THE **MARKET SCORECARD™**

1	2	3	4	Score
POPULATION				
= (Current population – previous population) x 100 Previous population				
No to very little population increase in the last 5 years	Increased 1% to 3% in the last 5 years	Increased 4% to 6% in the last 5 years	Increased over 6% in the last 5 years	
TRANSPORTATION				
No public transit systems operating	Limited public transportation	Access to public transportation but limited to core area	Easily accessible public transportation	
LOCATION				
International airport located more than a 2-hour drive away	International airport located within a 1-2 hour drive	International airport located less than an hour away by drive	International airport located within the market	
POST-SECONDARY EDUCATION				
No post-secondary schools or at least 1 school more than a 30-minute drive away	At least 1 post-secondary school in the market or at least 1 school less than a 30-minute drive away	At least 3 post-secondary school	More than 5 post-secondary schools	
EMPLOYMENT				
Maximum of 1 main type of industry (e.g., manufacturing)	A few different industries that make up a high percentage of employment	Several industries and employers in the market	An abundance of industries and employers in the market	
Businesses moving out of the area	Some industry turnover	More businesses moving into the area	Diversified businesses and growth	
Higher unemployment rate in comparison to the national average	Slightly higher than average unemployment rate	Average unemployment rate	Low to average unemployment rate in comparison to the national average	

Name: Date:

1	2	3	4	
MARKET APPRECIATION				
= (Median Sale Price Last Year –Median Sale Price 5 years ago) x 100 Median Sale Price 5 Years Ago				
No appreciation or depreciation over the last 5 years	Under 3% average annual appreciation over the last 5 years	3.1-4.9% average annual appreciation over the last 5 years	Over 5% average annual appreciation over the last 5 years	
CASH FLOW CONFIDENCE				
Price to Rent Ratio = Median Sales Price / Median Annual Rent				
Price-to-Rent ratio: 21+	Price-to-Rent ratio: 16-20	Price-to-Rent ratio: 11-15	Price-to-Rent ratio: 1-10	
Vacancy Rate over 7%	Vacancy Rate between 5.1-7%	Vacancy Rate between 3.1-5%	Vacancy Rate under 3%	
NEW HOUSING DEVELOPMENT				
No new development	Very few new developments	Increasing new developments	Increasing as well as steady new housing developments for various housing types	
AFFORDABILITY				
= Median Annual Rental Income x 100 Median Household Income Before Tax				
Over 50%	41-49%	30-40%	Under 30%	

			Total Score =	
			= (Total Score / 48) x 100 = ________%	
			Market Scorecard =	
0-50% Proceed only with extreme caution. There may be a better market to consider instead of this one.	51-70% Be careful in this market as there is less margin for error.	71-89% This market has good fundamentals. Proceed with The 4 Ways to Win™.	90-100% You found a high-scoring market! Run the numbers on the property.	

Name: Date: