Skylar Olsen from Zillow

Tim Henderson from Pew Stateline

<http://ire.org/events-and-training/event/2702/2902/>

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Slideshow: <http://slides.com/timhenderson/housing>

Places for data: HUD, Zillow, ATTOM, local building permits (US Census Building Permits Survey), BEA will show GDP by state, Federal Reserve Economic Data (collects data from gov orgs), Wharton Residential Land Use Survey (old now, from 2008, but will show you the approval process for development in various communities)

RS Means provides construction figures (how much a project should cost, how long it should take) to companies, might not partner with journalists but worth asking. \*\*might be willing to talk broadly about labor costs going up, cost of materials, what could delay projects, etc. Also, developers should be willing to give you this.

If you ask Zillow for an analysis they will often give it to you. [press@zillow.com](mailto:press@zillow.com)

How people get locked in their homes:Negative equity

Neg eq is when the mortgage is worth more than the home. To sell, they would have to do a short sale and essentially pay the bank to get out of their home.

This is part of the reason why home values rose so fast out of the trough of the crisis. People weren’t selling because they were at neg eq.

Watch housing inventory to see if lots of ppl are in neg eq

When writing housing stories, remember that a home is a store of wealth for the middle class. It’s how people retire. If owners are stuck in negative equity, they might not be able to move for jobs. People get stuck in an economy that’s failing. This creates pockets of economic distress.

To look at the racial divide in homeowner rates, first break down demographics of the region, then look at who is requesting loans, then see who gets approved for loans.

Be careful with median rent price lists; these can be wildly inaccurate depending on if it includes subsidized homes and depends what is on the market at the time the data goes out. **If rent to income ratio seems wrong, you can bet it’s subsidized rent.**

**How do you track unconventional living arrangements (i.e. roommates) -- airbnb data, some data and kids living at home with parents**

Trends:

* Developers aren’t building single family homes. The supply isn’t meeting demand and it will probably get worse. Large group of 20-24 year olds will start buying houses once they reach early 30s...at the same time, boomers will retire and want to buy houses.
* Developers are building more expensive homes.
* Amt spent on rent is reaching above the 30% range, which says you should spend no more than 30% of your income on housing.
* Development is mostly occurring downtown, and in terms of apartments, but is this where people want to live?
* Look at house flipping trends b/c prices are low in some areas and you can flip it for lots more. House flippers often form groups to help each other out.