

EXHIBIT H-13

**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:_____

