



## Small Scale Development Workshop Agenda

Thursday, May 31, 2018 | Conway, AR

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**7:30 AM** *Workshop Registration Opens*

**8:00 AM** Welcome and Introductions

**8:15 AM** **Power of the Incremental Approach:** Incrementalism is best paired with time. By rooting in a neighborhood, building relationships and making many small improvements over time, a small developer can build wealth in their community.

**8:35 AM** **Business Models and Skill Sets:** What kind of projects are you interested doing? How will that be structured? What skills do you have and whose help do you need?

**9:30 AM** *Break*

**9:45 AM** **Right-Sizing Your Project:** By evaluating zoning, financing tools, and building codes, a project can conform to systemic thresholds that control costs and minimize risk.

**10:30 AM** **Building Arts 101:** A small developer who understands architecture, urban design and planning fundamentals can create more value with their project while contributing to the health, safety, and welfare of their community.

**11:30 AM** **Market Research & Site Selection:** Finding the right site or building as the critical first step to any development project. Understand how to establish a baseline range for the rents, sales and other variables in your neighborhood and pay the right price for property.

**12:00 PM** *Lunch at the Venue (Provided with Registration)*

**1:00 PM** **Zoning:** Understand the key regulatory basics that shape a project's physical form and the typical processes that govern what is allowed by-right versus with special permission.

**1:20 PM** **Project Pro formas:** Get familiar with a financial pro forma template and the important concepts, key terms, and industry jargon that show how a building makes money.

**1:40 PM** **Hands-on Site Planning and Pro forma Activity:** Apply everything learned so far in the day to layout a building on a site by following a sample zoning code and then filling out a project pro forma to see how the project performs financially under many conditions.

**3:15 PM** *Break*

**3:30 PM** **Financing a Project:** A great project needs a great plan for obtaining permanent mortgages and construction/renovation loans. To get there, a small developer will need a written financial package and a verbal pitch to present to a bank and/or private investor.

**4:00 PM** **Buying a Property:** A basic overview of the process for purchasing property and the elements of the crucially important due diligence process.

**4:30 PM** **Wrap-Up: Q&A and Next Steps**

5:00 PM *Conclusion*