# Key Variables for Forecasting Revenue and EBITDA in U.S. Public Real Estate Developers (SIC 6552)

## 1. Macro and Industry-Level Variables

• Housing Starts & Building Permits

- Source: https://www.census.gov/construction/nrc/

- Bloomberg Terminal: Bloomberg: HSTART <GO>

• Commercial & Residential Property Prices

- Source: https://www.spglobal.com/spdji/en/

- Bloomberg Terminal: Bloomberg: REPRICE <GO>

• Mortgage Rates & Interest Rate Trends

- Source: https://www.freddiemac.com/research/pmms

- Bloomberg Terminal: Bloomberg: MORTG <GO>

• Construction Costs & Material Prices

- Source: https://www.abc.org/

- Bloomberg Terminal: Bloomberg: CONST <GO>

• Employment Trends in Real Estate & Construction

- Source: https://www.bls.gov/

- Bloomberg Terminal: Bloomberg: REEMP <GO>

• Inflation & Property Market Impact

- Source: https://www.bls.gov/cpi/

- Bloomberg Terminal: Bloomberg: CPI <GO>

• Real Estate Investment Trust (REIT) Market Trends

- Source: https://www.reit.com/

- Bloomberg Terminal: Bloomberg: REIT <GO>

• Regulatory & Zoning Changes

- Source: https://www.hud.gov/

- Bloomberg Terminal: Bloomberg: LAW <GO>

• Supply & Demand Trends in Office, Retail, and Residential Sectors

- Source: https://www.nar.realtor/research-and-statistics

- Bloomberg Terminal: Bloomberg: SUPDEM <GO>

## 2. Company-Specific Operational Variables

• Revenue per Square Foot (RPSF)

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: RPSF <GO>

• Occupancy & Lease Rates

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: OCC <GO>

• Average Rent per Unit (ARPU)

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: ARPU <GO>

• Pre-Sales & New Development Pipeline

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: PREDEV <GO>

• Cost of Construction & Development Expenses

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: CONSTCOST <GO>

• Debt Levels & Interest Coverage Ratio

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: DEBT <GO>

• Cash Flow from Operations

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: CF <GO>

• Capital Expenditures (CAPEX)

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: CAPEX <GO>

• Return on Assets (ROA) & Return on Equity (ROE)

- Source: Company Financial Reports

- Bloomberg Terminal: Bloomberg: ROA <GO>, ROE <GO>