

Economic Profile

Quarterly Market Trend Analysis for Economic Development in Cerritos

City of Cerritos



Winter 2011

A City With Vision

Economic Profile



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Economic Profile

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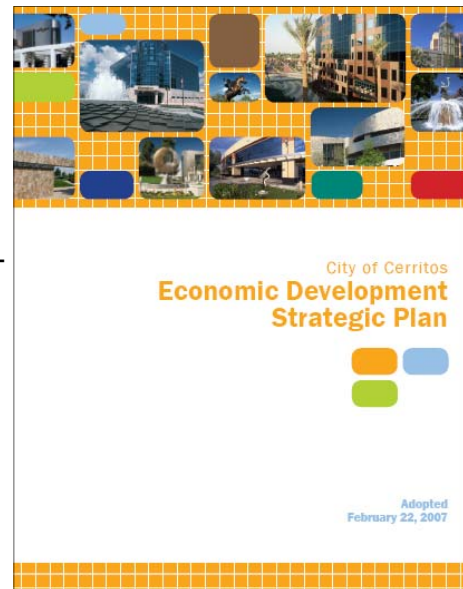
Introduction

The Cerritos *Economic Profile* is a report that is prepared on a quarterly basis to conduct market trend analysis and to develop strategies for the City’s Business Retention and Expansion (BRE) Program. The BRE program was created in order to identify business climate issues and individual actions that would improve upon the operating conditions of existing businesses. It also provides the mechanism by which to identify “at risk” businesses and respond to their specific needs.

The development of the BRE was identified in the City of Cerritos Economic Development Strategic Plan (EDSP), which was adopted by the Cerritos City Council in 2007. As identified in the EDSP, Goal BAR-1 recommends that the City identify the “best customers” among existing Cerritos businesses and initiate an outreach program. In addition, Goal BAR-7 recommends that staff dedicate resources to track market trends.

With this in mind, this *Economic Profile* is a product of the EDSP and complements the BRE by tracking market trends for the preparation of economic development strategies. The *Economic Profile* will assist City staff in responding proactively to the ever changing business climate. In addition, this report supports the City’s commitment to creating a business-friendly environment in which quality jobs may grow and prosper. The report will also assist the City to expand its tremendous success with its economic base, by identifying growth industries as well as declining industries in need of reinvigoration.

The *Economic Profile* is comprised of several sections, which include Major Revenues, Employment, Unemployment and Commercial Real Estate. The statistical data is compiled from a wide variety of sources, such as the California Employment Development Department, Cerritos’ Finance Division, and several real estate publications. The quarterly report provides a wealth of information and will be used by City staff to monitor the economic profile of the City in order to develop precise strategies to improve the business climate in Cerritos. The *Economic Profile* is the first of its kind in the local Gateway Cities region and it illustrates the commitment of Cerritos to its tradition of being “A City with Vision.”



Mission Statement

The mission of the Cerritos Economic Profile is for the City of Cerritos to think strategically towards economic development in order to foster a healthy local economy, maintain the City’s strong fiscal position and to be proactive and adapt to the changing business climate.

Select Strategic Plan Goals

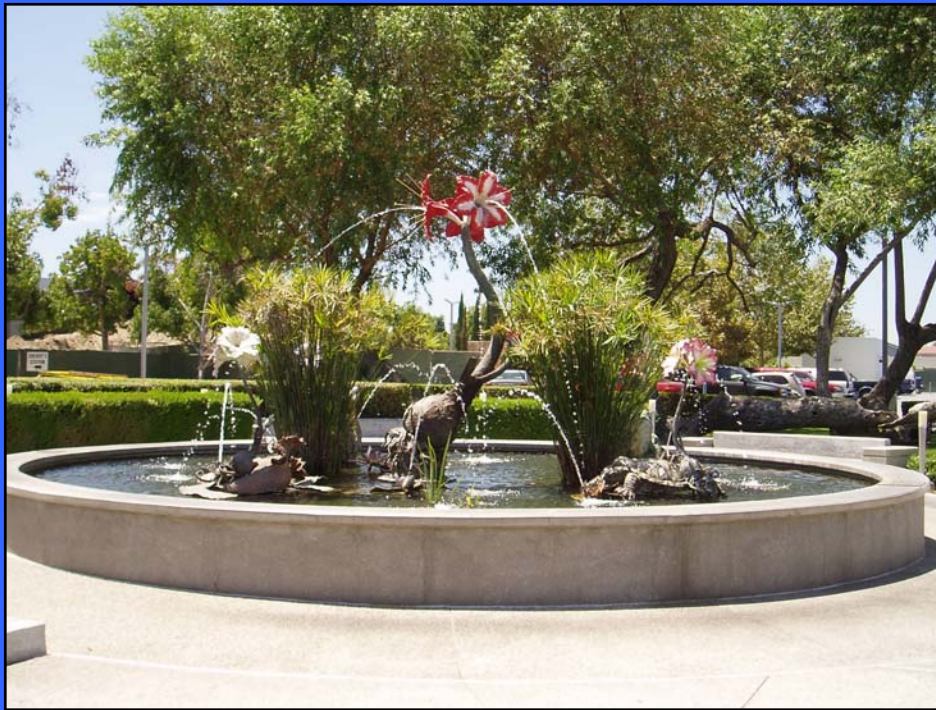
BAR-1: Identify the “best customers” among existing Cerritos businesses and initiate an outreach program.

BAR-5: Maintain a proactive approach to addressing the needs of important businesses that might be looking to relocate out of Cerritos.

BAR-6: Use a targeted approach to business attraction.

BAR-7: Dedicate staff resources to tracking market trends.

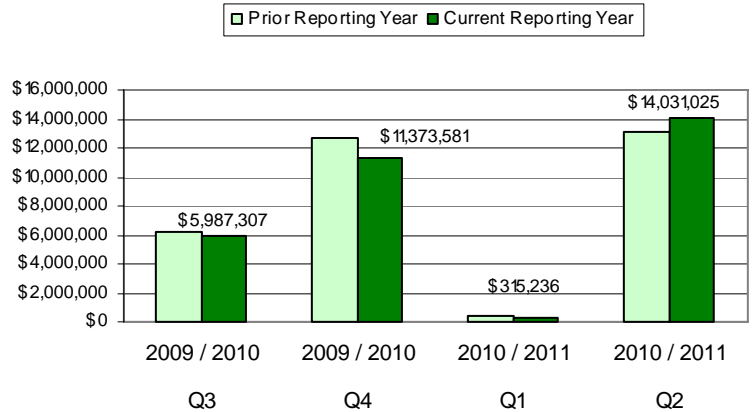
Major Revenues



Redevelopment Tax Increment

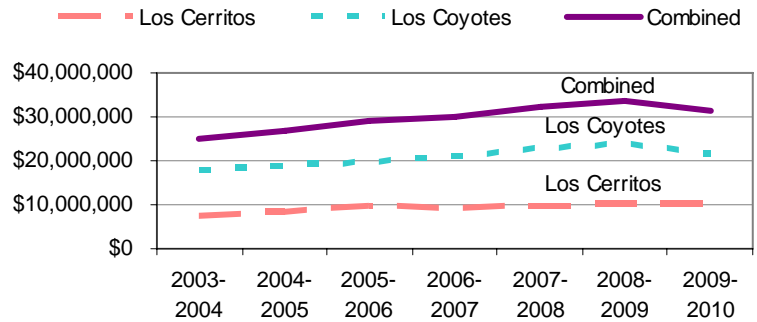
The City of Cerritos has two redevelopment project areas: Los Coyotes and Los Cerritos. These two areas comprise major regional commercial centers including the Cerritos Towne Center, the Los Cerritos Center and the Cerritos Auto Square. In a year-over-year comparison, the Cerritos Redevelopment Agency's tax increment revenue has increased. The Redevelopment Agency received \$14,031,025 in tax increment revenue for the second quarter of FY 2010-2011, which is a \$947,108 increase. Tax increment for quarter one is always lower because taxes are collected on February 1st (second quarter) and November 1st (fourth quarter) of each year by the Los Angeles County Office of the Assessor.

Cerritos Redevelopment Agency Tax Increment Revenue

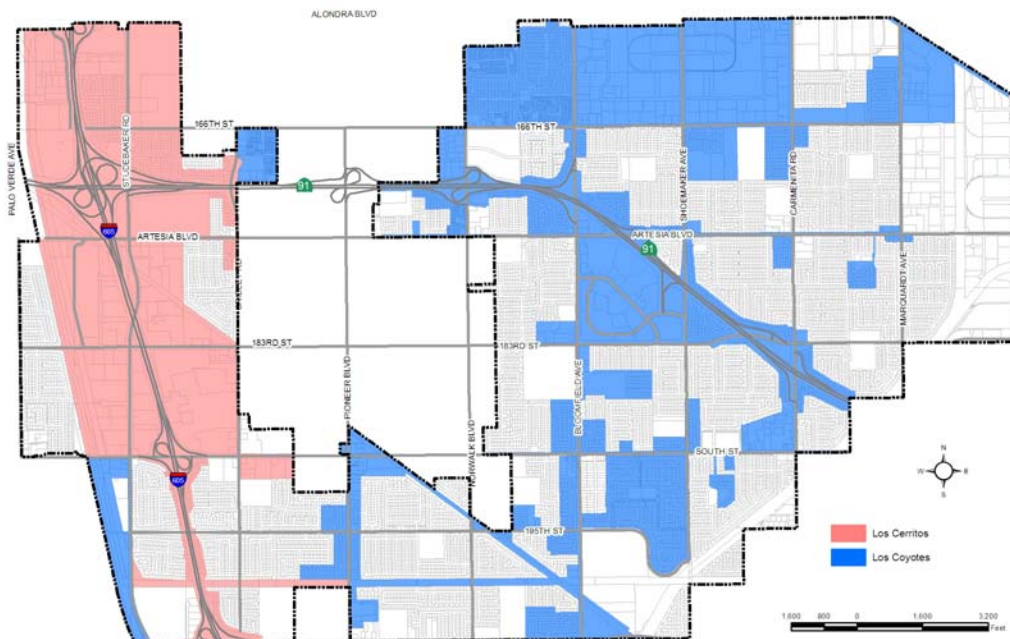


The combined tax increment revenue from the Los Cerritos and Los Coyotes project areas has increased by 20% from \$25,106,032 in FY 2003-2004 to \$31,362,844 in FY 2009-2010. The Los Coyotes project area generates more revenue than the Los Cerritos project area. In FY 2009-2010, the Los Coyotes project area generated \$21,386,086 and Los Cerritos generated \$9,976,757. In FY 2009-2010, the combined project areas generated \$31,362,844.

Tax Increment Revenue for Past 5 Fiscal Years Ending June



Cerritos Redevelopment Project Areas

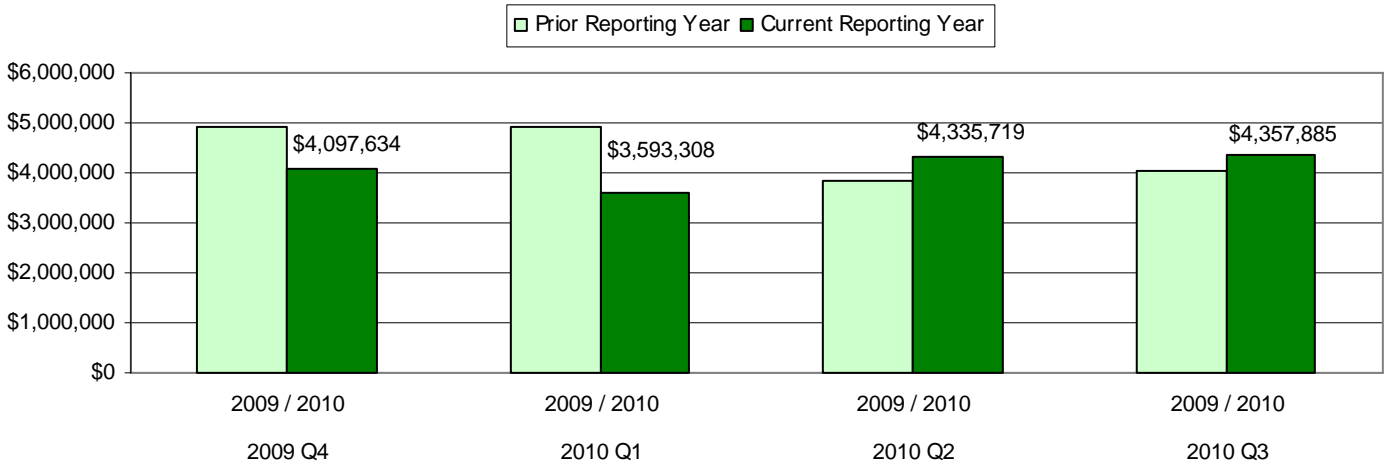


Sources: City of Cerritos Finance Division, GIS Division

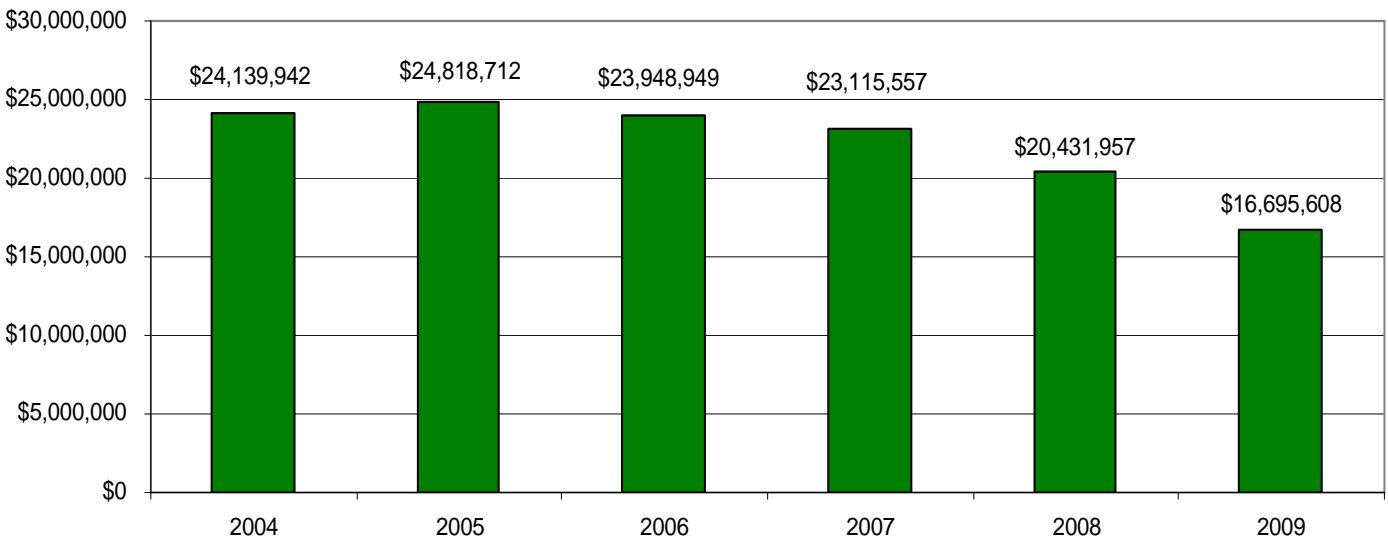
Sales Tax

For 2010-Q3, businesses in the City generated \$4,357,885 in sales tax revenues, which is an 8% increase (\$330,688) over the same quarter in 2009. In 2010, sales tax increased in quarter two and in quarter three from the previous year. In addition, sales tax increased in each of the first three quarter of 2010.

Sales Tax Revenue



Sales Tax Revenue for Past 6 Calendar Years



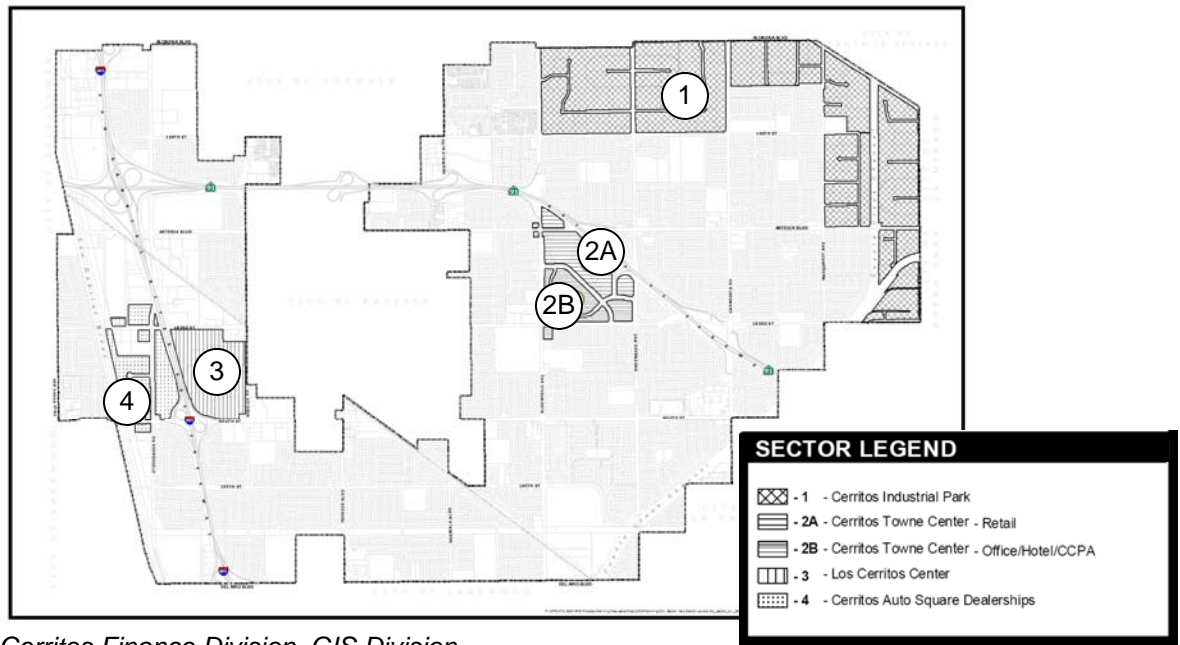
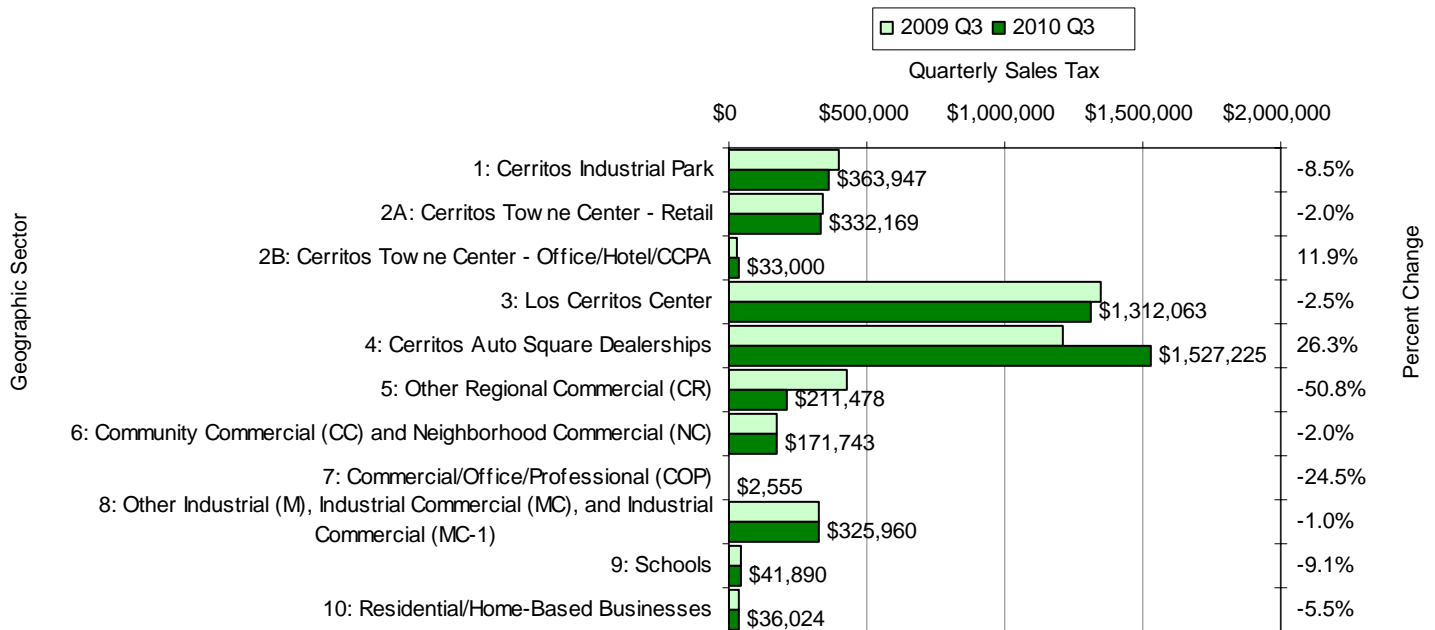
Beginning in 2006, the City's sales tax revenues over the past six calendar years have declined. From 2005 through 2009, sales tax revenue decreased from \$24,818,712 to \$16,695,608, or a 33% decrease. In addition, from 2008 to 2009, sales tax decreased \$3,736,349 or approximately 18%, which is the sharpest decrease in sales tax revenue within the review period.

Source: City of Cerritos Finance Division

Sales Tax by Geographic Sector

The City of Cerritos is home to four major areas of business activity: Cerritos Industrial Park, Cerritos Towne Center, Los Cerritos Center and Cerritos Auto Square. Businesses are also found in other commercial and industrial zones throughout the City. For 2010-Q3, the Cerritos Auto Square generated the most sales tax at approximately \$1,527,225 (26.3% increase). The Los Cerritos Center generated the second highest sales tax at approximately \$1,312,063. The Cerritos Industrial Park generated \$363,947, and the Cerritos Towne Center, which includes a retail and office component combined to generate \$365,169. The Los Cerritos Center saw sales tax decrease by 2.5%.

Cerritos Geographic Sectors

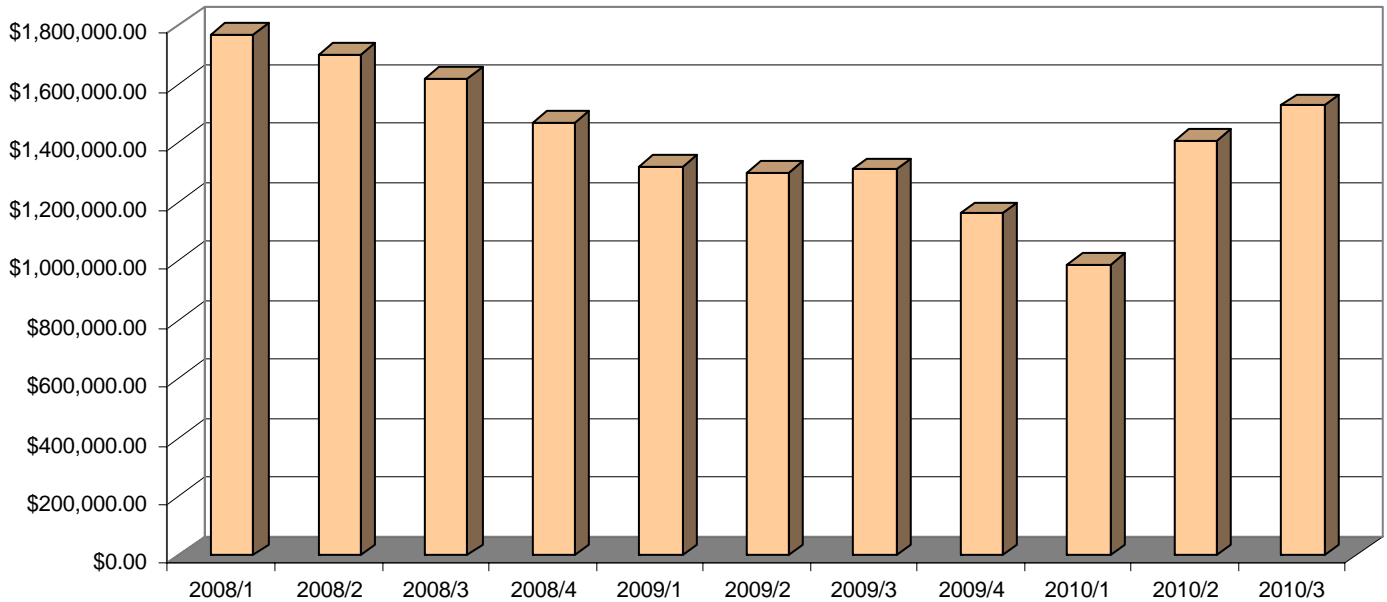


Source: City of Cerritos Finance Division, GIS Division

Sales Tax by Geographic Sector

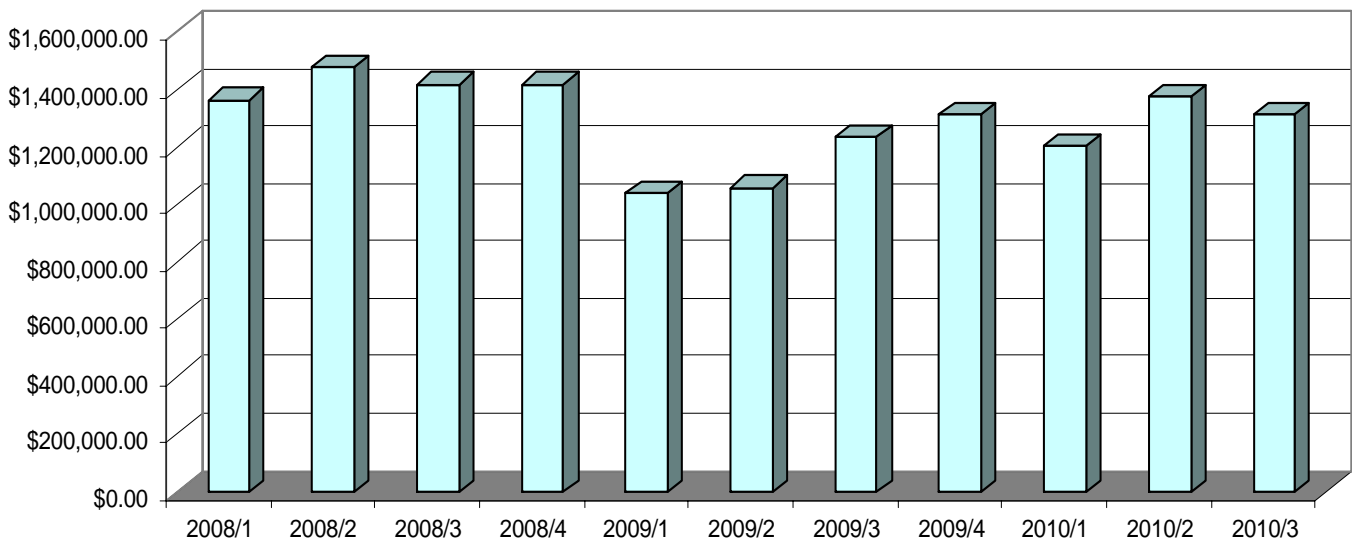
The Cerritos Auto Square generated the greatest amount of sales tax in 2010-Q3 and experienced an increase of 8% (\$117,505 dollars) from 2010-Q2 to 2010-Q3.

Cerritos Auto Square



The Los Cerritos Center generated the second greatest amount of sales tax revenue for the City's General Fund. Based on the sales tax data, the Los Cerritos Center generated \$1.3 million dollars in 2010-Q3. In addition, sales tax revenue has been consistent at approximately at \$1.3 millions dollars for the past three quarters.

Los Cerritos Center

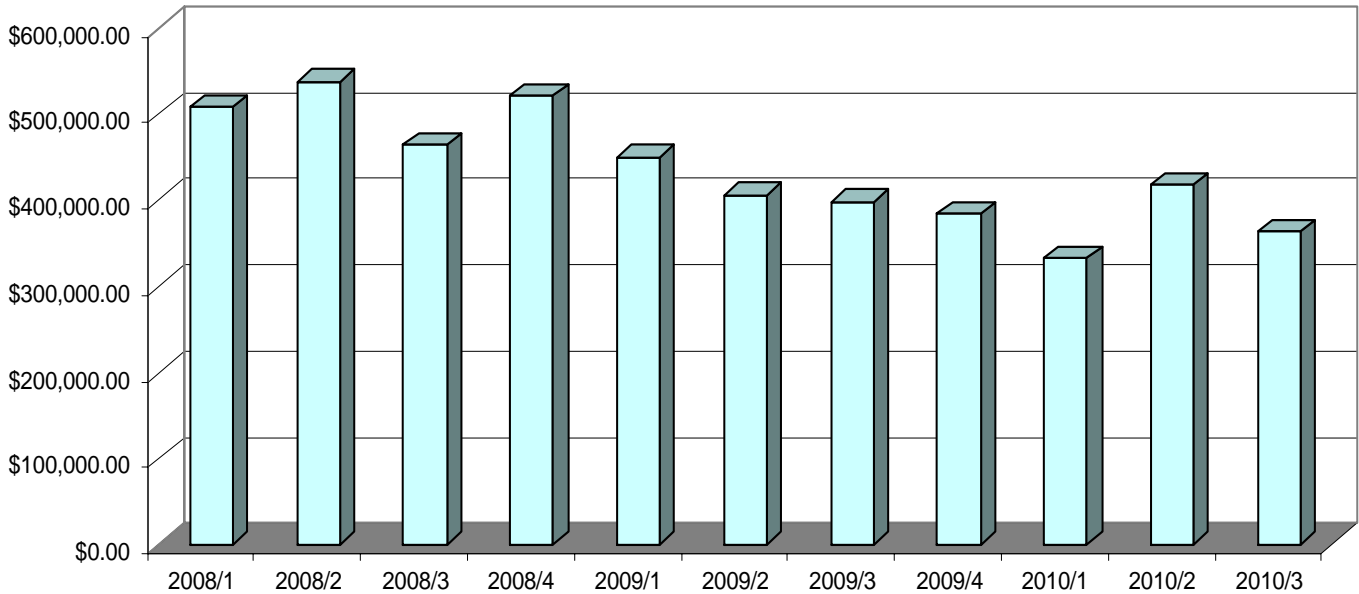


Source: City of Cerritos Finance Division, GIS Division

Sales Tax by Geographic Sector

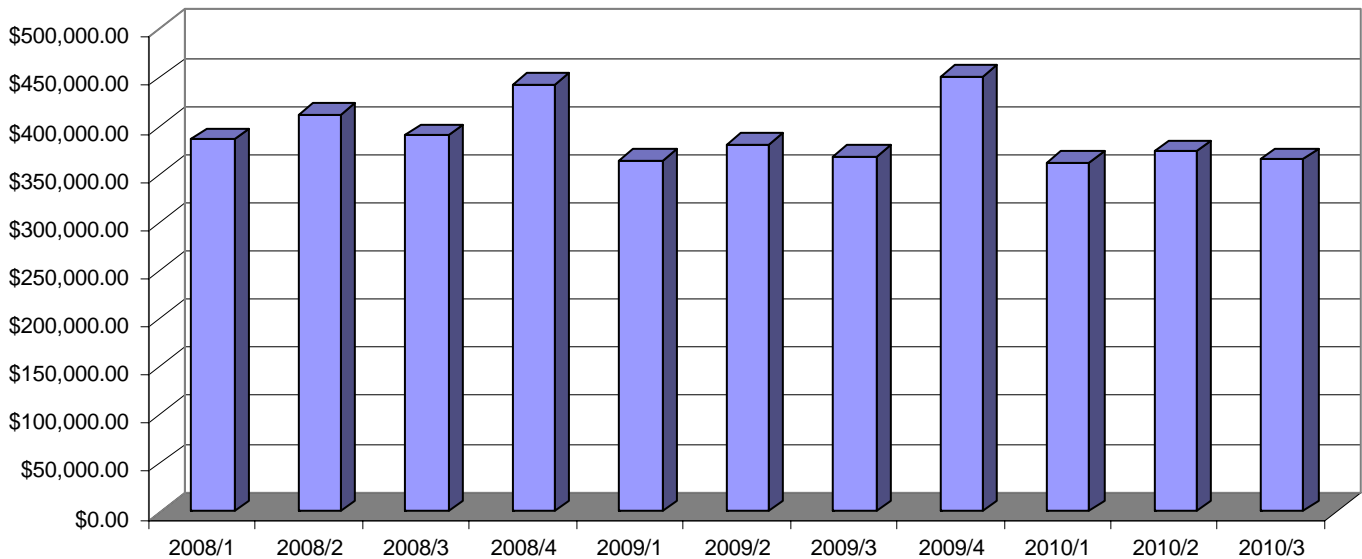
The Cerritos Industrial Park is the third highest sales tax generator in Cerritos. The Cerritos Industrial Park generated \$363,947 in 2010-Q3, which is a decrease of \$54,235 from 2010-Q2. The Cerritos Towne Center, which includes a retail and office component, is the City's fourth highest sales tax generator.

Cerritos Industrial Park



Sales tax revenue at the Cerritos Towne Center was \$365,168 for 2010-Q3, which is a slight decrease of \$8,662 from 2010-Q2. Sales tax revenue includes the retail component and office component.

Cerritos Towne Center

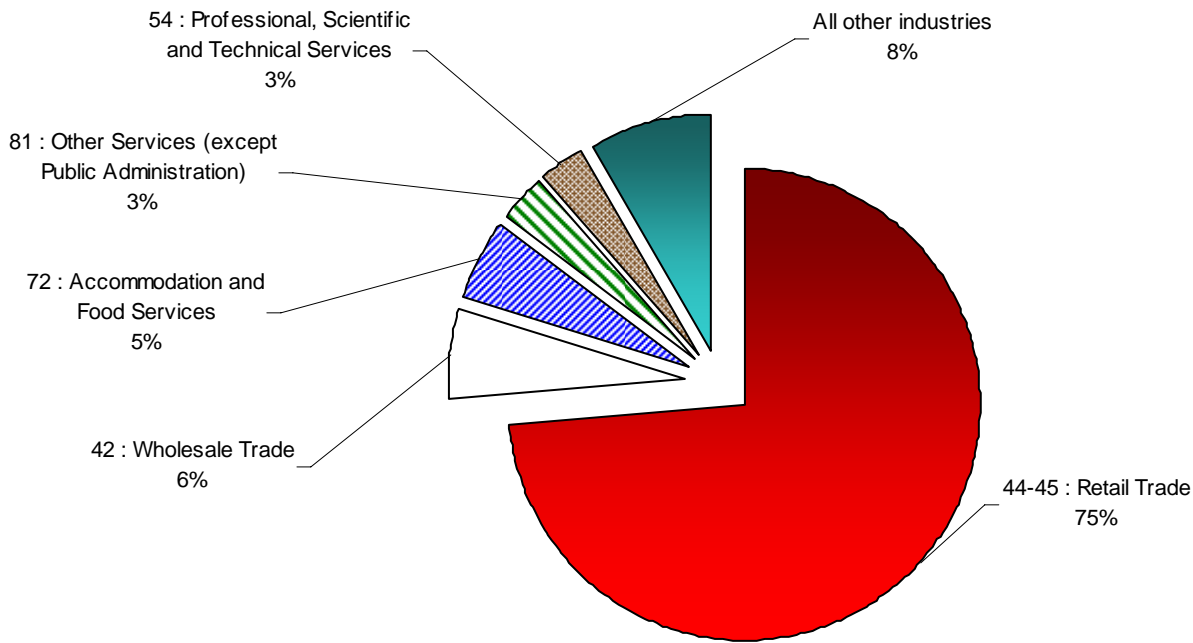


Source: City of Cerritos Finance Division, GIS Division

Sales Tax—Top Generators

Cerritos has identified the top five (5) sales tax generating business sectors or industries based on the NAICS* classification. The City's top sales tax generator is the Retail Trade industry, which generates 75% of Cerritos' total sales tax. Retail Trade includes major businesses in the Cerritos Auto Square, the Los Cerritos Center and the Towne Center. The second highest sales tax generator is All Other Industries (8%) followed by Wholesale Trade (6%). Accommodation and Food Services is the fourth highest (5%), Other Services (except Public Administration) is fifth (3%) and Professional and Technical Services is sixth (3%).

**Top Five Sales Tax Generating Industries
Third Quarter of 2010**



Top Five Sales Tax Generating Industries

2010 Quarter	Retail Trade	All Other Industries	Wholesale Trade	Accommodation and Food Services	Other Services (except Public Administration)	Professional, Scientific and Technical Services
2010 Q1	\$2,610,898	\$325,258	\$221,799	\$199,015	\$128,251	\$108,087
2010 Q2	\$3,213,150	\$376,077	\$261,943	\$215,149	\$148,321	\$121,079
2010 Q3	\$3,256,081	\$260,048	\$251,613	\$207,332	\$152,351	\$117,480
Total	\$9,080,129	\$961,383	\$735,355	\$621,496	\$428,923	\$346,646

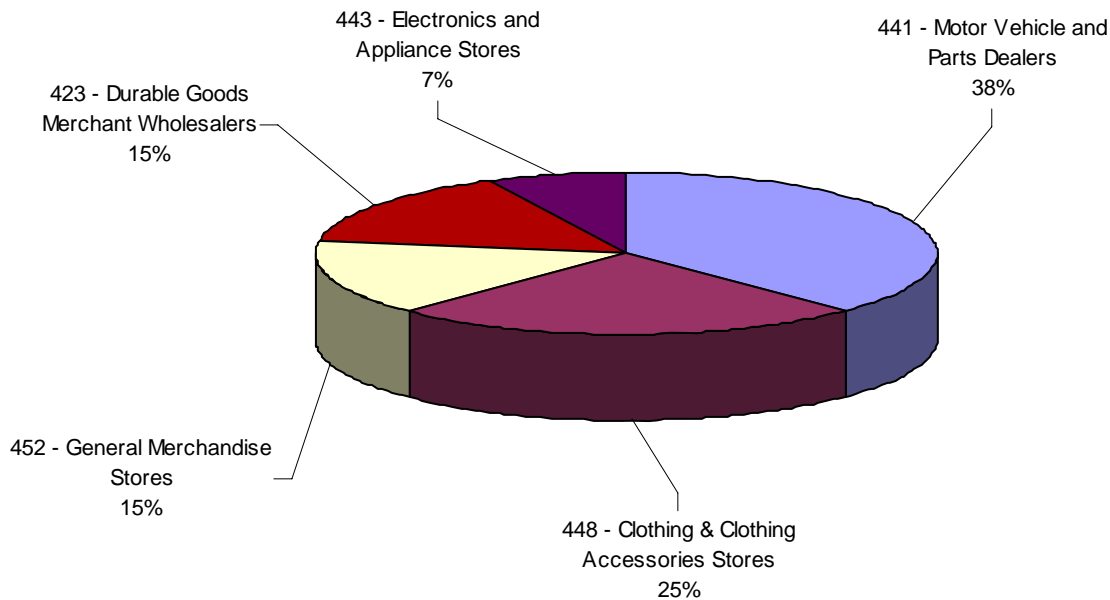
*North American Industry Classification System

Source: City of Cerritos Finance Division

Sales Tax—Top 5 Generators

As mentioned in page 7 of this report, Retail Trade generates 75% of the City's sales tax. Cerritos has identified the top four (4) sales tax retail subsectors or industries within the Retail Trade sector based on the NAICS* classification. Retail Trade may include a wide variety of industries, such as auto sales, clothing, and general merchandise sales. In Cerritos, Motor Vehicles and Parts Dealers make up 38% of retail sales and is the top sales tax generator. Clothing and Clothing Accessories Stores make up 25%, General Merchandise Stores and Durable Goods Merchant Wholesalers each make up 15% of retail sales, while Electronics and Appliance Stores make up 7% of retail sales.

**Top Retail Trade Industries
Third Quarter of 2010**



441 Motor Vehicle and Parts Dealers	448 Clothing & Clothing Accessories Stores	452 General Merchandise Stores	423 Durable Goods Merchant Wholesalers
\$563,304	\$370,734	\$226,840	\$231,403

*North American Industry Classification System

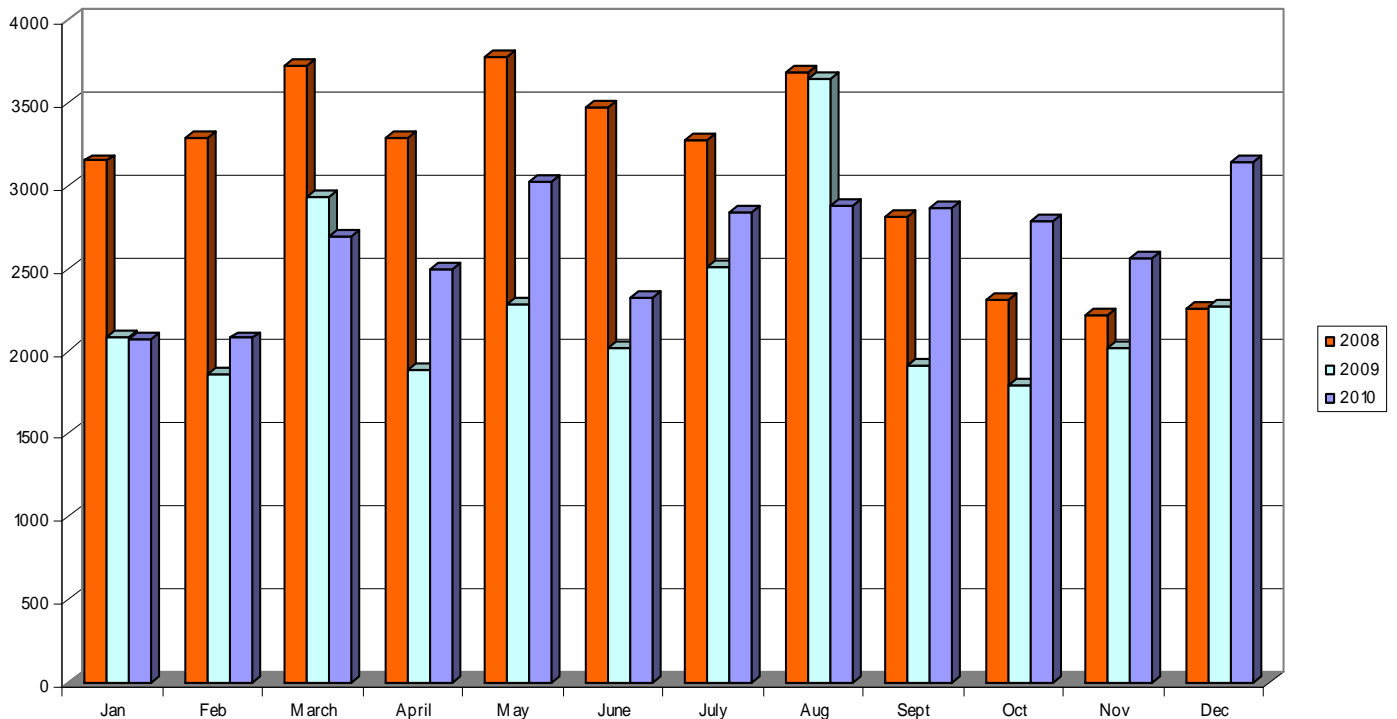
Source: City of Cerritos Finance Division

Auto Sales

Cerritos is well known for the Cerritos Auto Square—the world's first and most successful auto mall. With 23 dealerships, the Cerritos Auto Square is located on Studebaker Road off the 605 Freeway at South Street. Developed in the early 1980's in partnership with the City of Cerritos and the Cerritos Redevelopment Agency, the Cerritos Auto Square generates approximately half of the City's sales tax revenue.

For the fourth quarter 2010, sales have increased from 2009 to 2010, which may indicate that consumers are more willing to make an automobile purchase. In October 2010, 994 more cars were sold than in October 2009 (55% increase). In November 2010, 541 more cars were sold than in November 2009 (27% increase), and in December 2010, 869 more cars were sold than in December 2009 (38% increase). In addition, the fourth quarter of 2010 experienced a 40% increase from the fourth quarter 2009. In fact, the fourth quarter of 2010 exceed sales of fourth quarter 2009 and 2008.

Number of Vehicles Sold in Cerritos Auto Square, 3-Year Period



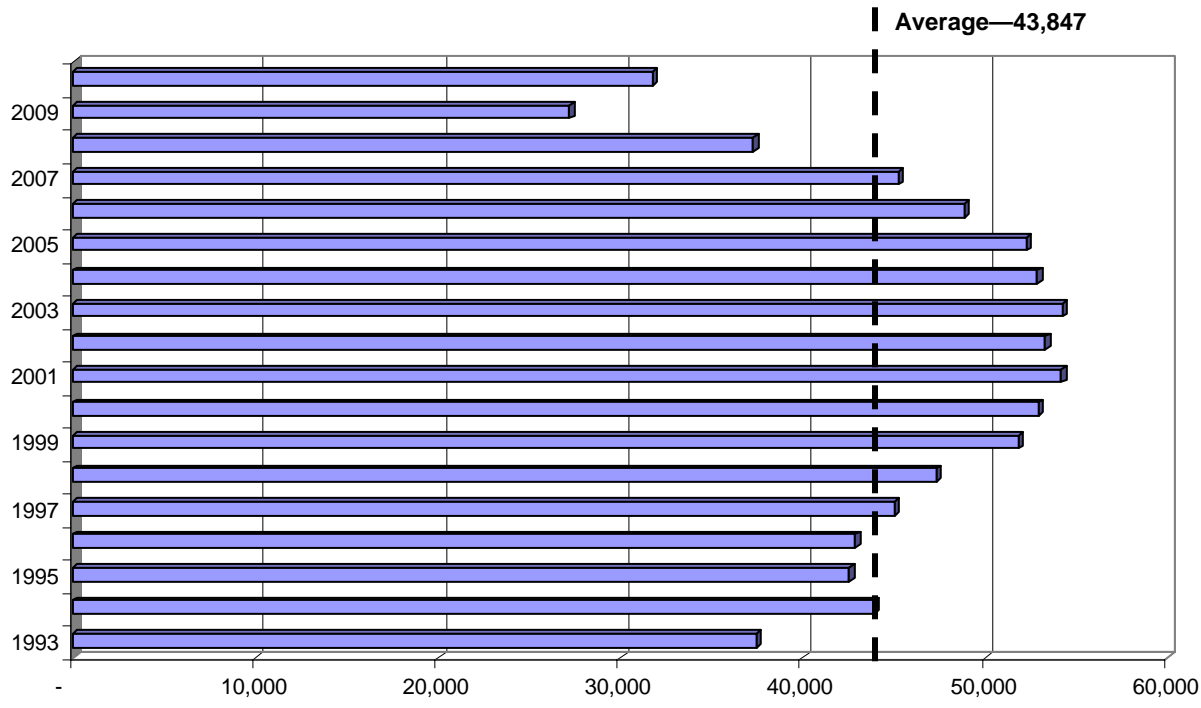
Source: Cerritos Auto Dealers Association

Auto Sales

The Cerritos Auto Dealers Association has been compiling data since 1993 in order to conduct annual sales comparisons. Since 1993, a total of 789,254 cars have been sold, equating to an annual average of 46,427 cars. Sales have fluctuated over the years from a low of 27,208 cars sold in 2009 to a high of 54,191 cars sold in 2003.

The Cerritos Auto Square experienced a significant increase in auto sales in 2010. In fact, there was a 17% increase in auto sales from 2009 to 2010 (a total of 4,539 more cars were sold). This is the first time since 2003 that annual sales exceeded sales totals of the previous year. The Auto Square is currently selling 43,847 (average) cars per year since 1993.

Number of Vehicles Sold in Cerritos Auto Square Since 1993



Annual Car Sales Since 1993

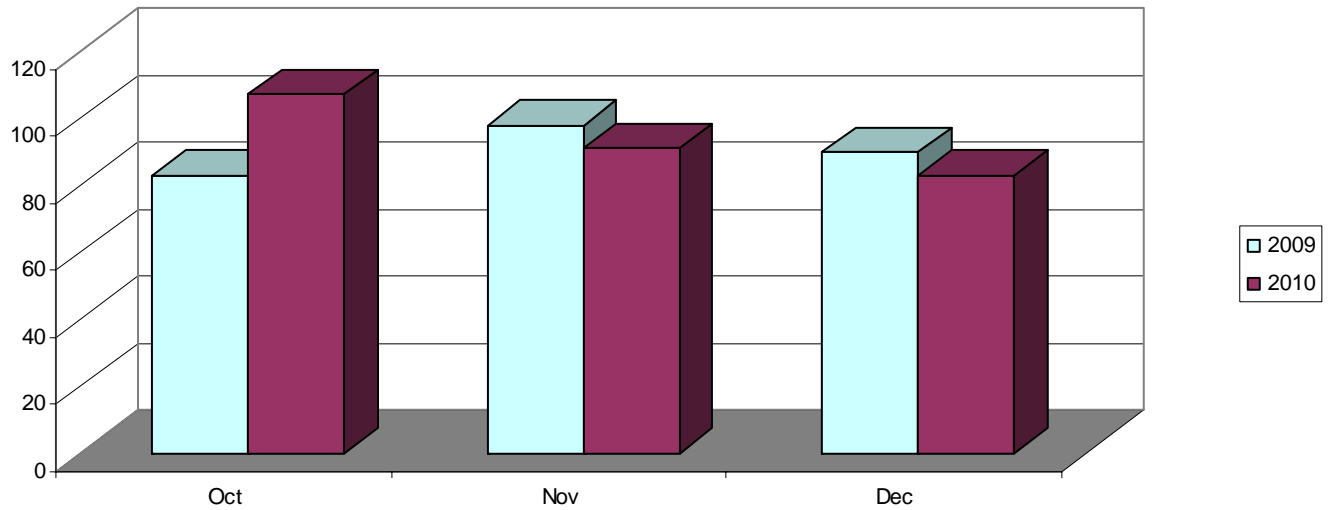
1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
37,431	43,920	42,556	42,879	45,026	47,341	51,825	52,925	54,164	53,288	54,191	52,857	52,290
2006	2007	2008	2009	2010								
48,836	45,240	37,277	27,208	31,747								

Source: Cerritos Auto Dealers Association

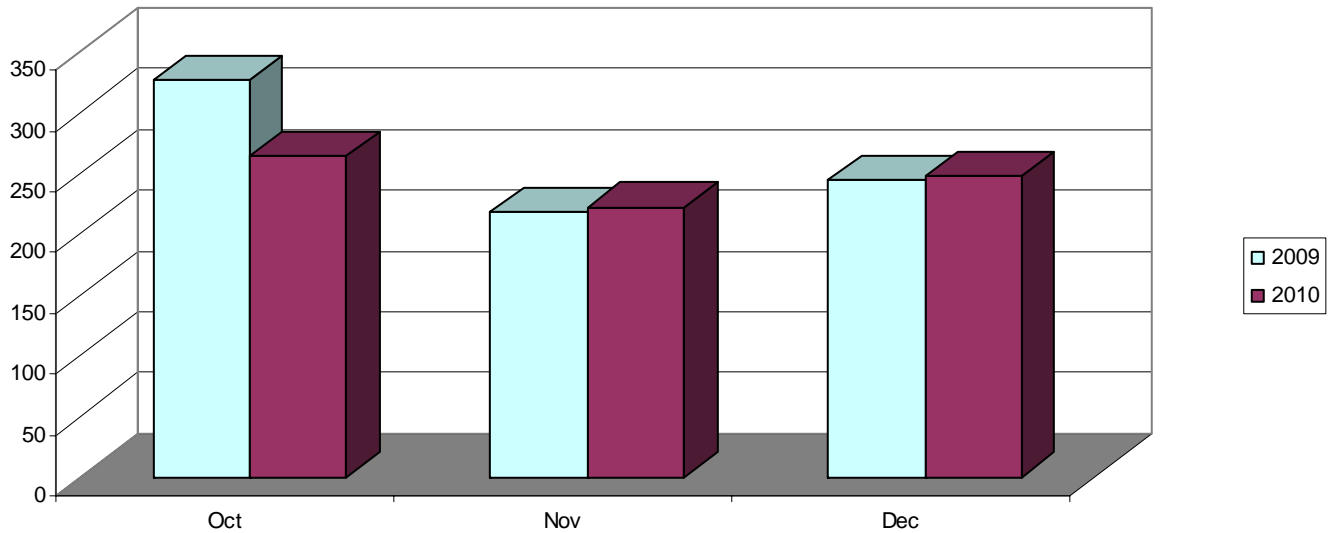
Business License

For the fourth quarter of 2010, new business licenses processed by the City's Finance Division increased in October 2010 in comparison to October 2009. However, new business licenses decreased in November 2010 and December 2010 from one year ago. Overall, new business licenses decreased in 2010-Q4 decreased from 2009-Q4. In contrast, in October 2010, renewals of business licenses decreased from October 2009 and business license renewals increased in November 2010 and December 2010 from a year ago.

Business Licenses—New



Business Licenses—Renewal

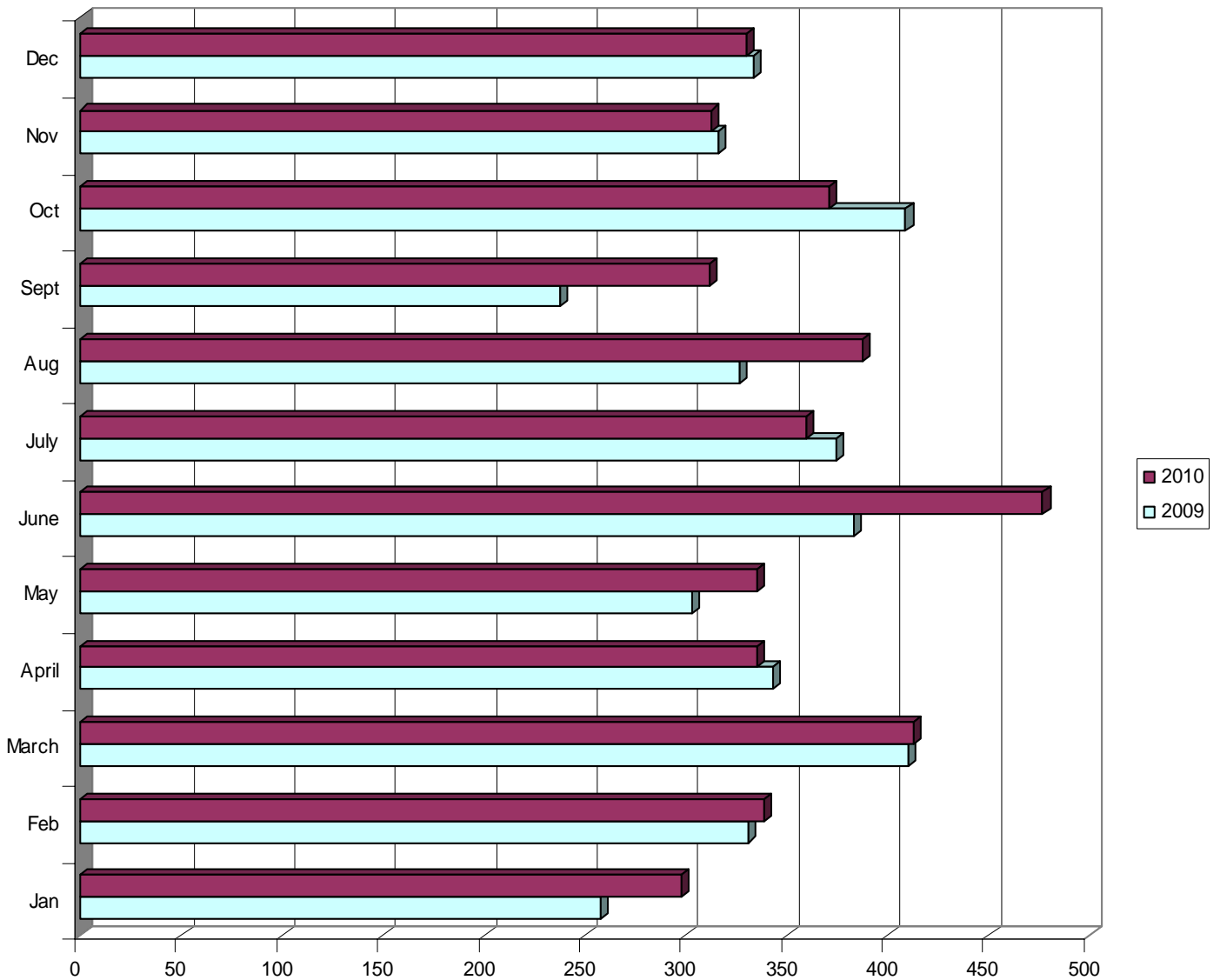


Source: City of Cerritos Finance Division

Business License

Based on data from the City's Finance Division, the City processed 4,271 business licenses in calendar year 2010 and 4,027 business licenses in calendar year 2009, which equated to a six percent increase from the previous year. In fact, the City experienced an increase in business licenses for a total of seven months in calendar year 2010. This indicates that businesses are growing in the City and that the local economy is starting to show signs of an economic recovery.

Business Licenses—Total



Business Licenses—Increases from 2009 to 2010

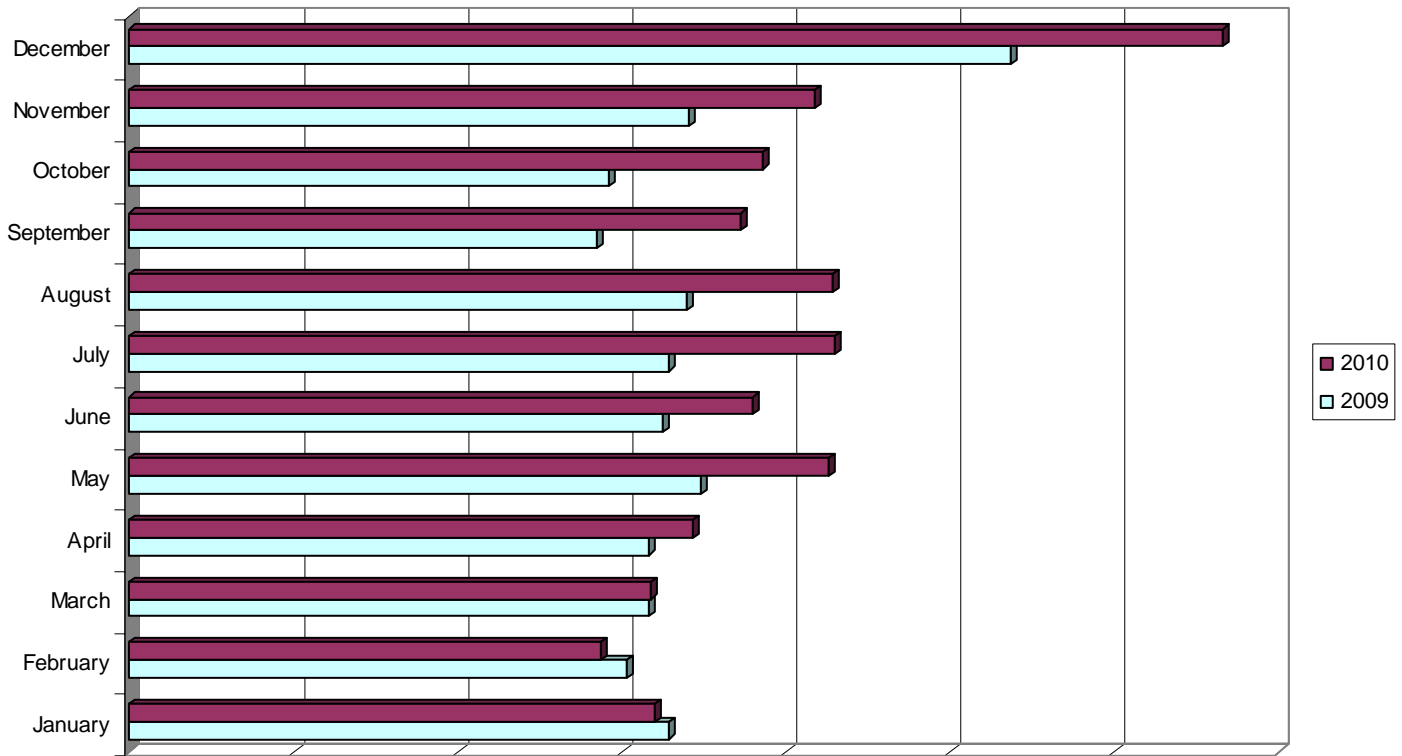
January 2010	February 2010	March 2010	May 2010	June 2010	August 2010	September 2010
16% ↑	2% ↑	1% ↑	11% ↑	25% ↑	19% ↑	31% ↑

Source: City of Cerritos Finance Division

Los Cerritos Center—Monthly Visitors

The Los Cerritos Center, which is the second largest sales tax generator in the City, experienced an average monthly visitor increase of 18% from 2009 to 2010. In fact, the Los Cerritos Center had a percentage gain for 10 straight months beginning with March 2010. For example, October 2010 had the highest percentage increase at 33%. The increased number of visitors to the Los Cerritos Center translates to a greater confidence in consumer spending, which may translate to higher sales taxes in the future.

Monthly Visitors— Los Cerritos Center*



*At the request of Macerich, the Los Cerritos Center property management company, the actual numbers of monthly visitors are not provided. The bar graphs represent the percentage gain or loss from 2009 to 2010.

Monthly Traffic—Percentage Gain from 2009 to 2010

January 2010	February 2010	March 2010	April 2010	May 2010	June 2010
3% ↓	5% ↓	0.4% ↑	8% ↑	23% ↑	17% ↑
July 2010	August 2010	September 2010	October 2010	November 2010	December 2010
31% ↑	26% ↑	31% ↑	33% ↑	23% ↑	24% ↑

Source: Los Cerritos Center

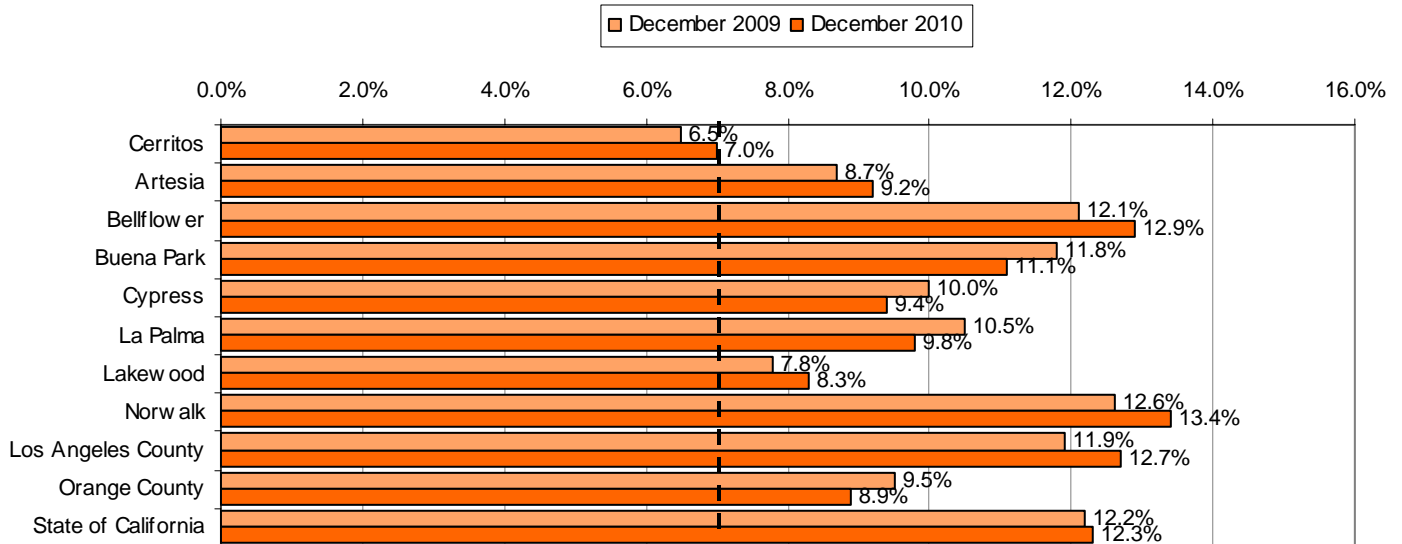
Unemployment



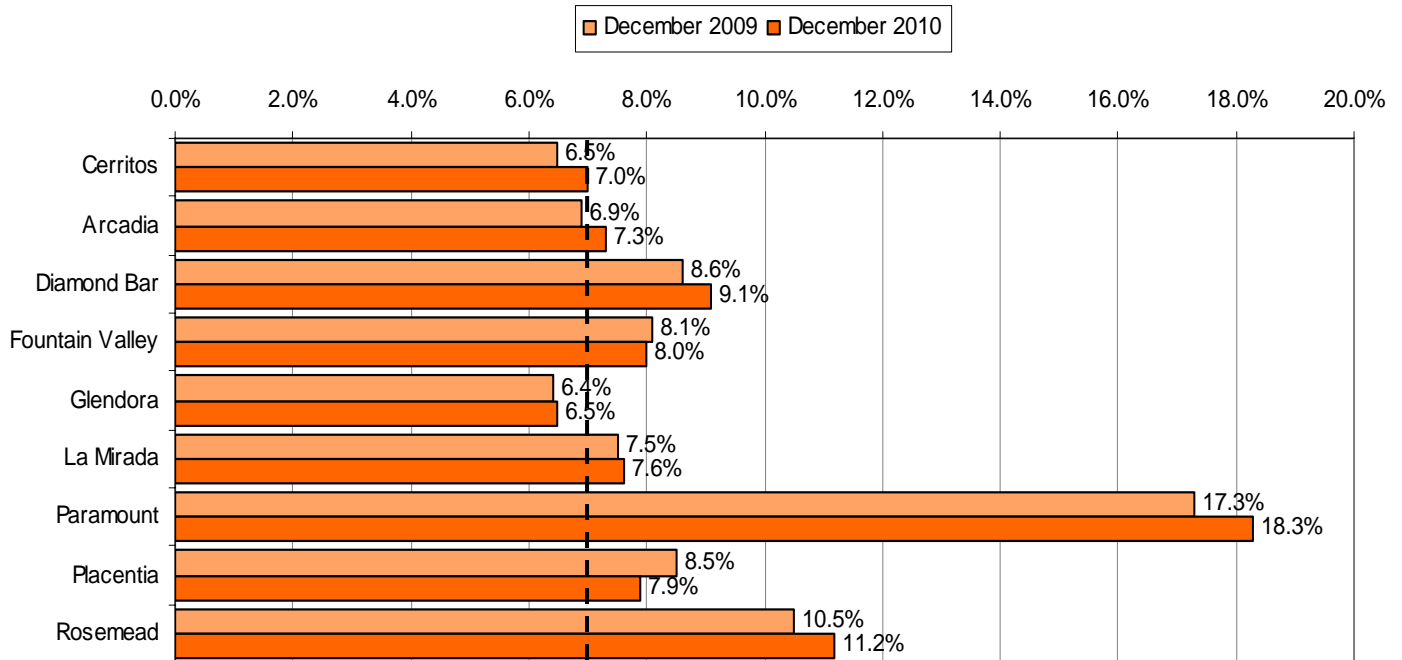
Unemployment

According to the California Employment Development Department, the unemployment rate among Cerritos residents in December 2010 was approximately 7.0%, which is the lowest unemployment rate among surrounding cities. Lakewood has the second lowest unemployment rate at 8.3%. In addition, the Cerritos unemployment rate is lower than Los Angeles County (12.7%), Orange County (8.6%) and the State of California (12.3%). In comparison to cities with similar size and/or demographics within the region, Cerritos also has one of the lowest unemployment rates. The City of Arcadia has a similar unemployment rate at 7.3%. In a regional comparison, Glendora has the lowest unemployment rate at 6.5% and Paramount has the highest unemployment rate at 18.3%.

Surrounding Cities—Unemployment Rates



Regional Cities—Unemployment Rates



Source: California Employment Development Department

Commercial Real Estate

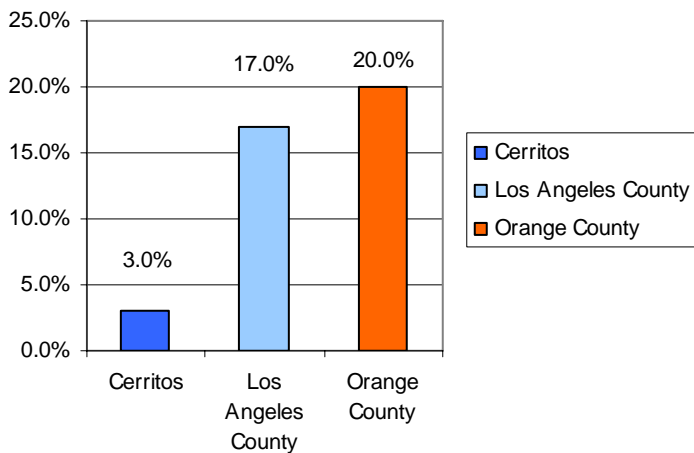


Vacancy Rate and Asking Rental Rate

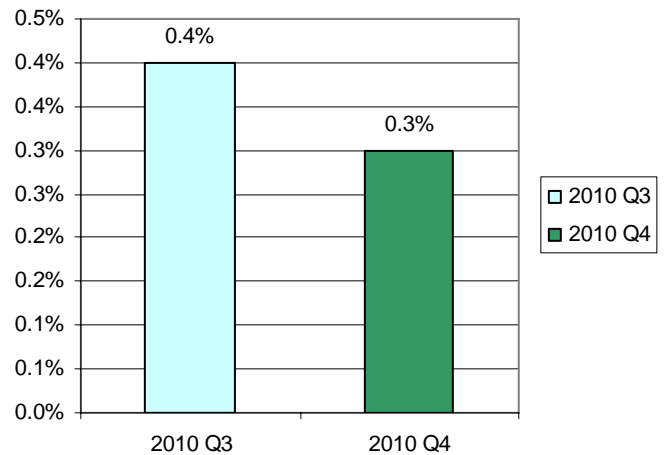
Cerritos' office market vacancy and rental rates are lower than those in Orange County and Los Angeles County. In 2010-Q4, the office market vacancy rate in Cerritos was 3%, which is lower than Orange County (17%) and Los Angeles County (20%). Cerritos has a low office market rental rate of \$2.50 per square foot, lower than Los Angeles County (\$2.58) but higher than Orange County (\$2.00). Cerritos' office vacancy rate also declined since 2010-Q3. The retail vacancy rate is currently at 0.3%, which is a decline of 0.1 from 2010-3Q.

Based on available data, Cerritos has a 7.2% industrial vacancy rate (based on available properties identified on Grubb-Ellis), which is higher than Los Angeles County (3.2%) and Orange County (6.3%). The current rental rate for industrial properties is at \$0.34 cents per square foot, which is lower than Los Angeles County (\$0.44) and Orange County (\$0.50).

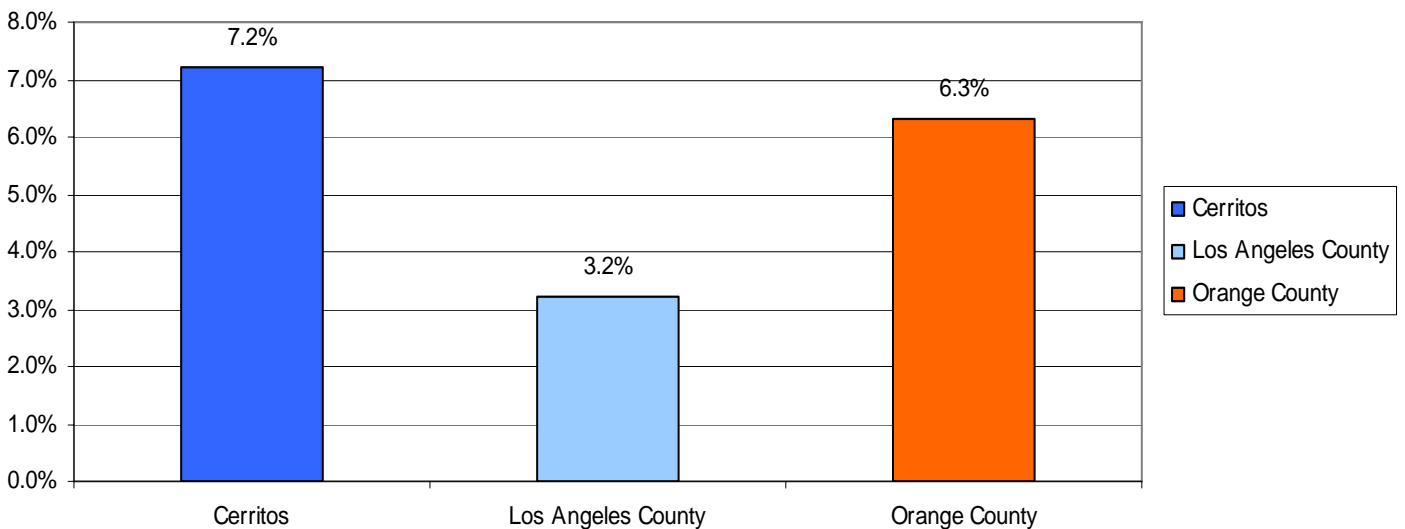
Regional Office Vacancy Rate—2010 Q4



Cerritos Office Vacancy Rate—2010 Q4



Industrial Vacancy Rate—2010 Q4



*Note: Cerritos vacancy and rental rate data were derived from listings of properties available for lease.

Sources: Grubb-Ellis and Rofo.com

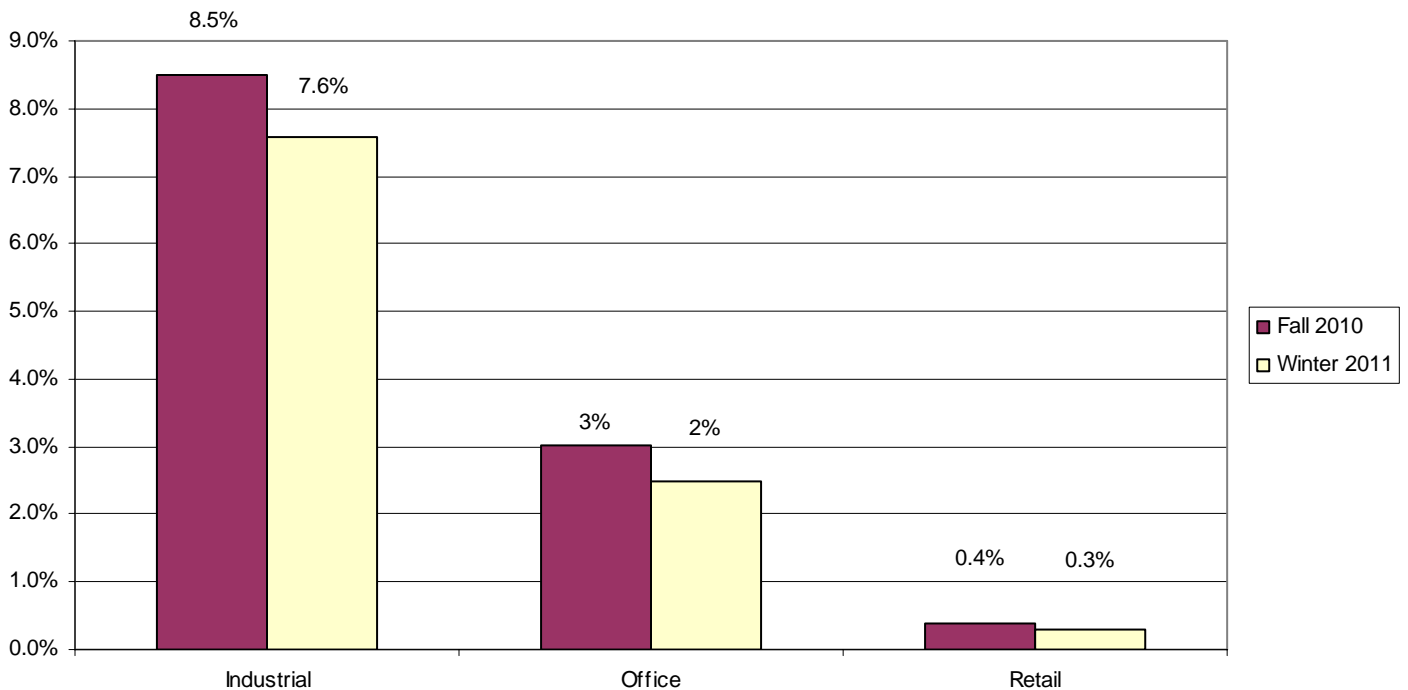
Total Vacancy in Cerritos

The City of Cerritos currently has a low vacancy rate when compared to the overall available space for industrial, office, and retail uses. Currently, there is approximately 1,087,490 square feet of vacant industrial space, which equates to 7.6% of the total available commercial space in the City. In addition, the City has approximately 35,232 square feet of vacant office space (2% of the total office space in Cerritos) and approximately 13,769 square feet of available retail space (0.3% of the total retail space in Cerritos).

Total Available and Vacant Space in Cerritos

Use	Total Space (Sq. Ft.)	Total Vacant Space (Sq. Ft.)	Percent (%) of Vacancy in Cerritos
Industrial	14,341,189	1,087,490	7.6%
Office	1,422,575	35,232	2%
Retail	4,685,788	13,769	0.3%
Total	20,449,552	1,136,491	5.6%

Commercial Real Estate—Cerritos Vacancy Rates



Based on data from the Fall 2010 and Winter 2011 vacancy rates in Cerritos have decreased, which may be an indicator that businesses are growing in the City. All three sectors have experienced a decline: Industrial (0.9%), Office (1%), and Retail (0.1%).

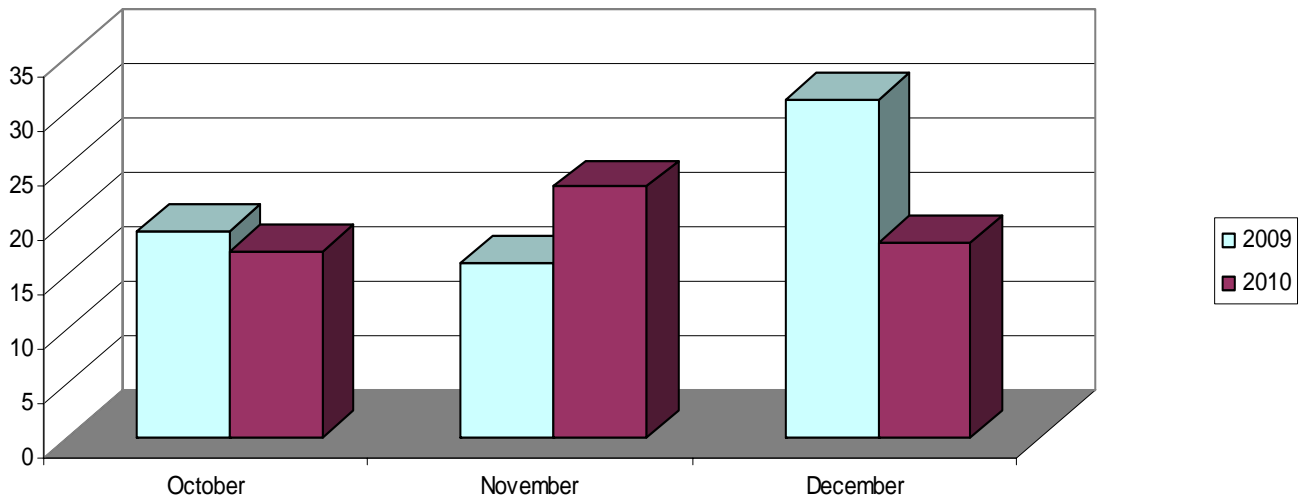
Sources: Grubb-Ellis and Rofo.com

Certificate of Occupancy

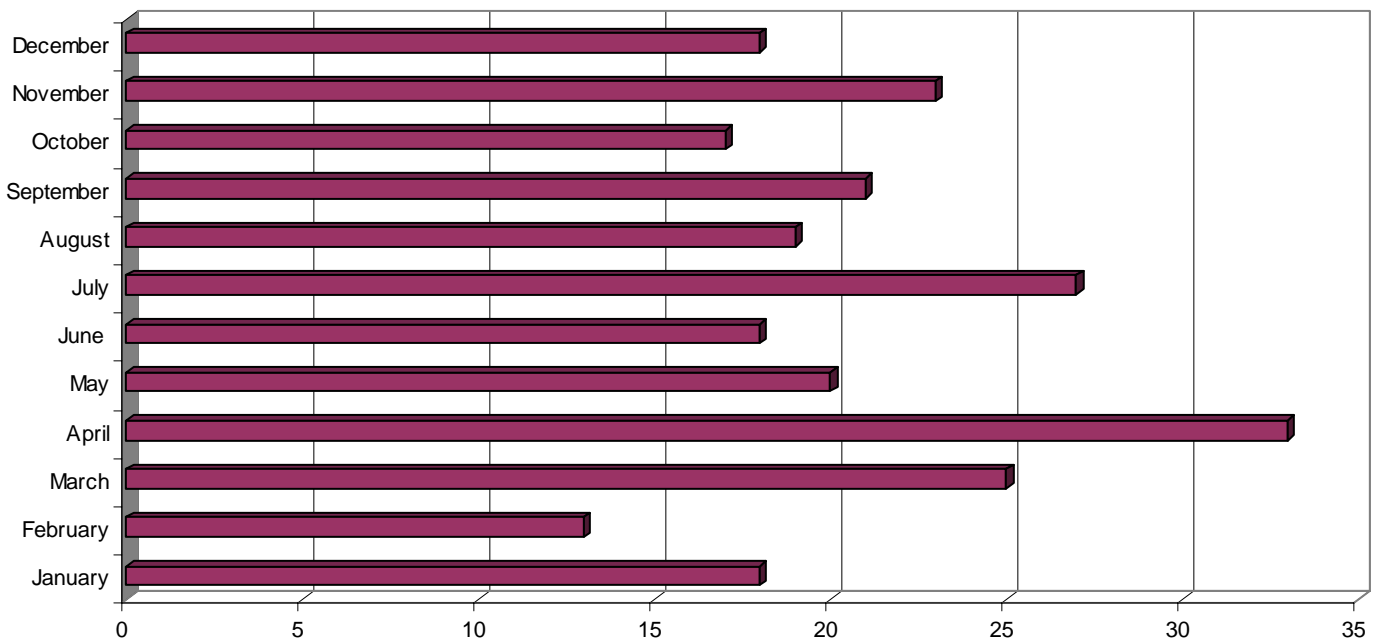
Commercial Real Estate—Construction Activity and Occupancy (Calendar Year)

The tracking of tenant improvements, new buildings, and the issuance of a Certificate of Occupancy (CO) is one method to determine the activity of commercial real estate in Cerritos. A CO is a required document issued by the City after the completion of construction and the final building department inspection for the purposes of authorizing occupancy. A high number of CO, new buildings, and tenant improvements is an indication that the local economy is growing. For 2010-Q4, CO's decreased in October and December in comparison from a year ago; however, the City experienced an increase in November from the previous year.

Certificate of Occupancy—Fourth Quarter



Certificate of Occupancy—2010 Monthly Totals



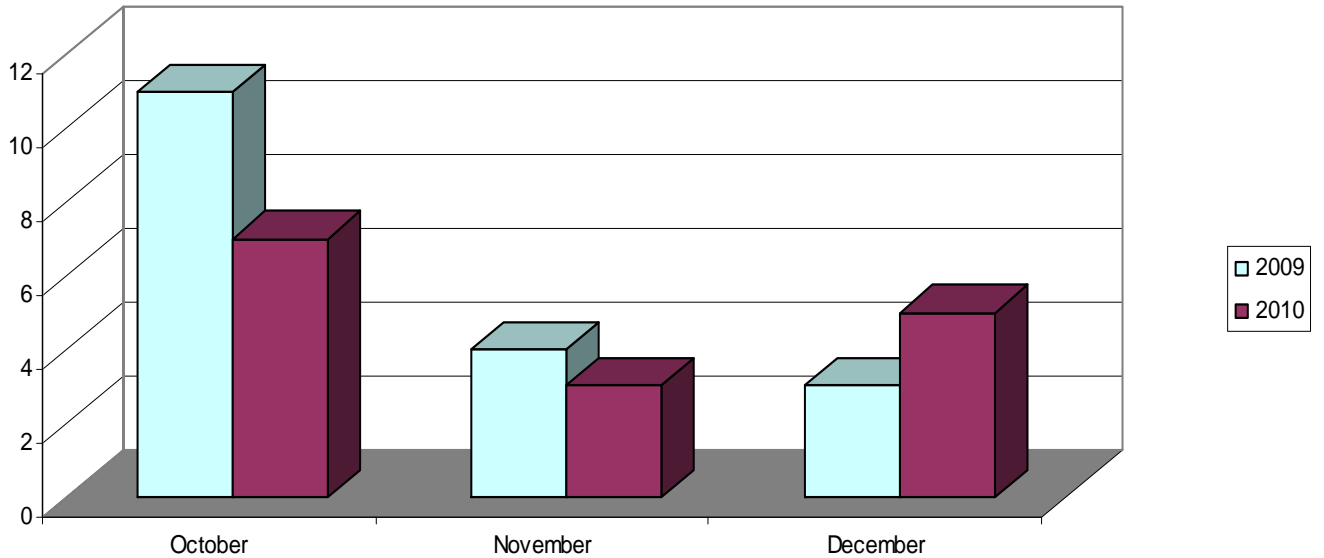
Sources: GIS Division, City of Cerritos

Tenant Improvements

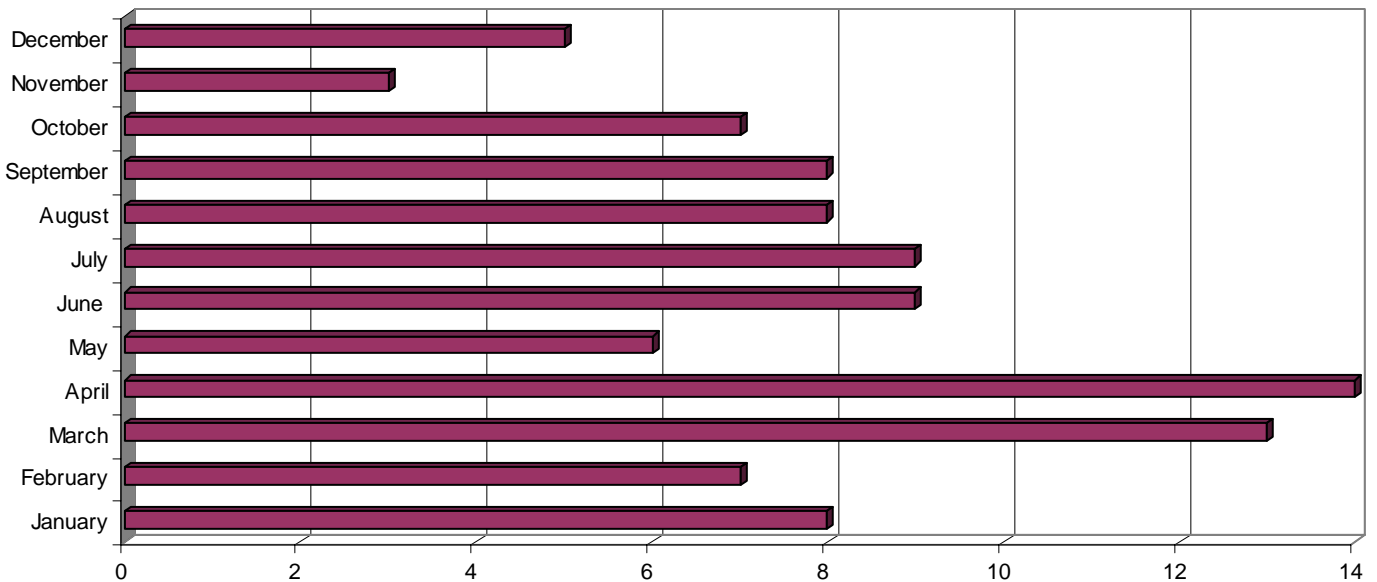
Commercial Real Estate—Construction Activity and Occupancy (Calendar Year)

A tenant improvement (TI) refers to changes made to the interior of a commercial or industrial property by its owner to accommodate the needs of a tenant such as the installation or relocation of interior walls or partitions, carpeting or other floor covering. A TI is an indicator of a new business starting in the City or an existing business expanding to meet their needs. For 2010-Q4, tenant improvements decreased in October and November from the previous year. December was the only month to have an increase from the previous year.

Tenant Improvements—Fourth Quarter



Tenant Improvements—2010 Monthly Totals



Sources: GIS Division, City of Cerritos

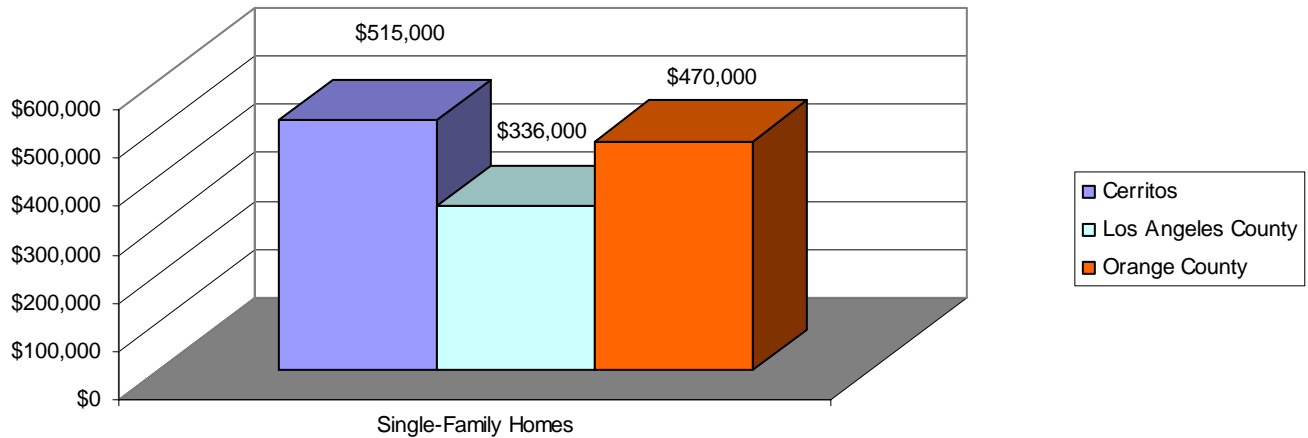
Housing



Single-Family Homes

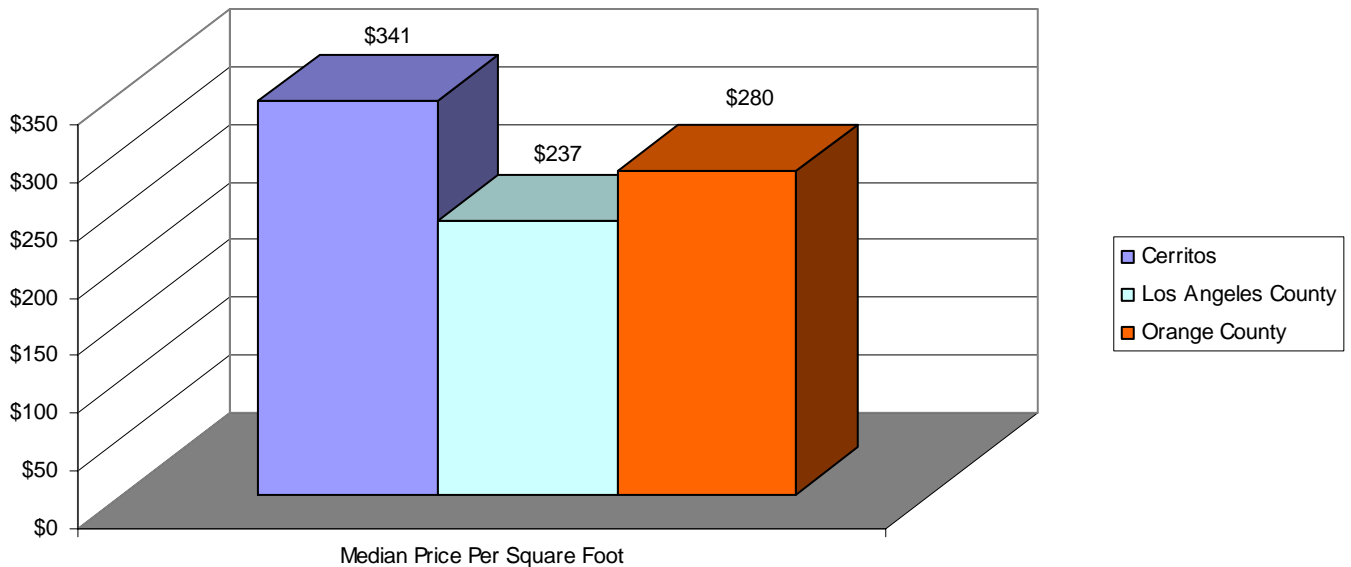
Median Home Sales Price—Single Family Residential (December 2010)

In Cerritos, the median home price declined from a high of \$565,000 in the third quarter 2010 to \$515,000 in December of 2010. This decline in the median sale price of single-family homes is in correlation with the current housing crisis nationwide. However, the median price for a home in Cerritos experienced a lower rate of decline in comparison to the median home sales price in Orange County and Los Angeles County. As of December 2010, the median home sales price in Orange County was approximately \$470,000 and in Los Angeles County the median home sales price was \$336,000. In Cerritos, a total of 32 single-family homes were sold in December 2010.



Median Home Sales Price Per Square Foot—Single Family Residential (December 2010)

The median home sale price per square foot is higher in Cerritos as compared to Orange County and Los Angeles County. In Cerritos, the median home sale price per square foot for a single-family home is \$341. This is higher than both Orange County (\$280) and Los Angeles County (\$237), and is an indicator that homes in Cerritos are maintaining their value.

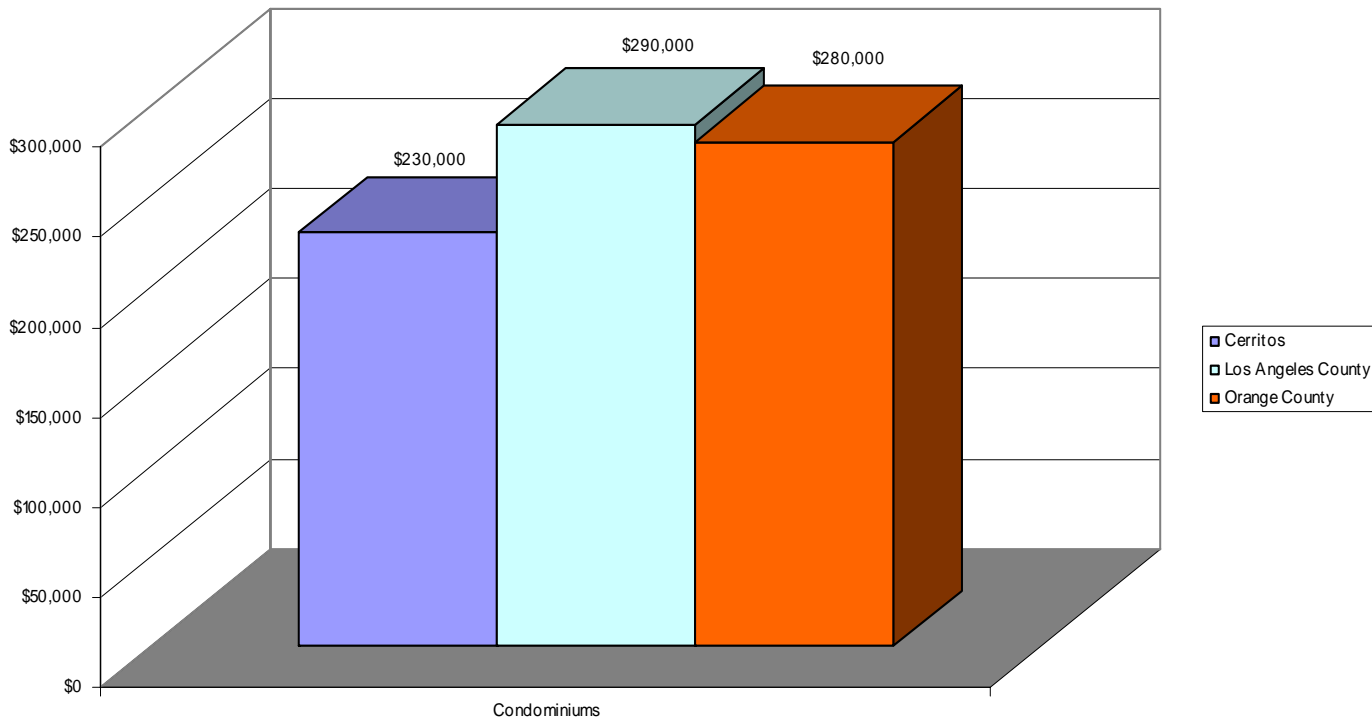


Source: DataQuick

Condominiums

Median Home Sales Price—Condominiums (December 2010)

Condominiums have a niche in housing between renting and owning single-family homes. The median condominium sale price in Cerritos for December 2010 was \$230,000, which is lower than Orange County (\$280,000) and Los Angeles County (\$290,000). However, the current median sale price in Cerritos has increased from an average price of \$204,666 in the third quarter to \$230,000 in the December, which equates to a 12% increase. In Cerritos, a total of 14 condominiums were sold in December 2010.



Source: DataQuick

Statistical Summary

Based on the data analysis from a wide variety of sources, Cerritos maintains a relatively healthy economic base as compared to the region, despite the current nationwide economic decline. Below is a summary of the major findings of the Cerritos *Economic Profile* for Winter 2011.

Major Revenues

The City of Cerritos has two major revenue sources: redevelopment tax increment and sales tax. Both of these sources provide funding for a wide variety of service and infrastructure improvements. Redevelopment tax increment increased from the second quarter of FY 2009-2010 to second quarter FY 2010-2011. Tax increment revenue for the second quarter FY2010-2011 was \$14,031,025, which is a 7% increase from the second quarter FY 2009-2010. Sales tax revenue for the third quarter of 2010 (calendar year) totaled \$4,357,885 which is an increase from the same quarter in 2009.

Cerritos has four major areas of business activity: Cerritos Industrial Park, Cerritos Towne Center, Los Cerritos Center and the Cerritos Auto Square. The Cerritos Auto Square generated the most sales tax at \$1,527,225. The Los Cerritos Center generated the second highest sales tax at \$1,312,063. Sales at the four major areas of business activity have experienced a decline in quarter 2010-Q3, with the exception of the Cerritos Auto Square.

Based on a review of businesses by NAICS code, Retail Trade generates the greatest amount of revenue for the City of Cerritos. In fact, 75% of sales tax comes from the retail sector, which includes the Cerritos Towne Center, the Los Cerritos Center and Cerritos Auto Square. Within the Retail Trade sector, the Motor Vehicles and Parts Dealers subsector generates the greatest percentage of sales tax for the City at 38%, Clothing and Clothing Accessories Stores generate 25%, Durable Goods and Merchant Wholesalers and General Merchandise Stores each generate 15%.

The Cerritos Auto Square experienced a significant increase in auto sales 2010. In fact, there was a 17% increase in auto sales from 2009 to 2010 (a total of 4,539 more cars were sold). The fourth quarter of 2010 experienced a 40% increase from the fourth quarter 2009. In fact, the fourth quarter of 2010 exceeded sales of fourth quarter 2009 and fourth quarter 2008.

In the fourth quarter 2010, new business licenses decreased in November 2010 and December 2010 from a year ago. However, the City processed 4,271 business licenses in calendar year 2010 and 4,027 business licenses in calendar year 2009, which is a six percent increase from the previous year.

Unemployment

The unemployment rate among Cerritos residents is approximately 7%, which is the lowest among its surrounding cities and one of the lowest in comparison to cities with similar size and/or demographics in the region. In addition, the Cerritos unemployment rate is lower than Los Angeles County (12.7%), Orange County (8.9%) and the State of California (12.3%).

Commercial Real Estate

Cerritos office vacancy rate of 3.0% is lower than Orange County (17%) and Los Angeles County (20%). Cerritos currently has a total vacancy of 1,136,491 square feet, which is approximately 5.6% of the total available real estate space in Cerritos (20,449,552 sq. ft.). Of the total vacant space in Cerritos, 96% is industrial space (1,087,490 sq. ft.), 2% is office space (35,232 sq. ft.), and 0.3% is retail space (13,769 sq. ft.). Industrial vacant space in Cerritos includes a greater proportion of warehousing and distribution businesses, which require large facilities. Due to the large amount of space required for industrial warehousing, a single vacancy may have a significant impact on available industrial space.

Statistical Trend Analysis

Housing

Housing in Cerritos has experienced a decline in the median sale price of a home over the past few years. This is in correlation with the current housing crisis that is affecting all cities nationwide. However, single-family home sale prices in Cerritos declined at a lower rate than single-family homes in Los Angeles County and Orange County. The median home sale price in Cerritos is approximately \$515,000 in December 2010. The median home sale price for a condominium is approximately \$230,000 for the same time period.

Statistical Trend Analysis

Based on statistical trend analysis of all economic sectors in the City, some industries are showing gains, some are remaining constant and others have experienced some decline. Below is a summary of some of the economic trends in Cerritos:

↑ Increase

- Redevelopment tax increment increased 7% from the second quarter of FY 2009-2010 (\$13,083,917) to FY 2010-2011 (\$14,031,025)
- Sales tax at the Cerritos Auto Square
- Auto sales at the Cerritos Auto Square for the fourth quarter 2010 and annual sales from 2009 to 2010
- Unemployment rate increased from 6.9% to 7.0%
- Visitors at the Los Cerritos Center increased from 2009 to 2010
- Business license increased from 2009 to 2010

→ Constant

- Available industrial space
- Housing in Cerritos

↓ Decrease

- Overall sales tax from year-to-year
- Office vacancy rate
- Retail vacancy rate
- Tenant Improvements/New Buildings
- Certificate of Occupancy

Data Sources

Major Revenues

City of Cerritos, Finance Division
City of Cerritos, GIS Division

Auto Sales

Cerritos Auto Dealers Association

Employment/Unemployment

California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>

Real Estate

Rofo
<http://www.rofo.com/Cerritos-Commercial-Real-Estate>

Grubb & Ellis
www.grubb-ellis.com

Housing

DataQuick
<http://www.dqnews.com/Charts/Monthly-Charts/LA-Times-Charts/ZIPLAT.aspx>