



DRAFTSCAPES

Landscape Design: Customer Analysis Spreadsheet

Customer Information To Review	What to look for?	Result	Notes
Population of Region, Town, or Neighborhood	<i>The overall population number can be used to benchmark other items on the list below, by using it to generate percentages of the overall area.</i>		
Number of single-family detached & attached housing units	<i>The ratio of single-family detached versus attached houses can indicate a particular niche for landscape design services, either being more garden based, or more interiorscape based.</i>		
Property Values and Property Taxes in Area (over past 5 years)	<i>High property taxes might indicate a lack of disposable income to be spent on landscape design. We would like to see high property values with low property taxes.</i>		
Housing Trend (over past 5 years)	<i>This can indicate both the health of the industry and possible opportunities to capitalize on turnover. If many people are selling, it might mean a less desirable community and therefore less interest in design.</i>		
Average Age of Homes in Your Area	<i>Older homes may need more work to be done on the inside of the house rather than on the property. Areas with homes ranging 15 years or newer are a good sign of possible design potential.</i>		
Age Demographics of Region	<i>Typically an older population (40+) would more likely to have interest in landscape design; however, a younger population can also be utilized as an indicator of a desirable family-oriented community.</i>		
Average Educational Attainment of Demographic	<i>Higher educational attainment typically indicated more disposable income and an understood value of landscape design.</i>		
Property Sizes & Quality of Landscapes in Region	<i>Larger properties offer more opportunities for design; however, agricultural or rural areas should be discouraged.</i>		