

PIEDMONT TRIAD AREA PROFILE



ACCOLADES & AWARDS

2010	
2009	North Carolina named No.1 in the Top Ten Executive Business Climate Survey, Site Selection Magazine
2008	North Carolina named No.1 in the Top Ten Business Climate Survey, Site Selection Magazine
2007	Piedmont Triad – the East Coast’s best location for business – Business Leader Corporate Relocation Guide
	Piedmont Triad named No. 1 in the nation for metropolitan areas of 200,000 to 1 million people, Site Selection
2006	Piedmont Triad named No. 2 in the nation for new corporate projects, Site Selection
	30th Hot City for Entrepreneurs (out of top 50 large cities), Entrepreneur.com

POPULATIONS

Piedmont Triad	1,600,054
Guilford County	468,048
Forsyth County	343,786
Greensboro	257,997
Winston-Salem	227,834
High Point	101,835

COLLEGES & UNIVERSITIES

Greensboro	UNC Greensboro Guilford College NC A&T State University Greensboro College Guilford Technical Community College Bennett College
High Point	High Point University
Winston-Salem	Wake Forest University Winston-Salem State University Salem College Forsyth Technical Community College UNC School of the Arts

MAJOR EMPLOYERS

Wake Forest University/Baptist Medical Center
Wal-Mart
Novant Health, Inc.
Moses Cone Health System
Wachovia Corporation
Laboratory Corporation of America
Reynolds America, Inc.
BB&T Corporation
Hanesbrands
High Point Regional Health Systems
American Express Service Center

RECENT CORPORATE RELOCATIONS/EXPANSIONS

	NEW JOBS
Mack Trucks, Inc.	493
O’Reilly Automotive, Inc.	360
Aetna	300
RalphLauren.com	210
FedEx.	150
Precor.	142
Piedmont Aviation Component Services, LLC	120
ELSAG North America Law Enforcement Systems	100
Schnadig Intl. Corp.	70

MAJOR RETAIL CENTERS (Greater than 350,000 sf)

	STORES
Hanes Mall	203
Four Seasons Town Centre	200
Friendly Center / The Shops at Friendly Center	140
Oak Hollow Mall	117

HOSPITALS

Greensboro	Moses H. Cone Memorial Wesley Long Community The Women’s Hospital of Greensboro
High Point	High Point Regional
Winston-Salem	WFU Baptist Medical Center Forsyth Medical Center Brenner’s Children’s

HIGHWOODS PROPERTIES PIEDMONT TRIAD DIVISION



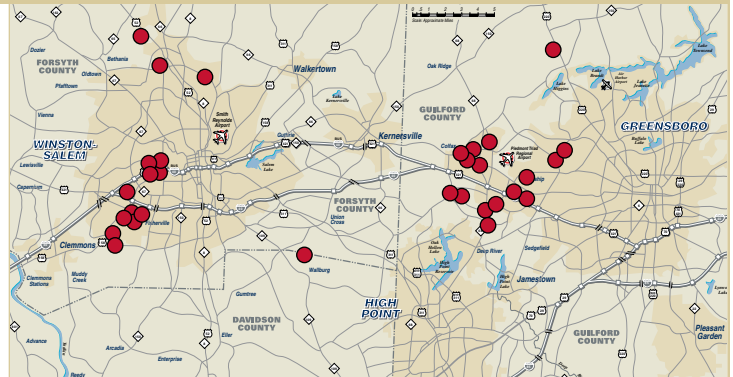
RICK DEHNERT

Rick is division manager and vice president for Highwoods Properties' Triad division, which encompasses 4.4 million square feet of office and industrial space. He has over 15 years of commercial real estate experience; overseeing all of the Triad division's day-to-day operations including leasing, construction, property management, and growth and development projects. Previously, Rick was director of leasing for the Triad division, where he was responsible for overseeing all aspects of leasing, including new development and land sales. Rick joined Highwoods Properties in 1995 as a leasing representative. Rick serves as a board member on the National Board of Directors for NAIOP and served as president of NC Triad NAIOP Chapter in 2005. Rick also served on the PART 150 committee at the Piedmont Triad International Airport and is a current and active member of the Greensboro Chamber of Commerce, Piedmont Triad Partnership, Greensboro Developers Council, Heart of the Triad Steering Committee, TREBIC Executive Committee, Action Greensboro (Center City Park Committee), and is a charter member of The Future Fund. Rick graduated from Georgetown University with a Bachelor of Arts degree in History.

PORTFOLIO

TRIAD DIVISION

- 33 Office Properties
- 35 Industrial Properties
- 4.4M RSF
- 4 Submarkets
- Development, Leasing and Property Management
- Third-Party, Full-Service Real Estate Provider
- Area's Largest Office and Industrial Landlord



FEATURED OFFICE PARK

380 Knollwood
Delivered 1990
136,976 RSF



7025 Albert Pick Road
Delivered 1990
134,893 RSF



1501 Highwoods Blvd
Delivered 2001
97,580 RSF



FEATURED INDUSTRIAL PARK

Enterprise Park I
Delivered 2001
120,000 RSF



Enterprise Park II
Delivered 2006
418,000 RSF



Enterprise Park III
Delivered 2007
120,000 RSF



HIGHWOODS OVERVIEW

COMPANY OVERVIEW

- Founded 1978
- IPO 1994
- Full Service REIT
- \$4.1B Total Market Cap
- Suburban Office
- 329 Properties
- 32.3M SF
- NAIOP Developer of the Year (2009)



TOP 5 MARKETS

% OF ANNUAL REVENUE

Raleigh	15.7%
Atlanta	15.2%
Tampa	13.7%
Nashville	12.5%
Kansas City	10.2%

TOP 5 CUSTOMERS

% OF ANNUAL REVENUE

Government - Federal & State	11.6%
AT&T	3.5%
PricewaterhouseCoopers	2.0%
Healthways	1.6%
Metropolitan Life Insurance	1.5%

