

RELATIVE VALUATION ANALYSIS - COMPETITIVE POSITIONING REPORT

Report Date: 2025-11-05 Market: Mississauga West - Industrial Total Comparables Analyzed: 44 Subject Property: 7381 Pacific Circ

EXECUTIVE SUMMARY

Competitive Position

Metric	Value
Final Ranking	#24 out of 44
Weighted Score	21.08 (lower is better)
Competitive Status	NOT COMPETITIVE
Deal-Winning Probability	<10%

Interpretation

FUNDAMENTALLY UNCOMPETITIVE. Consider repositioning, capital investment, or exit strategy.

SUBJECT PROPERTY ANALYSIS

Property Details

Attribute	Value
Address	7381 Pacific Circ
Unit	
Year Built	1987
Clear Height	20.0 ft
% Office Space	11.0%
Parking Ratio	4.0 spaces/1,000 sf
Available SF	49,660
Net Asking Rent	\$15.95/sf
TMI	\$5.50/sf
Gross Rent	\$21.45/sf
Class	C
Shipping Doors (Truck-Level)	4
Shipping Doors (Drive-In)	1
Power	600 amps
Availability Date	Immediate
Trailer Parking	No
Secure Shipping	No
Excess Land	No

Variable Rankings

Variable	Rank	Interpretation
Year Built	37	Good
Clear Height	35	Good
% Office Space	14	Excellent
Parking Ratio	37	Good
Distance	1	Subject property (0 km - center point)

Net Rent	18	16% weight - most critical for competitiveness
TMI	18	14% weight - affects total occupancy cost
Class	32	Good
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	Net Rent	TMI	Gross Rent	Ship TL	Ship DI	Power	Trailer	Secure	Excess Land	Avail Date	Score
1	6900 Maritz Dr	\$1.00	\$4.50	\$5.50	18	2	-	No	No	No	2025	8.94
2	2645 Royal Windsor Dr 2-3	\$1.00	\$4.50	\$5.50	26	1	-	No	No	No	Q4 2025	11.72
3	560 Slate Dr	\$1.00	\$4.50	\$5.50	26	2	-	No	No	No	Q3 2025	11.93
4	587 Avonhead Rd B	\$1.00	\$4.50	\$5.50	28	1	2500	Yes	No	No	Immediate	12.53
5	587 Avonhead Rd A	\$1.00	\$4.50	\$5.50	18	1	1500	Yes	No	No	Immediate	12.89
6	2645 Royal Windsor Dr 1	\$1.00	\$4.50	\$5.50	12	1	-	No	No	No	Q4 2025	13.08
7	6365 Netherhart Rd 1-10	\$15.50	\$5.45	\$20.95	21	1	1600	No	No	No	Immediate	13.10
8	150 Courtneypark Dr W 1	\$1.00	\$4.50	\$5.50	25	1	1600	No	No	No	Immediate	13.23
9	2520 Royal Windsor Dr 2D	\$1.00	\$4.50	\$5.50	8	1	3000	No	No	No	Immediate	13.34
10	1170 Central Pkwy W 2	\$1.00	\$4.50	\$5.50	8	1	800	No	No	No	Immediate	14.05
11	1880 Matheson Blvd E Opt. 1	\$15.95	\$5.50	\$21.45	32	2	600	No	Yes	No	Immediate	14.38
12	2000 Drew Rd	\$1.00	\$4.50	\$5.50	4	1	-	No	No	No	Jan-26	15.09
13	2150 Drew Rd	\$1.00	\$4.50	\$5.50	7	2	-	No	No	No	Jan-26	17.49
14	1362 Tonolli Rd Opt. 2	\$17.95	\$5.85	\$23.80	16	1	600	No	No	No	Immediate	17.53
15	1362 Tonolli Rd Opt. 3	\$17.95	\$5.85	\$23.80	12	1	600	No	No	No	Immediate	18.08
16	6500 Kitimat Rd 2	\$17.50	\$5.85	\$23.35	11	2	400	No	No	No	Immediate	18.96
17	2365 Matheson Blvd E	\$16.95	\$5.70	\$22.65	12	2	-	No	Yes	No	Immediate	19.11
18	5200 Orbitor Dr	\$15.95	\$5.50	\$21.45	16	1	1600	No	No	No	Aug-25	19.16
19	5300 Satellite Dr	\$15.50	\$5.45	\$20.95	9	2	-	No	No	No	Q3 2025	19.54
20	7420 Bramalea Rd	\$16.95	\$5.70	\$22.65	14	2	1200	No	No	No	Immediate	19.65
21	5477 Gorvan Dr	\$16.50	\$5.60	\$22.10	14	2	-	No	No	No	Immediate	20.23
22	300 Pendant Dr	\$17.95	\$5.85	\$23.80	14	2	800	No	Yes	No	Oct-25	20.57
23	1771 Aimco Blvd	\$12.50	\$5.25	\$17.75	13	1	4000	No	Yes	No	Immediate	20.69
24	7381 Pacific Circ	\$15.95	\$5.50	\$21.45	4	1	600	No	No	No	Immediate	21.08
25	190 Statesman Dr	\$15.00	\$5.40	\$20.40	4	1	-	No	No	No	Jun-25	21.83
26	2420 Anson Dr	\$13.50	\$5.20	\$18.70	5	1	2000	No	No	No	Immediate	22.38
27	6290 Kestrel Rd	\$15.95	\$5.50	\$21.45	5	1	-	No	No	No	Immediate	22.60

28	2645 Skymark Ave	\$17.65	\$5.85	\$23.50	11	10	1000	No	No	No	Immediate	22.70
29	1865 Meyerside Dr 1	\$16.95	\$5.70	\$22.65	9	2	1000	No	No	No	Immediate	22.72
30	110 Ambassador Dr	\$17.00	\$5.75	\$22.75	8	4	1200	No	No	No	Immediate	22.91
31	7315 Pacific Circ	\$16.95	\$5.70	\$22.65	7	1	800	No	No	No	Sep-25	23.58
32	6650 Pacific Circ Opt. 1	\$16.95	\$5.70	\$22.65	3	-	-	No	No	No	Aug-25	23.64
33	185 Courtneypark Dr E	\$18.75	\$5.95	\$24.70	9	2	1200	No	No	No	Jul-25	23.71
34	3255 Argentia Rd 102	\$17.95	\$6.25	\$24.20	25	1	800	Yes	No	No	Immediate	24.02
35	350 Hazelhurst Rd	\$17.50	\$5.80	\$23.30	12	4	3000	Yes	Yes	No	Immediate	24.35
36	6525 Mississauga Rd Opt. 4	\$18.25	\$5.90	\$24.15	15	1	-	Yes	Yes	No	Aug-25	24.45
37	1550 Caterpillar Rd A	\$15.25	\$5.45	\$20.70	3	1	3000	No	No	No	Immediate	25.18
38	261 Ambassador Dr	\$16.95	\$5.65	\$22.60	4	1	-	No	No	No	TBC	25.25
39	6300 Kennedy Rd 4	\$18.75	\$5.95	\$24.70	5	1	-	No	No	No	Jan-26	25.57
40	2333 North Sheridan Way Opt 5	\$16.50	\$5.60	\$22.10	7	1	600	No	No	No	Jun-25	26.06
41	2800 Matheson Blvd E	\$19.00	\$6.00	\$25.00	5	1	-	No	No	No	Aug-25	26.28
42	2400 Skymark Ave 1-Opt 1	\$19.95	\$6.10	\$26.05	3	1	-	No	No	No	May-25	27.57
43	6885-6895 Menway Crt	\$18.25	\$5.90	\$24.15	5	5	800	No	No	No	Immediate	27.88
44	190 Ambassador Dr	\$18.00	\$5.85	\$23.85	4	1	800	No	No	No	Jan-26	28.94

GAP ANALYSIS

Distance to Competitive Threshold (Rank #3)

Metric	Value
Subject Weighted Score	21.08
Rank #3 Weighted Score	11.93
Rank #3 Property	560 Slate Dr
Gap to Close	9.15 points

To achieve Rank #3 and become competitive, subject must improve weighted score by **9.15 points**.

RECOMMENDED ACTIONS

Sensitivity Analysis: Pricing Adjustments to Achieve Rank #3

Option 1: Net Rent Reduction

- **Reduction:** \$2.86/sf
- **New Net Rent:** \$13.09/sf
- **Estimated New Rank:** #3

- **Estimated New Score:** 11.93
- **Explanation:** Reduce rent by \$2.86/sf to close 9.15 point gap

Option 2: TMI Reduction

- **Reduction:** \$3.27/sf
- **New TMI:** \$2.23/sf
- **Estimated New Rank:** #4
- **Estimated New Score:** 12.13
- **Explanation:** Reduce TMI by \$3.27/sf (negotiate with property manager)

Option 3: Combined Rent + TMI Reduction

- **Rent Reduction:** \$1.43/sf
- **TMI Reduction:** \$1.64/sf
- **New Net Rent:** \$14.52/sf
- **New TMI:** \$3.86/sf
- **Estimated New Rank:** #3
- **Estimated New Score:** 11.93
- **Explanation:** Split adjustment: \$1.43/sf rent + \$1.64/sf TMI

RECOMMENDATION: AGGRESSIVE PRICING REDUCTION OR REPOSITIONING

You are ranked #24 - **SERIOUS COMPETITIVE DISADVANTAGE**. Consider: - **Aggressive rent reduction:** \$0.92/sf or more - **Capital investment:** Address structural weaknesses (parking, clear height, building age) - **Reposition:** Convert to alternative use (self-storage, last-mile delivery, etc.) - **Exit strategy:** Sell to value-add investor or owner-user

Price reduction alone may not be sufficient to overcome structural disadvantages.

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 x 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

Generated by: Relative Valuation Calculator v1.0.0 Analysis Date: {results.analysis_date} Report Generated: {datetime.now().strftime('%Y-%m-%d %H:%M:%S')} ET