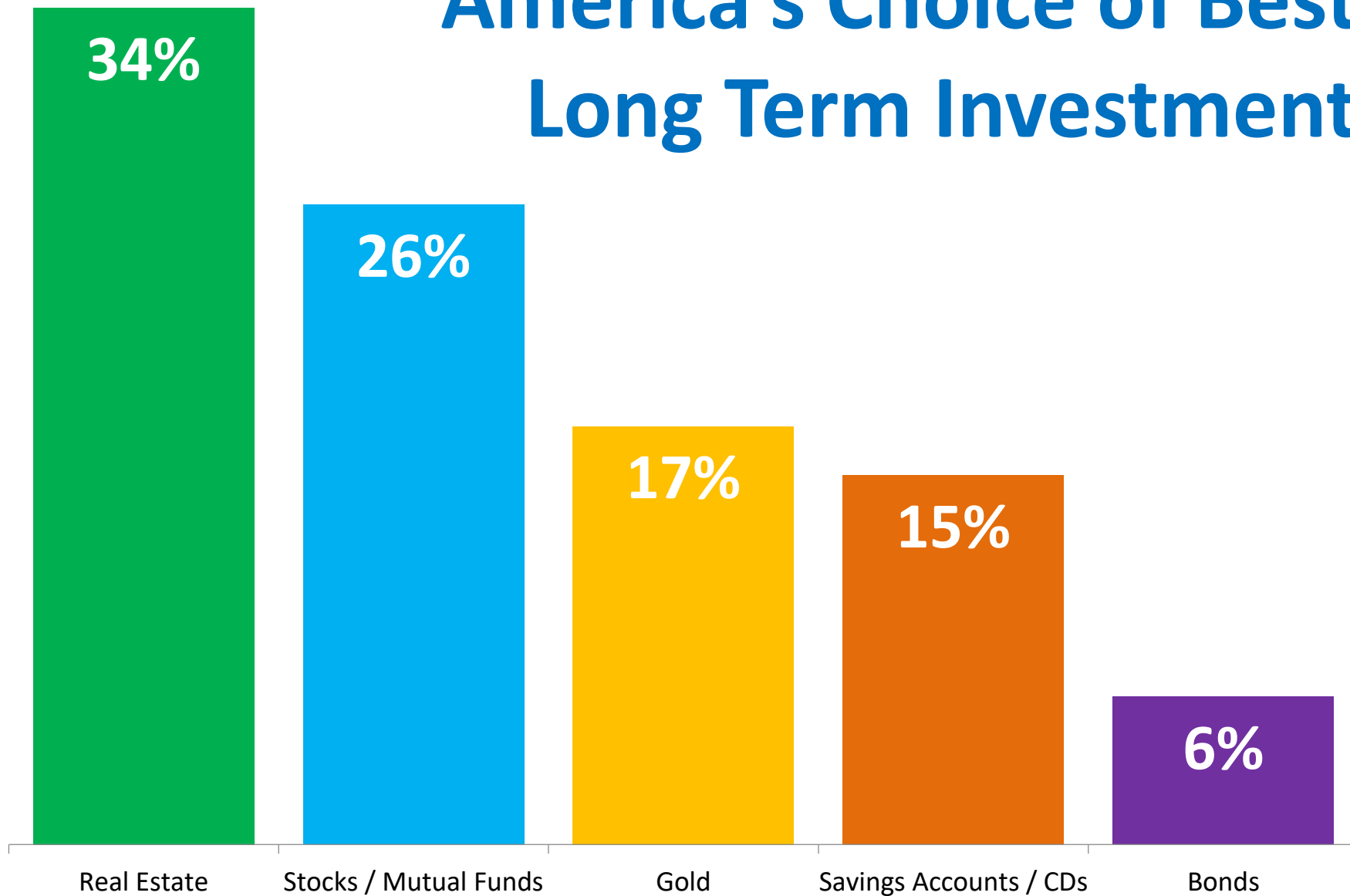
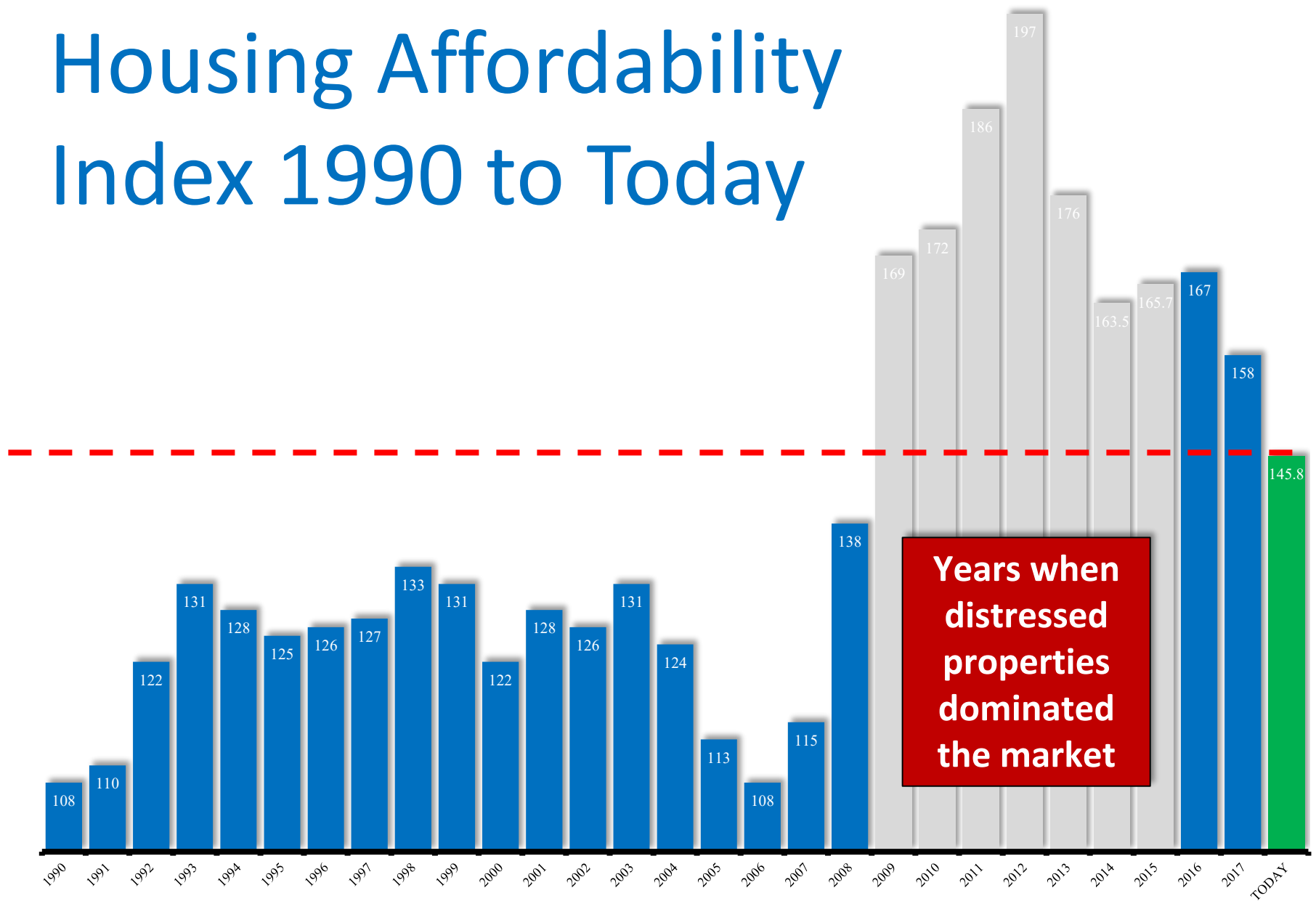


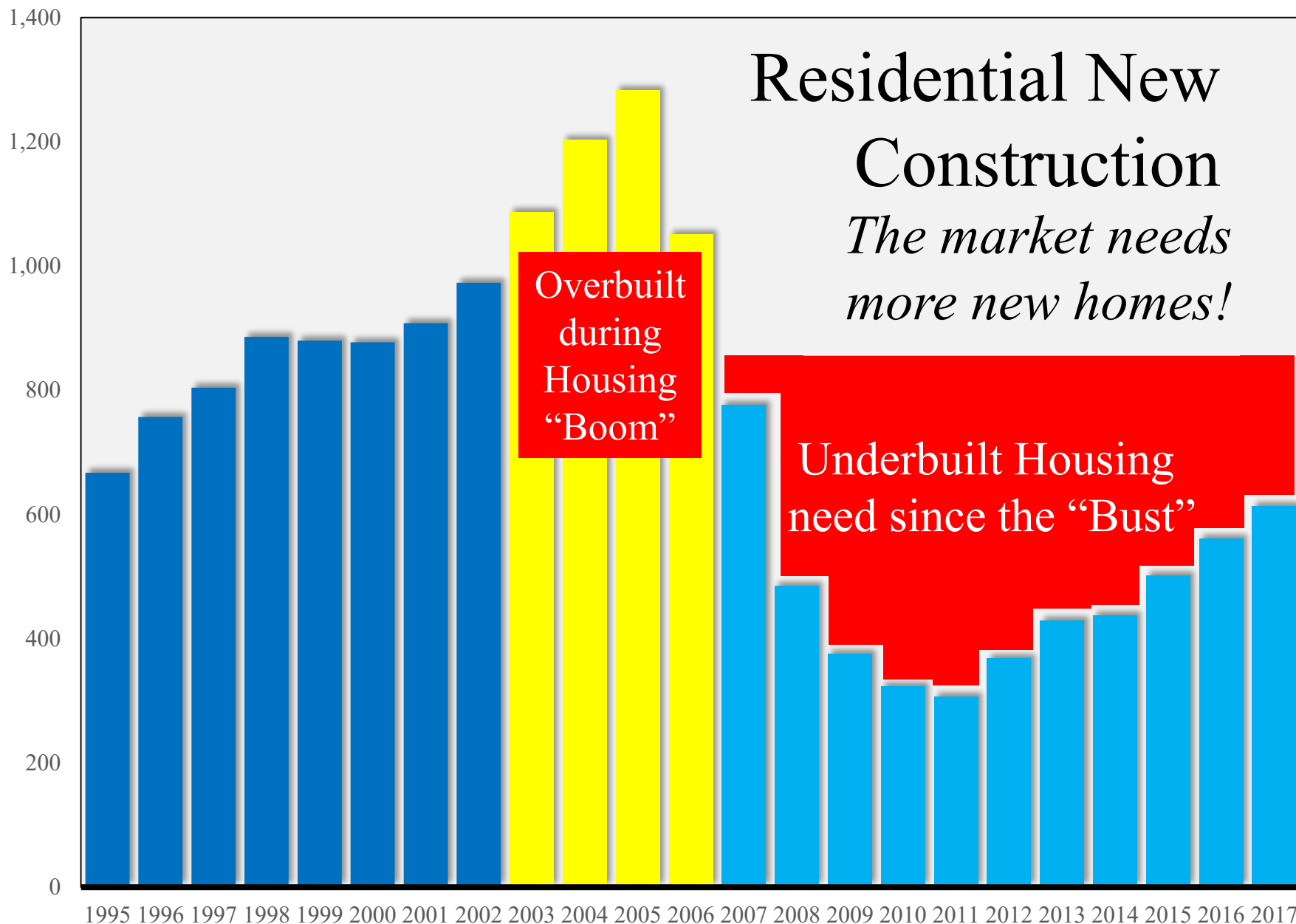
# National Housing Trends

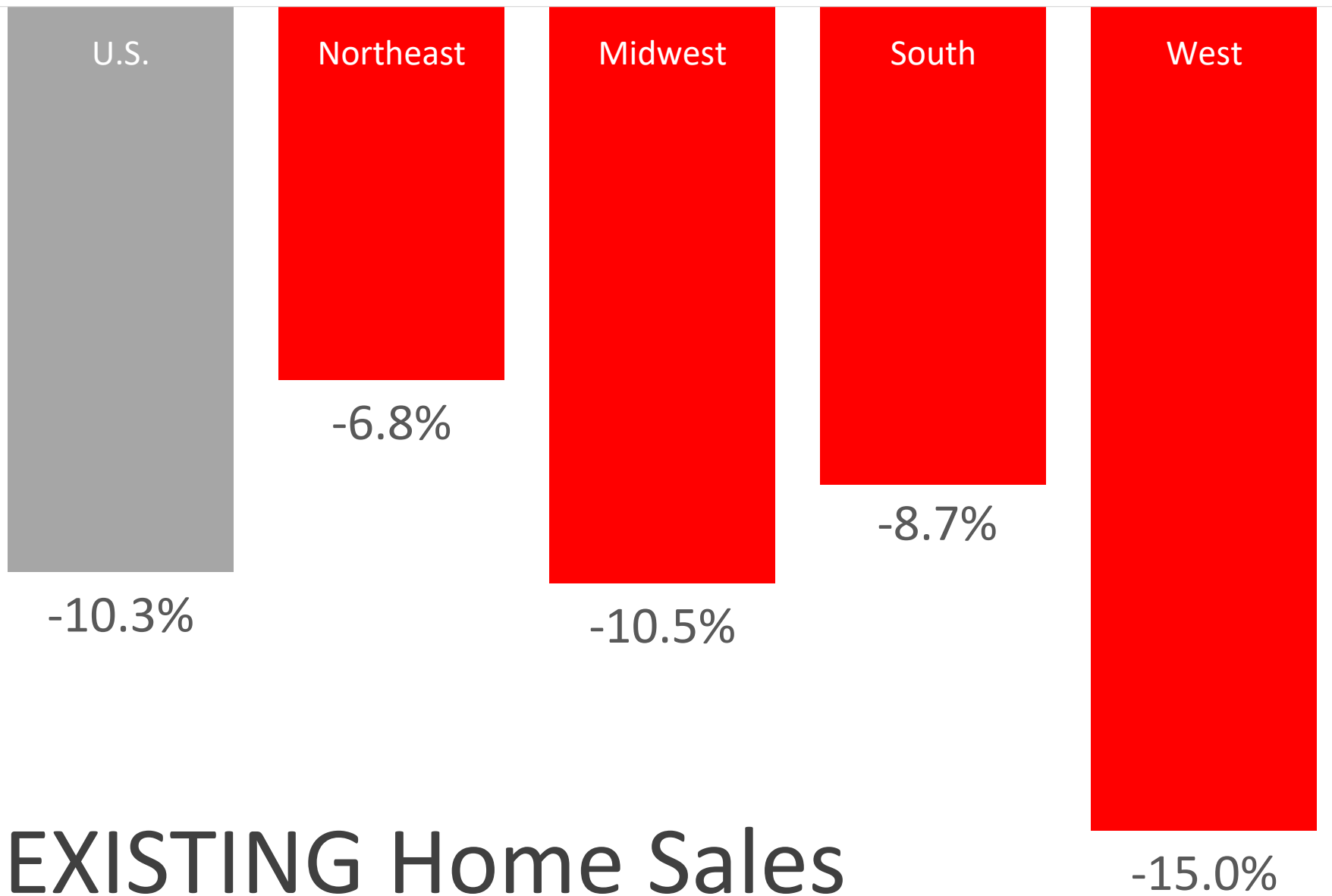
# America's Choice of Best Long Term Investment



# Housing Affordability Index 1990 to Today



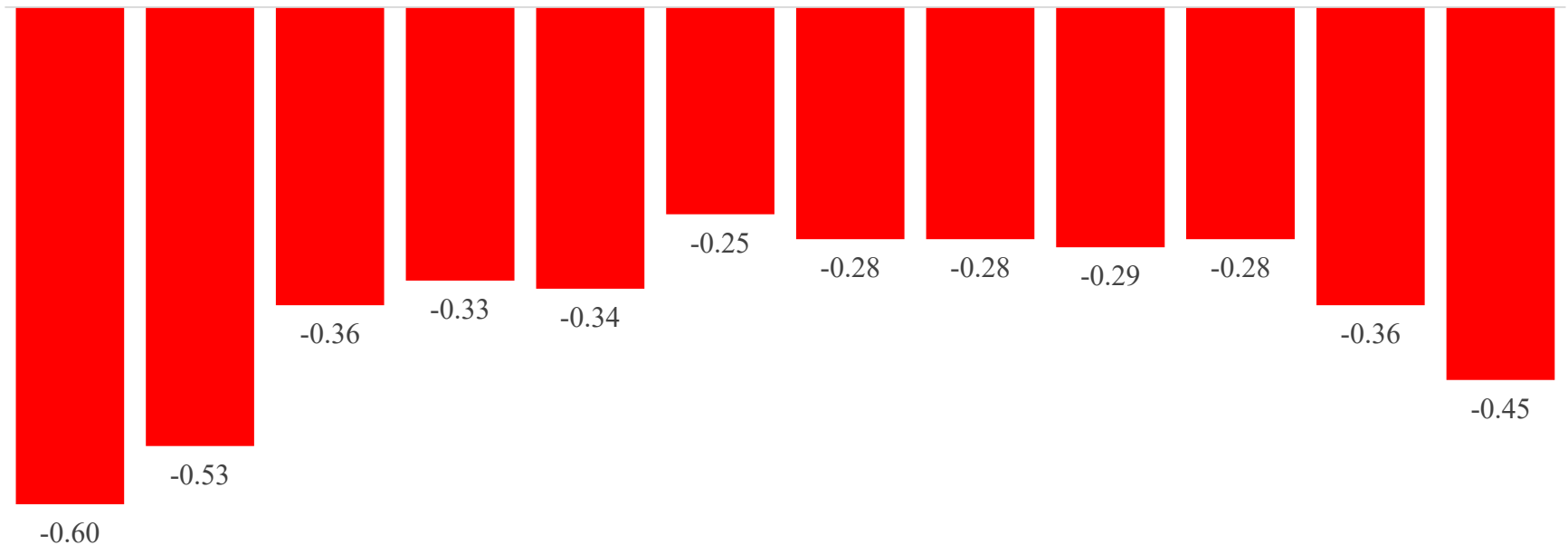




# EXISTING Home Sales

Y-O-Y by region

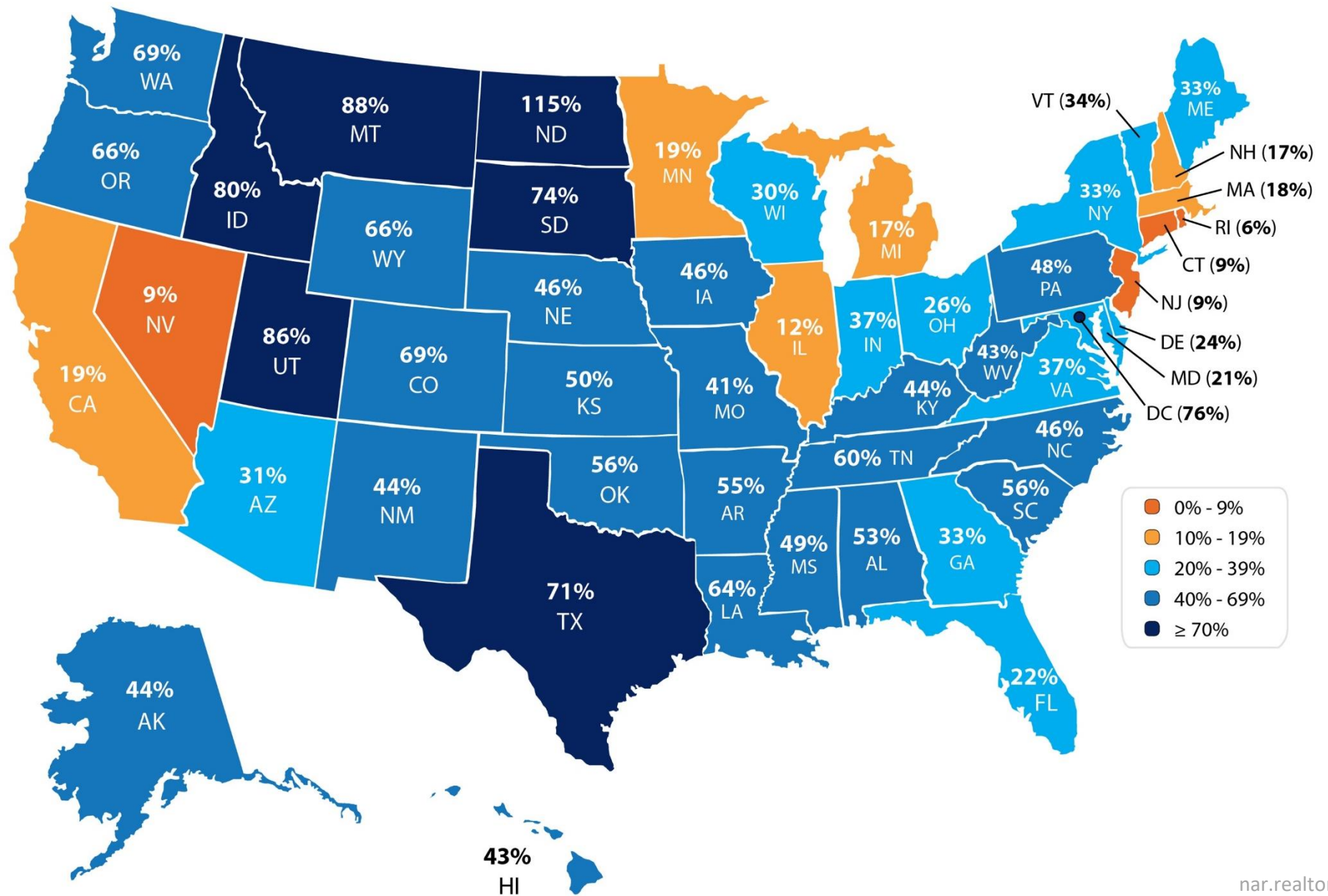
# Appraiser Home Value Opinions Compared to Homeowner Estimates



Last 12 Months

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
%	-0.6	-0.53	-0.36	-0.33	-0.34	-0.25	-0.28	-0.28	-0.29	-0.28	-0.36	-0.45

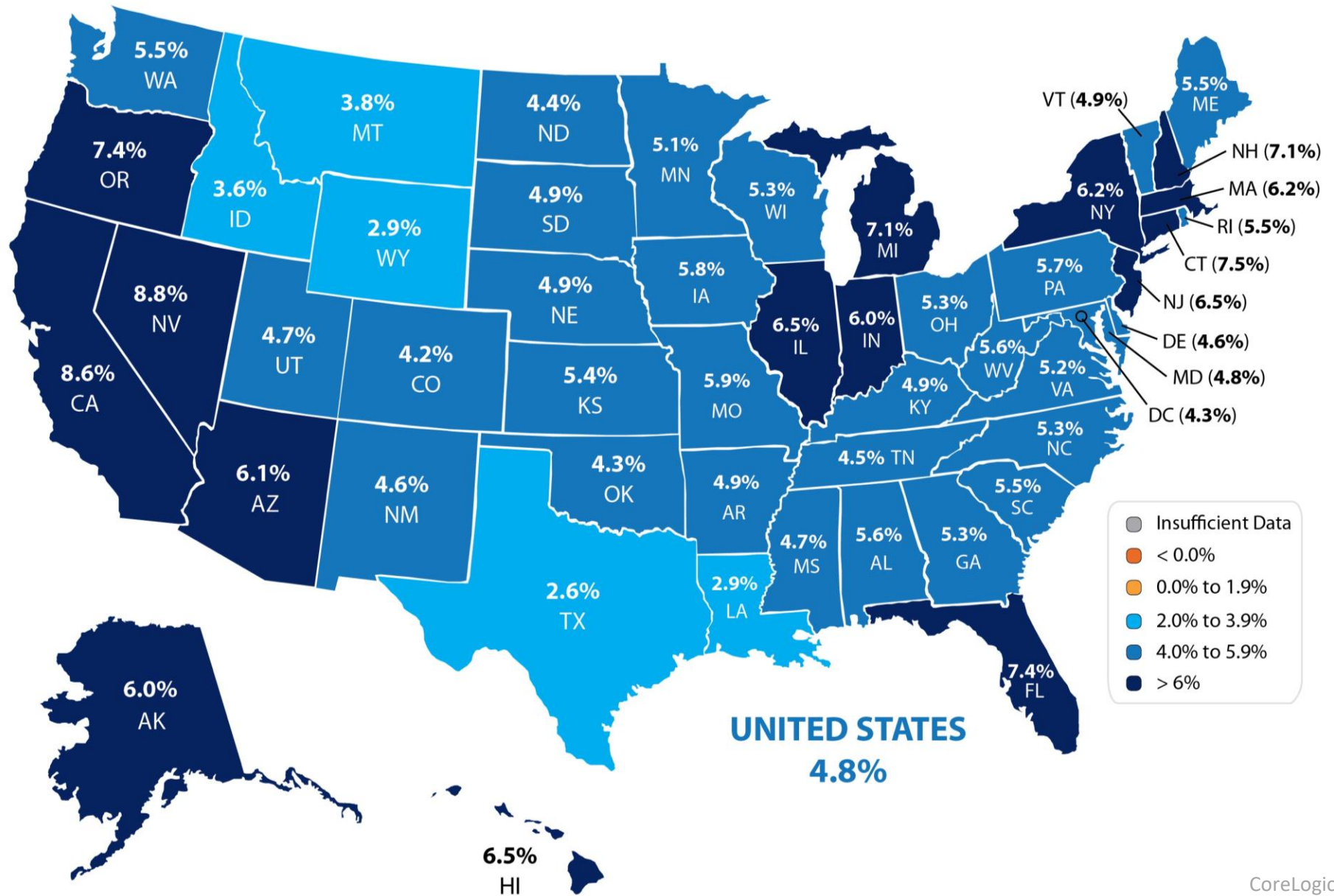
# Increase in Home Values 2005-2018



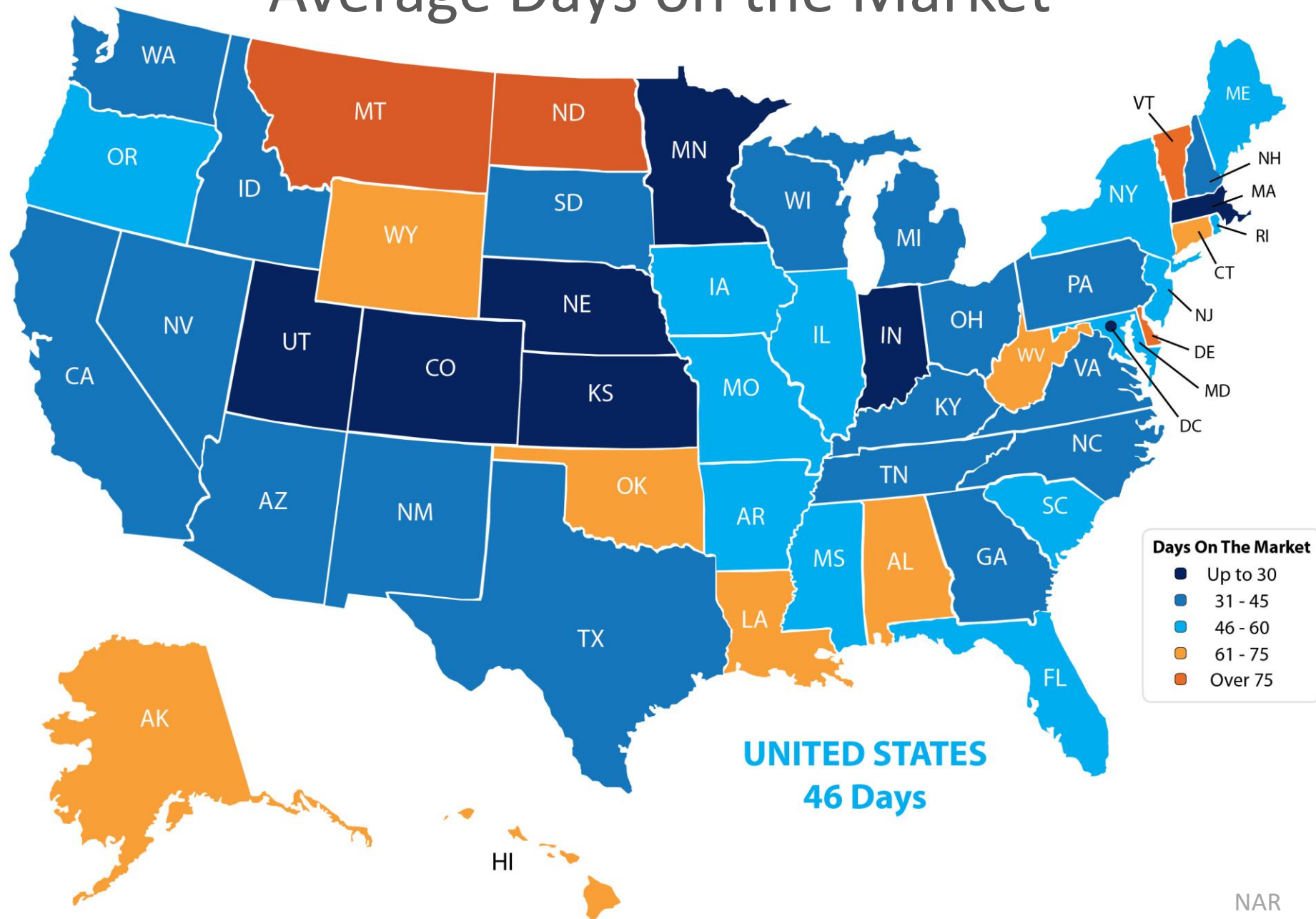
# Projected Home Price % Appreciation Going Forward

Source	2019	2020
Home Price Expectation Survey	+3.8	+2.5
Zelman & Associates	+3.5	+3.3
Mortgage Bankers Association	+4.5	+3
Freddie Mac	+4.1	+2.7
National Association of Realtors	+2.2	+3.2
Fannie Mae	+4.2	+2.8

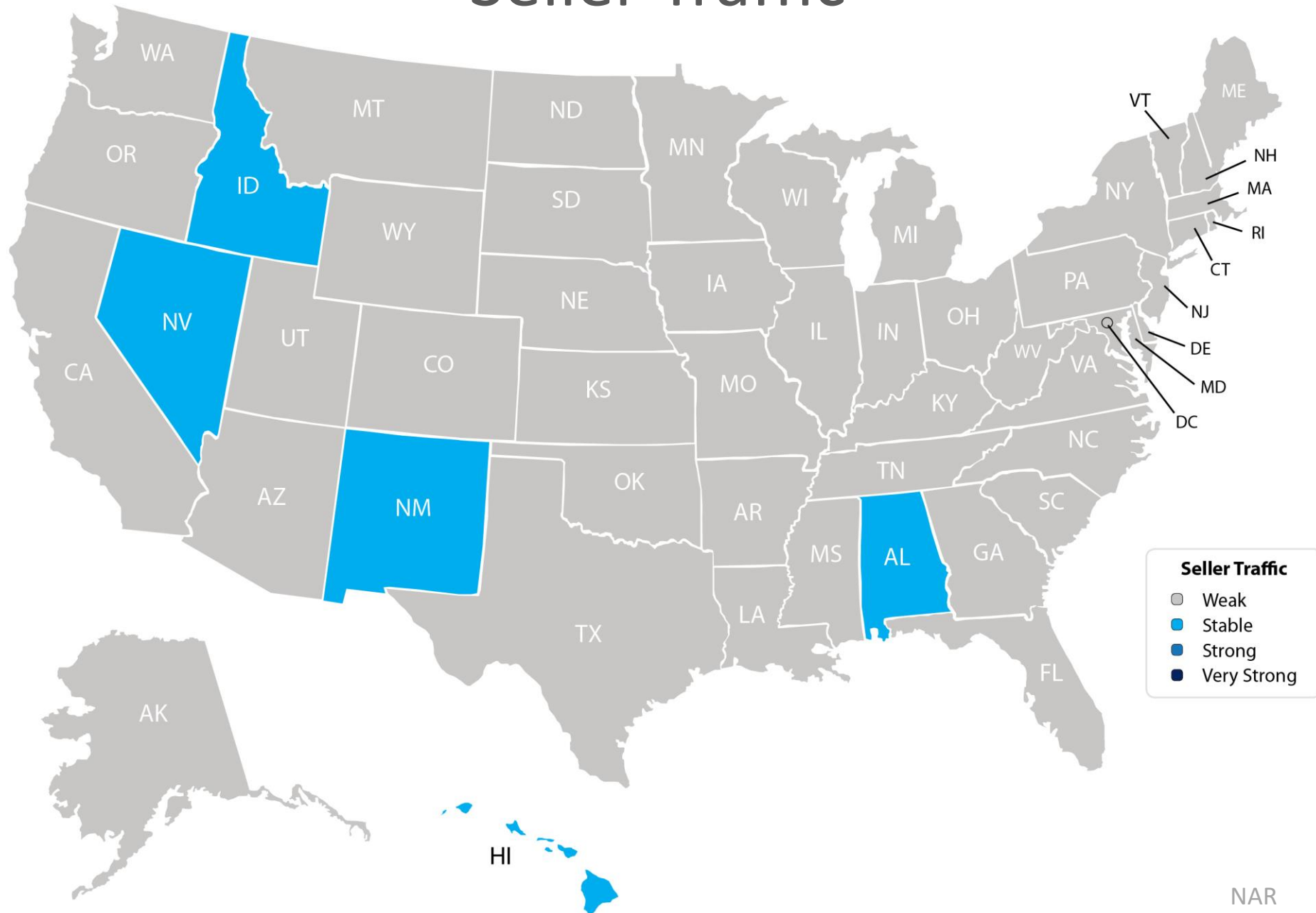
# Forecasted Year-Over-Year % Change in Price



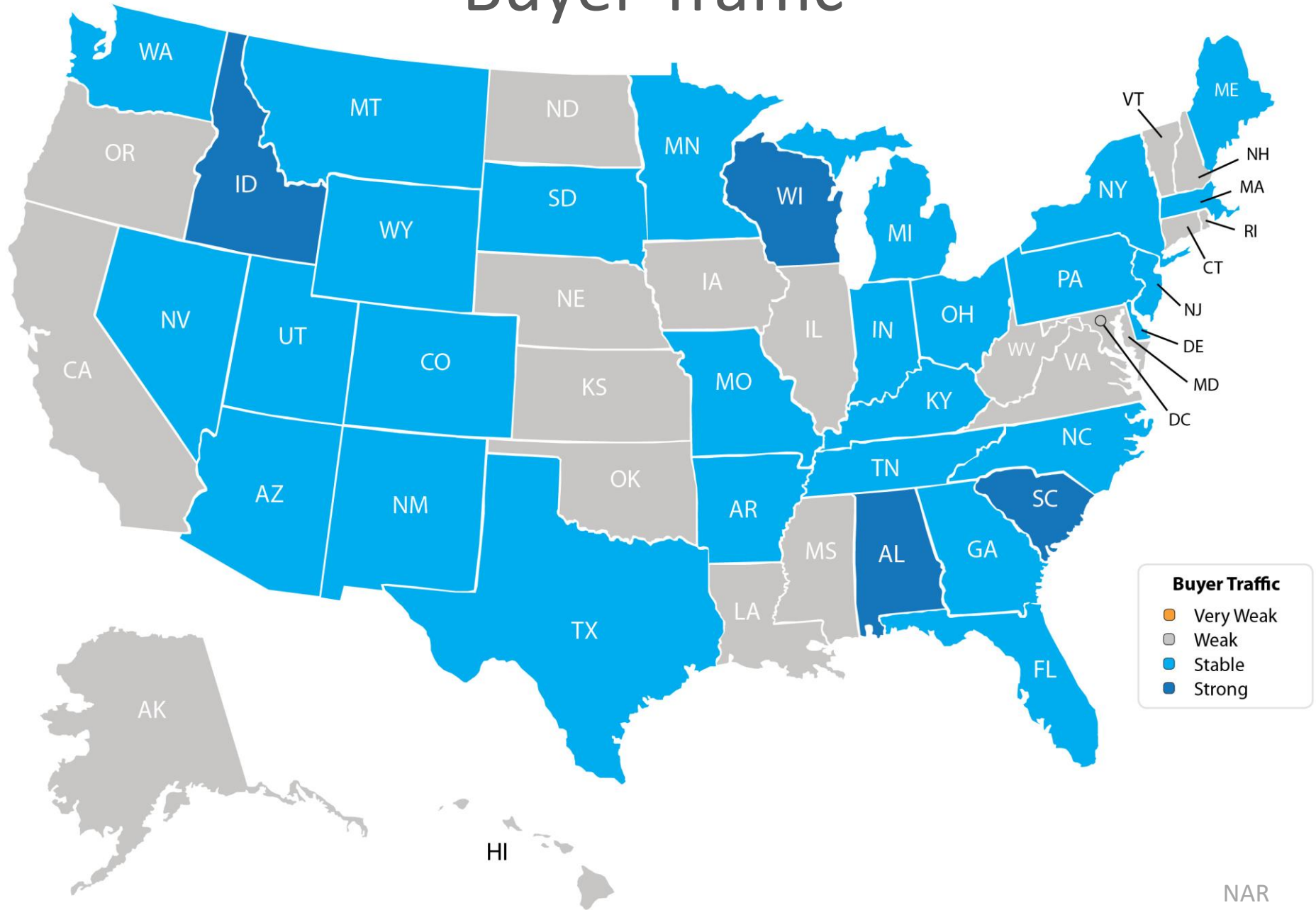
# Average Days on the Market



# Seller Traffic

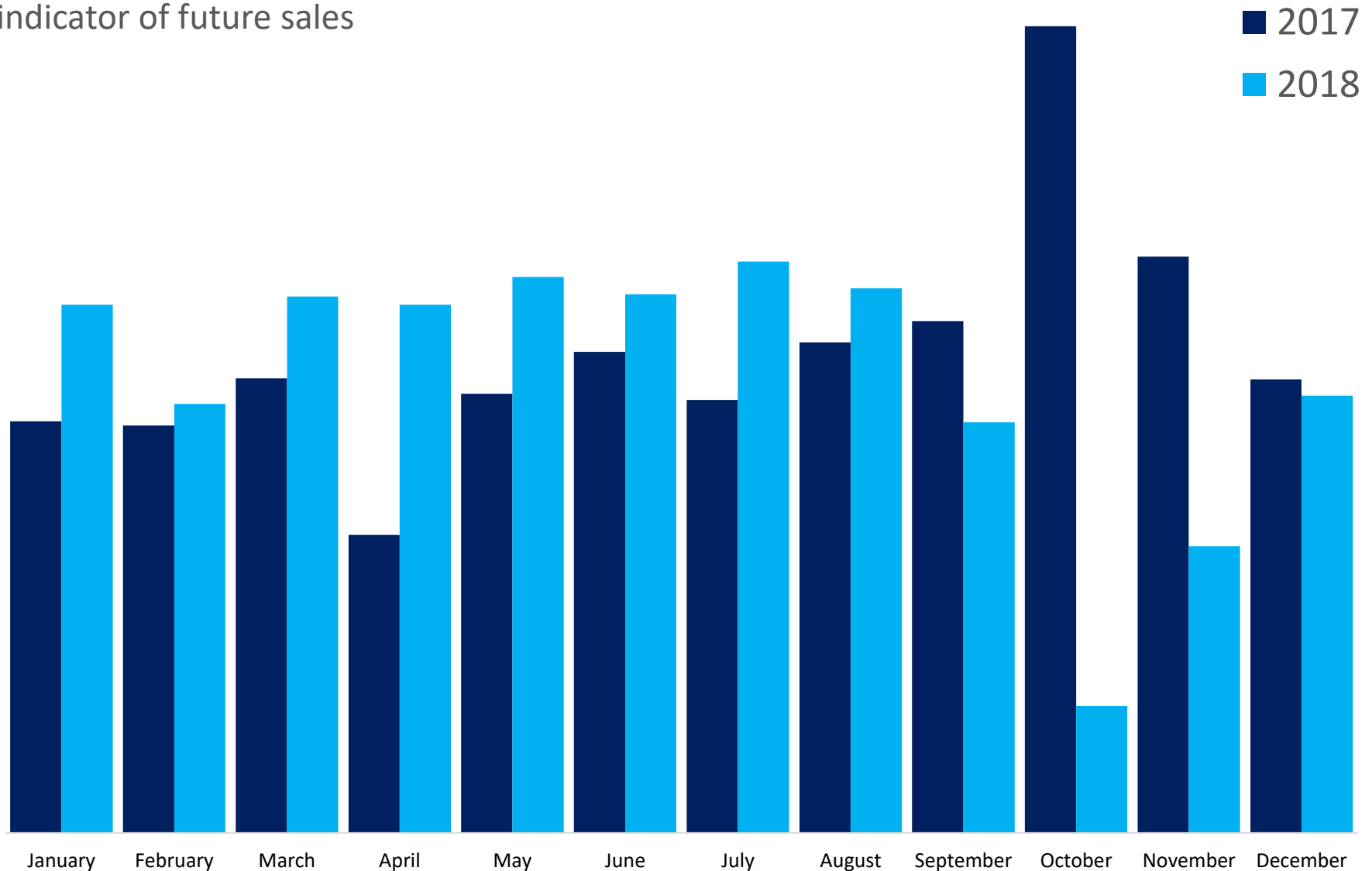


# Buyer Traffic



# Foot Traffic

indicator of future sales



# Historic Mortgage Rates by Decade

Decade	Average Rate
1970s	8.86%
1980s	12.7%
1990s	8.12%
2000s	6.29%

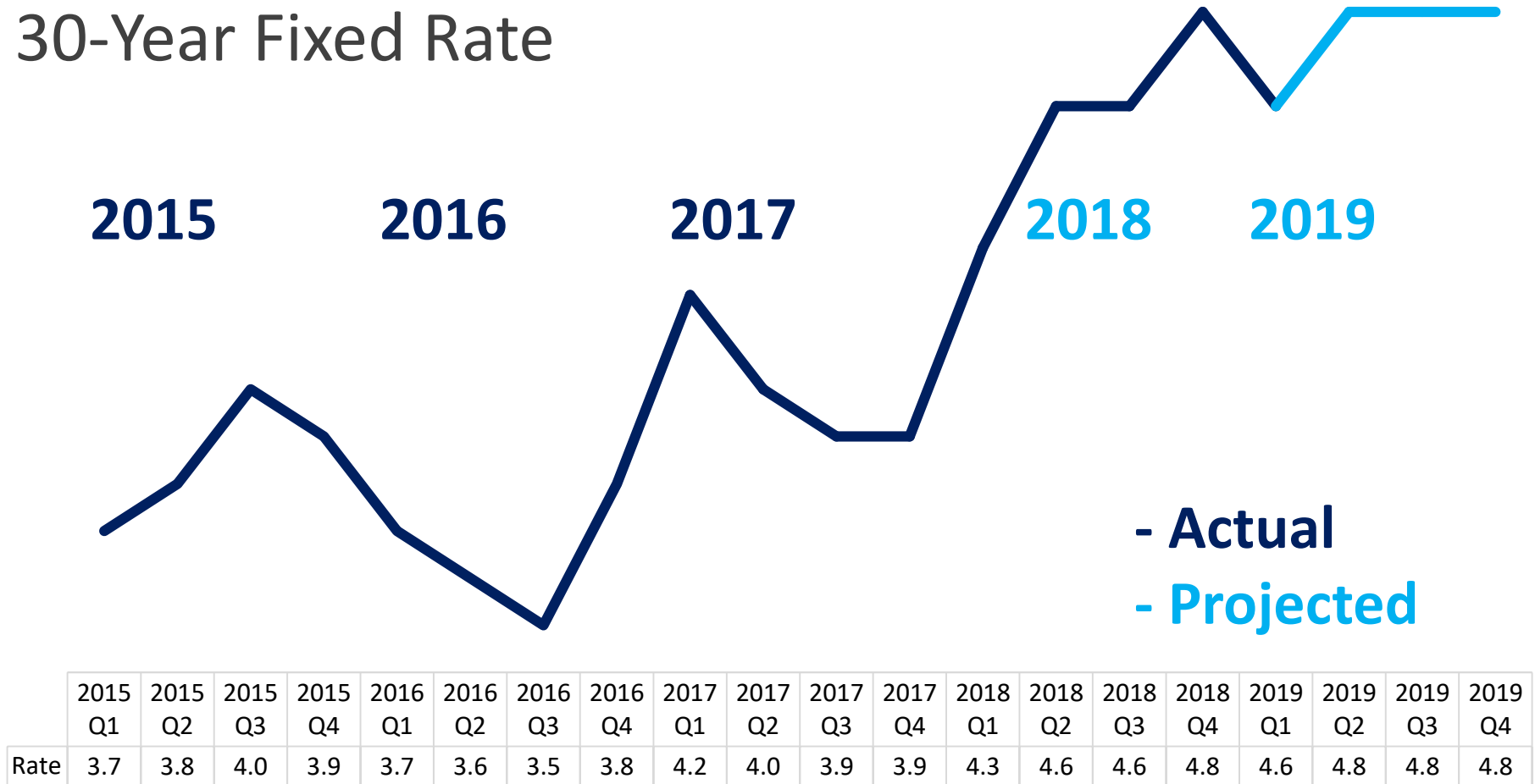
# Mortgage Rate Projections

Quarter	Freddie Mac	Fannie Mae	MBA	NAR	Average of All Four
2019 2Q	4.8	4.5	4.7	4.7	4.68
2019 3Q	4.8	4.5	4.8	4.8	4.73
2019 4Q	4.8	4.5	4.8	4.9	4.75
2020 1Q	4.8	4.5	4.9	-	4.73

# Mortgage Rates

## Freddie Mac

### 30-Year Fixed Rate



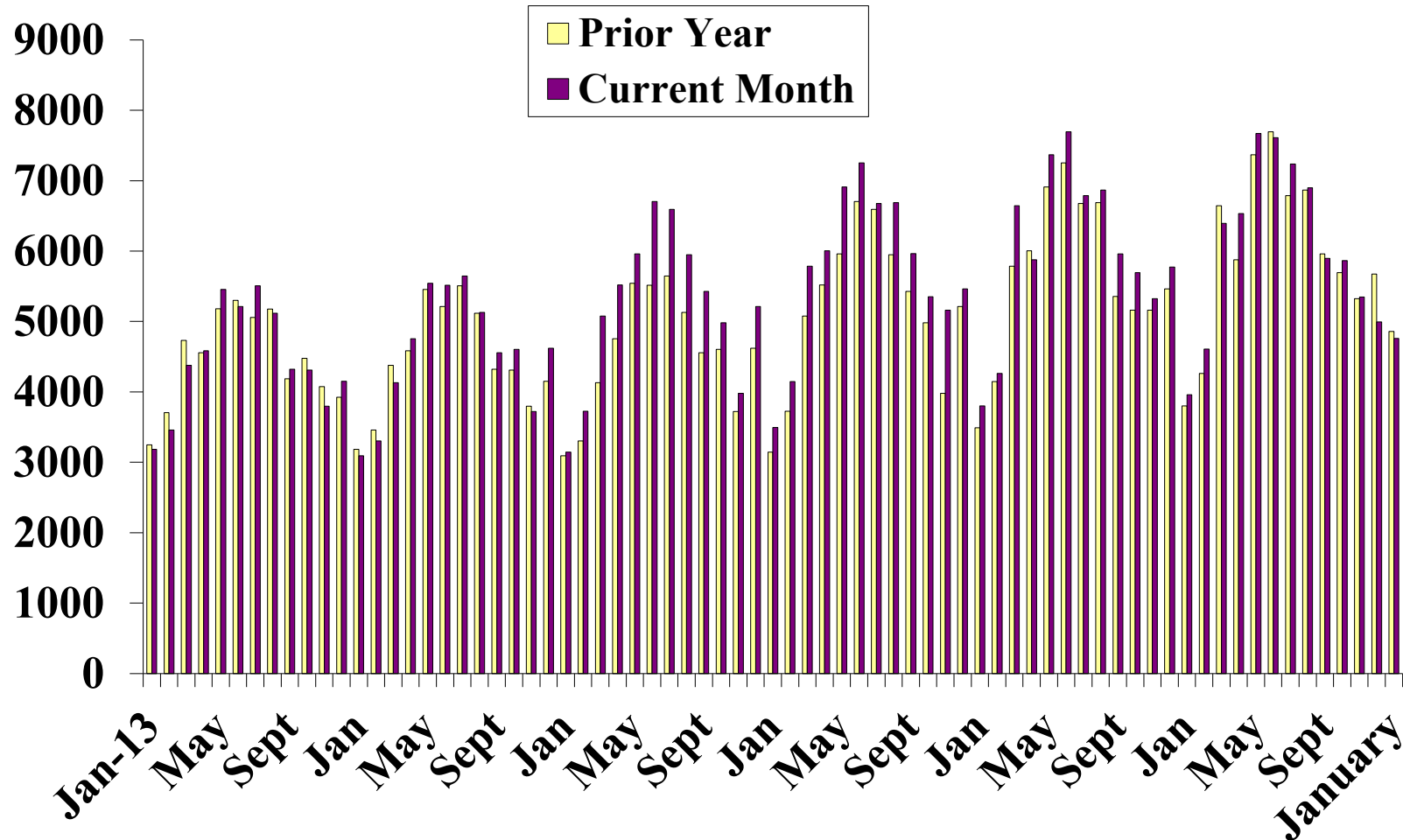
# Increasing Mortgage Rates Make A Significant Difference In Home Affordability

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

# **Greater Metro Atlanta Market**

**February 2019 Report  
With Results Through January 2019**

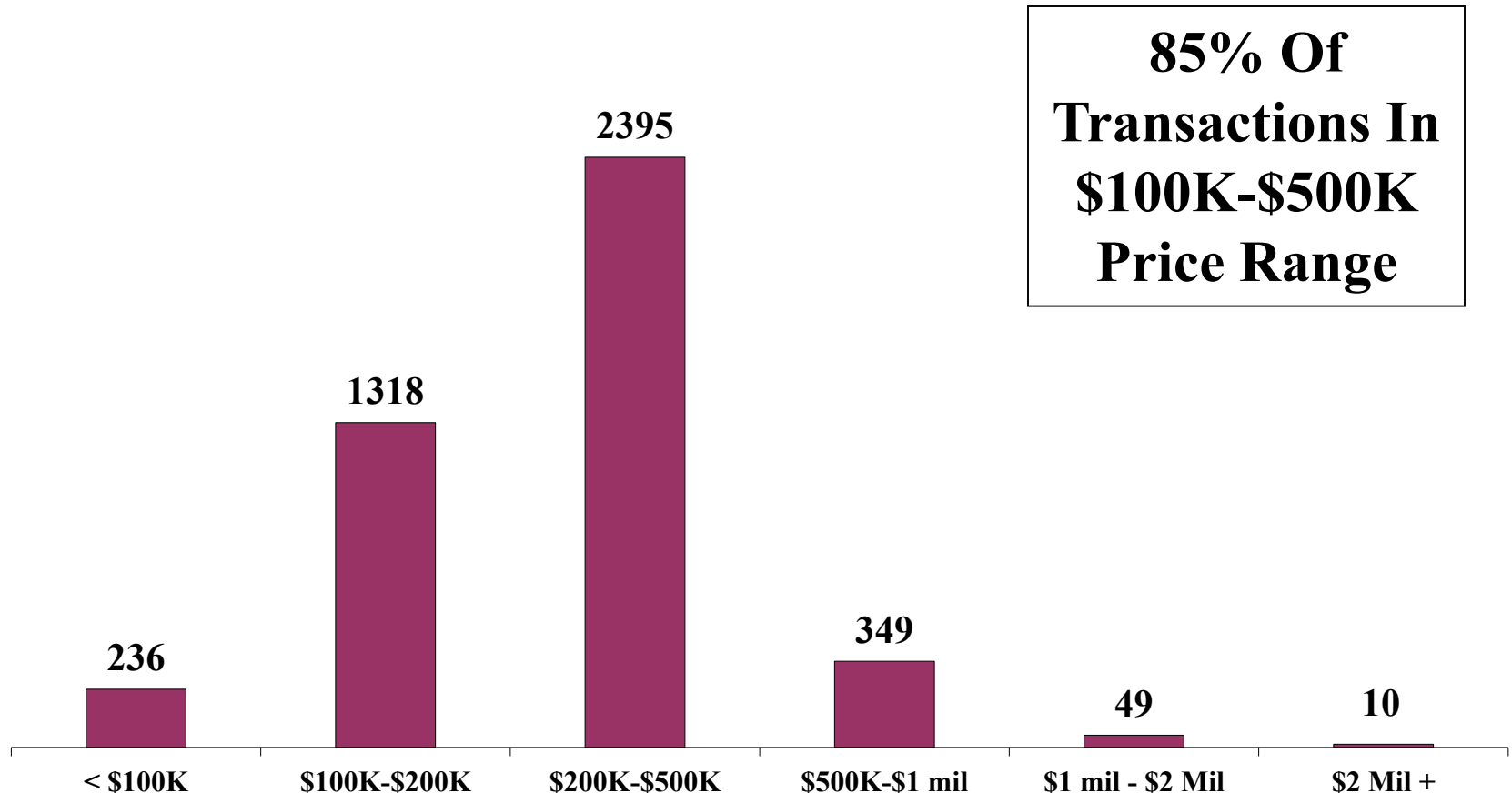
# Metro Atlanta 2013-2019 Closings



**January Closings Down 21.6% Compared To December Closings**  
**January 2019 Closings Down 2.1% Compared To January 2018**

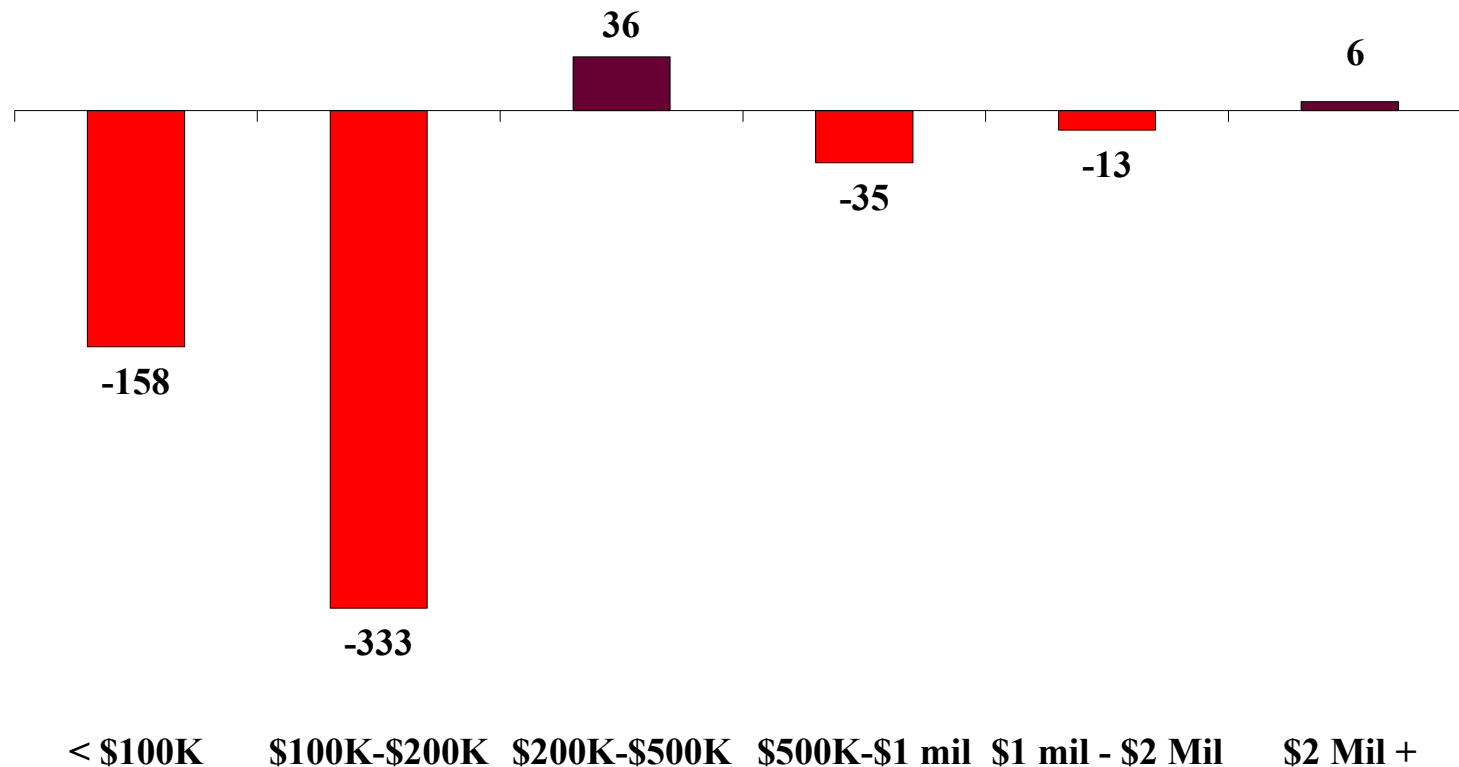
# Metro Atlanta Closings – January 2019

## (Number Of Transactions By Price)



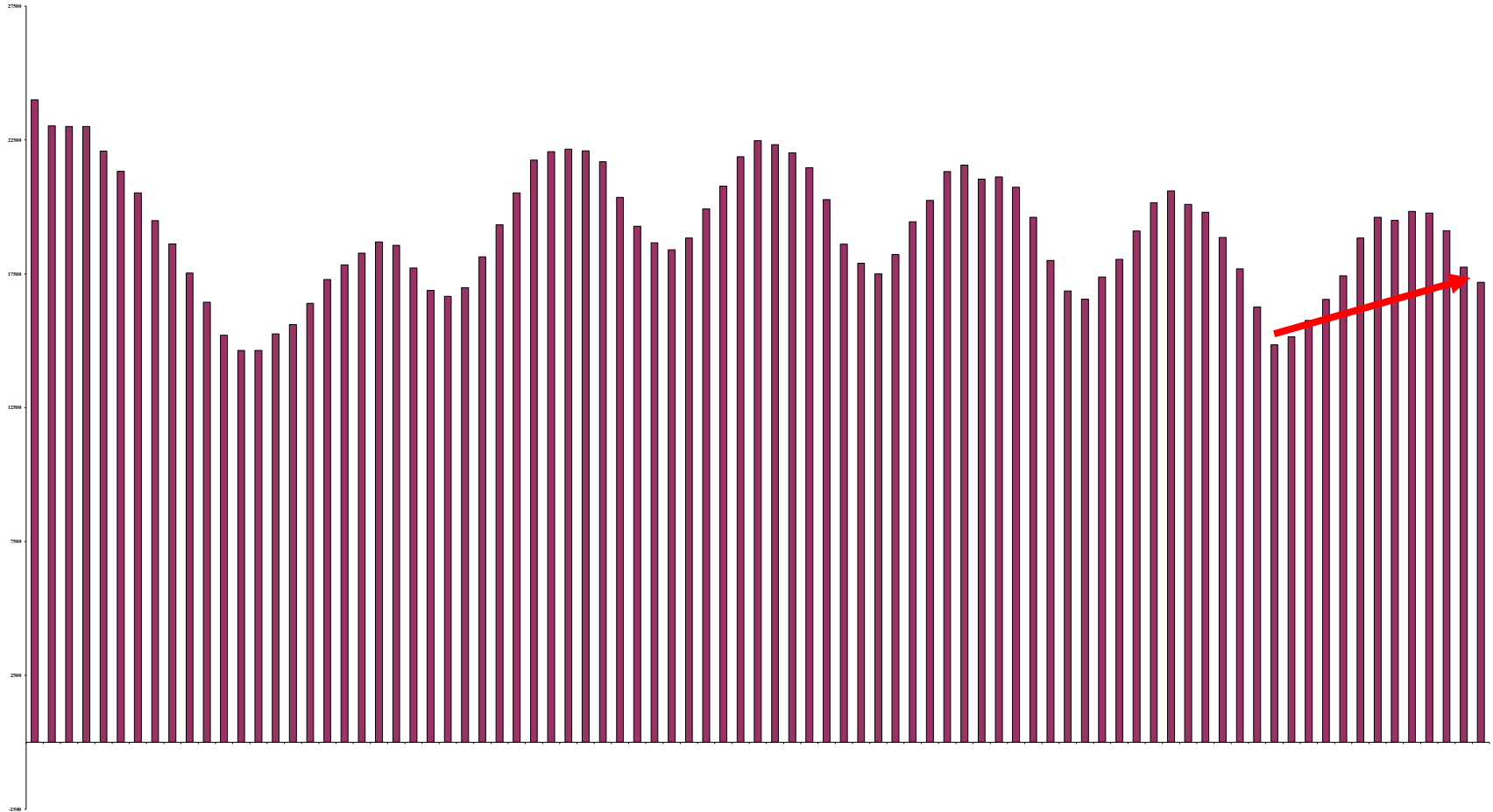
# Metro Atlanta Closed Units By Price Point

## January 2019 Compared To January 2018



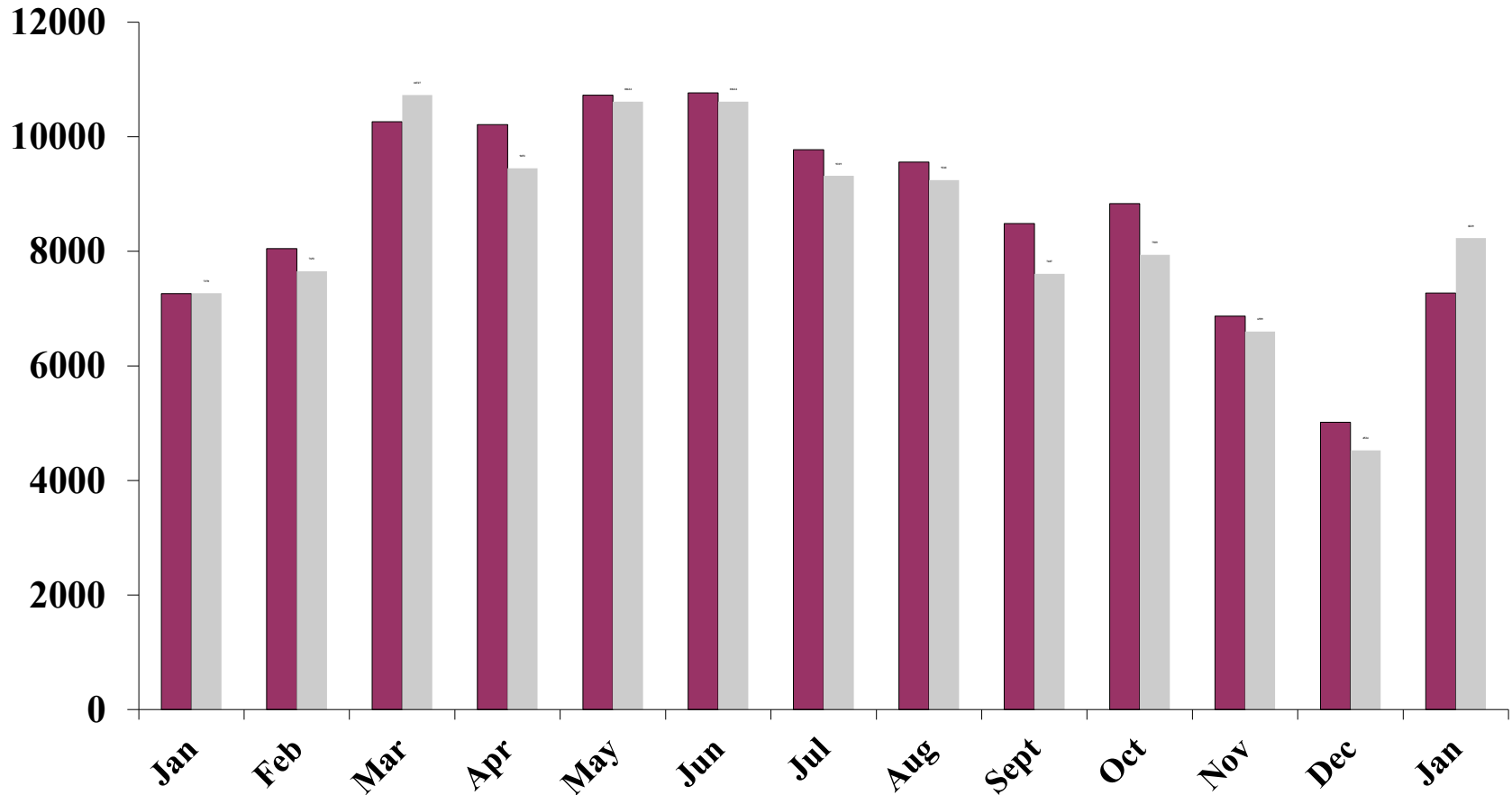
# Listed Inventory January 2012 – January 2019

## Residential Detached, Metro Atlanta



**Inventory Down 3.2% From Last Month,  
Up 15.7% Compared To Last Year**

# Metro Atlanta New Listings



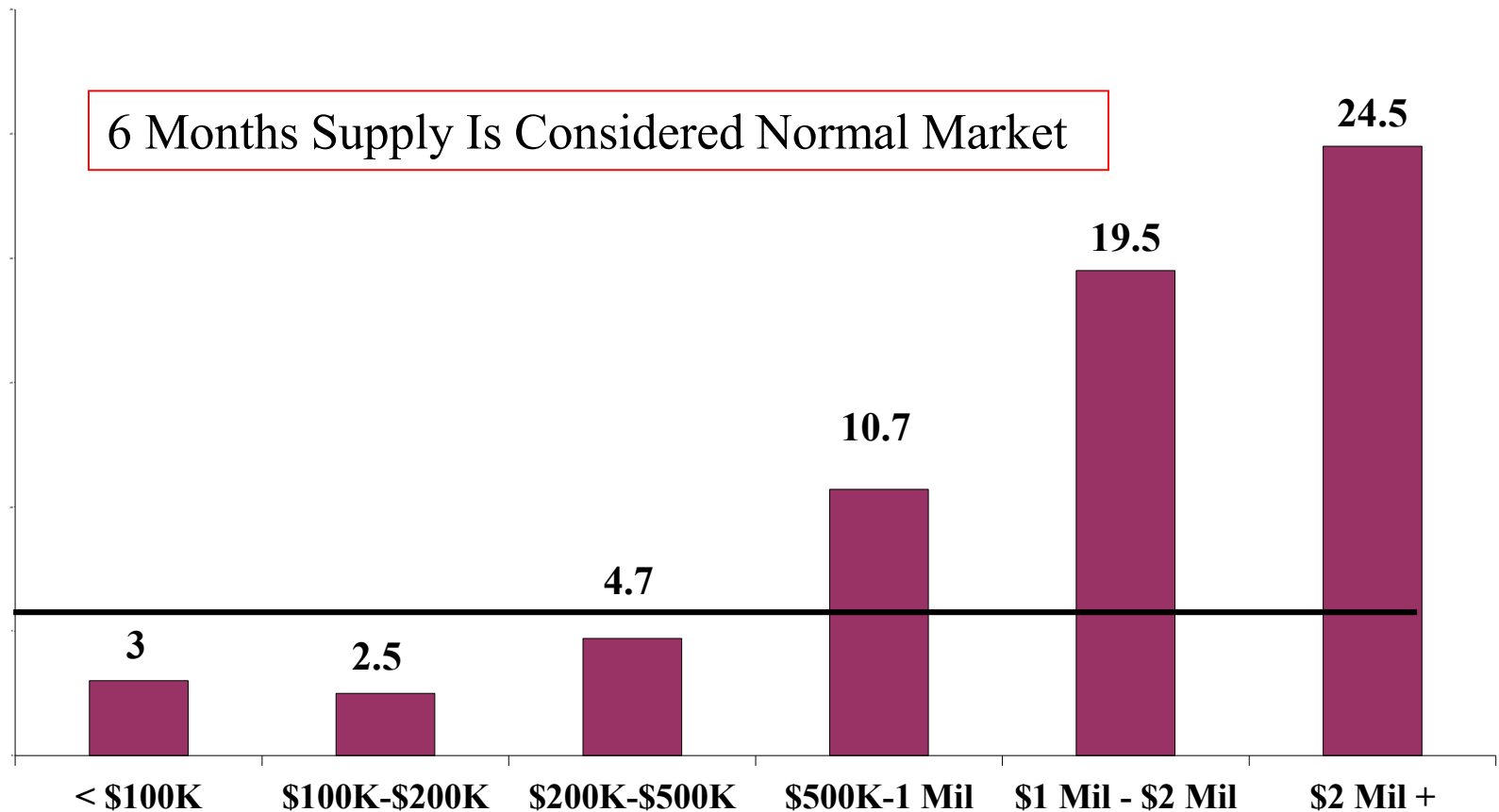
**New Listings Up 13.2% Compared to Last Year.**  
**Up 65.2% From Last Month.**

# Months of Inventory Change The Market Strategy



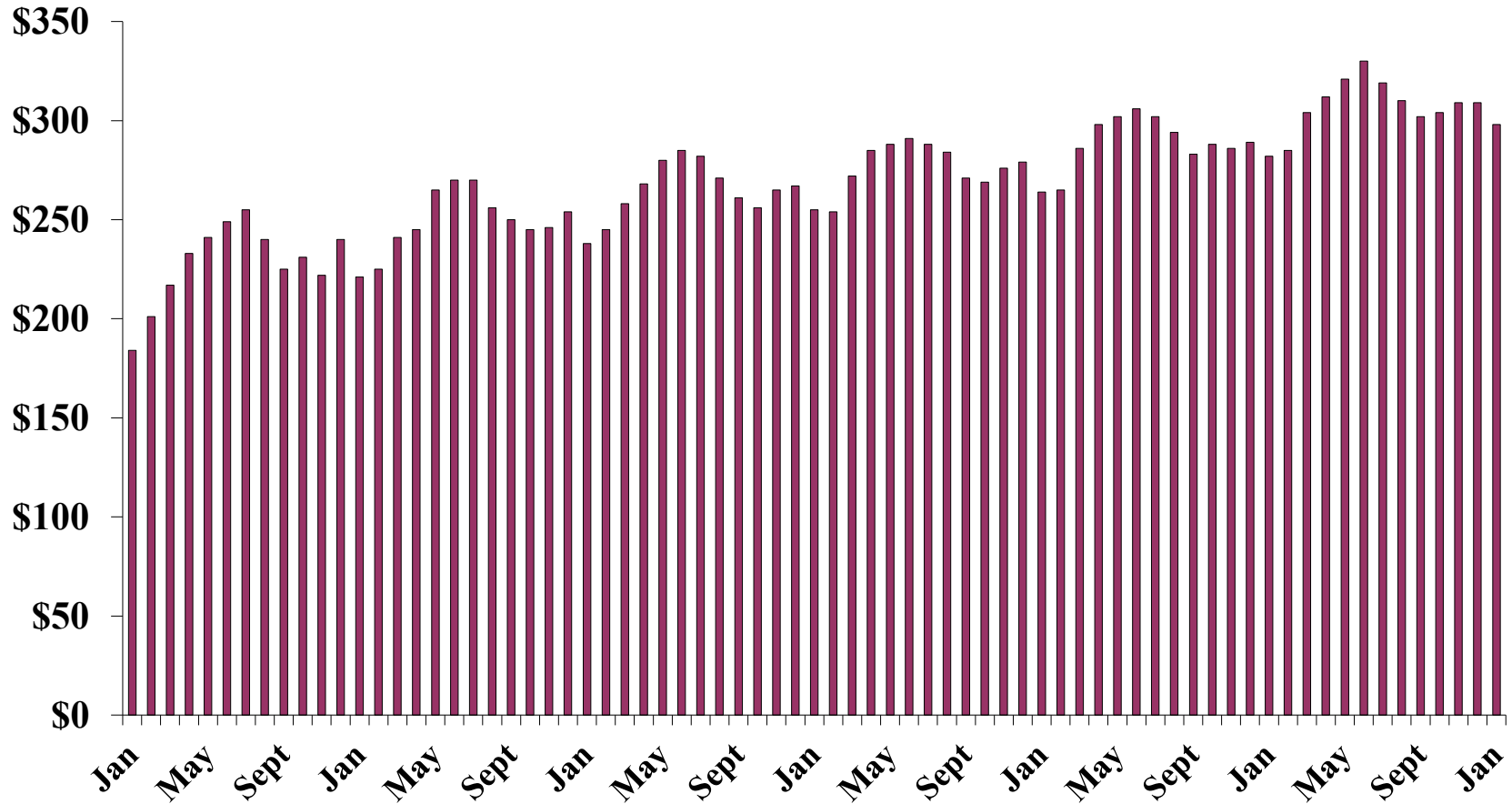
# Metro Atlanta Months of Inventory

## (January 2019, Based On Closed Sales)



**Total Metro Atlanta “Months Of Inventory” Is 4.6 Months**

# Metro Atlanta Monthly Average Sale Prices 2013 - 2019



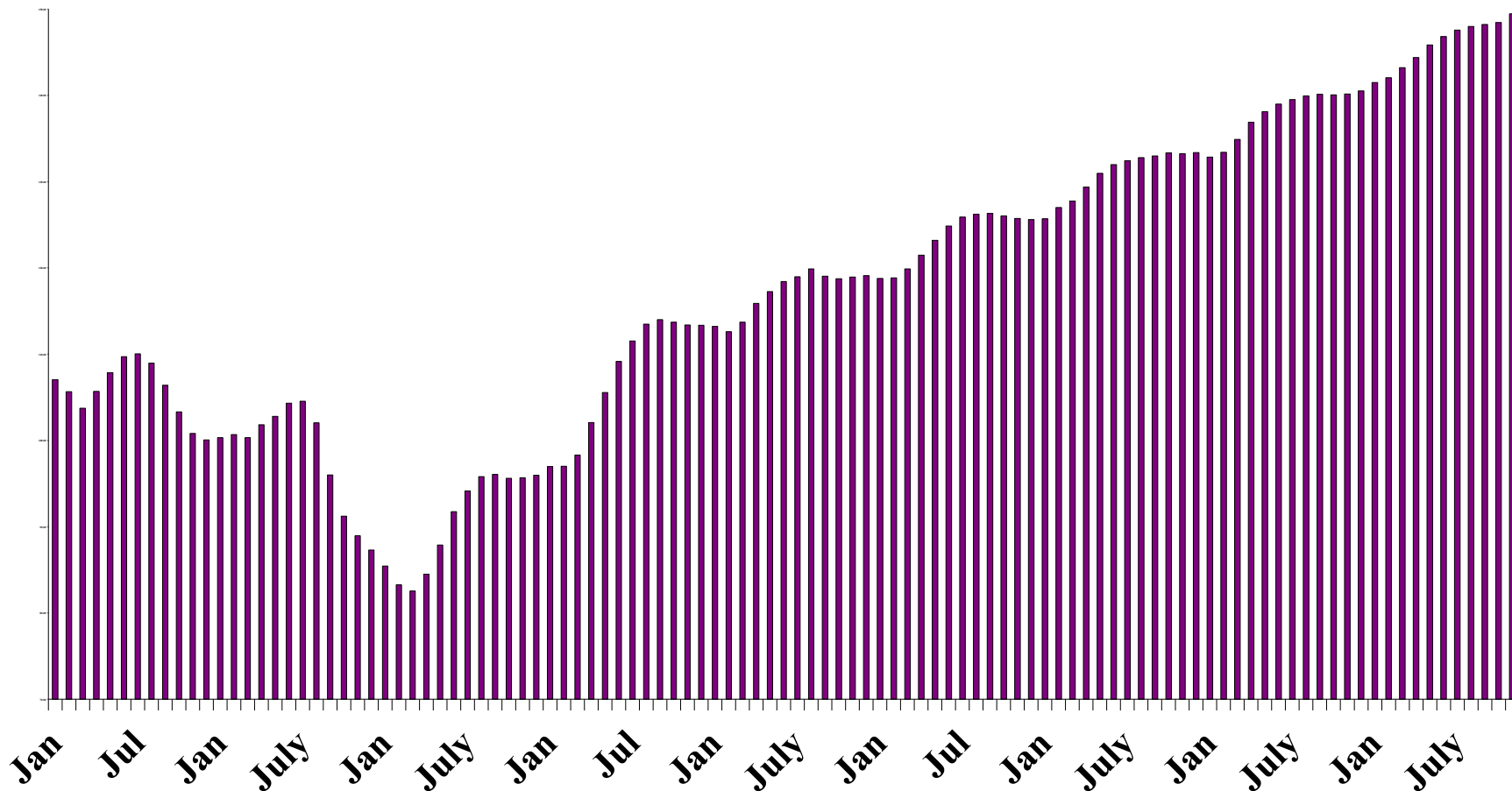
**ASP \$298,000 In January. ASP \$305,000 Last Month.  
Up 5.6% From Last January.**

# Metro Atlanta Annual Average Sale Prices



**Annual ASP Up 69% From Bottom Of 2011**

# Case-Shiller Index For Metro Atlanta



**Jan 2010 Through Nov 2018 (Reported January 29, 2018)**  
**Home Values Up 80% From Bottom Of March 2012.**

# Case-Shiller Gain/ Loss For Metro Atlanta

Comparisons Based On The Latest Case Shiller Index Compared To The Average Index For The Year Property Was Purchased.

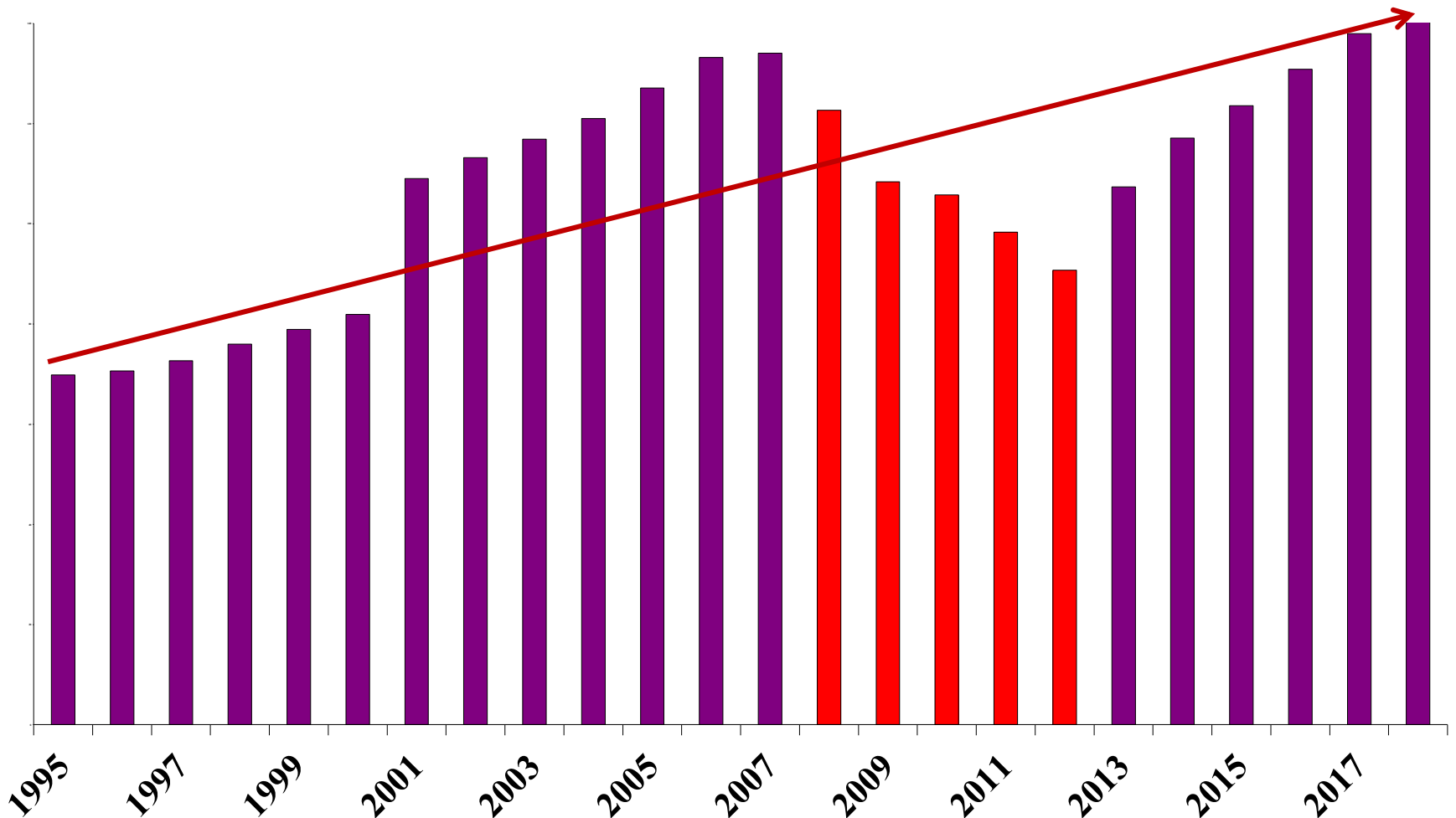
<b>Year Property Bought</b>	<b>Gain/ Loss</b>
2001	37.10%
2002	32.02%
2003	27.86%
2004	23.51%
2005	17.58%
2006	12.22%
2007	12.49%
2008	21.86%
2009	37.88%

<b>Year Property Bought</b>	<b>Gain/ Loss</b>
2010	41.31%
2011	51.96%
2012	64.76%
2013	39.21%
2014	27.62%
2015	20.95%
2016	14.24%
2017	8.34%
2018 YTD	2.41%

Case Shiller Index For Metro Atlanta - November 2018 As Reported January 29, 2019.

Micro Local Markets And Price Points May Have Significantly Different Outcomes.

# Case-Shiller Home Values For Metro Atlanta



Recent Bottom Was March 2012.

Metro Average Home Values Back To Normal Trend Line.

FTB 25 Years Old

# Buyer Type Yearly

FTB 33 Years Old

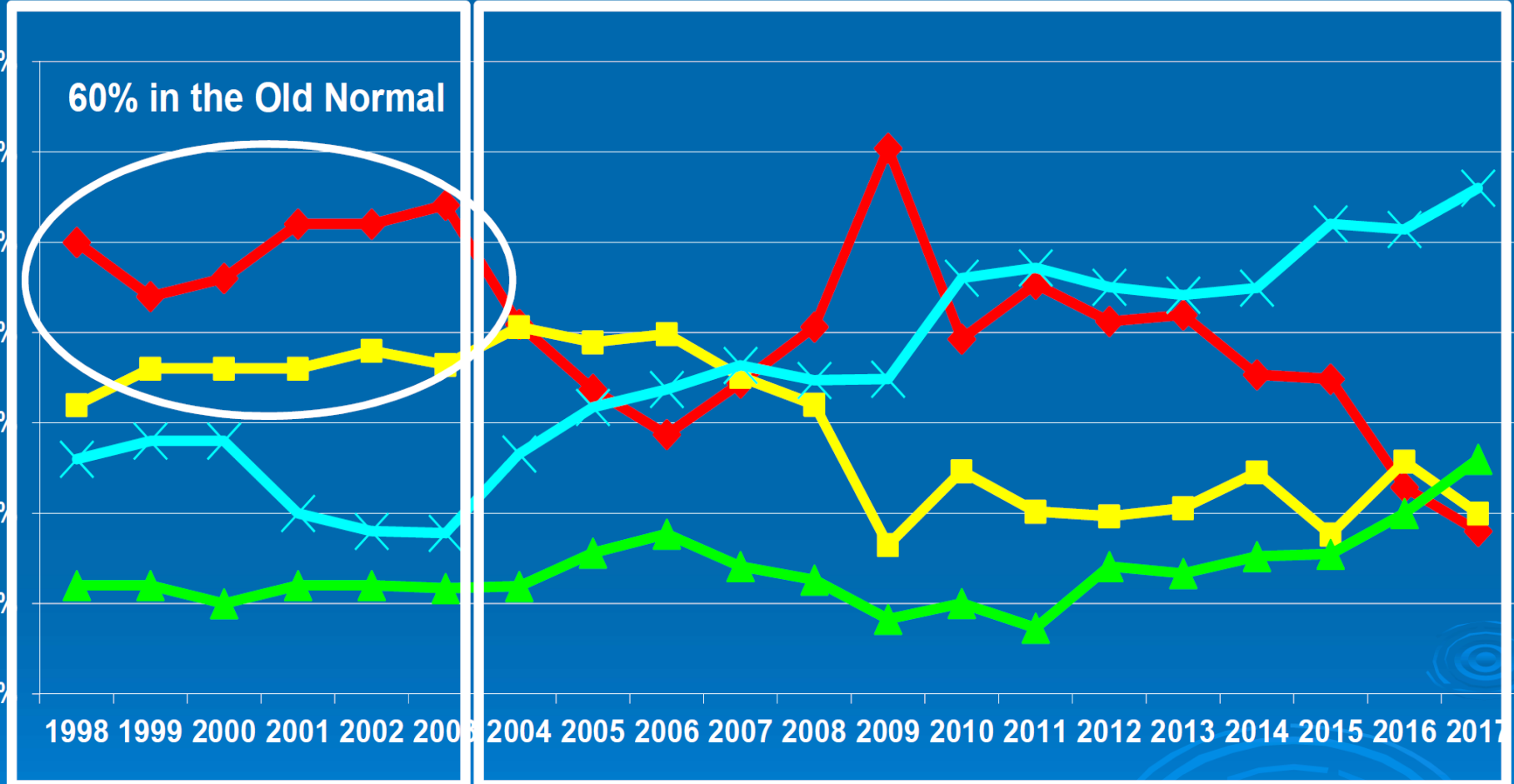
FMU 32 Years Old

FIRST TIME

FIRST MOVE UP

SECOND MOVE UP

THIRD OR HIGHER



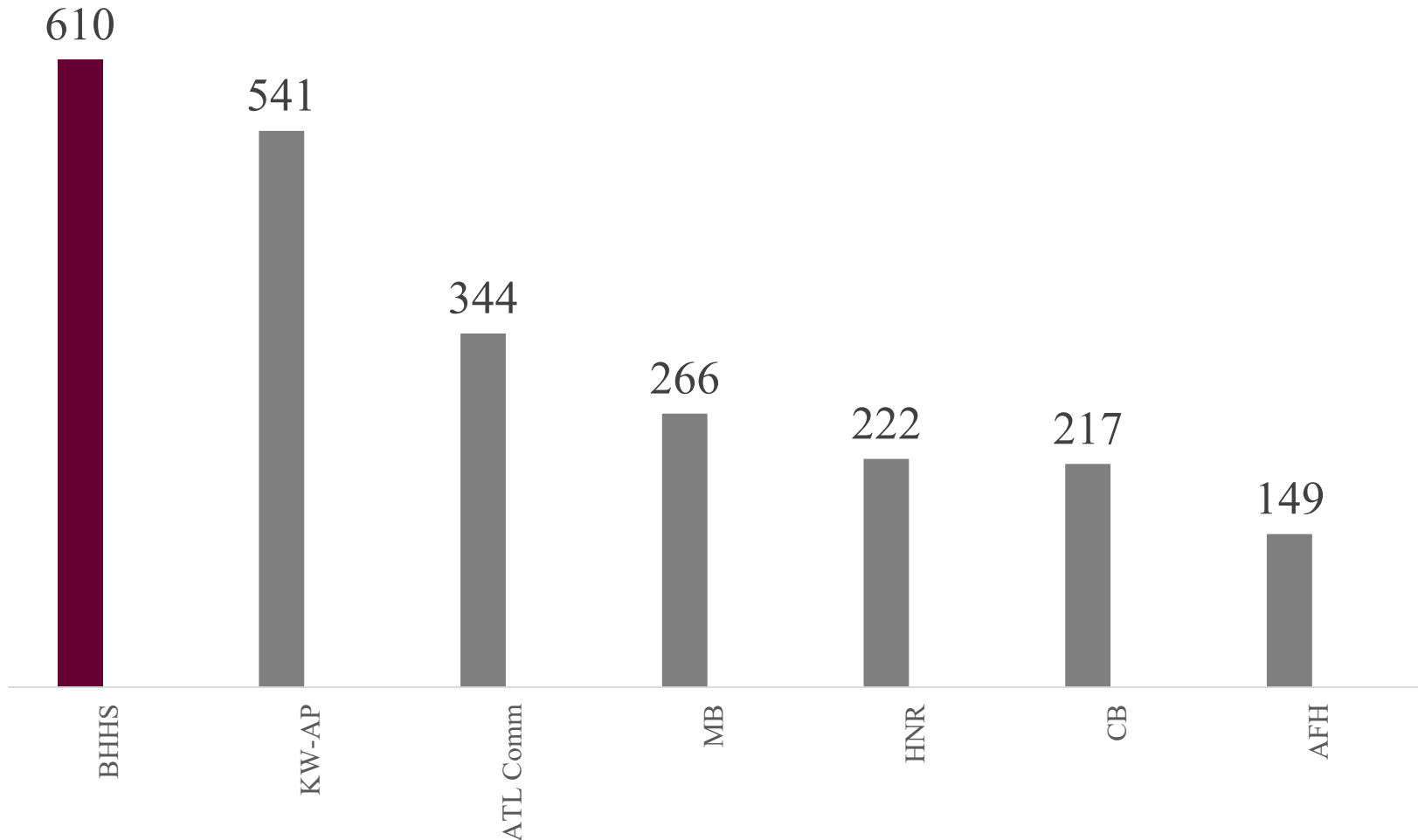
“Old Normal”

“New Normal”

# Metro Atlanta Brokerage Rankings

# Annual Closed Units – January 2019

## FMLS Counties + Southern Crescent

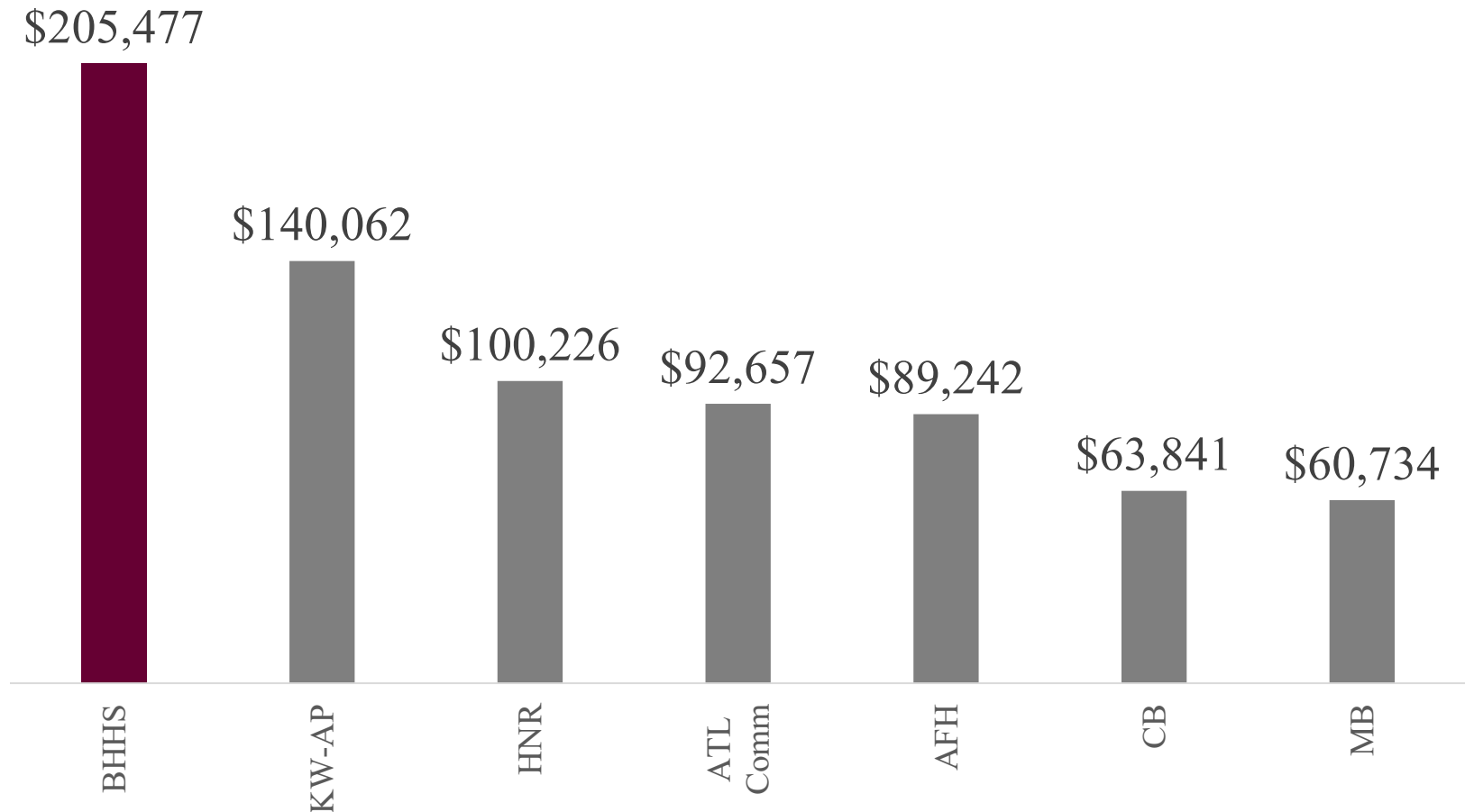


**Information Provided By Trendgraphix and BHHS GP Internal Reports.**

# Annual Closed Volume – January 2019

## FMLS Counties + Southern Crescent

(\$ Volume in Thousands)



Information Provided By Trendgraphix and BHHS GP Internal Reports.

# Georgia Economic & Housing Trends

# Top State For Business

Site Selection Magazine



6 Years in a Row!

2018

2017

2016

2015

2014

2013

# Buyers Moving To Atlanta!

Here is the Top 10 List including previous rank:

1. Atlanta (1)
2. Phoenix (4)
3. Tampa/Sarasota (2)
4. Dallas/Fort Worth (3)
5. Orlando (5)
6. Denver (7)
7. Houston (8)
8. Seattle (6)
9. Las Vegas (10)
10. Chicago (9)

Penske Truck Rental published their latest moving destination list and **Atlanta was ranked #1 for the 6<sup>th</sup> year in a row.** The trend of moving to the sunbelt has returned. Desirable attributes that help Metro Atlanta include a business friendly environment, low cost of living for a metro area, airport, moderate weather with 4 seasons and a high quality of life.

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

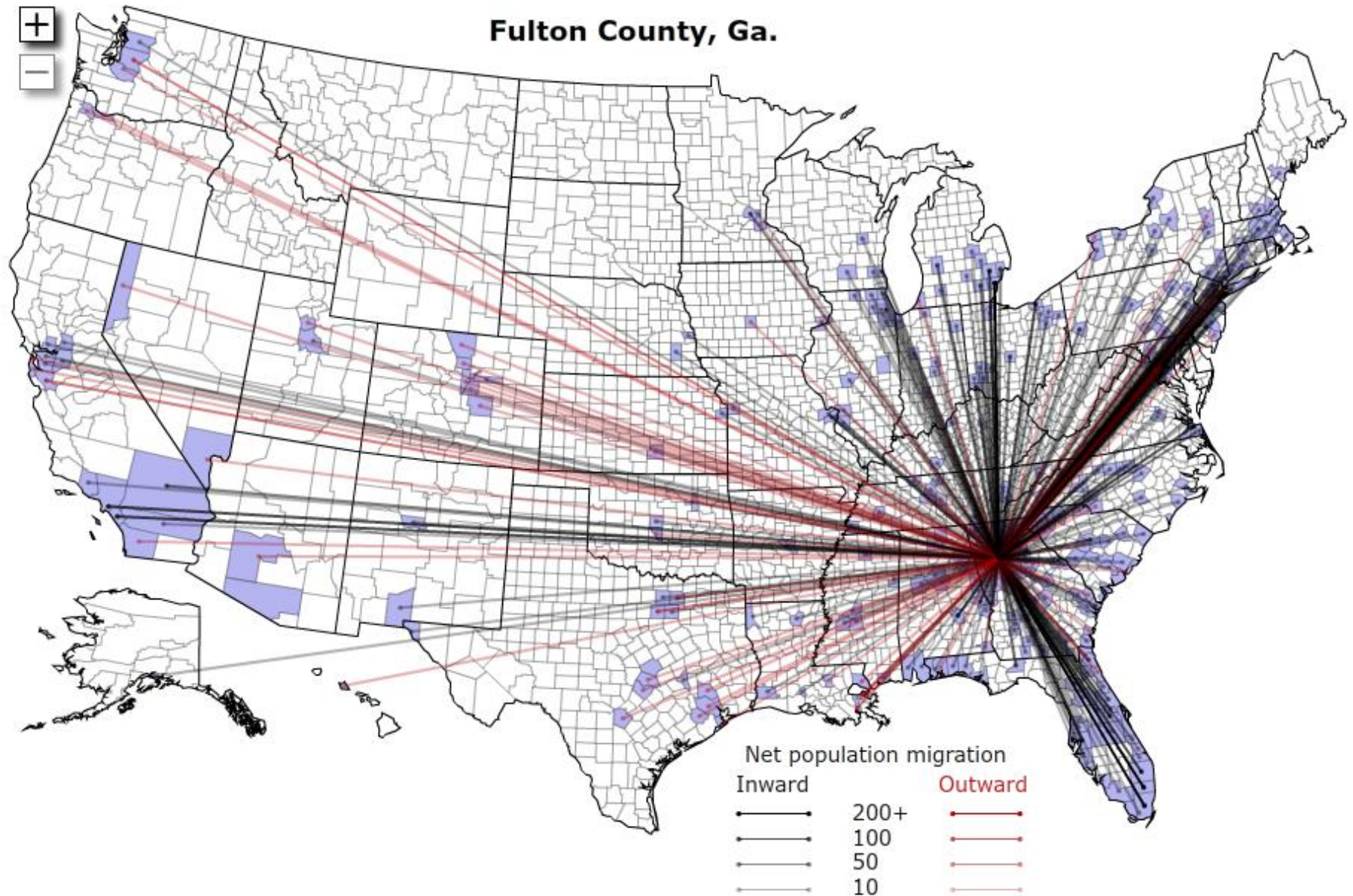
	Total Population	Rank of Share				
		Under 20	20-64	65+	25-39	45-59
Dallas	6,144,489	3	9	25	1	24
Atlanta	5,271,550	5	6	27	2	19
Phoenix	4,179,427	4	24	15	4	26
Denver	2,466,591	11	5	24	4	12
Riverside	4,081,371	1	27	22	5	27
Houston	5,629,127	2	10	26	6	21
Portland	2,174,631	19	2	19	7	7
Seattle	3,309,347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

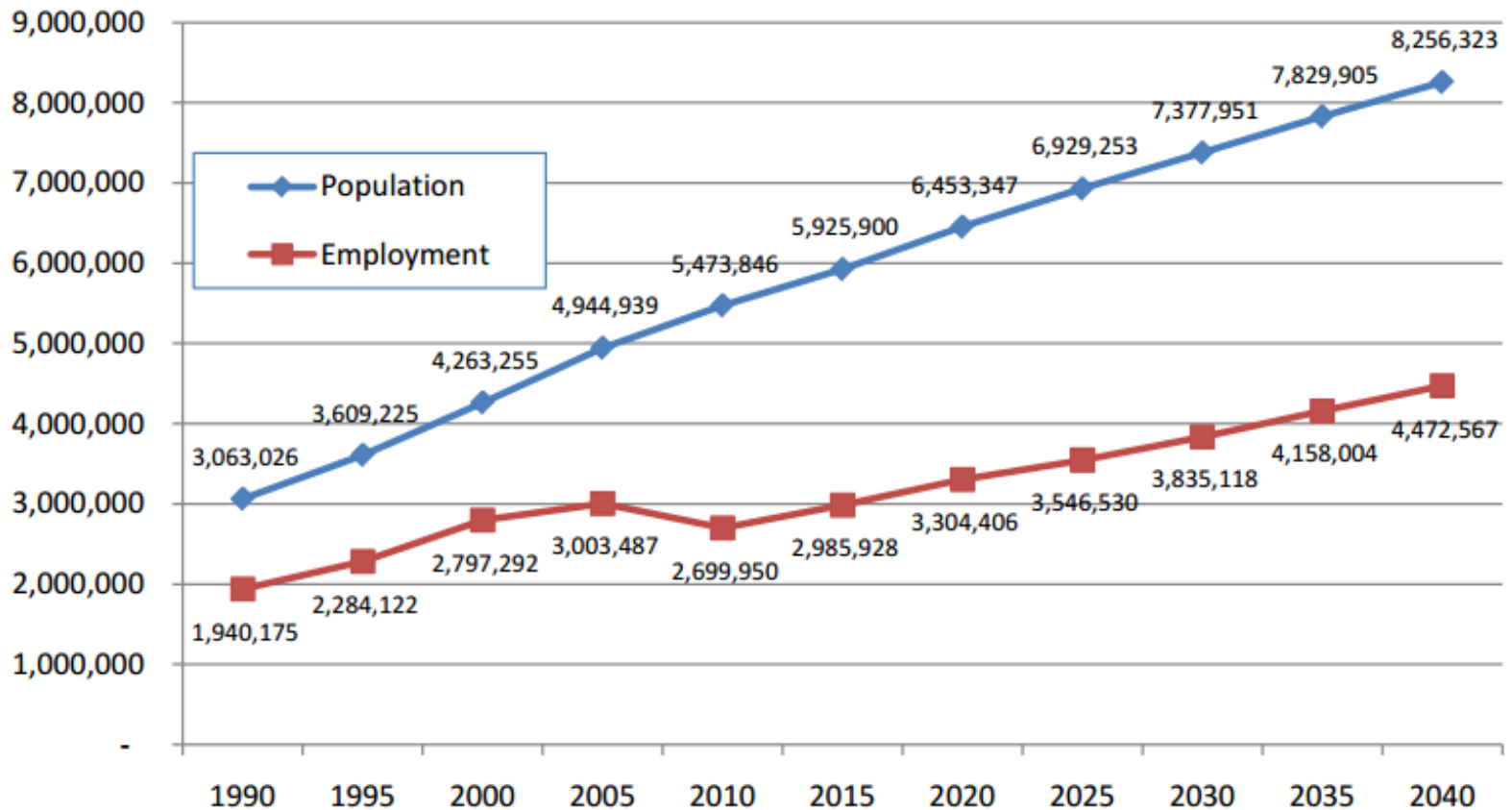
Source: Census Bureau

# Rustbelt To Sunbelt



# Population & Employment Growth Trends

Figure 1: ARC's Population and Employment Forecasts (1990 - 2040) – 20-County Region

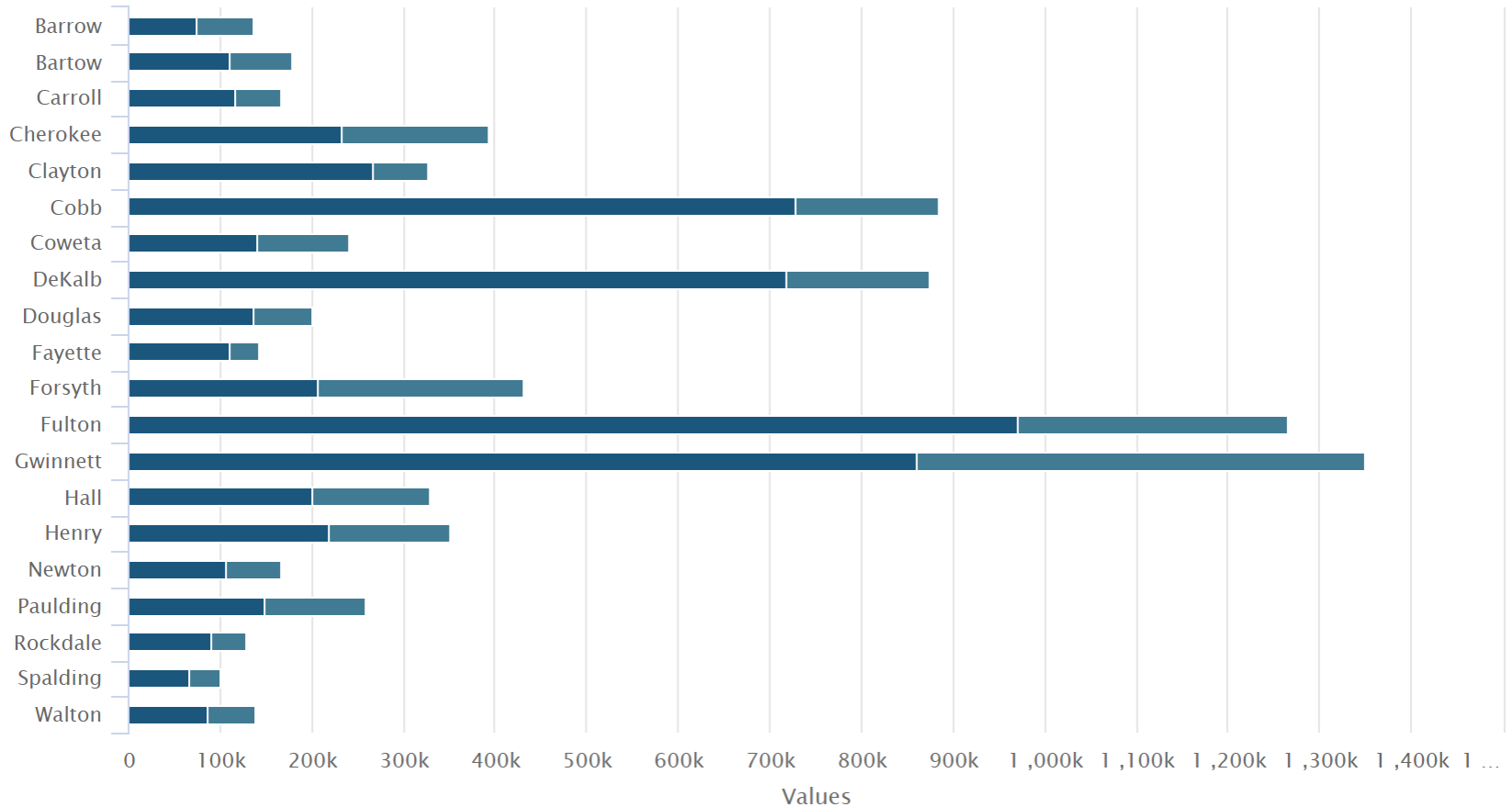


Source: ARC

# Population By County

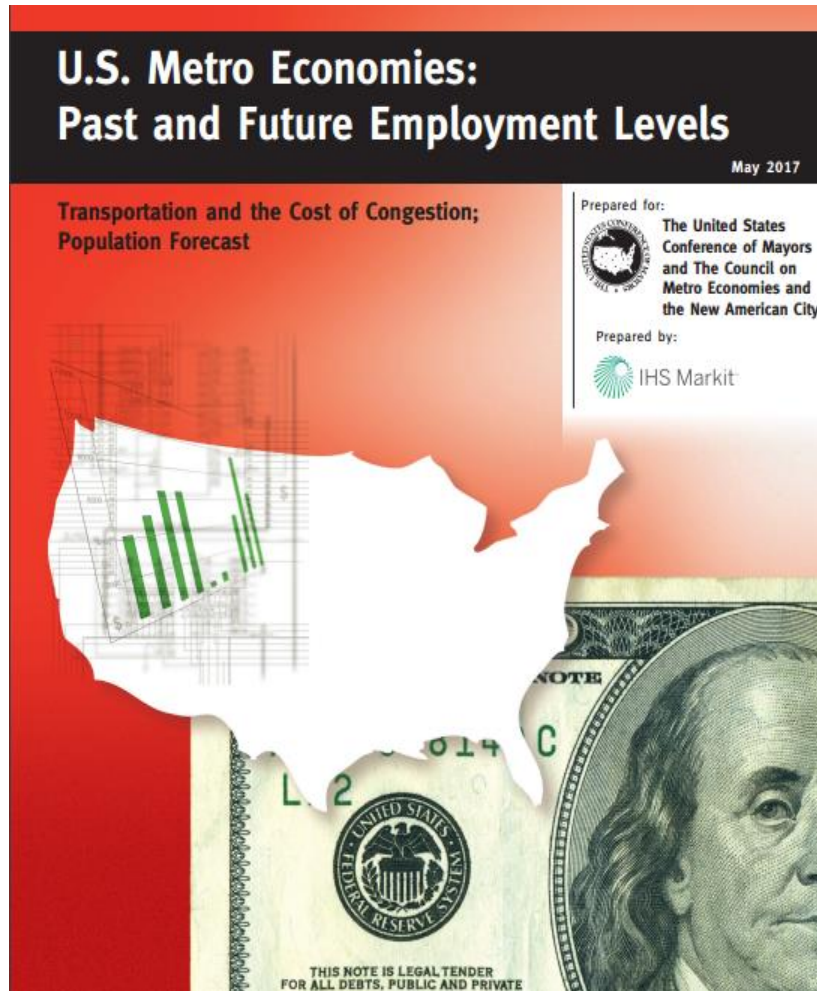
## Forecast Highlights

### 2040 Population Increase



● 2040 Net Increase ● 2015 Population

# Population & Employment Growth Trends



- U.S. Conference of Mayors Report predicts that Metro Atlanta will be the 6<sup>th</sup> largest city in the nation by 2046.
- Metro Atlanta will grow from 5.8 million residents to 8.6 million residents.
- That means 2.8 million people will move to our area!
- This is great news for our long-term real estate values!