

Playground Phasing: Play As You Grow



You might have already heard that when it comes to adding amenities to your residential facilities, play pays.

Investing in a playground helps retain and attract new tenants, and can even allow you to increase rates to not only cover the cost of your playground, but also provide net operating income. Just the savings in maintenance and operation costs alone makes playgrounds a valuable investment in the housing industry.

But playgrounds can be an expensive upfront investment. Many people don't consider all the costs beyond the purchase of actual equipment, such as installation, surfacing, site preparation, storage, landscaping, and more. Prices can escalate quickly, and you certainly don't want to cut corners in terms of quality or appeal. So what are property managers and real estate investors with a strict budget to do?

Did You Know?

If you add a \$60K playground to a property of 100 units and increase rent by just \$20/month, your playground pays for itself in 2.5 years—with a 15-year return of 300K!





Playground Phasing

Project phasing is a concept that lets you create the playground of your dreams, while allowing you to invest and grow at your own pace. With phasing, you install one smaller segment of your playground at a time, paying for each phase as it is built. This gives you the peace of mind that comes from spreading project costs out over a period of time.

You can start now by purchasing and building a small playground structure that meets your budget. This allows your residents to use the amenities right away and allows the facility to begin seeing a return immediately. When you have the budget, space, time and resources to grow your playground, you can easily expand the small structure by adding more decking and components or adding freestanding products that complement your core playground design. The beauty of playground phasing is that it's flexible to your needs. Your playground can be designed in as many phases as you wish to accommodate your financial needs, while ensuring that each phase is safe and accessible to all kids.



How It Works



Identify Needs

Before a phasing program can be established, make sure you can answer the following questions:

- What long-term value will this space provide?
- Are there specific architectural styles or color considerations?
- What is the size of the space you have to work with?
- How many users will be playing in the space?
- What is the age range of users?
- What is your budget for the space?



Design

Once needs are identified, a playground can be designed for maximum coordination and efficiency across your properties—with the size, scalability and add-on options you need for maximum flexibility. Exactly how many phases will be required to complete your project scope and meet your financial needs can now be determined and scheduled.



Implement

Every business model is different. The number of phases, the size of the playground and the timeframe for completion will vary. Playworld will work closely with you to ensure that each phase is as efficient as possible.

Example Phasing Plan

Approximate Total Investment: \$45,000*

Age Range of Users: 5-12

Estimated Rent Increase for 100 units: \$12

Costs Returned: Over 3 years

15-year return: \$171K



Phase 1: Small Structure
*Initial Investment: \$14,000**



Phase 2: Growth to Medium Structure
*Added Investment: \$17,000**



Phase 3: Growth to Large Structure
*Added Investment: \$14,000**

**Costs for illustrative purposes only. Contact your local representative for quotes and pricing.*



Program Your Play Amenities With Playworld

Ready to get the biggest bang for your buck with a new playground for your property? Project phasing will allow you to add an eye-catching, family play space without breaking the bank. Playworld products make it easy to expand your playground when more time and money becomes available. Our local representatives and talented team of designers will work with your unique budget and space requirements to create a customized, scalable playground your residents can enjoy right away.

To get started, find your local Playworld representative today: [Playworld.com/Rep](https://www.playworld.com/Rep)