

## 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