

## Market Analysis

- Market Study - Report and analyze overall supply + demand for a product w/in a market area.
  - ↳ Define the "geography"

## Supply Factors

- Inventory + quality of existing space
- New construction
- Features, Functions + benefits of existing + proposed space.
- Vacancy.
- Absorption rates
- Mkt. Rents
- Lease terms + Concessions

## Demand Factors

- Population / households.
  - Employment
  - Income
  - Demographics + Psychographics.
  - Other macroeconomic + local factors
- Marketability Study
    - Property-Centered.

↳ Most Market Analyses include both a market study and marketability study.

- Highest-and-Best Use Study
  - "I have a piece of property.  
What should I do w/ it?"
- Feasibility Study - Uses the Market + Marketability Studies + uses them to analyze the feasibility of a proposed project.
  - Also includes info on:
    - Political + legal feasibility  
Physical as well.
    - Costs
    - time lines
    - Rent + sale prices
    - Cash flow analysis