LOW INCOME HOUSING AND NON-PROFIT DEVELOPMENT

Market Feasibility Studies

TYPES OF LOW INCOME HOUSING

• Senior for-sale, rental and endowment housing of all types, including independent living, assisted living and nursing facilities.
• Family attached and detached for-sale housing.
• Family rental apartments – both new construction and older renovations.

TYPES OF PROGRAMS

• Tax Credits (National)
• HUD Section 8 (National)
• Lease-To-Own (Fairfax County Department of Housing and Community Development)
• Tax Exempt Bond Financing (Virginia)
• LADO (DC)
• Community Development Authority (CDA) Bond Financing (Maryland)
• MPDU’s (Montgomery County’s Moderately Priced Dwelling Units)
• Self Help Housing (Tri-County Maryland’s Sweat Equity Program)

SERVICES OF THE FIRM

MARKET ANALYSIS

• Market studies are directed by executives of the firm who are Counselor’s of Real Estate (CRE).
• Survey existing and proposed competitive projects to include sale/rent structure, product characteristics, tenant types, etc. to assess the probable competitive environment and understand the elements which are crucial to project success.
• Project demand by market segment – income ceilings and floors, price, age, family size, etc.
• Compare projected supply to demand and identify market gaps and potential overbuilding.

DEVELOPMENT PROGRAMMING AND PRODUCT DEFINITION

• Evaluate and assess subject site vis-à-vis market strengths.
• Recommend development program, including timing for market entry and market niche – unit types, sizes, and rents/sale prices – as well as unit and project features and amenities.
• Critique of floor plans and evaluation of exterior design elements.

FINANCIAL ANALYSIS

• Quantify debt and equity needs of the project.
• Estimate value and impact of rezoning on value.
• Evaluate the worth of housing programs.

IMPACT ANALYSIS

• Evaluate and make recommendations to mitigate the negative impact on adjoining lots created by MPDU units.
• Evaluate and make design recommendations to improve the appearance of low cost homes.
ILLUSTRATIVE OF RECENT ASSIGNMENTS

- **Cascades Commons, Loudoun County, VA.** Market analysis for a proposed two phased, tax credit Class A apartment project in the Cascades PUD. **Key issue:** depth of the market by income and by household size.

- **Sully Station, Chantilly, VA.** Market feasibility and rent study for a 119 unit, low-to-moderate income elderly independent living, tax credit project. **Key issues:** (1) depth of the market by income and age; (2) geographic definition of the market, and (3) relationship of proposed rents to market rents.

- **Seneca Crossing, Germantown, MD.** Quantification of the impact on lot value created by 63 small single family MPDU units on the adjoining 435 homes priced in the mid-$200’s. **Key Issues:** Evaluation of design, pricing and lot location alternatives to mitigate value diminution.

- **Brawner’s Estates, Indian Head, MD.** Evaluation of poor performance of low cost single family home community due to design, niching and marketing deficiencies. **Key Issue:** Self-help housing (owner participates in building home) impact on contractor built home sales.

CLIENTS/REFERENCES FOR LOW INCOME & NON-PROFIT DEVELOPMENT SERVICES OF THE FIRM

- **Mr. David Cloak**
  Kettler
  1751 Pinnacle Dr., Suite 700
  McLean, VA 22102
  703.641.9000
  Dcloak@kettler.com

- **Mr. James Edmondson**
  Edmondson & Gallagher
  1350 Beverly Road, Suite 200
  McLean, VA 22101
  703.893.0303
  jedmondson@eandggroup.com

- **Robert Harris, Esq.**
  Sack, Harris & Martin PC
  8270 Greensboro Drive, Suite 810
  McLean, VA 22102
  703.883.0102

- **Mr. Ross Helm**
  Midland Mortgage Corporation
  33 North Garden Avenue, Suite 1200
  Clearwater, FL 34615
  800.237.9946

- **Ms. Debra Jones**
  Southern Maryland Tri-County Community Action Committee, Inc.
  P.O. Box 280
  Hughesville, MD 20637
  301.870.3770

- **Mr. Keith Kubista**
  Winchester Commercial
  6305 Ivy Lane, Suite 700
  Greenbelt, MD 20770
  301.489.1200

- **Mr. Michael Milhaupt**
  First Centrum Development
  15200 Shady Grove Road, Suite 350
  Gaithersburg, MD 20850
  301.670.2821
  milhauptm@FirstCentrum.com