The Company

Vogt Santer Insights, a national real estate market research firm, has conducted thousands of real estate market feasibility studies throughout the U.S. and provides clients with precise, reliable and accurate reports. Vogt Santer Insights can assist real estate developers, syndicators, lenders, state housing finance agencies and government entities with variety of projects. The core principle of Vogt Santer Insights is based on thorough and complete field research. Vogt Santer Insights is unique in the field of market research because of our extensive field survey and focus on the most comparable properties. This approach allows the reader to firmly grasp the depth of the market and provides detailed insights into the most comparable properties to the subject site.

Our services include preliminary and full real estate market feasibility studies for new construction, project acquisitions or rehabilitation, rent comparability, shopping reports, Multifamily Accelerated Processing (MAP) studies and repositioning studies. We also provide a full range of mapping and demographic services, including site selection and resource allocation optimization modeling using geographical information systems.

Market Feasibility Studies

Site-specific market studies analyze conditions to determine a proposed project’s potential in the market.

Site Selection Studies

Our technology and experience enables us to recommend a site that will maximize exposure and visibility to a target market.

Market-wide Overviews

We can assess the development of an area and provide specific conclusions for housing, retail and other uses.

Geographical Information Services

Our sophisticated GIS technology provides data and mapping services custom tailored to our clients’ needs.

Market Feasibility Services Available

- LIHTC/Section 42 Apartments
- HUD 221(d)(4) & HUD 232
- HUD Section 202
- RD 515
- Rent Comparability Study
- Tribal Housing
- Student Housing
- Single-family Homes
- Condominiums
- Housing Authority Portfolios
- Displacement Evaluations
- Market-rate Apartments
- Assisted Living Facilities
- Congregate Care Facilities
- Nursing Homes
- HUD Section 811
- Senior Independent Housing
- Self-storage Facilities
- Golf Course Development

Vogt Santer Insights Appraisal Group

The focus of Vogt Santer Insights Appraisal Group is to provide affordable, high quality analysis in a timely manner. We utilize the latest technology tools to streamline our processes, ensure accuracy and deliver a quality product to the client. The appraisal staff has unique backgrounds with experience from other areas of commercial real estate, including underwriting for Tax Credit syndication, market feasibility studies and analyzing site potential for developers. This provides the staff with a broad understanding of the principles of real estate and markets and the resulting impact on value.
DART - Our Demographic Apartment Research Tool

This interactive tool was developed to interface VSI's multifamily database comprising more than 70,000 properties and 6,000,000 units with some of the most sophisticated mapping technology and demographic information available.

3 levels of subscription, (basic level is free)
Buy individual reports and property profiles
Polygon PMA Report
Comparable Property Report
More than 25 Demographic Themes
Detailed property information that includes: rent, funding source (AMHI level, government subsidy), unit sizes, bedrooms, utility responsibility and much more

Market Insights Everywhere
Qualifications

**Vogt Santer Insights** is a real estate market research firm established to provide accurate and insightful market forecasts for a broad range client base. The two principals of the firm, Robert Vogt and Chip Santer, have a combined 60 years of real estate and market feasibility experience throughout the United States. In addition, **Vogt Santer Insights** employs more than 30 professionals, including market analysts, editors, field analysts, production staff and support staff to ensure that each market study is of the utmost quality. With the number of staff and specialized departments, **Vogt Santer Insights** is capable of completing a large number of market studies and complex projects in a timely manner, while still producing quality, detailed conclusions and recommendations for each project. **Vogt Santer Insights** is a member of the National Council of Housing Market Analysts (NCHMA). Following are brief summaries of the qualifications of the two partners, along with qualifications of other key employees.

The Partners

**Robert Vogt** has conducted and reviewed more than 5,000 market analyses over the past 30 years for market-rate and Low-Income Housing Tax Credit apartments, as well as studies for single-family, golf course/residential, office, retail and elderly housing throughout the United States. Mr. Vogt is a founding member and the past chairman of the National Council of Housing Market Analysts, a group formed to bring standards and professional practices to market feasibility. He is a frequent speaker at many real estate and state housing conferences. Mr. Vogt has a bachelor’s degree in finance, real estate and urban land economics from The Ohio State University.

**Chip Santer** has served as President and Chief Executive Officer of local, state and national entities involved in multifamily and single-family housing development, syndication, regulation and brokerage in both the for profit and not-for-profit sectors. As president and CEO of National Affordable Housing Trust, Mr. Santer led a turn-around operation affiliated with National Church Residences, Retirement Housing Foundation and Volunteers of America that developed and financed more than 3,000 units of housing throughout the United States with corporate and private funds, including a public fund with 1,100 investors. He is a former Superintendent and CEO of the Ohio Real Estate Commission and serves on several boards and commissions. Mr. Santer is a graduate of Ohio University.

Key Staff

**Brian Gault** is a Vice President and a Project Director. Mr Gault has conducted fieldwork and analyzed real estate markets for 10 years in more than 40 states. In this time, Mr. Gault has conducted a broad range of studies, including Low-Income Housing Tax Credit apartments, luxury market-rate apartments, comprehensive community housing assessments, HOPE VI redevelopments, student housing analyses, condominium and/or single-family home communities, mixed-use developments, lodging, retail and commercial space. Mr. Gault has a bachelor’s degree in public relations from the E.W. Scripps School of Journalism, Ohio University.
Key Staff

Andrew W. Mazak is a Vice President and a Project Director. Mr. Mazak more than eight years of experience in the real estate market research field. He has personally written nearly 1,000 market feasibility studies in numerous markets throughout the United States, Canada and Puerto Rico. These studies include the analysis of Low-Income Housing Tax Credit apartments, market-rate apartments, government-subsidized apartments as well as student housing developments, condominium communities and senior-restricted developments.

Nancy Patzer is the Vice President of Senior Residential Care and a Project Director. Ms. Patzer has more than 15 years of experience in community development research, including securing grant financing for a variety of local governments and organizations and providing planning direction and motivation through research for United Way of Central Ohio and the city of Columbus. As a project director for Vogt Santer Insights, Ms. Patzer has conducted market studies in the areas of housing, senior residential care, retail/commercial, comprehensive planning and redevelopment strategies, among others. Ms. Patzer has extensive experience working with a variety of state finance agencies as well as the U.S. Department of Housing and Urban Development's Federal Housing Administration. She holds a Bachelor of Science in Journalism from the E.W. Scripps School of Journalism, Ohio University.

Nathan Young is a Vice President and a Project Director. Mr. Young has more than seven years of experience in the real estate profession. He has conducted field research and written market studies in hundreds of rural and urban markets throughout the United States. Mr. Young’s real estate experience includes analysis of apartment (subsidized, Tax Credit and market-rate), senior housing (i.e. nursing homes, assisted living, etc.), student housing, condominium, retail, office, self-storage facilities and repositioning of assets to optimize feasibility. Mr. Young has experience in working with the U.S. Department of Housing and Urban Development and has attended FHA LEAN program training. Mr. Young has a bachelor’s degree in Engineering (Civil) from The Ohio State University.

Jim Beery is a Project Director. Mr. Beery has more than 20 years of experience in the real estate market feasibility profession. He has written market studies for a variety of development projects, including multifamily apartments (market-rate, affordable housing and government-subsidized), residential condominiums, hotels, office developments, retail centers, recreational facilities, commercial developments, single-family developments and assisted living properties for older adults. Other consulting assignments include numerous community redevelopment and commercial revitalization projects. Recently he attended the HUD MAP Training for industry partners in Washington, D.C. in October 2009 and received continuing education certification from the Lender Qualification and Monitoring Division. Mr. Beery has a bachelor’s degree in Business Administration (Finance major) from The Ohio State University.

Jennifer Tristano is a Project Director. Ms. Tristano has been involved in the production of more than 2,000 market feasibility studies during the last several years. During her time as an editor, Ms. Tristano became well acquainted with the market study guidelines and requirements of state finance agencies as well as the U.S. Department of Housing and Urban Development’s various programs. In addition, Ms. Tristano has researched market conditions for a variety of project types, including apartments (Tax Credit, subsidized and market-rate), senior residential care facilities, student housing developments and condominium communities. Ms. Tristano holds a Bachelor of Science in Human Ecology from The Ohio State University.

Jimmy Beery is a Project Director. Mr. Beery has analyzed real estate markets in more than 35 states. In this time, Mr. Beery has conducted a broad range of studies, including Low-Income Housing Tax Credit apartments, luxury market-rate apartments, student housing analysis, rent comparability studies, condominium and single-family home communities, mixed-use developments, lodging, retail and commercial space. Mr. Beery has a bachelor’s degree in Human Ecology from The Ohio State University.

Vogt Santer Insights also has a staff of more than 20 additional professionals, including field analysts, editors, production professionals and IT Specialists.