

Builder November 2009 Survey



Provided by:

Specpan

November 2009

Contact:

Grant Farnsworth

Specpan

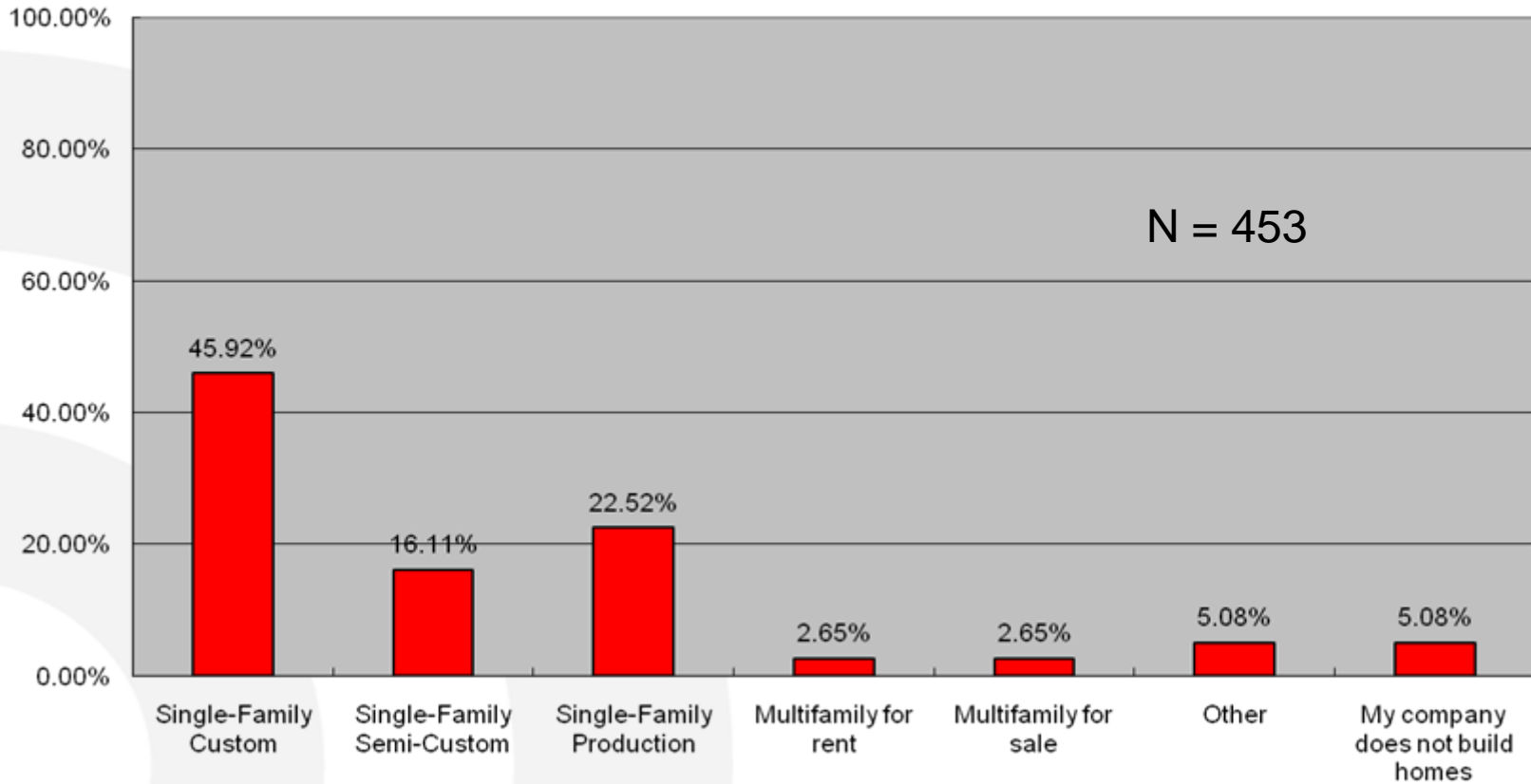
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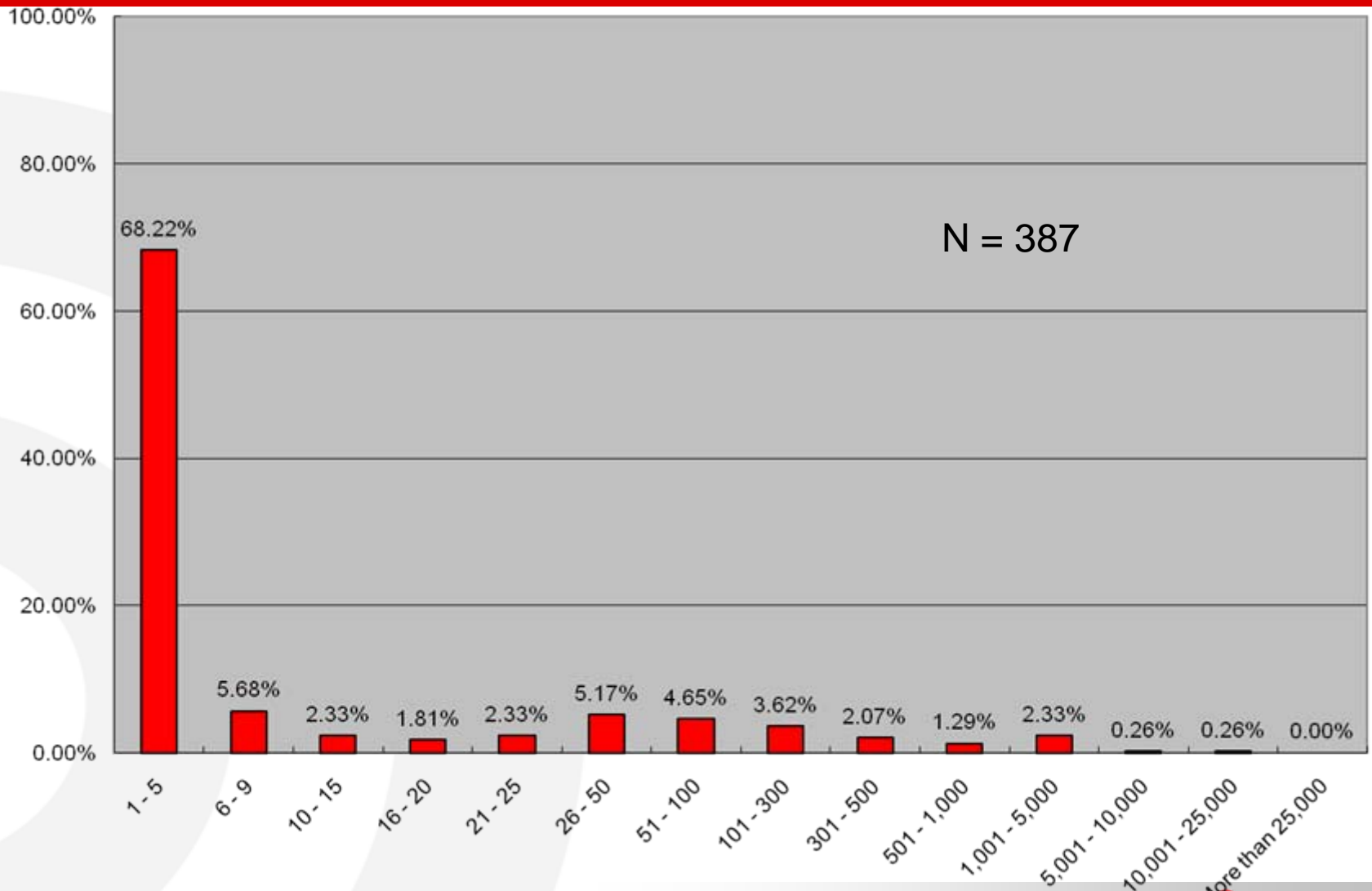
c: 303-886.5289



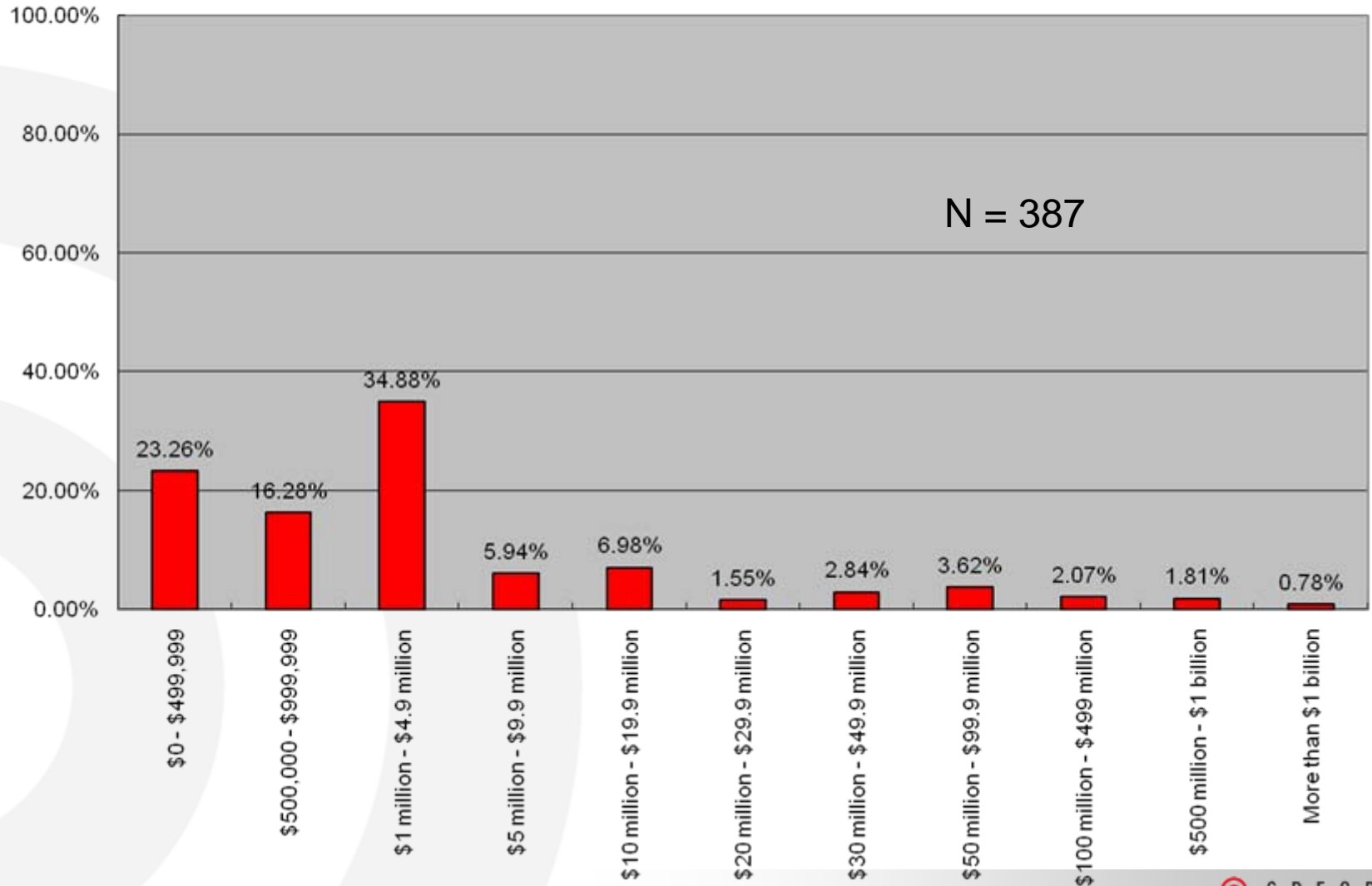
1. Please choose the type of builder that best describes your company.



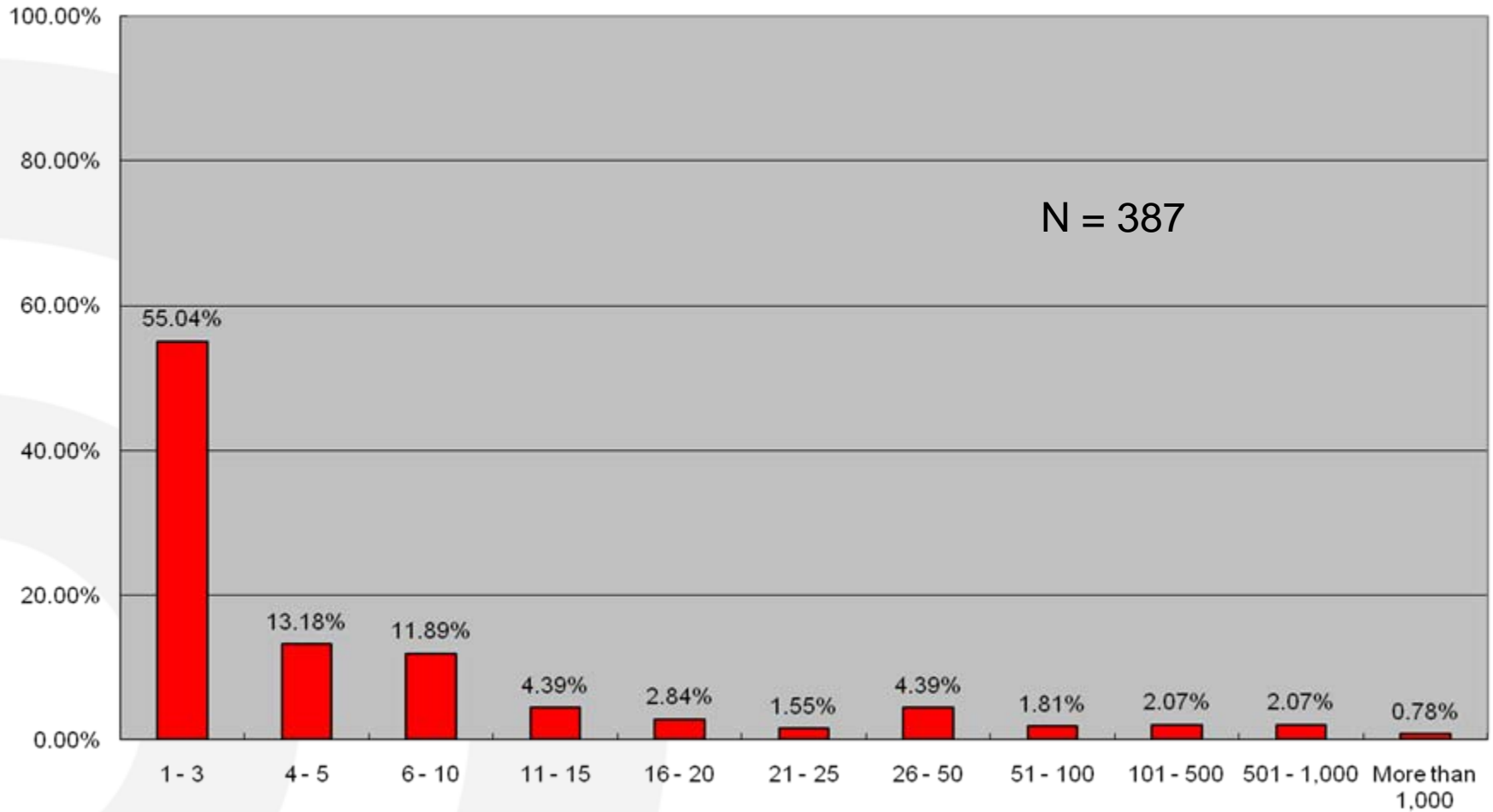
2. How many new homes will your company start in 2009?



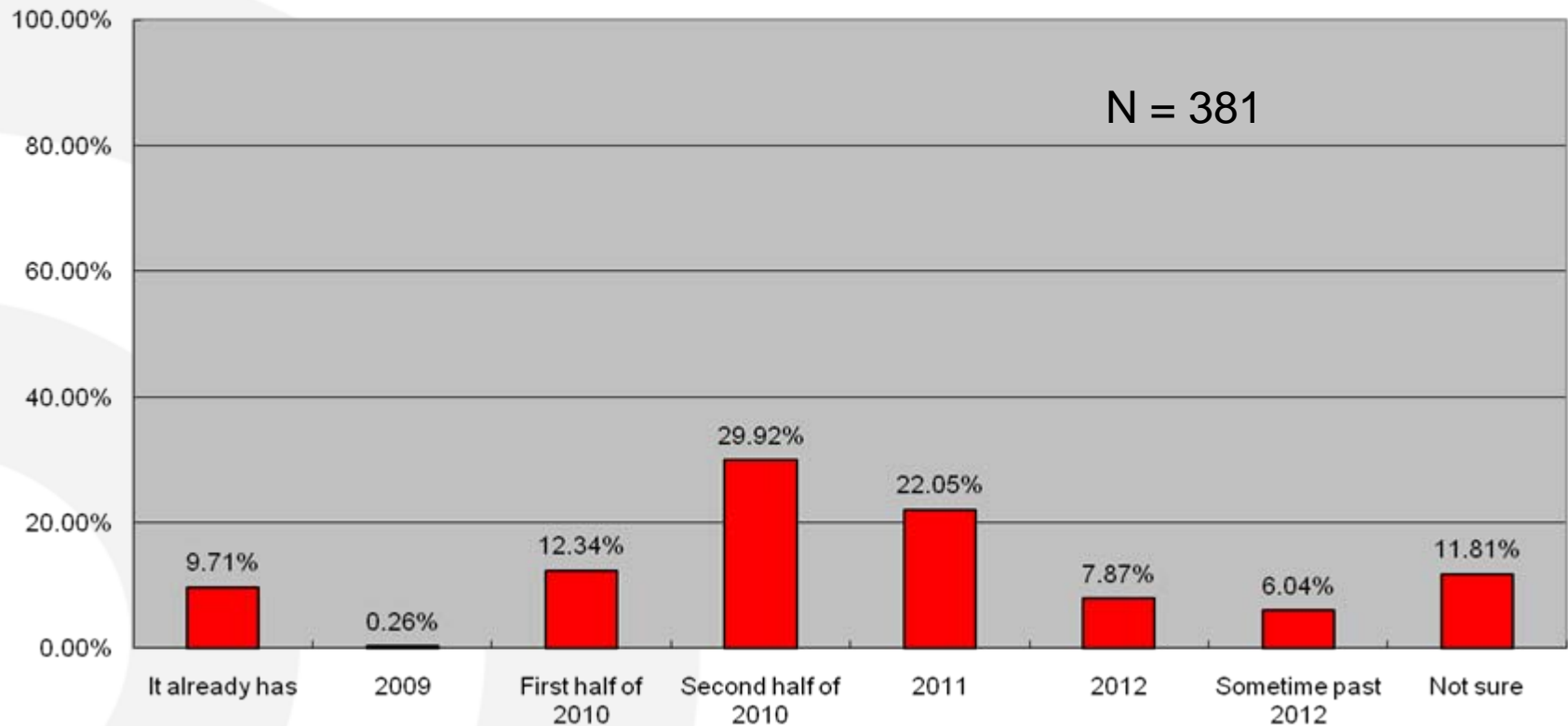
3. Which of the following best describes your company's total annual revenue?



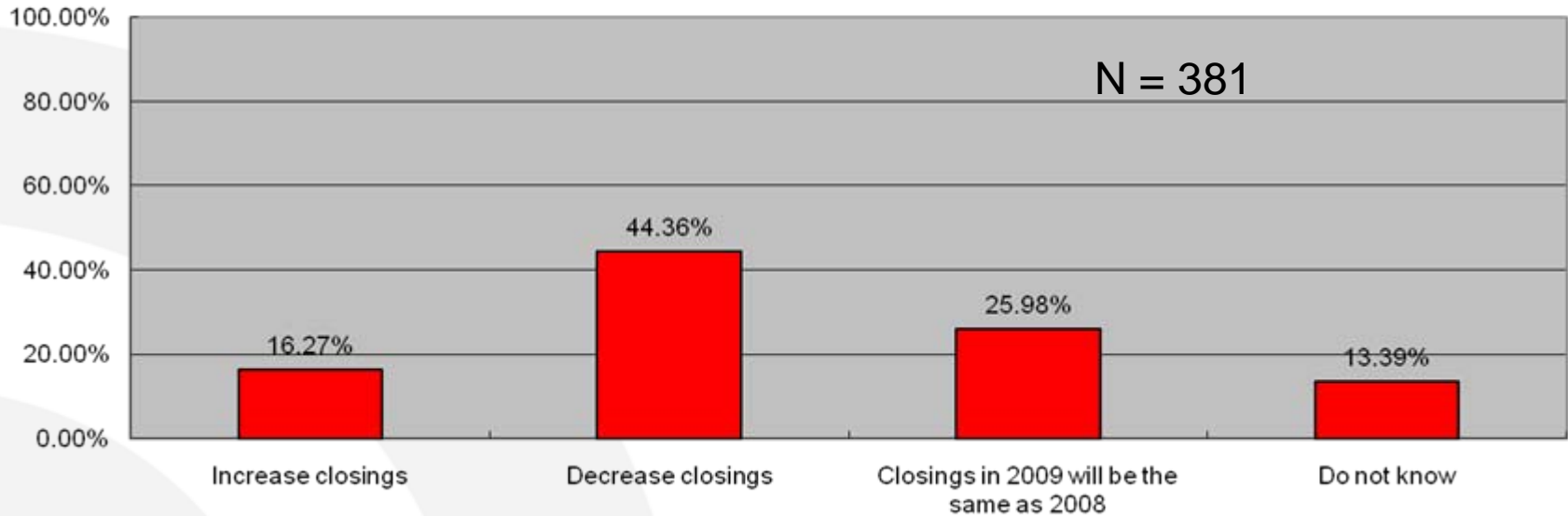
4. How many full-time employees does your company have including you?



5. When do you think housing will start to recover?



6. Will your company increase, decrease or keep closings consistent in 2009 vs. 2008? (Please specify the percentage change in your company's closings with a whole number.)

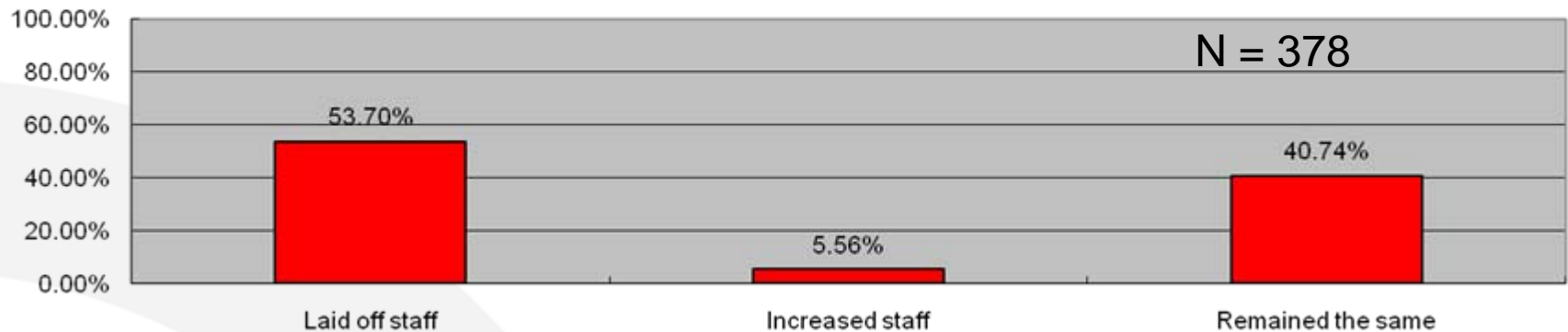


Average Increase = 42.46%

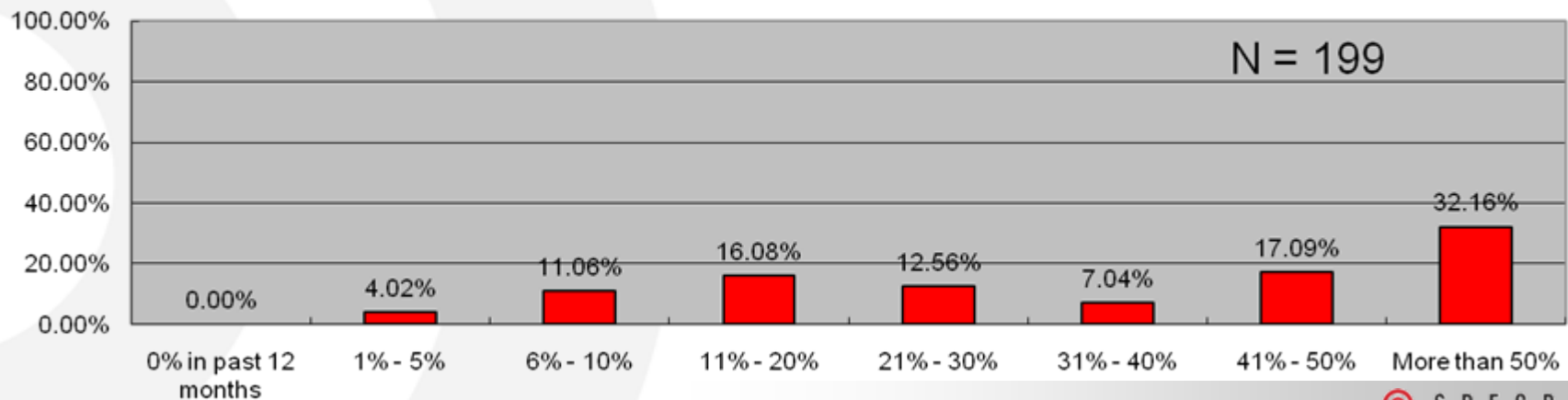
Average Decrease = 52.20%

Average Change = -16.2%

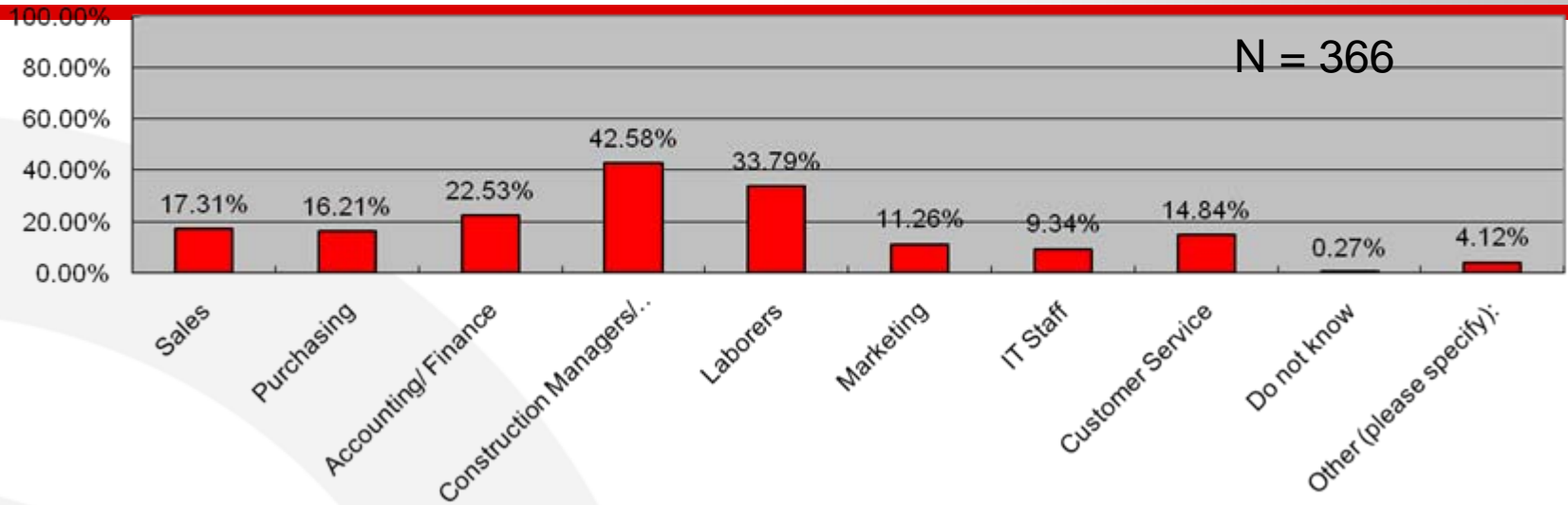
7a. Has your company laid off staff or increased staff over the past 12 months?



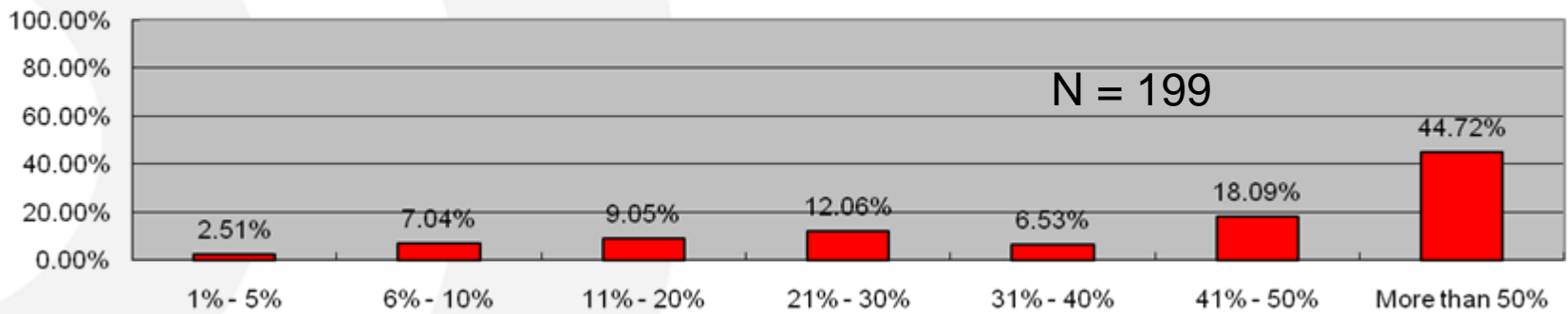
7b. What percentage of your company staff has been laid off in the past 12 months?



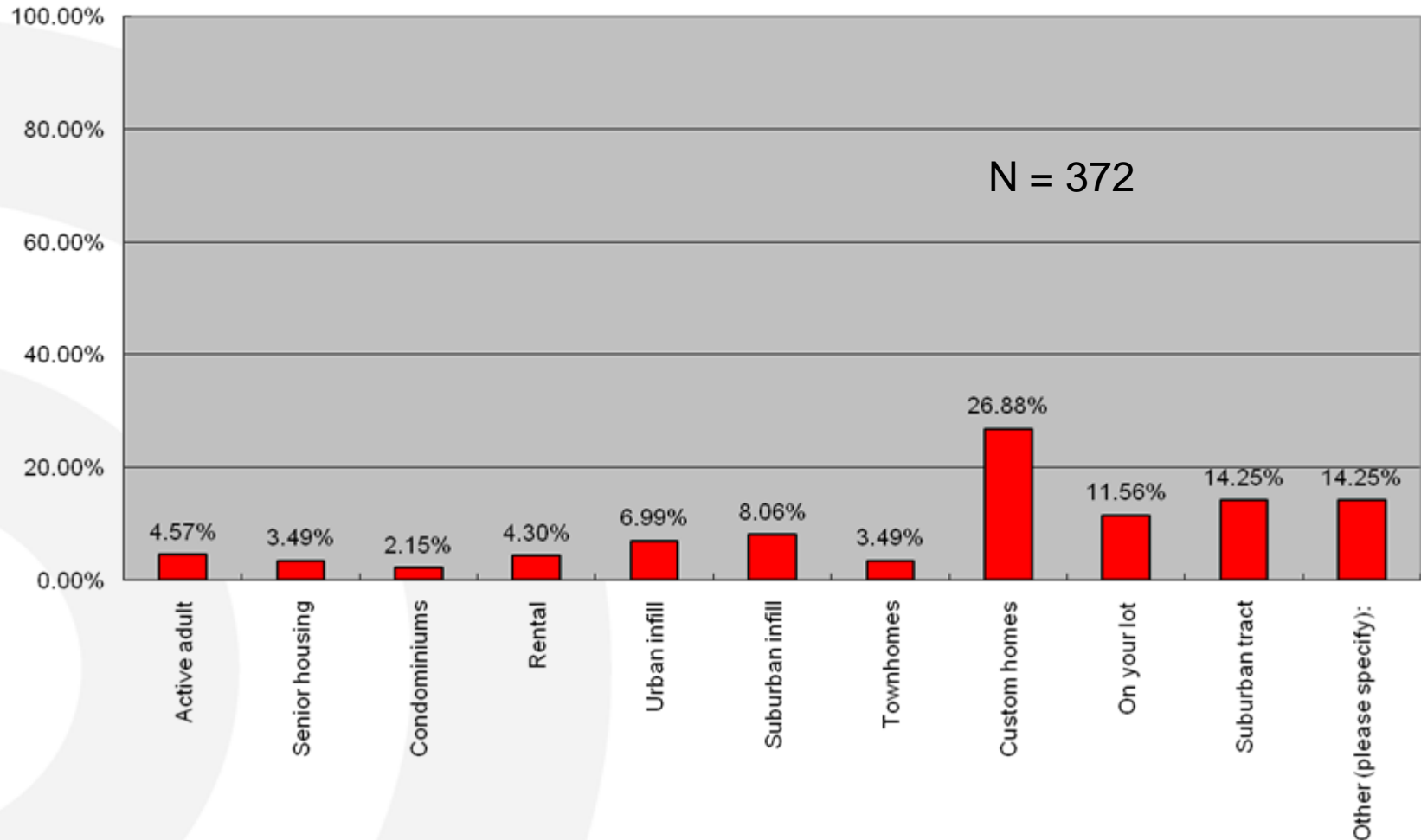
7c. Which type of jobs did your company cut? (select all that apply)



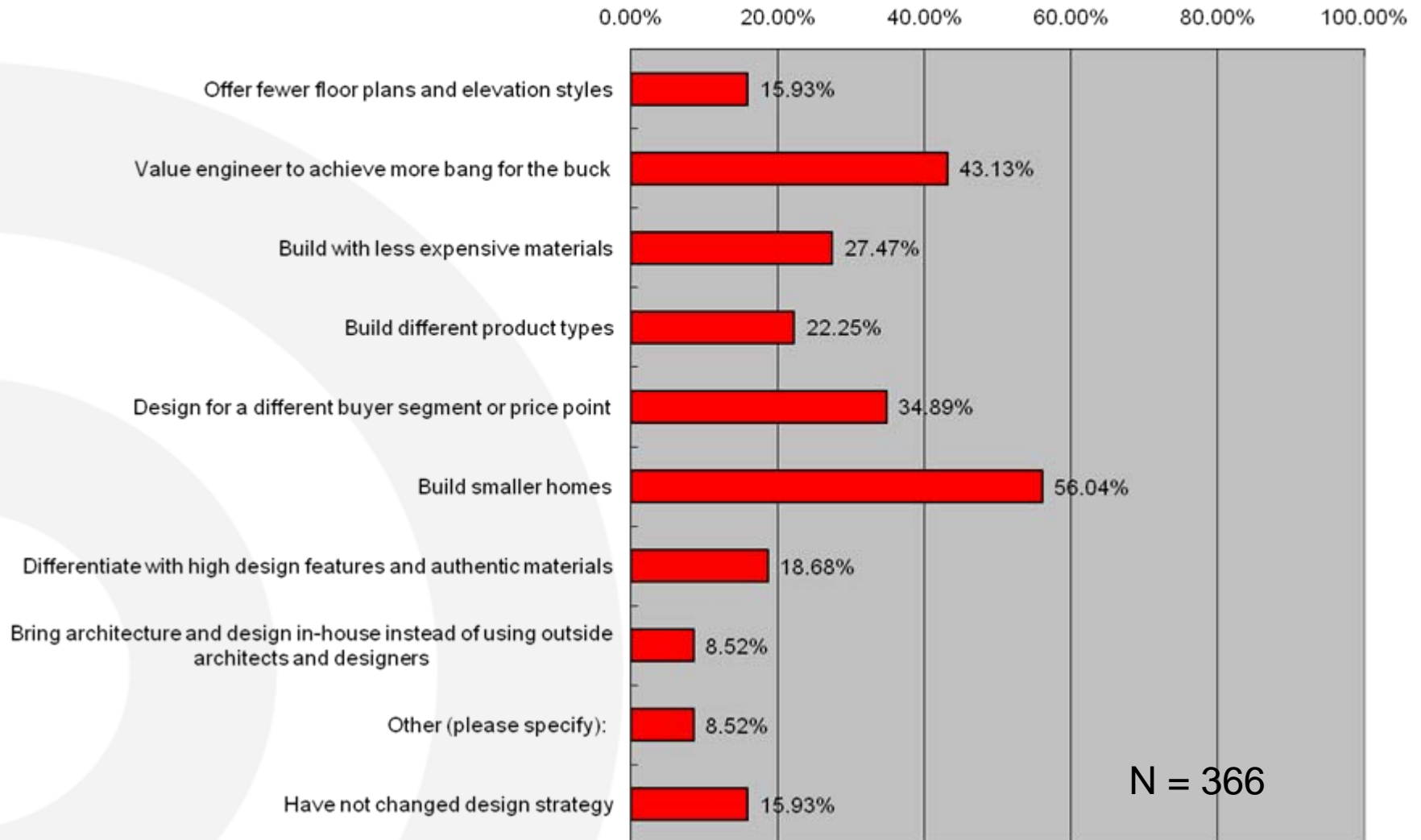
7d. What is the total percentage of staff your company has laid off in the past 36 months?



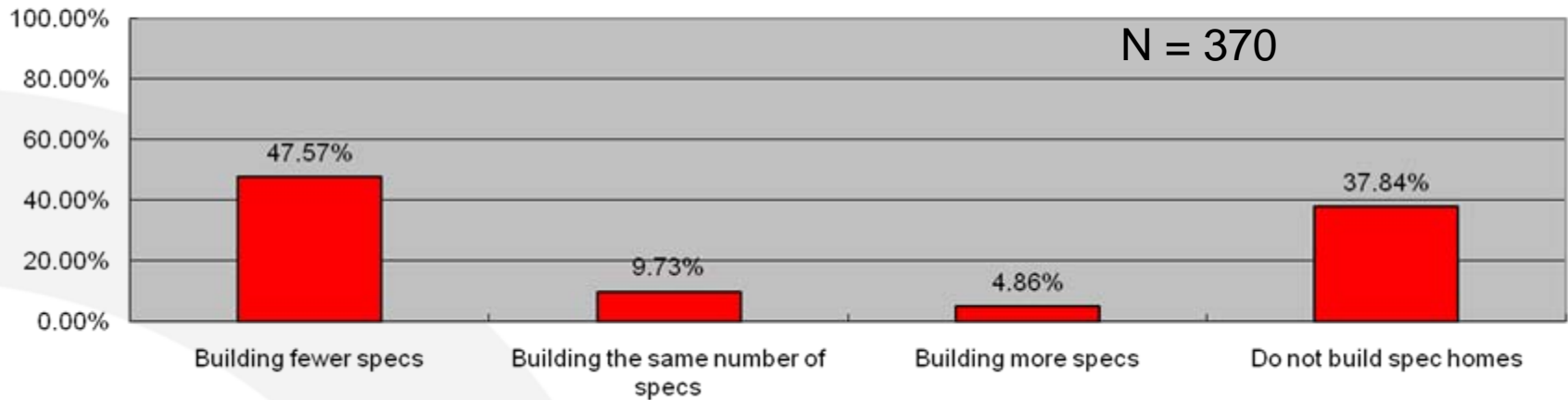
8. Which home building market niche(s) holds the most promise for your business in the coming year? (select all that apply)



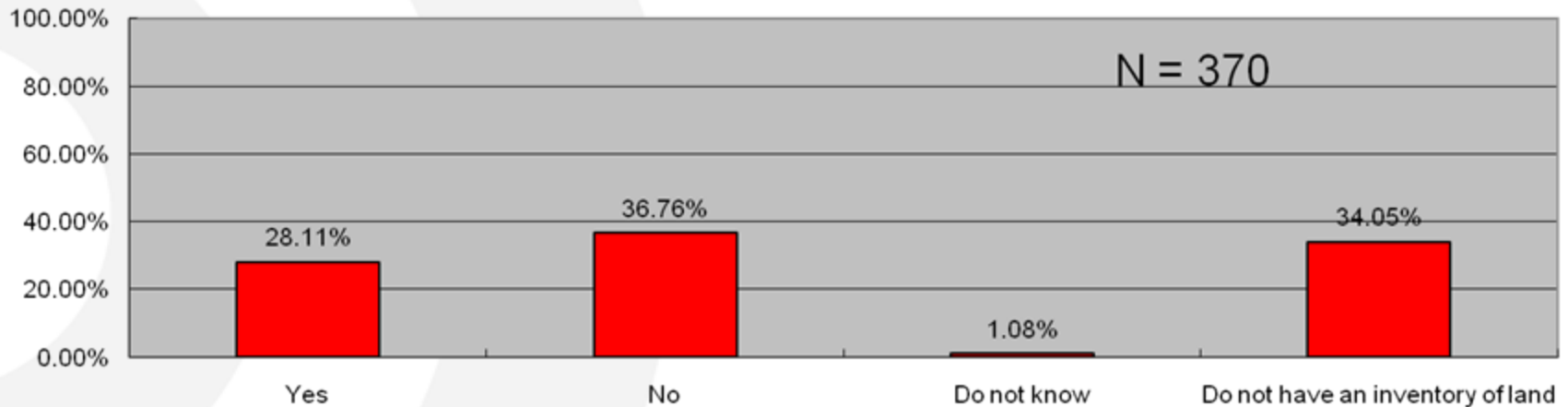
9. How has the housing recession changed your companys design strategy? (select all that apply)



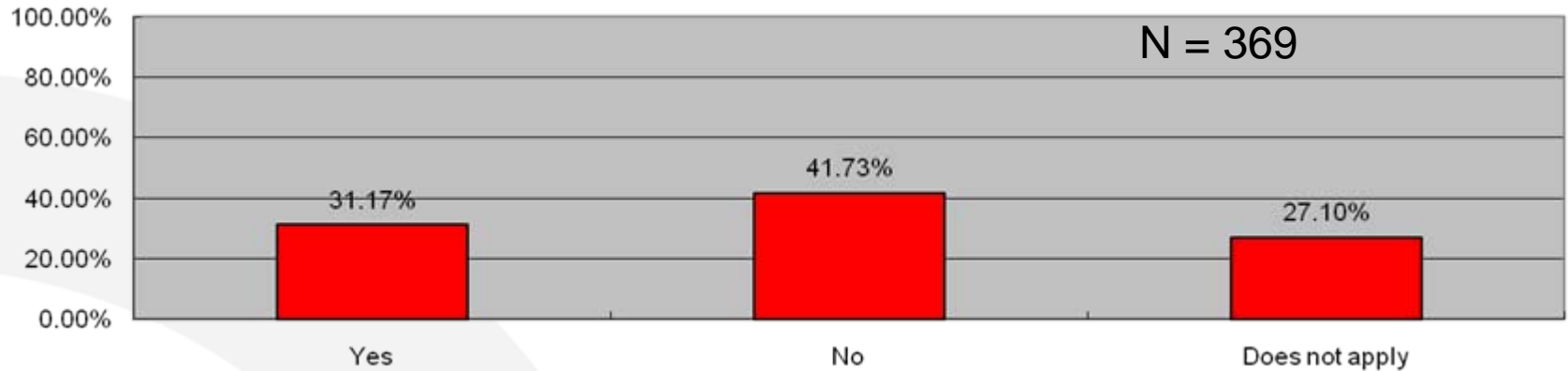
10. Is your company building fewer, the same or more spec homes in 2009 compared to past years?



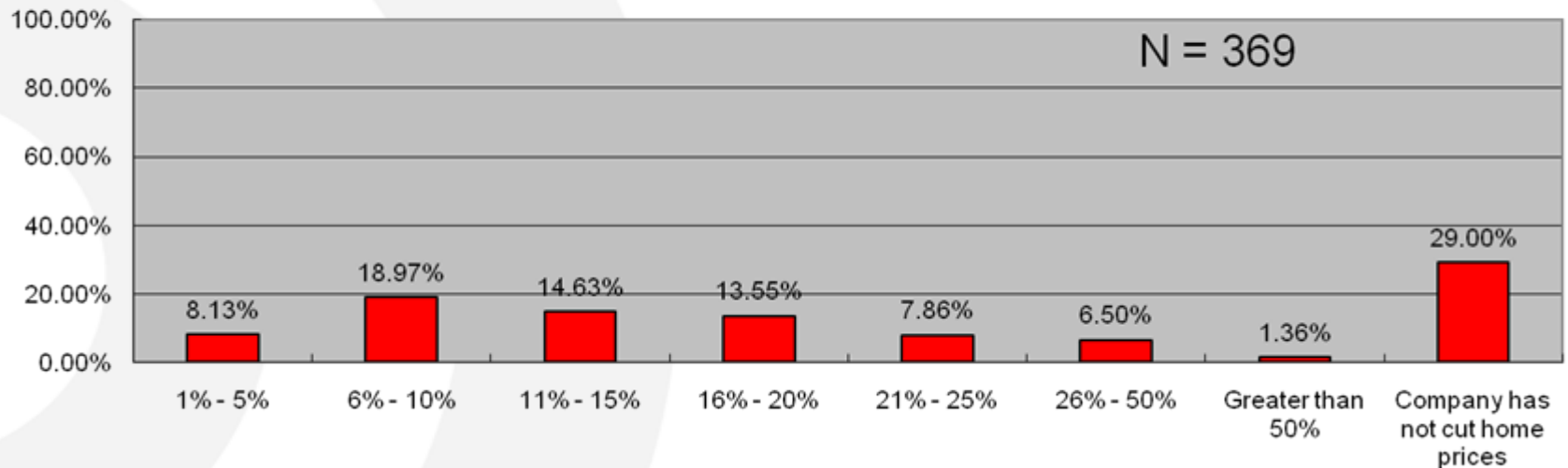
11. Is your company selling off land?



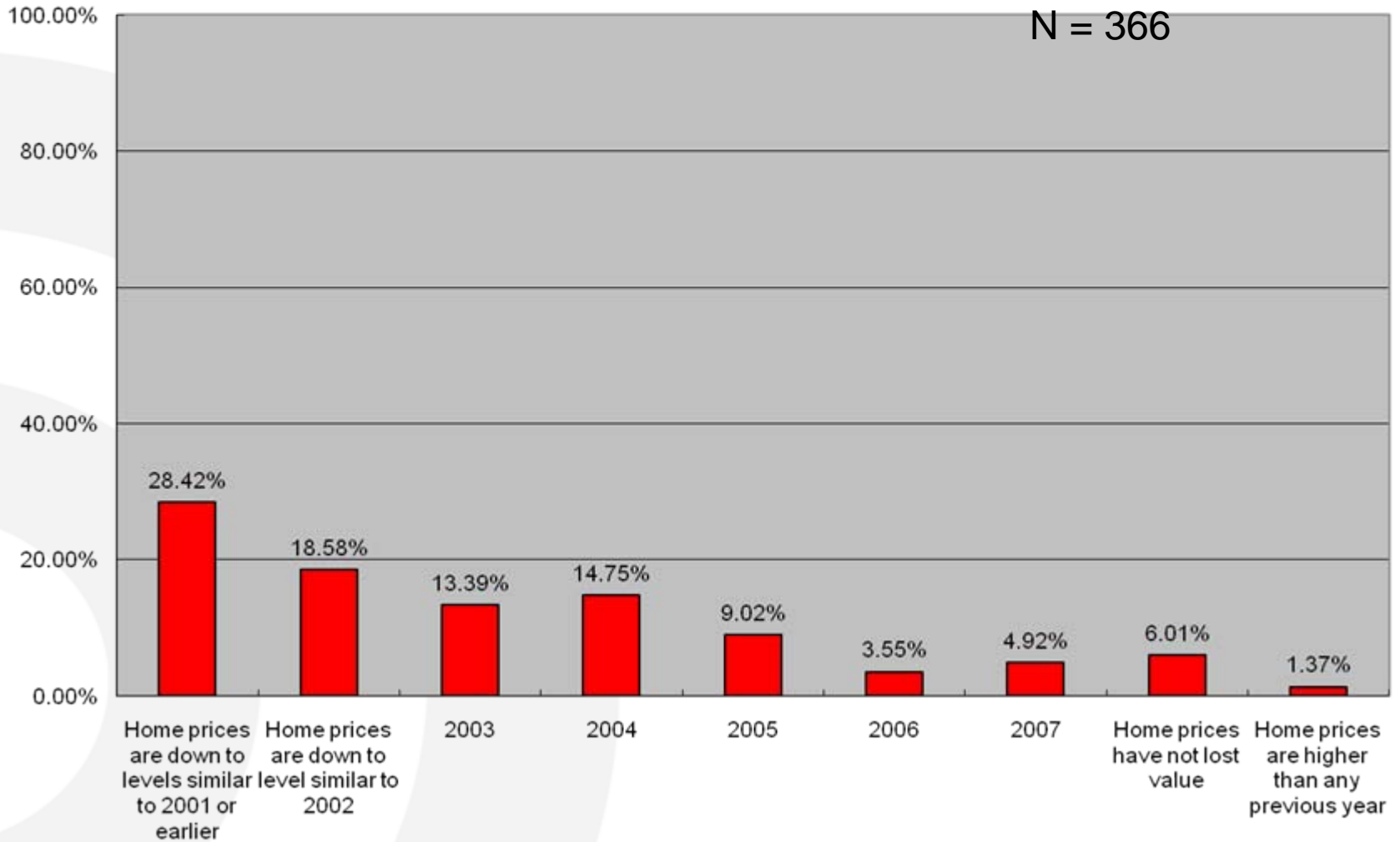
12. Have lower prices presented an opportunity for your company to obtain land?



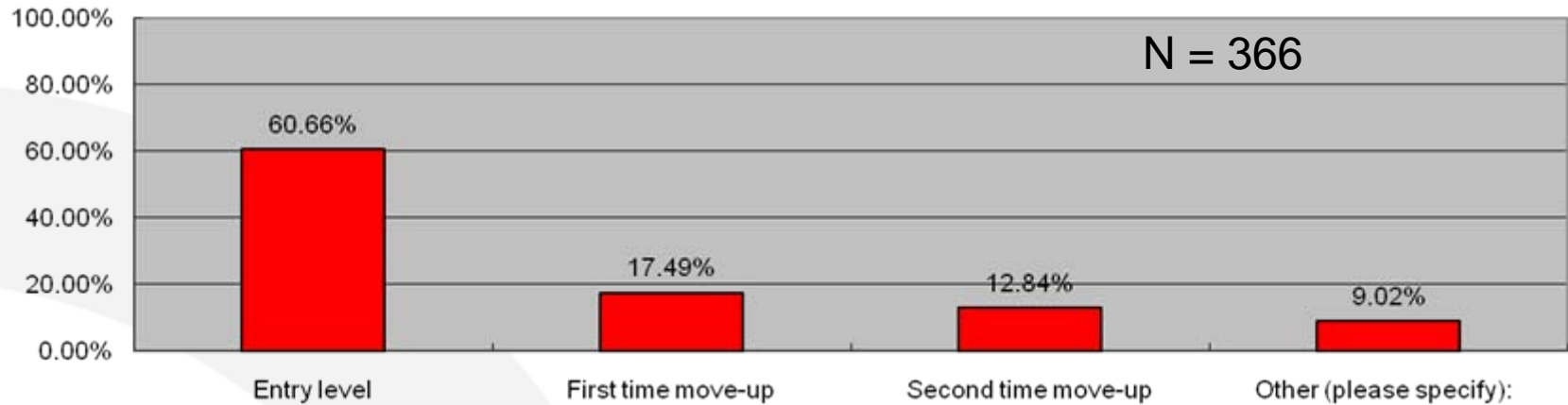
13. How much has your company cut prices on its houses in 2009?



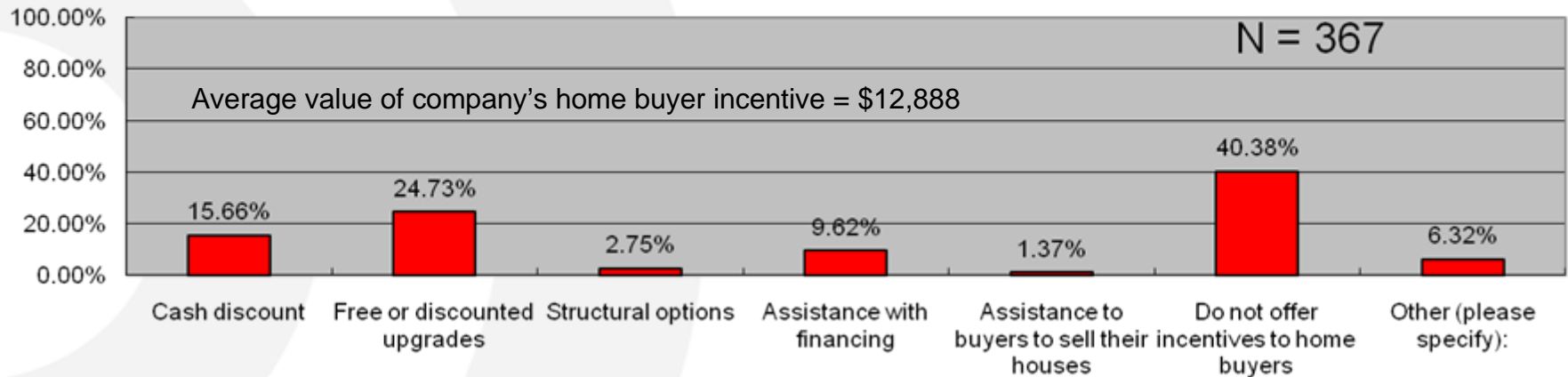
14. What level do you think home prices are back to by year?



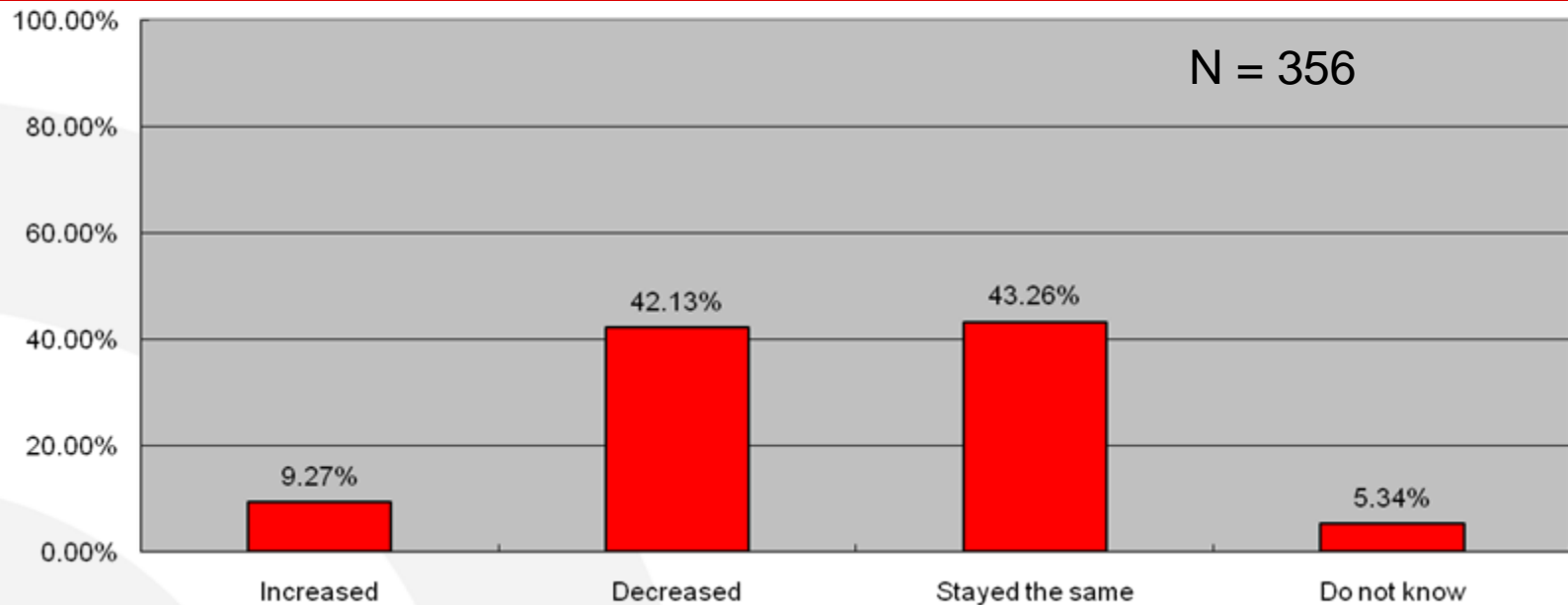
15. What home price points are showing the most strength?



16a. What type(s) of incentives does your company offer home buyers? (select all that apply)



18. Has your company's sales and marketing budget increased, decreased or remained the same over the past 12 months? (if increased or decreased please specify the percentage with a whole number)

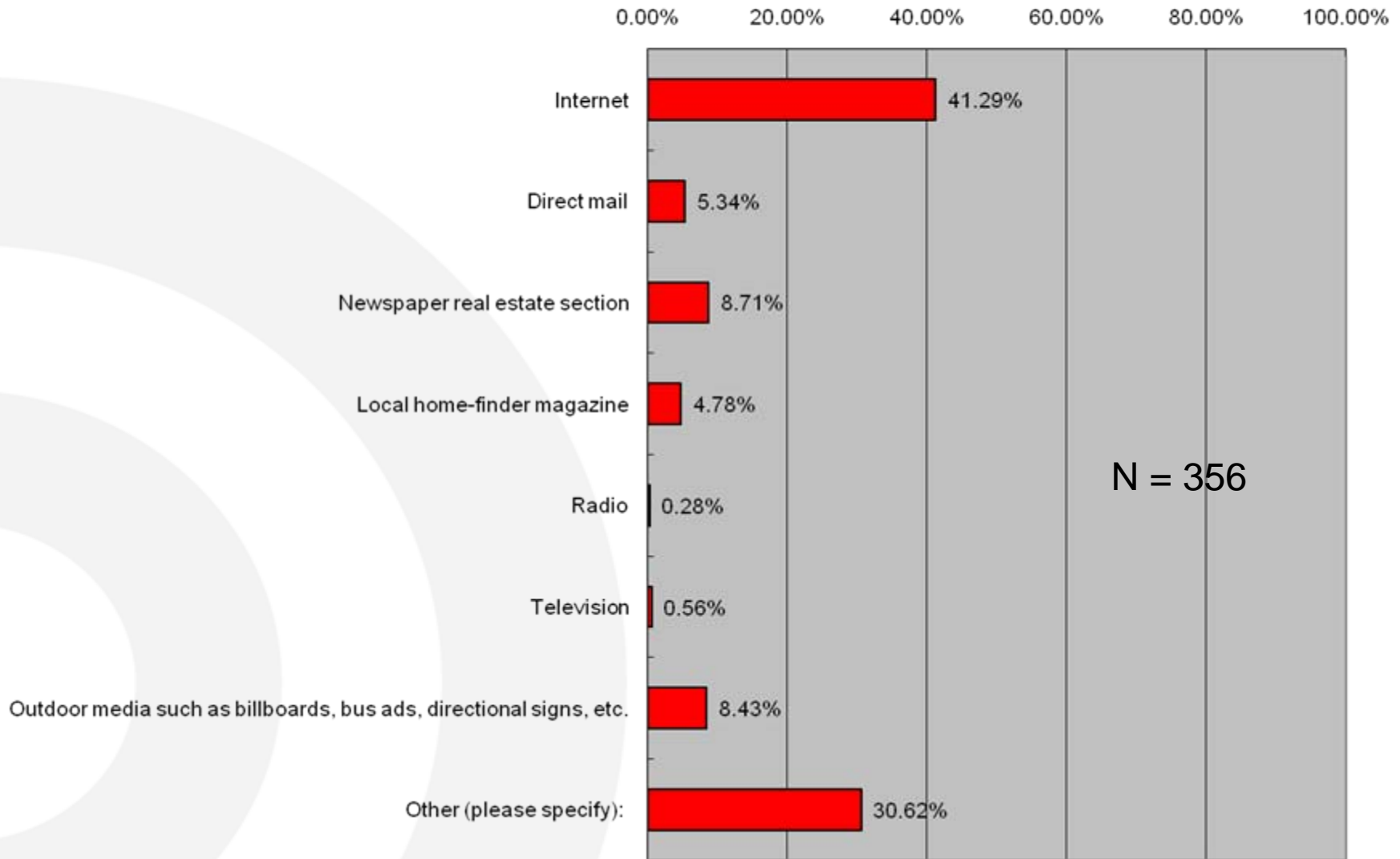


Average Increase = 52.44%

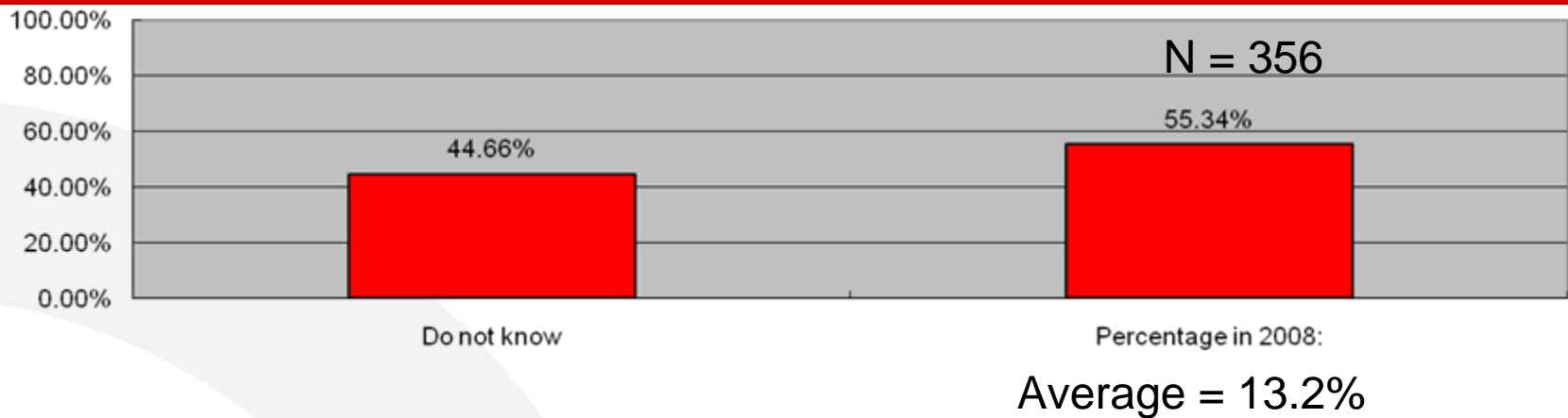
Average Decrease = 53.33%

Average Change = -17.6%

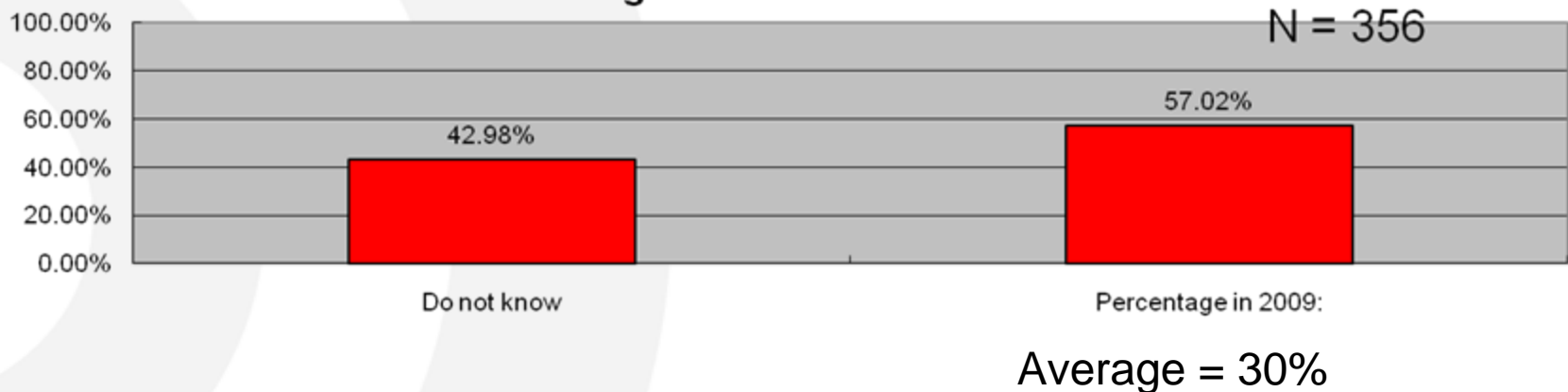
19. What is your companys most effective marketing media in todays market? (please check one)



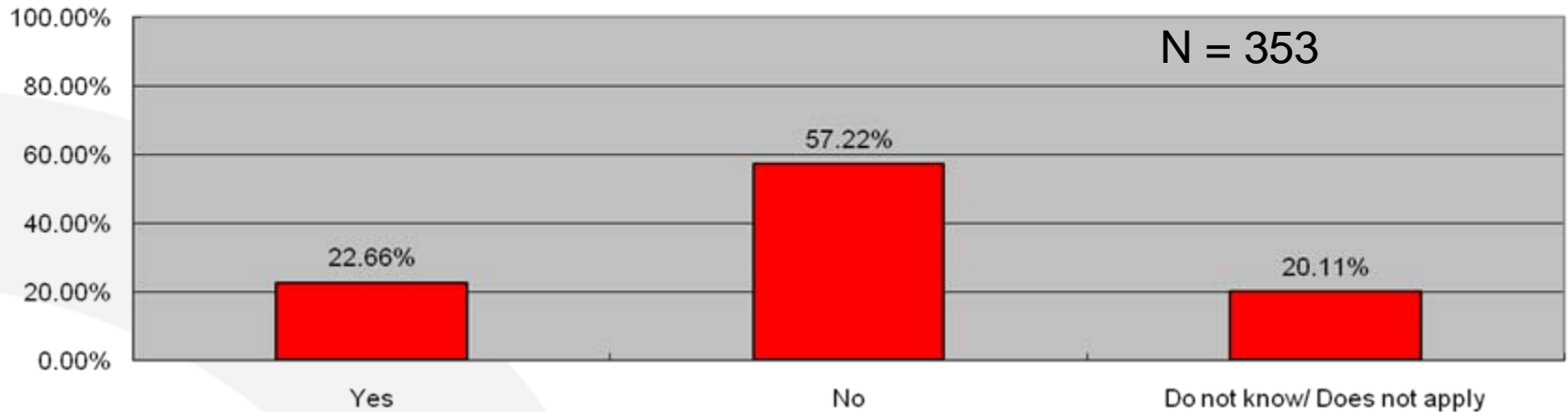
20a. What percent of your companys homes were being financed through FHA in 2008?



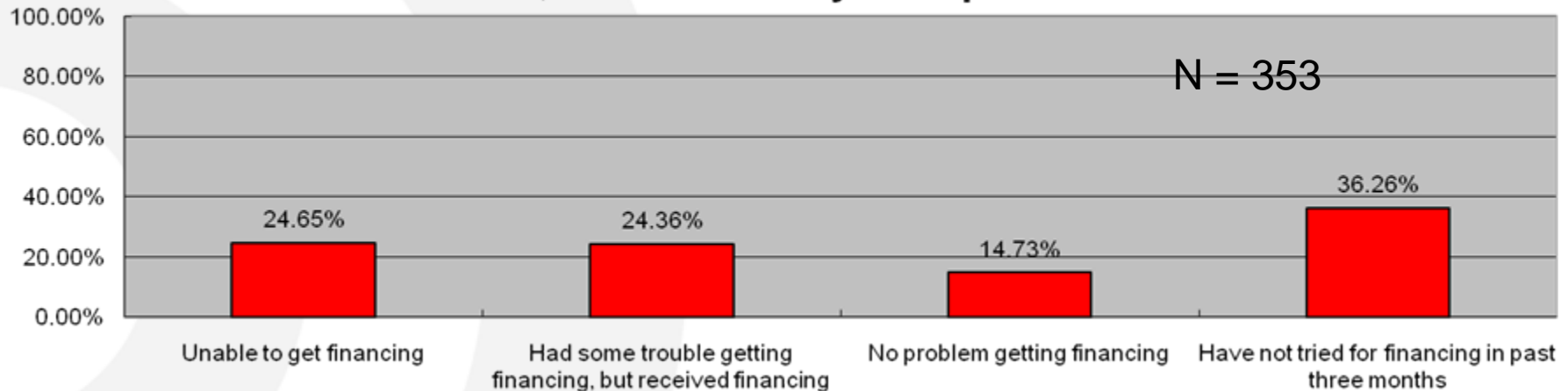
20b. What percent of your companys homes are being financed through FHA in 2009?



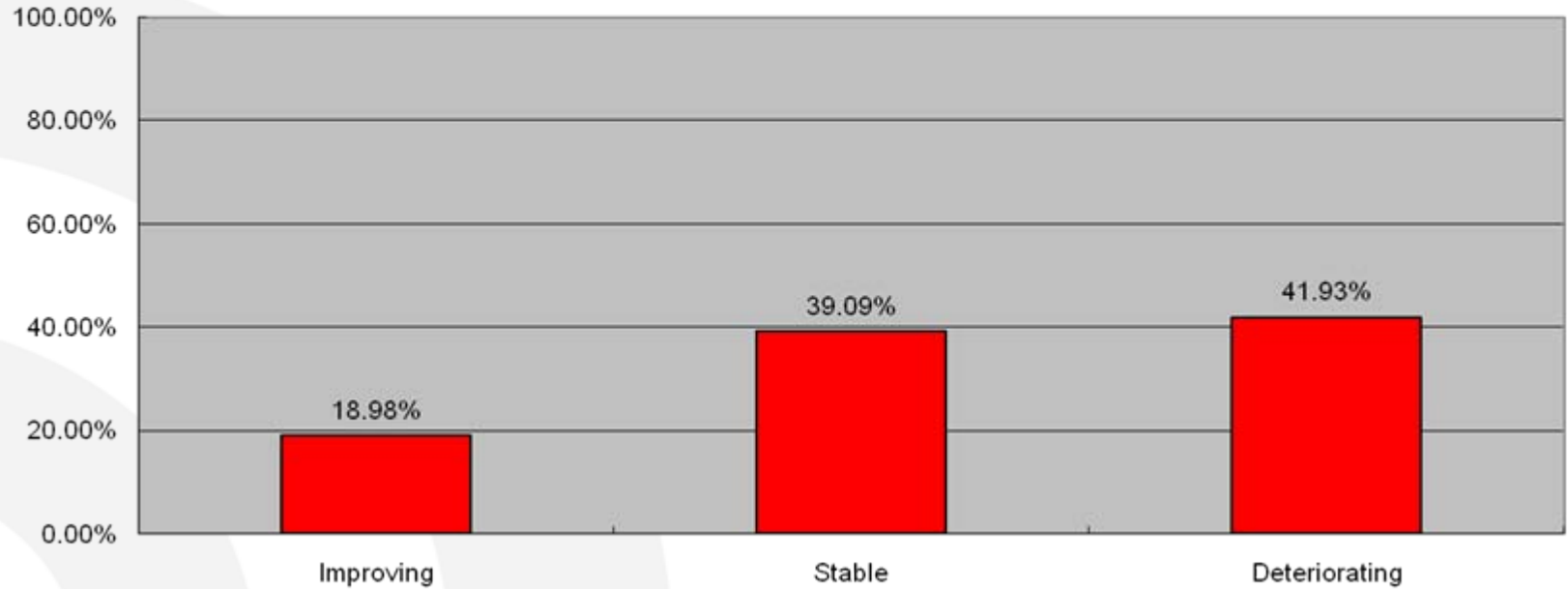
21. Has your bank called in a loan in the past year?



22. If your company has tried to get financing in the past three months, what has been your experience?

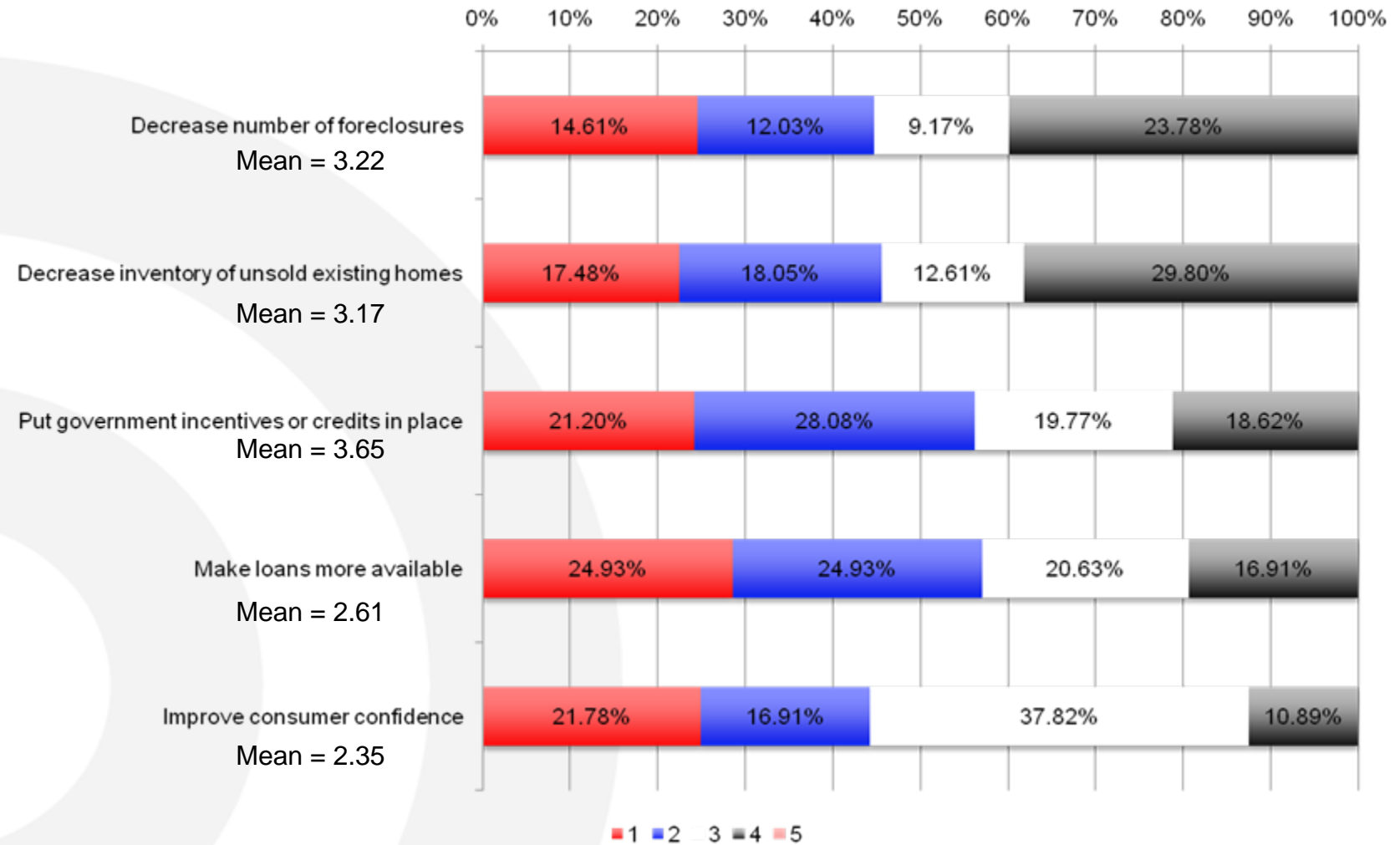


23. How would you rate current market conditions?



N = 353

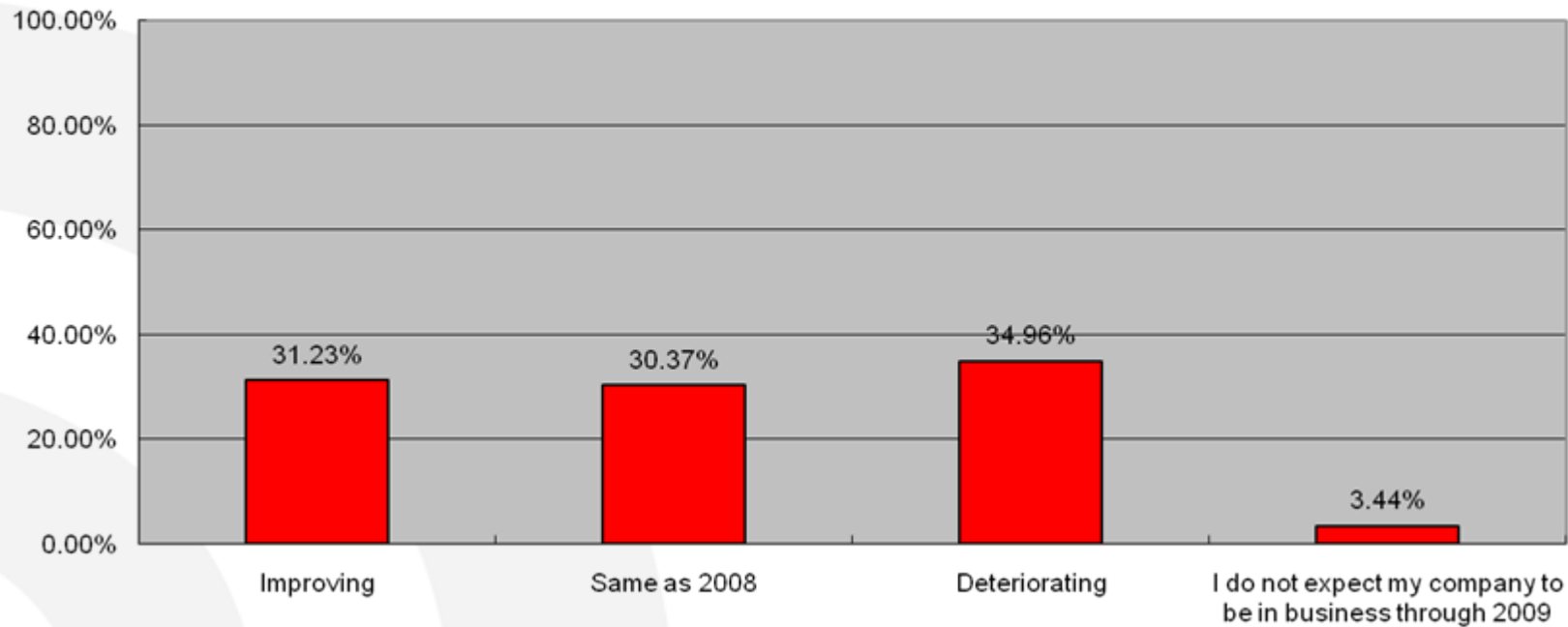
24. What needs to happen in order for housing sales to improve? Please rank each attribute below with 1-5, where 1 = Most Important and 5 = Least Important. (use each ranking only once)



N = 349



25. What is the outlook for your company in 2009?



N = 349