



PARHAM
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SITE ANALYSIS

1a. Site Study – \$1500

- Site Map
- Site Aerial
- Map & Market Definition within 3 Radiuses
- Map Competitor Locations
- Competitor Gross Square Footage
- Demographic Analysis with Postal Counts for each Radius
- Supply & Demand Analysis of the Radiuses based on Forecast Demand of closest major city
- Summary of Results/Recommendation for Future Development

1b. Competitor Analysis – \$1000

- Competitor Rent Survey
- Suggested Rates for Potential Facility
- Competitor Occupancy Estimate
- Facility Comparison between Potential Facility & major competitors
- Travel recommended for accuracy

2. Trade Area/Traffic Study – \$2000

- Site Map
- Site Aerial
- Traffic Counts on major roadways
- Map Traffic Generators
- Trade Area Delineation
- Map Competitor Locations
- Competitor Gross Square Footage
- Demographic Analysis with Postal Counts for the Trade Area
- Supply & Demand Analysis of the Trade Area based on Forecast Demand of closest major city
- Summary of Results/Recommendation for Future Development

Prices do not include travel/expenses

* Required deposit of 60% of total cost

10% Discount given to any combined packages

If study is found to be negative, client may opt to stop all work and waive the remaining fee

Please call for a consultation



30435 US Hwy 281 N
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FEASIBILITY ANALYSIS

3. Site Plan & Unit Mix – \$2200-\$4000

- Site Plan costs vary between \$1200-\$3000
- Unit Mix Ratio & Determination – \$1000

4. Economic Feasibility – \$2500

- Pro Forma Analysis
- Loan to Value Analysis
- Statement of Cash Flow
- Projected 5 Year Operating Pro Forma
- Statement of Development Costs
- Construction Disbursement Schedule
- Lease Up Income & Expense Schedule

5. Bank/Investor Package – \$12,000

- Site Study
- Competitor Analysis
- Trade Area/Traffic Study
- Site Plan & Unit Mix
- Economic Feasibility
- Operating Costs

• **Third Party Development – 4% of total Development Cost**

• **Joint Venture Development – 2% of total Development Cost**

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MARKET ANALYSIS

- **Primary Market (i.e. Austin, TX) – \$7500**
 - **Secondary Market (i.e. Round Rock, TX) – \$5000**
 - **Rural Market (i.e. Buda, TX) – \$3000**
- Market Map
 - Market Aerial
 - Map Competitor Locations
 - Competitor Gross Square Footage
 - Demographic Analysis with Postal Counts for each Radius/Quadrant
 - Supply & Demand Analysis of Market Quadrants based on Forecast Demand of closest major city
 - In-depth Analysis of Positive Demand Quadrants divided into 3-5 mile Radiuses
 - 5 Free Site Studies Included for sites within the initial Market Analysis
 - Summary of Results/Recommendation for Development

Description: A Market Analysis is appropriate for individuals –

- wanting to outline the positive & negative demand areas of a market
- with 4 or more sites to review in the same market

Prices do not include travel/expenses
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10% Discount given to any combined packages
Does NOT include Competitor Analysis

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