

Firm Overview

Real Estate Consulting Group is a boutique real estate consultancy that maximizes the value of its clients' land-use opportunities. Founded in 2007, RECG specializes in strategic planning and marketing, product positioning, consumer research, and market analysis. The work of RECG is supplemented by TREND report, a commercial real estate publication that identifies and spotlights trends in the Tucson market. Lucinda Smedley, founder of RECG, has deep knowledge of the Tucson market in the areas of residential and commercial real estate, economic development, and public policy, complimented by broad knowledge of competitive markets, such as Portland, Denver, San Diego and Albuquerque. Real Estate Consulting Group provides guidance on a full range of residential land-uses and product types. Our expertise ranges from infill and urban revitalization projects to suburban master planned community development, including Residential and Mixed Use; SFD and Attached (condominiums and apartments); Master-planned communities and Active adult (AAC).

Services Offered

Land-use programming and phasing
Product positioning and pricing strategy
Market and economic research
Financial optimization analysis
Investment and disposition strategy
Land owner, developer & builder relations
Corporate strategic planning
Project coordination
Asset repositioning

Comprehensive marketing strategy
Consumer research and focus groups
Demographic and lifestyle trend forecasting
Community theming – signage, landscaping, monumentation, branding
Merchandizing
Product programming
Amenity programming, HOA analysis

Representative Project Experience

The Core - Streetcar Corridor Group

Since May 2011, Lucinda has been instrumental in coordinating a group of key stakeholders along the streetcar corridor, initially focusing on marketing and branding efforts for the streetcar district. Stakeholders in the group currently consist of UA Health Network, University of Arizona, Marshall Foundation/Main Gate Square, Fourth Avenue Merchants Association, Downtown Tucson Partnership, Metropolitan Tucson Convention and Visitors Bureau and Parkwise. The group is in the process of moving toward a public/private partnership model of collaboration around economic development efforts along the streetcar corridor.

La Placita Village, Tucson, Arizona

Developed and implemented web-based survey of both downtown and non-downtown residents to ascertain the depth and type of demand for multi-family rental market in order to support development of 140 units of multi-family residences at this site.

Inspirada, Henderson, Nevada

Billed as Las Vegas' first and only new urbanist community, Inspirada is a 13,500 home master planned community on 1,940 acres in Henderson. Provided strategic marketing consulting services to Meritage Homes to re-position their assets in order to allow them to be competitive during the downturn.

Imagine Greater Tucson

As founding board member, Lucinda has been instrumental in providing strategic planning, marketing, land use, leadership and consulting guidance to the organization. She has also assisted with financial development, participated in the executive search committee, and recruitment of regional support for the program.

Downtown Tucson Partnership

Provide strategic marketing, planning and project management services on an ongoing basis to Tucson's downtown organization responsible for marketing and economic development activities.