



ICSC+CONTINUING EDUCATION MICHIGAN
Retail Intelligence: AI, Economics and Michigan's Market Momentum
Vibe Credit Union Showplace, Novi, MI
April 23, 2026

Keynote Presentation: Detroit Download – A Real Estate Market on the Rise

sponsored by Honigman LLP

12:00 – 1:00 pm

SPEAKER

Jared Fleisher, CEO, Bedrock

Session Description:

Join Bedrock's CEO Jared Fleisher for a compelling keynote on the evolving state of Detroit's real estate market: past, present and future. Attendees will gain expert insight into shifting market cycles and the dynamic trends impacting today's economy. Explore what is driving the market and the keys to fostering investment and sustainable growth.

Session Outline:

I. Introduction & The "Past"

- Reflecting on 15 years of Bedrock's investment, including the transformation of the Woodward Corridor and landmark projects like Book Tower, Brush Park/City Modern and more.

II. The "Present"

- Expert insight into the current shift from a seller's market toward a more balanced, inventory-fluid environment.
- Resilience in Detroit's diversified economy, anchored by automotive tech and a \$3 billion healthcare expansion.

III. The "Future"

- Updates on Bedrock's portfolio projects including Hudson's Detroit, Gratiot Life Sciences Building, Cosm Detroit and the proposed Renaissance Center and riverfront development.

IV. Closing & Q&A