**STDB For Analyzing a Property Portfolio**

1. An apartment development group is disposing of their assets in Pennsylvania. You have identified three potential sites that they own for redevelopment. You would like to identify the market characteristics of the three areas that the properties reside in. Create a study area for the zip code 15204. You do not like any of the standard infographic templates, but someone in your office created “tapestry multi-area comparison” and shared it publicly. Now add 2 additional sites to compare – from neighboring geographies – 15233, 15136.

If the goal is to find the zip code with the highest percentage of millennials, which zip code would you recommend? (page 5 of infographic) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. You have been asked to perform a location analysis for 10 properties in the Atlanta, Georgia area. The company is looking to sell all of the properties that currently have a lease rate of over $20.00 per square foot and are over 6,000 square feet. They would like to be able to visualize the remaining assets on a map with a 1-mile ring around them.
2. You have heard of a small retail business that is exiting the Dallas market. They are in the process of disposing of their real estate assets. You believe that the demographic characteristics within the 5 minute drivetime (median household income)(population) would be relevant and you would like to compare them to the 5 minute drivetime of a top store (5956 Sherry Lane, Dallas, TX) in the chain of stores that you represent. The addresses are:

4316 Lorraine, Dallas, TX

1. Anita, Dallas, TX

1411 Sereno, Dallas, TX

1. LBJ Freeway, Dallas, TX

Which location is most similar?

1. There is a large restaurant group that is in the market to acquire a regional chain with 40 locations. You would like to better understand their target market so you want to create 5 minute drivetimes around each of their locations and determine what the lifestyles of the typical consumers might be. You know that the chain caters to top income earners in tapestry lifemodes 1 and 2 (affluent estates/upscale avenues). You also know that store number 35 is one of the best performers in the portfolio, what stands out about store 35?
2. If you were considering introducing the chain to the Kansas City market, is there a zip code or area you might consider?
3. You have been tasked with determining the overall trends of population and housing units in a key market for your company. Is there a report that allows you to look back over time to evaluate the change over time?
4. You would like to analyze rent collected in a portfolio of 49 office buildings geographically to see if you any trends can be derived.
5. A medical equipment provider contracts with a series of distribution centers to store their products before individual representatives take them to hospitals. The equipment provider is looking at additional locations that might make sense to service their most important clients (hospitals). Can you visualize the relationship between existing distribution center and client?