

Commercial real estate development provides valuable contributions to the U.S. economy.

New commercial real estate construction created and supported more than 7 million American jobs in 2025.

National Snapshot

New office, industrial, warehouse, retail and multifamily space in 2025 generated:

\$1.6 TRILLION

in contributions to the U.S. economy (GDP).

\$554.8 BILLION

in personal earnings (wages and salaries).

7.4 MILLION

American jobs (created and supported).

678 MILLION

new office, industrial and retail space will accommodate **1.6 million** jobs.

A Look at Wisconsin



Commercial real estate development in **Wisconsin** is a powerful economic engine, creating jobs and generating significant fiscal contributions to local, state and national economies in 2025.

\$14.8 BILLION

Contributions to the state economy (GDP).

\$4.6 BILLION

Wages and salaries generated.

74,082

Jobs created and supported.

Quick Facts

438 NAIOP MEMBERS

201 NAIOP COMPANIES

NAIOP Wisconsin:
naiop-wi.org

Combined, commercial, residential, institutional and infrastructure development and operations of existing commercial buildings contributed **\$7.3 trillion** to the U.S. economy and supported **38.7 million** jobs in 2025.

For the full report, visit naiop.org/contributions2026.

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners, investors and related professionals in office, industrial, retail and mixed-use real estate. NAIOP provides unparalleled industry networking and education, and advocates for legislation on behalf of our 21,000 members. NAIOP advances responsible, sustainable development that creates jobs and benefits the communities in which our members work and live.

Source: *Economic Impacts of Commercial Real Estate in the U.S.: Office, Industrial, Retail and Multifamily, 2026 Edition*, published by the NAIOP Research Foundation.

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COMMERCIAL REAL ESTATE
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