

# 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.

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