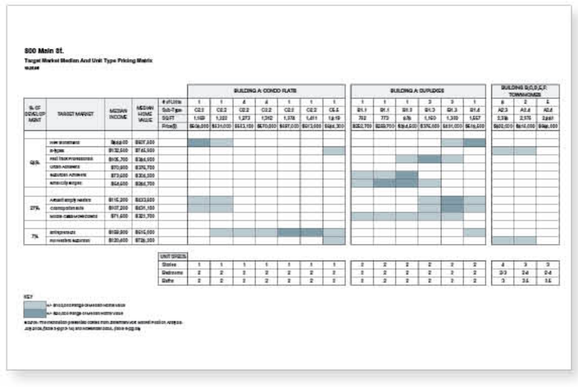
marketing research Newwork, May 2005-April 2007

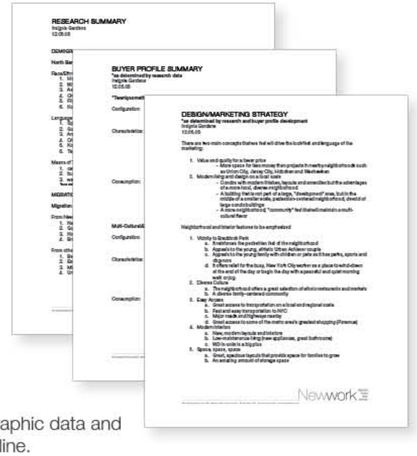
comp & target market data

Clients: Gale Construction/Belmar Seaport Village LLC, Wilderness Clubs LLC, Liberty Realty, Casablanca Development, Communipaw Lofts LLC, Richardson Building Lofts LLC

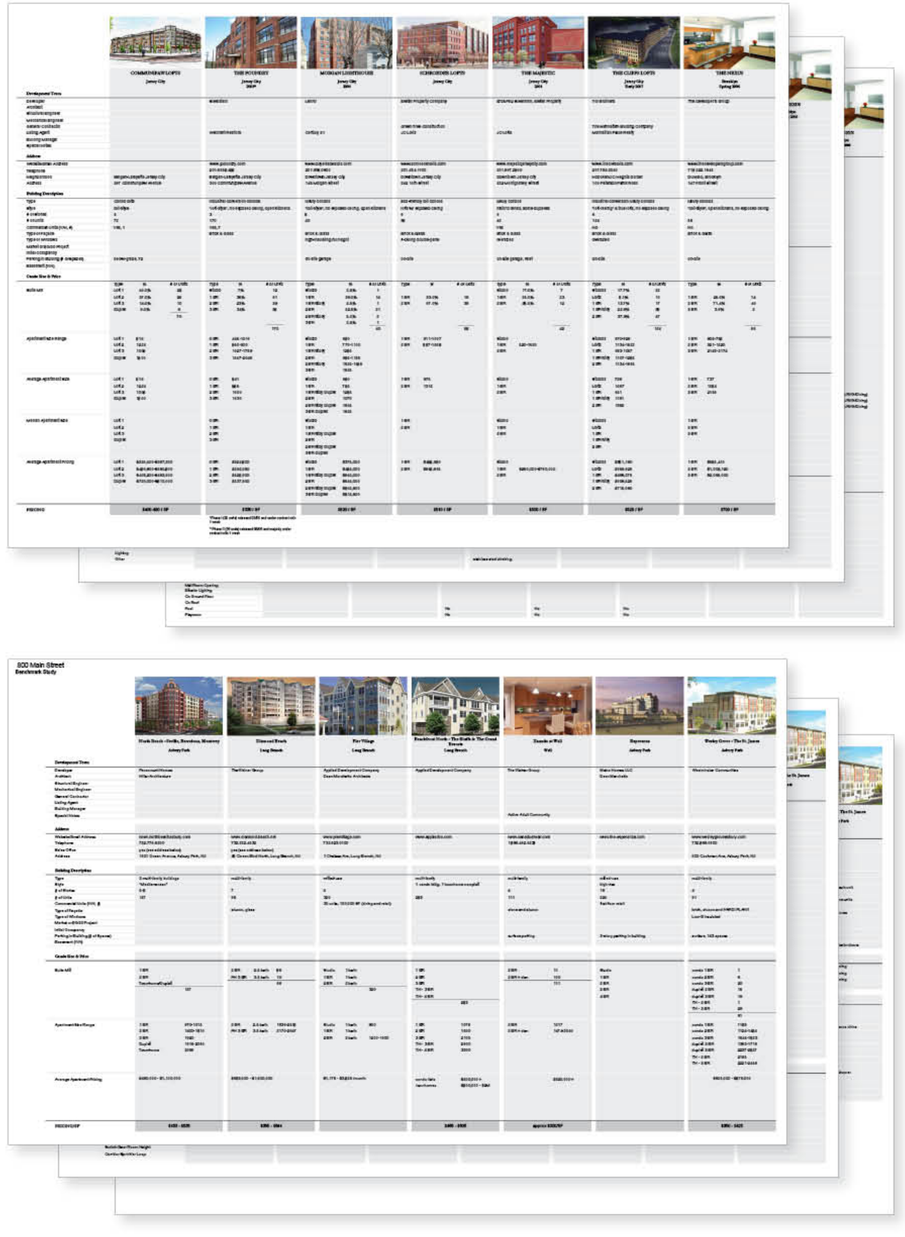
At the beginning of each development project, I compiled information on our target market group and comparable real estate projects both locally and nationally. Using demographic data and working with a local realtor, we determined the target markets and their age range, family structure, income level and consumer habits. I also collected data on square footage amounts, amenities, interior and exterior finishes, appliances, and price per square foot. This research was then used to determine what prices and finishes would be most successful for the target market and location.

Compilation of comparable interior finishes & appliances for the Belmar Seaport Village Development.





Target market matrix outlining key income levels and age groups (left); Demographic data and consumer habits for target groups and resulting design/marketing strategy outline.



Example of data matrixes of comps for mutliple local development projects in the Jersey Shore region and the Jersey City area.