

THE WOODLANDS OPERATING COMPANY

The Woodlands, Texas

The Woodlands is one of the nation's preeminent Master Planned Communities. It was conceived more than 30 years ago as a mixed-use community that would support research and innovation, and offer a variety of housing choices and amenities. Today The Woodlands has a population of nearly 60,000 people and is home to corporate headquarters in the energy, bioscience, and technology sectors, and serves as an incubator for emerging companies in these industries.

Since the beginning, RCLCO has worked with The Woodlands Operating Company on a variety of engagements ranging from commercial market studies to consumer research for age-targeted housing. Approximately every three to four years, RCLCO works with The Woodlands to help plan out, from a market perspective, the future phases of the project. In this effort, we analyze all of The Woodlands product offerings, compare them to the market competition, determine if there are any missing products, and analyze if the mix and pricing is correct. As there are many product lines at The Woodlands, this is a large task. The last time we completed the update, we also conducted a linear optimization (LINOP) analysis to help The Woodlands determine the optimal mix of products in their remaining phases. Over the course of the years, we have been able to help The Woodlands identify missing and new product types.

Another recent project with The Woodlands dealt with the high-end golf and residential project within The Woodlands. As a part of this study, we analyzed the golf and high-end residential market in Houston to determine the marketability of a high-end gated, golf-oriented community within The Woodlands.

