



TENANT
SITE SELECTION

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Target Locations

Target Market Locations (All)

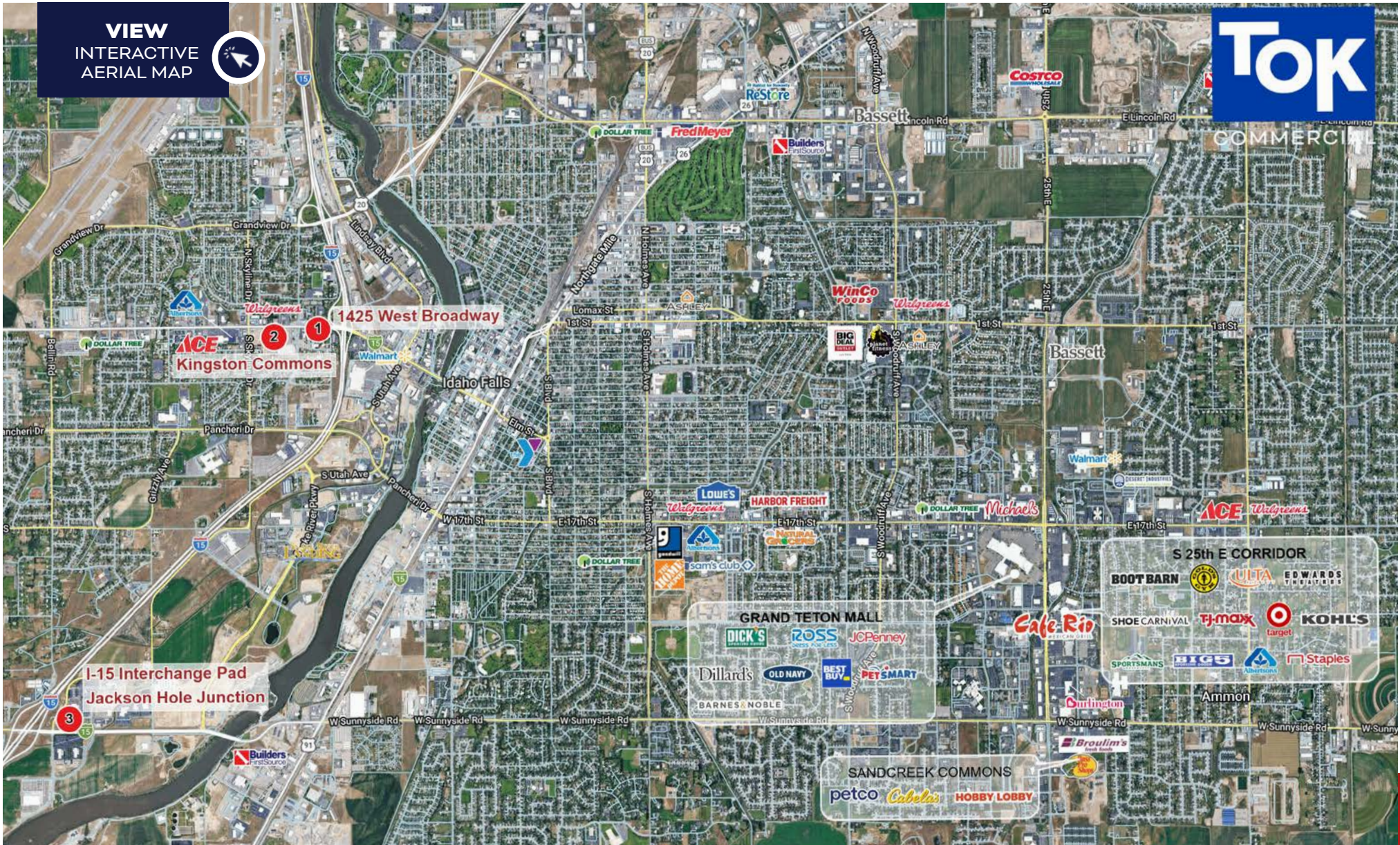
Target Zone 1 | Idaho Falls

Target Zone 2 | Rexburg

EASTERN IDAHO MSA // ZONE 1 IDAHO FALLS



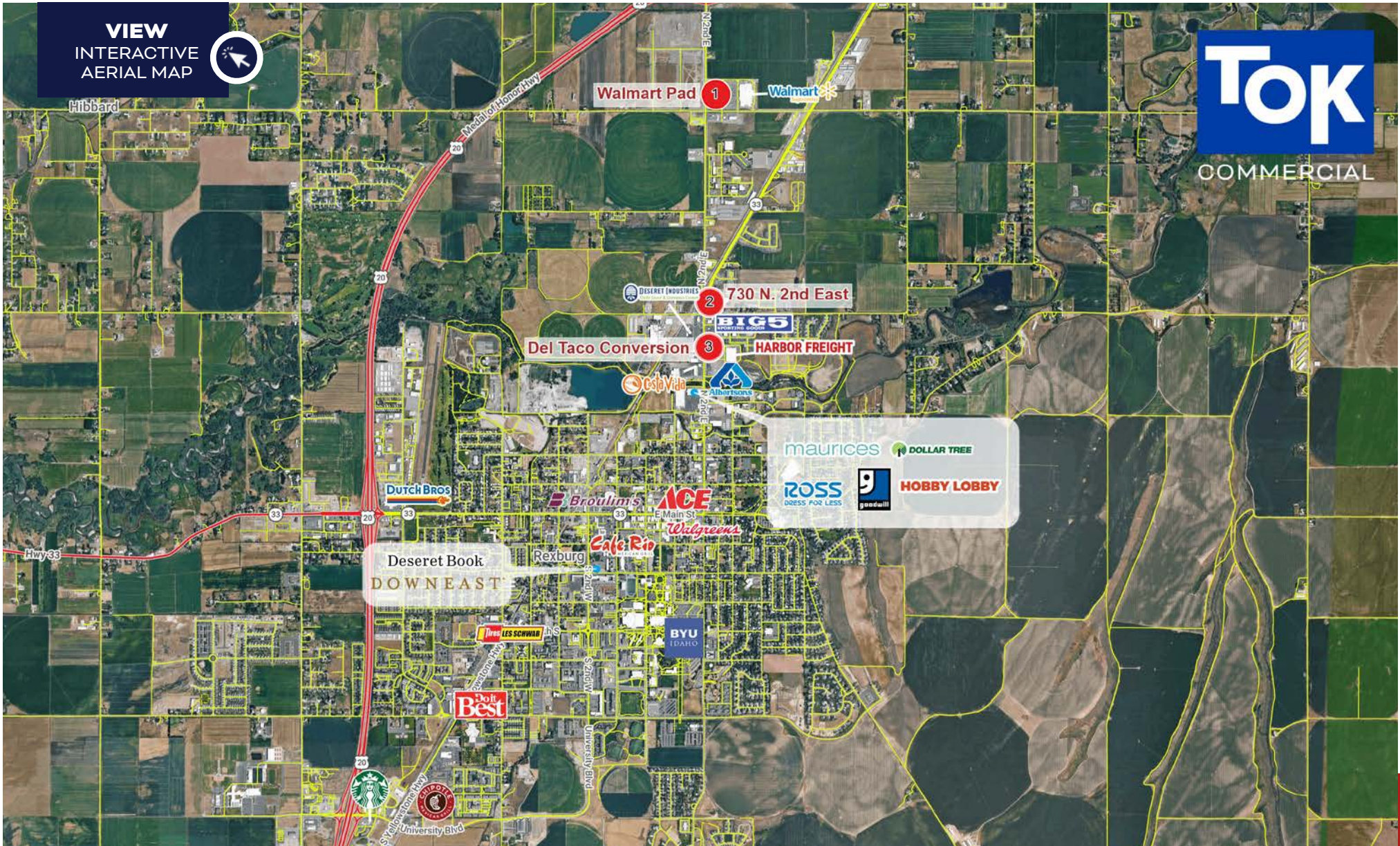
VIEW
INTERACTIVE
AERIAL MAP



EASTERN IDAHO MSA // ZONE 2 REXBURG



VIEW
INTERACTIVE
AERIAL MAP



SECTION

02

Boise MSA Overview

Area Overview
Labor Force
Demographics
Connectivity

Area Overview

**IDAHO FALLS
RANKED
#3 BEST
PERFORMING
SMALL CITY
ECONOMY**

-Milken Institute

**COLLEGE OF
EASTERN IDAHO
RANKED AS TOP
OPPORTUNITY
COLLEGE &
UNIVERSITY**

*-Carnegie Classification of
Institutions of Higher Education*

**IDAHO FALLS
NAMED ONE OF
THE "100 BEST
ADVENTURE
TOWNS" IN
THE U.S.**

-National Geographic

WELCOME TO THE **EASTERN IDAHO MSA**

Eastern Idaho, encompassing six counties with Idaho Falls as its largest city, serves as a key economic and cultural hub for the region. The area is strategically located, providing access to all of eastern Idaho and much of western Wyoming. Idaho Falls, situated along the Snake River, is known for its scenic river greenbelt, outdoor recreation, and proximity to Yellowstone National Park, Grand Teton National Park, and Jackson Hole. National Geographic has named Idaho Falls one of the "100 Best Adventure Towns" in the U.S.

The Eastern Idaho Metropolitan Statistical Area (MSA) has a population of more than 380,000 and continues to experience growth driven by its strong economy, affordable quality of life, and abundant natural resources. The region supports a diverse workforce through local institutions such as Idaho National Laboratory, Battelle Energy Alliance, Melaleuca, and Idaho Steel, as well as higher education providers and healthcare systems.

Tourism and recreation also play a central role in the economy. Eastern Idaho boasts world-class fishing along the Snake River, extensive hiking and outdoor opportunities, and year-round access to national parks and ski resorts. The area is consistently recognized as one of the best places in the country to live and do business, combining small-town accessibility with big opportunities.

The economy is highly diversified, with strong sectors in advanced technology, energy research, healthcare, manufacturing, agriculture, education, transportation, retail, and tourism. Idaho National Laboratory is the largest employer in the region, with additional major employers including Idaho State University, Mountain View Hospital, and Eastern Idaho Regional Medical Center.



ROBUST ENERGY, EDUCATION, AND HEALTHCARE SECTORS PROVIDE ABUNDANT EMPLOYMENT OPPORTUNITIES AND SPECIALIZED TALENT



177,817

LABOR FORCE

EASTERN IDAHO MSA
JULY 2025



\$28.05

AVG. HOURLY
WAGE

IDAHO FALLS
MAY 2024



3.0%

UNEMPLOYMENT
RATE

EASTERN IDAHO MSA
JULY 2025

EASTERN IDAHO MSA

TALENT SNAPSHOT

Top
COMMERCIAL

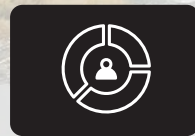
EASTERN IDAHO'S VIBRANT POPULATION IS ANCHORED BY ITS HIGH QUALITY OF LIFE AND RICH MIX OF AMENITIES



380,002

**TOTAL
POPULATION**

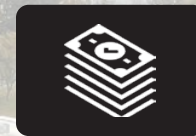
EASTERN IDAHO MSA
2025



31.6

MEDIAN AGE

EASTERN IDAHO MSA
2025



\$76,023

**MEDIAN
HH INCOME**

EASTERN IDAHO MSA
2025

EASTERN IDAHO MSA

POPULATION

TOX

COMMERCIAL

**SEAMLESS TRANSPORTATION POSITIONS EASTERN IDAHO
AS A STRATEGIC HUB FOR BUSINESS AND RECREATION**



10 M

**I-15 TRAFFIC
(ANNUAL)**

EASTERN IDAHO MSA

H1 2025

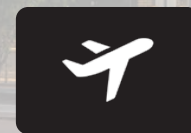


610,641

**TRAVELERS
PER YEAR**

IDAHO FALLS REGIONAL AIRPORT

2024



12

**NON-STOP
DESTINATIONS**

IDAHO FALLS REGIONAL AIRPORT

H1 2025

EASTERN IDAHO MSA

TRANSPORTATION

SECTION

03

Your Brokerage Team

Brent Wilson Bio
Our Network of Results
Why TOK?

BRENT WILSON CLS

RETAIL SERVICES | FIRM PARTNER
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EXPERIENCE

Brent Wilson joined TOK Commercial as a brokerage services specialist in 2016. Brent is passionate about the art and science of commercial real estate and is committed to executing his clients' objectives with a high level of integrity and professionalism. He is also active in the world of investment sales, having brokered many notable single-tenant and multi-tenant transactions in the region. Brent is licensed to do business in Idaho, Montana and Wyoming.

Brent started his career in 1996 as a land planner and entitlements coordinator with a national development consulting firm. Eight years later, he applied his extensive background in GIS mapping, market analytics and zoning/building codes to launch a career in commercial real estate brokerage. Since that time, he has coordinated hundreds of transactions with some of the nation's most significant landlords and retailers.

Brent graduated from the University of Florida with a master's degree in land planning.

TOTAL CONSIDERATION	TOTAL TOK TRANSACTIONS	YEARS IN BROKERAGE
\$267.9M	356	22

LANDLORD REPRESENTATION EXPERIENCE

- Cole Real Estate Investments / American Realty Capital Properties, Inc.
- Developers Diversified Realty (DDR)
- Woodbury Corporation
- Ball Ventures
- McWhinney

TENANT REPRESENTATION EXPERIENCE

- Costco Wholesale
- Walmart
- Panda Express
- Cricket Wireless
- Dutch Bros. Coffee
- Jack in the Box
- Wells Fargo
- Sears
- Kmart
- HCA Healthcare

PROFESSIONAL & COMMUNITY

Brent is one of five brokers in Idaho to have earned the ICSC Certified Leasing Specialist (CLS) designation. He is also a member of the Advisory Board for Regional Economic Development for Eastern Idaho (REDI) and also Chairs the Idaho Falls Impact Fee Advisory Committee.



In 2020, Brent was recognized by the **Idaho Business Review** as one of the top 10 commercial real estate professionals in Idaho. This designation honored the developers, lenders, attorneys and brokers who have made a significant impact on Idaho's commercial real estate landscape.

Fun fact: Brent loves traveling to exotic destinations for fly fishing.

OUR NETWORK OF RESULTS

BUILDING ON GROWTH

We do business with the country's most notable companies, investors and brokerage firms.

A vibrant economy, unmatched quality of life, and an attractive cost of living, has placed the Pacific Northwest on the radar of businesses, small and large. We are the #1 choice for referral business from brokerage firms from outside our region.

RESULTS TELL THE STORY

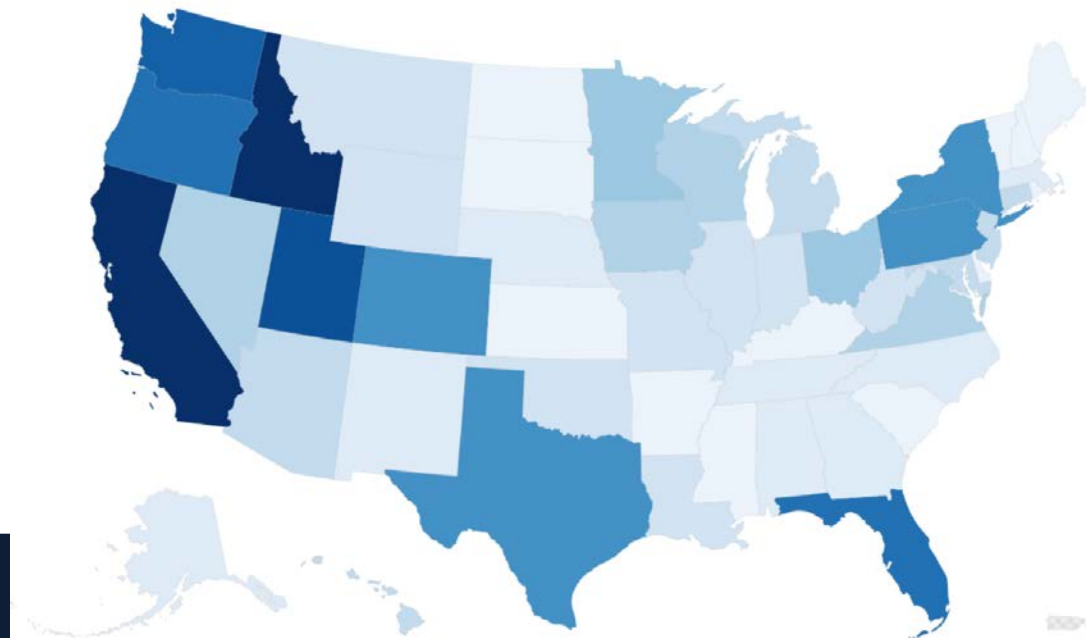
Our independent firm represents clients from a broad spectrum of classes.

We compete head-to-head against major franchises for your business. We partner with commercial real estate powerhouses. The combined transaction value of the firms we collaborate with is four times greater than all of the national firms who have affiliations in our markets.

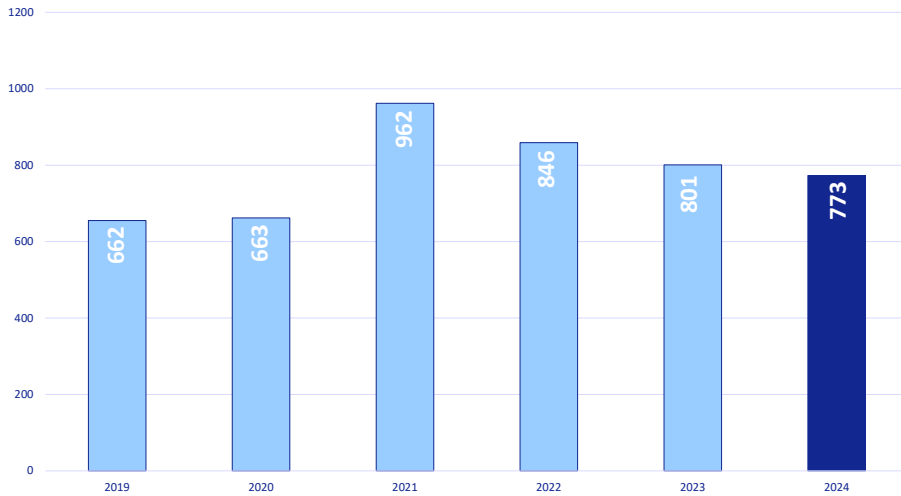
OUR LIMITLESS CONNECTIONS

Your clear advantage.

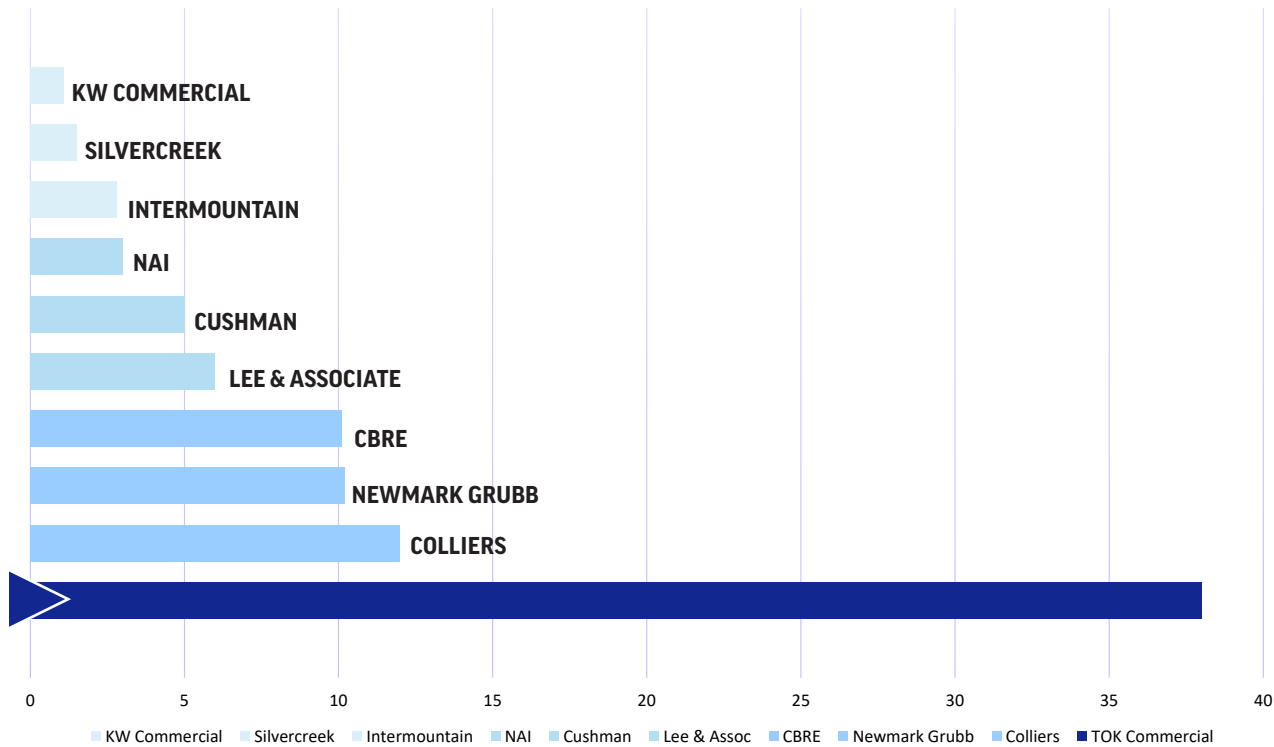
 1,000+
Total Transactions



Leading the Market



BROKERAGE TRANSACTIONS (TOK COMMERCIAL)
2018-2024



MARKET SHARE

BASED ON LANDLORD/SELLER REP TRANSACTIONS OVER THE LAST 12 MONTHS

WHY TOK?

Deep Experience

TOK REPRESENTS AMERICA'S



WHY TOK?



THANK YOU!

Tox
COMMERCIAL