

## Senior Market Consultant

Urbanation's rapidly expanding consulting practice is seeking a **Senior Market Consultant** to assume a lead role in producing site-specific residential market studies for new apartment development projects across Canada.

**Urbanation Inc.** is a Toronto-based real estate consulting firm that has been providing research, in-depth market analysis and consulting services to the apartment industry for 40 years. Urbanation uses a multi-disciplinary approach that combines empirical research techniques with first-hand observations and site visits to produce the industry's most respected data, market reports and advisory services on the condominium and rental apartment markets. Our clients include a diverse range of developers, lenders, investors, brokers, appraisers, policymakers, suppliers and others.

The position requires an experienced consultant with a strong ability to source, interpret, and communicate both quantitative and qualitative housing market data with an exceptional level of detail, insight and guidance. The position involves managing the company's heavy workflow of custom consulting assignments, overseeing the work of junior analysts, meeting tight deadlines, and preparing and presenting client-ready reports.

### Main Responsibilities

- Manage the process for preparing site-specific market studies for new apartment development projects within specified timelines, working closely with clients to determine objectives.
- Consult with clients and senior Urbanation staff on work scope and deliverables.
- Organize site visits and field research.
- Aggregate and analyze large datasets leveraging Urbanation's databases on new construction, resale and rental projects.
- Design and execute customized market surveys.
- Produce insightful analyses on location specific factors relevant for new development projects, demographic trends, and macro variables impacting market forecasts.
- Perform detailed competitive market analyses that examine project specific factors that have impacted the performance of key comparable developments and product offerings.
- Become a market expert for the site under examination, gaining a strong knowledge of buyer/renter demand, competitive market pressures, product in place, and determining fact-based opportunities for greatest success through forward thinking analysis.
- Produce clear, concise, and insightful development recommendations for product positioning, pricing and absorption projections, suite mixes and sizes, project amenities and suite finishes, and other market related aspects for new development.

### Qualifications

- Five-plus years of work experience in the real estate analysis and consulting field.
- Bachelor's degree in Economics, Urban Studies, Real Estate Commerce, Statistics, or related field. A Master's degree would be considered a strong asset.
- Demonstrated experience applying innovative research techniques, producing complex analyses and working with large data sets.
- Solid knowledge of the GTA housing market and enthusiasm for real estate development.
- Strong written and oral communication skills, with the ability to clearly, concisely, and confidently convey research results and market insights.
- Superior attention to detail and a commitment to maintaining the highest level of data accuracy and integrity.
- Exceptional project and time management abilities, with demonstrated experience undertaking concurrent tasks and meeting tight deadlines.
- Out-of-the-box thinker with creative research and analysis techniques.
- Experience working with and managing small teams

Interested candidates are instructed to submit their resume along with a cover letter to [info@urbanation.ca](mailto:info@urbanation.ca)