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Commercial real estate properties owned and managed by BOMA members are a significant source of economic activity at the state level, supporting jobs, earnings, and business growth in communities across the country. Their total impacts in the state and nation are reflected in the figures below:

WISCONSIN

- BOMA Wisconsin



GDP

\$5,375,700,000



Earnings

\$3,423,600,000



Jobs Supported

69,100



Square Feet

971,800,000

BOMA
International



BOMA 2026 MARKET STUDY

The commercial real estate industry is a significant driver of the nation's economic engine and is also one of the foremost employers in the United States.

Founded in 1907, the **Building Owners and Managers Association (BOMA) International** is the leading trade association for commercial real estate professionals, representing the owners, managers, service providers and other property professionals of all commercial building types.

\$609.9 billion total output*

** Figures represent data from 2025.*



THE MULTIPLIER EFFECT

2.2x

RETURN ON
ECONOMIC ACTIVITY

**\$1
SPENT**

**\$2.22
GENERATED**

Across the 79 markets served by BOMA International, its 35.4 billion square feet of office, retail, and industrial properties generate \$274.9 billion in direct spending, support an estimated 3.9 million jobs, contribute \$344.4 billion to U.S. GDP, and add **\$609.9 billion to total economic output.**