

# **Kenneth Danter, President**

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Kenneth Danter has been president of The Danter Company since its inception in 1970. Skills in marketing and real estate research have merged with organizational and project management and planning to develop a professional team of analysts.

At The Danter Company, Mr. Danter has pioneered methodologies unique to the real estate research industry, particularly the Effective Market Area<sup>SM</sup> and the 100% Data Base, on which all Danter Company studies are based. These methodologies, developed specifically to determine market feasibility, provide a more solid foundation upon which to base market decisions than methodologies based on analyses of selected comparables.

Mr. Danter has also pioneered combining consumer research data with real estate market research. The Danter Company was one of the first to recognize the importance of merging consumer surveys and buyer profiles with the real estate planning and development process in order to create real estate product that meets the needs and preferences of renters and homebuyers.

## **Education**

Agricultural Economics Major, The Ohio State University, 1958

## **Professional Organizations**

- National Apartment Association
- Columbus Apartment Association
- National Association of Home Builders
- Building Industry Association of Central Ohio (Past President)
- Ohio Home Builders Association
- Ohio Wetlands Foundation (Trustee)
- Urban Land Institute
- National Housing and Rehabilitation Association
- Housing Advisory Board (MORPC)
- Commissioner, Columbus and Franklin County Metropolitan Park District
- Federal Home Loan Bank of Cincinnati (Advisory Council)



## **Kenneth Danter (continued)**

### **Professional Experience**

Mr. Danter has directed the completion of over 5,000 projects in over 40 states. Housing-related projects have accounted for 70% of all assignments, with motel, office building, historic re-use, resort, commercial, and recreational projects accounting for the remaining 30%.

Mr. Danter has been integrally involved in the evaluation of every phase of production. The concept of merging consumer data with planning and developing functions has been pioneered at The Danter Company. The maintenance of a 100% data base is unique to the Danter Company approach to identifying market support potential.

Prior to forming the Danter Company, Mr. Danter was Director of Economic Development at the Columbus Area Chamber of Commerce. Between 1959 and 1965, Mr. Danter was Director of Broadcast and Consumer Research at Air Trail Network-WCOL Radio in Columbus, Ohio.

Mr. Danter's 25+ years of experience and his unique perspective due to his pioneering methodologies make him a sought-after speaker on real estate markets and development, particularly multifamily issues. He has written several articles for *Mortgage Banking* magazine and writes a regular column for the BIA of Central Ohio and for the Ohio Home Builders Association.

Due largely to Mr. Danter's research innovations, The Danter Company's pioneering research has been widely quoted in publications across the country, including *USA Today*, *The Washington Post*, *The Boston Globe*, and *The Cleveland Plain Dealer*, and *Changing Times*. The company has also been named six times to *American Demographics* "Best 100 Sources for Marketing Information."