

Outlook

28th Annual Los Angeles/Orange County Market Trends Seminar

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Sharing market trends from a local perspective



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RECENT ENGAGEMENTS

Land Plan Optimizations

Performed Land Plan Optimizations throughout the country to guide builders and developers on the highest and best use of properties

Improvement Districts

Performed studies on Improvement Districts assisting bonding work on developments

Submarket Studies

Reviewed submarkets to assist builders with determining market penetration and opportunity

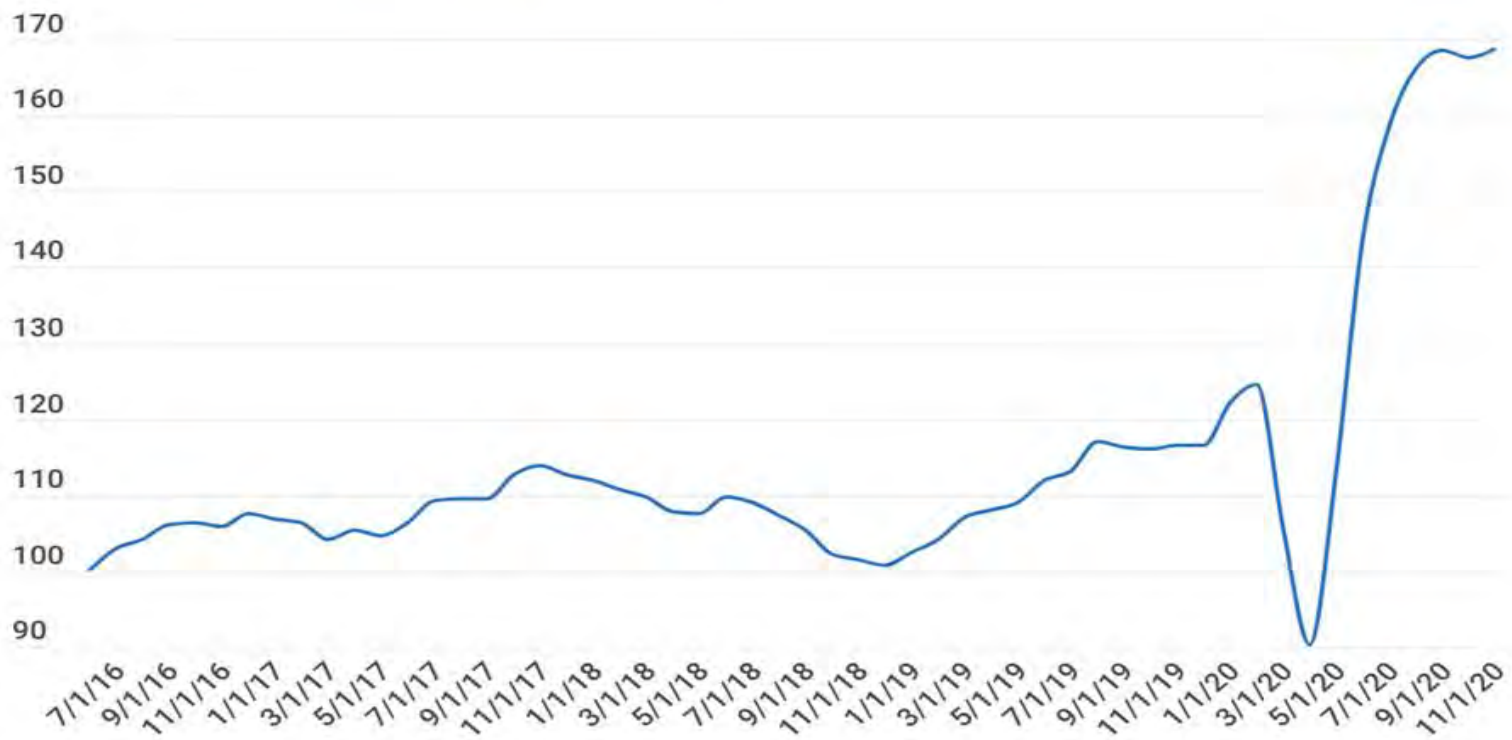
Today's Agenda

1. National Residential Market
2. The Local Economy
3. Overall Southland Supply/Demand
4. On The Horizon

National Residential Economics

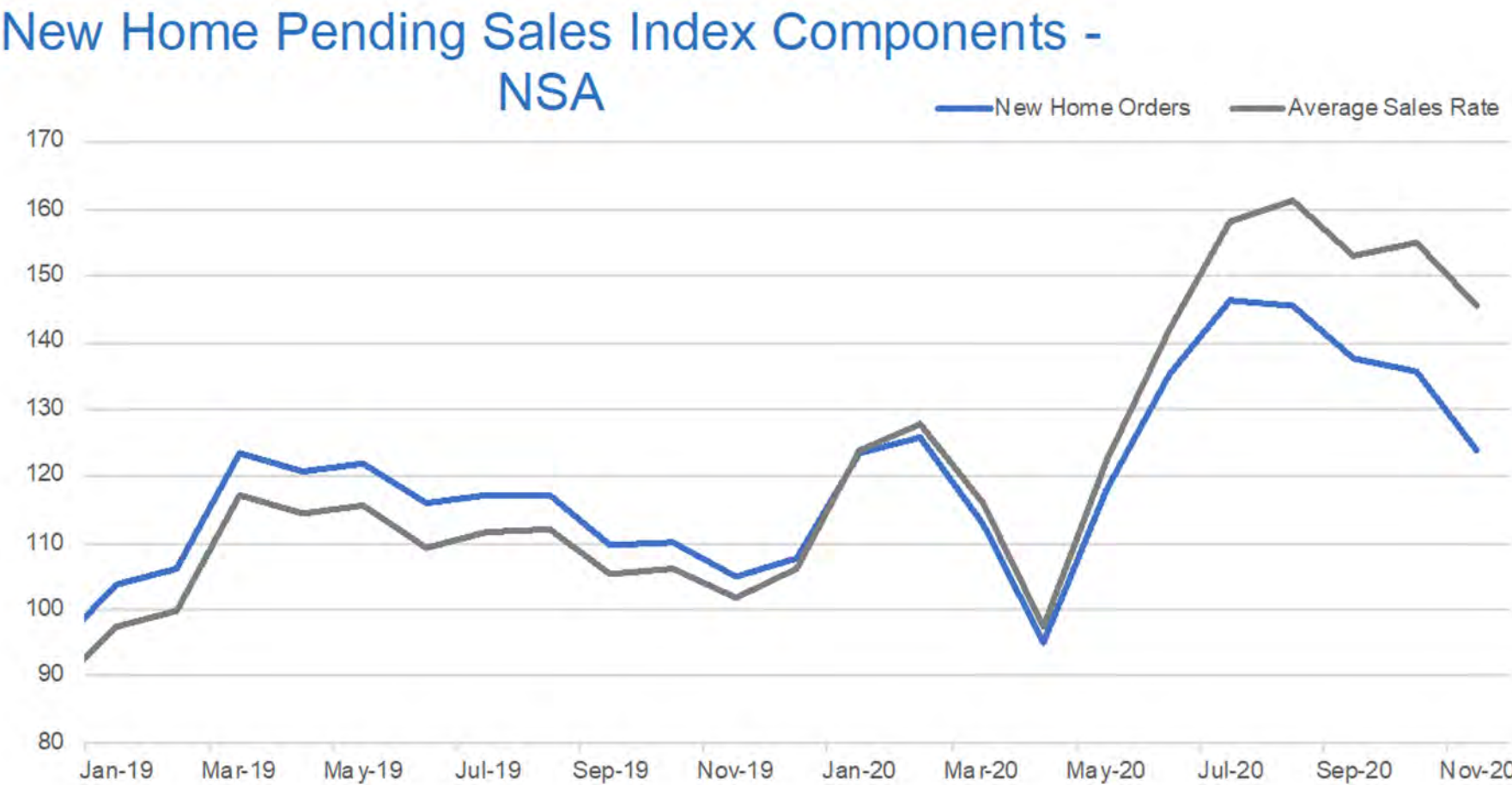
National New Home Pending Sales Index (November '20)

New Home Pending Sales Index



Source: Zonda; Data is seasonally adjusted and as of November 2020

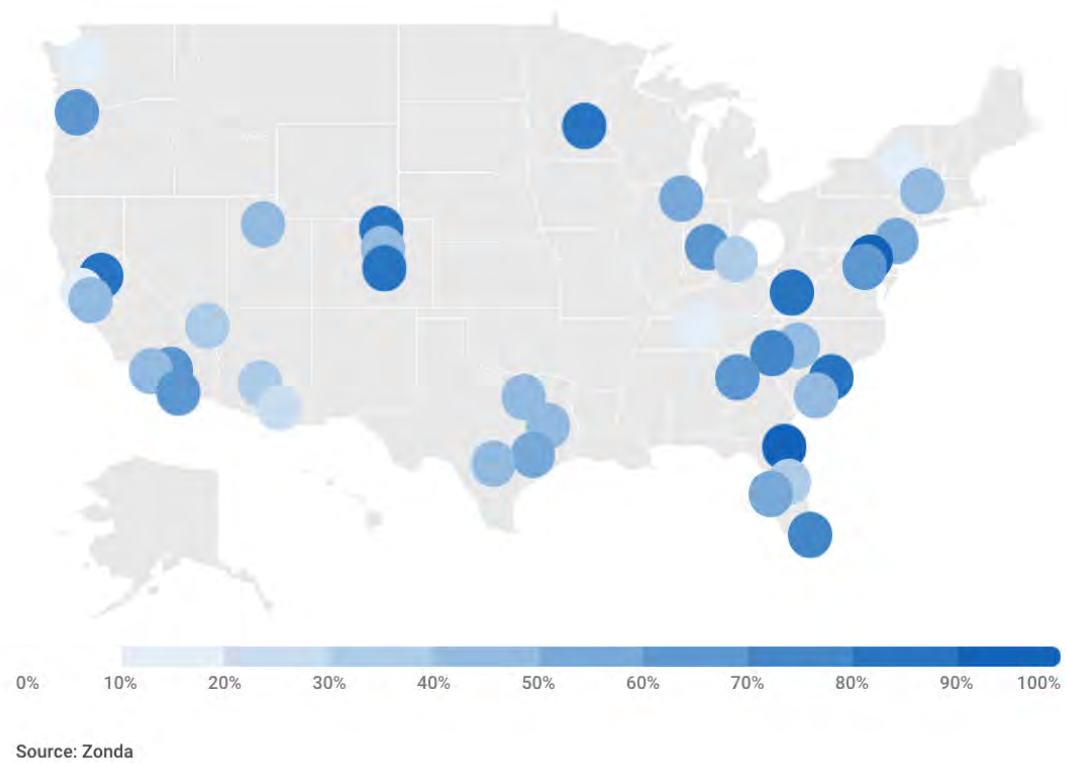
National New Home Pending Sales Index (November '20)



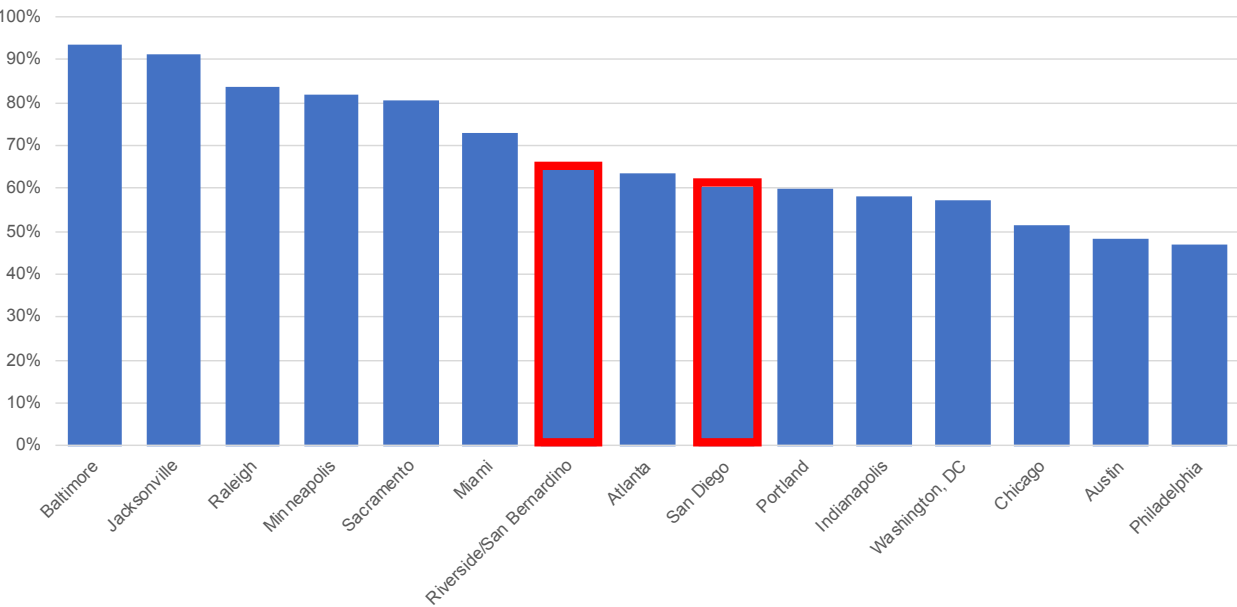
Source: Zonda

Record – Breaking YoY Growth Rates Continue

New Home Pending Sales Index (YOY Change)

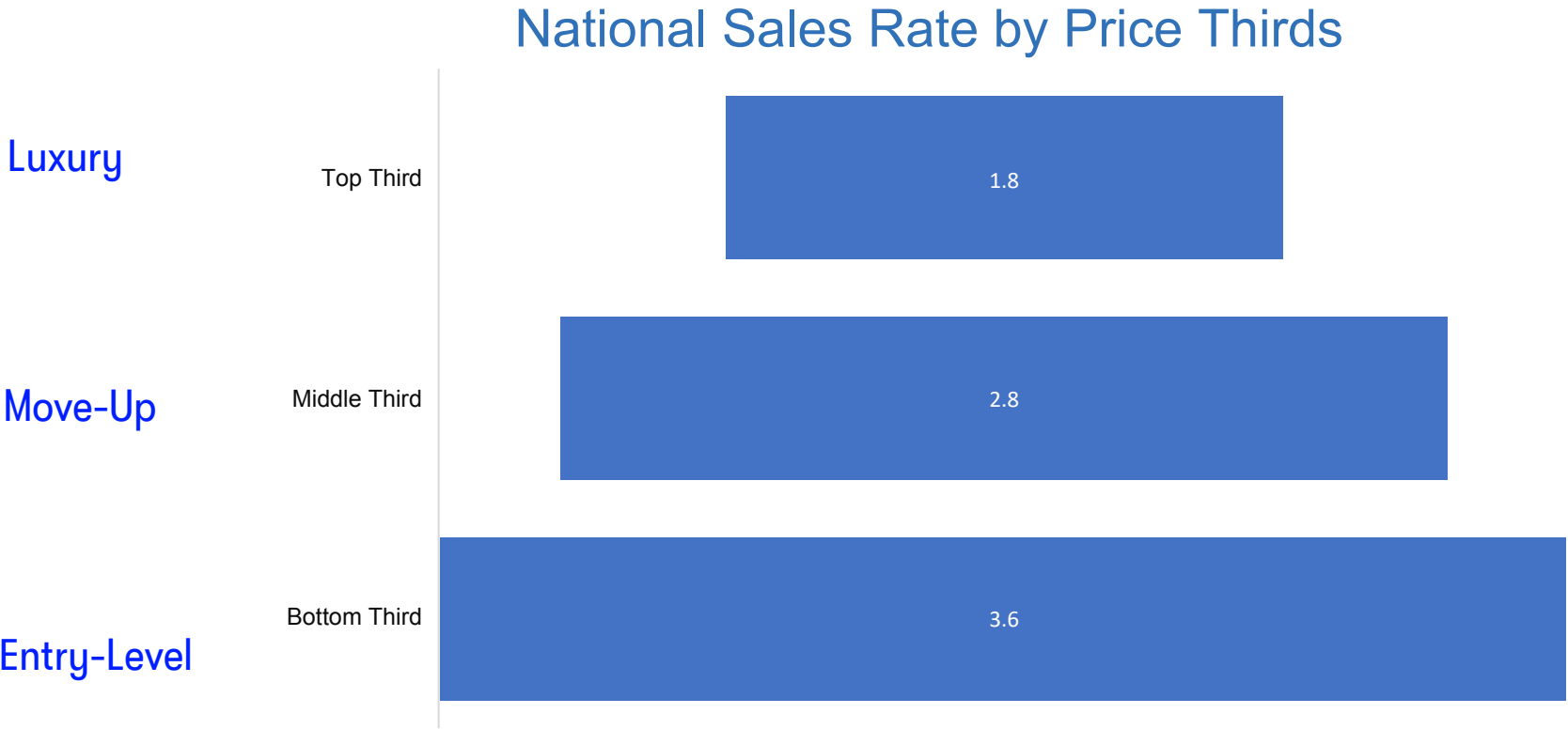


New Home PSI - Large Metros (YOY Change)



Source: Zonda

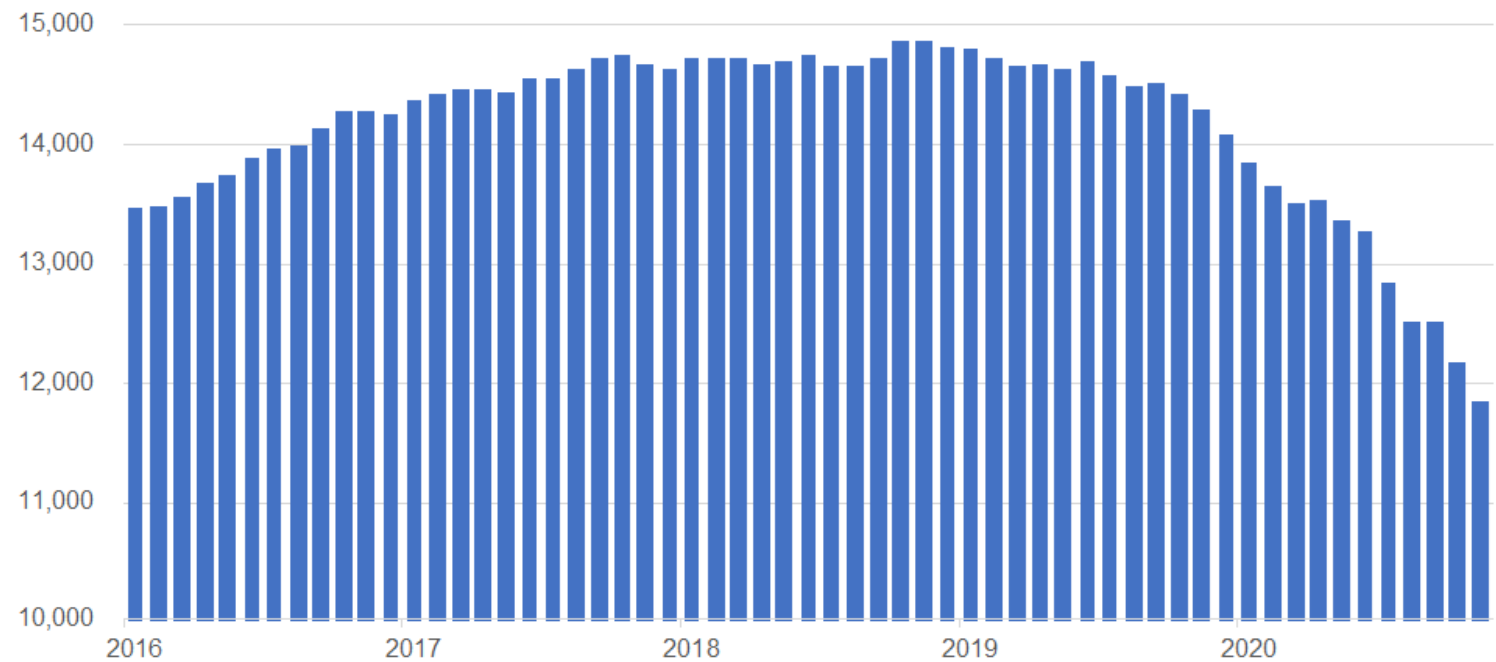
Bottom Third Outsell Top 2x1 But All Groups Are Up



Builders Are Not Replacing Communities

17% Drop In Project Count YOY

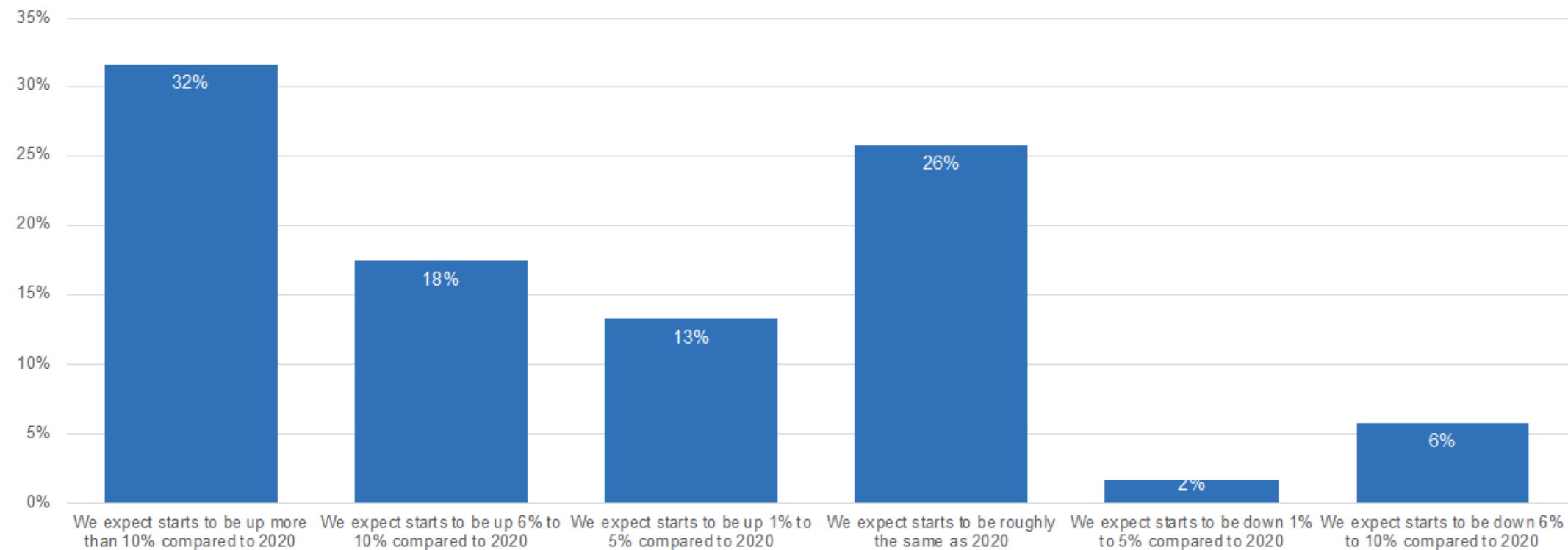
United States Project Count



Source: Zonda

Builder Survey Results

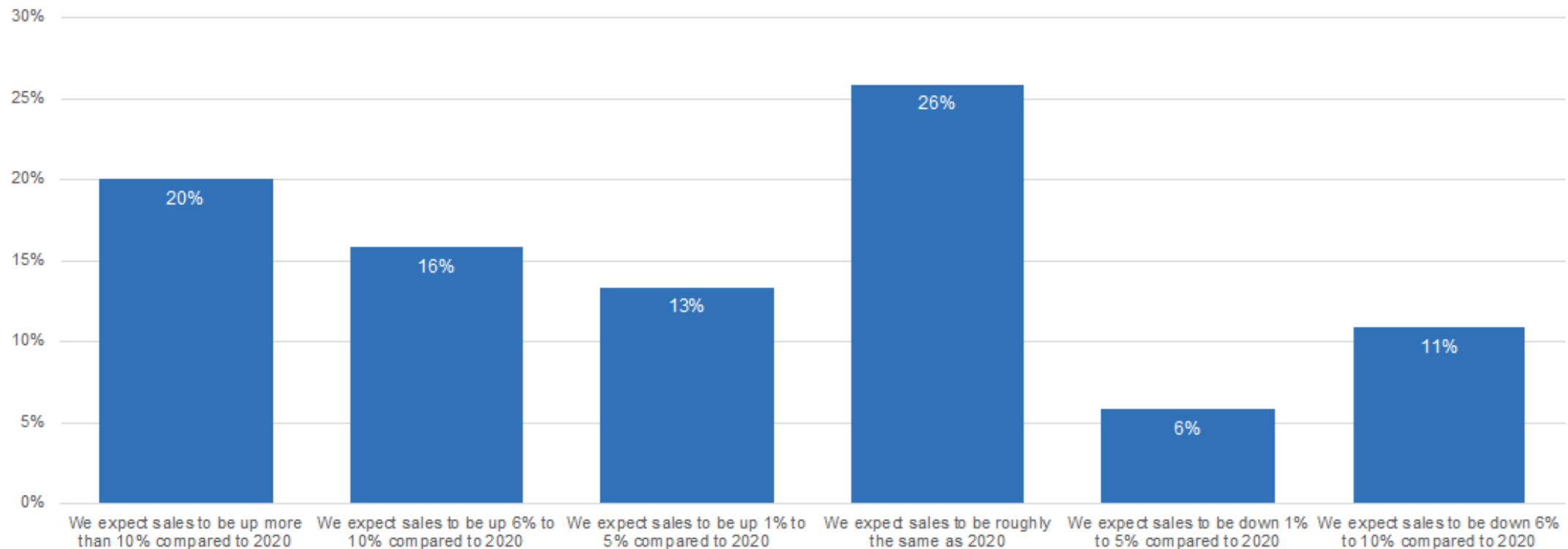
What is your plan regarding HOUSING STARTS in 2021?



Source: Zonda

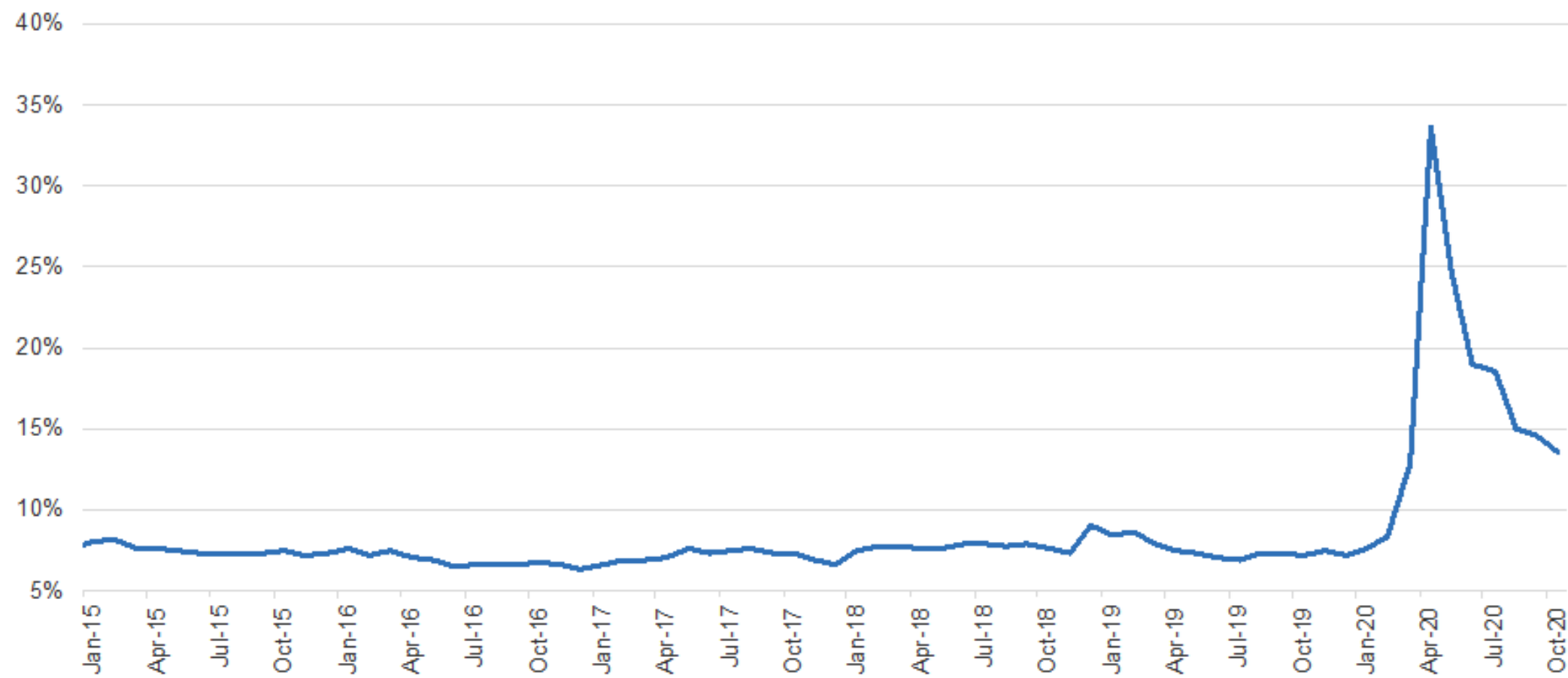
Builder Survey Results

What are your expectations regarding CONTRACT SALES in 2021?



Source: Zonda

Personal Savings Rates

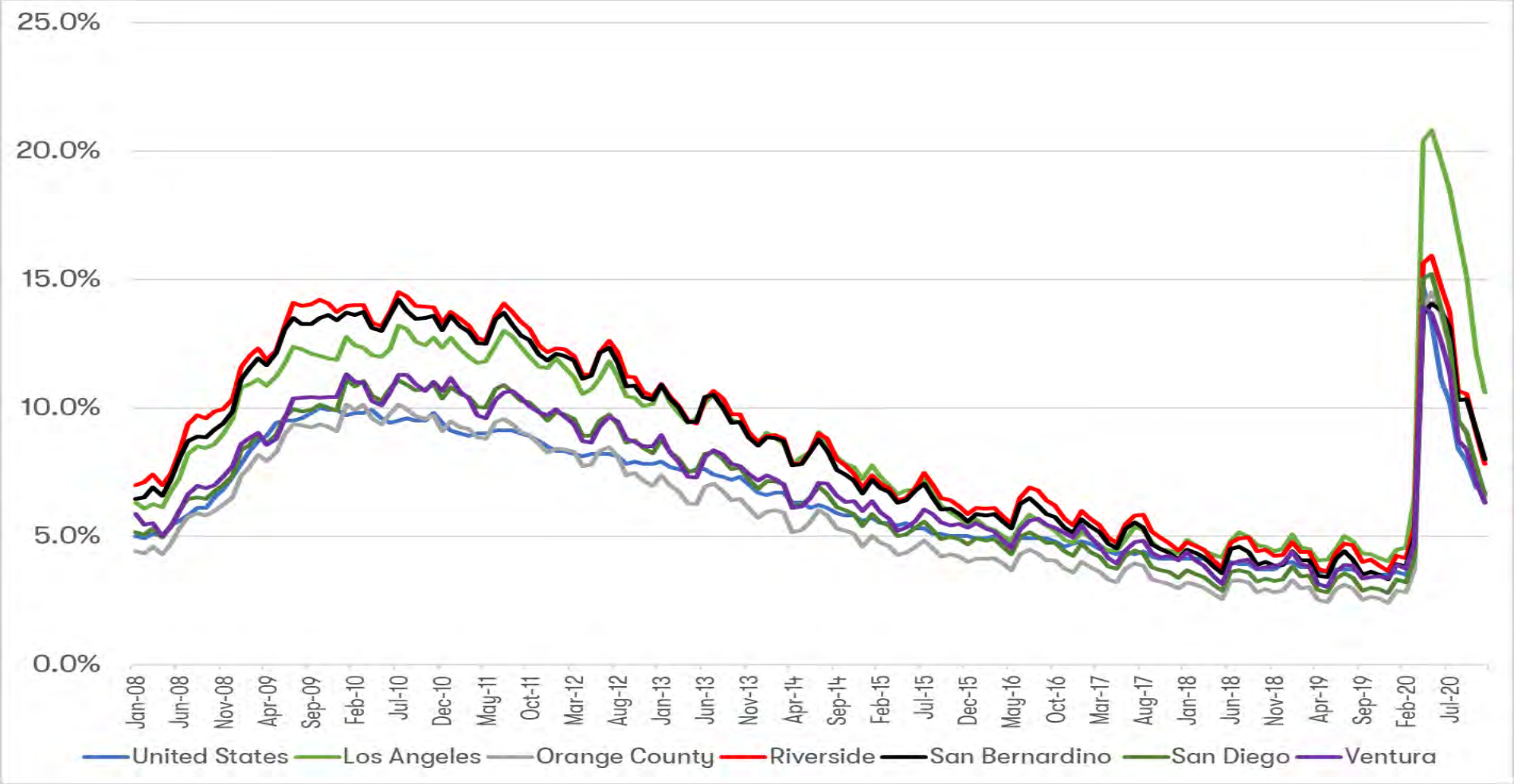


Source: Bureau of Economic Analysis; Zonda

Southern California

The Local Economy

Southern California: Unemployment Rate (November '20)



Area	Rate
Los Angeles	10.6%
Orange	6.4%
Riverside	7.8%
San Bernardino	8.0%
San Diego	6.6%
Ventura	6.3%
National	6.7%



Southland Taxable Sales

County	2Q20 Decline
Los Angeles	-6.3%
Orange	-6.1%
Riverside	-1.7%
San Bernardino	-2.0%
San Diego	-7.6%
Ventura	-4.0%

