

# News Release

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NATIONAL ASSOCIATION OF  
REALTORS®

*The Voice for Real Estate®*

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## **NAR COMMERCIAL REAL ESTATE PRODUCTS OFFER VITAL MARKET INFORMATION FOR SHARPENING PROJECT PROPOSALS**

WASHINGTON (July 2, 2002) – Two research products that can help commercial real estate practitioners sharpen their project proposals are now available through the National Association of Realtors®.

Offered through an agreement with commercial research provider Property & Portfolio Research, the two quarterly commercial reports feature in-depth analyses of market areas that give a more accurate picture than other publications of local economic and real estate conditions.

“These two products spell out the economic and regional factors that impact an investor’s return on investment, the bottom line for any prospectus a commercial broker writes up,” says David Lereah, NAR’s chief economist. “Commercial practitioners need this kind of information to make their proposals; but until now, they had to gather from disparate sources the kind of information we make available here for less cost.”

The two publications—“PPR Fundamentals” and “Metro Market Facts”—are offered to NAR members at a discount through a recently formed partnership between NAR and Property & Portfolio Research.

“PPR Fundamentals” provides a five-year history and forecast of vacancy rates, inventory, starts, completions, absorption, and rent changes for six property types—apartment, hotel, office, retail, single-family, and warehouse—in 54 urban areas. The report also offers a short market narrative and a snapshot of what’s in the development pipeline, as well as a list of 50 major projects under way in each metro area. Reports are updated in March, June, September, and December.

“Metro Market Facts” contains national, regional and local price, rent and cap rates for apartment, retail, industrial, suburban office, and central business district office sections in 50 different metropolitan areas. The MMF offers 30 pages of economic, employment, demographic, and population data, including market analysis for the specific metro area requested. It also assesses metro trends and provides a framework for due diligence.

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## **NAR COMMERCIAL PRODUCTS – add one**

“Metro Market Facts” is a highly sought-after report and is widely recognized as being the most efficient research for market-specific real estate and economic conditions in the industry,” says Lereah.

“PPR Fundamentals” is available to NAR members for \$300 per quarterly report, \$1,000 annually; for all property types in one market, the cost is \$2,000 a year. Ask for item #PPR.

MMF is \$125 per quarterly report, or \$325 annually. Ask for item #MMF.

To order, call 800/874-6599, dial “0” when prompted and ask for the item; or see [realtor.org/research.nsf/pages/pro&ser](http://realtor.org/research.nsf/pages/pro&ser), for more information.

With offices in Boston and London, PPR is a leading provider of independent real estate research and forecasts commercial real estate markets in 54 U.S. cities. In addition, through a venture with F.W. Dodge, the firm provides the industry with data on real estate development through its Pipeline database. PPR’s clients include pension funds, Wall Street firms, investment advisors, insurance companies, commercial banks, public companies, family offices, and private capital sources—domestic and international—concerned with debt and equity transacted in public and private markets. Additional information is available at [www.ppr-research.com](http://www.ppr-research.com).

“We are pleased to be of service to the NAR community. There are terrific complementarities between PPR’s coverage of markets and property types and the businesses of NAR members. We look forward to a mutually beneficial sharing of interests and resources,” says Susan Hudson-Wilson, founder and chief executive officer of PPR.

The National Association of Realtors<sup>®</sup>, “The Voice for Real Estate,” is America’s largest trade association, representing more than 800,000 members involved in all aspects of the residential and commercial real estate industries.

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**Information about NAR is available at <http://realtor.org>. This and other news releases are posted in the Web site’s “News Media” section.**