**NEEDS ANALYSIS (MULTIFAMILY)**

**Principal’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Property Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Principal’s Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PERSON:**

1. What made you want to invest in apartments? 1 2 3 4 5

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1. How long have you been investing? 1 2 3 4 5

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1. What is about this property that made you acquire it? 1 2 3 4 5

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1. What part of the process do you enjoy the most? 1 2 3 4 5 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What part of the process do you enjoy the least? 1 2 3 4 5

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1. What are your plans for this property? 1 2 3 4 5

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1. Do you have any capital improvements you’ve been delaying or planning?

1 2 3 4 5

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1. Do you have any other properties? 1 2 3 4 5

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1. ? 1 2 3 4 5

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**ORGANIZATION (PROPERTY):**

1. How many multifamily properties does your company own?

1 2 3 4 5

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1. What is the companies mission statement? 1 2 3 4 5

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1. Do you manage your own properties? \_\_\_\_\_\_\_ Yes \_\_\_\_\_\_\_ No
2. Why do you manage your own properties? 1 2 3 4 5

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1. Why do you hire other management firms to manage your properties?

1 2 3 4 5

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1. How many partners are in the company? 1 2 3 4 5

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1. Does everyone have management control or are some limited partners?

1 2 3 4 5

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1. How does the relationship with all the partners affect business decisions?

1 2 3 4 5

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1. Do you have an acquisition strategy? 1 2 3 4 5

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**GOALS:**

1. What is the ultimate goal for your company? 1 2 3 4 5

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1. What is your target metric for investing in apartments? – IRR/Cash Flow/Capital Acc

1 2 3 4 5

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1. Are all of your properties meeting your investment goals?

1 2 3 4 5

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1. Is your property management company meeting or exceeding their budgets?

1 2 3 4 5

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1. Are any of your properties not meeting the occupancy goals?

1 2 3 4 5

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**OBSTACLES:**

1. What has been your biggest challenges? 1 2 3 4 5

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1. Why was it difficult to meet your target NOI? 1 2 3 4 5

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1. Do you think there are any limitations preventing you from meeting your income or expense goals? 1 2 3 4 5

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1. How do you feel the local market is doing? 1 2 3 4 5

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1. Do you see the local market as a limitation or an opportunity?

1 2 3 4 5

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