

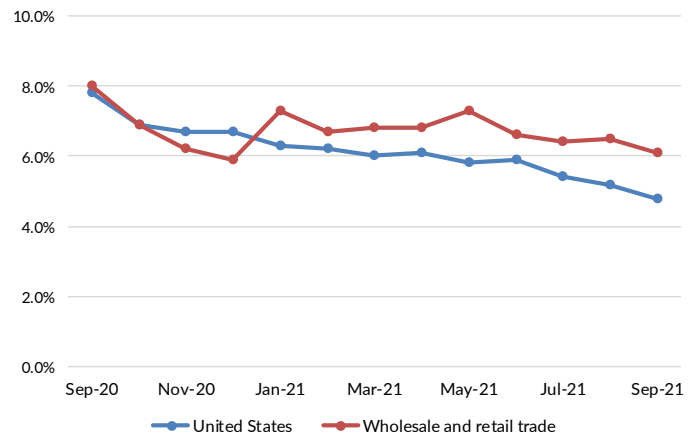
# US Shopping Center Sales Volume & Buying Trends – September 2021

COVID-19 surfaced in the United States in Mid-March 2020, over one year ago. Federal, state, and local governments responded by issuing strict stay-at-home orders and closing nonessential business. Trends in retail sales, vacancy rates, rent collection rates, and unemployment underscored the crippling effects of COVID-19 on American consumers and businesses alike. Pre-crisis, there was uncertainty surrounding the retail market as well. Given the rise in e-commerce, shopping patterns and preferences have changed, questioning the demand for brick-and-mortar retail, and multi-tenant shopping centers in particular.

This report analyzes trends in investment sales in the United States shopping center market from January 2019 through September 2021.

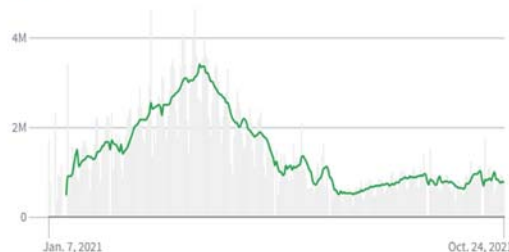
National unemployment increased significantly in 2020, from 3.5% in February to a peak of 14.8% in April 2020. Job losses in the wholesale and retail trade sector were particularly significant. Since April 2020, businesses have re-opened, and unemployment is showing signs of improvement. However, the recent rising number of new cases due to the delta variant is slowing down this progress. This metric will be watched carefully as we continue through 2021 and into 2022.

Unemployment Rate



Vaccine doses given

7-day avg: 768,503  
66.4% at least one dose



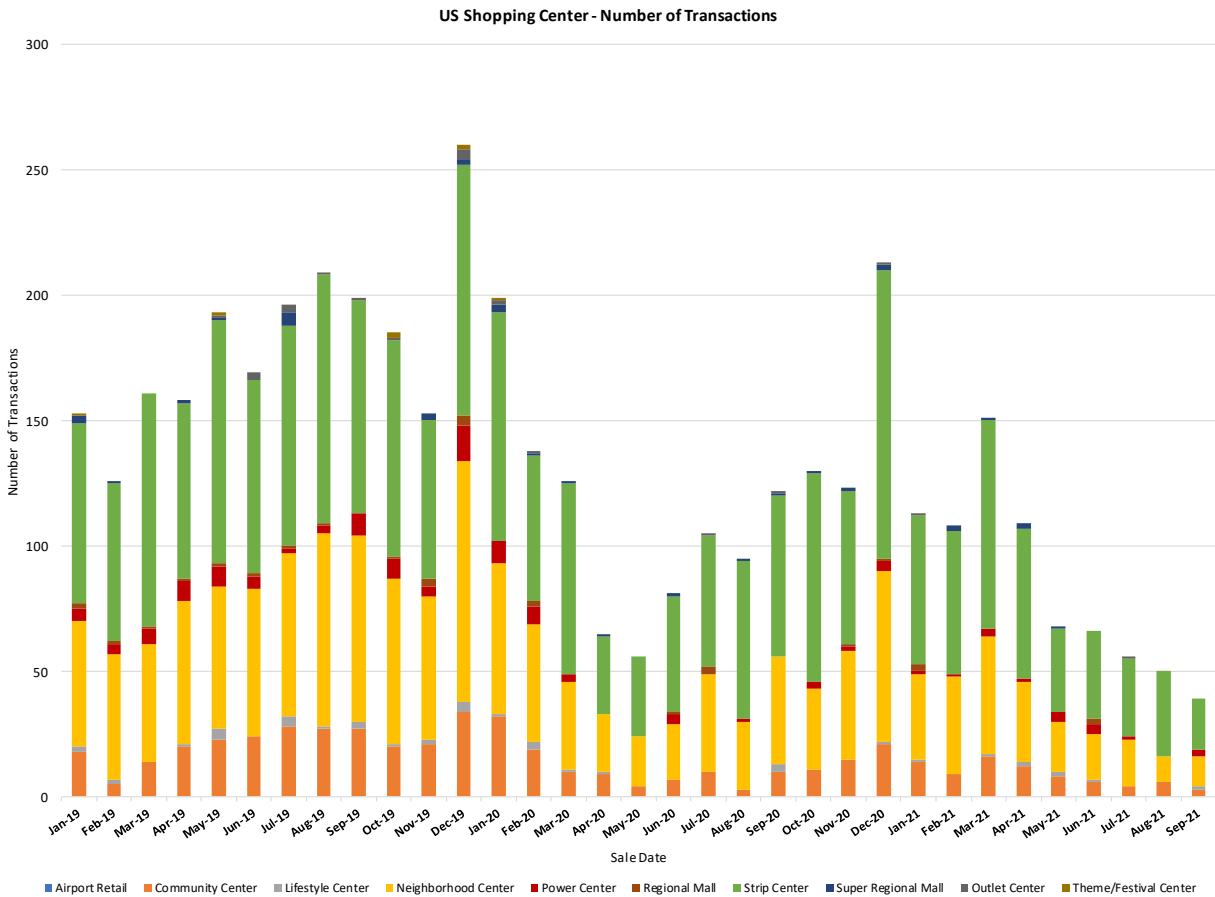
United States

New cases  
7-day avg: 72,782



Number of Sales Transactions

- Parameters: Multi-tenanted, shopping center, investment sales from January 2019 through September 2021, segmented by type of shopping center.
- Going into 2020, shopping centers were viewed as a relatively risky property type, and the ongoing crisis is perpetuating this trend.
- Originally focused on traditional retail use, shopping centers are looking at more work, play, live uses, and interim uses such as drive-through movie theaters, as the outlook for dry retail is grim.
- April 2020- initial COVID shockwaves grip market, number of transactions plummets.
- Uptick in transaction volume from May 2020 to October 2020 coincides with lower case counts.
- December 2020- 213 total transactions- the highest number of monthly sales seen since December 2019.
- September 2021- 42 total transactions - the lowest number of sales even compared to the 56 transactions seen in May 2020, which was closer to the start of the pandemic.
- Total sale transaction numbers are currently downward trending and volume will be watched carefully throughout the rest of 2021 as the delta variant continues to play into effect.



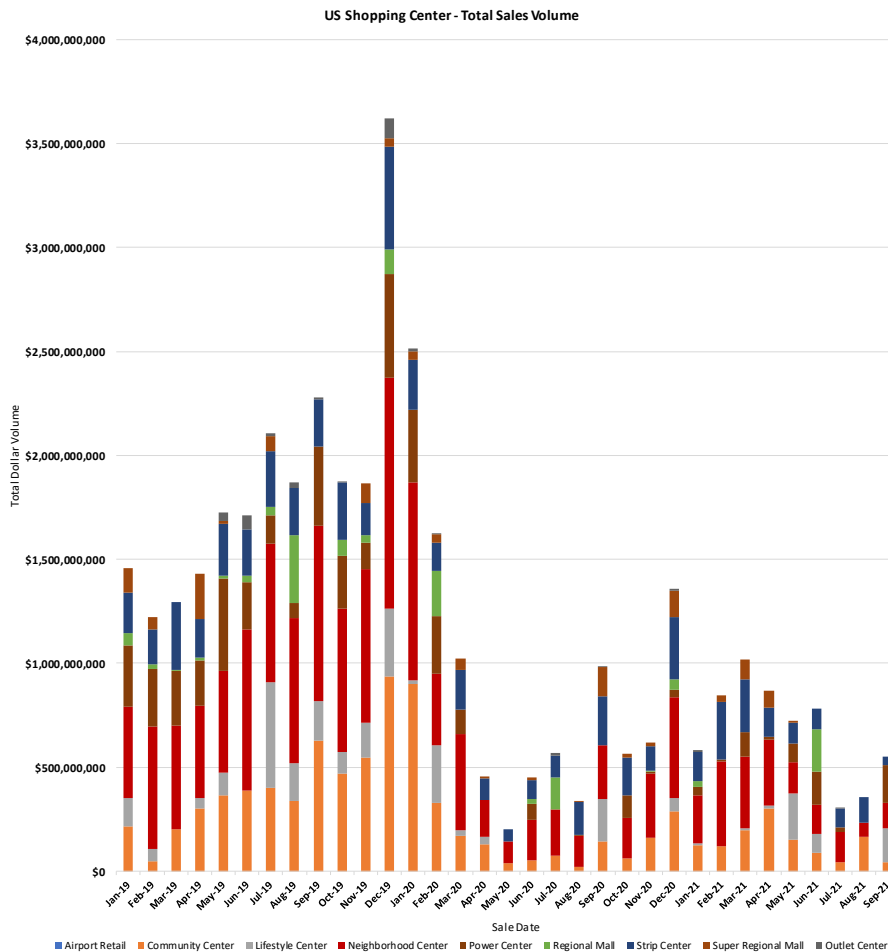
The pandemic has caused consumer spending habits to change dramatically, with ecommerce offering convenience and safety to consumers. Dry retail has suffered and will face a lot of questions in the near term, likely leading to revised store formats and greater use of in-store technology. Grocery anchored centers, and centers having “essential” services have fared better than most other segments. Despite the increase in transactions seen at the end of 2020, so far this year, overall sales volume has been trending downward and the most recent month reflects a new low point.

Dollar Volume of Sales Transactions

In 2019, the average monthly sales volume was approximately \$1.9 billion, with the peak occurring in December 2019 at \$3.7 billion. Comparatively, the average monthly sales volume in 2020 was roughly \$893 million, reflecting a decrease of approximately 53%. As of September 2021, year to date monthly volume averaged \$671 million, which is 24.9% below the 2020 average.

Monthly Dollar Volume - United States Shopping Center			
YEAR	2019	2020	2021 (Jan-Sep)
Min	\$1,220,570,600	\$202,136,891	\$308,234,141
Max	\$3,652,145,614	\$2,539,568,245	\$1,019,012,251
Average	\$1,888,879,378	\$893,498,757	\$670,832,378
% Difference	-	-52.7%	-24.9%

- The category with the highest transaction dollar volume over the analysis period is in the “Neighborhood Center” category, which comprises approximately 35% of total dollar volume. There were only twelve sales in this category in September 2021.
- The category that recorded the second highest transaction dollar volume over the analysis period was in the “Community Center” category, which comprises approximately 21% of total dollar volume. There were only three sales in this category in September 2021.
- There were zero sales in the Airport Retail, Regional Mall, Super Regional Mall, Outlet Center, and Theme/Festival Center categories in September 2021.

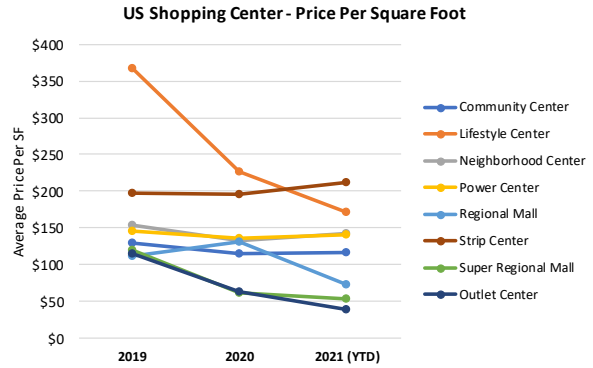


**Price Per Square Foot**

In 2019, the average price per square foot was \$182, which is higher than 2020 figures at an average price per square foot figure of \$141, and higher than year to date figures as of September 2021, at \$119 per square foot. For all property types, overall price per square foot has dropped 35% when comparing 2019 to 2021.

**Price Per Square Foot from 2019 to 2021**

Average \$ Per SF	2019	2020	2021 (YTD)	% Change
Airport Retail	N/A	N/A	N/A	N/A
Community Center	\$129	\$115	\$117	-9.8%
Lifestyle Center	\$367	\$226	\$172	-53.2%
Neighborhood Center	\$155	\$133	\$142	-7.9%
Power Center	\$146	\$137	\$140	-3.8%
Regional Mall	\$112	\$131	\$73	-34.9%
Strip Center	\$197	\$196	\$213	7.7%
Super Regional Mall	\$119	\$62	\$54	-55.1%
Outlet Center	\$115	\$63	\$39	-66.0%
Theme/Festival Center	\$297	\$205	N/A	-31.1%
Average	\$182	\$141	\$119	-34.8%



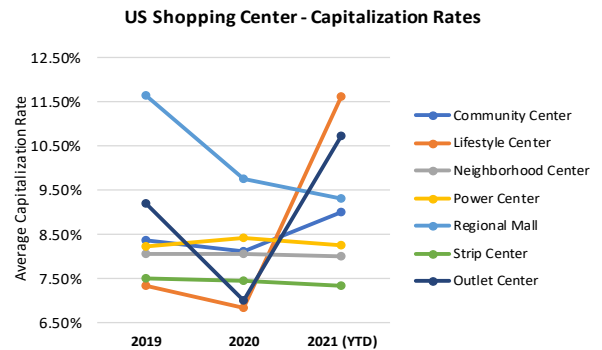
The "Outlet Center" category demonstrated a 66.0% decrease in average price per square foot from 2019 to 2021 YTD, the most significant decrease seen in the various shopping center types. Almost every segment is seeing declines compared to the past two years. The "Strip Center" category was the only category who saw growth in average price per square foot over the past two years.

**Average Capitalization Rates**

In 2019, the average cap rate for the US shopping center market was 8.52%. This figure decreased to 8.47% in 2020, and so far, there has been an increase to 9.17% in 2021.

**Average Capitalization Rate from 2019 to 2021**

Average OAR	2019	2020	2021 (YTD)	Basis Point Change
Airport Retail	N/A	N/A	N/A	N/A
Community Center	8.36%	8.09%	8.99%	63.50
Lifestyle Center	7.31%	6.83%	11.60%	428.30
Neighborhood Center	8.04%	8.05%	7.98%	-5.39
Power Center	8.22%	8.41%	8.24%	2.61
Regional Mall	11.65%	9.75%	9.31%	-233.50
Strip Center	7.50%	7.43%	7.32%	-18.15
Super Regional Mall	11.43%	12.20%	N/A	77.50
Outlet Center	9.19%	7.00%	10.73%	153.78
Theme/Festival Center	5.00%	N/A	N/A	N/A
Average	8.52%	8.47%	9.17%	64.68



We note that the 2021 stats may include un-stabilized properties, or distressed sales, which both can lead to higher cap rates. Given the large amount of uncertainty, price discovery has proven to be an area of difficulty and landlords may wait for the dust to settle before they trade their assets at low prices. Given the current climate, which has been marked by rent collection issues, and vacancy increases, we could see cap rates push upwards as 2021 heads into the fourth quarter.



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SOURCE: CoStar, STDB, US Bureau of Labor Statistics, The Motley Fool and Marshall & Stevens