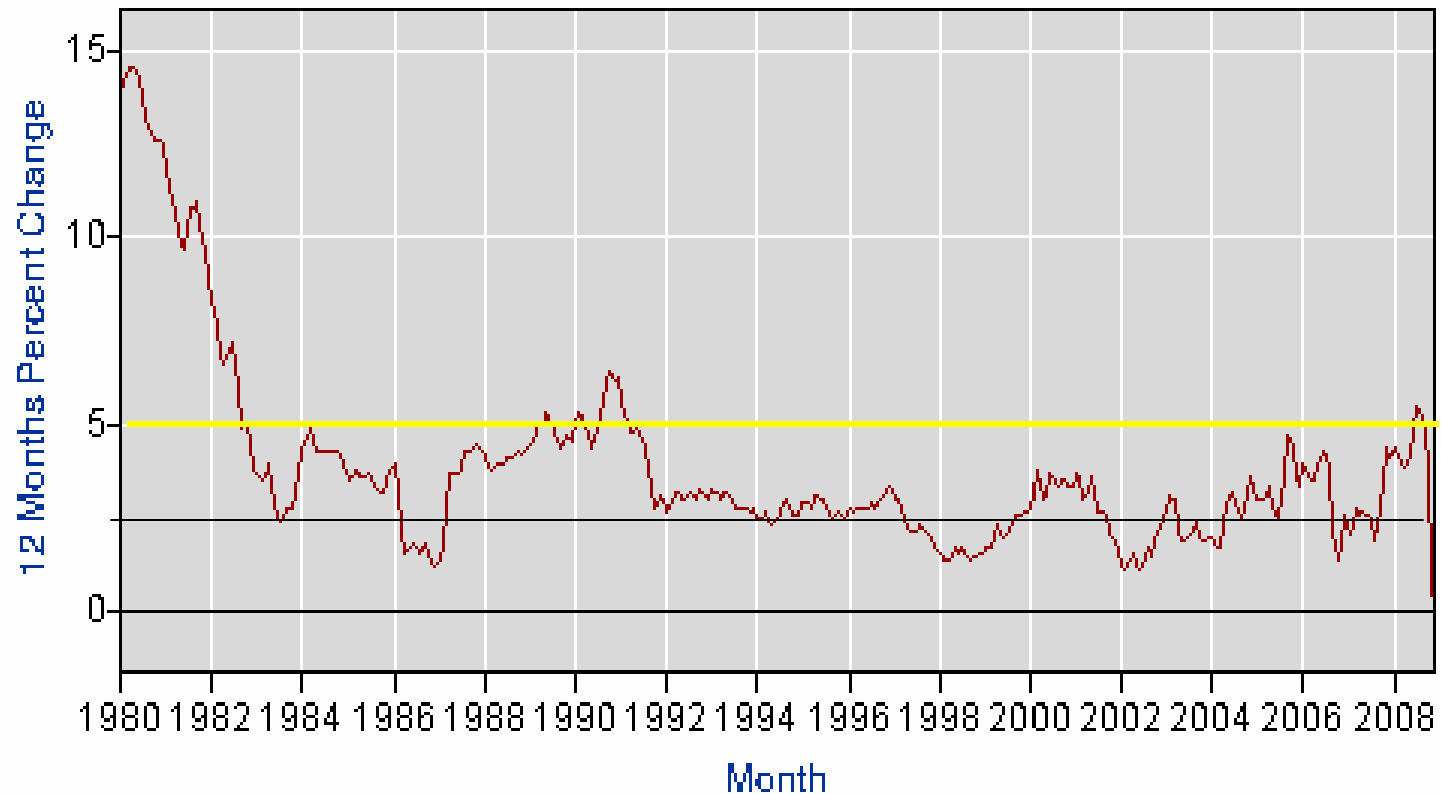
U.S. Producer Price Index (PPI) – Finished Goods



<http://www.bls.gov/home.htm>

# Inflation Expectations

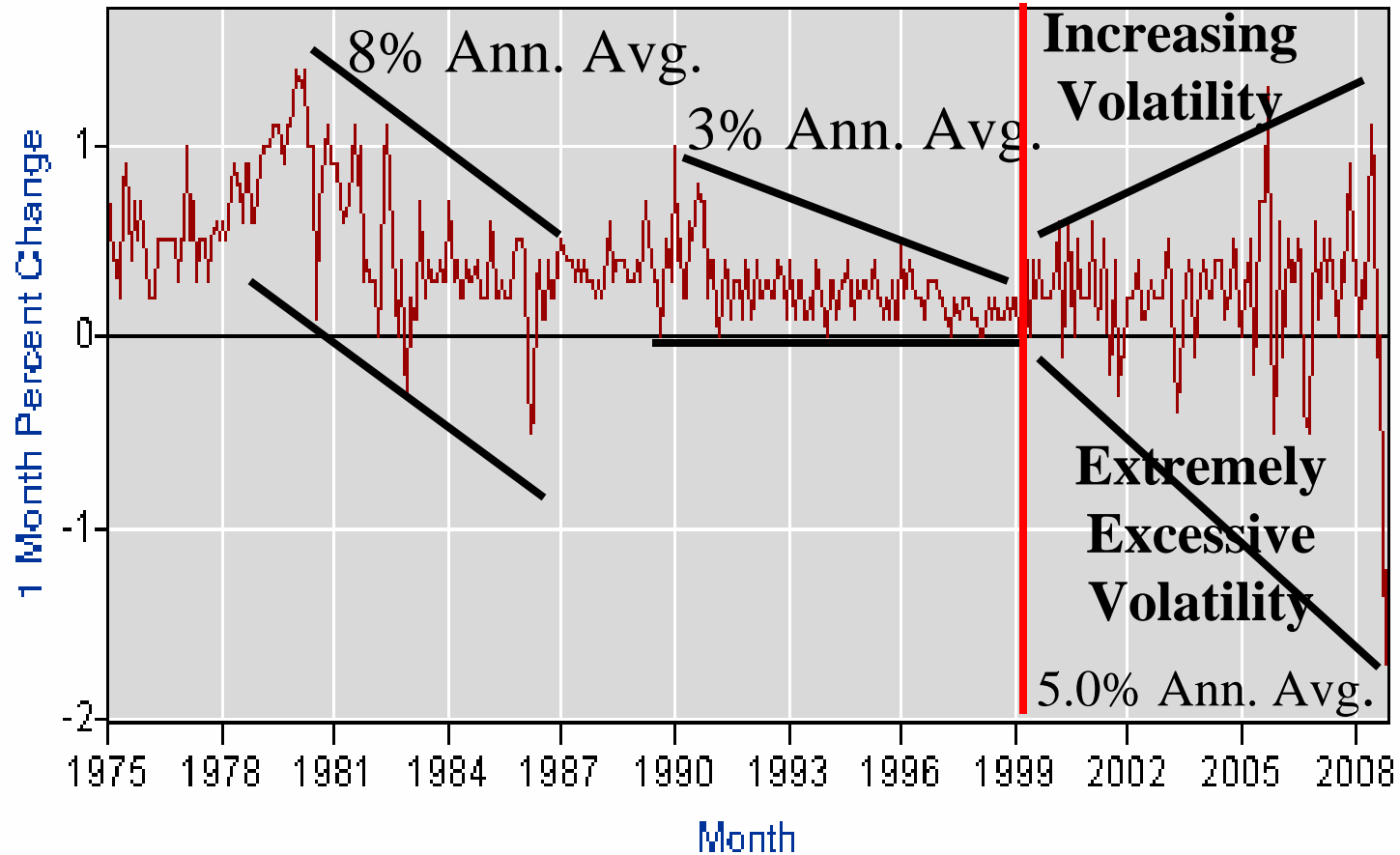
U.S. Consumer Price Index (CPI)



<http://www.bls.gov/home.htm>

# Inflation Expectations - Volatility

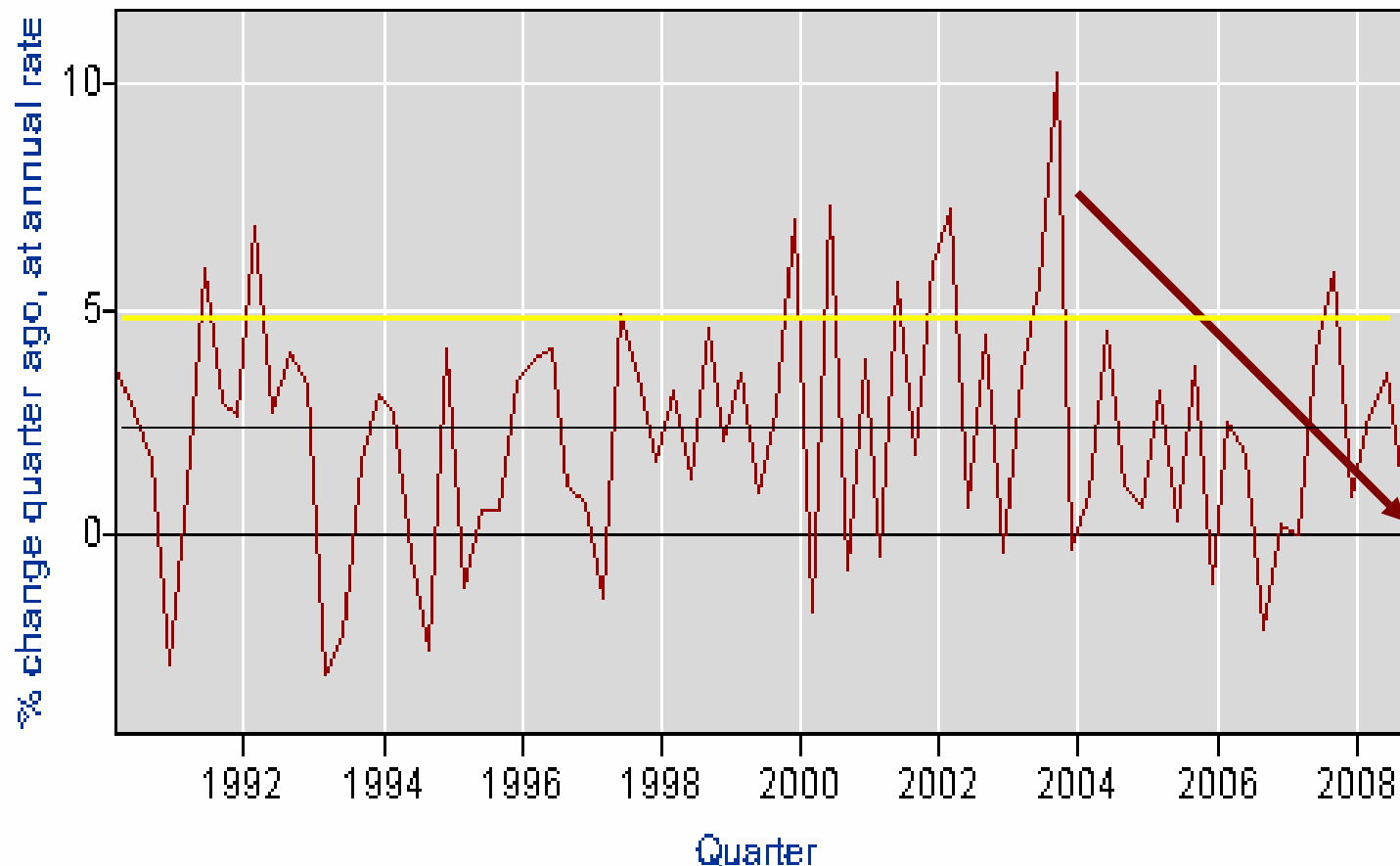
U.S. Consumer Price Index – All Items (U.S. City Average)



Source: Bureau of Labor Statistics.

<http://www.bls.gov/home.htm>

# Non-Farm Productivity (Output Per Hour)



Source: Bureau of Labor Statistics.

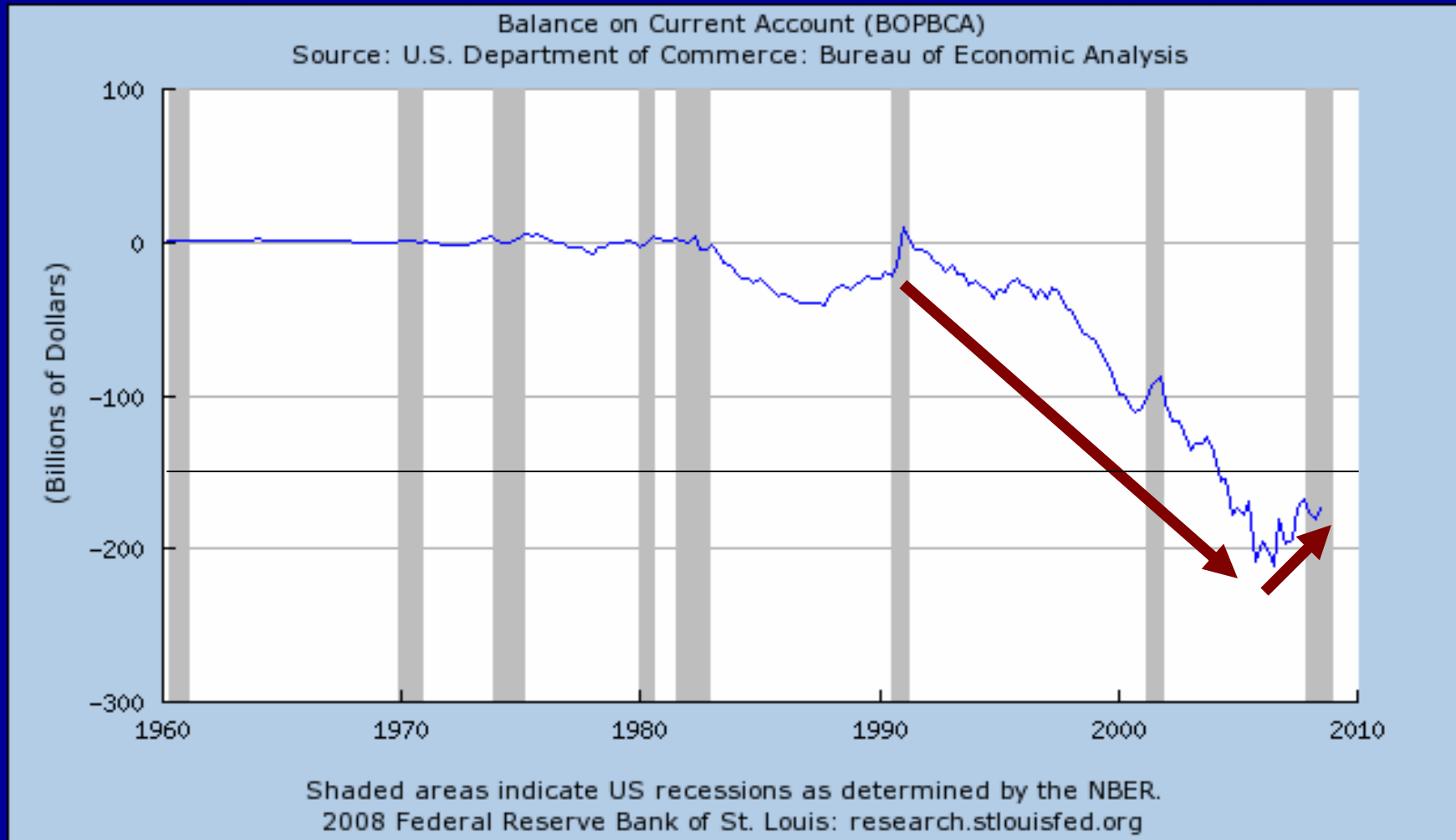
<http://www.bls.gov>

# Euro/Yen Exchange Rates 2008-2009



Source: New York Federal Reserve Bank. <http://www.ny.frb.org/markets/foreignex.html>

# Balance of Trade



Sources: U.S. Department of Commerce: Bureau of Economic Analysis  
<http://research.stlouisfed.org/fred2/series/BOPBCA/13>

# Conclusions

# Geographic Comparative Advantages

## Long run commercial market fundamentals:

- Low commercial market affordability (high costs)
- Scarcity of developable land (supply constraints)
- High concentrations of wealth/education
- High quality of life amenities
- Strong demographic trends:
  - Growing population of Empty-Nesters and Echo-Boomers, positive migration trends

# Commercial Demand

## Future job growth-housing demand:

- High-tech and Bio-tech Manufacturing
- Alternative and Clean Energy Technologies
- Healthcare-Information Systems Services
- Financial Services and Venture Capital
- Telecommunications/Networking
- Multimedia and Entertainment
- Internet and Software Programming
- International Trade and Tourism
- Construction and Engineering Services
- Education and Government Services
- Defense

# Economic Risks

## Market-Economic Risks:

- High costs of living and doing business
- State-Local regulations, taxes, workers comp, deficits
- Lack of affordable/developable land and housing
- Traffic congestion and infrastructure constraints
- Out sourcing and migration
- Cut-backs in education and social services
- Mergers-consolidation industrial, technology, telecommunications and financial institutions

# Macro-Economic Risks

- Middle East (Oil Price Spikes)
- Current Account and Budget Deficits (Interest Rates)
- Rising Inflation Expectations (Health Care/Food Costs)
- High-Rising Credit-Equity Risk Premiums (Spreads)
- Consumer-Business Confidence Investment
- Slow Global Growth and Protectionist Trade Policy
- Rising Loan (Credit) Defaults and (Mtg) Foreclosures
- Labor Strikes, Low Wage Growth, Underemployment
- Stock Option Back-Dating, Other Accounting Announcements Irregularities, Investor Confidence

Lawrence Souza ([lsouza@Johnson/SouzaGroup.com](mailto:lsouza@Johnson/SouzaGroup.com)) brings to Johnson Souza Group, Inc. (**Direct: (415-713-0213)**) over 20 years of experience in real estate economic and financial research. As Managing Director-Index Services, Charles Schwab Investment Management (CSIM); Chief Real Estate Economist and Director of Index Services, Global Real Analytics (GRA); Director of Research for BRE Properties, Inc. (REIT) in San Francisco and holding Senior Market/Research Analyst positions at Metric Institutional Realty Advisors and Mellon-McMahan/MacFarlane Realty Advisors, and market research positions at Norris, Beggs and Simpson and Grubb & Ellis commercial brokerage. **Mr. Souza combines traditional fundamental real estate economic and market research with fundamental and technical financial and capital market research. This combined approach allows for the tracking and forecasting of economic, real estate and financial cycles and efficient portfolio construction, optimization and risk management.**

Mr. Souza is also a licensed California Real Estate Broker (Realtor), specializing in urban-infill residential, commercial property transactions, and 1031 Exchanges in the San Francisco Bay Area and Western Region.

Mr. Souza has undergraduate degrees in Economics (BA) and Business Administration (BS) with concentrations in Accounting, Finance, Banking and Real Estate; and holds master's degrees in Applied Economics (MA), Finance/Investments (MS), Public Administration (MPA), and Information Systems (MSIS). **Mr. Souza has been teaching Modern Real Estate Principles and Finance since 1996 with an emphasis on real estate in a modern portfolio and capital markets context; and the institutionalization, securitization, internationalization and technologization of real estate markets and products.**

# Appendix

# Institutional Deconstruction

- **Loss of Civil Liberties and Personal/Individual Rights**
- **Lack of Governmental Transparency and Accountability**
- **Dismantling of Social Welfare State and Safety Net**
- **Direct Input into Policy Development by Special Interests**
- **Redistribution and Concentration of Wealth (Privatization)**
- **Lack of Access to Democratic Institutions and Legal System**
- **Freedom of Speech and Press Limitations (Censorship)**
- **Unification of Church and State, attack on science**

**“Institutional deconstruction is the dismantling of pluralistic and democratic institutions by powerful interests within society. The goal is to “deconstruct” these institutions, and replace them with new authoritarian institutions that enforce and redistribute private property rights to privileged interests, at any cost.”**

Jacques Derrida, Martin Heidegger, Friedrich Nietzsche, Et.Al.

# Greenspan Critique: Labor vs. Capital

- Greenspan developed a New Business Cycle that privileges financial-capital markets over labor markets.
- Major shift to *preemptive monetary policy strikes* toward *inflation targeting*, and away from *full employment-real wage growth targeting* (Paul Volcker -> Ben Bernanke).
- Foundation of monetary policy was deregulation, a financial boom in the stock and real estate markets and free trade, driving up consumer consumption and debt levels.
- **Results:** Cycle marked by deindustrialization, growing trade deficits, financial-asset market price bubbles, dollar overvaluation, L-T decline real wage growth, growing household debt levels, under investment by business in capital stock
- **Risks:** Fragile economy-recovery, high debt levels, under performing labor markets, exposure to financial market corrections, moral hazard – Fed intervention to rescue markets

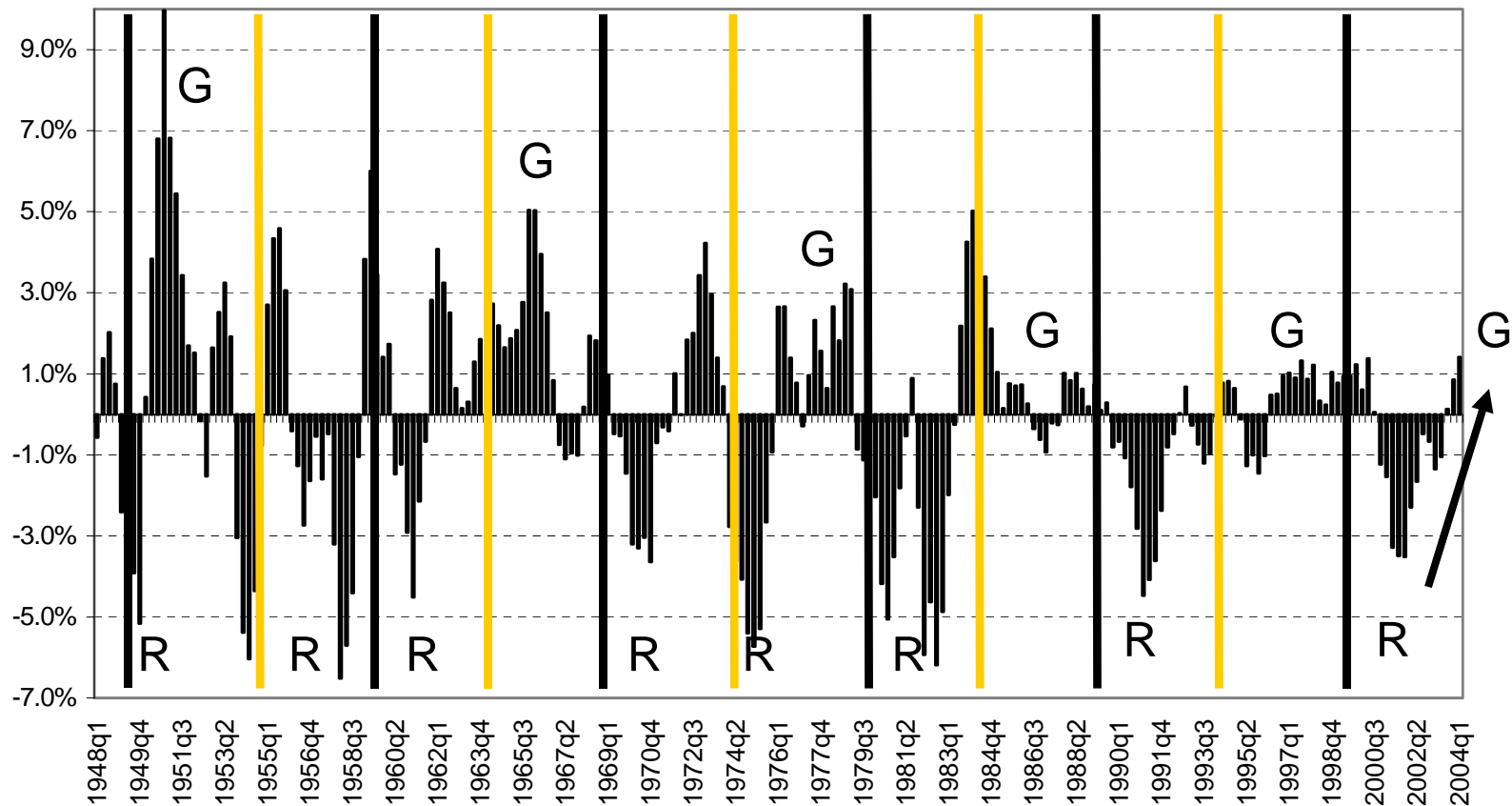
Thomas Palley, Challenge, Nov.-Dec. 2005.

# US Budget Deficits

- **\$11 trillion public debt outstanding, \$55 billion in interest; Total Debt-to-GDP to reach ~100% by 2015.**
  - \$1.2 trillion annual budget deficit, not including \$600 billion for Iraq War 2004 – 2009; defense budget up 41% since 2001
  - Administration to cut deficit in half by 2009, over optimistic assumptions for rising tax revenue, excluding cost of Iraq/Afghanistan wars (\$100 + billion in 2008)
  - After 2005, will have to pay \$1.5 trillion for permanent tax cuts and \$700 billion for Medicare prescription drug program
  - Budget deficits to total \$10 trillion over next 10 years
  - Foreigners currently own 47% of U.S. government debt (China/Japan)

# United States Business Cycles

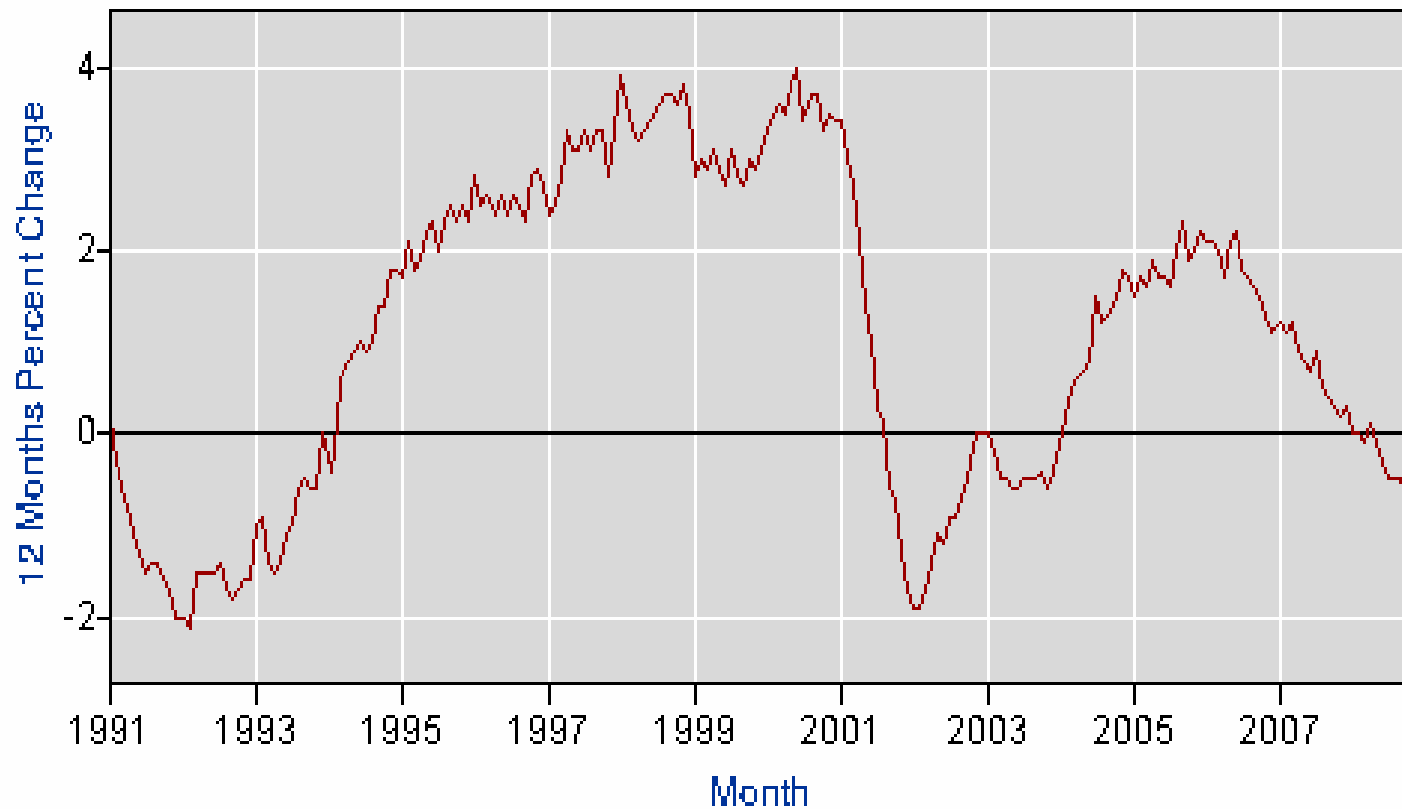
UNITED STATES BUSINESS CYCLES (1948 - 2004)



Source: Bureau of Economic Analysis and Johnson/Souza Group, Inc.

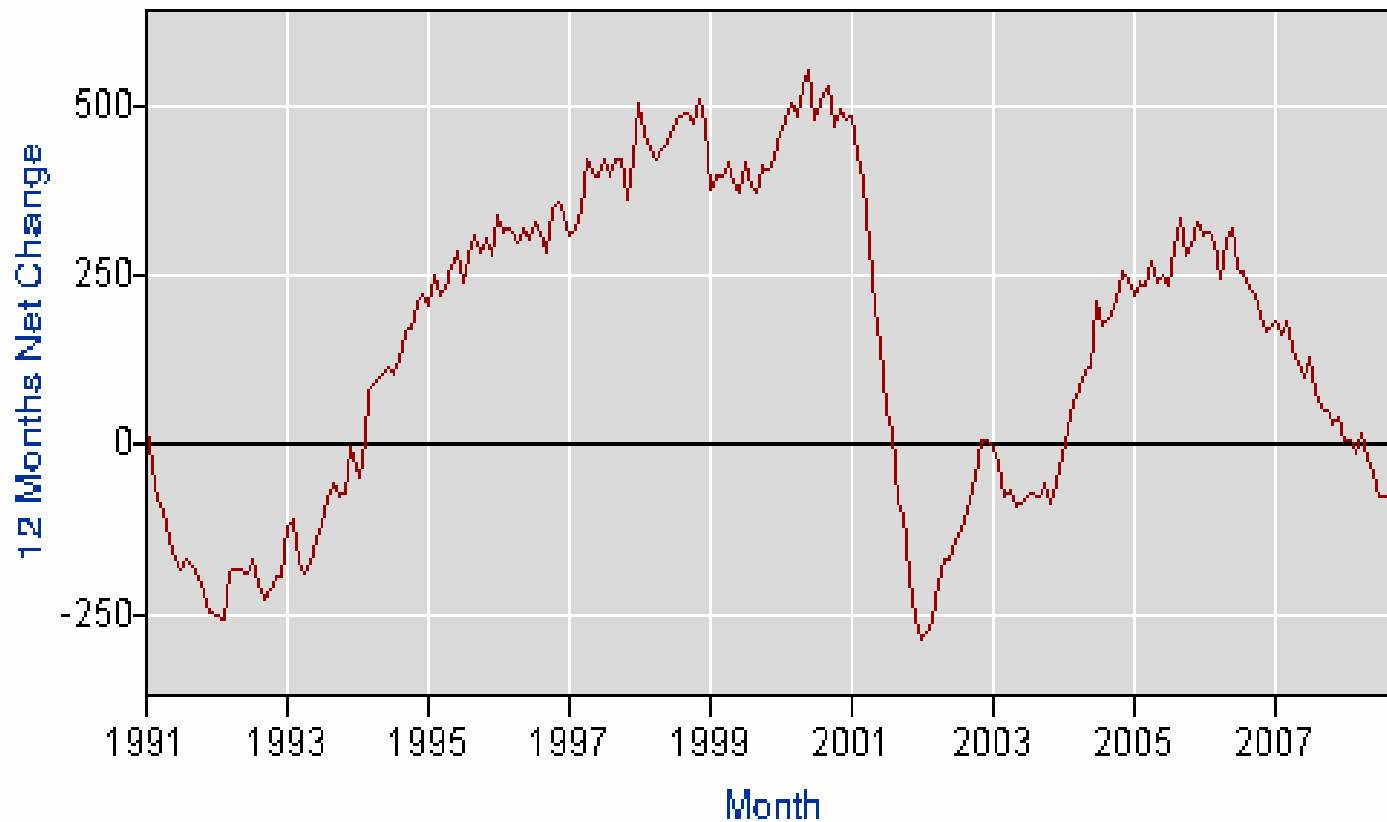
<http://www.bea.doc.gov/bea/dn/home/gdp.htm>

# California Employment Growth (% YOY)



Source: Bureau of Labor Statistics.

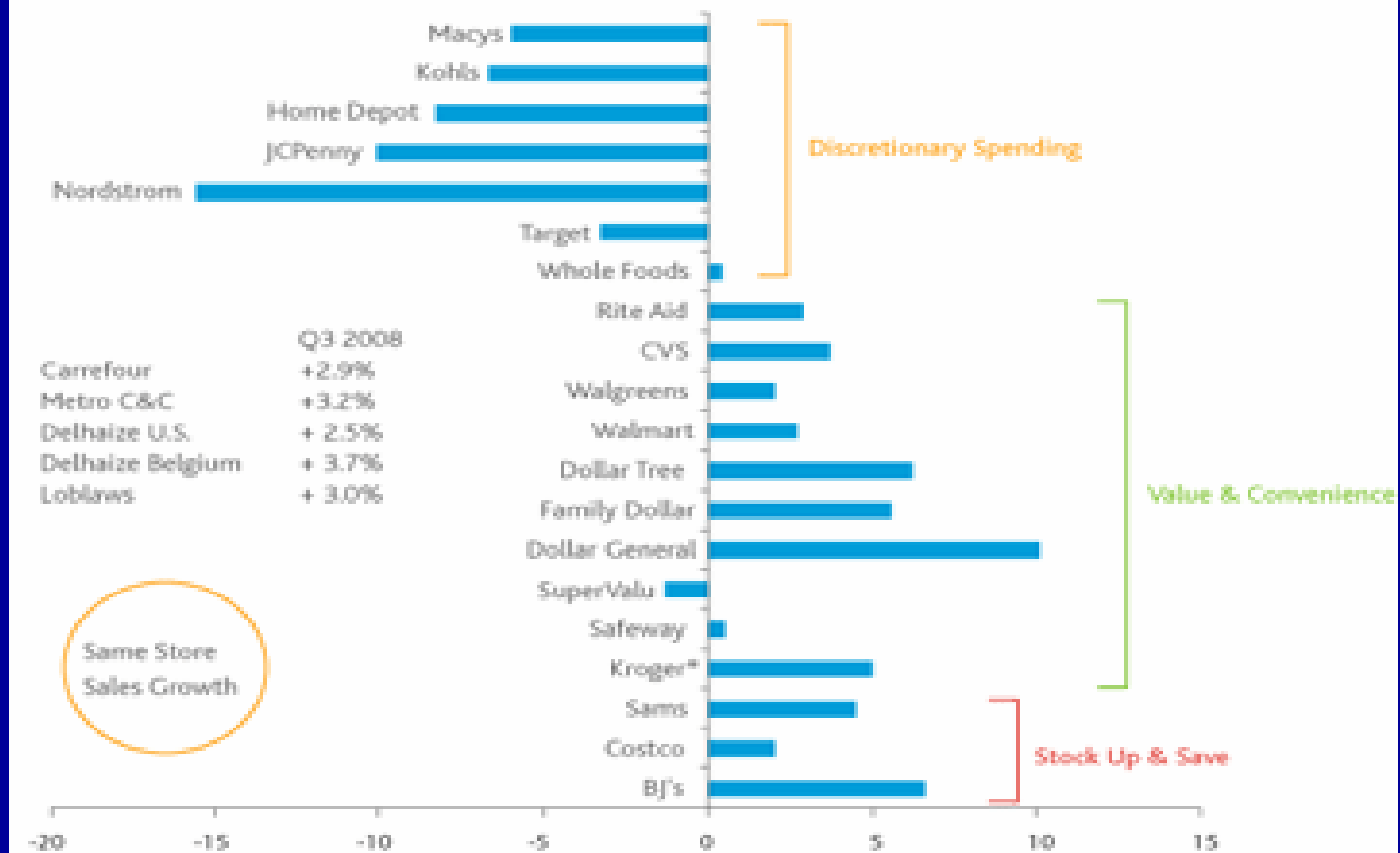
# California Employment Growth (#YOY)



Source: Bureau of Labor Statistics.

# Retail Sales

## Consumer Drivers Seen in Same Store Sales

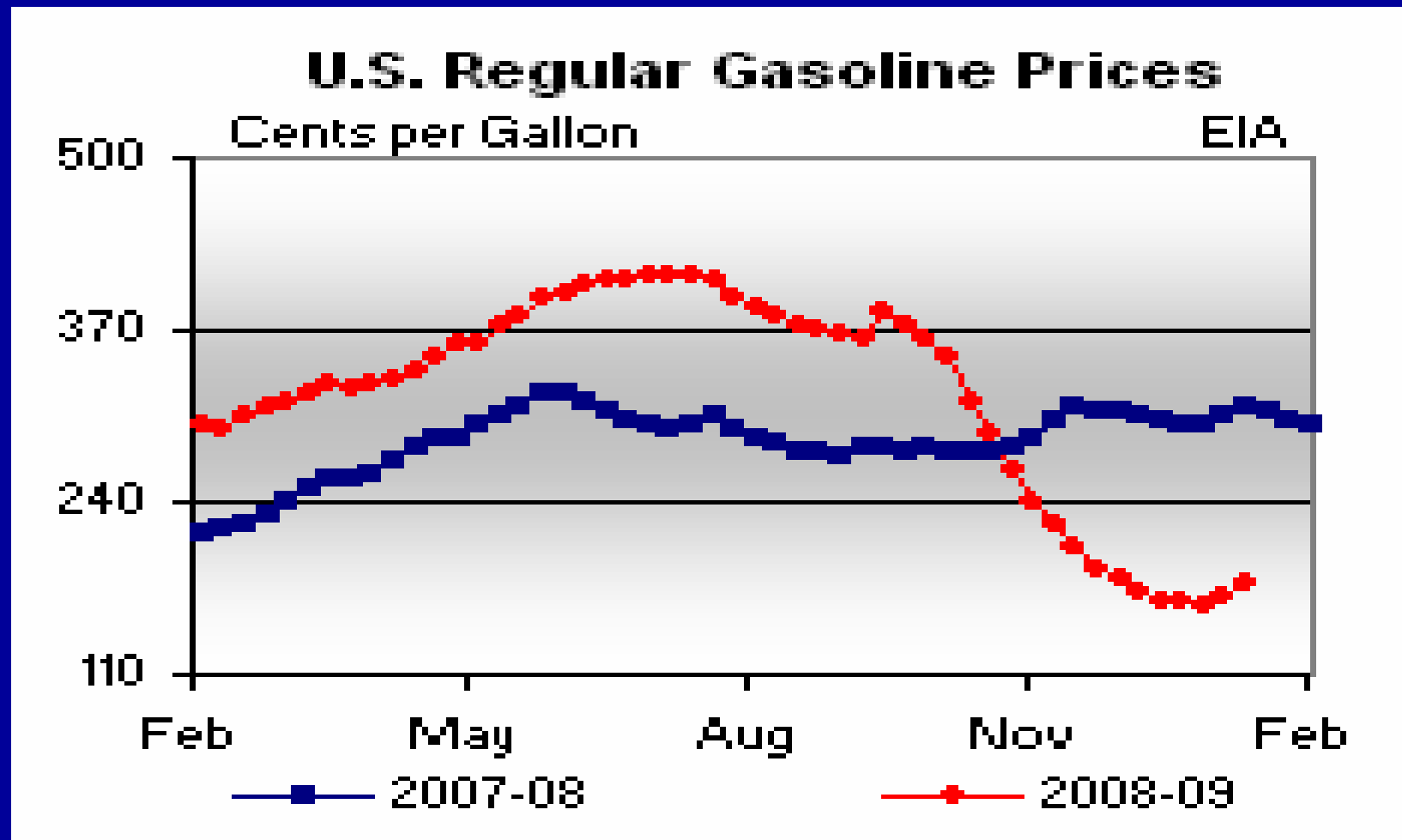


Source: Oct '08 same store sales (excluding fuel) for Costco, Rite Aid & Walgreens;

\*Kroger trending for the qtr; all other latest quarterly reports

# Inflation Expectations

## Gas Prices



Source: U.S. Department of Energy, Energy Information Administration, Weekly Retail Gasoline Prices, available at <http://eia.doe.gov/>, as of November 16, 2005. [http://www.bts.gov/publications/white\\_house\\_economic\\_statistics\\_briefing\\_room/october\\_2005/html/highway\\_retail\\_gasoline\\_prices.html](http://www.bts.gov/publications/white_house_economic_statistics_briefing_room/october_2005/html/highway_retail_gasoline_prices.html)