

Sundew Properties.

# REAL ESTATE MARKET ANALYSIS

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# Overview

**Sundew Properties.** is a well-established real estate company in Houston, Colorado. It specializes in offering residential rental properties at affordable prices. This market analysis will look at current market trends to support the Company's plans for offering more properties next year.

## Target Market

The Company's target market are families who have an annual income of \$30,000, who are looking for affordable rental properties.

## Market Analysis

Rental property demand is said to increase by 30% in the first quarter of next year. Since thousands of families are left homeless due to rising mortgage rates, many will be looking into renting homes and apartments as housing alternatives. **Woodpine realty** is already dealing with property owners in anticipation of such an increasing demand.

## Buyer Persona

The Jackson Family is a family of five with a household annual income of \$30,000. They are looking for an affordable apartment following the repossession of their house after failing to pay the mortgage.

# SWOT Analysis

METRICS	Vega Realty Inc.	Steiner Properties
Strengths	Low-income target market providing an extensive client base	Greater scope of rental property offers
Weaknesses	Lesser rental property offers	Higher price offers than competitors
Opportunities	Property owners offering their properties for rental and leasing	Property owners offering their properties for rental and leasing
Threats	Competition for the listing of available properties	Rising vacancy rates in premium rental properties

# Projected Profit & Loss Statement

DESCRIPTION	YEAR 1	YEAR 2
Sales	\$10,000,000.00	\$20,000,000.00
Cost of Sales	\$5,000,000.00	\$12,000,000.00
Gross Profit	\$5,000,000.00	\$8,000,000.00
Total Expenses	\$3,000,000.00	\$5,000,000.00
Net Profit (Loss)	\$2,000,000.00	\$3,000,000.00

# Conclusion & Recommendations

**Sundew Properties.** caters to low-income families who are looking for affordable apartments. It is projected that the Company will gain \$20,000,000.00 in revenue and \$8,000,000.00 in profit within a two year period. It's recommended that the Company deals with more property owners in order to meet next year's increasing demands for rental properties.