

# THE RYNES REPORT

The Ryness Company Marketing Research Department

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For Week 16, Ending April 21, 2019

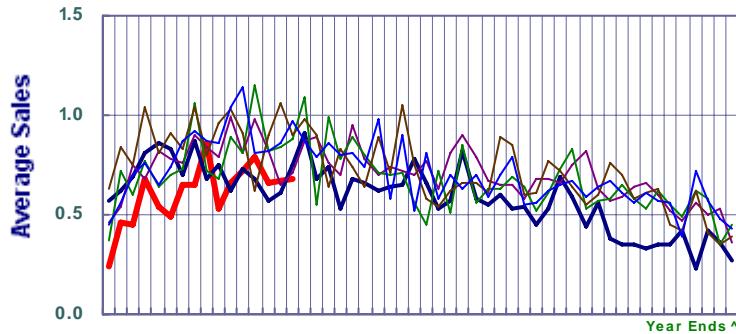
## LA-Orange-North

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	88	2,527	49	5	44	0.50	0.58	-14%	0.63	-20%	
Coastal-South Orange	34	690	10	0	10	0.29	0.44	-33%	0.49	-39%	
Los Angeles	47	847	33	5	28	0.60	0.50	18%	0.52	14%	
Santa Clarita / Antelope	17	379	25	0	25	1.47	0.70	111%	0.73	102%	
Ventura	8	165	6	0	6	0.75	0.76	-1%	0.83	-10%	
Santa Barbara-San Luis Obispo	10	196	6	0	6	0.60	0.70	-14%	0.69	-13%	
Kern-Tulare-Kings	27	323	40	1	39	1.44	1.01	43%	1.02	42%	
<b>Current Week Totals</b>	Traffic : Sales 30 : 1	<b>231</b>	<b>5,127</b>	<b>169</b>	<b>11</b>	<b>158</b>	<b>0.68</b>	<b>0.61</b>	<b>12%</b>	<b>0.64</b>	<b>7%</b>
Per Project Average			22	0.73	0.05	0.68					
<b>Year Ago - 04/22/2018</b>	Traffic : Sales 42 : 1	<b>190</b>	<b>6,770</b>	<b>162</b>	<b>19</b>	<b>143</b>	<b>0.75</b>	<b>0.69</b>	<b>9%</b>	<b>0.72</b>	<b>4%</b>
% Change		22%	-24%	4%	-42%	10%	-9%	-12%		-11%	

### 2019 LA-Orange-North Survey

#### 52 Weeks Comparison



#### Year To Date Averages Through Week 16 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	127	52	0.89	0.11	0.78	0.71
■	2015	140	50	0.97	0.12	0.84	0.73
■	2016	170	47	0.85	0.13	0.73	0.68
■	2017	158	38	0.92	0.13	0.79	0.71
■	2018	177	32	0.81	0.10	0.71	0.58
■	2019	228	28	0.70	0.09	0.61	0.61
% Change :		29%	-13%	-14%	-8%	-14%	5%

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



## WEEKLY FINANCIAL NEWS

### Financing

	RATE	APR
CONV	4.12%	4.25%
FHA	3.79%	3.85%
10 Yr Yield	2.58%	



### Market Commentary

As the housing industry celebrates New Homes Month in April, recent data from the American Housing Survey confirms nearly two-thirds of first-time homebuyers say a better home is the top reason for moving, followed by household formation (61%) and a better neighborhood (49%). First-time homebuyers make up 37% of all households who purchased homes in the two years preceding the release of the 2017 AHS, down from 39% in the 2015 AHS. The median price of homes purchased by recent homebuyers, including first-time buyers and previous homeowners, known as trade-up buyers, increased by 10% from the 2015 AHS. "First-time homebuyers are eager to move to better homes and neighborhoods, yet home prices remain a challenge," said NAHB Chairman Greg Ugalde, a builder and developer. "Public policies and incentives that support home affordability can help buyers find a home that fits their lifestyle and family." Home builders recognize the complexity of factors that contribute to higher home prices and the cost of housing. In today's market, issues such as the supply of land; federal, state and local regulatory requirements; and a shortage of skilled labor makes it difficult to increase the supply of affordable housing. The demographics of first-time and trade-up homebuyers remained largely unchanged from the 2015 AHS: the typical homebuyer was 40 years old; first-time buyers had a median age of 32, compared to a median age of 47 for trade-up buyers. 27% of recent homebuyers were racial or ethnic minorities, about the same as in the 2015 AHS. In a positive sign for the spring home buying season, the Federal Reserve last week signaled that it envisions no rate increases in 2019 and only a single rate hike in 2020. Source: Stephanie Pagan of NAHB

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Development Name	Developer	City Code	Notes	Type	Projects								Participating : 72			In Area : 72		
Central Orange					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				
					80	0	4	34	1	0	38	5	0.42	0.31				
Beverly at Eastwood Village	Brookfield	Ir		DTMU	129	0	1	19	1	0	128	9	1.13	0.56				
Delano at Eastwood Village	Brookfield	Ir		ATMU	190	0	12	55	1	0	148	14	0.90	0.88				
Legado at Portola Springs	Brookfield	Ir		DTMU	96	0	5	20	0	0	27	9	0.73	0.56				
Carissa	California Pacific	Ir		ATMU	112	6	7	26	1	0	39	10	0.56	0.63				
Talise	California Pacific	Ir		DTMU	71	0	7	10	1	0	48	11	0.81	0.69				
C2E Irvine	Intracorp	Ir		ATMU	39	0	12	15	0	0	11	11	0.89	0.89				
Lux	Intracorp	Ir		ATMU	169	0	2	41	0	0	24	3	0.54	0.19				
Barcelona at Los Olivos Village	Irvine Pacific	Ir		DTMU	85	0	2	19	0	0	52	2	0.66	0.13				
Como at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	123	0	2	21	0	0	41	3	0.52	0.19				
Lago at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	325	0	2	25	1	0	292	7	1.76	0.44				
Marin at Eastwood Village	Irvine Pacific	Ir		DTMU	152	0	3	37	0	0	12	10	0.60	0.63				
Ravello at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	135	0	2	27	1	0	47	6	0.59	0.38				
Terra at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	95	3	3	23	1	0	39	12	0.49	0.75				
Verdi at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	149	3	3	29	2	0	70	12	0.89	0.75				
Vivo at Reserve at Orchard Hills	Irvine Pacific	Ir		DTMU	93	0	3	7	1	0	42	11	0.79	0.69				
Deco at Cadence Park	K Hovnanian	Ir		SFD	68	4	4	36	3	0	58	14	0.66	0.88				
Elderberry at Portola Springs	KB Home	Ir		DTMU	39	0	2	28	0	0	5	5	0.35	0.35				
Euclid Place	KB Home	An	Rsv's	DTMU	87	0	2	26	1	0	22	12	0.66	0.75				
Prado at Cadence Park	KB Home	Ir		ATT	53	0	4	84	0	0	47	6	0.83	0.38				
Adagio at Cadence park	Lennar	Ir		DTMU	105	0	4	15	1	1	20	10	0.37	0.63				
Aldea at Travata	Lennar	Ir		AASF	82	0	2	33	0	0	60	9	0.66	0.56				
Aurora at Altair Irvine	Lennar	Ir		DTMU	67	0	4	84	0	0	41	19	0.73	1.19				
Cantata at Cadence Park	Lennar	Ir		DTMU	62	0	2	84	0	0	19	8	0.34	0.50				
Capella at Cadence Park	Lennar	Ir		DTMU	77	0	5	58	0	0	52	4	0.74	0.25				
Castillo at Travata	Lennar	Ir		DTMU	86	0	10	30	0	0	47	10	0.51	0.63				
Celestial at Altair Irvine	Lennar	Ir		DTMU	56	0	4	84	0	0	48	12	1.03	0.75				
Chorus at Cadence Park	Lennar	Ir		ATMU	63	0	2	84	0	0	16	9	0.28	0.56				
Crescendo at Cadence Park	Lennar	Ir		DTMU	72	0	7	30	0	1	62	9	0.68	0.56				
Eclipse at Altair Irvine	Lennar	Ir		DTMU	106	0	3	84	1	0	30	6	0.53	0.38				
Encore at Cadence Park	Lennar	Ir		DTMU	176	0	2	43	0	0	118	13	1.80	0.81				
Hudson at Central Park West	Lennar	Ir		ATMU	79	0	2	30	0	0	40	5	0.52	0.31				
Lumiere	Lennar	Ir		DTMU	48	0	5	84	0	1	32	1	0.57	0.06				
Marcato at Cadence Park	Lennar	Ir		DTMU	77	0	3	1	1	0	72	1	0.59	0.06				
Obsidian at Parasol Park	Lennar	Ir		ATMU	61	3	4	29	1	0	30	6	0.40	0.38				
Palencia at Travata	Lennar	Ir		DTMU	22	0	3	43	0	0	16	2	0.15	0.13				
Rockefeller Central Park West	Lennar	Ir		ATMU	46	0	2	84	0	0	28	5	0.50	0.31				
Serenade at Cadence Park	Lennar	Ir		DTMU	65	0	2	33	0	0	48	1	0.53	0.06				
Solstice at Altair Irvine	Lennar	Ir		DTMU	91	0	4	33	0	0	44	5	0.48	0.31				
Starlight at Altair Irvine	Lennar	Ir		DTMU	120	0	3	43	0	0	67	2	0.67	0.13				
Windchime at Parasol Park	Lennar	Ir		ATMU	118	0	3	0	0	0	115	3	1.09	0.19				
Chateau Estates	Melia	GG		DTMU	35	0	4	72	3	0	14	14	2.72	2.72				
City Square	Meritage	Ir		ATMU	44	0		11	0	0	0	0	0.00	0.00				
District Walk	Olson	An		ATMU	42	0	8	41	0	0	6	6	0.93	0.93				
Tapestry Walk	Olson	An		ATMU	120	1	6	11	0	0	114	6	1.18	0.38				
Greenleaf	Pinnacle	GG		ATT	17	0	1	20	0	0	10	4	0.25	0.25				
Duet at Cadence Park	Pulte	Ir		SFD	96	3	4	13	1	0	32	6	0.90	0.38				
Avila at Eastwood Village	Richmond American	Ir		DTMU	83	3	4	27	1	0	66	8	0.75	0.50				
Cabaletta at Cadence Park	Richmond American	Ir	Update	ATT	70	5	10	25	0	0	20	13	0.42	0.81				

( Central Orange ) Continued ...

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Development Name	Developer	City Code	Notes	Type	Projects								Participating : 72			In Area : 72		
Central Orange  Continued ...					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				
Juniper at Portola Springs	Richmond American	Ir		DTMU	109	0	3	31	1	0	64	13	0.58	0.81				
Artisan at South Coast	Shea	SA		DTMU	42	0	5	8	1	0	20	13	0.47	0.81				
Padova at Orchid Hills	Shea	Ir		DTMU	99	0	2	57	0	0	68	4	0.64	0.25				
Avery at The Grove	Taylor Morrison	SA		DTMU	22	0	3	16	0	0	4	4	0.19	0.25				
Muse at Cadence Park	Taylor Morrison	Ir		ATMU	70	0	13	19	1	0	32	11	0.69	0.69				
Vintage at Old town	Taylor Morrison	Ts		ATMU	140	0	2	23	2	0	16	11	0.78	0.69				
Lucca at Orchard Hills	The New Home Co	Ir		DTMU	40	0	1	2	0	1	39	1	0.41	0.06				
Marywood Hills	The New Home Co	Or		DTMU	40	0	2	19	0	0	10	7	0.19	0.44				
Morro at Eastwood Village	The New Home Co	Ir		DTMU	81	0	4	9	0	0	36	4	0.41	0.25				
Lyric at Cadence Park	TRI Pointe	Ir		DTMU	70	0	11	11	0	0	27	11	0.48	0.69				
StrataPointe	TRI Pointe	BP		ATMU	149	0	1	0	0	0	148	11	1.36	0.69				
Varenna	TRI Pointe	Ir		DTMU	135	0	11	19	1	0	88	8	0.61	0.50				
Lewis + Mason	Trumark	An		ATT	153	0	15	17	0	0	45	9	1.48	0.56				
Magnolia Park I and II	Van Daele	An		SFD	53	0	8	27	2	0	45	16	0.97	1.00				
Calistoga at Eastwood	William Lyon	Ir		DTMU	60	0	3	0	0	0	57	0	0.38	0.00				
Echo at Novel Park	William Lyon	Ir		DTMU	64	3	1	4	2	0	2	2	0.24	0.24				
Flora Park	William Lyon	Cy		AASF	244	0	2	46	1	0	171	46	3.20	2.88				
Fringe at Novel Park	William Lyon	Ir		ATMU	112	0	2	2	0	1	1	1	0.29	0.29				
Modo at Novel Park	William Lyon	Ir		ATMU	70	0	3	2	0	0	9	9	2.63	2.63				
Nova at Novel Park	William Lyon	Ir		ATMU	55	0	2	2	2	0	16	16	4.67	4.67				
Revo at Novel Park	William Lyon	Ir		ATMU	120	0	2	2	0	0	1	1	0.41	0.41				
Trend at Novel Park	William Lyon	Ir		ATMU	48	0	2	2	0	0	1	1	0.41	0.41				
Verge at Novel Park	William Lyon	Ir		ATMU	67	3	3	2	2	0	3	3	0.88	0.88				
<b>TOTALS: No. Reporting:</b>	<b>72</b>	<b>Avg. Sales:</b>	<b>0.47</b>		<b>Traffic to Sales:</b>	<b>55 : 1</b>		<b>296</b>	<b>2131</b>	<b>39</b>	<b>5</b>	<b>3360</b>	<b>571</b>	<b>Net:</b>	<b>34</b>			

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

North Orange					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				
Newbury	Brandywine	YL		DTMU	15	0	2	8	0	0	13	2	0.20	0.13				
Magnolia at Loma Vista	Lennar	YL		ATMU	62	0	4	83	0	0	26	26	1.69	1.69				
Primrose at Loma Vista	Lennar	YL		ATMU	94	0	3	83	0	0	36	36	2.33	2.33				
Jasmine at Loma Vista	Melia	YL		ATMU	36	6	10	35	1	0	26	26	1.84	1.84				
Portola Walk	Olson	LH		ATT	50	0	6	45	4	0	25	16	0.88	1.00				
Skylark	Shea	LH		ATMU	32	0	2	17	0	0	7	4	0.17	0.25				
Wedgewood	Shea	YL		DTMU	22	0	3	4	0	0	4	4	0.15	0.25				
Agave at La Floresta	The New Home Co	Br		AAAT	80	0	6	7	0	0	33	5	0.42	0.31				
<b>TOTALS: No. Reporting:</b>	<b>8</b>	<b>Avg. Sales:</b>	<b>0.63</b>		<b>Traffic to Sales:</b>	<b>56 : 1</b>		<b>36</b>	<b>282</b>	<b>5</b>	<b>0</b>	<b>170</b>	<b>119</b>	<b>Net:</b>	<b>5</b>			

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

North Coastal Orange					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				
Aura	DeNova	CM		DTMU	33	0	4	5	0	0	29	3	0.32	0.19				
Elara	DeNova	CM		DTMU	56	0	8	22	0	0	28	7	0.52	0.44				
Place, The	Intracorp	CM		DTMU	42	0	TSO	8	1	0	29	15	0.51	0.94				
Lido Villas	Landsea	NB		ATMU	23	0	1	50	3	0	5	5	0.59	0.59				
Ebb Tide	MBK	NB		DTMU	81	0	4	2	0	0	77	2	0.79	0.13				
17 West Live/Work	Meritage	CM		ATMU	89	0	8	4	0	0	52	10	0.58	0.63				
17 West Lofts	Meritage	CM		ATMU	46	0	9	11	1	0	34	9	0.38	0.56				

( North Coastal Orange ) Continued ...

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Development Name	Developer	City Code	Notes	Type										
North Coastal Orange					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
Parkside Estates	Shea	HB		DTMU	111	0	3	12	0	0	33	17	0.82	1.06
<b>TOTALS:</b> No. Reporting: 8		Avg. Sales: 0.63			Traffic to Sales: 23 : 1	37	114	5	0	287	68	Net: 5		

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

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	3	26	0	0	124	1	0.63	0.06
Azure Sea Summit	Taylor Morrison	SCI		DTMU	81	0	2	26	0	0	68	8	0.38	0.50
Indigo Sea Summit	Taylor Morrison	SCI		DTMU	24	0	1	26	0	0	19	1	0.14	0.06
Sapphire Sea Summit	Taylor Morrison	SCI		DTMU	77	0	3	26	0	0	72	6	0.40	0.38
Grand Monarch	William Lyon	DA		ATMU	37	0	8	2	0	0	19	1	0.09	0.06
South Cove	Zephyr	DA		ATMU	168	0	4	16	0	0	56	7	0.80	0.44
<b>TOTALS:</b> No. Reporting: 6		Avg. Sales: 0.00			Traffic to Sales: 0 : 1	21	122	0	0	358	24	Net: 0		

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	Update	DTMU	304	0	31	80	3	0	73	12	0.37	0.75
Christopher Homes at Ladera Ranch	Christopher	LR		DTMU	36	0	1	4	0	0	35	0	0.38	0.00
Highmark at Ironridge	KB Home	Lfo		DTMU	83	0	2	26	0	0	35	7	0.50	0.44
Brookhaven	Landsea	Lfo		DTMU	80	0	8	25	1	0	34	11	0.46	0.69
Copperleaf/Silveroak at IronRidge	Landsea	Lfo		ATMU	251	0	7	18	0	0	18	8	0.98	0.50
Sagebluff	Landsea	Lfo		DTMU	65	0	7	16	0	0	46	7	0.56	0.44
Windstone	Landsea	Lfo		DTMU	85	0	11	22	0	0	39	12	0.48	0.75
Avant at Esencia	Lennar	RMV	SFD	105	0	2	30	0	0	47	15	0.61	0.94	
Avocet at Esencia	Lennar	RMV	DTMU	95	0	2	3	0	0	91	5	0.49	0.31	
Iris at Esencia	Lennar	RMV	DTMU	94	0	3	70	1	0	74	9	0.59	0.56	
Vivaz at Esencia	Lennar	RMV	DTMU	79	0	4	20	0	0	55	13	0.74	0.81	
Veranda	MBK	RMV	ATMU	86	0	10	15	1	0	76	5	0.57	0.31	
Modena at Esencia	Meritage	RMV	ATT	118	3	4	20	1	0	56	18	0.64	1.13	
Alondra	Shea	RMV	DTMU	121	0	2	14	0	0	111	9	0.57	0.56	
Bristol at Baker Ranch	Shea	Lfo	DTMU	85	0	3	9	1	0	61	7	0.93	0.44	
Cortesa	Shea	RMV	DTMU	135	3	4	25	1	0	113	14	0.58	0.88	
Rowe	Shea	Lfo	ATMU	228	0	5	11	0	0	223	5	1.14	0.31	
Teresina	Shea	Lfo	New	DTMU	85	0	3	47	0	0	0	0	0.00	0.00
Cove at Pacifica San Juan	Taylor Morrison	SJC	ATMU	70	0	4	N/A	0	0	54	14	0.83	0.88	
Azure at Esencia	The New Home Co	RMV	ATMU	80	0	2	26	0	0	71	7	0.94	0.44	
Cobalt at Esencia	The New Home Co	RMV	ATMU	72	0	2	26	0	0	30	9	0.40	0.56	
Sky Ranch at Covenant Hills	The New Home Co	LR	DTMU	28	0	4	16	0	0	17	3	0.44	0.19	
Topaz at Esencia	The New Home Co	RMV	DTMU	56	0	3	13	0	0	17	8	0.31	0.50	
Aria at Esencia	TRI Pointe	RMV	DTMU	151	0	1	2	0	0	150	3	0.80	0.19	
Viridian	TRI Pointe	RMV	DTMU	72	0	13	18	1	0	36	7	0.73	0.44	
Artisan	William Lyon	LR	DTMU	14	0	3	1	0	0	10	0	0.05	0.00	
Artisan II	William Lyon	LR	DTMU	7	0		1	0	0	0	0	0.00	0.00	
Briosa	William Lyon	RMV	DTMU	50	0	3	0	0	0	47	7	0.35	0.44	
Reverie at Esencia	William Lyon	RMV	DTMU	118	0	4	10	0	0	44	8	0.70	0.50	

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Development Name	Developer	City Code	Notes	Type									
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
<b>TOTALS:</b> No. Reporting: 28		Avg. Sales: 0.36		Traffic to Sales: 57 : 1	148	568	10	0	1663	223	Net: 10		

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

San Gabriel Valley					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
Palmera	Brandywine	BP	ATMU		23	9	9	31	3	0	14	14	1.34
Pacific Villas	Williams	BP	SFD		47	0	5	30	2	0	42	9	0.83
<b>TOTALS:</b> No. Reporting: 2		Avg. Sales: 2.50		Traffic to Sales: 12 : 1	14	61	5	0	56	23	Net: 5		

City Codes: BP = Baldwin Park

Northeast Los Angeles					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
E.R.B.	Warmington	LA	DTMU		45	0	2	8	0	0	34	3	0.46
Coolidge Place	Watt	LA	SFD		30	0	3	1	0	0	3	3	0.11
Bridewell	Williams	HP	DTMU		9	0	2	9	1	0	7	3	0.15
Echo Two Four	Williams	HP	ATMU		24	0	4	13	0	0	20	11	0.35
<b>TOTALS:</b> No. Reporting: 4		Avg. Sales: 0.25		Traffic to Sales: 31 : 1	11	31	1	0	64	20	Net: 1		

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

West Los Angeles					Projects			Participating : 5			In Area : 5		
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week
Collection at Playa Vista	Brookfield	PVst	ATMU		66	0	17	28	0	0	40	6	0.41
Jewel at Playa Vista	Brookfield	PVst	DTMU		14	0	1	5	0	0	13	1	0.11
Ashton	Meritage	Wa	ATMU		70	0		30	0	0	0	0	0.00
Ashton on Lanark	Meritage	Wa	SFD		7	0	1	4	0	0	1	1	0.04
Seabluff	The New Home Co	PVst	ATT		75	0	8	16	0	0	38	4	0.63
<b>TOTALS:</b> No. Reporting: 5		Avg. Sales: 0.00		Traffic to Sales: 0 : 1	27	83	0	0	92	12	Net: 0		

City Codes: PVst = Playa Vista, Wa = Winnetka

South Bay Los Angeles					Projects			Participating : 9			In Area : 9		
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week
Pacific Landing	DR Horton	EIS	DTMU		24	0	3	4	0	0	18	12	0.43
Waypointe	DR Horton	EIS	ATT		34	3	4	4	1	0	11	7	0.36
Crescent Square	Far West Industries	SH	DTMU		25	0	1	3	0	0	24	2	0.25
Edgemont	KB Home	Com	SFD		62	3	3	36	3	1	27	12	0.95
Vista Pointe	KB Home	LA	DTMU		56	0	2	34	3	1	40	33	2.33
Magnolia Walk	Olson	WBK	SFD		94	0	4	36	0	0	77	22	1.69
Pacific Bougainvillea	Pacific	Tor	SFD		63	0	3	37	0	0	20	2	0.25
Dorado	Pulte	LB	DTMU		40	0	3	27	3	1	12	6	0.54
Asher Pointe	Watt	GRD	DTMU		21	3	4	18	1	0	13	4	0.23
<b>TOTALS:</b> No. Reporting: 9		Avg. Sales: 0.89		Traffic to Sales: 18 : 1	27	199	11	3	242	100	Net: 8		

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

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Development Name	Developer	City Code	Notes	Type	Projects		Participating : 11			In Area : 11					
San Fernando Valley					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	
Bristol at Northpointe	DR Horton	WH		DTMU	47	0	S/O	2	0	0	47	7	0.67	0.44	
Hampton at Northpointe	DR Horton	WH		DTMU	32	0	2	8	0	0	27	6	0.56	0.38	
Brighton	KB Home	VN		SFD	58	0	2	20	2	0	40	20	1.05	1.25	
Sterling at West Hills	Pulte	WH		DTMU	143	0	12	15	2	1	56	6	0.43	0.38	
Vesper Village	Richmond American	PC		DTMU	25	0	4	12	0	0	8	8	0.31	0.50	
District at Northridge	Shea	Nor		ATMU	166	0	3	20	0	0	147	21	0.97	1.31	
Glen, The	Warmington	VG		ATMU	63	0	1	18	0	0	56	6	0.67	0.38	
Entrada at Sylmar	Watt	Syl		SFD	20	0	3	7	0	0	3	1	0.06	0.06	
New Heights	Watt	WH		DTMU	43	0	5	12	0	0	4	4	0.28	0.28	
Palmina	Williams	Syl		SFD	12	0	3	19	1	0	9	3	0.20	0.19	
Tovara West	Williams	Syl		ATMU	125	0	7	20	2	1	49	22	1.18	1.38	
<b>TOTALS: No. Reporting:</b>	<b>11</b>	<b>Avg. Sales:</b>	<b>0.45</b>		<b>Traffic to Sales:</b>	<b>22 : 1</b>		<b>42</b>	<b>153</b>	<b>7</b>	<b>2</b>	<b>446</b>	<b>104</b>	<b>Net:</b>	<b>5</b>

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

East San Gabriel					Projects		Participating : 12			In Area : 12					
					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	
Bradbury	Brandywine	LAP		SFD	45	9	7	15	2	0	32	16	0.70	1.00	
Citrus + Palm at Rosedale	Brookfield	Az		ATMU	112	0	S/O	26	0	0	112	7	1.74	0.44	
Barcelona	Crestwood	Po		SFD	36	0	4	20	0	0	25	4	0.47	0.25	
Avendale at Phillips Ranch	Lennar	Po		DTMU	56	0	4	23	0	0	23	2	0.41	0.13	
Crossings at Phillips Ranch	Lennar	Po		DTMU	68	0	2	23	1	0	25	5	0.45	0.31	
South Pointe	Lennar	DB		DTMU	99	0	4	29	0	0	86	9	0.80	0.56	
Citrus Promenade	Meritage	COV		ATMU	117	0	2	12	0	0	25	17	0.88	1.06	
Manzanita Walk	Olson	HAH		ATT	21	0	5	22	3	0	14	9	0.51	0.56	
Grove, The	Richmond American	Po		SFD	123	0	3	N/A	0	0	120	9	1.07	0.56	
Moreton Place	Watt	GLD		DTST	40	0	2	45	0	0	5	1	0.12	0.06	
La Colina Estates	William Lyon	GLD		DTMU	121	0	2	3	0	0	44	4	0.21	0.25	
Meadow Park	William Lyon	CL		ATMU	95	0	2	6	0	0	40	5	0.35	0.31	
<b>TOTALS: No. Reporting:</b>	<b>11</b>	<b>Avg. Sales:</b>	<b>0.55</b>		<b>Traffic to Sales:</b>	<b>37 : 1</b>		<b>37</b>	<b>224</b>	<b>6</b>	<b>0</b>	<b>551</b>	<b>88</b>	<b>Net:</b>	<b>6</b>

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

West San Gabriel					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	
Bella Rosa	DR Horton	RMD		DTMU	21	3	4	6	2	0	9	9	1.40	1.40	
Arbor Walk	Olson	Arc		ATMU	15	0	8	31	1	0	7	7	0.40	0.44	
VuePointe	TRI Pointe	ELM		ATMU	102	0	3	11	0	0	99	3	1.09	0.19	
<b>TOTALS: No. Reporting:</b>	<b>3</b>	<b>Avg. Sales:</b>	<b>1.00</b>		<b>Traffic to Sales:</b>	<b>16 : 1</b>		<b>15</b>	<b>48</b>	<b>3</b>	<b>0</b>	<b>115</b>	<b>19</b>	<b>Net:</b>	<b>3</b>

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

Southeast Los Angeles					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	
Corte Bella	Ventana	BLF		ATMU	30	0	4	24	0	0	15	5	0.24	0.31	
Garden House	Ventana	BLF		ATMU	24	0	4	24	0	0	16	3	0.26	0.19	
<b>TOTALS: No. Reporting:</b>	<b>2</b>	<b>Avg. Sales:</b>	<b>0.00</b>		<b>Traffic to Sales:</b>	<b>0 : 1</b>		<b>8</b>	<b>48</b>	<b>0</b>	<b>0</b>	<b>31</b>	<b>8</b>	<b>Net:</b>	<b>0</b>

City Codes: BLF = Bellflower

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Development Name	Developer	City Code	Notes	Type	Projects							Participating : 13			In Area : 13		
Santa Clarita Valley					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			
Eagle Crest	Frontier	La		DTMU	43	0	8	4	0	0	32	7	0.48	0.44			
Avanti at Westcreek	Lennar	SC	New	DTMU	92	0	2	21	3	0	68	23	1.28	1.44			
Galloway at Five Knolls	Lennar	SC		AASF	140	0	3	18	0	0	25	7	0.48	0.44			
Arista at Aliento	Pardee	SC		DTMU	112	0	7	36	0	0	80	10	0.71	0.63			
Cresta at Aliento	Pardee	SC		DTMU	67	0	16	23	0	0	25	3	0.44	0.19			
Lyra at Skyline Ranch	Pardee	SC		DTMU	84	0	9	42	2	0	14	4	0.57	0.25			
Sola at Skyline Ranch	Pardee	SC		DTMU	73	9	13	61	2	0	40	24	1.64	1.50			
Verano	Pardee	SC		AASF	95	7	16	3	2	0	50	7	0.51	0.44			
Celestia at Skyline	TRI Pointe	SC		DTMU	72	0	16	37	3	0	27	16	1.11	1.00			
Lucera at Aliento	TRI Pointe	SC		DTMU	67	0	1	0	0	0	66	3	0.58	0.19			
Mystral at Skyline	TRI Pointe	SC		DTMU	78	0	12	23	0	0	18	11	0.74	0.69			
Paloma at West Creek	TRI Pointe	SC		ATMU	155	0	14	23	3	0	86	25	1.40	1.56			
Tierno at Aliento	TRI Pointe	SC		DTMU	121	0	11	22	1	0	75	11	0.66	0.69			
<b>TOTALS: No. Reporting:</b>	<b>13</b>	<b>Avg. Sales:</b>	<b>1.23</b>		<b>Traffic to Sales:</b>	<b>20 : 1</b>		<b>128</b>	<b>313</b>	<b>16</b>	<b>0</b>	<b>606</b>	<b>151</b>	<b>Net:</b>	<b>16</b>		

City Codes: La = Lancaster, SC = Santa Clarita

Antelope Valley					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			
Sunset Landing	Beazer	La		SFD	143	6	2	16	6	0	83	23	0.74	1.44			
Dorado Skies II	KB Home	La		SFD	79	0	1	20	1	0	67	20	1.13	1.25			
Pacific Magnolia	Pacific	Plmd		SFD	40	3	4	17	1	0	14	3	0.34	0.19			
Seasons at Providence Ranch	Richmond American	La		DTMU	81	0	1	13	1	0	2	2	0.67	0.67			
<b>TOTALS: No. Reporting:</b>	<b>4</b>	<b>Avg. Sales:</b>	<b>2.25</b>		<b>Traffic to Sales:</b>	<b>7 : 1</b>		<b>8</b>	<b>66</b>	<b>9</b>	<b>0</b>	<b>166</b>	<b>48</b>	<b>Net:</b>	<b>9</b>		

City Codes: La = Lancaster, Plmd = Palmdale

East Ventura					Projects							Participating : 4			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			
Pinnacle at Wood Ranch	Century	SV		ATMU	37	2	3	21	1	0	29	13	0.55	0.81			
Belwood Place	DR Horton	SV		DTMU	48	0	2	12	2	0	22	22	1.64	1.64			
Arroyo Vista at the Woodlands	KB Home	SV		DTMU	108	0	3	15	1	0	78	13	0.45	0.81			
Westerly	Landsea	SV		ATMU	211	0	6	54	1	0	60	17	1.27	1.06			
<b>TOTALS: No. Reporting:</b>	<b>4</b>	<b>Avg. Sales:</b>	<b>1.25</b>		<b>Traffic to Sales:</b>	<b>20 : 1</b>		<b>14</b>	<b>102</b>	<b>5</b>	<b>0</b>	<b>189</b>	<b>65</b>	<b>Net:</b>	<b>5</b>		

City Codes: SV = Simi Valley

West Ventura					Projects							Participating : 4			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			
Mariposa at Springville	KB Home	Cm		ATMU	130	0	4	9	0	0	77	18	1.04	1.13			
Anacapa at The Farm	Williams	Ve		ATT	32	0	2	18	0	0	30	3	0.33	0.19			
Olivas at The Farm	Williams	Ve		SFD	70	0	12	18	0	0	55	10	0.61	0.63			
Sespe at The Farm	Williams	Ve		SFD	25	0	1	18	1	0	24	4	0.27	0.25			
<b>TOTALS: No. Reporting:</b>	<b>4</b>	<b>Avg. Sales:</b>	<b>0.25</b>		<b>Traffic to Sales:</b>	<b>63 : 1</b>		<b>19</b>	<b>63</b>	<b>1</b>	<b>0</b>	<b>186</b>	<b>35</b>	<b>Net:</b>	<b>1</b>		

City Codes: Cm = Camarillo, Ve = Ventura

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Development Name	Developer	City Code	Notes	Type											
San Luis Obispo					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		
Arroyos at Righetti Ranch	Williams	SLO		DTMU	52	0	7	58	0	0	22	14	0.66		
Paseos at Righetti Ranch	Williams	SLO		DTMU	33	0	12	58	1	0	13	9	0.39		
<b>TOTALS: No. Reporting:</b>	<b>2</b>	<b>Avg. Sales:</b>	<b>0.50</b>		<b>Traffic to Sales:</b>	<b>116 : 1</b>		<b>19</b>	<b>116</b>	<b>1</b>	<b>0</b>	<b>35</b>	<b>23</b>	<b>Net:</b>	<b>1</b>

City Codes: SLO = San Luis Obispo

Santa Barbara					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		
Winslowe	City Ventures	Ga		ATMU	175	0	5	25	2	0	62	27	1.17		
Los Carneros	Comstock Homes	Ga		DTMU	233	0	1	16	0	0	232	15	1.40		
Amarena at Tree Farm	Lennar	Ga		DTMU	15	0	2	2	0	0	10	5	0.20		
Limone at Tree Farm	Lennar	Ga		DTMU	18	0	1	3	0	0	13	3	0.26		
Mela at Tree Farm	Lennar	Ga		ATMU	30	0	2	6	0	0	22	6	0.23		
Pera at Tree Farm	Lennar	Ga		DTMU	43	0	3	7	2	0	30	11	0.32		
Shea Homes at Rice Ranch	Shea	Orcct		ATMU	114	0	4	13	0	0	46	7	0.44		
Gardens	Williams	SMRA		DTMU	126	0	17	8	1	0	109	17	1.05		
<b>TOTALS: No. Reporting:</b>	<b>8</b>	<b>Avg. Sales:</b>	<b>0.63</b>		<b>Traffic to Sales:</b>	<b>16 : 1</b>		<b>35</b>	<b>80</b>	<b>5</b>	<b>0</b>	<b>524</b>	<b>91</b>	<b>Net:</b>	<b>5</b>

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

Desert					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		
Asher Ranch II	Frontier	RD		SFD	73	0	2	5	2	0	51	14	0.77		
<b>TOTALS: No. Reporting:</b>	<b>1</b>	<b>Avg. Sales:</b>	<b>2.00</b>		<b>Traffic to Sales:</b>	<b>3 : 1</b>		<b>2</b>	<b>5</b>	<b>2</b>	<b>0</b>	<b>51</b>	<b>14</b>	<b>Net:</b>	<b>2</b>

City Codes: RD = Rosamond

Kern					Projects			Participating : 11			In Area : 11				
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week		
Sera Vista	DR Horton	BAK		SFD	79	0	5	15	1	0	74	27	1.29		
Aspire at Union Village	K Hovnian	BAK		SFD	153	3	2	18	3	0	67	31	1.44		
Westwind	Legacy	BAK		DTMU	159	3	4	28	1	0	96	8	0.38		
California at Ashe Meadows	Lennar	BAK		SFD	46	3	3	10	2	0	36	30	1.11		
Chateau at Ashe Meadows	Lennar	BAK		SFD	40	0	2	12	0	0	36	28	1.31		
Gossamer Grove Savannah	Lennar	SHA		SFD	78	6	3	6	6	0	69	27	1.29		
Gossamer Grove Skye	Lennar	SHA		SFD	100	0	2	14	1	0	77	12	1.13		
Gossamer Grove Summer	Lennar	SHA		DTST	83	0		10	0	0	0	0	0.00		
Gossamer Grove Tract 6773	Lennar	BAK		SFD	76	0	1	7	0	0	73	10	0.69		
Skye at Ashe Meadows	Lennar	BAK		SFD	157	6	3	25	5	0	30	19	0.90		
Northampton	Woodside	BAK		SFD	150	0	2	32	2	0	130	27	0.71		
<b>TOTALS: No. Reporting:</b>	<b>11</b>	<b>Avg. Sales:</b>	<b>1.91</b>		<b>Traffic to Sales:</b>	<b>8 : 1</b>		<b>27</b>	<b>177</b>	<b>21</b>	<b>0</b>	<b>688</b>	<b>219</b>	<b>Net:</b>	<b>21</b>

City Codes: BAK = Bakersfield, SHA = Shafter

Tulare/Kings					Projects			Participating : 17			In Area : 17				
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week		
Sequoia Trails Aspen	Beazer	Vi		DTMU	205	0	38	11	1	0	3	3	0.19		
Sequoia Trails Cedar	Beazer	Vi		DTMU	120	0	23	0	0	0	0	0	0.00		
Arbor Trail	DR Horton	Vi		SFD	77	3	4	15	1	0	38	12	0.33		
Laurel Heights	DR Horton	Vi		DTMU	54	0	2	5	0	0	7	6	0.36		
Montecito	DR Horton	TU		SFD	189	0	3	N/A	0	0	59	16	0.67		
<b>TOTALS: No. Reporting:</b>	<b>17</b>	<b>Avg. Sales:</b>	<b>1.91</b>		<b>Traffic to Sales:</b>	<b>8 : 1</b>		<b>27</b>	<b>177</b>	<b>21</b>	<b>0</b>	<b>688</b>	<b>219</b>	<b>Net:</b>	<b>21</b>

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Development Name	Developer	City Code	Notes	Type	Projects							Participating : 17			In Area : 17		
Tulare/Kings Continued ...					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			
Orchard Walk	DR Horton	Vi		DTMU	52	3	3	22	2	0	27	21	1.32	1.31			
Quail Creek	DR Horton	TU		SFD	77	0	2	12	4	0	70	11	0.69	0.69			
River Run	DR Horton	Vi		SFD	55	3	3	5	2	0	36	21	0.98	1.31			
Sterling Oaks	DR Horton	Vi		DTMU	71	0		9	0	0	0	0	0.00	0.00			
Wood Ranch	DR Horton	Vi		SFD	120	0	2	15	2	0	87	13	0.77	0.81			
Cambridge at Legacy	Lennar	Hf		DTMU	79	0	4	11	0	1	73	0	0.55	0.00			
Cambridge at Silver Oaks	Lennar	Vi		DTMU	85	0	1	1	0	0	80	0	0.52	0.00			
Cambridge at Silver Oaks II	Lennar	Vi		DTMU	90	0	1	1	0	0	89	12	1.13	0.75			
Chateau at The Vistas VI	Lennar	Vi		DTMU	94	0	4	9	0	0	75	24	1.20	1.50			
Legacy 2 Cambridge	Lennar	Hf		SFD	62	3	4	11	2	0	54	16	0.89	1.00			
Windmills Cambridge Collection	Lennar	TU		SFD	42	3	2	14	3	0	40	18	0.81	1.13			
Ridge Creek	Woodside	DI		SFD	170	0	2	N/A	0	0	34	7	0.57	0.44			
<b>TOTALS: No. Reporting:</b>	<b>15</b>	<b>Avg. Sales:</b>	<b>1.07</b>	<b>Traffic to Sales:</b>	<b>8 : 1</b>	<b>98</b>	<b>141</b>	<b>17</b>	<b>1</b>	<b>772</b>	<b>180</b>	<b>Net:</b>	<b>16</b>				

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

LA-Orange-North	Projects							Participating : 235			In Area : 239			
		Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Net Sales						
<b>GRAND TOTALS: No. Reporting:</b>	<b>231</b>	<b>Avg. Sales:</b>	<b>0.68</b>	<b>Traffic to Sales:</b>	<b>30 : 1</b>	<b>1,069</b>	<b>5127</b>	<b>169</b>	<b>11</b>	<b>10,652</b>	<b>2,205</b>	<b>Net:</b>	<b>158</b>	

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 RYNES REPORT

The Ryness Company Marketing Research Department

For Week 16, Ending April 21, 2019

Sponsored by:



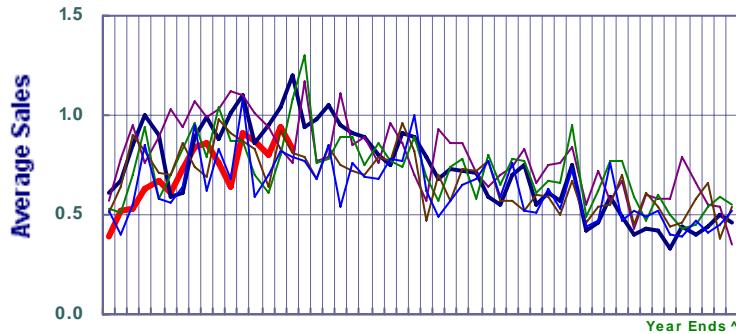
## Inland Empire

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 Central Riverside	36	950	35	8	27	0.75	0.81	-7%	0.86	-13%	
Desert Riverside	5	48	4	0	4	0.80	0.71	13%	0.73	10%	
Murrieta - Temecula	21	445	19	4	15	0.71	0.62	16%	0.67	7%	
Northwest Riverside	35	1,284	35	4	31	0.89	0.67	32%	0.69	28%	
South Riverside	46	919	46	3	43	0.93	0.73	28%	0.77	22%	
Central-East San Bernardino	17	554	23	0	23	1.35	0.79	71%	0.76	77%	
Desert San Bernardino	7	112	8	2	6	0.86	0.74	17%	0.77	11%	
NW-SW San Bernardino	46	1,209	36	9	27	0.59	0.73	-20%	0.76	-23%	
<b>Current Week Totals</b>	Traffic : Sales 27 : 1	<b>213</b>	<b>5,521</b>	<b>206</b>	<b>30</b>	<b>176</b>	<b>0.83</b>	<b>0.72</b>	<b>14%</b>	<b>0.76</b>	<b>9%</b>
Per Project Average			26	0.97	0.14	0.83					
<b>Year Ago - 04/22/2018</b>	Traffic : Sales 34 : 1	<b>132</b>	<b>5,931</b>	<b>175</b>	<b>17</b>	<b>158</b>	<b>1.20</b>	<b>0.85</b>	<b>41%</b>	<b>0.89</b>	<b>34%</b>
% Change		61%	-7%	18%	76%	11%	-31%	-15%		-15%	

### 2019 Inland Empire Survey

#### 52 Weeks Comparison



#### Year To Date Averages Through Week 16 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	66	33	0.92	0.24	0.68	0.63
■	2015	98	37	0.91	0.15	0.76	0.67
■	2016	144	33	0.89	0.16	0.74	0.72
■	2017	126	35	1.12	0.17	0.95	0.79
■	2018	125	36	1.05	0.17	0.88	0.69
■	2019	208	32	0.88	0.16	0.72	0.72
% Change :		67%	-12%	-16%	-6%	-18%	5%

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



## WEEKLY FINANCIAL NEWS

### Financing

	RATE	APR
CONV	4.12%	4.25%
FHA	3.79%	3.85%
10 Yr Yield	2.58%	



### Market Commentary

As the housing industry celebrates New Homes Month in April, recent data from the American Housing Survey confirms nearly two-thirds of first-time homebuyers say a better home is the top reason for moving, followed by household formation (61%) and a better neighborhood (49%). First-time homebuyers make up 37% of all households who purchased homes in the two years preceding the release of the 2017 AHS, down from 39% in the 2015 AHS. The median price of homes purchased by recent homebuyers, including first-time buyers and previous homeowners, known as trade-up buyers, increased by 10% from the 2015 AHS. "First-time homebuyers are eager to move to better homes and neighborhoods, yet home prices remain a challenge," said NAHB Chairman Greg Ugalde, a builder and developer. "Public policies and incentives that support home affordability can help buyers find a home that fits their lifestyle and family." Home builders recognize the complexity of factors that contribute to higher home prices and the cost of housing. In today's market, issues such as the supply of land; federal, state and local regulatory requirements; and a shortage of skilled labor makes it difficult to increase the supply of affordable housing. The demographics of first-time and trade-up homebuyers remained largely unchanged from the 2015 AHS: the typical homebuyer was 40 years old; first-time buyers had a median age of 32, compared to a median age of 47 for trade-up buyers. 27% of recent homebuyers were racial or ethnic minorities, about the same as in the 2015 AHS. In a positive sign for the spring home buying season, the Federal Reserve last week signaled that it envisions no rate increases in 2019 and only a single rate hike in 2020. Source: Stephanie Pagan of NAHB

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Development Name	Developer	City Code	Notes	Type	Projects								Participating : 9			In Area : 9		
Central Riverside					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				
					Palisades	DR Horton	SJ	DTMU	83	0	2	3	0	0	1	1	0.23	0.23
Palmilla	DR Horton	SJ	New	DTMU	31	0			9	0	0	0	0	0	0	0.00	0.00	
Stonecreek at Green Valley Ranch	KB Home	Prs		DTMU	145	0	19	29	0	0	11	1	0.47	0.06				
Stonecrest at The Cove	KB Home	SJ		SFD	200	0	11	24	3	0	159	14	1.06	0.88				
Arterra	Lennar	SJ		SFD	87	0	4	15	0	0	78	22	1.20	1.38				
Luz Del Sol	Signature	SJ		DTMU	164	0	3	23	0	0	78	3	0.74	0.19				
Collection at Hideaway	William Lyon	He		SFD	96	0	4	23	1	0	22	7	0.53	0.44				
Court at Hideaway	William Lyon	He		SFD	97	0	4	23	0	0	20	7	0.49	0.44				
Parkside	William Lyon	SJ		SFD	92	0	17	15	3	0	75	15	1.22	0.94				
<b>TOTALS: No. Reporting:</b>	<b>9</b>	<b>Avg. Sales:</b>	<b>0.78</b>		<b>Traffic to Sales:</b> 23 : 1				64	164	7	0	444	70	<b>Net:</b>	<b>7</b>		
City Codes: He = Hemet, Prs = Perris, SJ = San Jacinto																		
North Central Riverside					Projects								Participating : 28			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				
Hyde Park	Beazer	MV		SFD	274	0	8	13	3	2	63	33	1.16	2.06				
Camellia Pointe at Summerwind Trails	DR Horton	CI		DTMU	121	0	2	14	0	0	7	7	0.45	0.45				
Retreat at Summerwind Trails	DR Horton	CI		DTMU	41	0	2	5	1	0	10	10	0.65	0.65				
Windsor at the Fairways	DR Horton	Be		DTMU	64	0	S/O	2	2	0	64	3	0.65	0.19				
Four Seasons Beaumont	K Hovnanian	Be		DTMU	914	0	2	23	3	1	852	37	2.11	2.31				
Bella Cortina	KB Home	MV		DTMU	159	0	7	46	2	1	85	21	1.07	1.31				
Daybreak	KB Home	MV		DTMU	114	0	25	42	2	0	55	14	0.78	0.88				
Meadow Creek	Lennar	MV		SFD	161	0	1	N/A	0	0	108	7	1.17	0.44				
Painted Sky at Summerwind Trails	Lennar	CI		DTMU	105	0	2	31	0	0	16	16	1.13	1.13				
Wildflower at Summerland Trails	Lennar	CI		DTMU	141	3	4	30	1	0	11	11	0.78	0.78				
Garland at Summerwind Trails	Meritage	CI		DTMU	80	0	3	60	0	0	3	3	1.24	1.24				
Abrio at Sundance	Pardee	Be		DTMU	82	0	5	51	0	0	50	15	0.89	0.94				
Alisio at Sundance	Pardee	Be		DTST	84	0	13	20	0	1	28	28	2.25	2.25				
Avid	Pardee	Be		SFD	103	0	22	32	0	1	14	5	0.46	0.31				
Beacon at Sundance	Pardee	Be		DTMU	114	0	5	50	0	1	51	9	0.99	0.56				
Cascade at Sundance	Pardee	Be		SFD	151	0	7	27	0	1	131	14	1.40	0.88				
Daybreak at Sundance	Pardee	Be		SFD	139	0	12	25	4	0	95	17	1.02	1.06				
Elan	Pardee	Be		SFD	81	0	23	32	0	0	6	2	0.20	0.13				
Elara at Sundance	Pardee	Be		SFD	248	8	13	21	3	0	228	14	1.60	0.88				
Mira	Pardee	Be		SFD	92	0	34	32	0	0	6	-2	0.20	-0.13				
Vita	Pardee	Be		SFD	152	0	24	32	1	0	18	5	0.59	0.31				
Athens	William Lyon	MV	Update	SFD	86	0	5	23	2	0	81	17	0.65	1.06				
Augusta	William Lyon	MV		SFD	140	0	1	0	0	0	139	20	1.44	1.25				
Avia at Olivewood	William Lyon	Be		SFD	160	0	3	34	2	0	32	11	0.72	0.69				
Capella at Olivewood	William Lyon	Be		SFD	308	0	2	34	1	0	27	9	0.61	0.56				
Lugano at Olivewood	William Lyon	Be		SFD	240	0	4	34	1	0	22	6	0.50	0.38				
Provence at Olivewood	William Lyon	Be		SFD	67	0	4	34	0	0	29	15	0.66	0.94				
Oak Ridge at The Fairways	Woodside	Be		DTMU	148	0	2	39	0	0	116	13	0.73	0.81				
<b>TOTALS: No. Reporting:</b>	<b>27</b>	<b>Avg. Sales:</b>	<b>0.74</b>		<b>Traffic to Sales:</b> 28 : 1				235	786	28	8	2347	360	<b>Net:</b>	<b>20</b>		

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

Continued ...

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Development Name	Developer	City Code	Notes	Type										
Desert Riverside					Projects			Participating : 5			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
Floresta	Beazer	LQ		DTMU	82	0	4	14	1	0	4	4	0.35	0.35
Vermillion at Escena	Beazer	PS		DTMU	72	0	4	0	0	0	66	1	0.28	0.06
Hacienda Pointe	DR Horton	In		DTMU	137	0	2	5	1	0	129	22	0.89	1.38
ICON	Far West Industries	PS		DTMU	46	0	19	21	0	0	16	3	0.34	0.19
Four Seasons at Terra Lago	K Hovnanian	In		DTMU	716	3	4	8	2	0	348	24	1.35	1.50
<b>TOTALS: No. Reporting:</b>		<b>5</b>	<b>Avg. Sales: 0.80</b>		<b>Traffic to Sales: 12 : 1</b>			33	48	4	0	563	54	<b>Net: 4</b>

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

Murrieta - Temecula					Projects			Participating : 21			In Area : 21			
					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 at Spencer's Crossing	Brookfield	Mu		DTMU	119	12	20	29	1	0	20	14	0.41	0.88
Juniper at Spencer's Crossing	Brookfield	Mu		DTMU	114	0	8	29	2	1	103	7	0.69	0.44
Bellevue at The Promontory	Cornerstone	Mu		SFD	94	0	2	29	1	0	25	7	0.27	0.44
Brighton at The Promontory	Cornerstone	Mu		SFD	110	0	10	17	0	0	8	7	0.25	0.44
Calistoga at The Promontory	Cornerstone	Mu		SFD	64	3	4	20	1	0	43	6	0.36	0.38
Camden Pointe at Santa Rosa Highlands	DR Horton	Mu		SFD	65	0	2	3	1	0	16	10	0.51	0.63
Emerson at Alderwood	DR Horton	Mu		DTMU	60	0	1	1	0	0	59	3	0.73	0.19
Indigo Place	DR Horton	Te		DTMU	54	0	3	5	0	0	42	9	0.74	0.56
Oaks, The at Santa Rosa Highlands	DR Horton	Mu		SFD	77	0	4	3	0	1	11	5	0.35	0.31
Savanna Pointe at Santa Rosa Highlands	DR Horton	Mu		ATT	68	0	3	3	1	0	18	9	0.57	0.56
Sequoia at Santa Rosa Highlands	DR Horton	Mu		SFD	51	3	4	4	2	0	14	9	0.45	0.56
Santolina at Spencer's Crossing	KB Home	Mu	Update	SFD	108	9	18	35	1	0	30	12	0.63	0.75
Westpark	KB Home	Mu		DTMU	64	0	10	28	1	0	14	9	0.35	0.56
Marbella at Terracina	Lennar	Te		SFD	200	0	4	37	0	1	155	9	1.47	0.56
Nicolas Heights	Lennar	Te		SFD	83	3	4	49	1	0	46	11	0.65	0.69
Vista Bella	Melia	Mu		ATMU	80	0	7	27	3	1	39	17	0.93	1.06
Braeburn at Spencer's Crossing	Pardee	Mu		SFD	82	4	8	34	1	0	26	18	0.53	1.13
Tamarack at Spencer's Crossing	Pardee	Mu		DTMU	84	0	9	25	1	0	64	2	0.83	0.13
Sycamore at Spencer's Crossing	Richmond American	Mu		SFD	55	0	1	16	0	0	54	4	0.36	0.25
Sycamore North at Spencers Crossing	Richmond American	Mu		DTMU	46	0	3	16	0	0	43	11	0.54	0.69
Preserve	William Lyon	Mu		SFD	207	0	4	35	2	0	89	29	1.35	1.81
<b>TOTALS: No. Reporting:</b>		<b>21</b>	<b>Avg. Sales: 0.71</b>		<b>Traffic to Sales: 23 : 1</b>			129	445	19	4	919	208	<b>Net: 15</b>

City Codes: Mu = Murrieta, Te = Temecula

Northwest Riverside					Projects			Participating : 35			In Area : 35			
					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
Paseo at Sendero	Century	Ev		DTMU	82	0	9	59	0	0	5	5	0.26	0.31
Tramonte at Citrus Heights	City Ventures	Rs		SFD	165	0	2	69	0	0	55	22	1.31	1.38
Granite Ridge	Far West Industries	JU		DTMU	192	0	12	36	2	0	124	27	2.20	1.69
Barrington Place North	Frontier	JU		DTMU	101	1	11	9	2	0	22	4	0.43	0.25
Barrington Place South	Frontier	JU		DTMU	75	0	19	15	0	0	17	5	0.33	0.31
Hillcrest	Frontier	Rs		DTMU	26	0	1	13	1	0	12	4	0.24	0.25
Bella Vista Estates	Griffin	Rs		DTMU	35	0	1	25	0	0	31	1	0.20	0.06
Bella Vista Estates Corona	Griffin	Co		DTMU	25	0	10	26	3	0	4	4	0.47	0.47
Bella Vista III	Griffin	Rs		DTMU	15	0	3	25	0	0	12	9	0.23	0.56
Harmony Grove	Griffin	Co		DTMU	50	0	7	77	1	0	2	2	1.40	1.40
Capistrano at Spring Mountain Ranch	KB Home	Rs		DTMU	159	0	2	53	1	0	144	32	1.82	2.00
Monterey at Spring Mountain Ranch	KB Home	Rs		SFD	156	4	4	43	1	0	152	41	1.58	2.56

( Northwest Riverside ) Continued ...

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Development Name	Developer	City Code	Notes	Type	Projects							Participating : 35			In Area : 35		
Northwest Riverside  Continued ...					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			
Trails at Mockingbird Canyon	KB Home	Rs		DTMU	59	0	3	40	0	0	7	3	0.10	0.19			
Adagio at Sierra Bella	Lennar	Co		DTMU	118	0	3	136	1	0	3	3	0.15	0.19			
Autumn Grove	Lennar	Rs		SFD	85	3	3	24	3	0	69	19	0.93	1.19			
Floral Ridge at Citrus Heights	Lennar	Rs		SFD	81	0	3	75	1	0	41	14	0.31	0.88			
Hideaway at Sycamore Creek	Lennar	Co		SFD	88	0	2	36	0	0	28	17	0.82	1.06			
Oakwood at Sycamore Creek	Lennar	Co		SFD	104	3	4	35	1	0	23	14	0.67	0.88			
Orchard at Citrus Heights	Lennar	Rs		SFD	141	0	7	68	1	0	116	18	0.88	1.13			
Solana at Sendero	Lennar	Ev		SFD	136	0	5	40	1	0	44	9	1.36	0.56			
Sonata at Sierra Bella	Lennar	Co		DTMU	119	0	2	136	1	0	4	3	0.20	0.19			
Sonoma at Sendoro	Lennar	Ev		SFD	94	0	15	34	0	0	15	5	0.46	0.31			
Sterling at Terramor	Lennar	Co		DTMU	37	0	1	1	1	0	37	12	0.54	0.75			
Tranquility at Riverbend	Lennar	JU		DTMU	217	0	14	42	1	0	164	15	1.00	0.94			
Harris Farm	RC Hobbs	Rs		ATT	36	0	6	8	1	0	20	4	0.52	0.25			
Bedford at Whitney	The New Home Co	Co		SFD	40	0	12	28	1	0	6	2	0.20	0.13			
Citron at Bedford	TRI Pointe	Co		ATT	101	0	9	9	2	1	20	9	0.66	0.56			
Terrassa Villas	TRI Pointe	Co		DTMU	52	0	1	0	0	0	51	3	0.30	0.19			
Seville	Van Daele	Co		DTMU	52	0	8	16	0	0	44	18	0.68	1.13			
Valencia	Van Daele	Co		DTMU	40	0	1	16	1	1	39	2	0.61	0.13			
Boardwalk Townhomes	West Coast Home Buil Co			ATT	148	5	9	15	5	1	66	17	0.86	1.06			
Cameos at Turnleaf	William Lyon	JU		DTMU	216	0	4	14	1	1	119	10	1.38	0.63			
Rivera	William Lyon	Rs		SFD	71	3	3	16	1	0	35	15	0.94	0.94			
Sky Ridge	William Lyon	Rs		DTMU	90	0	1	0	0	0	89	3	0.35	0.19			
Nova	Woodside	Co		SFD	96	3	4	45	1	0	5	2	0.16	0.13			
<b>TOTALS: No. Reporting:</b>	<b>35</b>	<b>Avg. Sales: 0.89</b>			<b>Traffic to Sales: 37 : 1</b>			<b>201</b>	<b>1284</b>	<b>35</b>	<b>4</b>	<b>1625</b>	<b>373</b>	<b>Net: 31</b>			

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

South Riverside					Projects							Participating : 46			In Area : 47		
					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			
Glen at Summerly	Beazer	LE		DTMU	57	0	6	11	0	0	0	0	0.00	0.00			
Provence at Heritage Ranch	Beazer	Wn		DTMU	122	0	3	18	3	0	32	26	0.65	1.63			
Province at Audie Murphy Ranch	Brookfield	Me		DTMU	93	0	1	0	2	0	90	7	0.58	0.44			
Savannah at Audie Murphy Ranch	Brookfield	Me		DTMU	129	0	12	24	1	0	18	6	0.34	0.38			
Oak Hills II	Delsa	Me		SFD	21	0	1	11	0	0	18	3	0.24	0.19			
Crescent Pointe at Sierra Ridge	DR Horton	Me		SFD	87	0	4	5	0	0	23	12	0.71	0.75			
Larkspur at Spencer's Crossing	DR Horton	Me		DTMU	68	0	12	9	1	0	8	8	0.77	0.77			
Laurel Pointe at Summerly	DR Horton	LE		DTMU	56	0	2	6	0	0	7	7	0.52	0.52			
Paloma at Sierra Ridge	DR Horton	Me		SFD	63	0	5	7	1	1	13	7	0.40	0.44			
Retreat at Holiday	DR Horton	Me		AASF	108	0	4	3	0	0	101	12	0.93	0.75			
Tribute at Audrey Murphy Ranch	DR Horton	Me		DTMU	88	0	8	12	2	0	40	19	0.73	1.19			
Boulder Estates	Griffin	Me		DTMU	29	0	7	58	3	0	14	14	1.34	1.34			
Alure	KB Home	FRV		DTMU	51	0	4	20	1	1	45	5	0.64	0.31			
Autumn Winds	KB Home	Wn		DTMU	141	0	15	36	2	0	31	29	1.60	1.81			
Camberly Place	KB Home	FRV		DTMU	132	0	18	38	2	0	49	21	0.83	1.31			
Cypress at Hidden Hills	KB Home	Me		SFD	131	0	10	35	4	0	119	27	1.23	1.69			
Peppertree at Hidden Hills	KB Home	Me		DTMU	86	4	16	40	3	0	36	10	0.66	0.63			
Chelsea at Heritage Lake	Lennar	Me		DTMU	113	0	2	31	0	0	4	4	0.74	0.74			
Hampton at Heritage Lake	Lennar	Me		DTMU	187	0	3	31	0	0	6	6	1.11	1.11			
Heritage Heights	Lennar	Me		DTMU	122	0	10	23	0	0	107	18	1.17	1.13			

( South Riverside ) Continued ...

# THE RYNES REPORT

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Development Name	Developer	City Code	Notes	Type	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				
<b>South Riverside</b>					<b>Projects</b>					<b>Participating : 46</b>			<b>In Area : 47</b>					
Continued ...					110	0	7	10	0	0	101	10	0.89	0.63				
Mariposa at The Lakes	Lennar	Me		SFD	113	0	11	19	0	0	30	8	0.81	0.50				
Mountain Sky at Conestoga	Lennar	Wn	Update	SFD	117	0	6	28	0	0	79	23	0.80	1.44				
Newport at Heritage Lake	Lennar	Me		DTMU	69	0	1	0	0	0	68	8	0.78	0.50				
Parkview at Heritage Lake	Lennar	Me		DTMU	111	8	19	20	0	0	21	9	0.57	0.56				
Salt Creek at Conestoga	Lennar	Wn		SFD	95	0	4	6	0	0	87	10	0.70	0.63				
Sunrise II at Morningstar Ranch	Lennar	Wn		DTMU	218	0	17	38	0	0	17	17	1.83	1.83				
Townes at Menifee Town Center	Lennar	Me		ATMU	125	0	13	33	0	0	41	9	0.97	0.56				
Village at Menifee Town Center	Lennar	Me		SFD	102	0	14	24	1	0	30	9	0.61	0.56				
Kingston at Audie Murphy Ranch	Meritage	Me		DTMU	190	0	2	10	0	0	182	5	0.31	0.31				
Cottonwood at Pacific Mayfield	Pacific	Me		DTMU	84	0	8	20	1	0	40	8	0.58	0.50				
Avena	Pardee	Wn		DTMU	89	0	9	28	2	0	33	24	0.73	1.50				
Canvas at Centennial	Pardee	Me		SFD	92	0	7	20	1	0	19	12	0.43	0.75				
Easton at Centennial	Pardee	Me		DTMU	85	8	14	28	1	0	20	11	0.44	0.69				
Kadence at Centennial	Pardee	Me		SFD	93	0	10	20	2	0	26	13	0.59	0.81				
Newpark at Centennial	Pardee	Me		DTMU	68	0	10	20	2	0	55	10	0.52	0.63				
Starling at Canyon Hills	Pardee	LE	Update	DTMU	64	0	3	21	0	0	18	14	0.66	0.88				
Brixton	Pulte	Me		SFD	54	0	15	20	0	0	33	4	0.51	0.25				
Reflections	Pulte	Me		DTMU	63	0	5	24	3	0	16	10	0.51	0.63				
Windsor	Pulte	Me		SFD	51	4	5	12	1	0	46	16	0.72	1.00				
Marisol at Summerly Homes	Richmond American	LE		DTMU	65	0	5	15	0	1	17	13	0.64	0.81				
Sendero at Summerly	Richmond American	LE		SFD	86	0	1	8	0	0	85	5	0.76	0.31				
The Ridge at Audie Murphy	Richmond American	Me		DTMU	65	0	4	12	3	0	61	19	1.16	1.19				
Alder at Summerly	William Lyon	LE		SFD	151	0	3	36	2	0	5	5	1.13	1.13				
Camden Place	William Lyon	Me		DTMU	102	0	11	15	1	0	89	9	0.94	0.56				
Willow Tree at Audie Murphy Ranch	William Lyon	Me		SFD	112	0	7	14	1	0	82	9	0.64	0.56				
Dakota at Audie Murphy Ranch	Woodside	Me		DTMU	<b>TOTALS: No. Reporting:</b>	<b>46</b>	<b>Avg. Sales:</b>	<b>0.93</b>	<b>Traffic to Sales:</b>	<b>20 : 1</b>	<b>354</b>	<b>919</b>	<b>46</b>	<b>3</b>	<b>2062</b>	<b>531</b>	<b>Net:</b>	<b>43</b>

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

Central San Bernardino	Projects	Participating : 14	In Area : 14											
Development Name	Developer	City Code	Notes	Type	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
Adams Grove	Crestwood	Ri		SFD	75	3	4	29	2	0	26	11	0.45	0.69
Wildrose	Frontier	Col		DTMU	110	0	9	15	0	0	37	7	0.65	0.44
Etiwanda Ridge	Lennar	Fn		SFD	102	0	14	48	1	0	48	15	1.20	0.94
Jasmine at Arboretum	Lennar	Fn		DTMU	134	0	6	20	1	0	26	17	1.02	1.06
Lavender at Arboretum	Lennar	Fn		DTMU	130	0	10	17	1	0	11	5	0.43	0.31
Lilac at Arboretum	Lennar	Fn		DTMU	167	0	18	18	0	0	10	7	0.39	0.44
Magnolia at Arboretum	Lennar	Fn		DTMU	100	0	7	23	4	0	18	14	0.71	0.88
Shady Trails at Laurel Oak	Lennar	Fn		SFD	99	0	3	63	0	0	50	22	1.25	1.38
Stonehaven	Lennar	Fn		DTMU	96	0	3	24	1	0	93	16	0.92	1.00
Windrows Fontana	MCo Development	Fn		ATST	112	0	14	119	5	0	14	14	1.96	1.96
Belrose	Pulte	Fn		DTMU	103	0	8	52	1	0	14	14	1.05	1.05
Monterra	Pulte	Fn		DTMU	95	0	2	30	1	0	93	17	1.51	1.06
Serrano Village	RC Hobbs	Ri		DTMU	33	0	3	6	0	0	30	10	0.51	0.63
Summit Place	William Lyon	Fn		SFD	94	0	12	42	0	0	12	5	0.38	0.31
<b>TOTALS: No. Reporting:</b>	<b>14</b>	<b>Avg. Sales:</b>	<b>1.21</b>	<b>Traffic to Sales:</b>	<b>30 : 1</b>	<b>113</b>	<b>506</b>	<b>17</b>	<b>0</b>	<b>482</b>	<b>174</b>	<b>Net:</b>	<b>17</b>	

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

Continued ...

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Development Name	Developer	City Code	Notes	Type	Projects							Participating : 5			In Area : 5		
					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	6	3	16	6	0	18	16	0.63	1.00			
Villas at The U	GFR	SB		DTST	45	0	7	17	0	0	20	10	0.86	0.63			
Aster at Rosena Ranch	Lennar	SB		DTMU	128	0	7	N/A	0	0	121	8	1.13	0.50			
Rosewood at Rosena Ranch	Lennar	SB		DTMU	149	0	10	N/A	0	0	110	20	1.03	1.25			
Citrus Lane	Sea Country	LL		DTMU	35	0	4	15	0	0	31	7	0.28	0.44			
<b>TOTALS: No. Reporting:</b>	<b>3</b>	<b>Avg. Sales: 2.00</b>		<b>Traffic to Sales: 8 : 1</b>			31	48	6	0	300	61	<b>Net: 6</b>				

City Codes: 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	49	0	S/O	14	0	0	49	14	0.81	0.88			
Aster Pointe	DR Horton	Ad		DTMU	44	0	2	10	0	0	1	1	0.41	0.41			
Juniper at Silverstone	DR Horton	Vic		DTMU	64	3	4	14	2	0	52	11	0.86	0.69			
Diamond Ridge	Frontier	Vic		SFD	122	1	23	18	2	1	37	8	0.51	0.50			
Stone Briar II	Frontier	Ad		DTST	116	0	7	9	0	0	8	5	0.34	0.31			
Luna Vista	K Hovnanian	Vic		DTMU	159	3	4	7	3	1	11	11	1.31	1.31			
Falcon Ridge	KB Home	Vic		DTST	96	0	2	40	1	0	39	19	0.71	1.19			
<b>TOTALS: No. Reporting:</b>	<b>7</b>	<b>Avg. Sales: 0.86</b>		<b>Traffic to Sales: 14 : 1</b>			42	112	8	2	197	69	<b>Net: 6</b>				

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	S/O	2	1	0	76	2	1.17	0.13			
<b>TOTALS: No. Reporting:</b>	<b>1</b>	<b>Avg. Sales: 1.00</b>		<b>Traffic to Sales: 2 : 1</b>			0	2	1	0	76	2	<b>Net: 1</b>				

City Codes: CH = Chino Hills

Northwest San Bernardino					Projects							Participating : 10			In Area : 10		
					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	4	5	1	0	22	14	0.98	0.88			
Palazzo at Day Creek Square	DR Horton	RC		ATMU	66	0	2	6	1	1	16	10	0.78	0.63			
Solstice at Day Creek	DR Horton	RC		ATMU	127	0	3	4	1	0	23	12	0.98	0.75			
Veranda at Day Creek Square	DR Horton	RC		ATMU	100	0	2	4	2	0	16	12	0.82	0.75			
Springtime at Harvest	KB Home	Up		DTMU	125	0	2	23	0	0	123	20	1.08	1.25			
Arbor Square at Harvest	Lennar	Up		DTMU	127	0	6	36	0	0	2	2	0.45	0.45			
Sunflower at Harvest	Lennar	Up		DTMU	66	0	1	57	1	0	2	2	0.45	0.45			
Westridge at Sycamore Hills	Taylor Morrison	Up	Update	DTMU	145	0	18	13	2	0	49	22	1.06	1.38			
Bungalows at Terra Vista	Van Daele	RC		SFD	81	3	8	69	1	1	25	16	0.91	1.00			
Row at Terra Vista	Van Daele	RC		ATT	133	3	11	69	0	0	19	14	0.69	0.88			
<b>TOTALS: No. Reporting:</b>	<b>10</b>	<b>Avg. Sales: 0.70</b>		<b>Traffic to Sales: 32 : 1</b>			57	286	9	2	297	124	<b>Net: 7</b>				

City Codes: RC = Rancho Cucamonga, Up = Upland

Southwest San Bernardino					Projects							Participating : 35			In Area : 35		
					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			
Holiday at Emerald Park	Brookfield	OR		ATMU	91	0	20	0	0	2	8	8	0.77	0.77			
Marigold at New Haven	Brookfield	On		DTMU	84	6	17	36	1	0	62	10	0.93	0.63			
Solstice at Emerald Park	Brookfield	OR		ATMU	126	0	6	0	0	0	5	5	0.48	0.48			
Solstice at New Haven	Brookfield	On		ATT	93	0	8	70	1	0	85	7	1.28	0.44			

( Southwest San Bernardino ) Continued ...

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Development Name	Developer	City Code	Notes	Type	Projects							Participating : 35			In Area : 35		
Southwest San Bernardino					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			
					Continued ...												
Waverly	Brookfield	On		DTST	196	0	9	49	1	0	171	15	0.91	0.94			
Bungalows at Stonebrook	Century	Ch		DTMU	76	0	3	32	0	0	21	4	0.59	0.25			
Cottages at Stonebrook	Century	Ch		DTMU	46	0	9	32	1	0	8	2	0.22	0.13			
Coventry at Park Place	Christopher	On		DTMU	102	0	TSO	28	1	0	50	20	0.94	1.25			
Cara Pointe at Avenida	DR Horton	On		SFD	97	3	4	4	2	1	35	21	0.99	1.31			
Persimmon Place at Avenida	DR Horton	On		SFD	80	0	4	4	0	0	47	20	1.33	1.25			
Willowleaf at Avenida	DR Horton	On		SFD	52	0	3	4	1	0	18	10	0.51	0.63			
Lago Los Serranos	JTECC Investment	CH		ATMU	95	0	5	33	0	0	44	6	0.78	0.38			
Cottages on 4th	KB Home	On		SFD	55	0	10	23	1	0	45	9	1.24	0.56			
Northpark	KB Home	On	Update	SFD	190	0	13	66	4	0	54	29	1.52	1.81			
Turnleaf	KB Home	Ch		SFD	185	0	27	36	4	1	84	31	1.52	1.94			
Willowmore at Park Place	KB Home	On		SFD	60	0	3	35	1	1	23	14	0.84	0.88			
Amelia at The Preserve	Lennar	Ch		DTMU	110	9	17	44	2	0	83	14	0.94	0.88			
Autumn Field at The Preserve	Lennar	Ch		SFD	82	0	2	6	0	0	80	6	1.00	0.38			
Camden II at Park Place	Lennar	On		DTMU	88	0	8	28	0	0	77	9	1.11	0.56			
Eagle Rock at Grand Park	Lennar	On		SFD	134	0	14	15	2	0	83	17	1.02	1.06			
Montarra	Lennar	CH		DTMU	102	0	1	31	0	0	96	0	0.47	0.00			
Montarra II at Vila Borba	Lennar	CH		DTMU	100	0	5	31	0	0	75	2	0.71	0.13			
Olive Grove at The Preserve	Lennar	Ch		SFD	114	0	5	30	0	1	60	8	0.76	0.50			
Pacific Crest at Grand Park	Lennar	On		SFD	92	0	TSO	0	0	0	90	3	1.11	0.19			
Sierra Peak at Grand Park	Lennar	On		SFD	104	0	14	24	1	0	87	10	1.16	0.63			
Aurora at Park Place	Pulte	On		DTMU	47	0	2	21	0	0	7	7	0.74	0.74			
Heirloom at The Preserve	Richmond American	Ch		SFD	104	0	6	28	0	0	98	10	1.08	0.63			
Primrose at Park Place	Richmond American	On		DTMU	79	0	2	96	0	0	10	10	4.12	4.12			
Meadowood at Park Place	Taylor Morrison	On	Update	DTMU	102	16	23	16	1	1	65	25	1.25	1.56			
Seville at Park Place	The New Home Co	On		DTMU	75	0	3	11	0	0	33	5	0.61	0.31			
St. James @ Park Place	TRI Pointe	On		DTMU	207	0	14	13	0	0	174	14	0.75	0.88			
Centerhouse	Trumark	On		ATT	114	0	9	32	1	0	72	9	1.37	0.56			
Laurel Lane	William Lyon	Ch		DTMU	70	0	3	0	0	0	67	1	0.70	0.06			
Stonewater at Park Place	Woodside	On		DTMU	79	0	6	29	0	0	46	13	0.88	0.81			
Sunrise at the Harvest	Woodside	Ch		DTMU	56	0	4	14	1	0	43	9	0.62	0.56			
<b>TOTALS: No. Reporting:</b>	<b>35</b>	<b>Avg. Sales:</b>	<b>0.54</b>	<b>Traffic to Sales:</b>	<b>35 : 1</b>	<b>279</b>	<b>921</b>	<b>26</b>	<b>7</b>	<b>2106</b>	<b>383</b>	<b>Net:</b>	<b>19</b>				

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

Inland Empire	Projects							Participating : 216			In Area : 220		
		Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Net Sales					
<b>GRAND TOTALS: No. Reporting:</b>	<b>213</b>	<b>Avg. Sales:</b>	<b>0.83</b>	<b>Traffic to Sales:</b>	<b>27 : 1</b>	<b>1,538</b>	<b>5521</b>	<b>206</b>	<b>30</b>	<b>11,418</b>	<b>2,409</b>	<b>Net:</b>	<b>176</b>

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 RYNES REPORT

The Ryness Company Marketing Research Department

Sponsored by:



For Week 16, Ending April 21, 2019

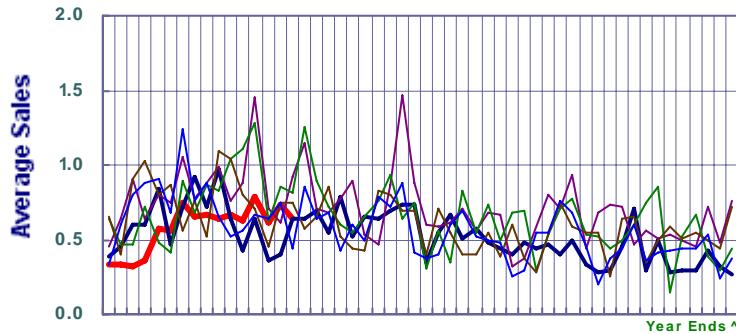
## San Diego-Imperial

NATIONAL BUILDER DIVISION

Counties / Groups	Projects	Traffic	Sales	Cancels	Net Sales	Avg. Sales	Year To Date		Prev. 13 Wks.		
							Avg. Avg.	Diff.	Avg.	Diff.	
Central San Diego	3	56	2	1	1	0.33	0.42	-21%	0.48	-31%	
East San Diego	6	128	6	0	6	1.00	0.90	12%	0.96	4%	
No. Coastal San Diego	30	576	17	3	14	0.47	0.45	4%	0.46	2%	
No. Inland San Diego	35	602	30	4	26	0.74	0.64	17%	0.68	10%	
South Bay San Diego	30	929	22	2	20	0.67	0.59	13%	0.63	5%	
<b>Current Week Totals</b>	Traffic : Sales 30 : 1	<b>104</b>	<b>2,291</b>	<b>77</b>	<b>10</b>	<b>67</b>	<b>0.64</b>	<b>0.58</b>	<b>11%</b>	<b>0.61</b>	<b>5%</b>
Per Project Average			22	0.74	0.10	0.64					
<b>Year Ago - 04/22/2018</b>	Traffic : Sales 42 : 1	<b>79</b>	<b>2,458</b>	<b>59</b>	<b>8</b>	<b>51</b>	<b>0.65</b>	<b>0.62</b>	<b>4%</b>	<b>0.64</b>	<b>1%</b>
% Change		32%	-7%	31%	25%	31%	0%	-7%		-4%	

### 2019 San Diego-Imperial Survey

#### 52 Weeks Comparison



#### Year To Date Averages Through Week 16 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	42	0.85	0.15	0.70	0.57
■	2015	32	58	0.84	0.09	0.75	0.60
■	2016	48	58	0.82	0.09	0.73	0.65
■	2017	49	47	0.97	0.12	0.85	0.71
■	2018	71	33	0.73	0.11	0.61	0.52
■	2019	101	25	0.68	0.10	0.58	0.58
% Change :		41%	-24%	-7%	-14%	-5%	12%

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



## WEEKLY FINANCIAL NEWS

### Financing

	RATE	APR
CONV	4.12%	4.25%
FHA	3.79%	3.85%
10 Yr Yield	2.58%	



### Market Commentary

As the housing industry celebrates New Homes Month in April, recent data from the American Housing Survey confirms nearly two-thirds of first-time homebuyers say a better home is the top reason for moving, followed by household formation (61%) and a better neighborhood (49%). First-time homebuyers make up 37% of all households who purchased homes in the two years preceding the release of the 2017 AHS, down from 39% in the 2015 AHS. The median price of homes purchased by recent homebuyers, including first-time buyers and previous homeowners, known as trade-up buyers, increased by 10% from the 2015 AHS. "First-time homebuyers are eager to move to better homes and neighborhoods, yet home prices remain a challenge," said NAHB Chairman Greg Ugalde, a builder and developer. "Public policies and incentives that support home affordability can help buyers find a home that fits their lifestyle and family." Home builders recognize the complexity of factors that contribute to higher home prices and the cost of housing. In today's market, issues such as the supply of land; federal, state and local regulatory requirements; and a shortage of skilled labor makes it difficult to increase the supply of affordable housing. The demographics of first-time and trade-up homebuyers remained largely unchanged from the 2015 AHS: the typical homebuyer was 40 years old; first-time buyers had a median age of 32, compared to a median age of 47 for trade-up buyers. 27% of recent homebuyers were racial or ethnic minorities, about the same as in the 2015 AHS. In a positive sign for the spring home buying season, the Federal Reserve last week signaled that it envisions no rate increases in 2019 and only a single rate hike in 2020. Source: Stephanie Pagan of NAHB

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## San Diego-Imperial

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Development Name	Developer	City Code	Notes	Type	Projects							Participating : 3			In Area : 3			
Central San Diego					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	14	27	1	1	22	5	0.35	0.31				
Promontory at Civita	The New Home Co	SDN		ATMU	133	0	5	20	0	0	52	7	0.70	0.44				
Park at Bankers Hill	Zephyr	SDD		ATMU	60	0	1	9	1	0	46	10	0.43	0.63				
<b>TOTALS: No. Reporting:</b>	<b>3</b>	<b>Avg. Sales:</b>	<b>0.33</b>		<b>Traffic to Sales:</b>	<b>28 : 1</b>		<b>20</b>	<b>56</b>	<b>2</b>	<b>1</b>	<b>120</b>	<b>22</b>	<b>Net:</b>	<b>1</b>			

City Codes: SDD = San Diego, SDN = San Diego

East San Diego					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				
Main Ranch	California West Comm EC	SFD		DTMU	139	0	2	56	0	0	62	28	1.22	1.75				
Lakeshore	KB Home	SDE		DTMU	49	2	3	14	1	0	46	8	0.71	0.50				
Lake Ridge at Weston	Pardee	Ste		DTMU	129	0	8	7	0	0	58	8	0.81	0.50				
Sandstone at Weston	Pardee	Ste		DTMU	81	0	7	14	0	0	68	12	0.95	0.75				
Prism at Weston	TRI Pointe	Ste		DTMU	142	0	9	30	4	0	60	21	0.84	1.31				
Talus at Weston	TRI Pointe	Ste		DTMU	63	0	9	7	1	0	50	12	0.70	0.75				
<b>TOTALS: No. Reporting:</b>	<b>6</b>	<b>Avg. Sales:</b>	<b>1.00</b>		<b>Traffic to Sales:</b>	<b>21 : 1</b>		<b>38</b>	<b>128</b>	<b>6</b>	<b>0</b>	<b>344</b>	<b>89</b>	<b>Net:</b>	<b>6</b>			

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

No. Coastal San Diego					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			
Francia at Mission Lane	Beazer	Oc		DTMU	59	0	7	1	0	0	52	13	0.58	0.81			
Palomar at Mission Lane	Beazer	Oc		ATT	86	0	12	3	1	0	9	5	0.32	0.31			
Pepper Tree at Mission Lane	Beazer	Oc		DTMU	83	0	9	3	0	0	55	10	0.61	0.63			
Vela at Mission Lane	Beazer	Oc		ATT	63	0	8	2	1	0	10	5	0.35	0.31			
12 Pacific	California West Comm Cb	DTMU			12	0		4	0	0	0	0	0.00	0.00			
Encinitas Enclave	California West Comm En	DTMU			19	0	4	22	0	0	15	1	0.20	0.06			
Tides	City Ventures	Oc		ATT	58	0	10	30	0	0	14	8	0.36	0.50			
Acacia at The Preserve	Cornerstone	Cb		ATMU	48	0	5	40	0	0	13	7	0.26	0.44			
Agave at The Preserve	Cornerstone	Cb		ATMU	88	0	12	21	0	0	71	9	0.41	0.56			
Altura at Pacific Ridge	Cornerstone	Oc		DTMU	72	0	8	31	1	0	17	9	0.38	0.56			
Blue Sage at The Preserve	Cornerstone	Cb		ATMU	102	0	7	40	0	0	19	5	0.38	0.31			
Brisas at Pacific Ridge	Cornerstone	Oc		ATMU	117	0	13	23	0	0	41	2	0.35	0.13			
Cypress at The Preserve	Cornerstone	Cb		DTMU	56	0	7	46	2	0	12	6	0.23	0.38			
Lucero at Pacific Ridge	Cornerstone	Oc		ATMU	130	0	11	19	0	0	34	5	0.33	0.31			
Afton Way	Fit	Cb		DTMU	8	0	7	11	0	0	1	0	0.03	0.00			
Castello at Heritage Bluffs	Lennar	SDC		DTMU	37	0	1	12	0	0	36	1	0.20	0.06			
Collection at St. Cloud	Lennar	Oc		ATMU	80	0	8	27	2	0	2	2	0.18	0.18			
Corzano at Heritage Bluffs	Lennar	SDC		DTMU	26	0	1	5	0	0	25	1	0.14	0.06			
Toscana at Heritage Bluffs	Lennar	SDC		DTMU	27	0	1	9	0	0	26	1	0.14	0.06			
Mackinnon	New Pointe	CBTS		DTMU	8	0	6	5	0	0	1	1	0.13	0.13			
Carmel at Pacific Highlands Ranch	Pardee	SDC		DTMU	105	0	21	44	1	1	28	10	1.10	0.63			
Sendero at Pacific Highland Ranch	Pardee	SDC		DTMU	112	0	3	24	1	1	56	32	2.20	2.00			
Terraza at Pacific Highland Ranch	Pardee	SDC		DTMU	81	0	4	35	2	0	33	14	1.30	0.88			
Vista Del Mar at Pacific Highland Ranch	Pardee	SDC		DTMU	79	0	12	36	1	0	24	13	0.94	0.81			
Vista Santa Fe at Pacific Highlands Ranch	Pardee	SDC		DTMU	44	0	8	31	2	0	10	10	0.57	0.63			
Alcove	Shea	En		DTMU	13	0	4	16	0	0	6	5	0.24	0.31			
Kensington at The Square	Shea	Cb		ATT	125	0	5	15	1	1	47	18	1.33	1.13			
One Oak	Shea	En		DTMU	28	0	12	11	0	0	7	4	0.09	0.25			
Vista Del Mar	Van Daele	Oc		ATMU	38	0	6	4	0	0	32	-1	0.45	-0.06			

( No. Coastal San Diego ) Continued ...

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Development Name	Developer	City Code	Notes	Type									
No. Coastal San Diego					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
Hideaway at St. Cloud	William Lyon	Oc		ATMU	122	0	5	6	2	0	31	14	0.77
<b>TOTALS: No. Reporting:</b>	<b>30</b>	<b>Avg. Sales:</b>	<b>0.47</b>		<b>Traffic to Sales:</b>	<b>34 : 1</b>		<b>217</b>	<b>576</b>	<b>17</b>	<b>3</b>	<b>727</b>	<b>210</b>
City Codes: Cb = Carlsbad, CBTS = Cardiff By The Sea, En = Encinitas, Oc = Oceanside, SDC = San Diego													
No. Inland San Diego					Projects			Participating : 35			In Area : 35		
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week
Estancia Bernardo	Ambient	Es		DTMU	13	0	2	4	0	0	11	0	0.16
Rancho Palomar	Ambient	Es	Update	DTMU	22	0	8	8	0	0	9	5	0.18
Aurora Heights	Beazer	Fb		DTMU	124	0	5	46	3	0	13	13	0.71
Candela at Rancho Tesoro	Brookfield	SM		DTMU	56	0	1	6	0	0	55	11	0.56
Terracina at Rancho Tesoro	Brookfield	SM		DTMU	117	0	28	53	5	0	81	18	0.82
Vientos at Rancho Tesoro	Brookfield	SM		DTMU	102	0	17	0	0	0	60	10	0.61
SL Rey	California West Comm	Bo		DTMU	93	0	6	17	1	0	29	7	0.50
The Estates at San Elijo Hills	Davidson	SM		DTMU	58	0	6	43	0	0	52	2	0.38
Bridlegate at Horse Creek Ridge	DR Horton	Fb		DTMU	64	0	4	2	1	1	38	8	0.46
Brindle Pointe at Horse Creek Ridge	DR Horton	Fb		SFD	124	3	3	5	2	0	94	15	1.14
Chaparral Pointe at Horse Creek Ridge	DR Horton	Fb		SFD	106	3	3	10	3	0	100	13	1.21
Oakmont at Horse Creek Ridge	DR Horton	Fb		SFD	136	0	2	5	1	0	76	9	0.92
Saratoga Estates at Horse Creek Ridge	DR Horton	Fb		DTMU	51	0	8	3	0	0	22	8	0.39
Solara at Skyline	DR Horton	Vi		ATMU	80	0	9	6	0	0	8	7	0.36
Verano at Skyline	DR Horton	Vi		ATMU	109	0	2	6	1	1	18	12	0.77
Westbury at Horse Creek Ridge	DR Horton	Fb		DTMU	75	0	6	9	0	0	65	9	0.79
Thornbush	HQT	SM		SFD	14	0	10	7	0	1	4	3	0.14
Lexington	KB Home	Es		DTMU	43	0	3	19	0	0	39	15	0.28
Sierra	KB Home	Vi		ATMU	60	10	11	12	3	0	17	17	0.80
Viewpointe	KB Home	SM		ATMU	78	0	1	5	0	0	5	5	2.06
Andalucia at Harmony Grove	Lennar	Es		DTMU	129	0	13	26	0	0	87	6	0.43
Avante	Lennar	SDN		ATMU	119	0	23	26	0	0	19	2	0.44
Avila	Lennar	Vi		ATT	47	0	12	19	0	0	19	10	0.67
Cavalli at Harmony Grove Village	Lennar	Es		DTMU	64	0	20	24	1	0	28	16	0.73
Contessa at Harmony Grove Village	Lennar	Es	New	DTMU	56	0	12	12	0	0	0	0	0.00
Del Sur Skye	Lennar	SDN		ATMU	94	5	13	46	4	0	52	24	1.35
Seabreeze at Harmony Grove	Lennar	Es		DTMU	109	0	2	6	0	0	107	6	0.53
Sienna	Lennar	Vi	New	DTMU	27	0	8	9	0	0	0	0	0.00
Sterling Heights at The Lakes	Lennar	SDN		DTMU	110	0	8	81	1	0	24	17	1.07
Sur 33 at Del Sur	Lennar	SDN		DTMU	96	0	2	4	0	0	94	15	0.86
Whittingham at Harmony Grove Village	Lennar	Es		DTMU	120	0	7	30	1	0	55	13	0.78
Promontory at Horse Creek Ridge	Richmond American	Fb		DTMU	116	0	8	8	1	1	28	9	0.50
Estates at Canyon Grove	Shea	Es		DTMU	82	0	8	19	0	0	74	6	0.57
Heritage Collection at Canyon Grove	Shea	Es		DTMU	97	0	6	19	0	0	90	7	0.70
Citron Stella Park	William Lyon	Es		ATT	63	0	2	7	2	0	49	17	1.18
<b>TOTALS: No. Reporting:</b>	<b>35</b>	<b>Avg. Sales:</b>	<b>0.74</b>		<b>Traffic to Sales:</b>	<b>20 : 1</b>		<b>279</b>	<b>602</b>	<b>30</b>	<b>4</b>	<b>1522</b>	<b>335</b>
City Codes: Bo = Bonsall, Es = Escondido, Fb = Fallbrook, SDN = San Diego, SM = San Marcos, Vi = Vista													

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Development Name	Developer	City Code	Notes	Type									
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
Esperanza at Vista del Sur	Cornerstone	SDS		ATMU	100	0	8	22	0	0	77	9	0.35
Tesoro Vista del Sur	Cornerstone	SDS		ATMU	134	0	5	23	1	0	51	11	0.63
Signature	Heritage	CHV	Update	SFD	79	0	7	72	0	0	38	1	0.40
<b>TOTALS:</b> No. Reporting: 3		Avg. Sales: 0.33			<b>Traffic to Sales: 117 : 1</b>			20	117	1	0	166	21
												Net: 1	

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

South Bay San Diego					Projects			Participating : 27			In Area : 27		
					Units	New Rel.	Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Av.Sls /Week
Flora at Escaya	Brookfield	CHV		ATST	107	0	20	25	1	0	57	10	0.59
Haciendas at Escaya	Brookfield	CHV		DTMU	76	0	16	11	1	0	51	11	0.52
Prado at Escaya	Brookfield	CHV		SFD	130	0	13	20	3	1	63	14	0.65
Aventine at Otay Ranch	Cornerstone	CHV		SFD	100	1	4	44	1	0	33	8	0.40
Cambria at Otay Ranch	Cornerstone	CHV		DTMU	60	0	6	24	1	0	16	5	0.39
Monterra at Otay Ranch	Cornerstone	CHV		ATMU	36	0	5	44	0	0	1	0	0.04
Alay	Heritage	CHV	New	ATMU	80	0	11	68	0	0	0	0	0.00
Lovina	Heritage	CHV	Update	SFD	78	0	6	28	0	0	72	6	0.67
Suwerte	Heritage	CHV	Update	ATT	212	0	5	47	0	0	7	1	0.22
Skylar at Millenia	KB Home	CHV		DTMU	79	0	9	36	0	0	49	9	0.70
Castellena at Escaya	Lennar	CHV		DTMU	77	0	19	16	0	0	55	6	0.56
Indigo at Escaya	Lennar	CHV		DTMU	111	0	11	23	0	0	70	13	0.72
Millenia Boulevard	Lennar	CHV		ATMU	78	0	12	18	2	0	63	22	1.60
Valencia at Escaya	Lennar	CHV		DTMU	118	0	13	26	1	0	63	13	0.65
Meridian Communities EVO/TRIO/METR Meridian Group	CHV	Update	ATMU		217	0	20	16	3	1	190	24	1.36
Bella Sitia at Otay Ranch	Pacific Coast	CHV	New	DTMU	68	0	8	95	0	0	0	0	0.00
Cantamar	Pacific Coast	CHV	Update	DTMU	111	0	6	52	0	0	33	3	0.46
Monte Villa	Pacific Coast	CHV	Update	DTMU	72	0	8	18	1	0	42	3	0.46
Parc Place	Pacific Coast	CHV		ATT	162	0	3	18	1	0	78	7	0.72
Tosara II	Pacific Coast	CHV	Update	ATMU	79	0	9	26	1	0	38	7	0.30
Moderna at Playa Del Sol	Pardee	SDS		ATMU	44	0	9	19	0	0	26	16	0.59
Veraz at Playa Del Sol	Pardee	SDS		ATMU	111	0	4	9	1	0	20	10	0.45
Seville at Escaya	Shea	CHV		DTMU	135	0	10	21	2	0	61	9	0.63
Sierra at Escaya	Shea	CHV		SFD	122	0	7	29	0	0	72	14	0.75
Strata at Escaya	Shea	CHV		ATMU	72	0	5	26	1	0	64	15	0.97
Vista Del Cielo	Shea	CHV		DTMU	52	0	2	30	1	0	42	7	0.44
Z at Millenia	Shea	CHV		ATMU	106	0	7	23	0	0	69	6	0.55
<b>TOTALS:</b> No. Reporting: 27		Avg. Sales: 0.70			<b>Traffic to Sales: 39 : 1</b>			248	812	21	2	1335	239
												Net: 19	

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

San Diego-Imperial					Projects			Participating : 104			In Area : 104		
						Rel'd Rm'g	Traffic	Wk's Sales	Wk's Cans	Sold to Date	Sold YTD	Net Sales	
<b>GRAND TOTALS:</b> No. Reporting: 104		Avg. Sales: 0.64			<b>Traffic to Sales: 30 : 1</b>			822	2291	77	10	4,214	916
												Net: 67	

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