



Foley & Puls, Inc.



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Multifamily Market Research, Strategy and Consulting



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Advising Multifamily Leaders

- CBL Properties
- City of Richardson
- Cooper & Stebbins
- DR Horton
- Fairmount Properties
- Finger Companies
- First Interstate Properties
- Gables Residential
- GE Capital Realty Group
- Hall Financial
- Hanover Property Company
- Hillwood Multi-Family
- Intervest
- Landmark Companies
- Legacy
- Metropolitan Life
- NRP Group
- Northwood Ravin
- PM Realty
- Port of San Antonio
- Sam Petros
- Stark Enterprises
- Trammell Crow

Market Data Analytics

A systematic approach to multifamily research and analysis

Some research firms gather data and present a report. At Foley & Puls, we believe that the data alone doesn't tell the story. Our methodology - created over the past 35 years and proven on more than 600 projects - creates a forward view of a project's potential by integrating data on market fundamentals such as inventory structure, rent increases, renter incomes and unit absorption data with projections of demographic trends and income-driven demand per unit type. We evaluate the research based on our deep experience in residential development to provide insight into market performance and project potential to real estate investors, developers, owners and lenders.

35 years experience - Over 600 projects in 26 states



We have completed research and provided advisory services for over 600 multifamily projects in 26 states and 120 cities. This long-term experience is crucial to understanding the dynamics of product supply and demand—critical information which enables our clients to identify current and future project potential, zero-in on appropriate target markets and create product mix and pricing strategies that will maximize short- and long-term potential yield.

Mike Puls, President, is a multifamily strategist with more than 35 years experience in all phases of residential real estate. He began his career as a construction superintendent at US Home, where he progressed to Regional President with assignments in Florida, Illinois and Texas. He held leadership positions with single- and multi-family developers and builders across the Southeast providing him with a solid foundation in the fundamentals of residential housing. As VP of Commercial Lending and Development with Dallas-based Murray Savings, he closed over \$120mm in loans across the Southeast and Midwest and managed the development of a large, multi-use development in Cary, NC. He led a property management company with over 4,000 units across the south and mid-west. He formed Foley & Puls in 1989 to bring develop research and performance strategies to the multifamily industry. [Read more at www.MikePuls.com](http://www.MikePuls.com)



Research Services and Development Consulting

Research Services

Each project is unique so we work with our clients to design a research report based on the subject market and their individual needs. Our research examines the current market performance by unit type and square footage improving the understanding of the market's true performance. To build a true picture of the market, we study job growth, new supply and demographic projections. We understand that the war for the consumer is won at the unit-type level so our research examines the market at the unit-type and square footage level. The depth of our analysis defines where the potential of a project can be enhanced.

Typical research and analysis includes:

- Market Performance
- Current and Future Supply
- Target Markets
- Demand Drivers (Macro & Micro)
- Project Competitive Advantages
- Product Concept
- Manager Interviews
- Mobility Rates
- Absorption Rates
- Renter/Buyer Behaviors

Development Consulting

Our extensive consulting and strategy services, including Product Line Development, allows clients to draw on our experience in multifamily real estate to evaluate and deliberate their site and product decisions. We review the research and create product mixes, pricing strategies and project concepts based on the insight we have gained over 30 years in development, construction, lending and property management. This unique offering allows us to improve the project's potential to achieve pricing goals and sales/lease-up projections.

Advisory services include:

- Product Concept Solutions
- Strategy Development for Market, Project and Product Line
- Rent Structure Analysis
- Market Trend Reports and Analysis
- Floorplan and View Analysis
- Site Selection
- Rent Structure Analysis
- Target Market Compared to Rent Roll
- Product Supply Analysis
- Risk Mitigation

Income-Driven Demand

Demand for apartments is driven by numerous factors—changes in demographics, supply, household formation and employment all affect market performance. What is often overlooked is ability of the target market(s) to afford the proposed project's rents. Our Income-Driven Demand modeling is designed to create a realistic target market based on several factors including the number of households within a defined radius. These rents are based on numerous factors that produce a rent structure. Our proprietary Income-Driven Demand methodology is designed for each project as a unique investment; we research and analyze the market performance based on the site, the project concept, market changes and future demand.

Every report is designed to address underwriting concerns and provide our clients with strategic information to improve on the project's risk and rent increase potential—both short and long term.

Our consulting services and development consulting allow clients to leverage our knowledge and experience to design new product concepts and maximize performance.



Developing a Strategy

The complex multi-family industry requires a different approach to the research and analysis of each type of project. The top-line income analysis of rental projects needs different financial models than office or for-sale projects.

Because high-rise, luxury projects have unique attributes and a different target market than a wrap, podium or garden project, we have developed appropriate analytical and financial models for each type.

The extensive statistical and financial models we develop are continually tested and refined to deliver maximum results.

Multi-Family Expertise

For-Rent Projects

Research and analysis for rental projects requires looking ahead to where the market is going, not just where the market was or is today. Mobility rates, demographic patterns, household formations, projected supply and absorption rates must be researched and analyzed for realistic underwriting.



Our research on over 550 rental projects across the US provides us with deep understanding of the fundamentals of project performance. We study each market based on our experience as a builder, developer and lender. The resulting studies are comprehensive, revealing and crucial to determining project potential.

For-Sale Projects

The fundamentals of a For-Sale project are very different than For-Rent. Creating the correct pricing and product strategies are critical to achieving sales velocity and ultimately, profit. Our approach to For-Sale research focuses on market research and household income, household growth and the depth of the target market based on dimensions such as household incomes and growth, location and product. We then analyze the data to determine appropriate product lines and number of units.



Since we began studying the For-Sale market in 1979, we have worked on more than 50 For-Sale projects across the US, including numerous projects within the Dallas/Ft. Worth metroplex.

High-Density Projects

For high-density projects, we have expanded our market research models, income-driven demand and mobility rates to identify those households able to afford the higher rents normally associated with urban and/or high-rise living.

Our product analysis and market inventory structure enables us to develop unit mixes and product lines designed to maximize rent structures and capture and retain the high-income households, who expect quality in floorplans, amenities and product.



We have worked on high-density projects - high-rise, mid-rise, podium and wrap - in markets across the US including: Austin, Charlotte, Cleveland, Dallas, Denver, Ft. Worth, Houston, LA, Oklahoma City, St. Petersburg and San Antonio.

