



2012 Greater New Orleans Annual Office Market Report



CORPORATE REALTY



Corporate Realty, Inc. is pleased to present its 2012

Greater New Orleans Office Market Report and would like to extend its thanks to all of those who participated in this undertaking. Without the cooperation of our staff and our colleagues, this report would not be possible. The 2012 Greater New Orleans Office Market report is the inaugural office report produced by Corporate Realty. We hope that this report will be a tool not only for our agents, but also for tenants, landlords, developers, lenders, and our fellow office brokers.

This report contains statistical information on the state of the Greater New Orleans office market on the south shore of Lake Pontchartrain at the end of 2012. We included every office building greater than 20,000 sf in our database. Being the initial report, it does not offer historical annual comparable data but that information will be included as we go forward. On another note, while we certainly recognize the growing importance of the North Shore of Lake Pontchartrain as an office submarket, particularly in West St. Tammany Parish, we were not satisfied that the methodology used on the South Shore was compatible in determining an accurate assessment of the North Shore office market. The North Shore market contains numerous small office buildings that do not meet our minimum size for inclusion and therefore we believe that excluding so many properties would not have reflected true market conditions because those smaller properties may represent a disproportionately larger share of that office market. We will adjust our methodology to account for that anomaly and the North Shore will be included in future reports. Our report is divided into geographical districts or submarkets as well as class differentials. The geographical districts were determined subjectively based on a group consensus of where office tenants typically seek out acceptable locations. That is not to say that a tenant will not consider other districts when searching for office space as availability and price may trump location desirability. Generally tenants confine their searches to geographic areas and we have established four main submarkets and two smaller but established submarkets.

The four main submarkets are the: CBD, East Metairie, Elmwood, and West Metairie. The two smaller submarkets are St. Charles Parish to the west of the airport and the West Bank of the Mississippi River including both Orleans and Jefferson Parish. We have further divided the inventory of buildings into Class A and Non-Class A. There was group consensus of the Class A properties, however when trying to further classify, there was not. The classification of office buildings is not scientific and the catchall classification of Non-Class A proved agreeable.

We hope that you find the following information helpful. Please contact us if you have any questions, or would like more information about the New Orleans office market.

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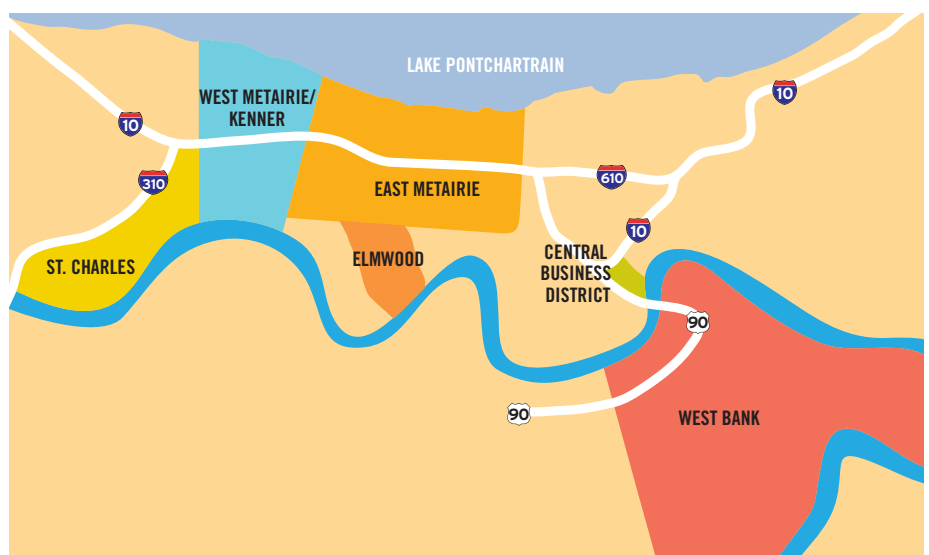
Greater New Orleans Market Overview



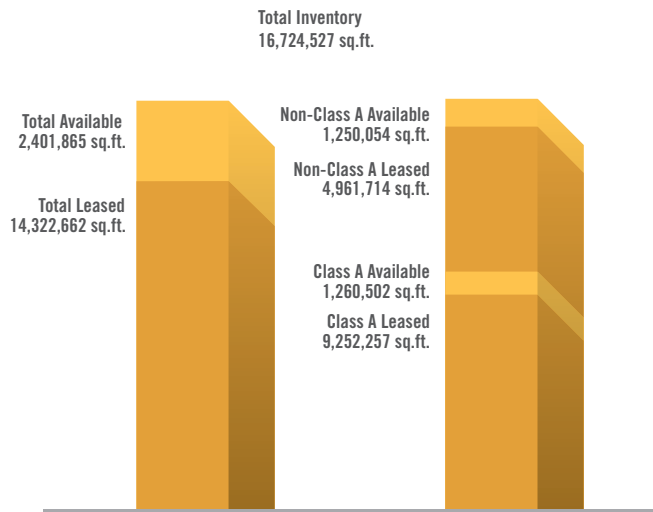
Stability is the cornerstone of the Greater New Orleans South Shore office market. The overbuilding that occurred in the 1980's largely left the inventory of office buildings that we see today. Almost two decades later, that inventory began to slowly fill up. The recovery after Hurricane Katrina created demand for office space as did the shuttering of several older office buildings in the CBD that have been redeveloped as hotel or apartments forcing long term tenants to seek other office space. The Greater New Orleans office market is relatively healthy. With average metro wide occupancy at 86% and Class A occupancy at 90%, New Orleans has been outperforming much of the United States during the great recession. The rebuilding of New Orleans following the federal levees failures provided an economic stimulus that has carried the area through the economic downturn experienced by most of the United States. On the supply side, barriers to entry such as lack of cheap land, construction costs, and the constraints of the debt markets during the recession have restricted any substantial new construction that could upend the marketplace. In the foreseeable future, there will be no substantial supply added to the office market on the South Shore. While office space development opportunities are minimal, there may be signs of increased office demand as the national recession recedes. New Orleans, once a place that experienced brain drain,

has become a brain magnet with one of the largest in migrations of college educated people occurring in the country at this time. Spirited by the nascent technology industry, which is fueling an unprecedented entrepreneurial movement, a new office space demand generator is taking hold. In 2011 and 2012, technology companies absorbed well over 100,000 square feet in Greater New Orleans. In a market where overall absorption sees negligible gains from year to year, the rise of technology industry could become a game changer in years to come.

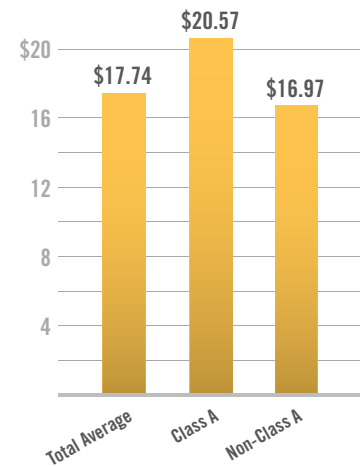
There is a significant disparity between Class A and Non-Class A occupancies throughout the region and particularly in the CBD. It is important to point out however that Non-Class A inventory represents only 37% of market. While Non-Class A buildings continue to see relatively high occupancy rates in the suburbs, in the CBD, with the competitive pricing in the Class A market of \$16.50 - \$21.00 per rentable square foot, Non-Class A office space suffers as most tenants do not see the pricing of Non-Class A office space as enough of a discounted value to lease Non-Class A space. Until pricing becomes such that there is a significant difference between Class A pricing and Non-Class A pricing in the CBD and hence drives demand upwards, Non-Class A space will continue to languish in the CBD bringing the weighted occupancies throughout the market down.



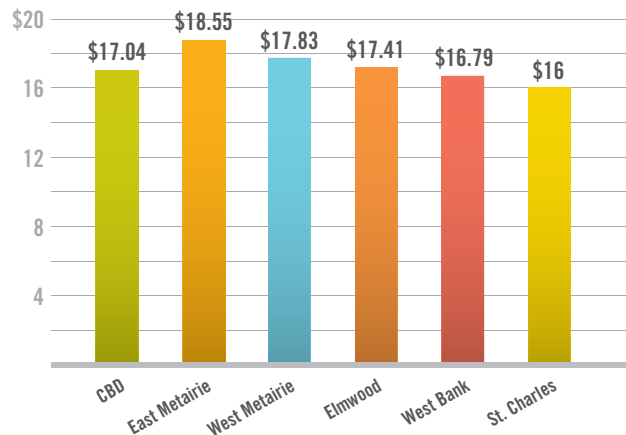
Total Inventory/Total Leased



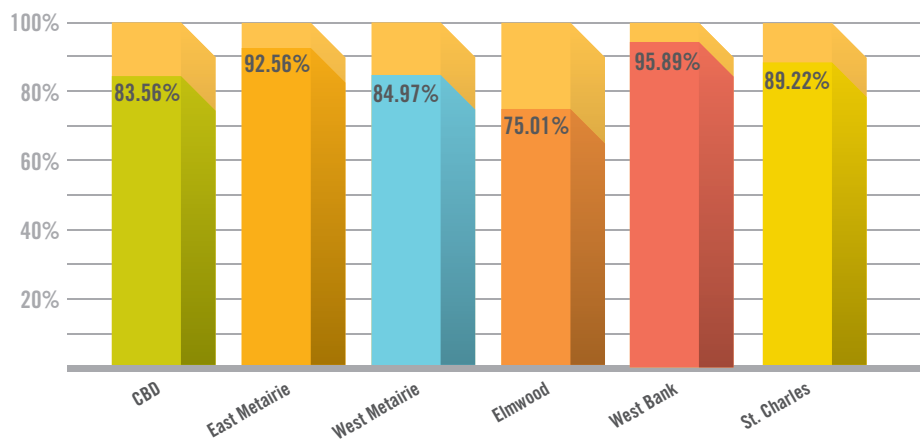
Total Average Rental Rate



Average Rental Rates For Submarkets Class A And Non-Class A Combined



Occupancy Rates for Submarkets



Central Business District

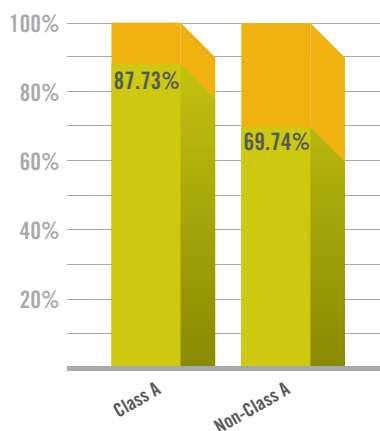


For decades, the anchors of the downtown New Orleans office market included the shipping industry, the legal industry, and the oil and gas industry. The shipping industry is largely gone from the CBD, and the oil and gas industry virtually consolidated itself outside of New Orleans leaving only a few notable exceptions. While the legal business remains robust, the digital media industry has started to grow large enough where it has become a serious market segment. Spirited by an entrepreneurial atmosphere and buoyed by state digital media tax credits, the technology industry is gaining a serious foothold in New Orleans. The mini-explosion of job creation centered in the CBD resulted in over 100,000 square feet of new leasing in 2012.

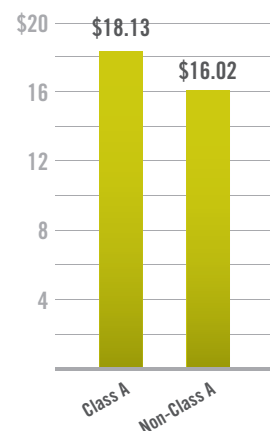
Facts and Highlights:

- The Class A CBD market finished 2012 at 87.73% leased.
- The Class A CBD office market represents 77% of the entire submarket.
- Quoted Class A rates range from \$16.50-\$20.50 per square foot full service.
- Non-Class A CBD buildings continue to struggle at 69.74% leased.
- The sublease market remains tiny with only 109,000 square feet available at the end of 2012.
- Benson Tower closed the year with the highest occupancy at 99.19% leased.
- No major office building sales occurred in 2012, however we saw a traditional insurance company come back into the market as a lender on a significant refinance.

Occupancy



Average Rental Rates





Major Leases of 2012:

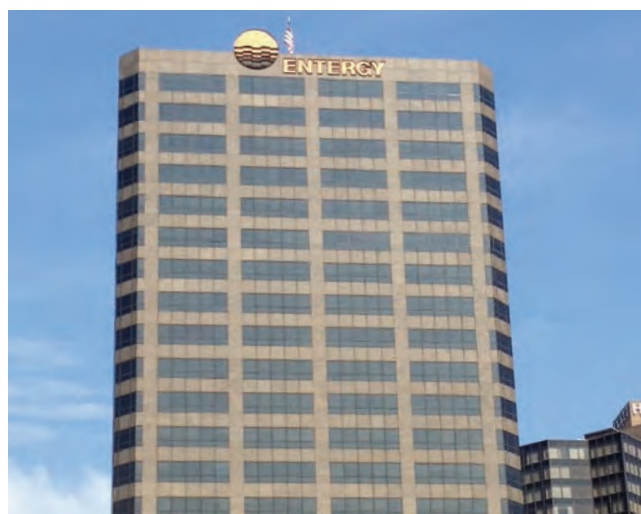
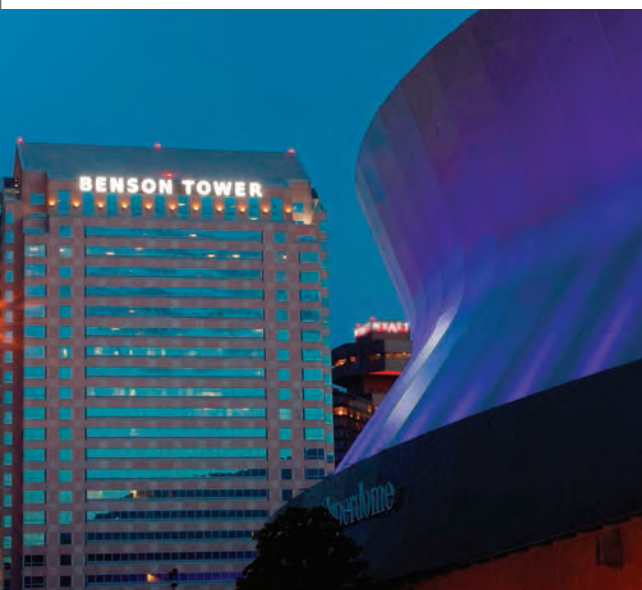
Gameloft, One Canal Place

GE Capital, Place St. Charles

Iberia Bank, Pan American Life Center

NOLA Media Group, One Canal Place

Ochsner, Benson Tower



“The growth of the digital media industry is an exciting trend with the potential to make a big impact on CBD office space.”

BENNETT DAVIS, Broker Associate

Central Business District Class A Table

Building Name	Year Built	No. of Floors	Total Rentable Square Feet	Total Rentable Square Feet Available	Percent Leased	Quoted Rental Rate	Largest Contiguous Block Available	Sublease Space Available
One Shell Square	1972	51	1,256,991	110,428	91.21%	\$16.50 - \$19.00	64,000	0
Place St. Charles	1985	52	1,004,484	83,265	91.71%	\$18.50 - \$20.50	24,633	1,261
Energy Centre	1984	39	761,500	65,743	91.37%	\$17.50 - \$18.50	23,885	0
Pan American Life Center	1980	28	671,883	61,155	90.90%	\$19.00 - \$20.00	38,160	12,673
One Canal Place	1979	32	630,581	82,759	86.88%	\$17.00 - \$18.50	39,779	1,348
400 Poydras Tower	1983	32	606,608	127,067	79.05%	\$16.50 - \$17.50	45,000	0
First Bank and Trust Tower	1987	36	545,157	84,786	84.45%	\$18.00 - \$18.50	25,000	20,000
Benson Tower	1989	26	534,871	4,324	99.19%	\$18.00 - \$20.00	4,324	0
1515 Poydras	1983	27	529,474	186,581	64.76%	\$17.50	60,000	0
Entergy Building	1983	28	526,041	22,827	95.66%	\$18.50 - \$19.00	5,000	0
1615 Poydras	1984	23	509,565	112,776	77.87%	\$17.00	31,757	17,332
1555 Poydras	1982	22	467,671	53,992	88.46%	\$17.50	40,814	0
Poydras Center	1983	28	453,255	47,417	89.54%	\$18.00 - \$18.50	7,000	11,000
TOTAL/AVERAGE			11,059,827	1,818,233	83.56%	\$17.04		109,614
TOTAL CLASS A			8,498,081	1,043,120	87.73%	\$18.13		32,614

Central Business District Non-Class A Table

Building Name	Year Built	No. of Floors	Total Rentable Square Feet	Total Rentable Square Feet Available	Percent Leased	Quoted Rental Rate	Largest Contiguous Block Available	Sublease Space Available
1010 Common St. Building	1971	31	512,593	315,477	38.45%	\$13.75	120,000	0
1250 Poydras Building	1980	24	422,899	104,445	75.30%	\$18.50 - \$19.00	N/A	77,000
Exchange Centre / 935 Gravier	1983	21	379,758	119,739	68.47%	\$14.00 - \$16.00	60,000	0
1340 Poydras St. / Amoco Building	1977	21	378,895	109,008	71.23%	\$14.75	40,000	0
Whitney Bank Building	1910	14	339,504	21,508	93.66%	\$15.00	7,737	0
701 Loyola Ave.	1964	14	234,067	77,592	66.85%	\$13.50	18,723	0
600 Carondelet / URS Building	1926	10	117,000	N/A	N/A	\$14.75	N/A	0
525 St. Charles Ave. / The Federal Reserve Bank of Atlanta	1966	5	100,000	10,142	89.86%	\$18.00	10,142	0
IP Building / 643 Magazine St.	1900	4	84,585	N/A	N/A	\$17.50	N/A	0
K & B Plaza	1962	7	70,000	5,028	92.82%	\$18.50 - \$19.50	5,028	0
546 Carondelet / Stone Pigman Building	1910	6	51,081	0	100.00%	N/A	N/A	0
839 St. Charles Ave. / Emeril's Homebase	1910	3	43,403	N/A	N/A	\$15.00 - \$16.75	N/A	0
313 Carondelet St.	1921	3	41,510	N/A	N/A	N/A	N/A	0
818 Howard Ave.	1895	4	27,259	7,588	72.16%	\$15.00 - \$18.00	3,595	0
300 Lafayette Building	1910	2	20,000	0	100.00%	\$17.00 - \$19.00	0	0
Stirling Properties Building – 615 Baronne St.	1910	3	25,690	4,586	82.15%	\$13.00 - 14.75	3,484	0
TOTAL/AVERAGE			11,059,827	1,818,233	83.56%	\$17.04		109,614
TOTAL Non-Class A			2,561,746	775,113	69.74%	\$16.02		77,000

Jefferson Parish



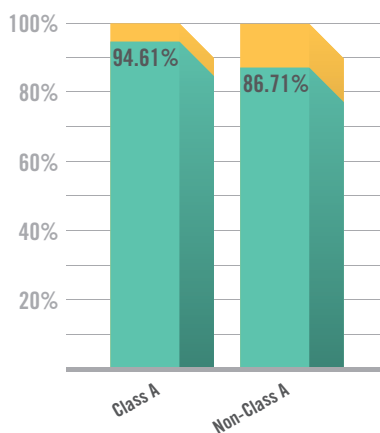
The office market in Jefferson Parish is healthier than it has been in a while, with interest in Class A buildings in East Metairie particularly strong. The suburban market is the most nationally tenanted market in the region and saw improvement in 2012 as the national economy grew stronger. The office markets in Jefferson Parish are also seeing growth in companies related to the fracking, deep water and petro chemical industries. One example of the continued interest is the growth in occupancy levels at Lakeway which increased from 90% to 95% in 2012. Most of the growth in Lakeway's occupancy rate did not come from any large new tenants, but rather the expansion of current tenants and the addition of a variety of smaller leases. As East Metairie gets stronger, the markets in West Metairie / Kenner and Elmwood improve with growth moving west as the economy improves.

There is no new office construction planned in Jefferson Parish, but medical office practitioners have been active in the market with two new single tenant user buildings planned for recent land sales along Houma Blvd.

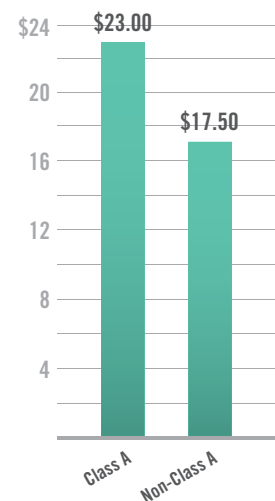
Facts and Highlights:

- The Class A Jefferson Parish market finished 2012 at 94.61% leased.
- The Class A office market represents approximately 40% of the entire submarket.
- Class A buildings in East Metairie are the strongest Jefferson Parish submarket with a 94.61% occupancy rate.
- Elmwood (which has only Non-Class A buildings) is the weakest Jefferson Parish submarket with a 75.01% occupancy rate.

Occupancy



Average Rental Rates



Major Leases of 2012:

Audubon Engineering, Heritage Plaza

Hub International, Causeway Plaza

Jacobs Engineering, Causeway Plaza

Smoothie King, One Lakeway



“The growth of the Jefferson Parish market is not just the result of expansions of engineering companies, but also from the slowdown in tenant’s size reductions.”

COLLEEN BERTHELOT, Broker Associate

East Metairie



Major Leases of 2012:

Jefferson Parish Human Services Authority, 3616 S. I-10 Service Rd.

Pelican Energy Consultants, Galleria

Regus, One Lakeway

As a result of a stable inventory and the expansion of engineering companies and oil and gas companies who are expanding and opening space in East Metairie, East Metairie Class A occupancy and rates are higher than they have been in decades. Class A office space in East Metairie, which is otherwise known as the Causeway Corridor or the Metairie CBD, is the strongest submarket in the region with occupancy levels at 94.61% and average rental rates of \$23 psf.

New Orleans CBD and East Metairie remain competitive as the two centers of Class A office space in the Greater New Orleans region. After factoring in

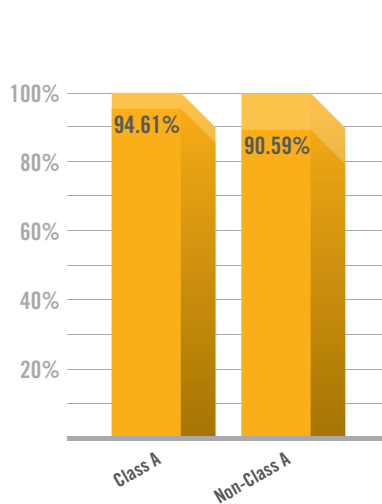
parking and concessions cost, the effective occupancy for the two submarkets are comparable, but Class A occupancy levels in the New Orleans CBD are 87.73% and occupancy levels in East Metairie are 94.61%. The concessions in the New Orleans CBD are higher for such items as free rent and TI than concessions found in Metairie, and base rates are higher in Metairie. However, most tenants do not choose Metairie or New Orleans because of price or availability, but rather because of intangibles such as company culture, proximity to employee housing and parking cost and availability.



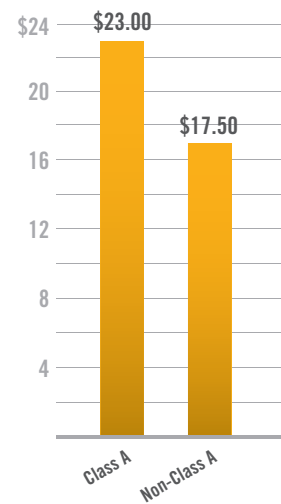
“Metairie Class A occupancy and rates are higher than I have seen in the market since I started in the business 22 years ago.”

JEFF COHN, Sales and Leasing Associate

Occupancy



Average Rental Rates



Building Name	Year Built	No. of Floors	"A" or "Non-A"	Total Rentable Square Feet	Total Rentable Square Feet Available	Percent Leased	Quoted Rental Rate	Largest Contiguous Block Available	Sublease Space Available
Galleria	1986	22	A	468,847	31,824	93.21%	\$22.50	11,828	0
Three Lakeway	1987	34	A	462,890	17,193	96.29%	\$24.00 - \$25.00	5,335	0
Two Lakeway	1984	19	A	440,826	26,803	93.92%	\$23.00 - \$24.00	N/A	4,000
111 Veterans Blvd. / Heritage Plaza	1983	18	A	353,003	20,314	94.25%	\$21.00	10,751	0
One Lakeway	1981	14	A	289,112	12,557	95.66%	\$23.00 - \$24.00	4,319	0
Causeway Plaza	1982/83	6		335,463	36,286	89.18%	\$19.50	11,000	0
3500 N. Causeway Blvd. / Executive Tower	1972	14		181,141	824	99.55%	\$16.00	N/A	N/A
110 Veterans Building	1972	5		130,000	7,368	94.33%	\$18.50	4,000	0
2121 Airline Building		6		129,045	0	100.00%	N/A	N/A	N/A
3525 N. Causeway Blvd. / Regions Bank Building	1970	10		128,000	19,200	85.00%	\$16.00	N/A	N/A
3445 N. Causeway Blvd.	1969	10		127,887	9,842	92.30%	\$18.00	6,500	0
3421 N. Causeway Blvd.	1973	10		125,243	24,555	80.39%	\$17.50	6,361	0
3501 N. Causeway Blvd.	1973	10		112,741	3,533	96.87%	\$18.50	2,063	0
2800 Veterans Building / Latter Center West		3		96,484	10,240	89.39%	\$18.75 - \$19.75	5,000	0
433 Metairie Rd. / Metairie Tower	1970	6		93,585	10,170	89.13%	\$20.00	3,444	0
2424 Edenborn Ave. / Metairie Centre	1986	6		90,562	6,411	92.92%	\$17.95	N/A	0
2450 Severn Ave. / Severn Place	1982	5		86,219	20,329	76.42%	\$17.95	15,000	0
3636 S. I-10 Service Rd. / Interstate 2	1980	3		60,000	0	100.00%	\$17.00	1,000	3,230
3131 N. I-10 Service Rd.	1979	4		48,250	4,700	90.26%	\$16.50 - \$18.50	N/A	N/A
3925 N. I-10 Service Rd. / Favrot & Shane	1981	2		44,992	1,716	96.19%	\$16.75	1,130	0
3616 S. I-10 Service Rd. / Interstate 1	1979	2		40,000	0	100.00%	\$17.00	0	N/A
3200 Ridgelake Building	1984	4		40,000		N/A	N/A	N/A	N/A
3939 N. Causeway Blvd.	1979	4		40,000	4,634	88.42%	\$18.00	N/A	N/A
4501 Veterans Blvd	1970	4		40,000	2,000	95.00%	\$16.00	N/A	N/A
3229 36th St. / Causeway West	1974	2		40,000	20,000	50.00%	\$16.00	20,000	0
4141 Veterans Blvd	1969	3		32,755	355	98.92%	\$17.50	335	0
4200 S. I-10 Service Rd.	1984	2		31,947	1,681	94.74%	\$13.50	1,681	0
3545 N. I-10 Service Rd. / Crutcher-Tufts	1970	3		30,940	0	100.00%	\$17.50	0	0
NY-II Office Building / Lake Villa Dr.	1985	3		30,114	11,119	63.08%	\$17.50	10,014	0
2900 Ridgelake Dr.	1982	4		30,000		N/A	N/A		0
4300 S. I-10 Service Rd. / FGS Building	1981	2		25,026	2,595	89.63%	\$15.50	1,532	0
TOTAL/AVERAGE				4,115,072	306,249	92.56%	\$18.55		
TOTAL CLASS A				2,014,678	108,691	94.61%	\$23.00		
TOTAL Non-Class A				2,100,394	197,558	90.59%	\$17.50		

West Metairie/Kenner



This submarket generally appeals to tenants looking for proximity to the airport and the distribution hubs that are located upriver of New Orleans. It is a smaller, secondary market to East Metairie and has been benefitting from

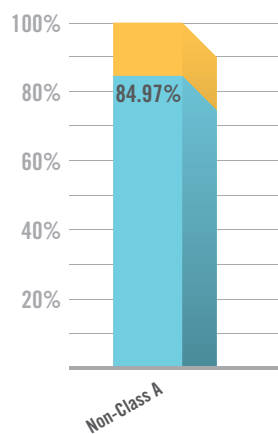
the increased demand occurring there. Inventory remained consistent and occupancy remained stable at 84.97%. There are no Class A buildings in West Metairie or Kenner.

Major Leases of 2012:

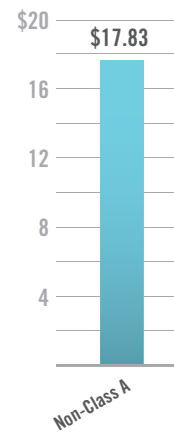
Coface Collections,
Rault Building

State Farm, Rault Building

Occupancy



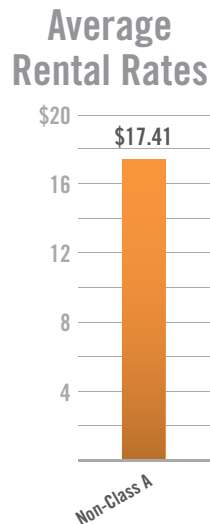
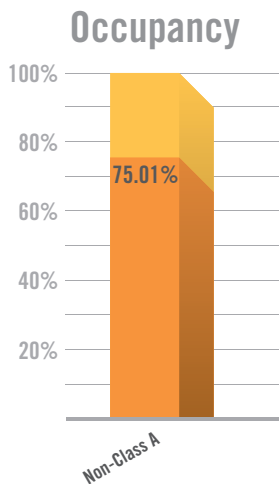
Average Rental Rates



Building Name	Year Built	No. of Floors	Total Rentable Square Feet	Total Rentable Square Feet Available	Percent Leased	Quoted Rental Rate	Largest Contiguous Block Available	Sublease Space Available
Rault Building	1982	5	132,000	27,000	79.55%	\$18.50	12,000	0
6620 Riverside Dr. / Riverside II	1983	3	58,057	5,533	90.47%	\$17.50	1,885	0
2200 Veterans Building	1985	2	44,874	5,957	86.73%	\$14.00	2,662	0
6660 Riverside Dr. / Riverside I	1980	3	32,181	1,661	94.84%	\$17.50	1,885	0
7809 Airline Dr. / Metairie Bank Building	1967	3	23,250		N/A	N/A		0
TOTAL/AVERAGE			267,112	40,151	84.97%	\$17.83		

Elmwood was the weakest Jefferson Parish submarket in 2012 with the highest vacancy rates and the lowest rental rates. Elmwood has a relatively small office market so the impact of Ochsner's relocation from a building in Elmwood to the CBD had a large

impact on the market. Because of Ochsner's relocation and other factors, Elmwood holds the largest contiguous space opportunity in the suburban market with 19,660 sf per floor up to 80,000 sf on multiple floors.



“With large amounts of contiguous space available and a growing number of restaurant options, Elmwood provides a viable alternative for suburban office tenants.”

MIKE SIEGEL, President

Building Name	Year Built	No. of Floors	Total Rentable Square Feet	Total Rentable Square Feet Available	Percent Leased	Quoted Rental Rate	Largest Contiguous Block Available	Sublease Space Available
1201 Elmwood Park Blvd. / Elmwood Tower	1982	10	205,313	0	100.00%	\$22.00	N/A	N/A
880 Commerce Rd. West	1979	5	93,629	75,766	19.08%	\$18.50 - \$19.50	75,766	0
800 Commerce Rd. West	1979	5	91,628	20,903	77.19%	\$18.50 - \$19.50	19,460	0
1333 S. Clearview Parkway / Stewart Services Center	N/A	5	90,000	0	100.00%	\$14.00 - \$16.00	N/A	N/A
990 N. Corporate Park	1979	3	58,646	13,834	76.41%	\$18.50 - \$19.50	10,153	0
800 Commerce Rd. East	1979	3	55,120	22,048	60.00%	\$16.00	N/A	N/A
824 Elmwood Park Blvd.	1984	2	38,629	6,893	82.16%	\$18.00	3,412	N/A
819 Central Ave.	1989	2	25,000	25,000	0.00%	\$10.00 - \$12.50	25,000	0
TOTAL/AVERAGE			657,965	164,444	75.01%	\$17.41		

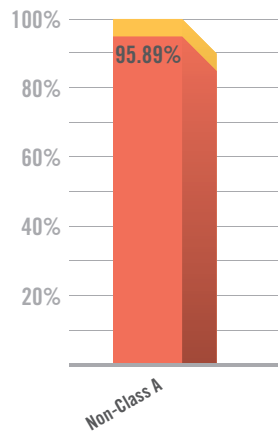
West Bank



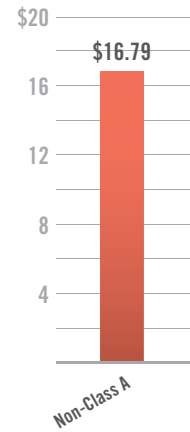
Since there is not much inventory in the West Bank office market and demand is fairly consistent from small local users, the market is fairly stable. However, plans

for Federal City, a 155-acre redevelopment of the former Naval Support Activity on the West Bank, call for 1,000,000 sf of new office space.

Occupancy



Average Rental Rates



“The West Bank provides opportunities for companies looking for access to the CBD, but who don’t need to be in the CBD.”

AUSTIN LAVIN, Sales and Leasing Associate

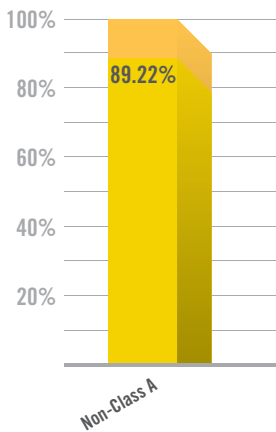
Building Name	Year Built	No. of Floors	Total Rentable Square Feet	Total Rentable Square Feet Available	Percent Leased	Quoted Rental Rate	Largest Contiguous Block Available	Sublease Space Available
Oakwood Corporate Center	1985	6	133,234	4,917	96.31%	\$19.00	1,730	0
1 Seine Court	1983	6	108,889	0	100.00%	\$19.00	0	0
2439 Manhattan Blvd.	1978	5	60,000	39,000	35.00%	\$15.00	1,400	0
2550 Belle Chasse Highway	1983	3	45,000	6,000	86.67%	\$15.50 - \$16.50	2,200	0
1601 Belle Chasse Highway / MG Plaza	1984	3	30,000	700	97.67%	\$17.00	700	0
3712 Mac Arthur Blvd. / Mac Arthur Professional Building	1971	2	27,439	0	100.00%	N/A	0	0
405 Gretna Blvd / Cypress Park	1976	2	24,248	3,000	87.63%	\$14.50 - \$15.00	3,000	0
Marrero Land Office Plaza	1971	4	23,310	576	97.53%	\$14.75	576	0
TOTAL/AVERAGE			452,120	54,193	95.89%	\$16.79		

St. Charles Parish

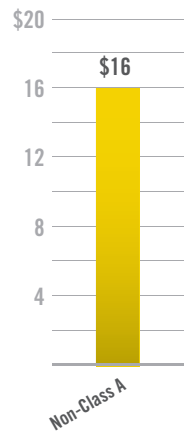
The **St. Charles Parish** office market is heavily dominated by the James Business Park. This submarket is on the

far western end of the New Orleans office market and appeals to office users who are interested in the benefits of its location.

Occupancy



Average Rental Rates



“St. Charles Parish provides office space at lower prices to companies who value property close to the airport.”

RANDY WHITE, Sales and Leasing Agent

Building Name	Year Built	No. of Floors	Total Rentable Square Feet	Total Rentable Square Feet Available	Percent Leased	Quoted Rental Rate	Largest Contiguous Block Available	Sublease Space Available
120 Mallard St. / Two James Park	1981	3	53,520	0	100.00%	\$16.00		0
100 James Drive / One James Park	1980	3	43,055	6,457	85.00%	\$16.50	3,229	0
104 Campus Drive E. / Plantation Campus Center	1982	2	26,066	2,407	90.77%	\$14.50	2,407	0
160 James Drive E.	1981	1	25,772	0	100.00%	\$16.50		0
110 James Drive W. / Five James Park	1983	2	24,018	9,731	59.48%	\$16.50	2,780	0
TOTAL/AVERAGE			172,431	18,595	89.22%	\$16.00		

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Corporate Realty, Inc. is a full-service commercial real estate company headquartered in New Orleans. We have approximately fifty employees, seventeen of whom are active, full time commercial real estate agents. Corporate Realty agents are consistently involved in the largest, most complex and most demanding real estate brokerage transactions in this region, and we pride ourselves on having only the top real estate professionals in the market.

We have agents that specialize in:

- Office Leasing and Brokerage (Landlord and Tenant Representation)
- Retail Leasing and Brokerage (Landlord and Tenant Representation)
- Investment Brokerage

We also provide property management services to:

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Additionally, we offer our clients support services including:

- Construction Consulting and Supervision
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