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Company and Industry Intelligence

September, 2007

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Today's Agenda

- Top company industry databases
- Case Questions
- Wrap Up

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Residential Construction

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Want a car with that home? It's yours in buyer's market

By JULIE B. HAIRSTON
The Atlanta Journal-Constitution
Published on: 09/05/07

Househunters Kendrick and Shaquita Gatewood have been courted with car leases, feted with furniture and tempted with tile.

A health care worker and a teacher with secure incomes and down payment money, the couple are the toast of the Douglas County real estate market, where they plan to purchase a roomy home with a finished basement and a big yard for their two young children.



"We've had a really good experience," Shaquita Gatewood said. "Everyone's saying it's a buyer's market."

Amid the roiling storm clouds of the mortgage meltdown and slumping home sales, the silver lining is the deal a qualified buyer can get now on a home.

Builders are dropping prices, dangling giveaways and slathering on upgrades to tantalize customers like the Gatewoods. For homes in the

Mikki K. Harris/Staff

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What do you want to know?

- State of the industry
 - current status
 - trends
- Key companies
 - who are major players
 - Current state of those companies
- Types of loans / consumer home ownership
- Industry analysis
 - trade publications
 - news reports

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E-Resources

- Standard and Poor's Net Advantage
- Hoover's
- Mintel
- Business Source Complete
- Factiva (advanced search techniques!)

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Factiva Log In

Click "Connect off campus"

User ID: **emtraining**

Password: **sept08**
(zero-eight)

Name Space: **16**

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Case Questions

- Work with your group
- 10 minutes to locate answers
- 10 minutes to debrief

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State of the industry

- a. Identify 3 trends that have impacted the homebuilding industry
- b. What are common industry ratios and statistics to consider when evaluating a home building company?

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Key companies

- a. Who are 5 largest employers in the residential construction arena?
- b. On average, of homes built in the US each year, what percentage are single family vs. apartment style?

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Consumers

- a. What are the top 3 reasons people move?
- b. What percentage of homeowners has a mortgage on their home?

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Industry Analysis - Trade Publications

- a. What do analysts think of Bank of America's recently announced investment in Countrywide?
- b. How are adjustable rate mortgages impacting Countrywide?

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Industry Analysis– National News

- a. What has the Federal Reserve said about foreclosures?
- b. What about the rating agencies (such as S&P)? Are they implicated in the subprime mortgage problems?

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Industry Analysis– Local News

- a. How are foreclosures impacting Atlanta real estate?
- b. How are luxury homes on the high end of the Atlanta market impacted?

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