



**Ohio CDC Association (OCDCA)  
presents**

# Getting the Most out of Your Market Analysis Workshop

**With Rob Vogt, Vogt Santer Insights,  
Brian Higgins, Arch City Development and  
Rick Stein, Urban Decision Group**



**Thursday, July 14, 2011**

**Sponsored By:**



Department of  
Development



To Register Visit [www.ohiocdc.org](http://www.ohiocdc.org) under Trainings/Events or use the following Registration Link:

[Registration Link: Market Analysis Workshop - July 2011](#)

## **TRAINING DESCRIPTION:**

### **Getting the Most out of Your Market Analysis**

**Date: Thursday, July 14, 2011**

This one-day training will demonstrate the effectiveness of a quality market study and how it can provide insight that will assist in managing development costs, enhancing income, managing operating costs, etc. The training will provide CHDOs direction on information and guidance to expect in a market study and how to utilize the information to produce quality affordable housing.

Training will address the following topics:

- Market Study Basics – History, Elements, How to Select a Firm
- Types of Market Studies – Site Specific, Scattered Site, Regional, Subsidized, Market Rate, Commercial and Economic
- Data Analysis – Demographics and Mapping
- Defining Markets
- Field Work
- Findings – Vacancy, Market Rent, Capture Rate, Demand Analysis, Rent Analysis, Income Eligible, Area Analysis, etc.
- Tying it all Together
  - Using Information to Determine Type and Mix of Future Development
  - Using Information to Improve Product
  - Selling Your Market Study to Stakeholders

## TRAINERS:

**Brian Higgins** currently services as principal in Arch City Development (ACD), a consulting firm that specializes on urban housing and development solutions. Arch City has conducted dozens of market research studies, including nine focusing on the Neighborhood Stabilization Program. ACD has provided development services to a multitude of community based non-profits and technical assistance on behalf of the U.S. Department of Housing and Urban Development.

Previous to creating Arch City Development, Mr. Higgins spent eight years as a Program Director at Enterprise Community Partners' Columbus office, where he specialized in housing development, foreclosure mitigation, environmental sustainability, economic development, brownfield redevelopment, public policy, transportation, land use planning, data analysis and information technology.

Mr. Higgins earned his Master's Degree in City and Regional Planning 2000 and his undergraduate degree in International Studies, Urban Geography and Russian in 1995, both from The Ohio State University.

**Robert Vogt** has conducted and reviewed over 5,000 market analyses over the past 30 years for market-rate and Low-Income Housing Tax Credit apartments as well as studies for single-family, golf course/residential, office, retail and elderly housing throughout the United States. Mr. Vogt is a founding member and the past chairman of the National Council of Affordable Housing Market Analysts, a group formed to bring standards and professional practices to market feasibility. He is a frequent speaker at many real estate and state housing conferences. Mr. Vogt has a bachelor's degree in finance, real estate and urban land economics from The Ohio State University.

**Rick Stein** has more than 17 years of experience as a software developer and systems analyst and over five years experience in real estate and spatial analytics. He has served as a consultant on a wide variety of urban planning and information technology projects throughout the country. Mr. Stein manages the Geographic Information Systems (GIS) department at Vogt Santer Insights and Bowen National Research, which is responsible for all spatial analysis, mapping, demographic evaluation, demographic forecasting and spatial modeling. He also performs commercial real estate market analysis, which includes tasks such as: retail site selection, facilities programming and retail supply/demand analysis. Mr. Stein earned a Bachelor of Science in Business Administration (specializing in Management Information Systems) from Bowling Green State University and a Master of City and Regional Planning from The Ohio State University. He is an active member of the American Planning Association and the Ohio Planning Conference.

## ADDITIONAL TRAINING INFORMATION:

### Time:

Registration begins at 8:30 am with Training Workshop from 9:00 am to 4:30 pm

### Training Location:

**CPO Training Facility, 933 East Gay Street, Columbus, OH 43203**

The CPO Training Facility is directly behind CPO Management Offices, 910 E. Broad St  
Free, On-Site, Surface Parking is Available

### Fees:

**CHDOs (Community Housing Development Organizations):**

Training is FREE of charge.

**Ohio CDC Member:**

Training is FREE of charge.

**Non-CHDO, Non Ohio CDC Member:**

\$50

**Please Note:** Refreshments will **NOT** be provided. We will break for lunch and there are several close by options off-site. Please bring any beverages, snacks with you.

### Registration:

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If you choose to pay via **check** please mail your payment to our lockbox at:

Ohio CDC Association, PO BOX 932093, Cleveland OH 44193

If you choose to pay via **credit card**, please call Rhonda Foreman at 614-461-6392 ext. 210.

**FULL PAYMENT IS EXPECTED BEFORE ATTENDING THE TRAINING**

### Contact:

For questions contact Amy Rosenthal at 614.461.6392 x. 204 or [arosenthal@ohiocdc.org](mailto:arosenthal@ohiocdc.org)

### **A Special Thanks to our Sponsors:**



**Department of  
Development**

The Ohio Department of Development (ODOD), The Office of Housing and Community Partnerships (OHCP) through the Ohio Housing Trust Fund

<http://www.development.ohio.gov/cdd/ohcp/>



**U.S. Department of Housing and Urban Development (HUD)** provides funding through the CHDO-TA. [www.hud.gov](http://www.hud.gov)



**Vogt Santer  
Insights**

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