

Relative Valuation Analysis - Competitive Positioning Report

RELATIVE VALUATION ANALYSIS - COMPETITIVE POSITIONING REPORT

Report Date: 2025-11-05 **Market:** City A - Industrial 100-400k SF **Total Comparables Analyzed:** 23 **Subject Property:** 1000 Main Street, City A, ST 1A1 1A1, Country Opt 2

EXECUTIVE SUMMARY

Competitive Position

Metric	Value
Final Ranking	#3 out of 23
Weighted Score	6.87 (lower is better)
Competitive Status	HIGHLY COMPETITIVE
Deal-Winning Probability	70-90%

Interpretation

Your property is in the TOP 3 - you are well-positioned to win deals at current pricing.

SUBJECT PROPERTY ANALYSIS

Property Details

Attribute	Value
Address	1000 Main Street, City A, ST 1A1 1A1, Country
Unit	Opt 2
Year Built	2020
Clear Height	34.0 ft
% Office Space	3.0%
Parking Ratio	1.0 spaces/1,000 sf
Available SF	186,559
Net Asking Rent	\$13.95/sf
TMI	\$3.01/sf
Gross Rent	\$16.96/sf
Class	B
Shipping Doors (Truck-Level)	16
Shipping Doors (Drive-In)	3
Power	3000 amps
Availability Date	Immediate
Trailer Parking	No
Secure Shipping	No
Excess Land	No

Variable Rankings

Variable	Rank	Interpretation
Year Built	12	Excellent
Clear Height	12	Excellent
% Office Space	7	Excellent
Parking Ratio	4	Excellent
Distance	1	Subject property (0 km - center point)
Net Rent	10	16% weight - most critical for competitiveness
TMI	4	14% weight - affects total occupancy cost
Class	12	Excellent
Area Difference	1	Excellent size match

Lower rank number = better competitive position for that variable.

ALL COMPETITORS

These properties offer the best value propositions in the market:

Rank	Property	Area (SF)	Net Rent	TMI	Gross Rent	Clear Ht	Ship TL	Ship DI	Power	Trailer	Avail Date	Score
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1	100 Industrial Blvd, City A, ST 1B1 1B1, Country	160,485	\$1.00	\$0.00	\$1.00	40 ft	26	2	-	Yes	Q3 2025	5.62
2	200 Commerce Way, City A, ST 1C1 1C1, Country	215,124	\$1.00	\$4.00	\$5.00	36 ft	34	2	2000	No	Q2 2026	6.81
3	1000 Main Street, City A, ST 1A1 1A1, Country Opt 2	186,559	\$13.95	\$3.01	\$16.96	34 ft	16	3	3000	No	Immediate	6.87
4	300 Business Park Dr, City A, ST 1D1 1D1, Country Unit 1	173,823	\$1.00	\$3.84	\$4.84	27 ft	26	2	-	No	March 1, 2026	6.97
5	1000 Main Street, City A, ST 1A1 1A1, Country	238,501	\$13.95	\$3.01	\$16.96	34 ft	29	3	3000	No	Immediate	7.50
6	400 Logistics Lane, City A, ST 1E1 1E1, Country	309,823	\$1.00	\$0.00	\$1.00	40 ft	52	2	-	Yes	Q3 2025	7.56
7	500 Distribution Ave, City A, ST 1F1 1F1, Country	257,121	\$1.00	\$4.00	\$5.00	36 ft	50	2	2000	No	Q4 2025	7.95
8	1000 Main Street, City A, ST 1A1 1A1, Country Opt 3	154,533	\$13.95	\$3.01	\$16.96	32 ft	15	1	3000	No	Immediate	8.15
9	600 Warehouse Road, City A, ST 1G1 1G1, Country Unit A	102,726	\$1.00	\$3.87	\$4.87	40 ft	18	1	1500	Yes	Q4 2023	8.66
10	700 Corporate Center, City A, ST	123,765	\$18.25	\$3.78	\$22.03	40 ft	21	1	1600	No	Immediate	9.50

	1H1 1H1, Country Opt. 3											
11	600 Warehouse Road, City A, ST 1G1 1G1, Country Unit C	259,522	\$1.00	\$3.87	\$4.87	40 ft	38	1	3500	Yes	Q4 2023	9.58
12	800 Technology Drive, City A, ST 1J1 1J1, Country	137,500	\$17.65	\$4.50	\$22.15	36 ft	11	2	800	No	Immediate	10.13
13	600 Warehouse Road, City A, ST 1G1 1G1, Country	362,248	\$1.00	\$3.87	\$4.87	40 ft	56	2	5000	Yes	Q4 2023	10.21
14	900 Business Court, City A, ST 1K1 1K1, Country Unit 1	191,332	\$1.00	\$4.73	\$5.73	31 ft	25	1	1600	No	Immediate	10.80
15	700 Corporate Center, City A, ST 1H1 1H1, Country	270,738	\$17.95	\$3.78	\$21.73	40 ft	42	2	-	Yes	Immediate	11.30
16	1100 Industrial Park, City A, ST 1L1 1L1, Country	121,380	\$15.95	\$4.00	\$19.95	24 ft	13	4	-	No	03/01/2026	11.43
17	1200 Commerce Street, City A, ST 1M1 1M1, Country Opt 5	161,727	\$15.95	\$5.08	\$21.03	24 ft	16	1	1600	No	Immediate	11.46
18	700 Corporate Center, City A, ST 1H1 1H1, Country Opt. 4	146,125	\$18.25	\$3.78	\$22.03	40 ft	21	1	1600	Yes	Immediate	11.52
19	1300 Supply Chain Way, City A, ST 1N1 1N1, Country	101,421	\$16.95	\$1.64	\$18.59	24 ft	11	1	600	No	30 Days	11.72

20	1400 Freight Terminal, City A, ST 1P1 1P1, Country	221,011	\$17.50	\$4.54	\$22.04	23 ft	12	4	3000	Yes	Immediate	12.47
21	1200 Commerce Street, City A, ST 1M1 1M1, Country Opt 4	114,000	\$16.50	\$5.08	\$21.58	23 ft	9	1	-	No	Immediate	13.70
22	1500 Transport Road, City A, ST 1Q1 1Q1, Country	111,307	\$16.50	\$6.30	\$22.80	24 ft	17	-	3000	No	60 Days	14.10
23	1600 Gateway Boulevard, City A, ST 1R1 1R1, Country Suite 102	207,051	\$17.95	\$4.15	\$22.10	32 ft	25	1	800	Yes	01/01/2025	15.34

GAP ANALYSIS

Distance to Competitive Threshold (Rank #3)

Metric	Value
Subject Weighted Score	6.87
Rank #3 Weighted Score	6.87
Rank #3 Property	1000 Main Street, City A, ST 1A1 1A1, Country Opt 2
Gap to Close	0.00 points

To achieve Rank #3 and become competitive, subject must improve weighted score by 0.00 points.

RECOMMENDED ACTIONS

Sensitivity Analysis: Pricing Adjustments to Achieve Rank #3

RECOMMENDATION: HOLD OR INCREASE PRICING

Your property is in the Top 3 - you have strong competitive positioning. Consider: - **Hold current pricing** and maintain selectivity on tenant quality - **Increase rent by \$0.25-0.50/sf** if market velocity is strong - **Minimize concessions** - offer standard TI only (no above-market incentives) - **Favor landlord-friendly lease terms** (shorter free rent, higher deposits)

METHODOLOGY

This analysis uses a **multi-criteria weighted ranking system** to objectively assess competitive position:

1. **Data Collection:** Extract 9 key variables from comparable evidence
2. **Variable Weighting:** Assign importance weights totaling 100% (Net Rent 16%, Parking 15%, TMI 14%, etc.)
3. **Independent Ranking:** Rank each variable 1 (best) to X (worst) across all properties
4. **Weighted Score Calculation:** Sum of (rank × weight) for all variables
5. **Final Re-Ranking:** Sort properties by weighted score (lower = better)

Key Variables: - **Net Asking Rent** (16%) - Most critical factor - **Parking Ratio** (15%) - Essential for industrial/suburban office - **TMI** (14%) - Total occupancy cost driver - **Clear Height, % Office, Distance, Year Built, Area Match** (8-10% each) - **Class** (7%) - Quality tier

Lower weighted score = fewer negative rank points = better competitive position

⚠ LIMITATIONS

- Model excludes qualitative factors (landlord reputation, property management quality, amenities)
- Weights represent average tenant priorities; individual tenants may weight factors differently
- Asking rents may not reflect net effective rents after concessions
- Rankings are point-in-time snapshots; market conditions change

Validation: Always confirm model results with market intelligence from brokers and recent lease transactions.

END OF REPORT

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