

# COMPREHENSIVE HOUSING MARKET ASSESSMENTS & RECOMMENDATIONS



The Greater Ohio Policy Center (GOPC) has helped dozens of communities across Ohio better understand the challenges and opportunities available in their local housing markets.

GOPC delivers high-quality, actionable assessments and recommendations through proven methodologies, original research, knowledgeable personnel, and a highly responsive approach.

## A housing assessment typically includes:

- **Demographic Overview** to reveal untapped markets
- **Market Analysis** to understand local real estate variations and identify missed opportunities
- **Housing Affordability Analysis** to quantify the cost burden of housing on the community's most vulnerable residents
- **Stakeholder Insights Summary** from interviews with local developers, builders, and other real estate professionals to provide meaningful recommendations
- **Recommendations for Strengthening Local Housing Markets** that will stabilize distressed neighborhoods and continue to strengthen strong areas

## Examples of Recent Housing Work:

- **A Regional Housing Strategy for the Mahoning Valley** (forthcoming 2024)
- **Quality Housing for All: A Four-Year Strategic Action Plan for Springfield** (2022)
- **Redeveloping in the Comeback City: A Comprehensive Housing Market Analysis for Portsmouth, OH** (2021 and new data forthcoming 2024)
- **Open for Business: Comprehensive Housing Market Analysis for Champaign County, Ohio** (2020)
- **Cleveland Tax Abatement Study** (2020, co-author)

## A housing assessment can help your community:

- **Understand current conditions and variations in the local real estate market**
- **Discover untapped markets**
- **Quantify the housing needs of the area's most vulnerable residents**

**Most importantly, every assessment includes recommendations for strengthening the local housing market so that the community is more attractive to outside investment and all residents benefit.**

GOPC provides examples of local policies and strategies that stabilize distressed neighborhoods and build momentum in strong areas. It brings a holistic perspective to improving real estate markets and, thus, communities.

An average study costs \$48,000 and can be completed in 6-8 months. Specific costs and timelines are dictated by client needs, data availability, and other considerations.



GOPC is highly respected for its data-driven, non-partisan policy analysis, research expertise, and policy development. It regularly provides expert analyses to public, private, and non-profit leaders at the local, state, and national level.

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