

MARKET ANALYSIS CHECKLIST

- 1) Description of Market Area
 - a) Size (total population)
 - b) Topographical features
 - c) Transportation arteries, ease of access
 - d) Direction of recent growth
 - e) Special features characteristics, and considerations
 - f) Community development planned or in process
 - g) Map of area

- 2) Economic of Market Area
 - a) Brief history of growth and development
 - b) Analysis of office and retail markets, strength and weakness
 - c) Employment: types and trends
 - d) Principal employers
 - e) Unemployment: current levels and trends
 - f) Average family income: current levels and trends

- 3) Demographics of Market Area
 - a) Distribution by age
 - b) Distribution by education
 - c) Distribution by household size
 - d) Special features, for example, military-connected households
 - e) Current estimate and future trends

- 4) Conditions of Market Area
 - a) Housing supply: characteristics by type and structural condition
 - b) Residential building activity: current and planned
 - c) Description of comparable competitive project: number of units, size, rents
 - d) Absorption of comparable projects (by month, by year)
 - e) Tenure of occupancy: current estimate and past trends
 - f) Vacancy rates: owners and renters
 - g) Mortgage market: activity and source of funds
 - h) Sales market: volume, prices, inventory, and outlook
 - i) Rental market: existing/new, prices and outlook, volume

- 5) Demand for Housing
 - a) Projected increase in types of household
 - b) Locations favorable for market absorption
 - c) Occupancy potential for subsidized/non-subsidized single family units
 - d) Occupancy potential for subsidized/non-subsidized multi-family units

- 6) Conclusions
 - a) Does market exist for intended use
 - b) Recommend bedroom mix, amenities, rents, etc.
 - c) Projected sales or absorption rates