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Providing Orientation, Direction, and Execution to the Design, Construction, and Real Estate Industries

# DIRECTIONS

The Quarterly Newsletter of LDG Consulting

Dear Alrich,

The media coverage and anticipation for Super Bowl XLVI is tremendous. A good portion of the excitement is due to the fact that this will be a "rematch" of [Super Bowl XLII](#). It is considered one of the best Super Bowls of all time as [detailed here](#). Being in the Real Estate industry (or closely related), you know that it's rare to get a "rematch" or a second chance to implement a project that is of similar size, scope, location, and financial make up as a previous "home run" project ["touchdown" would have been consistent with the theme, but it didn't sound as good]. That is why you and **LDG Consulting** are committed to making sure every project is viewed as a "Superbowl" moment and it's also why LDG Consulting enjoys working with clients like you. Keep up the good work and we'll see you in the End Zone.

As a current or past client, you made our 2011 a very successful one. You have proven that quality service and attention to detail will be rewarded every time. As a result, our services have been widely accepted by the marketplace and we are responding by increasing our breadth of services to include more business intelligence analysis specific to the real estate development and construction industries. Please [contact us](#) if you would be interested in learning more.

We hope you enjoy this quarter's newsletter.

## Ida Neal Smith Joins Team



We are pleased to announce that Ida Neal Smith has agreed to join the LDG Consulting team. As an Associate, Ms. Neal Smith will assist on Construction Management projects as an Owner's Representative. Ms. Neal Smith will initially be assigned to two projects already under construction, one in Rome, GA and the other in Stone Mountain, GA.

Vol. 2 No. 1

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Previously, Ms. Neal Smith was a Project Manager with Trammell Crow Residential. In this role, she reviewed GC pay applications, reviewed and monitored change order requests, managed the overall process and coordination between architect, owner and contractor for custom interior upgrades and assisted purchasers throughout the construction process.

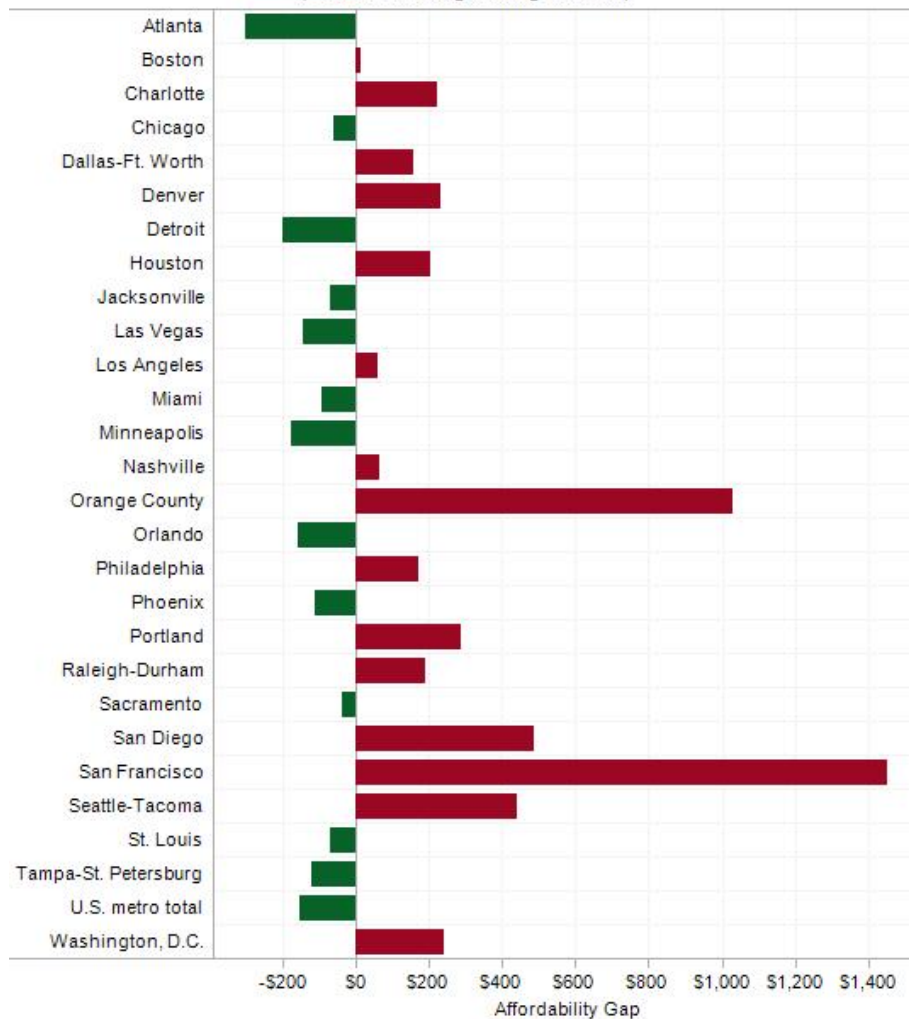


## Data Visualization

In November 2011, Nick Timiraos with the Wall Street Journal did an article on renting vs. owning. Here is the link to the interactive graphics that really drove the complex topic home.



**Today's Monthly Costs: Rent vs. Own**  
(Markets Favoring Owning in Green)



Note: Home payment estimate based on 20% down and 4.5% mortgage rate. Includes principal, interest, taxes and insurance.  
Sources: Marcus & Millichap Research Services; Reis; NAR



Are you staring at reams of data that you can't make any sense out of? Today's business intelligence is about finding the gems of

actionable information that will allow you to gain a strategic advantage over your competition. What are you missing? Or worse yet, what trend or client segment are you ignoring while your competition is capitalizing on your "blindness"?

## Project Profile

### Etowah Terrace

Client: National Non-profit Developer

77 units

Senior / Affordable (LIHTC)

Wood Frame with Partial Podium



Aerial looking Southeast (Aerial by Aerial Innovations of Georgia)



**LDG Consulting** was engaged to ensure the developer's and owner's interests were protected during construction. Among other activities, we are conducting site visits, producing owner reports, reviewing proposed change orders, and participating in payment application meetings.

### 2011 Activities

- Assisted clients by providing development, construction and finance capabilities to supplement existing staff.
- Ensured clients' best interests were protected via cost control and risk reduction methods on active construction projects. Reviewed and provided professional opinions on **\$3,636,400** of change orders submitted by third-party contractors on contract values of **\$43,861,715** yielding approved change orders of approximately **4.7%** of the construction contracts.
- Provided objective "sounding board" for client executives on operational and project related matters.

### Goals for 2012

- Provide **expanded operational support** for clients in the development, construction and finance areas
- Respond to the increasing need of clients for "**business intelligence**" services that help isolate opportunities and challenges currently "hidden from view." Data visualization that incorporates geo-coded data will be a part of the service platform
- **Increase Advisory Services**, especially with non CRE corporate clients
- Continue to provide **peace of mind** for all clients

### Closing

We would like to thank you for your continued patronage and support. We feel privileged to serve as your real estate adviser and counsel.

We encourage you to check back often to find out about our latest engagements, company news and our thoughts on various industry issues via our [blog](#).

## About LDG Consulting

LDG Consulting is a boutique advisory and consulting firm that focuses on the Design, Construction and Real Estate industries. Our clients are those whose core business is not real estate and / or construction management.

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