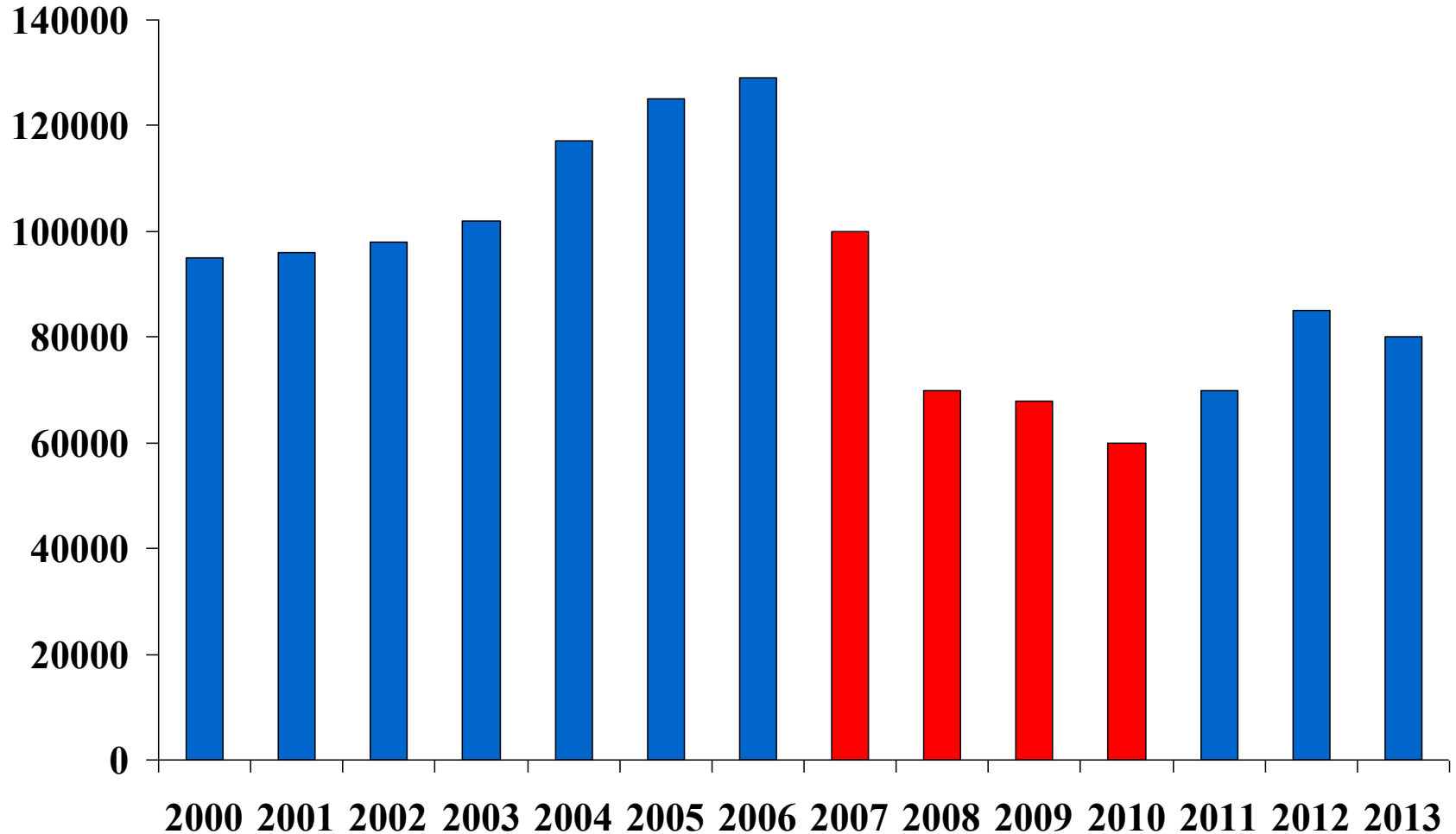


# Greater Metro Atlanta Market

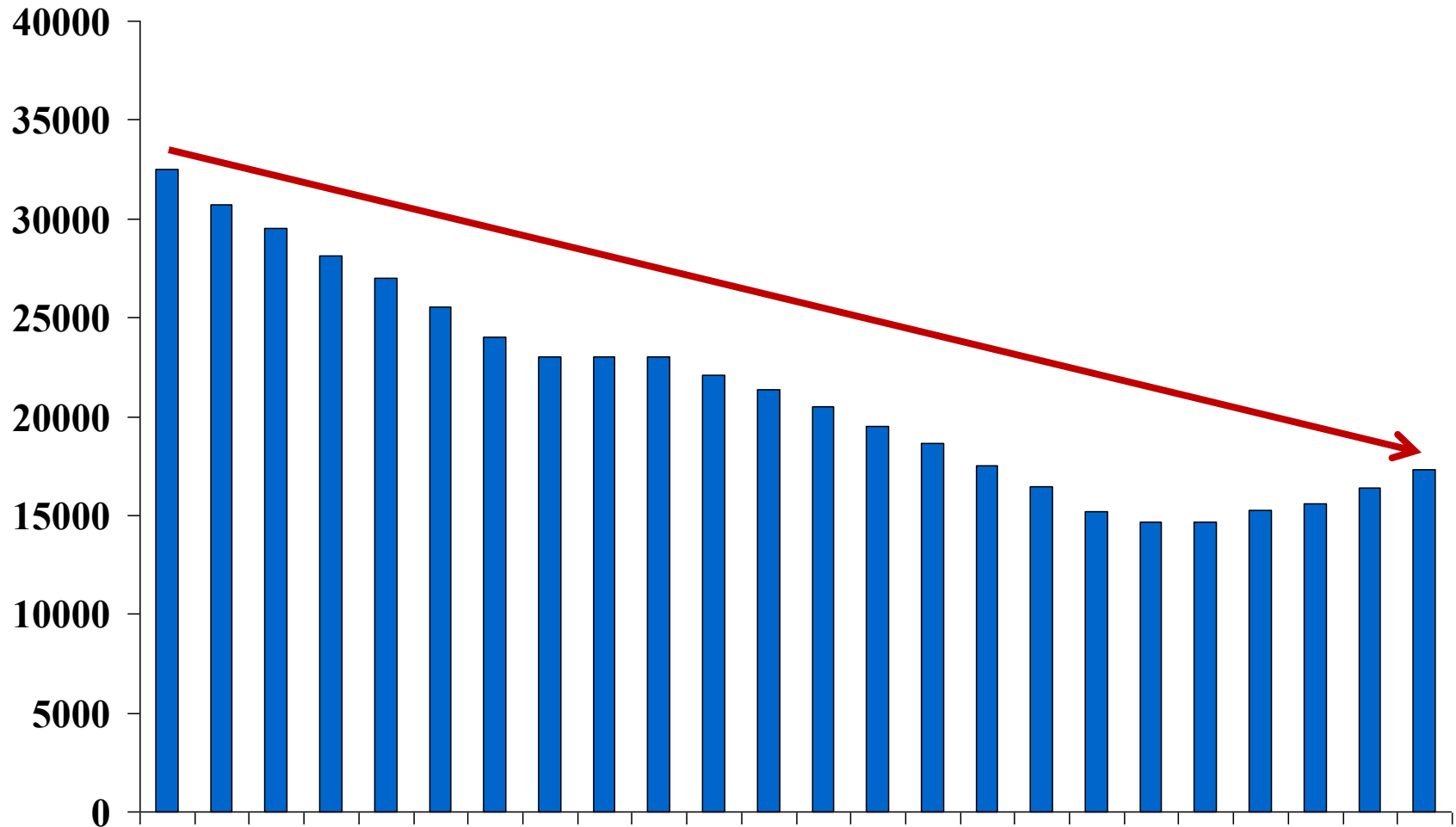
# Metro Atlanta Homes Sold



**125,000 Homes Sold In 2006. 60,000 Homes Sold in 2010. 2013 Closings Down Due To Low Inventory And Higher Fallout Rates.**

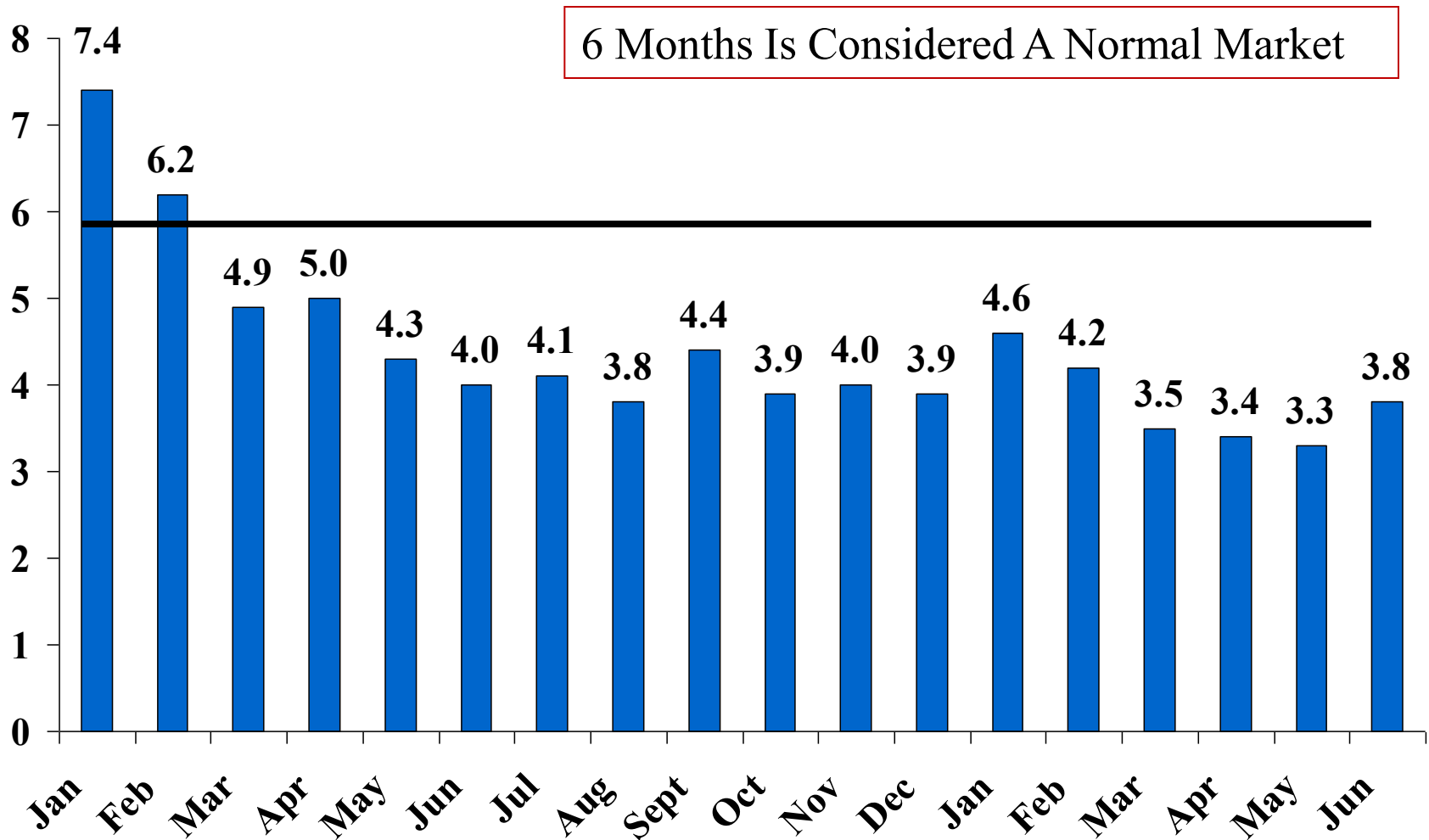
# Listed Inventory June 2011 – June 2013

## Residential Detached - Metro Atlanta



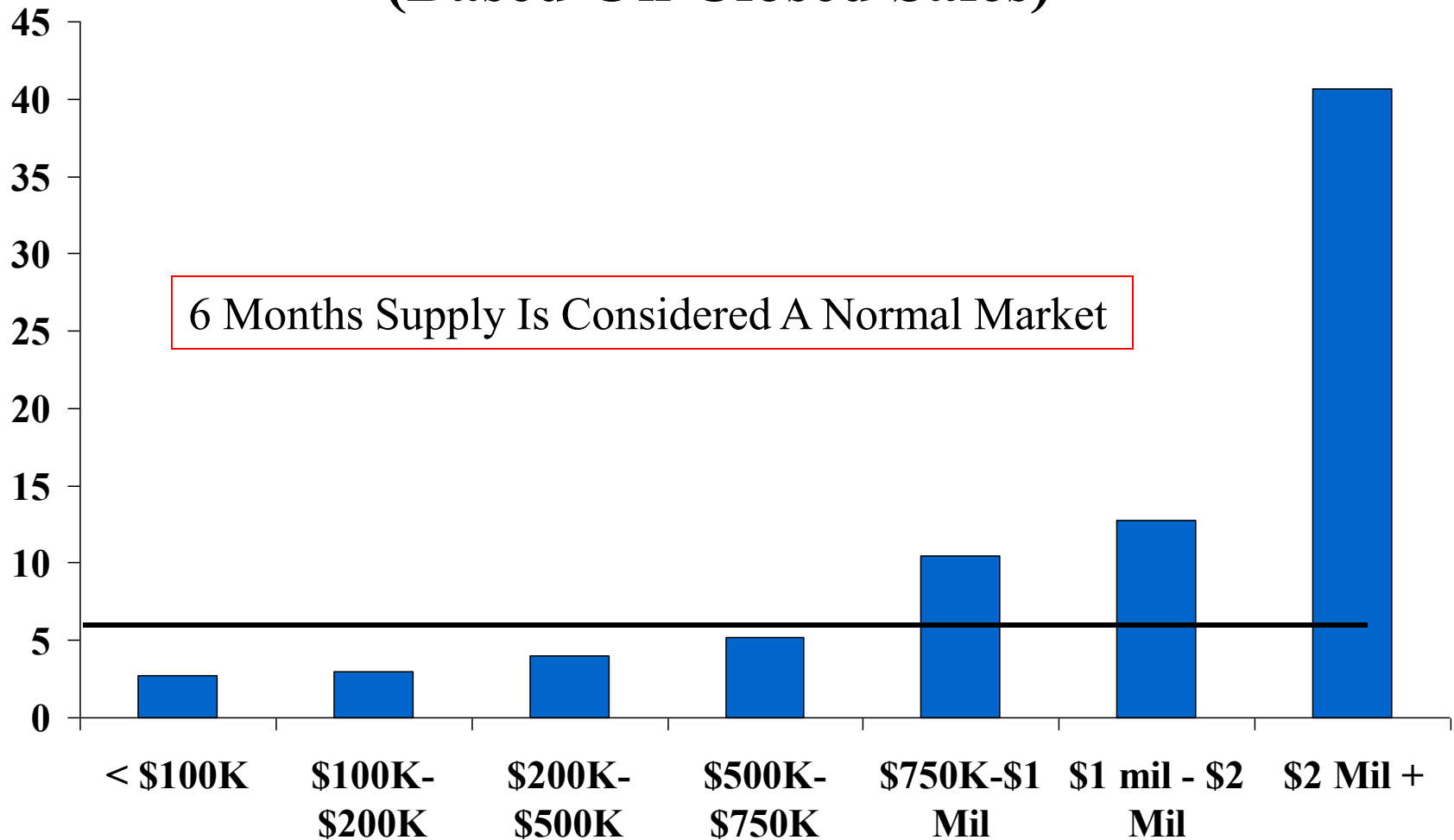
- **Inventory Levels Down 19% from June 2012, 48.7% from June 2011**

# Metro Atlanta – Months Of Supply (Based Upon Closed Sales)



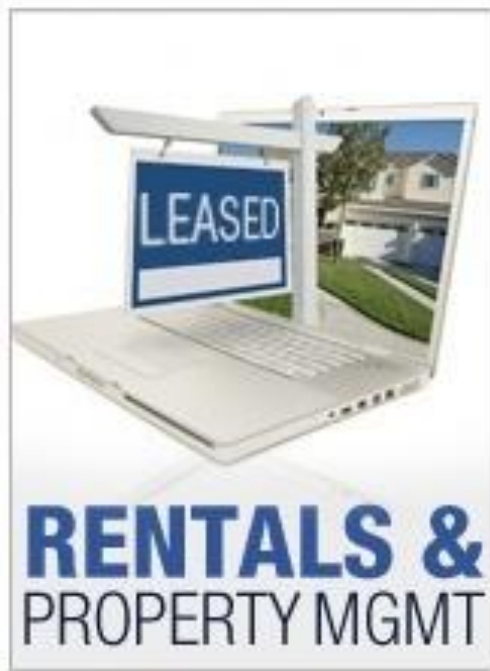
# Metro Atlanta Months of Inventory

## (Based On Closed Sales)



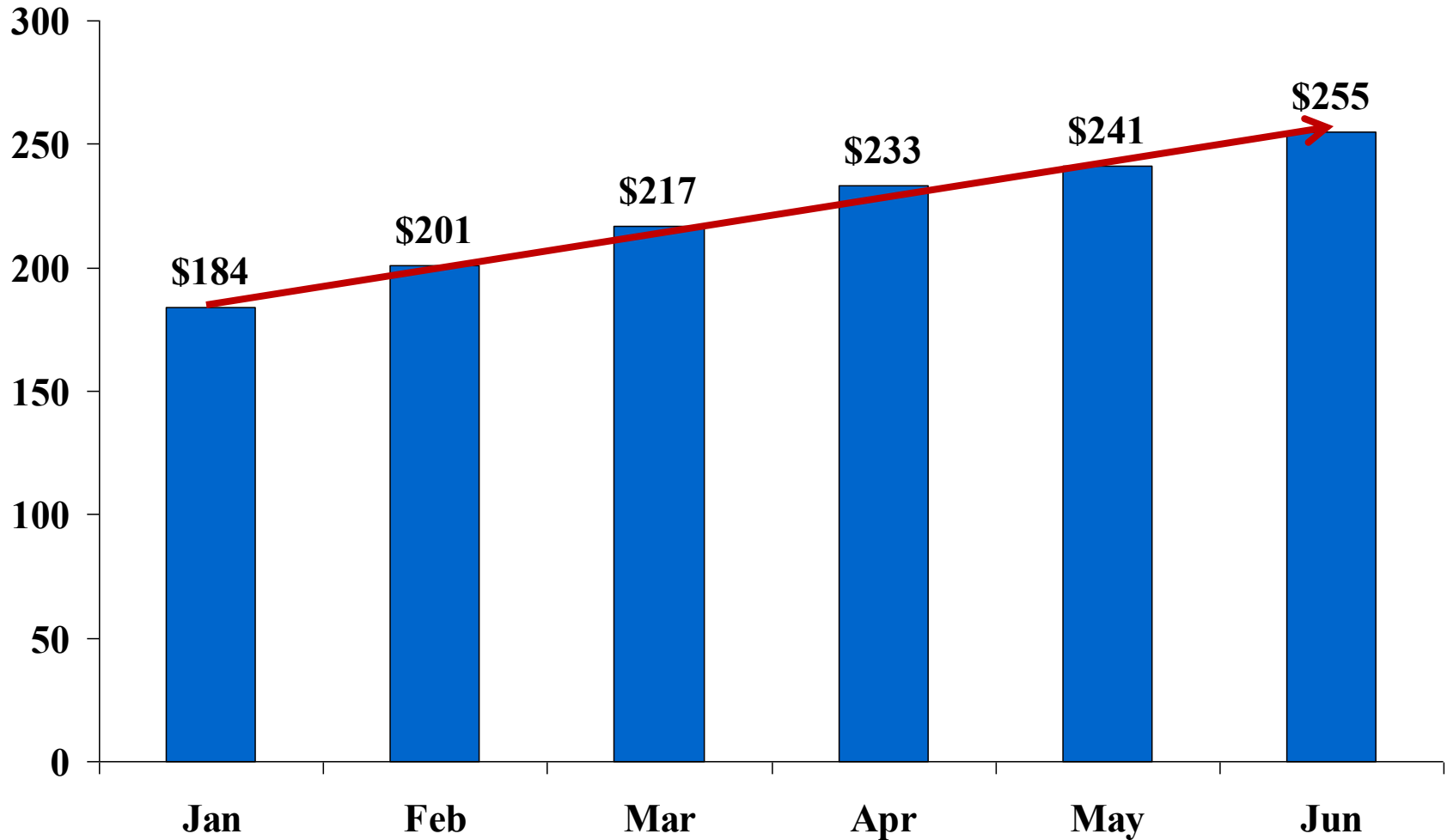
**It Is A Sellers Market Below \$500K In Most Areas.**

# **Investors See The Opportunity To Buy Low, Lease & Sell High For Single Family Properties!**



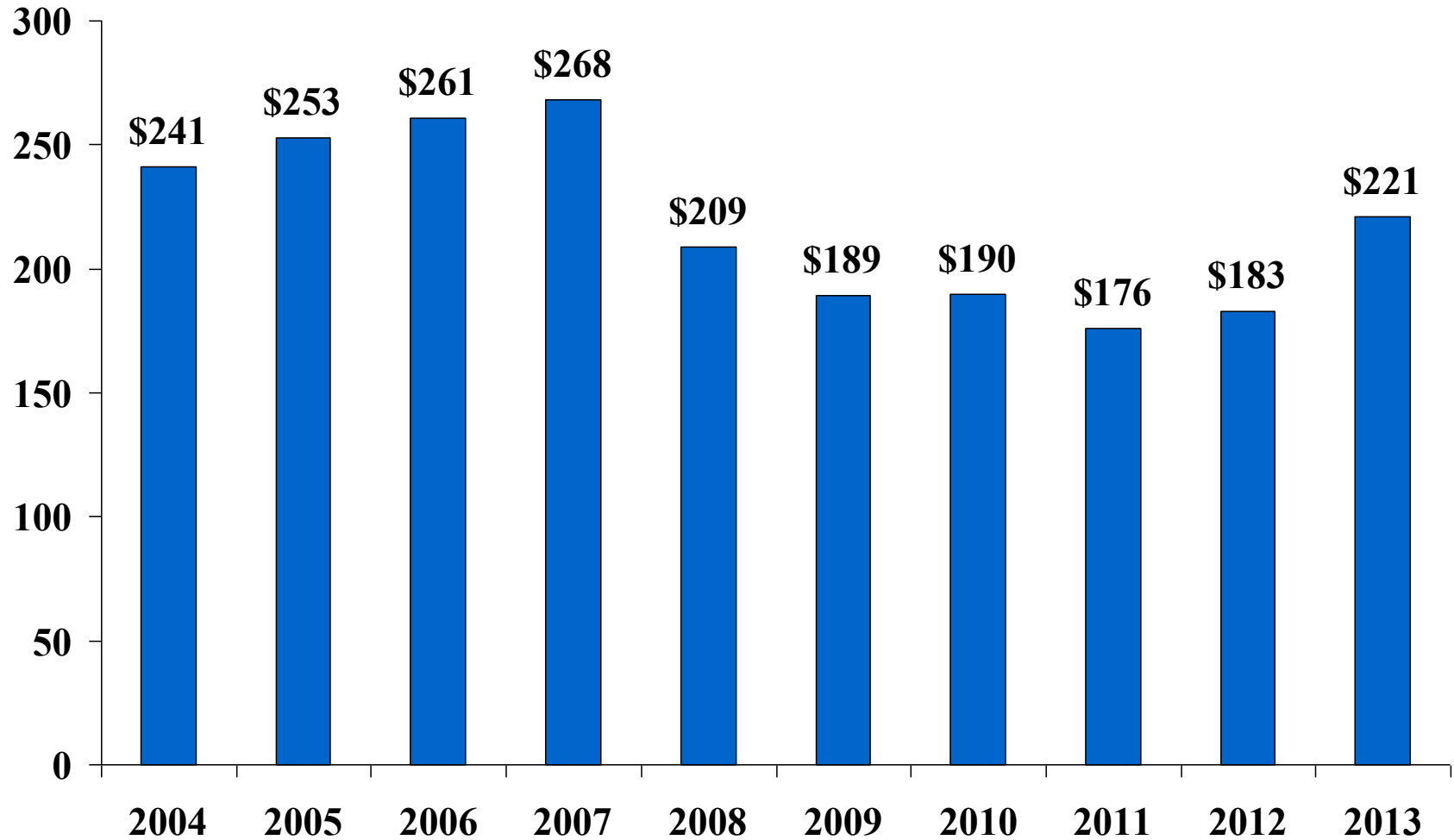
**This Is Causing A Shortage Of  
Inventory Under \$200,000.**

# Metro Atlanta 2013 Average Sale Prices



**Average Sales Price Up 38.5% In 2013**

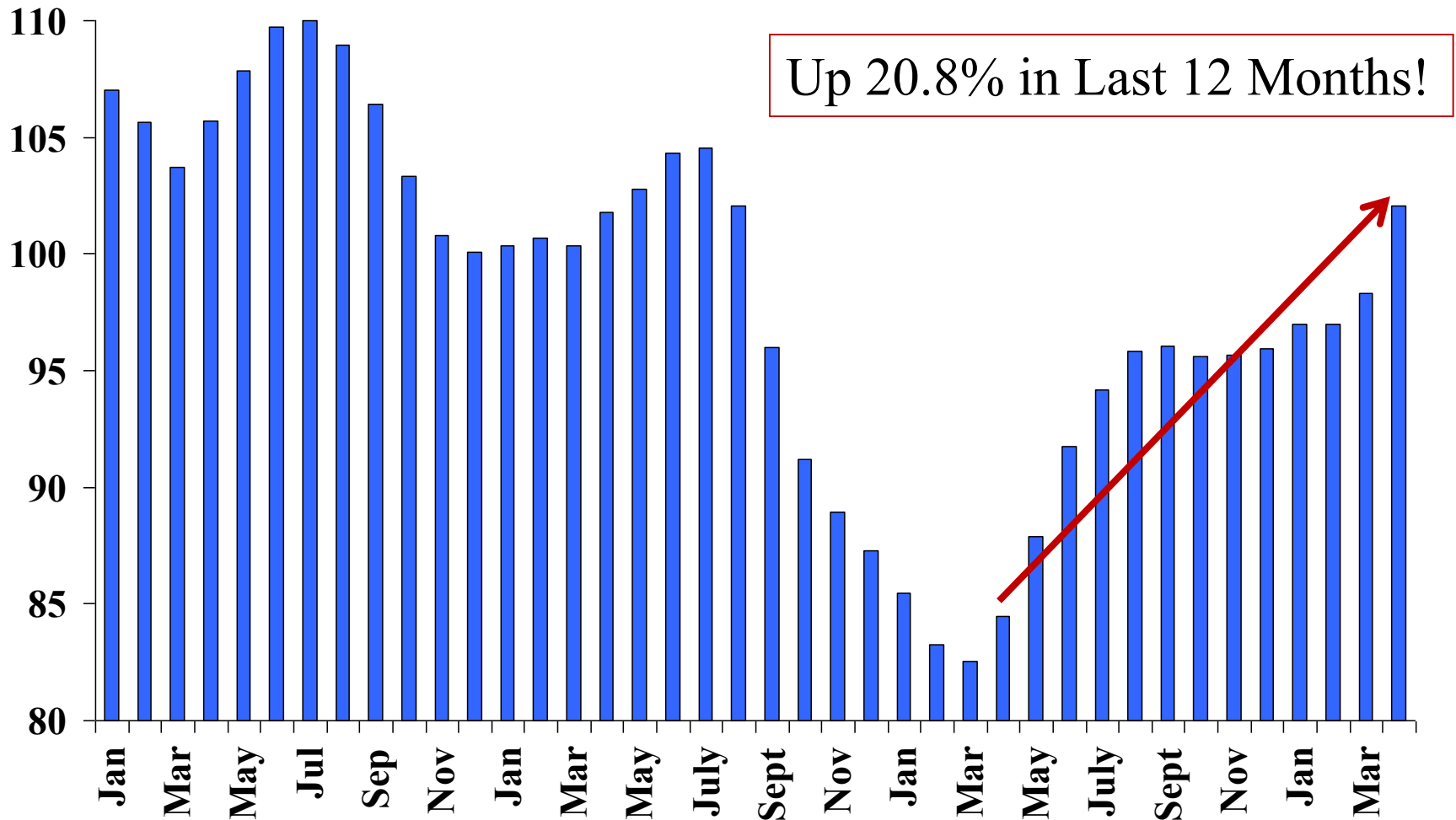
# Metro Atlanta Average Annual Sale Price Trend



**Average Sales Price Increasing From Bottom Of 2011**

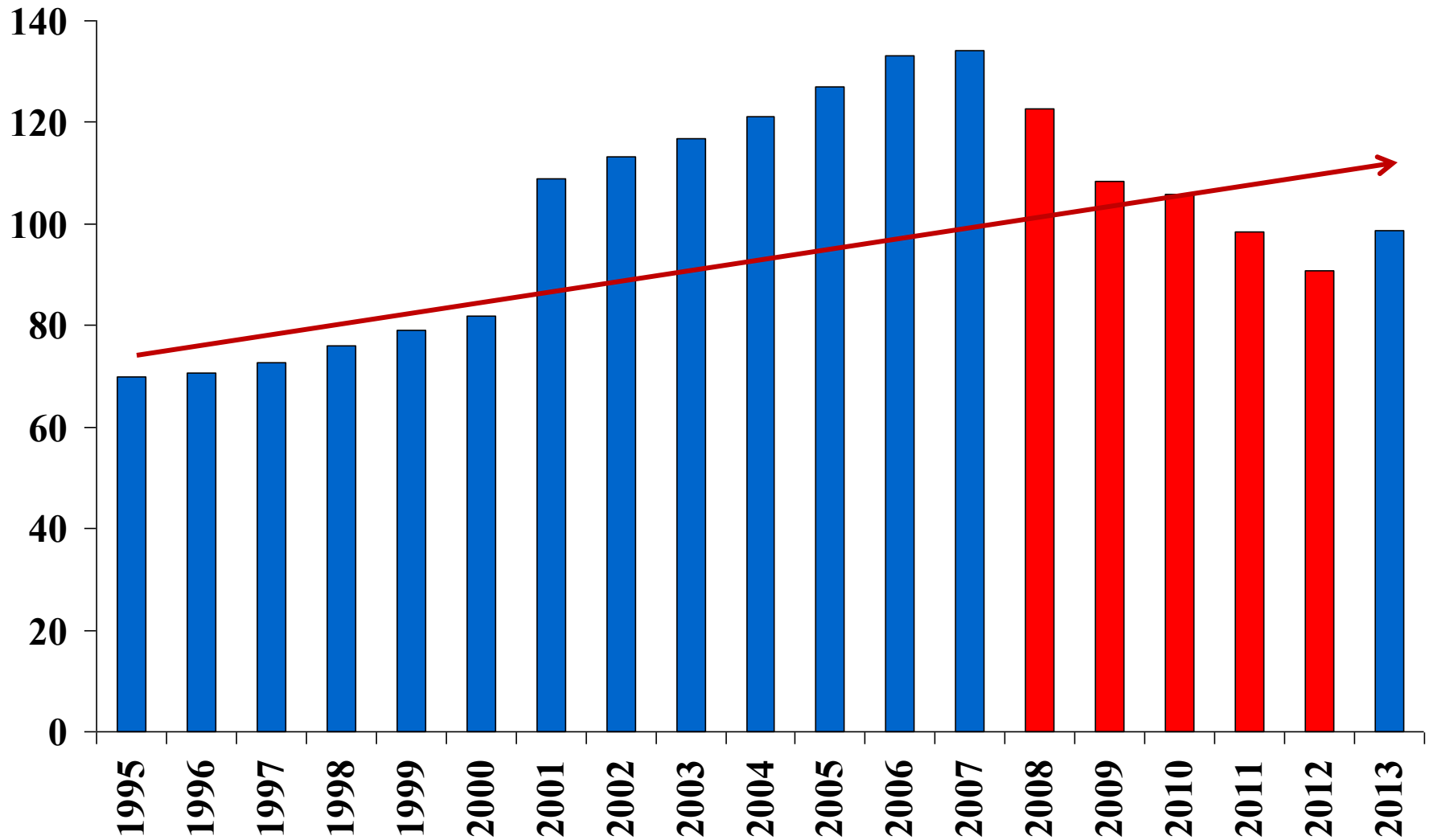


# Case-Shiller Index For Metro Atlanta



**Chart Shows Index Results January 2010 Through April 2013  
(As Reported June 2013)**

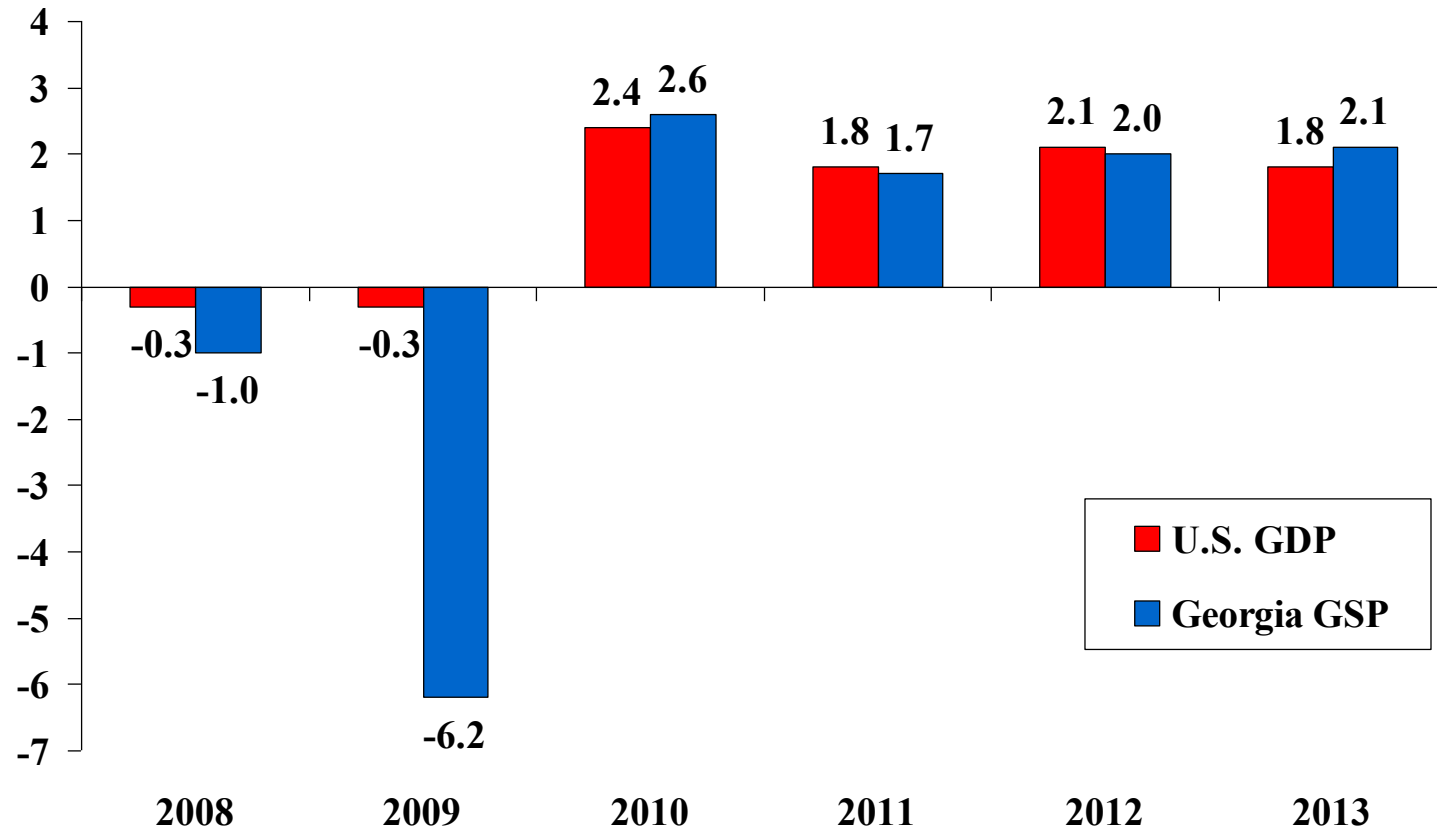
# Case-Shiller Home Values For Metro Atlanta



- Peak was July 2007. Current Home Values Remain Below The Normal Trend Line. But Prices Are Slowly Correcting!

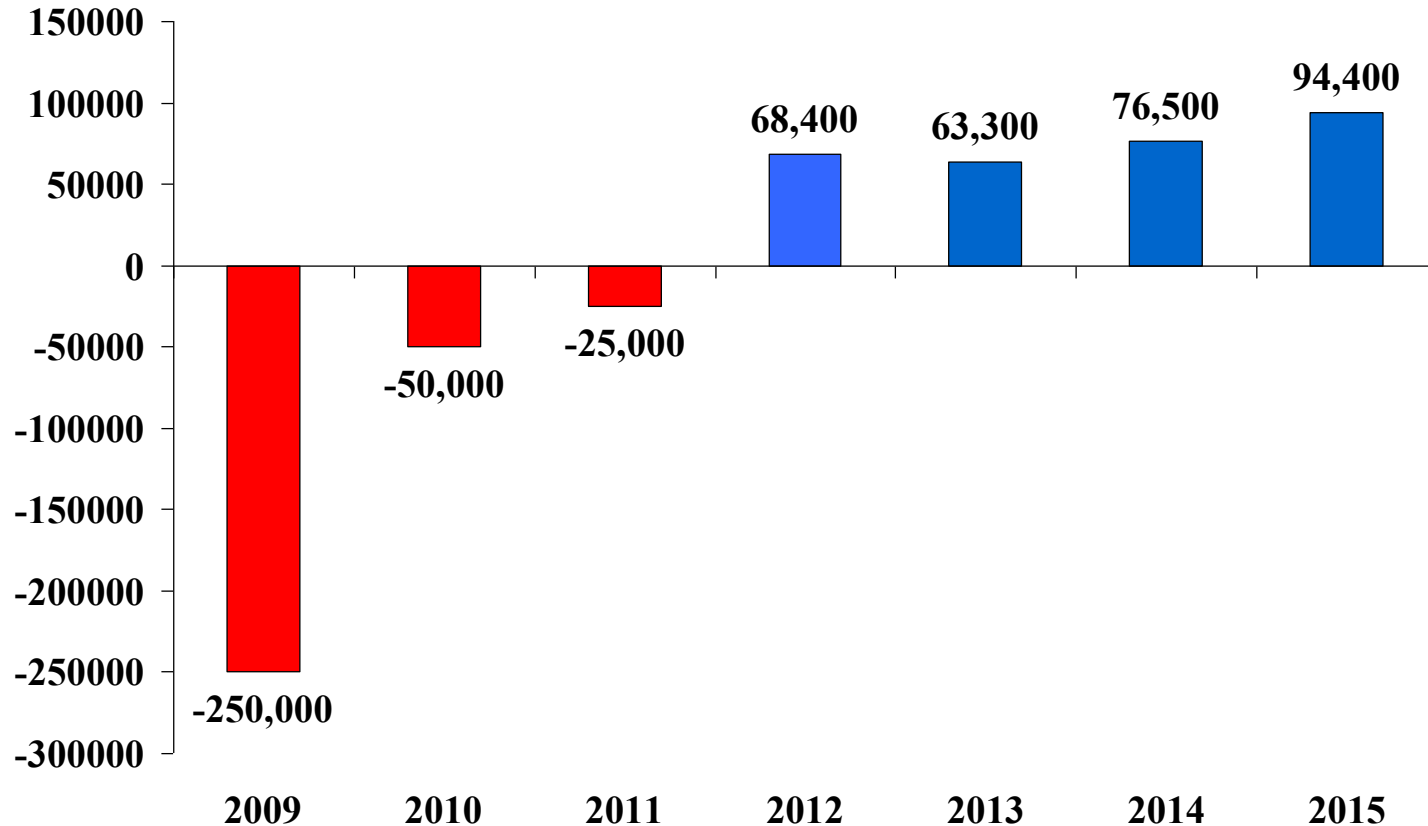
# Georgia Economy Outperforming The National Economy In 2013

(Terry College of Business – University of Georgia)



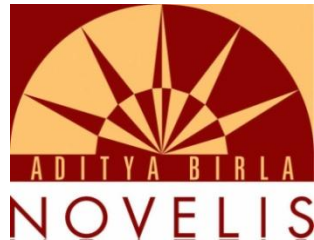
# More Jobs In Georgia!

(Data From Terry College of Business/ UGA& Georgia State Economic Forecasting Center)



- Georgia Lost 325,000 Jobs In The Great Recession.
- 2012 Restarted Positive Job Growth Trend!

# Major Group Moves



***Baxter***

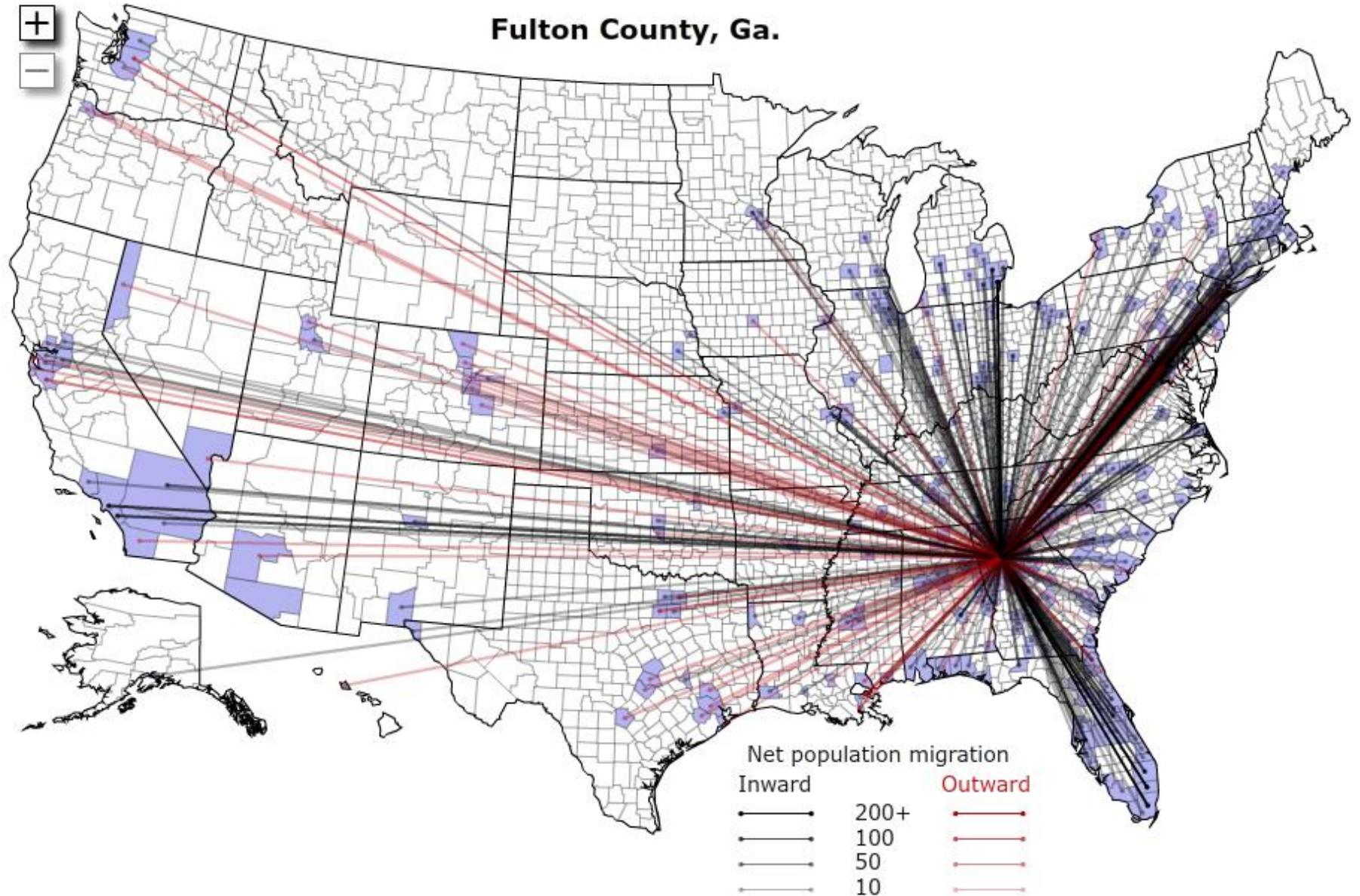


**PORSCHE**



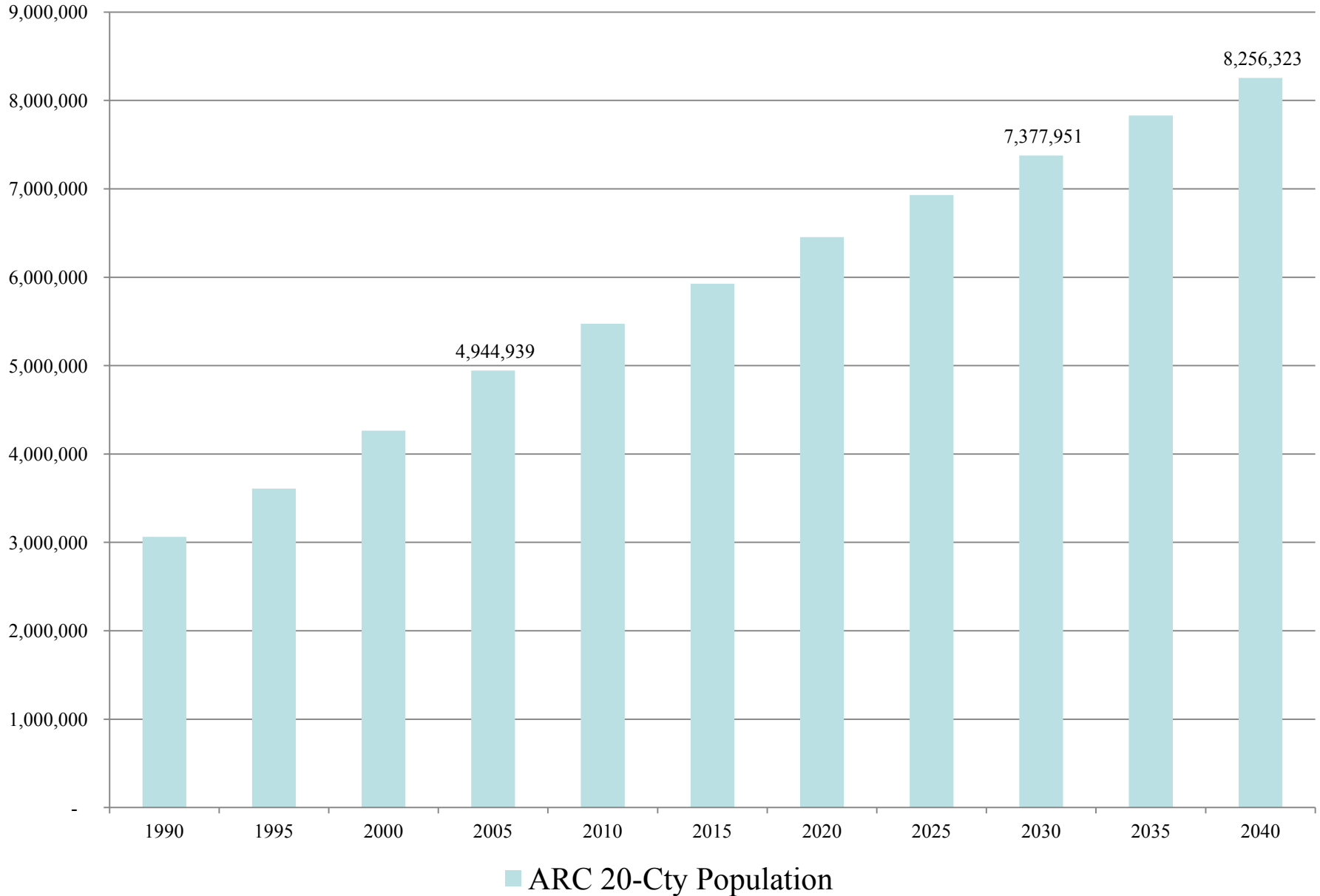
# And More Coming ...

# Rustbelt To Sunbelt



# Forecast Population Growth

*20-County Forecast Area*



# Baby Boomers Are Coming To Be Close To Their Children & Grandchildren.

	Total Population	Rank of Share				
		Under 20	20-64	65+	25-39	45-59
Dallas	6,144,489	3	9	25	1	24
Atlanta	5,271,550	5	6	27	2	19
Phoenix	4,179,427	4	24	15	4	26
Denver	2,466,591	11	5	24	4	12
Riverside	4,081,371	1	27	22	5	27
Houston	5,629,127	2	10	26	6	21
Portland	2,174,631	19	2	19	7	7
Seattle	3,309,347	22	1	20	8	3
Sacramento						
Washington						
Los Angeles						
San Diego						
San Francisco						
Orlando						
Minneapolis						
Chicago						
New York						
Boston	4,482,857	23	8	9	18	10
Cincinnati	2,134,864	9	19	13	19	14
Baltimore	2,668,056	17	11	11	20	9
Detroit	4,467,592	13	18	12	21	5
Philadelphia	5,827,962	16	21	5	22	13
St. Louis	2,802,282	15	20	7	23	8
Miami	5,413,212	24	26	3	24	17
Tampa	2,723,949	25	25	1	25	16
Cleveland	2,096,471	20	23	4	26	2
Pittsburgh	2,355,712	27	22	2	27	1

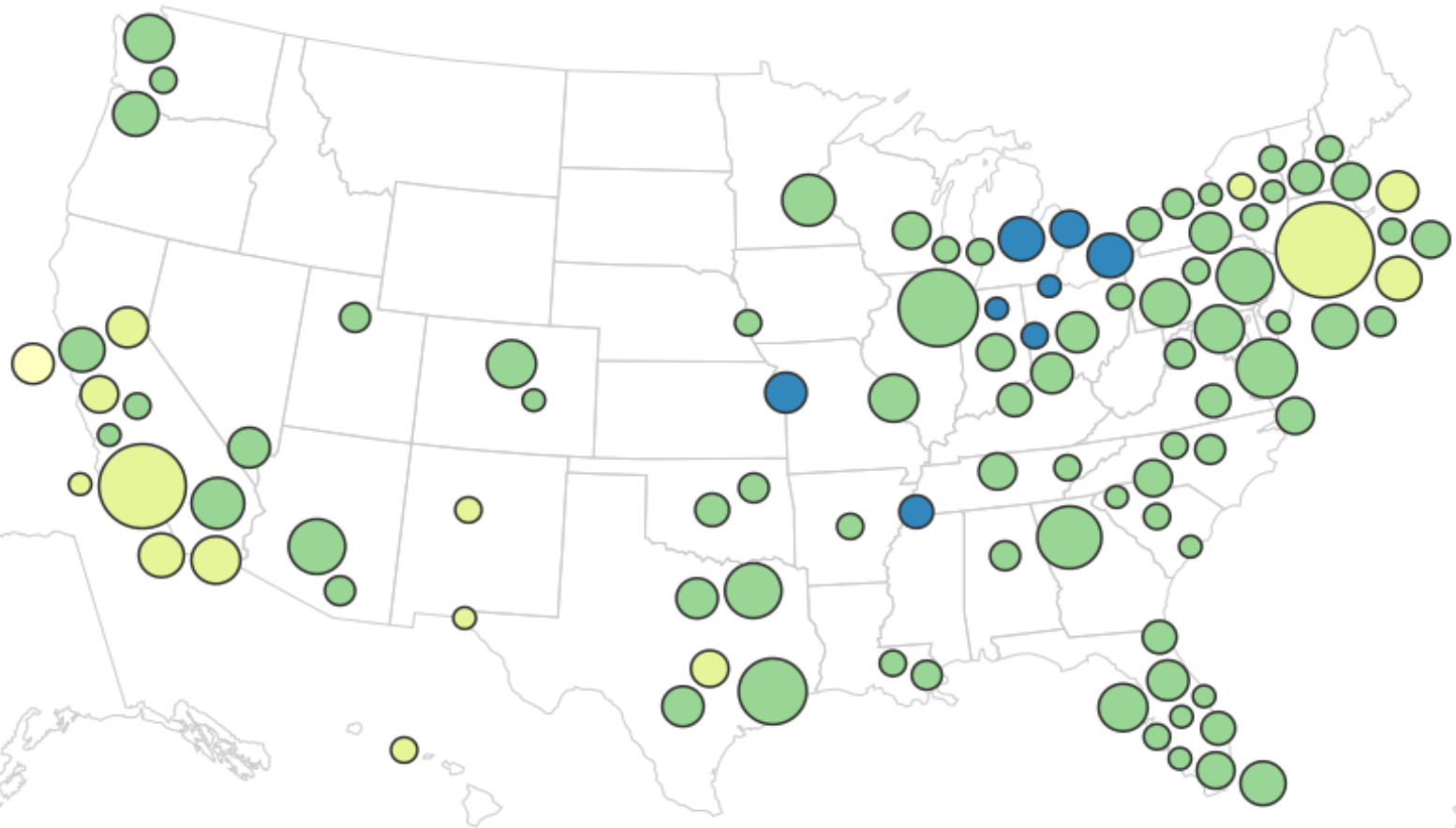
**Metro Atlanta Has The:**

- #2 Population Age 25-39
- #5 Population Under 20

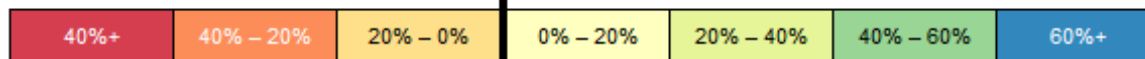
Source: Census Bureau



# Metro Atlanta Is 56% Better To Buy Than Rent



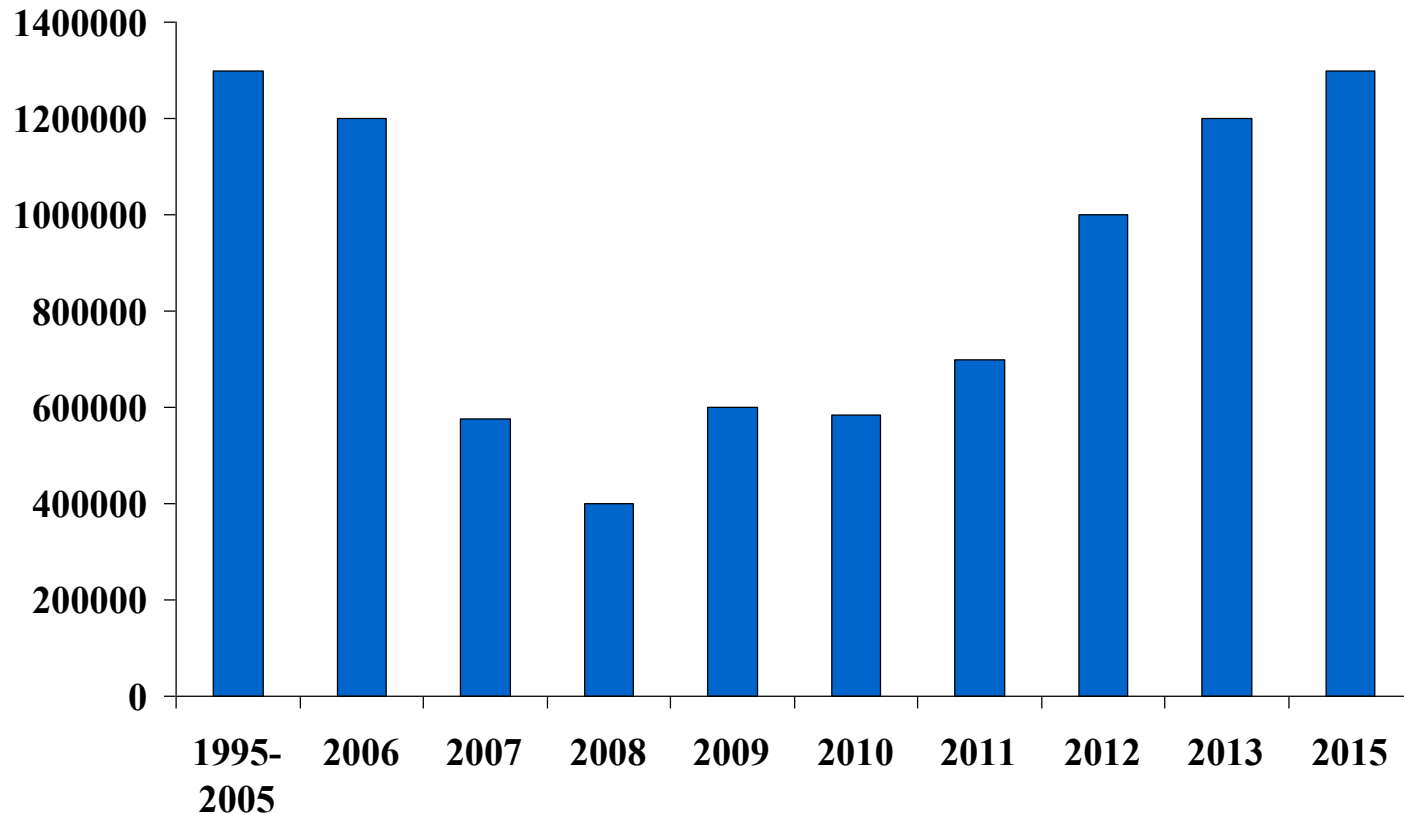
Cheaper to Rent ← → Cheaper to Buy



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# **U. S. Household Formation Trends**

## **Demand For 1st Time Buyers Will Be Strong!**

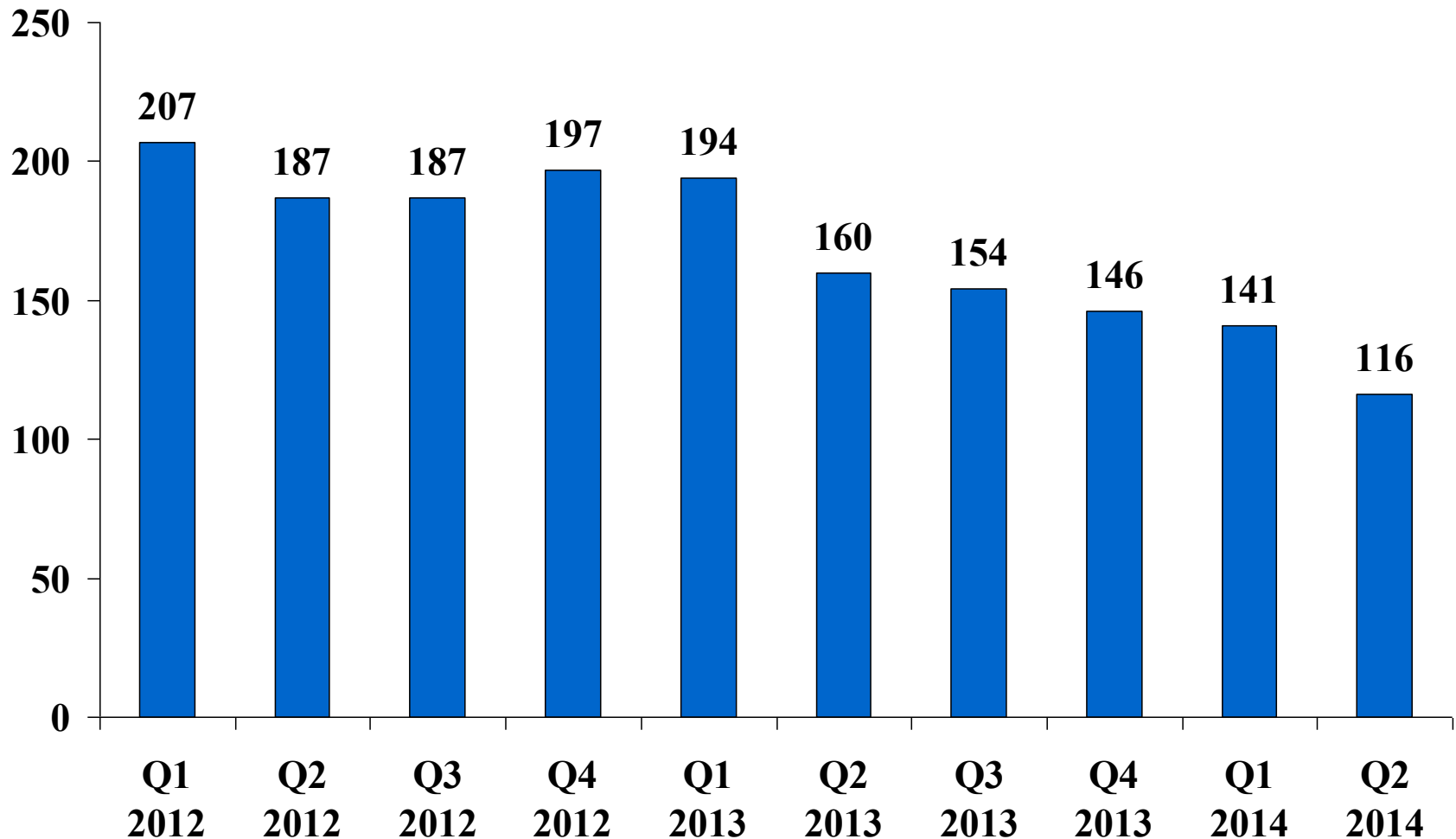


Source: U.S. Census, JCHS Household Growth Projections, Goldman Sachs

- **New Household Formation Dropped From 1.2 Mil (2006) To 400,000 (2008)**
- **Growing To 1.2 Million In 2013. Lots Of Pent-Up Demand.**
- **4 Million Students Per Year Graduate From College For Next 10 Years!**

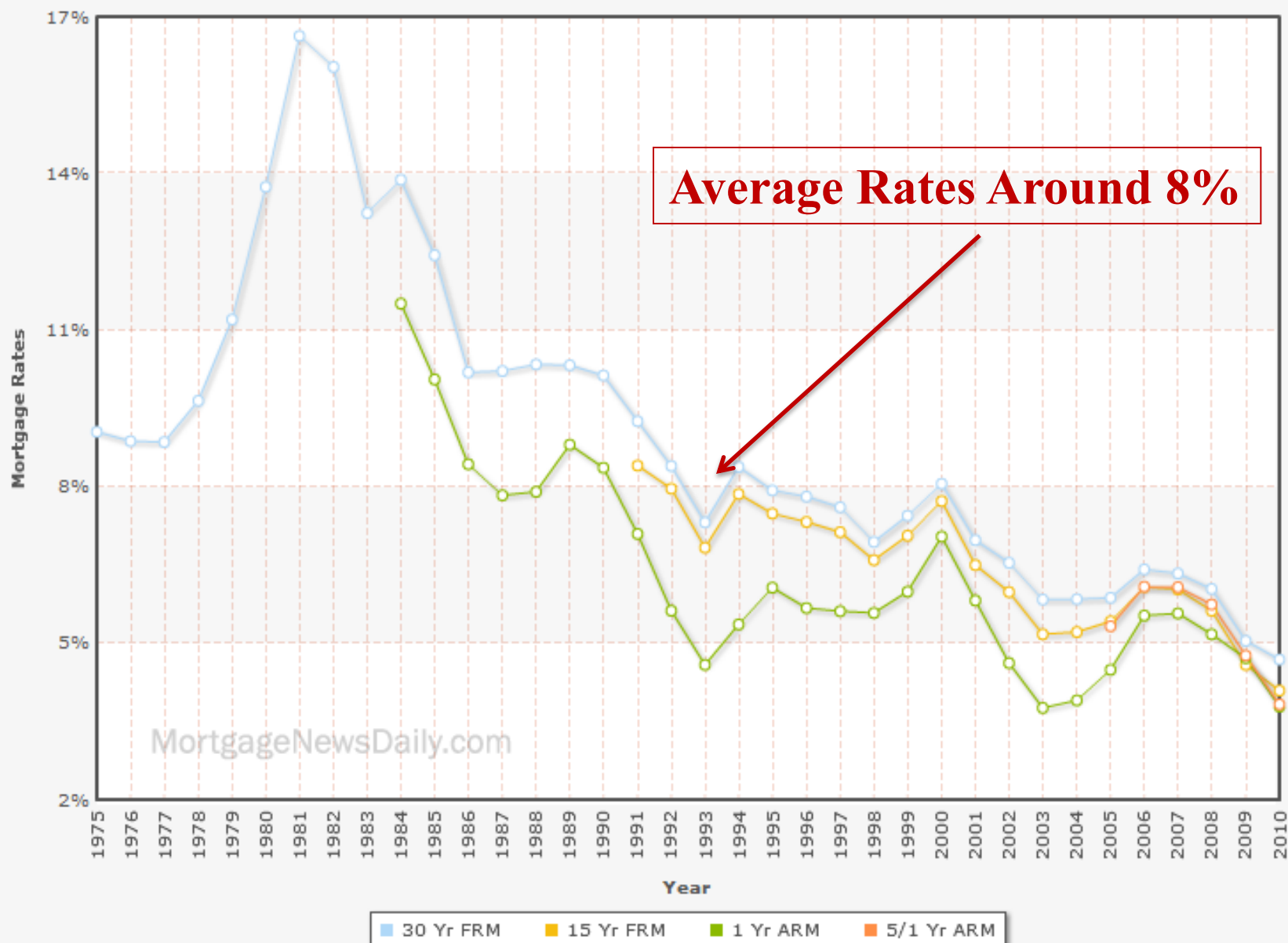
# National Housing Affordability Index

(Combination of home prices and mortgage rates)

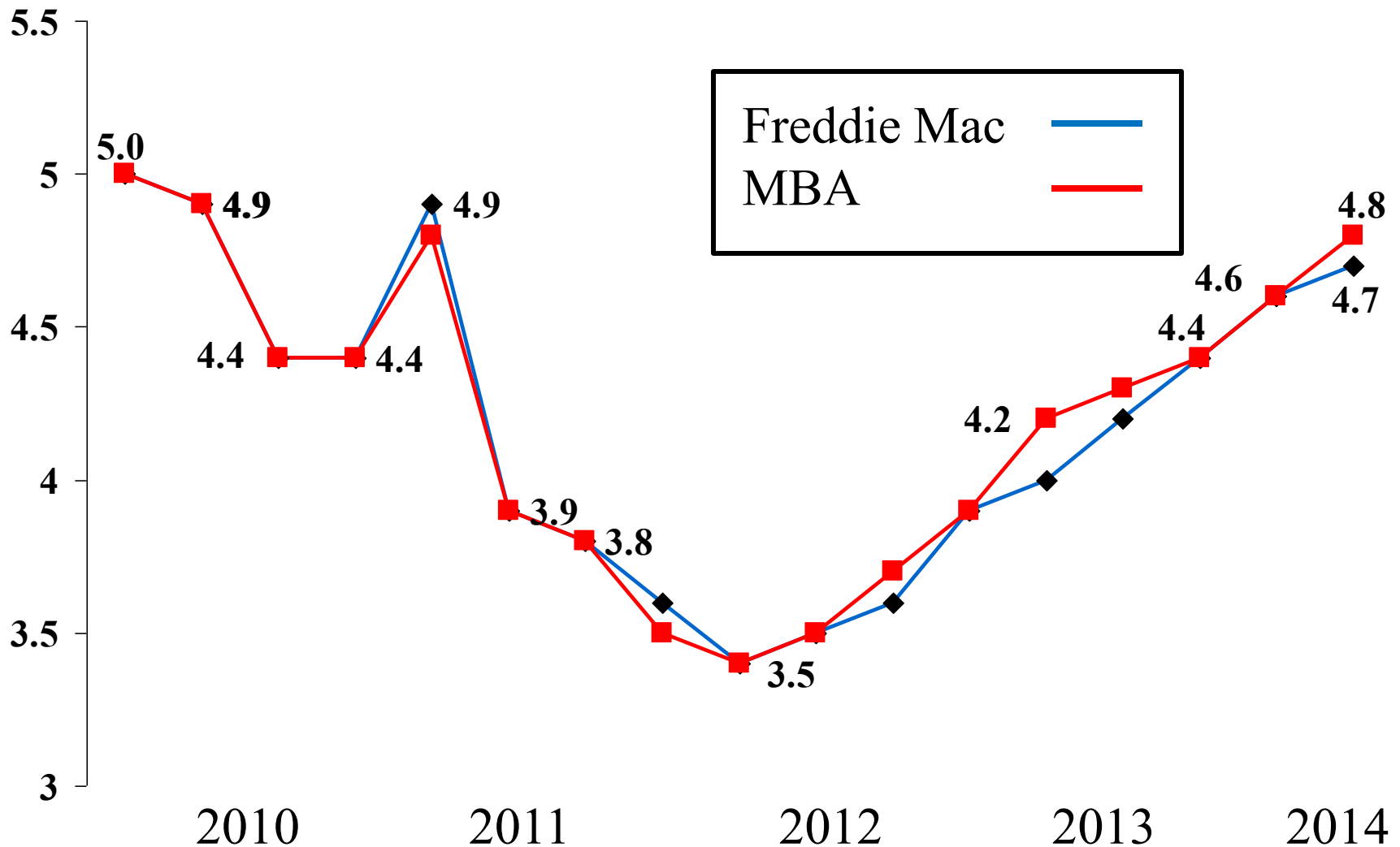


**Prices Improving and Mortgage Rates Rising.  
But Home Affordability Remains Historically Favorable.**

## U.S. Average Weekly Mortgage Rates (36 Years)



# Freddie Mac & Mortgage Bankers Association 30-Year Fixed Rate Forecast (June 2013) 2010 – 2014 Quarterly Averages



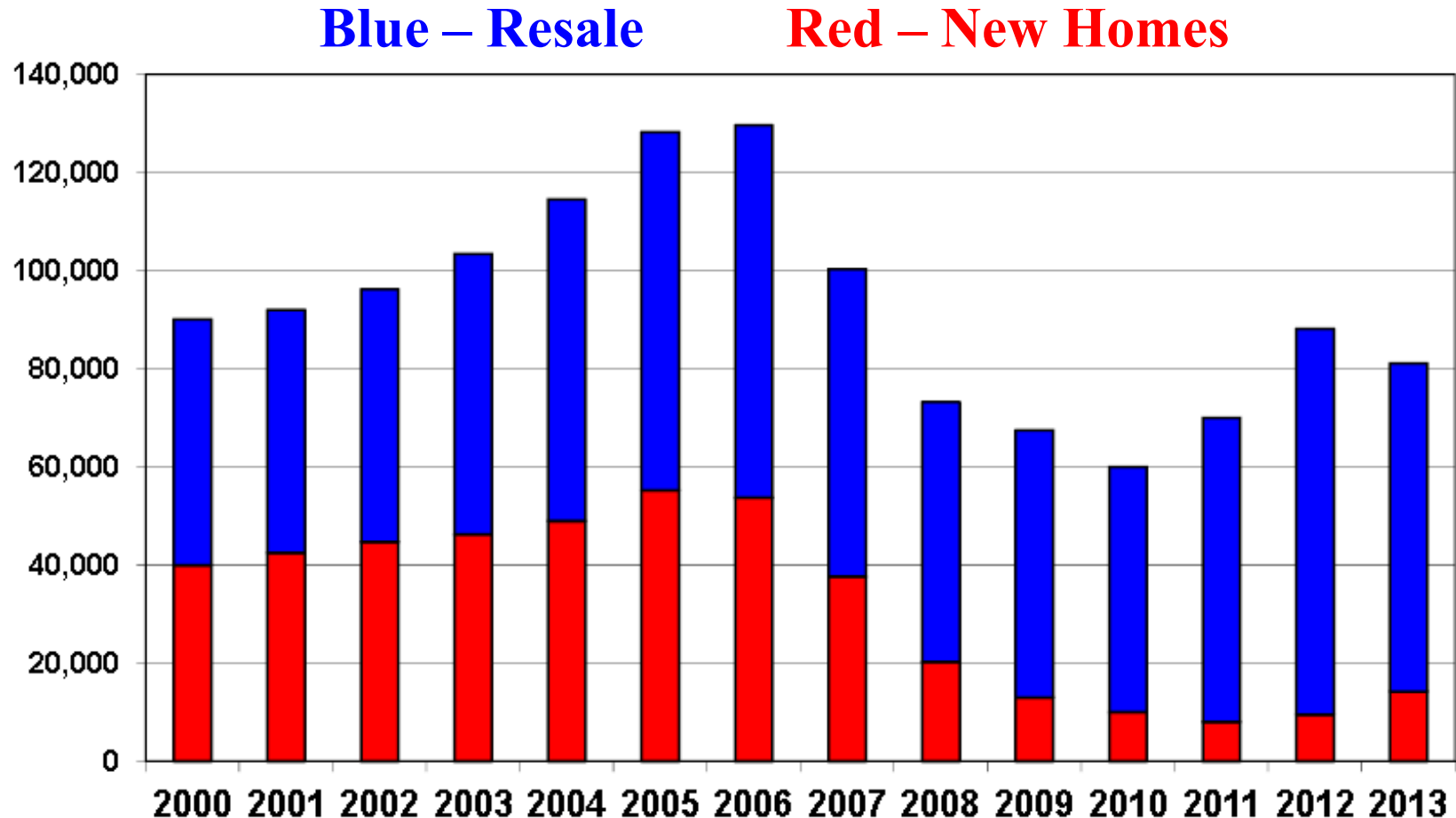
# Increasing Mortgage Rates Make A Significant Difference In Home Affordability

Amount Of Mortgage	3.5% Mortgage	30-Year Cost	5% Mortgage	30-Year Cost	8% Mortgage	30-Year Cost
\$200,000	\$898	\$323,280	\$1,073	\$386,280	\$1,467	\$528,120
\$300,000	\$1,347	\$484,920	\$1,610	\$579,600	\$2,201	\$792,360
\$400,000	\$1,796	\$646,560	\$2,147	\$772,920	\$2,935	\$1,056,600
\$500,000	\$2,245	\$808,200	\$2,684	\$966,240	\$3,668	\$1,320,480
\$1 million	\$4,490	\$1,616,400	\$5,368	\$1,932,480	\$7,337	\$2,641,320

# Metro Atlanta New Homes

Charts Provided By SmartNumbers and ViaSearch

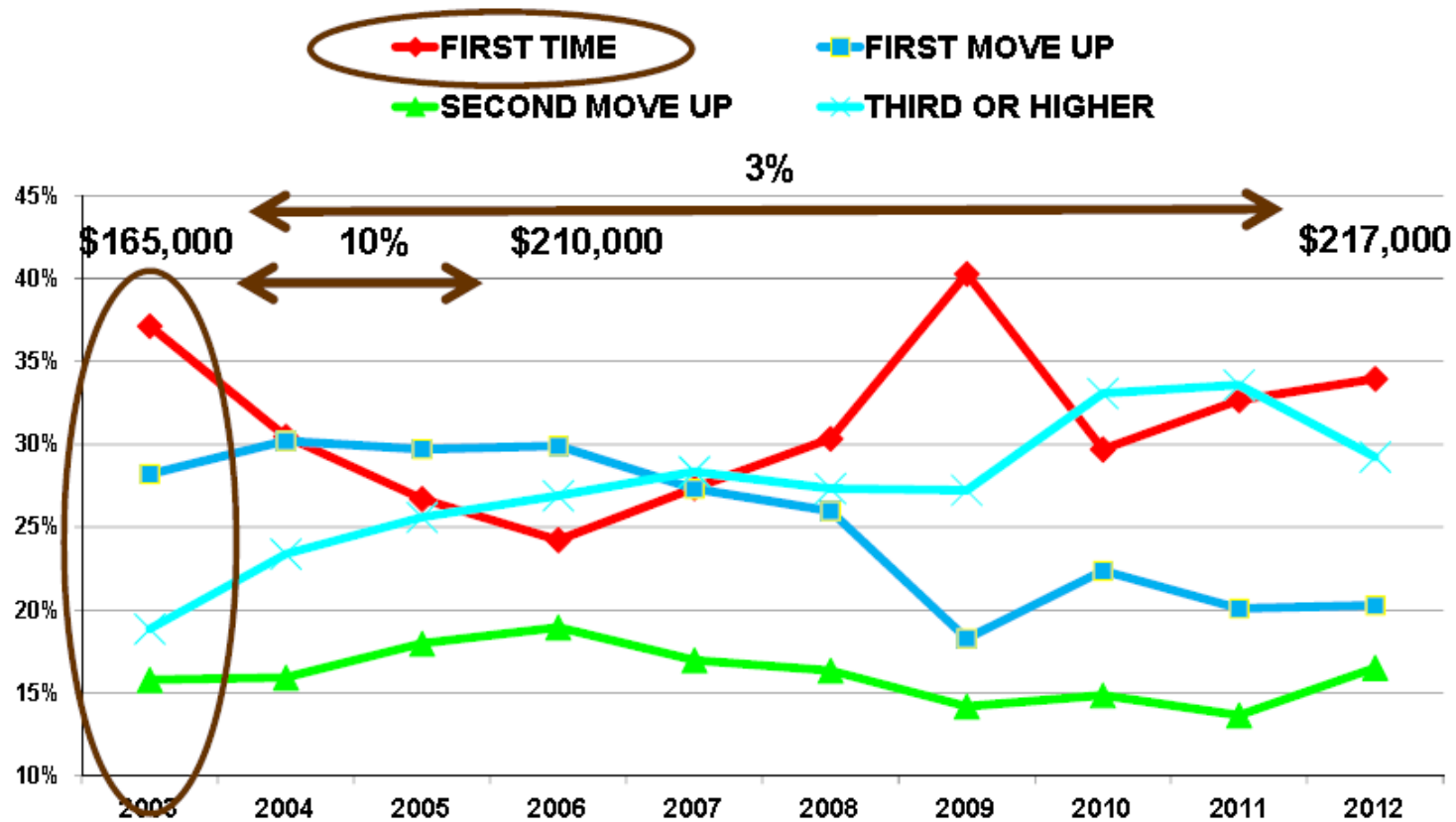
# Metro Atlanta Closings



New Homes Closings Up 55% From Last Year. Resale Units In 2012 At Levels Not Seen Since 2006. But Almost 50% Of Resale Units From Investors Under \$200k.



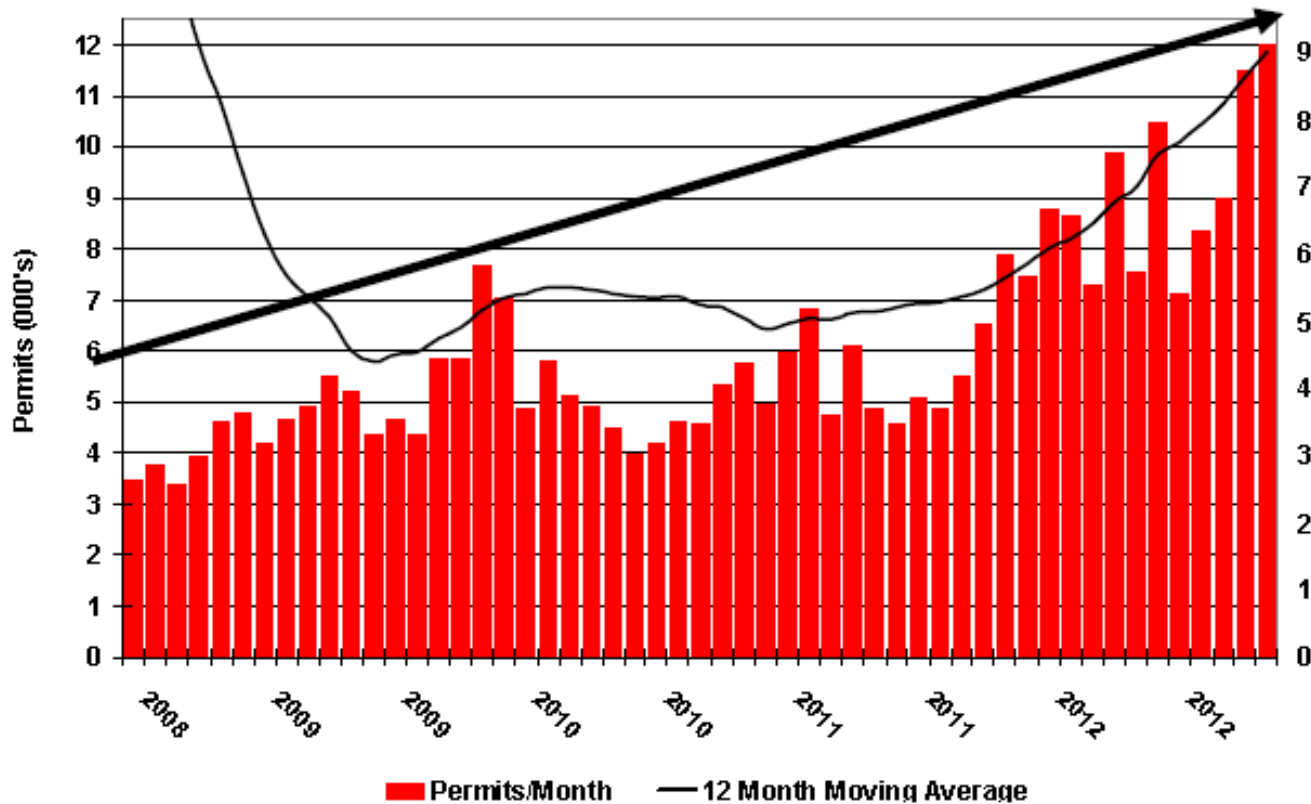
# Buyer Types For New Homes



First Time Buyers And Baby Boomers Remain Most Active Segments.  
We Are Looking To See The 1<sup>st</sup> & 2<sup>nd</sup> Move-Up Buyers Return.

# New Home Permits

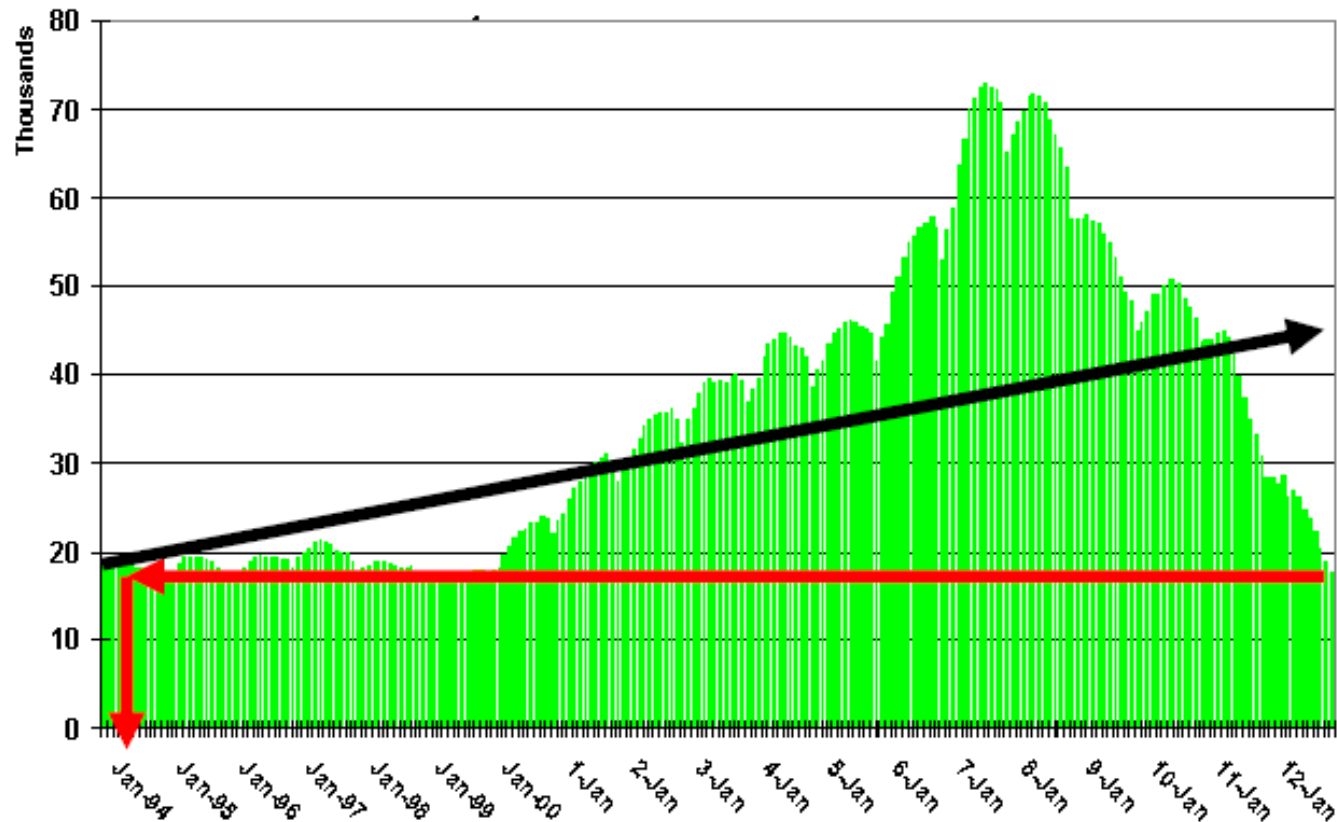
Permit Trend 10/2008 - 3/2013 Atlanta



New Home Starts Growing Steadily!

# Metro Atlanta Inventory

(Black Arrow Is Population Trend)

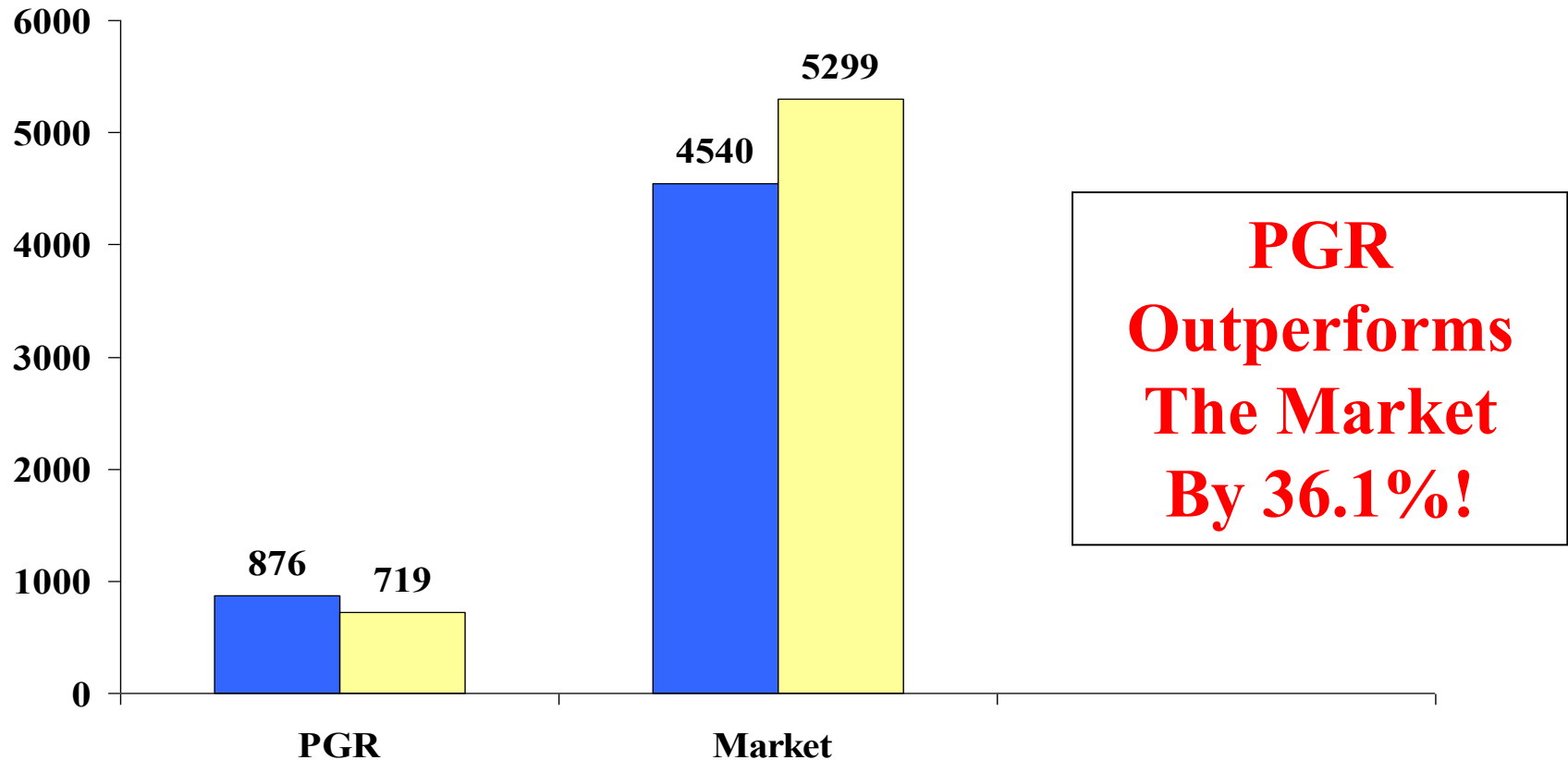


Population Trends Growing Faster Than Inventory

# Prudential Georgia Realty

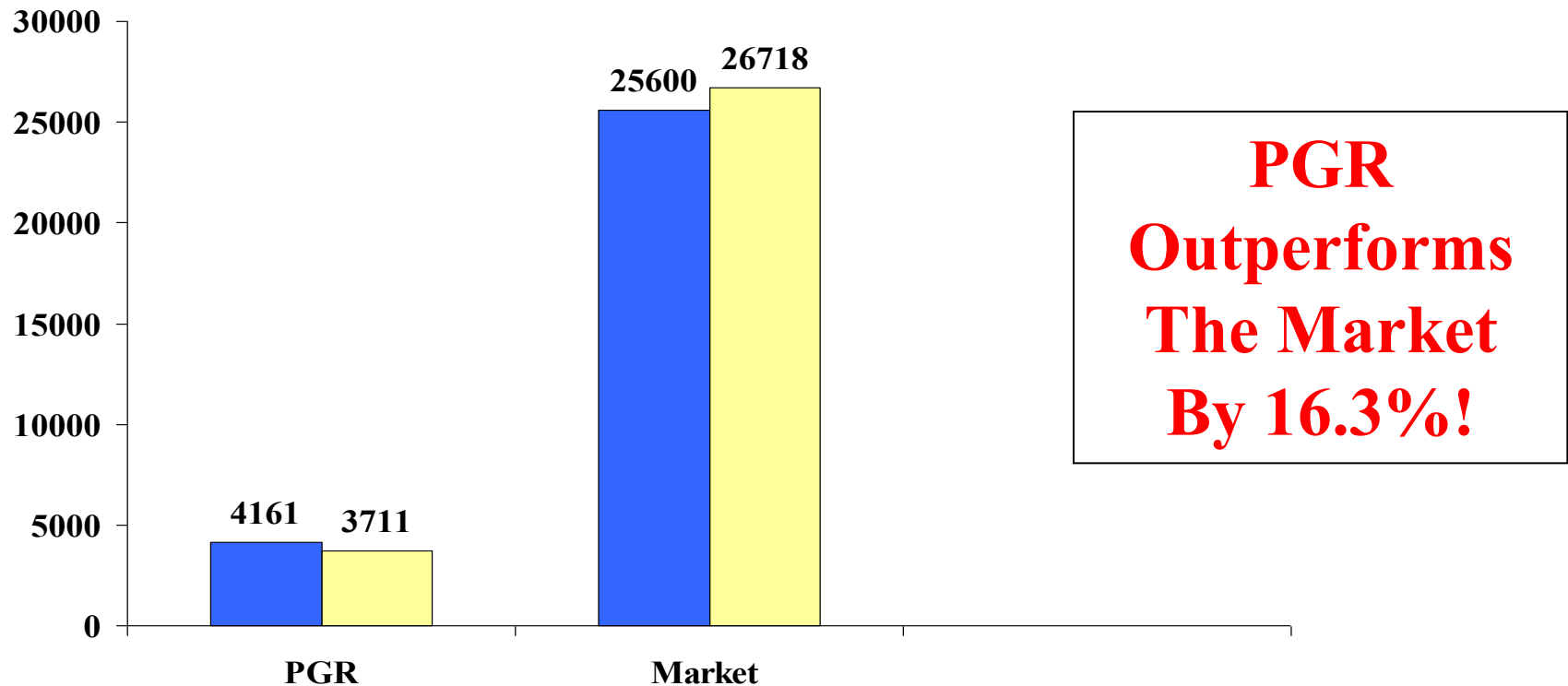
Ranked #1 In Homes Sold – 2009, 2010, 2011, 2012 and YTD 2013

# June 2013 Closings Vs. June 2012 Closings



- PGR Closings Were Up 21.8% Compared To June 2012.
- The Market Was Down 14.3% Compared To June 2012.
- PGR Pendlings Were Up 33.4% Compared To June 2012!

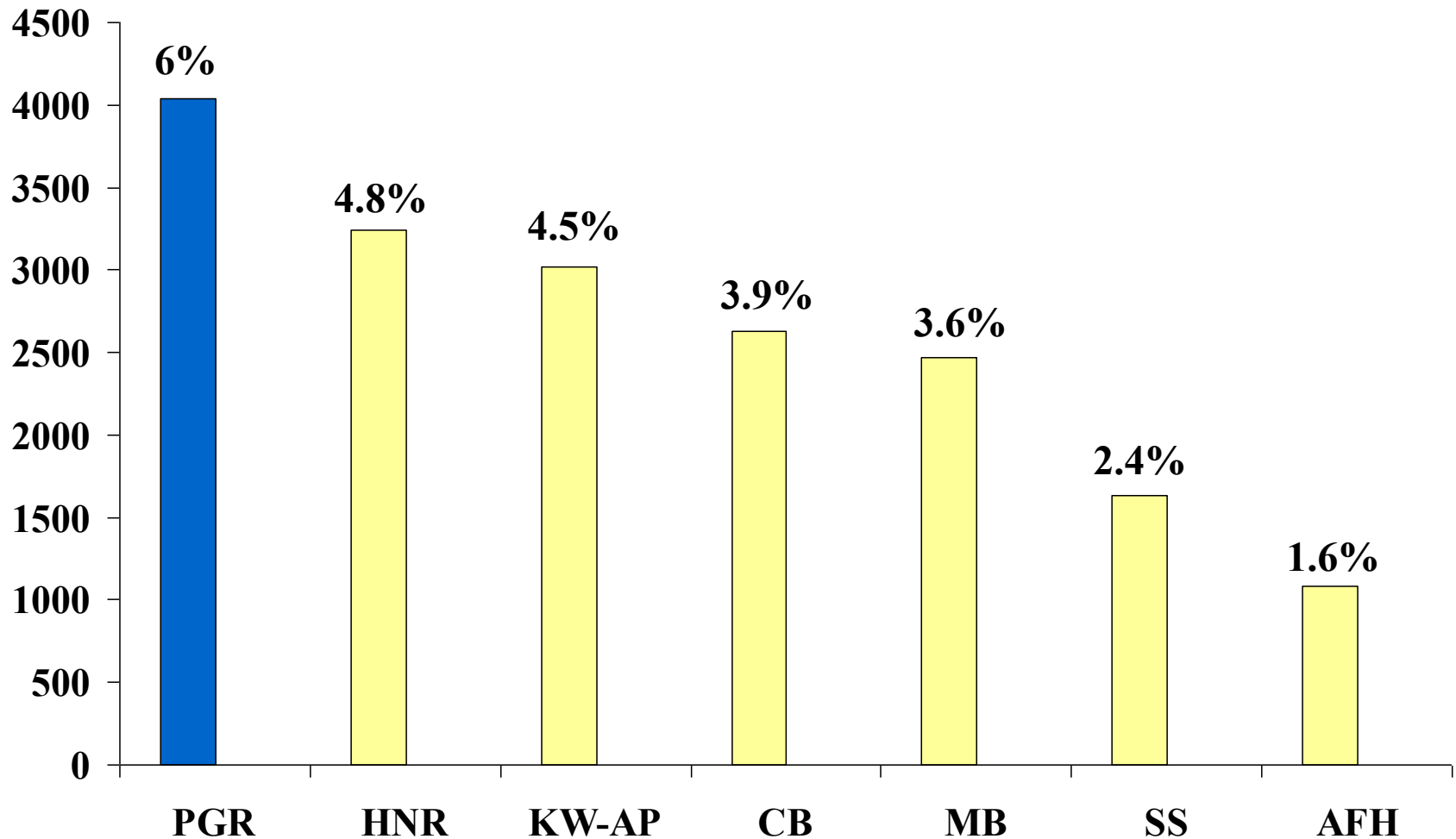
# YTD 2013 Closings Vs. YTD 2012 Closings (Data As of June 2013)



- PGR Closings Were Up 12.1% Compared To YTD 2012.
- The Market Was Down 4.2% Compared To YTD 2012.
- PGR Pendlings Were Up 25.3% Compared To YTD 2012!

# YTD Transactions – June 2013

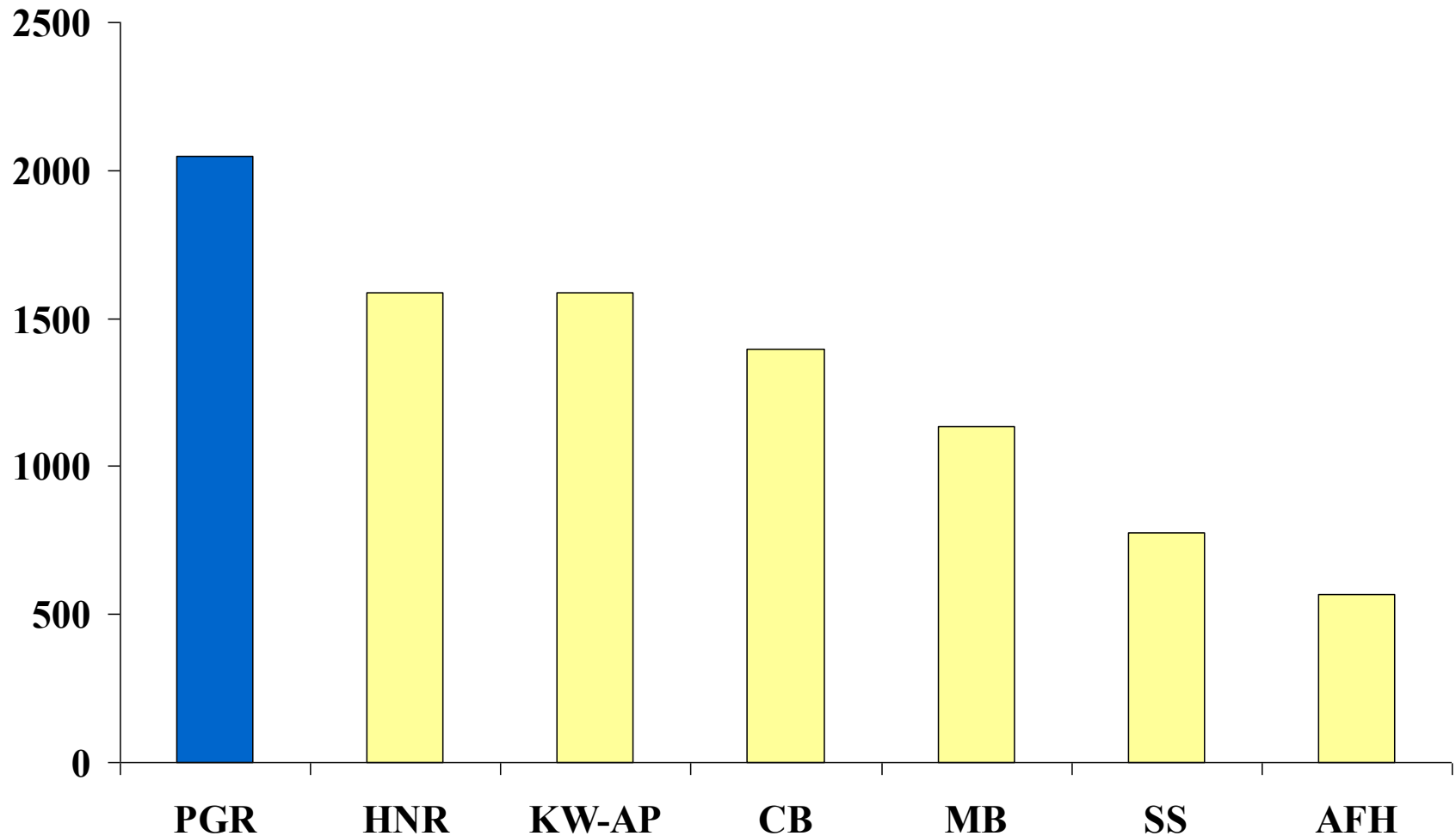
## FMLS Counties + Southern Crescent



Information Provided By Trendgraphix. PGR Numbers Internal.

# **YTD Listing Sales – June 2013**

## **FMLS Counties + Southern Crescent**

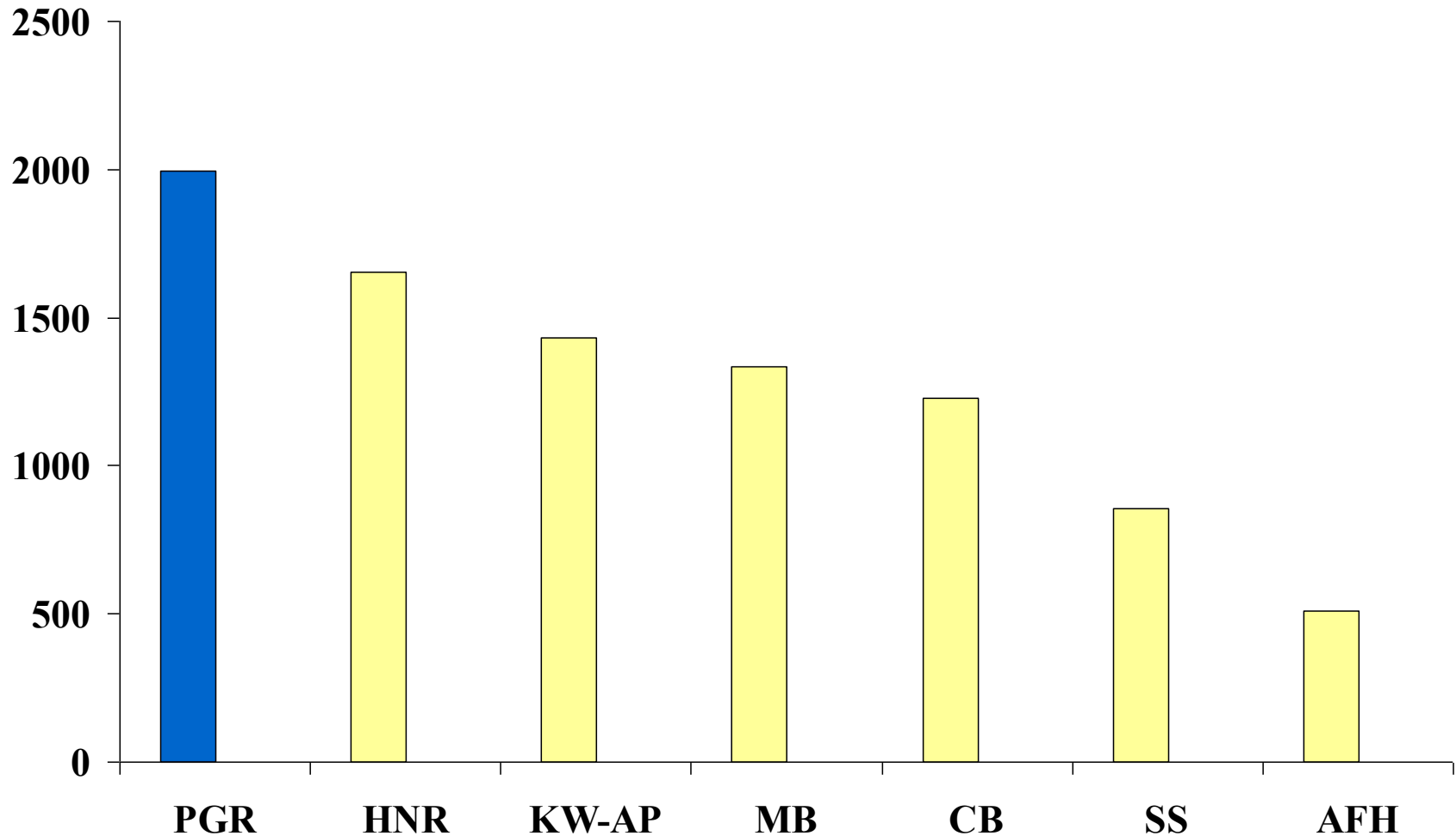


**Information Provided By Trendgraphix.**



# Buyer Sales Units – June 2013

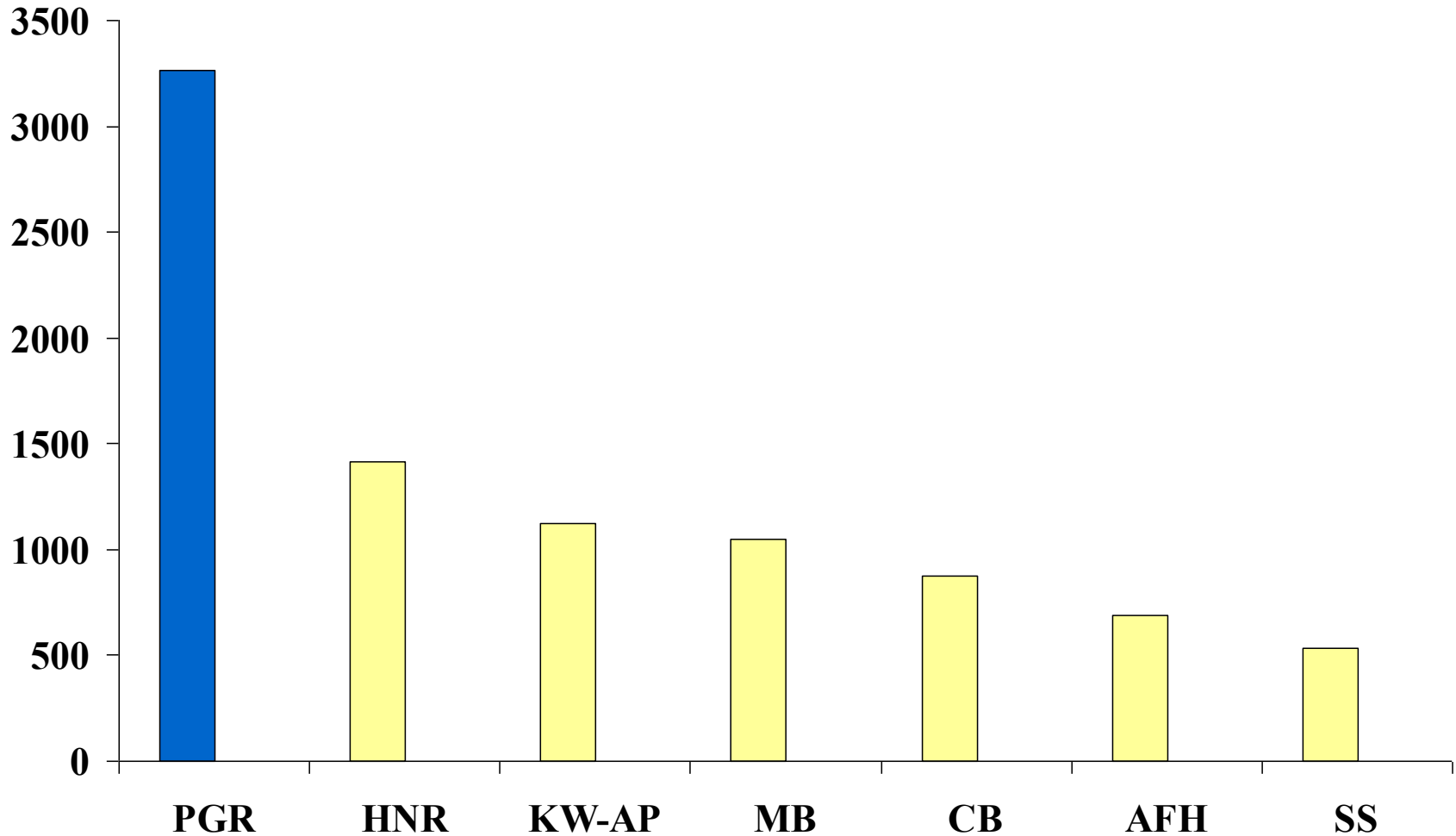
## FMLS Counties + Southern Crescent



Information Provided By Trendgraphix.

# Current Listing Inventory – June 2013

## FMLS Counties + Southern Crescent



Information Provided By Trendgraphix. PGR Numbers Internal.