



Table of Contents

Foreword	vii
About the Author	ix
Acknowledgments	xi
Preface	xiii
Introduction to Part I. <i>Concepts and Techniques of Market Analysis</i>	1
Chapter 1. Market Research in Real Estate Appraisal	3
Chapter 2. Levels of Market Analysis	17
Chapter 3. Productivity Analysis	33
Chapter 4. Productivity Analysis: Introduction to Location	49
Chapter 5. Productivity Analysis: Urban Form	73
Chapter 6. The Economic Base	105
Chapter 7. Market Delineation	129
Chapter 8. Real Estate Demand Concepts	143
Chapter 9. Competitive Supply Analysis	165
Chapter 10. Evaluating Market Cycles	175
Chapter 11. Marketability Concepts	203
Chapter 12. Data Sources: Uses and Evaluation	213

Introduction to Part II.	<i>Market Analysis Applications</i>	231
Chapter 13.	Existing Shopping Center	233
Chapter 14.	Existing Office Building.	347
Chapter 15.	Existing Industrial Building.	393
Chapter 16.	Existing Apartment Complex.	441
Introduction to Part III.	<i>Highest and Best Use Applications</i>	479
Chapter 17.	Highest and Best Use Decisions	481
Chapter 18.	Highest and Best Use of Mixed-Use Vacant Land.	509
Chapter 19.	Highest and Best Use of a Vacant Shopping Center	557
Chapter 20.	Application of Market and Marketability Analysis in the Approaches to Value	593
Appendix A.	Market Analysis Guidelines	631
Appendix B.	North American Industry Classification System (NAICS)	641
Bibliography		647
Index		655