

**Washington DC - Suburban Maryland  
May/June 2010 Survey**

Note: During the May/June survey period, Pierce-Eislen moved to a system more accurately categorizing reduced rents, rather than assigning them as concessions. Consequently, rents and concessions may appear to decline in respect to prior rents and concessions.

## Benchmark Methodology

The Eislen Benchmark Report surveys the entire market-rate universe of 50+ unit properties during three periods annually – January/February, May/June, and September/October. Rental rates and rental concessions are surveyed by telephone surveyors represented as prospective renters. Rental rate definitions are weighted mean average rents, representative of all floorplans included in all market-rate properties.

## How We Categorize Rental Properties

Rental household categories – Workforce Housing, Low Mid-Range, Upper Mid-Range, and Discretionary Households – are composed from the Pierce-Eislen Context® Improvements rating categories as:

Category	Household Type
A/A+	Discretionary
A-/B+	Upper Mid-Range
B/B-	Low Mid-Range
C+/C/C-/D	Workforce

**Terminology** – Development properties are classified as *under construction*, *planned*, or *prospective* :

*Under Construction* – Properties are under construction until final certificate of occupancy issuance.

*Planned* – A planned apartment community is actively progressing through the city approval process.

*Prospective* – A level of uncertainty regarding when, or if, a property will be developed as apartments.

Examples include: Properties requiring entitlement approvals; properties shelved by the developer; inclusion into mixed use developments, or undeclared as to whether the property will be sold as condominiums, or rented as apartments.

## Secondary Research Sources

Subject	Source
Employment Base	U.S. Bureau of Labor Statistics State Department of Economic Security
Median Home Price	Secondary Media Sources/National Association of Realtors
Median Household Income	United States Bureau of Labor Statistics
Interest Rate	United States Federal Reserve
Public Transportation	County and State Transportation Agencies
Multi-Family Sales	County Recorder Sites/Trade Publications
Development Pipeline	City and County Planning Departments/Trade Publications

**Note** – For more definitive information regarding methodologies, please see **Our Methods** at <http://www.pi-ei.com/>.

**Executive Summary**

The May/June Washington DC - Suburban Maryland apartment market survey illustrated strengthening rental market conditions.

May/June 2010 Washington DC - Suburban Maryland apartment market conditions, compared with the same 2009 period, illustrated indicator category changes as:

- *The average monthly rental rate* increased 2.7% (\$37.21) from the prior year.
- *Concession participation rates* reduced from a prior period 31.9% participation, to 16.1% during the current period.
- *Investor market transactions* increased 53.8% in number of properties sold; by 28.5% in total dollar sales.
- *Twelve-month period development added* eighteen properties – 4,203 units.

**Market Inventory**

Inventory of 50+ unit fully affordable and market rate (competitive) properties:

Category	Market Properties		Market Units	
	Number	Share of Total	Number	Share of Total
Discretionary	25	2.4 %	9,089	3.8 %
Upper Mid-Range	107	10.2	29,877	12.3
Low Mid-Range	282	26.9	87,193	36.0
Workforce	380	36.3	75,538	31.2
Affordable	253	24.2	40,263	16.6
<b>Total</b>	<b>1,047</b>	<b>100.0 %</b>	<b>241,960</b>	<b>100.0 %</b>

Among the apartment market's three primary segments – *Rental*, *Development*, and *Investor* – activity illustrated:

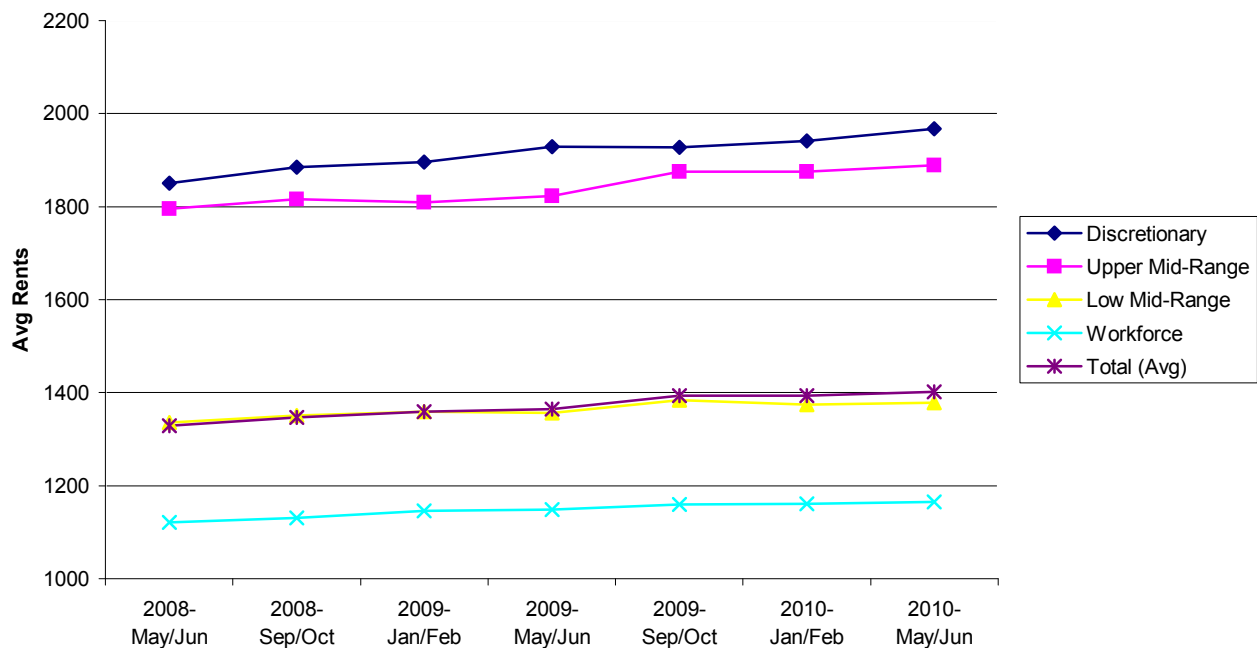
### Rental Market Conditions

#### Rental Rate Change

Market average rents, comparing May/June 2009 with same-period 2010, increased on average by \$37.21 – 2.7% – with the rate of change ranging among rental categories as:

Rental Household Type	Average Rental Rate		Change – 2009/2010	
	2009	2010	Dollars	Percentage
Discretionary	\$1,928.90	\$1,968.00	\$39.11	2.0 %
Upper Mid-Range	1,822.88	1,889.50	66.62	3.7
Low Mid-Range	1,356.32	1,378.92	22.60	1.7
Workforce	1,148.89	1,165.64	16.75	1.5
Total	\$1,364.67	\$1,401.88	\$37.21	2.7 %

Period-to-period change among surveys (January/February; May/June; and September/October) during the 24-month period extending from May/June 2008, through May/June 2010 illustrated rental category rental rate change as:



**Rental Market Conditions** *(continued)*

Of Washington DC - Suburban Maryland's 50 submarkets, five were distinguished by rental rate average increases well above the metropolitan area average:

Submarket	Inventory (Units)	Metro Area Average Rents		Change – 2009/2010	
		2009	2010	Dollars	Percentage
21 – North Capitol	1,006	\$1,720.24	\$2,144.51	\$424.27	24.7 %
18 – Brentwood/Trinidad/Woc	2,628	1,357.04	1,635.69	278.65	20.5
26 – West Foggy Bottom	3,835	2,157.61	2,344.42	186.81	8.7
31 – Columbia Heights	1,791	1,467.18	1,645.39	178.20	12.1
27 – Georgetown/Wesley Heig	2,701	1,502.54	1,652.21	149.67	10.0

At the other end of the rent spectrum, five submarkets illustrated average rental rate change below the metropolitan area averages:

Submarket	Inventory (Units)	Metro Area Average Rents		Change – 2009/2010	
		2009	2010	Dollars	Percentage
33 – North Connecticut Avenu	3,434	\$1,780.89	\$1,664.13	(\$116.76)	(6.6) %
2 – California/Leonardtown/Pi	1,021	1,187.10	1,133.28	(53.83)	(4.5)
40 – College Park	8,185	1,198.97	1,154.27	(44.70)	(3.7)
22 – Penn Quarter	2,841	2,220.84	2,182.88	(37.96)	(1.7)
16 – West Greenbelt/East Riva	4,843	1,221.78	1,187.28	(34.50)	(2.8)

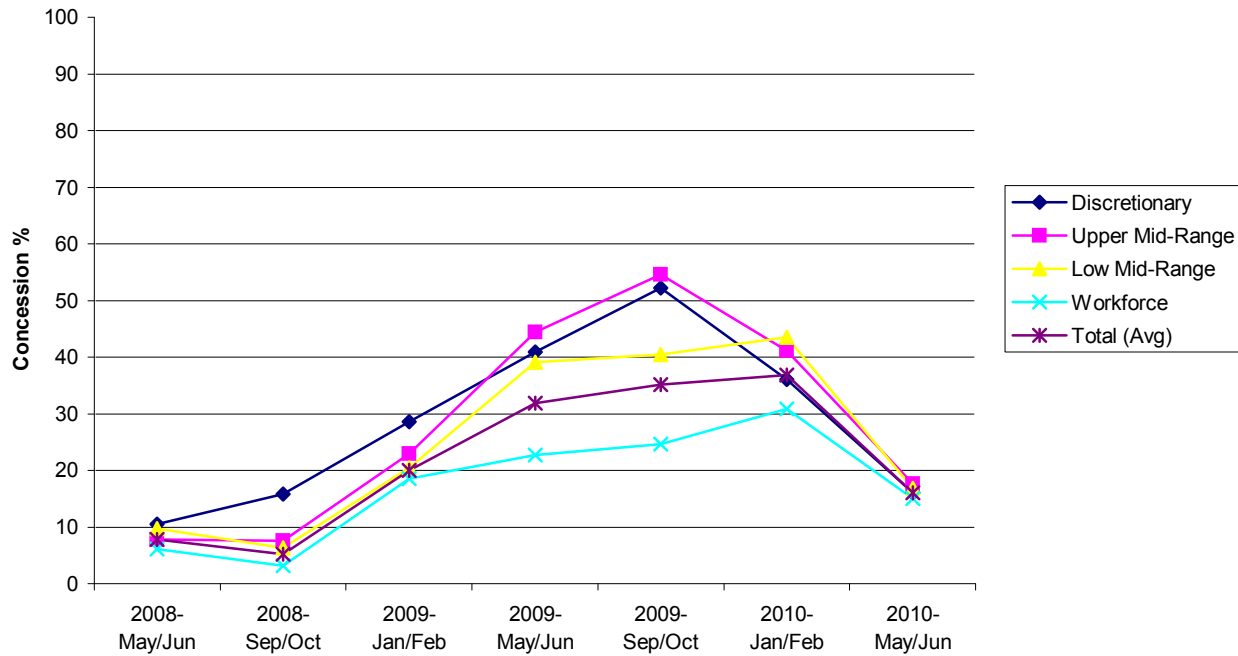
**Rental Concessions**

Rental concessions participation during the period reduced among rental categories as:

Rental Household Type	Concession Participation Rate		
	2009	2010	Change – 2009/2010
Discretionary	40.9 %	16.0 %	(24.9) %
Upper Mid-Range	44.4	17.6	(26.9)
Low Mid-Range	39.1	16.8	(22.2)
Workforce	22.7	15.1	(7.6)
Total	31.9 %	16.1 %	(15.8) %

**Rental Market Conditions** *(continued)*

A thirty-six month illustration of concessions participation illustrated significantly improving rental market conditions in the most recent periods:



Five submarkets reported the market's highest concession participation:

Submarket	Property Inventory	Concessions	
		Participation	Depth
3 – St. Charles/Waldorf	15	66.7 %	12.6 %
4 – Camp Springs/Fort Washi	9	33.3	9.1
28 – West Cleveland Park/Wi	20	30.0	3.8
45 – Downtown Bethesda	20	30.0	8.3
44 – Chevy Chase/Potomac	25	28.0	7.3

In contrast, seven submarkets reported no concession participation:

**Apartment Development Market**

**Twelve month period Washington DC - Suburban Maryland apartment completions** included 4,203 units among eighteen apartment communities, illustrating considerable emphasis on the Upper Mid-Range category:

Rental Household Type	Completions				Change – 2009/2010	
	2009		2010		Properties	Units
	Properties	Units	Properties	Units		
Discretionary	4	1,498	2	604	(2)	(894)
Upper Mid-Range	11	3,327	10	2,377	(1)	(950)
Low Mid-Range	5	677	4	734	(1)	57
Workforce	2	384	2	488	—	104
<b>Total</b>	<b>22</b>	<b>5,886</b>	<b>18</b>	<b>4,203</b>	<b>(4)</b>	<b>(1,683)</b>

**Washington DC - Suburban Maryland apartment development in process** included 6,010 units under construction among twenty-four properties; 132 properties were included in planning and preplanning:

Development Status	Properties	Units
Under Construction	24	6,010
Planned	64	22,848
Prospective	68	32,370
<b>Total</b>	<b>156</b>	<b>61,228</b>

**The metropolitan area's most active developers** included:

Developer	Developments Under Construction	
	Properties	Units
William C. Smith & Company	2	196
Archstone	1	469
Stonebridge Associates	1	440
JBG Companies	1	397
George Washington University	1	335
Saba Group, The	1	316
Fairfield Residential	1	315
<b>Total</b>	<b>8</b>	<b>2,468</b>

**Investor Market Activity**

**Seven more properties** – 53.8% – were sold during the 12-month period versus the prior year same-period:

Rental Household Type	Property Sales		Share of Total	Change – 2009/2010	
	2009	2010		Numeric	Percentage
Discretionary	—	3	15.0 %	3	— %
Upper Mid-Range	3	7	35.0	4	133.3
Low Mid-Range	4	5	25.0	1	25.0
Workforce	6	5	25.0	(1)	(16.7)
<b>Total</b>	<b>13</b>	<b>20</b>	<b>100.0 %</b>	<b>7</b>	<b>53.8 %</b>

**Total metropolitan area dollar sales** increased by a factor of 28.5% from the prior year:

Rental Household Type	Dollar Sales (000)		Share of Total	Change – 2009/2010	
	2009	2010		Dollars (000)	Percentage
Discretionary	\$ —	\$233,300	25.4 %	\$233,300	— %
Upper Mid-Range	254,200	461,012	50.2	206,812	81.4
Low Mid-Range	389,250	178,084	19.4	(211,166)	(54.2)
Workforce	71,050	45,683	5.0	(25,367)	(35.7)
<b>Total</b>	<b>\$714,500</b>	<b>\$918,080</b>	<b>100.0 %</b>	<b>\$203,580</b>	<b>28.5 %</b>

**The metropolitan average selling price per unit** increased from the prior period:

Rental Household Type	Average Selling Price Per Unit		Change – 2009/2010	
	2009	2010	Dollars	Percentage
Discretionary	\$ —	\$263,318	\$263,318	— %
Upper Mid-Range	194,789	230,276	35,486	18.2
Low Mid-Range	106,121	99,879	(6,242)	(5.9)
Workforce	77,991	95,572	17,581	22.5
<b>Total</b>	<b>\$121,431</b>	<b>\$178,302</b>	<b>\$56,871</b>	<b>46.8 %</b>

**Average per-square-foot selling prices** also increased from the prior period:

Rental Household Type	Average Selling Price Per Square Foot		Change – 2009/2010	
	2009	2010	Dollars	Percentage
Discretionary	\$ —	\$361.13	\$361.13	— %
Upper Mid-Range	195.58	241.84	46.26	23.7
Low Mid-Range	113.34	107.24	(6.11)	(5.4)
Workforce	101.94	142.36	40.42	39.6
<b>Total</b>	<b>\$131.56</b>	<b>\$202.50</b>	<b>\$70.93</b>	<b>53.9 %</b>

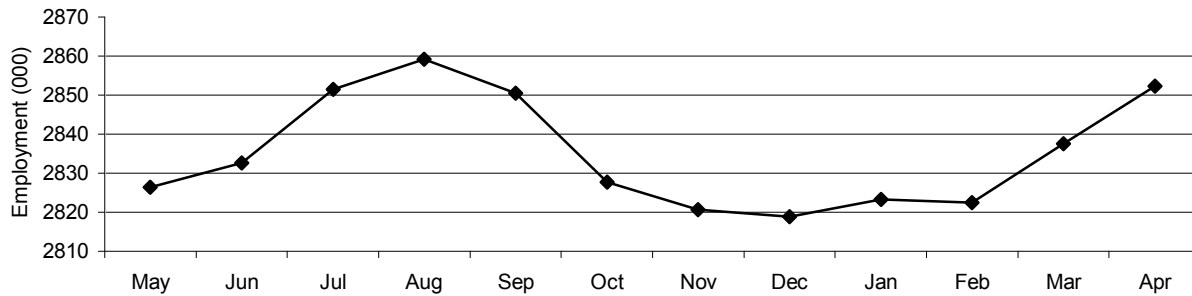
**Employment**

Washington DC non-agricultural employment during the three-year period extending from 2006 through 2009 year-end reduced 95,500 jobs – a 3.3% decrease.

Period Ending	Employment (000)	Change	
		Jobs (000)	Percentage
12/2006	2,905.0	–	–
12/2007	3,027.0	122.0	4.2
12/2008	2,862.7	<164.3>	<5.4>
12/2009	2,809.5	<53.2>	<1.8>

Source: United States Bureau of Labor Statistics

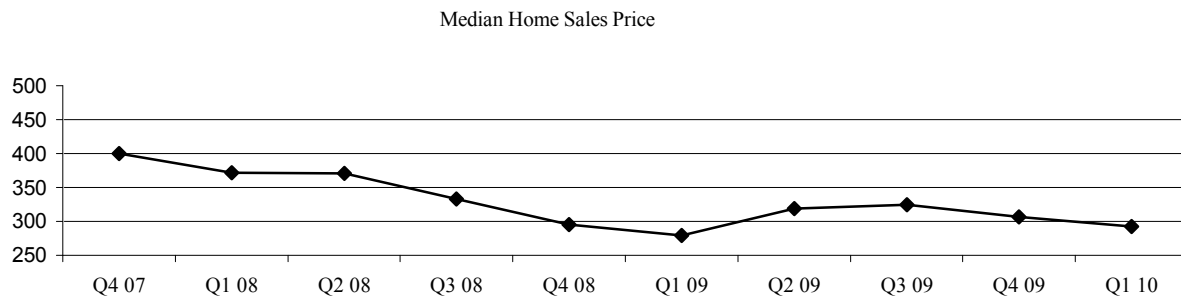
Metropolitan area three-month average employment illustrated a strengthening employment condition during the most recent periods:



Source: United States Bureau of Labor Statistics

**Single Family Housing Activity**

Metropolitan area home sales prices continued to decline into the first quarter of 2010:



Source: National Association of Realtors

**Single Family Housing Activity** *(continued)*

Recent Affordability Index change illustrated continuing improvement in the median income households' ability to purchase a median-priced home.

Quarter	Affordability Index
2009 1	148
2	172
3	175
4	158
2010 1	154
2	166
3	
4	

**Sources:**

- Median Home Price: National Association of Realtors
- Median Household Income: United States Dept of Housing & Urban Development
- Interest Rate (applied to affordability index calculation): U.S. Federal Reserve

**Public Transportation**

***DC Streetcar Project***

*The DC Streetcar Project* – The streetcar will run along the west side of South Capitol Street between the Bolling Air Force Base and Navy Annex stops. The project is being proposed again.

*Source: Maryland Department of Transportation*

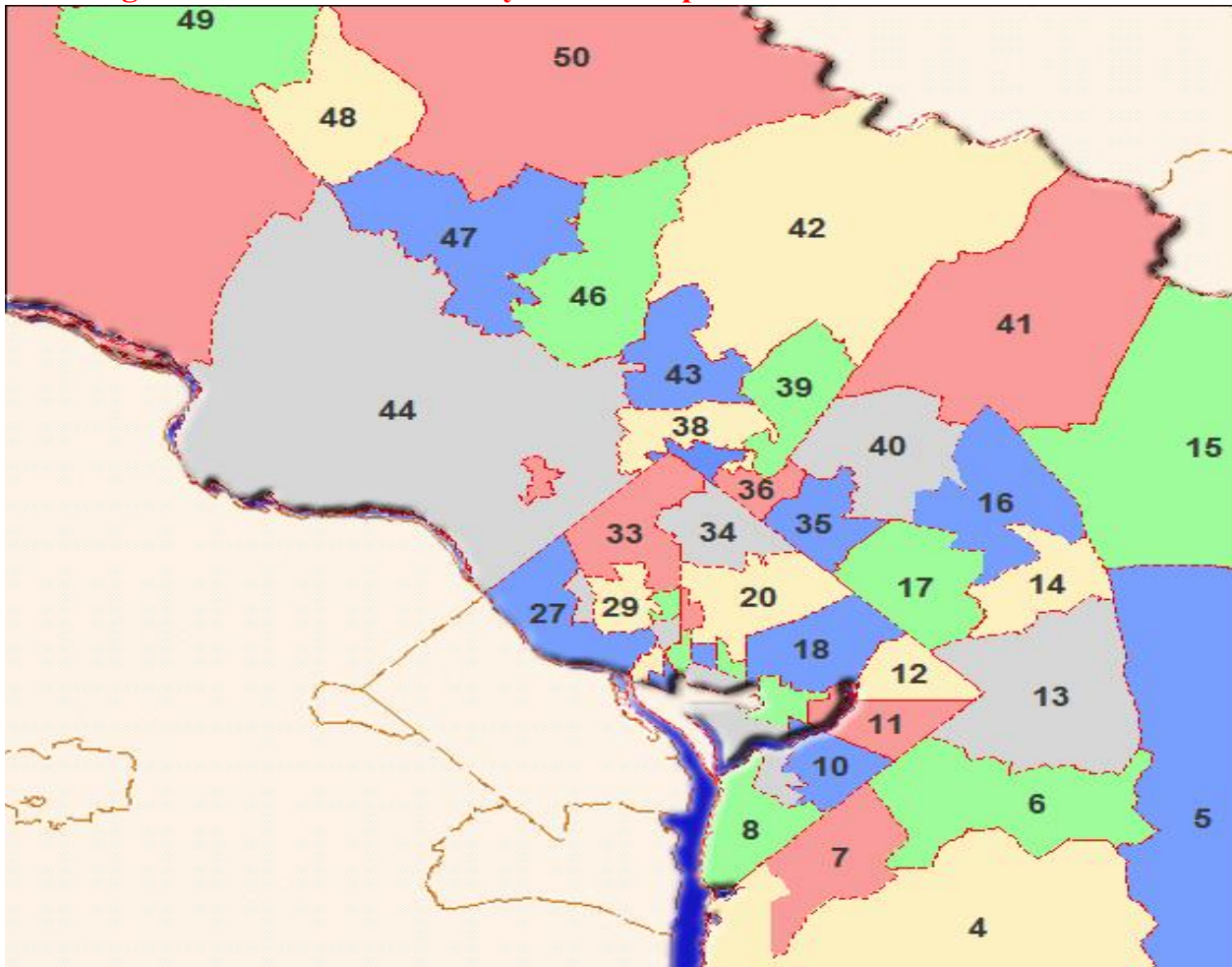
***Freeway Development***

*The Intercounty Connector* – The ICC will be an eighteen-mile toll road that begins at I-370 close to Gaithersburg and ends in Laurel near Route 1. The ICC will have three lanes in each direction between I-370 and I-95 and two lanes in each direction from I-95 to Route 1. Completion is scheduled in 2012.

*I-95/I-495, Capital Beltway Project* – This project will convert the I-95/I-495 interchange at Arena Drive from a part time interchange to a full time. The location of the project is at Arena Drive from MD 202 to MD 214. Completion is scheduled in Summer 2009.

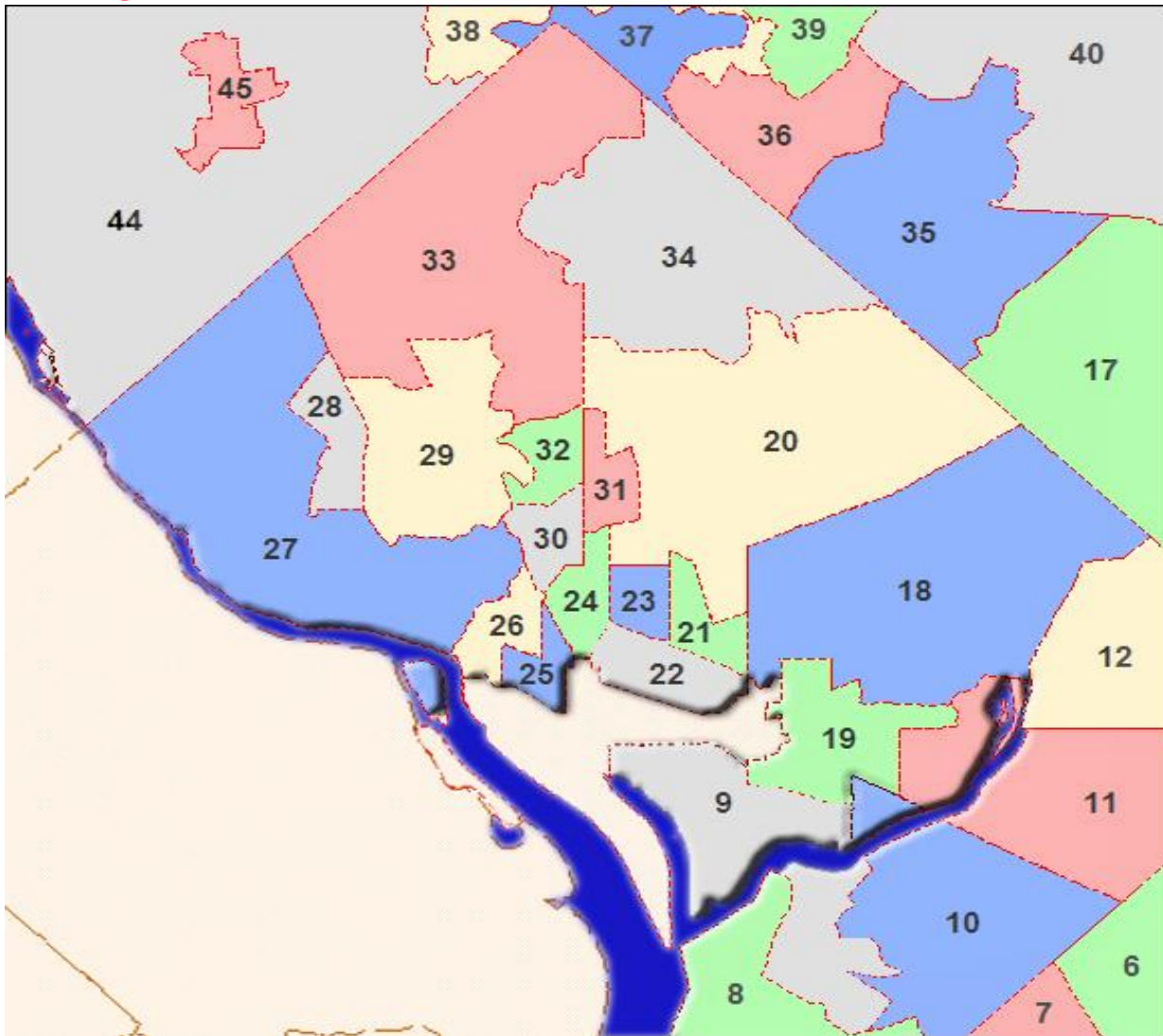
*Source: Maryland Department of Transportation*

**Washington DC & Suburban Maryland Metropolitan Area Submarkets**



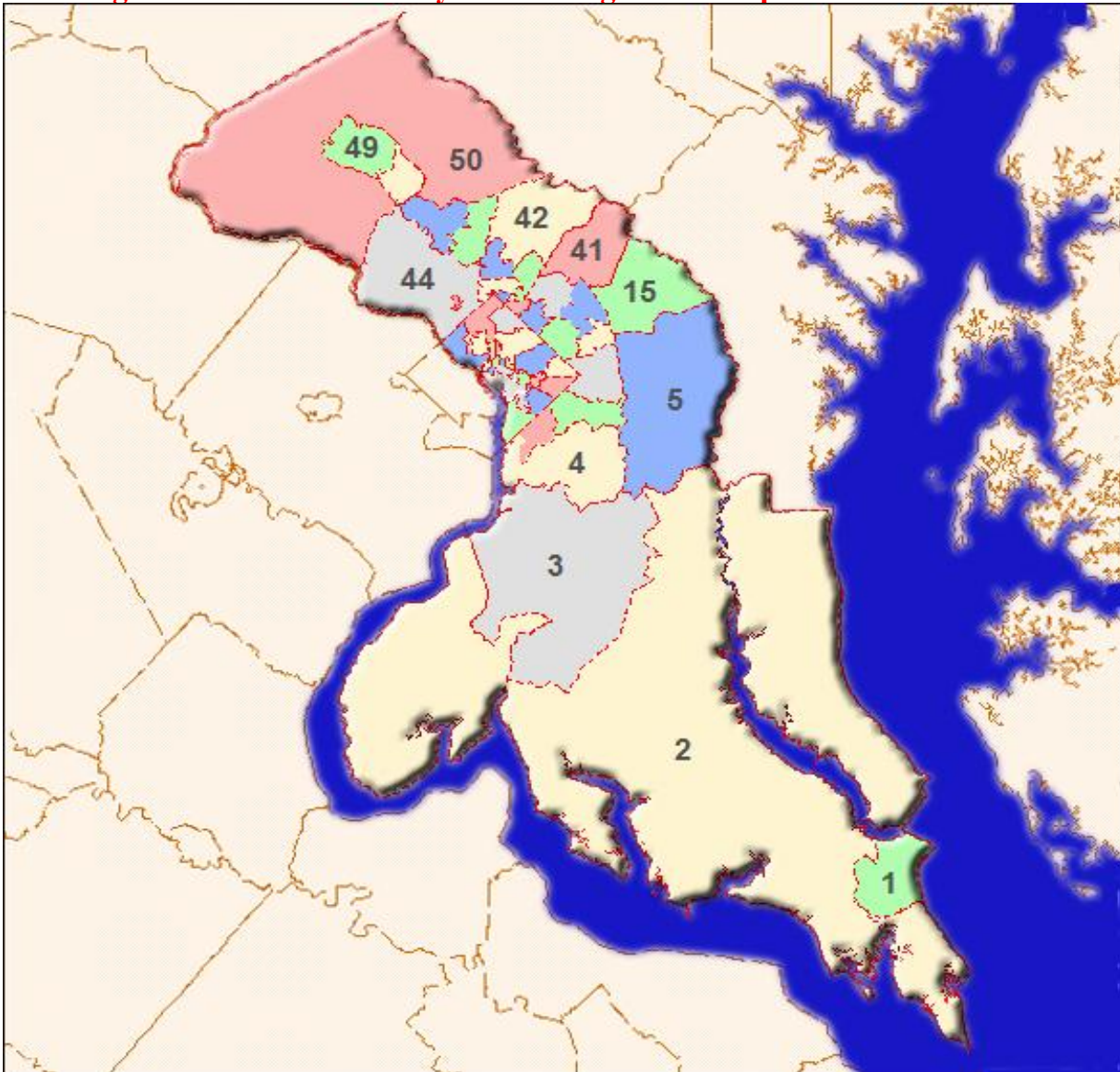
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|--|------------------------------------|-------------------------------------|
| 4 - Camp Springs/Fort Washington       | 16 - West Greenbelt/East Riverdale | 39 - East Silver Spring/White Oak   |
| 5 - Bowie/Lake Arbor/Largo             | 17 - Bladensburg/Riverdale         | 40 - College Park                   |
| 6 - Forestville/Suitland               | 18 - Brentwood/Trinidad/Wheaton    | 41 - Beltsville/Laurel/South Laurel |
| 7 - Hillcrest Heights/Marlow Heights   | 20 - Brookland/South Potomac       | 42 - Fairland                       |
| 8 - Congress Heights/Congress Heights  | 27 - Georgetown/Wesley Heights     | 43 - Wheaton                        |
| 10 - Anacosta/Garfield Heights         | 29 - East Cleveland Park/West      | 44 - Chevy Chase/Potomac            |
| 11 - Fort Dupont Park/Marshall Heights | 33 - North Connecticut Avenue      | 46 - Aspen Hill/Roosmoor            |
| 12 - Deanwood                          | 34 - Brightwood/16th Street        | 47 - East Rockville                 |
| 13 - Seat Pleasant/Walker Mill         | 35 - Chillum/Queens Chapel         | 48 - East Gaithersburg/Redland      |
| 14 - Cheverly/Glenarden/Landover       | 36 - Takoma Park                   | 49 - Germantown/Montgomery Village  |
| 15 - Goddard/Glenn Dale                | 38 - West Silver Spring            | 50 - Olney/West Gaithersburg        |

Washington DC Urban Area Submarkets



- |                                   |                             |                                    |
|-----------------------------------|-----------------------------|------------------------------------|
| 6 - Forestville/Suitland          | 21 - North Capitol          | 32 - Mount Pleasant                |
| 7 - Hillcrest Heights/Marlow Heig | 22 - Penn Quarter           | 33 - North Connecticut Avenue Co   |
| 8 - Congress Heights/Congress F   | 23 - Logan Circle/West Mot  | 34 - Brightwood/16th Street Height |
| 9 - Barry Farms/Saint Elizabeths  | 24 - South 16th Street/Scot | 35 - Chillum/Queens Chapel         |
| 10 - Anacosta/Garfield Heights    | 25 - East Foggy Bottom      | 36 - Takoma Park                   |
| 11 - Fort Dupont Park/Marshall He | 26 - West Foggy Bottom      | 37 - Downtown Silver Spring        |
| 12 - Deanwood                     | 27 - Georgetown/Wesley H    | 38 - West Silver Spring            |
| 17 - Bladensburg/Riverdale Park   | 28 - West Cleveland Park/V  | 39 - East Silver Spring/White Oak  |
| 18 - Brentwood/Trinidad/Woodridg  | 29 - East Cleveland Park/W  | 40 - College Park                  |
| 19 - Capitol Hill                 | 30 - Adams Morgan/North I   | 44 - Chevy Chase/Potomac           |
| 20 - Brookland/South Petworth     | 31 - Columbia Heights       | 45 - Downtown Bethesda             |

**Washington DC Suburban Maryland & Virginia Metropolitan Area Submarkets**



- |                                   |                              |                                 |
|-----------------------------------|------------------------------|---------------------------------|
| 1 - Lexington Park                | 5 - Bowie/Lake Arbor/Larg    | 44 - Chevy Chase/Potomac        |
| 2 - California/Leonardtown/Prince | 15 - Goddard/Glenn Dale      | 49 - Germantown/Montgomery Vill |
| 3 - St. Charles/Waldorf           | 41 - Beltsville/Laurel/South | 50 - Olney/West Gaithersburg    |
| 4 - Camp Springs/Fort Washingtc   | 42 - Fairland                |                                 |