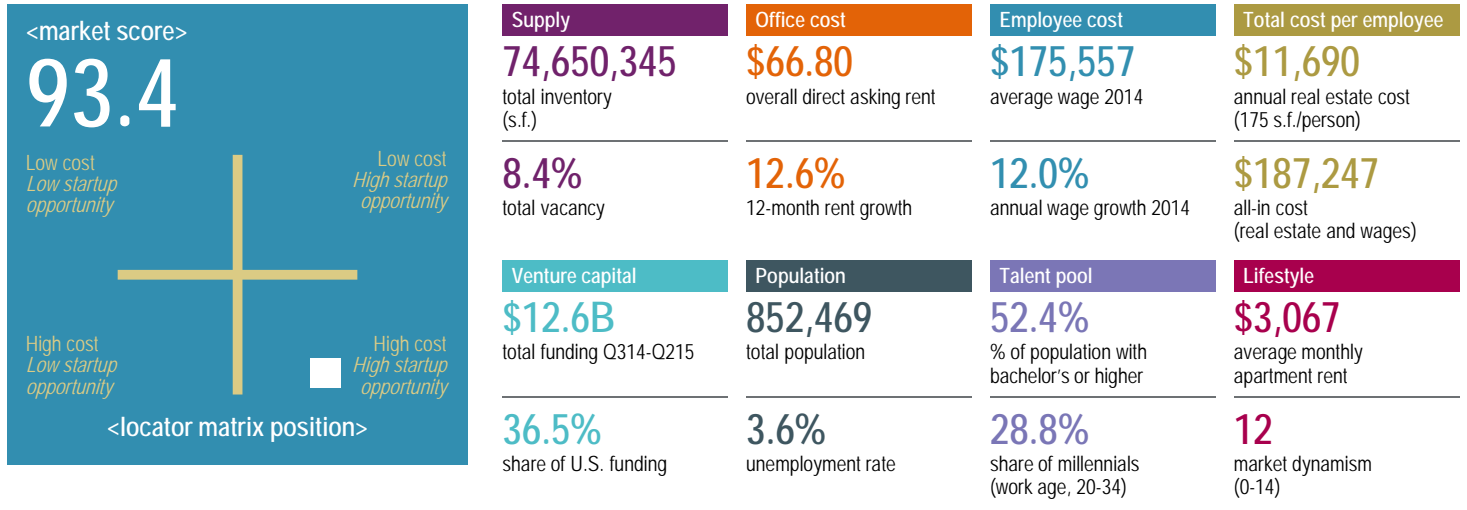


# Technology Office Outlook

San Francisco | 2015



## MARKET SCORE AND LOCATOR MATRIX POSITION



## TOP LEASE TRANSACTIONS

|   |  |   |
|---|--|---|
| <b>510 Townsend Street   South of Market</b><br>Tenant: Stripe<br>Size: 300,000 s.f.<br>Expansion in market | <b>555 Market Street   South Financial District</b><br>Tenant: Uber<br>Size: 172,838 s.f.<br>Expansion in market | <b>199 Fremont Street   South Financial District</b><br>Tenant: Fitbit<br>Size: 163,628 s.f.<br>Expansion in market |
|---|--|---|

## OPPORTUNITY

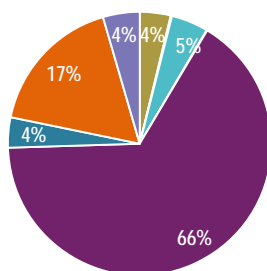
San Francisco remains one of the technology industry's most coveted office locations in the United States. Access to talent that's drawn to the city's lifestyle and amenities is one of the leading factors keeping companies within city limits, but it's cluster of brand-name technology companies, access to capital, incubators and accelerators, and its bootstrap mentality also support this booming hub.

## CHALLENGE

The dynamics between supply and demand, and the exorbitant cost born out of that imbalance has elevated San Francisco to a new echelon in the real estate market from both a commercial and residential perspective. As a result, both occupiers and residents are considering whether the benefits outweigh the costs while employers increasingly look to lower cost markets where talent is migrating.

## EMPLOYMENT COMPOSITION

- Computer/Electronic product manufacturing
- Electrical/equipment manufacturing
- E-retailers
- Online auctions
- Computer systems design & Related services
- Data processing, Hosting & Related services
- Other information services
- Software publishers



*"Not even during the dot-com boom in the 90s did San Francisco see the kind of growth it's seeing today. It's not just the velocity of startup activity, but the continued expansion of the city's anchor tech tenants that's driving growth."*

- Amber Schiada  
VP, Director of Research

