

Analysis Results

Housing Activity

Metric	Current Quarter	Previous Quarter	QoQ Change
QTR CLOS	4745	5667	-16.3%
QTR STARTS	4080	4614	-11.6%
TOTAL INV	9742	10405	-6.4%
TOTAL SUPPLY	6.1	6.8	-10.3%

Executive Summary

The San Antonio housing market is currently experiencing a decline, with significant decreases in quarterly closings and starts. This downturn suggests a challenging environment for new housing development, which impacts the roofing industry as well. However, the concentration of market activity among a few top builders and subdivisions presents unique opportunities for roofing operations to align with key players in the market.

Key Findings:

- Housing closings have dropped by 16.3%, indicating a slowdown in market activity.
- The top 10 subdivisions account for a substantial 58.7% of total closings, showing a high concentration of activity in specific areas.
- The top 10 builders dominate the market with 71.1% of total annual closings, highlighting limited competition among larger players.
- There is a notable decline in closings for several major builders, with D.R. Horton and Centex Homes experiencing

the largest drops at 28.8% and 31.1%, respectively.

- Perry Homes is the only top builder showing positive growth in annual closings, suggesting potential resilience in their operations.

Recommendations

Market Opportunities:

- Form partnerships with the top builders, especially Perry Homes, to secure roofing contracts on new developments.
- Target the top 10 subdivisions for roofing maintenance and upgrades, as they represent the majority of market activity.
- Capitalize on the decline in competition by offering competitive pricing and services to builders looking to maintain their projects amid falling closings.
- Explore repair and replacement opportunities for existing homes in the area, as homeowners may seek to enhance their properties rather than move.
- Provide specialized roofing solutions that cater to the needs of the builders and subdivisions, such as energy-efficient or storm-resistant roofing options.

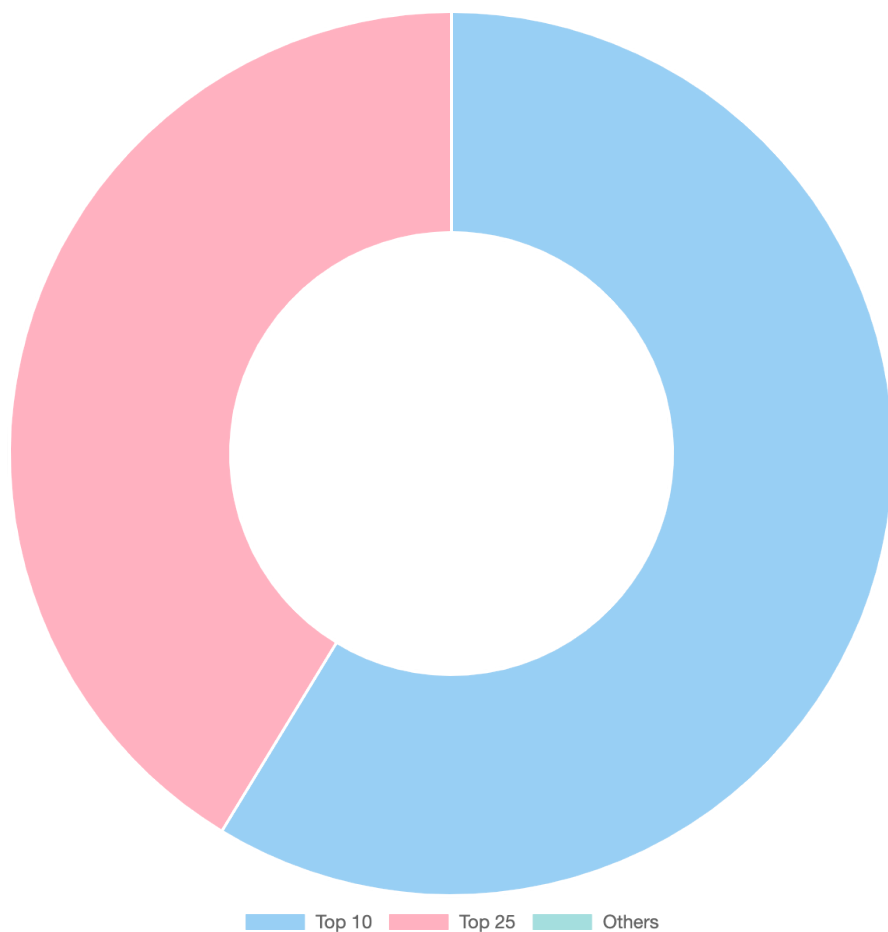
Strategic Actions:

- Initiate outreach programs to the top builders, particularly Perry Homes, to discuss roofing solutions and collaboration on upcoming projects.
- Develop targeted marketing campaigns aimed at homeowners in the top 10 subdivisions to promote roofing services, emphasizing quality and reliability.
- Adjust pricing strategies to offer attractive packages for builders facing declining closings, ensuring that roofing services remain affordable and appealing.
- Conduct market research to identify specific needs and preferences of homeowners for roofing upgrades or repairs in the San Antonio area.
- Invest in training and resources to provide specialized roofing solutions that align with the current trends and demands in the housing market.

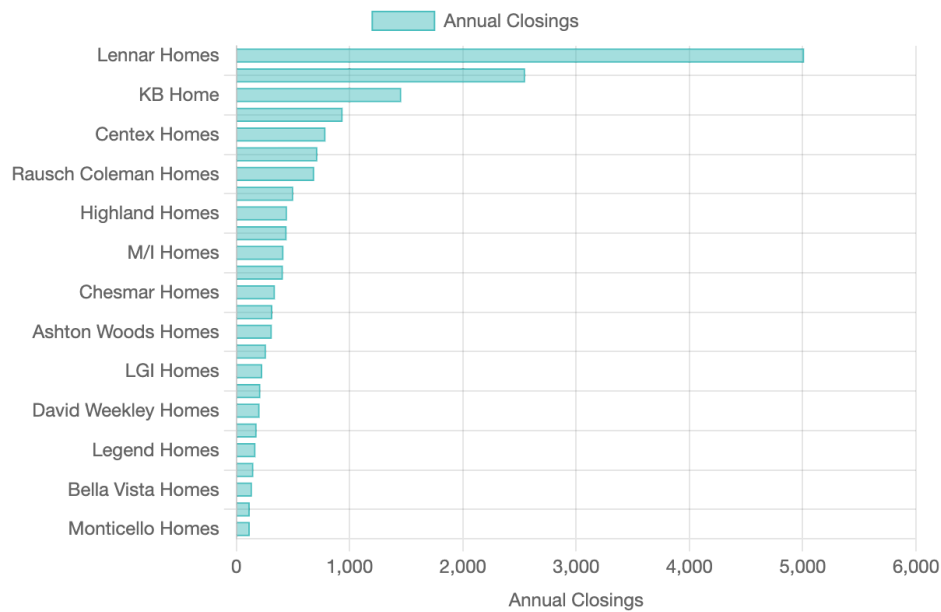
Housing Activity



Subdivision Rankings



Annual Closings



Quarter over Quarter Changes

Builder	QoQ Change (%)
Lennar Homes	-17%
D.R. Horton Inc	-28.8%
KB Home	-25.7%
Perry Homes	7.3%
Centex Homes	-31.1%
Meritage Homes	-11.5%
Rausch Coleman Homes	12.8%
Starlight Homes by Ashton Woods Homes	-18.6%
Highland Homes	1.7%

Builder	QoQ Change (%)
Century Communities	-11.5%
M/I Homes	-4.4%
D.R. Horton Inc - Express Homes	-41.7%
Chesmar Homes	25.4%
Pulte Homes	-21.4%
Ashton Woods Homes	-22.6%
CastleRock Communities	0%
LGI Homes	-31.2%
Brightland Homes	68.3%
David Weekley Homes	-9.5%
Coventry Homes - Dream Finders Homes	8.3%
Legend Homes	9.1%
View Homes - Armadillo Homes	20.6%
Bella Vista Homes	-24.2%
Beazer Homes	2.6%
Monticello Homes	75%