



# Property developer

## DEV

<b>ROLE PURPOSE (CORE BUSINESS) :</b>	To build housing for all social categories
<b>POSSIBLE ACTIONS (PROJECTS) :</b>	D-AffG, D-AffO, D-LuxG, D-LuxO, D-SfhG, D-SfhO, EDUC, RSSH
<b>RESOURCES :</b>	Connections with the Local authority and the Farmer as land bankers.
<b>CONSTRAINTS :</b>	Limited financial means; Land scarcity
<b>KNOW-HOW AND EXPERTISE :</b>	Setting up real estate projects
<b>INITIAL FINANCIAL CAPACITY (K€) :</b>	35 000
<b>OPERATING EXPENSES (K€) :</b>	5 000

### INTERACTIONS WITH OTHER ACTORS

LA	Planning authorizations; Funding; Land banking
NGO	Legal action from NGO
NAT-EN	Storage for D-AffG and D-LuxG; Co-investment
LOC-EN	Storage for D-AffG and D-LuxG
FARM	Land for housing operations
PC	Dwellings as prerequisite for new manufactures; Co-investment

### RECOMMENDED STRATEGY

The developer's aim is to earn money by building dwellings.

Dwellings with ordinary energy performances are more profitable than positive energy housing. For home buyers the latter's time of return on investment is longer and they generally prefer larger dwellings at a similar price. The electricity produced by positive buildings may be partly consumed by the buildings themselves. But in sunny weather, part of the production needs storage locally.

Building new dwellings increases the local tax base and is also required before implementing industrial activities (such as IND-HT or IND-PR).

The Developer needs plots to build housing. They may seize good opportunities to buy plots at a low price but they risk not getting the authorization if the Local Authority thinks the location is not appropriate (for instance, contributing to urban sprawl), not to mention the possibility of being sued by the NGO. Housing operations need big investment before return. The Developer should find co-investors if they do not want to run out of funds. And they had better not to pay too much for plots lest reducing their margin (as a rule of thumb: do not pay no more than 10 to 15% of the investment).

## POSSIBLE ACTIONS FOR DEV

### GREEN AFFORDABLE HOUSING



D-AffG

*High energy efficiency mix of affordable and social housing for lower middle class*

**TYPE:** Intermittent energy production (Pi)

**OTHER ENTREPRENEUR(S)** : none

**INVESTMENT COST (K€)** : 25 000

**GROSS ANNUAL INCOME** : 6% (7 500 K€ per 5-year term)

**ENERGY PRODUCED (MWh / year)** : 1 000 (energy-positive building)

**PREREQUISITE FACILITIES** : storage capacity: 83 MWh

**LOCATION** : Urban wasteland or rural plot

**JOBS CREATED LOCALLY** : 8

### ORDINARY AFFORDABLE HOUSING



D-AffO

*Medium energy efficiency mix of affordable and social housing for lower middle class*

**TYPE:** Dwellings (D)

**OTHER ENTREPRENEUR(S)** : none

**INVESTMENT COST (K€)** : 20 000

**GROSS ANNUAL INCOME** : 8% (8 000 K€ per 5-year term)

**ENERGY SAVED (MWh / year)** : -800

**PREREQUISITE FACILITIES** : none

**LOCATION** : Urban wasteland or rural plot

**JOBS CREATED LOCALLY** : 8

### GREEN LUXURY HOUSING



D-LuxG

*High energy efficiency luxury housing for higher middle class and for the wealthy (skilled workforce)*

**TYPE:** Intermittent energy production (Pi)

**OTHER ENTREPRENEUR(S)** : none

**INVESTMENT COST (K€)** : 30 000

**GROSS ANNUAL INCOME** : 7% (10 500 K€ per 5-year term)

**ENERGY PRODUCED (MWh / year)** : 1 000 (energy-positive building)

**PREREQUISITE FACILITIES** : storage capacity 83 MWh

**LOCATION** : 1 plot

**JOBS CREATED LOCALLY** : 8

### ORDINARY LUXURY HOUSING



D-LuxO

*Medium energy efficiency housing for higher middle class and for the wealthy (skilled workforce)*

**TYPE:** Dwellings (D)

**OTHER ENTREPRENEUR(S)** : none

**INVESTMENT COST (K€)** : 25 000

**GROSS ANNUAL INCOME** : 10% (12 500 K€ per 5-year term)

**ENERGY SAVED (MWh / year)** : -800

**PREREQUISITE FACILITIES** : none

**LOCATION** : Urban wasteland or rural plot

**JOBS CREATED LOCALLY** : 8

### GREEN SINGLE FAMILY HOMES OPERATION



D-SfhG

*Green low density housing*

**TYPE:** Intermittent energy production (Pi)

**OTHER ENTREPRENEUR(S)** : none

**INVESTMENT COST (K€)** : 15 000

**GROSS ANNUAL INCOME** : 7% (5 250 K€ per 5-year term)

**ENERGY PRODUCED (MWh / year)** : 2 000

**PREREQUISITE FACILITIES** : storage capacity 167 MWh

**LOCATION** : 1 plot

**JOBS CREATED LOCALLY** : 6

### ORDINARY SINGLE FAMILY HOMES OPERATION



D-SfhO

*Ordinary low density housing*

**TYPE:** Dwellings (D)

**OTHER ENTREPRENEUR(S)** : none

**INVESTMENT COST (K€)** : 12 000

**GROSS ANNUAL INCOME** : 10% (6 000 K€ per 5-year term)

**ENERGY SAVED (MWh / year)** : -600

**PREREQUISITE FACILITIES** : none

**LOCATION** : 1 plot

**JOBS CREATED LOCALLY** : 6

### ENERGY SAVING EDUC. SCHEME FOR DWELLERS



EDUC

*Dwellers training on how to use their high energy efficiency dwellings in order to save energy and money*

**TYPE:** Energy saving (Sa)

**OTHER ENTREPRENEUR(S)** : LA NGO

**INVESTMENT COST (K€)** : 100

**GROSS ANNUAL INCOME** : 0

**ENERGY SAVED (MWh / year)** : 1 200

**PREREQUISITE FACILITIES** : none

**LOCATION** : Existing built-up neighbourhoods

**JOBS CREATED LOCALLY** : 1

### RENOVATION SCHEME FOR SOCIAL HOUSING



RSSH

*Thermal renovation of DEV's social housing properties*

**TYPE:** Energy saving (Sa)

**OTHER ENTREPRENEUR(S)** : none

**INVESTMENT COST (K€)** : 1 000

**GROSS ANNUAL INCOME** : 2% (100 K€ per 5-year term); rent increase due to tenants' energy savings.

**ENERGY SAVED (MWh / year)** : 2 800

**PREREQUISITE FACILITIES** : none

**LOCATION** : B3 (already existing social housing)

**JOBS CREATED LOCALLY** : 8