

## THDA Market Study Guidelines

All applicants must provide a Market Study that is accordance with the THDA Market Study Standards listed below:

1. A Market Study (the "Market Study"), performed by an independent third party selected from THDA Approved Market Study Listing on the [THOMAS](#) Documents page and prepared in accordance with the requirements of **these THDA Market Study Guidelines**, must be submitted with the Initial Application for all proposed developments.
2. Approved Market Study Analyst should use the Table of Contents provided below when preparing the Market Study.
3. The Market Study and Shape Files, in a form and with content acceptable to THDA, in its sole discretion, must support the need and demand for the proposed development.
4. The Market Study must be less than six months old at the time of submission.
5. A Market Study performed by an analyst or firm not listed in the THDA Approved Market Study Listing will not be accepted. This includes any Market Study performed on behalf of an analyst or firm listed in the THDA Approved Market Study Listing by an analyst or firm not listed in in the THDA Approved Market Study Listing (i.e. a "subcontracted" Market Study).
6. Based on the information and analysis presented in the Market Study, and based on other information available to THDA, THDA may determine that market demand is not sufficient to support the proposed development.
7. *The determinations of the market analyst as reflected in the Market Study are determinative as to eligibility.*

### 2019-2020 THDA Market Study Table of Contents

All applicants will submit a market study performed by an approved independent third party selected from the THDA Approved Market Study Vendor Listing. The market study must be prepared in accordance with the Version 3.0 of the Model Content Standards on January 14, 2013 published by NCHMA. Introduction: Members of the National Council of Housing Market Analysts provide the following checklist referencing various components necessary to conduct a comprehensive market study for rental housing. By completing the following checklist, the NCHMA Analyst certifies that he or she has performed all necessary work to support the conclusions included within the comprehensive market study. By completion of this checklist, the analyst asserts that he/she has completed all required items per section. Analyst must disclose the page number where the information may be found in the report.

		Page Number(s)
<b>Executive Summary</b>		
1	Executive Summary	
<b>Scope of Work</b>		
2	Scope of Work	
<b>Project Description</b>		
3	Unit mix including bedrooms, bathrooms, square footage, rents, and income targeting	
4	Utilities (and utility sources) included in rent	
5	Target market/population description	
6	Project description including unit features and community amenities	
7	Date of construction/preliminary completion	
8	If rehabilitation, scope of work, existing rents, and existing vacancies	
<b>Location</b>		
9	Concise description of the site and adjacent parcels	
10	Site photos/maps	
11	Map of community services	
12	Site evaluation/neighborhood including visibility, accessibility, and crime	
<b>Market Area</b>		
13	PMA description	
14	PMA Map	
<b>Employment and Economy</b>		
15	At-Place employment trends	
16	Employment by sector	
17	Unemployment rates	
18	Area major employers/employment centers and proximity to site	

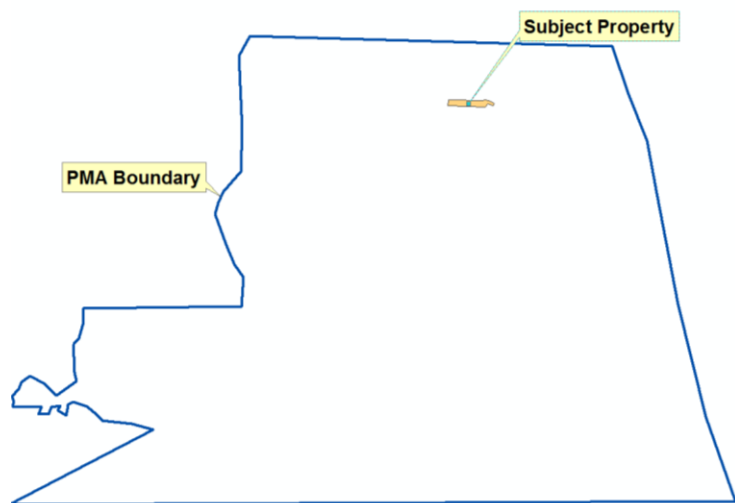
19	Recent or planned employment expansions/reductions	
<b>Demographic Characteristics</b>		
20	Population and household estimates and projections	
21	Area building permits	
22	Population and household characteristics including income, tenure, and size	
23	For senior or special needs projects, provide data specific to target market	
<b>Competitive Environment</b>		
24	Comparable property profiles and photos	
25	Map of comparable properties	
26	Existing rental housing evaluation including vacancy and rents	
27	Comparison of subject property to comparable properties	
28	Discussion of availability and cost of other affordable housing options including homeownership, if applicable	
29	Rental communities under construction, approved, or proposed	
30	For senior or special needs populations, provide data specific to target market	
<b>Affordability, Demand, and Penetration Rate Analysis</b>		
31	Estimate of demand (specify each ami project plans to serve i.e 20% 30%, 40%, 50%, 60%, 70%, 80% ami)	
32	Affordability analysis with capture rate	
33	Penetration rate analysis with capture rate	
<b>Analysis/Conclusions</b>		
34	Absorption rate and estimated stabilized occupancy for subject	
35	Evaluation of proposed rent levels including estimate of market/achievable rents.	
36	Precise statement of key conclusions	
37	Market strengths and weaknesses impacting project	
38	Product recommendations and/or suggested modifications to subject	
39	Discussion of subject property's impact on existing housing	
40	Discussion of risks or other mitigating circumstances impacting subject	
41	Interviews with area housing stakeholders	
<b>Other Requirements</b>		
42	Certifications	
43	Statement of qualifications	
44	Sources of data not otherwise identified	

## Shapefile Submission

A reasonable PMA is essential and defines other potential project boundaries. Key factors in drawing a PMA should be accurate in boundary size and should depict the influence of natural and man-made barriers. For shapefile submission, please draw and submit one polygon PMA.

There have been issues in some applications where there was a PMA that consisted of multiple census tracts as the boundary. There have also been cases of an accidental submission of the entire US. Please check them before sending.

**Figure One -Illustrates the shapefile of the PMA and the shapefile of the subject property.**



**Figure 1 PMA Boundary and Subject Property**

As shown in Figure one, please submit a polygon as the subject rather than a point. There have been some submissions for subject properties as points. The polygon should be the shape of the shape of the property. This ensures that in a potential case that a project is on the edge of a QCT or DDA, THDA will be able to verify to assure that each submission is not being overlooked for potential point when in the review process.

### Figure Two-Shapefile Table

The table attached to both the PMA and subject shapefile should consist of the three fields:

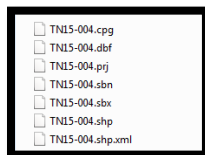
- TN Number
- City
- Project Name

Project_Na	Weaver Field
Street	3870 Weaver Meadow Ln
City	Memphis

*Figure 2 Example of a Shapefile Table*

### Figure Three- Shapefile Extensions

When submitting a shapefile, before to include each component associated with the polygon or point feature. There have been several occasion where THDA staff could not open the shapefile. Figure 3 shows the elements of the shapefile. There are typically at least 6 or 7 extensions that make up 1 shapefile.



*Figure 3 Shapefile Extensions*

**Please Zip the shapefile, rather than individually sending the extensions. Figure 3 shows how one complete shapefile is packaged together. By zipping the data, this will save you time when uploading.**

Review findings will be issued for missing or improperly submitted shapefiles.

### Identity of Interests

THDA will not accept cost certifications, market studies, physical needs assessments and appraisals prepared by parties THDA has determined are not independent.

Any questions regarding this guidance may be directed to [TNAllocation@thda.org](mailto:TNAllocation@thda.org)