

Evaluating Subdivisions

Explanation of Below Analysis Form for Evaluating Subdivisions

The 30 Part Site Merchandising Analysis should have a minimum score of 80. The analysis is designed to help focus on opportunities. In most cases scores can be raised to 80, plus, if needed. For example, if the on-site streets rate a 6 then an analysis should be done to correct/improve the rating. When every line item is reviewed & graded again, the site might rate over 80. This exercise will generally act as a way to improve subdivision performance. Each subdivision should be evaluated every 8 months.

30 Part Site Merchandising Analysis

	Rating 1-10	Correction Analysis	New Rating after Changes
1. Location			
2. Shopping			
3. Community			
4. Access to Site Area			
5. Approach to Site Surroundings			
6. Streets off Site			
7. Streets on Site			
8. Surrounding Home Owners			
9. Entrance			
10. Site Layout			
11. Maintenance of Finished Area			
12. Maintenance of Unfinished Area			
13. Floor Plans			
14. Elevations			
15. Color			
16. Site Aesthetics			
17. Home Specs			
18. Construction Quality			
19. Value Perceived			
20. Value Real			
21. Noxious Area (Bad/Smelling, etc.)			
22. Site Theme			
23. Sales			
24. Marketing			
25. Advertising			
26. Market Conditions			
27. Size of House for Market			
28. Product Type			
29. Interest Rates			
30. Overall Site Impression			
Total			
Average Total			

1 = Poor // 5 = Average // 10 = Excellent. Total divided by 3 equals the Rating.

A site needs to score 80 or above to get a minimum site performance.