

EXHIBIT NH-15

**MARKET INFORMATION FOR PROPOSED PROJECT
RENTAL**

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 NHTF Units: _____
 Number of other Affordable Housing Units: _____
(LIHTC, USDA, HOME, RD, Section 8, Public Housing)
 Number of Market Units: _____

Bldg. Info.

- Duplex
- Row/Townhouse
- Single Family Detached
- Standard Apt.

Tenant Income Levels (Area Median Income Levels)

- 30% AMI, # of units _____
- 40% AMI, # of units _____
- 50% AMI, # of units _____
- 60% AMI, # of units _____
- 80% AMI, # of units _____
- Market Rate, # of units _____

Construction Type: _____
 Number of Buildings: _____
 Number of Stories: _____
 Elevator: Yes No
 Parking: Yes No, If Yes, # of Spaces _____
 Garages: Yes No,
 If Yes, # of Garages _____, Rent _____

Existing or proposed project-based rental assistance: Yes No

Occupancy Type

- Family
- Senior 55+
- Senior 62+

Unit Mix, Size, Rent, Applicant's Proposed Rents

# BR / # Bath	# of Units That Size	Sq. Ft	Gross Rent	Utility Allowance	Net Rent (Gross Rent Minus Utility Allowance)	% AMI Level or Market Rate

Amenities

Project Amenities (laundry room, computer room, etc.)	
Unit Amenities (dishwasher, washer/dryer, ceiling fans, storage area, etc.)	
Special Needs Population (if applicable)	
Special Services (if applicable)	

Location Amenities

Type	Name	Distance From Project
Grocery Store(s) (not gas stations or convenience stores, etc.)		
Medical Clinic(s) or Hospital(s)		
Park & Recreation Area(s)		
Pharmacy(s)		
Public Transportation Mode(s)		
School(s)		
Shopping Store(s)/Area(s) (specify each)		
Other (specify each)		

Indicate if there are any road or infrastructure improvements planned or under construction in the market area:

General description of neighborhood and adjacent parcels surrounding the site:

Comment on access, ingress/egress, and visibility of the site:

Note any environmental or other concerns:

Must attach a map clearly identifying the location of the project. Map is attached: Yes

Overall conclusion/recommendation about the site as related to the marketability of the proposed project.

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

(At least 50% or more of renters must come from the primary market area.)

Define/Identify Primary Market Area:

Current median household income levels & 10-year trend:

Population Trends

Total population:

Population by age groups:

If a Targeted Population is proposed for the project, provide additional information on population growth patterns specifically related to this population.



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.

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

(No more than 40% of renters from the secondary market area.)

Define/Identify Secondary Market Area:

Current median household income levels & 10-year trend:

Population Trends

Total population:

Population by age groups:

If a Targeted Population is proposed for the project, provide additional information on population growth patterns specifically related to this population.

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.

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

(No more than 10% of renters from the 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/RENT-UP

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

Anticipated full occupancy date:

What marketing methods will be used to attract potential tenants?

Advertising

Explain: _____

Outreach

Explain: _____

Methods

Explain: _____

COMPARABLE/COMPETING RENTAL PROJECTS – ALREADY ON THE MARKET

Rent Comparison

Project Name Address City & County	Bldg. Type, Yr. Built, Renovated Y/N	# BR / #BA, # of Units That Size	% AMI (if Afford Hsing)	Net Mo. Rent	Gross Mo. Rent (includes utility allowance)	Size (Sq. Ft.)	Occupancy Type (Family, 55+, 62+)	Affordable Housing* or Market Rate	Total Units	Total NHTF Units
1.										
2.										
3.										
4.										
5.										
Totals										

Overall conclusion/recommendation about the proposed project’s rents as they relate to the marketability of the project.



Amenities Comparison

Project Amenities – means common project amenities available to the tenants. (Examples: laundry room, computer room, playground, etc.)

Unit Amenities – means amenities specific to the units. (Examples: dishwasher, stove, washer/dryer, ceiling fans, storage area, etc.)

Location 1	
Project Amenities	
Unit Amenities	
Parking	
Special Needs Population (if applicable)	
Special Services (if applicable)	
Market/Subsidy	
Utilities Included in Rent (if any)	
Concession Given (if any)	
# Units Receiving Rental Assistance (specify if project or tenant-based assistance)	
Location 2	
Project Amenities	
Unit Amenities	
Parking	
Special Needs Population (if applicable)	
Special Services (if applicable)	
Market/Subsidy	
Utilities Included in Rent (if any)	
Concessions Given (if any)	
# Units Receiving Rental Assistance (specify if project or tenant-based assistance)	
Location 3	
Project Amenities	
Unit Amenities	
Parking	
Special Needs Population (if applicable)	
Special Services (if applicable)	
Market/Subsidy	
Utilities Included in Rent (if any)	
Concessions Given (if any)	
# Units Receiving Rental Assistance (specify if project or tenant-based assistance)	
Location 4	
Project Amenities	
Unit Amenities	
Parking	
Special Needs Population (if applicable)	
Special Services (if applicable)	
Market/Subsidy	
Utilities Included in Rent (if any)	
Concessions Given (if any)	
# Units Receiving Rental Assistance (specify if project or tenant-based assistance)	



Location 5	
Project Amenities	
Unit Amenities	
Parking	
Special Needs Population (if applicable)	
Special Services (if applicable)	
Market/Subsidy	
Utilities Included in Rent (if any)	
Concessions Given (if any)	
# Units Receiving Rental Assistance (specify if project or tenant-based assistance)	

Overall conclusion/recommendation about the proposed project/amenities as they relate to marketability of the project:

Vacancy Rates Comparison

Project Name	Affordable Housing* or Market Rate	# Total Units	# Vacant Units	% Vacancy Rate	Turnover Rate	# on Waiting List
1.						
2.						
3.						
4.						
5.						
		Total	Total	Average		Total

Overall conclusion regarding vacancy rates in the current market, and the impact the proposed project may have on existing affordable housing:

COMPARABLE/COMPETING RENTAL PROJECTS – PROPOSED

Project Name City & County	Status (proposed or under construction)	Bldg. Type (Duplex, Row/Townhouse, Single Family Detached, Standard Apt.)	Occupancy Type (Family, 55+, 62+)	Affordable Housing* or Market Rate	Total Units	Total NHTF Units
1.						
2.						
3.						
4.						
5.						

Overall conclusion regarding proposed projects, and the impact they may have on the proposed NHTF project and existing affordable housing:

Attach additional sheets if have additional comparable/competing rental projects that are already on the market or are proposed.



DEMAND ANALYSIS

Explain why there is demand for this project:

*Affordable Housing – Means units with the following:

- HOME
- Low-Income Housing Tax Credits
- USDA
- Rural Development
- Section 8
- Public Housing

