



# ZIMMERMAN/VOLK ASSOCIATES, INC.

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Residential Market Analysis Across the Urban-to-Rural Transect

ZIMMERMAN/VOLK ASSOCIATES, INC. is a state-certified WBE (Women’s Business Enterprise) and a C-Corporation incorporated in the State of New Jersey.

The company has a national reputation for innovative market analysis based on its proprietary target market methodology. The company specializes in the analysis of the housing component of urban development and redevelopment; compact and sustainable development; mixed-income, mixed-tenure redevelopment; and traditional neighborhood development. Since 1988, ZVA has completed more than 850 market studies, for sites ranging in size from the redevelopment of half an urban block to the establishment of new towns on several thousand acres. The firm’s extensive urban analysis includes more than 160 studies focused on downtowns, and over 150 studies supporting mixed-income housing redevelopment of public housing properties and infill development in fragile neighborhoods.

ZVA is recognized by the leading practitioners of the New Urbanism as the national expert on the residential market feasibility of new traditional neighborhoods and urban redevelopment.

The company’s clients range from small builders and developers to the subsidiaries of *Fortune 100* firms, as well as city, regional and state government agencies.

Laurie Volk and Todd Zimmerman, the company’s founders, were the recipients of the 2015 Seaside Prize, which is presented annually to an individual or organizations that have made significant contributions to the quality and character of communities.

The firm’s principals have been quoted in consumer and business publications, including *Barron’s*, *Forbes*, *The Los Angeles Times*, *The New York Times*, *The Wall Street Journal*, *The Washington Post* and *U.S. News and World Report* as well as industry journals. They have addressed conferences throughout North America and in Western Europe, and are sought-after speakers on housing, target markets, sustainable development and urban redevelopment. They occasionally write on market dynamics for books and journals.

