

BROOKWOOD GROUP GEORGIA STATE UNIVERSITY Atlanta, Georgia

In 2000, RCLCO was retained by the Brookwood Group to analyze and estimate the market depth and support for new student-oriented rental housing proximate to Georgia State University, estimate the appropriate mix of beds and units, provide development recommendations addressing amenities, parking, potential retail opportunities and other developments, and identify the most opportunistic market audience within the target area.

Utilizing a strategic planning process that built upon consumer research and market analysis, RCLCO assisted Georgia State University with the design and implementation of a questionnaire addressing these key issues. The questionnaire targeted graduate, international and married students enrolled at Georgia State University.

