

## **Investment Analysis Semester Project Guidelines**

### **DESCRIPTION:**

The Investment Analysis is a study of the many aspects of a multifamily housing community. You will use the specific knowledge and tools gained from in-class instruction and text to analyze your community's market position and potential to increase its market share and value. From your study, you will prepare recommendations on the property through written form and a variety of exhibits.

### **PURPOSE:**

This project provides an opportunity to demonstrate adequate knowledge concerning market factors that influence the investment in a community.

### **The project includes:**

- Selection of a multi-family community using ALN data. The property must have potential to add value to an investor's portfolio. Select a property that is at least 10 years old and is at least a 10-unit complex. Explanation of its fit in an investor's portfolio will be required.
- Preparation of a competitive market survey, analysis of comparable properties and recommendations about marketing policy and rental structures.
- Preparation of a proposed value-added project with cost analysis and return potential.
- Evaluation of a multi-family community present positioning as a basis for recommending investment action and potential.

### **Format**

The report must have the following sections, subtitled and separate from each other; some will require their own summary and conclusions.

- TITLE PAGE
- PROPERTY DESCRIPTION
- NEIGHBORHOOD ANALYSIS
- MARKET ANALYSIS
- VALUE-ADDED PROJECT(S)
- CONCLUSION WITH RECOMMENDATION(S)

EACH section must be written in narrative-format. This narrative should support the conclusions you were able to reach from the information reported in this project and the recommendations you are making to your reader.

### **Completed reports**

- Only PDF Files accepted, submitted through Canvas
- Free from grammatical and spelling errors.
- Student's own narrative. Make sure you keep a copy for yourself.
- Quality is preferred over quantity; do not stuff your project with irrelevant or unaddressed information.
- Each exhibit included must be referred to in the body of the text. Do not include an exhibit without explaining its relevance.

The report must show serious thought and reflection - avoid vague, superficial descriptions and conclusions. The amount of relevant information and how well you identify the strengths and weaknesses of the property will determine your grade. The key is to draw your conclusions and recommendations from the material you provide. The reader should be able to visualize the property based upon the details you provide.

### **Sample of Some Exhibits**

City, Neighborhood, Property Maps, Brochures, Newsletters, Rental Policies, Floor plans, Subject and Comparable Advertising, Pictures, Market Studies.