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