

THE RYNESS REPORT

The Ryness Company Marketing Research Department

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For Week 16, Ending **April 21, 2019**

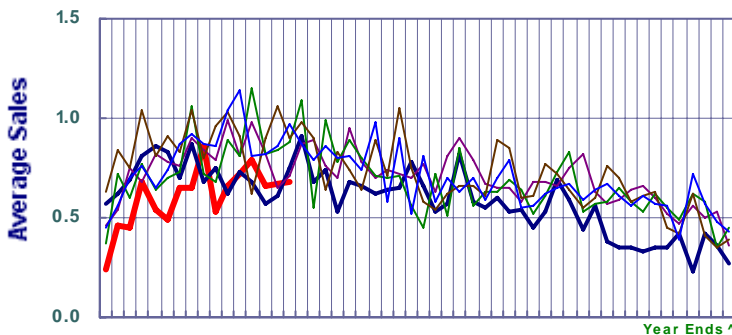
LA-Orange-North

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%
Current Week Totals	Traffic : Sales 30 : 1	231	5,127	169	11	158	0.68	0.61	12%	0.64	7%
Per Project Average			22	0.73	0.05	0.68					
Year Ago - 04/22/2018	Traffic : Sales 42 : 1	190	6,770	162	19	143	0.75	0.69	9%	0.72	4%
% 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*

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

Development Name	Developer	City Code	Notes	Type										
Central Orange					Projects		Participating : 72				In Area : 72			
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>
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
TOTALS: No. Reporting:		72	Avg. Sales: 0.47		Traffic to Sales: 55 : 1		296	2131	39	5	3360	571	Net:	34

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			
					<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	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
TOTALS: No. Reporting:		8	Avg. Sales: 0.63		Traffic to Sales: 56 : 1		36	282	5	0	170	119	Net:	5

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

North Coastal Orange					Projects		Participating : 8				In Area : 8			
					<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	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 ...

Development Name	Developer	City Code	Notes	Type										
North Coastal Orange					Projects				Participating : 8				In Area : 8	
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>
Parkside Estates	Shea	HB	DTMU		111	0	3	12	0	0	33	17	0.82	1.06
TOTALS: 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	
					<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>
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
TOTALS: 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	
					<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>
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

Development Name	Developer	City Code	Notes	Type										
South Inland Orange Continued ...					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
TOTALS: 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	Av.Sls. /YTD
Palmera	Brandywine	BP	ATMU	23	9	9	31	3	0	14	14	1.34	1.34	
Pacific Villas	Williams	BP	SFD	47	0	5	30	2	0	42	9	0.83	0.56	
TOTALS: 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	Av.Sls. /YTD		
E.R.B.	Warmington	LA	DTMU	45	0	2	8	0	0	34	3	0.46	0.19		
Coolidge Place	Watt	LA	SFD	30	0	3	1	0	0	3	3	0.11	0.19		
Bridewell	Williams	HP	DTMU	9	0	2	9	1	0	7	3	0.15	0.19		
Echo Two Four	Williams	HP	ATMU	24	0	4	13	0	0	20	11	0.35	0.69		
TOTALS: 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	YTD	Av.Sls /Week	Av.Sls. /YTD
Collection at Playa Vista	Brookfield	PVst	ATMU	66	0	17	28	0	0	40	6	0.41	0.38
Jewel at Playa Vista	Brookfield	PVst	DTMU	14	0	1	5	0	0	13	1	0.11	0.06
Ashton	Meritage	Wa	ATMU	70	0		30	0	0	0	0	0.00	0.00
Ashton on Lanark	Meritage	Wa	SFD	7	0	1	4	0	0	1	1	0.04	0.06
Seabluff	The New Home Co	PVst	ATT	75	0	8	16	0	0	38	4	0.63	0.25
TOTALS: 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	Av.Sls. /YTD
Pacific Landing	DR Horton	EIS	DTMU	24	0	3	4	0	0	18	12	0.43	0.75
Waypointe	DR Horton	EIS	ATT	34	3	4	4	1	0	11	7	0.36	0.44
Crescent Square	Far West Industries	SH	DTMU	25	0	1	3	0	0	24	2	0.25	0.13
Edgemont	KB Home	Com	SFD	62	3	3	36	3	1	27	12	0.95	0.75
Vista Pointe	KB Home	LA	DTMU	56	0	2	34	3	1	40	33	2.33	2.06
Magnolia Walk	Olson	WBK	SFD	94	0	4	36	0	0	77	22	1.69	1.38
Pacific Bougainvillea	Pacific	Tor	SFD	63	0	3	37	0	0	20	2	0.25	0.13
Dorado	Pulte	LB	DTMU	40	0	3	27	3	1	12	6	0.54	0.38
Asher Pointe	Watt	GRD	DTMU	21	3	4	18	1	0	13	4	0.23	0.25
TOTALS: 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

Development Name	Developer	City Code	Notes	Type										
San Fernando Valley					Projects		Participating : 11				In Area : 11			
					<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	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
Palmilla	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
TOTALS: No. Reporting:		11	Avg. Sales: 0.45		Traffic to Sales: 22 : 1		42	153	7	2	446	104	Net:	5

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			
					<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	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
TOTALS: No. Reporting:		11	Avg. Sales: 0.55		Traffic to Sales: 37 : 1		37	224	6	0	551	88	Net:	6

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			
					<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	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
TOTALS: No. Reporting:		3	Avg. Sales: 1.00		Traffic to Sales: 16 : 1		15	48	3	0	115	19	Net:	3

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

Southeast Los Angeles					Projects		Participating : 2				In Area : 2			
					<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	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
TOTALS: No. Reporting:		2	Avg. Sales: 0.00		Traffic to Sales: 0 : 1		8	48	0	0	31	8	Net:	0

City Codes: BLF = Bellflower

Development Name	Developer	City Code	Notes	Type										
Santa Clarita Valley					Projects		Participating : 13					In Area : 13		
					<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>
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 of 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
TOTALS: No. Reporting:		13	Avg. Sales: 1.23		Traffic to Sales: 20 : 1			128	313	16	0	606	151	Net: 16

City Codes: La = Lancaster, SC = Santa Clarita

Antelope Valley					Projects		Participating : 4					In Area : 4		
					<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	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
TOTALS: No. Reporting:		4	Avg. Sales: 2.25		Traffic to Sales: 7 : 1			8	66	9	0	166	48	Net: 9

City Codes: La = Lancaster, Plmd = Palmdale

East Ventura					Projects		Participating : 4					In Area : 6		
					<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	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
TOTALS: No. Reporting:		4	Avg. Sales: 1.25		Traffic to Sales: 20 : 1			14	102	5	0	189	65	Net: 5

City Codes: SV = Simi Valley

West Ventura					Projects		Participating : 4					In Area : 6		
					<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	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
TOTALS: No. Reporting:		4	Avg. Sales: 0.25		Traffic to Sales: 63 : 1			19	63	1	0	186	35	Net: 1

City Codes: Cm = Camarillo, Ve = Ventura

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	Av.Sls. /YTD
Arroyos at Righetti Ranch	Williams	SLO	DTMU		52	0	7	58	0	0	22	14	0.66	0.88
Paseos at Righetti Ranch	Williams	SLO	DTMU		33	0	12	58	1	0	13	9	0.39	0.56
TOTALS: No. Reporting:		2	Avg. Sales: 0.50		Traffic to Sales: 116 : 1			19	116	1	0	35	23	Net: 1

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	Av.Sls. /YTD
Winslowe	City Ventures	Ga	ATMU	175	0	5	25	2	0	62	27	1.17	1.69
Los Carneros	Comstock Homes	Ga	DTMU	233	0	1	16	0	0	232	15	1.40	0.94
Amarena at Tree Farm	Lennar	Ga	DTMU	15	0	2	2	0	0	10	5	0.20	0.31
Limone at Tree Farm	Lennar	Ga	DTMU	18	0	1	3	0	0	13	3	0.26	0.19
Mela at Tree Farm	Lennar	Ga	ATMU	30	0	2	6	0	0	22	6	0.23	0.38
Pera at Tree Farm	Lennar	Ga	DTMU	43	0	3	7	2	0	30	11	0.32	0.69
Shea Homes at Rice Ranch	Shea	Orct	ATMU	114	0	4	13	0	0	46	7	0.44	0.44
Gardens	Williams	SMRA	DTMU	126	0	17	8	1	0	109	17	1.05	1.06
TOTALS: No. Reporting:		8	Avg. Sales: 0.63		Traffic to Sales: 16 : 1		35	80	5	0	524	91	Net: 5

City Codes: Ga = Santa Barbara, Ga = Goleta, Orct = 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	Av.Sls. /YTD
Asher Ranch II														

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	1.69
Aspire at Union Village	K Hovnanian	BAK	SFD	153	3	2	18	3	0	67	31	1.44	1.94
Westwind	Legacy	BAK	DTMU	159	3	4	28	1	0	96	8	0.38	0.50
California at Ashe Meadows	Lennar	BAK	SFD	46	3	3	10	2	0	36	30	1.11	1.88
Chateau at Ashe Meadows	Lennar	BAK	SFD	40	0	2	12	0	0	36	28	1.31	1.75
Gossamer Grove Savannah	Lennar	SHA	SFD	78	6	3	6	6	0	69	27	1.29	1.69
Gossamer Grove Skye	Lennar	SHA	SFD	100	0	2	14	1	0	77	12	1.13	0.75
Gossamer Grove Summer	Lennar	SHA	DTST	83	0		10	0	0	0	0	0.00	0.00
Gossamer Grove Tract 6773	Lennar	BAK	SFD	76	0	1	7	0	0	73	10	0.69	0.63
Skye at Ashe Meadows	Lennar	BAK	SFD	157	6	3	25	5	0	30	19	0.90	1.19
Northampton	Woodside	BAK	SFD	150	0	2	32	2	0	130	27	0.71	1.69
TOTALS: No. Reporting:		11	Avg. Sales: 1.91		Traffic to Sales: 8 : 1		27	177	21	0	688	219	Net: 21

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	Av.Sls. /YTD
Sequoia Trails Aspen	Beazer	Vi	DTMU	205	0	38	11	1	0	3	3	0.19	0.19
Sequoia Trails Cedar	Beazer	Vi	DTMU	120	0	23	0	0	0	0	0	0.00	0.00
Arbor Trail	DR Horton	Vi	SFD	77	3	4	15	1	0	38	12	0.33	0.75
Laurel Heights	DR Horton	Vi	DTMU	54	0	2	5	0	0	7	6	0.36	0.38
Montecito	DR Horton	TU	SFD	189	0	3	N/A	0	0	59	16	0.67	1.00

(Tulare/Kings) Continued ...

THE RYNESS REPORT

Week Ending
Sunday, April 21, 2019

LA-Orange-North Page
8 of: 8

Development Name	Developer	City Code	Notes	Type										
Tulare/Kings Continued ...					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	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	
TOTALS: No. Reporting:		15	Avg. Sales: 1.07		Traffic to Sales:		8 : 1	98	141	17	1	772	180	Net: 16

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	
GRAND TOTALS: No. Reporting: 231		Avg. Sales: 0.68		Traffic to Sales: 30 : 1		1,069	5127	169	11	10,652	2,205	Net: 158

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 16, Ending **April 21, 2019**

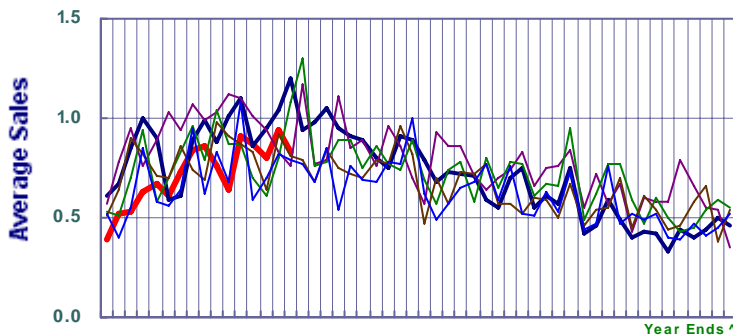
Inland Empire

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		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%
Current Week Totals	Traffic : Sales 27 : 1	213	5,521	206	30	176	0.83	0.72	14%	0.76	9%
Per Project Average			26	0.97	0.14	0.83					
Year Ago - 04/22/2018	Traffic : Sales 34 : 1	132	5,931	175	17	158	1.20	0.85	41%	0.89	34%
% 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*

Development Name	Developer	City Code	Notes	Type										
Central Riverside					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	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	0.00	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
TOTALS: No. Reporting:		9	Avg. Sales: 0.78		Traffic to Sales: 23 : 1			64	164	7	0	444	70	Net: 7

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			
TOTALS: No. Reporting: 27					Avg. Sales: 0.74		Traffic to Sales: 28 : 1		235	786	28	8	2347	360	Net: 20	

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

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		
TOTALS: No. Reporting:				5		Avg. Sales: 0.80		Traffic to Sales:		12 : 1		33	48	4	0	563	54	Net:	4

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		
TOTALS: No. Reporting: 21		Avg. Sales: 0.71		Traffic to Sales: 23 : 1		129	445	19	4	919	208	Net: 15			

City Codes: Mu = Murrieta, Te = Temecula

Northwest Riverside					Projects				Participating : 35				In Area : 35	
					<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	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 ...

Development Name	Developer	City Code	Notes	Type										
Northwest Riverside					Projects		Participating : 35				In Area : 35			
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>
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
TOTALS: No. Reporting:		35	Avg. Sales: 0.89		Traffic to Sales: 37 : 1		201	1284	35	4	1625	373	Net:	31

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

South Riverside					Projects		Participating : 46				In Area : 47			
					<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	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 ...

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

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

Central San Bernardino					Projects				Participating : 14				In Area : 14	
					<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	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
TOTALS: No. Reporting:		14	Avg. Sales: 1.21		Traffic to Sales: 30 : 1		113	506	17	0	482	174	Net:	17

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

Continued ...

Development Name		Developer	City Code	Notes	Type									
East San Bernardino					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
TOTALS: No. Reporting:		3	Avg. Sales: 2.00		Traffic to Sales:		8 : 1	31	48	6	0	300	61	Net: 6

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
TOTALS: No. Reporting: 7		Avg. Sales: 0.86		Traffic to Sales: 14 : 1		42	112	8	2	197	69	Net:	6

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
Founders	Trumark	CH	ATMU	76	0	S/O	2	1	0	76	2	1.17	0.13
TOTALS: No. Reporting: 1		Avg. Sales: 1.00		Traffic to Sales: 2 : 1		0	2	1	0	76	2	Net: 1	

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	
TOTALS: No. Reporting:		10	Avg. Sales: 0.70		Traffic to Sales: 32 : 1		57	286	9	2	297	124	Net:	7

City Codes: RC = Rancho Cucamonga, Up = Upland

Southwest San Bernardino					Projects			Participating : 35				In Area : 35		
					<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	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 ...

Development Name	Developer	City Code	Notes	Type										
Southwest San Bernardino					Projects			Participating : 35				In Area : 35		
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>
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
TOTALS: No. Reporting:	35	Avg. Sales: 0.54	Traffic to Sales: 35 : 1	279	921	26	7	2106	383	Net: 19				

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	
GRAND TOTALS: No. Reporting: 213		Avg. Sales: 0.83		Traffic to Sales: 27 : 1		1,538	5521	206	30	11,418	2,409	Net: 176

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 16, Ending **April 21, 2019**

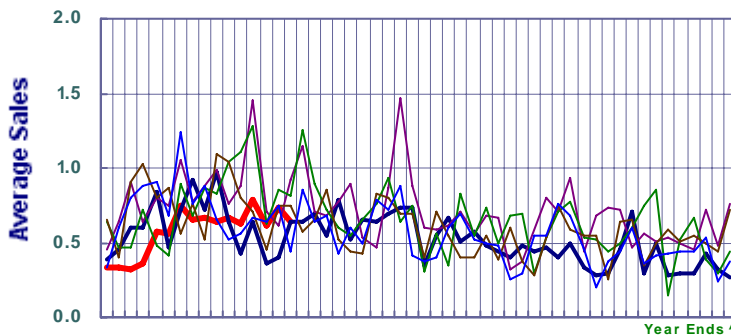
San Diego-Imperial

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		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%
Current Week Totals	Traffic : Sales 30 : 1	104	2,291	77	10	67	0.64	0.58	11%	0.61	5%
Per Project Average			22	0.74	0.10	0.64					
Year Ago - 04/22/2018	Traffic : Sales 42 : 1	79	2,458	59	8	51	0.65	0.62	4%	0.64	1%
% 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*

Development Name	Developer	City Code	Notes	Type										
Central 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
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	
TOTALS: No. Reporting: 3		Avg. Sales: 0.33		Traffic to Sales: 28 : 1		20	56	2	1	120	22	Net: 1		

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		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	
TOTALS: No. Reporting: 6				Avg. Sales: 1.00		Traffic to Sales: 21 : 1		38	128	6	0	344	89	Net: 6

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 Ranc	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 ...

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	Av.Sls. /YTD	
Continued ...															
Hideaway at St. Cloud	William Lyon	Oc	ATMU		122	0	5	6	2	0	31	14	0.77	0.88	
TOTALS: No. Reporting:		30	Avg. Sales: 0.47		Traffic to Sales: 34 : 1		217	576	17	3	727	210	Net:	14	

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	0.00
Rancho Palomar	Ambient	Es	UpdateDTMU	22	0	8	8	0	0	9	5	0.18	0.31
Aurora Heights	Beazer	Fb	DTMU	124	0	5	46	3	0	13	13	0.71	0.81
Candela at Rancho Tesoro	Brookfield	SM	DTMU	56	0	1	6	0	0	55	11	0.56	0.69
Terracina at Rancho Tesoro	Brookfield	SM	DTMU	117	0	28	53	5	0	81	18	0.82	1.13
Vientos at Rancho Tesoro	Brookfield	SM	DTMU	102	0	17	0	0	0	60	10	0.61	0.63
SL Rey	California West Comm Bo		DTMU	93	0	6	17	1	0	29	7	0.50	0.44
The Estates at San Elijo Hills	Davidson	SM	DTMU	58	0	6	43	0	0	52	2	0.38	0.13
Bridlegate at Horse Creek Ridge	DR Horton	Fb	DTMU	64	0	4	2	1	1	38	8	0.46	0.50
Brindle Pointe at Horse Creek Ridge	DR Horton	Fb	SFD	124	3	3	5	2	0	94	15	1.14	0.94
Chaparral Pointe at Horse Creek Ridge	DR Horton	Fb	SFD	106	3	3	10	3	0	100	13	1.21	0.81
Oakmont at Horse Creek Ridge	DR Horton	Fb	SFD	136	0	2	5	1	0	76	9	0.92	0.56
Saratoga Estates at Horse Creek Ridge	DR Horton	Fb	DTMU	51	0	8	3	0	0	22	8	0.39	0.50
Solara at Skyline	DR Horton	Vi	ATMU	80	0	9	6	0	0	8	7	0.36	0.44
Verano at Skyline	DR Horton	Vi	ATMU	109	0	2	6	1	1	18	12	0.77	0.75
Westbury at Horse Creek Ridge	DR Horton	Fb	DTMU	75	0	6	9	0	0	65	9	0.79	0.56
Thornbush	HQT	SM	SFD	14	0	10	7	0	1	4	3	0.14	0.19
Lexington	KB Home	Es	DTMU	43	0	3	19	0	0	39	15	0.28	0.94
Sierra	KB Home	Vi	ATMU	60	10	11	12	3	0	17	17	0.80	1.06
Viewpointe	KB Home	SM	ATMU	78	0	1	5	0	0	5	5	2.06	2.06
Andalucia at Harmony Grove	Lennar	Es	DTMU	129	0	13	26	0	0	87	6	0.43	0.38
Avante	Lennar	SDN	ATMU	119	0	23	26	0	0	19	2	0.44	0.13
Avila	Lennar	Vi	ATT	47	0	12	19	0	0	19	10	0.67	0.63
Cavalli at Harmony Grove Village	Lennar	Es	DTMU	64	0	20	24	1	0	28	16	0.73	1.00
Contessa at Harmony Grove Village	Lennar	Es	NewDTMU	56	0	12	12	0	0	0	0	0.00	0.00
Del Sur Skye	Lennar	SDN	ATMU	94	5	13	46	4	0	52	24	1.35	1.50
Seabreeze at Harmony Grove	Lennar	Es	DTMU	109	0	2	6	0	0	107	6	0.53	0.38
Sienna	Lennar	Vi	NewDTMU	27	0	8	9	0	0	0	0	0.00	0.00
Sterling Heights at The Lakes	Lennar	SDN	DTMU	110	0	8	81	1	0	24	17	1.07	1.06
Sur 33 at Del Sur	Lennar	SDN	DTMU	96	0	2	4	0	0	94	15	0.86	0.94
Whittingham at Harmony Grove Village	Lennar	Es	DTMU	120	0	7	30	1	0	55	13	0.78	0.81
Promontory at Horse Creek Ridge	Richmond American	Fb	DTMU	116	0	8	8	1	1	28	9	0.50	0.56
Estates at Canyon Grove	Shea	Es	DTMU	82	0	8	19	0	0	74	6	0.57	0.38
Heritage Collection at Canyon Grove	Shea	Es	DTMU	97	0	6	19	0	0	90	7	0.70	0.44
Citron Stella Park	William Lyon	Es	ATT	63	0	2	7	2	0	49	17	1.18	1.06
TOTALS: No. Reporting:		35	Avg. Sales: 0.74		Traffic to Sales: 20 : 1		279	602	30	4	1522	335	Net: 26

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

Development Name	Developer	City Code	Notes	Type										
South San Diego					Projects			Participating : 3				In Area : 3		
					<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>
Esperanza at Vista del Sur	Cornerstone	SDS		ATMU	100	0	8	22	0	0	77	9	0.35	0.56
Tesoro Vista del Sur	Cornerstone	SDS		ATMU	134	0	5	23	1	0	51	11	0.63	0.69
Signature	Heritage	CHV	Update	SFD	79	0	7	72	0	0	38	1	0.40	0.06
TOTALS: No. Reporting:		3	Avg. Sales: 0.33		Traffic to Sales: 117 : 1			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		
					<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>
Flora at Escaya	Brookfield	CHV		ATST	107	0	20	25	1	0	57	10	0.59	0.63
Haciendas at Escaya	Brookfield	CHV		DTMU	76	0	16	11	1	0	51	11	0.52	0.69
Prado at Escaya	Brookfield	CHV		SFD	130	0	13	20	3	1	63	14	0.65	0.88
Aventine at Otay Ranch	Cornerstone	CHV		SFD	100	1	4	44	1	0	33	8	0.40	0.50
Cambria at Otay Ranch	Cornerstone	CHV		DTMU	60	0	6	24	1	0	16	5	0.39	0.31
Monterra at Otay Ranch	Cornerstone	CHV		ATMU	36	0	5	44	0	0	1	0	0.04	0.00
Alay	Heritage	CHV	New	ATMU	80	0	11	68	0	0	0	0	0.00	0.00
Lovina	Heritage	CHV	Update	SFD	78	0	6	28	0	0	72	6	0.67	0.38
Suwerte	Heritage	CHV	Update	ATT	212	0	5	47	0	0	7	1	0.22	0.06
Skylar at Millenia	KB Home	CHV		DTMU	79	0	9	36	0	0	49	9	0.70	0.56
Castellena at Escaya	Lennar	CHV		DTMU	77	0	19	16	0	0	55	6	0.56	0.38
Indigo at Escaya	Lennar	CHV		DTMU	111	0	11	23	0	0	70	13	0.72	0.81
Millenia Boulevard	Lennar	CHV		ATMU	78	0	12	18	2	0	63	22	1.60	1.38
Valencia at Escaya	Lennar	CHV		DTMU	118	0	13	26	1	0	63	13	0.65	0.81
Meridian Communities EVO/TRIO/METR	Meridian Group	CHV	Update	ATMU	217	0	20	16	3	1	190	24	1.36	1.50
Bella Sitia at Otay Ranch	Pacific Coast	CHV	New	DTMU	68	0	8	95	0	0	0	0	0.00	0.00
Cantamar	Pacific Coast	CHV	Update	DTMU	111	0	6	52	0	0	33	3	0.46	0.19
Monte Villa	Pacific Coast	CHV	Update	DTMU	72	0	8	18	1	0	42	3	0.46	0.19
Parc Place	Pacific Coast	CHV		ATT	162	0	3	18	1	0	78	7	0.72	0.44
Tosara II	Pacific Coast	CHV	Update	ATMU	79	0	9	26	1	0	38	7	0.30	0.44
Moderna at Playa Del Sol	Pardee	SDS		ATMU	44	0	9	19	0	0	26	16	0.59	1.00
Veraz at Playa Del Sol	Pardee	SDS		ATMU	111	0	4	9	1	0	20	10	0.45	0.63
Seville at Escaya	Shea	CHV		DTMU	135	0	10	21	2	0	61	9	0.63	0.56
Sierra at Escaya	Shea	CHV		SFD	122	0	7	29	0	0	72	14	0.75	0.88
Strata at Escaya	Shea	CHV		ATMU	72	0	5	26	1	0	64	15	0.97	0.94
Vista Del Cielo	Shea	CHV		DTMU	52	0	2	30	1	0	42	7	0.44	0.44
Z at Millenia	Shea	CHV		ATMU	106	0	7	23	0	0	69	6	0.55	0.38
TOTALS: No. Reporting:		27	Avg. Sales: 0.70		Traffic to Sales: 39 : 1			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		
						<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>Net Sales</i>		
GRAND TOTALS: No. Reporting:		104	Avg. Sales: 0.64		Traffic to Sales: 30 : 1			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