

THE MARKET SURVEY CHECKLIST

Candidate Name _____

Address _____

Street

City

State

Zip

Local Apartment Association: _____

Directions for Completion of Parts I, II, and III of **The Market Survey**: The Market survey is a three-step process. All steps must be completed in order to receive designation! Forms should be typed or legibly handwritten. Determine three different properties to use for your market survey. You will conduct a telephone evaluation and a shopping report on each of the three properties selected. Students should initial the column labeled "student initials" to check off that you have enclosed the information required in that section.

Section #	Description	Student Initials			Affiliate Use Only		Panel Use Only	
		PROP #1	PROP #2	PROP #3	SAT	UNSAT	SAT	UNSAT
I.	TELEPHONE & LEASING EVALUATION							
A.	Gather info. by phone (do not identify yourself)							
B.	Identify name of contact							
C.	Visit to Community							
D.	Gather written information							
1.	Maps of Community							
2.	Brochure							
3.	History							
E.	Obtain additional info. by phone							
II.	COMPARABLE PROPERTY INFORMATION							
A.	Community & Neighborhood Conditions (Give personal opinion)							
B.	Occupancy & Lease terms							
C.	Occupancy by apartment size /restrictions							
D.	Pets allowed: restrictions /circumstances							
E.	Parking: types and rules							
F.	Water: rent includes / rent does not include							
G.	Electricity: rent includes /rent does not include							
H.	Application fee & deposit (per apartment)							
I.	Detailed description of amenities							
J.	Marketing & Advertising							
K.	Description of apartment specials							
III.	RENT ANALYSIS:							
A.	Apartment type (i.e. size: 1BR, 2BR, 3BR)							
B.	Number of units							
C.	Square Footage							
D.	Total Square Footage							
E.	Monthly Rent							
F.	Total Monthly Rent							
G.	Rent per Square Foot							
H.	Monthly Concession (by unit type)							
I.	Comments (additional info)							

STUDENTS SHOULD KEEP A COPY OF THEIR MARKET SURVEY PRESENTATION

**NALP Candidate
Statement of Authenticity**

I hereby certify that the material contained herein is my original work and has not been plagiarized in any way.

Candidate Signature

REVIEWER USE ONLY

Based on the presentation of this project on _____, I/we rate the project as:

Satisfactory Unsatisfactory

Reviewer, please give us your comments:

Reviewer Signature