

# Newsletter – December 2009

*This newsletter is a publication of Anderson-Bell, Inc. an Atlanta based commercial real estate consultancy. It is designed to provide our readers with market data, technology, news for our tenants, legal information and other timely and interesting information for our readers.*



## National Outlook

**Employment Demand Outlook: Need To Survive Next Three Months. If landlords** across the country can make it through the coming layoff season, (November - January), they may begin to see some stabilization in space demand. Looking out 12 to 24 months, business owners say they expect their companies to emerge from the recession well positioned for growth over the next two years, according to a crop of employment outlook reports issued this week. The bad news is that if the past nine years of employment trends holds, employers could be laying off more than 1.1 million workers in the next three months . . .

[To read entire article . . .](#)

By Mark Heschmeyer, CoStar Group

---

## The Tenant's Perspective

### **Tenants Take Upper Hand in Office Leasing as Rents, Occupancies Slip.**

So this is what the "new normal" looks like in U.S. office leasing markets. Building revenues flat line as tenants, now more willing and sometimes able to find larger and better-quality space for their leasing dollar, begin flexing their muscles at the bargaining table. Up until now, most recession-pinched companies have been too pre-occupied cutting workers or dealing with other economy-related problems to focus on their real estate . . .

[To read entire article . . .](#)

By Randyl Drummer, CoStar Group



## Anderson Bell – Success Story

**Esther Plaza, a retail center**, in Marietta, GA is now 100% leased. When the assignment was started three vacancies existed. The national retail market's downturn caused great concern about the lease-up chances. A leasing campaign was started including national and local efforts. The results were excellent in spite of market conditions. All the tenants are nationals which provide steady rent stream for the owner and a vibrant business arena for the tenants. The owner now is considering a sale. Anderson Bell decided to not let the despair of the market stop a typical vigorous marketing campaign that historically works.

Need more information on what you have seen here....contact us at **770.993.9900**

To subscribe to or unsubscribe from this newsletter please go to [www.anderson-bell.com/Newsletter.htm](http://www.anderson-bell.com/Newsletter.htm)