RCLCO

BARRON COLLIER
Collier County, Florida

Baron Collier Partnership was providing two sections of land near the City of Immokalee, in Collier County, for the relocation and future expansion of the Ave Maria University (AMU) campus, a Catholic institution of higher learning. The decision to contribute the property was driven by the potential for the University to be a catalyst for development on the 13 sections that surround the proposed campus location. As part of the due diligence process, Baron Collier retained RCLCO to evaluate the market and identify the types and amounts of other real estate development that could be created on the properties surrounding the new university, given the presence of the AMU campus and the growth trends of the region.

Our objective in this engagement was to hypothesize the timing and magnitude of development that could occur around the lands being contributed for the new AMU campus. In addition, we took certain "givens associated with the relocation, such as the number of faculty and staff, number of students, etc., and forecasted the anticipated impact to surrounding residential and non-residential development. We also participated in the brainstorming sessions with Barron Collier to further develop these hypotheses for development on the surrounding properties, and attempted to validate the hypotheses with estimated absorption forecasts and projected sales pricing utilizing the analysis of market data to provide Barron Collier with decision tools to fully consider the opportunity. Our role, in addition to market analysis of the property, had been to address the overall "environment that can be created, given the location and opportunity to utilize a catalyst to "jump start real estate demand in the area.