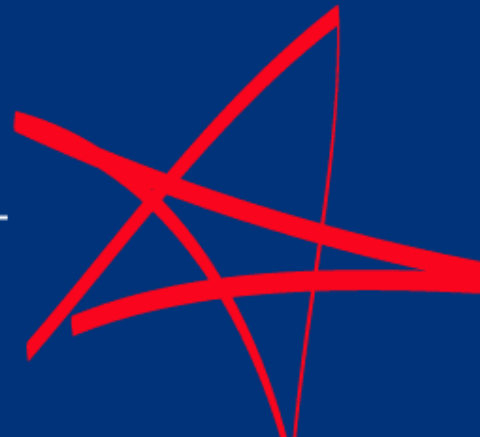


Greater Chicagoland Real Estate Survey Results

ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL



Survey Background & Purpose

In April, 2010, RAEDC distributed a survey created by staff to understand the following:

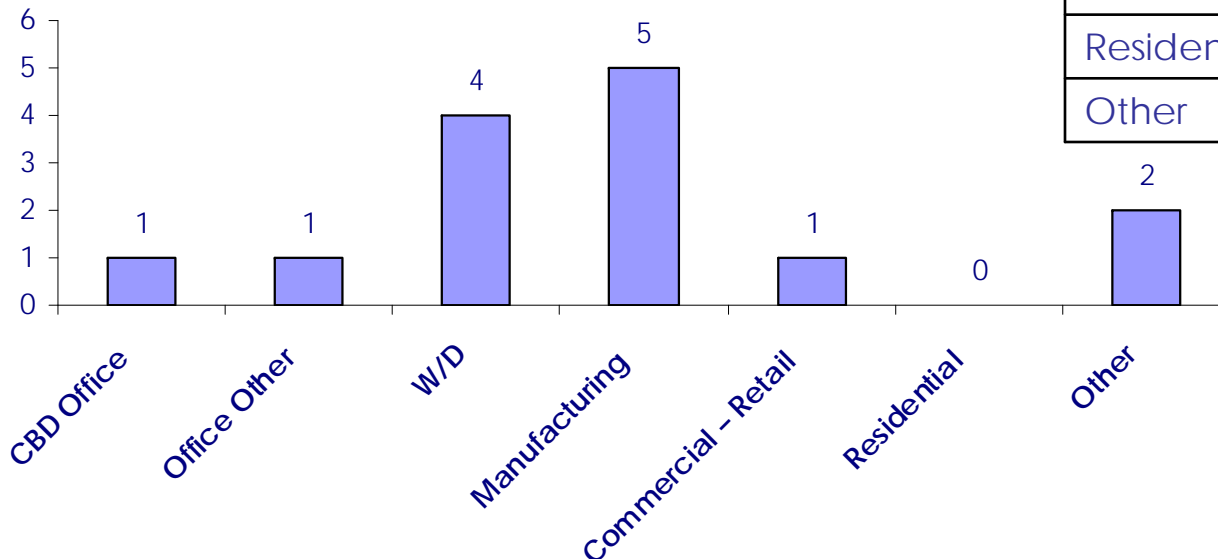
- Perceptions of the Chicagoland real-estate professionals of the Rockford Area
- New trends of the Chicagoland real-estate market
- Obstacles facing Chicagoland real-estate professionals
- How the Rockford Area can help Chicagoland real-estate professionals grow their business

The survey was distributed to 617 real-estate professionals working in the Chicagoland Market



Primary Real Estate Focus

My primary real estate focus is on:

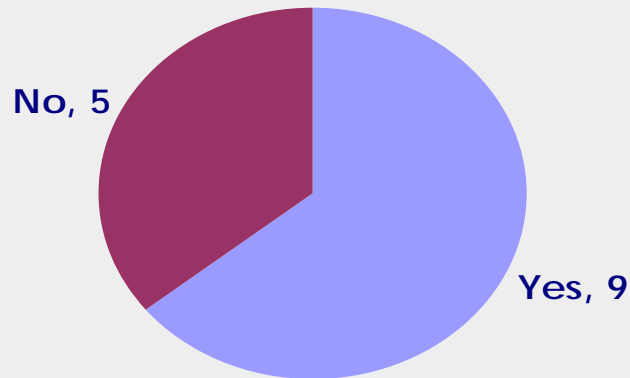


Answer Options	Response Percent
CBD Office	7.1%
Office Other	7.1%
W/D	28.6%
Manufacturing	35.7%
Commercial – Retail	7.1%
Residential	0.0%
Other	14.3%



Rockford Area as a Part of Chicago

Do you consider the Rockford Area to be a part of the Chicagoland Area?

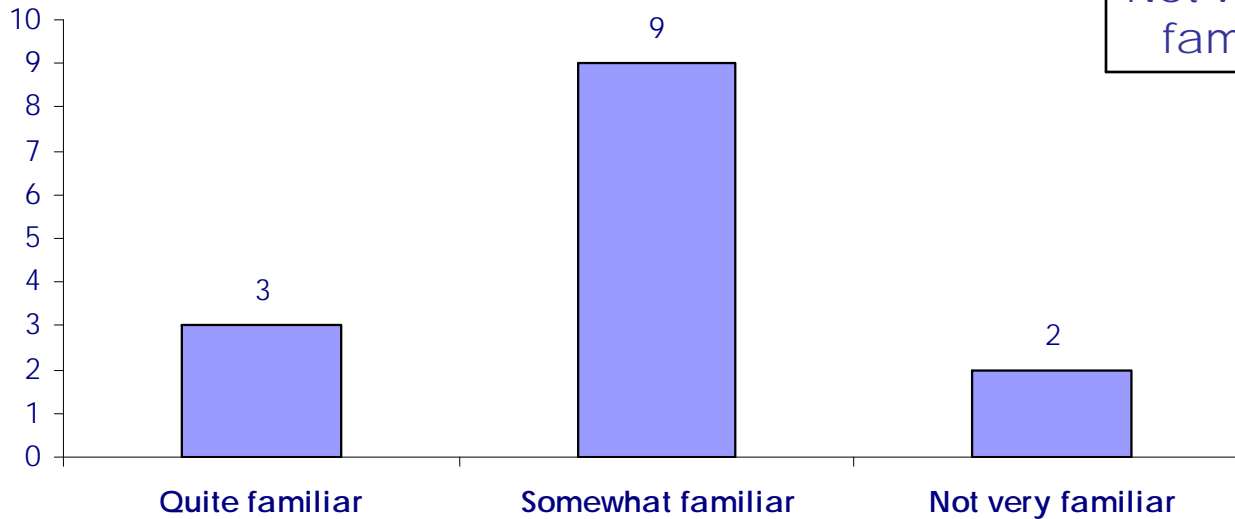


Answer Options	Response Percent
Yes	64.3%
No	35.7%



Rockford Region's Development Opportunities

How familiar are you with the Rockford Region's development opportunities?

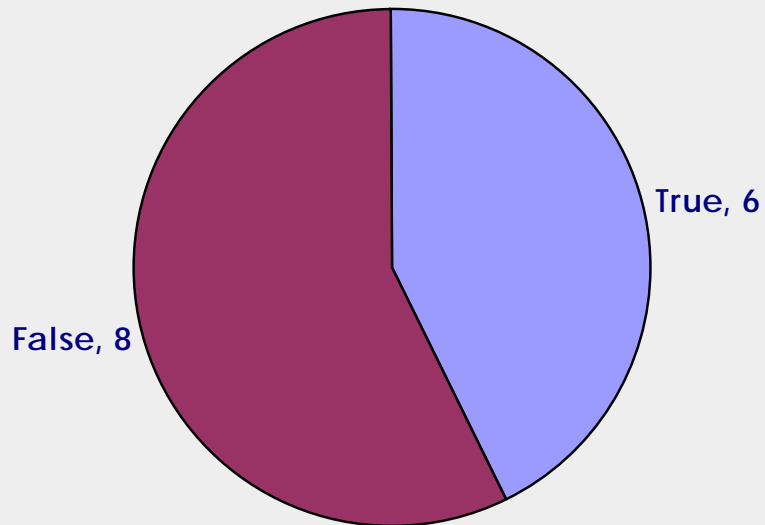


Answer Options	Response Percent
Quite familiar	21.4%
Somewhat familiar	64.3%
Not very familiar	14.3%



Referrals

I have provided information to a client about the Rockford Area within the last three months.

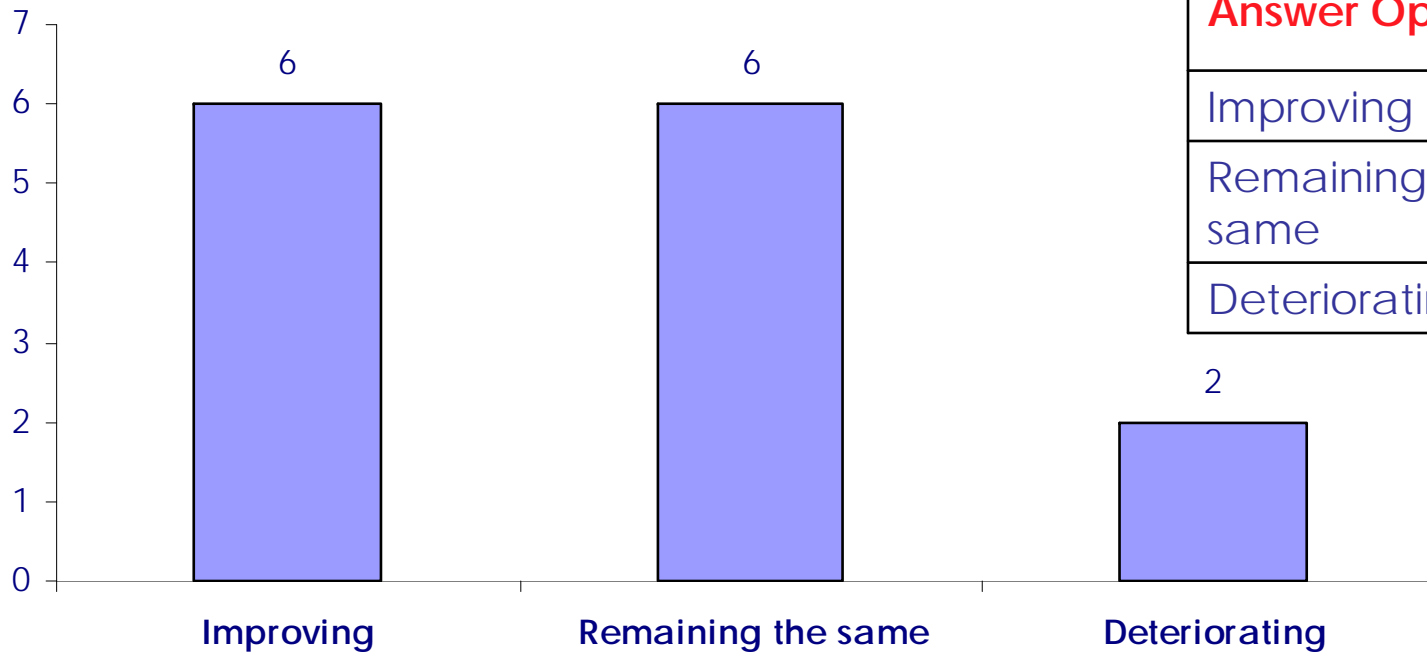


Answer Options	Response Percent
True	42.9%
False	57.1%



Chicagoland Real Estate Market Status

Is the Greater Chicagoland Real Estate market:

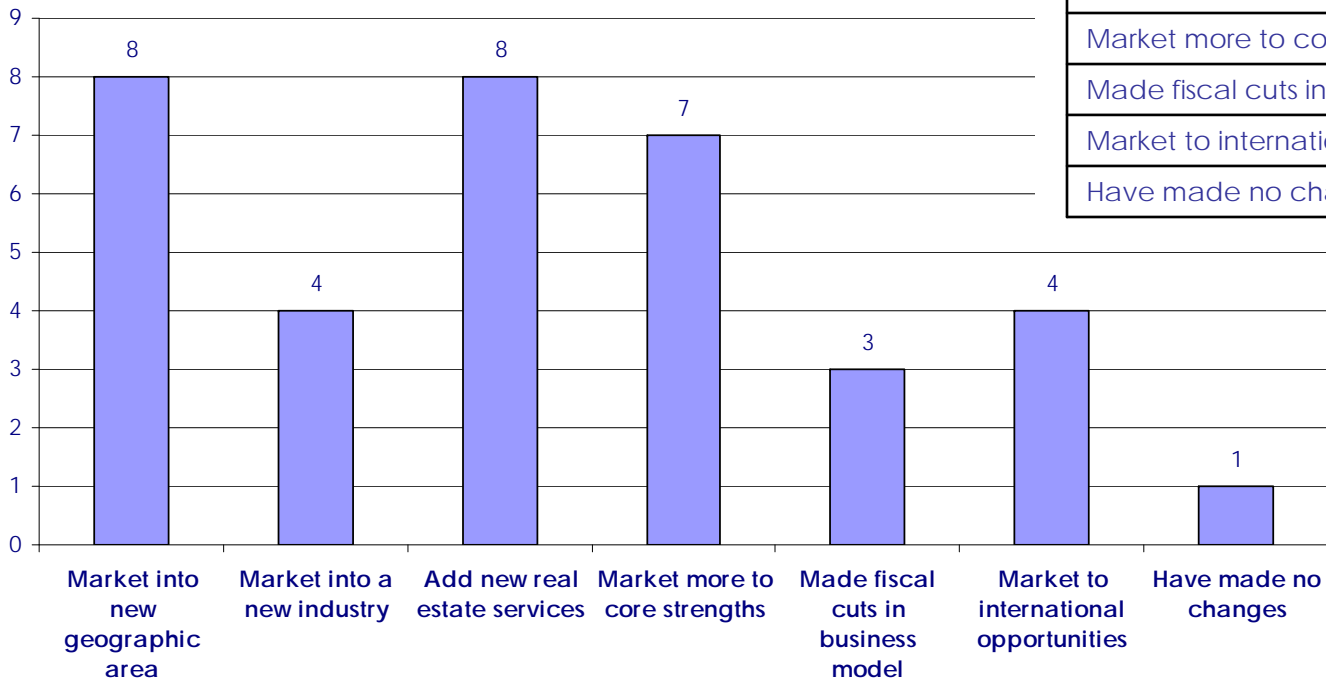


Answer Options	Response Percent
Improving	42.9%
Remaining the same	42.9%
Deteriorating	14.3%



Growing Business & Services

What are you doing to grow your business and services

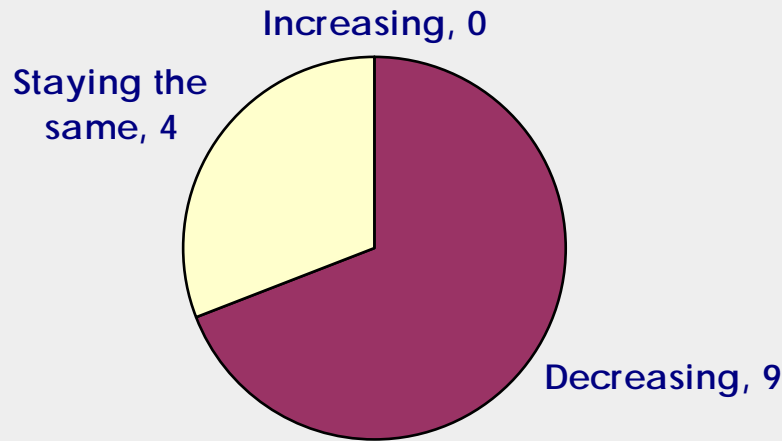


Answer Options	Response Percent
Market into new geographic area	57.1%
Market into a new industry	28.6%
Add new real estate services	57.1%
Market more to core strengths	50.0%
Made fiscal cuts in business model	21.4%
Market to international opportunities	28.6%
Have made no changes	7.1%



Property Rental Rates

Do you find property rental rates in the Greater Chicagoland real estate market are:

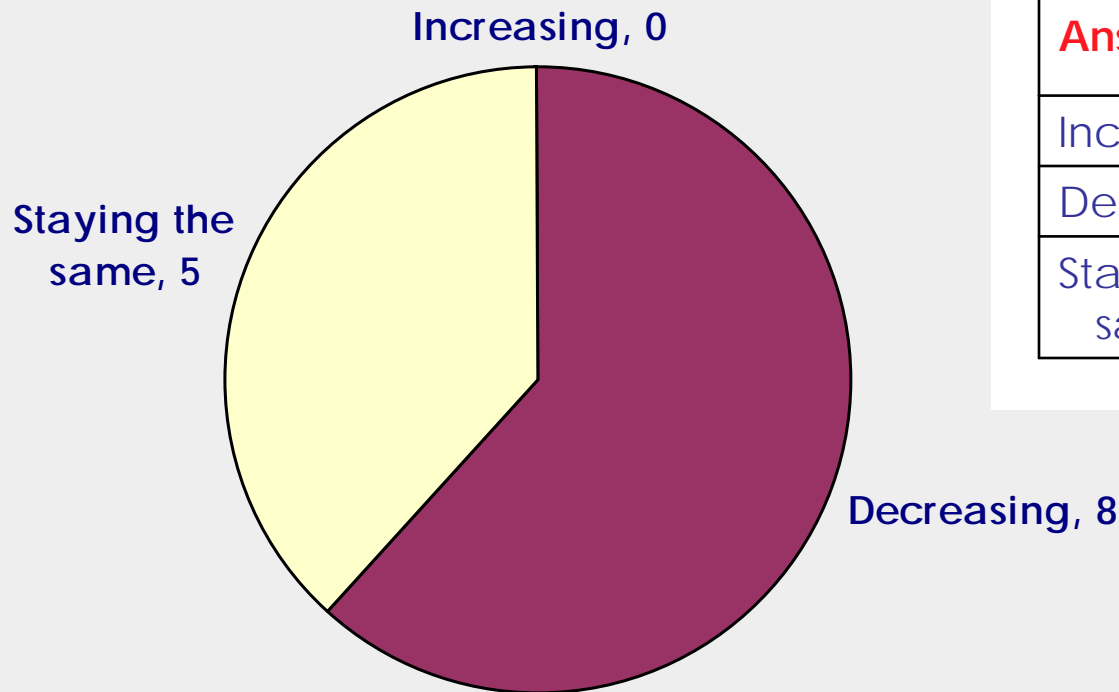


Answer Options	Response Percent
Increasing	0.0%
Decreasing	69.2%
Staying the same	30.8%



Chicagoland Land Costs

Do you find land cost in the Greater Chicagoland real estate market is:

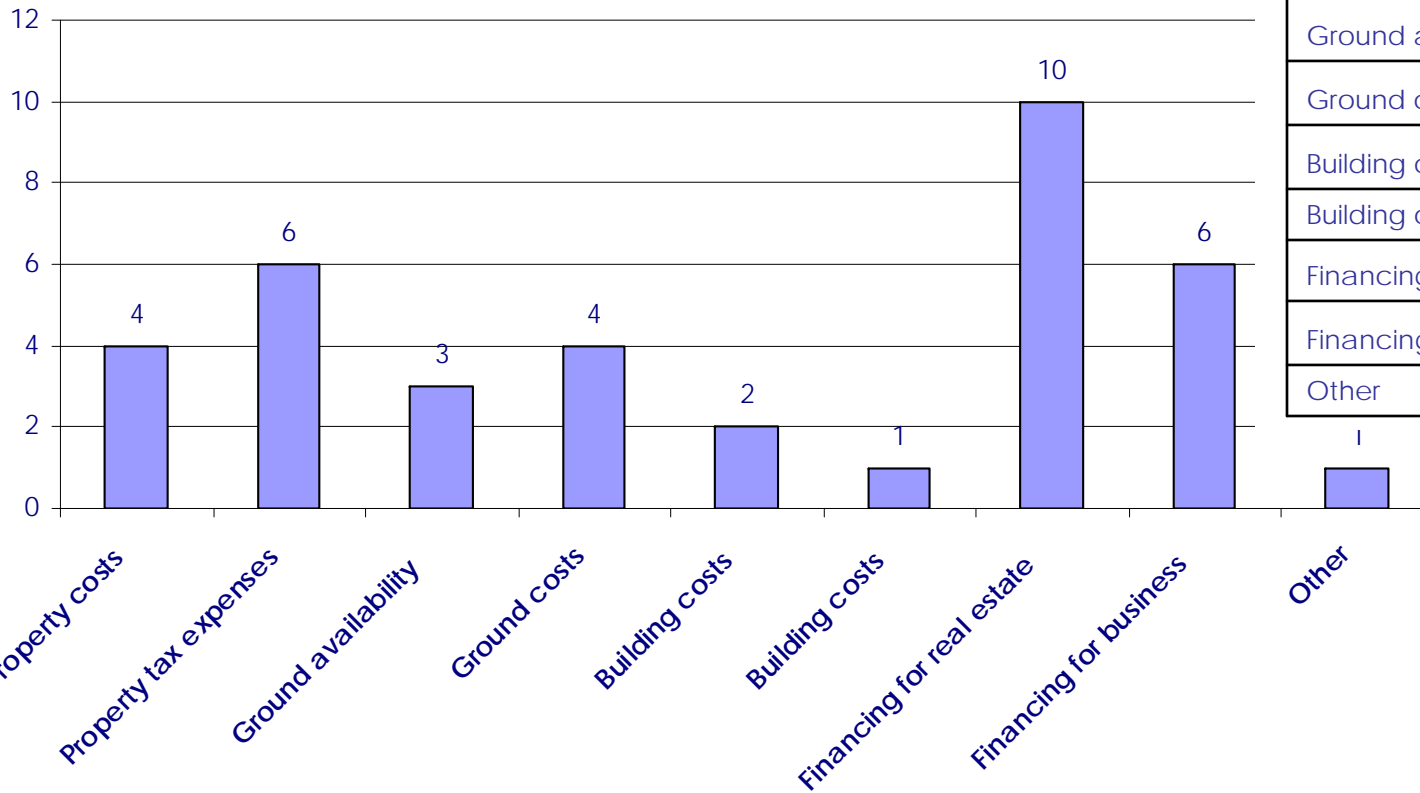


Answer Options	Response Percent
Increasing	0.0%
Decreasing	61.5%
Staying the same	38.5%



Obstacles for Real Estate Professionals

What variables make it more difficult for you to do your job?

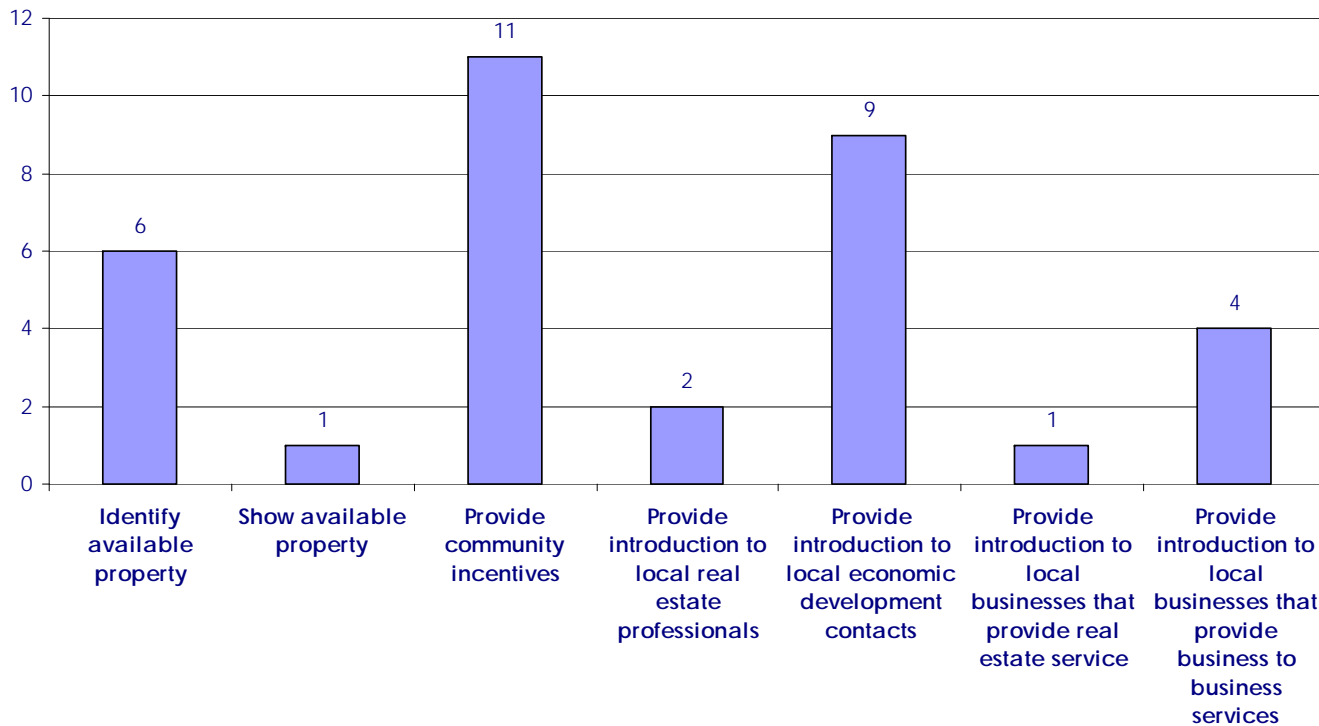


Answer Options	Response Percent
Property costs	30.8%
Property tax expenses	46.2%
Ground availability	23.1%
Ground costs	30.8%
Building costs	15.4%
Building costs	7.7%
Financing for real estate	76.9%
Financing for business	46.2%
Other	7.7%



Expected Services

Which local/community real estate services do you most want or expect to receive from local Economic Development Organizations (Select 3):

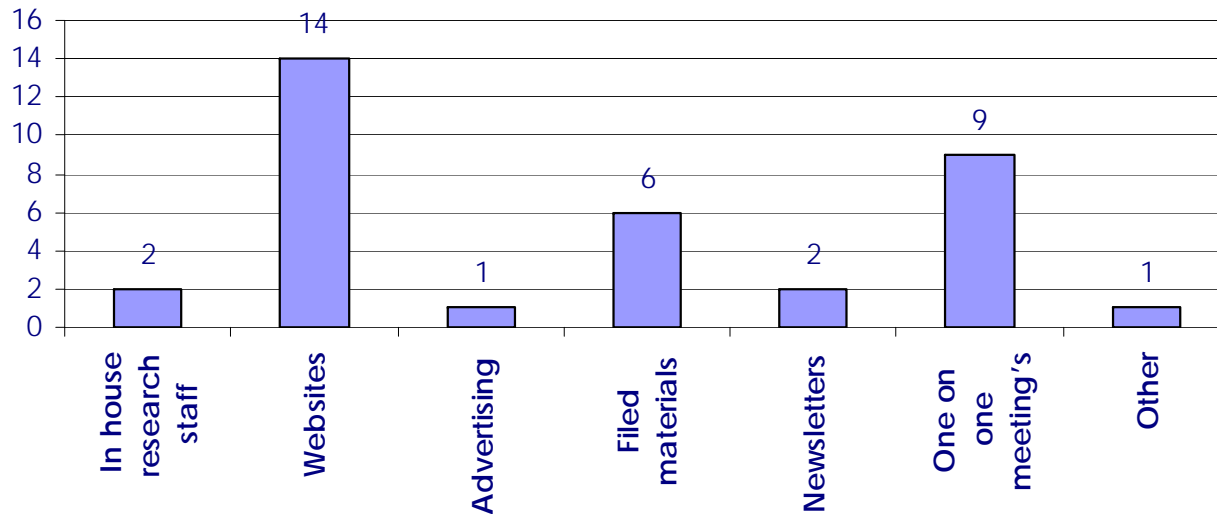


Answer Options	Response Percent
Identify available property	42.9%
Show available property	7.1%
Provide community incentives	78.6%
Provide introduction to local real estate professionals	14.3%
Provide introduction to local economic development contacts	64.3%
Provide introduction to local businesses that provide real estate service	7.1%
Provide introduction to local businesses that provide business to business services	28.6%



Research Tools Used

Which research tools do you use to become better educated on a community (select 3):

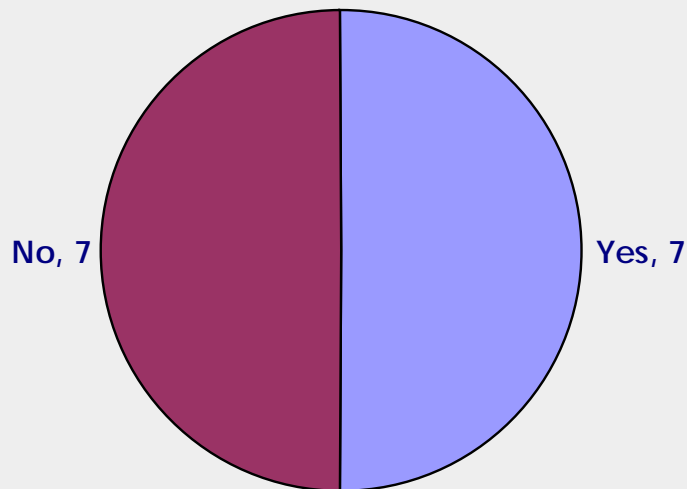


Answer Options	Response Percent
In house research staff	14.3%
Websites	100.0%
Advertising	7.1%
Filed materials	42.9%
Newsletters	14.3%
One on one meeting's	64.3%
Other	7.1%



Continued Interest

Are you interested in learning more about existing buildings, property, and development opportunities in the Rockford Area?



Answer Options	Response Percent
Yes	50.0%
No	50.0%



Rockford

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ROCKFORD AREA ECONOMIC DEVELOPMENT COUNCIL

