

STRATEGIC RESIDENTIAL ADVISORS

We Maximize Your Profit



- MARKET RESEARCH
- INVESTMENT ADVISORY SERVICES
- DEVELOPMENT AND ASSET MANAGEMENT CONSULTING

We are experts in market research for both rental apartments and for-sale condos in any market, coast-to-coast.

Our advisory services for investment, development, and asset management, are all informed by our industry leading market research to maximize your profit.



California ■ Arizona
■ Nevada ■ Florida ■
New York ■ Illinois ■
Texas ■ Washington
■ Oregon ■ Colorado



More
Than
15,000
Units

“Strategic Residential helped get this deal done.” ■ Integral Communities

“We are very, very pleased with Strategic Residential.” ■ Sares-Regis



NATIONWIDE SERVICE



PATRICK S. SIMONS ■ FOUNDING PRINCIPAL

949-933-9405 ■ psimons@strategicresidential.com

TERESA A. POWERS ■ V.P. CLIENT RELATIONS

916-337-6928 ■ tpowers@strategicresidential.com

MARKET RESEARCH

No one understands attached housing like Strategic Residential Advisors.

- ***Precise market area definition*** means our data gathering is more meaningful for your project.
- ***More detailed comp data*** means you know exactly what you need to be competitive.
- ***Income-driven demand analysis*** means you can optimize your product for maximum returns.



INVESTMENT ADVISORY SERVICES

Strategic Residential Advisors can help you assess any new or existing condo or apartment investment to determine the most profitable course of action.

DEVELOPMENT & ASSET MANAGEMENT CONSULTING

Strategic Residential Advisors uses market insights to:

- **Identify land acquisition opportunities.**
- **Review plans and specs for best possible performance.**
- **Direct efforts to maximize valuation and marketability.**



SERVICES



- **Signature Market Study**

Includes definition of market area, identification of competitive properties, personal tours of the subject property and comps, evaluations of comps on over 100 points of specs and amenities, and recommendation of rental rates or sale pricing of the subject property as well as amenity and spec programming.

- **Strategic Market Study**

Includes all work performed for a *Signature Market Study* plus income-based demand analysis leading to recommendations for the optimum unit mix and/or pricing for most rapid unit leasing or sales absorption. This segmented demand analysis is especially helpful in avoiding the overbuilding of certain unit types relative to actual demand which can result in significant delays in absorption costing much more than the market study.

- **Broken Condo Study**

Includes all work performed for a *Signature Market Study* but analysis looks at both apartment and condo data in the submarket leading to recommendations for the most profitable business plan.

- **Opportunity Assessment**

Particularly useful for lenders and receivers with distressed properties. Overall assessment of the property presentation, marketing materials, on-site staff, position of the property within the market, and written recommendations for turnaround of the property for maximum financial returns.

- **Architectural Review**

Review of marketability of floor plans as well as evaluation of proposed amenities and overall flow of property from a market standpoint. Can result in financial returns several times the cost of the review.

- **Additional Services**

Our clients value our ability to customize our services. So, just contact us today to discuss your unique needs.

Note that air travel and lodging expenses anywhere in the continental United States are included for most of our market studies, and we do our utmost to keep all reimbursable expenses to a minimum.

NATIONWIDE SERVICE



PATRICK S. SIMONS ■ FOUNDING PRINCIPAL

949-933-9405 ■ psimons@strategicresidential.com

TERESA A. POWERS ■ V.P. CLIENT RELATIONS

916-337-6928 ■ tpowers@strategicresidential.com