

REAL ESTATE DEVELOPMENT FOR NON-PROFIT ORGANIZATIONS



Developing real estate is complicated and time consuming. Even those who have developed real estate in the past can be intimidated by the process. This is particularly true for non-profit organizations who are typically focused on addressing needs in the community as opposed to developing real estate.

The purpose of this article is to provide an overview of the real estate development process for non-profit organizations. The goal is to help non-profit organizations understand the vital role a real estate developer plays as leader of the development team and what to expect during the real estate development process.

DEVELOPER'S ROLE

The real estate development team centers on a real estate developer. The role of the developer is to initiate the project and manage/coordinate/guide/lead the development team through the entire process.



Real estate developers are typically supported by contracted professionals such as lawyers, architects, engineers, contractors, financiers, etc. Recognizing that contracted professionals support as opposed to lead the real estate development process is important for non-profit organizations to understand as it underscores the vital role developers play as decision makers and managers. In addition to assembling and managing the development team a real estate developer must also take on tasks not normally covered by contracted professionals. These tasks can include

property acquisition, conceptual planning, budgeting, securing and advancing financing, market analysis, marketing, and promotion/public relations.

Real estate developers don't need the technical knowledge provided by contracted professionals, but they must have enough experience and knowledge to ask the right questions and manage the process. A knowledgeable and experienced developer is vital to effectively managing the development process and ultimately ensuring a project's future success. In fact, the lack of a qualified and capable developer is one of the main reasons why many projects fail or experience difficulties.

For non-profit organizations not normally engaged full time in the real estate development business, having the necessary developer capabilities can be difficult to obtain. Hiring a qualified development consultant to help guide the process can be an effective and cost-efficient way to enhance a non-profit organization's developer capabilities.

DEVELOPMENT PROCESS

While some tasks in the real estate development process vary from project to project, all projects typically go through six stages. Dividing the process into stages can help organizations appreciate the sequential nature of the development process and anticipate necessary decision-making points. The following is a summary of what non-profit organizations can expect when developing a real estate project.

Stage 1 – Start-up

The first stage in the real estate development process involves bringing people together to initiate a project. In some cases, start-up may require forming a new organization, and in others it may be an existing organization looking to expand by adding a new project. A common goal is normally shared by the first people involved in a project. Achieving the common goal through the development of a real estate project becomes the focus of the work ahead. Unlike for-profit organizations where a single person can make decisions, non-profit organizations always require a group of people to make decisions. In fact, the group decision-making process itself is one of the factors that distinguishes non-



profit real estate development from for-profit development. Typical tasks during the start-up stage include corporate organization, establishing project goals and objectives, and identifying a suitable property/site.

Stage 2 - Concept

The second stage in the development process involves sketching out a concept. This can be difficult for non-profit organizations as it requires an understanding of what lies ahead, detailed knowledge of the market to be served, some practical limits on what can and should be developed, and knowledge of current real estate development costs. For a for-profit developer who develops real estate as a business, this information is normally found in-house and is inherent as part of the business. However, this type of information and knowledge is more difficult to gather for a non-profit organization. If your organization doesn't have practical real estate development experience, it's best to acquire it before proceeding any further as many aspects of a project's potential success are determined at this early stage. Typical tasks during the concept stage include self-assessment of your organization's developer capabilities, beginning to organize the development team, securing a suitable site/property for the project, overview analysis of the market, preliminary zoning analysis, outlining a design program, concept sketch, and a concept level capital and operating budgeting.

Stage 3 - Feasibility

Once you have decided the project concept appears to be what you want, it's time to get down to work to determine if the project you have in mind is feasible. Completing this step should result in a Feasibility Report which can be used for financing applications, government applications, etc. Typical feasibility stage tasks include preparing a needs assessment/market analysis, feasibility stage marketing, preparing preliminary drawings, initiating zoning and development approval discussions/applications, preliminary construction cost estimate, preliminary capital and operating cost budgeting, preparing and submitting financing application(s).

Stage 4 Pre-construction

Deciding to go to pre-construction is a major step for any

organization, non-profit or for-profit, as it necessitates the expenditure of significant amounts of money. While the tendency is to try to get to this point in the process as quickly as possible, experienced developers understand that the success of any real estate project is largely determined during the Concept and Feasibility stages, and time spent during these early stages will pay-off in the end. Typical pre-construction tasks include construction drawings and specifications, building permit application, tender for construction cost, pre-construction stage marketing, preparing and signing a construction contract, and signing financing contract(s).

Stage 5 - Construction

Finally, it's time to begin seeing what you've been working on. Once you get to this stage you've likely already been working on the project for years. For many this is the most exciting part of the project and may call for some form of ground-breaking ceremony. Depending on the complexity of the project, the construction stage can take anywhere from one to two years or more. While it may seem like a time to relax and let the contracted professionals take-over, it's important for a developer to stay directly involved. While you may think you have developed a thorough set of construction documents for the contractor to follow, many decisions are still required. Typical tasks during this stage include securing a building permit, regular construction meetings, monitoring changes during construction, financing draws, monitoring the capital budget, construction stage marketing, set-up for property management, and occupancy permit(s).

Stage 6 – Post Construction

The Post Construction stage begins with permission from local authorities to occupy your project. Receiving an occupancy permit from local authorities doesn't necessarily mean all the construction has finished. What it does mean is that all safety systems in the building have been installed, tested, and are working. There can be significant amounts of finishing work left to be completed. Typical tasks at this stage include deficiency work, warranty work, start-up of operations management, commissioning of mechanical systems, and post construction stage marketing.

CONCLUSION

When done correctly developing and owning real estate can offer non-profit organizations significant benefits. Many non-profit organizations have successfully used owning and managing real estate as a foundation for pursuing social objectives. The description and process identified above should help your organization begin to understand the vital role a real estate developer plays in the process and what to expect when taking on a real estate project.

As you proceed through the real estate development process keep in mind the three keys to real estate development:

1. The real estate development process requires a knowledgeable, experienced, active, and engaged developer

All real estate projects need an experienced developer. The involvement of an experienced developer to guide the process and make decisions is frequently the difference between a successful and unsuccessful project.

2. The real estate development process is cumulative

Each stage in the real estate development process forms a foundation for the next. Questions are posed and answered at each stage before moving on. Unanswered questions will cause problems later in the process. It takes patience and commitment to make sure issues are investigated to the extent possible before moving between stages.

3. The viability of any real estate development is determined very early in the process

The success of any real estate development project is largely determined before construction drawings are prepared and long before anyone sees construction starting.