



Market Research Development Consulting Acquisition Analysis

Multi-Family Real Estate Research designed specifically to provide real market intelligence on for-sale and rental investments to Investors, Owners, Developers, and Lenders

At Foley & Puls, we offer real solutions for the multi-family industry. We have a proven methodology that has been developed and tested for more than 25 years on 600 rental, for-sale and senior residential projects that defines the competing markets in detail and allows us to determine where potential exists.

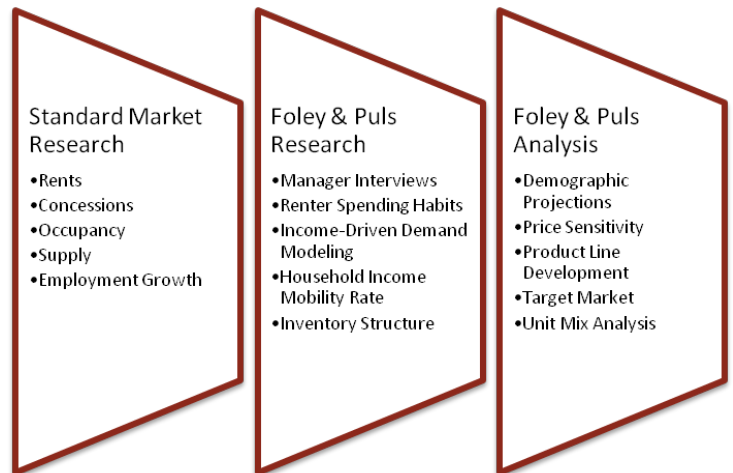
We know that the war for the consumer is won at the unit type level - this is the foundation of our research. Our research and analysis examine the intricacies of the real estate market at the sub-market, project, unit type and square footage level.

Market data alone will not provide the data you need to do the underwriting. Our proprietary statistical models and in-depth analysis methodology has been designed, tested, and refined to provide our clients with the unvarnished truth about each and every project we analyze.

Our Market Research looks beyond the current market performance and factors such as employment growth, and new supply – taking into consideration demographic projections, income-driven demand, household income being captured, inventory structure, and price sensitivity. This data is what you need to improve the returns on the real estate investment decisions you face each day.

We also provide extensive Development Consulting services, which allow our clients to draw on our extensive experience in multi-family residential real estate to advise and deliberate their site and product decisions. The insight we developed in our Lending, Building, Development, and Property Management experience is melded with in-depth competitive market research to create a realistic product plan to improve the project's potential to deliver on the investment strategy. We can help fine-tune the project concept, product line, floor plans and overall unit composition of a project to achieve pricing goals and sales/lease-up projections. For existing projects, we can provide a view of the competitive landscape, and also evaluate and make recommendations on, target markets, product lines, pricing, concessions, rent structure and marketing.

When evaluating the acquisition of a multi-family property, it is crucial to understand the property's potential to deliver the required return on investment. *Foley & Puls has extensive experience in determining the true potential based on the analysis of key factors which affect the current and future performance.*



HUD Expertise

Foley & Puls has HUD/FHA loan experience including section 221(d)(4) and section 232. Our expertise includes demand modeling designed to match HUD's required underwriting for any type of multi-family program.

For Sale · Rental · Senior

**High-Rise · Mid-Rise · Wrap
Garden · Townhome**



Foley & Puls Inc.

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SERVING THE LARGEST, MOST SUCCESSFUL DEVELOPERS, INVESTORS, OWNERS, AND LENDERS

Our services are designed to address the needs of every participant in a real estate investment: Lenders, Owners, Developers, and Investors. Our client list includes the largest and most successful multi-family real estate players in the US:

- Allegiance Capital
- CDK Realty Advisors
- CLB
- California Teachers' Pension Fund
- Common Fund
- Centex
- D R Horton
- Hallwood Family Investments
- Hillwood Multifamily
- Intervest
- Legacy Partners
- L & B Realty Advisors
- Metropolitan Life
- The NRP Group
- PM Realty Group
- Palladium Group
- Hall Financial
- Icon Partners



About Foley & Puls

For over 30 years, Michael Puls has immersed himself in all facets of residential real estate. Beginning in single family construction with U.S. Home Corp. in 1978, he developed experience in single and multi-family, for-sale, rental, and senior housing. He started Foley & Puls in 1989 to provide real estate developers, investors, lenders, and asset managers with the strategic market, product, and pricing

intelligence to recognize and maximize the true potential of a multi-family real estate investment.

As President of Foley & Puls, Puls has established himself and his firm as recognized experts in strategic, multi-family real estate market intelligence. By leveraging his in-depth knowledge of the development process, he created a series of proprietary financial and statistical models to provide his clients with an intimate knowledge of the potential of each real estate investment.

Because of his first-hand knowledge of the real estate industry and detailed market data, he is sought after for his opinion on housing trends and market drivers and is often quoted in national and local news sources including Dallas Morning News, Dallas Business Journal, NY Times, Commercial Property News, CW 33/KDAF, and Rooflines Magazine. He is a frequent speaker at industry meetings and events including NAHB, Multi-Housing World, National Apartment Association, Commercial Property News and the Apartment Association of Greater Dallas.

Lea Ann Deel, a Senior Analyst, has over 22 years experience in residential real estate. Ms. Deel joined the company in 1994 from Epoch Management where she managed the leasing, accounting, and management of numerous properties with 3,500 units both on-site and from a corporate position. While with Foley & Puls, she has been involved in the research and underwriting of more than 600 multi-family projects and has developed a deep understanding of the multi-family industry.

“Our methodology, diligence, and results have helped our clients avoid costly mistakes and maximize the returns on their multi-family investments”

Call us today to
request a proposal
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