

# PROFESSIONAL QUALIFICATIONS



## OVERVIEW

Apt Market Research of Costa Mesa (Orange County), California, provides top quality **market studies and consulting for all types of apartment projects**. Partners Annie Gerard and Joyce Hummel analyze new construction and acquisition/rehab opportunities for market rate & affordable senior apartments, conventional rental properties, “family” tax credit, in-fill, and Title 2 preservation deals in markets across the country. Senior (55+) apartments have been a specialty since the mid 1980s, now accounting for approximately half of our workload.

## WHAT WE DO

Apt Market Research provides market studies and consulting services to developers, lenders and government agencies on **all types of apartment projects**:

- senior apartments
- affordable housing (tax credit, Bond)
- midline and luxury apartments
- in-fill projects
- preservation
- historic

We cover:

- acquisition/rehab as well as new construction
- market rate as well as affordable
- general occupancy/”family” as well as senior/55+ (age-restricted)

We can supply market research/consulting at any point in the development process:

- prior to site acquisition/control (a “green light” analysis before commitment)
- when applying for approvals (to assure cities that a project is viable)
- before starting detailed design work (so your architect can design a project with hard data on unit mix, sizing and a thousand other product considerations)
- in conjunction with seeking financing (to satisfy lenders’ requirements on market depth and market feasibility)

Apt Market Research  
151 Kalmus Drive, Suite J-5A  
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Specific services provided by Apt Market Research include:

- full lender market studies
- “go/no go” recommendations & due diligence research
- detailed product & pricing recommendations for use in the project pro forma and design stages
- Low Income Housing Tax Credit [LIHTC] market studies for state agencies, syndicators and investors
- repositioning & turnaround analyses of troubled properties
- regional market assessments & identification of geographic opportunities

## WHAT WE'RE KNOWN FOR

We're nationally recognized for the pioneering research we've done on senior (age-restricted) apartments. The studies we do today draw on extensive post-occupancy analysis, project tracking and consumer research dating back to the mid 1980s. Our custom database covers detailed information on more than 500 senior apartment projects – including unit mix, sizing, features/amenities, parking ratios and costs, tenant profiles, rent trending, absorption history, concessions, premiums, policies and nearly 100 other data fields.

We're proud of our reputation for superior quality research and analysis. We don't just analyze whether a project will work or not. We provide clear, detailed, *actionable* product and positioning recommendations to make projects work even better. That includes exhaustively researching pending/proposed competitive supply, to evaluate what the effects of other new apartment communities may be.

## WHAT WE CAN HELP PREVENT

Good market research early in the process can save a lot of expense and time at a fraction of the cost of the deal. (Many studies we do cost far less than \$50 per door.) **Don't let any of these pitfalls we've seen caused by no or shoddy market research happen to you:**

- Learning only after you've already invested \$100,000 in a deal that achievable rents are hundreds of dollars lower than pro forma rents.
- Building too-small or improperly amenitized units in a submarket that demands bigger, better product – and then paying the price in slow lease-up and higher carrying costs.

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- Having your out-of-town, prospective lender literally drive past “key comps” that weren’t addressed in the market study on the way to the site, raising questions about the validity of the study (and even the project itself).
- Learning only after you’re under construction that four other new projects have also broken ground – all in better locations and with better product than you’re offering.

## GEOGRAPHIC AREAS OF FOCUS

We handle assignments in urban, suburban and rural markets throughout the southwestern United States, and consider the entire state of California as “being in our backyard.”

Visiting 40-60 different submarkets each year provides valuable perspective well beyond the “local market” level, including:

- the best (and worst) new product & marketing techniques
- data on markets that are over-built or pent-up
- how resident profiles and other demographic factors are changing tenants’ product desires
- which property management companies stand out or fall short

## OUR DATABASE

Apt Market Research’s custom database currently contains nearly 4,000 apartment communities totaling 500,000+ units. We add new projects with each new assignment and update projects already in the database, preserving “same store” rent trending.

Approximately 500 of the 4,000 properties are senior apartment communities. Many of them are projects we did the market feasibility for, including the following brands: *Seasons, Vintage, Carefree, Horizons, FountainGlen, Victoria Woods.*

## OUR REPUTATION

- ✓ We’re the market research company lenders make referrals to.
- ✓ We’re the market research company hired to tear apart and re-do faulty market studies.
- ✓ We’re the market research company developers and lenders come to when projects are challenging, pioneering, potentially high risk, or high profile.

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## OUR CLIENTS

Ongoing and/or recent clients include:

- The Related Companies of California
- BRIDGE Housing
- USA Properties Fund
- Chelsea Investments
- Foundation for Social Resources
- Irvine Apartment Communities [IAC]
- Meta Housing
- MacFarlane Costa Housing Partners (formerly Simpson Housing Solutions)
- National CORE
- Triumph Management
- Urban Housing Communities, LLC
- C.J. Segerstrom & Sons
- Eagle Real Estate Group
- R.C. Hobbs Company
- Western Community Housing
- Lucas Communities
- Diocese of San Bernardino
- Regal Development Group

## RESEARCH BASIS

Every study is prepared by an analyst with 25+ years of experience. We're intentionally structured along team lines, to take full advantage of analysts' varying backgrounds (development, planning, finance and economics) and to pool over 50 years of experience analyzing real estate developments.

Concentrating on apartments and *only* apartments lets us stay in front of the newest trends. We produced more than 450 studies between 1998 and 2004, in 108 different California submarkets and 25 other states. The total valuation of projects we worked on during that timeframe that are now either completed or under construction exceeds \$2.5 billion dollars.

Data is *always* compiled from the ground up. Rather than relying on Internet searches or someone else's canned database, we identify and physically audit projects that are truly comparable. We've found there's no good substitute for physically spending time in a given submarket, getting a grasp of local issues and characteristics (not just project data) – and learning insider information from on-site leasing and management people that they would never divulge in a telephone inquiry.

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## WHAT WE DON'T DO

- We're strictly a third-party research house. We don't engage in brokerage or development. We never trade research in exchange for a "piece of the deal," and never accept finder's fees.
- We don't do appraisals.
- We don't take on assignments outside our particular expertise (e.g., Assisted Living or for-sale senior housing).

## HISTORY OF THE FIRM

After nearly seven years at Eliant (formerly National Survey Systems), Annie Gerard and Joyce Hummel started Apt Market Research in December 2004. Eliant allowed us to take with us the custom database we'd built; originals and electronic files for all studies and consulting assignments we'd done while at Eliant; and all other records and back-up material relating to Eliant's Apartment Research Division, formed in 1998.

## CONTACT INFORMATION

Annie Gerard: 714/668-9600 x 222 ; [agerard@aptmarketresearch.com](mailto:agerard@aptmarketresearch.com)  
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# ANNIE GERARD, CRE, CAASH

## Principal



A 30-year market analyst, Annie Gerard co-founded Apt Market Research in 2004. The firm provides market research and consulting for all types of apartment development; affordable housing and age-restricted (“senior”) apartments are both areas of particular specialization.

Apt Market Research was formed as the spin-off of the “seniors/multi-housing” division of Eliant (Irvine, California). Gerard started the division in 1998 and was the company Vice President. Previously, she was Senior Vice President at Market Profiles (1985 – 1998). As head of Market Profiles’ Commercial division, she analyzed a wide range of land uses including Assisted Living, retail, office, hotel, industrial and multifamily.

A pre-development market study of the *Park Plaza* senior housing complex in Orange, CA, in 1985, represented the first of more than 300 “senior” studies Gerard has conducted to date. She has been involved in over 75 senior apartment projects subsequently built or under construction, including multiple projects under the following brands: *Seasons, Vintage, Horizons, FountainGlen, Heritage Park, Victoria Woods, Carefree*. Other notable senior apartment projects include *Palm Island, Burbank Senior Artists Colony, Park David, Sungrove Senior Apartments, Cedar Creek, The Villas at Scenic River* and others in California, Arizona, Texas and the southwest.

Gerard has prepared hundreds of market studies on conventional apartments (“general occupancy”) as well as family LIHTC projects, ranging from high-end complexes (*Teresina at Lomas Verde* in Chula Vista, *Fountain Park* in Playa Vista) to preservation rehab projects (*Jeffrey-Lynne; Los Altos Apartments* on Wilshire Boulevard; *El Rancho Verde* in San Jose). She has conducted numerous forensic studies for underperforming projects, developing comprehensive “diagnosis and prescription” strategies to boost absorption and/or rents and/or to reposition in terms of target market.

Gerard worked for Alfred Gobar Associates, a national economic research firm, from 1981 to 1985, and started her career in 1978 as a researcher/technical writer for a planning and appraisal firm in Berkeley, California.

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

Ms. Gerard was voted into the Counselors of Real Estate [CRE] in 2001. A founding director of the 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.

Speaking engagements during the past 10 years have included:

- 50+ Housing Council (October 2008): “What’s Hot/What’s Not 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 5<sup>th</sup> 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” breakfast
- 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
- “Senior Summit,” 1998
- American Planning Association [APA] State conference, September 1998
- Institute of Real Estate Management [IREM], 1998

Ms. Gerard has been a judge for the 50+ Housing Council SAGE Awards annually since 1995, and served as one of six judges for the national “Best of Seniors’ Housing Design” award competition in 1996 (Washington, D.C.) and 1997 (Southern California).

Published articles include:

- “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.

Ms. Gerard can be contacted at:

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# JOYCE HUMMEL

## Principal



Joyce Hummel co-founded Apt Market Research in 2004, following the spin-off of the apartment division at Eliant (Irvine, CA). Apt Market Research provides market analysis and consulting for all types of rental multi-family product, concentrating on California and the southwest.

Responsible for 100% of travel to each submarket, Ms. Hummel has conducted an unusually broad array of apartment research across all pricing and positioning spectrums. Assignments range from rural to urban; from raw land new construction to acquisition/rehab of blighted properties; from deeply subsidized “at risk” projects to upscale high-rises; from subsidy-free walk-ups to complicated, income-restricted (LIHTC/tax-exempt Bond/RDA/CRL,HOME) units in intergenerational communities. The firm is widely recognized for its original research on age-restricted (55+) apartments, a specialty niche.

Since 1998, Ms. Hummel has completed over 250 senior housing studies and nearly 300 “family” or general occupancy assignments throughout the United States. Her expertise includes site evaluation, supply-side analysis, investigation of pending competition, critique of floorplans, unit features and common amenities, utility systems and parking accommodations. She credits relationships with professional property management as key to interpreting submarket nuances.

Ms. Hummel is instrumental in the design and maintenance of the firm’s custom database. Facts are compiled and tracked on hundreds of variables for each rental property surveyed. The database contains nearly 9,000 properties with approximately 500 projects added annually.

Prior to joining Eliant, Ms. Hummel was a Real Estate Analyst at Market Profiles in Orange County. She conducted extensive field research for multiple land uses, focusing on apartments and Assisted Living and Independent Living (AL/IL) facilities.

Highlights include a candid portfolio assessment for Orange County asset managers; pre-acquisition examination of six “scattered site” senior projects for the City of Los Angeles Housing Authority; and extensive LIHTC research in Las Vegas, NV.

In the early 1990s, Ms. Hummel was retained by builders/property owners (Hillman, Intrawest, LePlastrier, Scholle Corporation) to amend restrictive CC&Rs on commercial land to allow luxury apartment development on 5,000 acres in the Irvine Business Complex [IBC] surrounding John Wayne Airport. Her efforts contributed to thousands of multi-family units subsequently built on land previously constrained by title restrictions.

From 1984 to 1988, Ms. Hummel was Vice President of Property Company of America (PCA) where she was instrumental in the development of three apartment projects, in Irvine, CA (*The Charter*) and Denver, CO (*The Parliament* and *The Enclave*).

In the early 1980s, Ms. Hummel served as Vice President of Landmark Properties, where she created an apartment data department and extensively traveled the Sunbelt examining acquisition and disposition targets in the Sunbelt.

Ms. Hummel began her real estate research career in the late 1970s at MPSI in Tulsa, OK, as the North American Demographer for this retail site evaluation firm. Assignments for BP, Shell and Bank of Montreal led to assignments abroad in Sydney, Australia and Vancouver, BC.

She is a Summa Cum Laude graduate of William Woods University.

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