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THE MARTIN ARCHITECTURAL GROUP

ARCHITECTS & LAND PLANNERS

A PROFESSIONAL CORPORATION

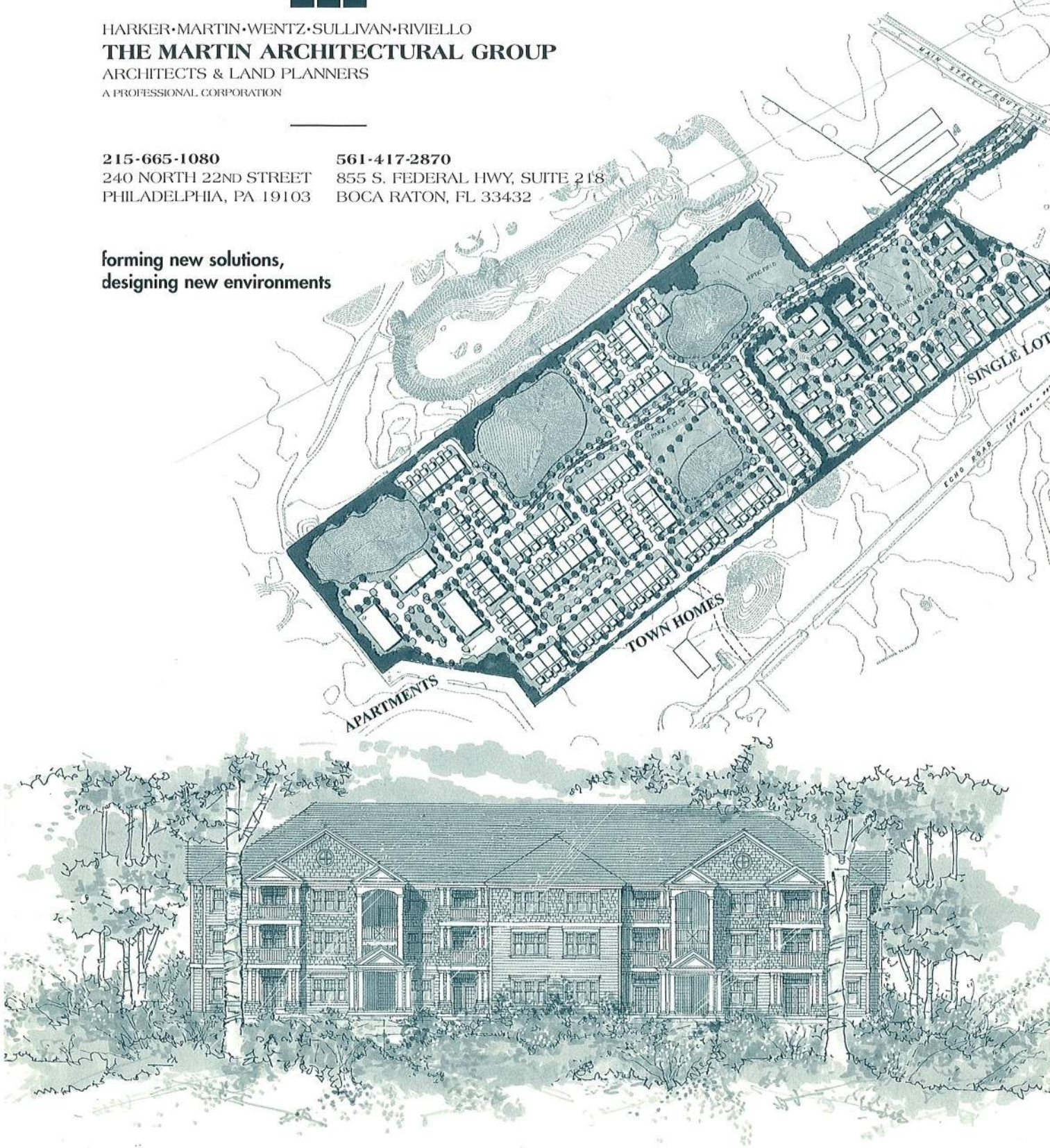
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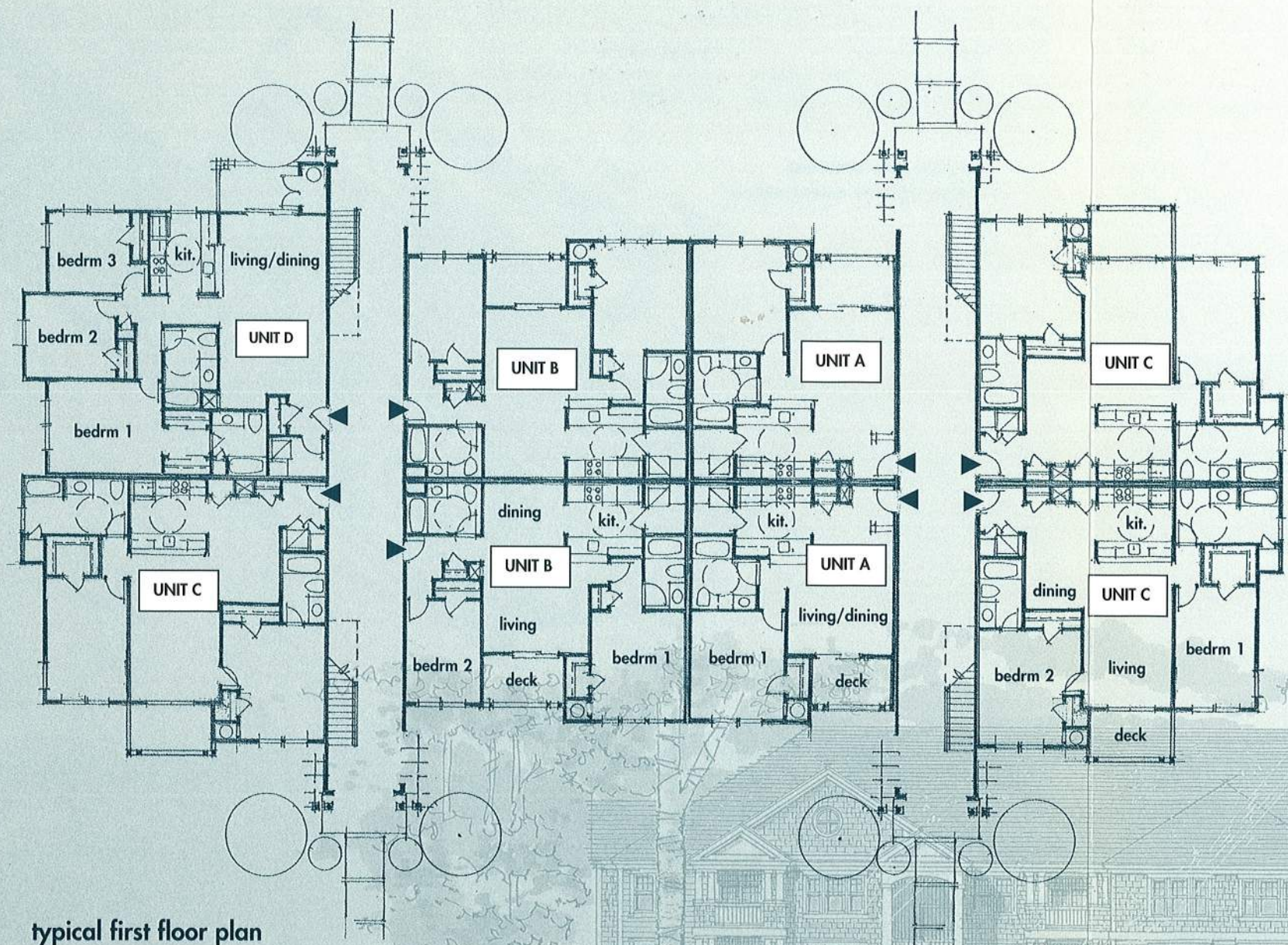
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**forming new solutions,
designing new environments**



focus on basics leads to
RENTALS AS STRONG AS SALES
with long-term residents and positive returns

Easy to Build, Easy to Lease, Easy to Maintain



typical first floor plan

Unit A
825 SF
1BR/1BA

Unit B
1125 SF
2BR/2BA

Unit C
1250 SF
Dual
Master

Unit D
1365 SF
3BR/2BA

RULES FOR RENTAL

(and yes, they are different than rules for condos)

1. Design for the Pro-Forma (and reduce turn-over)

Unit size will be determined by a formula of gross rent vs. rent/square foot

2. Focus on a Constant Sales Effort (and reduce turn-over)

Residents tend to stay for a relatively short term, so sales effort is year-round and year-in-and-year-out. Leasing Center needs always to be up-to-date. And since drive-by traffic is important to leasing (If you lived here, you'd be home by now), the rooflines should be visible from nearby major traffic routes. Community must have curb appeal, both when driving by and driving through.

3. Sell the Style (and reduce turn-over)

The pitch is more about life of the community than "private home." The common amenities and the rental office are hugely important in the sell. And since individual plans generally are not merchandised, they need to sell themselves even when unfurnished.

4. Build for Long-Term Ownership (and reduce turn-over)

It isn't all about construction cost; it is equally about maintenance: All materials are spec'ed to look good/perform well at the start and stay that way down the road.

5. Organize the Site Specifically for the Market (and reduce turn-over)

Residents of the rental community will gravitate toward the center(s) of activity. Therefore, the site plan should have an optimum number of units (in probably the largest buildings) clustered around the major site amenities... leading to optimum rent return.

6. Build It Right (and reduce turn-over)

With a focus on regularity of units, especially the wet rooms, the litany should sound like: Fewest number of cabinet types, fewest number of doors, fewest number of window types, fewest number of fixture types, simplest foundation. And don't forget the structure: watch the direction of the trusses and keep to 2-foot increments to take full advantage of the materials. Keep the framing simple and look for long-span trusses (at the end, 18-inch deep might be less expensive than the 12-inch). Use double windows to reduce trim. If possible, gang the electric meters and water services to reduce site costs. Try to build as much of the community at the same time as feasible to take advantage of the regularity (hence cost-savings) of mass construction process. In sum, sweat the details. And, in case you missed it, reduce turn-over.

For additional information on this and other pro-active designs for multi-family living, contact The Martin Architectural Group in Philadelphia at 215-665-1080 or in Boca Raton at 561-417-2870. Or see the whole story at www.MartinAIA.com.

A series of contemporary planning & design
concepts for a diversity of markets

multi-family

forming new solutions, designing new environments