



Real Estate Market Feasibility Assessments

RRC Associates has an extensive background with real estate feasibility studies and research. Such analyses might include price per square foot of existing sales, days on the market, building permit activity, other proposed residential developments, competitive analysis, likely buyer profiles and demographics, and retail/commercial analysis. Based on the patterns and findings from our research, we typically make observations and provide guidance regarding development assumptions, including sales prices and absorption, unit types and sizes, phasing, mixed use feasibility, and potential retail/commercial uses.

Typical projects in this field include:

- Prospect/Pre-Construction Research. Surveys of potential buyers to evaluate unit sizes (square footage and number of bedrooms), amenities, interest in purchase, potential use of the property (personal use, rental, business use), whole ownership versus fractional, price range, timing of potential purchase, and other purchase factors prior to construction.
- Buyer Research. An analysis of feedback from buyers on a variety of issues, including the sales process, importance of factors in the purchase decision, other resort destinations considered for purchase, demographics, satisfaction with specific unit features and resort amenities.
- Non-Buyer Research. Research of sales leads who did not purchase: reasons for interest in the property, evaluation of the sales process, why the customer did not buy, whether the customer bought elsewhere, and other factors.
- Broker and Developer Focus Groups/Interviews. In-depth conversations with key players in the region regarding their opinions and perceptions of the development and strategies to obtain better buy-in from this group. Valuable feedback in terms of sales velocity, price points, amenities desired, and other key information is collected from area brokers and developers in these interviews.
- Market Feasibility. Evaluation of market feasibility of proposed resort developments taking into account indicators of demand and supply (sales volumes, price trends, buyer profiles, comparable and competitor projects, economic and demographic trends, local broker opinions, etc.). Identification of potential customers and sales leads through ski resort customer research, mining of assessor databases for second homeowners, and involvement with and knowledge of other resort areas' second homeowner communities.



Steamboat Grand



Grand Targhee Resort



Cloudrock Resort

Some of our clients include:

- **Atira Development Group (CO)**
- **Booth Creek Resorts—**
Northstar (CA); Loon Mountain (NH)
- **Cafritz Interests (DC)**
- **Cloudrock, Moab (UT)**
- **Commercial Concepts, Inc. (OR)**
- **Crested Butte Mountain Resort (CO)**
- **East West Resorts—Hyatt Main St. Station Breckenridge**
- **Grand Elk Ranch and Club (CO)**
- **Grand Targhee Resort (WY)**
- **Intrawest Destination Properties (CO)**
- **McStain Property Development (CO)**
- **South Lake Tahoe Retail Study (CA)**
- **Steamboat Grand Resort – Steamboat Springs (CO)**
- **Teton Springs Resort (WY)**
- **Vail Resorts Development Company – Lionshead Projects; Breckenridge Base Area (CO)**