

# Strategic Analysis for Development of Co-Living Rental Units in Miami, Florida

## Background & Objectives

- The client was a real estate private equity firm seeking to provide funding for a co-living development being planned in the Miami metropolitan area.
- Although it had invested in the market and with the same sponsor in the past, the client required an objective third-party analysis of the market and recommendations that it could use for its internal committee decisions.
- Importantly, the client wanted to better understand the opportunity presented by co-living, a relatively new asset class for institutional investors in which renters rent their bedrooms and share common areas such as kitchens and living rooms.

## Results

- TCG analyzed demographic, economic, and lifestyle trends locally, regionally, and nationally in order to understand the depth of demand for co-living rental units. We had to employ various 'out-of-the-box' analyses in order to assess the potential for a product type that virtually did not exist in the local market.
- Our team worked closely with the sponsor (developer), in order to ensure we understood the project concept and details, including the unique amenities and services that were planned.
- TCG's analyses and recommendations were critical for the client in determining the opportunity and potential returns of the investment.
- The project was ultimately funded and is currently under development.

## LOCATION

Miami, Florida  
Metro Area

## PRODUCT

Residential  
(Rental)

## CLIENT

Capital Provider,  
Developer