

## MARKET RESEARCH ANALYSIS

■ PSM Co. carry out market research from a variety of angles focusing on the issues and priorities of our clients and partners. Our market research is done through surveys, analysis, and focus groups. Prior to any property management decision, PSM Co. carry out market research analysis and subsequently advise the client on the impact of the results. PSM Co. provides useful information about the current state of the client rental market, henceforth giving information to the client to benchmark their property against the competition.