

SERVICES PROVIDED BY DELTA ASSOCIATES TO HOME BUILDERS AND RESIDENTIAL SUBDIVISION

SERVICES OF THE FIRM

Delta Associates provides strategic services to home builders and residential subdivision developers. The firm is experienced in supporting the activities of single family home, townhouse, and condominium builders and residential land developers. Consulting services are provided for PUD's, subdivisions, and in-fill sites.

Market Studies

Market studies are undertaken to assist clients in making decisions about development of new product or the repositioning of existing builder programs. Delta Associates undertakes extensive field research to gather market data – including surveys and site-visits of actively marketing competitive developments, interviews with buyers and/or sales agents, and review of planning documents, demographics, and other data relevant to the market for the proposed development. Market studies address the following key areas:

- Investigation of general market conditions – including the nature and extent of existing and proposed competitive residential development.
- Analysis of demographics and area economics to estimate market support for a proposed residential development.
- Evaluation of opportunities currently untapped by existing or planned residential development – gaps in the market by structure type, model style, lifestyle, size and price.
- Identification of market and regulatory factors that affect design and marketability.
- Absorption pace and staging considerations.

Development Programming

Development programming is the analytic step where market opportunities are translated into a specific scale and character of residential development. The proposed community, subdivision, or development concept is refined and a development program is designed based on market analysis. Development programming includes:

- Specification of product type, size, mix, and sale price.
- Evaluation of appropriate and optimum lot/section layout and staging.
- Identification of desirable floor plans.
- Recommendations for both project and in-unit amenities and features.
- Estimation of absorption pace.
- Evaluation of development constraints
- Recommendations for lot pricing.

Evaluation of Underperforming Subdivision

Repositioning builder programs – including shoppers' analysis, peer group comparisons, survey research of those who do not buy, etc.

- Investigation of general market conditions – including the nature and extent of existing competitive development.
- Evaluation of opportunities currently untapped by existing residential development – gaps in the market by structure type, model style, lifestyle, size and price.
- Recommendations for “tune-up” of product design and pricing, marketing program, sales staff, etc.

Evaluation of Special Issues

The firm is often called on to evaluate the potential impact on feasibility, pace of sales, marketability, and/or pricing of lots and homes at townhome communities and single family subdivisions resulting from:

- Quality of design, layout, marketing and advertising.
- Quality of schools in host jurisdiction.
- Noxious neighboring uses such as a trailer park, gun range, high-tension electric lines, etc.
- Tax rates in host jurisdiction vs. surrounding communities.
- Golf course frontage and proximity.
- Beautiful views.
- MPDU (affordable) unit offerings.

Expansion into New Geographic Markets

The firm routinely provides consulting services to clients for most types of real estate – major office buildings, shopping centers, hotels, resorts, industrial facilities, golf course communities, and recreational facilities. Using this broad knowledge of real estate, Delta Associates assists residential developers and home builders enter new real estate submarkets by providing thorough and well-written market studies, development programming, and financial analysis to assist in expansion evaluation and planning. Creating a proprietary database of competition and planned projects a specialty.

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