

Development Stage	Questions Answered
Opportunity Analysis	• What is the best market opportunity and how do I optimize? • Where is the biggest potential? • What is the next movement? What should I prepare for? • Where are their gaps in the market and how can I fill them? • How can I leverage my current consumer/homeowner base to maximize new project potential? • Who is my customer or where is the lowest hanging fruit?
Envisioning / Master Planning	• What are the common goals and how do we align them with the greater community? • Why is this project going to succeed? • What makes this different than what has been done (or failed) before? • Why are people going to react and become part of this community? • How will this master plan look in 20 years? • What are the amenities or unique features that will make this project a long-term success? • How do we make sure the vision of the project doesn't get diluted?
Site/Location Assessment	• What can be built on this property? • What can I do to the property to optimize the project financially? • What elements of the property impact my plan design that will have a material impact on feasibility? • Is the density target and proposed use of land make sense?
Highest and Best Use Planning	• What's the best use for this land? • How much density is possible? • What's the revenue and absorption potential? • What is the right sized amenities? • How big is the market? • Who is my target customer? • What is the right product mix?
Feasibility Analysis	• How many 2-bedrooms? • How big should the units be? • What are the right sized amenities? • Who's the competition and how can we do better? • How do I optimize my pro forma?
Demand Analysis and Target Market Definition	• How big is the market and how many can I sell year? • Are there new markets that I should go in to and where should I focus first? • Who are my different customer types and how can I differentiate them? • What price do I need to sell my product to reach the most customers and how easy will it be for them to afford the project? • What are my customer needs and what are the socio-economic indicators and behavioral attributes to focus on to optimize the speed and growth of my project?

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Consumer Research and Profiling	• What's the difference between a Gen Xer and a Millennial and how does the product offering change? • How important is this amenity? Will the homeowner pay more for this option? • Do I have the right product? • Should I go to market now or should I wait?
Project Due Diligence	• What is the environmental impact of the development? • What are the soils/Geotech conditions that will impact the project? • How will the City or other regulatory agencies respond to this project? • Are there limitations to what can be developed? • What is the review process for this project? • Will this project get approved?
Project Plans and Permitting	• How will this project get entitled? • What are the construction terms? • How much is this project going to cost? • How long will this project take? • How will we get building permits approved?
Pre-Construction	• Should there be a bidding process for the GC? • What GCs should I look at to build this project? • What construction cost is reasonable for this project? • What conditions should I put on the GC to complete the project? • How do I adjust the plan as things come up?
Marketing and Sales Optimization	• How can I maximize our sales efforts? • What is the sales velocity of my customers and how can I increase it? • Is it more effective for our sales team to engage in a certain way? • How effective is our sales message? • Would we sell more if we adjusted our pricing? Where is the sweet spot? • Are we just wasting money?