

STDB Market Analysis Case Studies – Houston, November 15, 2022

Office Case Study

As an office building leasing agent focused on the Galleria/West Loop submarket, you've been asked by ownership to recommend a near term marketing strategy for your building. The owner wants to know the forecasted occupancy rate, annual absorption, and stabilized market vacancy rate over the next 12-months. You've also been asked to update ownership on the current percentage of workers returning to the office. <https://www.kastle.com/safety-wellness/getting-america-back-to-work/>

Industrial Case Study

You work for an industrial developer and there's a high-credit distribution firm your company is targeting as a build-to-suit. The prospective company is seeking a new location in the greater Houston area that has the highest concentration of wholesale trade - durable goods business. After locating the most favorable area, you next want to locate an industrial development site with approximately 7-acres that has both roadway and rail spur access. <https://www.openrailwaymap.org/>

Apartment Case Study

There is a potential multi-family investment in the Montrose/River Oaks submarket that you're considering purchasing and as part of your investigation of this market area, you need to determine the forecasted occupancy rate, construction pipeline, annual absorption, and the effective rent percentage change over the past 12-months. You also want to know the percentage of households in the market area that are apartment renters (tenure) and the dominant household tapestry to determine if this is a market area that's attractive for apartment dwellers.

Retail Case Study

Your client is considering purchasing an existing dry-cleaning store with 1,200 GLA at 13425 University Drive in Sugarland, Texas. His estimated trade area is a 4-minute drive time, and you've determined there is 1 existing competitor dry-cleaning store (NAICS code 81232002) in the trade area totaling 1,500 GLA. Your client wants to know the total annual demand for dry-cleaning sales in the trade area assuming and how much he can expect to receive in total annual sales per SF within the next 24-months?