

Analysis Results

Housing Activity

Metric	Current Quarter	Previous Quarter	QoQ Change
QTR CLOS	2249	3023	-25.6%
QTR STARTS	1993	2644	-24.6%
TOTAL INV	5727	5983	-4.3%
TOTAL SUPPLY	7.4	7.9	-6.3%

Executive Summary

The Nashville housing market is experiencing a significant downturn, with substantial declines in both closings and starts. The total inventory and supply have also decreased, indicating a contraction in market activity. The concentration of closings within top subdivisions and builders suggests potential challenges for smaller firms and new entrants. The overall market is characterized by volatility, presenting both risks and opportunities for roofing companies.

Key Findings:

- Total quarterly closings have decreased by 25.6%, indicating a slowdown in housing activity.
- Top 10 subdivisions account for nearly half of total closings, implying a high level of dependency on a limited number of areas.
- The top 10 builders control over 53% of the market, revealing consolidation and potential challenges for smaller competitors.

- Significant declines in individual builder performance, with some reporting drops over 50%, suggests volatility within the construction sector.
- Total annual closings are at 9292, but with the current trends, future performance may be unstable.

Recommendations

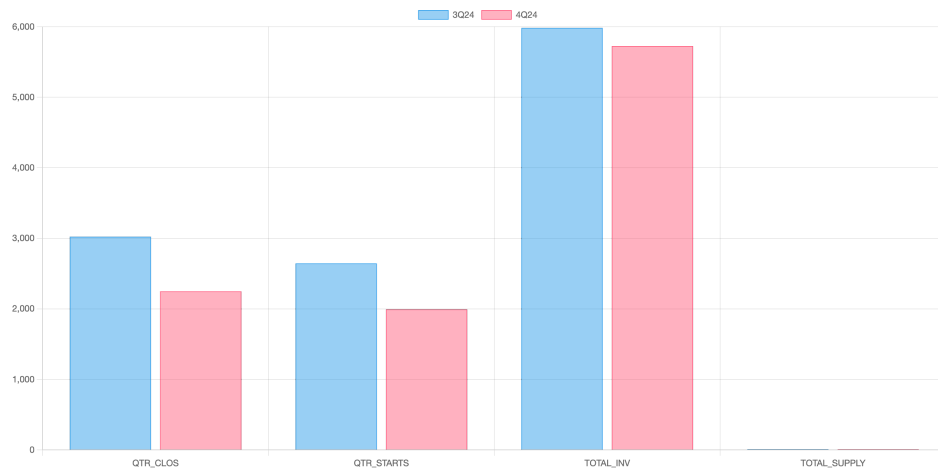
Market Opportunities:

- Increased demand for roof repairs and replacements due to aging inventory in the housing market.
- Potential for partnerships with top builders to secure contracts for roofing on new developments.
- Opportunity to target homeowners in top subdivisions for maintenance and upgrade services.
- Expansion of service offerings to include energy-efficient roofing solutions as homeowners become more environmentally conscious.
- Possibility to leverage marketing strategies that emphasize quality and reliability in a declining market.

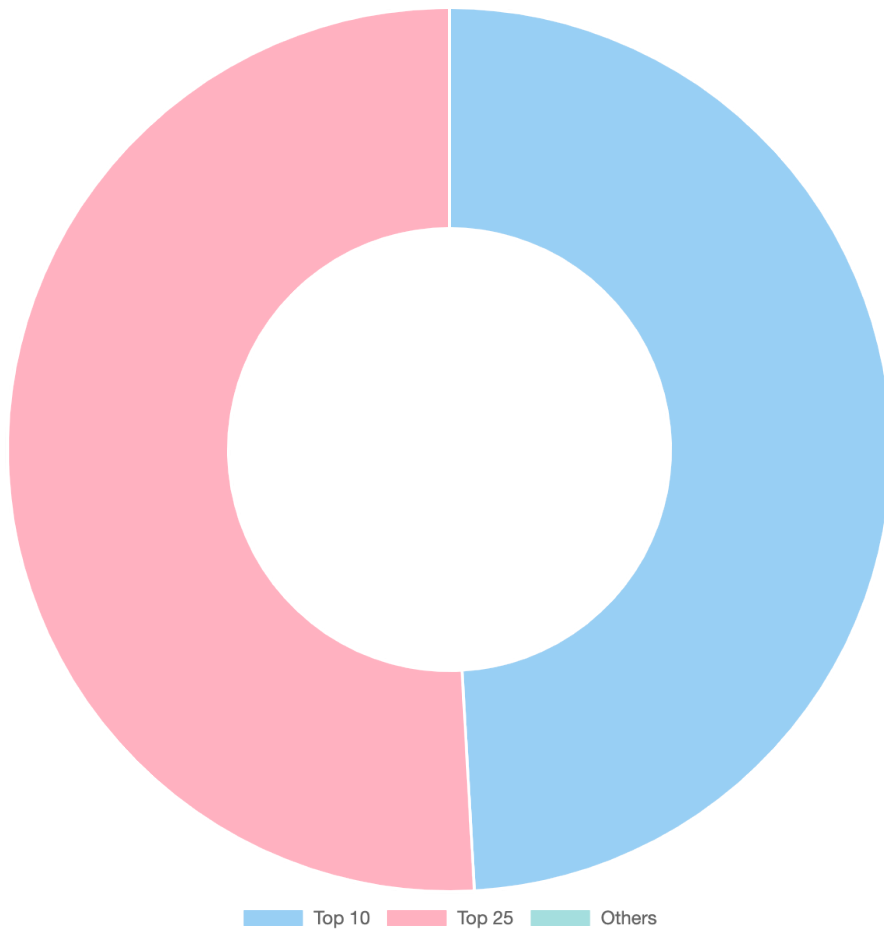
Strategic Actions:

- Develop strategic partnerships with the top builders in Nashville to become their preferred roofing contractor.
- Implement targeted marketing campaigns focusing on maintenance and repair services to homeowners in the top subdivisions.
- Research and introduce energy-efficient and sustainable roofing options to attract environmentally conscious consumers.
- Utilize data analytics to identify potential leads from aging homes and proactively reach out for roof inspections.
- Enhance customer service and warranties to differentiate from competitors and build brand loyalty during market downturns.

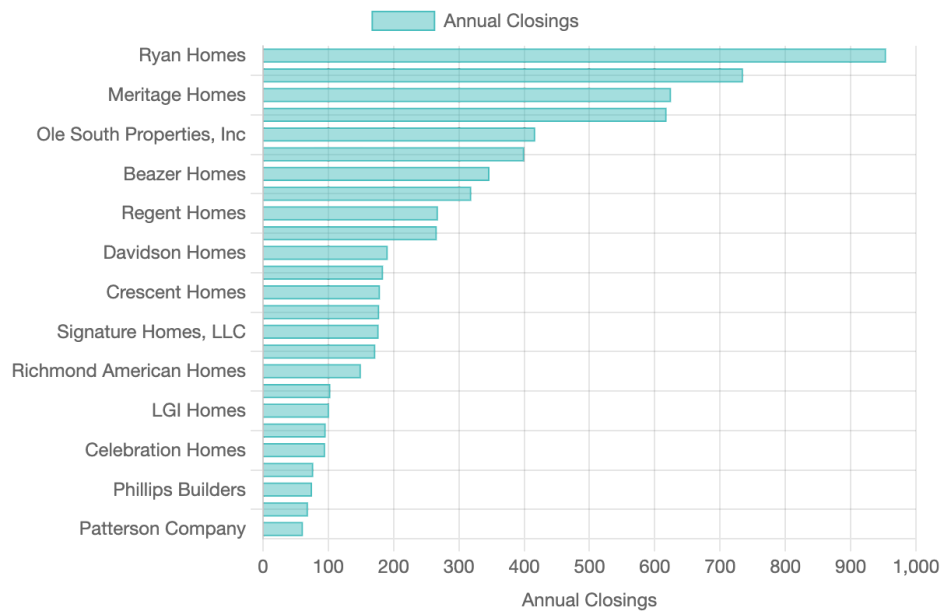
Housing Activity



Subdivision Rankings



Annual Closings



Quarter over Quarter Changes

Builder	QoQ Change (%)
Ryan Homes	-16.5%
Lennar Homes	-44.4%
Meritage Homes	21.7%
D.R. Horton Inc	-53.9%
Ole South Properties, Inc	-51.6%
Goodall-Clayton Properties Group	36.2%
Beazer Homes	0%
Pulte Homes	-33.3%
Regent Homes	-38.2%

Builder	QoQ Change (%)
Century Communities	-39.6%
Davidson Homes	-64.3%
The Jones Company of Tennessee	-21.3%
Crescent Homes	63%
Drees Homes	-46.6%
Signature Homes, LLC	-1.9%
Smith Douglas Homes	-46.9%
Richmond American Homes	-59.7%
Dalamar Homes	191.7%
LGI Homes	87.5%
Southeastern Building	41.2%
Celebration Homes	-47.2%
David Weekley Homes	-45.2%
Phillips Builders	-80.4%
Ford Custom Classic Homes	-53.8%
Patterson Company	-66.7%