



Location, Location, Location

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Why you should pick a location near to big businesses or employers?

Find out who your client base is and what the target market you would like to serve. Your typical occupants will be traveling families, vacationers, and most importantly those that travel for work. You would like to take into account certain aspects such as their career fields and social class. Best to target locations that are close to industries such as medical, tech, military, construction, and other industries that involve travel to fulfill their work duties.

The criteria for determining the quality of a neighborhood such as security, amenities, conveniences, consist of aspects such as whether your neighbors are renters or owners, and the walk/transit score? Most apartment communities tend to attract transient residents who don't have much consideration for taking care of a neighborhood which may lead to crime in the area. Residential homeowners tend to take care of their communities but only suburban areas decreases the likelihood of finding a rent property. You want to aim for an area that has a mix of the two.



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- Safety and security- gated communities. patrols, well lit, crime watch
- Amenities - recreational parks, jogging and bike trails,
- Conveniences - entertainment, grocery , retail shopping, services, etc
- Neighbors - good mix between residential and mid to upper level commercial and apartment residents
- Easy access to expressways - give priority to a neighborhood that has easy connectivity to major highways, especially during rush hour or busy commute times
- Good walk/transit score - safe to wait on public transportation, ease of getting to a bus or train terminal
- Assess your budget - at it will cost you to set up a new 1 bed, 2 bed, 3 bed units
- Demographic - Identify clients you want to serve