



“Your Source for New Construction Real Estate Information”  
*Serving Puget Sound, Portland Metro, Salem, Spokane and Boise*

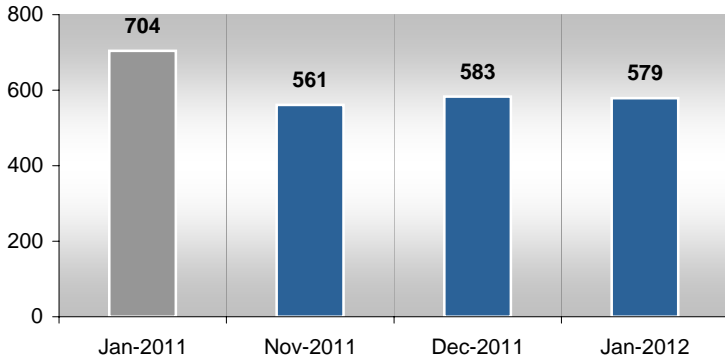


# Monthly Monitor Report Portland Market, OR & WA February 2012

# New Home Trends Inc. Monthly Monitor Portland (WA & OR) Market

## New Construction - Single-Family Residential Real Estate

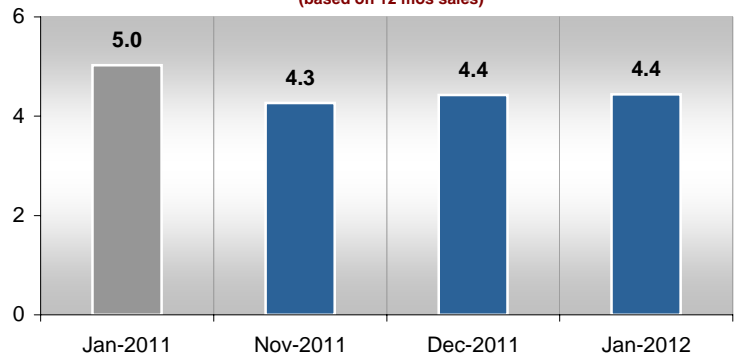
**Unsold Available Spec Homes**



% of Change from Last Year **-17.8%**

**Remaining Months of Unsold Spec Inventory**

(based on 12 mos sales)



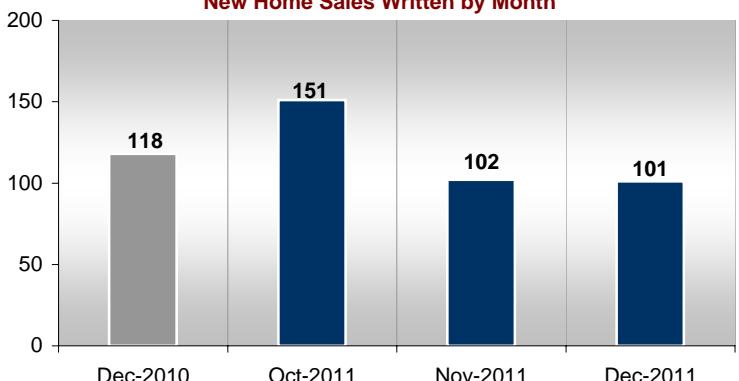
% of Change from Last Year **-11.6%**

**New Home Sales Written by Year**



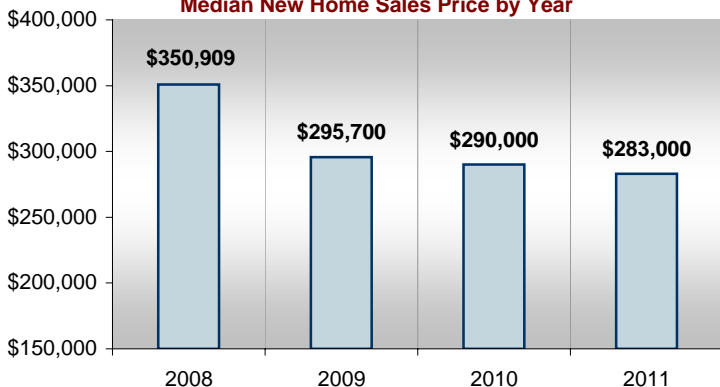
% of Change from Last Year **-7.0%**

**New Home Sales Written by Month**



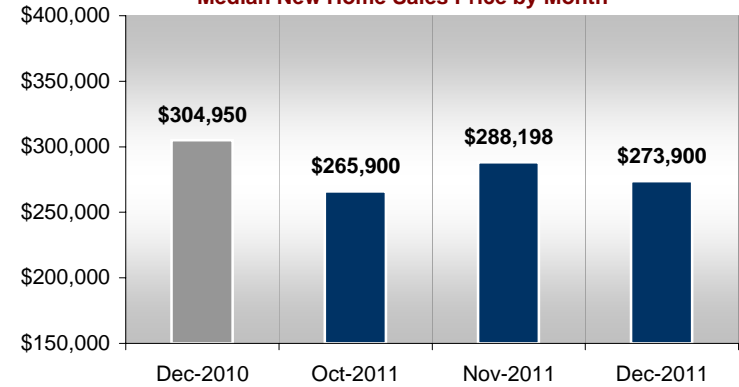
% of Change from Last Year **-14.4%**

**Median New Home Sales Price by Year**



% of Change from Last Year **-2%**

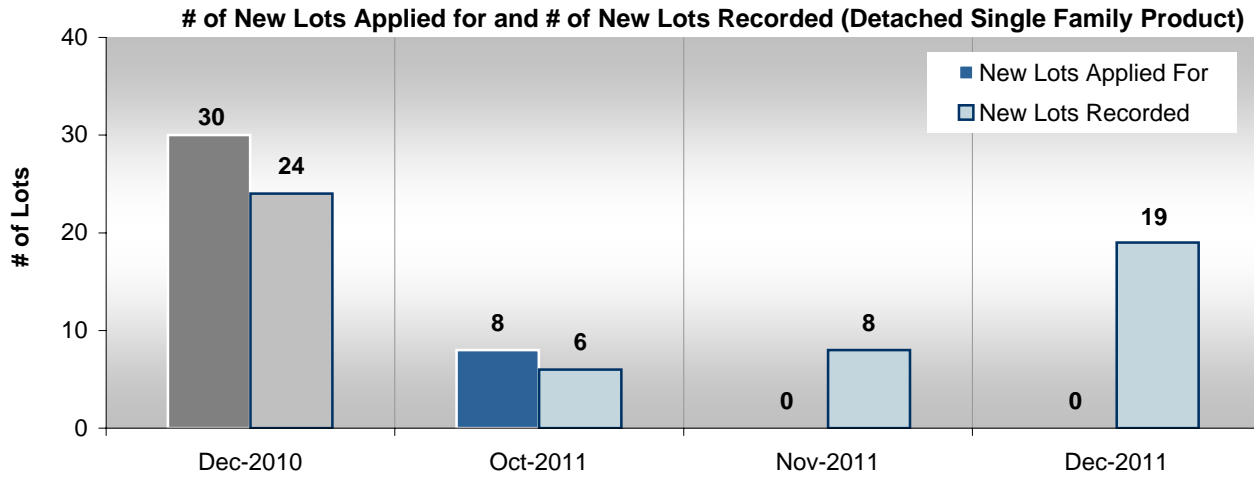
**Median New Home Sales Price by Month**



% of Change from Last Year **-10%**

# New Home Trends Inc. Monthly Monitor Portland (WA & OR) Market

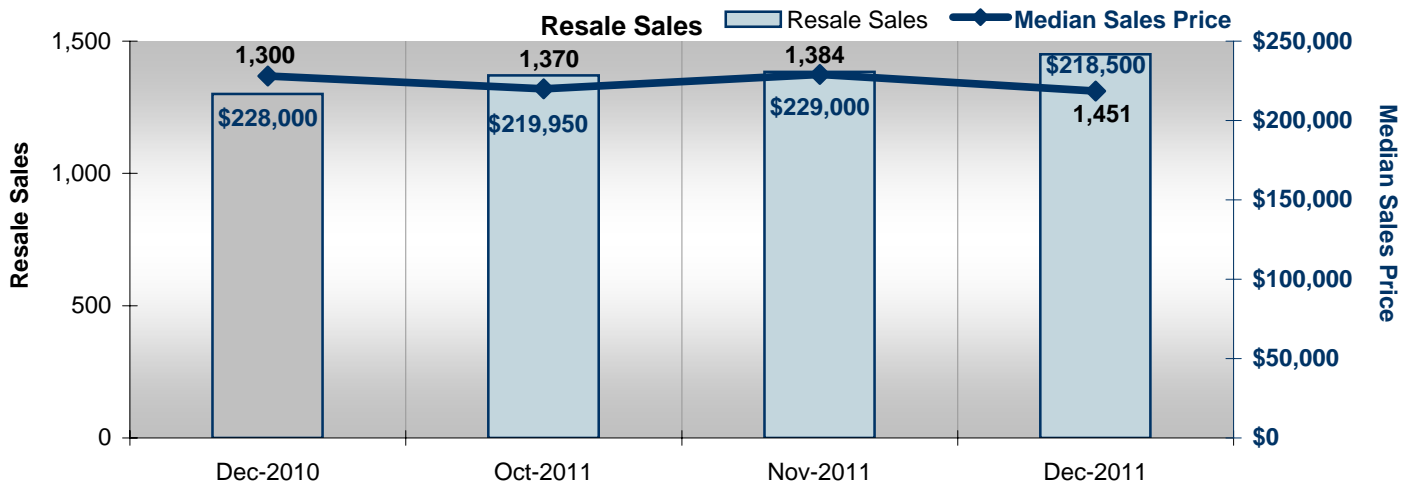
## New Construction - Single-Family Residential Real Estate



New Lots Applied for % of Change from Last Year -100.0%

New Lots Recorded % of Change from Last Year -20.8%

## Resale - Single Family Residential Real Estate

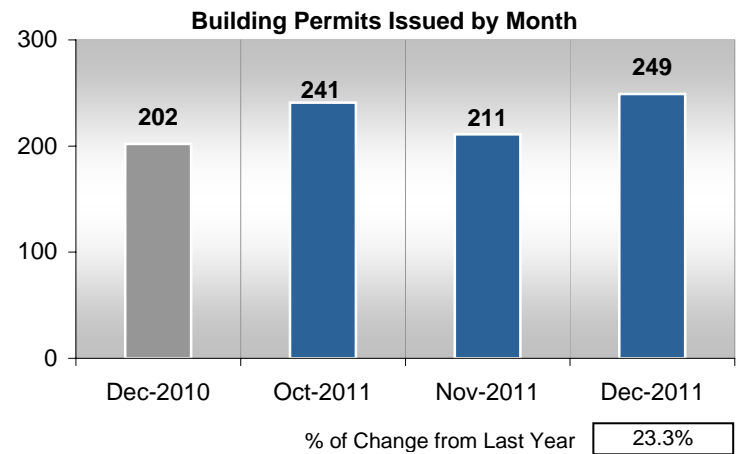
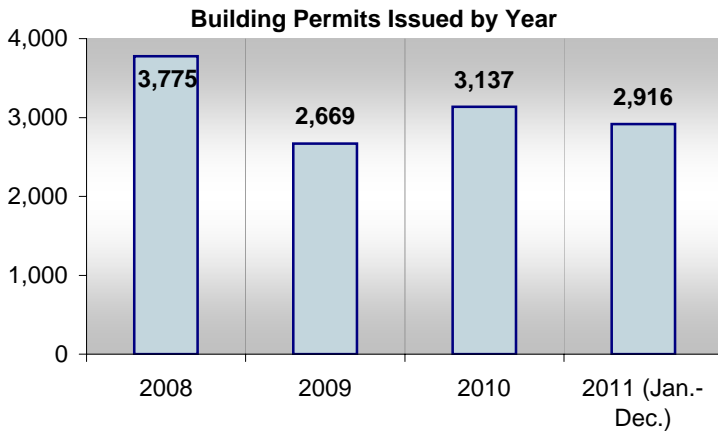


Resale Sales % of Change from Last Year 11.6%

Median Price Resale Sales % of Change from Last Year -4.2%

# New Home Trends Inc. Monthly Monitor Portland (WA & OR) Market

## Single Family Building Permits Issued



## Employment & Foreclosures

	Unemployment Rate				Change from last year
	Dec-10	Oct-11	Nov-11	Dec-11	
Portland-Vancouver-Beaverton, OR-WA MSA	10.2	9.2	8.9	8.6	-1.6

	Employment				Change from last year
	Dec-10	Oct-11	Nov-11	Dec-11	
Portland-Vancouver-Beaverton, OR-WA MSA	1,071,925	1,096,708	1,105,340	1,100,953	29,028
Change			8,632	-4,387	

	U-6 Labor Underutilization*		
	2009	2010	2011
Oregon State	20.7%	20.0%	17.5%

	Oregon State Foreclosures				Change from last year
	Dec-10	Oct-11	Nov-11	Dec-11	
Properties with Foreclosure Filings	2,794	3,606	2,443	1,987	-29%

## New Home Trends Inc. Monthly Monitor Portland (WA & OR) Market

### Employment by Industry

#### Portland-Vancouver-Hillsboro MSA

Industry	Dec-2010	Dec-2011	% of Change
Mining and logging	1,000	900	-10%
Construction	42,600	47,000	10%
Manufacturing	106,400	107,800	1%
Trade, transportation, and utilities	189,300	197,300	4%
Information	22,200	22,200	0%
Financial activities	62,300	62,500	0%
Professional and business services	125,400	128,800	3%
Educational and health services	139,000	147,400	6%
Leisure and hospitality	91,000	95,000	4%
Federal government	17,900	17,100	-4%
State government	22,500	23,100	3%
Local government	106,700	105,900	-1%

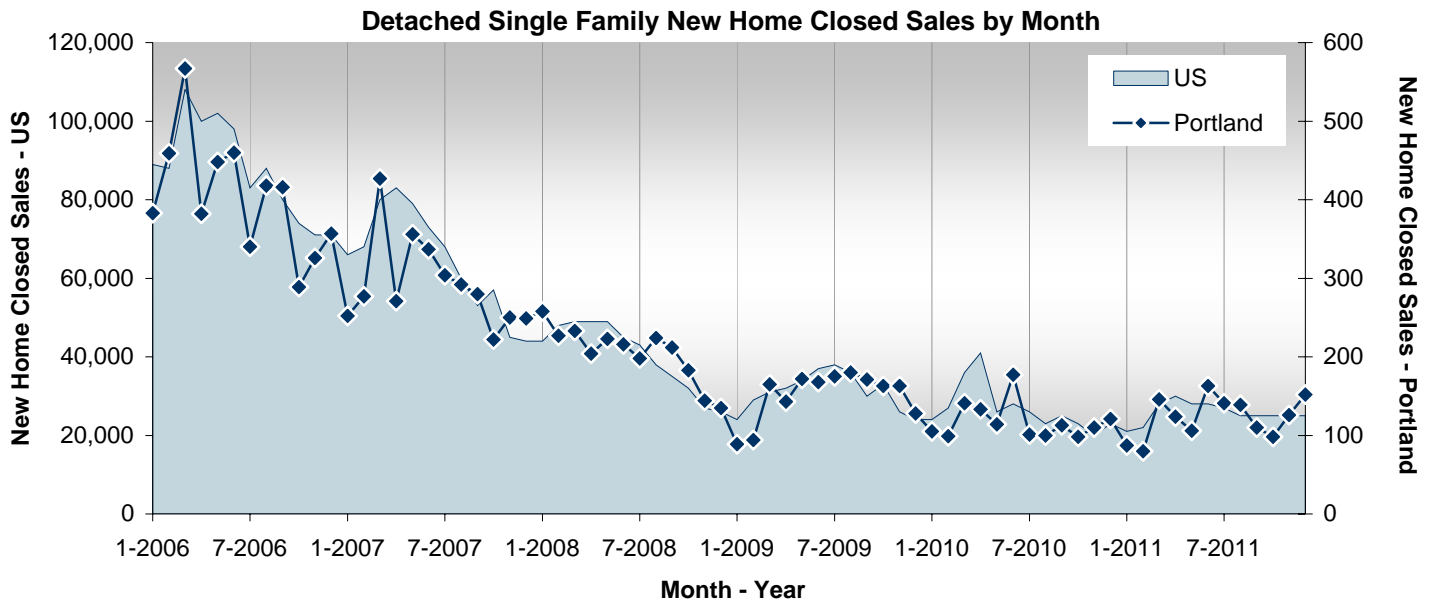
Source: Oregon Employment Department

### Out of State Drivers Licenses Surrendered By County, By State of Origin (Jan-2011:Dec-2011)

From / To	Oregon	
	Total	Rank
California	16,751	1
Washington	10,171	2
Arizona	2,879	3
Idaho	2,344	4
Texas	2,015	5
Nevada	2,003	6
Colorado	1,951	7
Florida	1,545	8
Utah	1,345	9
Alaska	1,182	10
Illinois	1,074	
Montana	1,057	
New York	1,048	
Hawaii	943	
Michigan	936	
Minnesota	787	
Pennsylvania	738	
Ohio	737	
Virginia	711	
Wisconsin	682	

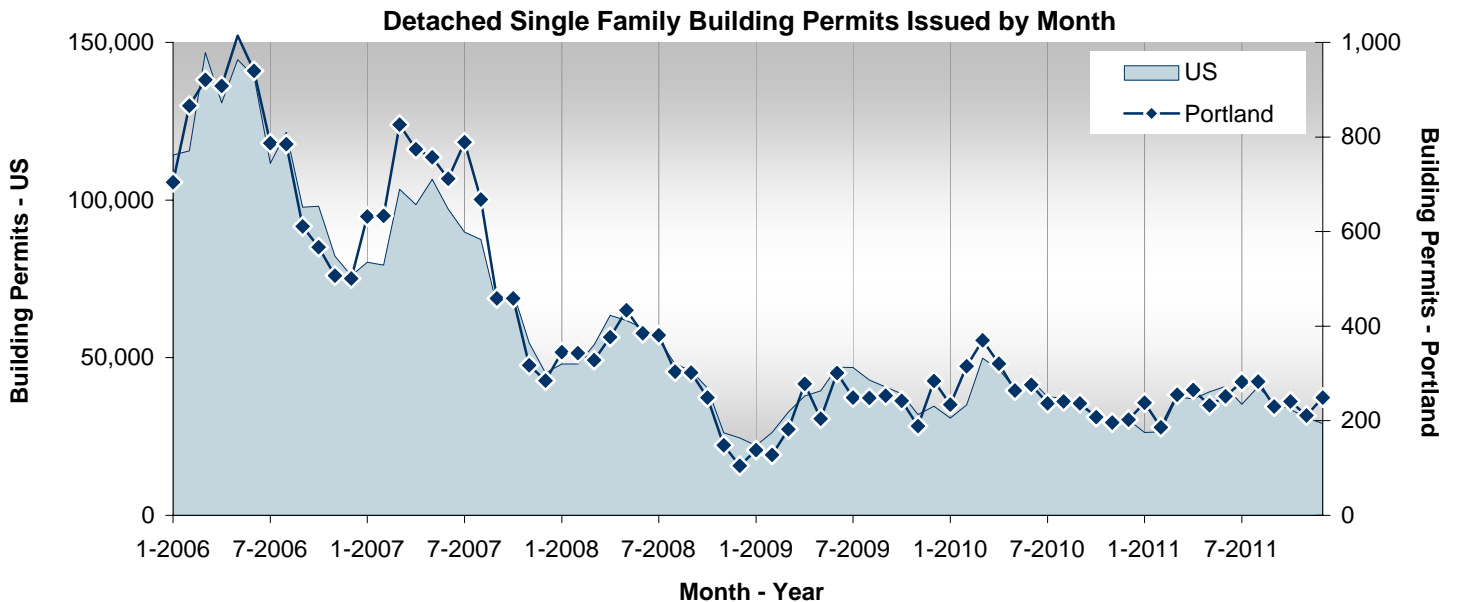
# New Home Trends Inc. Monthly Monitor Portland (WA & OR) Market

## Detached Single Family New Home Closed Sales - US and Portland



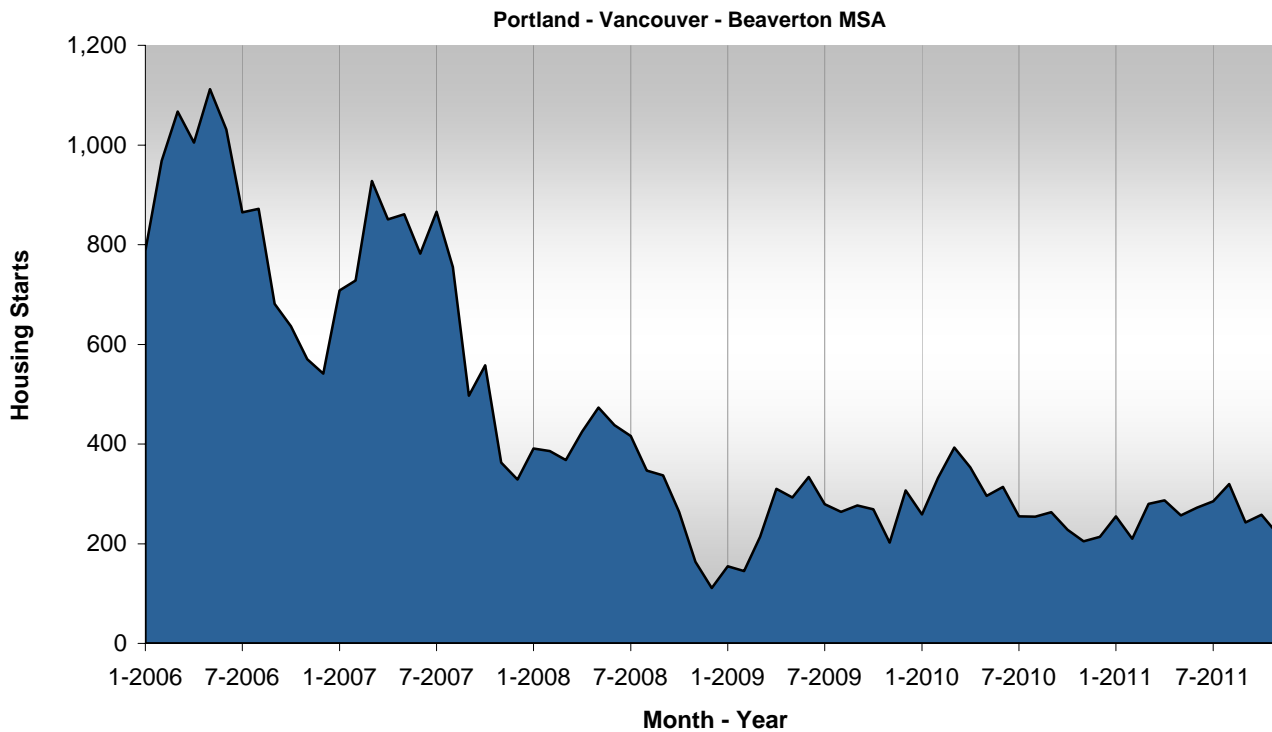
US Source: US Census, Portland Source: New Home Trends

## Detached Single Family Building Permits Issued - US and Portland



# New Home Trends Inc. Monthly Monitor Portland (WA & OR) Market

## Detached Single Family Housing Starts



Data Sources:

New Construction - New Home Trends Inc.

Resale - RMLS

Employment: Oregon Employment Department

Foreclosures: realtytrac.com

Drivers Licenses: Oregon Department of Transportation

Building Permits: U.S. Census Bureau

\*U-6, total unemployed, plus all marginally attached workers, plus total employed part time for economic reasons, as a percent of the civilian labor force plus all marginally attached workers.: BLS



## Company Profile



## **Data and Research - “Informed Choices - Not Chances”**

If you are part of – or affected by – the residential real estate industry, NewHomeTrends will provide a competitive advantage to help you stay ahead of the market.

NewHomeTrends’ combination of expertise, experience and knowledge can help you gain confidence with virtually any development, building, or sales and marketing situation. Our team approach taps the talents of builders, developers, government officials, sales and marketing professionals, and financial institutions to give you a complete picture of the market.

It starts with an extensive database that is updated daily. NewHomeTrends tracks almost all data related to the residential building industry, including plat submittals/approvals, construction start dates, lot sizes, square footages, selling prices, amenities, sales and closings.

We gather this information the old-fashioned way; by personal, face-to-face contact with builders, realtors, and city and county officials. We have the “feet on the street” to search through jurisdiction records, visit sites, track published information, and conduct focus groups and other surveys.

By utilizing our website, you can access the most current information available regarding new residential construction 24/7. Our database is more comprehensive than ever, offering:

- Detailed information on residential new housing construction
- Complete tracking for each community from plat submittal to final closing
- Continual updates for active communities
- A comprehensive selection of reports for your business solutions.

## Consulting and Custom Reporting – “If you don’t know, don’t build!”

Data itself is not knowledge. Knowledge comes from interpreting data and understanding how it might impact the real estate industry. Our experience, vision, and understanding of the marketplace allow us to provide both quantitative and qualitative reports and make realistic recommendations to our clients for successful projects.

We tell our clients what they *need* to hear, even if it isn’t what they *want* to hear. While this may not make us the most popular folks at the table, it certainly makes us among the most valuable.

### NewHomeTrends Consulting Services

- |                                   |   |  |  |
|-----------------------------------|---|--|--|
| <i>Market Research</i>            | <ul style="list-style-type: none"><li>• Trend tracking</li><li>• Absorption studies</li><li>• Market intelligence</li><li>• Market opportunity analysis</li><li>• Pricing strategies</li><li>• Feasibility analysis</li><li>• Master plan strategies</li><li>• Land acquisition consultation</li><li>• Buyer identification</li></ul> | <i>Land Planning Assistance</i>  | <ul style="list-style-type: none"><li>• Lot sizing</li><li>• Lot evaluation</li><li>• Market segmentation</li><li>• Phasing</li><li>• Street layout</li><li>• Entrance</li><li>• Footprint–Placement</li><li>• Amenities</li><li>• Buyer identification</li><li>• Absorption projection</li><li>• Demographics</li></ul> |
| <i>Master Planned Communities</i> | <ul style="list-style-type: none"><li>• Market segmentation</li><li>• Competitive analysis</li><li>• Phasing</li><li>• Amenities research</li><li>• Absorption projection prospective buyers</li><li>• Team participation</li></ul>   | <i>Consumer Attitude Surveys</i>   | <ul style="list-style-type: none"><li>• Exit surveys</li><li>• Post closing surveys</li><li>• Focus groups</li><li>• New product acceptance</li><li>• New home owner analysis</li></ul>  |
| <i>Feasibility Studies</i>        | <ul style="list-style-type: none"><li>• Upside issues</li><li>• Downside issues</li><li>• Market niche targeting</li><li>• Identification of buyer trends</li></ul>   | <i>Product Development Analysis</i>  | <ul style="list-style-type: none"><li>• Site evaluation</li><li>• Product evaluation</li><li>• Marketing evaluation</li><li>• Hourly consulting</li></ul>  |
|                                   |   | <i>Marketing</i>   | <ul style="list-style-type: none"><li>• Specifications</li><li>• Pricing strategy &amp; phasing</li><li>• Positioning, theme &amp; image</li><li>• Sales office</li></ul>  |
|                                   | <i>New Home Trends Is Committed To Providing The Best</i>   | <ul style="list-style-type: none"><li>• Team players</li><li>• Extensive database</li><li>• Flexibility</li><li>• Market knowledge</li></ul> |  |

*Information you can build on!*

## **New Home Trends Clients**

We are pleased to have served large and small builders, major developers of master-planned communities, financial institutions, and others involved in the residential building industry. Some of the companies that have relied on us are:

### ***Developers***

Aoki Corporation  
Finkbeiner Development  
Intracorp  
Jaquith Development  
Jenamar  
Marathon Development  
Mt. Vernon Associates  
Newland Communities  
Northwest Commercial  
Novastar Enterprises, Inc.  
Olympic Resources  
Olympic Property Group  
Pacific Land Management  
Pope Resources  
Port Blakely Communities  
Quadrant Land  
Star Development  
Triad  
Tucci & Sons  
Ueki America Corporation  
Weyerhaeuser Real Estate Co.

### ***Master Planned Communities***

Cascadia  
Harbor Ridge  
Northwest Landing  
Sunrise  
Lakeland  
Blakely Ridge  
Klahanie  
Northridge  
Snoqualmie Ridge  
Glen Eagle  
Harbour Pointe  
Port Ludlow  
McCormick Woods  
Meridian Campus  
Thurston Highlands  
Overlake in Utah  
Briggs Village  
Issaquah Highlands  
The Lakes at Black Diamond  
East Village  
Port Gamble  
Villbois

### ***Redevelopment Projects***

High Point  
New Holly  
Othello Station  
Rainier Vista  
Westpark

### ***Builders***

Arbor Homes  
Bennett Homes  
John F. Buchan Homes  
Wm. Buchan Homes  
Burnstead Construction  
Brownstone Homes  
Carino Homes  
CamWest Development, Inc.  
Centex  
Conner Development  
Crest Builders  
Dally Development  
Fortune Development  
Capstone Homes, Inc.  
Henderson Homes  
Intracorp  
J. Scott Development  
Jefferson Homes  
Lexington Fine Homes  
Lozier Homes  
Lyle Homes  
McCaugherty Companies  
Newhall Jones, Inc.  
Pan-Terra Homes  
Quadrant Homes  
Shea Homes  
Stafford Homes  
Lancaster Homes  
Wallace Properties  
Willamette Builders Group  
Triad

### ***Sales and Marketing Companies***

Windermere–Ryness  
Team Builder–John L. Scott  
Williams Marketing  
Miller Condominium Marketing  
Windermere On-Site

### ***Public Offices, Financial Institutions and Others***

Bank of America  
City of Mercer Island  
City of Renton  
City of Tacoma  
City of Kent  
City of Everett  
City of Seattle  
Seattle EDC  
Cohen Financial  
Homestreet Bank  
Resmark  
Carlyle Group  
Price Waterhouse  
Renton School District  
Threshold Housing  
Master Builders Assoc. of Pierce County  
Master Builders Assoc. of King & Snohomish Counties  
Security Capital Pacific Trust  
Hearthstone Advisors  
Heartland  
Schnitzer  
Seattle First National Bank  
Bremerton Housing Authority  
Seattle Housing Authority  
King County Housing Authority

### ***Architectural Firms***

Mithun  
Rice Fergus Miller  
GGLO