**EXHIBIT H-12**

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.

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.

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: