

Analysis Results

Housing Activity

Metric	Current Quarter	Previous Quarter	QoQ Change
QTR CLOS	4880	5509	-11.4%
QTR STARTS	4224	5274	-19.9%
TOTAL INV	11623	12250	-5.1%
TOTAL SUPPLY	6.7	7	-4.3%

Executive Summary

The Atlanta housing market is experiencing a significant downturn, with notable declines in both closings and starts. The top subdivisions and builders dominate the market, indicating a concentration of activity among a few key players. Despite the challenges, there remains a robust number of total annual closings, suggesting potential opportunities for targeted roofing operations.

Key Findings:

- Total closings have decreased by 11.4% with a total of 2777 closings in the last quarter.
- Housing starts have dropped sharply by 19.9%, indicating a slowdown in new construction activity.
- The top 10 subdivisions account for nearly half of all closings, highlighting a concentrated market.
- D.R. Horton Inc. has seen a drastic decline in annual closings by 39.3%, while Lennar Homes shows a significant increase of 54.4%, signaling shifting dynamics among builders.

- The overall market remains competitive, with the top 25 builders capturing over 65% of total closings.

Recommendations

Market Opportunities:

- Target repairs and maintenance services for aging roofs in existing homes as new construction slows.
- Develop partnerships with the top-performing builders, especially those showing growth like Lennar Homes, to secure roofing contracts for new developments.
- Offer competitive pricing and financing options to homeowners considering roof replacements, as they may be more inclined to invest in home improvements during economic downturns.
- Focus on sustainable roofing solutions to appeal to environmentally conscious consumers, especially in light of rising energy costs.
- Explore marketing strategies aimed at the top subdivisions, capitalizing on the high volume of transactions within these areas.

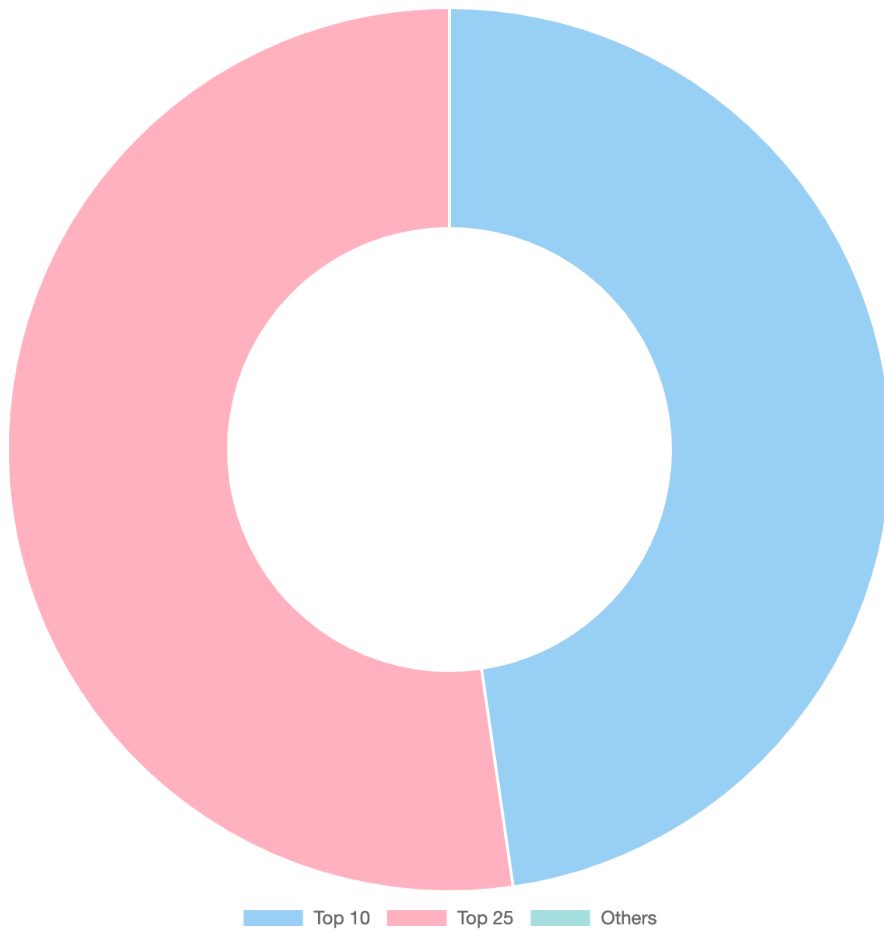
Strategic Actions:

- Create a targeted marketing campaign that highlights the importance of roof maintenance and repair for existing homes.
- Initiate outreach to top builders to propose mutually beneficial partnerships, emphasizing quality and reliability.
- Implement promotional offers tailored for homeowners, such as discounts or flexible financing for roof replacements.
- Invest in training for roofing teams on sustainable materials and installation techniques to differentiate from competitors.
- Conduct market research within the top subdivisions to identify specific needs and tailor roofing solutions accordingly.

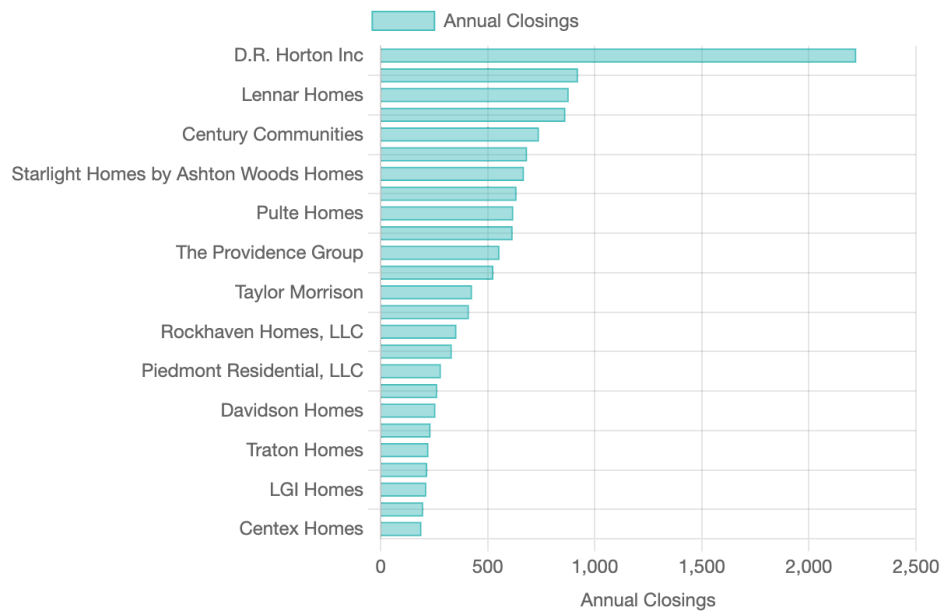
Housing Activity



Subdivision Rankings



Annual Closings



Quarter over Quarter Changes

Builder	QoQ Change (%)
D.R. Horton Inc	-39.3%
Meritage Homes	-23%
Lennar Homes	54.4%
Smith Douglas Homes	-13.3%
Century Communities	-10.6%
DRB Homes	-21.4%
Starlight Homes by Ashton Woods Homes	-31.5%
Toll Brothers Inc	-16.2%

Builder	QoQ Change (%)
Pulte Homes	-50.5%
Ashton Woods Homes	-42.7%
The Providence Group	8.8%
Chafin Communities-Clayton Properties Group	-16.9%
Taylor Morrison	52.8%
Stanley Martin Homes	-9.6%
Rockhaven Homes, LLC	-15.8%
Fischer Homes	253.2%
Piedmont Residential, LLC	-49%
Direct Residential Communities	48.5%
Davidson Homes	-12.5%
Ryan Homes	-37.1%
Traton Homes	-11.1%
Kolter Homes	36.5%
LGI Homes	-32.8%
McKinley Homes	24.1%
Centex Homes	-21.3%