

# CENTER FOR REAL ESTATE



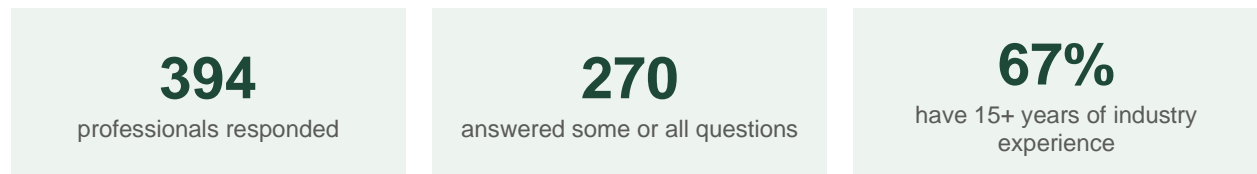
## 2026 Commercial Real Estate Sentiment Survey

### Executive Summary

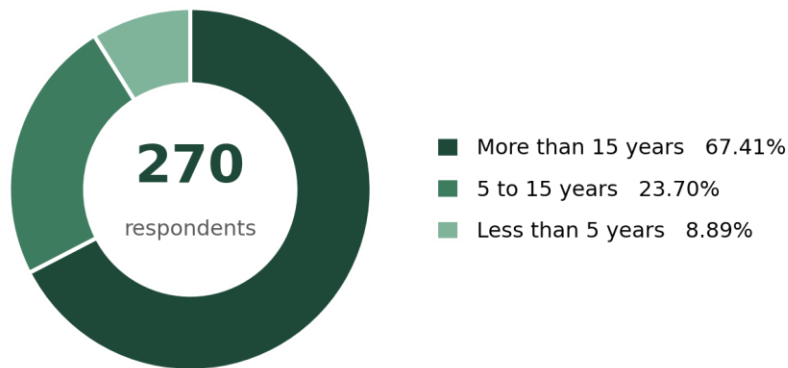
The 2026 PSU Center for Real Estate sentiment survey is the inaugural survey of the Portland region commercial real estate industry. It establishes a baseline the Center can measure against year over year, helping track whether the region is creating real opportunity for our communities.

Responses were collected between January 13 and February 12, 2026. In total, 394 commercial real estate professionals responded, and 270 provided answers to some or all questions.

### ABOUT THE RESPONDENTS



#### Experience of respondents



*The respondent pool skews highly experienced: two-thirds have more than 15 years in the industry.*

## REGIONAL STRENGTHS & CHALLENGES

Respondents ranked the region's top features and its top challenges. Quality of life leads the strengths, while the business and policy environment dominate the concerns.

### Top Features

- 1 Access to Outdoors
- 2 Educated Workforce
- 3 Demographics

### Top Challenges

- 1 Tax Structure
- 2 Political Climate
- 3 Public Safety

## MARKET CONDITIONS AT A GLANCE

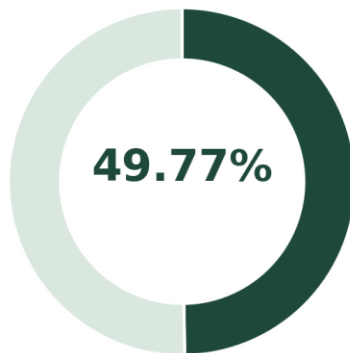
Across nearly every measure of market health, only a small share of professionals rated current conditions favorably — the figures below show the percentage giving each measure a top-tier rating.



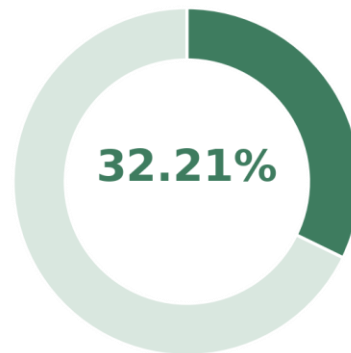
## TWO HEADLINE FIGURES

Sentiment was more divided on market positioning. Roughly half of respondents characterized the region as a tenant's market, while about a third issued a buy recommendation.

View it as a tenant's market



Recommend buying



*As the inaugural survey, these results form the baseline against which future years will be compared.*