

SIMON SAYS

THE GLASS IS HALF FULL

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...What happened at ICSC... should not only Stay at ICSC!

The Glass is Half Full

Ongoing Vegas dialogue centered around a promising second half of the year considering an abnormally cold winter from the onset of 2014. The winter chills were Mother Nature's category killer to consumer spending which is expected to rise 4-5% following the Spring/Summer thaw underway. The wages and salary stalemate is still impacting a big surge in spending and investment. Yet retail sales are 14 percent greater than the pre-recession peak. Unemployment should decline to 5-5.5% in the coming 1-2 years. Housing demands are up and household wealth is exceeding 2007 levels. Murmurs over the U.S. economy spoke to steady stepping stones of graduated yet cautious expansion, following 1st Quarter GDP which came in below expectations at a negative -1.2%. A recession is coincidentally often defined by way of two consecutive quarters of negative GDP growth. Albeit the outlook is positive for this coming quarter as the forecast for the American economic fiber is still nurtured with conviction by analysts and pundits alike.



What This Means to You:

We can always have positive leading economic indication, but note more growth will lead to rising rates and altering fluidity with lenders should their books start to weigh down. Growth is a paradigm shift that presents good and sometimes bad when investing. In good times investors can realize riches. In bad times investors can realize wealth. Uncertainty still looms.

Welcome to Simon Says. While being in the day to day trenches I continue to realize we all share one common thread: we seek to learn daily and evolve our practice. Simon Says will share the latest on the pulse of the market from clients, developers, property managers, and all industry participants from REITS to Underwriters to private investors. The end objective is to better understand the market and what to expect from the market moving forward. The goal of Simon Says is to share knowledge.



SIMON JONNA

Executive Vice President

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

-Sam Walton



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