

## **Study of the opportunities for a new housing project**

*Carried out on behalf of developers (BOUYGUES IMMOBILIER, KAUFMAN & BROAD, CAPRI, MEUNIER, MARIGNAN, FERREAL, SEFRI-CIME, ARCADE, APOLLONIA, EXPANSIEL...)*

### **Object:**

Before buying a plot of land, a developer needs to calculate and validate the sale price estimate on which to base his property proposal.

### **Method:**

GRECAM has used its own database (Housing Market Observatory) to create a method for carrying out this type of study in less than 5 days as part of a fixed budget.

It is based first and foremost on an original approach to the trading area surrounding the site that enables us to accurately define the scope of the competitive environment to be taken into account.

In order to study the new housing market in this sector, we analyse trends amongst the key indicators over the last 4 years so that we can place the current results of similar projects at their correct level.

### **Results:**

This type of study provides well-argued answers regarding likely price bands and the ideal composition of the project in terms of types of housing.

