



KENNETH F. DANTER

**DANTER
COMPANY**

Kenneth F. Danter founded The Danter Company in Columbus, in 1970 and has been president since its inception. The Danter Company, LLC, is a national real estate research firm providing market and demographic information for builders, lenders, and developers in a variety of commercial markets. The Danter Company has completed over 16,000 studies in 49 states, Canada, the Virgin Islands, and Mexico.

At the Danter Company, Mr. Danter has pioneered the combination of primary site-specific research with proprietary research into market trends. Innovative market evaluation methodologies include the use of the

100% Data Base for all market analyses, the **Effective Market Area (EMA)SM**, and the **Housing Demand Analysis (HDA)SM**.

Housing-related studies (multifamily, single-family, and condominium) account for about two-thirds of Danter Company assignments. The Danter Company also conducts evaluations for site-specific developments (hotels, office buildings, historic reuse, resorts, commercial, and recreational projects) and major market overviews (downtown revitalization, high-rise housing, and industrial/economic development).

Mr. Danter is recognized nationally as an expert in real estate research and development, particularly multifamily housing, and has pioneered market feasibility methodologies including the 100% Data Base, the Housing Demand Analysis, and step-up support analysis.

Mr. Danter has written articles for *Mortgage Banking* magazine, the *Columbus BIA Builder Update*, and *Ohio Builder* magazine. He has done presentations, seminars and articles for a number of national and local organizations, including the Mortgage Bankers Association, the Urban Land Institute, the National Apartment Association and many of its local chapters across the country, and the National Housing and Rehabilitation Association. Mr. Danter has also served as president of the Building Industry Association of Central Ohio and has been active in growth-related issues and research. Danter Company research has been widely quoted in *The Washington Post*, *The Boston Globe*, *USA Today*, *Builder Magazine*, *Multi-Housing News*, *Professional Builder*, and publications produced by The Urban Land Institute and *American Demographics*.

Mr. Danter lives in Bexley, Ohio, a suburb of Columbus, with his wife Linda.