

Builder State of the Industry Annual Trend – 2009, 2008, 2007

Provided by:

Specpan

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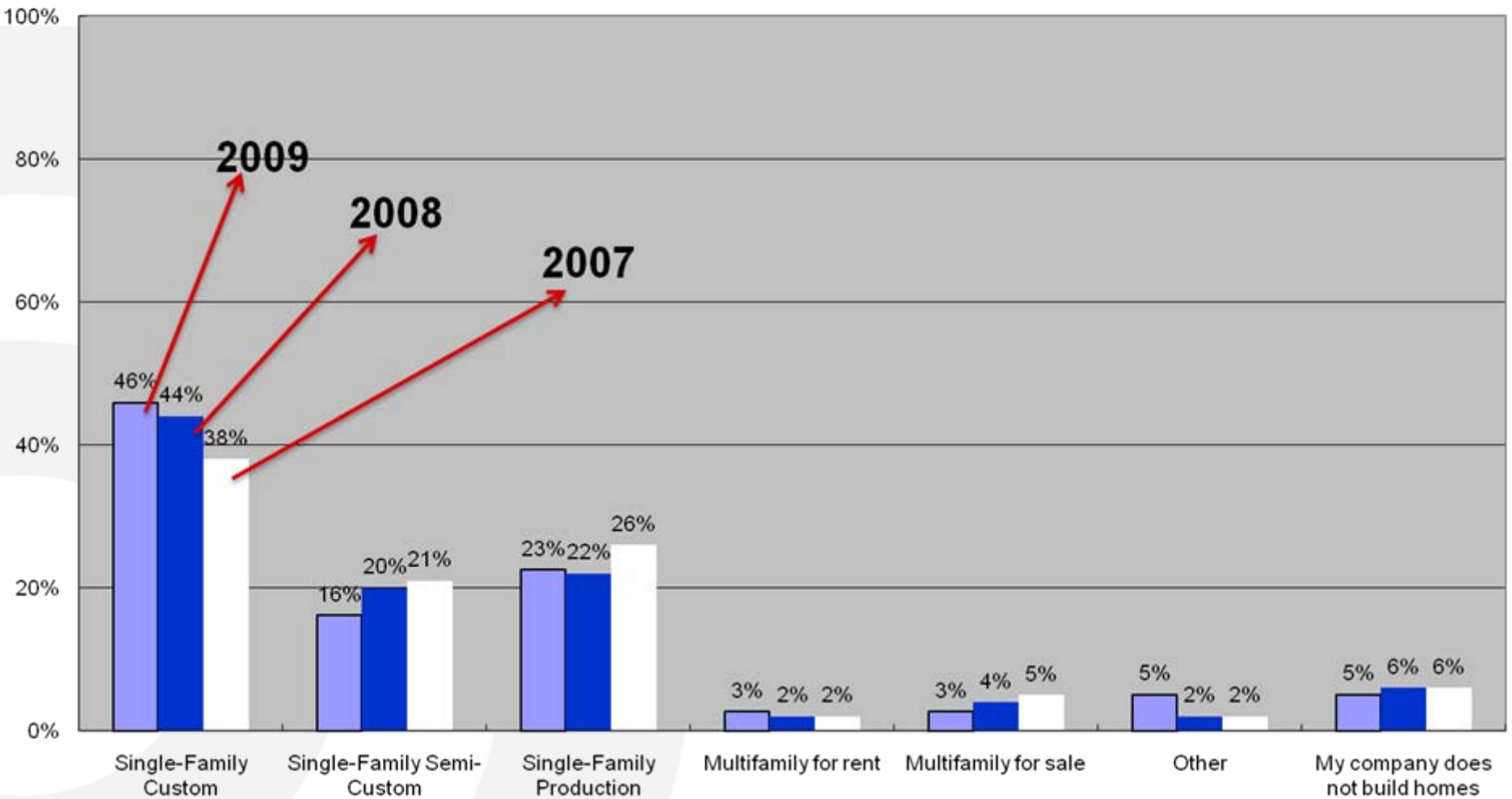
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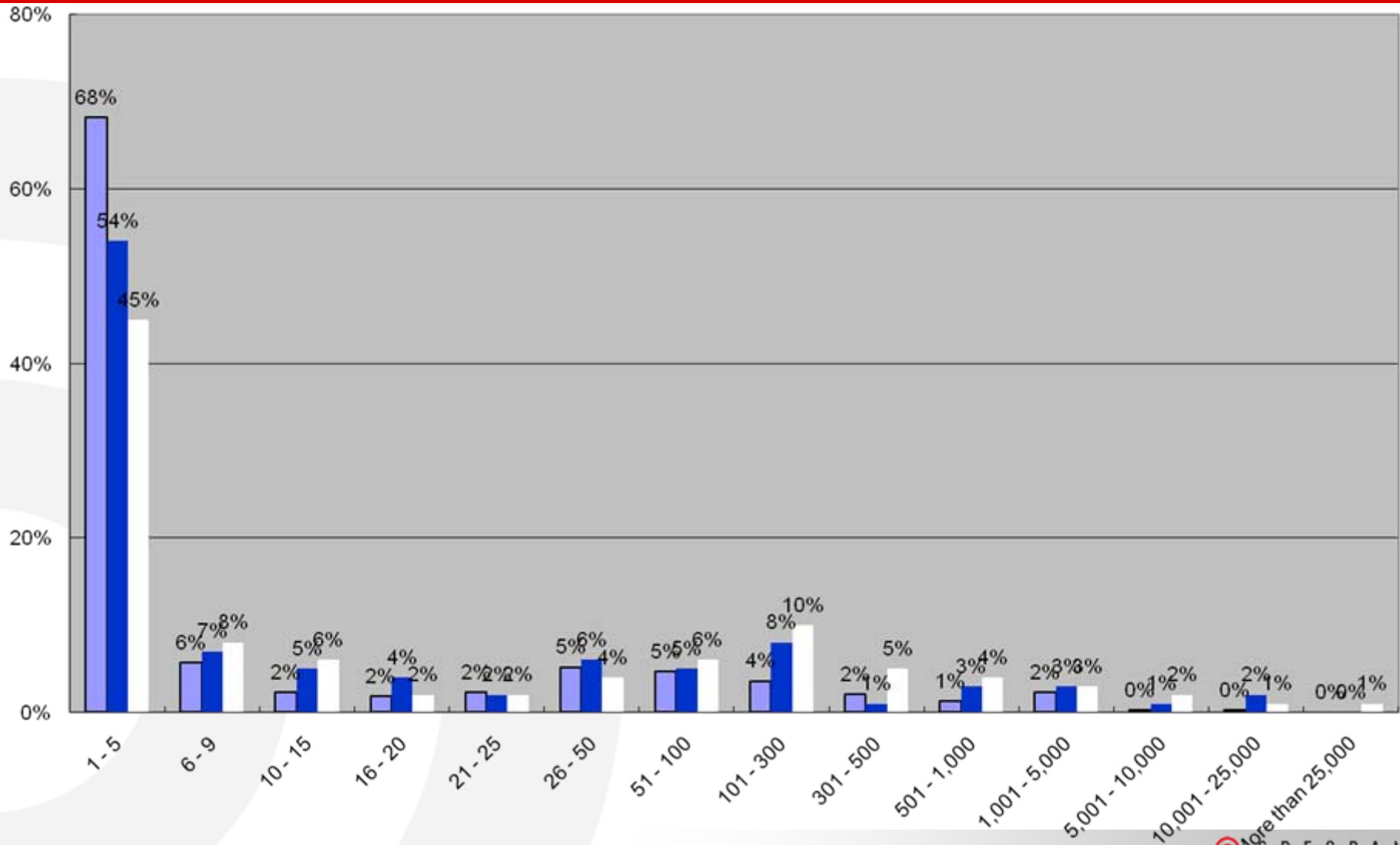
c: 303-886.5289



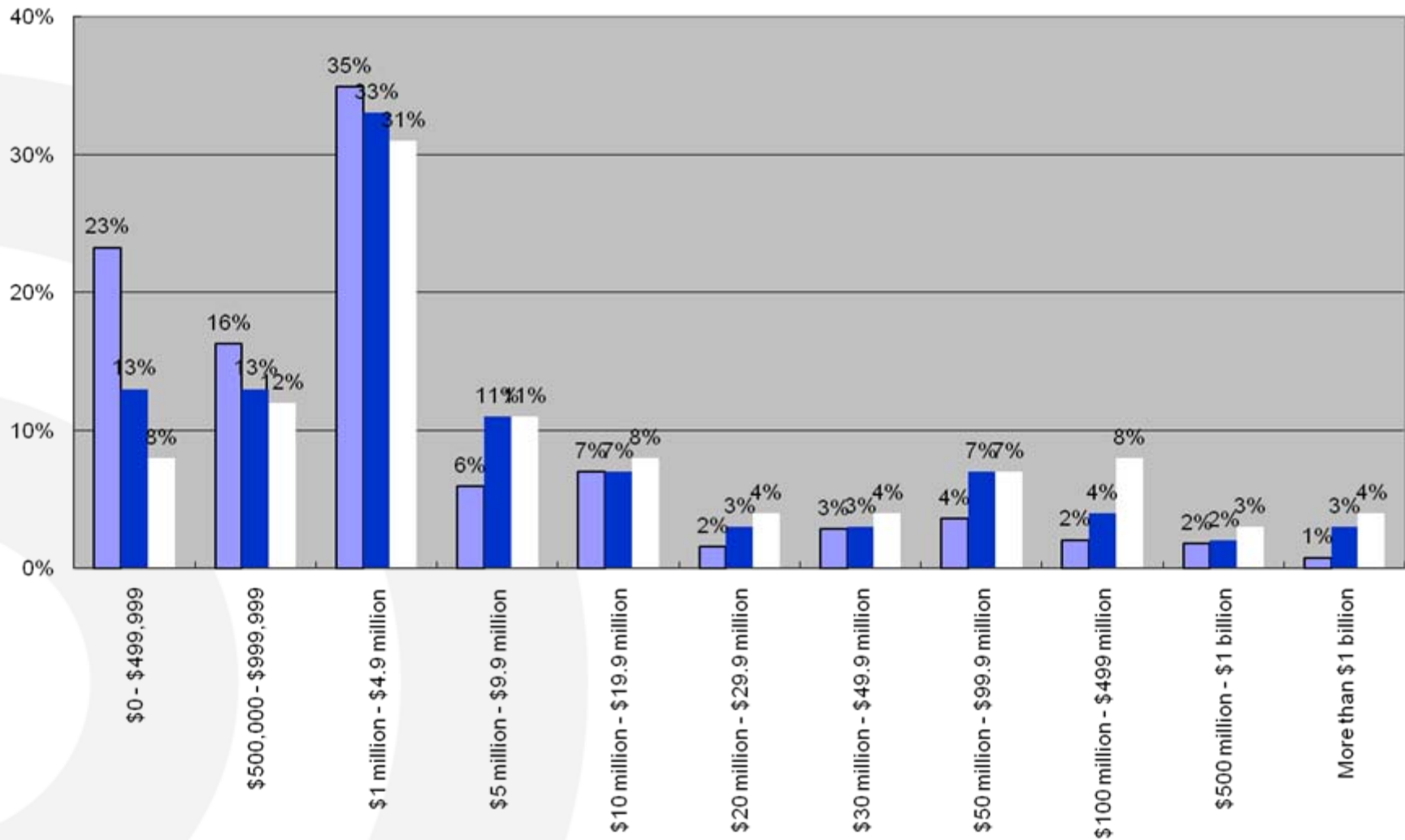
1. Please choose the type of builder that best describes your company.



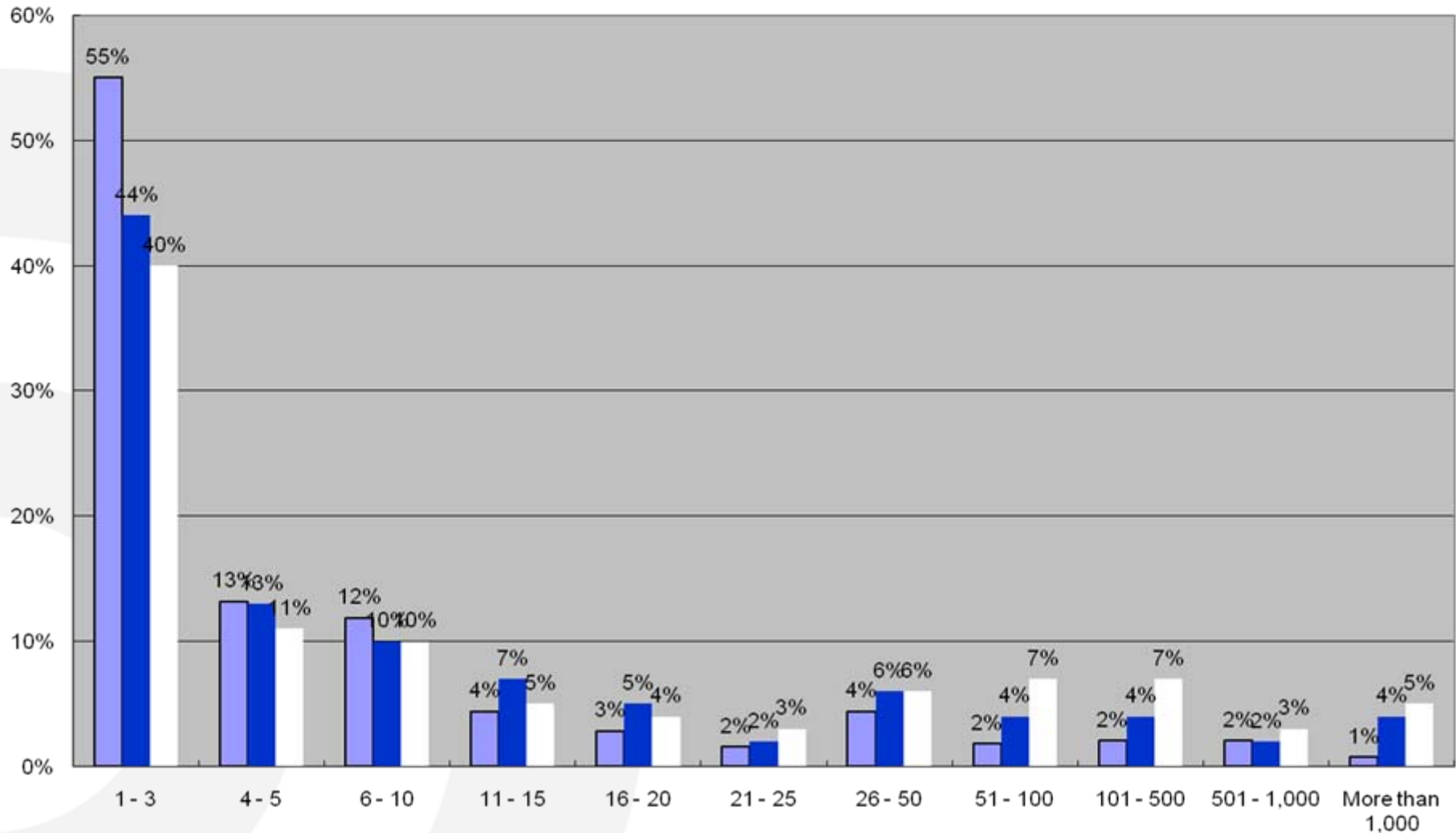
2. How many new homes will your company start in this year?



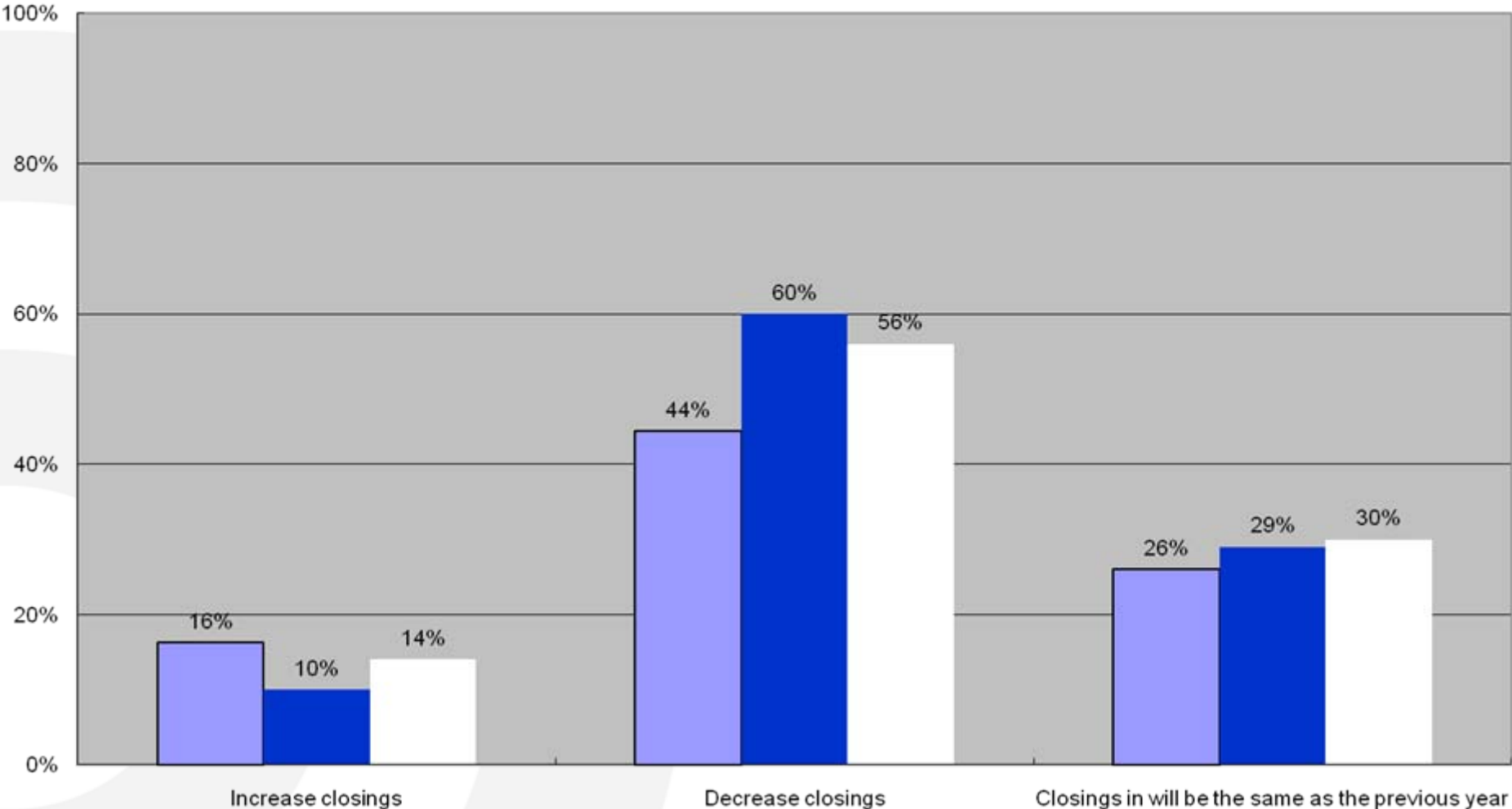
3. Which of the following best describes your company's total annual revenue?



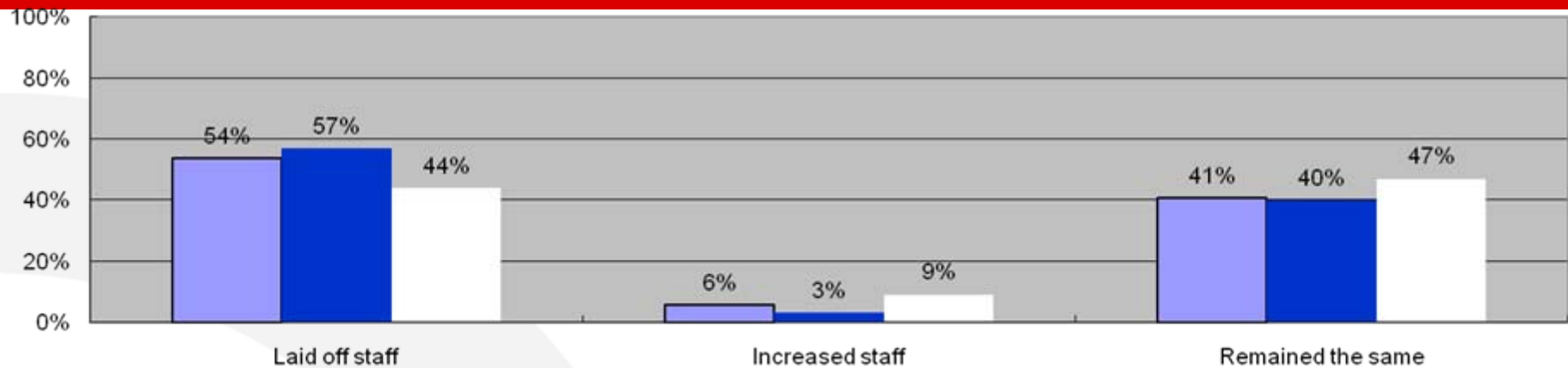
4. How many full-time employees does your company have including you?



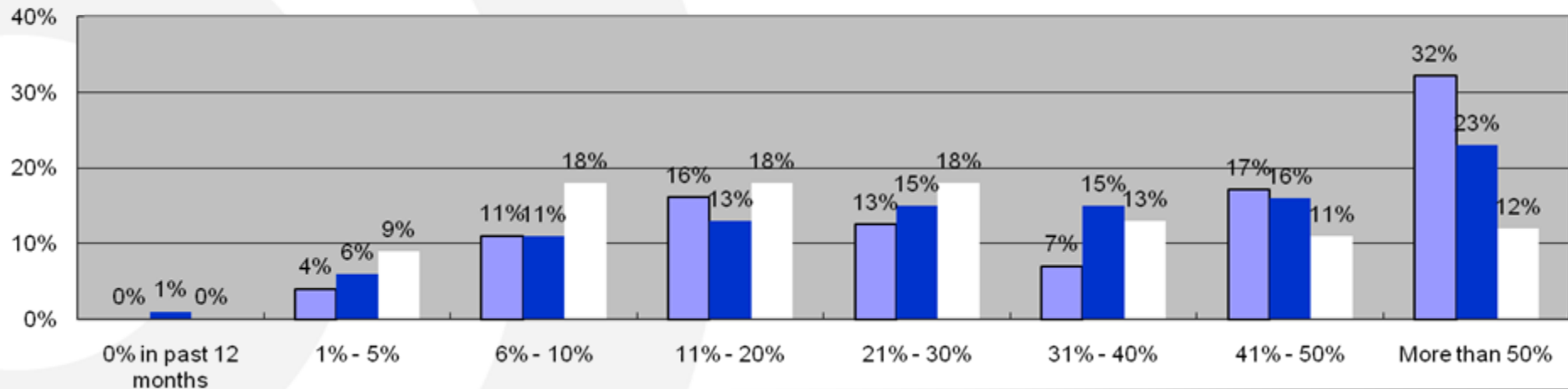
6. Will your company increase, decrease or keep closings consistent in compared to last year? (Please specify the percentage change in your company's closings with a whole number.)



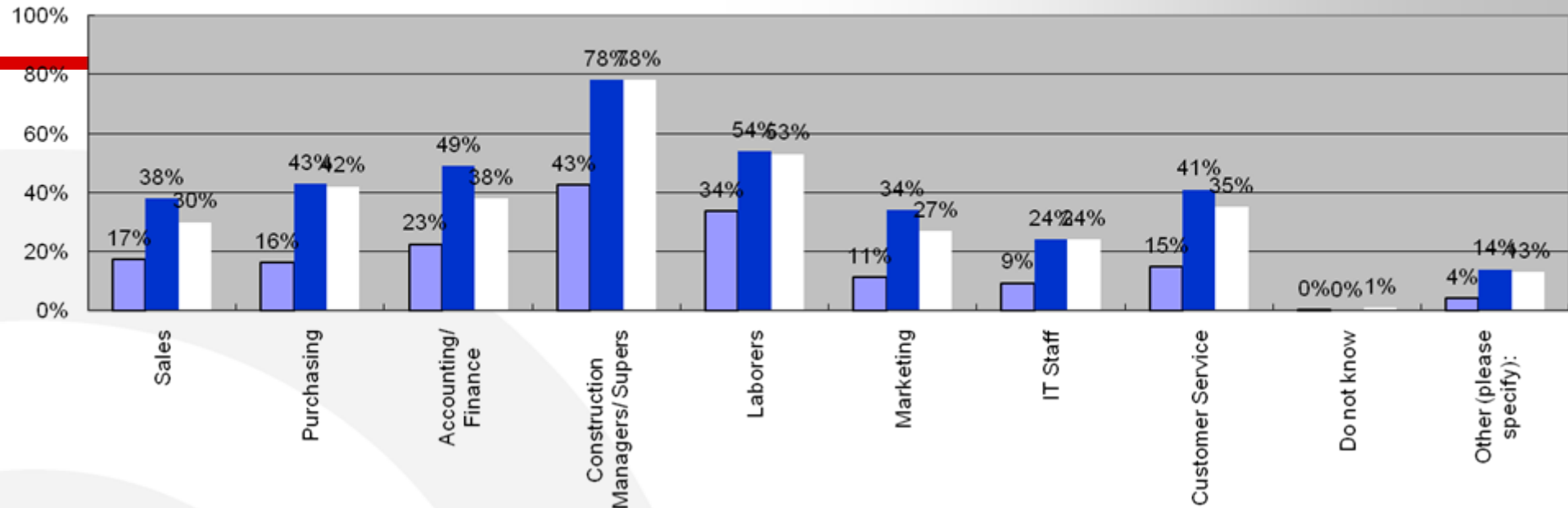
7a. Has your company laid off staff or increased staff over the past 12 months?



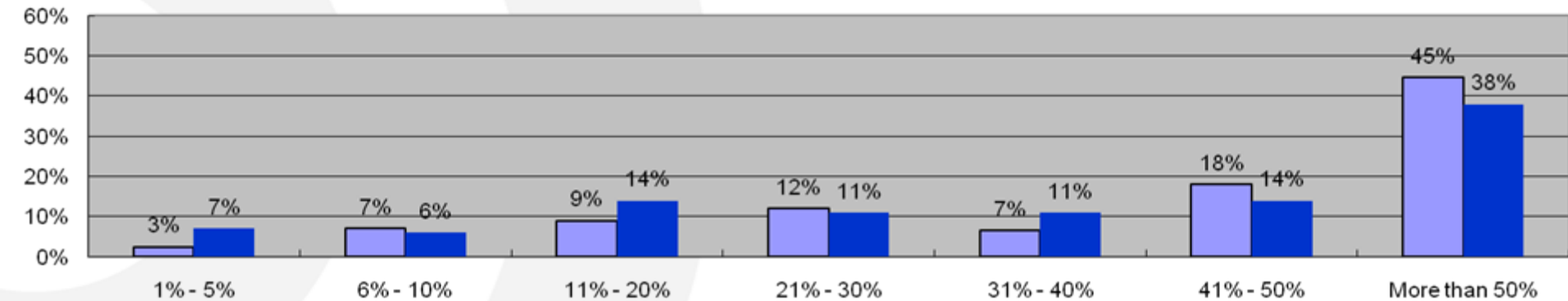
7b. What percentage of your company staff has been laid off in the past 12 months?



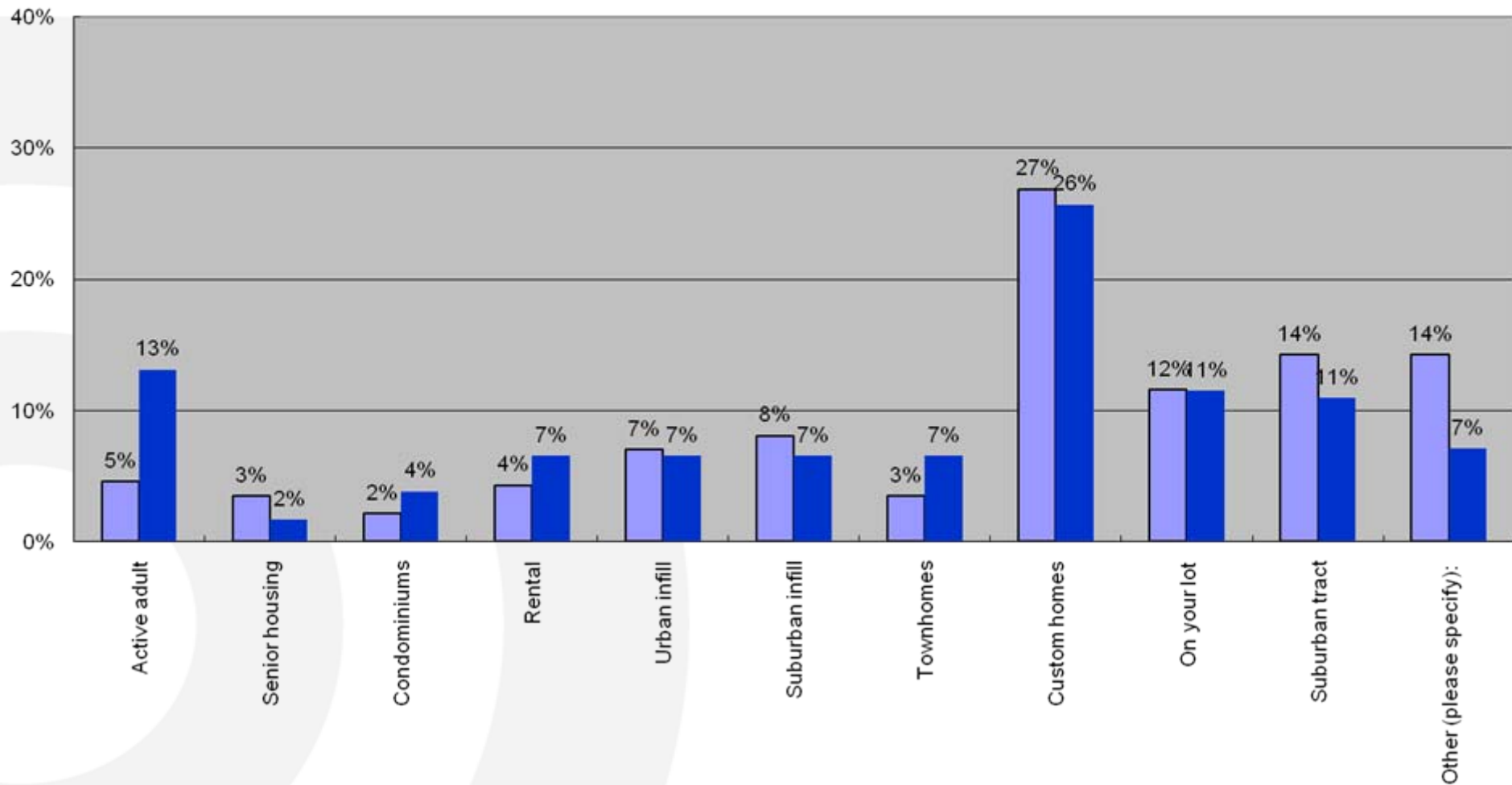
7c. Which type of jobs did your company cut? (select all that apply)



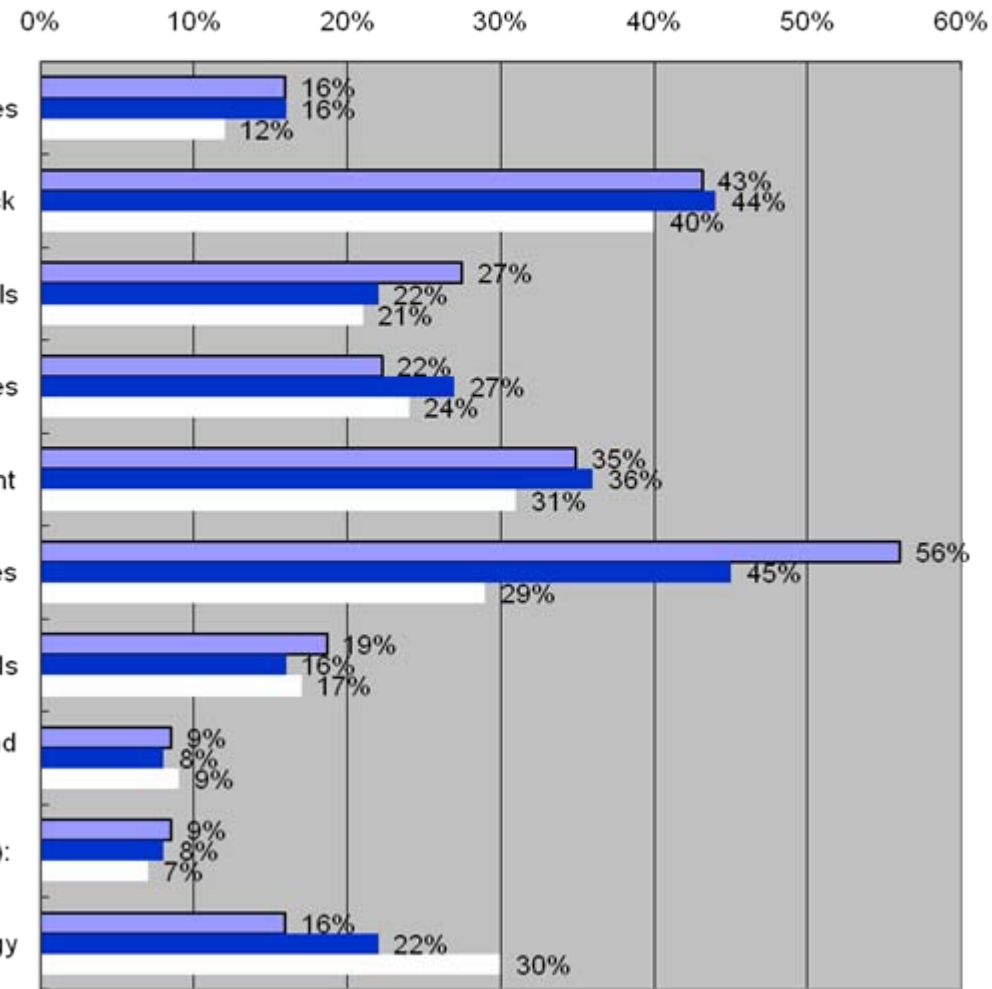
7d. What is the total percentage of staff your company has laid off in the past 36 months?



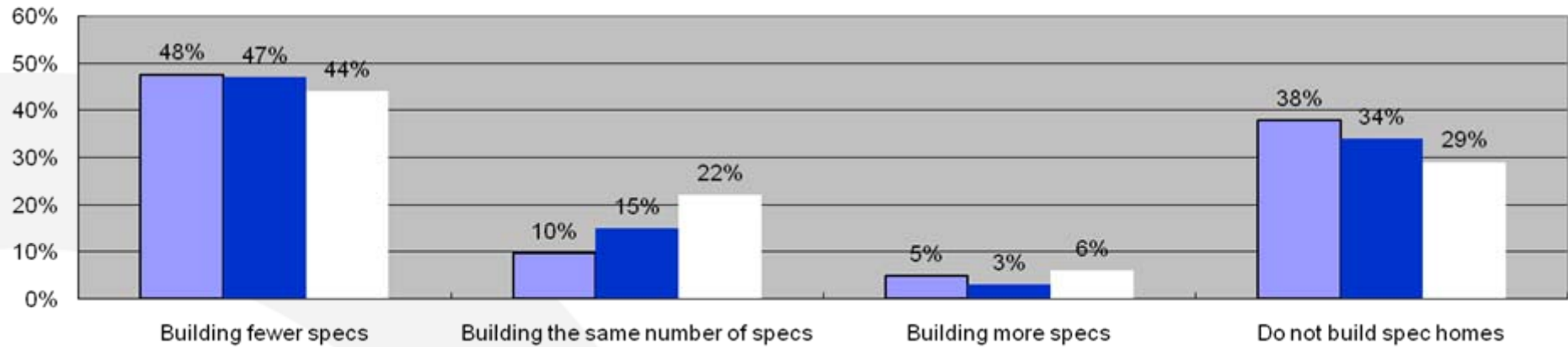
8. Which home building market niche(s) holds the most promise for your business in the coming year?



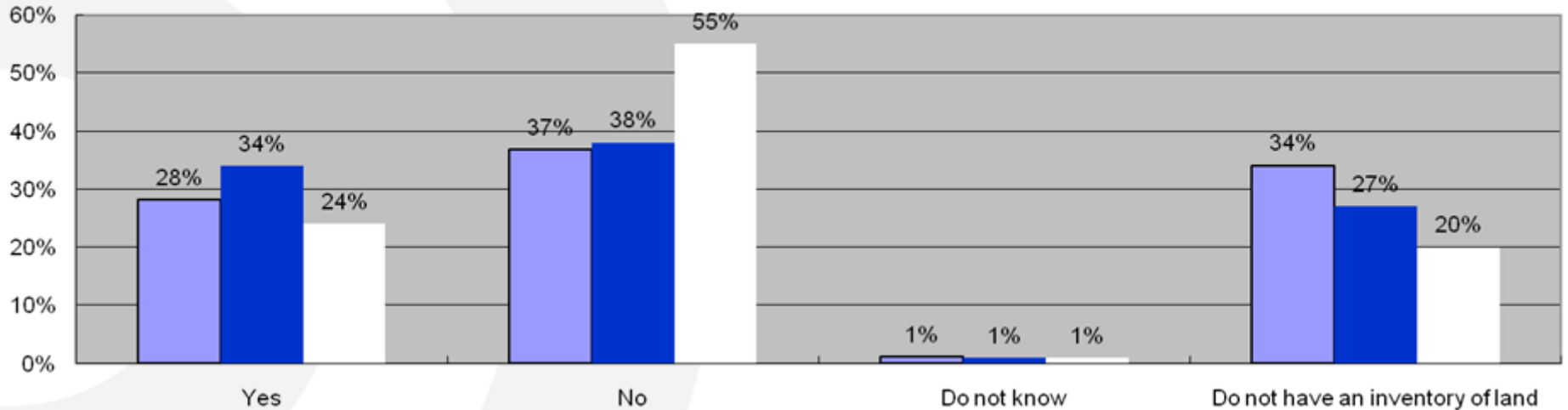
9. How has the housing recession changed your companys design strategy? (select all that apply)



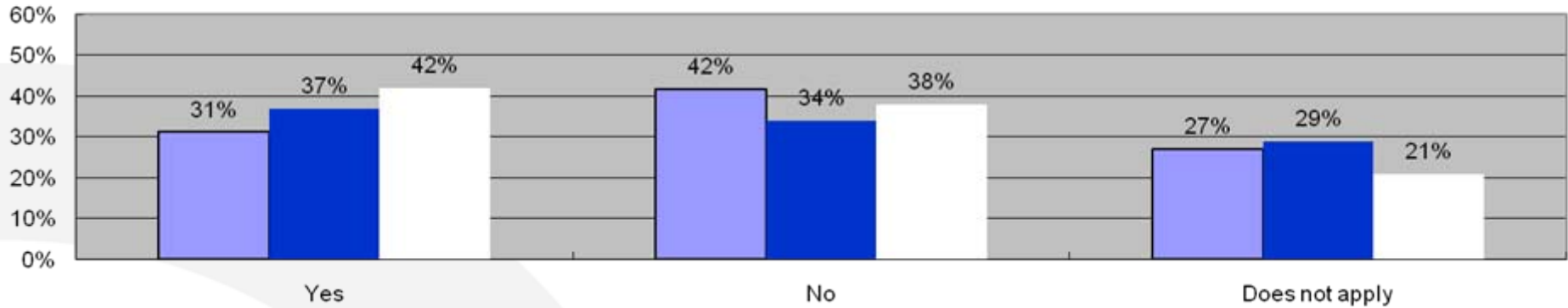
10. Is your company building fewer, the same or more spec homes compared to past years?



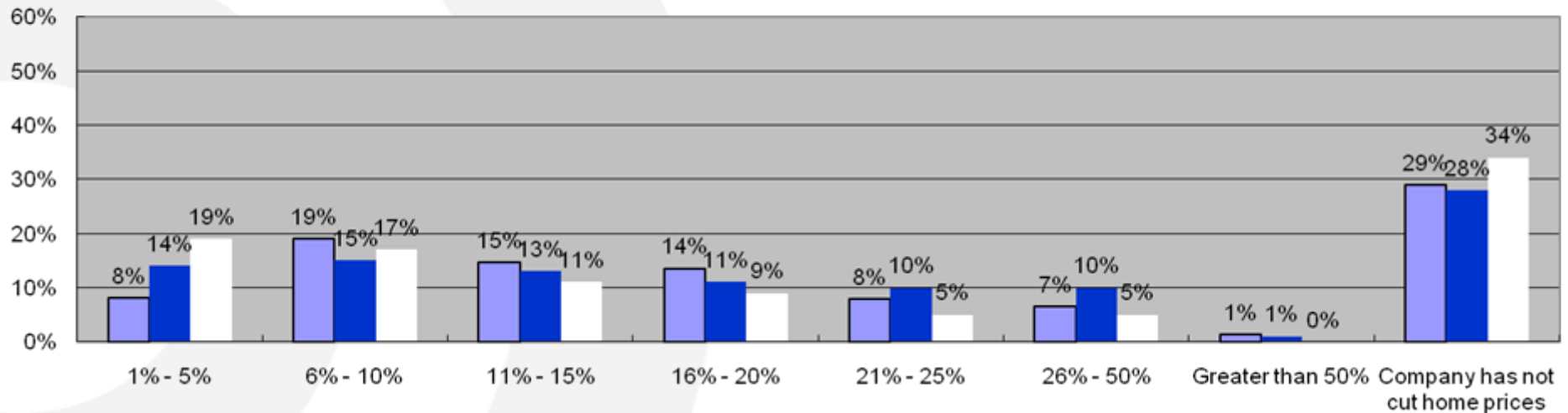
11. Is your company selling off land?



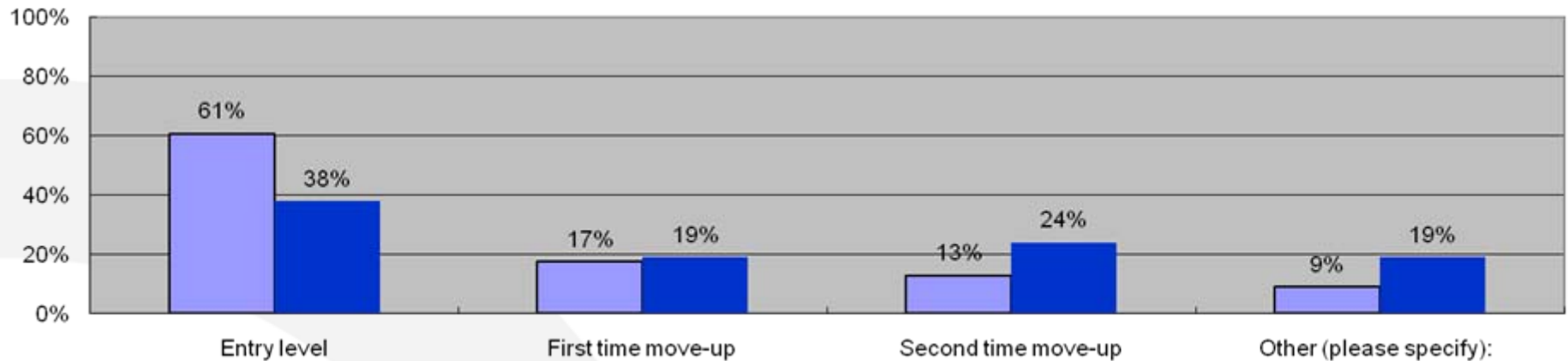
12. Have lower prices presented an opportunity for your company to obtain land?



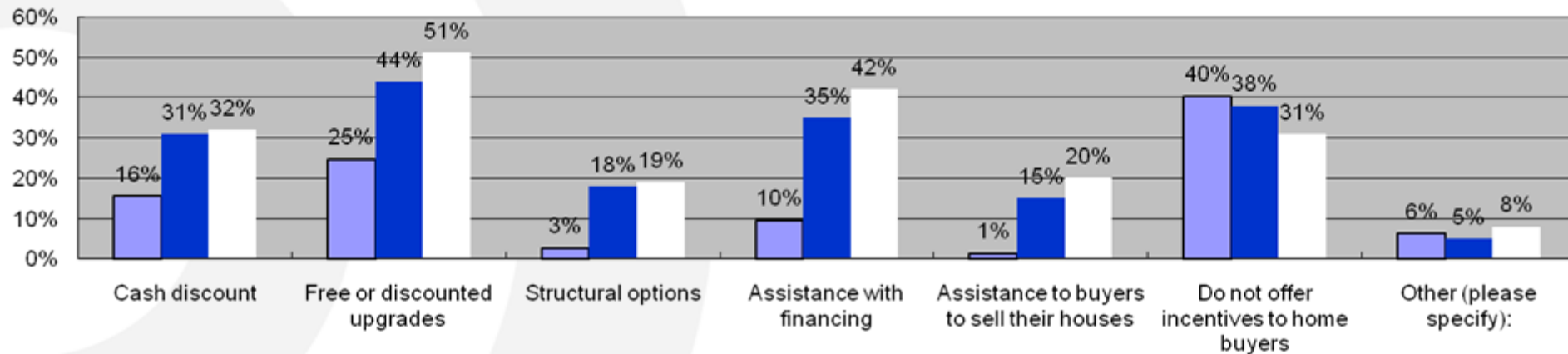
13. How much has your company cut prices on its houses this year?



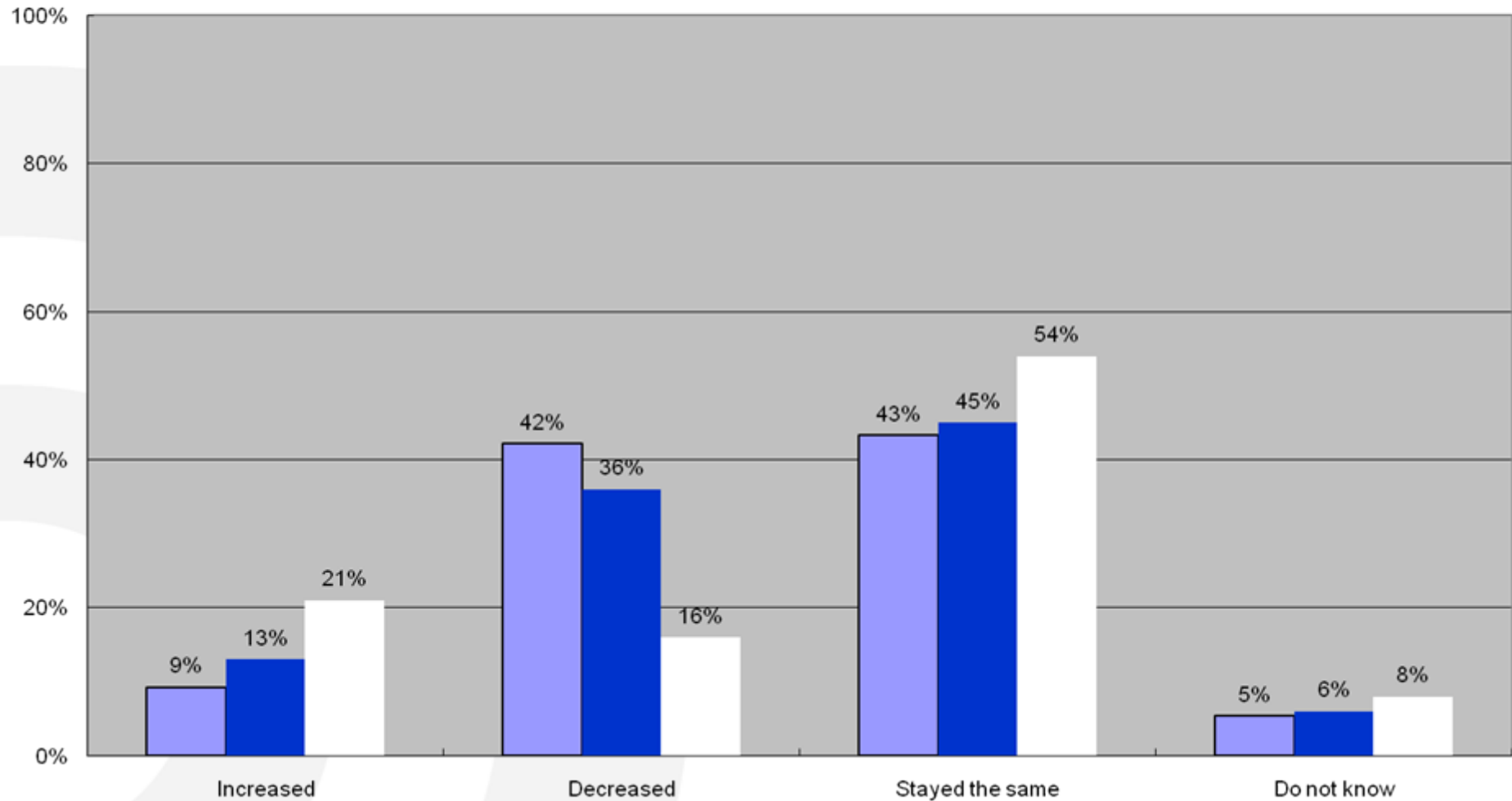
15. What home price points are showing the most strength?



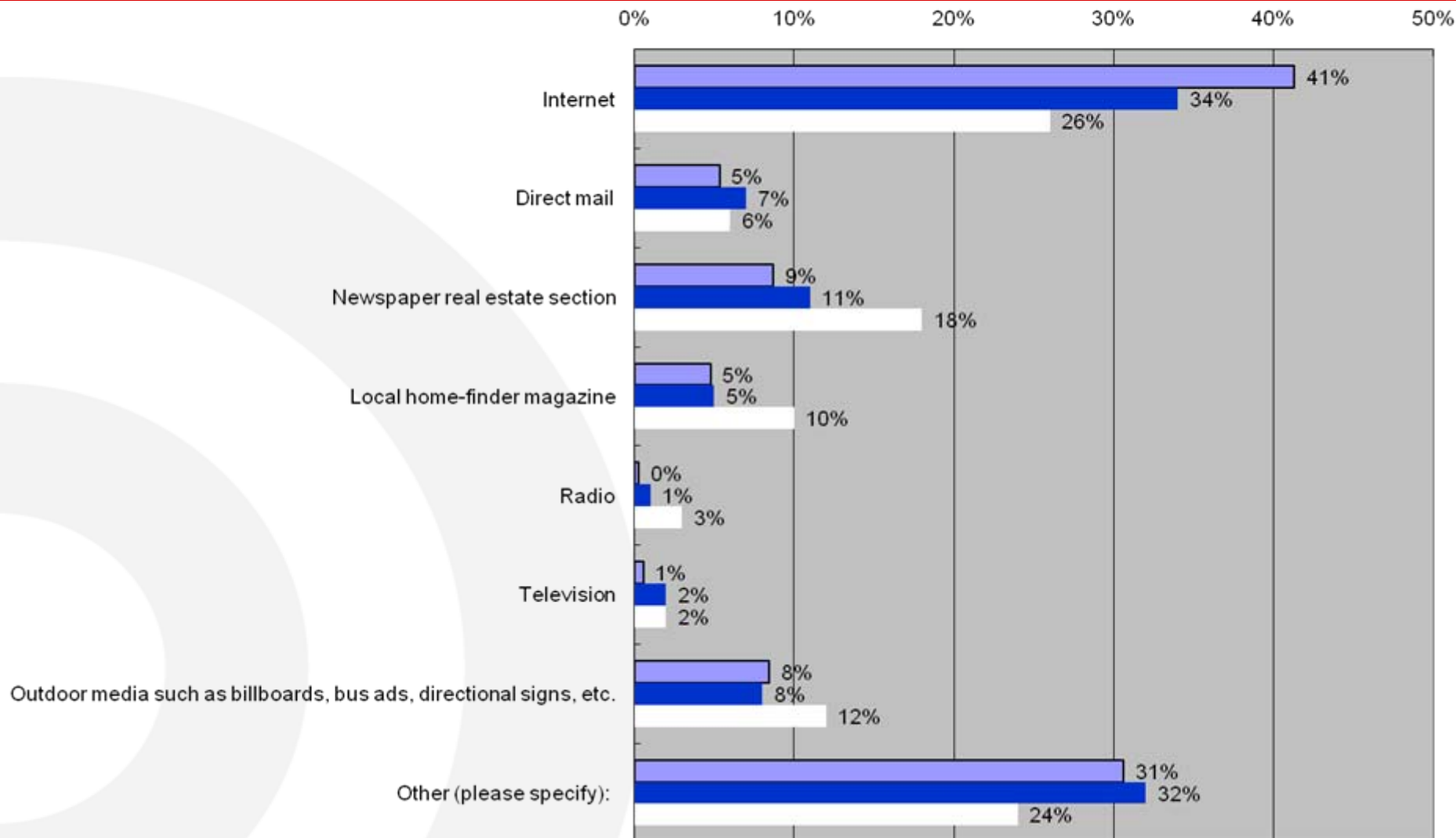
16a. What type(s) of incentives does your company offer home buyers? (select all that apply)



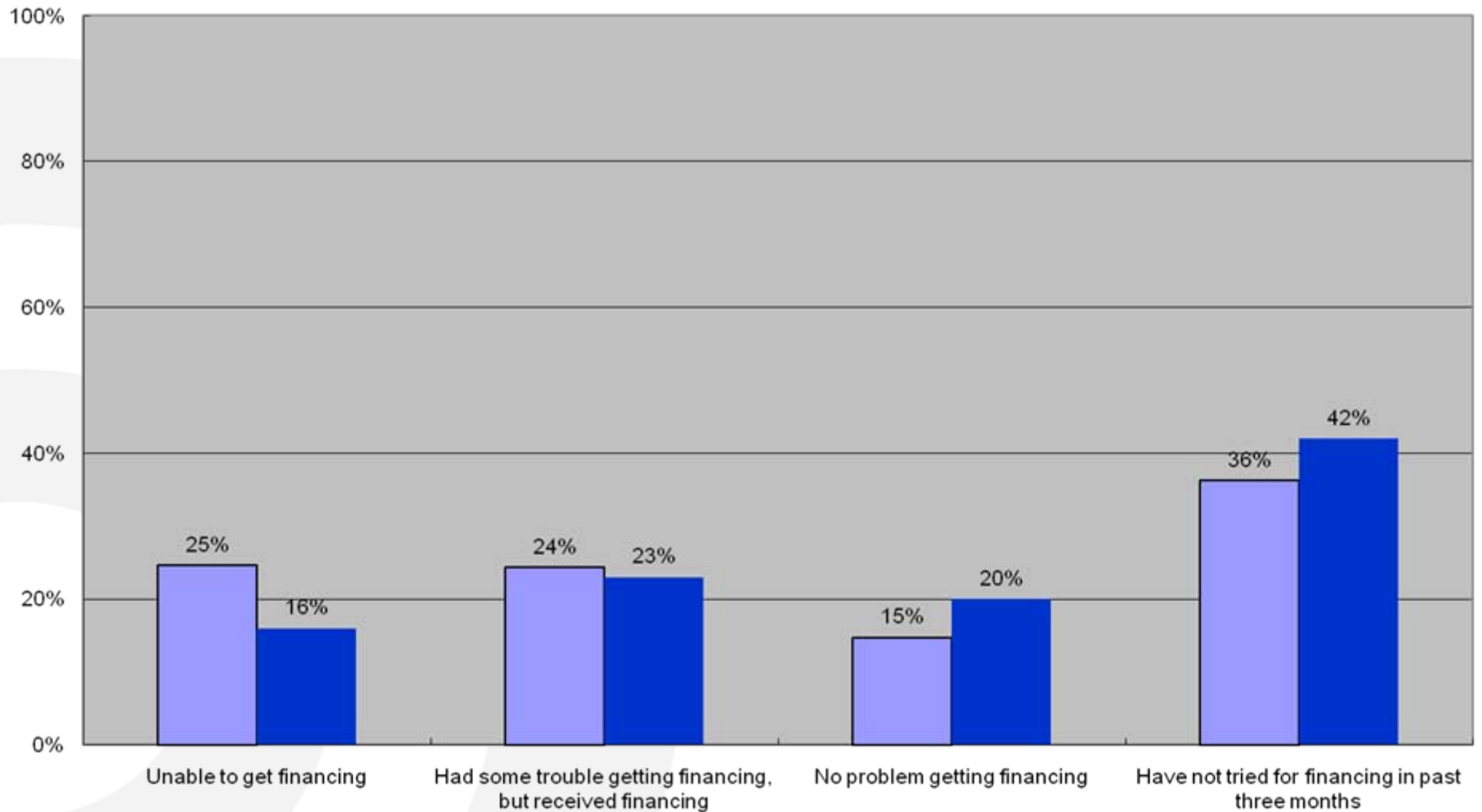
18. Has your companys sales and marketing budget increased, decreased or remained the same over the past 12 months? (if increased or decreased please specify the percentage with a whole number)



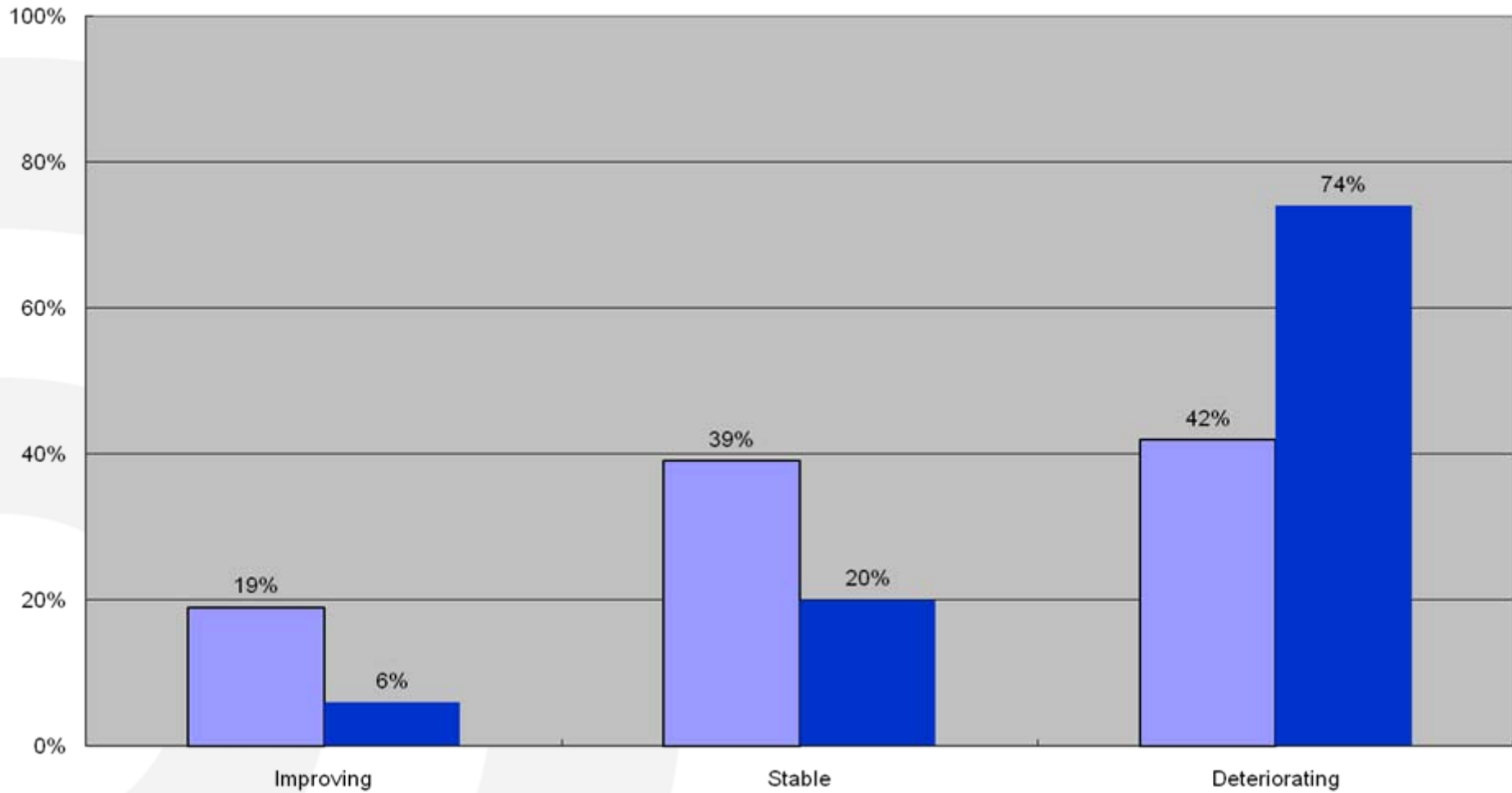
19. What is your companys most effective marketing media in todays market? (please check one)



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?



25. What is the outlook for your company this year?

