



## **Developers: Top 12 Developers**

### **Build Cohousing Communities™**

By Ann Zabaldo

1. Straight developer-driven model: 70% or greater sell through prior to construction.
2. Joint Venture model: 70% or greater sell through prior to construction plus future residents contribute up to 15% of the cost of their unit to the project budget **prior** to construction.
3. Eliminates guess work -- with a group in place you know in advance how many units and the types of units to build saving money and time.
4. The group handles the marketing and outreach thereby significantly reducing this budget line item.
5. Eliminates issues concerning including low-income or affordable housing in the project. Cohousers welcome and seek out diversity in income. Cohousers will ASK to include a range of income levels in the project.
6. Reduces site acquisition costs. Because of the cohesive nature of cohousing you can build in “edge” areas. Cohousing is often on the “leading edge” in developing or redeveloping an area. It can serve as an anchor for future development.
7. Because cohousing uses clustering you can build on small parcels including very tight urban in-fill spaces.
8. Built-in focus group. You can easily test out design options saving money.
9. When addressing zoning boards or public meetings the residents go with you supporting your efforts and putting a “face” on the project. They make the project real to the neighbors who are attending the meeting. You are not standing alone in a room of 150 or more irate people.

10. Cohousers are early adopters. You can afford to be more creative, pushing the envelope on design and sustainability features because you already have committed buyers.

11. Parking, which is so often an issue, is less so in cohousing because as a demographic, cohousers car share, use mass transit, bike or walk more than other homeowners. Reduces costs, surface run off/storm water management issues, design issues. (Parking space requirements will, of course, vary depending on your local zoning ordinances.)

12. If done properly, inclusion of the residents in the development process combined with the consensus nature of cohousing results in residents who are more likely to work out post-occupancy difficulties rather than hire lawyers.

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