

metropolitan cities.

### WHY RICHMOND?

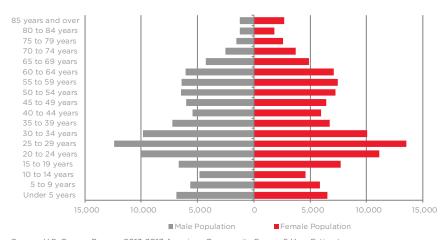
- » Richmond is a hotbed for the millennial talent that companies are seeking to recruit. The Richmond region ranked 2nd in the nation for millennial population growth, increasing nearly 15% from 2010-2015.
- » Universities in the metro area and greater region continue to provide educated and skilled talent for companies. Local institutions include Virginia Union, Virginia Commonwealth (VCU), and the University of Richmond.
- Richmond is a leading landing spot for graduates from additional state schools such as the University of Virginia, Virginia Tech, Christopher Newport, Old Dominion University, and James Madison University.



### **RICHMOND MILLENNIAL POPULATION GROWTH: 2010-2020**



### RICHMOND CITY POPULATION PYRAMID





- » Sales and use taxes are not only low compared to nearby competitive metros, but are the fifth lowest in the nation coming in at 5.3%.
- » Rental rates are also substantially lower than nearby metros. Class A space in Richmond costs about one third of what can be found in Washington DC. Regional firms can remain in proximity to larger cities, while significantly reducing the operating expenses.
- Cost of living in Richmond is 5% below the national average and housing costs are 11% below the national average, so not only do companies get to save money, their employees do as well.
- » Forbes ranks the cost of doing business in Richmond as 87th lowest in the nation, better than Nashville, Baltimore, & Washington DC at 121st, 167th, 183rd respectively. Richmond was also ranked the 59th Best Place for Business and Careers.



Source: Cushman & Wakefield Research

# SALES & USE TAX 10% 9% 8% 7% 6% 5% 4% 3% 2% 1% 1% 0% Sales & Use Tax

Source: Avalara Tax Rates

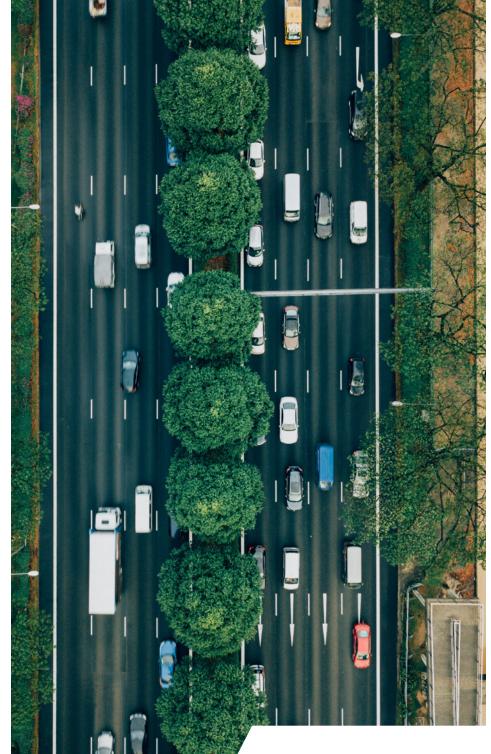


### **QUALITY OF LIFE**

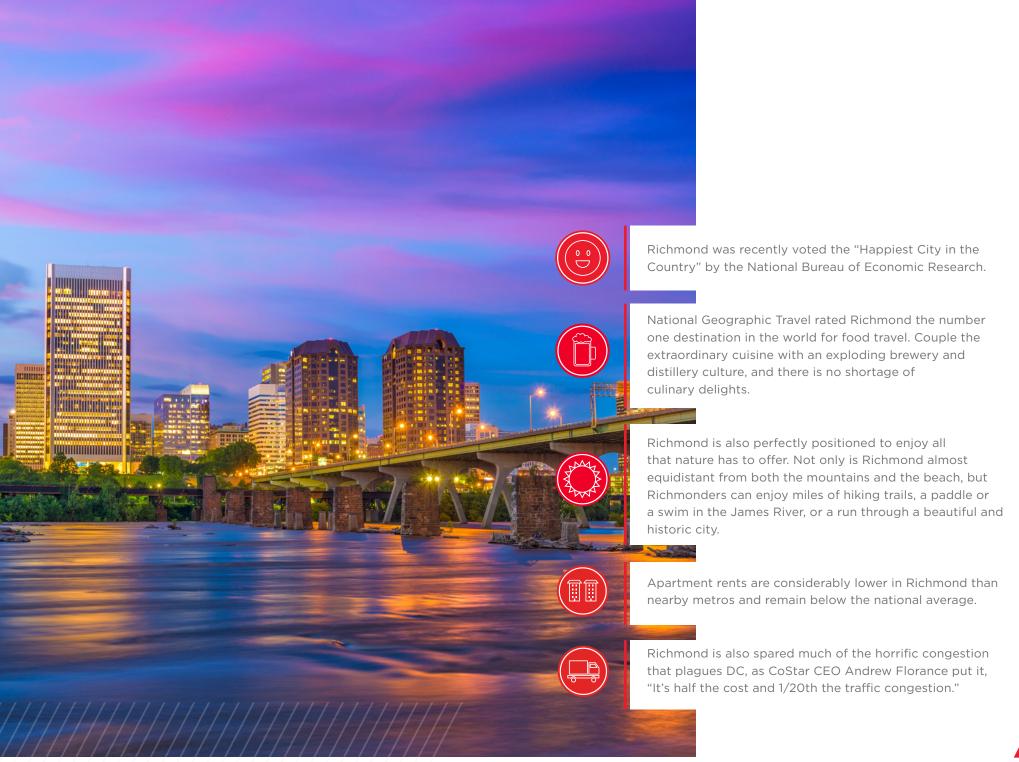


Richmond is not only attractive for its low rental rates and costs for business, but people enjoy living in Richmond for the extremely high quality of life. Happy employees make for a more successful culture and as a result, more successful business.

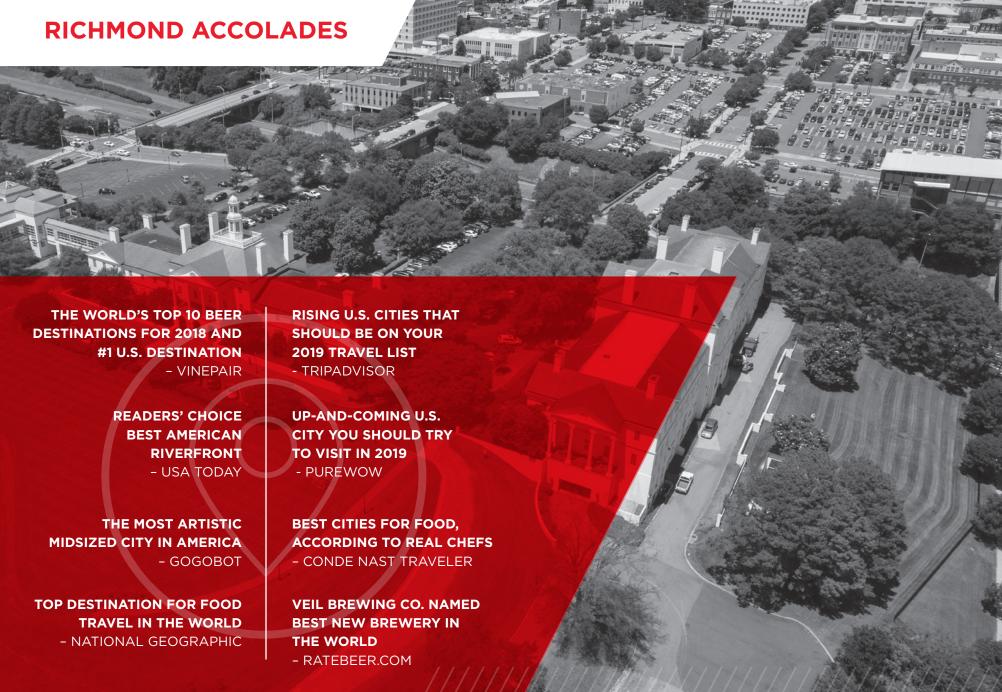
СІТҮ	AVG. RENT	AVG. COMMUTE TIME (MINUTES)
Washington DC	\$2,139	34.9
Nashville	\$1,343	27.9
Baltimore	\$1,255	31.5
Charlotte	\$1,179	27.3
Raleigh	\$1,160	26.5
Richmond	\$1,060	25.7



Source: RENTCafé, 2017 American Community Survey











# COMPANIES EXPANDING & COMING TO RICHMOND







Decisiv brother at your side



### RICHMOND ACCOLADES

TRENDIEST U.S. CITIES THAT YOU CAN STILL AFFORD TO BUY IN - REALTOR.COM

**TRADE IN THE UNITED STATES**- GLOBAL TRADE MAGAZINE

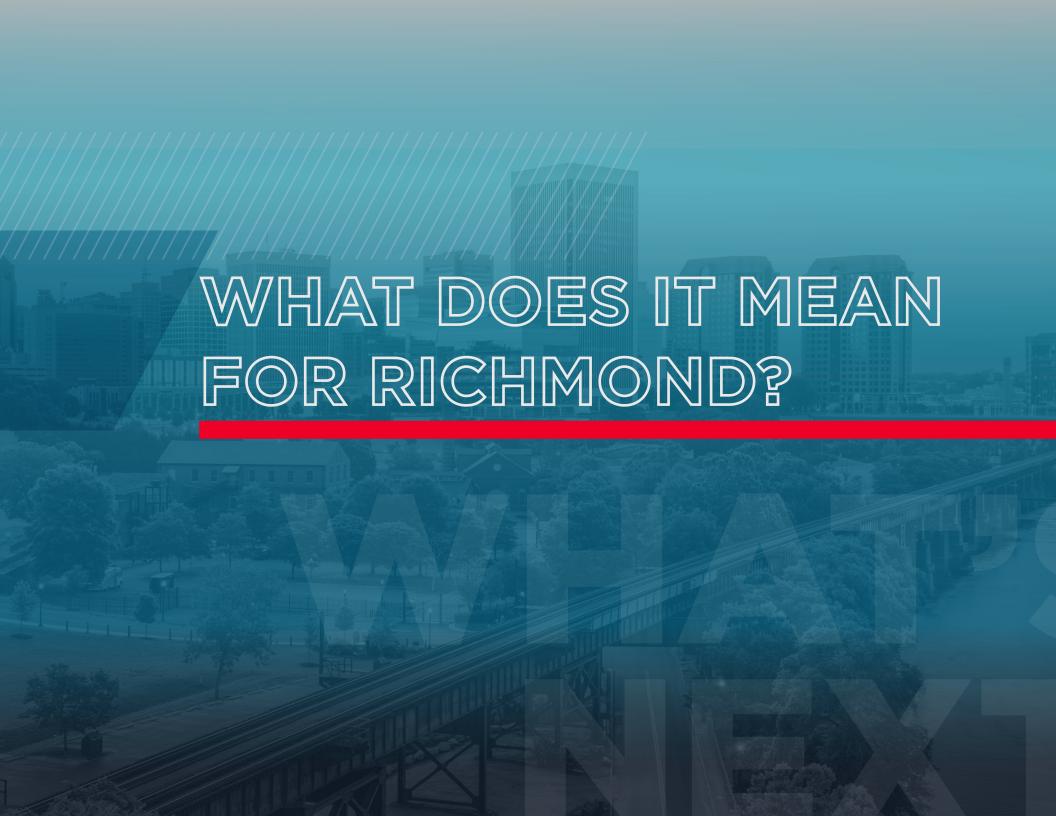
TOP 50 "BEST PLACE TO LIVE" IN 2019 - LIVABILITY.COM

TOP 50 BEST PLACE IN AMERICA TO START A BUSINESS - INC.

TOP 100 BEST PLACES
TO LIVE IN THE USA
- U.S. NEWS & WORLD REPORT

20 BEST PLACES IN AMERICA TO START A BUSINESS

- CNBC.COM







### INFLUX OF NEW JOBS

Newcomers and expansions in the office marketplace have fueled job growth. The metro area added 7,800 net jobs in the past 12 months, as of the first quarter 2019. The metropolitan area has consistently gained jobs since the beginning of 2010.

Education & Health Services (+4.2%) and Leisure & Hospitality (+2.0%) are leading the way in job growth. This comes as no surprise as three of the top five largest private employers in the market are hospitals or healthcare systems.

RANK	COMPANY	ТУРЕ	NUMBER OF EMPLOYEES
1	Capital One Financial Corp.	Financial Services	11,204
2	VCU Health System	Health Care	9,313
3	HCA Viginia Health System	Health Care	7,628
4	Bon Secours Richmond	Health Care	7,136
5	Dominion Energy	Electric Generation, Gas Transmission	5,433
6	SunTrust Banks Inc	Banking	3,810
7	Altria Group Inc.	Cigarettes and Wine	3,800
8	Amazon.com	Online Retail	3,800
9	Wells Fargo	Banking	2,902
10	Anthem Blue Cross and Blue Shield	Health Insurance	2,655

Source: Greater Richmond Partnership. Updated February 2019.



### MARKET STABILITY

Consistent growth has led to stability in the job market. Richmond's unemployment rate decreased 70 basis points to 2.9% and remains below the U.S. rate of 3.8% in the first quarter of 2019. Median household income has steadily increased in recent years, rising 2.4% in the past twelve months and 21.5% in the past five years.

### CAPITAL INVESTMENT

Richmond not only provides a great business climate for large companies, but these companies are continuing to invest in the community. Facebook is investing an additional \$750 million in Henrico County to expand its data center. Cascades Inc. announced plans to invest \$275 million in a manufacturing operation in Hanover County. RTS Labs also announced its relocation and expansion in Henrico County, a move that is expected to create 90 new jobs.







### STARTUP ECOSYSTEM

Local organizations, like Activation Capital and Startup Virginia, have emerged as key resources for fostering startup growth. These programs provide access to funding, talent, and mentorship opportunities. While some of the largest funding rounds for Richmond-based startups were announced to begin 2019, the region's burgeoning startup ecosystem will continue to create new opportunities for founders and entrepreneurs.

### MAJOR DESTINATION FOR COMPANIES IN THE SOUTHEAST

Seven Fortune 500 companies currently have headquarters in Richmond. With key proximity to major markets along the Eastern seaboard, the city is a major destination for companies both large and small in the Mid-Atlantic and Southeast.





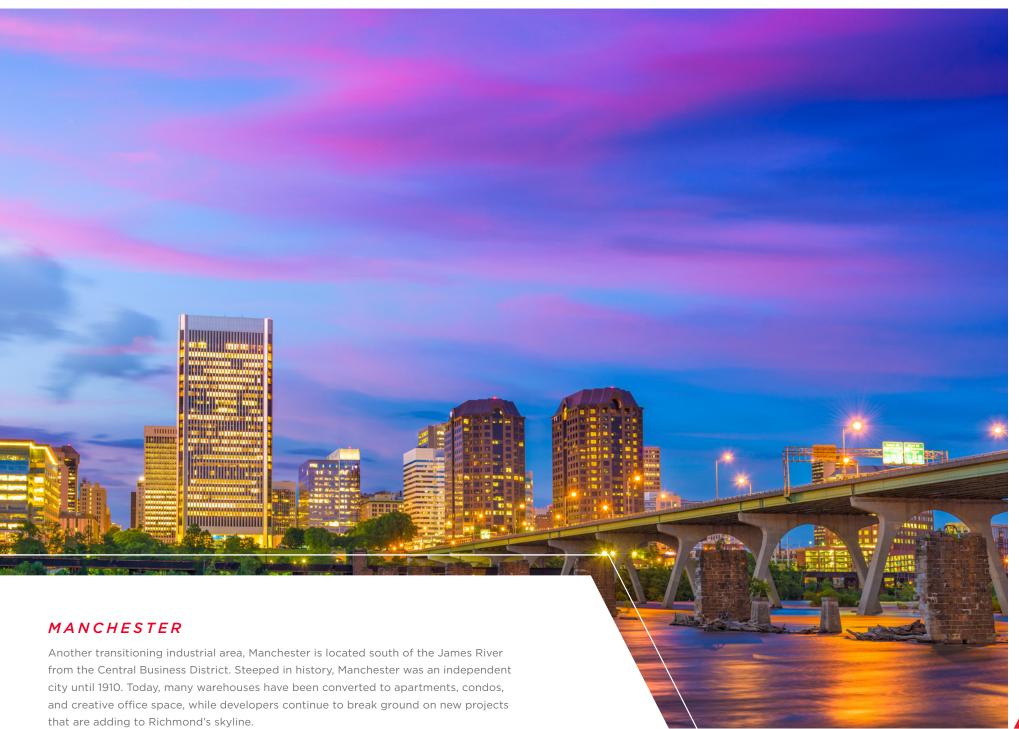
companies are innovating foundational industries in the areas of health, finance, and logistics. Continued interest in the area for data center development and company

relocations will also provide further avenues for economic growth.

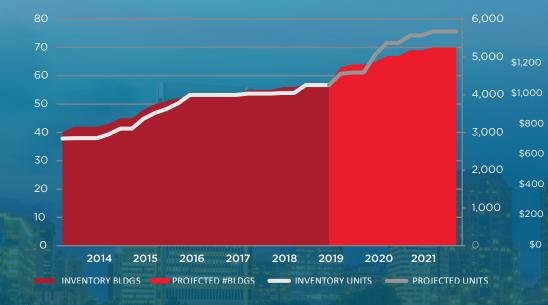
New neighborhoods and redevelopments will be needed to support additional growth. Discussions continue about the future of the Boulevard near The Diamond and the Richmond Coliseum downtown as potential redevelopment projects. While these two potential mega-projects continue to be deliberated, several submarkets are already benefitting from recent growth. Apartment demand is fueling development in activity in Scott's Addition, Manchester, and Midlothian.



neighborhood.



## MANCHESTER MULTIFAMILY INVENTORY GROWTH

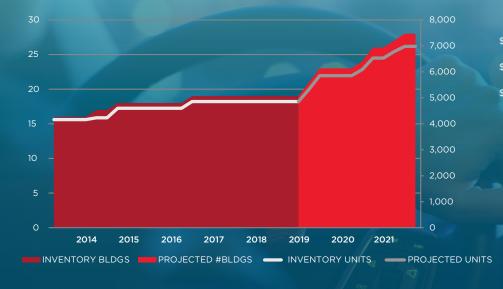


# MANCHESTER MULTIFAMILY RENT V. VACANCY





# MIDLOTHIAN MULTIFAMILY INVENTORY GROWTH



# MIDLOTHIAN MULTIFAMILY RENT V. VACANCY



