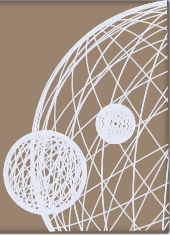


— HARRISONBURG & ROCKINGHAM — COMMERCIAL MARKET BRIEF

SECOND QUARTER 2011



MARKET SNAPSHOT** ▲ **TRANSACTIONS** (6) +50% ▼ **SALES VOLUME** \$939,800 -47% ▼ **AVERAGE DAYS ON MARKET** 164 ▼ **LIST (\$) TO SALE (\$)** -4.5%

**Year-Over-Year By Quarter

DASHBOARD*

PROPERTIES ON MARKET 236

PROPERTIES SOLD 6

SF SOLD THIS QTR 19,476SF
LAST QTR 74,591SF

(\$) SALES THIS QTR \$939,800
LAST QTR \$6,703,000

NEW LISTINGS THIS QUARTER 34

TOTAL ASKING PRICE (\$) \$32,957,000

LARGEST SALE (\$) \$375,000

LARGEST SALE (SF) 9,282SF

AVERAGE SALE (\$) \$156,633

NEXT QUARTER'S PENDING SALES (#/\$) 6/ \$3.8 Mil

* ALL AS OF JULY 1, 2011

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OVERVIEW

At first glance, it would appear that the Harrisonburg/Rockingham Commercial Real Estate market slowed down in the 2nd quarter. In fact, the numbers make a pretty compelling argument for that case. Sales volume dropped dramatically, large transactions vanished, the gap between list to sale price widened, and the number of transactions—while better than the 2nd quarter the previous year—dropped by 33% from 1st quarter volume. On paper, it would appear that the smart money has withdrawn.

But don't be fooled by numbers alone, the smart money has been working...hard.

Several significant transactions that began in the 1st quarter skipped over the 2nd quarter entirely for a myriad of reasons ranging from study periods to complex negotiations. Just because the quarter was skipped over certainly does not mean there wasn't activity. In reality, the 2nd quarter served as a launch pad for what is expected to be a very active 3rd quarter with several new business announcements and large investment acquisitions that should allow total dollar volume to surpass all of last year.

SIGNIFICANT TRANSACTIONS

PROPERTY	LOCATION	PRICE	SELLING BROKER
925 Collicello	Harrisonburg	\$375,000	Kline & May
O'Dells	Elkton	\$184,900	Cottonwood
Little Sorrell Dr*	Harrisonburg	\$750,000	Cottonwood
Emmaus Road	Harrisonburg	\$150,000	Cottonwood

* Land Transaction

TRANSACTIONS BY AREA

AREA	# TRANSACTIONS	TOTAL VOLUME
Harrisonburg	1	\$375,000
New Market Area	0	\$0
Elkton Area	4	\$479,800
Broadway Area	0	\$0
Bridgewater Area	1	\$85,000

***Please note this report excludes land transactions



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