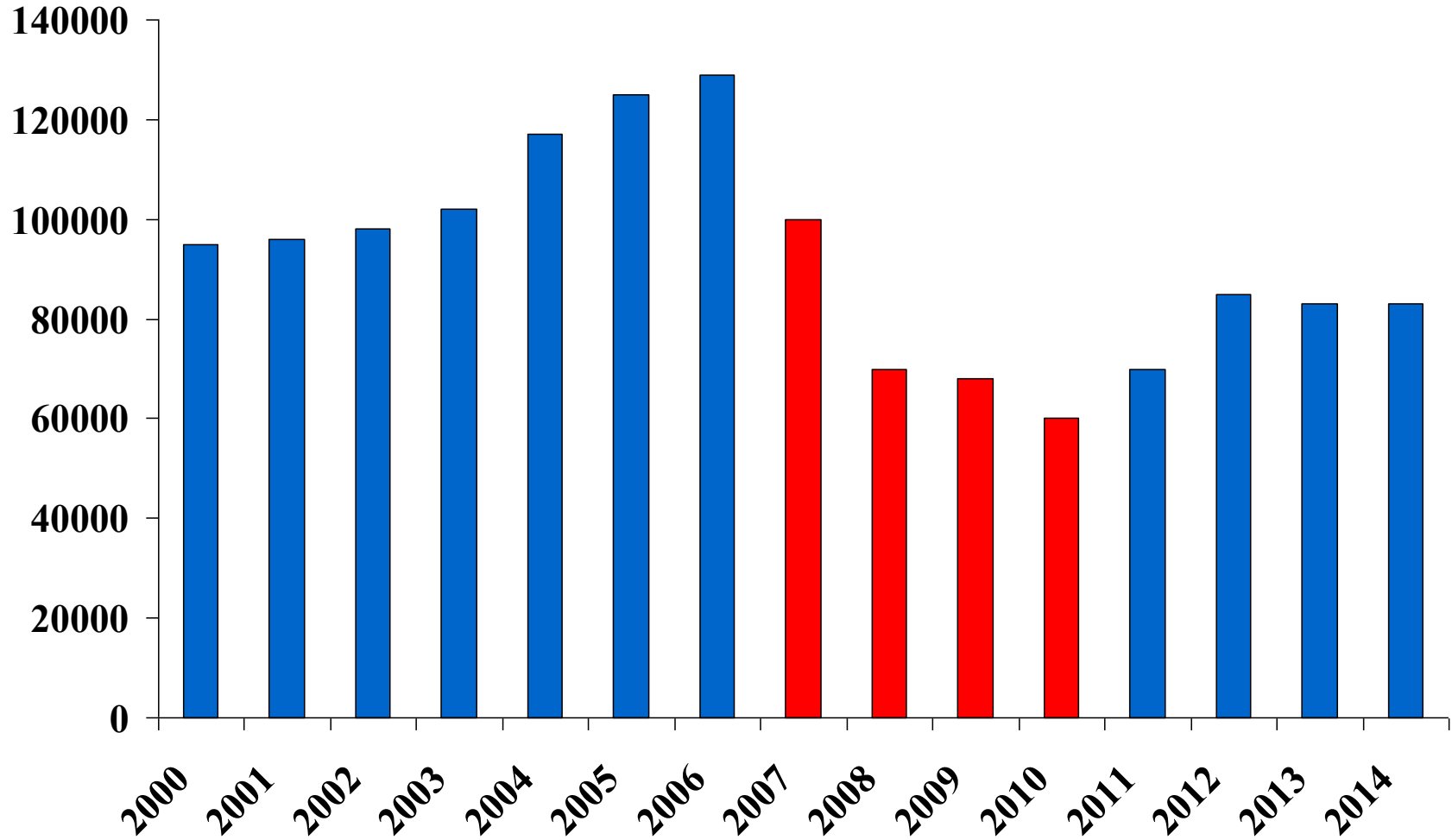


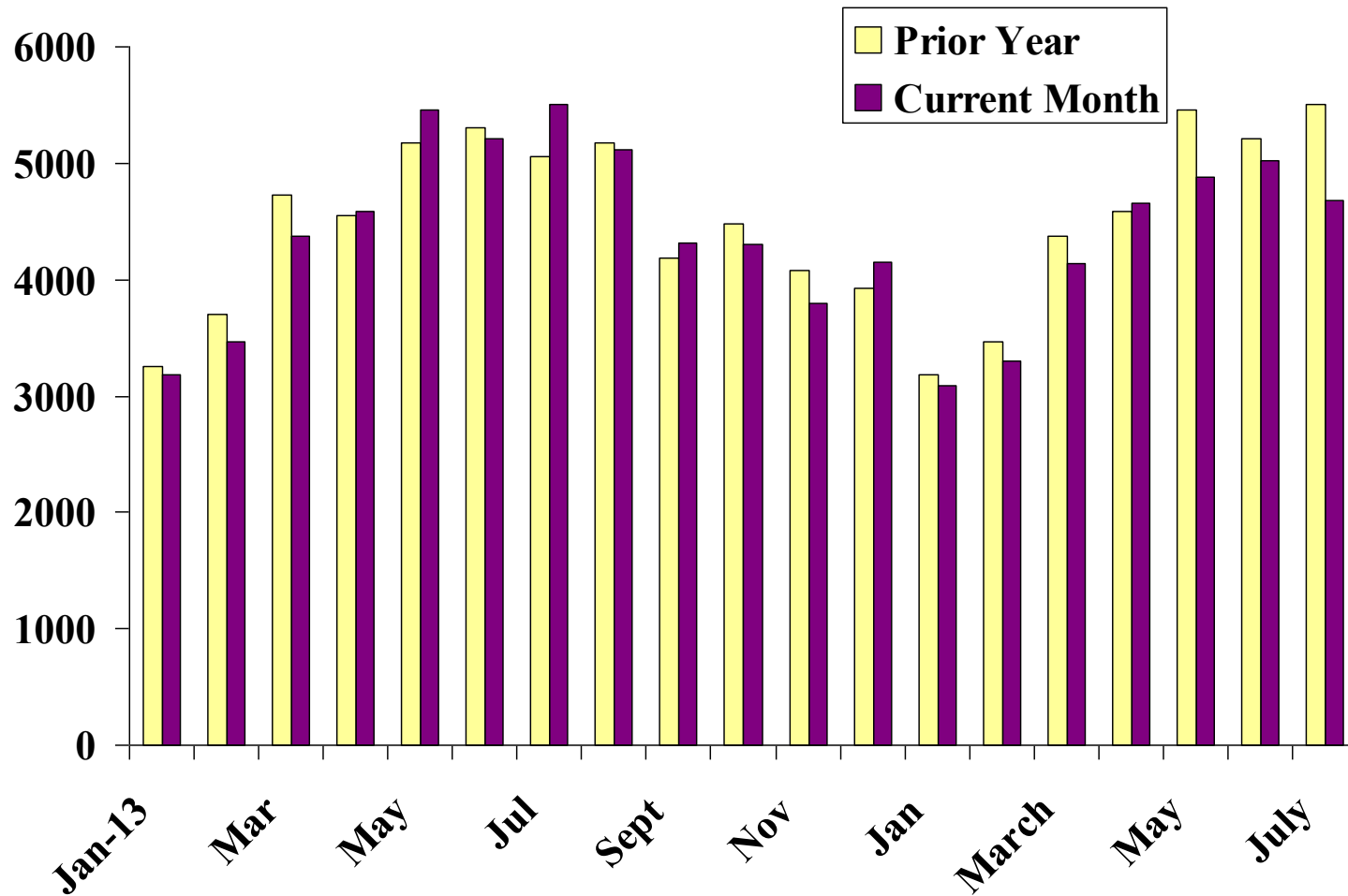
# Greater Metro Atlanta Market

# Metro Atlanta Homes Sold



**125,000 Homes Sold In 2006. 60,000 Homes Sold in 2010.  
2014 YTD Closings Currently 2.5% Behind Closings In 2013.**

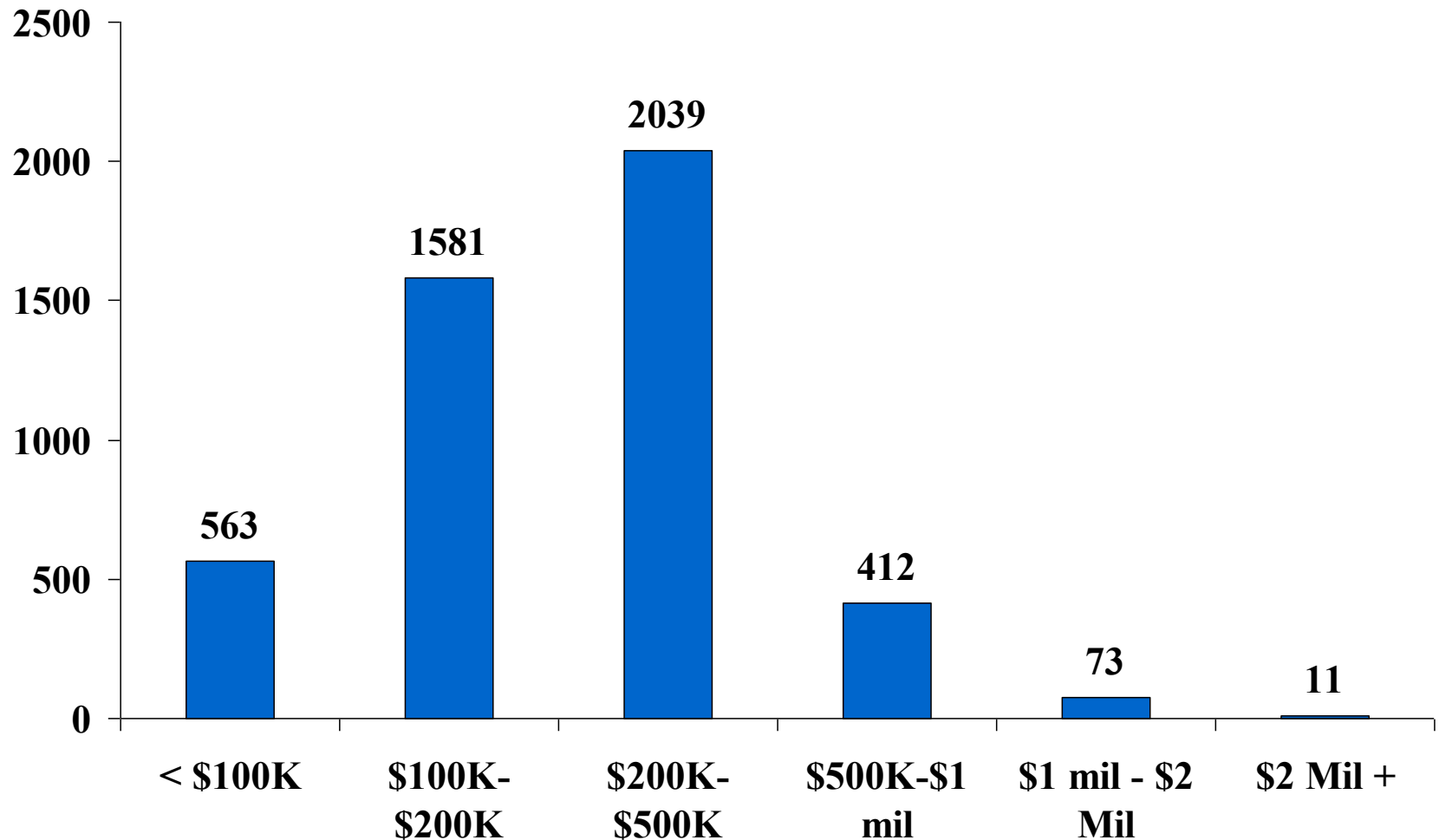
# Metro Atlanta 2013-2014 Closings



**July Closings Down 14.4% Compared To June Closings.**  
**July 2014 Closings Down 15% Compared To July 2013 Closings.**

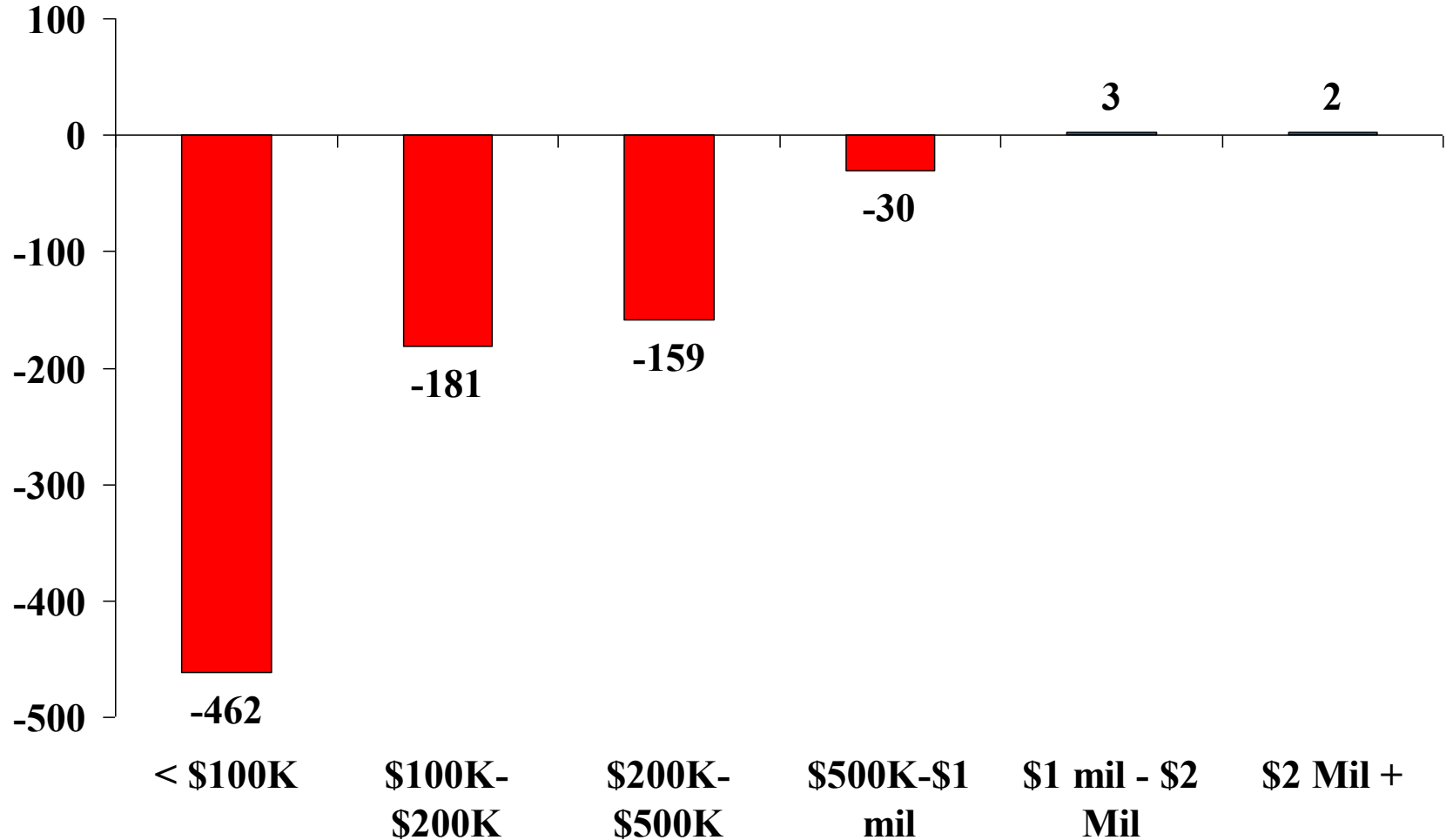
# **Metro Atlanta Closings – July 2014**

## **(Number Of Transactions)**



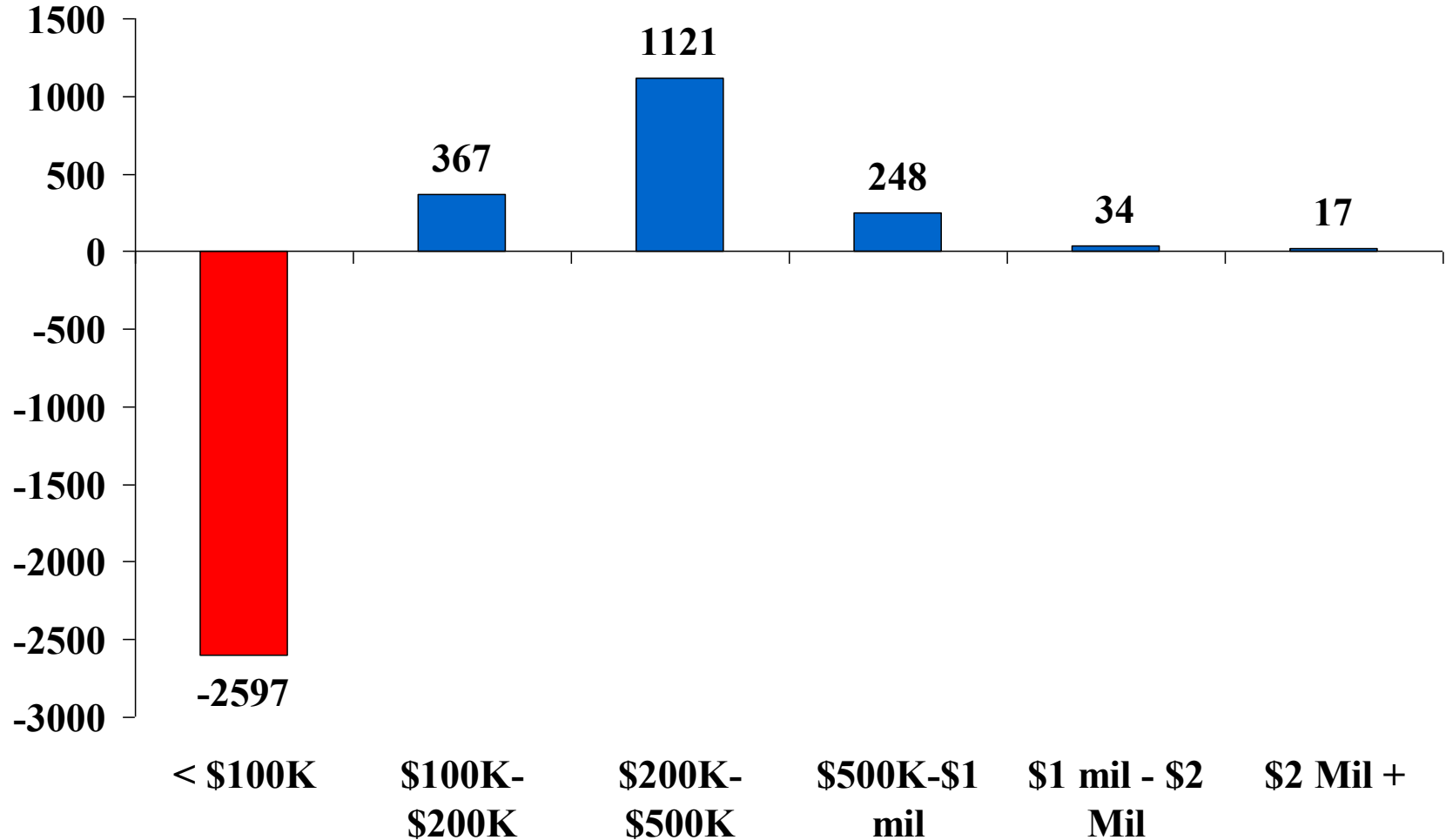
# Metro Atlanta Closed Units By Price Point

## July 2014 Compared To July 2013



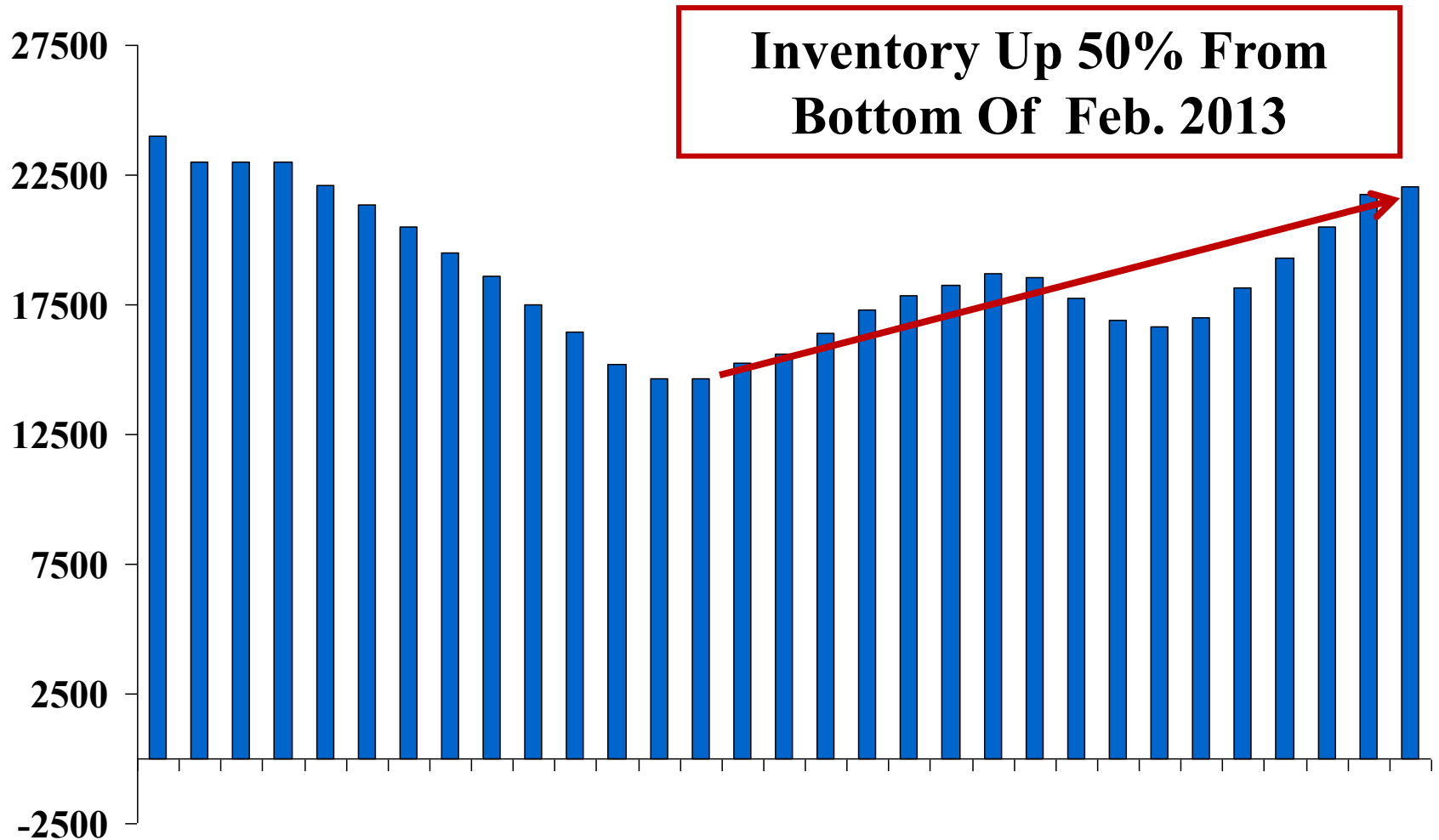
# Metro Atlanta Closed Units By Price Point

## 2014 YTD Compared To 2013 YTD



# Listed Inventory January 2012 - July 2014

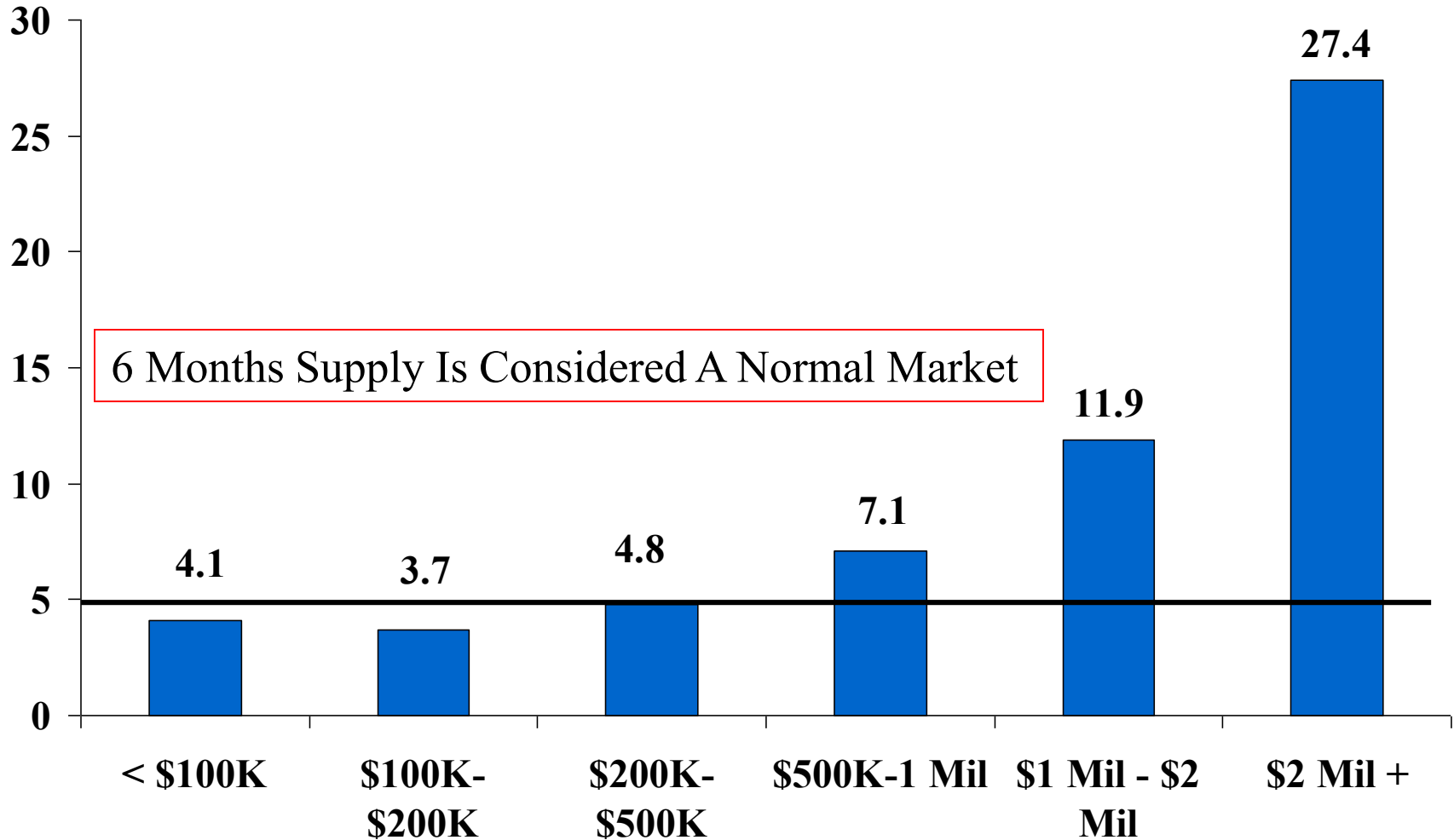
## Residential Detached, Metro Atlanta



**Inventory Up 1.4% from June 2014, Up 23.7% from July 2013**

# Metro Atlanta Months of Inventory

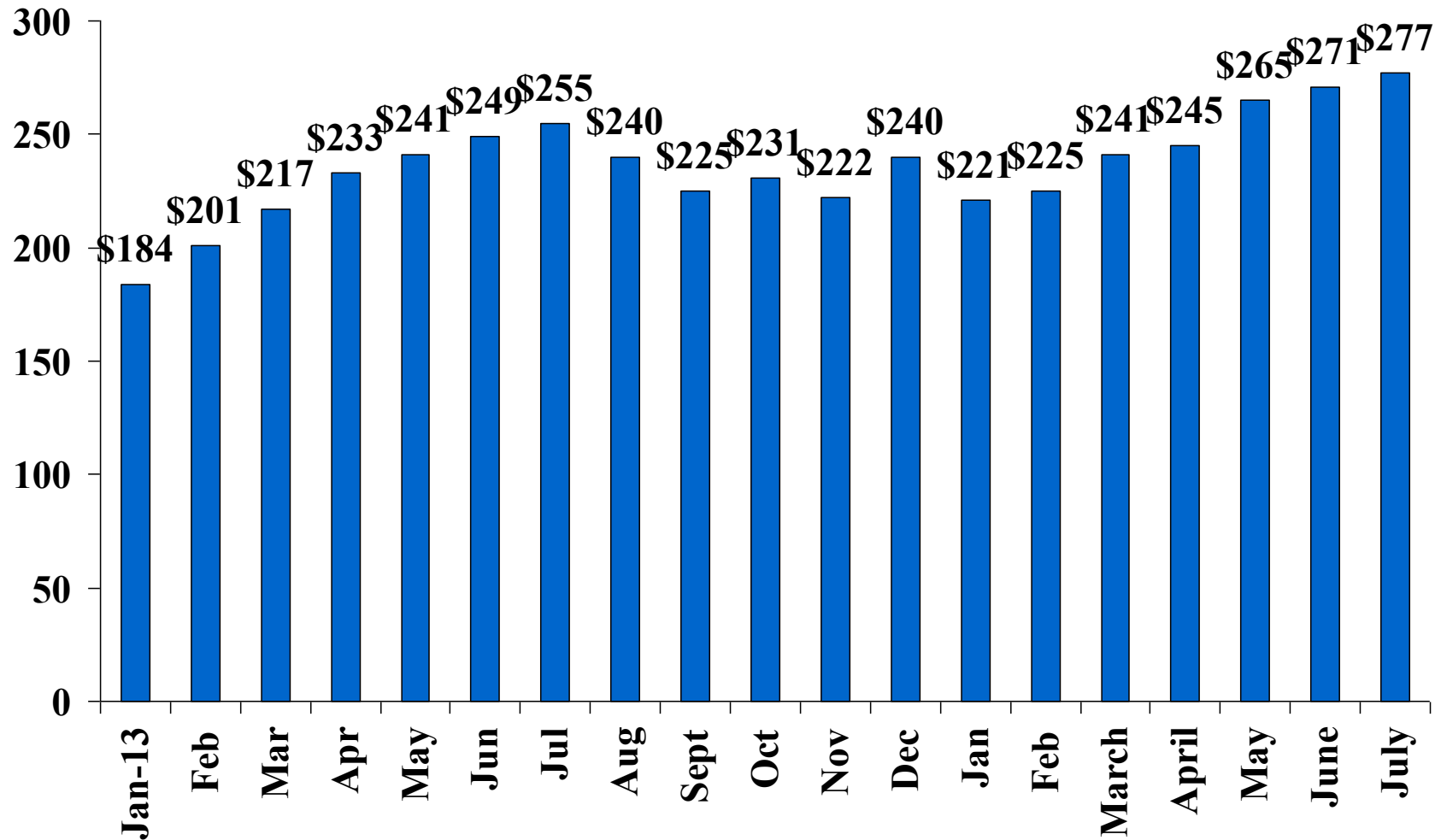
## (July 2014, Based On Closed Sales)



**Overall “Months Of Inventory” Is 4.7 Months**

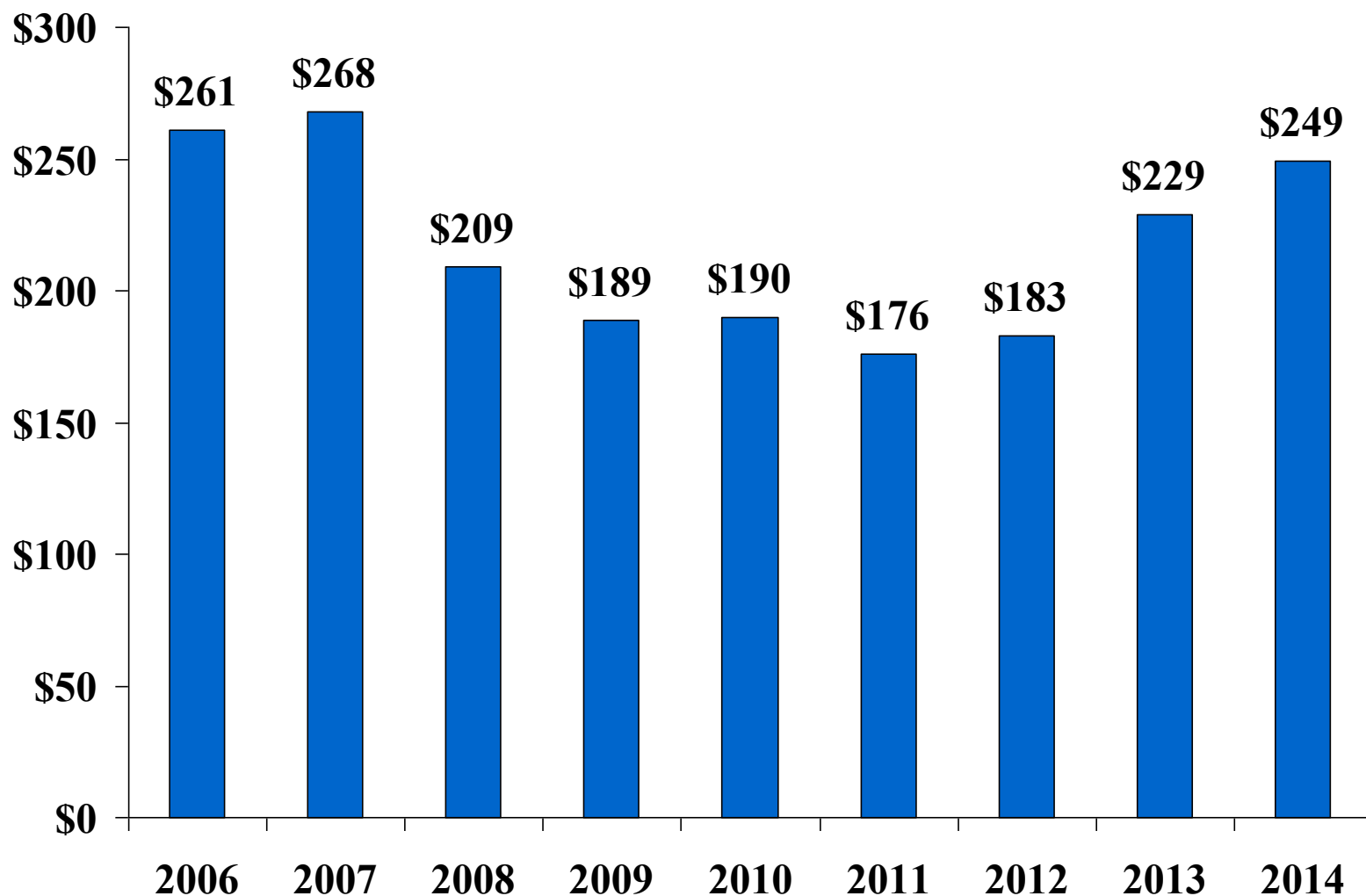


# Metro Atlanta Monthly Average Sale Prices



**ASP Up 2.2% From Last Month & Up 8.6% From Last July**

# Metro Atlanta Annual Average Sale Prices



**Annual ASP Up 41.5% From Bottom Of 2011**

# Metro Atlanta Foreclosure Comparisons

## (Data by RealValuator)



### Pre-Foreclosures



### Foreclosures

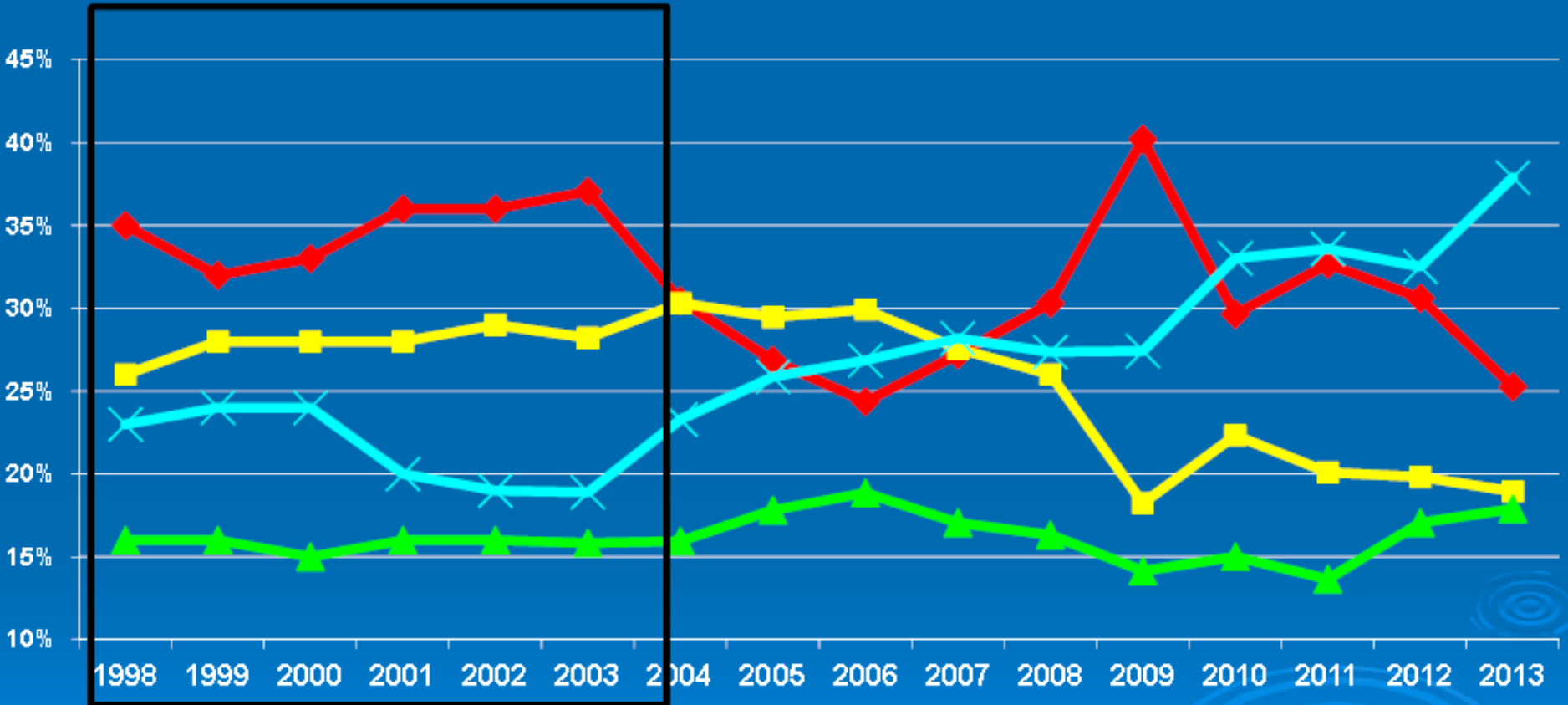


### REO Sales

Date	Activity	Average Amount	Activity	Average Amount	Activity	Average Amount
Aug-13	2362	\$177,454	968	\$132,872	421	\$99,045
Sep-13	2137	\$178,833	687	\$128,058	345	\$95,344
Oct-13	2004	\$178,019	631	\$174,726	312	\$98,324
Nov-13	1704	\$173,679	730	\$179,306	300	\$95,458
Dec-13	1826	\$174,734	571	\$126,950	302	\$108,392
Jan-14	1446	\$170,353	612	\$131,975	263	\$112,970
Feb-14	1202	\$175,582	390	\$117,748	280	\$110,227
Mar-14	1221	\$171,424	396	\$124,415	282	\$115,570
Apr-14	1353	\$168,873	333	\$129,344	259	\$94,009
May-14	1215	\$173,849	400	\$120,430	212	\$126,217
Jun-14	1011	\$179,730	281	\$141,739	170	\$113,613
Jul-14	1067	\$180,446	127	\$124,272	128	\$117,981
Totals	18548 notices 13996 properties	\$175,248	6126	\$135,986	3274	\$107,263

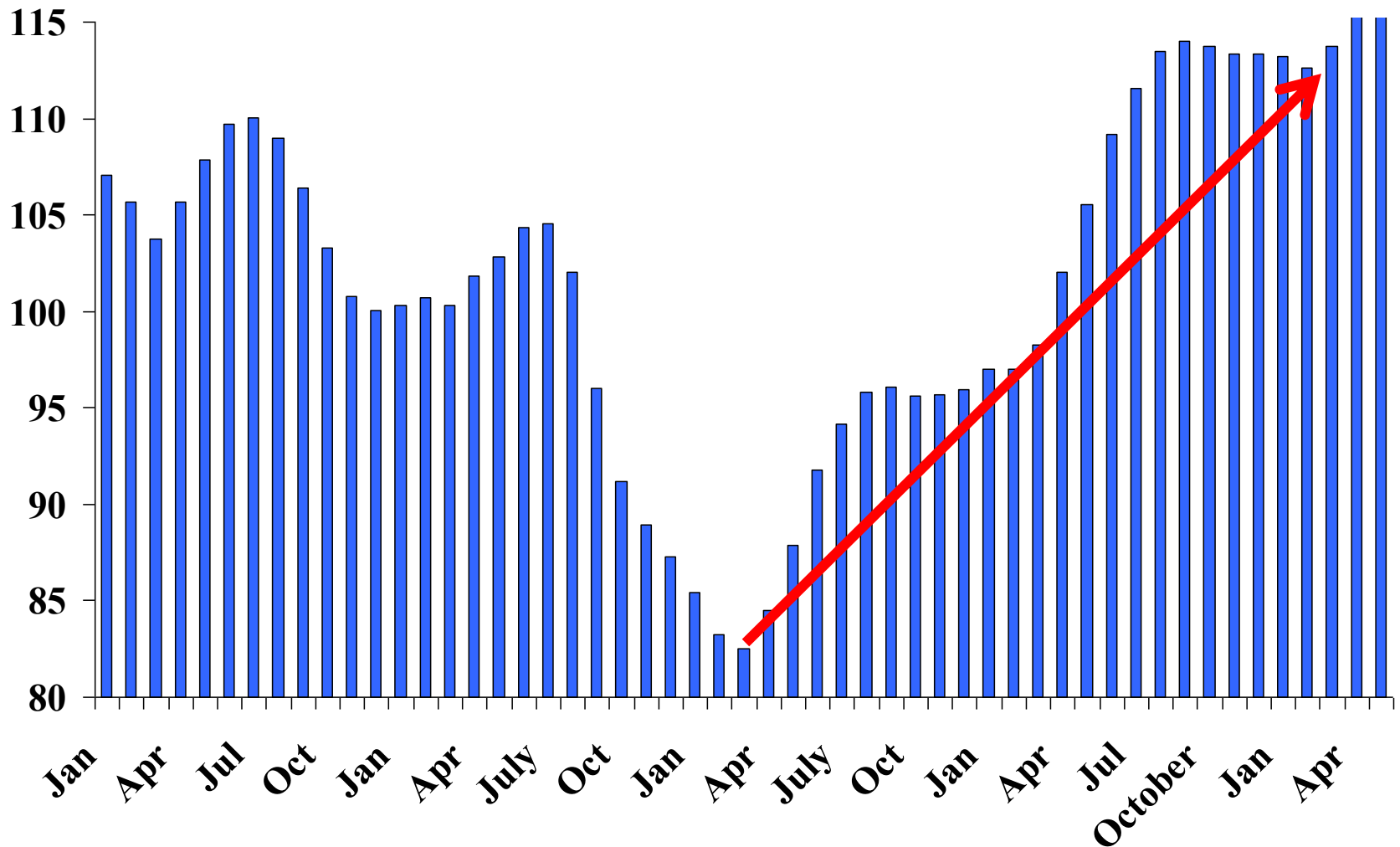
# Baby Boomers Are #1 Buyer Segment

● FIRST TIME      ■ FIRST MOVE UP  
▲ SECOND MOVE UP      ✕ THIRD OR HIGHER



"Normal"  
Atlanta

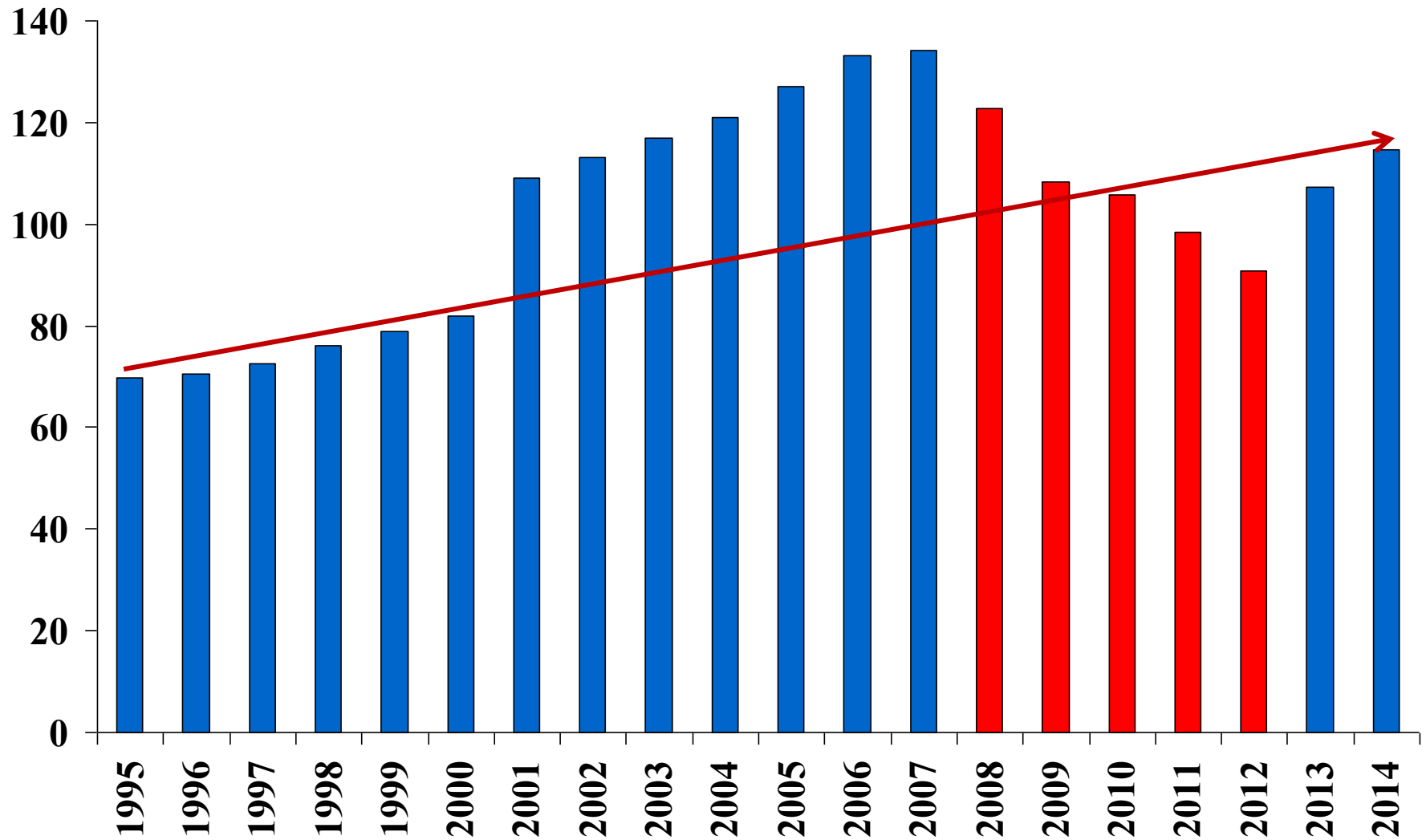
# Case-Shiller Index For Metro Atlanta



**January 2010 Through May 2014 (Reported July 29, 2014)**

**Home Values Up 42% From Bottom of March 2012.**

# Case-Shiller Home Values For Metro Atlanta



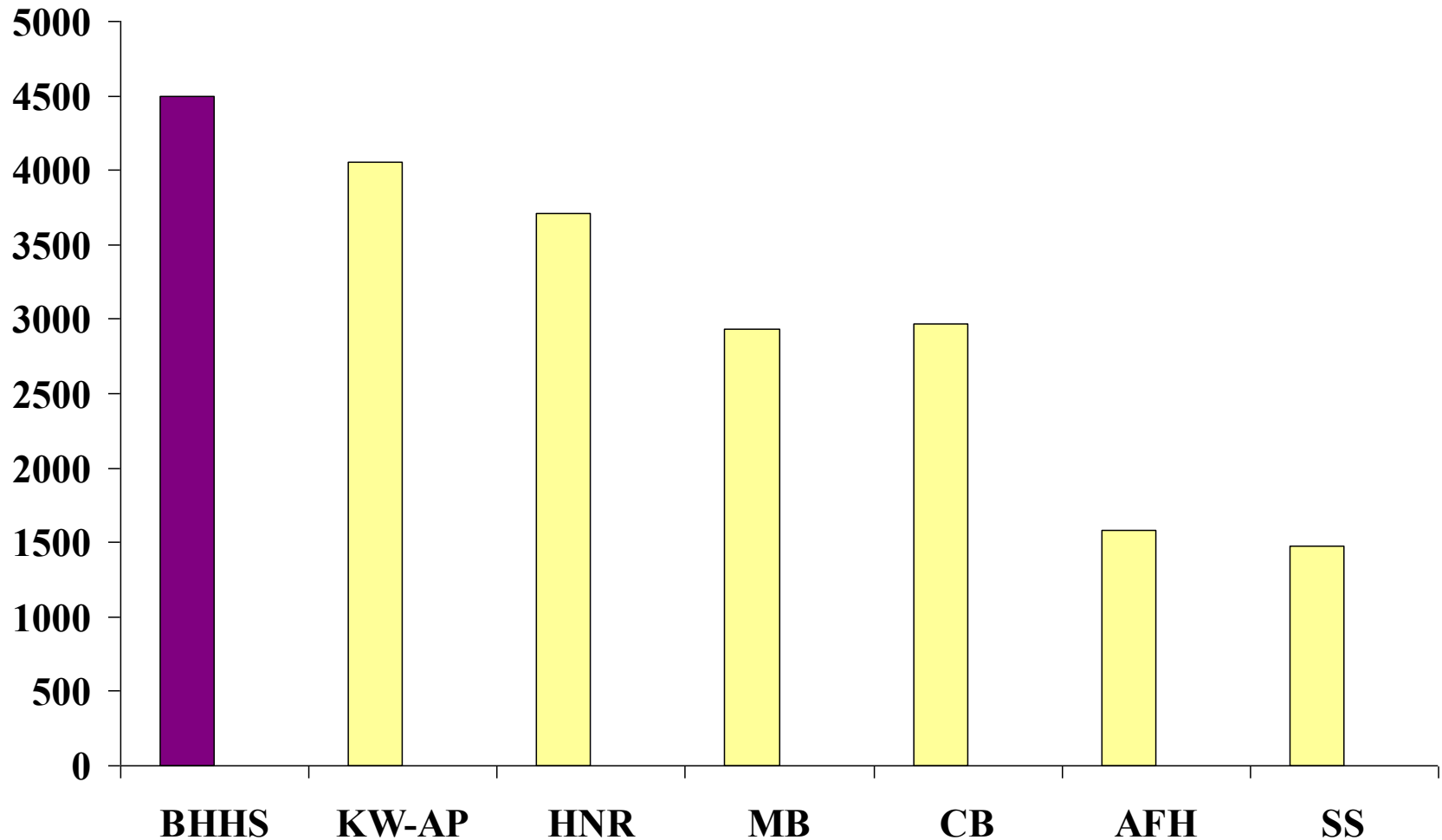
Peak For Values Was July 2007. Recent Bottom Was Feb 2012.

Current Home Values Moving Back To Normal Trend Line.

**Berkshire Hathaway  
HomeServices  
Georgia Properties**

# YTD Transactions – July 2014

## FMLS Counties + Southern Crescent

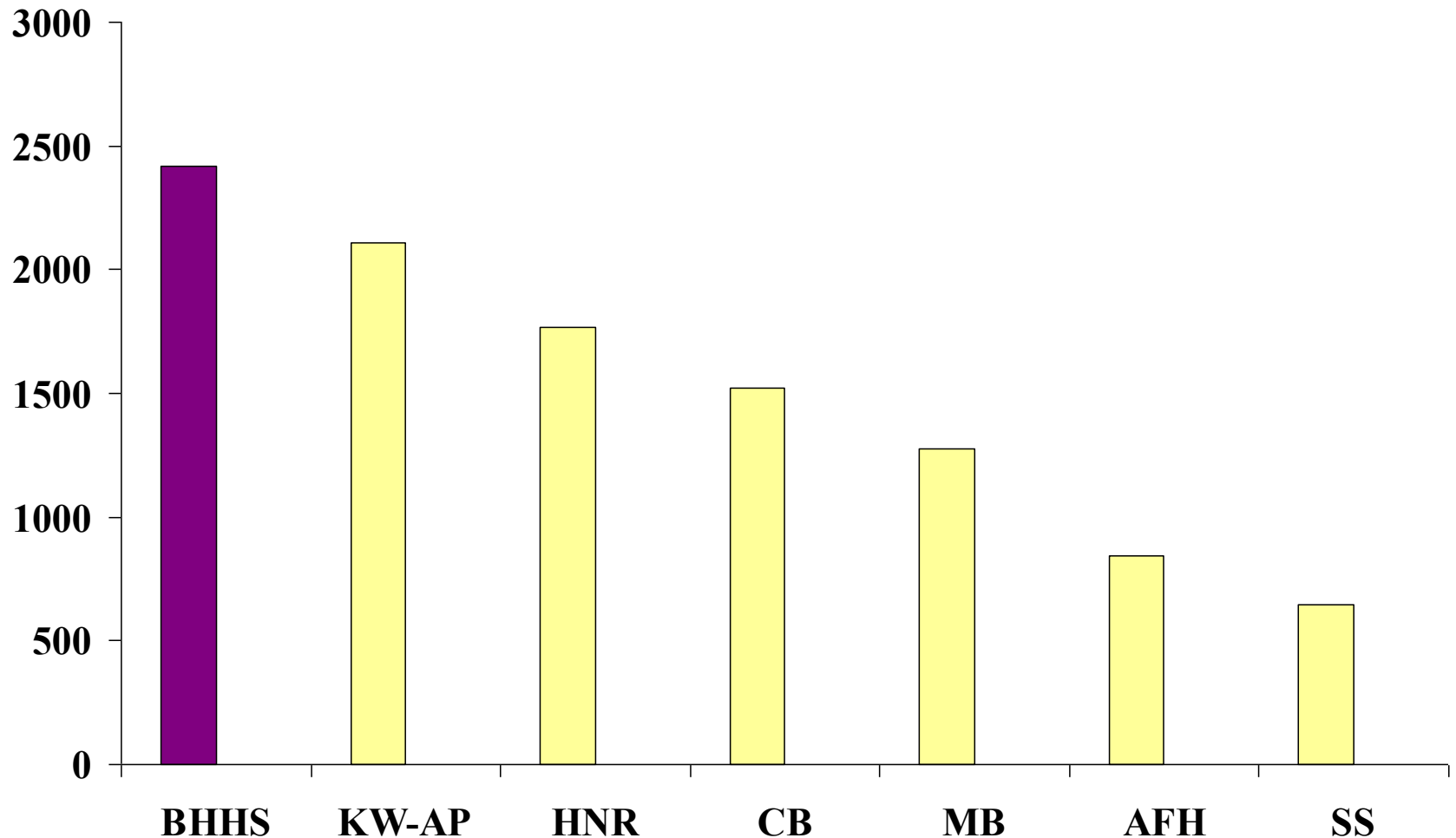


Information Provided By Trendgraphix.



# YTD Listing Sales – July 2014

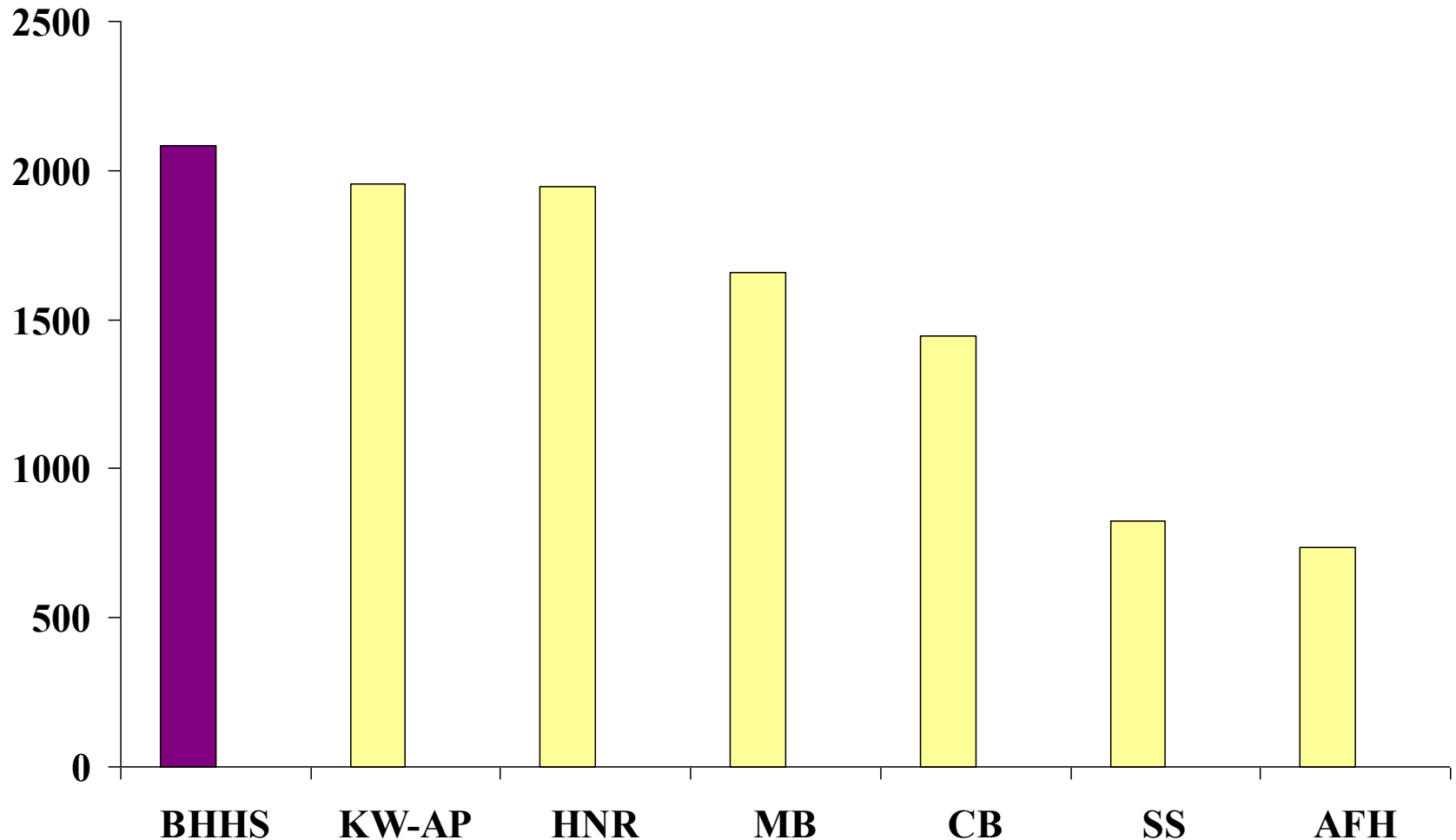
## FMLS Counties + Southern Crescent



Information Provided By Trendgraphix.

# YTD Buyers Represented – July 2014

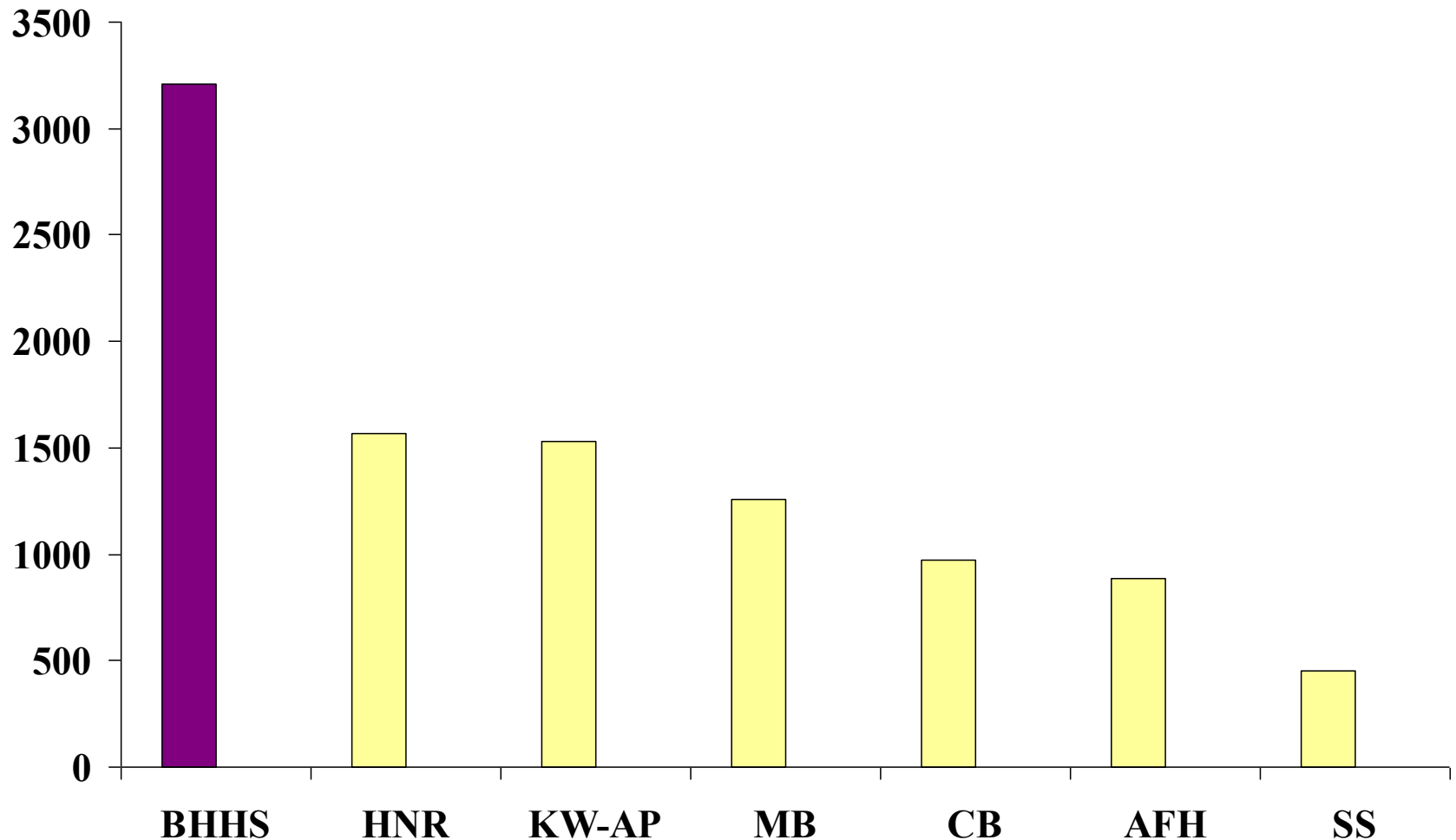
## FMLS Counties + Southern Crescent



Information Provided By Trendgraphix.

# YTD Listing Inventory – July 2014

## FMLS Counties + Southern Crescent

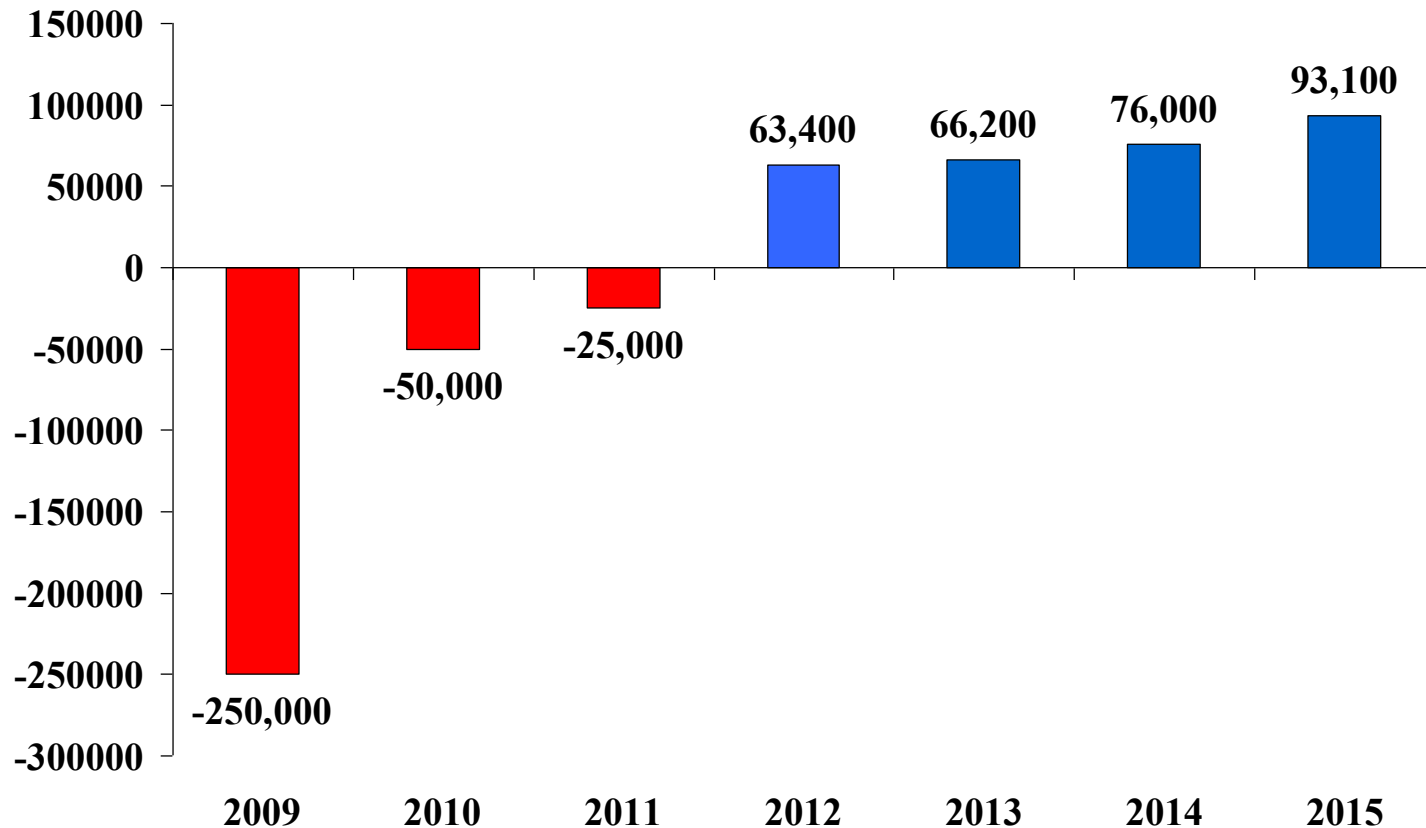


Information Provided By Trendgraphix and BHHS GP Internal Reports.

# Economic & Housing Trends

# More Jobs In Georgia!

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

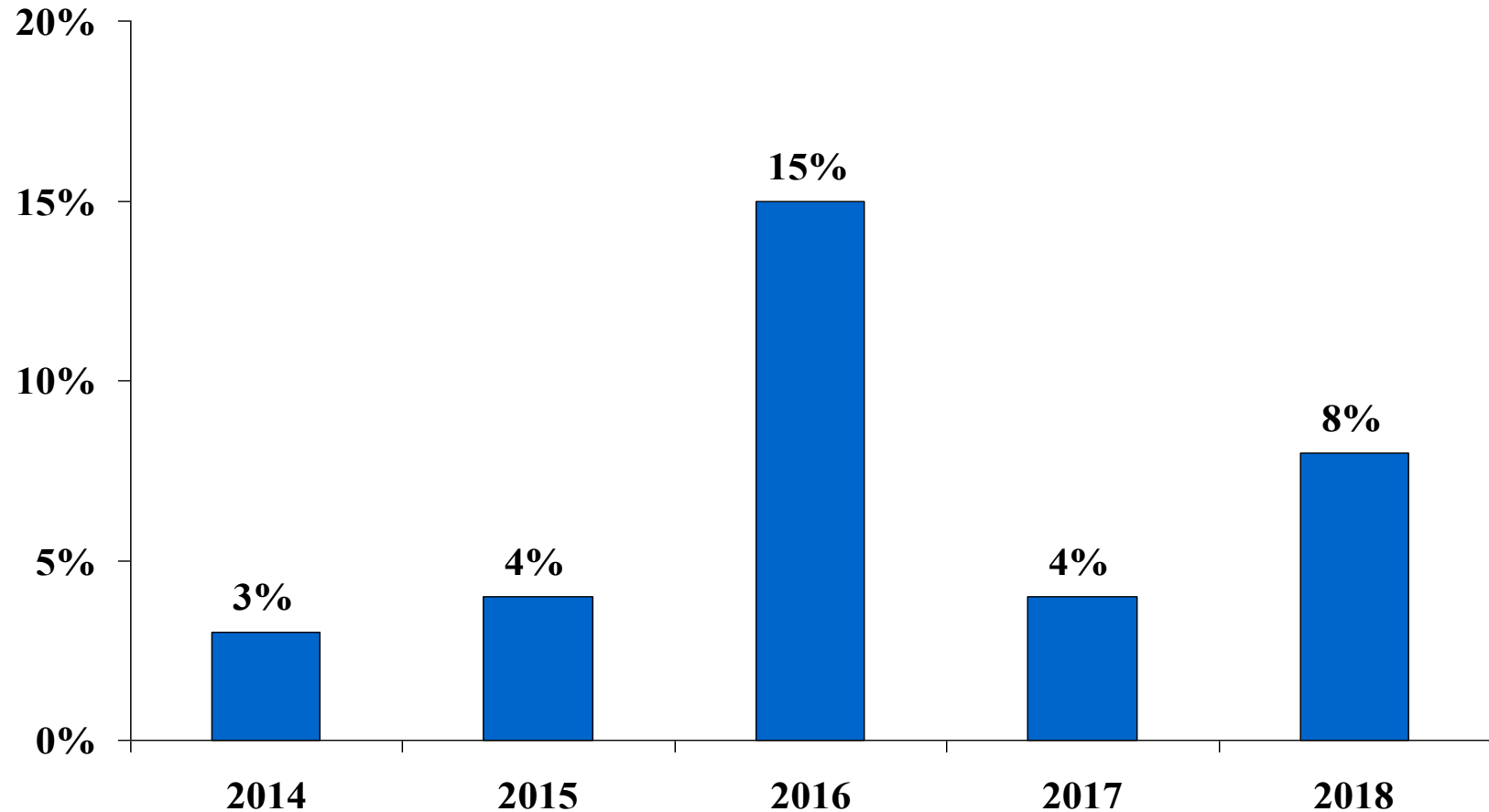


- Georgia Lost 325,000 Jobs In The Great Recession.
- 2012 Restarted Positive Job Growth Trend!

# Home Value Trends For Metro Atlanta

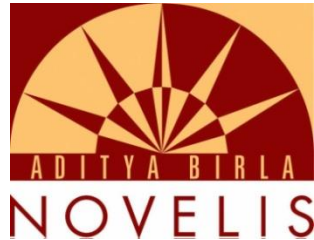
Forecast By Rajeev Dhawan, GSU Economic Forecasting Center

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***

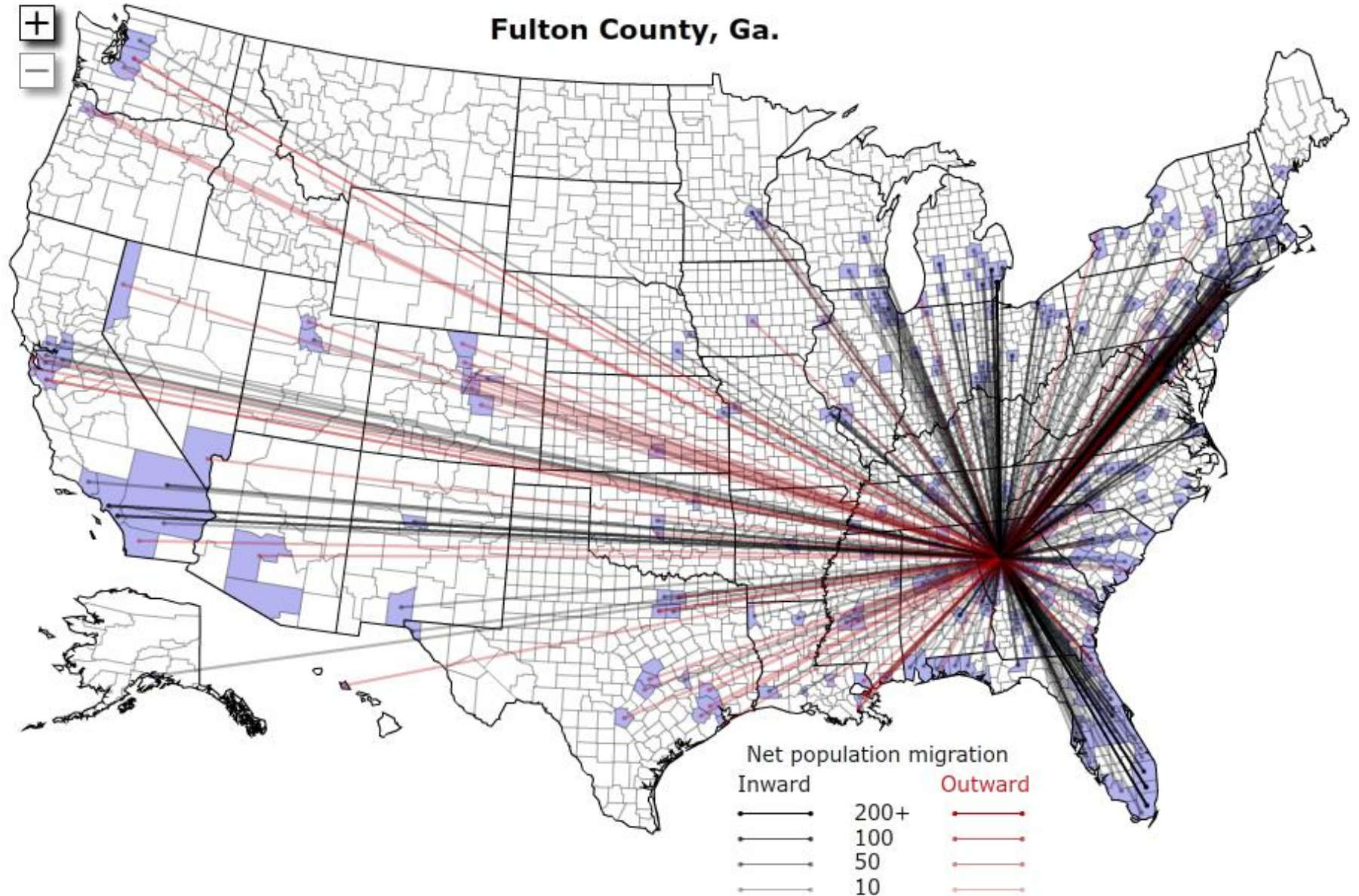


**PORSCHE**



# And More Coming ...

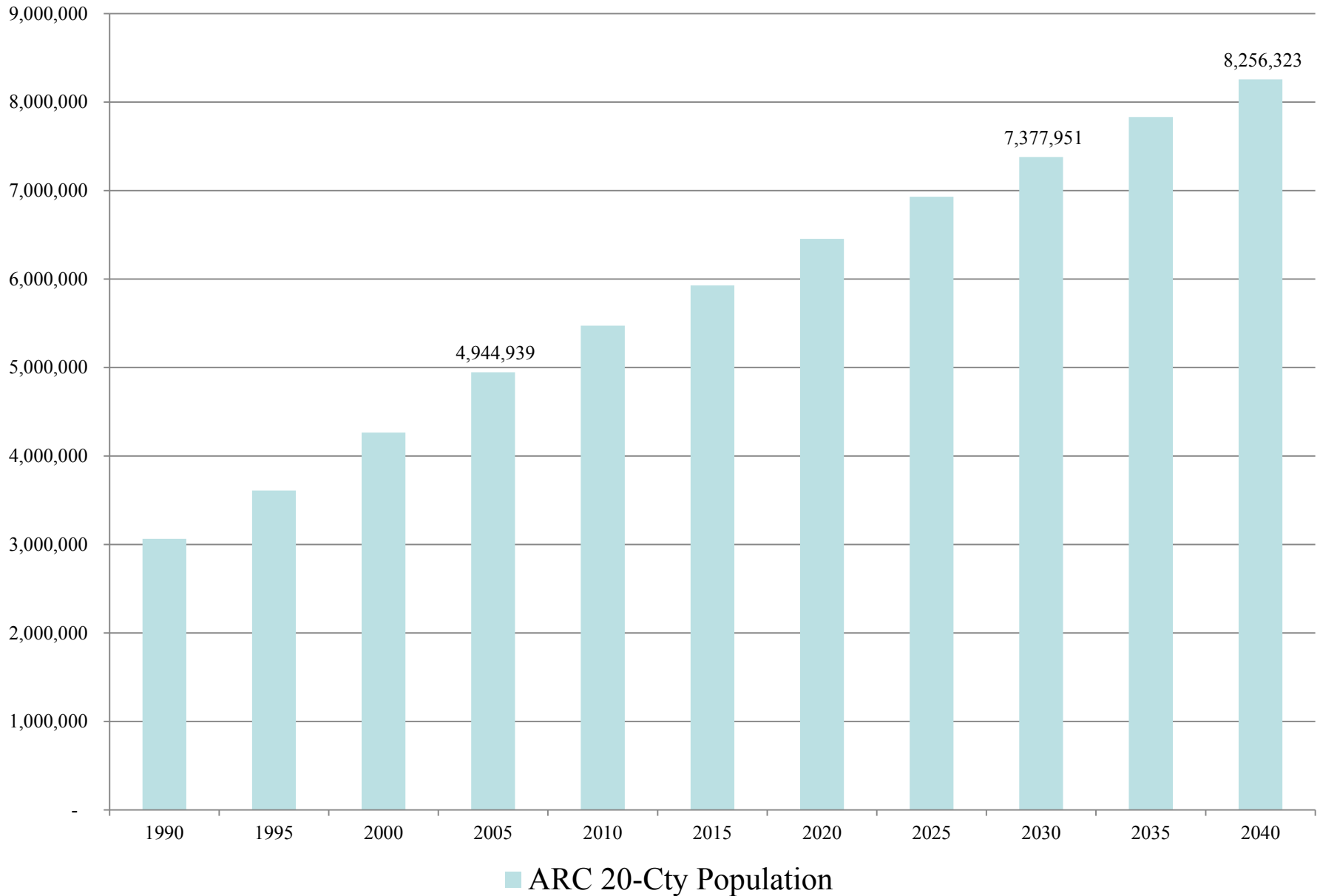
# Rustbelt To Sunbelt





# Forecast Population Growth

*20-County Forecast Area*



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

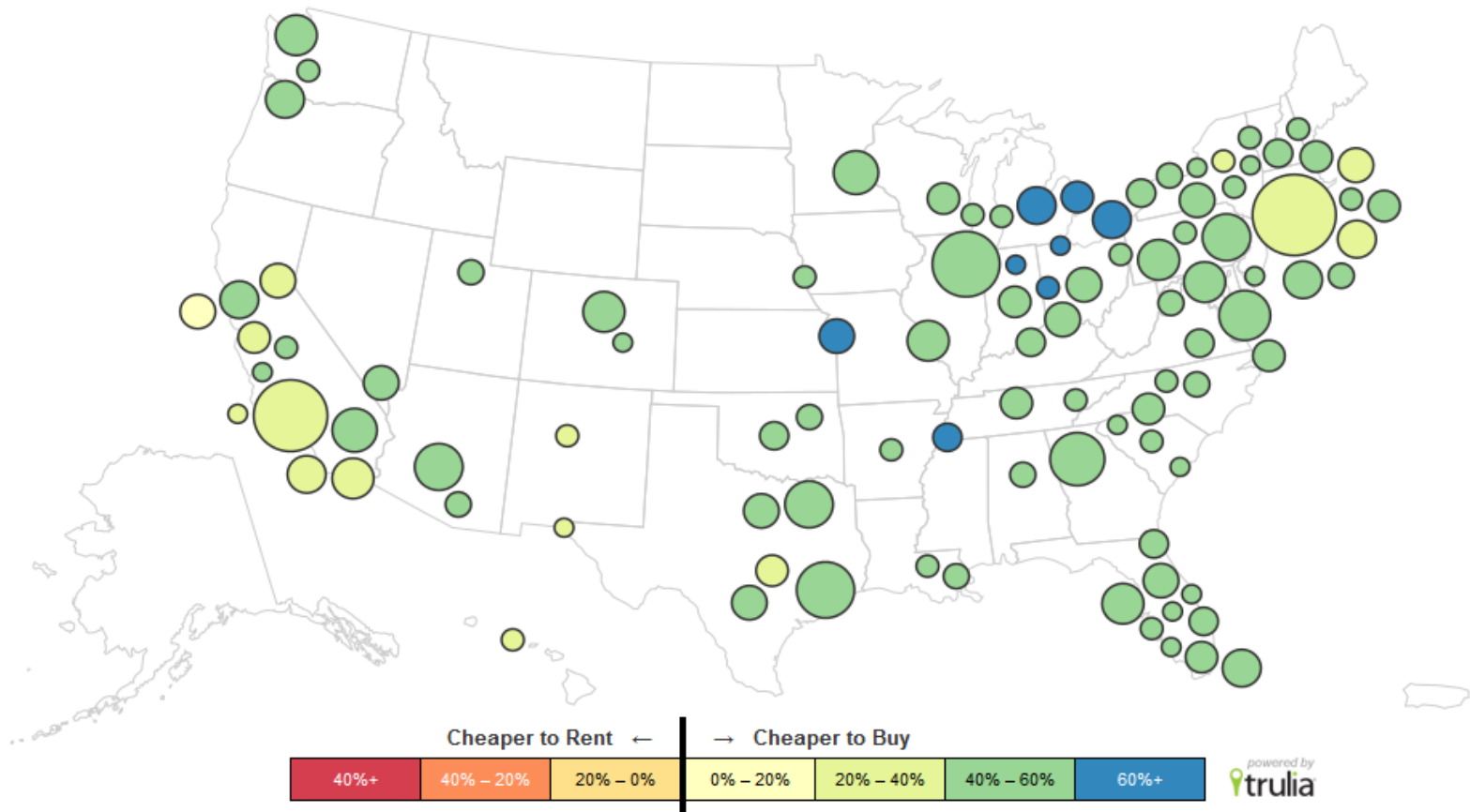
	Total Population	Rank of Share				
		Under 20	20-64	65+	25-39	45-59
Dallas	6,144,489	3	9	25	1	24
Atlanta	5,271,550	5	6	27	2	19
Phoenix	4,179,427	4	24	15	4	26
Denver	2,466,591	11	5	24	4	12
Riverside	4,081,371	1	27	22	5	27
Houston	5,629,127	2	10	26	6	21
Portland	2,174,631	19	2	19	7	7
Seattle	3,309,347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

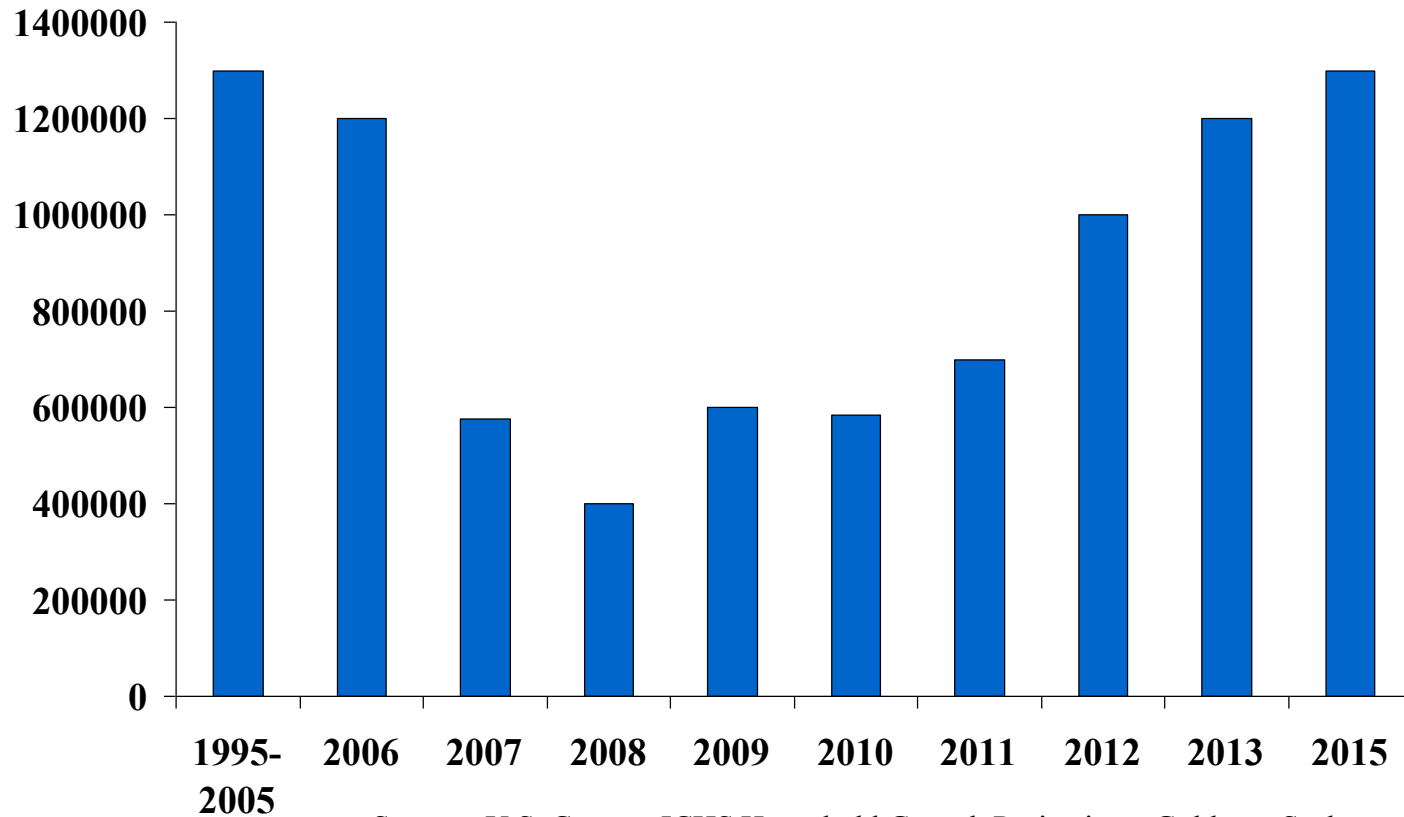
# Metro Atlanta Is 56% Better To Buy Than Rent



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

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

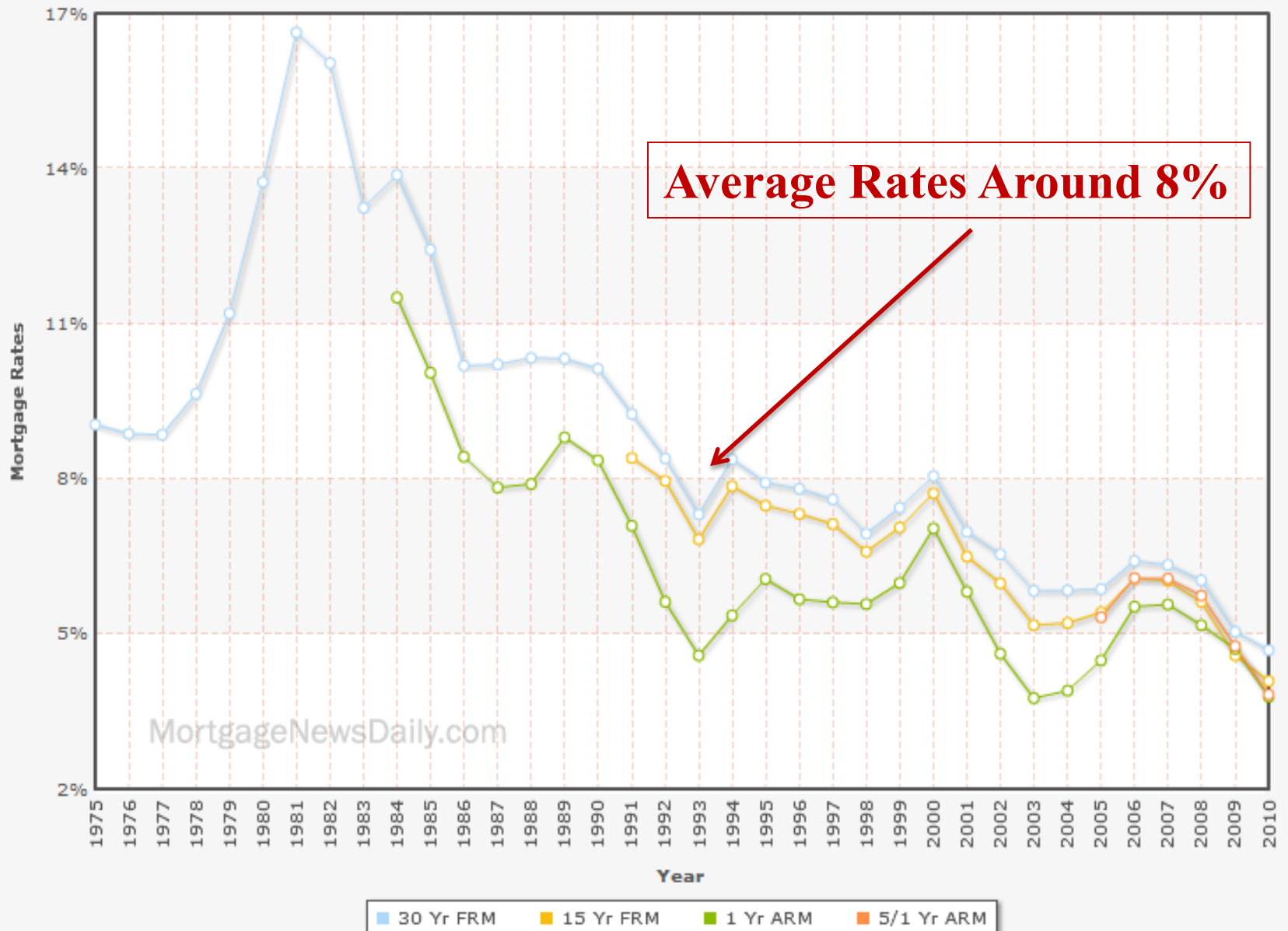
## **Demand For 1st Time Buyers Will Be Strong!**



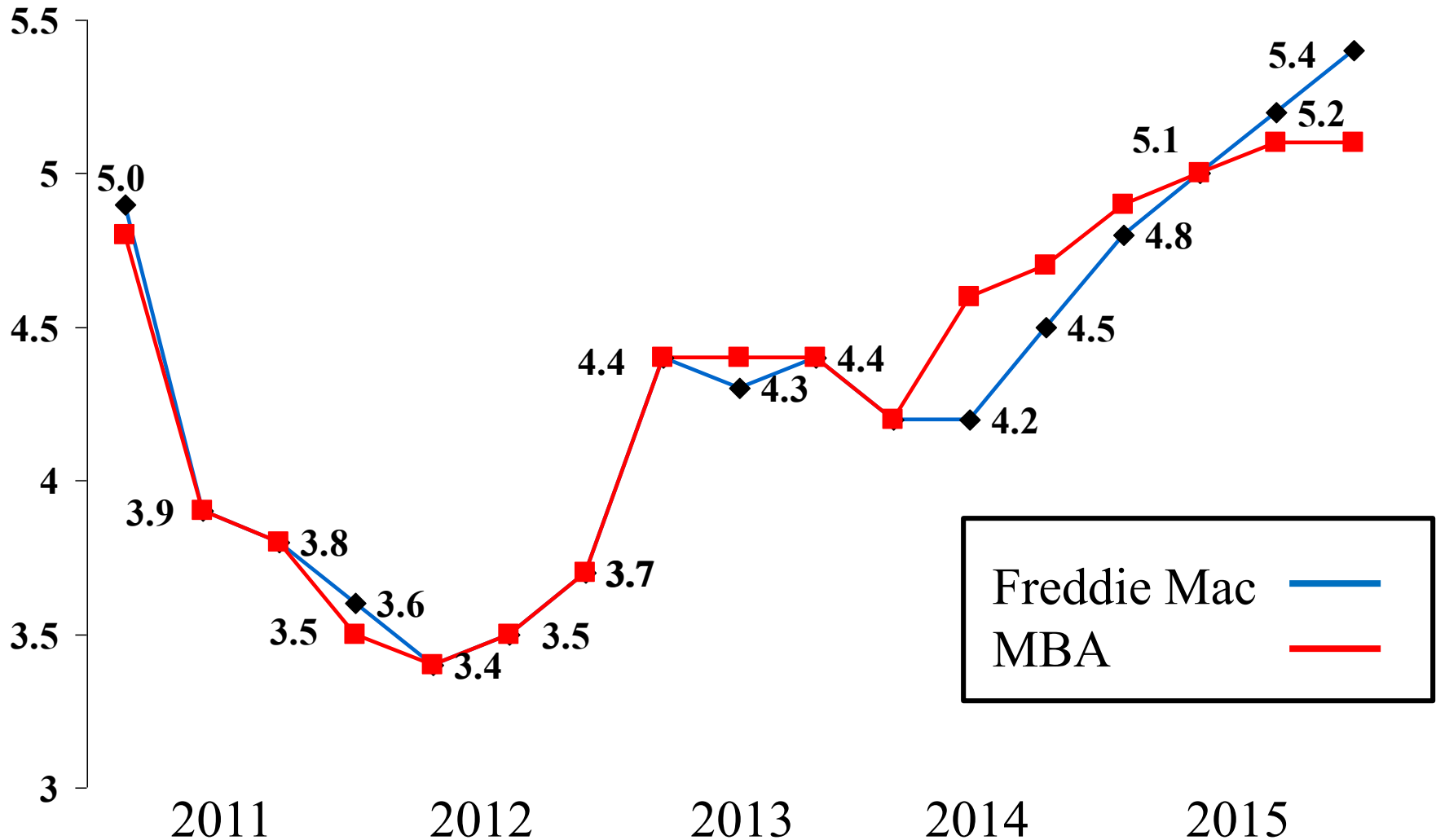
Source: U.S. Census, JCHS Household Growth Projections, Goldman Sachs

- **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!**

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



# Freddie Mac & Mortgage Bankers Association 30-Year Fixed Rate Forecast (July 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