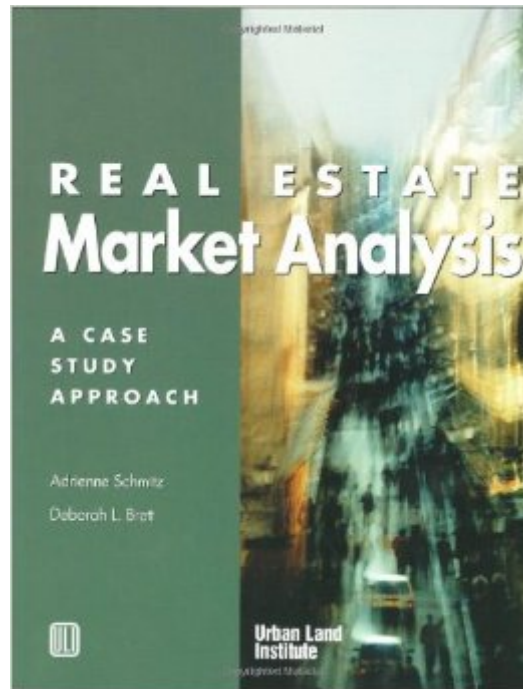


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# Real Estate Market Analysis: A Case Study Approach



## Synopsis

Offering the tools needed to evaluate trends and understand the key factors affecting real estate markets, this book explains how to get started, where to get information, and how to apply the basic techniques to a variety of development types.

## Book Information

Hardcover: 240 pages

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Average Customer Review: 3.5 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #348,183 in Books (See Top 100 in Books) #78 in [Books > Business & Money > Real Estate > Sales](#) #100 in [Books > Textbooks > Business & Finance > Real Estate](#) #378 in [Books > Textbooks > Business & Finance > Marketing](#)

## Customer Reviews

Critic and curmudgeon Ambrose Bierce once dismissed an author's efforts with the review: "The covers of this book are too far apart." Schmitz and Brett tempt me with the flip side of Bierce's proposition; the covers of this book should be about 300 pages further apart. Its 220+ pages of well written, well organized coverage of how market analysis applies to vital development markets remains - utterly unsatisfying. The book seeks to cover everything an analyst could hope for: \* basic real estate market analysis goals and concepts (Chapter 1), \* basic approaches to real estate market studies (Chapter 2), \* sector specific considerations for various market segments (residential, office, industrial, retail, hotels, and mixed use developments - Chapters 3 through 7), and \* a baker's dozen case studies to illustrate the concepts. I started with high, soon to be dashed, expectations. Real Estate Market Analysis - A Case Study Approach is published by The Urban Land Institute (ULI). ULI also published the brilliant but stodgy landmark treatise on real estate development by Miles, Berens, and Weiss (MB&W). Most notably, ULI is recognized as the ideological vessel of James Graaskamp. Graaskamp posited the (then radical, now established) tenet that the public and the body-politic are major stakeholders in development. Either can propel or sink a project. Hence, a case study approach from ULI that devoted only three paragraphs to the

importance of public and political awareness in market analysis was monumentally disappointing.

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