



Property
Advisors
making place matter

City of Madeira

Marketplace Assessment and
Commercial Impact Analysis
April 2008

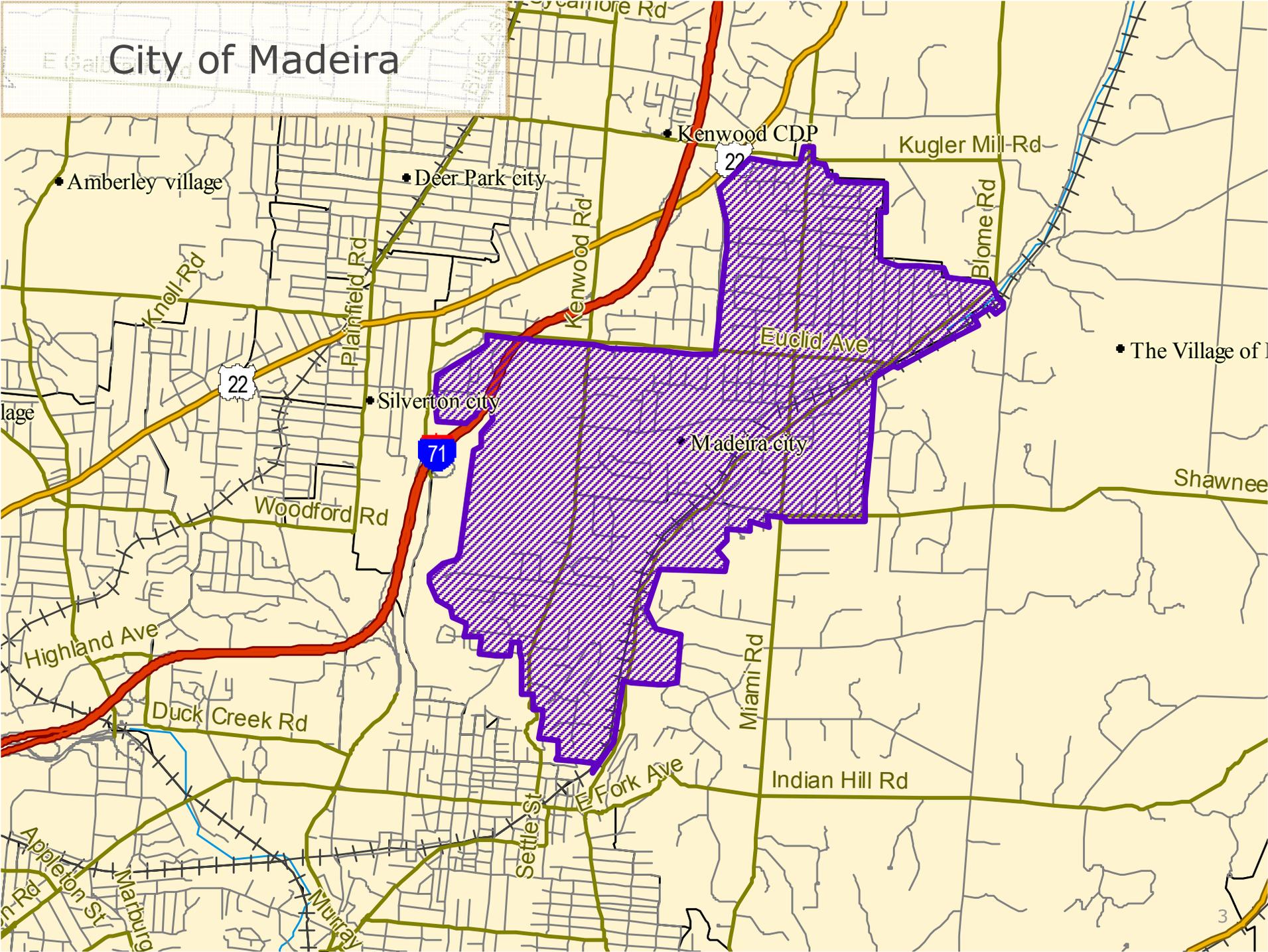
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Our Market-Based Approach to Madeira & CBD

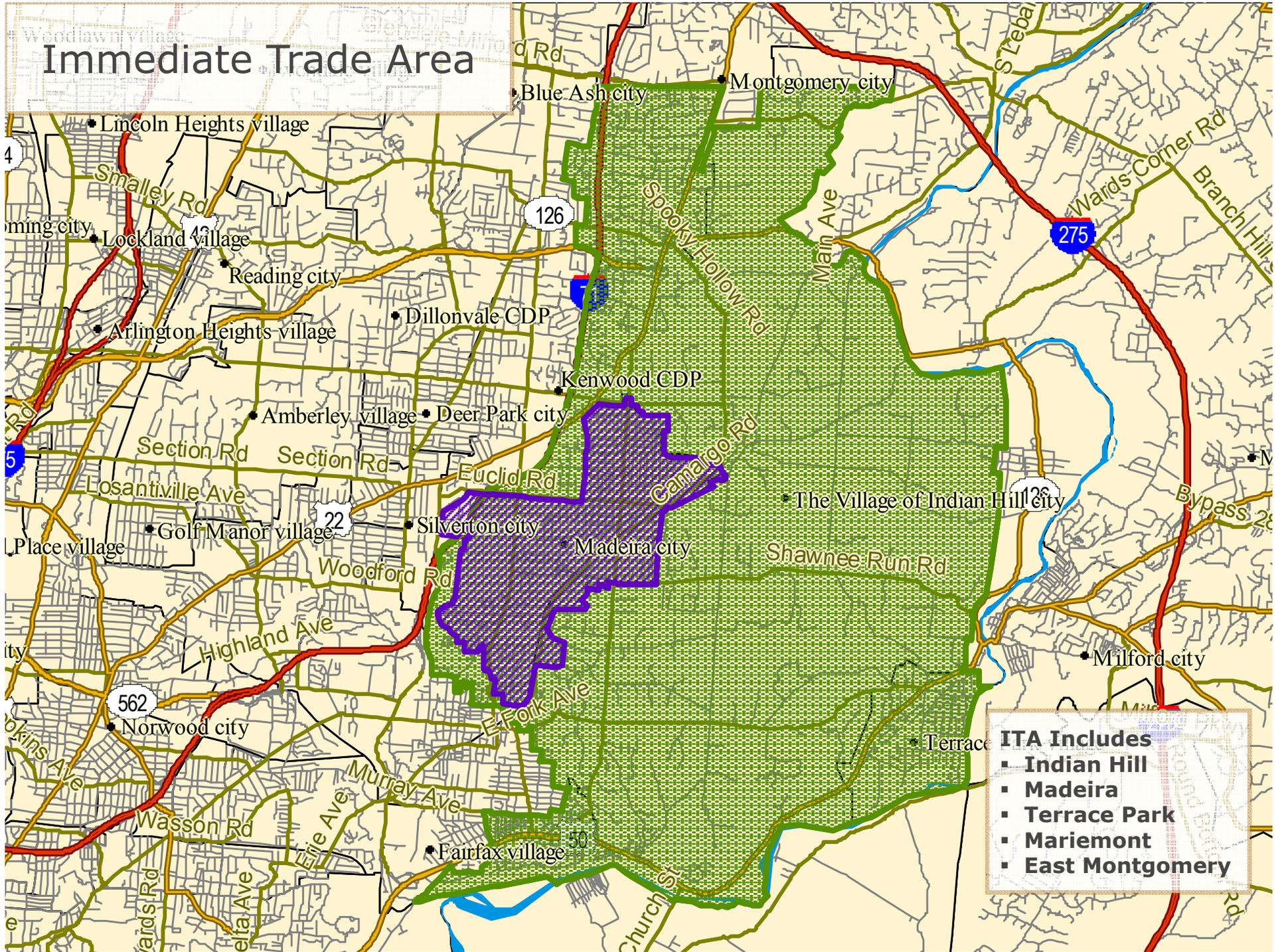


- Housing is the relevant base for household wealth and community stability. We study the Madeira marketplace, plus other adjacent markets that inform and influence Madeira for new development going forward.
- We employ the best data and proven analyses available to provide a backdrop for localized decisions and deployment of Madeira resources.
- With housing and its wealth “behind the door” as the backdrop, we set commercial trade boundaries and measure the balance of supply and demand in retail, office and restaurant uses.
- Our estimates are conservative by nature and take market trends into account. For discussions tonight and going forward, we take the crucial role of market advocates.
- Ours is not static data and another snapshot report to briefly influence Madeira leadership. Instead, we provide an ongoing relationship to market measurement and those private-sector developers that will later execute your planning.

City of Madeira

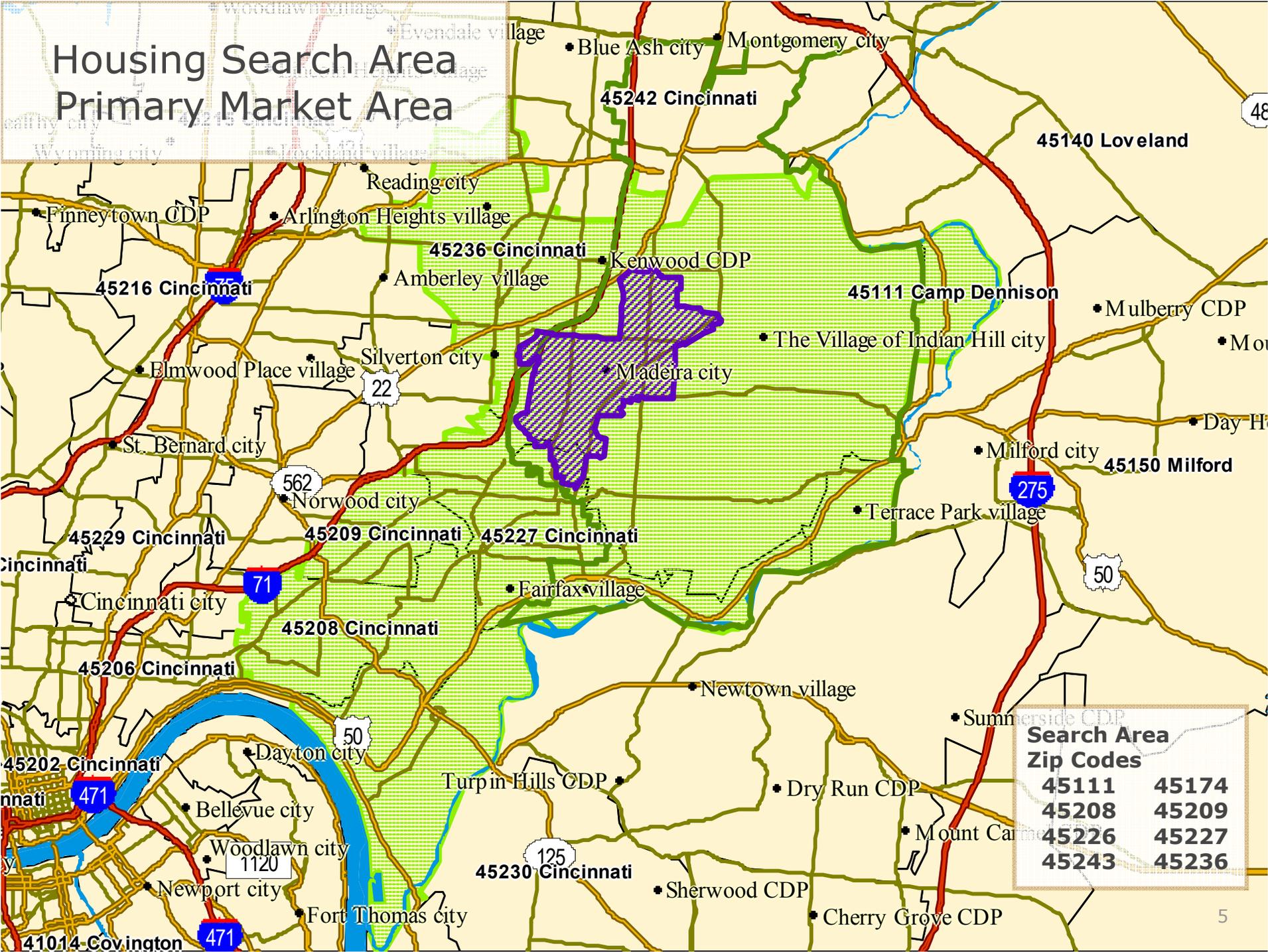


Immediate Trade Area



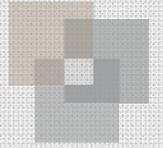
- ITA Includes**
- Indian Hill
 - Madeira
 - Terrace Park
 - Mariemont
 - East Montgomery

Housing Search Area Primary Market Area



Search Area Zip Codes	
45111	45174
45208	45209
45226	45227
45243	45236

Market-Based Data: Tables and Graphics



Our example **data tables** that follow group important 2007 household metrics by each of the preceding areas: City of Madeira, the ITA, the PMA and Hamilton County. For comparison, we have also included data on the City of Wyoming for select tables.

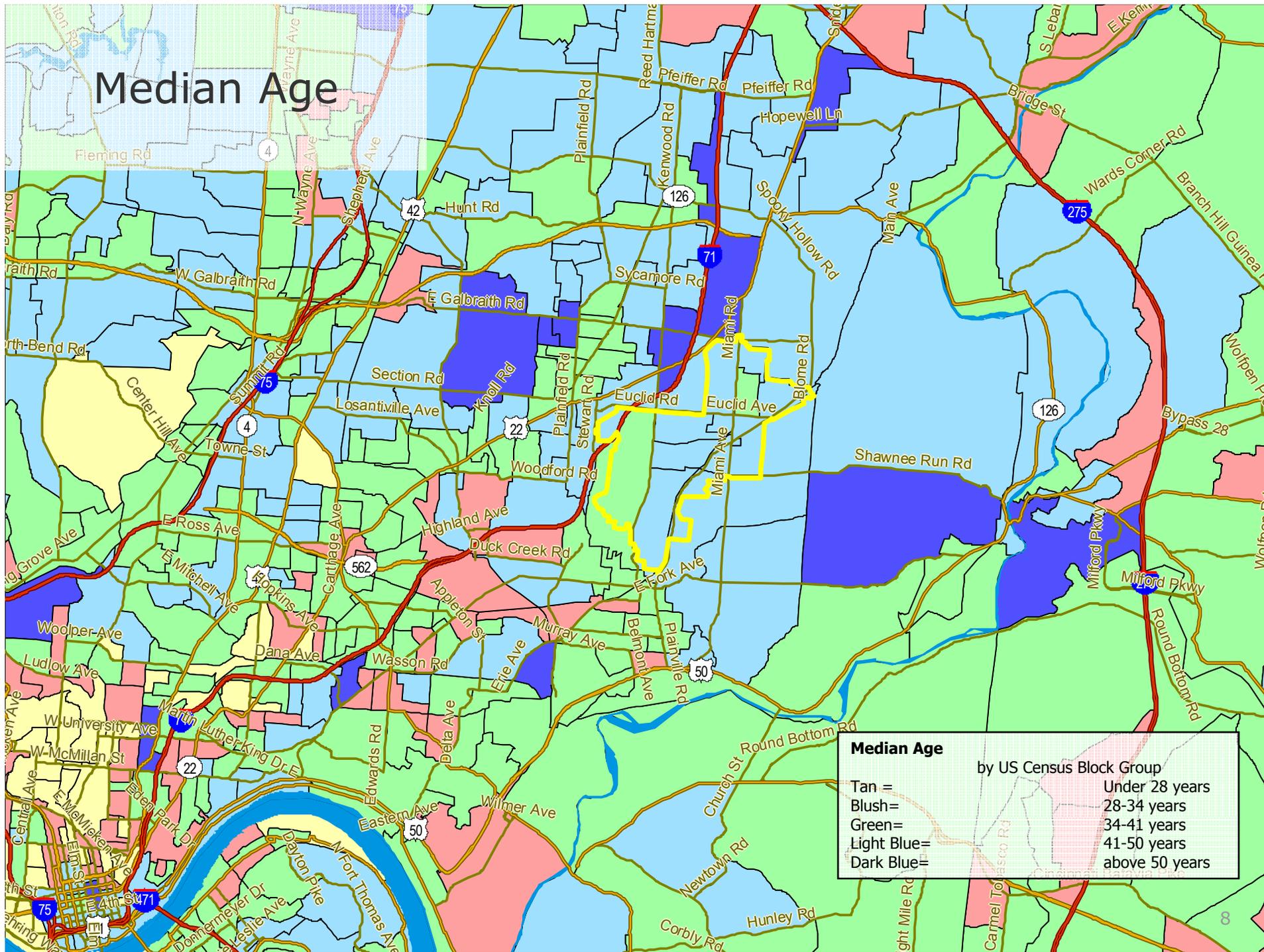
For greater clarity, we also provide examples of **metric concentration maps** that measure many of these metrics in color-gradients defined by Census block groups, each with 400-600 households. Some 4-7 Census block groups usually make up a Census tract. For each map, the City of Madeira is outlined in a bold yellow border.

Property Advisors Custom Demographic Detail City of Madeira



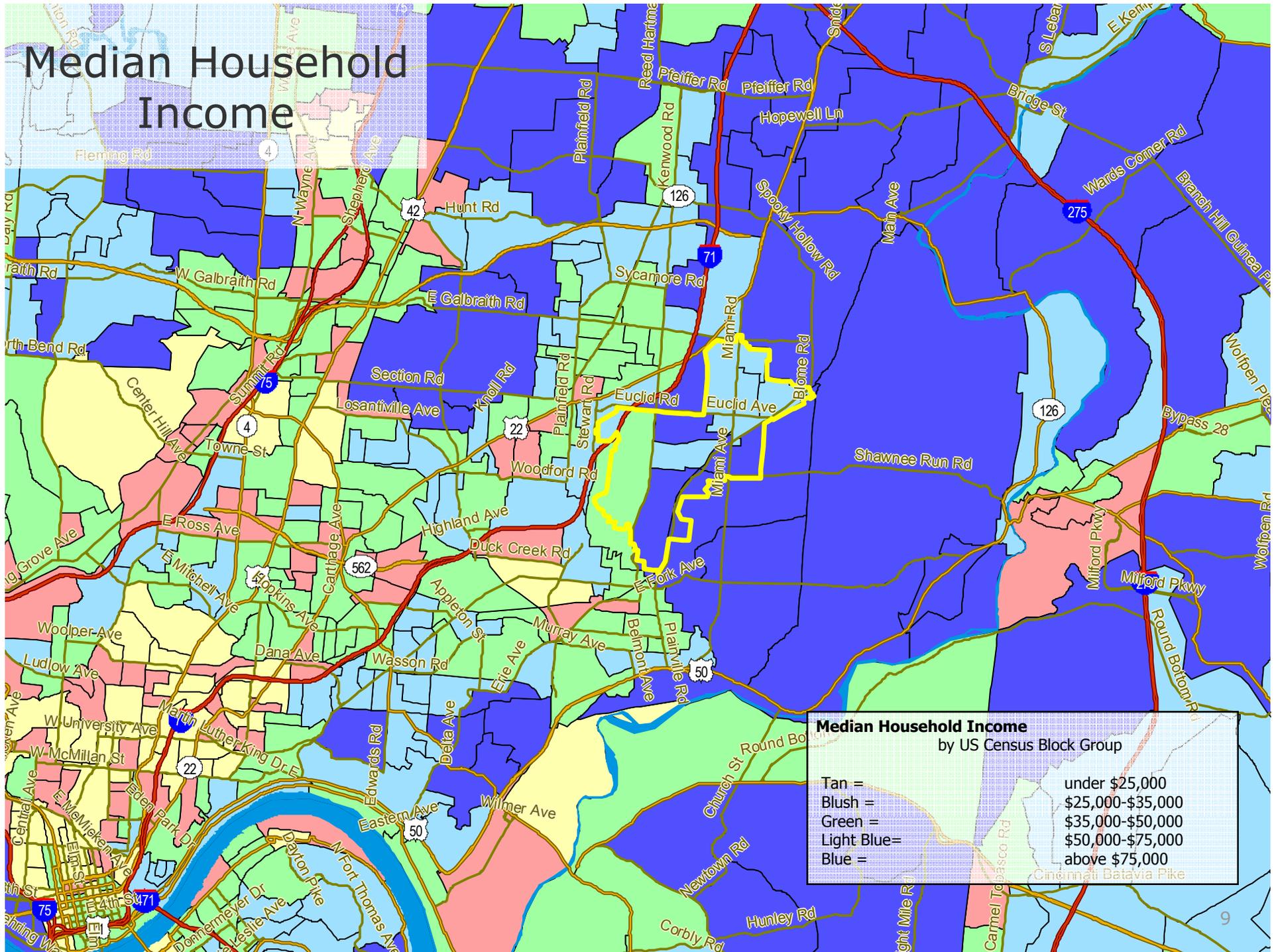
2007 Estimates	Madeira	ITA	PMA	County	Wyoming
Total Population	8,226	28,989	89,635	792,643	7,509
Total Households	3,181	11,303	41,735	332,352	2,836
Population Density (per Sq. Mi.)	2,443.9	1,016.9	1,888.1	1,920.5	2,605.2
Population Density (per Sq. Acre)	3.8	1.6	3.0	3.0	4.1
Age:					
0 - 4	6.5%	6.4%	6.4%	7.1%	6.5%
5 - 14	13.7%	14.5%	11.4%	13.3%	15.9%
15 - 19	6.8%	6.8%	5.4%	7.1%	7.3%
20 - 24	3.4%	3.1%	5.8%	7.0%	2.7%
25 - 34	8.1%	6.9%	14.1%	12.0%	7.0%
35 - 44	14.1%	13.4%	13.4%	13.8%	14.9%
45 - 54	16.7%	18.2%	15.6%	15.1%	18.2%
55 - 64	11.6%	12.6%	11.1%	11.0%	12.0%
65 - 74	8.1%	7.8%	7.1%	6.5%	7.1%
75 - 84	7.7%	6.6%	6.3%	4.8%	5.7%
85 +	3.4%	3.6%	3.4%	2.3%	2.6%
Median Age	43.4	44.3	40.3	37.8	42.5
Marital Status:					
Age 15 + Population	6,567	22,928	73,676	631,045	5,829
Single	39.9%	35.8%	51.6%	53.1%	30.0%
Now Married	60.1%	64.2%	48.4%	46.9%	64.9%
Widowed	8.2%	7.7%	8.3%	7.3%	5.1%
Educational Attainment:					
Age 25 + Population	5,728	20,036	63,606	519,378	5,079
Grade K - 8	1.8%	1.3%	2.1%	2.5%	0.7%
Grade 9 - 12	4.1%	2.9%	6.3%	8.9%	2.2%
High School Graduate	24.0%	16.4%	23.4%	32.0%	13.0%
Some College, No Degree	18.1%	14.2%	16.1%	17.4%	12.4%
College Degree	52.1%	65.3%	52.2%	39.2%	71.7%
Vehicles Available					
0 Vehicles Available	3.3%	4.4%	8.4%	12.2%	4.1%
1 Vehicle Available	28.2%	26.0%	37.7%	34.4%	24.0%
2+ Vehicles Available	68.5%	69.6%	53.9%	53.4%	72.0%
Average Vehicles Per Household	2.00	2.10	1.70	1.70	2.00
Total Vehicles Available	6,405	23,211	70,949	558,343	5,739

Median Age



Median Age	
by US Census Block Group	
Tan =	Under 28 years
Blush =	28-34 years
Green =	34-41 years
Light Blue =	41-50 years
Dark Blue =	above 50 years

Median Household Income



Median Household Income
by US Census Block Group

Tan =	under \$25,000
Blush =	\$25,000-\$35,000
Green =	\$35,000-\$50,000
Light Blue =	\$50,000-\$75,000
Blue =	above \$75,000

Cincinnati Batavia Pike

Property Advisors Custom Households City of Madeira



2007 Estimates	Madeira	ITA	PMA	County
Population	8,226	28,989	89,635	792,643
Household Population	7,925	28,337	88,091	772,714
Family Population	87.5%	88.4%	75.8%	80.3%
Non-Family Population	12.5%	11.6%	24.2%	19.7%
Group Quarters Population	301	652	1,544	19,929
Total Households 2007	3,181	11,303	41,735	332,352
Total Households 2000	3,383	11,811	43,972	346,790
Percent Growth (2000-2007)	-6.0%	-4.3%	-5.1%	-4.2%
Total Households 1990	3,469	11,742	43,794	338,883
Percent Growth (1990-2000)	-2.5%	0.6%	0.4%	2.3%
Family Households	69.8%	71.5%	53.6%	59.8%
Non-Family Households	30.2%	28.5%	46.4%	40.2%
Households by Presence of Children				
Total Households with Children	1,197	4,340	11,279	109,338
as percent of Households	37.6%	38.4%	27.0%	32.9%
Total Households without Children	1,984	6,963	30,457	223,014
as percent of Households	62.4%	61.6%	73.0%	67.1%
Size of Household				
1 Person Households	27.7%	26.1%	40.6%	34.9%
2 Person Households	34.2%	35.2%	31.5%	30.8%
3 Person Households	14.7%	13.8%	12.0%	14.2%
4 Person Households	14.7%	15.3%	9.8%	11.9%
5 Person Households	6.3%	7.0%	4.2%	5.4%
6 Person Households	1.7%	2.0%	1.4%	2.1%
7+ Person Households	0.8%	0.7%	0.6%	0.9%
Average Household Size	2.49	2.51	2.11	2.32
Length of Residence				
Stability (% In Res 5+ Yrs)	56.8%	51.0%	40.8%	39.5%
Turnover (% Yearly)	10.9%	12.7%	16.9%	16.1%

**Property Advisors Custom Housing Units
City of Madeira**



2007 Estimates	Madeira	ITA	PMA	County	Wyoming
Total Housing Units:	3,553	12,676	47,612	386,722	3,193
Owner-Occupied	80.1%	75.4%	58.7%	54.6%	77.2%
Renter-Occupied	9.4%	13.8%	29.0%	31.4%	11.7%
Vacant	10.5%	10.8%	12.3%	14.1%	11.2%

2000 Census	Madeira	ITA	PMA	County	Wyoming
Total Housing Units:	3,497	12,256	46,389	373,393	3,174
Owner-Occupied	85.4%	79.7%	60.7%	55.6%	81.9%
Renter-Occupied	11.3%	16.7%	34.1%	37.3%	14.1%
Vacant	3.3%	3.6%	5.2%	7.1%	4.0%

Units In Structure:

1, Attached	1.0%	2.9%	2.5%	3.6%	3.2%
1, Detached	87.7%	81.9%	62.9%	55.8%	84.8%
2	1.1%	1.0%	6.8%	6.5%	2.6%
3 - 4	3.3%	4.2%	8.3%	8.8%	5.8%
5 or more	4.3%	9.2%	19.1%	24.5%	3.5%
Mobile Home/Trailer	2.6%	0.9%	0.3%	0.9%	0.0%
Other	0.0%	0.0%	0.1%	0.0%	0.0%

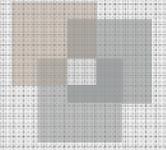
Year Moved In:

1969 or Earlier	20.9%	14.7%	13.1%	11.2%	15.3%
1970-1979	11.0%	11.8%	9.2%	9.6%	11.3%
1980-1989	19.3%	19.0%	14.4%	14.9%	22.5%
1990-1994	14.2%	15.5%	14.5%	15.5%	18.8%
1995-1998	25.5%	25.7%	29.3%	28.1%	20.0%
1999-March 2000	9.0%	13.3%	19.5%	20.6%	12.2%

Year Structure Built:

Before 1939	13.4%	15.5%	35.0%	25.8%	34.5%
1940 to 1949	17.5%	12.4%	14.9%	10.6%	12.5%
1950 to 1959	37.9%	26.9%	20.6%	17.9%	21.5%
1960 to 1969	15.4%	17.4%	12.6%	16.8%	15.6%
1970 to 1979	5.9%	12.7%	8.1%	13.0%	10.3%
1980 to 1989	3.6%	7.6%	4.4%	8.1%	2.5%
1990 to 1994	3.1%	4.1%	2.6%	4.2%	2.1%
1995 to 1998	2.1%	2.7%	1.5%	2.7%	0.2%
1999 to March 2000	1.0%	0.8%	0.4%	0.8%	0.8%

Home Equity Potential vs. Age of Housing Stock (both 2000)



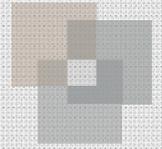
- Madeira has the highest among trade areas (**51%** in 2000) of households that **moved in before 1990**, or before the last, historic 14-year housing growth cycle. Depending upon household leverage through 18 years of mortgage buy down and home equity lines of credit, some half of Madeira households have lower purchase bases and **stronger equity positions**.
- Interestingly, Madeira also has the highest among trade areas (84%) of **housing stock built before 1970**. Some 38%, or the biggest 10-year share, was built **during the 1950's** in the post-war building boom. These homes were typically efficient in size and production quality, suggesting greater maintenance costs and **less suitability for several lifestyle** categories.
- In the following analysis, we will benchmark the relative share of higher-capacity **households viable for new housing**. Home values above \$300,000 and incomes over \$75,000 are compared. For most buyers, incomes over \$75,000 have the purchase capacity for a home valued at **\$300,000 or more**. Also, we will look at entry-level renters with contract rents over \$900 as viable for new attached housing product beginning at **\$200,000**.

Property Advisors Custom Housing Units City of Madeira



2000 Census	Madeira	ITA	PMA	County	Wyoming
Total Housing Units:	3,497	12,256	46,389	373,393	3,174
Owner-Occupied	85.4%	79.7%	60.7%	55.6%	81.9%
Renter-Occupied	11.3%	16.7%	34.1%	37.3%	14.1%
Vacant	3.3%	3.6%	5.2%	7.1%	4.0%
Owner Occupied Home Value:					
\$ 0 - \$24,999	2.0%	0.7%	0.7%	1.4%	0.0%
\$ 25,000 - \$34,999	1.0%	0.3%	0.4%	0.9%	0.0%
\$ 35,000 - \$49,999	1.0%	0.6%	2.1%	2.6%	0.0%
\$ 50,000 - \$79,999	4.3%	3.0%	13.0%	17.0%	2.9%
\$ 80,000 - \$99,999	8.2%	3.9%	16.3%	22.0%	6.8%
\$100,000 - \$149,999	35.6%	16.7%	24.0%	27.5%	22.4%
\$150,000 - \$199,999	20.5%	19.7%	12.9%	11.9%	13.8%
\$200,000 - \$299,999	17.3%	21.6%	12.7%	9.5%	29.9%
\$300,000 - \$399,999	27%	55%	30%	17%	54%
\$400,000 - \$499,999					
\$500,000 - \$749,999	821	5,376	8,447	34,442	1,403
\$750,000 - \$999,999	Units	Units	Units	Units	Units
\$1,000,000 or more					
Median Home Value	\$148,480	\$217,791	\$129,797	\$107,988	\$224,483
Contract Rent:					
\$ 0 - \$99	4.2%	1.8%	1.0%	3.3%	0.2%
\$ 100 - \$199	5.3%	2.1%	4.1%	6.3%	0.3%
\$ 200 - \$299	2.5%	2.1%	4.2%	9.5%	2.9%
\$ 300 - \$399	18.5%	6.3%	18.0%	24.1%	12.4%
\$ 400 - \$499	23.0%	15.0%	20.4%	20.7%	28.1%
\$ 500 - \$599	22.5%	19.8%	18.4%	13.5%	15.2%
\$ 600 - \$699	12.5%	15.7%	11.8%	8.9%	7.5%
\$ 700 - \$799	2.7%	10.2%	6.9%	4.5%	6.0%
\$ 800 - \$899	0.0%	4.7%	3.2%	2.3%	20.0%
\$ 900 - \$999	4%	19%	9%	4%	5%
\$1,000 - \$1,249					
\$1,250 - \$1,499	17	387	1,439	6,118	22
\$1,500 - \$1,999	Units	Units	Units	Units	Units
\$2,000 or more					
No Cash Rent					
Average Contract	\$469	\$827	\$581	\$467	\$589

Current Ownership Capacity vs. Housing Stock Valuations (2000)

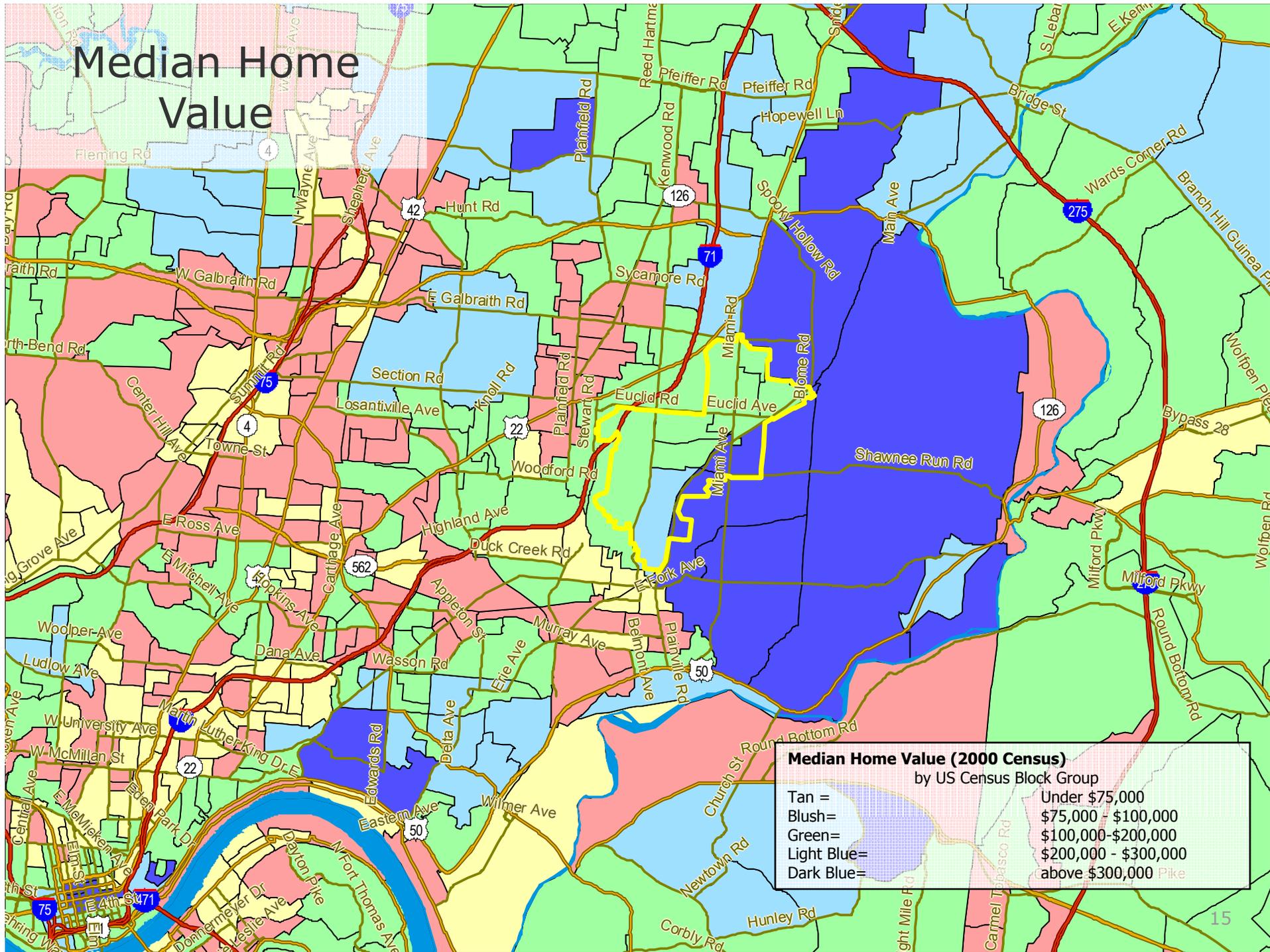


	Madeira	ITA	PMA	County	Wyoming
Qualified Households 2007 (Estimate)	2,060	8,156	23,321	166,045	2,117
Comparable Units Valued 2000	838	5,763	9,993	40,709	1,425
Housing Upgrade Gap	1,222	2,393	13,328	125,336	692
Housing Upgrade Gap as Share of all HH's	59%	29%	57%	75%	33%

- Madeira has only **41% of qualified households** living in comparable owner **housing over \$300,000 or in rentals over \$900** per month.
- 2000 rents of \$900 or more would qualify today for entry-level, likely attached housing from **\$200,000-\$275,000**.
- This share accounts for **two-thirds in the City of Wyoming** with similar household count.
- The upgrade gap noted above depicts the **shortfall** of comparable housing stock for existing qualified households within each area.

Median Home Value

Value



Median Home Value (2000 Census)
by US Census Block Group

Tan =	Under \$75,000
Blush =	\$75,000 - \$100,000
Green =	\$100,000-\$200,000
Light Blue =	\$200,000 - \$300,000
Dark Blue =	above \$300,000

Property Advisors Custom Report Employment & Occupation City of Madeira



2007 Estimates	Madeira	ITA	PMA	County	Wyoming
Daytime Employees	3,329	18,102	60,492	580,340	2,022
Number of Establishments	389	1,782	4,572	35,573	251
Average Vehicles Per Household	2.00	2.10	1.70	1.70	2.00

2000 Census Report	Madeira	ITA	PMA	County	Wyoming
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Transportation to Work Workers Age 16+	Madeira	ITA	PMA	County	Wyoming
Workers Age 16+	4,110	13,843	49,876	405,256	3,886
Bicycle	0.0%	0.1%	0.2%	0.1%	0.0%
Bus or trolley bus	1.6%	1.6%	3.4%	4.8%	0.7%
Carpooled	9.1%	5.9%	7.9%	9.7%	4.9%
Drove alone	83.4%	84.7%	81.9%	78.9%	86.3%
Ferryboat	0.0%	0.0%	0.0%	0.0%	0.0%
Motorcycle	0.0%	0.0%	0.0%	0.0%	0.0%
Other means	0.2%	0.4%	0.5%	0.5%	0.3%
Railroad	0.0%	0.0%	0.0%	0.0%	0.0%
Streetcar or trolley car	0.0%	0.0%	0.0%	0.0%	0.0%
Subway or elevated	0.0%	0.1%	0.0%	0.0%	0.0%
Taxicab	0.0%	0.0%	0.1%	0.2%	0.0%
Walked	1.0%	1.3%	2.2%	2.9%	1.2%
Worked at home	4.9%	6.1%	3.9%	2.8%	6.7%

Travel Time to Work

Median Travel Time To Work in	Madeira	ITA	PMA	County	Wyoming
Median Travel Time To Work in	21	21	20	22	21
0 to 5 minutes	2.8%	2.9%	2.6%	2.4%	1.9%
5 to 9 minutes	7.9%	8.0%	8.6%	8.7%	7.1%
10 to 14 minutes	14.6%	13.2%	15.6%	13.6%	13.5%
15 to 19 minutes	19.2%	16.7%	20.1%	16.7%	16.8%
20 to 24 minutes	25.3%	23.1%	20.1%	18.5%	25.0%
25 to 29 minutes	7.8%	9.9%	9.2%	8.9%	9.2%
30 to 34 minutes	10.5%	11.8%	11.9%	14.9%	12.1%
35 to 39 minutes	0.7%	1.9%	1.6%	2.6%	1.8%
40 to 44 minutes	2.7%	2.3%	1.6%	2.9%	1.8%
45 to 59 minutes	1.4%	1.7%	2.2%	4.5%	1.8%
60 to 89 minutes	1.5%	1.8%	1.6%	2.0%	1.6%
90 or more minutes	0.8%	0.7%	1.1%	1.5%	0.8%
Worked at home	4.9%	6.1%	3.9%	2.8%	6.7%

2007 MOSAIC Market Segmentation



We have analyzed the generally disconnected 2007 demographics of households found today the respective Areas. Now we consider psychographic consumer profile data from Experian in these same Areas. Their **MOSAIC market segmentation** data integrates demographics with a wider array of other data sets: consumer purchases, home sales, TV surveys, internet usage, travel plans, life insurance, etc.

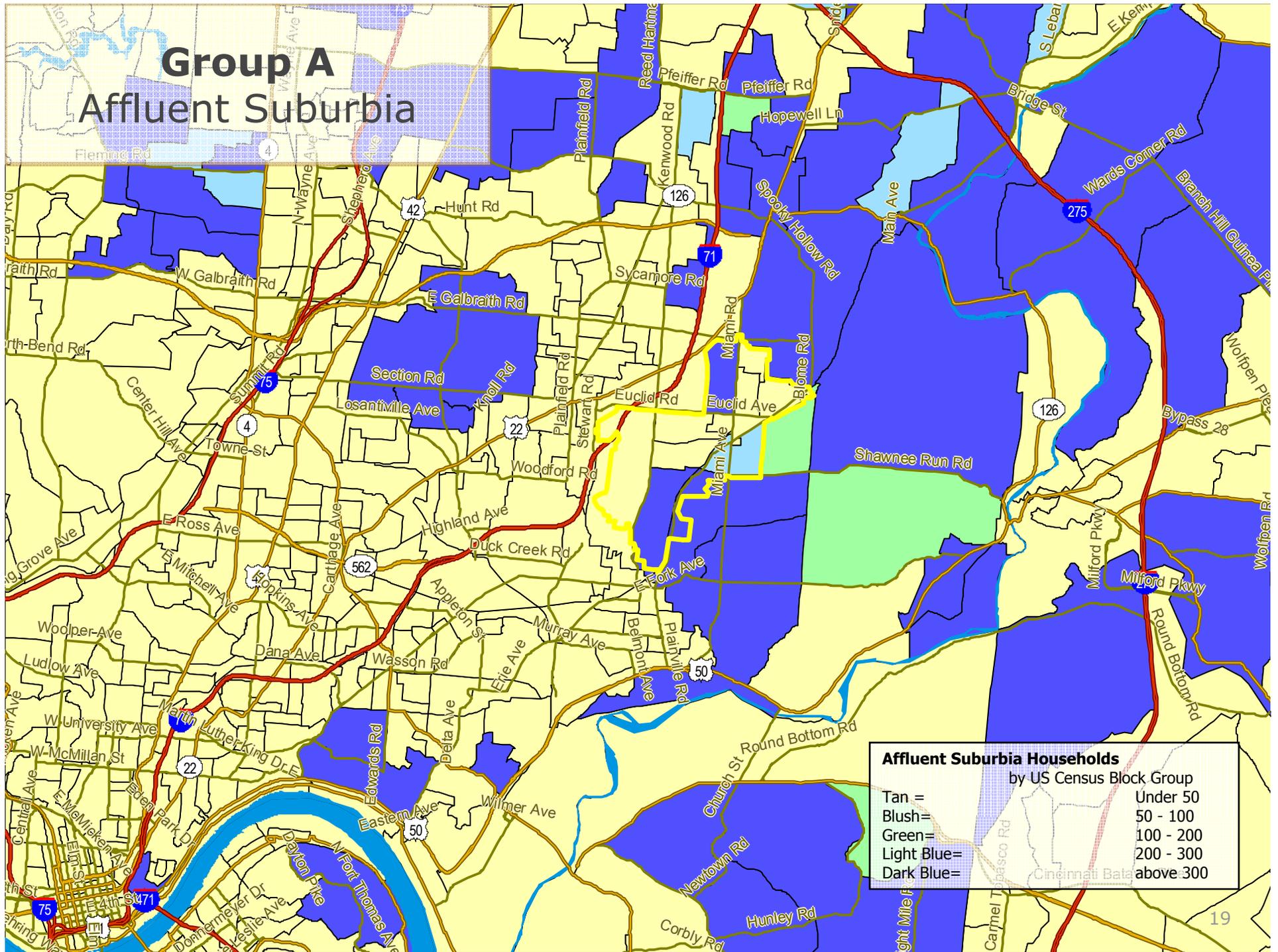
Each household is categorized into twelve major groups and total of **62 separate market segments**, or “clusters.” The following table lists the five most relevant groups for each Area under their Cluster titles. Data is for households, not population, and transcends just age or household incomes.

After the table, we provide **concentration maps** on four of the groups, with color-gradients by Census block group.

**Property Advisors Custom MOSAIC Clusters by Households
City of Madeira**

Cluster	Description	Madeira		ITA		PMA		Wyoming		
Total Households		3,181		11,303		41,735		2,836		
Group A: Affluent Suburbia										
A01	America's Wealthiest	35	1.1%	1,710	15.1%	1,546	3.7%	0	0.0%	
A02	Dream Weavers	0	0.0%	2,326	20.6%	2,272	5.4%	816	28.8%	
A03	White-collar Suburbia	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
A04	Upscale Suburbanites	0	0.0%	0	0.0%	1,575	3.8%	0	0.0%	
A05	Enterprising Couples	298	9.4%	640	5.7%	315	0.8%	856	30.2%	
A06	Small-town Success	692	21.8%	1,301	11.5%	1,127	2.7%	83	2.9%	
A07	New Suburbia Families	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	Subtotal	1,025	32.2%	5,977	52.9%	6,835	16.4%	1,754	61.9%	
Group B: Upscale America										
B01	Status-conscious	0	0.0%	389	3.4%	389	0.9%	0	0.0%	
B02	Affluent Urban	473	14.9%	473	4.2%	2,778	6.7%	379	13.4%	
B03	Urban Commuter Families	660	20.7%	660	5.8%	660	1.6%	0	0.0%	
B04	Solid Suburban Life	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
B05	Second-generation Success	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
B06	Successful Urban Sprawl	0	0.0%	0	0.0%	343	0.8%	0	0.0%	
	Subtotal	1,133	35.6%	1,522	13.5%	4,170	10.0%	379	13.4%	
Group C: Small-town Contentment										
C01	Second City Homebodies	0	0.0%	0	0.0%	169	0.4%	0	0.0%	
C02	Prime Middle America	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
C03	Urban Optimists	0	0.0%	0	0.0%	893	2.1%	0	0.0%	
C04	Family Convenience	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
C05	Mid-market Enterprise	199	6.3%	199	1.8%	199	0.5%	240	8.5%	
	Subtotal	199	6.3%	199	1.8%	1,261	3.0%	240	8.5%	
Group F: Metro Fringe										
F01	Steadfast Conservative	242	7.6%	242	2.1%	3,200	7.7%	0	0.0%	
F02	Moderate Conventionalists	265	8.3%	753	6.7%	753	1.8%	0	0.0%	
F03	Southern Blues	0	0.0%	0	0.0%	4,015	9.6%	0	0.0%	
F04	Urban Grit	0	0.0%	0	0.0%	3,619	8.7%	0	0.0%	
F05	Grass-roots Living	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	Subtotal	507	15.9%	995	8.8%	11,587	27.8%	0	0.0%	
Group H: Aspiring Contemporaries										
H01	Young Cosmopolitans	0	0.0%	852	7.5%	8,253	19.8%	0	0.0%	
H02	Minority Metro Communities	77	2.4%	0	0.0%	1,687	4.0%	456	16.1%	
H03	Stable Careers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
H04	Aspiring Hispania	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	Subtotal	77	2.4%	852	7.5%	9,940	23.8%	456	16.1%	

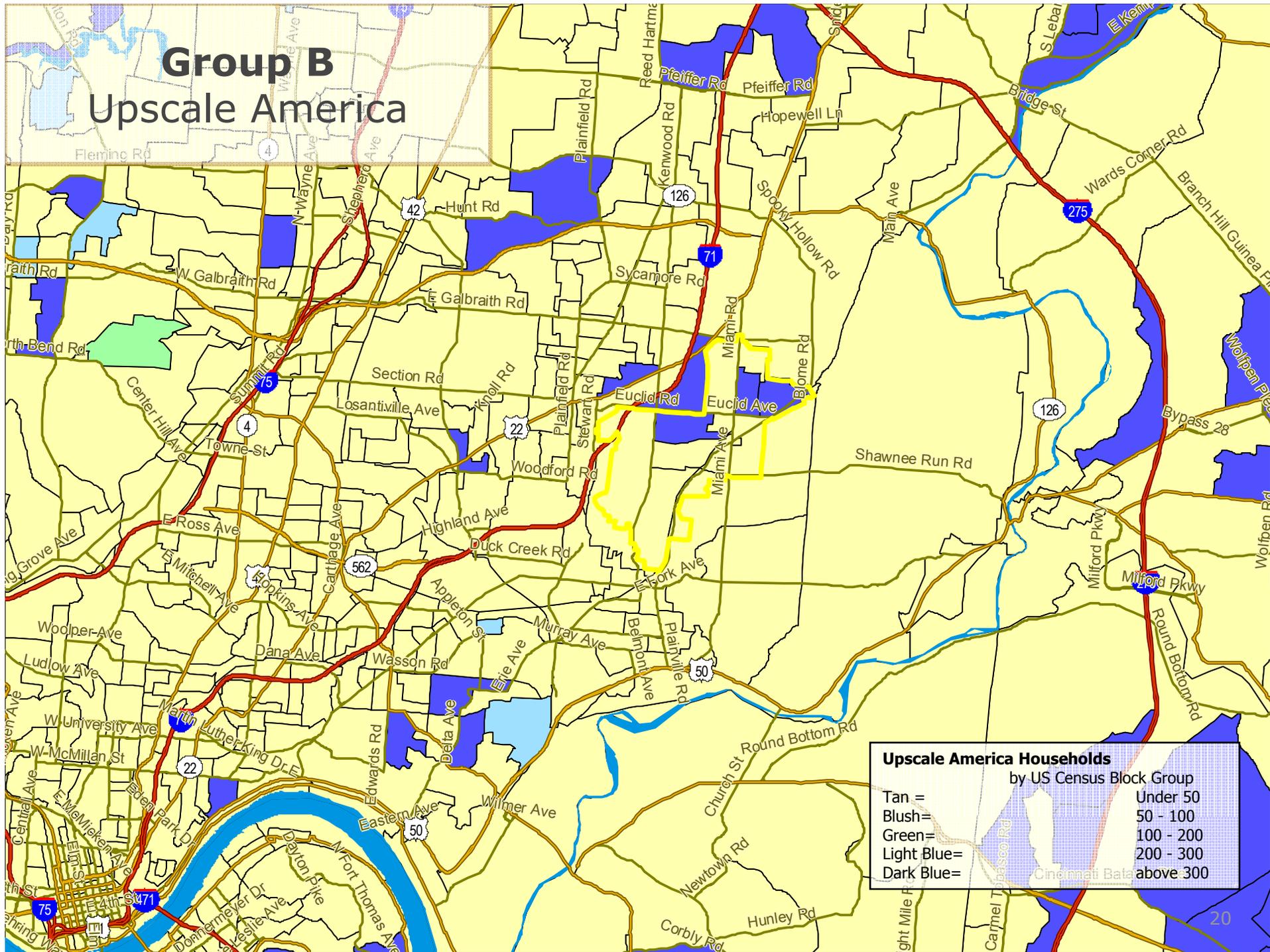
Group A Affluent Suburbia



Affluent Suburbia Households
by US Census Block Group

Tan =	Under 50
Blush =	50 - 100
Green =	100 - 200
Light Blue =	200 - 300
Dark Blue =	above 300

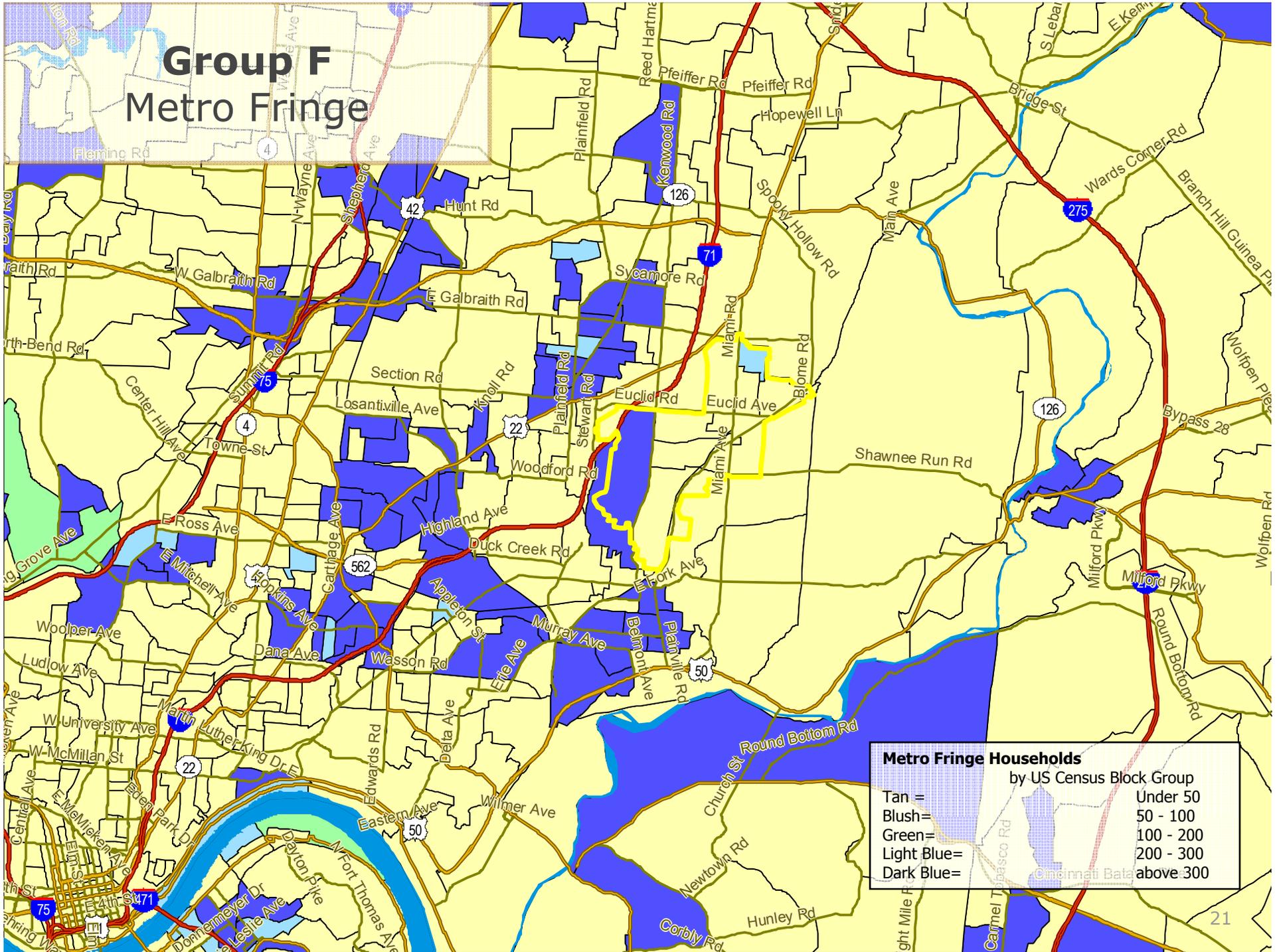
Group B Upscale America



Upscale America Households
by US Census Block Group

Tan =	Under 50
Blush =	50 - 100
Green =	100 - 200
Light Blue =	200 - 300
Dark Blue =	above 300

Group F Metro Fringe



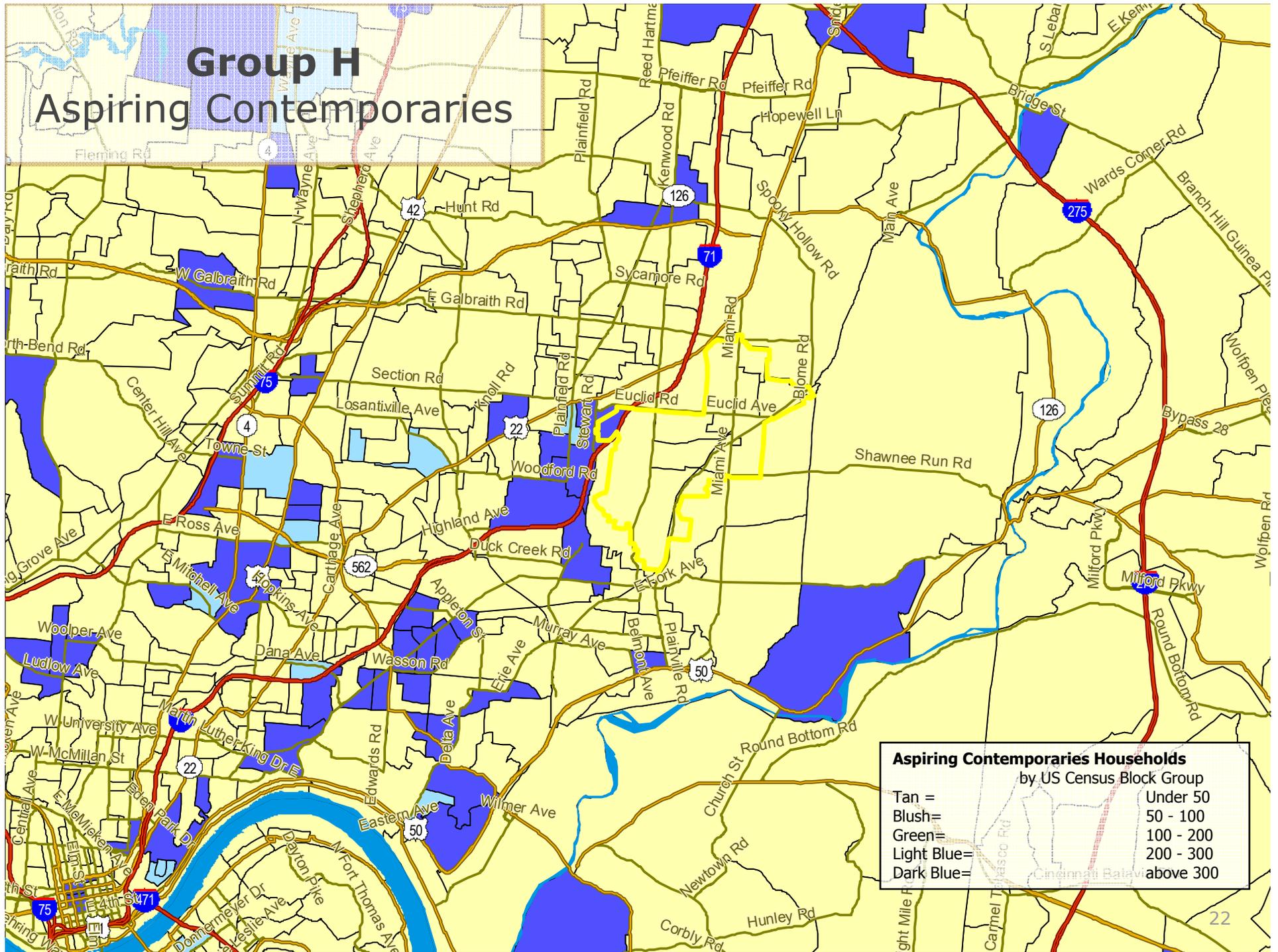
Metro Fringe Households
by US Census Block Group

Tan =	Under 50
Blush =	50 - 100
Green =	100 - 200
Light Blue =	200 - 300
Dark Blue =	above 300

© Cincinnati Data

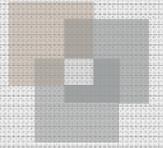
Group H

Aspiring Contemporaries



Aspiring Contemporaries Households by US Census Block Group	
Tan =	Under 50
Blush =	50 - 100
Green =	100 - 200
Light Blue =	200 - 300
Dark Blue =	above 300

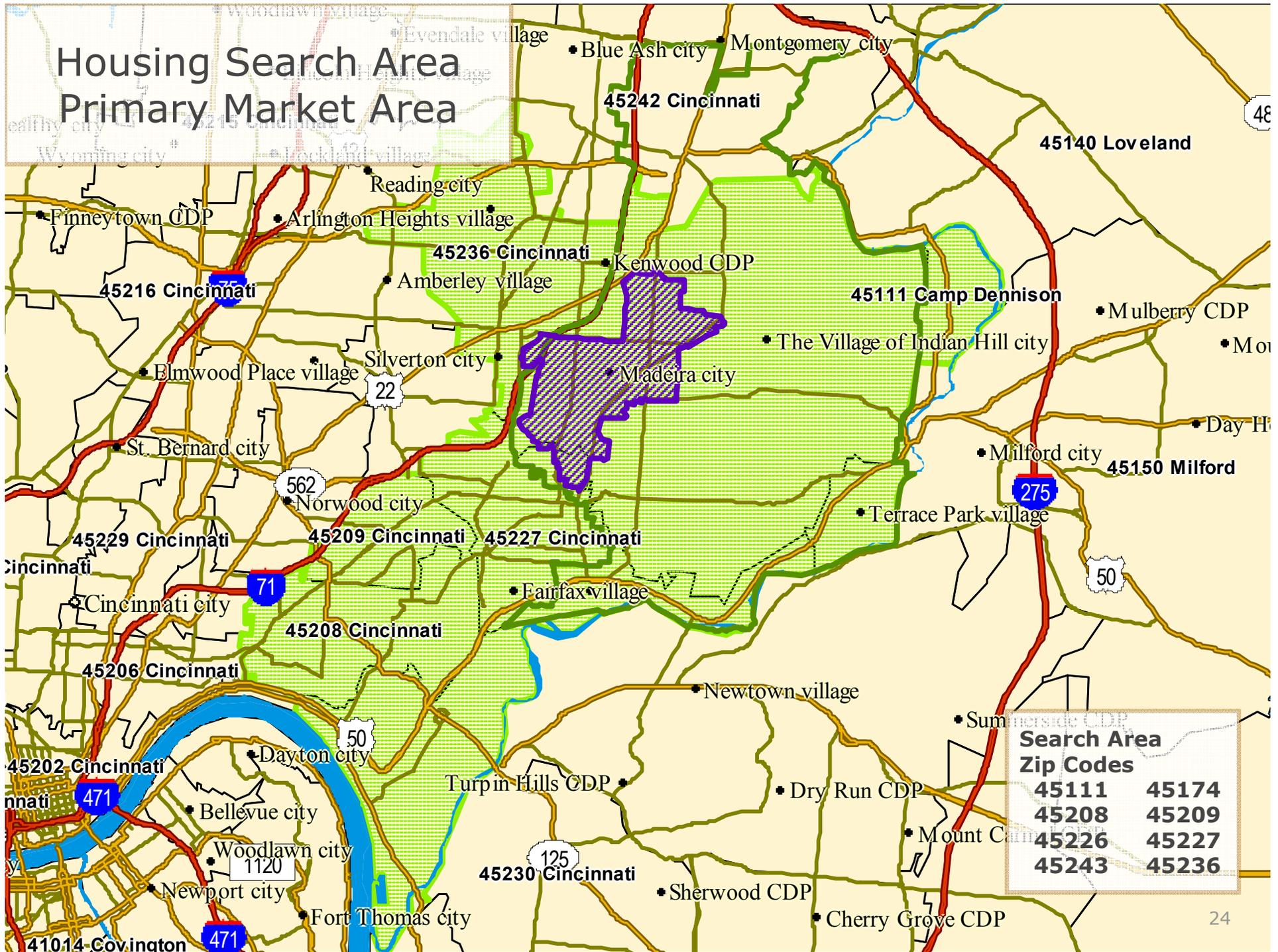
3.25-Year Housing Market Activity



For the most relevant housing market Search Area, we analyze and track **52 fields** of recorded information, from buyer, seller and sale date to mortgage amount and lender. This is for all residential transfers within the Search Area over the last three and a quarter years.

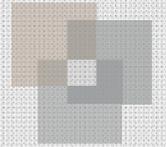
The following housing analyses considers the transfers occurring from **September 2004 to December 2007**.

Housing Search Area Primary Market Area



Search Area Zip Codes	
45111	45174
45208	45209
45226	45227
45243	45236

Housing Transfers – Custom Data Set



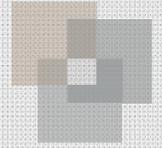
	A	B	C	D	F	G	H	L	M	N
1	Type	Class	Subdivision	Municipality/To Owner Name (First Name F Seller			Recording Date	Sale Price	Bldg/Livin	\$/SF
397			Cottage Hill	Cincinnati City	Kevin Gessner	Kirschner Barry S & Linda A	February-06	284,000	1,734	163.78
398	F		Cottage Hill	Cincinnati City	James D & Amy Timberlake	Landamerica Onestop Inc	November-05	205,000	2,044	139.43
399			Cottage Hill	Cincinnati City	Danielle V Minson	Kehoe Kimberly S	August-05	289,000	1,595	181.19
400			Cottage Hill	Cincinnati City	Joseph P & Emily S Gockerma	Desmond John T & Kathy D	May-05	292,000	1,595	183.07
401	N		Cottage Hill	Cincinnati City	Robert A & Elizabeth R Schae	Chrisman Homes Llc	November-04	307,200	2,400	128.00
402			Cottage Hill	Cincinnati City	Carrie Allan	Batchelor William J Iii	September-05	310,000	1,896	163.50
403			Cottage Hill	Cincinnati City	Lane F Donnelly	Deakin Josh D & Amie	January-06	310,000	1,980	156.57
404			Cottage Hill	Cincinnati City	Alexus Properties Llc	Handman Associates Llc	May-06	320,000	862	371.23
405			Cottage Hill	Cincinnati City	Alexus Properties Llc	Handman Associates Llc	May-06	320,000	1,242	257.65
406			Cottage Hill	Cincinnati City	Alexus Properties Llc	Handman Associates Llc	May-06	320,000	1,222	261.87
407	N		Cottage Hill	Cincinnati City	Anissa L Moore	Chrisman Homes Llc	November-04	325,400	4,800	67.79
408	N		Cottage Hill	Cincinnati City	Neil Fleischer	Christmas Homes Llc	July-05	345,000	1,628	211.92
409	N		Cottage Hill	Cincinnati City	William J Terlesky	Christmas Homes Llc	July-05	345,000	1,734	198.96
410			Cottage Hill	Cincinnati City	Cory R Wohlgamuth	Bendrew Investments Llc	June-05	370,000	2,370	156.12
411			Cottage Hill	Cincinnati City	Jennifer M Tucker	Bendrew Investments Llc	May-05	385,000	2,372	162.31
412			Cottage Hill	Cincinnati City	Cheryl D Smith	Cody Randall C	September-06	399,500	2,284	174.91
413	N		Cottage Hill	Cincinnati City	William B Brinkman	Cottage Hill Dev Llc	July-06	402,800	912	441.67
414	N		Cottage Hill	Cincinnati City	Curt T Spear	Cottage Hill Dev Llc	September-06	418,900	1,351	310.07
415	N		Cottage Hill	Cincinnati City	Thomas W Trimarco	Cottage Hill Dev Llc	July-07	424,000		#DIV/0!
416	N		Cottage Hill	Cincinnati City	Scott Fath	Cottage Hill Dev Llc	March-07	425,000		#DIV/0!
417	N		Cottage Hill	Cincinnati City	Nicole M Johnston	Cottage Hill Dev Llc	June-07	449,003		#DIV/0!
418	N		Cottage Hill	Cincinnati City	John V & Erica L Fontana	Stanley Partners Llc	December-05	487,300	2,390	203.89
419	N		Cottage Hill	Cincinnati City	Piyush N & Jodie A Zaveri	Stanley Partners Llc	August-05	488,000	4,776	102.18
420			Cottage Hill	Cincinnati City	Andre Cazeno	Bradford Lisa L	September-07	510,000	2,388	213.57
421		L	Country Club Heights	Cincinnati City	Jose L Basauri	Ramsey Hill Corp	December-06	798,000		#DIV/0!
422			Country Club Heights	Cincinnati City	Tyler C Jeffries	Uddin Michael D & Colleen Y	June-07	178,000	1,230	144.72
423			Country Club Heights	Cincinnati City	Brian K & Rachel A Hamilton	Boling-zemke Ellen J	September-04	288,000	1,848	155.84
424			Country Club Heights	Cincinnati City	John R Lewis	Cerra Bradley D	July-07	309,900	1,937	159.99
425			Country Club Heights	Cincinnati City	Sarah A Gay	Haines Robert A & Mary C	March-05	367,000	2,134	171.98
426			Country Club Heights	Cincinnati City	Michael Andresen	Cicciari David	October-06	377,500	1,732	217.96
427			Country Club Heights	Cincinnati City	Amy C Lind	Riber Samuel N & Filio L	March-07	400,000	1,914	208.99
428			Country Club Heights	Cincinnati City	Brian S & Amy Schuermann	Retzler Janet M Trust	March-05	429,900	2,542	169.12
429	F		Country Club Heights	Cincinnati City	Nicholas Q Carter	Cartus Financial Corp	January-07	455,000	2,710	167.90
430	N		Country Club Heights	Cincinnati City	Christopher & Danielle Watkins	Medallion Properties	April-06	490,000	2,623	186.81
431			Country Club Heights	Cincinnati City	Davit & Jennifer L Adut	Nies Eric	October-05	527,500	1,856	284.21
432			Country Club View	Cincinnati City	Sandra P & Gerald E Meyer	Wilson Beth A R Trust	May-06	671,300	2,220	302.39
433		SFA	Creighton Place	Cincinnati City	Katherine E Wetzal	Douglass William A	May-06	83,000	813	102.09
434		SFA	Creighton Place	Cincinnati City	Elizabeth Mack	Zeltzman Philippe A & Valerie M	June-06	152,500	922	165.40
435	F	L	Cresaps	Cincinnati City	Home Solutions Llc	Trustcorp Mortgage	November-04	44,000		#DIV/0!

Property Advisors Custom Housing Report
Housing Market Data



September '04-December '07	Madeira	45243	45236	45227	45208	45174	Total Search Area
Total Transfers	519	806	1,421	1,112	1,384	151	6,074
% of Transfers	9%	13%	23%	18%	23%	2%	
Median Price	\$205,000	\$262,000	\$137,000	\$115,000	\$269,900	\$423,450	\$187,500
Total Foreclosed	13	21	65	115	31	2	274
Median Price	\$204,900	257,000	\$89,900	\$ 53,100	\$250,000	\$541,000	\$82,750
Total New Construction	9	31	17	68	90	4	254
Median Price	\$738,100	\$974,300	\$143,700	\$239,300	\$248,900	\$841,400	\$269,250
Total Rentals	2	2	104	52	97	0	351
Median Price	\$116,100	\$116,100	\$160,000	\$113,750	\$258,000	\$0	\$170,000
Product Type	Madeira	45243	45236	45227	45208	45174	Search Area
Total Single-Family Detached	517	775	1284	1021	998	151	5203
% SFD	99.6%	96.2%	90.4%	91.8%	72.1%	100.0%	85.7%
Median Price	\$205,000	\$262,000	\$135,250	\$115,000	\$300,000	\$423,450	\$188,250
% Foreclosed	2.5%	2.5%	4.7%	10.2%	2.3%	1.3%	4.4%
% Rentals	0.0%	0.0%	1.8%	0.1%	0.0%	0.0%	0.5%
% New Construction	1.7%	4.0%	1.2%	5.3%	1.1%	2.6%	2.9%
Total Single-Family Attached	0	29	52	30	289	0	478
% SFA	0.0%	3.7%	4.0%	2.9%	29.0%	0.0%	7.9%
Median Price	\$0	\$263,750	\$109,000	\$410,000	\$187,600	\$0	\$195,350
% Foreclosed	0.0%	6.9%	1.9%	0.0%	2.8%	0.0%	2.5%
% New Construction	0.0%	0.0%	1.9%	56.7%	27.3%	0.0%	22.0%
Total Multi-Family	2	2	85	62	96	0	393
% MF	0.4%	0.3%	6.6%	6.1%	9.6%	0.0%	6.5%
Median Price	\$116,100	\$116,100	\$169,000	\$105,700	\$256,750	\$0	\$165,000
% Foreclosed	0.0%	0.0%	4.7%	17.7%	5.2%	0.0%	9.7%

8-Zip Code Housing Search Area in Last 3.25 Years



For **41,735 total households** found in the Housing Search Area, our experience would expect on **1,700-2,100** (4.0%-5.0%) home sales per year. Within the Search Area, county recorded transfers show 6,074 home sales since September 2004 for an average sale of **1,870 per year**, on par with expectations in a correcting housing market.

Of the 6,074 housing transfers above, some **475** were found in single-family **attached home product or an 8% share**. Typical vibrant metro housing submarkets have shown some 18-20% of recent activity in attached housing.

The median single-family **detached home transfer price was \$188,000**. Similarly, the median **attached home price was higher at \$195,000**, typically found in older housing markets with new attached housing product made available.

City of Madeira in Last 3.25 Years



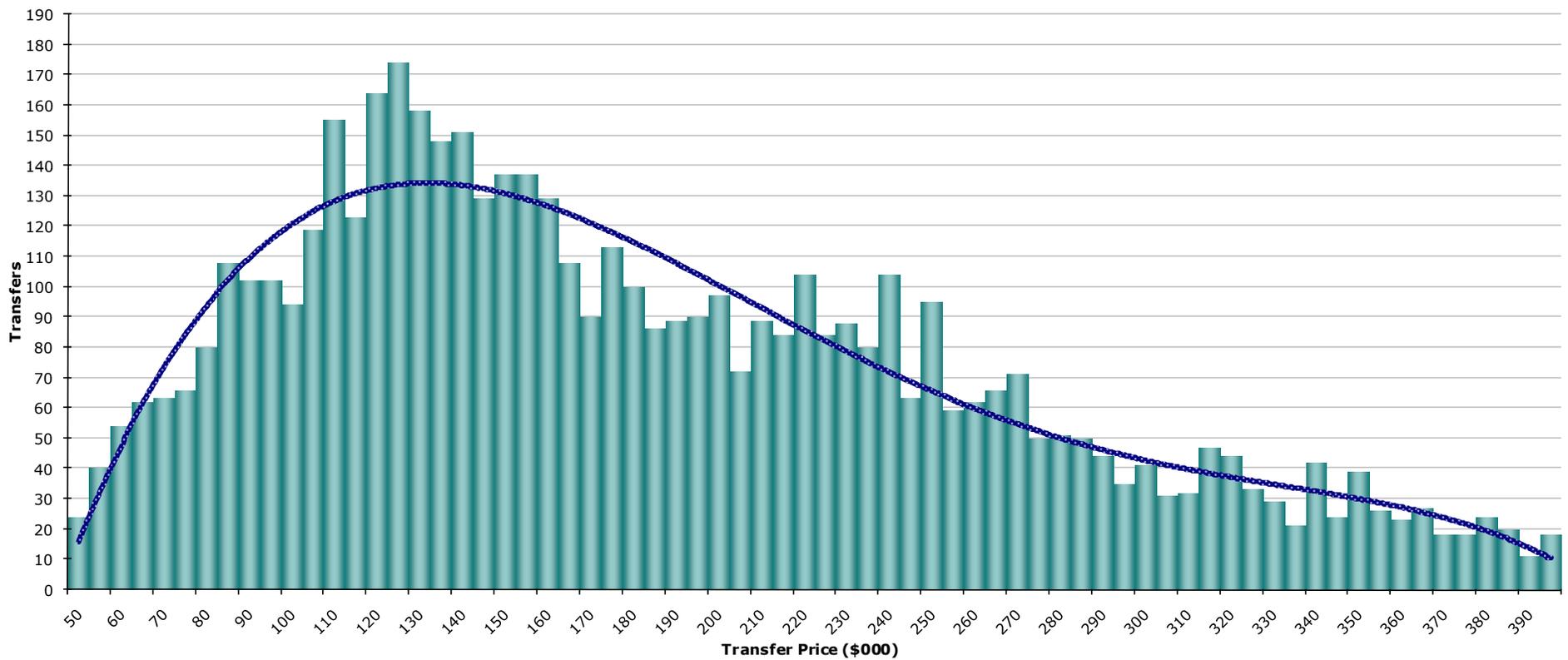
For **3,181 total households** found in Madeira, our experience would expect on **130-160** (4.0%-5.0%) home sales per year. Within the Search Area, county recorded transfers show 519 home sales since September 2004 for an average sale of **160 per year**, on par with expectations in a correcting housing market.

Of the housing transfers above, some **434** were found in single-family homes **built before 1970** or 84%, the same share shown in the 2000 Census figures. For these older homes, their median size was **1,420 square feet** of living area. The 16% of homes sold that were built after 1970 had a median of 2,893 square feet.

With these older homes, some 206 sales were in homes **built in the 1950's**, almost half of the older homes above with median size of **1,496 square feet**, a core housing product unique to Madeira when compared to other markets. And these older homes had a **median of 5 years since the last sale**, about a 15% share of older housing stock in **relatively fast turnover**, in contrast to 51% of all households that have moved in since 1990.

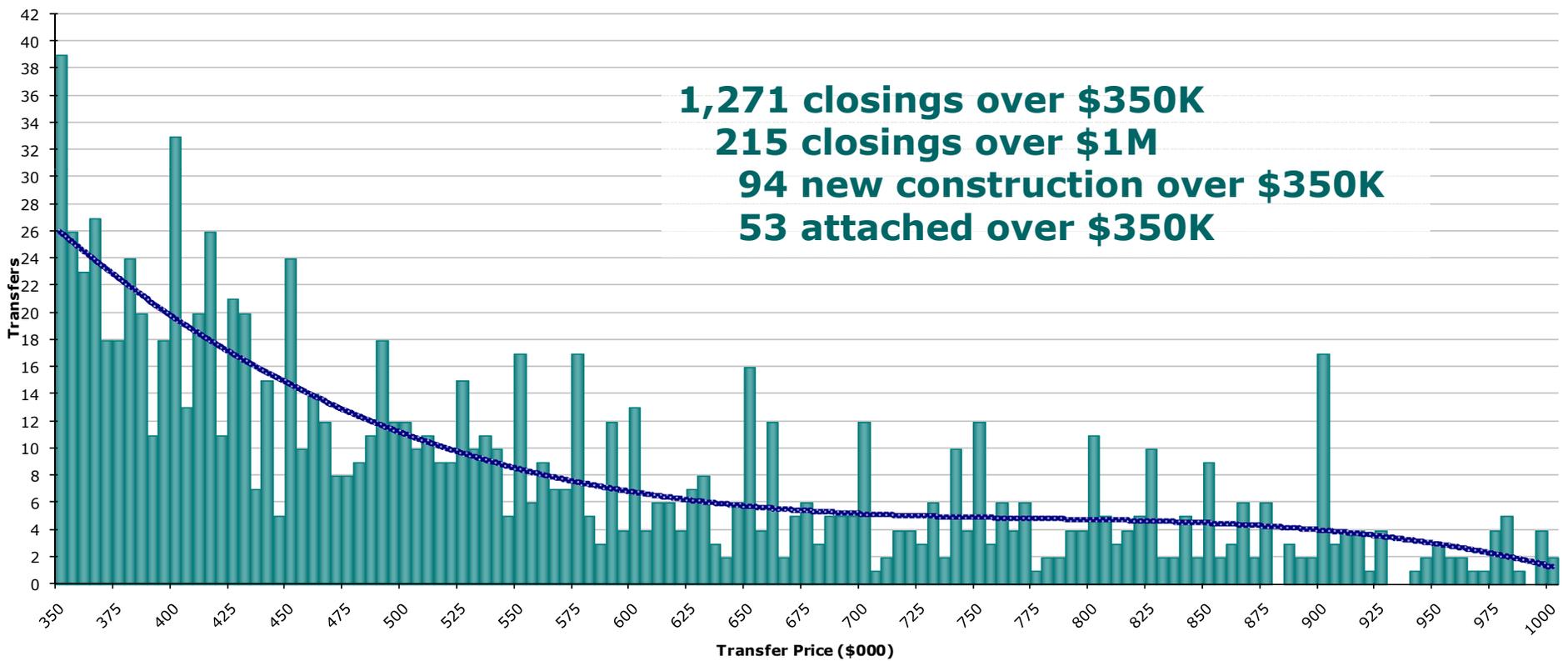


MADEIRA HOUSING SEARCH AREA
ALL HOME SALES by \$5,000 PRICE
All Transfers 09.30.04-12.31.07



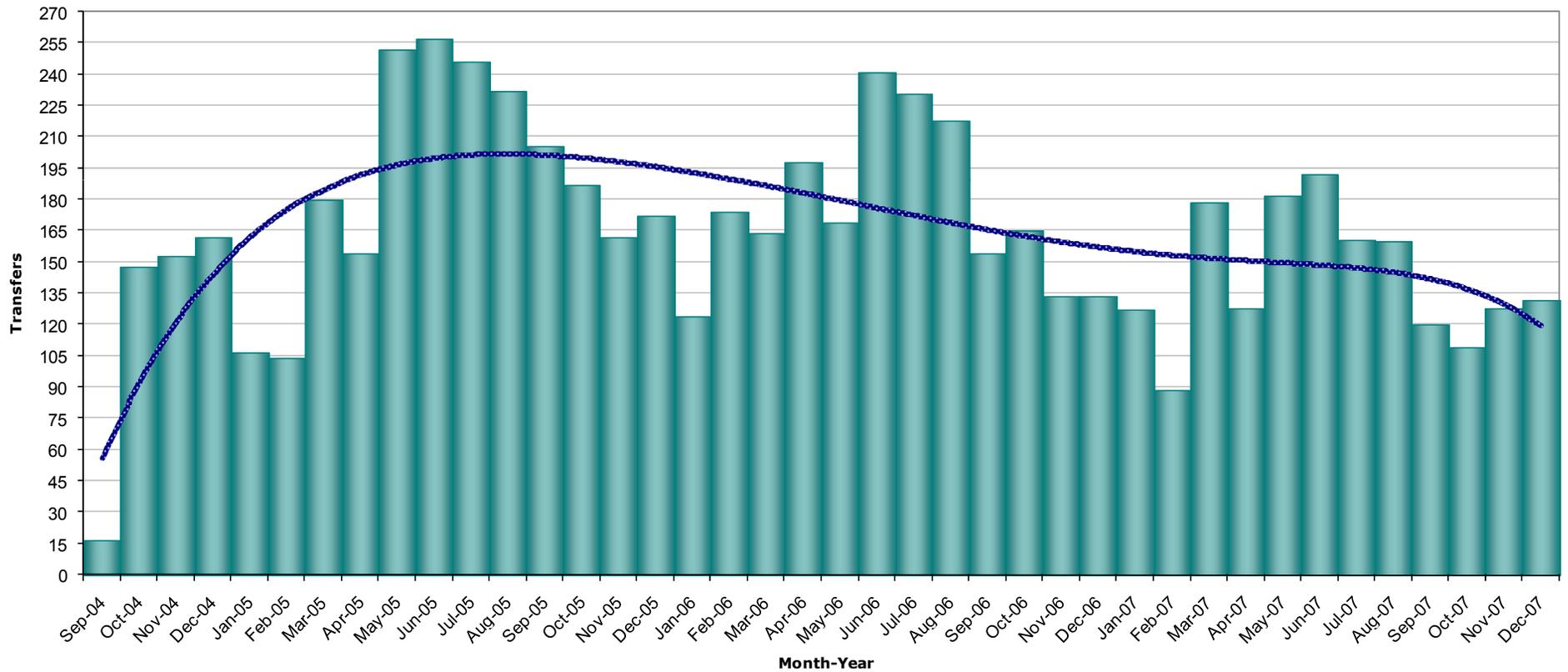


MADEIRA HOUSING SEARCH AREA
ALL HOME SALES >\$350,000 by \$5,000 PRICE
All Transfers 09.30.04-12.31.07



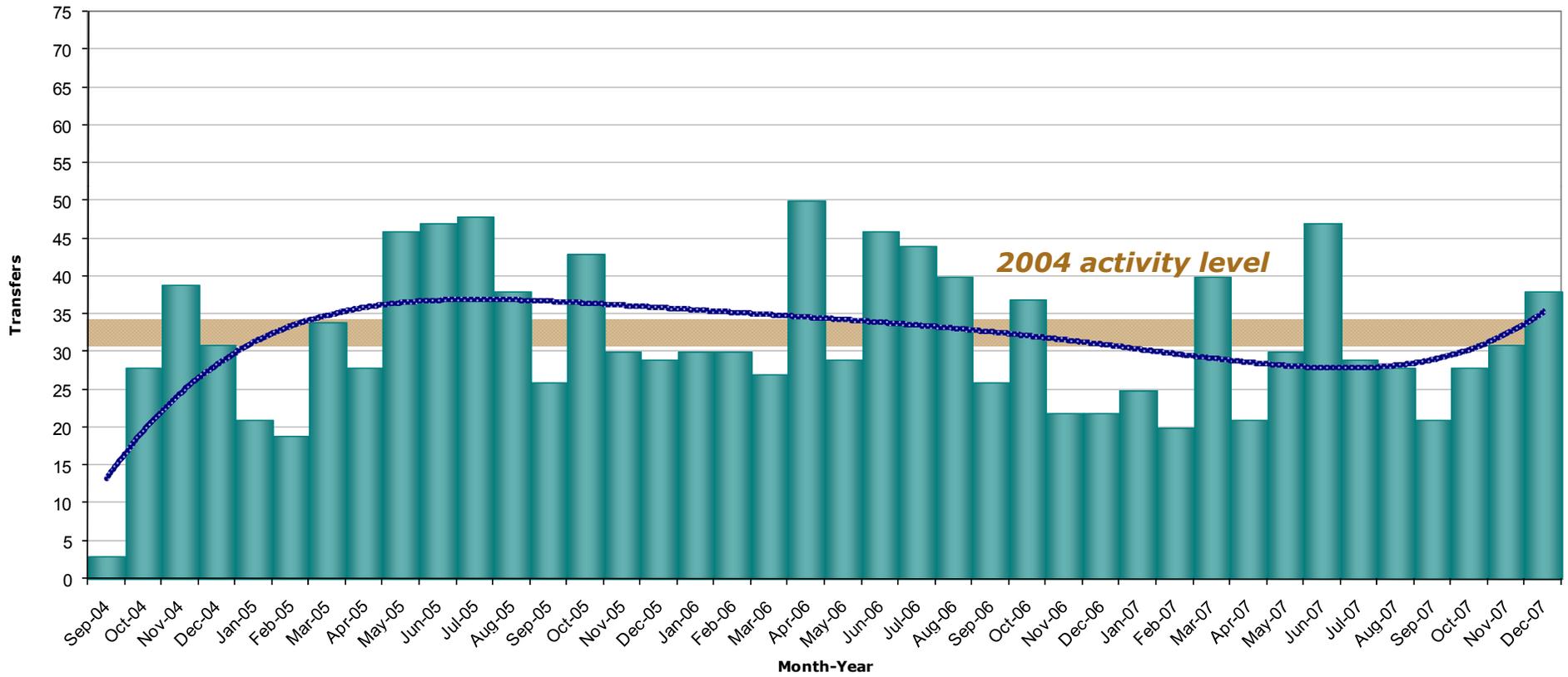


MADEIRA HOUSING SEARCH AREA
MONTHLY HOME SALES and CYCLE
All Transfers 09.30.04-12.31.07



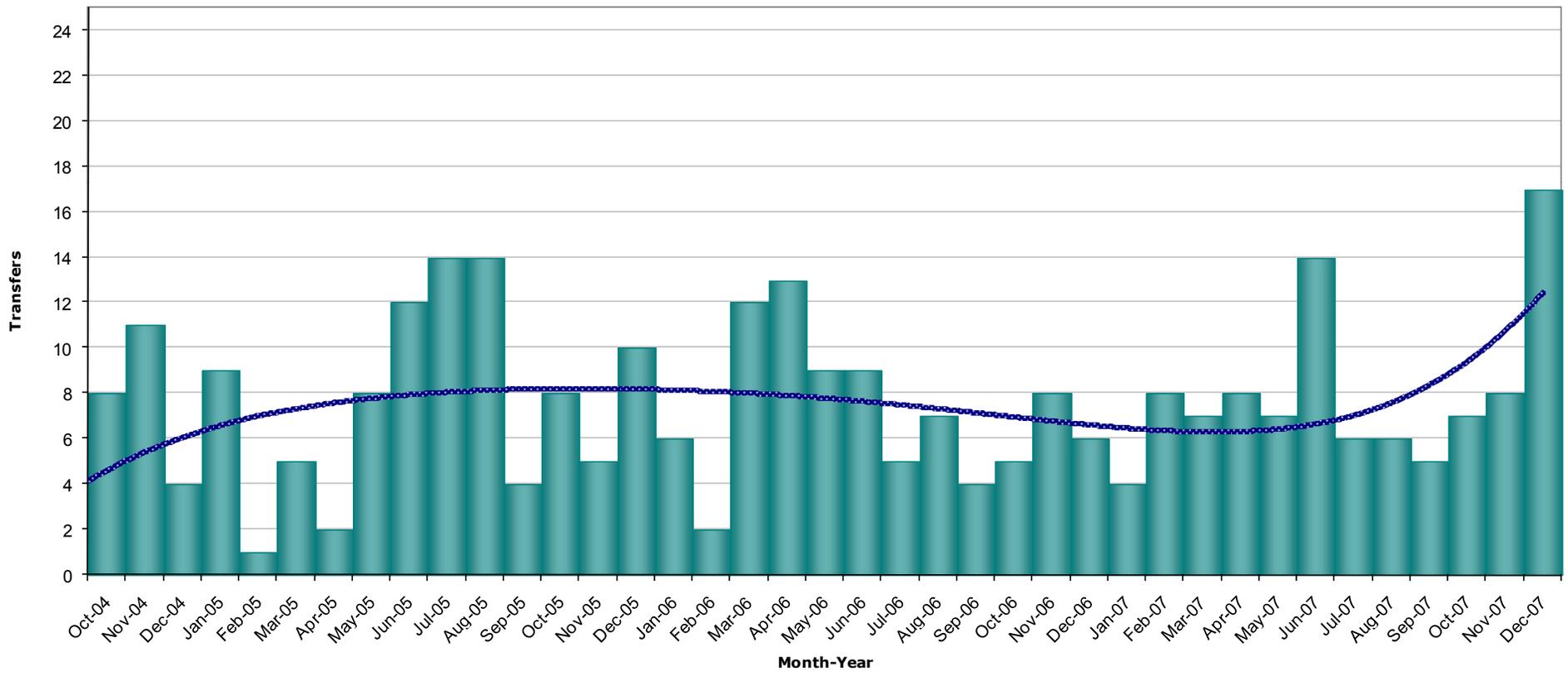


MADEIRA HOUSING SEARCH AREA
MONTHLY HOME SALES over \$350,000
All Transfers 09.30.04-12.31.07

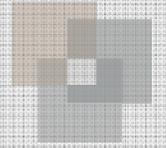




MADEIRA HOUSING SEARCH AREA
MONTHLY DISTRESSED SALES
All Transfers 09.30.04-12.31.07



Residential Supply & Demand: Move-Down (55 years plus) Housing Choices

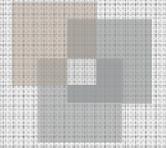


We offer a more focused demand analysis for Madeira's high concentration of older households with a longstanding presence in the City. With greater equity positions in older homes and little choice for new or attached housing, we take a three-tiered, conservative approach to annual unserved demand.

The following determinants were used to gauge the current move-down residential choices and demand in the City of Madeira:

- ❑ **Total Households**
- ❑ **Number of Move-Down Qualified Households**
 - ❑ Head of Householder over 55 years
 - ❑ Household incomes over \$60,000 (greater equity positions)
 - ❑ Shares of MOSAIC qualified households
- ❑ **Market Activity**
- ❑ **Competitive Supply**
- ❑ **Capture Rate**

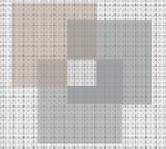
Residential Supply & Demand: Move-Down Housing Choices



	Viability	Madeira	ITA	PMA
Group A: Affluent Suburbia				
A01 America's Wealthiest	25%	9	428	387
A02 Dream Weavers	20%	0	465	454
A03 White-Collar Suburbia	20%	0	0	0
A04 Upscale Suburbanites	25%	0	0	394
A05 Enterprising Couples	35%	104	224	110
A06 Small-town Success	30%	208	390	338
Group B: Upscale America				
B02 Affluent Urban Professional	25%	118	118	695
B03 Urban Commuter Families	20%	132	132	132
H01 Young Cosmopolitans	5%	0	43	413
Total Viable by MOSAIC		571	1,800	2,922
HHs entering the market	4%	23	90	146

These households qualified by MOSAIC segmentation have been weighted by a Viability factor to account for their penchant to consider an upscale, attached home. From our experience, these are the shares of each MOSAIC cluster that have been aligned with attached housing in other submarkets.

Residential Supply & Demand: Move-Down Housing Choices



	Madeira	ITA	PMA
Total Move-Down Householders Head of Householder over 55 yrs	1,424	5,193	16,251
Viable Move-Down Householders Current HH Income over \$60,000	731	3,177	7,296
Move-Down Householders by MOSAIC Based on Previous Shares	571	1,800	2,922
Local 4.0% annual Demand	23		
Local 5.0% annual Demand	29		
ITA Capture at 20% (less above)	13		
	12		
Expected Annual Move-Down Attached Demand	36		
	41		

Conclusions and Recommendations



- Madeira has a high marketplace concentration of households, incomes, older and smaller housing stock, and a half-share of community stakeholders that have been long-time, loyal residents.
- There is a very low share of any new housing and any upscale, attached housing as a move-down choice for many of these residents.
- After an unprecedented 14-year housing cycle, home transfers have corrected from peak 2005-2006 levels and returned in large part to 2004 levels of activity. Distressed home sales that affect surrounding property values have been minimal to date.
- The vast majority of housing stock was built before 1970 with a core share built in the 'production 1950's.' Madeira has a high 59% share of higher-income households that could afford larger, higher-priced homes.
- For a large concentration of more affluent, move-down householders over 55 years, there is no choice for updated, likely attached housing that is walkable to neighborhood shopping and lifestyle venues. Today, there is a conservative demand for 35-40 such housing units per year.
- We recommend that City leadership consider this demand as motivating for the following Commercial Market Analysis.

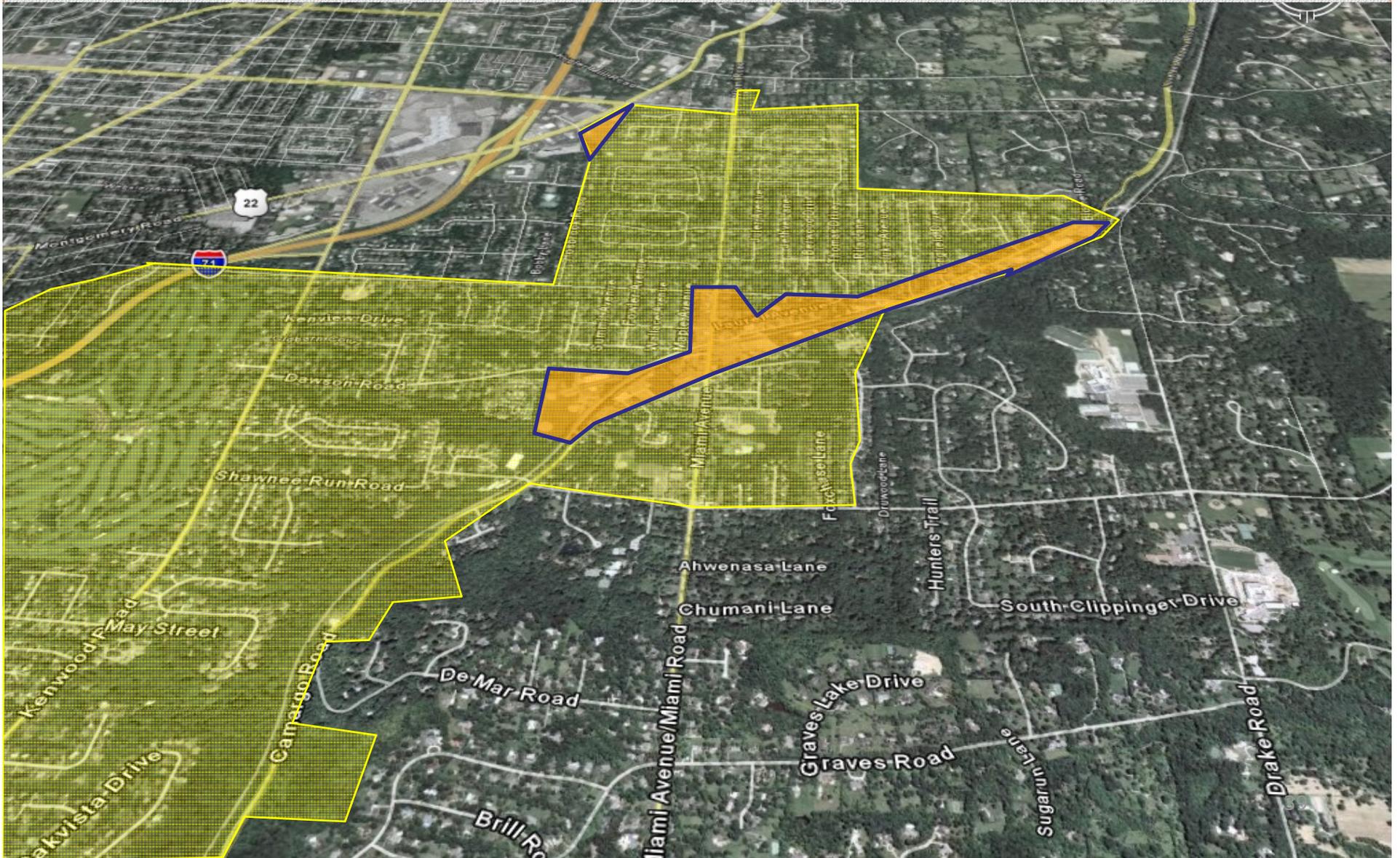
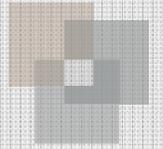


Property
Advisors
making place matter

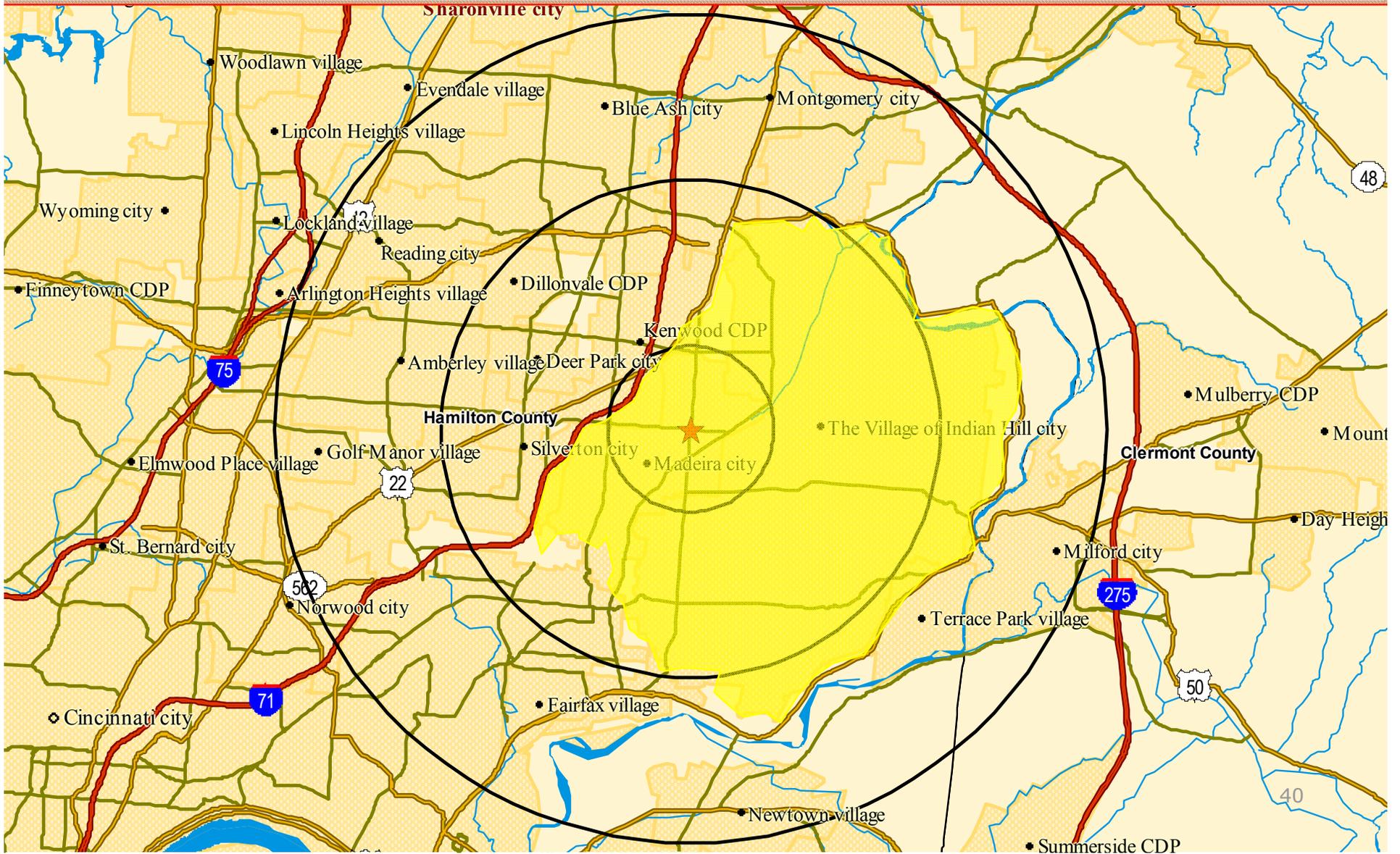
Commercial Market Analysis

425 Walnut Street, Suite 2100 / Cincinnati, Ohio 45202
Tel (513) 791-0407 / Fax (513) 792-4770 / propertyadvisors.com

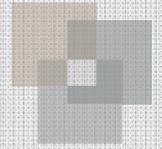
City of Madeira Aerial Map



City of Madeira Trade Areas



Trade Area Demographic Detail

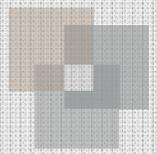


2007 Estimates	1 Mile	3 Mile	5 Mile	45243
Total Population	7,869	55,424	142,446	14,743
Total Households	3,108	23,963	62,788	5574
Household Density (per Sq. Acre)	1.5	1.3	1.2	0.4
Median Age	43.2	43.4	41.6	44.8
Household Income				
Income \$ 0 - \$9,999	3.0%	5.9%	6.2%	3.1%
Income \$ 10,000 - \$14,999	1.9%	3.7%	3.8%	2.0%
Income \$ 15,000 - \$24,999	6.9%	9.3%	9.8%	5.9%
Income \$ 25,000 - \$34,999	7.6%	11.3%	10.8%	6.1%
Income \$ 35,000 - \$49,999	12.5%	14.5%	14.1%	9.9%
Income \$ 50,000 - \$74,999				
Income \$ 75,000 - \$99,999				
Income \$100,000 - \$124,999	2,117 HH	13,234 HH	34,725 HH	4,073 HH
Income \$125,000 - \$149,999				
Income \$150,000 +				
Average Household Income	\$91,224	\$76,228	\$73,481	\$140,558
Median Household Income	\$72,001	\$55,946	\$56,126	\$90,817
Per Capita Income	\$37,095	\$33,429	\$32,891	\$55,067

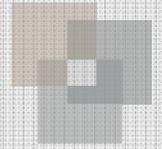


Source: DemographicsNow

City of Madeira Surrounding Retail



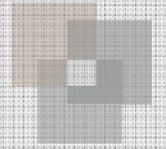
Retail Supply & Demand Analysis



MADEIRA RETAIL MARKET CHARACTERISTICS					
Trade Area	Total Space Existing (SF)	Total Space Proposed (SF)	Vacant Space (SF)	Vacancy Rate (%)	Rental Rates (\$/SF)
1 Mile	567,234	126,000	40,334	7.11%	13.50 - 30.00
3 Mile	3,770,636	292,120	175,944	4.67%	4.50 - 30.00
5 Mile	8,519,092	1,062,120	442,971	5.20%	4.50 - 38.00

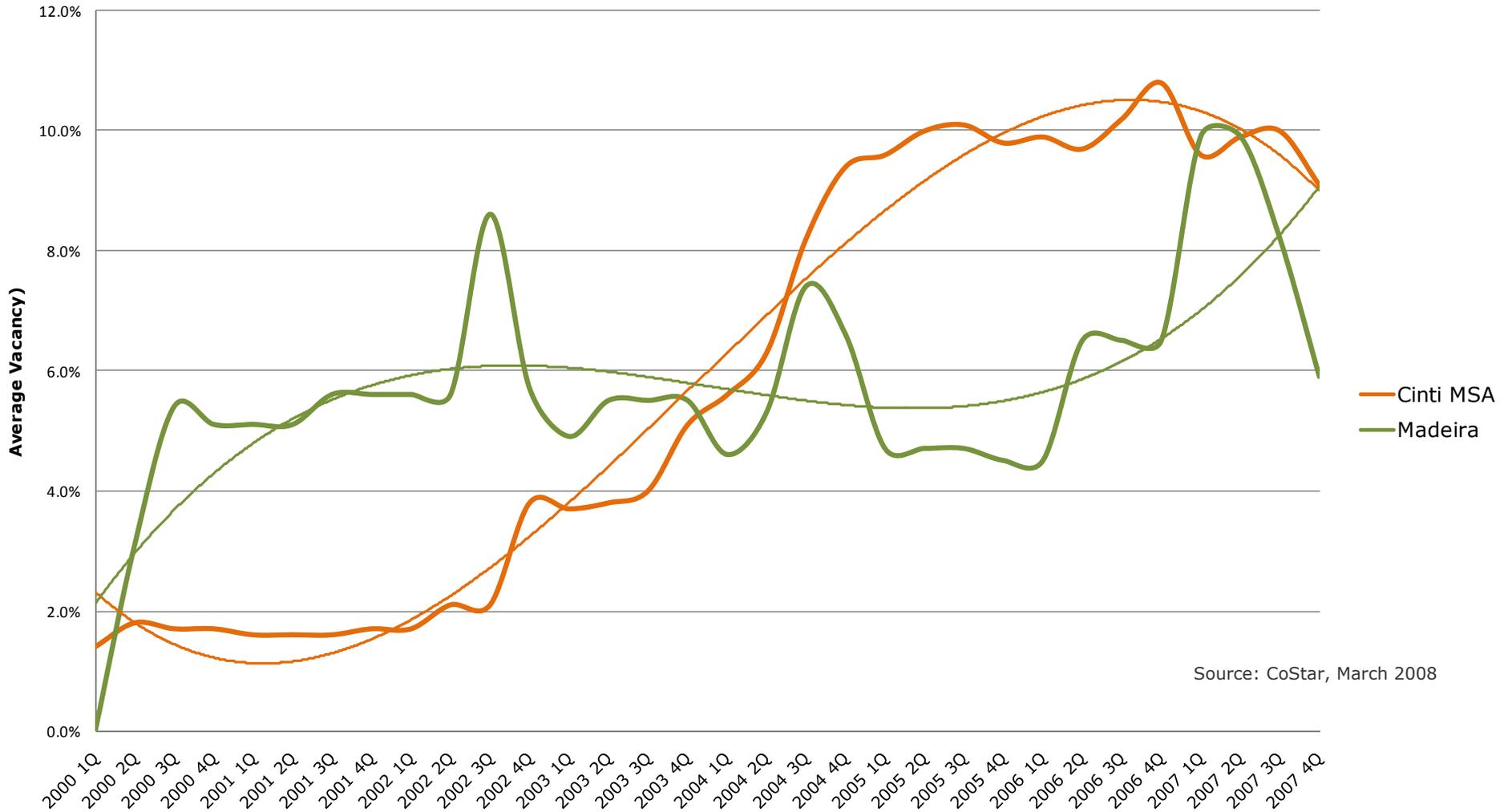
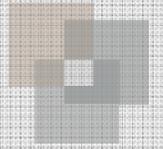
Source: CoStar, March 2008

Average Quarterly Retail Rent Trend: 1 Mile Radius



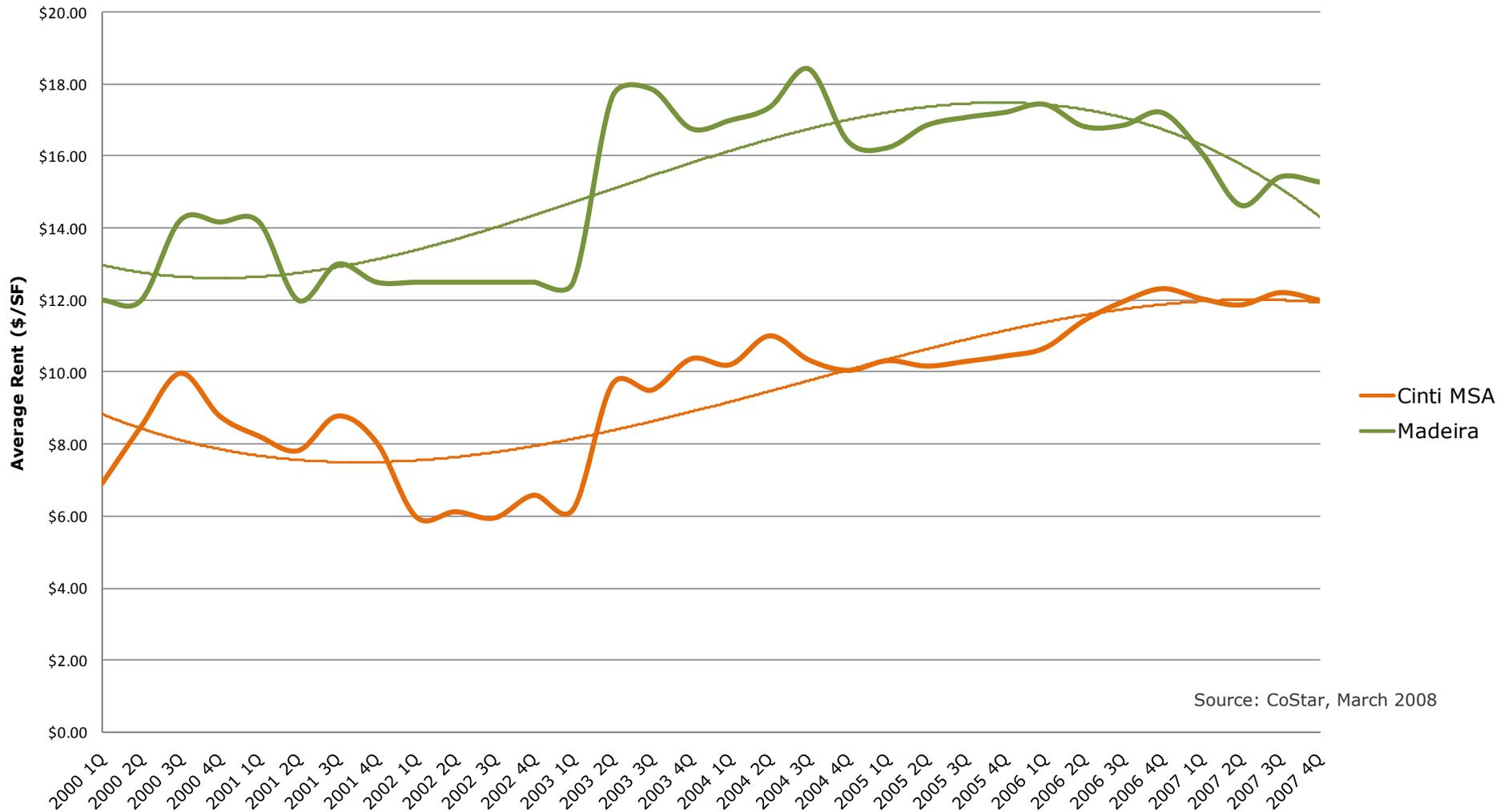
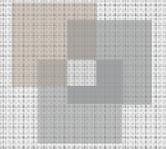
Source: CoStar, March 2008

Total Quarterly Retail Vacancy Trend: 1 Mile Radius

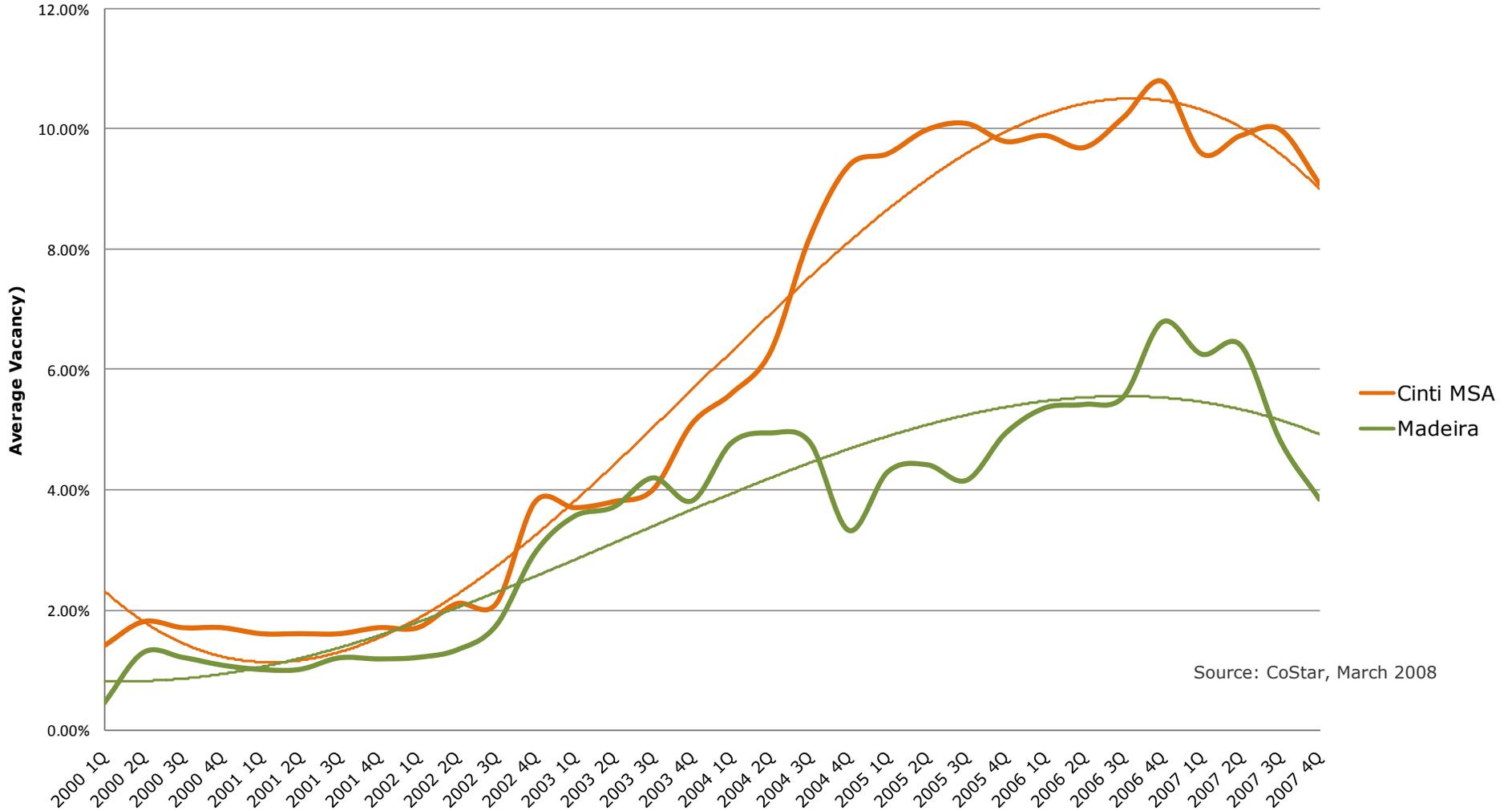
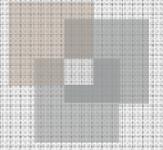


Source: CoStar, March 2008

Average Quarterly Retail Rent Trend: 3 Mile Radius

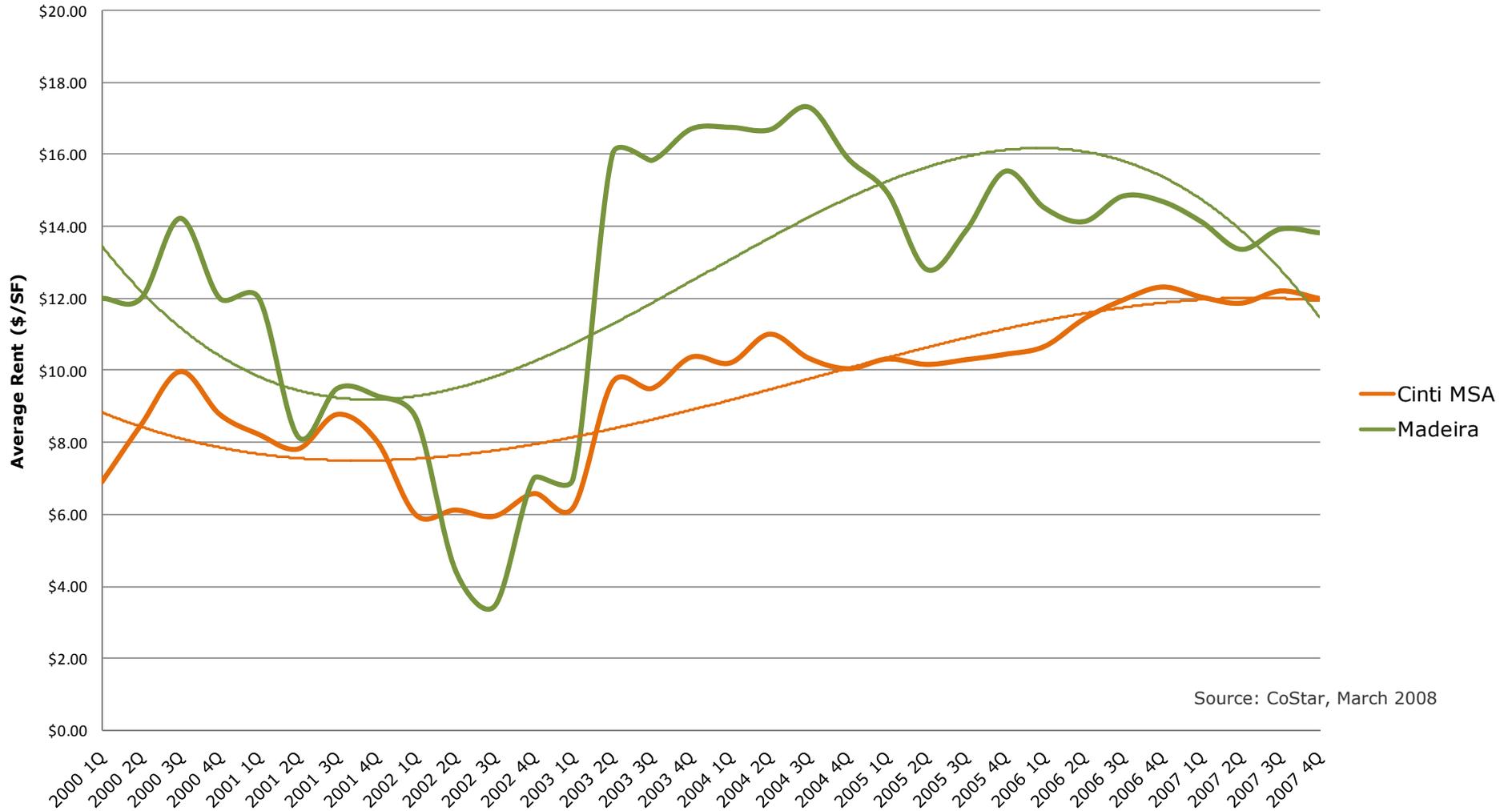
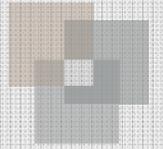


Total Quarterly Retail Vacancy Trend: 3 Mile Radius

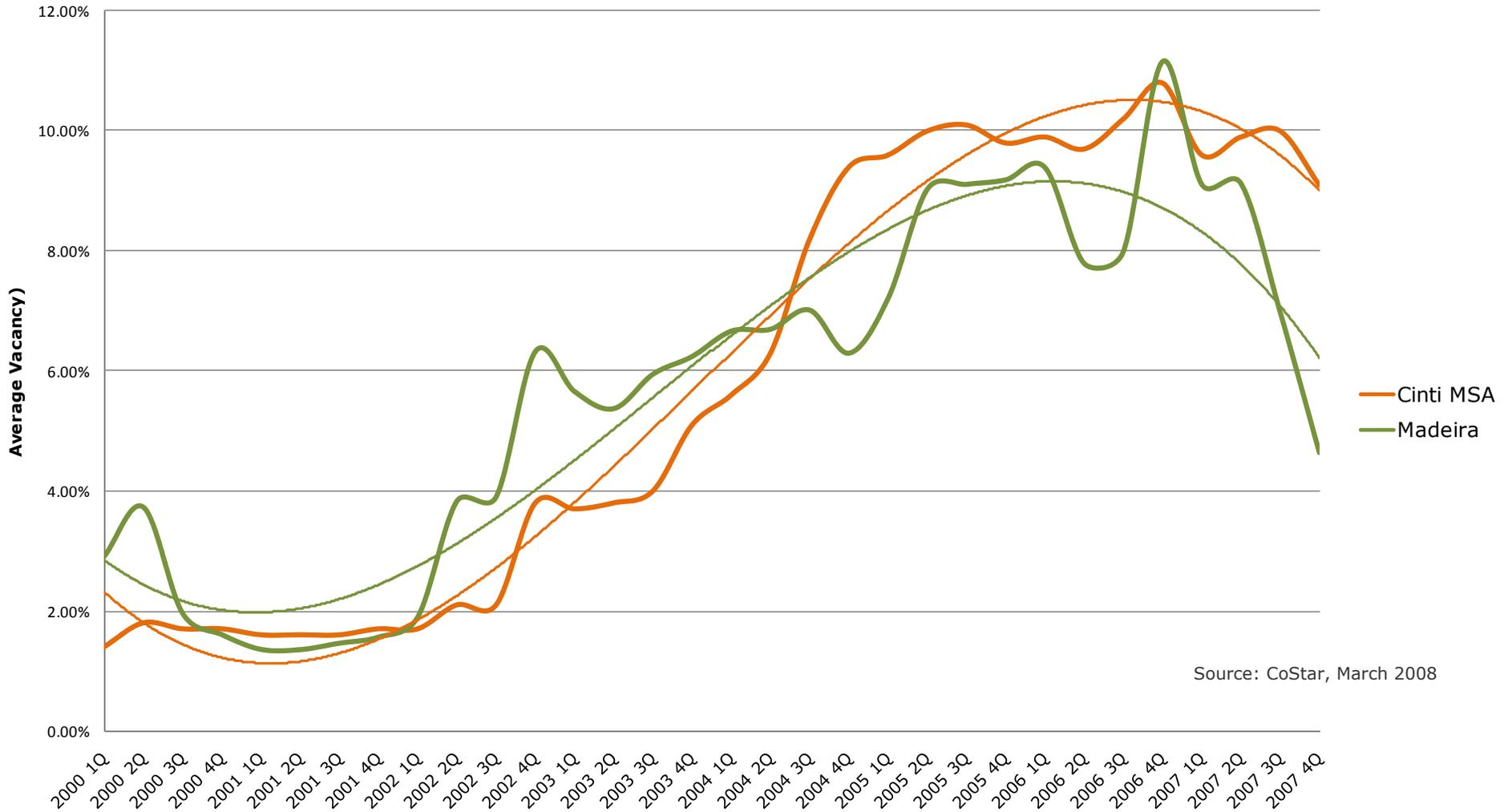
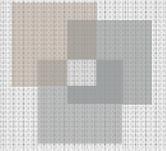


Source: CoStar, March 2008

Average Quarterly Retail Rent Trend: 5 Mile Radius

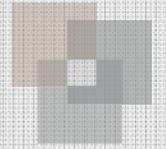


Total Quarterly Retail Vacancy Trend: 5 Mile Radius



Source: CoStar, March 2008

Retail Gap Analysis



MADEIRA RETAIL GAP ANALYSIS: CATEGORY BREAKDOWN

	1 Mile Radius	3 Mile Radius	5 Mile Radius	45243 Zip
Category	Opportunity Gap/(Surplus)	Opportunity Gap/(Surplus)	Opportunity Gap/(Surplus)	Opportunity Gap/(Surplus)
Total Retail Sales Incl Eating and Drinking Places	18,237,457	(118,258,686)	(185,595,828)	146,702,096
Motor Vehicle and Parts Dealers-441	26,466,285	(74,117,818)	(100,237,924)	35,713,986
Furniture and Home Furnishings Stores-442	(10,591,899)	(25,961,574)	(55,918,611)	2,968,378
Electronics and Appliance Stores-443	527,125	(14,604,040)	(9,973,251)	5,757,263
Building Material, Garden Equip Stores -444	14,451,103	85,474,669	49,201,937	33,655,860
Food and Beverage Stores-445	(3,705,783)	13,024,761	(67,754,378)	11,843,847
Health and Personal Care Stores-446	(13,579,561)	(25,582,775)	(24,955,551)	(7,698,276)
Gasoline Stations-447	8,697,091	50,547,038	27,776,539	23,496,899
Clothing and Clothing Accessories Stores-448	(11,065,577)	(128,434,607)	(105,167,316)	40,196
Sporting Goods, Hobby, Book, Music Stores-451	(2,940,313)	(28,028,963)	(39,316,804)	872,647
General Merchandise Stores-452	18,419,913	44,325,238	142,251,634	39,111,252
Miscellaneous Store Retailers-453	(545,752)	(18,763,034)	(37,170,249)	4,673,511
Non-Store Retailers-454	10,338,089	57,899,219	91,967,818	20,777,665
Foodservice and Drinking Places-722	(18,233,266)	(54,036,800)	(56,299,670)	(24,511,132)
GAFO *	(6,564,108)	(157,761,526)	(84,903,316)	50,373,739
* GAFO - General Merchandise, Apparel, Furniture and Other represents sales at stores that sell merchandise normally sold in departments stores.				

Retail & Restaurant Supply & Demand Analysis



Determinants of Demand:

- Number of Households
- Average Household Income
- Vacancy Rates
- Capture Rate
- Retail Gap Analysis

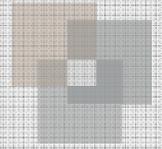
Retail & Restaurant Supply & Demand Analysis



Summary of Demand

20,000 – 30,000 SF per year of **Retail** space could be absorbed within the **City of Madeira** over the next **5 years**.

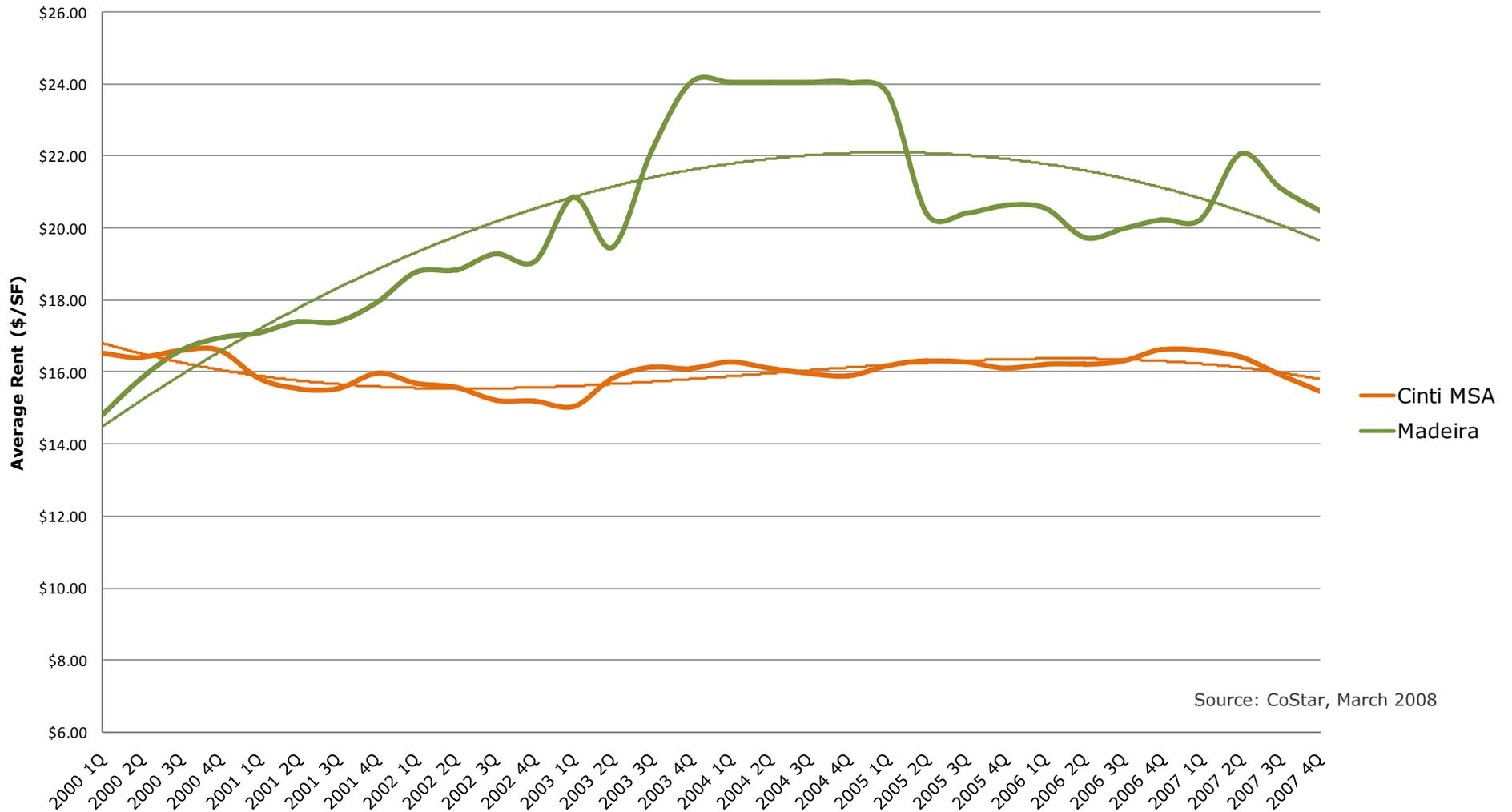
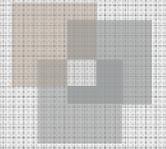
Office Supply & Demand Analysis



MADEIRA OFFICE MARKET CHARACTERISTICS					
Trade Area	Total Space Existing (SF)	Total Space Proposed (SF)	Vacant Space (SF)	Vacancy Rate (%)	Rental Rates (\$/SF)
1 Mile	489,987	-	38,792	7.92%	16.00 - 22.00
3 Mile	738,719	652,676	66,238	8.97%	12.75 - 23.00
5 Mile	8,114,142	1,371,338	1,182,530	14.57%	12.75 - 23.00

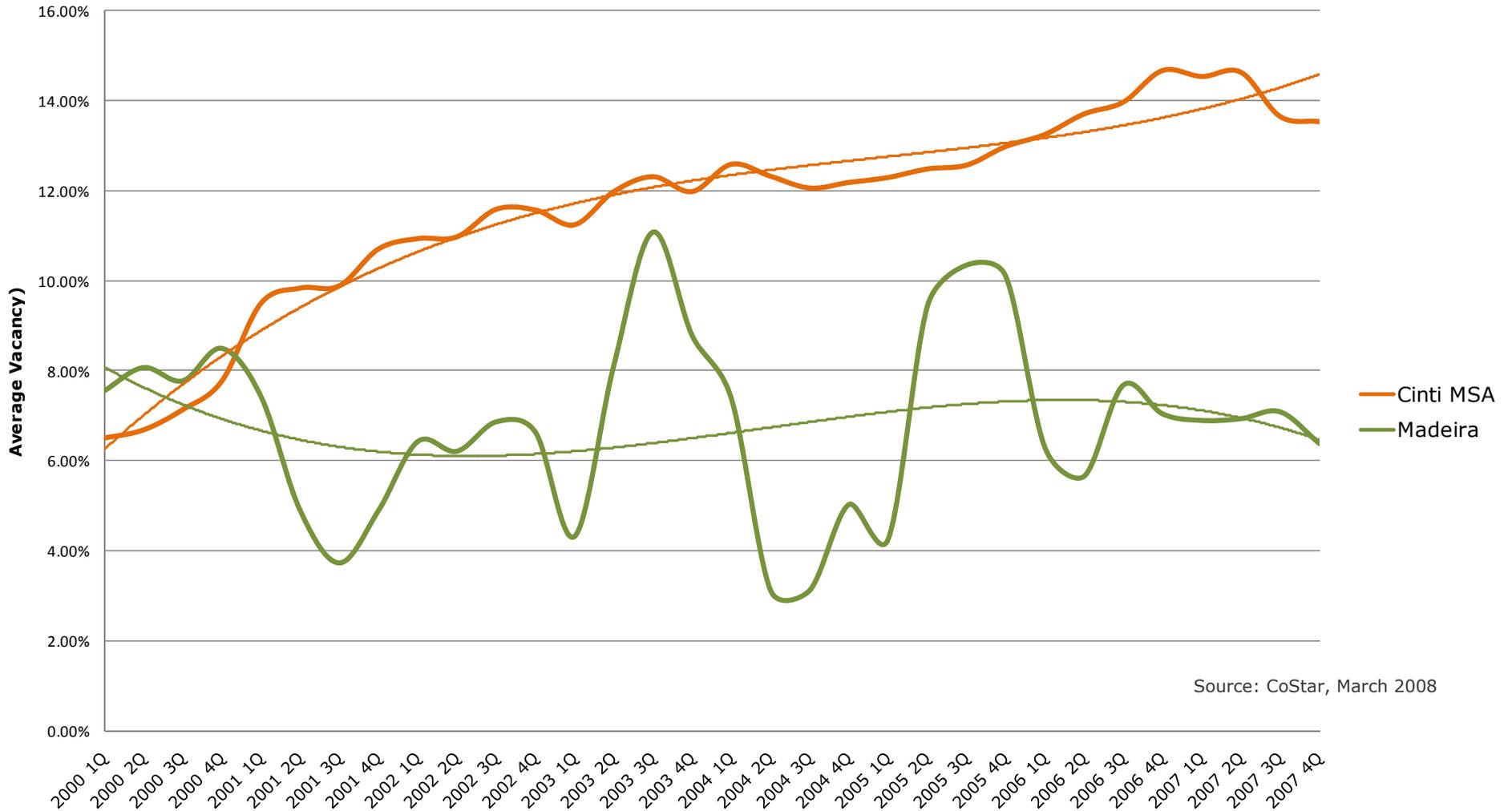
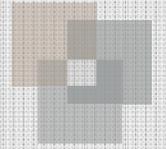
Source: CoStar, March 2008

Average Quarterly Office Rent Trend: 1 Mile Radius



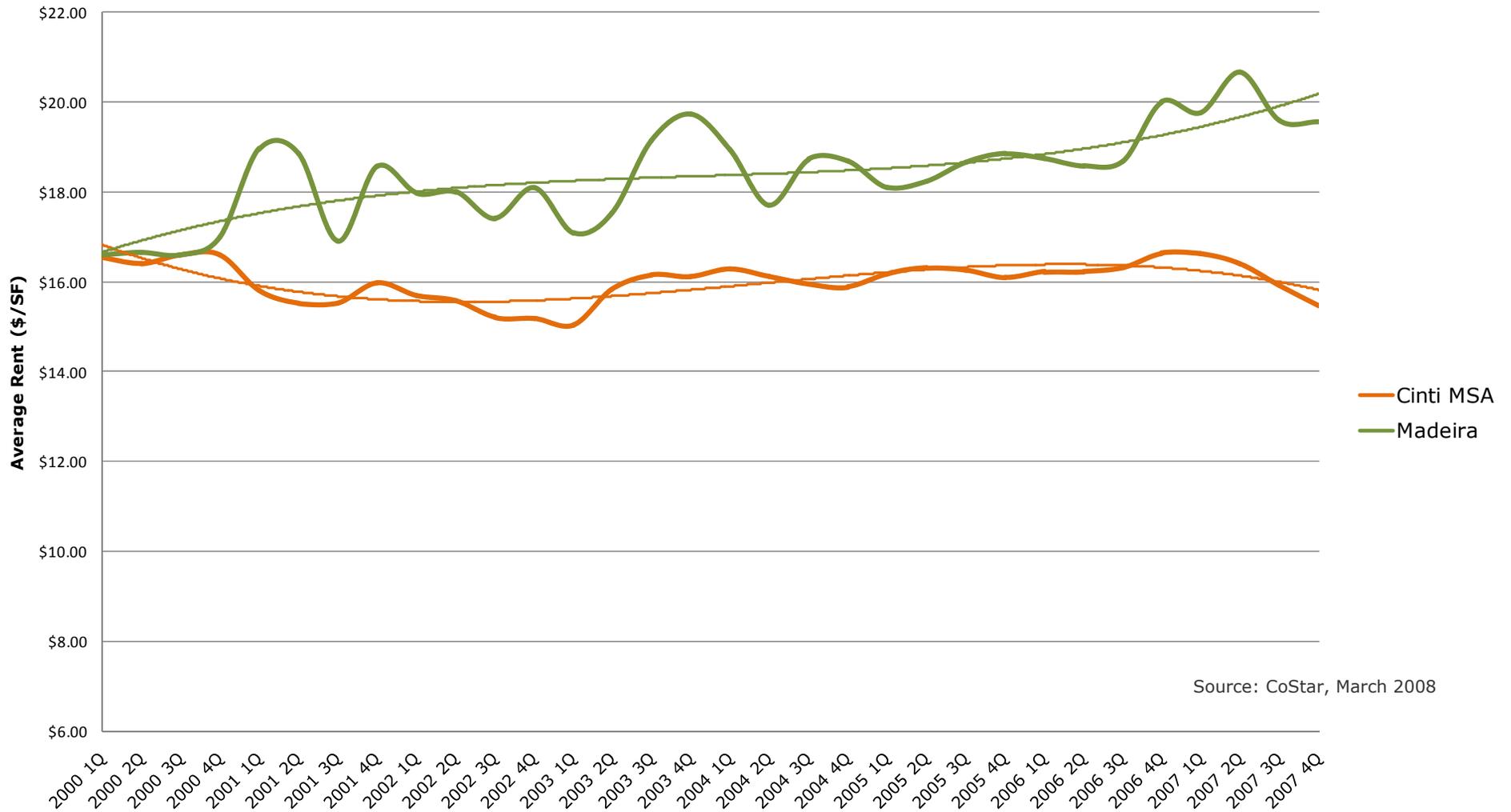
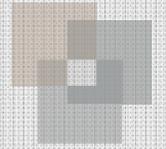
Source: CoStar, March 2008

Total Quarterly Office Vacancy Trend: 1 Mile Radius



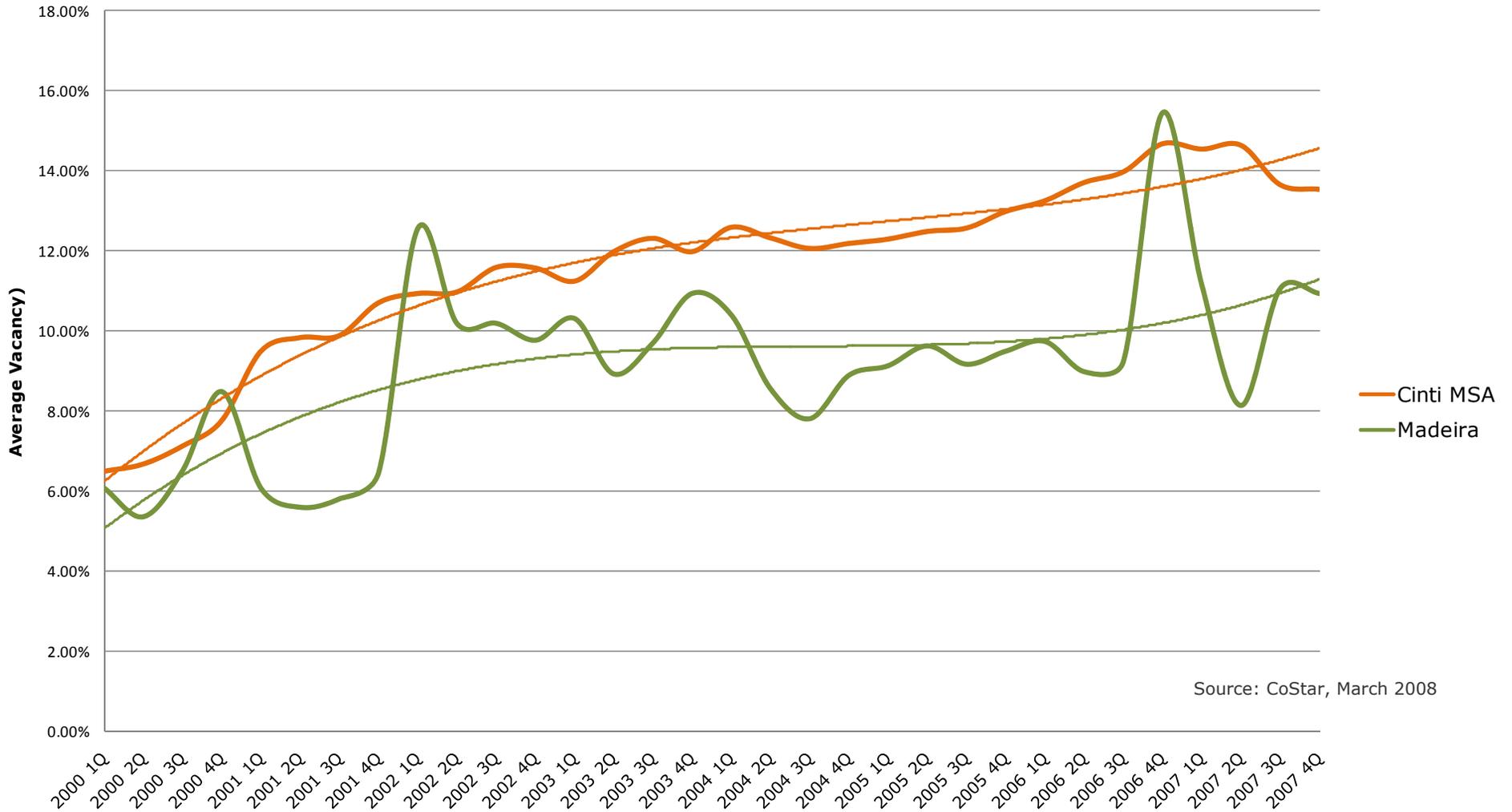
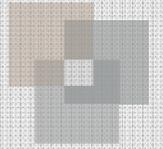
Source: CoStar, March 2008

Average Quarterly Office Rent Trend: 3 Mile Radius



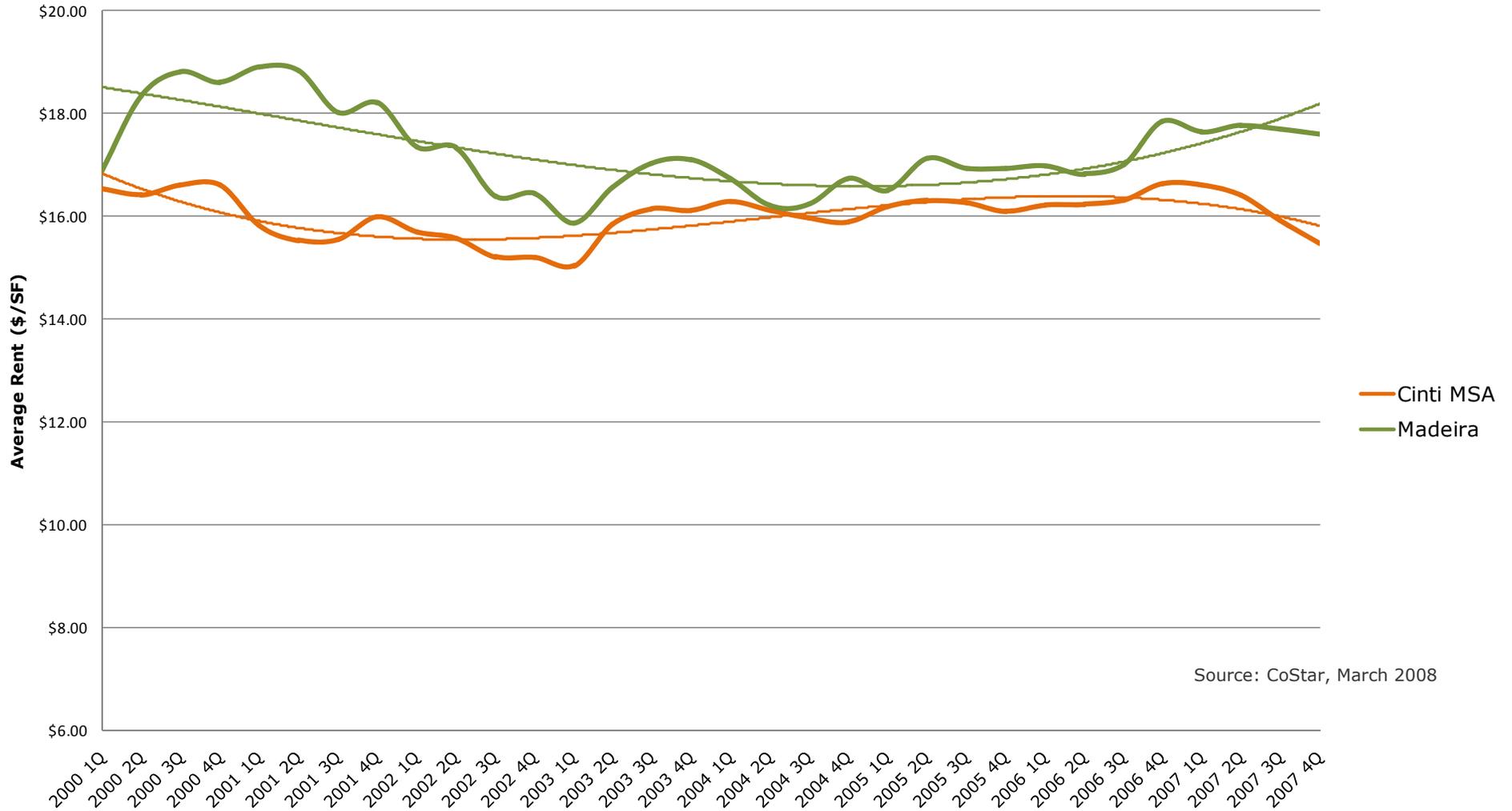
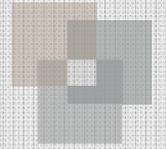
Source: CoStar, March 2008

Total Quarterly Office Vacancy Trend: 3 Mile Radius

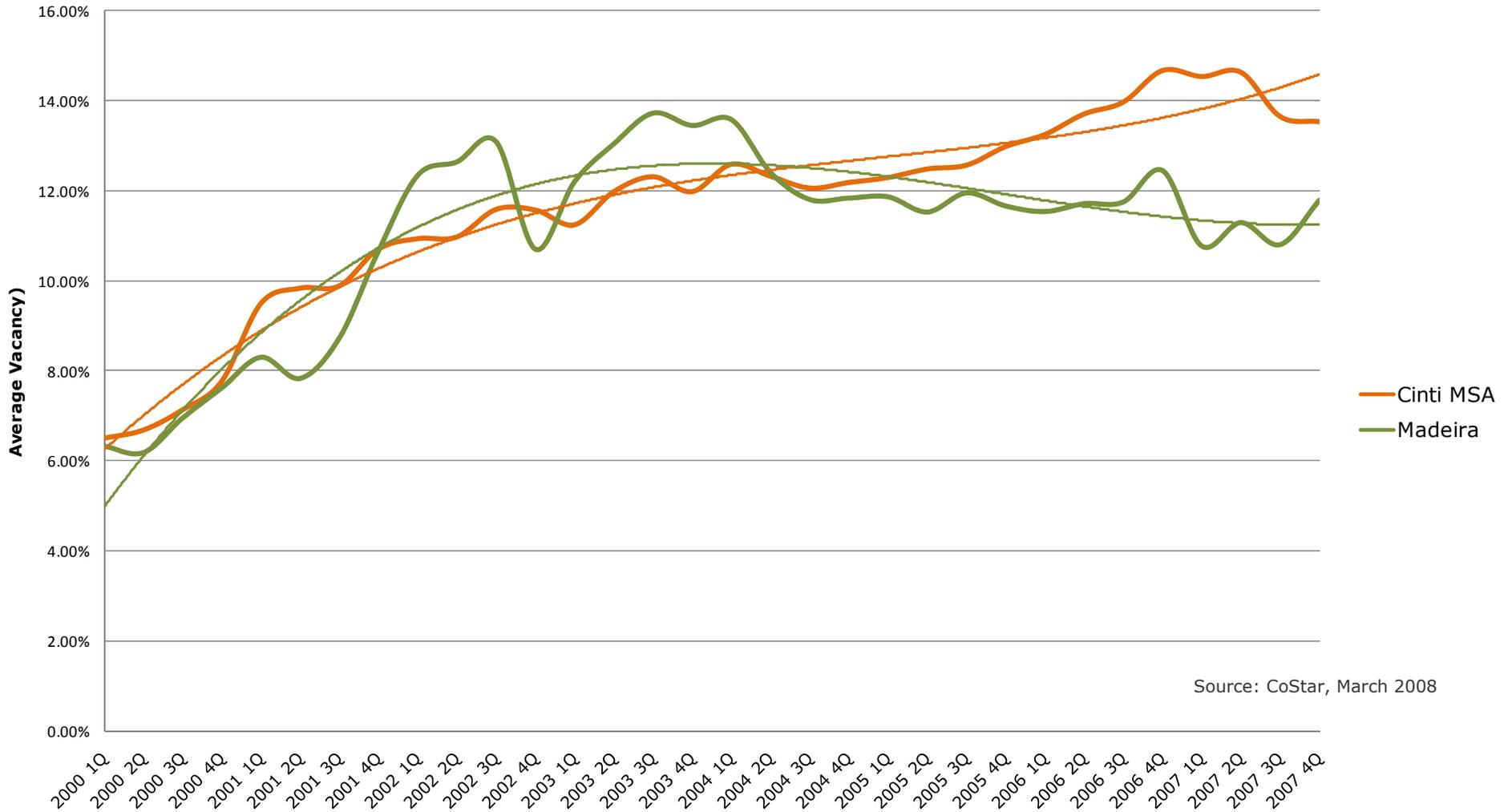
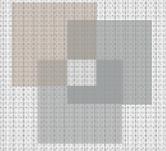


Source: CoStar, March 2008

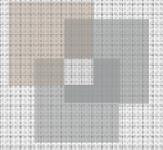
Average Quarterly Office Rent Trend: 5 Mile Radius



Total Quarterly Office Vacancy Trend: 5 Mile Radius



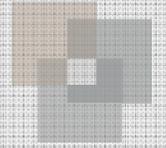
Office Supply & Demand Analysis



Determinants of Demand:

- Office Employment Growth
- Average Square Footage Per Employee
- Vacancy Rates
- Capture Rate

Office Supply & Demand Analysis



Summary of Demand

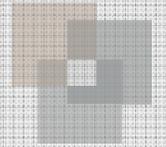
4,000 SF — 5,000 SF per year of **Office** space could be absorbed within the **City of Madeira** over the next **5 years**.

Market Supply & Demand Conclusions



MADEIRA OVERALL MARKET ABSORPTION		
Demand Type	Annual Projected Demand (SF)	5 Year Projected Demand (SF)
Office	4,000 - 5,000	20,000 - 25,000
Retail	20,000 - 30,000	100,000 - 150,000
Total	24,000 - 35,000	120,000 - 175,000

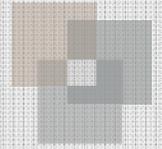
Development Exploration



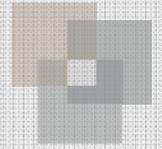
<u>Potential Development</u>		<u>Land Acquisition</u>	
PGI	\$897,500	Current Market Value	\$2,300,100
Less: Vacancy	\$89,750	Assemblage Premium	50%
Less: Operating Expenses	<u>\$40,000</u>	Assembled Site Cost	\$3,450,150
NOI	\$767,750	Assembled Site Cost (AC)	\$1,451,472
Indicated Value	\$10,236,667		
Indicated Land Value	\$1,535,500		
Indicated Land Value (AC)	\$645,982		

<u>Assumptions</u>	
Bldg SF	40,000
Retail (\$25.00/SF)	30,000
Office (\$14.75/SF)	10,000
Vacancy	10.00%
Non-Reimbursable Expenses	\$1.00
Cap Rate	7.50%
Land Value	15.00%

Development Exploration - Montgomery Triangle



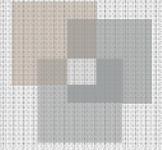
Development Exploration – Montgomery Triangle



<u>Potential Development</u>		<u>Land Acquisition</u>	
Blended Lease Rate (\$/SF)	\$19.88	Site Size	0.871
PGI	\$824,534	Current Market Value	\$1,198,106
Less: Vacancy	\$82,453	Assemblage Premium	0%
Less: Operating Expenses	<u>\$41,486</u>	Assembled Site Cost	\$1,198,106
NOI	\$700,595	Purchase Price (AC)	\$1,375,552
Indicated Value	\$9,341,264		
Indicated Land Value	\$1,375,552		
Indicated Land Value (AC)	\$1,579,279		

<u>Assumptions</u>	
Bldg SF	41,486
Retail (\$25.00/SF)	20,743
Office (\$14.75/SF)	20,743
Vacancy	10.00%
Non-Reimbursable Expenses	\$1.00
Cap Rate	7.50%
Land Value	14.73%
Site Size	0.871
Purchase Price- City of Montgomery	\$1,198,106
Land to Building	0.91

Next Steps



Stage II: Strategic Planning

- Building the redevelopment strategy
- Land assemblage and land use
- Mix of uses - Programming
- Financing options
- RFP process

In Closing



It is a professional pleasure to provide the City of Madeira with this marketplace and commercial assessment information.

Thank you.