

After fifteen years the business we're continually surprised as to how little due diligence apartment investors carry out before making such a major purchase.

Relying on the Real Estate Brokers Package can result in under/overestimating income and expenses.

To understand exactly what you're about to buy, sell or build **The Rental Market Intelligence Program** will arm you with the knowledge and confidence to make the right financial decision.



Clients

Acanthus Real Estate	Kosmor Construction
Alterra Group of Companies	Lawrence Avenue Group
Atlantis Realty Services Inc.	Lincoln Property Company
Avro Group	Longo Corporation
Barney River Investments Ltd.	Manulife Financial
Beaux Properties Ltd.	Marathon Developments
Bristol Chicago	Maxwell Cummings & Sons
Canadian Apartment Properties REIT	Medallion Properties
Concert Properties Ltd.	Menkes Developments
Crossman Communities Inc.	Metrus Development Inc.
The Daniels Group	Minto Developments Inc.
Effort Trust	Morguard Investments Ltd.
Emery Investments	MPI Group
The Equitable Life Insurance Co.	Norstar Development Corporation
Equity Residential	Orlando Corporation
First Gulf Development Corporation	Penreal Capital Management
First Ontario Realty	Plazacorp Investments Ltd.
Flagship Properties	Polygon
Goldlist Properties Inc.	Revenue Properties
G&S Regal	Rockwell International
GWL Realty Advisors Inc.	The Rose Corporation
H&R Developments	Shelter Canadian Properties Inc.
J.P.I.	Sorbara Group
Kaneff Group of Companies	State Commercial
Kerbel Group	Tricar Group
	Valery Construction
	Village Green Companies
	Whiteco Residential



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Rental Market Intelligence

New Apartment Construction

Due Diligence on Purchase & Sale

The Hidden Value Market Survey

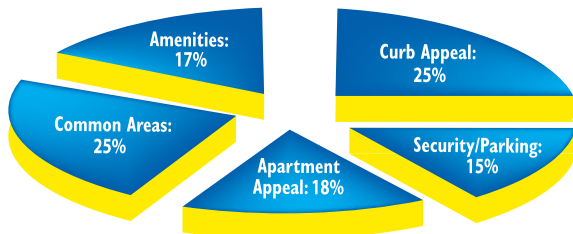
Hands-On Experience. Real Data. Unbiased Opinions.

Due Diligence On Purchase and Sale

Apartment owners right across North America have relied on our expertise when buying and selling apartment buildings. DALA's Rental Market Intelligence Program', includes the Due Diligence Purchase and Sale Report that will provide you with detailed information about the following:

- We'll provide credible rental analysis of competitors and potential competitors
- We'll find the hidden value in the rent roll
- We'll uncover the available market opportunities that the existing owner has not capitalized on
- We'll provide detailed recommendations on how to reposition the building with respect to capital expenditures and renovations
- We'll recast the rent roll and quantify rental income after the building has been repositioned
- We'll study your resident profile and comment on your resident population with insights into historical management practices, acquisition and near-term operational challenges.

WHAT EXCITES POTENTIAL RESIDENTS?



New Apartment Construction:

The Market Research to Development Process

DALA's pre-development services help builders through credible market analysis of competing properties. We thoroughly answer the following for questions for you and your financiers:

- **Should you build?**
- **What should you build?**
- **How much should you charge?**
- **How deep is the market?**

We immediately put a surveyor on the road to visit all apartment buildings and condominium rentals in your area. We provide real data from the street from a renter's point of view.

We visit your site, challenge or confirm your assumptions and determine the right product for the location. We're not hesitant to tell you if we disagree with you.

Based on our thorough market research and North American expertise, we'll recommend unit mix, unit size, rent levels, amenities and so forth.

We'll provide you with a detailed financial pro forma, development budgets, cash flow analysis, sales scenarios, lease-up assumptions, operating costs, unleveraged returns, internal rates of return.

The Rental Market Intelligence Program' also includes our 9-Point Marketing Plan, which will help prepare your newly acquired building for fast lease-up at the highest price possible.

With our Market Research to Development Report we help fine-tune your vision into feasible, credible and profitable addition to your portfolio.

The Hidden Value Market Survey

As an apartment owner you need unbiased information about your rent levels. Our experience has shown that your existing staff doesn't have an impartial opinion of rents and typically make recommendations to you that are lower than the market can bear (it's only natural).

The Hidden Value Market Survey will allow you to confidently set rent levels based on neutral third party data.

- Our unbiased surveyors get the real facts about the property
- Our clear, concise reporting and graphical layouts allow for professional presentation to your staff
- We'll visit and research your competition from the ground up
- Our Hidden Value Market Survey determines the right levels you can begin charging after repositioning or improving the property.

We have conducted over 500 Hidden Value Market Surveys across North America.

For the first time you can set rents confidently and accurately.