

## Analysis Results

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### Housing Activity

Metric	Current Quarter	Previous Quarter	QoQ Change
QTR CLOS	5831	5797	0.6%
QTR STARTS	4125	4920	-16.2%
TOTAL INV	12717	14423	-11.8%
TOTAL SUPPLY	6.6	7.9	-16.5%

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### Executive Summary

The housing market in Austin is currently experiencing a mixed performance with a slight increase in quarter closings but a significant decline in quarter starts, total inventory, and total supply. The concentration of market activity within a few subdivisions and builders suggests a competitive landscape, with top builders showing varied performance. This presents both risks and opportunities for roofing operations in the region.

### Key Findings:

- Quarterly closings have increased by 0.6%, indicating some stability in demand despite other declines.
- Quarter starts have dropped significantly by 16.2%, suggesting a slowdown in new housing construction that may impact future roofing opportunities.
- Total inventory and supply have decreased by 11.8% and 16.5%, respectively, indicating a tightening market for available homes.
- The top 10 subdivisions account for over half of total closings, indicating that roofing companies may need to

focus on these key areas for business.

- The top 10 builders control 55.5% of the market, highlighting the importance of building relationships with these key players.

## Recommendations

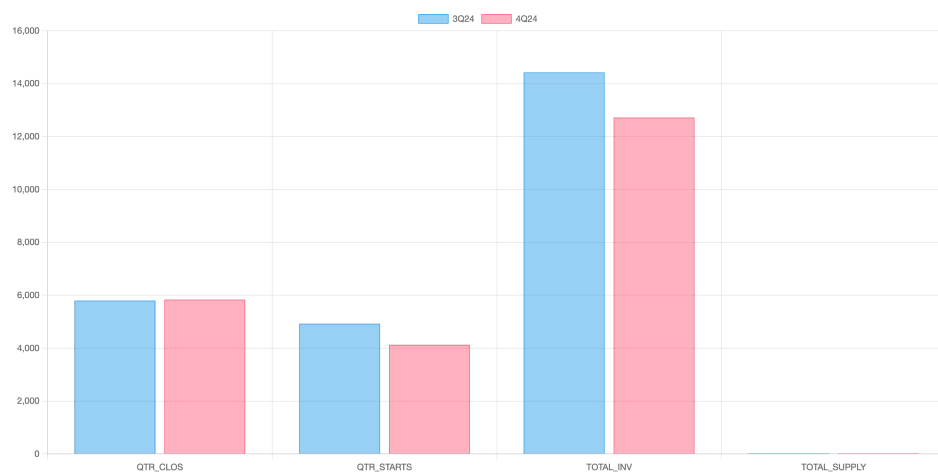
### Market Opportunities:

- Target roofing services to the top 10 subdivisions, where demand is concentrated.
- Explore partnerships with the top builders to secure roofing contracts on new developments.
- Capitalize on the low inventory by offering roofing maintenance and repair services to existing homeowners looking to improve their properties.
- Develop specialized roofing solutions that cater to energy efficiency or sustainability, appealing to environmentally conscious buyers.
- Utilize digital marketing strategies to reach potential customers in high-demand areas effectively.

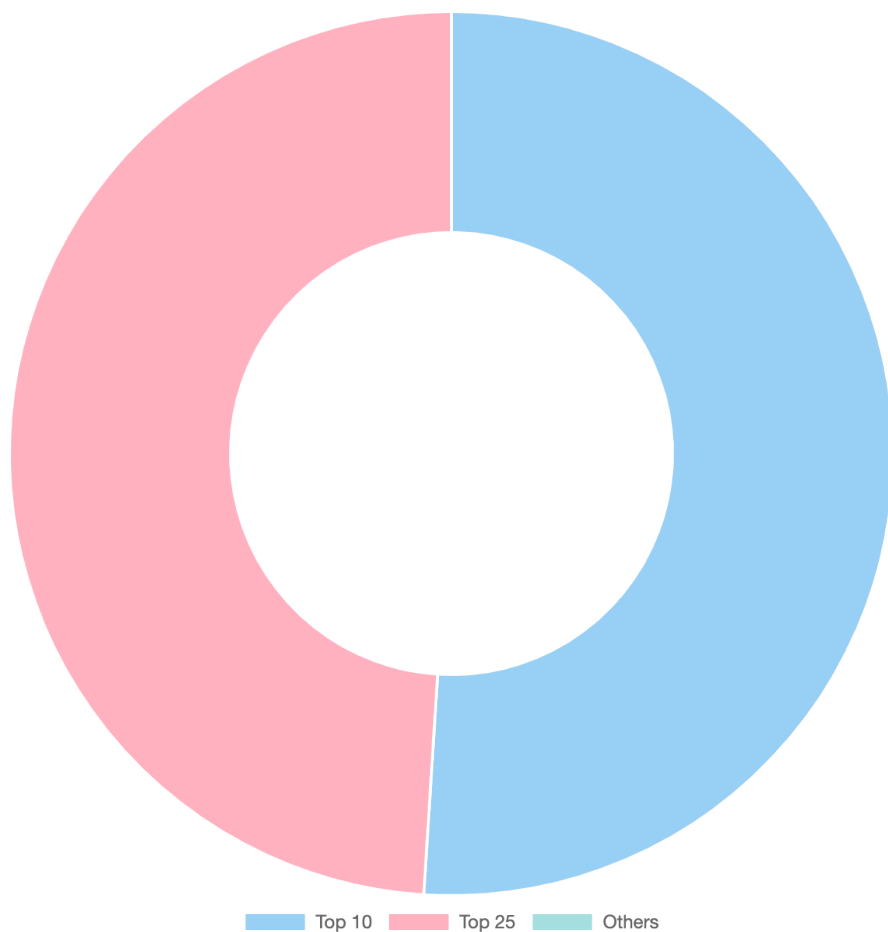
### Strategic Actions:

- Create a marketing campaign focused on the top 10 subdivisions to increase brand visibility and attract new customers.
- Establish strategic partnerships with the top builders to become a preferred roofing contractor for their projects.
- Launch a referral program for existing customers to encourage them to recommend roofing services to neighbors and friends.
- Invest in training for staff on sustainable roofing technologies and materials to meet the emerging market demand.
- Implement a customer relationship management (CRM) system to track leads and follow up with potential clients in targeted subdivisions.

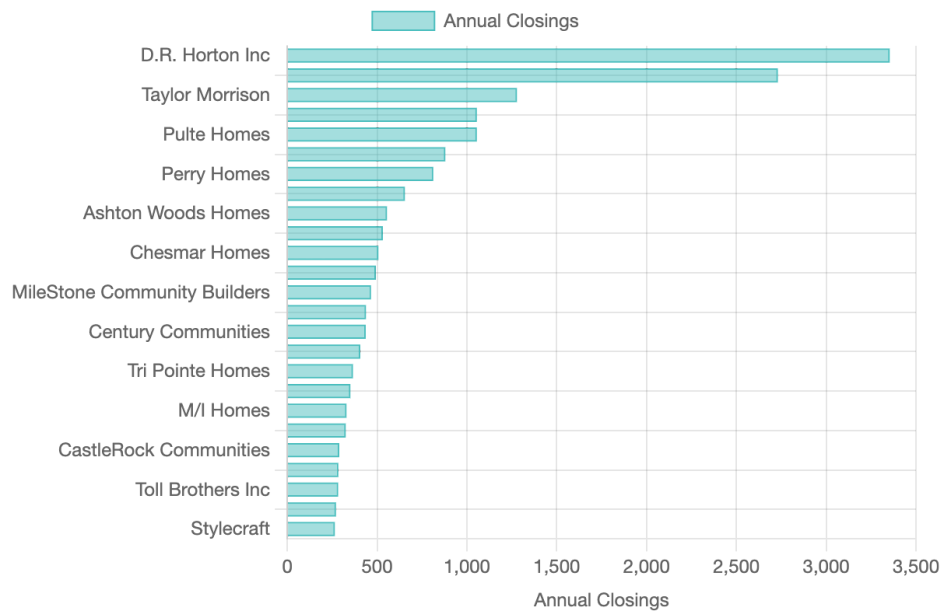
## Housing Activity



## Subdivision Rankings



## Annual Closings



## Quarter over Quarter Changes

Builder	QoQ Change (%)
D.R. Horton Inc	-13.9%
Lennar Homes	14.9%
Taylor Morrison	-8.9%
KB Home	18.9%
Pulte Homes	-28.6%
Meritage Homes	-33.3%
Perry Homes	24.9%
Brightland Homes	2.5%
Ashton Woods Homes	6.1%

Builder	QoQ Change (%)
Brohn Homes-Clayton Properties Group	-31.5%
Chesmar Homes	20.8%
Coventry Homes - Dream Finders Homes	20.3%
MileStone Community Builders	-29.1%
Highland Homes	0.9%
Century Communities	-7.2%
David Weekley Homes	44.3%
Tri Pointe Homes	61.5%
Pacesetter Homes	8.2%
M/I Homes	54.9%
Brookfield Residential	48.5%
CastleRock Communities	61.8%
Starlight Homes by Ashton Woods	-32.1%
Toll Brothers Inc	11.9%
Pearlstone Partners	-95.3%
Stylecraft	-3.9%