

Lecture 10

Graaskamp Method

Idea Inception

Market Analysis

Deadweight Loss

Go/No Go

Pro-forma

Idea Refinement seek site, secure site, analyze competition, preliminary design, begin presenting idea to public sector (electeds and staff), preliminary financing

Developer's team

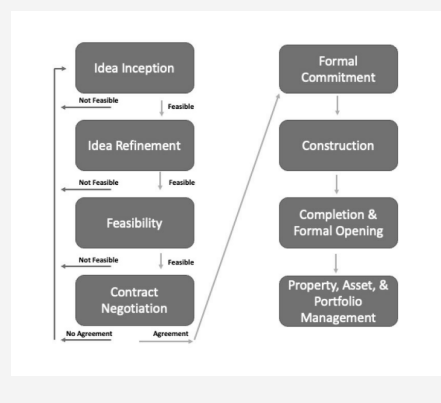
Controlling the Site

RM-site acquisition purchase/sale -> option/conditions -> joint venture

Site control process negotiation -> deal points -> contract

RM-stage2 be realistic about \$/time, keep current/know the market, behave ethically, be willing to walk away

RE Development



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