MARKET INFORMATION FOR PROPOSED PROJECT
HOMEBUYER SUBRECIPIENT

PROJECT DESCRIPTION

Project Name: _____

City: _____
☐ Rural location with population less than 5,000
☐ Suburban location with population between 5,000 & 15,000
☐ Urban location with population over 15,000

Units
Total Number of Units: _____
Number of HOME Units: _____

Homebuyer Income Levels (Area Median Income Levels)
☐ 40% AMI, # of units _____
☐ 50% AMI, # of units _____
☐ 60% AMI, # of units _____
☐ 80% AMI, # of units _____

MARKET AREA(S)

Identify the primary market area, secondary market area & tertiary market area boundaries by street names or other geography forming boundaries.

Primary Market Area
Define/Identify Primary Market Area:
Current median household income levels & 10-year trend:

Population Trends
Total population:
Population by age groups:
Overall conclusion relating data to impact on housing demand.

_____

Household Trends
Total # of renter households:
Total # of owner households:
Average household size:
Average household income:
Overall conclusion relating data to impact on housing demand.

_____

Housing Availability
Average number of houses on the market in last six months:
Average number of houses sold in the last six months:
Overall conclusion relating data to impact on housing demand. _____

Employment Levels & Trends
Major employers, anticipated reductions or expansions, newly planned employers and impact on employment in the market area.
Overall conclusion relating data to impact on housing demand._____

Unemployment Levels & Trends
Current unemployment levels & 10-year trend:
Overall conclusion relating data to impact on housing demand._____

Secondary Market Area
Define/Identify Secondary Market Area:
Current median household income levels & 10-year trend:

Population Trends
Total population:
Population by age groups:
Overall conclusion relating data to impact on housing demand. _____

Household Trends
Total # of renter households:
Total # of owner households:
Average household size:
Average household income:
Overall conclusion relating data to impact on housing demand.

_____

Housing Availability
Average number of houses on the market in last six months:
Average number of houses sold in the last six months:
Overall conclusion relating data to impact on housing demand.

_____

Employment Levels & Trends
Major employers, anticipated reductions or expansions, newly planned employers and impact on employment in the market area.

Overall conclusion relating data to impact on housing demand. _____

Unemployment Levels & Trends
Current unemployment levels & 10-year trend:

Overall conclusion relating data to impact on housing demand. _____

Tertiary Market Area
Define/Identify Tertiary Market Area:

Overall conclusion on why this area can attract 1-10% of renters for the proposed project.
_____

MARKETING

List the number of units that will be sold every 3 months until the project is completed.
(Numbers may differ for each 3- month period)

Months	Units Sold
3	
6	
9	
12	
15	
18	
24	

Anticipated completion date:

What marketing methods will be used to attract potential tenants?
☐ Advertising

Explain:	

☐ Outreach

Explain:	

☐ Methods

Explain:	

DEMAND ANALYSIS

Explain why there is demand for this project:_____