

Analysis Results

Housing Activity

Metric	Current Quarter	Previous Quarter	QoQ Change
QTR CLOS	9868	10062	-1.9%
QTR STARTS	9032	9510	-5%
TOTAL INV	22955	23791	-3.5%
TOTAL SUPPLY	7	7.4	-5.4%

Executive Summary

The Houston housing market is experiencing a decline in both closings and starts, with a notable decrease in total inventory and supply. The concentration of market activity among a small number of subdivisions and builders suggests a competitive landscape, but also indicates potential vulnerabilities. The top builders show varied performance, with some gaining while others decline, reflecting a shifting market dynamics that roofing operations should leverage.

Key Findings:

- Total closings in Houston have decreased by 1.9%, indicating a slowdown in market activity.
- New housing starts are down 5.0%, suggesting a potential decrease in future roofing contracts.
- The top 10 subdivisions account for 45.6% of total closings, indicating a high concentration in specific areas.
- The top 10 builders control nearly 50% of the market, with significant competition among them.

- The performance of leading builders is mixed, with some showing growth while others are declining, highlighting a shifting demand landscape.

Recommendations

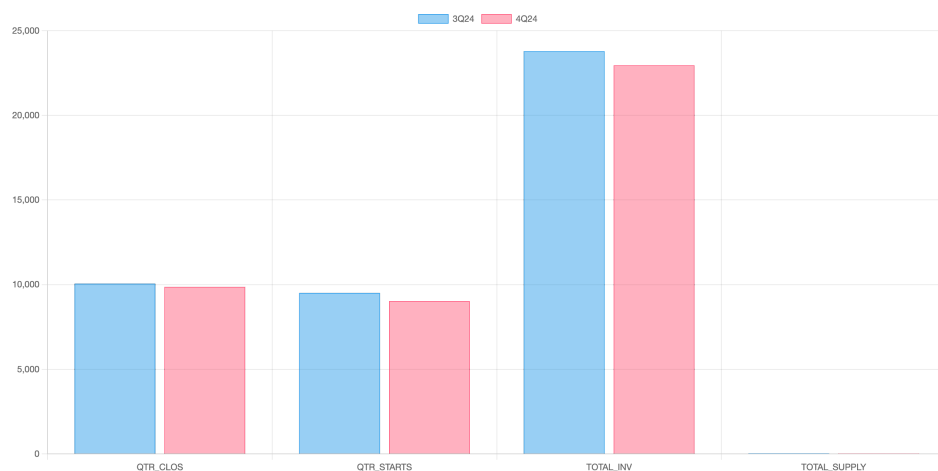
Market Opportunities:

- Increased demand for roofing services in high-performing subdivisions where builders are active.
- Potential for partnerships with top builders to secure roofing contracts for new constructions.
- Opportunity to target maintenance and repair services in aging housing units as new construction slows.
- Focus on eco-friendly and energy-efficient roofing solutions as consumer preferences shift.
- Utilize marketing strategies targeting homeowners in the top subdivisions, capitalizing on high closing rates.

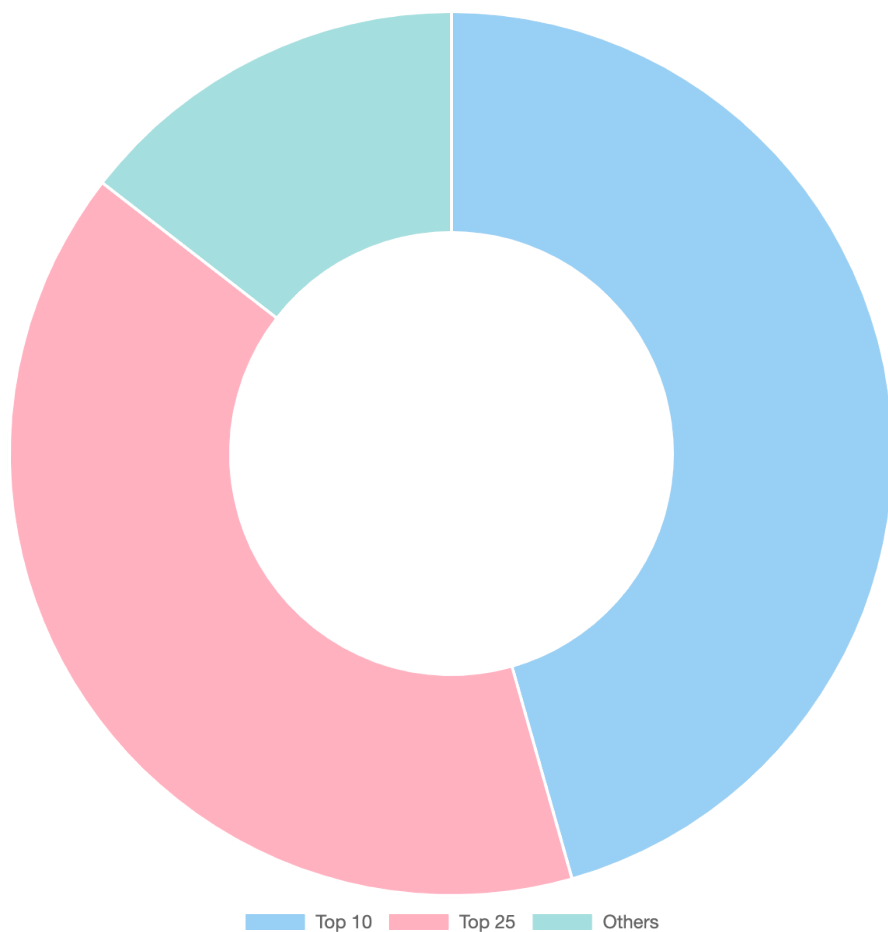
Strategic Actions:

- Establish relationships with top builders to negotiate roofing contracts for their upcoming projects.
- Develop a targeted marketing campaign promoting roofing maintenance services to existing homeowners.
- Invest in training and resources for eco-friendly roofing solutions to meet evolving consumer demands.
- Conduct market research to identify aging properties in need of roofing repairs and proactively reach out to owners.
- Create promotional offers for roofing services in high-demand subdivisions to attract new clients.

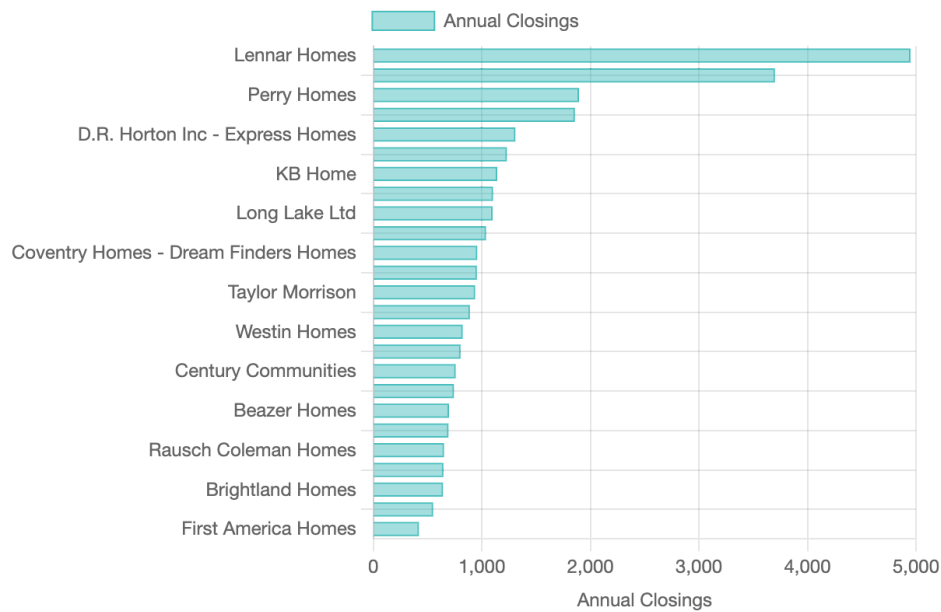
Housing Activity



Subdivision Rankings



Annual Closings



Quarter over Quarter Changes

Builder	QoQ Change (%)
Lennar Homes	12.7%
D.R. Horton Inc	10%
Perry Homes	-1.6%
Meritage Homes	-5.5%
D.R. Horton Inc - Express Homes	-2.3%
David Weekley Homes	15.8%
KB Home	5.9%
Chesmar Homes	-10.1%
Long Lake Ltd	-21.3%

Builder	QoQ Change (%)
K Hovnanian Homes	40.4%
Coventry Homes - Dream Finders Homes	11.2%
Highland Homes	11%
Taylor Morrison	-2.4%
Tri Pointe Homes	-16.3%
Westin Homes	-15.2%
Centex Homes	-34.2%
Century Communities	3.5%
Legend Homes	2.6%
Beazer Homes	31.1%
M/I Homes	40.5%
Rausch Coleman Homes	-24.5%
CastleRock Communities	3.8%
Brightland Homes	14.6%
Toll Brothers Inc	4.3%
First America Homes	11.3%