

# THE RYNESS REPORT

The Ryness Company Marketing Research Department

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For Week 10, Ending **March 10, 2019**

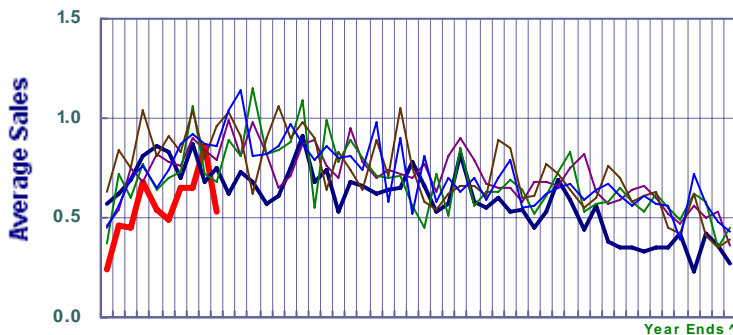
LA-Orange-North

NATIONAL BUILDER DIVISION

Counties / Groups		Projects	Traffic	Sales	Cancels	Net Sales	Avg. Sales	Year To Date Avg. Diff.		Prev. 13 Wks. Avg. Diff.	
Central-North Orange		80	3,011	57	6	51	0.64	0.52	22%	0.45	41%
Coastal-South Orange		35	698	19	1	18	0.51	0.41	26%	0.35	46%
Los Angeles		52	1,082	21	7	14	0.27	0.46	-41%	0.41	-34%
Santa Clarita / Antelope		16	492	7	0	7	0.44	0.52	-16%	0.45	-4%
Ventura		9	218	4	1	3	0.33	0.63	-47%	0.57	-41%
Santa Barbara-San Luis Obispo		11	315	9	4	5	0.45	0.72	-37%	0.61	-25%
Kern-Tulare-Kings		25	417	26	3	23	0.92	1.00	-8%	0.88	4%
<b>Current Week Totals</b>	Traffic : Sales 44 : 1	<b>228</b>	<b>6,233</b>	<b>143</b>	<b>22</b>	<b>121</b>	<b>0.53</b>	<b>0.55</b>	<b>-4%</b>	<b>0.48</b>	<b>10%</b>
Per Project Average			27	0.63	0.10	0.53					
<b>Year Ago - 03/11/2018</b>	Traffic : Sales 29 : 1	<b>174</b>	<b>4,494</b>	<b>157</b>	<b>26</b>	<b>131</b>	<b>0.75</b>	<b>0.71</b>	<b>6%</b>	<b>0.66</b>	<b>14%</b>
% Change		31%	39%	-9%	-15%	-8%	-30%	-22%		-27%	

## 2019 LA-Orange-North Survey

### 52 Weeks Comparison



### Year To Date Averages Through Week 10 Annual

Graph Legend	Year	Avg. Weekly Projects	Avg. Weekly Traffic	Avg. Weekly Sales	Avg. Weekly Cancels	Avg. Project Sales	Year End Avg. Proj. Sales
■	2014	123	54	0.80	0.11	0.69	0.71
■	2015	142	51	0.93	0.13	0.80	0.73
■	2016	177	45	0.77	0.12	0.65	0.68
■	2017	153	38	0.90	0.14	0.76	0.71
■	2018	172	29	0.85	0.10	0.74	0.58
■	2019	227	28	0.65	0.09	0.55	0.55
% Change :		32%	-6%	-23%	-10%	-25%	-4%

\* Averages rounded for presentation. Change % calculated on actual numbers.



## WEEKLY FINANCIAL NEWS

### Financing

	RATE	APR
CONV	4.31%	4.31%
FHA	3.87%	3.87%
10 Yr Yield	2.64%	



### Market Commentary

We suspect the pause in rate hikes came just in time to deliver a much needed reprieve to the housing market. The plunge in the NAHB homebuilders' survey accurately predicted the string of four consecutive monthly declines in housing starts, including the 14% drop in December. Yet optimism rebounded on the Fed's shift and the 50bps decline in mortgage rates, and the hard data followed with starts bouncing back 18.6% in January. Permits have risen four out of the past five months and are now running 15% ahead of starts, indicating further relief is likely ahead for housing as we enter the spring buying season with rates lower, price appreciation cooling and builder sentiment improving. The U.S. trade deficit widened in December to \$59.8 billion, a ten-year high, as exports fell 1.9% and imports rose 2.1%. Exports to China in particular have fallen in seven consecutive months amidst retaliatory tariffs and a slowdown in the world's second largest economy. It is expected that revised Q4 GDP data will reflect a drag of 0.3 percentage points from net exports. While the cloud of trade uncertainty will likely persist for the foreseeable future, financial conditions-one of the other major crosscurrents identified by the Fed as a reason to pause on rate hikes-have eased markedly to start the year. It was learned this week that household aggregate wealth fell 3.7% in the fourth quarter, with the drop owed entirely to the sharp decline in equity markets. Year to date, equity markets have retraced most of their decline, with the S&P 500 up nearly 10% as investors attempt to price in the Fed's dovish shift. Source: Wells Fargo Bank. Weekly Economic & Financial Commentary

Development Name	Developer	City Code	Notes	Type										
<b>Central Orange</b>					<b>Projects</b>		<b>Participating : 63</b>					<b>In Area : 63</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Beverly at Eastwood Village	Brookfield	Ir		DTMU	80	0	6	33	1	0	36	3	0.43	0.30
Delano at Eastwood Village	Brookfield	Ir		ATMU	129	0	4	48	0	1	125	6	1.16	0.60
Legado at Portola Springs	Brookfield	Ir		DTMU	190	0	20	65	1	0	140	6	0.88	0.60
Carissa	California Pacific	Ir		ATMU	96	6	7	26	0	0	25	7	0.80	0.70
Talise	California Pacific	Ir		DTMU	112	0	6	46	0	0	34	5	0.53	0.50
C2E Irvine	Intracorp	Ir		ATMU	71	8	8	24	3	0	47	10	0.88	1.00
Lux	Intracorp	Ir		ATMU	39	0	3	20	0	0	9	9	1.40	1.40
Barcelona at Los Olivos Village	Irvine Pacific	Ir		DTMU	169	3	3	38	1	0	23	2	0.60	0.20
Como at Reserve at at Orchard Hills	Irvine Pacific	Ir		DTMU	85	0	2	22	0	0	52	2	0.71	0.20
Lago at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	123	0	3	27	0	0	40	2	0.55	0.20
Marin at Eastwood Village	Irvine Pacific	Ir		DTMU	325	0	2	31	1	0	289	4	1.81	0.40
Terra at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	135	0	3	24	0	0	43	2	0.59	0.20
Verdi at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	95	0	2	26	0	0	31	4	0.42	0.40
Vivo at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	149	0	2	24	1	0	68	10	0.93	1.00
Deco at Cadence Park	K Hovnanian	Ir		SFD	93	0	2	30	1	0	34	3	0.72	0.30
Elderberry at Portola Springs	KB Home	Ir		DTMU	68	0	1	22	1	1	53	9	0.65	0.90
Euclid Place	KB Home	An		DTMU	39	0	4	33	0	0	3	3	0.36	0.36
Prado at Cadence Park	KB Home	Ir		ATT	87	0	4	24	0	0	14	4	0.51	0.40
Adagio at Cadence park	Lennar	Ir		DTMU	53	3	3	92	2	0	45	4	0.89	0.40
Aldea at Travata	Lennar	Ir		AASF	105	0	2	17	1	0	16	6	0.33	0.60
Aurora at Altair Irvine	Lennar	Ir		DTMU	82	0	2	79	0	0	57	6	0.67	0.60
Cantata at Cadence Park	Lennar	Ir		DTMU	67	0	3	92	2	1	33	11	0.65	1.10
Capella at Cadence Park	Lennar	Ir		DTMU	62	0	3	92	0	0	18	7	0.36	0.70
Castillo at Travata	Lennar	Ir		DTMU	77	0	4	31	0	0	53	5	0.82	0.50
Celestial at Altair Irvine	Lennar	Ir		DTMU	86	0	3	21	0	0	43	6	0.50	0.60
Chorus at Cadence Park	Lennar	Ir		ATMU	56	0	3	92	2	1	43	7	1.06	0.70
Crescendo at Cadence Park	Lennar	Ir		DTMU	63	0	2	92	1	0	10	3	0.20	0.30
Eclipse at Altair Irvine	Lennar	Ir		DTMU	79	0	3	21	0	0	55	2	0.64	0.20
Encore at Cadence Park	Lennar	Ir		DTMU	106	0	2	92	1	0	28	4	0.56	0.40
Hudson at Central Park West	Lennar	Ir		ATMU	176	0	3	40	1	0	111	6	1.87	0.60
Lumiere	Lennar	Ir		DTMU	79	3	4	68	2	0	38	3	0.53	0.30
Marcato at Cadence Park	Lennar	Ir		DTMU	48	0	3	92	0	0	31	0	0.61	0.00
Obsidian at Parasol Park	Lennar	Ir		ATMU	77	0	3	0	0	0	72	1	0.62	0.10
Palencia at Travata	Lennar	Ir		DTMU	61	0	4	27	0	0	27	3	0.40	0.30
Rockefeller Central Park West	Lennar	Ir		ATMU	22	0	2	40	0	0	14	0	0.14	0.00
Serenade at Cadence Park	Lennar	Ir		DTMU	46	3	3	92	2	0	27	4	0.54	0.40
Solstice at Altair Irvine	Lennar	Ir		DTMU	65	0	3	79	0	0	47	0	0.55	0.00
Starlight at Altair Irvine	Lennar	Ir		DTMU	91	0	3	41	1	0	42	3	0.49	0.30
Tribeca at Central Park West	Lennar	Ir		ATMU	120	0	4	40	0	0	66	1	0.71	0.10
Windchime at Parasol Park	Lennar	Ir		ATMU	118	0	3	4	0	0	112	0	1.13	0.00
District Walk	Olson	An	New	ATMU	42	0	11	80	3	0	3	3	7.00	7.00
Tapestry Walk	Olson	An		ATMU	120	0	8	17	0	0	111	3	1.23	0.30
Greenleaf	Pinnacle	GG		ATT	17	0	2	32	0	0	7	1	0.21	0.10
Duet at Cadence Park	Pulte	Ir		SFD	96	0	5	15	0	1	25	-1	0.85	-0.10
Avila at Eastwood Village	Richmond American	Ir		DTMU	83	3	4	25	1	0	63	5	0.77	0.50
Cabaletta at Cadence Park	Richmond American	Ir		ATT	70	0	10	27	1	0	12	5	0.29	0.50
Juniper at Portola Springs	Richmond American	Ir		DTMU	109	0	10	34	1	0	57	6	0.55	0.60
Artisan at South Coast	Shea	SA		DTMU	42	0	4	38	0	0	10	3	0.28	0.30
Padova at Orchid Hills	Shea	Ir		DTMU	70	0	2	59	0	0	65	1	0.65	0.10

Development Name	Developer	City Code	Notes	Type										
<b>Central Orange</b>					<b>Projects</b>				<b>Participating : 63</b>				<b>In Area : 63</b>	
Continued ...					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Avery at The Grove	Taylor Morrison	SA	DTMU		22	0	6	19	0	0	1	1	0.07	0.10
Muse at Cadence Park	Taylor Morrison	Ir	ATMU		70	0	17	16	2	0	28	7	0.69	0.70
Vintage at Old town	Taylor Morrison	Ts	ATMU		140	0	2	23	0	0	7	2	0.49	0.20
Lucca at Orchard Hills	The New Home Co	Ir	DTMU		40	0	S/O	0	1	0	40	2	0.45	0.20
Marywood Hills	The New Home Co	Or	DTMU		40	0	5	39	0	0	7	4	0.15	0.40
Morro at Eastwood Village	The New Home Co	Ir	DTMU		81	0	7	17	0	0	33	1	0.40	0.10
Lyric at Cadence Park	TRI Pointe	Ir	DTMU		70	4	12	13	2	0	22	6	0.44	0.60
StrataPointe	TRI Pointe	BP	ATMU		149	0	6	11	3	0	143	6	1.40	0.60
Varenna	TRI Pointe	Ir	DTMU		135	0	17	23	1	0	82	2	0.60	0.20
Lewis + Mason	Trumark	An	ATT		153	0	12	28	2	0	42	6	1.72	0.60
Magnolia Park I and II	Van Daele	An	SFD		53	0	13	48	2	0	38	9	0.94	0.90
Calistoga at Eastwood	William Lyon	Ir	DTMU		60	0	3	6	0	0	57	0	0.40	0.00
Echo at Novel Park	William Lyon	Ir	DTMU		64	0		9	0	0	0	0	0.00	0.00
Flora Park	William Lyon	Cy	AASF		244	6	2	70	6	0	153	28	3.23	2.80
<b>TOTALS: No. Reporting: 63</b>					<b>Avg. Sales: 0.71</b>				<b>Traffic to Sales: 49 : 1</b>				<b>305</b>	
									<b>2456</b>				<b>50</b>	
									<b>5</b>				<b>3060</b>	
									<b>273</b>				<b>Net: 45</b>	

City Codes: An = Anaheim, BP = Buena Park, Cy = Cypress, GG = Garden Grove, Ir = Irvine, Or = Orange, SA = Santa Ana, Ts = Tustin

<b>North Orange</b>					<b>Projects</b>				<b>Participating : 9</b>				<b>In Area : 9</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Newbury	Brandywine	YL	DTMU		15	0	2	5	0	0	13	2	0.23	0.20
Magnolia at Loma Vista	Lennar	YL	ATMU		62	0	2	90	0	0	22	22	2.33	2.33
Portarosa	Lennar	Br	ATMU		103	0	2	29	1	0	98	7	1.12	0.70
Primrose at Loma Vista	Lennar	YL	ATMU		94	0	4	90	0	0	29	29	3.08	3.08
Jasmine at Loma Vista	Melia	YL	ATMU		36	6	11	50	0	0	13	13	1.60	1.60
Portola Walk	Olson	LH	ATT		50	0	2	27	1	0	17	8	0.76	0.80
Skylark	Shea	LH	ATMU		32	0	2	33	0	0	4	1	0.12	0.10
Wedgewood	Shea	YL	DTMU		22	0	3	27	1	0	4	4	0.19	0.40
Agave at La Floresta	The New Home Co	Br	AAAT		80	0	7	13	1	0	32	4	0.44	0.40
<b>TOTALS: No. Reporting: 9</b>					<b>Avg. Sales: 0.44</b>				<b>Traffic to Sales: 91 : 1</b>				<b>35</b>	
									<b>364</b>				<b>4</b>	
									<b>0</b>				<b>232</b>	
									<b>90</b>				<b>Net: 4</b>	

City Codes: Br = Brea, LH = La Habra, YL = Yorba Linda

<b>North Coastal Orange</b>					<b>Projects</b>				<b>Participating : 8</b>				<b>In Area : 8</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Aura	DeNova	CM	DTMU		33	0	2	0	1	0	31	5	0.37	0.50
Elara	DeNova	CM	DTMU		56	0	6	35	1	0	27	6	0.56	0.60
Place, The	Intracorp	CM	DTMU		42	0	5	17	0	0	24	10	0.47	1.00
Lido Villas	Landsea	NB	ATMU		23	0	6	7	0	0	0	0	0.00	0.00
Ebb Tide	MBK	NB	DTMU		81	0	3	7	0	0	78	3	0.85	0.30
17 West Live/Work	Meritage	CM	Update	ATMU	89	7	12	14	0	0	48	6	0.57	0.60
17 West Lofts	Meritage	CM	Update	ATMU	46	0	13	7	1	0	30	5	0.36	0.50
Parkside Estates	Shea	HB	DTMU		111	0	6	104	0	1	27	11	0.78	1.10
<b>TOTALS: No. Reporting: 8</b>					<b>Avg. Sales: 0.25</b>				<b>Traffic to Sales: 64 : 1</b>				<b>53</b>	
									<b>191</b>				<b>3</b>	
									<b>1</b>				<b>265</b>	
									<b>46</b>				<b>Net: 2</b>	

City Codes: CM = Costa Mesa, HB = Huntington Beach, NB = Newport Beach

Development Name	Developer	City Code	Notes	Type										
South Coastal Orange					Projects Participating : 6							In Area : 6		
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Aqua Sea Summit	Taylor Morrison	SCI	DTMU	127	0	4	4	1	0	123	0	0.65	0.00	
Azure Sea Summit	Taylor Morrison	SCI	DTMU	81	0	3	18	2	0	64	4	0.37	0.40	
Indigo Sea Summit	Taylor Morrison	SCI	DTMU	24	0	1	3	0	0	19	1	0.14	0.10	
Sapphire Sea Summit	Taylor Morrison	SCI	DTMU	77	0	1	9	0	0	68	2	0.39	0.20	
Grand Monarch	William Lyon	DA	ATMU	37	0	8	2	0	0	19	1	0.09	0.10	
South Cove	Zephyr	DA	ATMU	168	0	2	28	2	0	55	6	0.86	0.60	
TOTALS: No. Reporting: 6		Avg. Sales: 0.83		Traffic to Sales: 13 : 1		19	64	5	0	348	14	Net:	5	

City Codes: DA = Dana Point, SCI = San Clemente

South Inland Orange				Projects			Participating : 29				In Area : 29		
				Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Oaks, The	Baldwin and Sons	Lfo	DTMU	304	0	44	85	0	0	60	-1	0.31	-0.10
Christopher Homes at Ladera Ranch	Christopher	LR	DTMU	36	0	1	12	0	0	35	0	0.41	0.00
Highmark at Ironridge	KB Home	Lfo	DTMU	83	0	3	26	1	0	34	6	0.53	0.60
Brookhaven	Landsea	Lfo	DTMU	80	0	7	27	1	0	28	5	0.41	0.50
Copperleaf/Silveroak at IronRidge	Landsea	Lfo	ATMU	251	0	4	48	0	0	16	6	1.29	0.60
Sagebluff	Landsea	Lfo	DTMU	65	0	9	25	0	0	44	5	0.58	0.50
Windstone	Landsea	Lfo	DTMU	85	0	12	35	1	0	32	5	0.42	0.50
Avant at Esencia	Lennar	RMV	SFD	105	0	2	38	0	0	44	12	0.62	1.20
Avocet at Esencia	Lennar	RMV	DTMU	95	3	4	3	1	0	88	2	0.49	0.20
Heirloom at Esencia	Lennar	RMV	DTMU	86	0	S/O	5	0	0	86	3	0.44	0.30
Iris at Esencia	Lennar	RMV	DTMU	94	3	4	13	1	0	73	8	0.61	0.80
Vivaz at Esencia	Lennar	RMV	DTMU	79	0	2	28	1	0	51	9	0.75	0.90
Veranda	MBK	RMV	ATMU	86	0	13	25	0	0	73	2	0.57	0.20
Modena at Esencia	Meritage	RMV	ATT	118	3	2	24	4	1	46	8	0.56	0.80
Alondra	Shea	RMV	DTMU	121	0	2	22	0	0	108	6	0.58	0.60
Bristol at Baker Ranch	Shea	Lfo	DTMU	85	0	4	21	1	0	60	6	1.01	0.60
Cortesa	Shea	RMV	DTMU	135	0	3	24	0	0	102	3	0.54	0.30
Rowe	Shea	Lfo	ATMU	228	0	3	21	0	0	225	7	1.19	0.70
Cove at Pacifica San Juan	Taylor Morrison	SJC	ATMU	70	0	3	14	0	0	46	6	0.77	0.60
Azure at Esencia	The New Home Co	RMV	ATMU	80	0	4	29	0	0	69	5	1.00	0.50
Cobalt at Esencia	The New Home Co	RMV	ATMU	72	0	2	29	1	0	26	5	0.38	0.50
Sky Ranch at Covenant Hills	The New Home Co	LR	DTMU	28	0	3	23	0	0	18	4	0.56	0.40
Topaz at Esencia	The New Home Co	RMV	DTMU	56	0	5	22	0	0	12	3	0.24	0.30
Aria at Esencia	TRI Pointe	RMV	DTMU	151	0	1	2	1	0	150	3	0.83	0.30
Viridian	TRI Pointe	RMV	DTMU	72	0	9	14	0	0	32	3	0.74	0.30
Artisan	William Lyon	LR	DTMU	14	0	3	0	0	0	10	0	0.05	0.00
Artisan II	William Lyon	LR	DTMU	15	0		0	0	0	0	0	0.00	0.00
Briosa	William Lyon	RMV	DTMU	50	0	1	0	0	0	42	2	0.33	0.20
Reverie at Esencia	William Lyon	RMV	DTMU	118	0	3	19	1	0	42	6	0.74	0.60
TOTALS: No. Reporting: 29		Avg. Sales: 0.45		Traffic to Sales: 45 : 1		153	634	14	1	1652	129	Net:	13

City Codes: Lfo = Lake Forest, LR = Ladera Ranch, RMV = Rancho Mission Viejo, SJC = San Juan Capistrano

<b>San Gabriel Valley</b>					<b>Projects</b>			<b>Participating : 2</b>				<b>In Area : 2</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Palmera	Brandywine	BP	ATMU		23	0	1	45	0	0	6	6	1.35	1.35
Pacific Villas	Williams	BP	SFD		47	0	7	20	0	1	35	2	0.79	0.20

( San Gabriel Valley ) Continued ...

Development Name	Developer	City Code	Notes	Type										
<b>San Gabriel Valley</b>					<b>Projects</b>				<b>Participating : 2</b>				<b>In Area : 2</b>	
Continued ...					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
<b>TOTALS: No. Reporting:</b>		<b>2</b>	<b>Avg. Sales: -0.50</b>	<b>Traffic to Sales:</b>	<b>0 : 1</b>	<b>8</b>	<b>65</b>	<b>0</b>	<b>1</b>	<b>41</b>	<b>8</b>	<b>Net:</b>	<b>-1</b>	

City Codes: BP = Baldwin Park

<b>Northeast Los Angeles</b>					<b>Projects</b>				<b>Participating : 4</b>				<b>In Area : 4</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
E.R.B.	Warmington	LA	DTMU		45	0	1	14	1	0	35	4	0.51	0.40
Coolidge Place	Watt	LA	SFD		30	0		2	0	0	0	0	0.00	0.00
Bridewell	Williams	HP	DTMU		9	0	5	9	0	0	4	0	0.10	0.00
Echo Two Four	Williams	HP	ATMU		24	0	7	11	1	0	17	8	0.34	0.80
<b>TOTALS: No. Reporting:</b>		<b>4</b>	<b>Avg. Sales: 0.50</b>	<b>Traffic to Sales:</b>	<b>18 : 1</b>	<b>13</b>	<b>36</b>	<b>2</b>	<b>0</b>	<b>56</b>	<b>12</b>	<b>Net:</b>	<b>2</b>	

City Codes: HP = Highland Park, LA = Los Angeles

<b>West Los Angeles</b>					<b>Projects</b>				<b>Participating : 4</b>				<b>In Area : 4</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Collection at Playa Vista	Brookfield	PVst	ATMU		66	0	20	35	0	0	37	3	0.41	0.30
Jewel at Playa Vista	Brookfield	PVst	DTMU		14	0	1	12	0	0	13	1	0.12	0.10
Ashton on Lanark	Meritage	Wa	SFD		7	0	1	3	0	0	1	1	0.04	0.10
Seabluff	The New Home Co	PVst	ATT		75	0	11	22	0	1	35	1	0.64	0.10
<b>TOTALS: No. Reporting:</b>		<b>4</b>	<b>Avg. Sales: -0.25</b>	<b>Traffic to Sales:</b>	<b>0 : 1</b>	<b>33</b>	<b>72</b>	<b>0</b>	<b>1</b>	<b>86</b>	<b>6</b>	<b>Net:</b>	<b>-1</b>	

City Codes: PVst = Playa Vista, Wa = Winnetka

<b>South Bay Los Angeles</b>					<b>Projects</b>				<b>Participating : 9</b>				<b>In Area : 9</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Pacific Landing	DR Horton	EIS	DTMU		24	0	2	2	0	0	14	8	0.40	0.80
Waypointe	DR Horton	EIS	ATT		34	0	2	3	0	0	10	6	0.41	0.60
Crescent Square	Far West Industries	SH	Update	DTMU	25	0	2	12	0	0	23	1	0.26	0.10
Edgemont	KB Home	Com	SFD		62	0	2	26	0	0	19	4	0.85	0.40
Vista Pointe	KB Home	LA	DTMU		56	3	3	48	2	0	27	20	2.42	2.00
Magnolia Walk	Olson	WBK	SFD		94	9	11	23	1	1	70	15	1.78	1.50
Pacific Bougainvillea	Pacific	Tor	SFD		63	0	4	41	0	0	19	1	0.26	0.10
Dorado	Pulte	LB	DTMU		40	0	3	25	0	0	12	6	0.73	0.60
Asher Pointe	Watt	GRD	DTMU		21	0	3	32	0	0	11	2	0.22	0.20
<b>TOTALS: No. Reporting:</b>		<b>9</b>	<b>Avg. Sales: 0.22</b>	<b>Traffic to Sales:</b>	<b>71 : 1</b>	<b>32</b>	<b>212</b>	<b>3</b>	<b>1</b>	<b>205</b>	<b>63</b>	<b>Net:</b>	<b>2</b>	

City Codes: Com = Compton, EIS = El Segundo, GRD = Gardena, LA = Los Angeles, LB = Long Beach, SH = Signal Hill, Tor = Torrance, WBK = Willowbrook

<b>San Fernando Valley</b>					<b>Projects</b>				<b>Participating : 13</b>				<b>In Area : 13</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Bristol at Northpointe	DR Horton	WH	DTMU		47	0	1	2	0	0	46	6	0.71	0.60
Hampton at Northpointe	DR Horton	WH	DTMU		32	3	3	8	2	0	26	5	0.61	0.50
Monroe at Hazeltine	Etco Homes	VN	DTMU		24	0	2	0	0	0	7	1	0.14	0.10
Brighton	KB Home	VN	SFD		58	0	2	20	2	0	31	11	0.96	1.10
Sterling at West Hills	Pulte	WH	DTMU		143	0	3	31	0	0	54	4	0.43	0.40
Vesper Village	Richmond American	PC	DTMU		25	0	3	14	0	0	3	3	0.15	0.30
District at Northridge	Shea	Nor	ATMU		153	0	3	49	0	0	135	9	0.93	0.90
Avanti	The New Home Co	CS	ATMU		72	0	3	15	0	0	69	4	0.43	0.40
Glen, The	Warmington	VG	ATMU		63	3	4	11	1	0	52	3	0.67	0.30

( San Fernando Valley ) Continued ...

Development Name	Developer	City Code	Notes	Type										
San Fernando Valley  Continued ...					Projects		Participating : 13				In Area : 13			
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Entrada at Sylmar	Watt	Syl	SFD	20	0	1	11	0	0	2	0	0.04	0.00	
New Heights	Watt	WH	DTMU	43	0	1	13	0	0	2	2	0.24	0.24	
Palmilla	Williams	Syl	SFD	12	0	4	33	1	0	8	2	0.20	0.20	
Tovara West	Williams	Syl	ATMU	125	0	17	23	1	1	39	12	1.10	1.20	
TOTALS: No. Reporting:		13	Avg. Sales: 0.46		Traffic to Sales: 33 : 1		47	230	7	1	474	62	Net: 6	

City Codes: CS = Calabasas, Nor = Northridge, PC = Panorama City, Syl = Sylmar, VG = Valley Glen, VN = Van Nuys, WH = West Hills

<b>East San Gabriel</b>					<b>Projects</b>			<b>Participating : 14</b>				<b>In Area : 14</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Bradbury	Brandywine	LAP	SFD		45	0	1	30	1	0	25	9	0.63	0.90
Citrus + Palm at Rosedale	Brookfield	Az	ATMU		112	0	2	59	0	1	110	5	1.88	0.50
Barcelona	Crestwood	Po	SFD		36	0	4	21	0	0	25	4	0.53	0.40
Motif at Glendora Place	DR Horton	GLD	ATMU		106	0	S/O	4	0	0	106	7	1.06	0.70
Avendale at Phillips Ranch	Lennar	Po	DTMU		56	0	2	40	0	0	22	1	0.45	0.10
Crossings at Phillips Ranch	Lennar	Po	DTMU		68	0	4	40	0	0	23	3	0.47	0.30
South Pointe	Lennar	DB	DTMU		99	0	3	35	1	0	84	7	0.83	0.70
Citrus Promenade	Meritage	COV	ATMU		117	0	4	17	0	0	20	12	0.89	1.20
Manzanita Walk	Olson	HAH	ATT		21	0	10	25	0	0	8	3	0.37	0.30
Grove, The	Richmond American	Po	SFD		123	0	2	8	0	0	118	3	1.12	0.30
Moreton Place	Watt	GLD	DTST		40	0	2	56	0	0	5	1	0.13	0.10
La Colina Estates	William Lyon	GLD	DTMU		121	0	4	7	1	1	42	2	0.20	0.20
Meadow Park	William Lyon	CL	ATMU		95	0	3	6	0	0	36	1	0.33	0.10
Senna	Williams	Az	ATT		70	0	1	7	0	0	69	1	0.64	0.10
<b>TOTALS: No. Reporting:</b>		<b>14</b>	<b>Avg. Sales: 0.07</b>		<b>Traffic to Sales: 118 : 1</b>			<b>42</b>	<b>355</b>	<b>3</b>	<b>2</b>	<b>693</b>	<b>59</b>	<b>Net: 1</b>

City Codes: Az = Azusa, CL = Claremont, COV = Covina, DB = Diamond Bar, GLD = Glendora, HAH = Hacienda Heights, LAP = La Puente, Po = Pomona

<b>West San Gabriel</b>					<b>Projects</b>			<b>Participating : 4</b>				<b>In Area : 4</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Bella Rosa	DR Horton	RMD New	DTMU		21	0	1	30	2	0	2	2	4.67	4.67
Arbor Walk	Olson	Arc	ATMU		15	0	11	25	0	0	2	2	0.18	0.20
Union Walk	Olson	ELM	ATMU		62	0	1	12	1	0	61	5	0.80	0.50
VuePointe	TRI Pointe	ELM	ATMU		102	0	3	15	2	1	99	3	1.17	0.30
<b>TOTALS: No. Reporting:</b>		<b>4</b>	<b>Avg. Sales: 1.00</b>		<b>Traffic to Sales: 16 : 1</b>			<b>16</b>	<b>82</b>	<b>5</b>	<b>1</b>	<b>164</b>	<b>12</b>	<b>Net: 4</b>

City Codes: Arc = Arcadia, ELM = El Monte, RMD = Rosemead

<b>Southeast Los Angeles</b>					<b>Projects</b>			<b>Participating : 2</b>				<b>In Area : 2</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Corte Bella	Ventana	BLF	ATMU		30	0	5	15	0	0	12	2	0.21	0.20
Garden House	Ventana	BLF	ATMU		24	3	4	15	1	0	16	3	0.28	0.30
<b>TOTALS: No. Reporting:</b>		<b>2</b>	<b>Avg. Sales: 0.50</b>		<b>Traffic to Sales: 30 : 1</b>			<b>9</b>	<b>30</b>	<b>1</b>	<b>0</b>	<b>28</b>	<b>5</b>	<b>Net: 1</b>

City Codes: BLF = Bellflower

<b>Santa Clarita Valley</b>					<b>Projects</b>			<b>Participating : 13</b>				<b>In Area : 13</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Highglen at Five Knolls	Brookfield	SC	DTMU		60	0	S/O	1	0	0	60	2	0.33	0.20
Eagle Crest	Frontier	La	DTMU		43	0	7	14	0	0	27	2	0.45	0.20

( Santa Clarita Valley ) Continued ...

Development Name	Developer	City Code	Notes	Type										
<b>Santa Clarita Valley</b>					<b>Projects</b>		<b>Participating : 13</b>					<b>In Area : 13</b>		
Continued ...					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Galloway at Five Knolls	Lennar	SC	AASF		140	3	4	82	1	0	21	3	0.45	0.30
Arista of Aliento	Pardee	SC	DTMU		112	0	10	26	1	0	77	7	0.72	0.70
Cresta at Aliento	Pardee	SC	DTMU		67	0	16	42	1	0	25	3	0.50	0.30
Lyra at Skyline Ranch	Pardee	SC	DTMU		84	0	9	54	0	0	11	1	0.60	0.10
Sola at Skyline Ranch	Pardee	SC	DTMU		73	0	8	83	0	0	27	11	1.47	1.10
Verano	Pardee	SC	AASF		95	0	11	15	0	0	47	4	0.51	0.40
Celestia at Skyline	TRI Pointe	SC	DTMU		72	1	17	28	0	0	15	4	0.81	0.40
Lucera at Aliento	TRI Pointe	SC	DTMU		67	0	1	0	0	0	66	3	0.61	0.30
Mystral at Skyline	TRI Pointe	SC	DTMU		78	0	14	23	1	0	16	9	0.87	0.90
Paloma at West Creek	TRI Pointe	SC	ATMU		155	7	19	44	1	0	74	13	1.34	1.30
Tierno at Aliento	TRI Pointe	SC	DTMU		121	0	13	30	0	0	69	5	0.64	0.50
<b>TOTALS: No. Reporting:</b>		<b>13</b>	<b>Avg. Sales: 0.38</b>		<b>Traffic to Sales: 88 : 1</b>		<b>129</b>	<b>442</b>	<b>5</b>	<b>0</b>	<b>535</b>	<b>67</b>	<b>Net:</b>	<b>5</b>

City Codes: La = Lancaster, SC = Santa Clarita

<b>Antelope Valley</b>					<b>Projects</b>		<b>Participating : 3</b>					<b>In Area : 3</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Sunset Landing	Beazer	La	SFD		143	0	11	15	0	0	65	5	0.61	0.50
Dorado Skies II	KB Home	La	SFD		79	0	TSO	18	2	0	59	12	1.10	1.20
Pacific Magnolia	Pacific	Plmd	SFD		40	0	3	17	0	0	12	1	0.34	0.10
<b>TOTALS: No. Reporting:</b>		<b>3</b>	<b>Avg. Sales: 0.67</b>		<b>Traffic to Sales: 25 : 1</b>		<b>14</b>	<b>50</b>	<b>2</b>	<b>0</b>	<b>136</b>	<b>18</b>	<b>Net:</b>	<b>2</b>

City Codes: La = Lancaster, Plmd = Palmdale

<b>East Ventura</b>					<b>Projects</b>		<b>Participating : 5</b>					<b>In Area : 7</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Pinnacle at Wood Ranch	Century	SV	ATMU		37	0	3	29	0	0	21	5	0.45	0.50
Belwood Place	DR Horton	SV	DTMU		48	0	3	10	0	0	9	9	1.21	1.21
Walnut Glen	DR Horton	SV	Update	DTMU	18	0	1	0	0	1	17	-1	0.26	-0.10
Arroyo Vista at the Woodlands	KB Home	SV	DTMU		108	0	1	10	2	0	73	8	0.43	0.80
Westerly	Landsea	SV	ATMU		211	0	14	79	2	0	52	9	1.26	0.90
<b>TOTALS: No. Reporting:</b>		<b>5</b>	<b>Avg. Sales: 0.60</b>		<b>Traffic to Sales: 32 : 1</b>		<b>22</b>	<b>128</b>	<b>4</b>	<b>1</b>	<b>172</b>	<b>30</b>	<b>Net:</b>	<b>3</b>

City Codes: SV = Simi Valley

<b>West Ventura</b>					<b>Projects</b>		<b>Participating : 5</b>					<b>In Area : 7</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Mariposa at Springville	KB Home	Cm	ATMU		130	0	1	N/A	0	0	69	10	1.01	1.00
Barcelo at Solana Heights	Lennar	Ve	DTMU		59	0	3	6	0	0	56	8	0.61	0.80
Anacapa at The Farm	Williams	Ve	ATT		32	0	3	28	0	0	29	2	0.34	0.20
Olivas at The Farm	Williams	Ve	SFD		70	0	18	28	0	0	49	4	0.58	0.40
Sespe at The Farm	Williams	Ve	SFD		25	0	2	28	0	0	23	3	0.27	0.30
<b>TOTALS: No. Reporting:</b>		<b>4</b>	<b>Avg. Sales: 0.00</b>		<b>Traffic to Sales: 0 : 1</b>		<b>27</b>	<b>90</b>	<b>0</b>	<b>0</b>	<b>226</b>	<b>27</b>	<b>Net:</b>	<b>0</b>

City Codes: Cm = Camarillo, Ve = Ventura

<b>San Luis Obispo</b>					<b>Projects</b>		<b>Participating : 2</b>					<b>In Area : 2</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Arroyos at Righetti Ranch	Williams	SLO	DTMU		52	0	10	110	2	1	19	11	0.69	1.10
Paseos at Righetti Ranch	Williams	SLO	DTMU		33	0	16	110	1	0	9	5	0.33	0.50

( San Luis Obispo ) Continued ...

Development Name	Developer	City Code	Notes	Type										
<b>San Luis Obispo</b>					<b>Projects</b>				<b>Participating : 2</b>				<b>In Area : 2</b>	
Continued ...					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
<b>TOTALS: No. Reporting:</b>		<b>2</b>	<b>Avg. Sales: 1.00</b>		<b>Traffic to Sales: 73 : 1</b>		<b>26</b>	<b>220</b>	<b>3</b>	<b>1</b>	<b>28</b>	<b>16</b>	<b>Net: 2</b>	

City Codes: SLO = San Luis Obispo

<b>Santa Barbara</b>					<b>Projects</b>				<b>Participating : 9</b>				<b>In Area : 9</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Winslowe	City Ventures	Ga	ATMU		175	0	1	24	2	0	54	19	1.15	1.90
Los Carneros	Comstock Homes	Ga	DTMU		233	0	4	29	1	1	226	9	1.41	0.90
Amarena at Tree Farm	Lennar	Ga	DTMU		15	0	2	3	0	0	9	4	0.20	0.40
Limone at Tree Farm	Lennar	Ga	DTMU		18	0	2	4	0	0	11	1	0.25	0.10
Mela at Tree Farm	Lennar	Ga	ATMU		30	0	3	8	0	0	18	2	0.20	0.20
Oliva at Tree Farm	Lennar	Ga	ATT		24	0	1	2	0	0	23	3	0.45	0.30
Pera at Tree Farm	Lennar	Ga	DTMU		43	0	10	9	1	1	23	4	0.26	0.40
Shea Homes at Rice Ranch	Shea	Orct	ATMU		114	4	4	5	2	1	46	7	0.46	0.70
Gardens	Williams	SMRA	DTMU		126	0	10	11	0	0	102	10	1.05	1.00
<b>TOTALS: No. Reporting:</b>		<b>9</b>	<b>Avg. Sales: 0.33</b>		<b>Traffic to Sales: 16 : 1</b>		<b>37</b>	<b>95</b>	<b>6</b>	<b>3</b>	<b>512</b>	<b>59</b>	<b>Net: 3</b>	

City Codes: Ga = Santa Barbara, Ga = Goleta, Orct = Orcutt, SMRA = Santa Maria

<b>Desert</b>					<b>Projects</b>				<b>Participating : 1</b>				<b>In Area : 1</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Asher Ranch II	Frontier	RD	SFD		73	0	3	11	1	0	44	7	0.74	0.70
<b>TOTALS: No. Reporting:</b>		<b>1</b>	<b>Avg. Sales: 1.00</b>		<b>Traffic to Sales: 11 : 1</b>		<b>3</b>	<b>11</b>	<b>1</b>	<b>0</b>	<b>44</b>	<b>7</b>	<b>Net: 1</b>	

City Codes: RD = Rosamond

<b>Kern</b>					<b>Projects</b>				<b>Participating : 10</b>				<b>In Area : 10</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Sera Vista	DR Horton	BAK	SFD		79	0	5	17	1	0	68	21	1.32	2.10
Aspire at Union Village	K Hovnanian	BAK	SFD		153	3	3	26	5	2	54	18	1.34	1.80
Westwind	Legacy	BAK	DTMU		159	0	2	27	1	0	92	4	0.37	0.40
California at Ashe Meadows	Lennar	BAK	SFD		46	0	2	14	0	0	19	13	0.72	1.30
Chateau at Ashe Meadows	Lennar	BAK	SFD		40	3	4	19	2	0	23	15	1.07	1.50
Gossamer Grove Savannah	Lennar	SHA	SFD		78	0	2	10	2	1	61	19	1.29	1.90
Gossamer Grove Skye	Lennar	SHA	SFD		100	0	3	11	0	0	73	8	1.17	0.80
Gossamer Grove Tract 6773	Lennar	BAK	SFD		76	0	2	14	0	0	70	7	0.70	0.70
Skye at Ashe Meadows	Lennar	BAK	SFD		157	0	2	44	1	0	19	8	0.69	0.80
Northampton	Woodside	BAK	SFD		150	6	3	37	5	0	118	15	0.67	1.50
<b>TOTALS: No. Reporting:</b>		<b>10</b>	<b>Avg. Sales: 1.40</b>		<b>Traffic to Sales: 13 : 1</b>		<b>28</b>	<b>219</b>	<b>17</b>	<b>3</b>	<b>597</b>	<b>128</b>	<b>Net: 14</b>	

City Codes: BAK = Bakersfield, SHA = Shafter

<b>Tulare/Kings</b>					<b>Projects</b>				<b>Participating : 14</b>				<b>In Area : 14</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Arbor Trail	DR Horton	Vi	SFD		77	0	2	12	0	0	31	5	0.29	0.50
Laurel Heights	DR Horton	Vi	DTMU		54	0	3	21	0	0	6	5	0.45	0.50
Montecito	DR Horton	TU	SFD		189	3	4	17	1	0	52	9	0.64	0.90
Orchard Walk	DR Horton	Vi	DTMU		52	0	2	40	1	0	22	16	1.52	1.60
Quail Creek	DR Horton	TU	SFD		77	0	1	7	1	0	68	4	0.72	0.40
River Run	DR Horton	Vi	SFD		55	3	4	3	1	0	29	14	0.94	1.40
Wood Ranch	DR Horton	Vi	Update	SFD	120	6	4	12	0	0	82	8	0.76	0.80

( Tulare/Kings ) Continued ...



# THE RYNESS REPORT

Week Ending  
Sunday, March 10, 2019

LA-Orange-North Page 8 of: 8

Development Name	Developer	City Code	Notes	Type										
Tulare/Kings  Continued ...				Projects				Participating : 14				In Area : 14		
				Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD	
Cambridge at Legacy	Lennar	Hf	DTMU	79	0	4	11	0	0	73	0	0.58	0.00	
Cambridge at Silver Oaks	Lennar	Vi	DTMU	85	0	1	0	0	0	80	0	0.54	0.00	
Cambridge at Silver Oaks II	Lennar	Vi	DTMU	90	0	2	0	0	0	88	11	1.21	1.10	
Chateau at The Vistas VI	Lennar	Vi	DTMU	94	3	4	14	1	0	66	15	1.17	1.50	
Legacy 2 Cambridge	Lennar	Hf	SFD	62	0	3	11	1	0	46	8	0.85	0.80	
Windmills Cambridge Collection	Lennar	TU	SFD	42	3	4	22	2	0	35	13	0.81	1.30	
Ridge Creek	Woodside	DI	SFD	170	0	4	17	0	0	32	5	0.59	0.50	
TOTALS: No. Reporting:		14	Avg. Sales: 0.57		Traffic to Sales: 23 : 1		42	187	8	0	710	113	Net: 8	

City Codes: DI = Dinuba, Hf = Hanford, TU = Tulare, Vi = Visalia

LA-Orange-North					Projects Participating : 229					In Area : 233		
						Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Net Sales
GRAND TOTALS: No. Reporting: 228		Avg. Sales: 0.53		Traffic to Sales: 44 : 1		1,093	6233	143	22	10,264	1,244	Net: 121

Project Types: AAAT = Active Adult ATT, AASF = Active Adult SFD, ATMU = Attached MoveUp, ATST = Attached Starter, ATT = Attached, COHT = Condo/Hotel, CONV = Conversion, DTMU = Detached MoveUp, DTST = Detached Starter, HIGH = High-Rise, LOFT = Loft, MIDR = Mid-Rise, RWHS = Row Houses, SFD = Single Family Detached

# THE RYNESS REPORT

The Ryness Company Marketing Research Department

Sponsored by:



For Week 10, Ending **March 10, 2019**

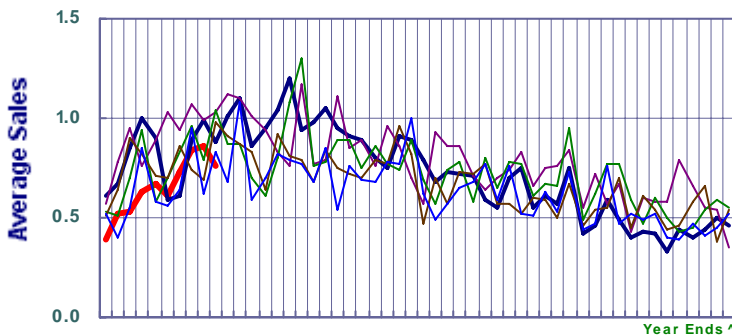
## Inland Empire

NATIONAL BUILDER DIVISION

Counties / Groups							Year To Date			Prev. 13 Wks.	
		Projects	Traffic	Sales	Cancels	Net Sales	Avg. Sales	Avg.	Diff.	Avg.	Diff.
Central-North Central Riverside		34	1,306	39	8	31	0.91	0.73	25%	0.70	31%
Desert Riverside		5	101	5	2	3	0.60	0.78	-23%	0.68	-12%
Murrieta - Temecula		24	591	21	5	16	0.67	0.49	36%	0.46	46%
Northwest Riverside		34	1,503	30	7	23	0.68	0.62	9%	0.55	22%
South Riverside		45	1,129	39	9	30	0.67	0.65	2%	0.57	16%
Central-East San Bernardino		17	569	17	1	16	0.94	0.57	66%	0.44	115%
Desert San Bernardino		7	146	5	4	1	0.14	0.68	-79%	0.74	-81%
NW-SW San Bernardino		43	1,547	41	2	39	0.91	0.74	23%	0.64	42%
Current Week Totals	Traffic : Sales 35 : 1	209	6,892	197	38	159	0.76	0.66	16%	0.59	30%
Per Project Average			33	0.94	0.18	0.76					
Year Ago - 03/11/2018	Traffic : Sales 28 : 1	123	3,519	127	19	108	0.88	0.76	16%	0.71	24%
% Change		70%	96%	55%	100%	47%	-13%	-13%		-17%	

### 2019 Inland Empire Survey

#### 52 Weeks Comparison



#### Year To Date Averages Through Week 10 Annual

Graph Legend	Year	Avg. Weekly Projects	Avg. Weekly Traffic	Avg. Weekly Sales	Avg. Weekly Cancels	Avg. Project Sales	Year End Avg. Proj. Sales
■	2014	67	34	0.85	0.24	0.61	0.63
■	2015	94	34	0.86	0.15	0.70	0.67
■	2016	150	32	0.84	0.15	0.69	0.72
■	2017	118	35	1.10	0.16	0.94	0.79
■	2018	128	36	0.97	0.17	0.80	0.69
■	2019	206	32	0.81	0.15	0.66	0.66
% Change :		61%	-11%	-16%	-11%	-18%	-5%

\* Averages rounded for presentation. Change % calculated on actual numbers.



## WEEKLY FINANCIAL NEWS

### Financing

	RATE	APR
CONV	4.31%	4.31%
FHA	3.87%	3.87%
10 Yr Yield	2.64%	



### Market Commentary

We suspect the pause in rate hikes came just in time to deliver a much needed reprieve to the housing market. The plunge in the NAHB homebuilders' survey accurately predicted the string of four consecutive monthly declines in housing starts, including the 14% drop in December. Yet optimism rebounded on the Fed's shift and the 50bps decline in mortgage rates, and the hard data followed with starts bouncing back 18.6% in January. Permits have risen four out of the past five months and are now running 15% ahead of starts, indicating further relief is likely ahead for housing as we enter the spring buying season with rates lower, price appreciation cooling and builder sentiment improving. The U.S. trade deficit widened in December to \$59.8 billion, a ten-year high, as exports fell 1.9% and imports rose 2.1%. Exports to China in particular have fallen in seven consecutive months amidst retaliatory tariffs and a slowdown in the world's second largest economy. It is expected that revised Q4 GDP data will reflect a drag of 0.3 percentage points from net exports. While the cloud of trade uncertainty will likely persist for the foreseeable future, financial conditions-one of the other major crosscurrents identified by the Fed as a reason to pause on rate hikes-have eased markedly to start the year. It was learned this week that household aggregate wealth fell 3.7% in the fourth quarter, with the drop owed entirely to the sharp decline in equity markets. Year to date, equity markets have retraced most of their decline, with the S&P 500 up nearly 10% as investors attempt to price in the Fed's dovish shift. Source: Wells Fargo Bank. Weekly Economic & Financial Commentary

Development Name	Developer	City Code	Notes	Type											
Central Riverside					Projects				Participating : 7				In Area : 7		
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD	
Stonecreek at Green Valley Ranch	KB Home	Prs	DTMU	145	0	11	30	1	1	8	-2	0.46	-0.20		
Stonecrest at The Cove	KB Home	SJ	SFD	200	0	21	31	2	0	149	4	1.03	0.40		
Arterra	Lennar	SJ	SFD	87	3	4	18	1	0	72	16	1.22	1.60		
Luz Del Sol	Signature	SJ	DTMU	164	0	2	26	0	0	76	1	0.77	0.10		
Collection at Hideaway	William Lyon	He	SFD	96	0	8	18	1	0	18	3	0.51	0.30		
Court at Hideaway	William Lyon	He	SFD	97	0	7	18	2	0	17	4	0.48	0.40		
Parkside	William Lyon	SJ	SFD	92	0	20	20	1	0	65	5	1.17	0.50		
TOTALS: No. Reporting: 7		Avg. Sales: 1.00		Traffic to Sales: 20 : 1			73	161	8	1	405	31	Net: 7		

City Codes: He = Hemet, Prs = Perris, SJ = San Jacinto

North Central Riverside				Projects							Participating : 27				In Area : 29	
				Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD			
Hyde Park	Beazer	MV	SFD	274	0	13	24	2	0	49	19	1.01	1.90			
Camellia Pointe at Summerwind Trails	DR Horton	Cl	DTMU	121	0	3	5	0	0	3	3	0.32	0.32			
Retreat at Summerwind Trails	DR Horton	Cl	DTMU	41	0	3	6	1	0	6	6	0.64	0.64			
Windsor at the Fairways	DR Horton	Be	DTMU	64	0	1	2	0	0	63	2	0.68	0.20			
Four Seasons Beaumont	K Hovnanian	Be	DTMU	914	3	2	25	5	0	840	25	2.11	2.50			
Bella Cortina	KB Home	MV	DTMU	159	0	20	60	2	1	72	8	0.98	0.80			
Daybreak	KB Home	MV	DTMU	114	0	30	20	0	0	48	7	0.75	0.70			
Meadow Creek	Lennar	MV	SFD	161	0	2	50	2	0	107	6	1.24	0.60			
Painted Sky at Summerwind Trails	Lennar	Cl	DTMU	105	0	2	35	2	1	13	13	1.60	1.60			
Wildflower at Summerland Trails	Lennar	Cl	DTMU	141	0	3	17	1	0	6	6	0.74	0.74			
Abrio at Sundance	Pardee	Be	DTMU	82	0	14	41	0	1	41	6	0.81	0.60			
Alisio at Sundance	Pardee	Be	DTST	84	0	9	35	4	0	20	20	3.11	3.11			
Avid	Pardee	Be	SFD	103	0	23	98	1	0	13	4	0.53	0.40			
Beacon at Sundance	Pardee	Be	DTMU	114	0	9	42	1	0	47	5	1.03	0.50			
Cascade at Sundance	Pardee	Be	SFD	151	0	13	30	0	0	125	8	1.43	0.80			
Daybreak at Sundance	Pardee	Be	SFD	139	0	12	24	0	0	84	6	0.96	0.60			
Elan	Pardee	Be	SFD	81	0	25	98	0	0	4	0	0.16	0.00			
Elara at Sundance	Pardee	Be	SFD	248	0	TSO	15	0	0	224	10	1.64	1.00			
Mira	Pardee	Be	SFD	92	0	34	98	0	0	6	-2	0.25	-0.20			
Vita	Pardee	Be	SFD	152	0	24	98	2	1	18	5	0.74	0.50			
Athens	William Lyon	MV	SFD	86	3	4	53	2	0	76	12	0.64	1.20			
Augusta	William Lyon	MV	SFD	140	0	2	42	1	0	128	9	1.42	0.90			
Avia at Olivewood	William Lyon	Be	SFD	160	0	7	52	0	0	28	7	0.73	0.70			
Capella at Olivewood	William Lyon	Be	SFD	308	0	6	52	4	1	23	5	0.60	0.50			
Lugano at Olivewood	William Lyon	Be	SFD	240	0	8	52	0	0	18	2	0.47	0.20			
Provence at Olivewood	William Lyon	Be	SFD	67	0	3	52	1	1	27	13	0.71	1.30			
Oak Ridge at The Fairways	Woodside	Be	DTMU	148	0	3	19	0	1	109	6	0.72	0.60			
TOTALS: No. Reporting: 27		Avg. Sales: 0.89		Traffic to Sales: 37 : 1		275	1145	31	7	2198	211	Net:	24			

City Codes: Be = Beaumont, Cl = Calimesa, MV = Moreno Valley

<b>Desert Riverside</b>					<b>Projects</b>				<b>Participating : 5</b>				<b>In Area : 6</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Floresta	Beazer	LQ	DTMU		82	0	3	22	0	0	1	1	0.18	0.18
Vermillion at Escena	Beazer	PS	DTMU		72	0	4	0	0	0	66	1	0.29	0.10
Hacienda Pointe	DR Horton	In	DTMU		137	0	2	10	2	0	123	16	0.89	1.60
ICON	Far West Industries	PS	DTMU		46	0	20	34	0	2	15	2	0.37	0.20

( Desert Riverside ) Continued ...

Development Name	Developer	City Code	Notes	Type										
<b>Desert Riverside</b>					<b>Projects</b>				<b>Participating : 5</b>				<b>In Area : 6</b>	
Continued ...					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Four Seasons at Terra Lago	K Hovnanian	In		DTMU	716	3	3	35	3	0	340	16	1.35	1.60
<b>TOTALS: No. Reporting:</b>		<b>5</b>	<b>Avg. Sales: 0.60</b>		<b>Traffic to Sales: 20 : 1</b>			<b>32</b>	<b>101</b>	<b>5</b>	<b>2</b>	<b>545</b>	<b>36</b>	<b>Net: 3</b>

City Codes: In = Indio, LQ = La Quinta, PS = Palm Springs

<b>Murrieta - Temecula</b>					<b>Projects</b>				<b>Participating : 24</b>				<b>In Area : 24</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Agave at Spencer's Crossing	Brookfield	Mu		DTMU	119	0	14	46	4	0	14	8	0.33	0.80
Juniper at Spencer's Crossing	Brookfield	Mu		DTMU	114	0	10	41	1	1	97	1	0.68	0.10
Bellevue at The Promontory	Cornerstone	Mu		SFD	94	0	3	25	0	0	21	3	0.24	0.30
Brighton at The Promontory	Cornerstone	Mu		SFD	110	0	2	44	0	0	4	3	0.15	0.30
Calistoga at The Promontory	Cornerstone	Mu		SFD	64	0	3	30	0	0	38	1	0.33	0.10
Camden Pointe at Santa Rosa Highlands	DR Horton	Mu		SFD	65	3	4	3	2	0	11	5	0.43	0.50
Emerson at Alderwood	DR Horton	Mu		DTMU	60	0	1	9	1	0	59	3	0.79	0.30
Hunters Pointe at Alderwood	DR Horton	Mu		DTMU	66	0	S/O	1	1	1	66	1	0.89	0.10
Indigo Place	DR Horton	Te		DTMU	54	0	4	3	0	0	35	2	0.69	0.20
Oaks, The at Santa Rosa Highlands	DR Horton	Mu		SFD	77	0	2	7	1	1	10	4	0.39	0.40
Savanna Pointe at Santa Rosa Highlands	DR Horton	Mu		ATT	68	3	4	4	1	0	14	5	0.55	0.50
Sequoia at Santa Rosa Highlands	DR Horton	Mu		SFD	51	3	4	8	1	0	11	6	0.43	0.60
Santolina at Spencer's Crossing	KB Home	Mu		SFD	108	7	16	43	2	0	23	5	0.56	0.50
Westpark	KB Home	Mu	Update	DTMU	64	9	13	42	2	0	11	6	0.32	0.60
Marbella at Terracina	Lennar	Te		SFD	200	0	4	59	1	1	155	9	1.56	0.90
Nicolas Heights	Lennar	Te		SFD	83	0	3	41	2	0	41	6	0.64	0.60
Vista Bella	Melia	Mu		ATMU	80	0	7	31	0	0	25	3	0.69	0.30
Braeburn at Spencer's Crossing	Pardee	Mu		SFD	82	0	7	15	0	0	18	10	0.41	1.00
Tamarack at Spencer's Crossing	Pardee	Mu		DTMU	84	0	11	33	0	1	62	0	0.87	0.00
Sycamore at Spencer's Crossing	Richmond American	Mu	Update	SFD	55	0	1	21	1	0	51	1	0.36	0.10
Sycamore North at Spencers Crossing	Richmond American	Mu	Update	DTMU	46	0	6	21	1	0	40	8	0.54	0.80
Preserve	William Lyon	Mu		SFD	207	0	2	55	0	0	76	16	1.26	1.60
Laurel at Spencer's Crossing	Woodside	Mu		DTMU	92	0	1	0	0	0	91	5	0.67	0.50
Ventana at Creekside Village	Woodside	Mu		DTMU	83	0	S/O	9	0	0	83	2	0.75	0.20
<b>TOTALS: No. Reporting:</b>		<b>24</b>	<b>Avg. Sales: 0.67</b>		<b>Traffic to Sales: 28 : 1</b>			<b>122</b>	<b>591</b>	<b>21</b>	<b>5</b>	<b>1056</b>	<b>113</b>	<b>Net: 16</b>

City Codes: Mu = Murrieta, Te = Temecula

<b>Northwest Riverside</b>					<b>Projects</b>				<b>Participating : 34</b>				<b>In Area : 34</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Paseo at Sendero	Century	Ev		DTMU	82	0	10	62	0	0	4	4	0.30	0.40
Tramonte at Citrus Heights	City Ventures	Rs		SFD	165	0	3	50	2	1	42	9	1.17	0.90
Granite Ridge	Far West Industries	JU		DTMU	192	11	18	81	2	0	116	19	2.30	1.90
Barrington Place North	Frontier	JU		DTMU	101	0	4	18	1	1	21	3	0.47	0.30
Barrington Place South	Frontier	JU		DTMU	75	0	4	22	1	0	18	6	0.40	0.60
Hillcrest	Frontier	Rs		DTMU	26	0	6	9	0	0	7	-1	0.16	-0.10
Bella Vista Estates	Griffin	Rs		DTMU	35	0	1	54	0	0	31	1	0.21	0.10
Bella Vista Estates Corona	Griffin	Co		DTMU	25	0	8	45	0	0	0	0	0.00	0.00
Bella Vista III	Griffin	Rs		DTMU	15	0	8	54	0	0	7	4	0.15	0.40
Capistrano at Spring Mountain Ranch	KB Home	Rs		DTMU	159	6	4	55	4	0	139	22	1.90	2.20
Monterey at Spring Mountain Ranch	KB Home	Rs		SFD	156	0	1	53	2	2	133	22	1.47	2.20
Trails at Mockingbird Canyon	KB Home	Rs		DTMU	59	0	3	35	0	0	4	0	0.06	0.00
Adagio at Sierra Bella	Lennar	Co		DTMU	118	3	4	148	1	0	2	2	0.14	0.20

( Northwest Riverside ) Continued ...

Development Name	Developer	City Code	Notes	Type										
<b>Northwest Riverside</b>					<b>Projects</b>		<b>Participating : 34</b>				<b>In Area : 34</b>			
Continued ...					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Autumn Grove	Lennar	Rs	SFD		85	0	1	33	0	0	56	6	0.82	0.60
Floral Ridge at Citrus Heights	Lennar	Rs	SFD		81	0	2	57	1	0	36	9	0.29	0.90
Hideaway at Sycamore Creek	Lennar	Co	SFD		88	0	3	37	1	0	24	13	0.85	1.30
Oakwood at Sycamore Creek	Lennar	Co	SFD		104	3	3	38	3	0	18	9	0.64	0.90
Orchard at Citrus Heights	Lennar	Rs	SFD		141	0	11	57	3	0	112	14	0.89	1.40
Solana at Sendero	Lennar	Ev	SFD		136	0	9	49	1	0	40	5	1.51	0.50
Sonata at Sierra Bella	Lennar	Co	DTMU		119	0	3	148	0	0	3	2	0.21	0.20
Sonoma at Sendoro	Lennar	Ev	SFD		94	6	19	54	0	0	11	1	0.42	0.10
Sterling at Terramor	Lennar	Co	DTMU		105	0	4	28	0	0	34	9	0.54	0.90
Tranquility at Riverbend	Lennar	JU	DTMU		217	3	4	50	2	0	162	13	1.03	1.30
Harris Farm	RC Hobbs	Rs	ATT		36	0	7	4	1	0	19	3	0.59	0.30
Bedford at Whitney	The New Home Co	Co	SFD		40	0	12	59	0	0	6	2	0.25	0.20
Citron at Bedford	TRI Pointe	Co	ATT		101	0	13	29	1	1	16	5	0.65	0.50
Terrassa Villas	TRI Pointe	Co	DTMU		52	0	2	5	0	0	50	2	0.30	0.20
Seville	Van Daele	Co	Update	DTMU	52	0	6	36	0	1	36	10	0.62	1.00
Valencia	Van Daele	Co	Update	DTMU	40	0	3	36	0	0	37	0	0.63	0.00
Boardwalk Townhomes	West Coast Home Bui	Co	ATT		148	0	3	6	2	1	60	11	0.84	1.10
Cameos at Turnleaf	William Lyon	JU	DTMU		216	0	3	20	1	0	114	5	1.42	0.50
Rivera	William Lyon	Rs	SFD		71	0	1	0	0	0	25	5	0.80	0.50
Sky Ridge	William Lyon	Rs	DTMU		90	0	2	1	1	0	88	2	0.35	0.20
Nova	Woodside	Co	SFD		96	0	3	70	0	0	3	0	0.12	0.00
<b>TOTALS: No. Reporting:</b>		<b>34</b>	<b>Avg. Sales: 0.68</b>		<b>Traffic to Sales: 50 : 1</b>		<b>188</b>	<b>1503</b>	<b>30</b>	<b>7</b>	<b>1474</b>	<b>217</b>	<b>Net:</b>	<b>23</b>

City Codes: Co = Corona, Ev = Eastvale, JU = Jurupa, Rs = Riverside

<b>South Riverside</b>					<b>Projects</b>		<b>Participating : 45</b>				<b>In Area : 46</b>			
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Glen at Summerly	Beazer	LE	DTMU		57	0	6	17	0	1	0	0	0.00	0.00
Provence at Heritage Ranch	Beazer	Wn	DTMU		122	0	6	13	0	0	18	12	0.41	1.20
Province at Audie Murphy Ranch	Brookfield	Me	DTMU		93	0	4	19	0	0	87	4	0.58	0.40
Savannah at Audie Murphy Ranch	Brookfield	Me	DTMU		129	0	14	20	2	0	16	4	0.34	0.40
Oak Hills II	Delsa	Me	SFD		21	0	1	8	0	0	17	2	0.25	0.20
Crescent Pointe at Sierra Ridge	DR Horton	Me	SFD		87	0	3	5	1	0	18	7	0.68	0.70
Larkspur at Spencer's Crossing	DR Horton	Me	DTMU		68	3	3	32	2	0	9	9	2.03	2.03
Laurel Pointe at Summerly	DR Horton	LE	DTMU		56	0	3	4	0	0	3	3	0.40	0.40
Paloma at Sierra Ridge	DR Horton	Me	SFD		63	0	5	7	1	1	10	4	0.38	0.40
Retreat at Holiday	DR Horton	Me	AASF		108	0	2	6	0	0	97	8	0.95	0.80
Tribute at Audrey Murphy Ranch	DR Horton	Me	DTMU		88	0	6	10	3	0	30	9	0.62	0.90
Boulder Estates	Griffin	Me	DTMU		29	0	2	222	2	0	6	6	1.35	1.35
Alure	KB Home	FRV	DTMU		51	0	2	26	0	0	43	3	0.67	0.30
Autumn Winds	KB Home	Wn	DTMU		141	0	10	30	2	0	19	17	1.41	1.70
Camberly Place	KB Home	FRV	DTMU		132	0	30	37	0	0	37	9	0.70	0.90
Cypress at Hidden Hills	KB Home	Me	SFD		131	0	11	28	0	0	108	16	1.19	1.60
Peppertree at Hidden Hills	KB Home	Me	DTMU		86	0	32	27	0	0	13	1	0.27	0.10
Heritage Heights	Lennar	Me	DTMU		122	0	8	19	1	0	99	10	1.16	1.00
Horizon II at Morningstar Ranch	Lennar	Wn	DTMU		94	0	1	2	0	0	93	1	0.79	0.10
Mariposa at The Lakes	Lennar	Me	SFD		110	0	4	19	0	1	97	6	0.90	0.60
Mountain Sky at Conestoga	Lennar	Wn	SFD		113	0	5	26	3	0	26	4	0.83	0.40
Newport at Heritage Lake	Lennar	Me	DTMU		117	0	2	30	1	0	71	15	0.77	1.50

( South Riverside ) Continued ...

Development Name	Developer	City Code	Notes	Type										
<b>South Riverside</b>					<b>Projects</b>				<b>Participating : 45</b>				<b>In Area : 46</b>	
Continued ...					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Parkview at Heritage Lake	Lennar	Me	Update	DTMU	69	12	3	0	0	0	66	6	0.81	0.60
Salt Creek at Conestoga	Lennar	Wn		SFD	111	0	13	21	0	0	19	7	0.61	0.70
Sunrise II at Morningstar Ranch	Lennar	Wn		DTMU	95	0	2	23	2	0	86	9	0.73	0.90
Village at Menifee Town Center	Lennar	Me		SFD	125	0	12	31	0	0	36	4	1.00	0.40
Kingston at Audie Murphy Ranch	Meritage	Me		DTMU	102	0	15	30	0	0	29	8	0.67	0.80
Cottonwood at Pacific Mayfield	Pacific	Me		DTMU	190	0	4	10	0	1	180	3	0.31	0.30
Aura at Westridge	Pardee	LE		DTMU	100	0	TSO	22	0	0	99	1	0.82	0.10
Avena	Pardee	Wn		DTMU	84	0	8	16	1	1	40	8	0.63	0.80
Canvas at Centennial	Pardee	Me		SFD	89	0	14	42	0	0	19	10	0.48	1.00
Easton at Centennial	Pardee	Me		DTMU	92	4	10	27	2	0	12	5	0.31	0.50
Kadence at Centennial	Pardee	Me		SFD	85	7	12	42	2	0	14	5	0.36	0.50
Newpark at Centennial	Pardee	Me		DTMU	93	0	10	27	2	1	16	3	0.42	0.30
Starling at Canyon Hills	Pardee	LE		DTMU	107	0	8	4	1	0	52	7	0.52	0.70
Vantage at Westridge	Pardee	LE		SFD	101	0	1	22	0	0	97	1	0.71	0.10
Brixton	Pulte	Me		SFD	64	3	4	44	1	0	14	10	0.66	1.00
Reflections	Pulte	Me		DTMU	54	0	16	25	0	0	32	3	0.54	0.30
Windsor	Pulte	Me		SFD	63	0	11	20	1	1	10	4	0.40	0.40
Marisol at Summerly Homes	Richmond American	LE		DTMU	51	0	4	20	3	0	40	10	0.69	1.00
Sendero at Summerly	Richmond American	LE		SFD	65	3	3	18	3	0	13	9	0.64	0.90
The Ridge at Audie Murphy	Richmond American	Me		DTMU	86	0	4	15	1	1	82	2	0.78	0.20
Alder at Summerly	William Lyon	LE		SFD	65	5	10	25	2	1	49	7	1.05	0.70
Willow Tree at Audie Murphy Ranch	William Lyon	Me		SFD	102	0	10	19	0	0	86	6	0.96	0.60
Dakota at Audie Murphy Ranch	Woodside	Me		DTMU	112	0	7	19	0	0	78	5	0.64	0.50
<b>TOTALS: No. Reporting:</b>		<b>45</b>	<b>Avg. Sales: 0.67</b>		<b>Traffic to Sales: 29 : 1</b>		<b>341</b>	<b>1129</b>	<b>39</b>	<b>9</b>	<b>2086</b>	<b>283</b>	<b>Net:</b>	<b>30</b>

City Codes: FRV = French Valley, LE = Lake Elsinore, Me = Menifee, Wn = Winchester

<b>Central San Bernardino</b>					<b>Projects</b>				<b>Participating : 13</b>				<b>In Area : 13</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Adams Grove	Crestwood	Ri		SFD	75	0	3	32	1	0	21	6	0.41	0.60
Wildrose	Frontier	Col		DTMU	110	0	2	21	1	0	33	3	0.65	0.30
Etiwanda Ridge	Lennar	Fn		SFD	102	0	16	73	0	0	36	3	1.05	0.30
Jasmine at Arboretum	Lennar	Fn		DTMU	134	0	9	29	2	0	15	6	0.77	0.60
Lavender at Arboretum	Lennar	Fn		DTMU	130	0	10	31	2	1	11	5	0.57	0.50
Lilac at Arboretum	Lennar	Fn		DTMU	167	0	12	23	0	0	6	3	0.31	0.30
Magnolia at Arboretum	Lennar	Fn		DTMU	100	0	7	28	1	0	9	5	0.46	0.50
Shady Trails at Laurel Oak	Lennar	Fn		SFD	99	3	2	107	4	0	42	14	1.24	1.40
Stonehaven	Lennar	Fn		DTMU	96	0	7	44	1	0	86	9	0.90	0.90
Belrose	Pulte	Fn		DTMU	103	0	6	11	0	0	6	6	0.82	0.82
Monterra	Pulte	Fn		DTMU	95	0	9	32	4	0	86	10	1.55	1.00
Serrano Village	RC Hobbs	Ri		DTMU	33	0	7	14	1	0	26	6	0.50	0.60
Summit Place	William Lyon	Fn		SFD	94	0	3	46	0	0	10	3	0.39	0.30
<b>TOTALS: No. Reporting:</b>		<b>13</b>	<b>Avg. Sales: 1.23</b>		<b>Traffic to Sales: 29 : 1</b>		<b>93</b>	<b>491</b>	<b>17</b>	<b>1</b>	<b>387</b>	<b>79</b>	<b>Net:</b>	<b>16</b>

City Codes: Col = Colton, Fn = Fontana, Ri = Rialto

Development Name	Developer	City Code	Notes	Type										
East San Bernardino					Projects		Participating : 4				In Area : 4			
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Veranda Heights	Beazer	SB	SFD		38	0	5	4	0	0	5	3	0.22	0.30
Villas at The U	GFR	SB	DTST		45	9	12	24	0	0	15	5	0.88	0.50
Serrano at Glenrose Ranch	Richmond American	Hi	DTMU		118	0	1	8	0	0	117	2	0.76	0.20
Citrus Lane	Sea Country	LL	DTMU		35	0	6	42	0	0	29	5	0.27	0.50
TOTALS: No. Reporting: 4		Avg. Sales: 0.00		Traffic to Sales: 0 : 1		24	78	0	0	166	15	Net: 0		

City Codes: Hi = Highland, LL = Loma Linda, SB = San Bernardino

Desert San Bernardino				Projects			Participating : 7				In Area : 7		
				Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Agave Pointe at Silverstone	DR Horton	Vic	DTMU	45	0	S/O	5	0	0	45	10	0.83	1.00
Juniper at Silverstone	DR Horton	Vic	DTMU	64	0	2	6	0	0	48	7	0.88	0.70
Diamond Ridge	Frontier	Vic	SFD	122	0	4	35	1	1	34	5	0.51	0.50
Stone Briar II	Frontier	Ad	DTST	116	0	2	26	1	0	5	2	0.29	0.20
Luna Vista	K Hovnanian	Vic	DTMU	159	0	3	8	1	3	3	3	1.24	1.24
Falcon Ridge	KB Home	Vic	SFD	59	0	2	33	1	0	51	9	0.55	0.90
Wildflower	KB Home	Vic	DTMU	194	0	S/O	33	1	0	194	6	0.94	0.60
TOTALS: No. Reporting: 7		Avg. Sales: 0.14		Traffic to Sales: 29 : 1		13	146	5	4	380	42	Net:	1

City Codes: Ad = Adelanto, Vic = Victorville

West San Bernardino					Projects				Participating : 1			In Area : 1			
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD	
Founders		Trumark		CH	ATMU	76	0	2	38	1	0	74	0	1.25	0.00
TOTALS: No. Reporting: 1		Avg. Sales: 1.00		Traffic to Sales: 38 : 1		2	38	1	0	74	0	Net: 1			

City Codes: CH = Chino Hills

Northwest San Bernardino				Projects Participating : 8							In Area : 8		
				Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Madera Estates at Day Creek	DR Horton	RC	DTMU	51	3	3	7	1	0	20	12	1.22	1.20
Palazzo at Day Creek Square	DR Horton	RC	ATMU	66	0	3	5	1	0	12	6	0.83	0.60
Solstice at Day Creek	DR Horton	RC	ATMU	127	0	3	4	1	0	20	9	1.15	0.90
Veranda at Day Creek Square	DR Horton	RC	ATMU	100	0	2	5	1	0	10	6	0.74	0.60
Springtime at Harvest	KB Home	Up	DTMU	125	0	2	27	1	0	120	17	1.12	1.70
Westridge at Sycamore Hills	Taylor Morrison	Up	DTMU	145	0	17	33	2	0	39	12	0.97	1.20
Bungalows at Terra Vista	Van Daele	RC	SFD	81	0	6	113	1	0	20	11	0.93	1.10
Row at Terra Vista	Van Daele	RC	ATT	133	3	13	113	1	1	11	6	0.51	0.60
TOTALS: No. Reporting: 8		Avg. Sales: 1.00		Traffic to Sales: 34 : 1		49	307	9	1	252	79	Net:	8

City Codes: RC = Rancho Cucamonga, Up = Upland

<b>Southwest San Bernardino</b>					<b>Projects</b>			<b>Participating : 34</b>				<b>In Area : 34</b>		
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Holiday at Emerald Park	Brookfield	OR	ATMU		91	0	7	45	3	0	7	7	1.58	1.58
Marigold at New Haven	Brookfield	On	DTMU		84	0	9	68	1	0	58	6	0.96	0.60
Solstice at Emerald Park	Brookfield	OR	Update	ATMU	126	0	10	44	1	0	1	1	0.23	0.23
Solstice at New Haven	Brookfield	On	Update	ATT	93	0	9	44	1	0	84	6	1.39	0.60
Waverly	Brookfield	On	DTST		196	0	13	70	0	0	161	5	0.89	0.50
Bungalows at Stonebrook	Century	Ch	DTMU		76	0	5	28	0	0	19	2	0.64	0.20
Cottages at Stonebrook	Century	Ch	DTMU		46	0	8	28	0	0	7	1	0.24	0.10

( Southwest San Bernardino ) Continued ...

Development Name	Developer	City Code	Notes	Type										
Southwest San Bernardino  Continued ...					Projects				Participating : 34				In Area : 34	
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Coventry at Park Place	Christopher	On		DTMU	102	0	1	35	0	0	40	10	0.84	1.00
Cara Pointe at Avenida	DR Horton	On		SFD	97	0	1	3	3	1	29	15	0.99	1.50
Persimmon Place at Avenida	DR Horton	On		SFD	80	3	3	6	3	0	42	15	1.43	1.50
Willowleaf at Avenida	DR Horton	On		SFD	52	0	2	4	0	0	16	8	0.54	0.80
Lago Los Serranos	JTECC Investment	CH		ATMU	95	0	9	41	0	0	40	2	0.80	0.20
Cottages on 4th	KB Home	On		SFD	55	0	7	28	2	0	41	5	1.35	0.50
Northpark	KB Home	On		SFD	190	0	18	67	1	0	40	15	1.36	1.50
Turnleaf	KB Home	Ch		SFD	185	0	16	48	2	0	74	21	1.50	2.10
Willowmore at Park Place	KB Home	On		SFD	60	0	4	59	1	0	16	7	0.75	0.70
Amelia at The Preserve	Lennar	Ch		DTMU	110	0	14	46	0	0	77	8	0.93	0.80
Autumn Field at The Preserve	Lennar	Ch		SFD	82	0	5	11	0	0	77	3	1.04	0.30
Camden II at Park Place	Lennar	On	Update	DTMU	88	3	12	49	1	0	73	5	1.15	0.50
Eagle Rock at Grand Park	Lennar	On		SFD	134	0	16	16	1	0	73	7	0.97	0.70
Montarra	Lennar	CH		DTMU	102	0	1	57	0	0	96	0	0.49	0.00
Montarra II at Vila Borba	Lennar	CH		DTMU	100	0	3	57	1	0	77	4	0.77	0.40
Olive Grove at The Preserve	Lennar	Ch		SFD	114	3	4	31	2	0	58	6	0.79	0.60
Pacific Crest at Grand Park	Lennar	On		SFD	90	0	1	9	0	0	89	2	1.18	0.20
Sierra Peak at Grand Park	Lennar	On		SFD	104	0	12	36	1	0	83	6	1.20	0.60
Aurora at Park Place	Pulte	On		DTMU	47	3	4	44	1	0	5	5	1.46	1.46
Heirloom at The Preserve	Richmond American	Ch		SFD	104	5	9	17	1	0	95	7	1.12	0.70
Meadowood at Park Place	Taylor Morrison	On		DTMU	102	3	5	40	2	0	56	16	1.21	1.60
Seville at Park Place	The New Home Co	On		DTMU	75	0	6	21	0	0	30	2	0.62	0.20
St. James @ Park Place	TRI Pointe	On		DTMU	207	0	15	13	0	0	167	7	0.74	0.70
Centerhouse	Trumark	On		ATT	114	0	15	41	0	0	66	3	1.42	0.30
Laurel Lane	William Lyon	Ch		DTMU	70	0	3	0	0	0	67	1	0.75	0.10
Stonewater at Park Place	Woodside	On		DTMU	79	0	2	57	1	0	43	10	0.93	1.00
Sunrise at the Harvest	Woodside	Ch		DTMU	56	0	7	39	2	0	40	6	0.63	0.60
TOTALS: No. Reporting:		34	Avg. Sales: 0.88		Traffic to Sales:		39 : 1	256	1202	31	1	1947	224	Net: 30

City Codes: CH = Chino Hills, Ch = Chino, On = Ontario, OR = Ontario Ranch

Inland Empire					Projects Participating : 209					In Area : 213		
						Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Net Sales
GRAND TOTALS: No. Reporting: 209		Avg. Sales: 0.76		Traffic to Sales: 35 : 1		1,468	6892	197	38	10,970	1,330	Net: 159

Project Types: AAAT = Active Adult ATT, AASF = Active Adult SFD, ATMU = Attached MoveUp, ATST = Attached Starter, ATT = Attached, COHT = Condo/Hotel, CONV = Conversion, DTMU = Detached MoveUp, DTST = Detached Starter, HIGH = High-Rise, LOFT = Loft, MIDR = Mid-Rise, RWHS = Row Houses, SFD = Single Family Detached



# THE RYNESS REPORT

The Ryness Company Marketing Research Department

Sponsored by:



For Week 10, Ending **March 10, 2019**

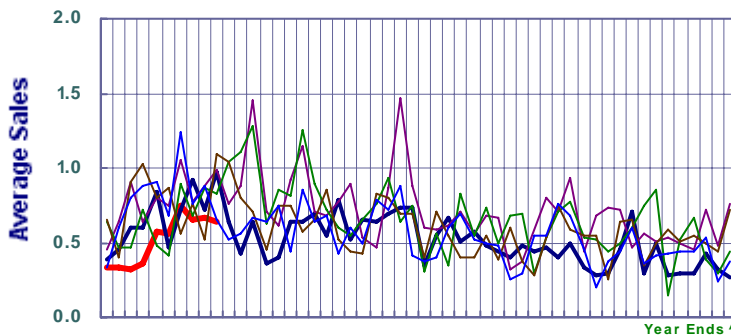
San Diego-Imperial

NATIONAL BUILDER DIVISION

Counties / Groups		Projects	Traffic	Sales	Cancels	Net Sales	Avg. Sales	Year To Date Avg. Diff.		Prev. 13 Wks. Avg. Diff.	
Central San Diego		2	42	1	0	1	0.50	0.25	100%	0.35	44%
East San Diego		6	172	7	0	7	1.17	0.78	49%	0.63	87%
No. Coastal San Diego		30	780	16	3	13	0.43	0.45	-5%	0.43	1%
No. Inland San Diego		34	792	25	3	22	0.65	0.56	15%	0.49	33%
South Bay San Diego		29	871	28	7	21	0.72	0.49	47%	0.39	84%
<b>Current Week Totals</b>	Traffic : Sales 35 : 1	<b>101</b>	<b>2,657</b>	<b>77</b>	<b>13</b>	<b>64</b>	<b>0.63</b>	<b>0.52</b>	<b>22%</b>	<b>0.45</b>	<b>41%</b>
Per Project Average			26	0.76	0.13	0.63					
<b>Year Ago - 03/11/2018</b>	Traffic : Sales 29 : 1	<b>69</b>	<b>2,031</b>	<b>69</b>	<b>2</b>	<b>67</b>	<b>0.97</b>	<b>0.68</b>	<b>43%</b>	<b>0.63</b>	<b>55%</b>
% Change		46%	31%	12%	550%	-4%	-35%	-24%		-28%	

## 2019 San Diego-Imperial Survey

### 52 Weeks Comparison



### Year To Date Averages Through Week 10 Annual

Graph Legend	Year	Avg. Weekly Projects	Avg. Weekly Traffic	Avg. Weekly Sales	Avg. Weekly Cancels	Avg. Project Sales	Year End Avg. Proj. Sales
■	2014	34	40	0.90	0.15	0.75	0.57
■	2015	33	54	0.79	0.07	0.72	0.60
■	2016	49	48	0.70	0.09	0.60	0.65
■	2017	48	44	0.95	0.13	0.82	0.71
■	2018	70	36	0.79	0.12	0.67	0.52
■	2019	101	26	0.61	0.10	0.52	0.52
% Change :		44%	-28%	-22%	-21%	-23%	0%

\* Averages rounded for presentation. Change % calculated on actual numbers.



## WEEKLY FINANCIAL NEWS

### Financing

	RATE	APR
CONV	4.31%	4.31%
FHA	3.87%	3.87%
10 Yr Yield	2.64%	



### Market Commentary

We suspect the pause in rate hikes came just in time to deliver a much needed reprieve to the housing market. The plunge in the NAHB homebuilders' survey accurately predicted the string of four consecutive monthly declines in housing starts, including the 14% drop in December. Yet optimism rebounded on the Fed's shift and the 50bps decline in mortgage rates, and the hard data followed with starts bouncing back 18.6% in January. Permits have risen four out of the past five months and are now running 15% ahead of starts, indicating further relief is likely ahead for housing as we enter the spring buying season with rates lower, price appreciation cooling and builder sentiment improving. The U.S. trade deficit widened in December to \$59.8 billion, a ten-year high, as exports fell 1.9% and imports rose 2.1%. Exports to China in particular have fallen in seven consecutive months amidst retaliatory tariffs and a slowdown in the world's second largest economy. It is expected that revised Q4 GDP data will reflect a drag of 0.3 percentage points from net exports. While the cloud of trade uncertainty will likely persist for the foreseeable future, financial conditions-one of the other major crosscurrents identified by the Fed as a reason to pause on rate hikes-have eased markedly to start the year. It was learned this week that household aggregate wealth fell 3.7% in the fourth quarter, with the drop owed entirely to the sharp decline in equity markets. Year to date, equity markets have retraced most of their decline, with the S&P 500 up nearly 10% as investors attempt to price in the Fed's dovish shift. Source: Wells Fargo Bank. Weekly Economic & Financial Commentary

Development Name		Developer	City Code	Notes	Type									
Central San Diego					Projects Participating : 2						In Area : 2			
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Elevate		Colrich	SDD	ATMU	62	0	16	32	0	0	17	0	0.30	0.00
Park at Bankers Hill		Zephyr	SDD	ATMU	60	1	2	10	1	0	41	5	0.41	0.50
TOTALS: No. Reporting:		2	Avg. Sales: 0.50		Traffic to Sales: 42 : 1		18	42	1	0	58	5	Net:	1

City Codes: SDD = San Diego

<b>East San Diego</b>					<b>Projects</b>				<b>Participating : 6</b>				<b>In Area : 6</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Main Ranch	California West Comm EC	SFD			139	0	12	84	4	0	49	15	1.10	1.50
Lakeshore	KB Home	SDE	DTMU		49	0	3	6	0	0	41	3	0.69	0.30
Lake Ridge at Weston	Pardee	Ste	DTMU		129	7	11	23	1	0	55	5	0.84	0.50
Sandstone at Weston	Pardee	Ste	DTMU		81	0	13	20	1	0	62	6	0.95	0.60
Prism at Weston	TRI Pointe	Ste	DTMU		142	0	14	25	0	0	49	10	0.75	1.00
Talus at Weston	TRI Pointe	Ste	DTMU		63	1	13	14	1	0	46	8	0.70	0.80
<b>TOTALS: No. Reporting:</b>		<b>6</b>	<b>Avg. Sales: 1.17</b>		<b>Traffic to Sales: 25 : 1</b>		<b>66</b>	<b>172</b>	<b>7</b>	<b>0</b>	<b>302</b>	<b>47</b>	<b>Net:</b>	<b>7</b>

City Codes: EC = El Cajon, SDE = San Diego, Ste = Santee

<b>No. Coastal San Diego</b>					<b>Projects</b>				<b>Participating : 30</b>				<b>In Area : 30</b>	
					<i>Units</i>	<i>New Rel.</i>	<i>Rel'd Rm'g</i>	<i>Traffic</i>	<i>Wk's Sales</i>	<i>Wk's Cans</i>	<i>Sold to Date</i>	<i>Sold YTD</i>	<i>Av.Sls /Week</i>	<i>Av.Sls. /YTD</i>
Francia at Mission Lane	Beazer	Oc	DTMU		59	0	6	3	2	0	50	11	0.59	1.10
Palomar at Mission Lane	Beazer	Oc	ATT		86	0	14	9	0	0	7	3	0.31	0.30
Pepper Tree at Mission Lane	Beazer	Oc	DTMU		83	0	11	7	0	0	50	5	0.59	0.50
Rancho at Mission Lane	Beazer	Oc	ATMU		50	0	1	0	0	0	49	2	0.78	0.20
Vela at Mission Lane	Beazer	Oc	ATT		63	0	9	10	0	0	7	2	0.31	0.20
Encinitas Enclave	California West Comm En	DTMU			19	0	4	37	0	0	15	1	0.22	0.10
Tides	City Ventures	Oc	ATT		58	4	8	75	1	0	12	6	0.37	0.60
Acacia at The Preserve	Cornerstone	Cb	ATMU		48	5	6	54	1	0	12	6	0.27	0.60
Agave at The Preserve	Cornerstone	Cb	ATMU		88	0	13	56	2	0	70	8	0.42	0.80
Altura at Pacific Ridge	Cornerstone	Oc	DTMU		72	0	4	42	0	0	13	5	0.34	0.50
Blue Sage at The Preserve	Cornerstone	Cb	ATMU		102	0	8	54	0	0	18	4	0.41	0.40
Brisas at Pacific Ridge	Cornerstone	Oc	ATMU		117	0	14	21	0	0	40	1	0.36	0.10
Cypress at The Preserve	Cornerstone	Cb	DTMU		56	0	11	63	0	0	8	2	0.18	0.20
Lucero at Pacific Ridge	Cornerstone	Oc	ATMU		130	0	11	17	0	0	34	5	0.35	0.50
Artesian Estates at Del Sur	Lennar	SDC	DTMU		39	0	1	8	0	0	38	0	0.46	0.00
Castello at Heritage Bluffs	Lennar	SDC	DTMU		37	0	1	6	0	0	36	1	0.21	0.10
Collection at St. Cloud	Lennar	Oc	ATMU		80	0	10	4	0	0	0	0	0.00	0.00
Corzano at Heritage Bluffs	Lennar	SDC	DTMU		26	0	1	5	0	0	25	1	0.14	0.10
Toscana at Heritage Bluffs	Lennar	SDC	DTMU		27	0	2	18	0	0	25	0	0.14	0.00
Mackinnon	New Pointe	CBTS	DTMU		8	0	5	15	0	0	0	0	0.00	0.00
Carmel at Pacific Highlands Ranch	Pardee	SDC	DTMU		105	7	13	30	1	0	26	8	1.34	0.80
Sendero at Pacific Highland Ranch	Pardee	SDC	DTMU		112	11	14	43	2	0	45	21	2.32	2.10
Terraza at Pacific Highland Ranch	Pardee	SDC	DTMU		81	6	11	47	3	0	26	7	1.34	0.70
Vista Del Mar at Pacific Highland Ranch	Pardee	SDC	DTMU		79	0	9	18	0	0	19	8	0.98	0.80
Vista Santa Fe at Pacific Highlands Ranc	Pardee	SDC	DTMU		44	10	14	52	1	0	4	4	0.35	0.40
Alcove	Shea	En	DTMU		13	0	4	29	0	0	6	5	0.31	0.50
Kensington at The Square	Shea	Cb	ATT		125	0	8	20	2	3	39	10	1.33	1.00
One Oak	Shea	En	DTMU		28	0	15	20	1	0	4	1	0.06	0.10
Vista Del Mar	Van Daele	Oc	ATMU		38	0	6	9	0	0	32	-1	0.50	-0.10
Hideaway at St. Cloud	William Lyon	Oc	ATMU		122	0	15	8	0	0	21	4	0.61	0.40

( No. Coastal San Diego ) Continued ...

Development Name		Developer	City Code	Notes	Type										
No. Coastal San Diego  Continued ...					Projects			Participating : 30				In Area : 30			
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD	
TOTALS: No. Reporting:		30	Avg. Sales: 0.43		Traffic to Sales: 49 : 1		249	780	16	3	731	130	Net: 13		

City Codes: Cb = Carlsbad, CBTS = Cardiff By The Sea, En = Encinitas, Oc = Oceanside, SDC = San Diego

No. Inland San Diego				Projects		Participating : 34				In Area : 34			
				Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Estancia Bernardo	Ambient	Es	DTMU	13	0	3	5	0	0	10	-1	0.16	-0.10
Rancho Palomar	Ambient	Es	DTMU	22	0	9	11	0	0	8	4	0.18	0.40
Aurora Heights	Beazer	Fb	DTMU	124	0	13	57	0	0	0	0	0.00	0.00
Candela at Rancho Tesoro	Brookfield	SM	DTMU	56	0	1	19	1	0	52	8	0.56	0.80
Terracina at Rancho Tesoro	Brookfield	SM	DTMU	117	0	10	20	2	0	74	11	0.80	1.10
Vientos at Rancho Tesoro	Brookfield	SM	DTMU	102	6	17	19	1	1	53	3	0.57	0.30
SL Rey	California West Comm Bo		DTMU	93	0	11	27	0	0	24	2	0.46	0.20
Westerly at Rancho Tesoro	California West Comm SM		DTMU	71	0	3	25	1	0	68	6	0.74	0.60
The Estates at San Elijo Hills	Davidson	SM	DTMU	58	0	6	40	0	0	52	2	0.40	0.20
Bridlegate at Horse Creek Ridge	DR Horton	Fb	DTMU	64	0	8	6	0	0	34	4	0.44	0.40
Brindle Pointe at Horse Creek Ridge	DR Horton	Fb	SFD	124	0	3	5	1	0	88	9	1.15	0.90
Chaparral Pointe at Horse Creek Ridge	DR Horton	Fb	SFD	106	0	5	6	2	0	95	8	1.24	0.80
Oakmont at Horse Creek Ridge	DR Horton	Fb	SFD	136	0	4	13	2	0	74	7	0.97	0.70
Saratoga Estates at Horse Creek Ridge	DR Horton	Fb	DTMU	51	0	13	5	0	1	17	3	0.34	0.30
Solara at Skyline	DR Horton	Vi	ATMU	80	0	14	7	1	0	3	2	0.18	0.20
Verano at Skyline	DR Horton	Vi	ATMU	109	3	4	13	2	0	16	10	0.92	1.00
Westbury at Horse Creek Ridge	DR Horton	Fb	DTMU	75	0	11	9	1	0	60	4	0.79	0.40
Thornbush	HQT	SM	SFD	14	0	11	19	0	0	3	2	0.13	0.20
Lexington	KB Home	Es	DTMU	43	0	10	19	1	0	32	8	0.24	0.80
Sierra	KB Home	Vi	ATMU	60	0	10	14	1	0	8	8	0.52	0.80
Andalucia at Harmony Grove	Lennar	Es	DTMU	129	0	15	15	0	0	85	4	0.43	0.40
Avante	Lennar	SDN	ATMU	119	0	21	37	0	0	19	2	0.52	0.20
Avila	Lennar	Vi	ATT	47	0	14	19	0	0	14	5	0.62	0.50
Cavalli at Harmony Grove Village	Lennar	Es	DTMU	64	0	12	21	1	0	21	9	0.65	0.90
Del Sur Skye	Lennar	SDN	ATMU	94	0	12	45	1	0	38	10	1.17	1.00
Seabreeze at Harmony Grove	Lennar	Es	DTMU	109	0	4	6	0	0	105	4	0.53	0.40
Sterling Heights at The Lakes	Lennar	SDN	DTMU	110	4	13	109	3	0	18	11	1.10	1.10
Sur 33 at Del Sur	Lennar	SDN	DTMU	96	0	7	32	0	0	89	10	0.86	1.00
Whittingham at Harmony Grove Village	Lennar	Es	DTMU	120	2	13	34	3	1	49	7	0.76	0.70
Promontory at Horse Creek Ridge	Richmond American	Fb	DTMU	116	0	9	16	0	0	23	4	0.46	0.40
Estates at Canyon Grove	Shea	Es	DTMU	82	0	5	37	0	0	72	4	0.59	0.40
Heritage Collection at Canyon Grove	Shea	Es	DTMU	97	0	3	37	0	0	88	5	0.72	0.50
Promontory at Civita	The New Home Co	SDN	ATMU	133	0	6	37	0	0	51	6	0.74	0.60
Citron Stella Park	William Lyon	Es	ATT	63	0	2	8	1	0	43	11	1.21	1.10
TOTALS: No. Reporting:		34	Avg. Sales: 0.65		Traffic to Sales: 32 : 1		302	792	25	3	1486	192	Net: 22

City Codes: Bo = Bonsall, Es = Escondido, Fb = Fallbrook, SDN = San Diego, SM = San Marcos, Vi = Vista

South San Diego				Projects Participating : 3							In Area : 3		
				Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
Esperanza at Vista del Sur	Cornerstone	SDS	ATMU	100	0	6	28	0	0	74	6	0.35	0.60
Tesoro Vista del Sur	Cornerstone	SDS	ATMU	134	0	6	30	1	0	47	7	0.62	0.70
Signature	Heritage	CHV	SFD	79	0	9	40	0	0	36	-1	0.40	-0.10

( South San Diego ) Continued ...

Development Name	Developer	City Code	Notes	Type										
South San Diego  Continued ...					Projects				Participating : 3			In Area : 3		
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD
TOTALS: No. Reporting:		3	Avg. Sales: 0.33		Traffic to Sales: 98 : 1		21	98	1	0	157	12	Net: 1	

City Codes: CHV = Chula Vista, SDS = San Diego

South Bay San Diego					Projects				Participating : 26				In Area : 26			
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week	Av.Sls. /YTD		
Flora at Escaya	Brookfield	CHV	ATST		107	0	19	24	2	3	48	1	0.53	0.10		
Haciendas at Escaya	Brookfield	CHV	DTMU		76	0	15	18	1	1	46	6	0.50	0.60		
Prado at Escaya	Brookfield	CHV	SFD		130	0	14	30	1	0	56	7	0.61	0.70		
Aventine at Otay Ranch	Cornerstone	CHV	SFD		100	0	5	40	2	0	31	6	0.40	0.60		
Cambria at Otay Ranch	Cornerstone	CHV	DTMU		60	0	7	36	0	0	15	4	0.43	0.40		
Monterra at Otay Ranch	Cornerstone	CHV	ATMU		36	0	5	40	0	0	1	0	0.06	0.00		
Lovina	Heritage	CHV	SFD		78	0	8	29	0	0	70	4	0.69	0.40		
Suwerte	Heritage	CHV	ATT		212	0	7	63	0	0	5	-1	0.20	-0.10		
Skylar at Millenia	KB Home	CHV	DTMU		79	9	16	13	1	1	42	2	0.65	0.20		
Castellena at Escaya	Lennar	CHV	DTMU		77	3	23	23	0	0	51	2	0.56	0.20		
Indigo at Escaya	Lennar	CHV	DTMU		111	0	15	25	0	0	66	9	0.72	0.90		
Millenia Boulevard	Lennar	CHV	ATMU		78	6	14	30	2	1	53	12	1.59	1.20		
Valencia at Escaya	Lennar	CHV	DTMU		118	0	14	30	1	0	56	6	0.61	0.60		
Meridian Communities EVO/TRIO/METR	Meridian Group	CHV	Update	ATMU	217	24	20	34	4	0	181	15	1.35	1.50		
Cantamar	Pacific Coast	CHV	DTMU		111	0	8	55	0	0	31	1	0.47	0.10		
Monte Villa	Pacific Coast	CHV	DTMU		72	0	10	33	1	0	40	1	0.46	0.10		
Parc Place	Pacific Coast	CHV	ATT		162	0	7	25	0	0	74	3	0.72	0.30		
Tosara II	Pacific Coast	CHV	ATMU		79	0	12	21	1	0	35	4	0.29	0.40		
Moderna at Playa Del Sol	Pardee	SDS	ATMU		44	10	13	23	3	0	19	9	0.49	0.90		
Veraz at Playa Del Sol	Pardee	SDS	ATMU		111	0	5	10	2	0	15	5	0.39	0.50		
Element at Millenia	Shea	CHV	SFD		70	0	S/O	29	1	0	70	3	0.59	0.30		
Seville at Escaya	Shea	CHV	DTMU		135	3	6	26	2	0	57	5	0.63	0.50		
Sierra at Escaya	Shea	CHV	SFD		122	0	4	35	2	0	67	9	0.74	0.90		
Strata at Escaya	Shea	CHV	ATMU		72	0	7	20	1	0	53	4	0.89	0.40		
Vista Del Cielo	Shea	CHV	DTMU		52	0	3	32	0	0	38	3	0.42	0.30		
Z at Millenia	Shea	CHV	ATMU		106	0	4	29	0	1	64	1	0.54	0.10		
TOTALS: No. Reporting: 26					Avg. Sales: 0.77			Traffic to Sales: 29 : 1		261	773	27	7	1284	121	Net: 20

City Codes: CHV = Chula Vista, SDS = San Diego

San Diego-Imperial					Projects Participating : 101					In Area : 101		
						Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Net Sales
GRAND TOTALS: No. Reporting: 101		Avg. Sales: 0.63		Traffic to Sales: 35 : 1		917	2657	77	13	4,018	507	Net: 64

Project Types: AAAT = Active Adult ATT, AASF = Active Adult SFD, ATMU = Attached MoveUp, ATST = Attached Starter, ATT = Attached, COHT = Condo/Hotel, CONV = Conversion, DTMU = Detached MoveUp, DTST = Detached Starter, HIGH = High-Rise, LOFT = Loft, MIDR = Mid-Rise, RWHS = Row Houses, SFD = Single Family Detached