



STUDENT HOUSING MARKET FEASIBILITY STUDIES

Services of the Firm

- **Market Analysis and Feasibility Consulting**
 - Definition and characterization of market area -- on and off campus.
 - Identification/survey of existing, actively marketing and planned projects as regards rent, unit type and size, vacancy/rent-up pace, product features and tenant profile (student demographics).
 - Projection of demand based on school enrollment trends and student housing preferences.
 - Projected supply/demand relationship over a 3 to 5-year period.
- **Development Programming and Product Definition**
 - Assessment of subject site as regards market strengths.
 - Development programming recommendations including timing for market entry and market niche (unit types, sizes, and rents, as well as unit and project features including design elements and amenities).
- **“Tune-Up” or Repositioning Studies**
 - Evaluate the subject’s performance vs. its peers.
 - Evaluate and rate the subject and its peers on a proprietary 60 point checklist.
 - Recommend improvements (both physical and management) and estimate impact on rent and occupancy, operating expenses, etc.
 - Shopper surveys.

Illustrative of Recent Assignments

- **Market Study of Need for Private Sector Student Housing at Georgia Southern University.**
 - Evaluation of demand and supply of student housing in Statesboro -- a college town of 25,000. Assessment of demand by price range and housing type/style. Evaluation of site selected by client for development as to its suitability for serving this market.
- **Market Study of Auburn University Student Housing**
 - Assessment of need for off campus housing for single **graduate students**.
- **Evaluation of Student Housing Needs for the University of Maryland**
 - Assessment of existing on and off campus student housing. Opinion survey research, extensive competitive analysis, parking and shuttle bus services were key elements of this study.
 - Evaluation of four on and off campus sites for new development.
 - Development program recommendations included rent levels, bedroom mix, lifestyle elements and the like.

Clients/References for Student Housing Services of the Firm

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