**Task steps:**

1. Source public datasets relevant to residential multi-family rentals (and specifically co-housing).
2. Use those datasets and the information below to project the revenue of this project over a 15 year period.
3. Rate the probability of your revenue projection being correct.
4. List the sub-probabilities and variables that factored into your calculation.
5. Explain your rationale and approach overall using data, spreadsheets, charts, written narrative and/or whatever tools you deem necessary.

**Project Address**

27W 11th St,

New York City, NY

**Gross Area**

Approximately 24,000 SQFT

**# Units**

77 Co-Living Units

**Listing Date**

August 1st 2018

**Communal Space Rations**

1. 1 Small Kitchenette per 7 bedrooms >> 11 small kitchens

2. 1 Bathroom per every 3.5 bedrooms >> 22 Bathrooms

3. 1 full size kitchen per 77 bedrooms >> 1 full-size kitchen | \_\_ sqft

4. 1 Lounge per 25 bedrooms >> 3-4 lounges | \_\_ sqft

5. 1 Open Space per 77 bedrooms >> 1 open space | \_\_ sqft

6. 1 Laundry area per 77 bedrooms >> 1 Laundry area | \_\_ sqft

public spaces: \_\_ sqft

bedrooms: \_\_ sqft

*how do you price a bedroom considering the common spaces?*

**Project Highlights**

* Unique NYC location in the heart of Greenwich Village steps away from Union Square, the West Village, the East Village, Soho and the Lower East Side
* Almost built to suit product with a kitchenette per every 7 bedrooms and large communal

space on the basement level

* NYC has seen a tremendous rise in the number of co-living building but this is uniquely

positioned within the city where are co-livings in NYC? Brooklyn? Queens?

New York is hardly being overrun with hippie colonies, though. The co-living model is geared more towards convenience than kumbaya, with task such as bill management, house-cleaning, and even happy hours included as part of the rent package. The offerings can roughly be sorted into three categories: full-service/large scale, boutique, and budget. For obvious reasons, the industry is courting millennials, and that generation’s tech incubators are influencing this new take on roommate living. For example, [Common](http://www.common.com/), one of the big co-living companies, is founded by Brad Hargreaves, who previously created the computer education hub General Assembly.

Data + Methodology

Objective #1: assess the size of a room

Highlights: as detailed in the task

Assumptions:

* + 4000 sqft in a story, 6 stories
  + A basic unit includes 7 bedrooms, 2 bathrooms, 1 small kitchenette
  + 2 basic units in each story for floors 2-6, Lounge + 1 basic unit in floor 1.
  + Basement: Open space, Full-size Kitchen, Laundry
  + Public area that is not included in the basic unit (stairs + elevators, technical systems, storage, etc) is about 10% of the floor
  + The average hotel room size in the US is about 325 square feet
  + The hotel rooms will be rebuilt to allocate 1 bathroom per 3.5 bedrooms.
  + Each bedroom’s size is considered as the bedroom area + its share in the unit’s amenities, meaning the 2 bathrooms + kitchenette.

Result: A basic unit is \_\_\_ sqft, each bedroom is considered to be 255 sqft .

Objective #2: **assess the first rent to be asked for a bedroom in the co-living project.**

Approach: Analyse the neighborhood housing market (rentals only) for multifamily, 1-br and studios apartments.

Data Source: Street Easy statistics

Assumptions:

* + Street Easy is a reliable proxy for assessing housing market condition + demand.
  + Analysing the condition + trends of the specific neighborhood only.
  + The total inventories of 1-br and studios will be the base for weightening the two types median rents in order to assess an equivalent dwelling type for a co-living bedroom
  + The ratio of the rent per/SF/MO of a 500 sqft office to an equivalent co-working private space’s (3 persons office) rent per/SF/MO will be the base to assess the ratio between an apartment’s rent per/SF/MO and a co-living bedroom’s rent per/SF/MO.

More data: Census Bureau data for demographics. Data variables:

* + Age groups
  + Income
  + Rent burden
  + Median rent? Housing types?

Objective #3: **make a revenue projection for 15 years**

Assumptions:

* + Greenwich village has an inelastic rental housing market, with solid growth (\*based on data). The projected growth will continue as it was since 2010.
  + In a 15-years cycle there will be two-years of recession, in which the asked rent will be 15% lower than the projected rent.
  + Inflation is not being calculated into the assessment.

Objective #4: **Assess risks**