

ANNIE GERARD, CRE, CAASH

Principal



Co-founder of Apt Market Research, Annie Gerard has been a real estate market analyst since 1978. Her focus for the past 10 years has been exclusively on apartments (market rate as well as affordable). The firm is particularly noted for its expertise in age-restricted (“senior”) apartments and affordable (LIHTC) rental housing, addressing new construction and acquisition/rehab.

Apt Market Research was formed in 2004 as the spin-off of the “seniors/multi-housing” division of Eliant, aka National Survey Systems. Gerard had joined this national consumer research/customer satisfaction firm in 1998 to create a new division, serving as a Vice President until the formation of Apt Market Research six years later. She was previously a Senior Vice President at Market Profiles from 1985 to 1998. As head of the firm’s Commercial division, she analyzed a wide range of land uses including “active adult,” Assisted Living, retail, office, hotel, industrial, as well as multifamily.

She worked for Alfred Gobar Associates, a national economic research firm, from 1981 to 1985, and started her career in 1978 as a researcher and technical writer for a planning and appraisal firm in Berkeley, CA, where she specialized in Fannie Mae condominium conversion studies (among them the largest low-rise conversion at that time in the U.S.).

She is a cum laude, Phi Beta Kappa graduate of U.C. Berkeley, with a B.A. in Sociology.

A market study in 1985 addressing *Park Plaza* senior housing complex in Orange, CA, was the first “senior housing” study Gerard conducted. To date, she has prepared more than 450 market studies on senior apartment projects, including 75+ projects that were subsequently built in California, Arizona, Texas and the southwest. She has been on the development team for multiple projects under the following brands: *Vintage*, *Senior Artists Colony*, *Horizons*, *FountainGlen*, *Seasons*, *Heritage Park*, *Victoria Woods*, *Carefree*.

Gerard has prepared hundreds of market studies on conventional apartments (“general occupancy”), affordable “family,” mixed-income and inter-generational projects, ranging from high-end (*Teresina at Lomas Verde* in Chula Vista, *Fountain Park* in Playa Vista, *Stella* in Marina del Rey) to preservation rehab (*Jeffrey-Lynne* in Anaheim; *Los Altos Apartments* on Wilshire Boulevard in L.A.; *El Rancho Verde* in San Jose). She’s also analyzed scores of underperforming projects, developing comprehensive “diagnosis and prescription” strategies to boost absorption and/or rents and/or to reposition properties in terms of target market.

Ms. Gerard was voted into the Counselors of Real Estate [CRE] in 2001. A founding director of the organization now known as 50+ Housing Council of Southern California (the alpha chapter in the nation, formed in 1990), she remains an active board member, currently serving on the Communications Committee. Gerard was granted the CAASH (“Certified Active Adult Specialist in Housing”) designation by NAHB in 2007, and was honored as the 2010 SAGE “Person of the Year.”

Speaking engagements have included:

- Leadership Tomorrow Housing and Transportation Day: “Senior & Affordable Housing” (December 2010 & April 2010)
- 50+ Housing Council (April 2010) “20/20: Trends, Tips and Treasures (panel)
- 50+ Housing Council (October 2008): “What’s Hot/What’s Not part II” (panel)
- 50+ Housing Council (March 2008): “What’s Hot/What’s Not” (panel)
- Housing California (April 2007): “Market Studies for Affordable Housing Developments” (panel)

- South Coast Apartment Association (September 2007): “Best Practices, 55+ Apartment Communities” (panel)
- California Housing and Community Development [HCD] (June 2007): day-long market study workshop
- Simpson Housing Solutions, LLC 7th Annual Asset Management Conference (August 2005), “The High Price of a Bad Market Study”
- SHC/SC (2004): “55+ Sliced & Diced”
- NAHB Building for Boomers and Beyond Symposium (2003): “Affordable Senior Apartments from A to Z”
- Simpson Housing Solutions, LLC 5th Annual Conference: “Market Research Done Right” (2003)
- The Kennedy Commission, “Trends in Affordable Housing” (2003)
- Pacific Coast Builders Conference [PCBC], 2002, “VISION Homebuyer Preference Survey”
- PCBC 2002, “Granny’s Adventures in Rental Land”
- PCBC 2001, VISION breakfast
- PCBC 2001, “Can Mick Jagger Get Satisfaction in a Retirement Community?”
- Lambda Alpha, Orange County chapter, April 2000
- Building Industry Association/Orange County, March 2000
- Building Industry Show [BIS], 1993, 1994, 1996, 1997, 2000, 2001, 2010
- “Senior Summit,” 1998
- American Planning Association [APA] State conference, September 1998
- IREM, 1998

Ms. Gerard has participated in judging the 50+ Housing Council SAGE Awards for more than 10 years, and served as one of six judges for the national “Best of Seniors’ Housing Design” award competition in 1996 and 1997.

She is a regular columnist for 50+ Builder and has written about trends in senior and rental housing for more than 25 years. Representative articles include:

- “Dangers of a Cloudy Crystal Ball,” *50+ Builder* magazine, 2010 Sourcebook issue
- “The Push for Eco-Friendly 50+ Housing,” *50+ Builder*, Winter 2010 issue
- “My Perspective on 50+ Housing,” *50+ Builder*, Summer 2009 issue
- “What to Know if You’re Considering Developing Apartments,” *Builder and Developer* magazine, January 2009 (co-author)
- “More Focus on Affordable Senior Housing in 2008” (Winter 2008), *50+ Builder* magazine
- “The 55+ Market Picks Up Speed” – six-part series in *Builder Digest of California*, 2001
- “55 and Better Buyers.” *Orange County Register* supplement, July 2000
- “Taking the Temperature of Seniors Housing.” *NCOSH Seniors’ Housing News*. Winter 1998
- “New In Seniors Housing – Southern California Style.” *Senior Life Magazine*, 1997
- “Adapting to the Changing Tastes of Today’s Active Adult.” *California Building Magazine*, October 1996

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