

## Analysis Results

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### Housing Activity

Metric	Current Quarter	Previous Quarter	QoQ Change
QTR CLOS	10655	13636	-21.9%
QTR STARTS	12009	12847	-6.5%
TOTAL INV	30963	29572	4.7%
TOTAL SUPPLY	7.9	7.4	6.8%

### Executive Summary

The Dallas-Ft. Worth housing market is experiencing a downturn with significant declines in quarterly closings and starts, indicating a contraction in new housing activity. However, total inventory is on the rise, suggesting an oversupply which may impact pricing and competition. The market is still dominated by a few major builders and subdivisions, indicating potential focus areas for targeted roofing operations.

### Key Findings:

- Quarterly closings have dropped by 21.9%, reflecting a significant slowdown in housing transactions.
- New housing starts have also decreased by 6.5%, indicating a cautious approach by builders amidst market uncertainty.
- Total inventory has increased by 4.7%, hinting at a potential oversupply situation that could pressure prices and slow sales.
- The top 10 subdivisions account for nearly half of total closings, suggesting a concentrated market where targeted marketing could be effective.

- The top 10 builders control over 50% of the market, highlighting opportunities for partnerships or collaborations within this concentrated builder landscape.

## Recommendations

### Market Opportunities:

- Focus on roofing repairs and maintenance as homeowners may prioritize upkeep in a declining market rather than new constructions.
- Explore partnerships with top builders to offer roofing services as part of their new home packages, especially in the dominant subdivisions.
- Capitalize on the rising inventory by targeting homeowners looking to sell, offering roofing inspections and repairs to enhance property value.
- Leverage marketing towards energy-efficient and durable roofing solutions, catering to environmentally-conscious consumers in the current market.
- Introduce financing options for roofing services to attract homeowners who may be hesitant to spend in a sluggish economy.

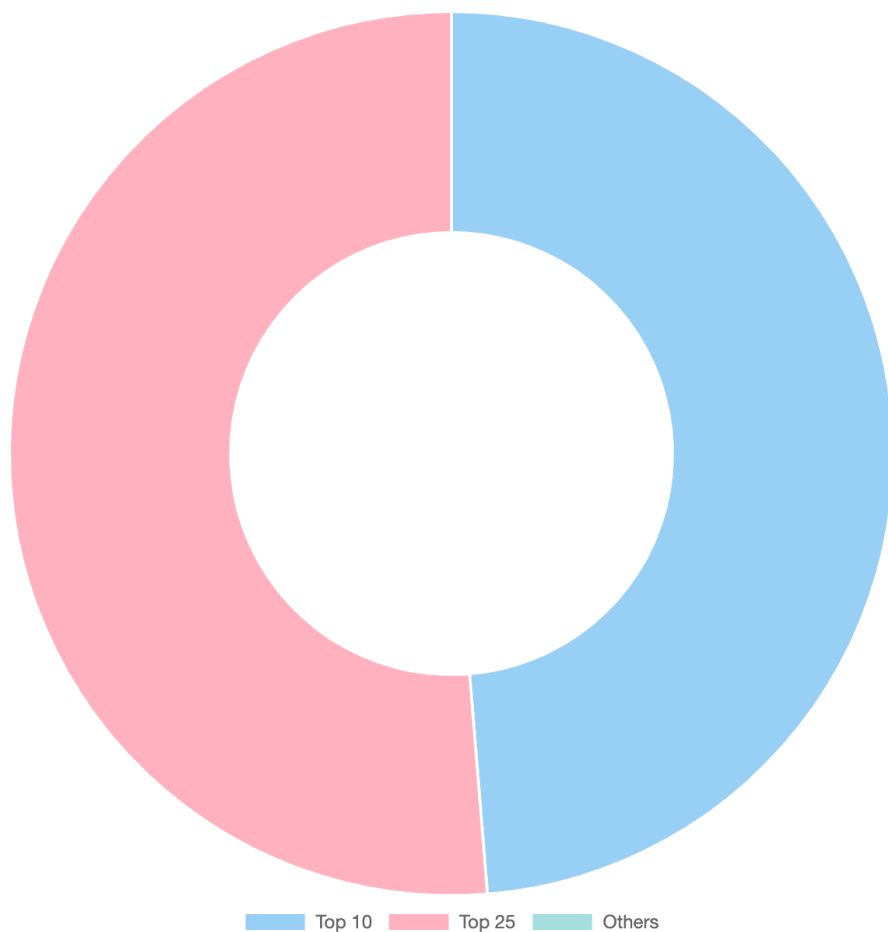
### Strategic Actions:

- Develop a targeted marketing campaign aimed at homeowners in the top subdivisions, emphasizing the importance of roofing in maintaining property value.
- Establish relationships with the top builders for exclusive roofing contracts, ensuring that your services are included in new home builds.
- Create a referral program for real estate agents to recommend roofing inspections and repairs, especially for homes that have been on the market for extended periods.
- Invest in a customer education initiative about the benefits of roof maintenance and energy-efficient options to increase demand.
- Implement flexible financing plans for roofing projects to ease the financial burden on homeowners, making it more accessible during economic downturns.

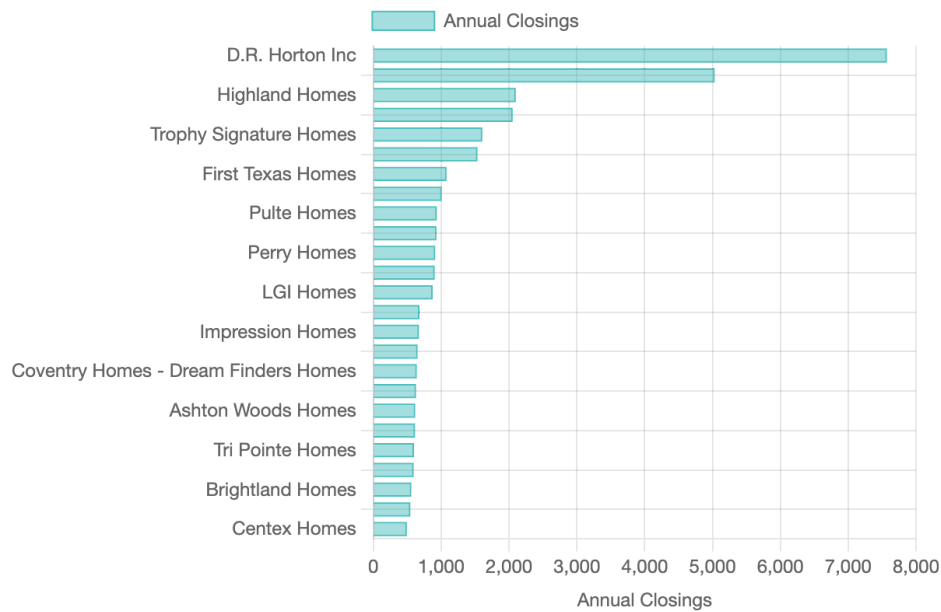
## Housing Activity



## Subdivision Rankings



## Annual Closings



## Quarter over Quarter Changes

Builder	QoQ Change (%)
D.R. Horton Inc	-49.8%
Lennar Homes	-28.2%
Highland Homes	9.6%
Bloomfield Homes	-18.7%
Trophy Signature Homes	-31.9%
Meritage Homes	-42.5%
First Texas Homes	-32.2%
David Weekley Homes	-19.5%
Pulte Homes	-19%

Builder	QoQ Change (%)
M/I Homes	-22.2%
Perry Homes	30.5%
D.R. Horton Inc - Express Homes	-35.3%
LGI Homes	-8.3%
Taylor Morrison	-36.5%
Impression Homes	-11.5%
Beazer Homes	-53.1%
Coventry Homes - Dream Finders Homes	30.8%
History Maker Homes	-3.5%
Ashton Woods Homes	-41.2%
American Legend Homes	-25.1%
Tri Pointe Homes	-20.9%
Megatel Homes	31.2%
Brightland Homes	9.5%
Starlight Homes by Ashton Woods	-30.2%
Centex Homes	-67%