



COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

NEW JERSEY CHAPTER

## ***News Release***

### **Buy, Sell or Hold? Atypical Business Cycle Raises Questions for CRE Decisionmakers**

#### ***NAIOP NJ Program to Explore Key Economic Trends and Market Impacts***

**BERKELEY HEIGHTS, N.J., Sept. 13, 2022** — In an atypical business cycle with an economic response that stumped even top analysts, how can commercial real estate practitioners gauge the market? A [NAIOP New Jersey](#) program on Thursday, Sept. 22, at the Embassy Suites by Hilton in Berkeley Heights, will explore this question, offering a range of expert perspectives.

Open to anyone interested in hearing insights and strategies for thriving in today's shifting climate, [“CEO Perspective FOMO vs. FOHO: Is It Time to Buy, Sell or Hold?”](#) will feature keynote speaker Professor Morris A. Davis, Ph.D., the Paul V. Profeta chair in real estate at Rutgers Business School. He will kick off the discussion with a historical perspective on how the U.S. economy got to where it is today, starting with the onset of the pandemic and the economy's response to the injection of stimulus funds.

“Most people talk about business cycles in terms of fluctuation of demand,” Professor Davis said. “What we experienced was a COVID-19-fueled supply shock, which made it harder to produce everything. Then we had a government stimulus package, which translated to demand shock. With both big supply and demand shocks, prices increased rapidly, and now the Federal Reserve must take action to cool the inflation rate.”

How will New Jersey's real estate sector fare in the coming months? Professor Davis expects the inflation rate to moderate fairly quickly in the aftermath of the pandemic supply/demand shakeup. He will share perspectives on what the next few years will look like, and how the business community and commercial real estate industry can benefit.

The program's panel discussion will explore related key issues and takeaways, including:

- The suburban office market is looking better with the new WFH and hybrid work models, while minimum wage is having a huge impact on the drive to automation.
- Experts are bullish on the multifamily market, but is the growth in rents sustainable?
- Inflation is here to stay for the near term while cap rates continue to compress.
- What are the tailwinds and headwinds coming into the market?

Event panelists include Jose Cruz, senior managing director, New Jersey office co-head, capital markets, Americas, JLL; Jessica Fraser, vice president, investment officer, Prologis; Anthony Pennimpe, executive director, debt financing, PGIM Real Estate; and Daniel P. Connaughton, vice president, development, Link Logistics.

CEO Perspective FOMO vs. FOHO: Is It Time to Buy, Sell or Hold? will begin with a networking reception at 5 p.m., followed by the program and a buffet dinner. To register visit [naiopnj.org](http://naiopnj.org).

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