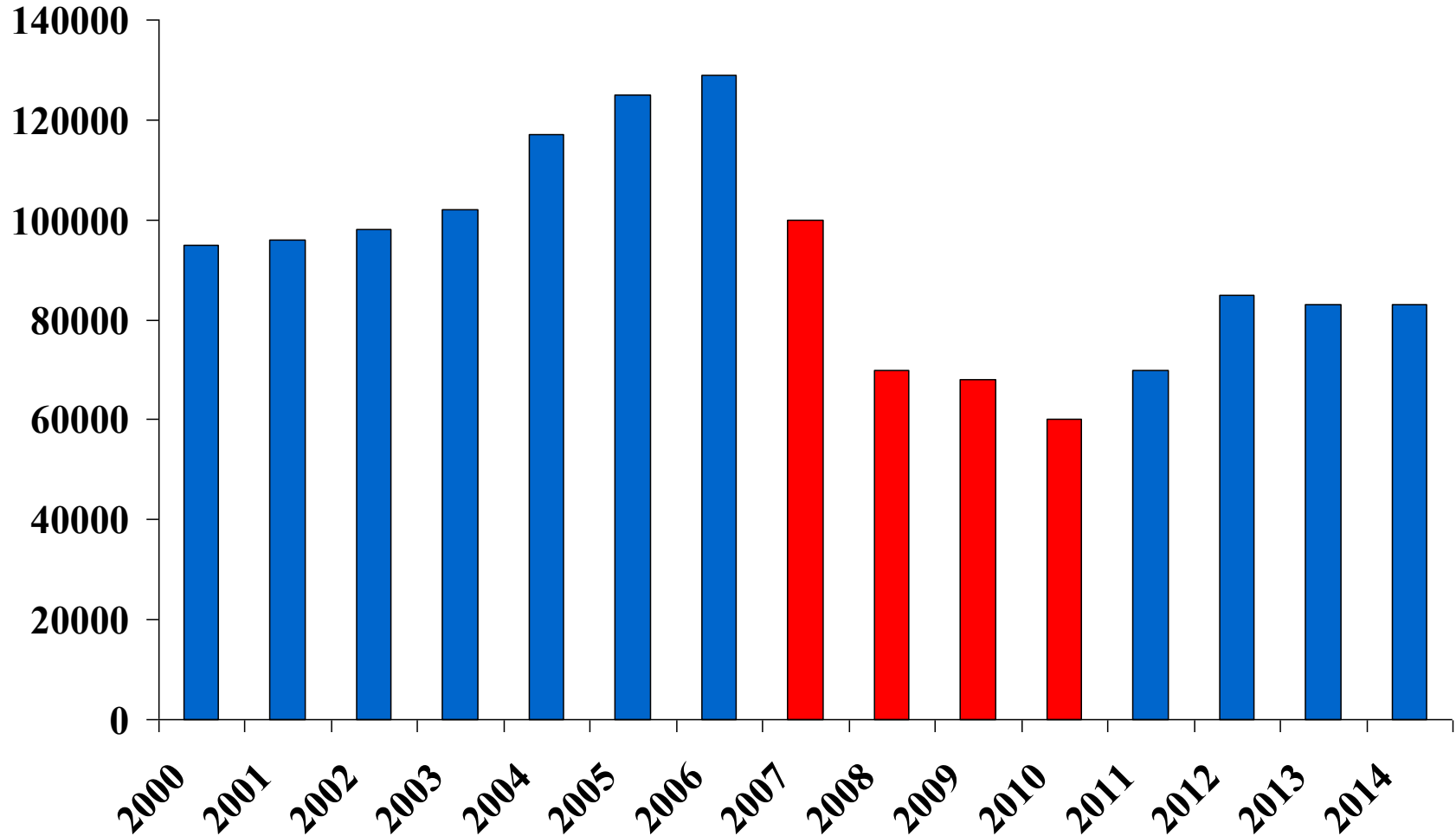


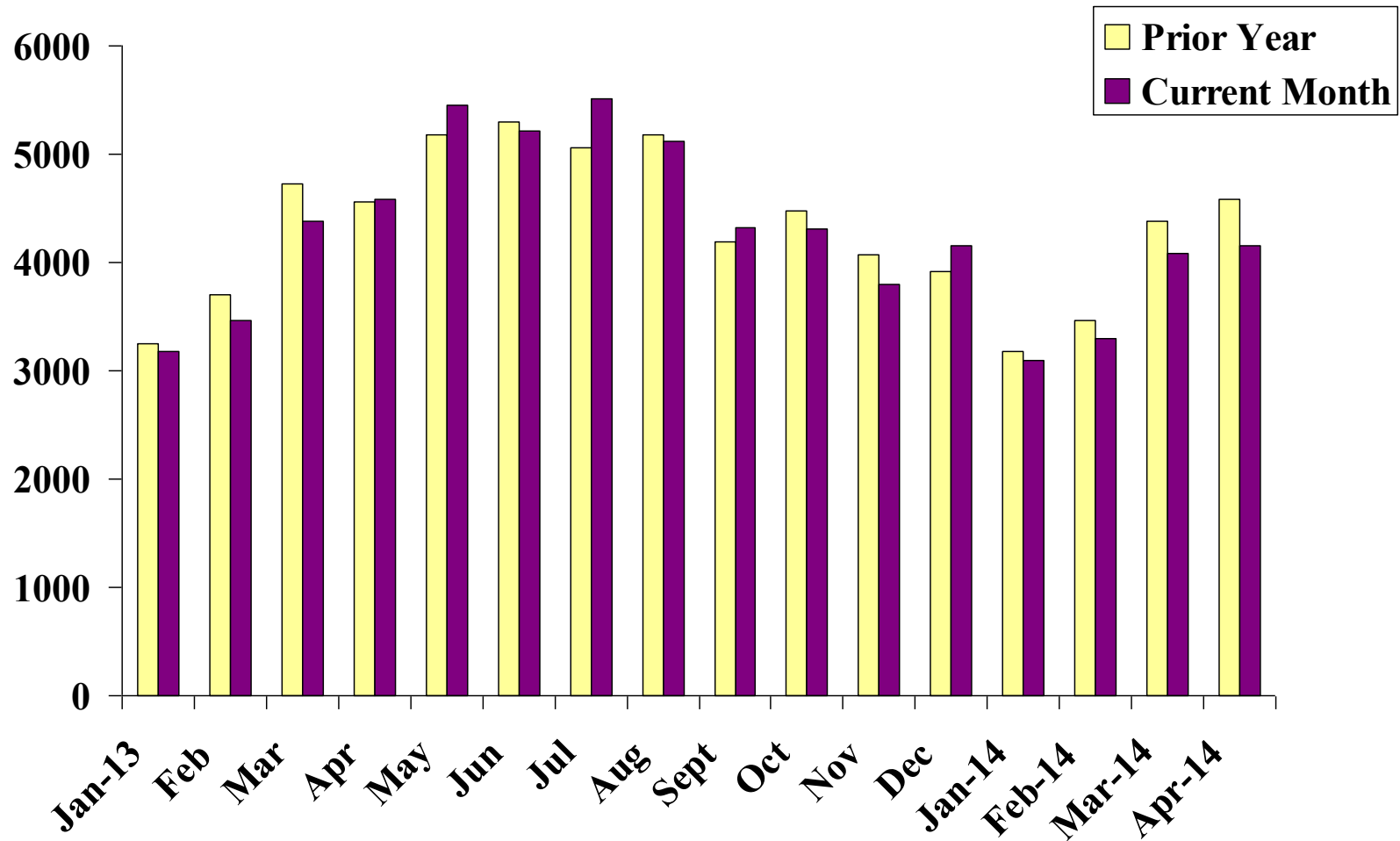
# Greater Metro Atlanta Market

# Metro Atlanta Homes Sold



**125,000 Homes Sold In 2006. 60,000 Homes Sold in 2010.  
2014 Closings Currently 6% Behind Closings In 2013.**

# Metro Atlanta 2013-2014 Closings

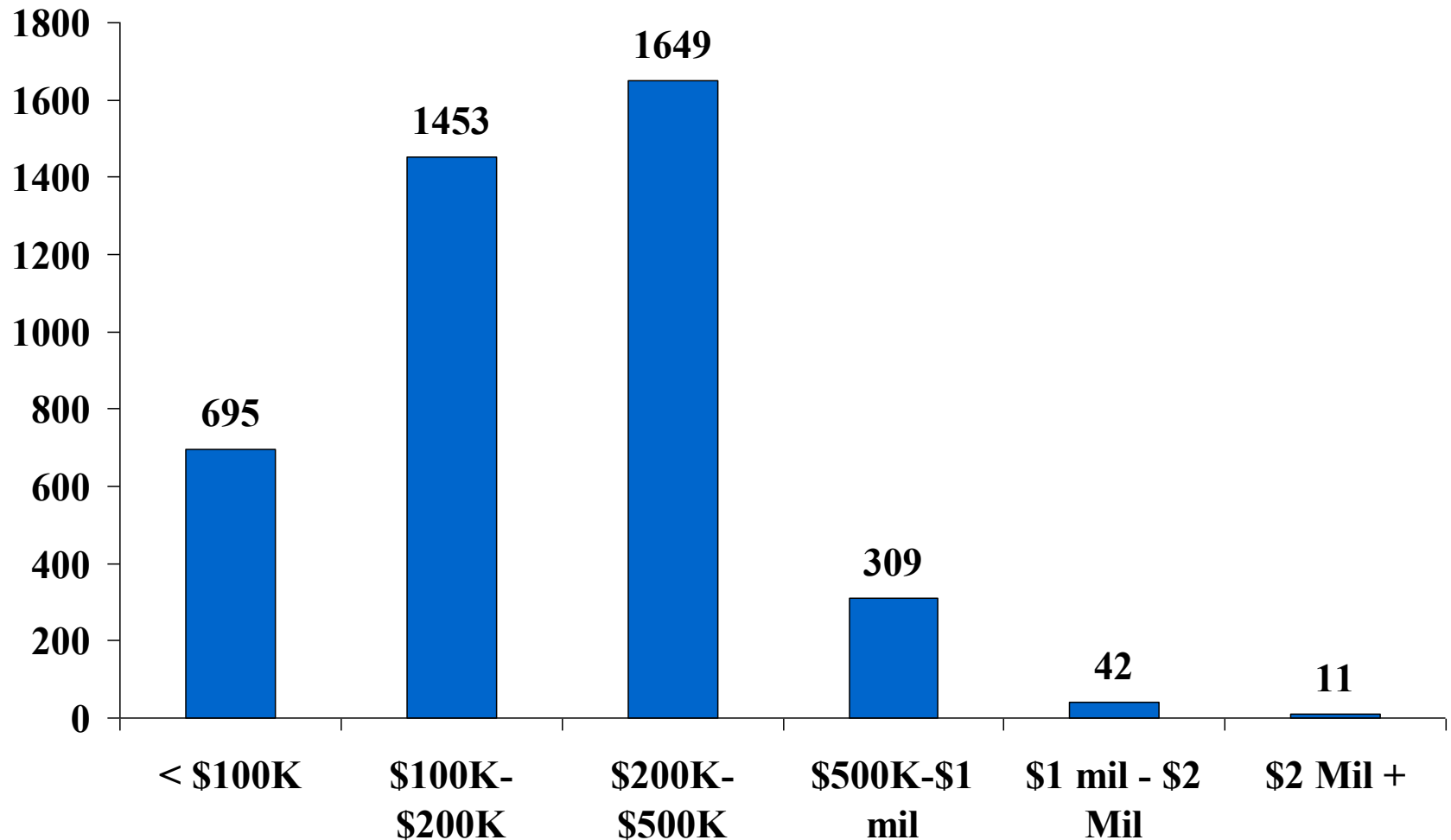


**April Closings Up 1.8% Compared To March Closings.**

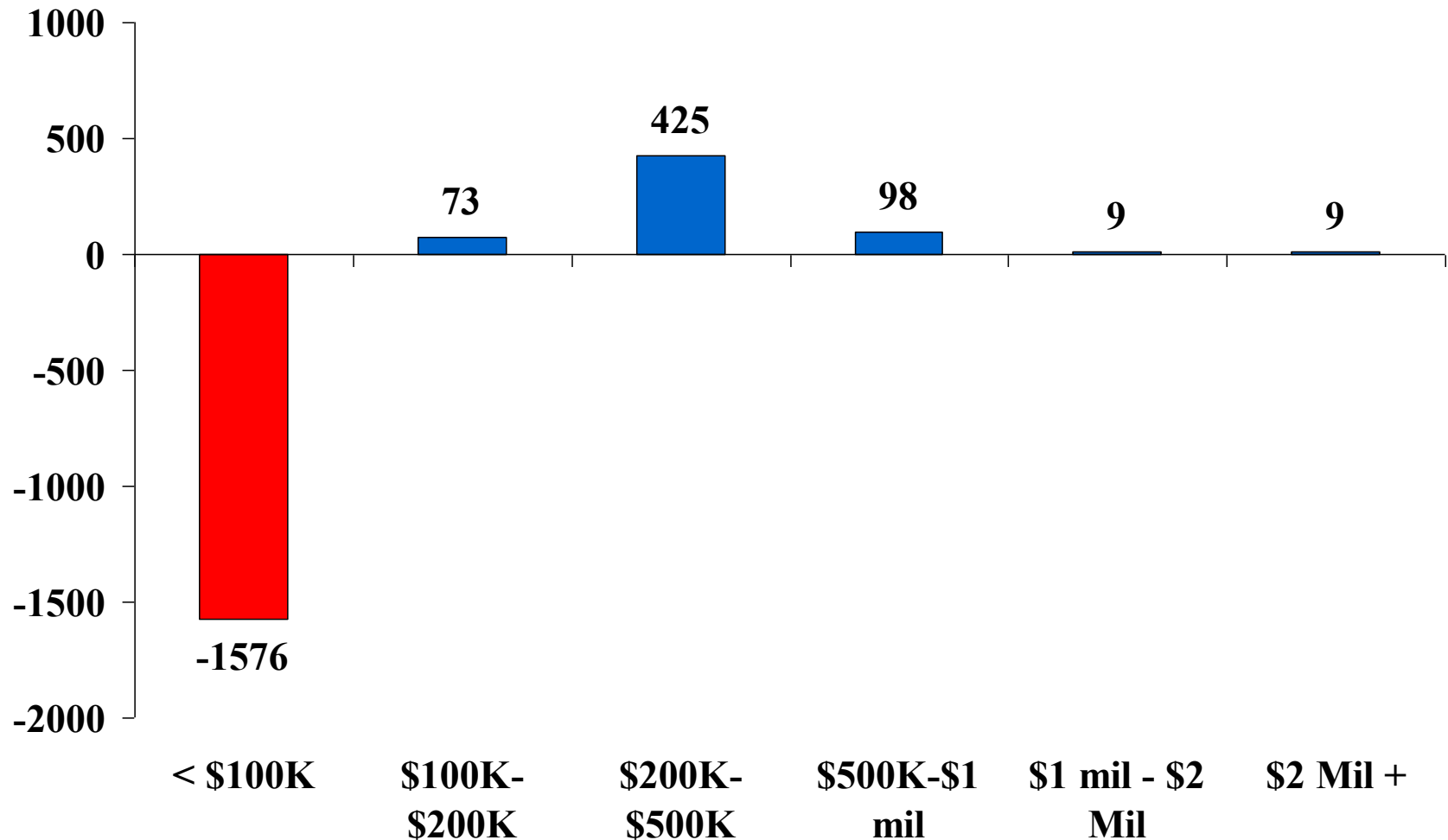
**Apr. 2014 Closings Down 9.3% Compared To Apr. 2013 Closings.**

# **Metro Atlanta Closings – April 2014**

## **(Number Of Transactions)**

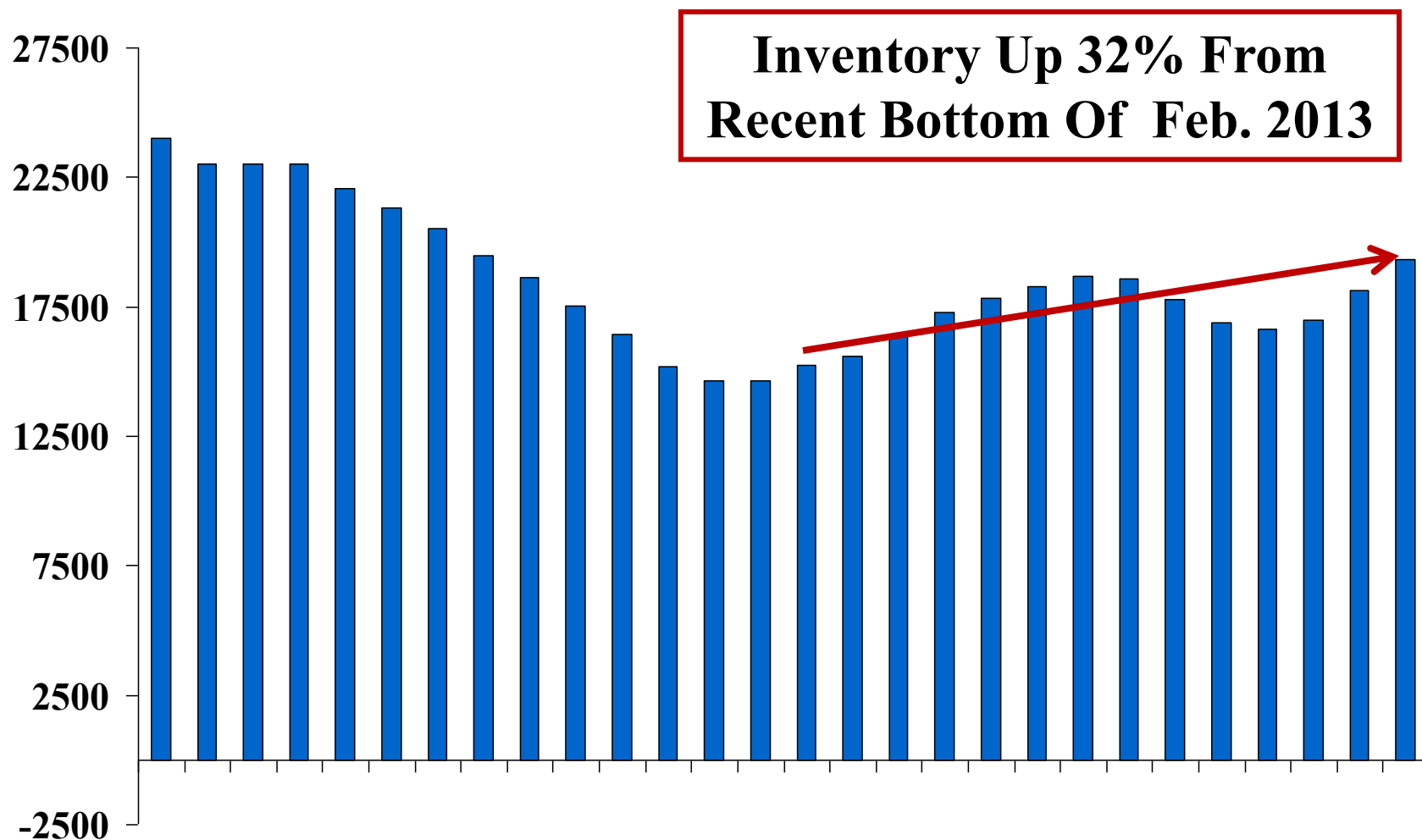


# Metro Atlanta Closed Units By Price Point Compared To Same Period Last Year



# Listed Inventory January 2012 - April 2014

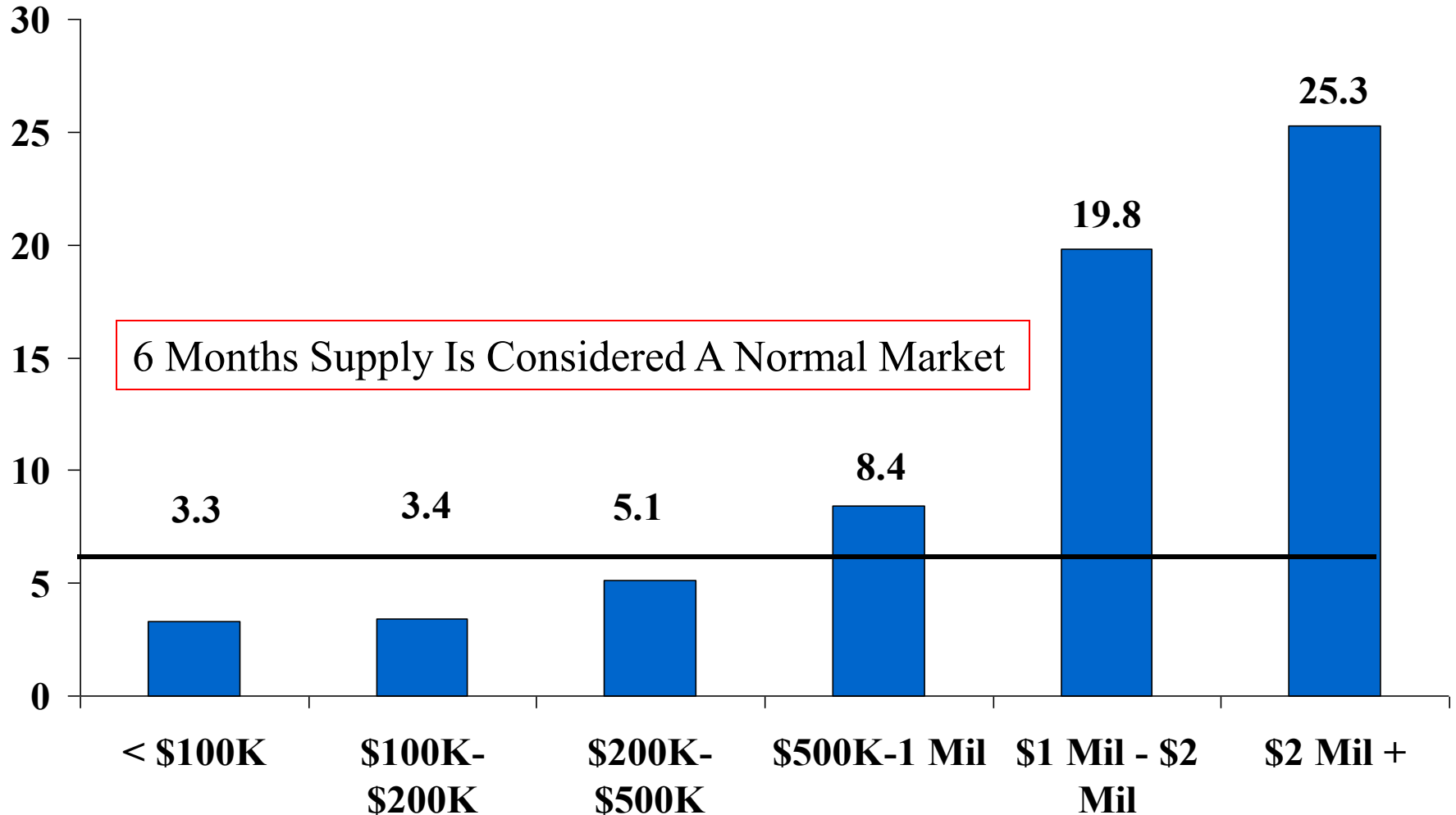
## Residential Detached, Metro Atlanta



**Inventory Up 6.5% from March 2014, Up 23.9% from April 2013**

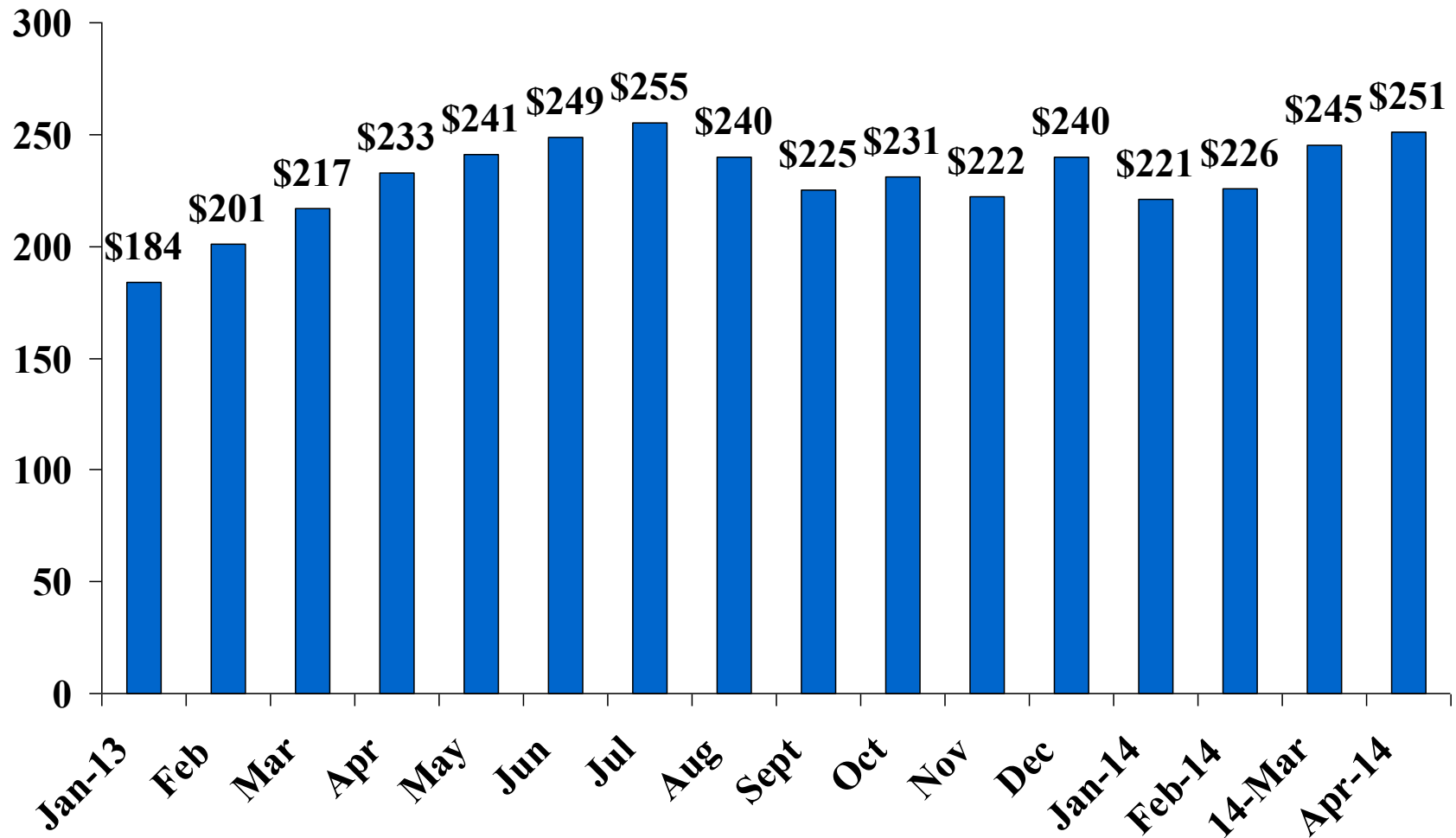
# Metro Atlanta Months of Inventory

## (April 2014, Based On Closed Sales)



**Overall “Months Of Inventory” Is 4.6 Months**

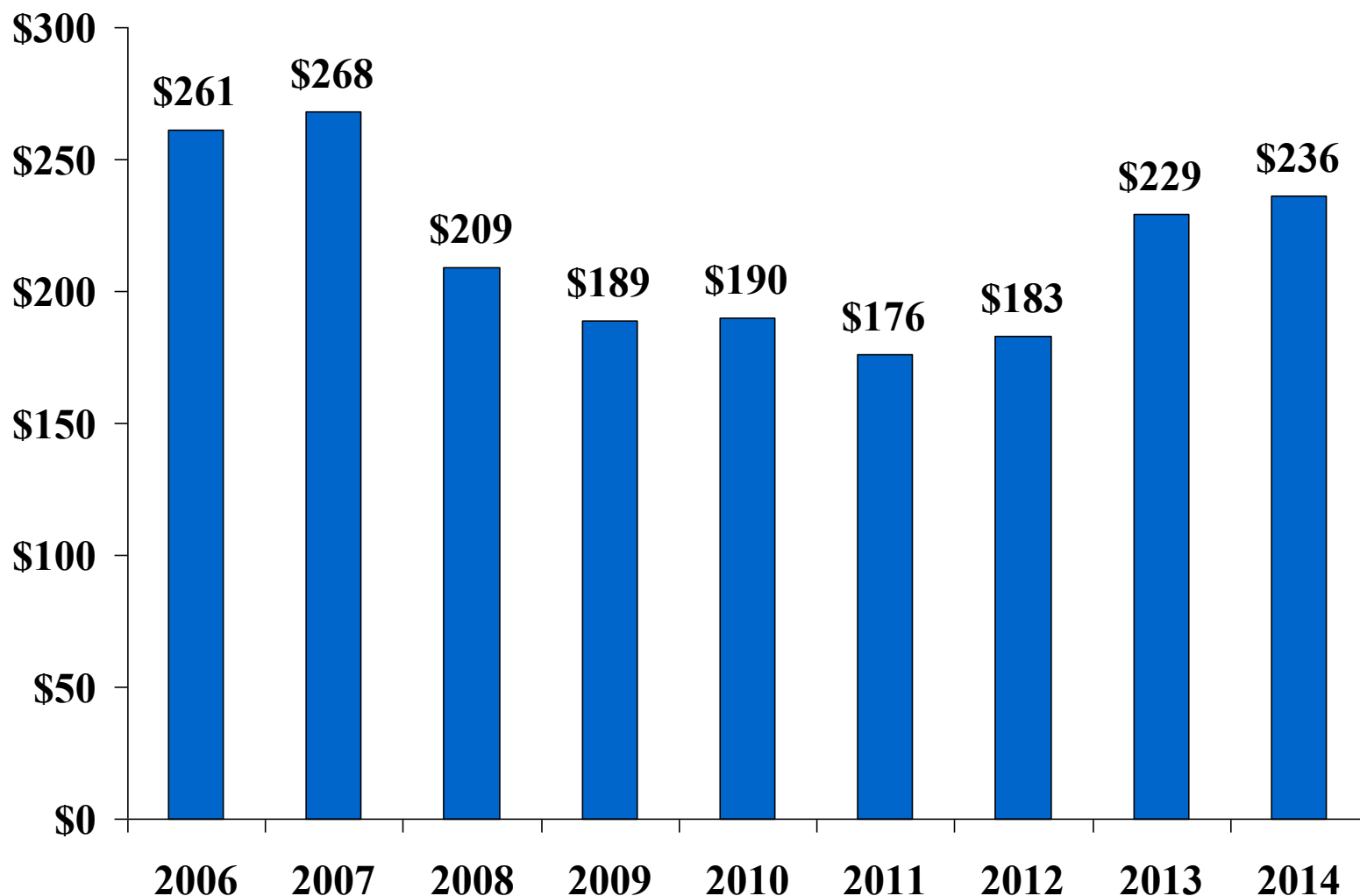
# Metro Atlanta Monthly Average Sale Prices



**ASP Up 2.4% From Last Month & Up 7.7% From Last April**



# Metro Atlanta Annual Average Sale Prices



**Annual ASP Up 34% From Bottom Of 2011**

# Metro Atlanta Foreclosure Comparisons

## (Data by RealValuator)



### Pre-Foreclosures



### Foreclosures



### REO Sales

Date	Activity	Average Amount	Activity	Average Amount	Activity	Average Amount
May-13	2797	\$176,018	461	\$153,420	584	\$121,708
Jun-13	3015	\$180,620	541	\$149,634	405	\$122,603
Jul-13	3462	\$177,236	677	\$144,184	412	\$118,632
Aug-13	2281	\$176,601	743	\$136,617	322	\$118,216
Sep-13	2056	\$178,761	577	\$143,792	253	\$116,524
Oct-13	1896	\$176,590	495	\$157,678	228	\$121,778
Nov-13	1607	\$177,144	568	\$135,136	218	\$119,114
Dec-13	1713	\$175,481	455	\$144,100	223	\$132,664
Jan-14	1342	\$173,098	460	\$147,404	207	\$132,365
Feb-14	1065	\$179,743	265	\$129,673	219	\$129,967
Mar-14	1081	\$176,017	247	\$127,848	212	\$139,618
Apr-14	1173	\$177,630	100	\$153,985	95	\$118,806
Totals	23488 notices 16755 properties	\$177,078	5589	\$143,623	3378	\$124,333

# Baby Boomers Are #1 Buyer Segment

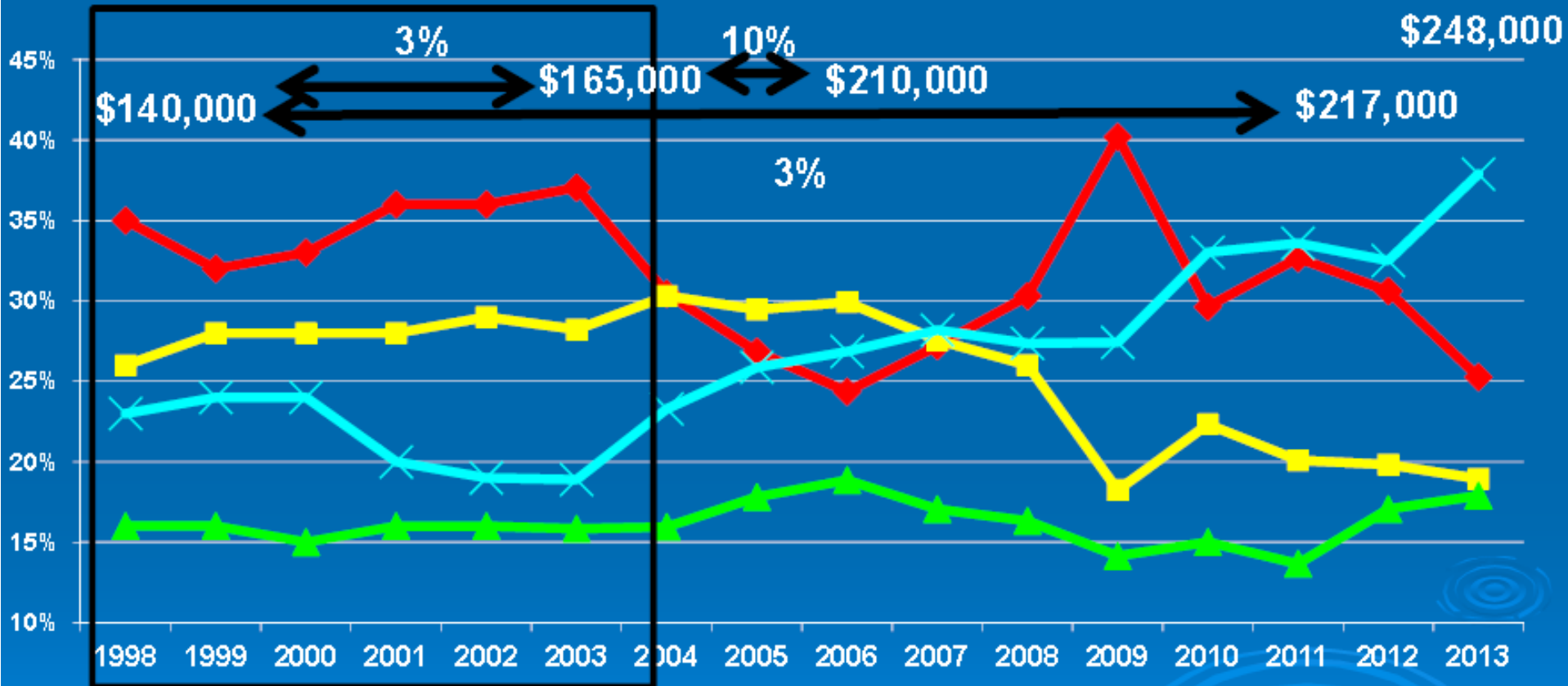
Up 14% in  
Less Than  
a Year!

**FIRST TIME**

**FIRST MOVE UP**

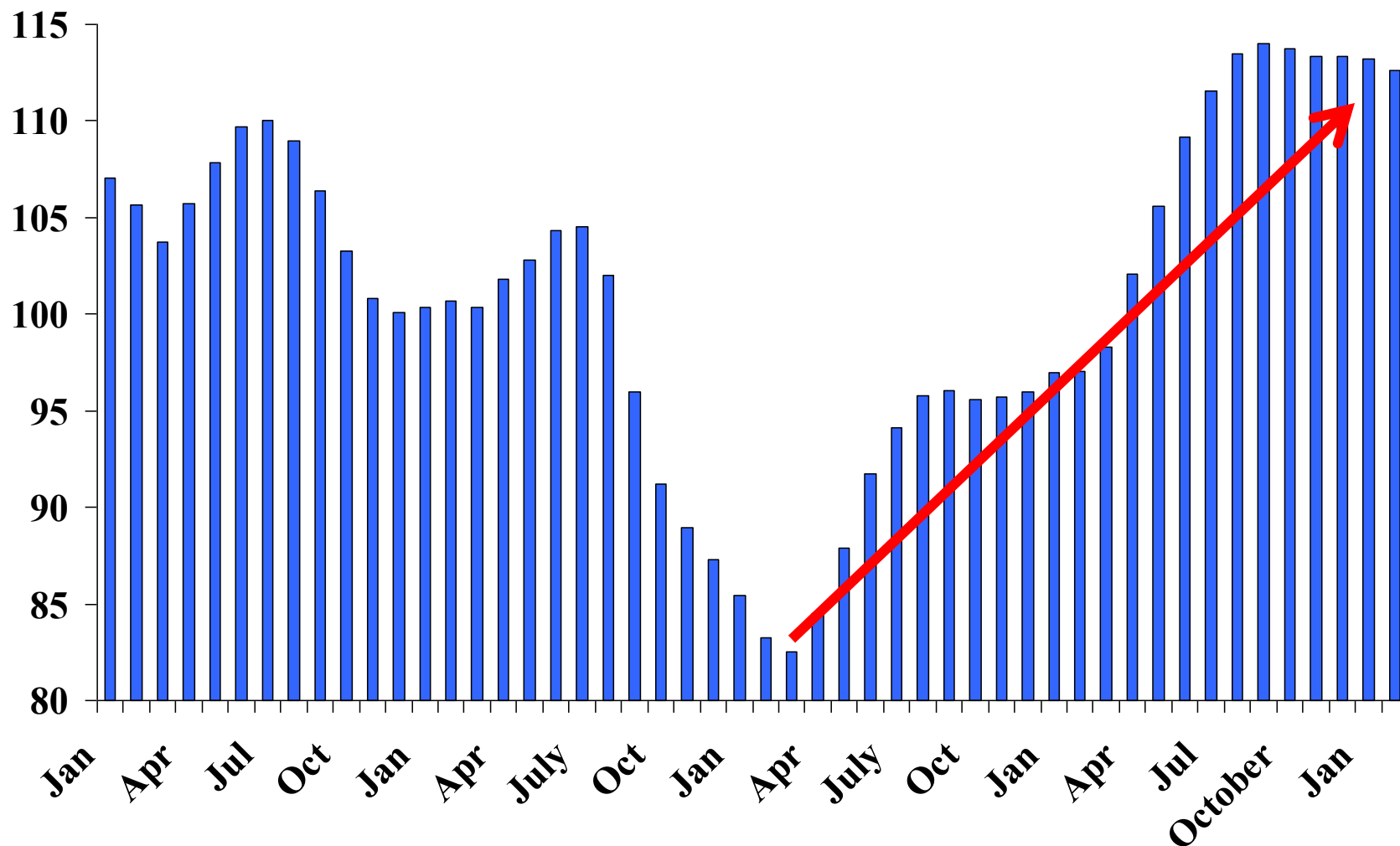
**SECOND MOVE UP**

**THIRD OR HIGHER**



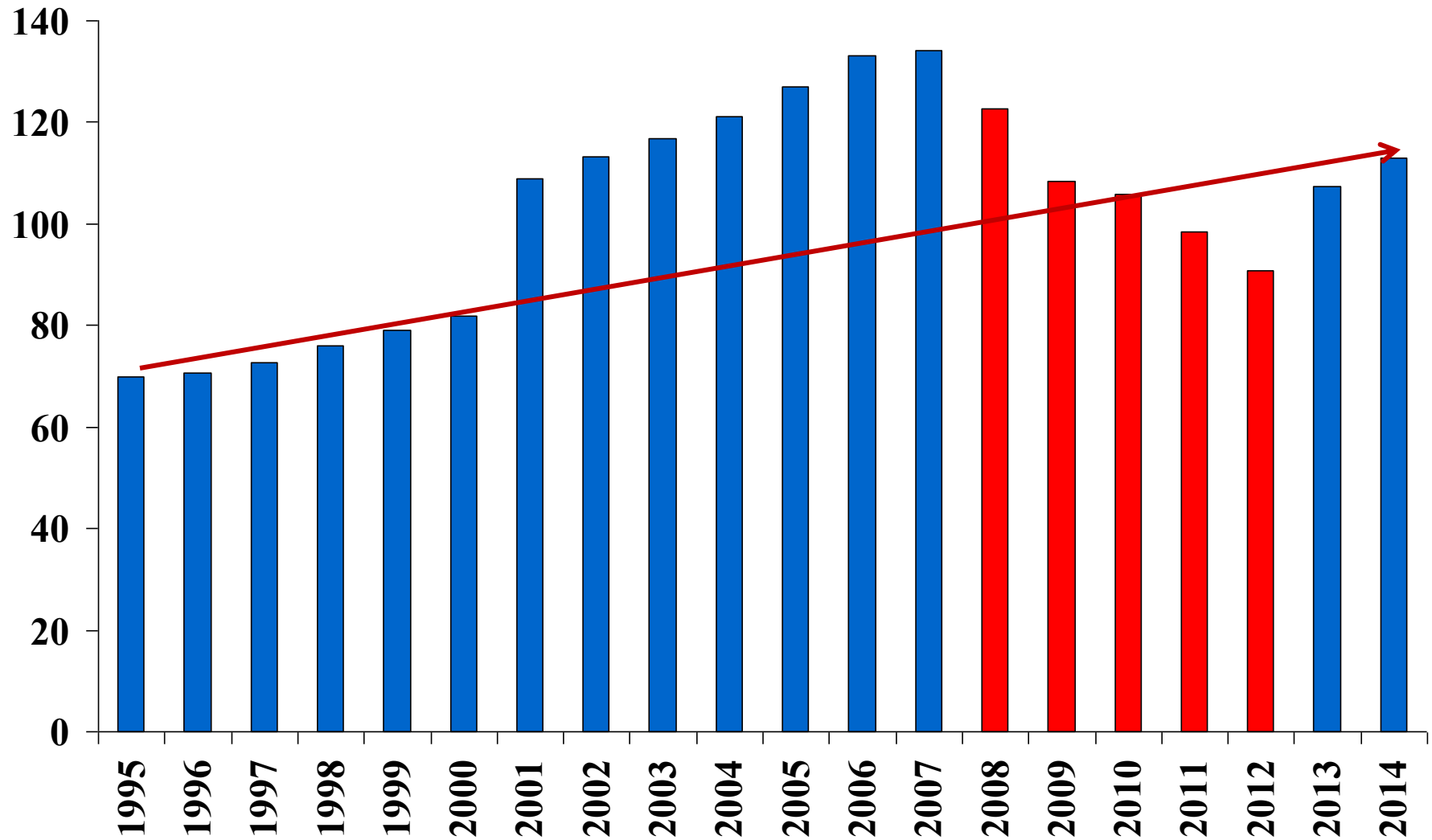
“Normal”  
Atlanta

# Case-Shiller Index For Metro Atlanta



**January 2010 Through February 2014 (Reported April 2014)**  
**Home Values Up 37% From Bottom of March 2012 – But Leveling.**

# Case-Shiller Home Values For Metro Atlanta

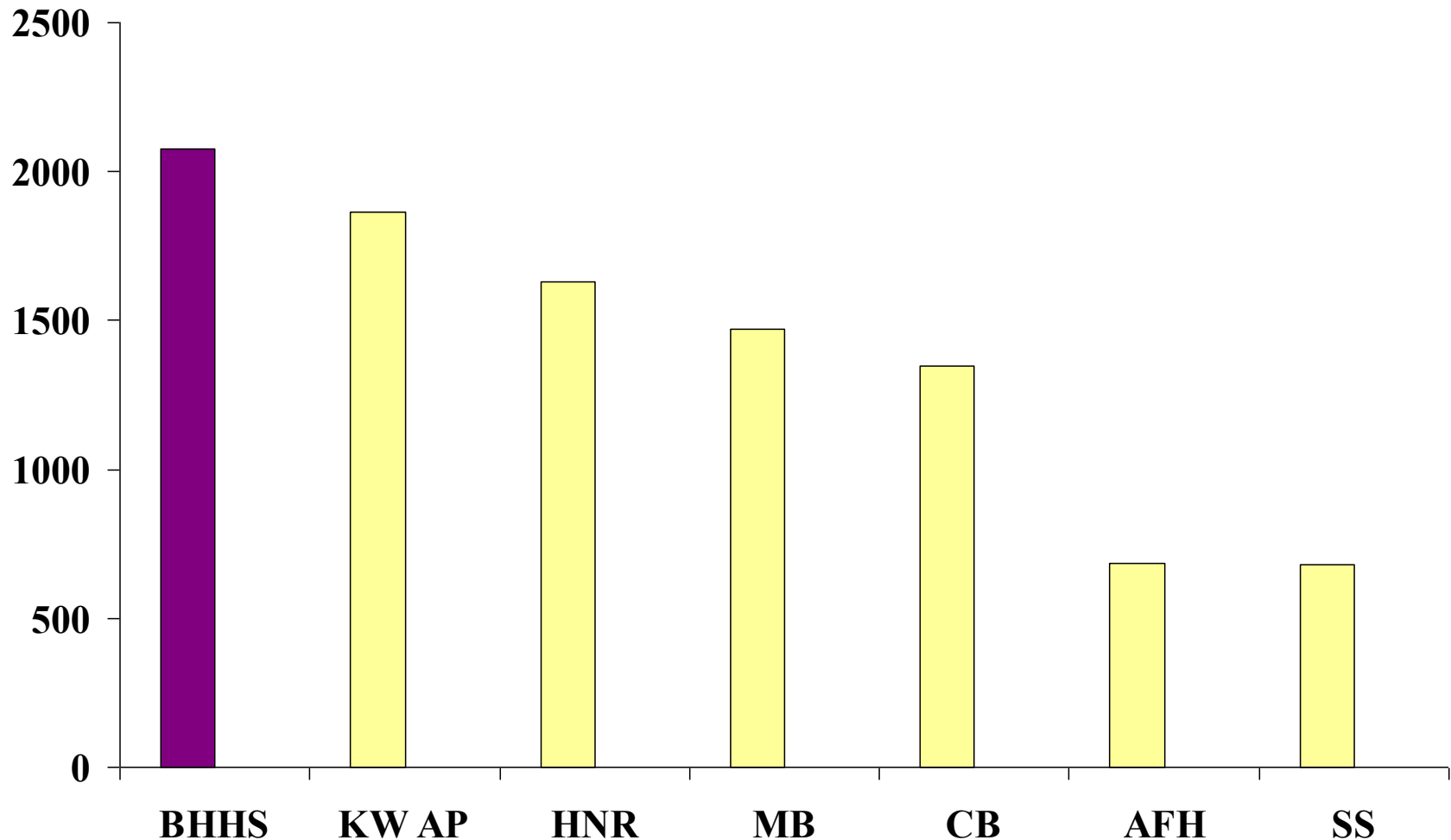


- Peak For Values Was July 2007. Recent Bottom Was March 2012. Current Home Values Moving Back To Normal Trend Line.

**Berkshire Hathaway  
HomeServices  
Georgia Properties**

# **YTD Transactions – April 2014**

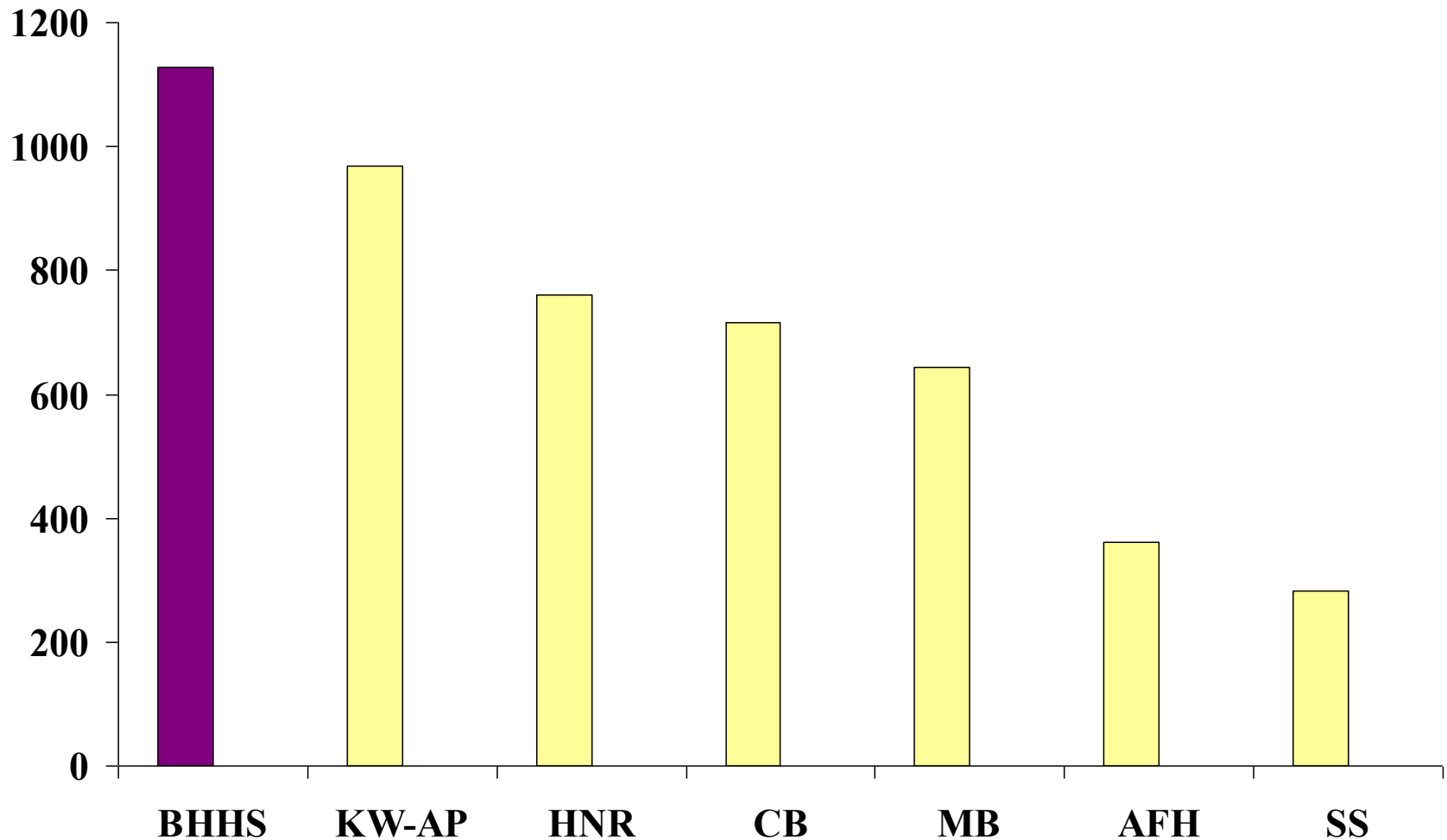
## **FMLS Counties + Southern Crescent**



**Information Provided By Trendgraphix.**

# **YTD Listing Sales – April 2014**

## **FMLS Counties + Southern Crescent**

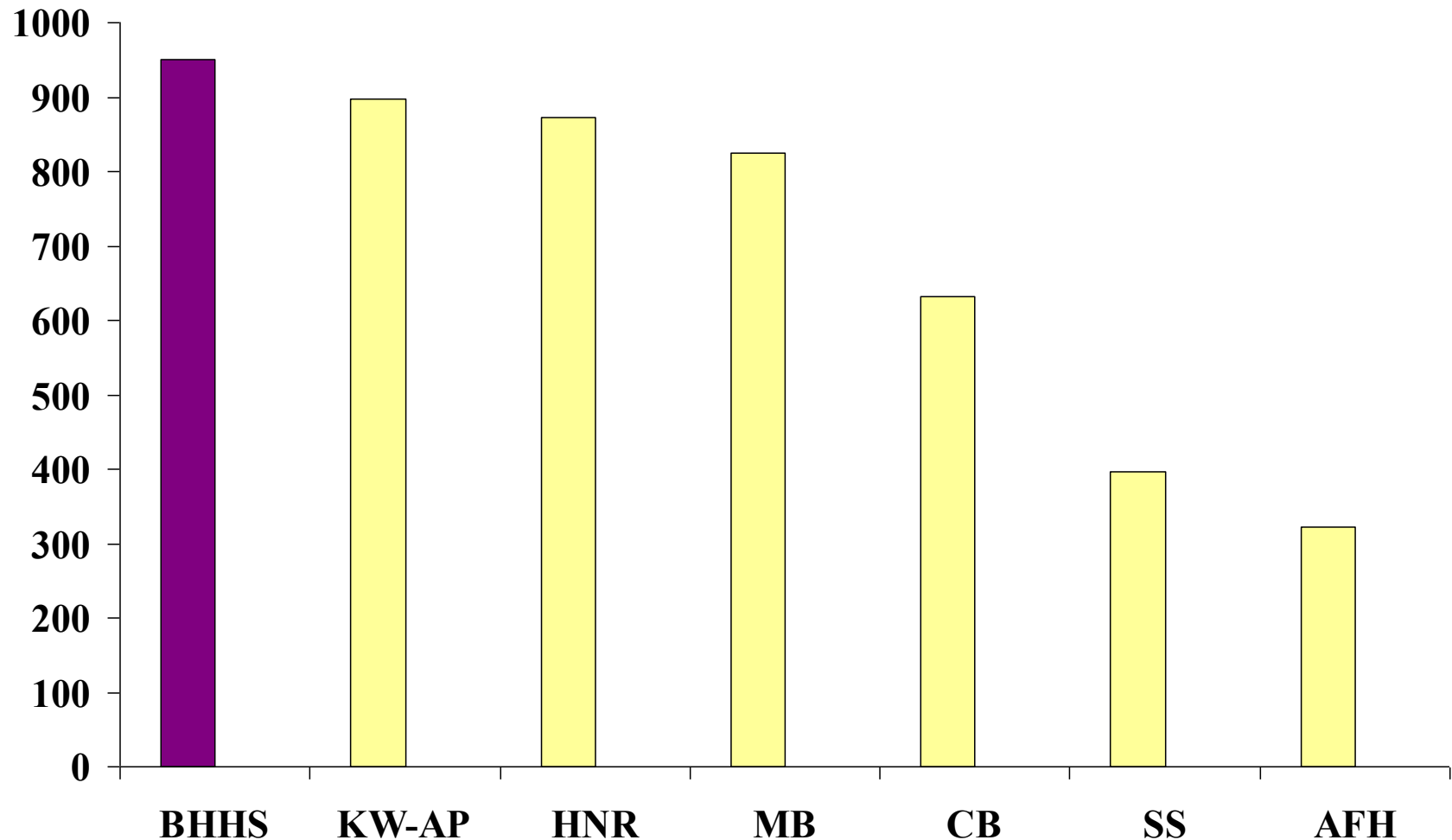


**Information Provided By Trendgraphix.**



# YTD Buyers Represented – April 2014

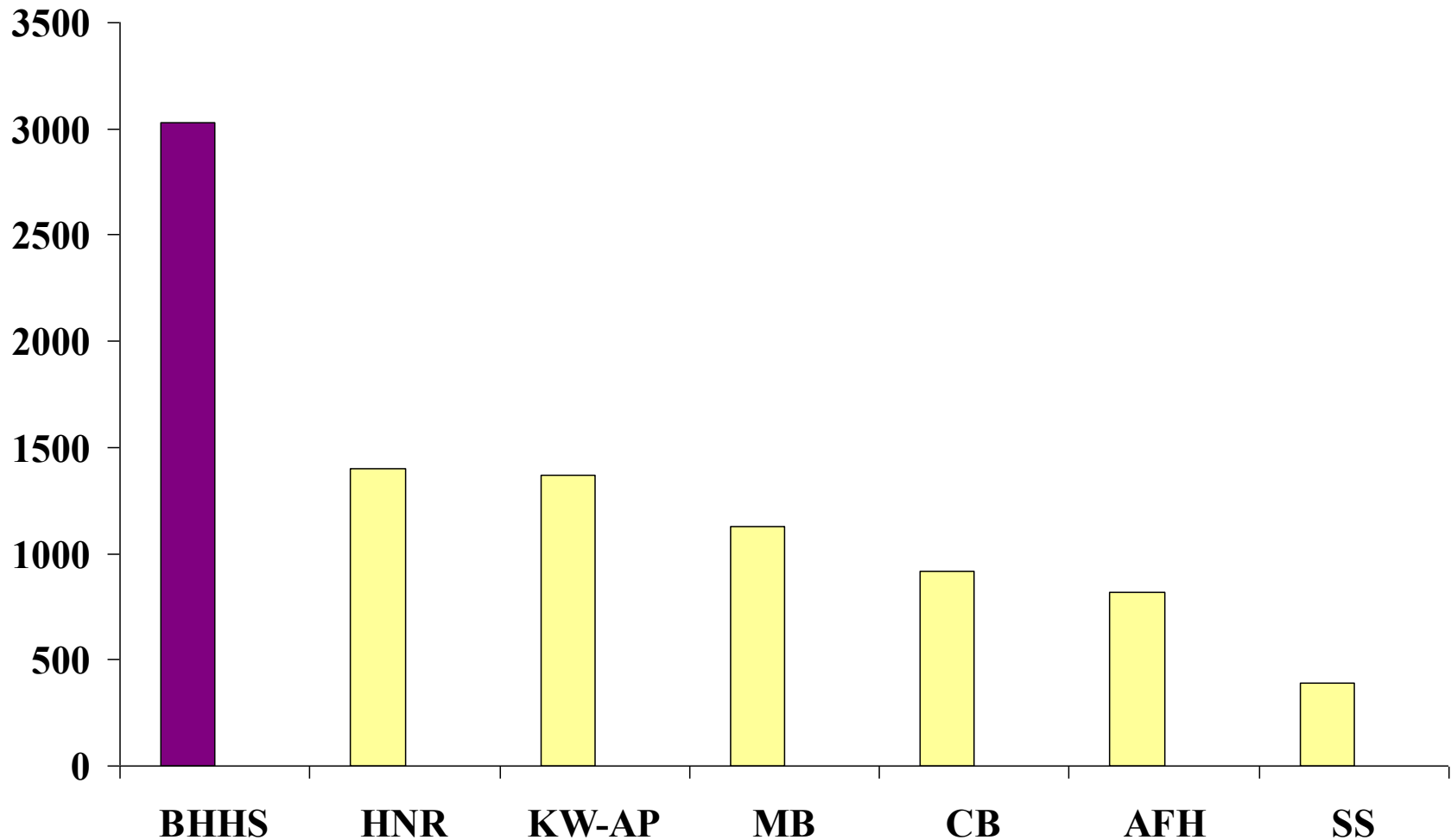
## FMLS Counties + Southern Crescent



Information Provided By Trendgraphix.

# YTD Listing Inventory – April 2014

## FMLS Counties + Southern Crescent

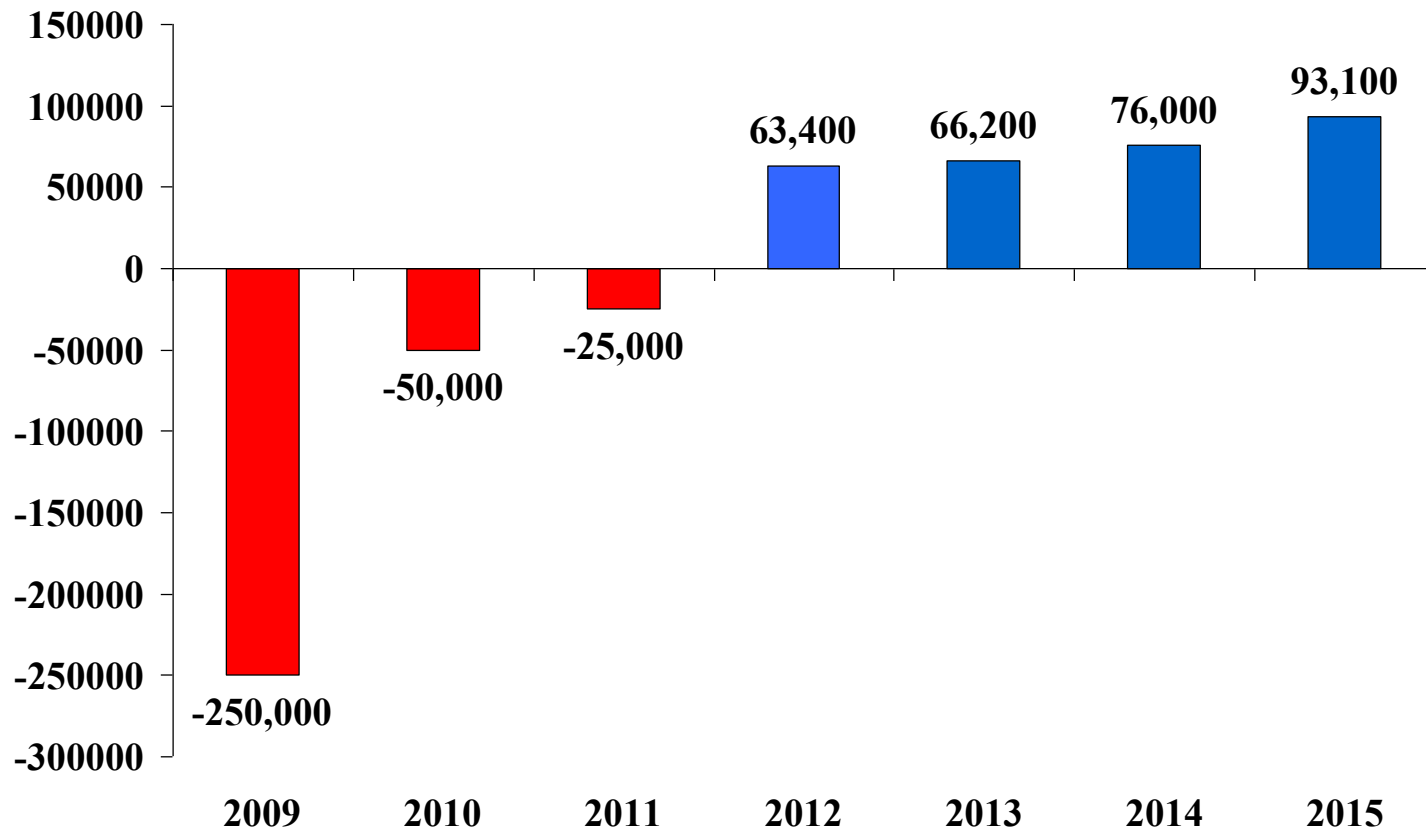


Information Provided By Trendgraphix and BHHS GP Internal Reports.

# Economic & Housing Trends

# More Jobs In Georgia!

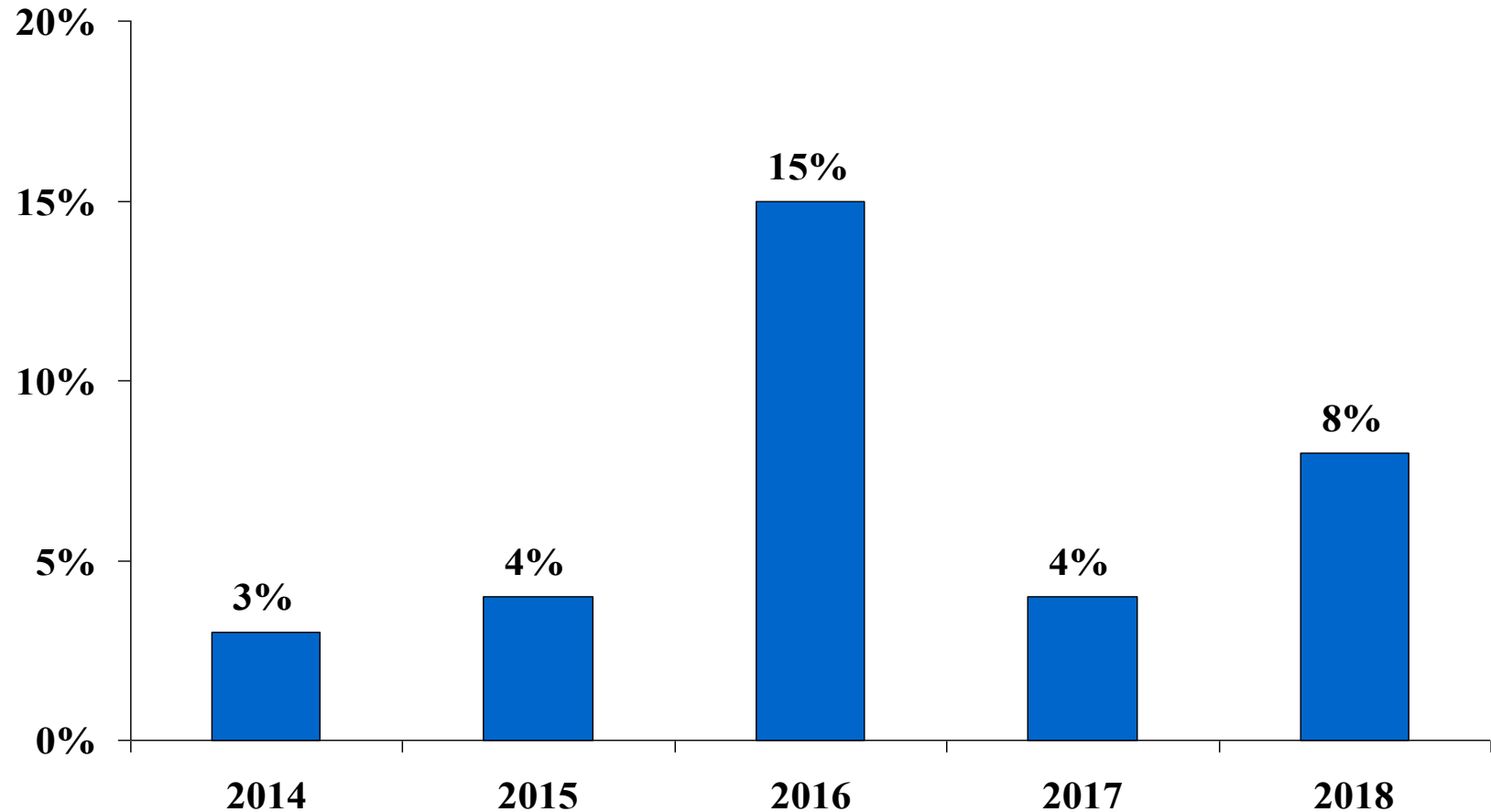
(Reports From UGA Terry College of Business/  
Georgia State Economic Forecasting Center)



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

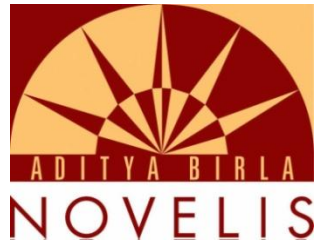
# Home Value Trends For Metro Atlanta

Forecast By Rajeev Dhawan, GSU Economic Forecasting Center  
Provided At ABR Residential Summit on 2/10/14



- Average Annual Appreciation is 6.8%. Drivers Include Job Growth, Population Growth, Pent-Up Demand, Historically Reasonable Mortgages, New Homes Help Drive Up Overall Values.

# Major Group Moves



***Baxter***

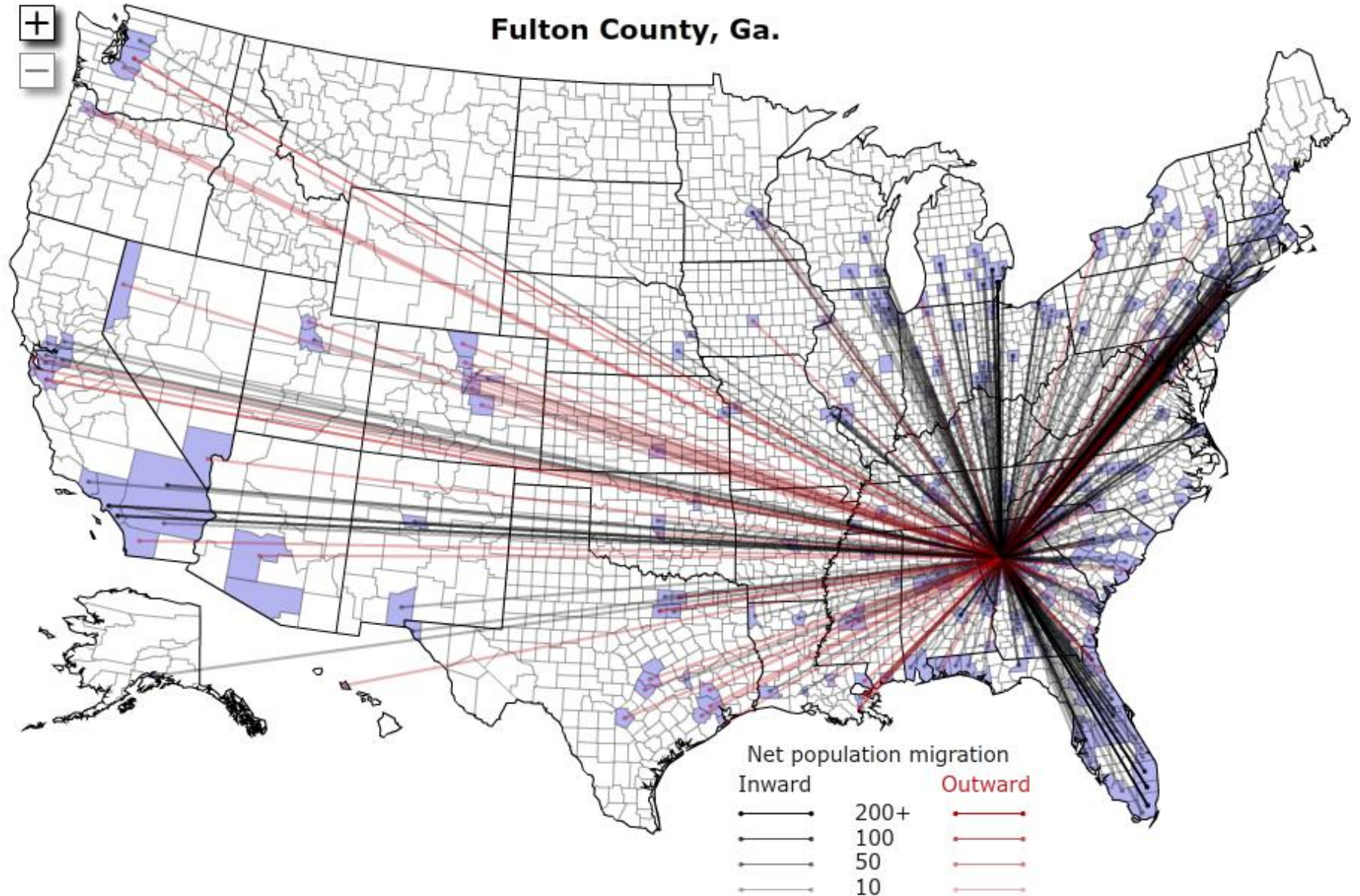


**PORSCHE**



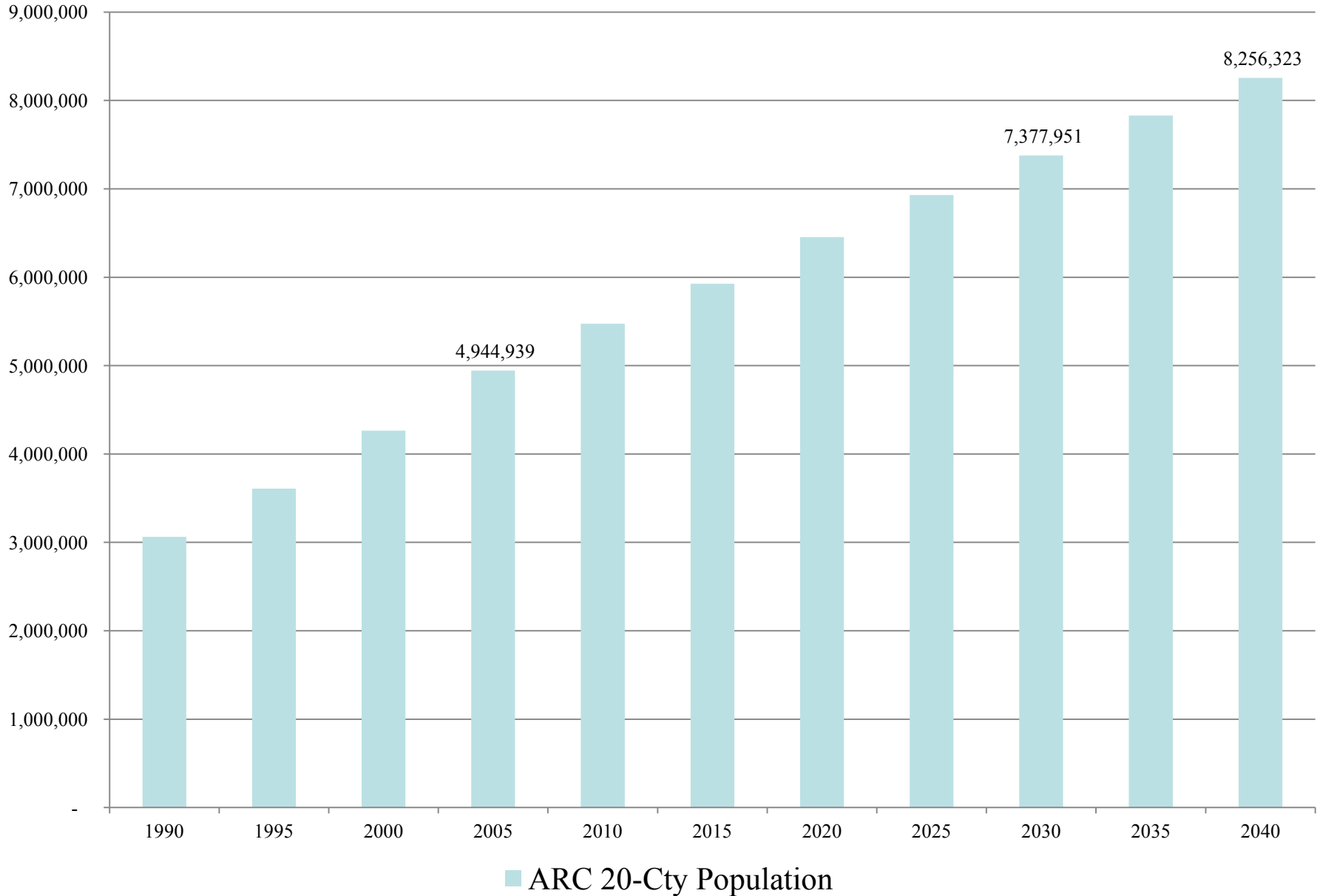
# And More Coming ...

# Rustbelt To Sunbelt



# Forecast Population Growth

*20-County Forecast Area*





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

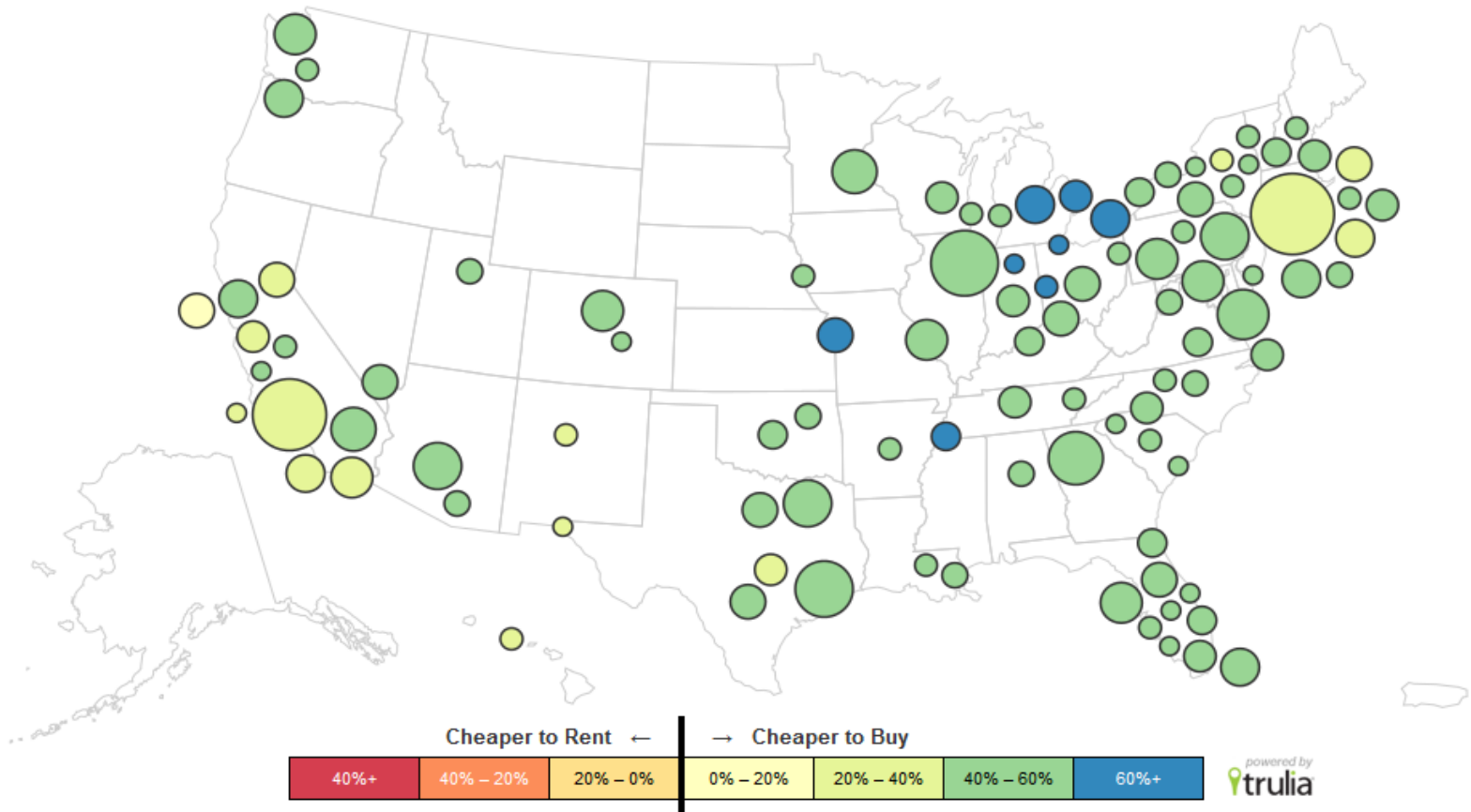
	Total Population	Rank of Share				
		Under 20	20-64	65+	25-39	45-59
Dallas	6,144,489	3	9	25	1	24
Atlanta	5,271,550	5	6	27	2	19
Phoenix	4,179,427	4	24	15	4	26
Denver	2,466,591	11	5	24	4	12
Riverside	4,081,371	1	27	22	5	27
Houston	5,629,127	2	10	26	6	21
Portland	2,174,631	19	2	19	7	7
Seattle	3,309,347	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

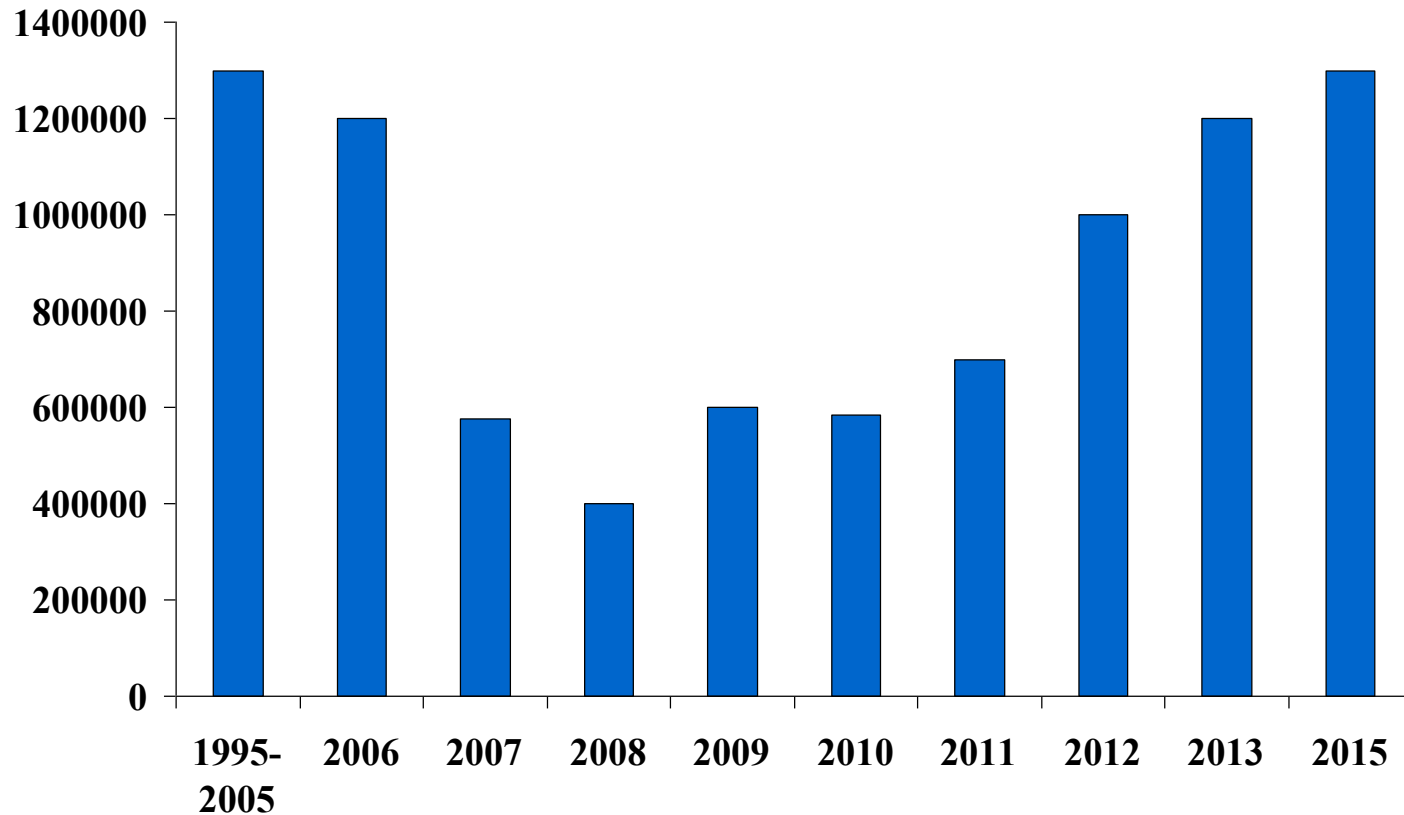
# Metro Atlanta Is 56% Better To Buy Than Rent



# Rental Bubble May Be Looming With Over 13,000 Multi-Family Rental Units Under Construction Or Proposed

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

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

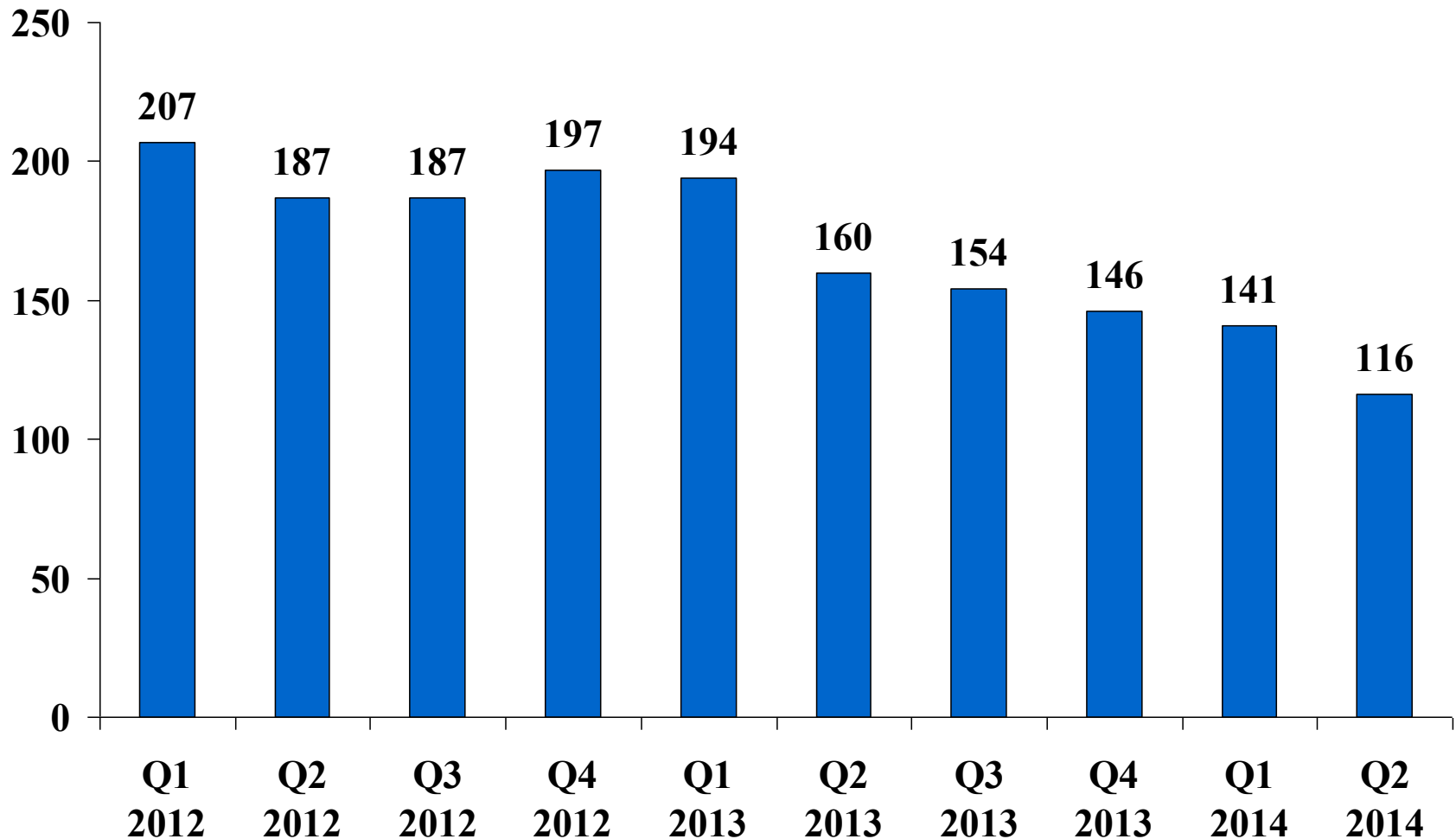


Source: U.S. Census, JCHS Household Growth Projections, Goldman Sachs

- **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!**

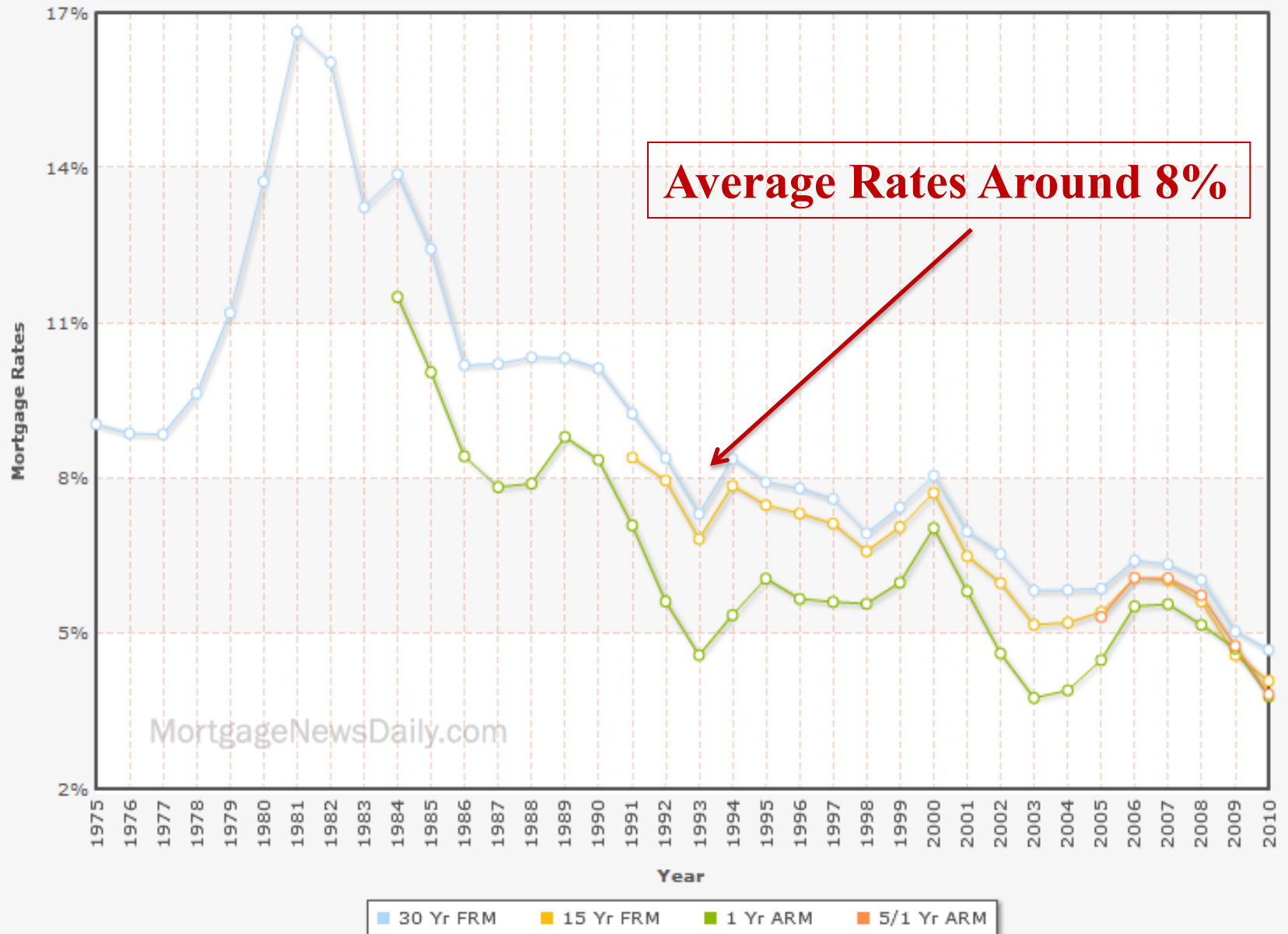
# National Housing Affordability Index

(Combination of home prices and mortgage rates)

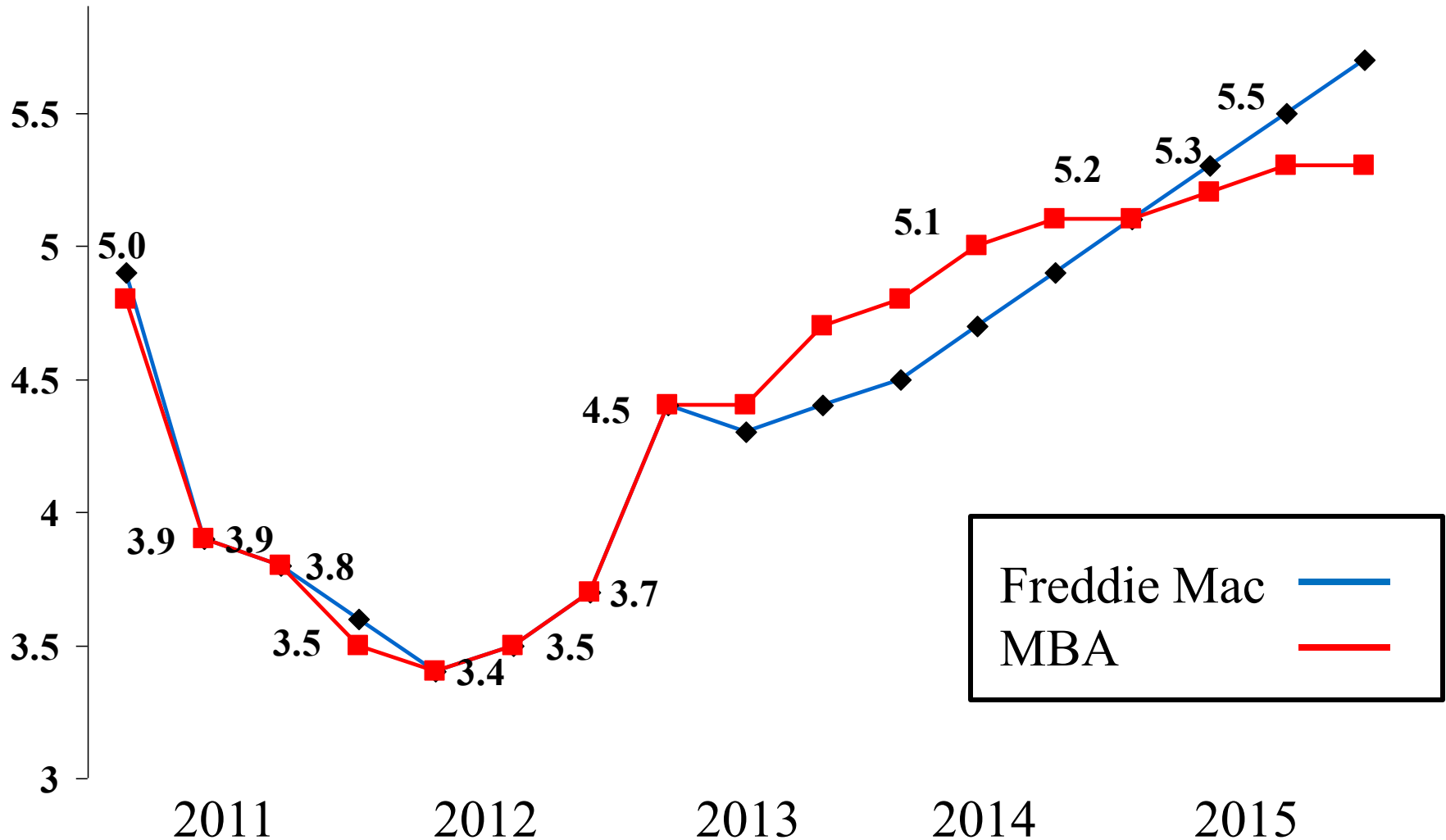


**Prices Improving and Mortgage Rates Rising.  
But Home Affordability Remains Historically Favorable.**

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



# Freddie Mac & Mortgage Bankers Association 30-Year Fixed Rate Forecast (April 2014) 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