**EXHIBIT H-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 Bldg. Info.

Total Number of Units:        Duplex

Number of NHTF Units:        Row/Townhouse

Number of other Affordable Housing Units:        Single Family Detached

(LIHTC, USDA, HOME, RD, Section 8, Public Housing)  Standard Apt.

Number of Market Units:

Tenant Income Levels (Area Median Income Levels) Construction Type:

30% AMI, # of units       Number of Buildings:

40% AMI, # of units       Number of Stories:

50% AMI, # of units       Elevator:  Yes  No

60% AMI, # of units       Parking:  Yes  No, If Yes, # of Spaces

80% AMI, # of units       Garages:  Yes  No,

Market Rate, # of units       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** |
|  |  |  |  |  |  |  |
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**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 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