

# Market Research

Market Research is the key first step for new projects and for existing communities considering expansion of facilities or services. It will verify the market realities and lay the foundation upon which success lies, whether in the procurement of funds or the commitment of resources to projects of any size.

The ability to see and understand a project's potential within current and projected market conditions can transform the process of planning and Development into a tool for success. Creative solutions and innovative strategies are derived from careful analysis of all objective data. Designed to provide complementary areas of information about prospective markets, **ASTERHILL'S** Market Research services include:



- **Market Needs & Assessments**
- **Housing Market Studies**
- **Aging In Place Studies**
- **Community Services Assessments**
- **Housing & Economic Studies**

A **Market Assessments** will test, validate and recommend each key elements of a proposed new community, project expansion or acquisition, including:

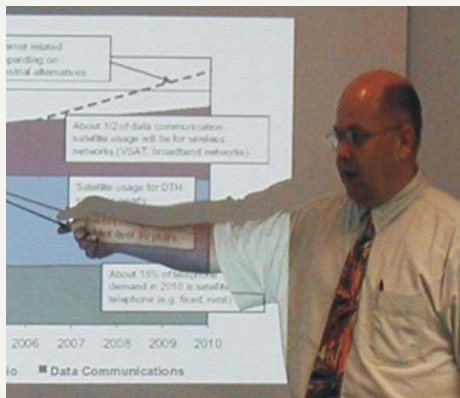
- **Site/Location**
- **Target Market**
- **Project Characteristics**

A **Market Studies** must firmly establish a sufficient demand exists for a proposed product and

- **Confirms market depth,**
- **Establishes the parameters for absorption of units**
- **Makes recommendations for capitalizing on niche opportunities**
- **Addressing particular challenges in the local marketplace.**

**Economic and Feasibility Studies** will identify and confirm the impacts of economic issues and development practices, including:

- **Understanding existing conditions and Market realities,**
- **Housing, businesses and industry sectors trends that can fuel sustainable growth.**



A project vision based upon clear understanding of the elements effecting a project only emerges when an up-front and aggressive program of Market Research is carried out. **ASTERHILL** will investigate and evaluate the existing market conditions on their client's behalf. The strategies developed during this phase represent a collaborative effort between **ASTERHILL** and the client. **ASTERHILL** is an approved Federal Contractor (CCR) and Market Study Providers for HUD, USGA-RD, SBA, NYSDHCR, OHFA and PADCED.

- ◆ **Mercier Realty**, Rochester, NY, a multi million dollar development of **Senior Housing** project for independent senior housing. *Services Rendered:* Market and feasibility study for HUD 221 (d)(4) program
- ◆ **CW Rock Associates**, Syracuse, NY, a multi million dollar development of **Affordable Housing** project for low income and multi-family housing. *Services Rendered:* Market and feasibility study for RD 515 program De-Investment
- ◆ **People Inc**, Buffalo NY, Completed multiple Market studies for **Assistive Living, Affordable and Senior Housing** project for independent senior housing. *Services Rendered:* Market and feasibility study for HUD 202 program.
- ◆ **YMCA**, Erie County, NY: Completed multiple **Market and Need Analysis** Studies in Erie County for identifying new market for their services. *Services Rendered:* Market and Feasibility, and Need Assessment Studies
- ◆ **JCEO**, Plattsburg, NY, a multi million dollar development of **Affordable Housing** project for Low income families. *Services Rendered:* Market and feasibility study for NYSDHCR Housing trust Fund and Tax Credit program
- ◆ **Community Action of Wyoming County**, Perry, NY: Completed multiple Market studies for **Assistive Living, Affordable and Senior Housing** projects, community needs analysis. *Services Rendered:* Market and feasibility study for NYSDHCR tax credit and RD 515 program.
- ◆ **CVR**, Columbus, OH: Completed multiple **Market Studies** for **Affordable & Senior Housing** projects. *Services Rendered:* Market Studies for Ohio tax credit programs and HUD 221(d)(4).
- ◆ **Omni Development**, Albany, NY: Completed multiple **Market Studies** in Albany Area for **Affordable and Senior Housing** projects. *Services Rendered:* Market and feasibility study for NYSDHCR Housing trust Fund and Tax Credit program
- ◆ **Barden Homes**, Lockport, NY: Completed multiple **Market Studies** in Upstate NY for **Affordable and Senior Housing** projects. *Services Rendered:* Market and feasibility study for NYSDHCR tax credit program and HUD 221(d)(4).
- ◆ **Housing Opportunities**, Rochester, NY: Completed multiple Market studies WNY for affordable and Senior housing **Affordable and Senior Housing** projects. *Services Rendered:* Market and feasibility study for NYSDHCR Housing trust Fund and Tax Credit program
- ◆ **Delta Development**, Buffalo, NY: Mt. St. Mary Academy, a 1.2 million dollar renovation and re-use of a former school for **Independent Senior Housing**. *Services Rendered:* Market and feasibility study for NYSDHCR Housing trust Fund, Tax Credit program and HUD 221(d)(4)
- ◆ **Belmont Shelter**, Completed multiple Market studies for **Assistive Living, Affordable and Senior Housing** project for independent senior housing. *Services Rendered:* Market and feasibility study for HUD 202 program.
- ◆ **Flower City Management**, Rochester, NY: A market and economic study for the re-use of the Downtown Motor Lodge. *Services Rendered:* Market and Economic study for market rate housing and retail development.
- ◆ **Heritage Christian Home, Inc**, Rochester, NY, **Senior Housing Study**, *Services Rendered:* Market and Feasibility Studies and Master Planning rendered in connection with developing a **Senior Living Community, CHDO Certification** with Monroe County.
- ◆ **Christa Development Corporation**, Victor, NY: **Cicero Commons**, a PUD in Cicero, NY and **Rivers Run** in Henrietta, NY, *Services Rendered:* Market Assessments and Market and Feasibility Studies for a New **Senior Living Community**.
- ◆ **Monroe County, NY:** Contracts with Monroe County to assist non-for profit organizations with strategic planning, and Marketing and Feasibility Studies, for real estate development.
- ◆ **Seneca County, NY:** **“A Strategic and Comprehensive Guide to an Economic Recovery”** The Study called for the market and economic research to create a set of comprehensive development strategies to guide the Board of Supervisor in an economic recovery after the military base closed.
- ◆ **Rite-Aid Drug Stores**, Buffalo, NY – **“Upper Falls Plaza-An Economic Revitalization Plan and Market Study,”** The project require market and economic research, site analysis and development recommendations for a suitable use, together with conceptual architectural and site drawings. The study was updated and revised at the request of **Wilson Commencement Park**, and later used by the City of Rochester.
- ◆ **Clients provided** Marketing Research, and Pre-Development Planning services for the following: **ISLA**, Rochester, NY, **HSBC**, Rochester, NY, **Wegmans**, Rochester, NY, **An-Hauser-Busch**, Baldwinsville, NY, **Nestles USA**, New Milford, Ct., **Xerox**, Rochester, NY, **Sodus Bay Heights GC**, **SUNY Buffalo and Geneseo**, States: Florida, New York, Michigan, North Carolina and Ohio, Counties: Allegany, Chautauqua, Erie, Madison, Monroe, Newfane, Seneca, Towns and Cities; Cazenovia, Elmira, Ellicott, Mayville, Jamestown, Penfield, and Clarence, Sodus Bay