Cognitive Dissonance and the Future of the Washington, D.C. Rental Market

Why Renter Clients Select Residence Locations and Why It Will Change in the Future

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The Kettler Scholar Program
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\textit{In association with faculty sponsor:}

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Director, Center for Regional Analysis, School for Public Policy
Let’s Start with Multifamily New Construction
Multifamily prior to 1950

Figure A-1
1950s Multifamily

Figure A-2
1960s Multifamily

Figure A-3
1970s Multifamily

Figure A-4
1980s Multifamily

Figure A-5
2010s Multifamily

Figure A-8
New Office Construction Correlates with Multifamily Demand in Varying Degrees
Office prior to 1950

Figure B-1
1960s Office

Figure B-3

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1970s Office

Figure B-4
1980s Office

Figure B-5

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Figure B-6

1990s Office
2000s Office

Figure B-7
Figure B-8
New Industrial Construction Across the Region – Often Needed but Not Supported
Industrial prior to 1950

Figure C-1
1960s Industrial

Figure C-3

©Kern Investment Research
1970s Industrial

Figure C-4
1980s Industrial

Figure C-5
1990s Industrial

Figure C-6
2000s Industrial

Figure C-7
Everyone Loves Retail and It is Important to Multifamily Development
Retail prior to 1950

Figure D-1
1950s Retail

Figure D-2
1970s Retail

Figure D-4
1980s Retail

Figure D-5
1990s Retail

Figure D-6

©Kern Investment Research
2000s Retail

Figure D-7
Renter Client Population Characteristics
Figure E-2

Householder under age 40

Householder over age 60
Figure E-3
Resident for 1 year or less

Resident for 1 to two years

Figure E-4
Price per Unit or Square Foot by Property Type
Multifamily price per unit

Figure F-1
Figure F-4

Industrial Price per SQFT

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<table>
<thead>
<tr>
<th>Year</th>
<th>Multifamily price per unit</th>
<th>Industrial Price per SQFT</th>
<th>Retail Price per SQFT</th>
<th>Office Price per SQFT</th>
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<tr>
<td>2014</td>
<td>$170,710</td>
<td>$152</td>
<td>$568</td>
<td>$316</td>
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<tr>
<td>2013</td>
<td>$195,949</td>
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<td>$467</td>
<td>$283</td>
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<td>$289</td>
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<tr>
<td>2011</td>
<td>$162,022</td>
<td>$127</td>
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<td>$143,810</td>
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<td>$408</td>
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<td>$153</td>
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<td>2006</td>
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<td>2005</td>
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<td>2001</td>
<td>$69,688</td>
<td></td>
<td>$153</td>
<td>$192</td>
</tr>
</tbody>
</table>

Figure F-6
Sector Transaction Values
Multifamily Transaction Values.

- 364,000 - 21,100,000
- 21,100,001 - 49,700,000
- 49,700,001 - 89,500,000
- 89,500,001 - 162,300,000
- 162,300,001 - 417,306,695

Figure G-1
Industrial Transaction Values.

- 410,207 - 9,500,000
- 9,500,001 - 23,225,000
- 23,225,001 - 53,684,299
- 53,684,300 - 121,000,000
- 121,000,001 - 296,797,257

Figure G-2

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Retail Transaction Values.

- 252,000 - 19,150,000
- 19,150,001 - 59,615,298
- 59,615,299 - 180,179,321
- 180,179,322 - 364,999,863
- 364,999,864 - 822,002,904

Figure G-3

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Office Transaction Values.

- 285,250 - 29,800,000
- 29,800,001 - 73,934,108
- 73,934,109 - 141,821,986
- 141,821,987 - 280,500,000
- 280,500,001 - 734,000,000

Figure G-4
Rent Per Square Foot