

THIRD QUARTER 2016

COMMERCIAL

real estate

REVIEW

CARLISLE BOROUGH



NAI CIR

A PUBLICATION OF THE BILL GLADSTONE GROUP OF NAI CIR



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Problems Should Only Come With Solutions

BILL GLADSTONE, CCIM, SIOR

If you are in business there will be times when you will be in competitive situations. In order to win that competition you need to differentiate yourself from the pack. You need to offer something that others do not offer so that you can gain top of the mind awareness from the clients who are being sought after by you and your competitors. You need to consistently supply a solution to the problem which brought them to your office in the first place. You cannot allow your competition to do that first.

The greater frequency with which your problem solving occurs, the greater market share you will achieve. And by minimizing the number of times you do not provide the solution, you will still achieve a greater piece of the market share. In my business, for example, when people ask me to take an assignment in a market further away (especially out of state) and in which I do not typically work, I always take that assignment. I want to be the one to solve that problem for them. Over the years as I have taught classes and gone to conferences I have gotten to know many brokers from a variety of markets across the country. And even if I do not know a broker in a particular market, there are sources available to me to interview brokers so I can find the right broker to provide the solution for this problem. I manage those brokers, report back to the client providing my client with a different and higher level of service. It gives the client a good head start in a market they knew nothing about and keeps them very loyal to me.

One time a very good client of mine inadvertently put the wrong parcel of land under agreement. It was the adjacent parcel of similar size, but with an aerial viewed upside down it was not difficult to switch these two parcels. Rather than wait for the "trickle-down effect" of blame to go to the lowest person on the totem pole (me), I got in the car, made the two hour trek, and fortunately was able to convince the owner of the correct parcel to allow my client to purchase the tract. Within ten days we had it under agreement and released the other tract since we were still in our due diligence period. That happened so fast that the client never had a chance to think about a "Plan B." It had the potential of destroying the relationship I had with a long-term client. As it turned out, the problem was solved, the potential for a bad situation was prevented, and I have retained them as a client and increasingly do more work for them. A solution was provided for a problem on the timeline dictated by these current circumstances; no different than what many of you are faced with every day in your career.

You need to be aware so you understand the problem and quickly produce the solution that benefits your client. If you do that on a consistent basis you will find that your business will not falter, you will be the benefactor of repeat and referral business. You will have achieved what many business professionals have strived for over their entire work lives. Your action will provide the relief your client seeks and in a timeframe they can accept. That makes you a valuable asset to anyone with whom you do business, and ensures your longevity in whatever line of work you have chosen. ☺

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Commercial Real Estate Review is produced four times per year by the Bill Gladstone Group of NAI CIR to serve the region's business, commercial and industrial real estate decision makers.

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ON THE COVER:

Bill Gladstone (NAI CIR) and Jonathan Bowser (Cumberland Area Economic Development Corporation) stand on the steps outside of the Carlisle Borough office located at 53 W. South Street, Carlisle, Pennsylvania. See story on page 4.

Cover Photo: Joe Cicak
Publication Design: Gmuender Designs
Print and Mailing: Hotfrog Print Media

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THE VALUE

of a Real Estate Collaborative



As many people know, Cumberland County is the fastest growing county in the Commonwealth of Pennsylvania. We have seen significant job growth in healthcare, professional services, distribution and warehousing, and tourism, as well as a re-shift in manufacturing with a focus on food processing.

With an unemployment rate around 4%, many businesses throughout the county and region are experiencing hardships in attracting and retaining talented employees.

In Cumberland County, real estate that is zoned for large industrial and/or commercial use with ample infrastructure is scarce. The current residential market in the county continues to show strong results. Recent data from the Harrisburg Association of Realtors shows that Cumberland County is seeing median sales prices comparable to 2007 prices, pre-recession. In addition, we are experiencing residential units sold comparable to 2005 levels in excess of 3,000 and average days on market are comparable to 2007 levels at approximately 80 days. In our core communities, we continue to see higher-end rentals entering the market; affordable housing options in high demand; and sales continuing to recover from pre-recession levels.

Cumberland County's retail market continues with slow steady growth, with most development continuing along the Carlisle Pike. The county's office inventory continues to experience vitality in the marketplace with the unknown of several potential mergers and acquisitions. We have also seen some new inventory enter the marketplace with projects such as Deloitte, Hewlett Packard, Vibra Health Care, Global Data Consultants, AgChoice Farm Credit, Penn State Hershey, and the Carlisle Group at Delta Pointe in Silver Spring Township, while old inventory continues to see increased vacancies throughout the county.

According to the 2015 Annual Report conducted by Cumberland County's Planning Department, the county continues to see strong residential, commercial, and industrial growth. The municipalities that experienced the majority of residential growth based on permits issued include Silver Spring Township (2,086), Hampden Township (1,907), and Upper Allen Township (1,487). Overall, the county realized a 3% increase in residential permits issued from 2014 to 2015, according to the report. In terms of commercial and industrial development, according to the planning department's report, the number of final land development plans submitted and permits issued increased by 40% from 2013 to 2014 and remained steady at 2014 levels in 2015. The increase is largely due to development projects that occurred in the Mechanicsburg and Carlisle areas with distribution centers and commercial activity along the Carlisle Pike.



In 2015, Cumberland Area Economic Development Corporation (CAEDC) and the Cumberland County Commissioners approved the county's comprehensive plan for economic development and CAEDC's strategic plan for the next five years. The areas of focus for the plan include business attraction, business retention, redevelopment and reuse, visitor growth, and stakeholder engagement.

The growth areas in the county, as mentioned in the county's comprehensive plan for development, have comprised approximately 92% of all commercial and industrial activity. Municipal leaders for commercial and industrial development includes Silver Spring Township (12 plans), Hampden Township (7 plans), and Carlisle, Lower Allen, Middlesex, and South Middleton (each with 3 plans). This strong residential and industrial growth has put a strain on our infrastructure, transportation, workforce, and land available for future development.

Cumberland County has also been known for its vibrant farming community with rich fertile soils and strong Farmland Preservation Program. According to the Cumberland County Planning Department's Annual Report, 16,750 acres in Cumberland County were in the Farmland Preservation Program from 1989 to 2015. That currently consists of 140 easements. Additionally, there are nine easements consisting of 720 acres pending settlement. As the county government and commissioners continue to make farmland preservation a priority, the balance between farmland and economic development has been extremely important to monitor. Year over year, the difference between proposed acres for development versus preservation is significant.

In 2015, 598 acres were proposed for development versus 91 acres for preservation. The total acres proposed for development increased substantially in 2015 by 56%, from 215 acres in 2014. This change was largely due to increased residential demand and large tracts of industrial development.

In 2015, Cumberland Area Economic Development Corporation (CAEDC) and the Cumberland County Commissioners approved the county's comprehensive plan for economic development and CAEDC's strategic plan for the next five years. The areas of focus for the plan include business attraction, business retention, redevelopment and reuse, visitor growth, and stakeholder engagement. CAEDC's plan will focus on the following key industry clusters: agribusiness (food processing), tourism, healthcare and social assistance, manufacturing, distribution and warehousing, and professional services. In recent years, CAEDC and Cumberland County have announced the creation of 1,182 new jobs and capital investment of \$108 million in 2015 from new businesses entering the county. Those companies include Goodman Bircher, Hillwood Properties, Lindt Chocolate, Deloitte, Pinnacle Healthcare, and thredUP. While these economic development announcements were great for the county and the

region in terms of creating new jobs and investment, it also placed a strain on our existing employers and workforce.

As a result of the dilemma in strained workforce and available sites, CAEDC's business attraction strategy shifted with the economic realities. After months of analysis, CAEDC embraced an opportunity in the marketplace. One thing that became increasingly apparent was the need to refocus on infill development within our communities, where there is housing, infrastructure, services, and access to public transit. With support from the Cumberland County Commissioners and CAEDC Board of Directors, CAEDC created a new subsidiary organization called the Real Estate Collaborative, LLC (also known as the REC).



The REC will operate as a subsidiary of CAEDC with a purpose of enhancing CAEDC's mission to increase job creation, capital investment, and the commercial and industrial tax base in Cumberland County as a result of CAEDC's and Cumberland County's Comprehensive and Strategic Plan for Economic Development.

- 8 acres and 80,000 sq. ft. of industrial space
- We plan to demo and remediate the entire site through the Real Estate Collaborative, LLC (REC)
- Plan is to redevelop the site for mixed use that will complement the community and Shippensburg University
- Financing will be provided by various local, state and federal grants/financing programs as well as private capital investment

The REC will do the following:

- Implement strategies outlined in CAEDC Strategic Plan as it relates to business attraction of jobs and capital investment into the county and adaptive reuse and redevelopment with the promotion of infill development.
- Redevelopment and/or reuse of existing industrial, commercial, and public building sites and mixed-use development that fit within CAEDC's Targeted Industry Clusters. For example, the REC is looking at an industrial site in Shippensburg near Shippensburg University. The site has environmental concerns and the remaining buildings need to be demolished. The REC will be working with the township on rezoning the property, working with the Department of Environmental Protection for remediation and ACT 2 Clearance, and utilizing the Cumberland County Housing and Redevelopment Authority to potentially use Community Development Block Grant funds for acquisition and as a conduit for any assessment and remediation required to get approval for Act 2 residential clearance. Once the site is "pad ready" for development, the REC will partner with the community and university to attract uses that complement the area and attract students, visitors, and residents to Shippensburg. Potential uses could include retail, professional services, or university-related uses.
- Identify and engage partners (public and private) for development and property representation.

Criteria for a REC project will include the following:

- Property is underutilized, vacant, or brownfield.
- Ownership/Property representative is engaged and willing to partner with the REC.
- Municipality is responsive to potential site/building revitalization.
- Revitalized use is relevant to Targeted Industry Clusters as defined in CAEDC strategic plan.
- Preferably in Opportunity Areas as stated in county's comprehensive plan.

The REC has a direct strategic fit with CAEDC's Comprehensive and Strategic Plan as follows:

- As CAEDC moves forward, it is important that new initiatives and strategies fit our strategic plan. Coming out of our plan, we wanted to focus on business attraction and redevelopment and adaptive reuse. With an unemployment rate just below 4% and a fast-growing economy, large job announcements will be marginal due to our workforce shortage. As a result, CAEDC's focus for these two areas is to see slow new job creation growth that focuses on sustainable family living wages in core communities that have infrastructure, access to public transportation, retail, and households.
- Through this new organization, we plan to attract more retail, professional services, healthcare facilities, market rate housing, new entrepreneurship ventures in technology and innovation, and food processing in our core communities and opportunities areas as outlined in the county's comprehensive plan.

Property is located at 245 N. Queen St., Shippensburg



Benefits of the REC to Cumberland County:

- Reuse and repurpose of existing public, commercial, and industrial real estate sites. The REC is currently working through negotiations on four sites throughout the county, including a public building that will be redeveloped to mixed-use; an industrial site that will be redeveloped for mixed-use; a historic church for mostly residential and retail; and a greenfield site targeted for food processing.
- Promotes infill development in our core communities
- Transitions underperforming sites into performing assets for the county
- Attracts targeted tourism and economic development assets to the county and region
- Continues to increase the county's commercial and industrial tax base
- New job creation
- Collaborative approach to real estate and economic development in the county

Funding:

- Initial capital investment of the REC is a \$150,000 financial commitment of CAEDC's economic development budget.
- REC projects will be funded through public and private partnerships and capital.
- Access to local, state, and federal economic development programs and tools, including low-interest economic development financing and grants that focus on job creation, infrastructure, and transportation. In addition, the REC will seek private investment from individuals and financial institutions.
- Profits of the REC from the sale and/or revenue generated from a project will be reinvested back into the REC for future projects and also support ongoing CAEDC operations to deliver economic development services to the community.

Governance Structure:

- CAEDC's Board of Directors will appoint a five-member Managing Group that will make decisions and assist in overseeing REC projects and finances.
- This five-member managing group will consist of three CAEDC board members, a member from the Cumberland County Housing & Redevelopment Authority, and a member at-large.
- Key staff members of the REC will include Jonathan Bowser, CEO and Mary Kuna, Economic Development Manager.

This REC will function to reduce risk and capital of private developers, as it relates to the redevelopment, reuse, and repurposing of existing sites. The "Collaborative" is just that. We plan to partner with brokers, engineers, contractors, architects, municipalities, and developers on complex projects that otherwise would sit underutilized for several years and become an eyesore in our communities. The REC plans to leverage public funds into private development projects to proactively attract new business development. As Economic Development Organizations throughout the country continue to position themselves for the future, CAEDC has positioned itself to play a more vital and proactive role in the economic development outcomes of our community through this new initiative, while creating new revenue streams for the organization to grow.

As a vibrant community, we cannot become complacent. We have to continue to stay ahead of the curve, continually recreate ourselves as a community, adjust quickly to change, and plan for the future we want to leave for our children. We want to see more vibrant communities that can attract millennials with jobs, entertainment, recreation, and quality educational institutions. CAEDC has a great opportunity to play a larger role in shaping our community and we see the REC as one key strategy in accomplishing the goals set forth by our Board of Commissioners, Board of Directors, and staff. ☺



Jonathan Bowser is CEO of Cumberland Area Economic Development Corporation (CAEDC). He is responsible for leading the development and execution of CAEDC's long-term strategy with a view to creating shareholder value. In addition, he (along with the Executive Team) is responsible for all day-to-day management decisions and for implementing long- and short-term plans for the corporation, which is charged with leveraging and promoting Cumberland County's economic development and tourism assets to drive growth, create jobs, and improve quality of life. He is also the CEO of the Real Estate Collaborative, LLC and oversees the day-to-day operations of the newly formed organization. You can reach him at (717) 240-7181 or jonathan@cumberlandbusiness.com.

DISPLAY ADVERTISING

WHAT IS IT AND WHY IT MATTERS



A person's hands are shown holding a silver laptop. Several green, translucent circles with a white cursor icon inside are floating in the air around the hands and the laptop. The background is a soft, out-of-focus green and white gradient.

DISPLAY ADVERTISING
IS A TYPE OF
ONLINE ADVERTISING
THAT COMES IN
MANY FORMS,
INCLUDING
BANNER ADS,
VIDEO, AND INTERACTIVE
ANIMATED ADVERTISEMENTS.

Unlike text-based ads (otherwise known as search ads, which appear as text when you search on Google, Yahoo, or Bing), display advertising relies on visual elements as well as text to communicate an advertising message. Display advertisements can appear above, below, adjacent to, or within the content of a website. If it's visual and appears on your favorite news outlet, it falls under the category of display.

In 2016, digital display ad spending will eclipse search ad spending in the US for the first time. According to eMarketer, the combined categories of video, sponsorships, rich media, and “banners and other” will account for the largest share of digital ad spending: 7.9%, worth \$32.17 billion.

Display advertising has a great deal of flexibility, and that's why it can be so useful to your business. This type of advertising can be targeted in many different ways and shown to potential customers on a wide variety of devices, such as phones, tablets, laptops, and more.

Online display advertising can fit almost anywhere in your sales cycle, from generating an initial site visit, to enticing viewers to take a small step (such as downloading information), to converting to a lead, or even supporting your sales efforts, once you have their contact information.

The effectiveness of display advertising can be tracked over time by the increasing rate at which ads are clicked upon. This is measured via a metric called click-through-rate (CTR). CTR is defined as the percentage of people who click on an ad after viewing it. The clear upward trend in click-through-rates is shown in the chart below.

at a \$10 CPM. (Generally, a marketing agency that knows what they are doing can help you get better rates than these.)

The next thing you'll need to measure is click-through-rate (CTR). This is the percentage of people who click on your ad when they view it. Normally this is quite a low figure, between 0.05% and 2%. It varies by industry, type of ad, ad placement, and other factors.

These two numbers – CTR and CPM – will allow you to calculate a third important metric, your effective cost-per-click (eCPC) which is what you are paying to get one click on your ad. This number varies widely By industry and is



“..your ad spending decisions no longer need to be made on “exposure” or “brand awareness” or other fuzzy measurements of success.”

We're going to focus on two ways of targeting potential clients and leads: audience targeting and retargeting. Before we dive in, though, it's important to understand that your ad spending decisions no longer need to be made on “exposure” or “brand awareness” or other fuzzy measurements of success. These things are important, but should take a back seat to a rock-solid process that determines whether you're making money with your advertising dollars. With the right technology and planning, it's possible to tie what you spend on advertising to how many leads you generate and sales you close. True ROI measurement for advertising: The future is here!

Understanding your ROI requires tracking a few different metrics. For the purposes of this article, we'll stick to those related directly to display advertising.

First, you'll need to know how much you pay for an impression (someone viewing your ad). For online display advertising, impressions are sold in units of 1,000, and the amount you pay per 1,000 impressions is referred to as the CPM. CPM varies broadly by industry, but locally it's not uncommon to see publishers such as newspapers and media outlets selling advertising

heavily impacted by how effective your ads (referred to as creatives) are. But knowing and tracking your eCPC is a solid step toward effective online marketing.

You'll also need to know your conversion rate. This is the rate that visitors to your site (or people who call in or take some other action) turn into qualified leads. This is a very important number to know in order to calculate your return on investment.

At this point, you'll have enough information to determine what it costs to generate a qualified lead for your company. Whether your online advertising generates a positive ROI is now determined by how much a customer is worth to you and what percentage of leads you close.

If you're measuring all these metrics, you're well ahead of the pack. However, this doesn't mean you'll be able to declare victory quickly and easily. What you will be able to do is make adjustments to ensure that you're on the right path toward determining whether the profit you make from a client exceeds what you paid to get their business. Once you know that, you can repeat, scale, and grow, confident in the understanding that what you spend will bring a return.



TYPES OF DISPLAY ADVERTISING

As mentioned before, display advertising comes in a variety of formats and you can target your audience in a number of ways. For the rest of this article, we're going to focus on two types of targeting that can be very effective when used together: audience targeting and retargeting.

Display ads that use audience targeting and retargeting both have the potential to show up on any site which your audience might spend time on, except those that you choose to exclude (e.g., gambling, tobacco, and adult sites). Your ad could be visible on news sites; Facebook or other social media sites; special interest sites; financial or informational sites; and many more. A well-planned display campaign allows you to show up on big-name sites as well as small niche-specific sites, ensuring that you're present where your audience is.

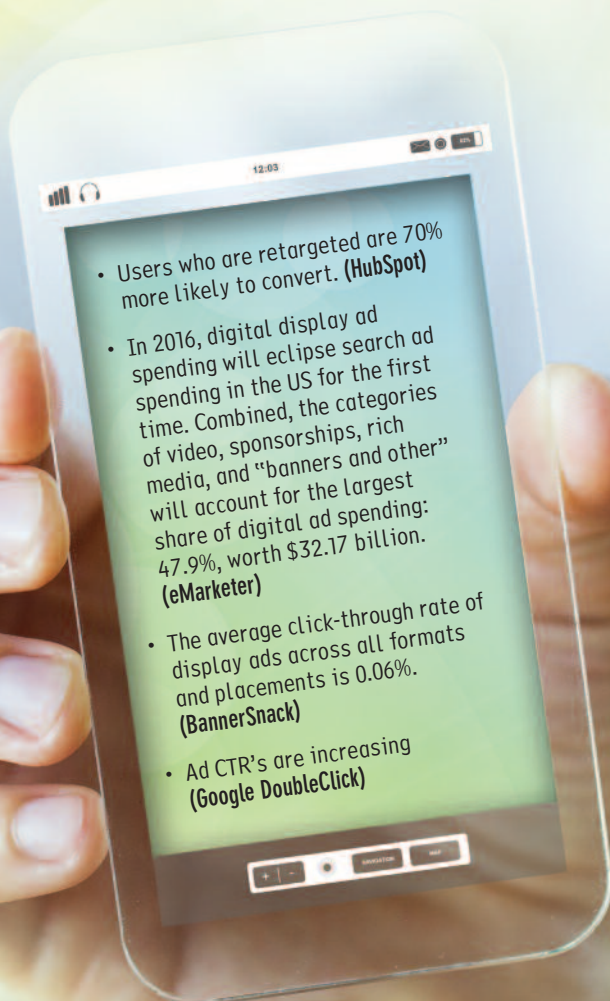
When doing display advertising, it's important to include some kind of call-to-action, including a "Click Here" or "Inquire Now" button on your ad, for example.

Audience Targeting

Audience targeting relies on data to target specific audiences online (as opposed to choosing to run ads on a specific website or websites). This data is generally provided via the platform you use to purchase ads. Unlike other data sources, such as mail and email lists, this data is updated regularly as visitors browse the Web, shop, and take other actions. Using this method, we're able to target very distinct segments of the population, whether it's by gender, age group, household income, education level, relationship status, banking institution, or hundreds of other specific demographic and psychographic categories. This allows you to be extremely granular about attracting prospects who have not yet come into contact with your brand but who are likely to be interested based on their data and behavior.

Retargeting

Retargeting is a specific form of display advertising that attempts to entice visitors who have already visited your site to come back and take a specific action. When a visitor visits your site, they're tagged with a cookie and added to your retargeting list, which can then be segmented by the actions visitors take on your site. Retargeting allows you to get additional value from visitors you've already expended time or money to attract, whether through search engine optimization (SEO) or other paid media. Since this type of traffic is already familiar with your brand and has evidenced interest (based on parameters you set), it also tends to convert into leads at higher rates. For retargeting ads, your call-to-action is extremely important and should be tied back to a visitor's past behavior on the site. Suppose someone visited a software development company's website and spent a long period of time on the e-commerce page. That company might choose to run ads that retarget this visitor when he or she reads a technology news website. The main call-to-action of that ad might be to download a white paper about the costs and benefits of different e-commerce platforms, leveraging the visitor's obvious interest, collecting some valuable prospect information, and hopefully moving them further along the sales funnel.



HOW TO GET STARTED WITH DISPLAY ADVERTISING

It's important, as it is for any kind of marketing, to have an idea of what a new customer is worth to you, how many leads you need to generate to acquire that customer, and how many visitors or views you need to generate to create a lead.

Conversion Funnels and Tracking

No matter what type of display advertising you do, having effective tracking mechanisms and conversion funnels in place is key. A conversion funnel is a series of steps that visitors ideally take on the journey from website visitor, to returning visitor, to prospect, to qualified prospect, to client. These steps will be unique to your company. Audience Targeting is generally used earlier in the conversion funnel to reach people who do not already know about your brand, whereas Retargeting is used later in the conversion funnel to attract people back once they have already visited. Analytics and conversion tracking are the tools and systems used to track a lead as they move through these stages and should be part of any online marketing plan and campaign.



Setting a Starting Budget

Display advertising, in all its formats, is driven by data. To achieve a good level of accuracy, you should plan to spend at least \$500-\$700/month plus management fees (most agencies will charge a 20% management fee, with a minimum of about \$250/month). This gets you enough data to determine if your strategy and creatives are working.

For Audience Targeting: Define Characteristics

You've probably heard it one too many times that you need to know your target audience, so we'll skip that part. But, for audience targeting to work, you need to have more granular information than who they are. Demographic information, such as gender and age is important, but the interests or behaviors that can be targeted are far more granular than that. A good ad buying platform, which would normally be provided by your marketing agency, offers targeting that includes things such as:

- **Household income**
- **Ages of people in the household**
- **In-Market segments (Whether they're in the market to buy something)**
 - Cars, mortgages, travel, services, and dozens of others
- **What sort of TV programs they watch**
- **If they've shown an interest in donating to charity**
- **Interests (from classic cars, to entrepreneurship, to finance, or sports)**

It's impossible to list all of the targeting options in this article, but suffice to say there are many. A good display advertising campaign takes your audience into account and narrowly targets people based on common trends and behaviors.

For Retargeting: Choose List Segments

A good retargeting platform provided by your marketing agency allows you to build a list of people who have visited your site and segment them by how they behaved while on your site. You'll use this information to define who you want to see your ads. Perhaps if someone has visited a page on a particular service, you will want to show an ad about that service and offer a free report for them to download, like our software company example earlier in this article. The possibilities here are many and varied, so it's important to determine who you want to target, and, just as importantly, who you don't. Common exclusions in retargeting include people who have already contacted you and people who spend less than 30 seconds on your site (which might indicate a lack of interest). This saves you money and keeps the attention on re-attracting those who have a genuine interest.



ADS AND LANDING PAGES

Where Will Ad Visitors Go, and What Will They Do?

A good sales funnel includes a plan for why a visitor would click on an ad and where they go once they click. A great ad is only half the battle. What will users do once they click?

Don't waste your hard-earned dollars by sending visitors to your website's homepage. Instead, put together a landing page that fits the ad campaign you're running. This allows complete integration of the images, messaging, and call-to-action, tailoring them to match the ad. This improves conversion which increases your return on investment.

Example: Virgin Holidays,
"Flaunt It": <http://bit.ly/2dVXs3A>

The Ads Themselves: Consider Video Advertising

Audience targeting is also available for video ads, which are a subset of display advertising. Whether you're running a video on the sidebar of a new site or an ad before or after a YouTube video, the targeting, measurements, and metrics available are just as rich. What's more, video ad interaction rates continue to increase at approximately 5% per year. You can clearly see the upward trend in click-through-rates on video ads on the chart below.

Make Your Advertising Trackable

There's no question that print, radio, TV, and other media have their places in a good marketing plan. But the return on investment, accountability, and granular targeting make audience targeting and retargeting display ads a compelling addition to any advertising budget. With ad responses on the rise and more options and data than ever, now is a great time to give it a try. ☺

DEFINITIONS:

Click-Through-Rate (CTR):

How often a viewer clicks on an ad, expressed as a percentage.

CPM (Cost-Per-Thousand):

The cost of 1000 impressions.

eCPC (effective Cost-Per-click):

What you effectively paid for a click, once your number of impressions, CTR, and CPM have been taken into account.

Impressions: The number of times an ad was shown on a website.

Interactions: The number of times a viewer has interacted with an ad. This number often includes clicks, but for more complex media, such as video, or interactive ads, it includes a number of different behaviors (viewing, clicking, hovering over to cause the ad to change, expanding an ad etc.)

BENCHMARKING

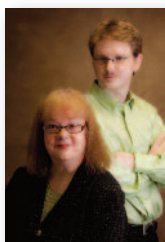
We're often asked what a "good" CTR or CPM is. These numbers vary too widely by audience to include fully, but according to Google, for basic, non-interactive display advertising, average CTR's are as follows:

Medical: 0.06%	Real Estate: 0.27%
Insurance: 0.07%	Apparel: 0.09%
Finance: 0.05%	Arts/Entertainment: 0.15%
Computers/Entertainment: 0.05%	

To do your own advertising ROI Calculation:

1. $(\text{Spend}/\text{CPM}) * 1000 * \text{CTR} * \text{Landing Page Conversion Rate} * \text{Lead Conversion Rate} * \text{Avg. Profit}/\text{Customer} = \text{Campaign Profit}$

2. $\text{Revenue} - \text{Spend} = \text{ROI}$
i.e. $(8000/5) * 1000 * 0.027 * 0.05$



Bede Fahey and Kae Kohl are partners in both agis Internet Marketing and Kiwi Marketing Group. Their particular passion is making web marketing bear fruit. Feel free to contact the authors with any questions about audience targeting or retargeting at solutions@ag-is.com.

TRADE SECRETS



OBAMA SIGNS LAW GIVING TRADE SECRETS FEDERAL PROTECTION

A company's confidential trade secrets are their most coveted assets and give a company a competitive edge over its competitors. Such trade secrets may include product specifications and formulas, recipes, computer algorithms, marketing strategies, manufacturing techniques and processes, and unpatented inventions, to name a few. Given the value of corporate trade secrets, companies often go to great lengths, and spend lots of money in litigation costs, to prevent their employees and contractors from stealing or disclosing their trade secrets to people outside the company.

In May, President Obama signed the Defend Trade Secrets Act of 2016 ("DTSA") into law. The DTSA is the first comprehensive federal law that allows employers to file civil claims in federal court based

on the misappropriation of their coveted confidential information and trade secrets. The DTSA, which passed both chambers of Congress with strong bipartisan support, went into effect on May 12, 2016 and applies to any acts of trade secret misappropriation that occur on or after that date. Under the DTSA, any civil claim must be filed within three (3) years of the employer's actual discovery of the alleged misappropriation, or when the misappropriation should have been discovered through the exercise of reasonable diligence.

THIS BLOG POST HIGHLIGHTS SOME OF THE KEY ASPECTS OF THE DTSA ABOUT WHICH ALL EMPLOYERS SHOULD BE AWARE.

The DTSA Provides Employers with Uniformity when Protecting Trade Secrets

Prior to the passage of the DTSA, employers had to rely on the civil remedies contained in state trade secret protection laws to protect their confidential information and intellectual

property. Although most states have passed some version of the Uniform Trade Secrets Act ("UTSA"), the language of each state UTSA varies to some degree, as do the interpretations of each UTSA by state court judges. The state-to-state variations in trade secret law have proven confusing for many employers, especially those employers who have employees with confidential information in multiple states. Without preempting any rights employers have under state laws, with the passage of the DTSA, employers now have the option to bring their claims for trade secret misappropriation under the same law in federal courts throughout the country.

The DTSA Allows for the Seizure of Trade Secrets without Notice to the Alleged Misappropriator

One of the most striking aspects of the DTSA is that it provides a mechanism for employers to recover their allegedly stolen trade secrets without tipping off the alleged misappropriator. Under the DTSA, in "extraordinary circumstances," an employer may make an *ex parte* application (meaning that the defendant need not be notified before the application is made) to a federal court for an order to seize "property necessary to prevent the propagation or dissemination of the trade secret" that the employer seeks to protect. A court may issue such an *ex parte* seizure order only if it is clear from the alleged facts that:

- A temporary restraining order would be an inadequate remedy;
- Immediate and irreparable injury will occur if the order is not issued;



- The harm to the company seeking the order outweighs the harm to the legitimate interests of the person against whom the order is sought, as well as the harm to any third parties that may be affected by the seizure;
- The applicant is likely to show that the information sought is a trade secret and that person against whom the order is sought has either misappropriated the trade secret by improper means or conspired to use improper means to misappropriate the trade secret;
- The person against whom the order is sought has actual possession of the trade secret and any property to be seized;
- The application describes the matter to be seized and identifies the location of the matter to be seized with reasonable particularity;

- The person against whom the order is sought would destroy, move, hide or otherwise make the trade secrets inaccessible to the court if he or she were to have notice of the application; and
- The applicant has not publicized the seizure.

If the court issues a seizure order, the applicant does not gain control of the trade secrets or property; instead, the materials are held in the custody of the court until a seizure hearing can be held, which must be within seven (7) days of the seizure. Additionally, any applicant who obtains a seizure order must post a monetary security to cover any potential damages to which the alleged misappropriator may be entitled as a result of a wrongful or excessive seizure.

Employers should be cautious in seeking these seizure orders as the DTSA provides certain safeguards against misuse or abuse of the seizure process. Any party who can show that it suffered damages as a result of an excessive or wrongful seizure may be entitled to recover damages for lost profits, cost of materials, loss of goodwill, punitive damages and attorney's fees.

The DTSA Protects Whistleblowers and Prohibits Retaliation by Employers

The DTSA makes it possible for individuals to disclose trade secrets under certain circumstances without fear of civil or criminal liability. The immunity provision of the DTSA provides that individuals cannot be held civilly or criminally liable under any federal or state trade secret law when they: (1) either





directly or indirectly, disclose trade secrets to government officials or attorneys for the sole purpose of reporting or investigating a suspected violation of law; or (2) disclose trade secrets in a complaint or other document filed in a legal proceeding, as long as that document is filed under seal so that the trade secret cannot be revealed to the public.

The DTSA places an affirmative duty on employers to notify its employees of the DTSA's immunity provision in any contract or agreement with the employee that addresses the use of trade secrets or other confidential information. Because the DTSA's broad definition of "employee" includes any individual performing work for the employer as either a contractor or consultant, this notification must be included in independent contractor and consultant agreements that contain confidentiality provisions. This notice requirement only applies to contracts and agreements entered into on or after May 12, 2016.

Employers who do not comply with the DTSA's notice requirements could lose the right to recover attorney's fees or exemplary damages in any civil actions that it brings against employees for the misappropriation of trade secrets. ☺

How Should Employers Respond to Passage of the DTSA?

- If employers have not done so previously, they should first implement policies and procedures that serve to protect their trade secrets. This could involve developing an internal policy requiring all employees, contractors, and consultants to maintain the confidentiality of the employer's confidential information and trade secrets. Employers should also implement internal practices to limit the disclosure of confidential information and trade secrets to employees on a need-to-know basis.
- Employers should update any contracts, agreements or policies that contain confidentiality provisions to comply with the DTSA's notice requirements and ensure that they can recover attorney's fees and exemplary damages in future civil claims.
- Consider updating new hire paperwork to include an acknowledgment from the newly hired employee that he or she will not divulge or use the confidential information or trade secrets of a former employer during the course of their employment.
- When an issue regarding the misappropriation of trade secrets arises, consider the potentially applicable state law and compare it to the DTSA to determine where a claim may be brought and in what venue.

This article is made available for educational purposes only as well as to give you general information and a general understanding of the law, not to provide specific legal advice. By reading this article you understand that there is no attorney client relationship between you and the author. The article should not be used as a substitute for competent legal advice from a licensed professional attorney in your state.



Terri Gillespie is an attorney and partner in the Labor Relations and Employment Department at Obermayer Rebmann Maxwell & Hippel LLP. Terri exclusively represents employers in employment litigation matters and counsels employers in all aspects of employee relations. She can be reached at (215) 665-3271 or Terri.Gillespie@obermayer.com.



Regional Data: OFFICE

Class A Office – Absorption, Deliveries, Vacancy



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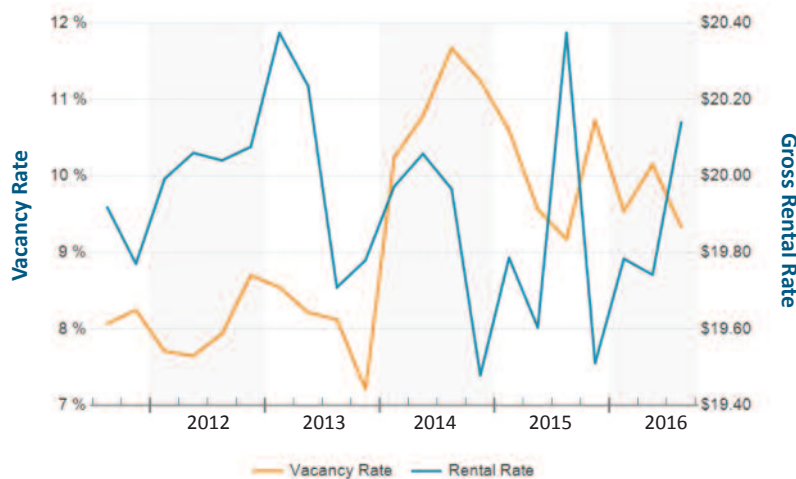
AVAILABILITY	SURVEY	5-YEAR AVG
Gross Rent Per SF	\$20.14	\$19.88
Vacancy Rate	9.3%	9.3%
Vacant SF	730,074	658,224
Availability Rate	16.3%	13.1%
Available SF	1,250,049	953,070
Sublet SF	59,303	79,909
Months on Market	31.0	28.5

DEMAND	SURVEY	5-YEAR AVG
12 Mo. Absorption SF	163,563	73,947
12 Mo. Leasing SF	324,615	302,639

INVENTORY	SURVEY	5-YEAR AVG
Existing Buildings	70	67
Existing SF	7,535,920	7,117,769
12 Mo. Const. Starts	0	166,252
Under Construction	129,000	172,735
12 Mo. Deliveries	161,500	127,580

SALES	PAST YEAR	5-YEAR AVG
Sale Price Per SF	\$16	\$143
Asking Price Per SF	\$67	\$102
Sales Volume (Mil.)	\$4.8	\$28
Cap Rate	—	6.5%

Class A Office – Vacancy and Rental Rates



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AVAILABILITY	SURVEY	5-YEAR AVG
Gross Rent Per SF	\$20.14	\$19.88
Vacancy Rate	9.3%	9.3%
Vacant SF	730,074	658,224
Availability Rate	16.3%	13.1%
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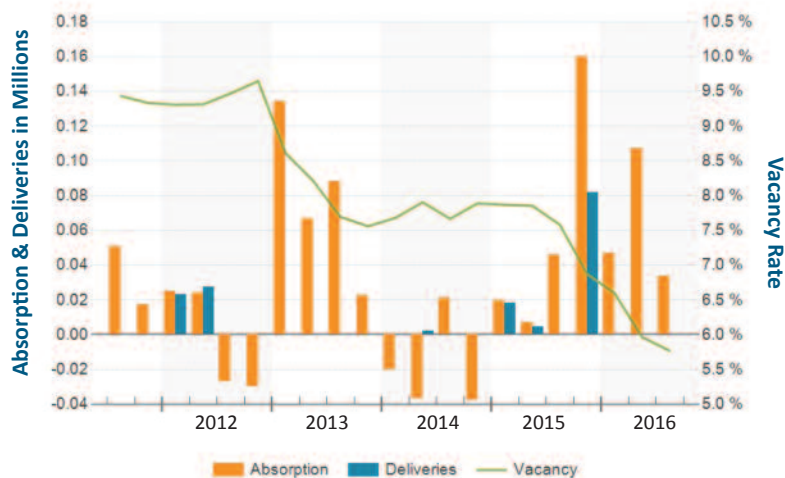
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12 Mo. Absorption SF	163,563	73,947
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INVENTORY	SURVEY	5-YEAR AVG
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In an effort to bring our readers pertinent information regarding commercial real estate in the Greater Harrisburg Area, we are including the following graphs as part of the *Commercial Real Estate Review*. This edition focuses on the Office market in Dauphin and Cumberland County.

Class B Office – Absorption, Deliveries, Vacancy



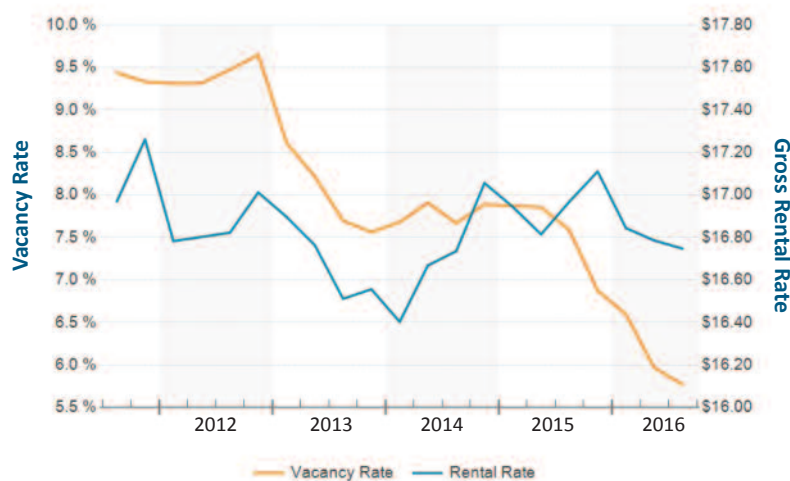
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Class B Office – Vacancy and Rental Rates



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Sale Price Per SF	\$16	\$143
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Cap Rate	—	6.5%



CURRENT LISTINGS

GROW YOUR BUSINESS BY EXPANDING INTO
ONE OF THESE LISTINGS FOR LAND, COMMERCIAL,
OFFICE, INDUSTRIAL OR INVESTMENT SPACE.

INVESTMENT	CITY	PAGE
Confidential	Camp Hill	23
914 S. 13th Street	Harrisburg	23
NEW 1779 W. Trindle Road	Carlisle	23
Confidential	Harrisburg	23
5620-5630 Derry Street		
5650-5670 Lancaster Street	Harrisburg	23
NEW 100 Chestnut Street	Harrisburg	23

LAND	CITY	PAGE
Clover Hill Business Park		
Allentown Blvd. and N. Hershey Road	Harrisburg	24
Route 114 & Gettysburg Pike (NEC)	Mechanicsburg	24
5148 E. Trindle Road	Mechanicsburg	24
850 Wesley Drive	Mechanicsburg	24
Route 114 & Gettysburg Pike (NWC)	Mechanicsburg	24
Route 441, SWC and Orchard Drive	Harrisburg	24
7700 Derry Street, Lots #4-8	Harrisburg	25
E. Cumberland Street (Route 422)	Lebanon	25
7940 Grayson Road	Harrisburg (Rear lot)	25
Lancer Street	Harrisburg	25
730 Limekiln Road	New Cumberland	25
Eisenhower Boulevard	Harrisburg	25
370 W. Main Street	Leola	26
3050 Heidlersburg Road	York Springs	26
Waterford Square, Carlisle Pike (Route 11)	Mechanicsburg	26
2600 Delta Road	Broque	26
Route 75 & William Penn Highway	Mifflintown	26
I-81 and W. Trindle Road	Carlisle	26
700 S. Baltimore Street	Dillsburg	27
Allentown Boulevard	Harrisburg	27
6325 Chelton Avenue	Harrisburg	27
7700 Derry Street, Lot #8	Harrisburg	27
NEW 300 S. Sporting Hill Road	Mechanicsburg	27

COMMERCIAL	CITY	PAGE
3939 Derry Street	Harrisburg	28
6490 Carlisle Pike	Mechanicsburg	28
639 South Street	McSherrystown	28
415 Market Street	Harrisburg	28
NEW 8926 Jonestown Road	Grantville	29
NEW 7800 Linglestown Road	Harrisburg	29
NEW 4359 Linglestown Road	Harrisburg	29
NEW 4301 Jonestown Road	Harrisburg	29

OFFICE	CITY	PAGE
3029 N. Front Street	Harrisburg	30
208 N. Third Street, Suite 400	Harrisburg	30
156 Cumberland Parkway	Mechanicsburg	30
1029 Mumma Road	Wormleysburg	30
5006 E. Trindle Road	Mechanicsburg	30
5275 E. Trindle Road	Mechanicsburg	30
30 North Third Street	Harrisburg	31
1707 S. Cameron Street	Harrisburg	31
3609 Derry Street	Harrisburg	31
3525 N. 6th Street	Harrisburg	31
2604 N. 2nd Street	Harrisburg	31
801 E. Park Drive, Suite 100	Harrisburg	31
148 Reno Street	New Cumberland	32
NEW 1801 Oberlin Road, Suite 300	Middletown	32
4386 Sturbridge Drive	Harrisburg	32
219 State Street	Harrisburg	32
800 N. 3rd Street	Harrisburg	32
415 Market Street	Harrisburg	32
3601 N. Progress Avenue	Harrisburg	33
4400 Deer Path Road	Harrisburg	33
2400 Park Drive	Harrisburg	33
1779 W. Trindle Road, Building 200	Carlisle	33
1335 N. Front Street	Harrisburg	33
NEW 4231 Trindle Road	Camp Hill	34
NEW 24 Northeast Drive	Hershey	34
208 N. Third Street	Harrisburg	34
NEW 4200 Crums Mill Road	Harrisburg	34
NEW 4405 N. Front Street	Harrisburg	34

INDUSTRIAL	CITY	PAGE
240 Silver Spring Road	Mechanicsburg	35
1039 S. 13th Street	Harrisburg	35
NEW 1779 W. Trindle Road, Bldg. 600	Carlisle	35
151 Allendale Road	Mechanicsburg	35
3525 N. 6th Street	Harrisburg	35
NEW 26 Northeast Drive	Hershey	35


SALE

Confidential

No Photos Available

Confidential – Camp Hill

Great investment opportunity now available with this 40,000+ SF building. Signed Confidentiality Agreement needed for additional information.

SALE

Confidential

No Photos Available

Confidential – Harrisburg

28,000 SF well-maintained, 3-story masonry building overlooking the Susquehanna River. Five (5) year lease renewal starts January 1, 2019. No deferred maintenance. On-site parking available. Can be sold with Confidential, Camp Hill.

PENDING
SALE

914 S. 13th Street, Harrisburg

Great opportunity to purchase a fully occupied, freestanding building with high exposure to more than 90,000 vehicles daily. The site is 2.440 acres with 28,492 SF available, situated alongside I-83, just north of the South Bridge.

SALE

**5620-5630 Derry Street
5650-5670 Lancaster Street, Harrisburg**

Portfolio of four properties which includes three existing buildings and a 3 acre vacant parcel. Two buildings are leased to Brightwood until 2019 with an extension option. Great upside potential with the development of the vacant parcel and leasing the apartments (16 units: 8 two-bedroom, 8 three-bedroom), 9.03% CAP rate.

NEW
SALE

1779 W. Trindle Road, Carlisle

Six buildings for sale on 4.72 acres immediately off of W. Trindle Road and within 0.5 miles of I-81 (Exit 49). Tenants are a mix of industrial and commercial users.

NEW
SALE

100 Chestnut Street, Harrisburg

Great investment opportunity! 43,510 SF now available. This is a multi-tenanted office building that is 100% leased. The prominent downtown location is in the Central Business District, which is just a short walk to nearby restaurants, Federal Building, State Capitol Complex, Strawberry Square, Pinnacle Hospital campus, hotels, and other attractions.



LAND LISTINGS

SALE



Clover Hill Business Park Allentown Blvd. and N. Hershey Road, Harrisburg

1.35 Acres (1 lot) remains in this 44-acre park. Excellent location between Hershey and Harrisburg with quick access to I-81, Route 22, Route 39, Route 322, and I-83. Rapid growth is bringing over 1,500 new homes within five miles of this site over the next several years.

SOLD



850 Wesley Drive, Mechanicsburg

4,050 SF office building on 2.49 acres available for sale. The land could be subdivided into two parcels. Site is zoned for a variety of retail and commercial uses.

SALE



Route 114 & Gettysburg Pike (NEC), Mechanicsburg

2.140 – 2.970 Acres available in this high-profile corner lot. Located at signalized intersection situated off the PA Route 114/US Route 15 interchange. Area is populated with affluent, upper middle class neighborhoods and is continuing to expand.

SALE



Route 114 & Gettysburg Pike (NWC), Mechanicsburg

3.340 – 7.120 Acres available. Located directly across from Mechanicsburg Middle School and situated just off the PA Route 114/US Route 15 interchange. Area is populated with affluent, upper middle class neighborhoods and is continuing to expand.

PENDING

SALE



5148 E. Trindle Road, Mechanicsburg

Vacant commercial land located along Trindle Road in Mechanicsburg. Heavily traveled secondary corridor with good surrounding demographics and commercial development.

SALE



Route 441, SWC and Orchard Drive, Harrisburg

8.34 Acres available with controlled intersection and utilities on-site. Ideal opportunity for a church relocation or home business on this vacant parcel. Close to the Harrisburg Mall, TecPort Business Campus and great access to Route 283, I-83 and the PA Turnpike (I-76).

SALE



7700 Derry Street, Lots #4-8, Harrisburg

10.19 Acres available! Take advantage of current interest rates and join in on the expansion of this prime location between Hershey and Harrisburg. You can design your next space from the ground up. Easily accessible to US Route 322 and all of the Central PA highway network.

SALE



Lancer Street, Harrisburg

Over 7.5 acres of semi-wooded, multi-family ground for sale in well-established, multi-family community. Excellent proximity to all services, shopping, transportation and more. Perfect for townhome development (approved for 37 units).

SALE



E. Cumberland Street (Route 422), Lebanon

2.2 Acres available at Route 422 and Narrows Drive intersection. Stormwater management plan and driveway permits approved by Township. Level topography; Holiday Inn Express hotel adjacent. **Price reduced!**

SALE



730 Limekiln Road, New Cumberland

Over eight acres of land available within a 1/4 mile of the Limekiln Road exit off I-83. Good for a variety of commercial uses. Some visibility to travelers going eastbound on the PA Turnpike.

PENDING

SALE



7940 Grayson Road, Harrisburg (Rear lot)

Approximately 1.6 acres available for sale with quick access to Route 322 (Paxton Street). This property is perfect for your storage or parking needs. Zoning is Limited Manufacturing District. Call for additional details!

SALE



Eisenhower Boulevard, Harrisburg

Nice 10-acre site on Eisenhower Boulevard with easy access to Route 283, I-83 and PA Turnpike (I-76). This site is surrounded by commercial, retail and industrial development and the Commercial General zoning permits virtually any of these like uses for future development. **New pricing!**



LAND LISTINGS

SALE/LEASE



370 W. Main Street, Leola

Two pad sites available in a growing area with high visibility, and easy access. Join the new Rutter's Farm Store on Main Street/New Holland Pike in Leola. **1.3 acres pending.**

SALE/LEASE



2600 Delta Road, Brogue

Two parcels totaling 9.15 acres available for sale or lease in York County next to Rutter's Farm Store. Properties have good visibility on Delta Road (Route 74) and easy ingress/egress.

SALE/LEASE



3050 Heidlersburg Road, York Springs

Excess land around the new Rutter's in York Springs. Over 18 acres available for multiple users. Quick access and good visibility from Route 15.

SALE/LEASE



Route 75 & William Penn Highway, Mifflintown

Join Rutter's as they expand north to Juniata County. The new store (their 63rd location) opened this summer and excess land is available for a variety of users. The site is located right off the Port Royal, PA. exit and easily accessible for large trucks and heavy volumes of car traffic.

SALE



Waterford Square, Carlisle Pike (Route 11), Mechanicsburg

Over 16 acres remain in the park, with over 8 acres having frontage along Carlisle Pike. Waterford Square offers excellent access to major transportation routes. All lots in the park are serviced with underground power, water, gas, sewage and telecommunications.

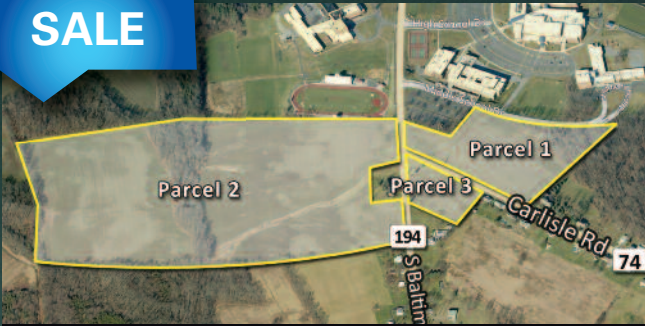
SALE



I-81 and W. Trindle Road, Carlisle

Two parcels for sale along W. Trindle Road, directly off I-81. Build on parcel 1 for maximum exposure. Additional parking as needed would be available on the 0.55+/- acre Parcel 2.

SALE



700 S. Baltimore Street, Dillsburg

5.23 – 57.5 Acres available made up of three parcels with great topography and accessibility from Baltimore Street (Route 74). Only moments from Route 15, a truly unique opportunity with a great country setting for a residential neighborhood. Properties can be sold together or individually.

SALE/LEASE



7700 Derry Street, Lot #8, Harrisburg

2.3 Acres available at high traffic area at a signalized corner, adjacent to new Rutter's Farm Store, Members 1st Credit Union and Susquehanna Bank branches. Surrounding area is densely populated with residential, business and office parks, and other commercial/retail businesses.

SALE



Allentown Boulevard, Harrisburg

17+ Acres available for sale along busy Allentown Boulevard with over 2,200' of frontage. Zoned Commercial Highway (CH) with multiple uses being possible. **Price reduced!**

NEW SALE



300 S. Sporting Hill Road, Mechanicsburg

Over an acre of level land available, located along Sporting Hill Road. Average daily traffic along S. Sporting Hill Road is 17,023. Great location for professional or business offices.

PENDING SALE/LEASE



6325 Chelton Avenue, Harrisburg

3.75 Acres of office land sites with potential signage exposure to over 57,000 cars daily on I-81. Less than one mile from Route 22 and I-81. Can be subdivided to 1.0+ acre lots. **Price reduced!**



COMMERCIAL LISTINGS



LEASE

3939 Derry Street, Harrisburg

1,748 SF freestanding corner retail shop with good access, two drive-in doors, and ten lined parking spaces. Great visibility with over 100' of frontage on Derry Street.



PENDING

SALE

639 South Street, McSherrystown

2,858 SF single-story, brick retail building available for sale in the heart of McSherrystown. Former PNC bank, which features two drive-thru lanes and 12 on-site parking spaces.

SALE/LEASE



6490 Carlisle Pike, Mechanicsburg

11,550 SF former Yale Electric building available for sale or lease on heavily traveled Carlisle Pike. The building features a large showroom/office area and warehouse space. Great location with many retailers and restaurants nearby.



LEASE

415 Market Street, Harrisburg

7,395 SF available on the first floor in the Harrisburg Transportation Center in Downtown Harrisburg. In walking distance to all the downtown restaurants, amenities, and Riverfront Park.



2969 N. 7th Street, Harrisburg, PA

SOLD

BW Wilson purchased an 85,000 +/- SF warehouse located at 2969 N. 7th Street in the City of Harrisburg. The Bill Gladstone Group of NAI CIR represented the Seller and Roy Brenner of Landmark Commercial Realty represented the Buyer.

**NEW
SALE**



8926 Jonestown Road, Grantville

8,071 SF former VFW available for sale. The building has large rooms and a fully equipped commercial kitchen, which can accommodate many users. There is good parking and 4.24+/- acres of land.

**NEW
SALE**



4359 Linglestown Road, Harrisburg

This property has it all! Over 13,000+ SF including offices, open areas, flex space, and warehouse area. Situated on a corner at a signalized intersection. There are many options available for the next user.

**NEW
LEASE**



7800 Linglestown Road, Harrisburg

2,000 SF available in great location at PA Route 39 & I-81 Interchange. The Exit 77 Travel Plaza is a tobacco shop with light refreshments (some restrictions due to adjacent Subway), and gas and diesel operation as well. This area is a premier industrial and commuter rest and convenience area for the I-81 traffic just 10 miles east of Harrisburg.

**NEW
LEASE**



4301 Jonestown Road, Harrisburg

3,930 SF restaurant space available across from Red Lobster and the Colonial Park Mall. Nice corner location at very busy, heavily traveled signaled intersection along Route 22.

LEASED

CJ's Tire and Automotive Services leased 12,400 SF of commercial space at 3460 Paxton Street, in Swatara Township. The Bill Gladstone Group of NAI CIR handled the transaction.



3460 Paxton Street, Harrisburg, PA



OFFICE LISTINGS

SALE



3029 N. Front Street, Harrisburg

4,744 SF three-story office building with lovely character and amazing river views. The property has been well-maintained over the years and was fully renovated in 2008. It is obvious that great attention to detail was made to modernize the property while keeping the early 1900's feel. **Price reduced!**

SALE



1029 Mumma Road, Wormleysburg

Attractive office building available in well-established business park along the West Shore business corridor. Quick access to all major business hubs on both East and West Shores. Property has been well-maintained, features modern upgrades and has ample on-site parking. 9,750 +/- SF is currently leased until October 2017. **Price reduced!**

SUBLEASE



208 N. Third Street, Suite 400, Harrisburg

4,542 SF sublease opportunity in completely renovated and updated suite on the 4th floor. This historic building faces the Capitol Complex with great window lines. All the downtown amenities are a few steps from the doors and parking is a block in every direction.

SALE



5006 E. Trindle Road, Mechanicsburg

Unit 101 First floor, brick condominium available for sale. The space features a large, open floorplan which allows for a multiple number of uses. The location is ideal along rapidly growing Trindle Road and allows for quick access to Routes 581 and 15. **Price reduced!**

LEASE



156 Cumberland Parkway, Mechanicsburg

3,103 SF available in Suite 100. High-profile building offers quick access to Route 15 and PA Turnpike, plus great amenities. Over 200' frontage on Cumberland Parkway. It is hereby disclosed that a partner in the ownership of this property is a licensed real estate salesperson in the Commonwealth of Pennsylvania.

LEASE



5275 E. Trindle Road, Mechanicsburg

2,318 – 7,018 SF available in this open, corner office suite offering functionality and usability. There are many private offices and large conference room(s) lining the perimeter. This professional office space features executive sized offices, private in-suite restrooms and two entrances. Space can be left as one large suite or made into two suites; Suite A - 2,318 RSF and Suite B - 4,133 RSF.


LEASE
30 North Third Street, Harrisburg

24,814 SF available (1,969 – 8,058 SF contiguous) in Class A office building. Skywalk to Strawberry Square, Harrisburg Hilton and connected parking garage directly across from the Capitol Complex. Great window lines.


LEASE
3525 N. 6th Street, Harrisburg

1,946 – 4,656 SF flexible office space available for lease. Suites are available on second floors. Building is under new ownership and is undergoing major renovations. Good on-site parking.


SALE
1707 S. Cameron Street, Harrisburg

17,748 SF property with 6,852 SF office, an adjoining warehouse and two additional storage garages on-site. The office space and storage garages will be vacated by the current occupant; the main warehouse is leased by a strong credit tenant until September 30, 2020 (right to terminate after 3 years.)

New competitive pricing!


LEASE
2604 N. 2nd Street, Harrisburg

800 SF second floor suite ready for tenant to lease. New carpets and fresh paint at affordable rental rate. Features large reception/waiting area, three private offices, a full kitchen with eating area, a full bathroom with washer and dryer, and on-site storage. Enjoy beautiful river views from the balcony.


SALE
3609 Derry Street, Harrisburg

22,150 SF two-story, red brick office building on Derry Street. The building has perimeter windows on both levels. Parking ratio is approximately 5 vehicles per thousand square feet.


LEASED
801 E. Park Drive, Suite 100, Harrisburg

1,819 SF attractive office suite available in recently renovated building. Easily accessible from I-83/Union Deposit Interchange. Good parking ratio.



OFFICE LISTINGS

PENDING
LEASE



148 Reno Street, New Cumberland

4,741 SF flex space featuring a clean, open floor plan with multiple offices, good storage and a dock. Offers quick access to I-83 and the PA Turnpike (I-76). Property can be leased with 144 Reno Street (for an additional cost). **Price reduced!**

NEW
LEASE



1801 Oberlin Road, Suite 300, Middletown

783 SF available in this charming three-story stone structure with professional office tenants. Convenient access to both Harrisburg and Lancaster and easy access to Harrisburg International Airport.

LEASE



4386 Sturbridge Drive, Harrisburg

5,400 SF available – open floor plan. Newly constructed class A office space for medical or professional use. Located along Linglestown Road (Route 39) with close access to lodging, Super Giant store, eateries, gas, banking, and all major transportation corridors.

PENDING
SALE/LEASE



219 State Street, Harrisburg

900 – 2,280 SF available in this newly renovated space with prestigious State Street address, just below the Capitol Complex. Ideal for lobbyist, law firm, accounting or association offices. Flexible leasing arrangements – lease one, two, or all three floors. Third floor could also be used as a private efficiency apartment.

LEASE



800 N. 3rd Street, Harrisburg

Prominent downtown office building across from the State Museum. One block from the Capitol Complex; perfect location for attorneys and associations. On-site parking and many other amenities are available to tenants. Suites range from 150 to 700 SF. **Price reduced!**

LEASE



415 Market Street, Harrisburg

Suites ranging from 566 – 3,113 SF on the second and third floors. Located in Enterprise Zone; permits professional offices, personal services and other common office use. In walking distance to all the downtown restaurants, amenities, and Riverfront Park. ***50% Off Base Rent For First Lease Year.**

LEASE

3601 N. Progress Avenue, Harrisburg

1,375 SF prominent, two-story office building with Progress Avenue frontage is now offering medical/professional office space for lease. Lobby and common areas in the building have recently been renovated.

LEASE

1779 W. Trindle Road, Building 200, Carlisle

1,000 – 3,218 SF office/retail space along busy Trindle Road. This property offers great visibility. Landlord will divide to suit tenant requirements. Easy access to I-81 and the rapidly growing Carlisle area. Located across from the Sheetz convenience store and adjacent to Target anchored Carlisle Crossing Shopping Center.

LEASE

4400 Deer Path Road, Harrisburg

1,768 SF available in this Class A, suburban high profile two-story office building at signal-controlled intersection. Close proximity to I-81 and Downtown Harrisburg. Space includes a reception/waiting area, conference room, two private offices with windows, large open area (for cubicles), kitchenette and an IT room. Professional finishes throughout.

LEASE

1335 N. Front Street, Harrisburg

2,000 SF functional first floor office space includes four offices, a work room, reception area, kitchen, and two bathrooms. Grand windows overlook beautiful Susquehanna River in Downtown Harrisburg. Parking available in a lot on the next block for the first floor tenant. Conveniently located minutes from I-81 and I-83.

LEASE

2400 Park Drive, Harrisburg

2,043 – 4,421 SF available office space for lease in prestigious East Shore business location, Commerce Park. Easy access to all major highways from I-81, convenient to major retail, shopping and dining.



OFFICE LISTINGS

**NEW
LEASE**



4231 Trindle Road, Camp Hill

3,600 SF available in this two-story property with tremendous exposure at a signalized intersection. Former bank with an open first floor and offices with windows on the second floor. The layout can be altered to allow for a variety of users.

LEASE



**208 N. Third Street,
Harrisburg**

335 – 2,000 SF turn-key suites available in prime CBD location. This historic building faces the Capitol Complex with the largest expanse of glass window lines in a privately owned building overlooking the Capitol. Multiple parking garages available within 1 block.

**NEW
LEASE**



24 Northeast Drive, Hershey

3,000 – 4,403 SF available in this functional, single-story office building in prominent Hershey location. Perimeter window line can be expanded to suite tenant's specs. 35+/- parking spaces in common with all tenants in building, and over 100 parking spaces available.

**NEW
LEASE**



4200 Crums Mill Road, Harrisburg

2,500 – 13,444 SF now available in this beautiful building. Glass and masonry two-story building with flexible floorplan and nice window lines. Easy access to the Capital Beltway and many tenant amenities close by. Property under new management.

**NEW
SALE**



4405 N. Front Street, Harrisburg

3,224 SF available in this well-kept office building along the Susquehanna River with beautiful views. Attractive curb appeal and 20+ parking spaces available. Great access to I-81 and Routes 11/15 and various amenities such as restaurants and hotels are close by.



PENDING
SALE/LEASE



240 Silver Spring Road, Mechanicsburg

12,430 SF single-story flex space located on heavily traveled Silver Spring Road. Property has been well-maintained over the years and has a flexible floorplan which could accommodate a variety of users. Excess land allows for additional parking or potential expansion.

LEASE



151 Allendale Road, Mechanicsburg

70,710 SF functional warehouse, with 1,000 SF being office, available in convenient West Shore location. Includes six docks: 8' x 8'. Easily accessible from Route 15, Route 581 and I-81.

SALE



1039 S. 13th Street, Harrisburg

24,000 SF large, functional warehouse available. Property features some office area (with kitchen/break room, conference room and storage), a counter/showroom area and large warehouse spaces. Quick access to major local highways. The 1.82+/- acres sits on a corner and is partially fenced.

LEASE



3525 N. 6th Street, Harrisburg

1,484 – 9,834 SF available in this large economical warehouse space. Located in close to downtown and just off Front Street at I-81.

NEW
LEASE



1779 W. Trindle Road, Bldg. 600, Carlisle

1,000 – 4,000 SF available in this shop space along busy Trindle Road. Easy access to I-81 and the rapidly growing Carlisle area. Located right in the heart of new retail and industrial parks. Adjacent to the Target anchored Carlisle Crossing Shopping Center.

NEW
LEASE



26 Northeast Drive, Hershey

4,800 SF large, open flex space conveniently located near many Hershey attractions and major thoroughfares. Tall ceilings and open floorplan allow for many types of uses.



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**BILL GLADSTONE GROUP
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If you are in the market for commercial, industrial, office or land property in the Greater Harrisburg Area, the Bill Gladstone Group of NAI CIR can help. Let them be your first step in finding a solution for your commercial real estate needs!

