Outlook 31st Annual LA/OC Market Trends Seminar

Market Update – January 2024





Winter 2024

Evan Forrest
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Advisory and Economics

40+
advisors

Insights and advice, all under one roof.

Our team of advisors, economist, researchers, and analysts covers the entire spectrum of real estate helping companies grow their business and realize their goals. Their analysis is based off industry and Zonda's proprietary data and can help you best plan for the future.





Ali Wolf
Chief Economist
Zonda Economics



Tim Sullivan
Chief Advisory Officer
Zonda Advisory



Kimberly Byrum

Multifamily

Principal Zonda Advisory



Todd Tomalak

Building Products

Principal Zonda Advisory

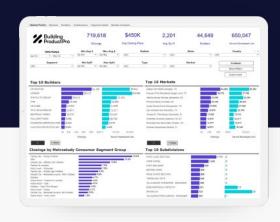


Mollie Carmichael

Community and Product Insights

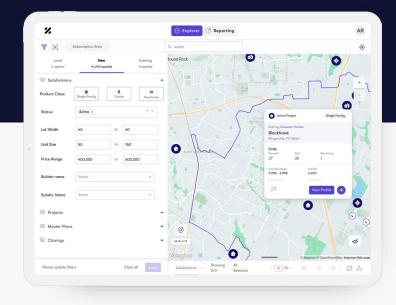
Principal Zonda Advisory

#1 provider in new home construction data solutions



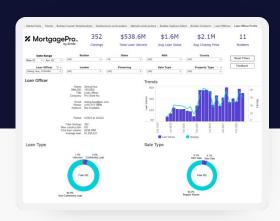
BuildingProductPro

Essential housing insights for building product suppliers



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The complete data solution for home builders



Helping mortgage lenders secure builder business

We've expanded our market coverage

Killeen-Temple, TX

Hilton Head Island-Bluffton, SC

Savannah, GA

Charleston-North Charleston, SC

Myrtle Beach-Conway-North Myrtle Beach, SC/NC

Additional markets coming early 2024:

Columbia, SC Oklahoma City, OK

Greenville, SC Richmond, VA

Spartanburg, SC Augusta - Richmond County, GA/SC

Secure early adopter pricing:

zondahome.com/market-expansion



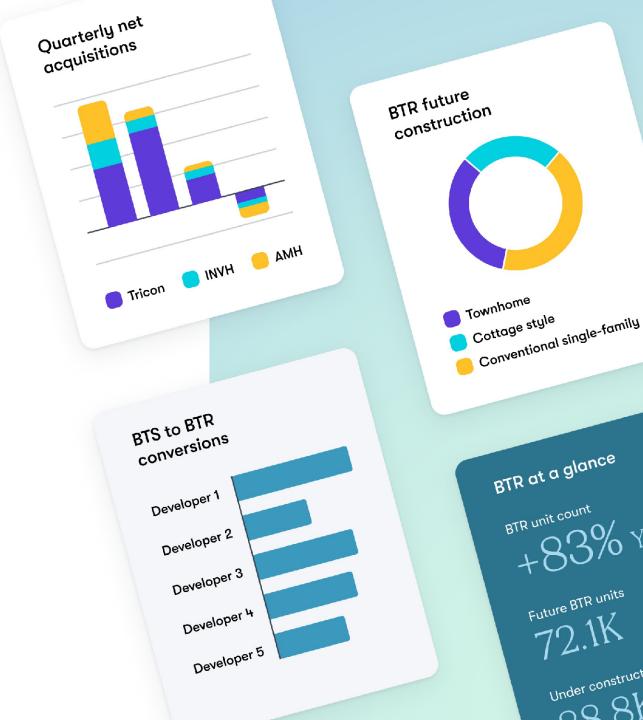
NOW AVAILABLE

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Connecting consumers to the most accurate and comprehensive new home construction listings

NOW AVAILABLE

Create your free listing today at livabl.com



Zonda acquires self-guided home tour company UTour

UTour joins our continuous efforts to create the premier customer journey for new home buying.

Fully integrating with Zonda's new home listings site, Livabl, UTour will expand data capabilities for Zonda Virtual home tours.

This on-demand interactive experience will integrate with

Livabl.

Here To Help

Your Local Team



- Market data and trends,
- The various products and services we offer, and Member services, orientation, and training.



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Regional and National Expert



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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

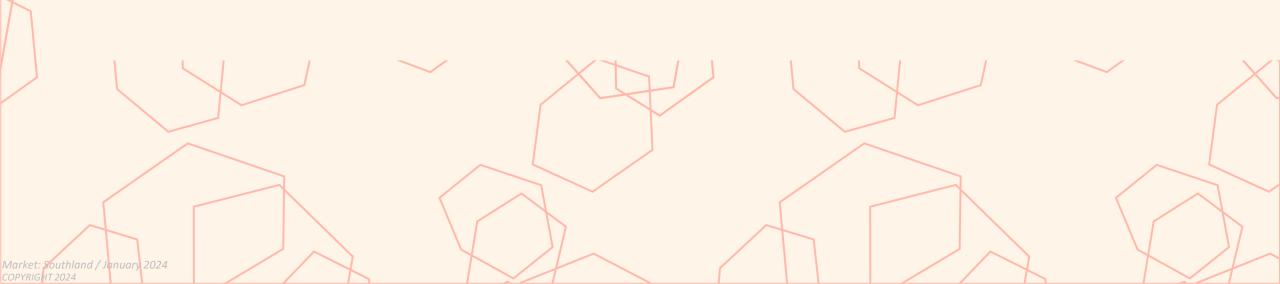
Commercial Real Estate Studies

Determined the demand, type, and potential for various commercial real estate avenues.

Today's Agenda

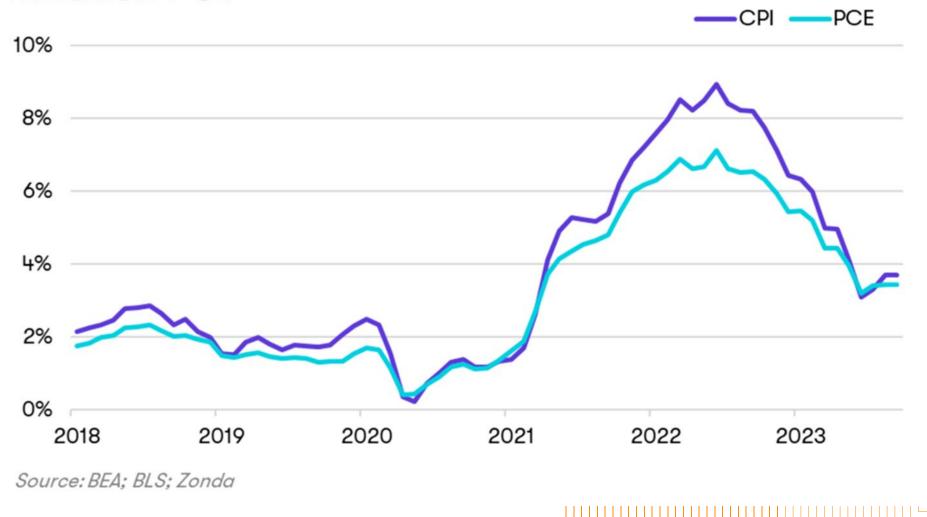
- 1. The National Economy
- 2. Builder Expectations Monthly Survey
- 3. Regional Comparisons
- 4. The Local Economy
- 5. New Home Supply
- 6. Lot Supply
- 7. Demand Sales
- 8. On the Horizon

National Economy Economic Overview – Winter 2024

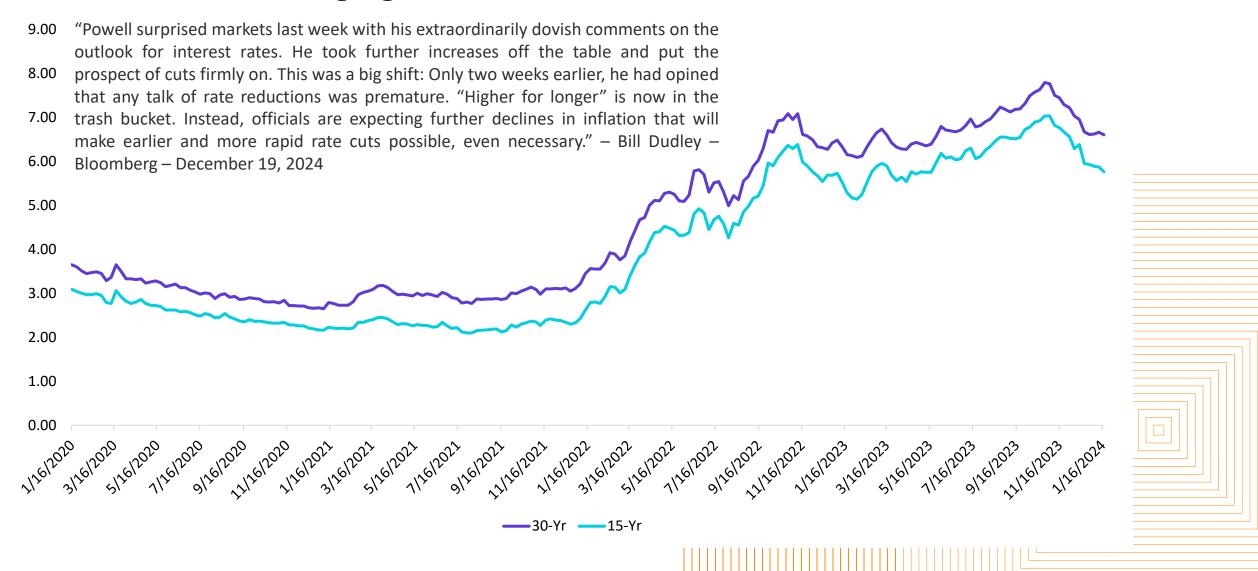


Federal Reserve has paused rates with the expectation of drops in 2024

Inflation YOY

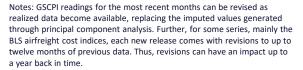


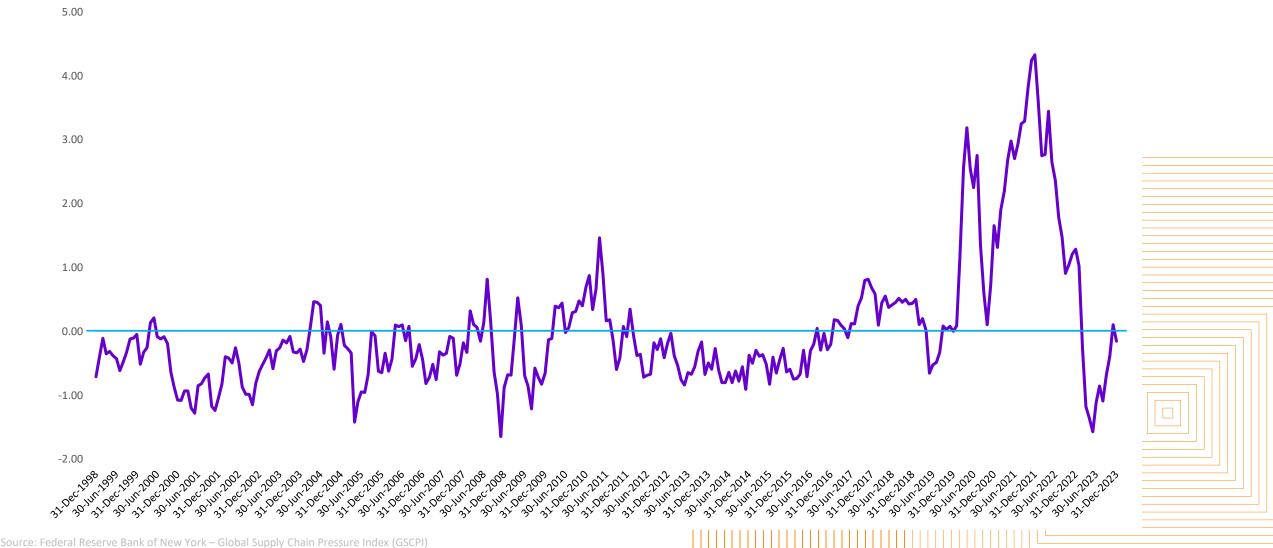
The Continual Changing Tide on Rates



//arket: Southland / January 202 :OPYRIGHT 2024

Global supply chain pressures remain low





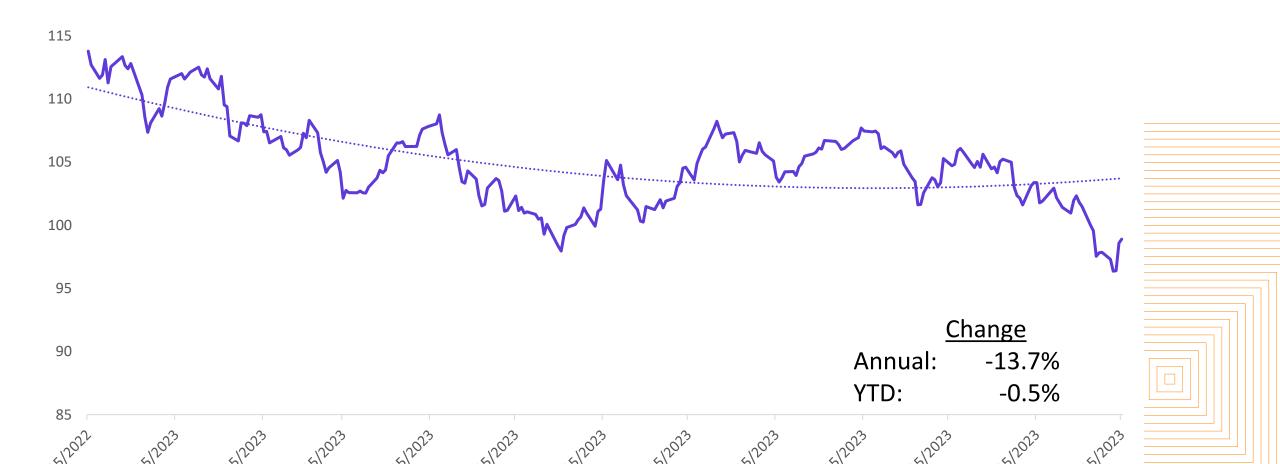
Source. Federal Reserve Bank of New York - Global Supply Chall Fre

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Bloomberg Commodity Index (BCOM)

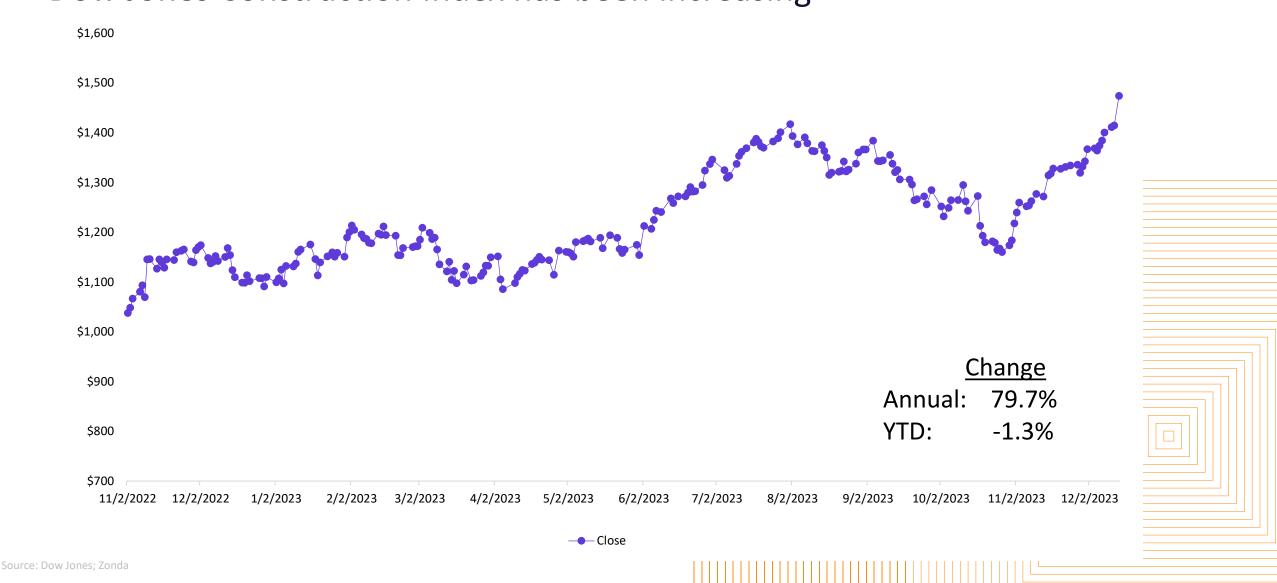
BCOM provides broad-based exposure to commodities, and no single commodity or commodity sector dominates the Index. Rather than being driven by micro-economic events affecting one commodity market or sector, the diversified commodity exposure of BCOM potentially reduces volatility in comparison with non-diversified commodity investments.



Market: Southland / January 2024

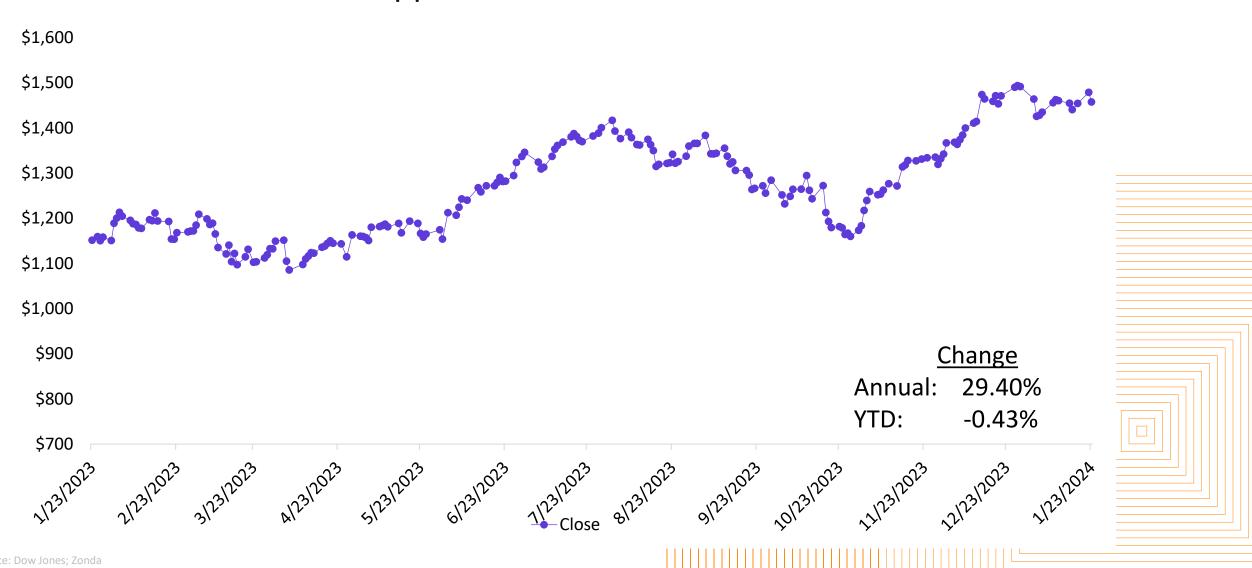
Source: Bloomberg; Zonda

Dow Jones Construction Index has been increasing



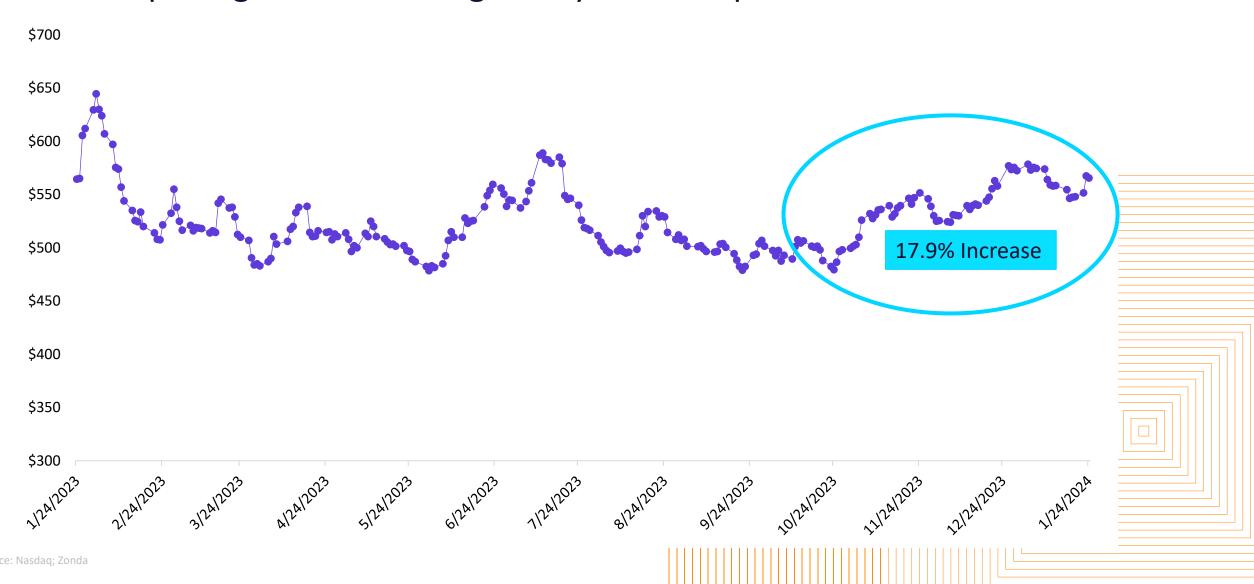
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Construction Materials appears to have leveled off after 25.66% since October



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Lumber pricing has been rising slowly over the past four months



Peak #1 Trough # # Finish Delta % Drop Start % Zonda... April-60 February-61 1,601 1,063 538 -33.6% December-69 November-70 1,769 -38.7% 1,085 684 November-73 March-75 2,485 904 1,581 -63.6% National starts drop avg. 43% January-80 July-80 2,094 927 1,167 -55.7% July-81 November-82 1,547 -45.9% 837 710 80.0% August-90 March-91 1,621 798 823 -50.8% March-01 November-01 1,737 -15.8% 1,463 2,273 1,795 -79.0% December-07 June-09 478 -40.3% February-20 April-20 1,571 938 633 60.0% Incoming² 498 -27.6% 1,803 1,305 -43% Averages 1 - 7 40.0% 20.0% -20.0% Starts appear to be rebounding --40.0% Finding a bottom in October 2023 ----- % Change

Period

Recessionary Time Period

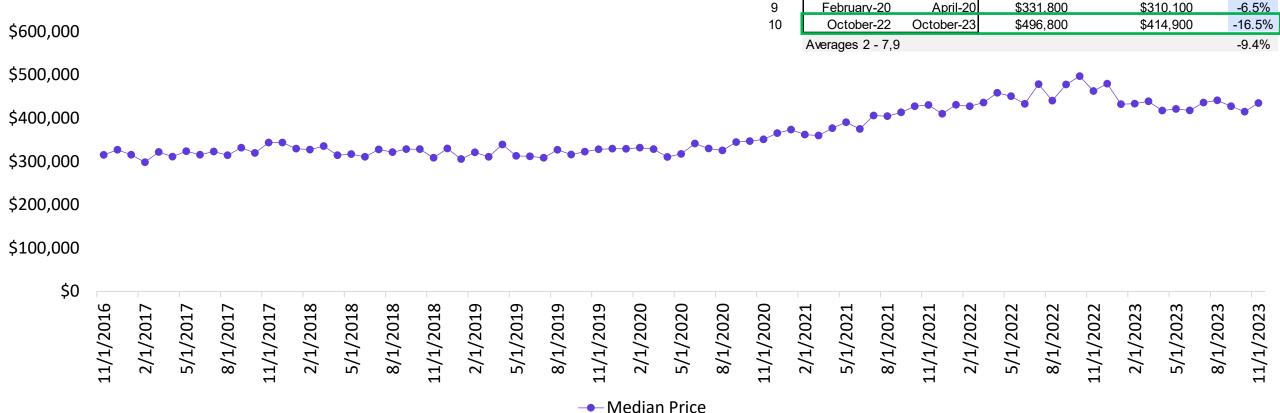
Annual Starts (,000 - Thousands)

Market: Southland / January 2024

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National New median price drops avg. 9.4%



2 - Assumption recession is coming

Period

Recessionary Time Period

December-69 November-70

July-81 November-82

March-01 November-01

Finish

February-61

March-75

March-91

June-09

July-80

Start

November-73

January-80

August-90

December-07

April-60

Median Price

Trough #

\$22,100

\$34,200

\$61,500

\$65,700

\$113,000

\$162,000

\$204,200

% Drop

-17.5%

-4.2%

-6.8%

-9.5%

-13.1%

-8.1%

-22.2%

Peak #1, 6, 7, 8

\$26,800

\$35,700

\$66,000

\$72,600

\$130,000

\$176,300

\$262,600

3 - Recessionary Period #6 had starts on a multi-year fall so peak was started within 24 months

1 - Previous peaks determined in previous 24 months

Source: St. Louis FED FRED Economic Data: Zon

^{4 -} As determined by St. Louis FRED5 - Only measured on Quarterly Basis

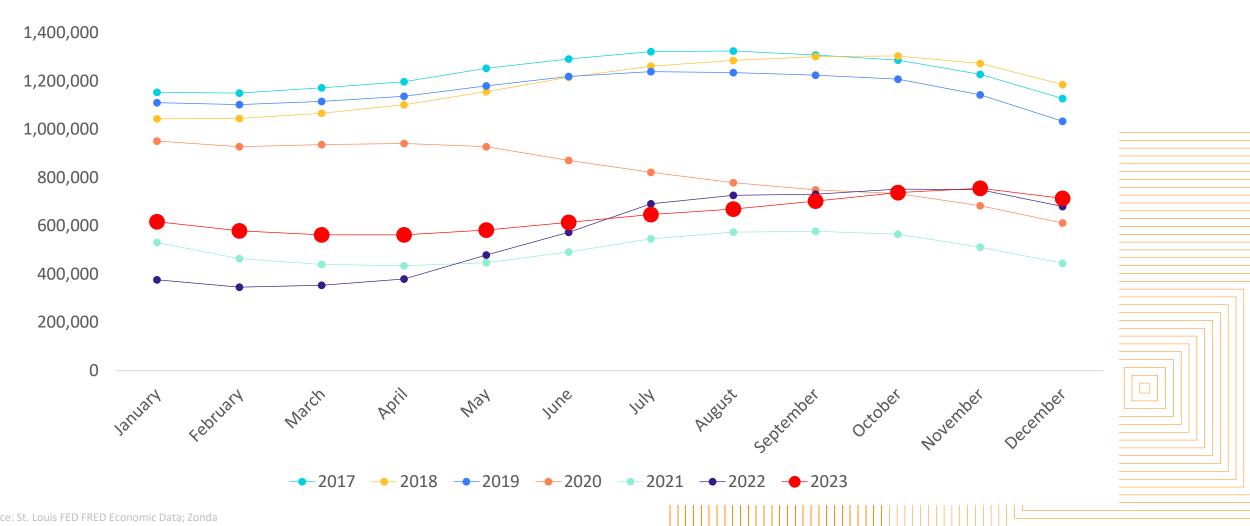
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^{6 -} Prices rose through the recession of 1973 - 1975 (stagflation); dropped 0.5% in the two quarters following the recession before rising again

^{7 -} Prices dropped immediately before recession before rising through the recession

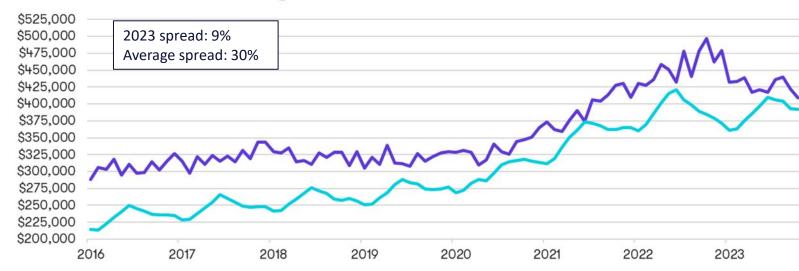
^{9 -} Prices stagnated before beginning to rise at the end of the recession

National existing listings are 42.2% of 2016 listings....exhibiting undersupply



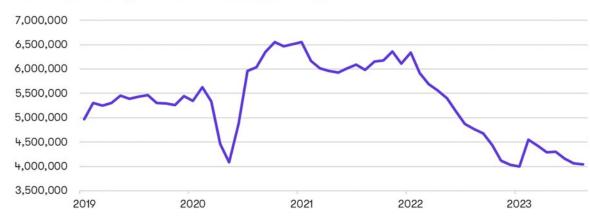
Continued limited resale supply pushing buyers to new homes

National New vs Existing Price



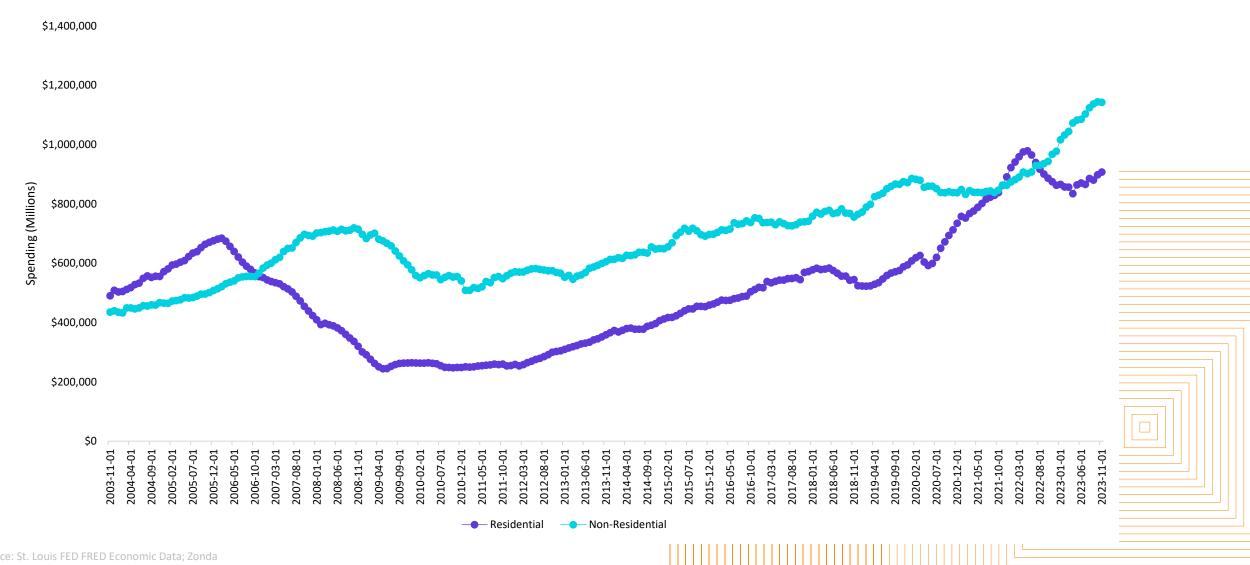
Source: NAR; Census; Zonda

Total Existing Home Sales (SAAR)

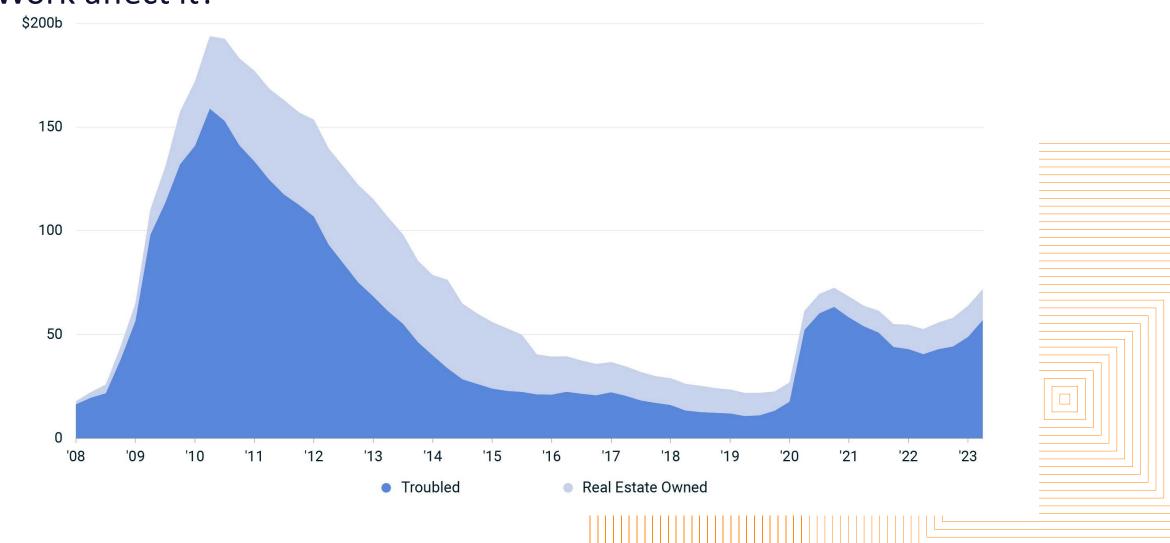


Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis

Annual Construction Spending: Res. 3.7% & Comm. 18.6%

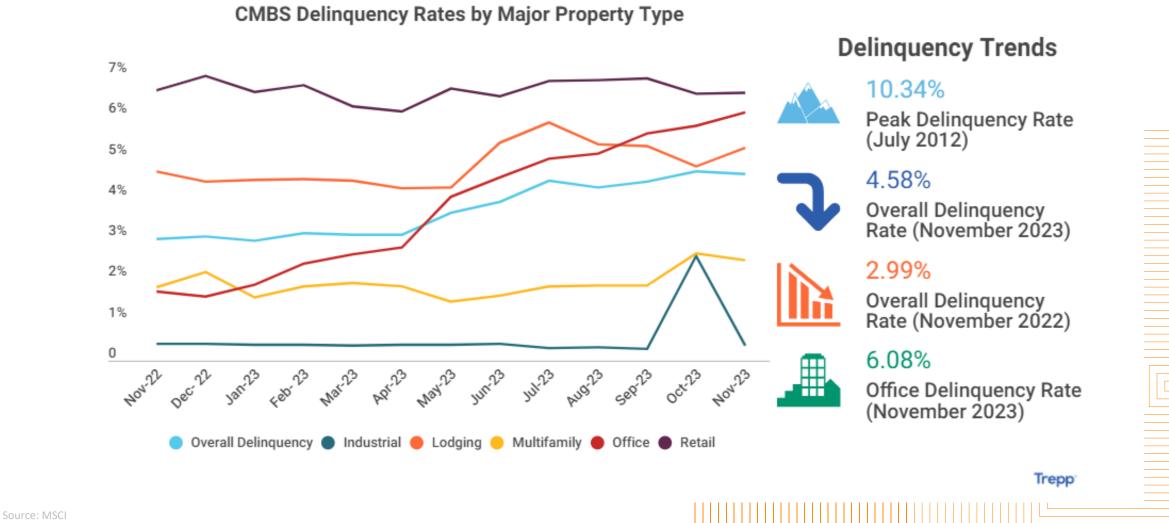


Office Issues or Opportunity: Offices account for 80% of distress...how will WeWork affect it?



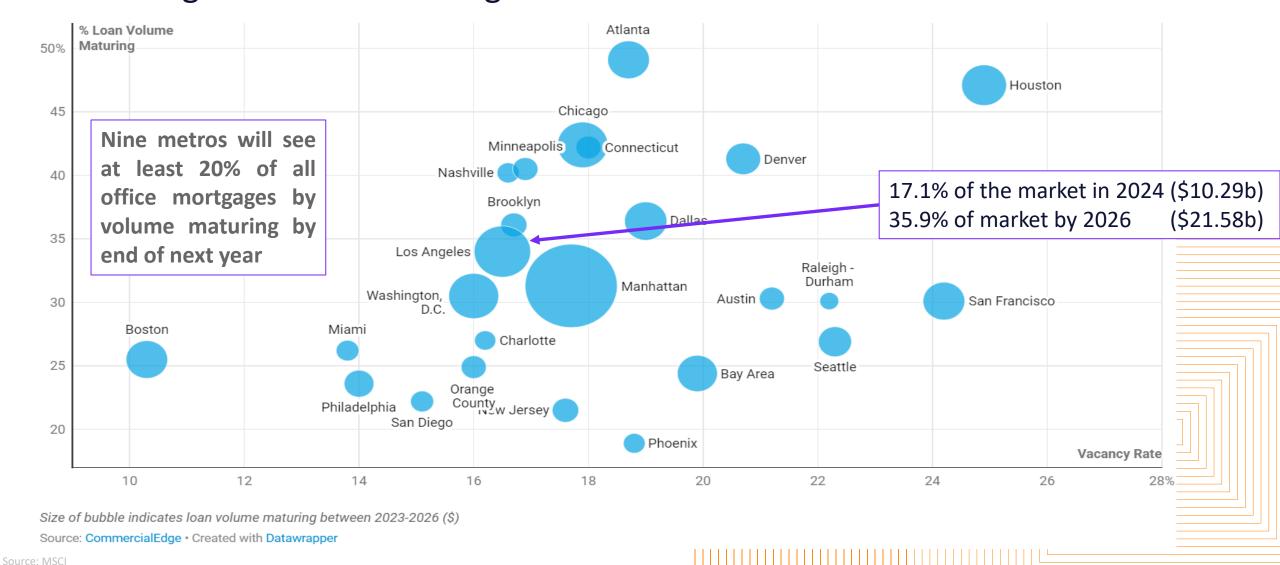
Market: Southland / January 2024

Commercial Properties: Delinquency is still low w/office rising Source: Trepp



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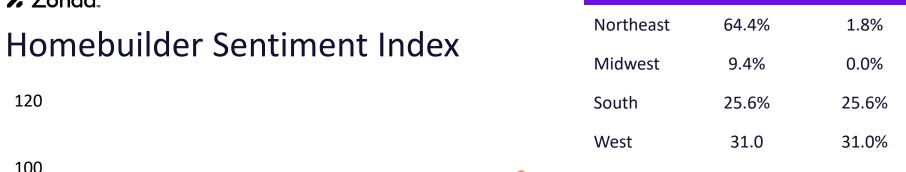
Percentage of Loans Maturing Between 2024 - 2026 Source: Commercial Edge

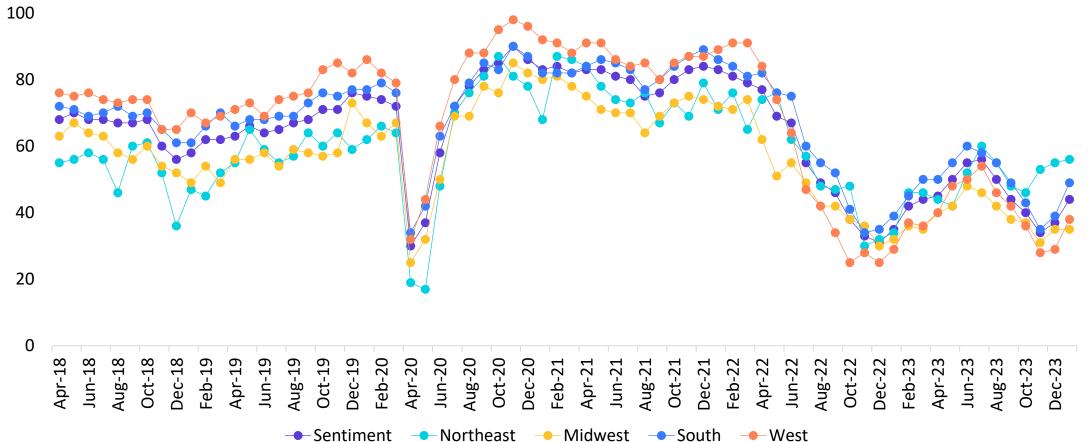


National Economy Builder Expectations



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Area

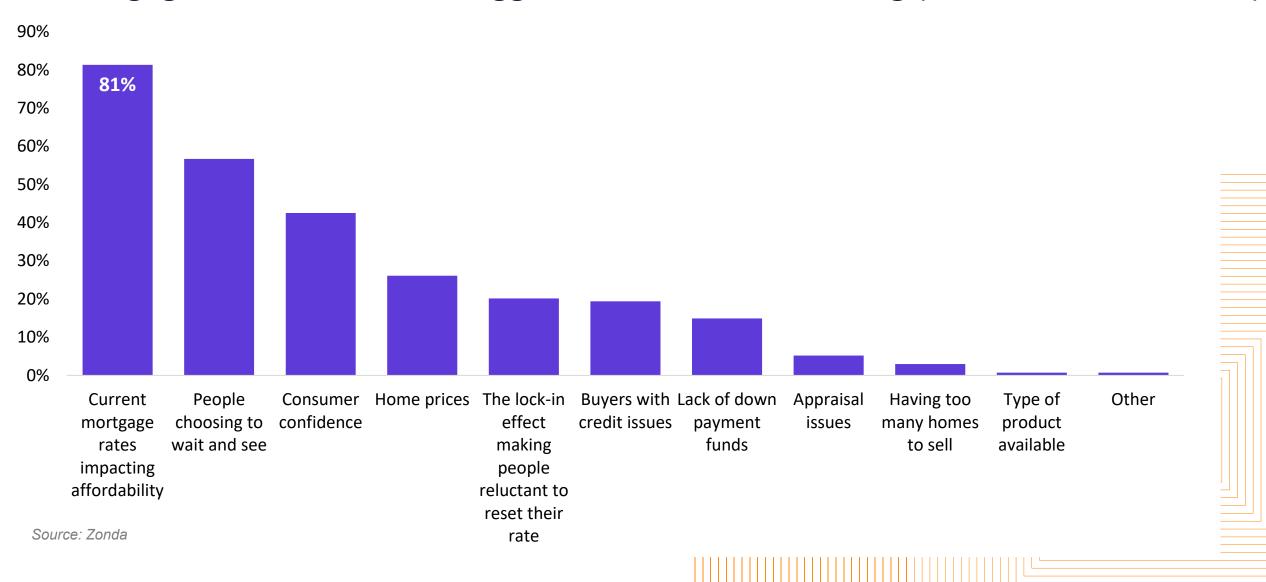
Annual

Monthly



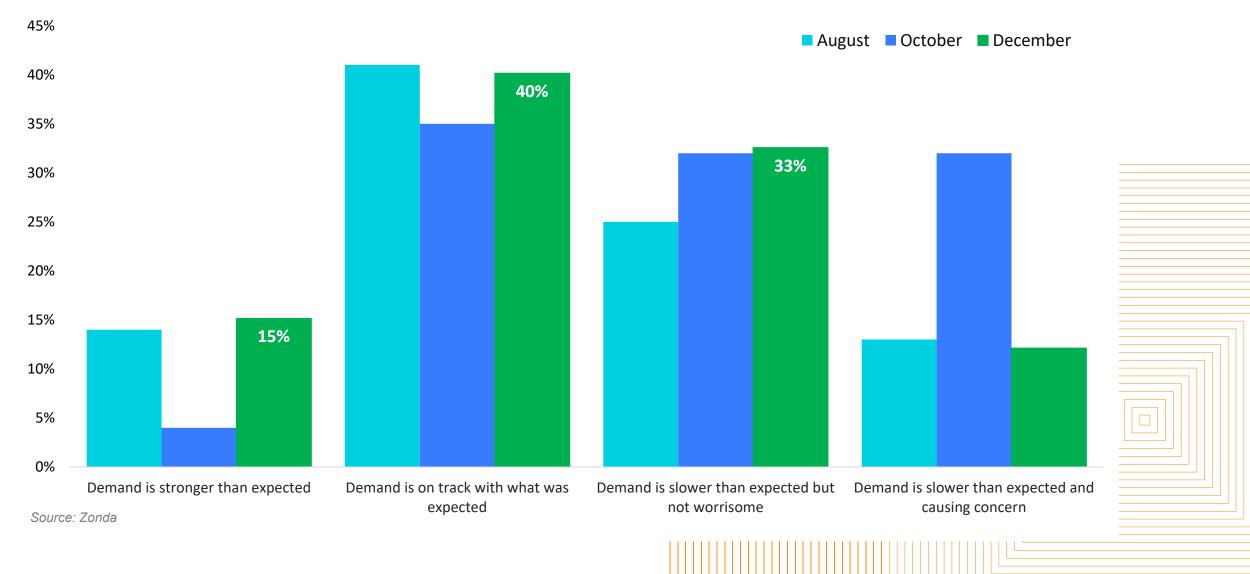
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Mortgage rates remain the biggest concern but declining (89% Oct. to 81% Dec.)



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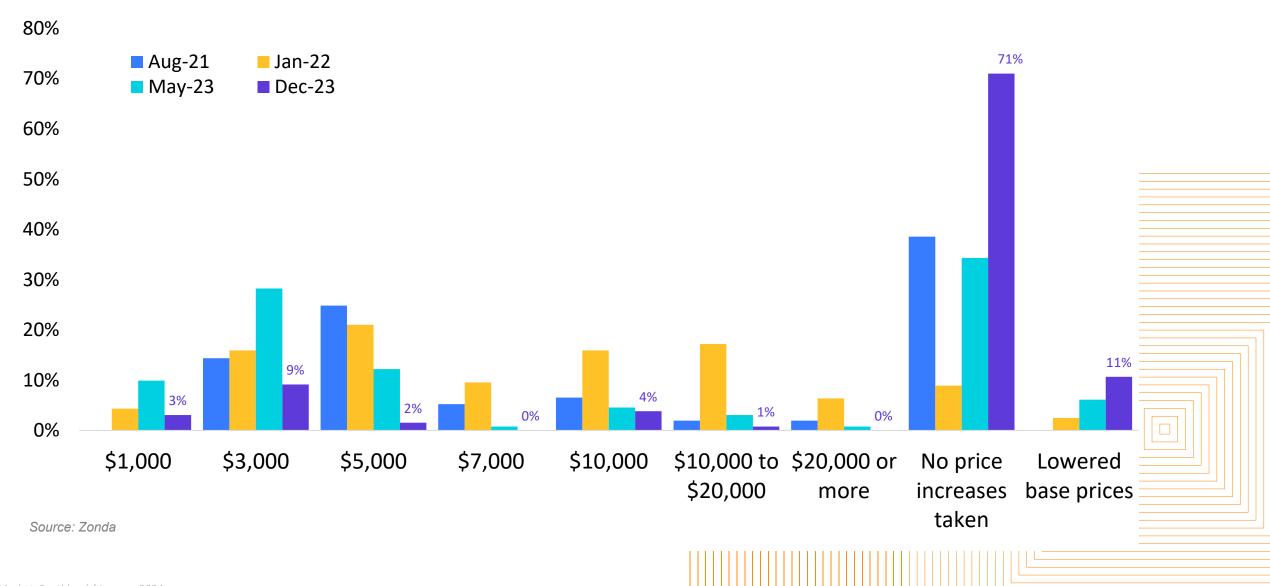
Pent-up Demand?



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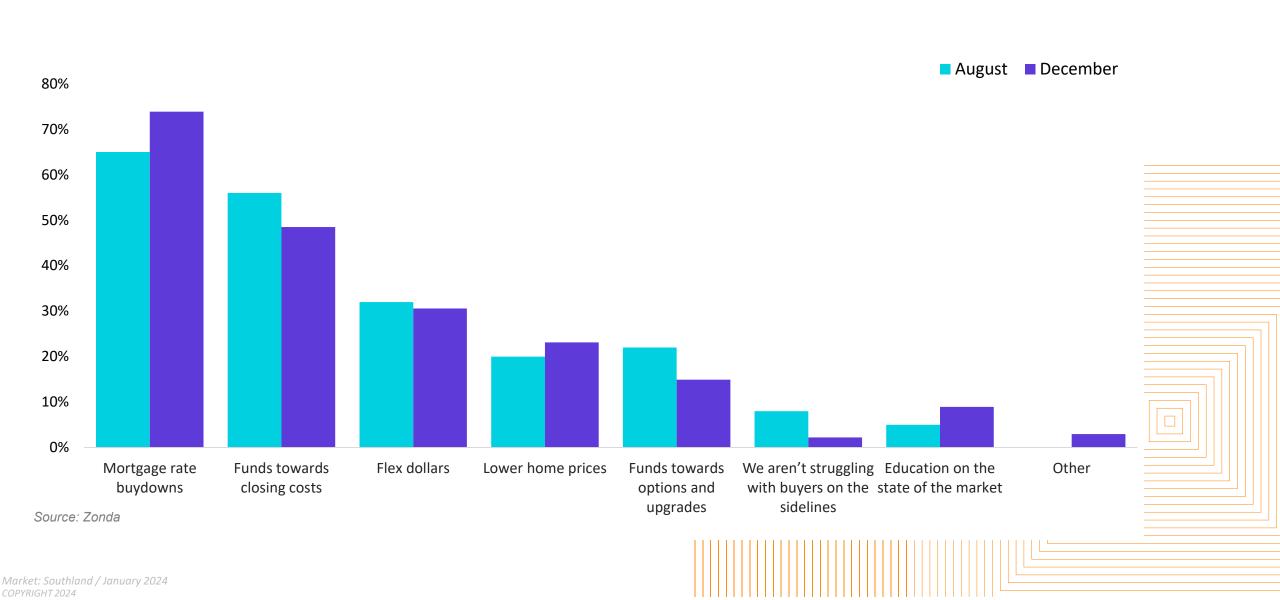
Minimal price increases have slowed



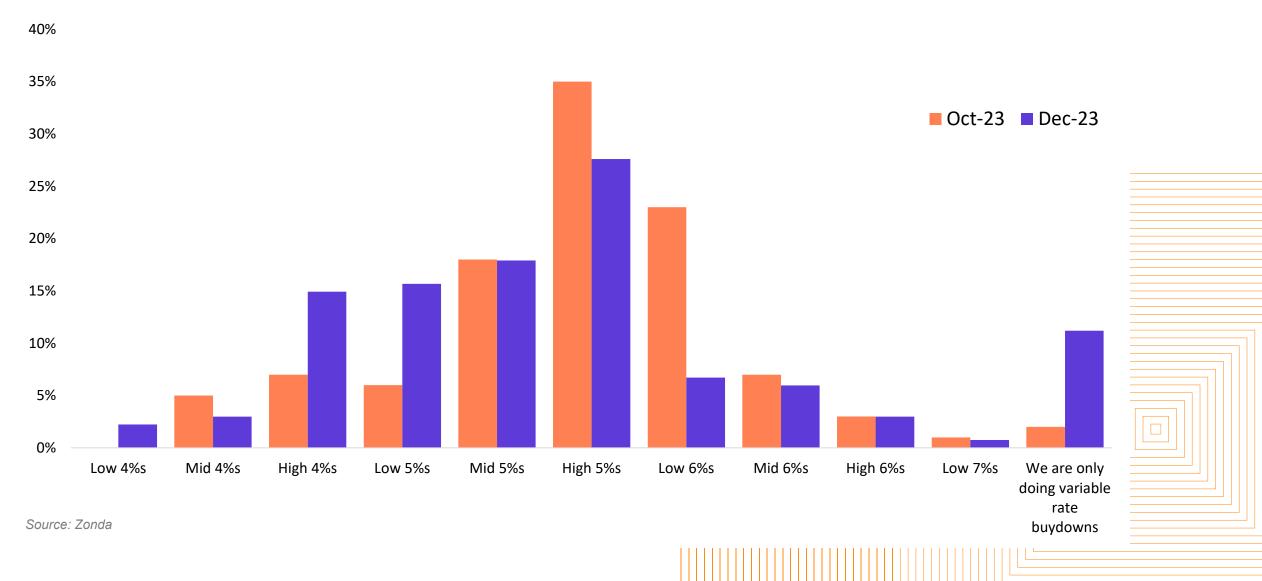
Market: Southland / January 2024 COPYRIGHT 2024

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How are builders getting buyers off the sidelines?



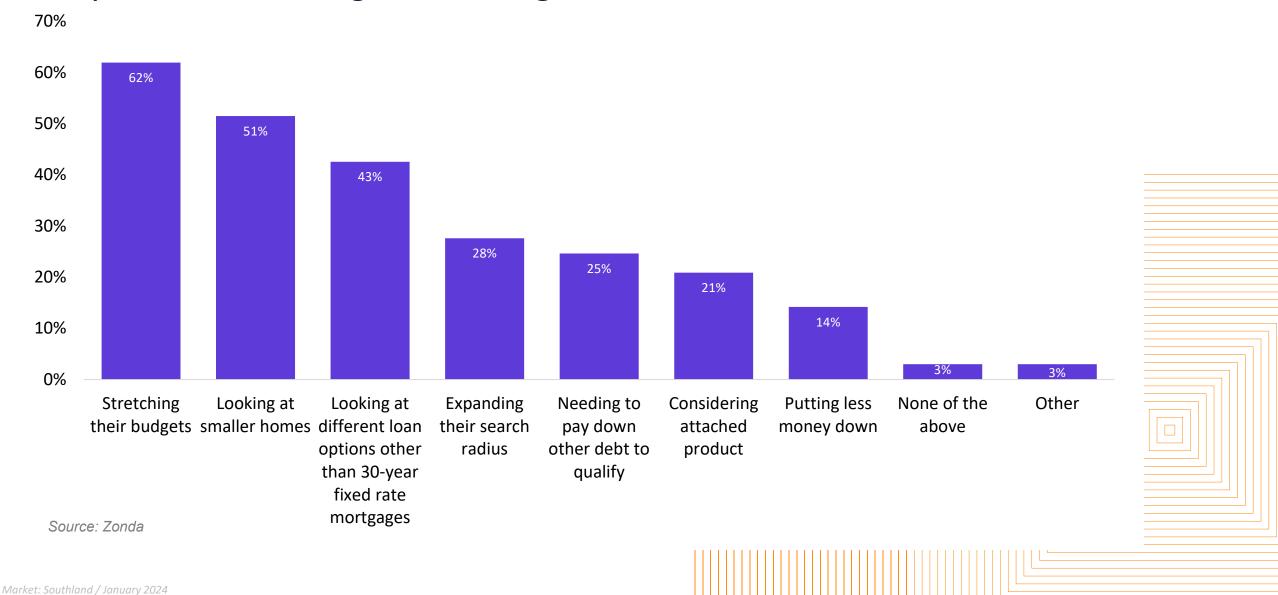
Speaking of Rate Buydowns



Market: Southland / January 2024 COPYRIGHT 2024

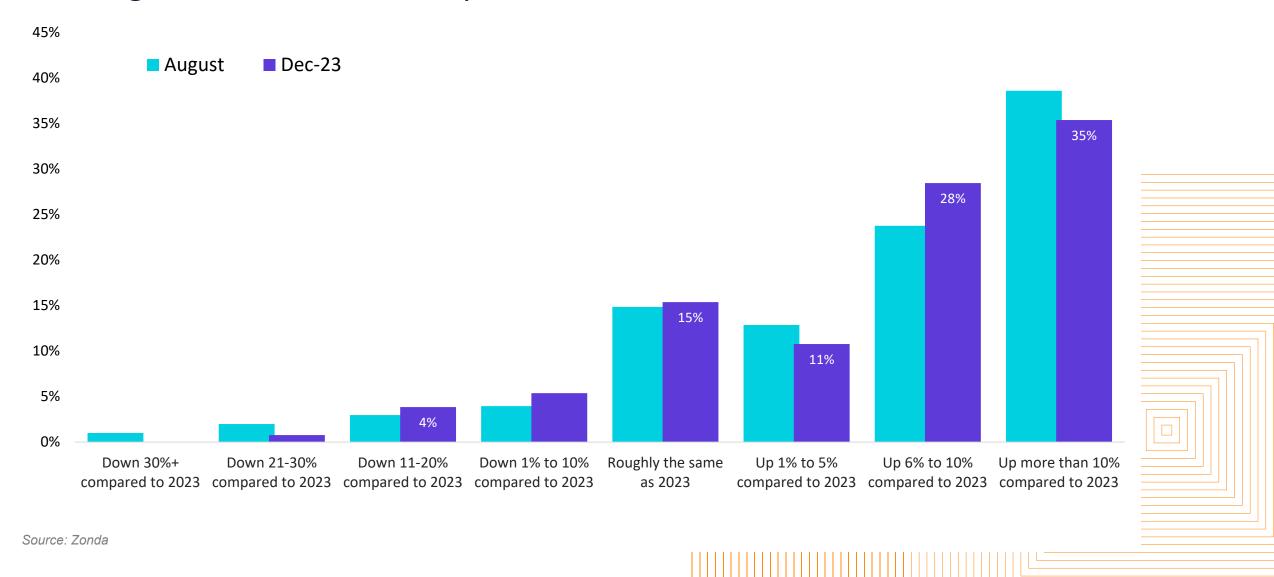
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Buyers are stretching and looking for alternatives



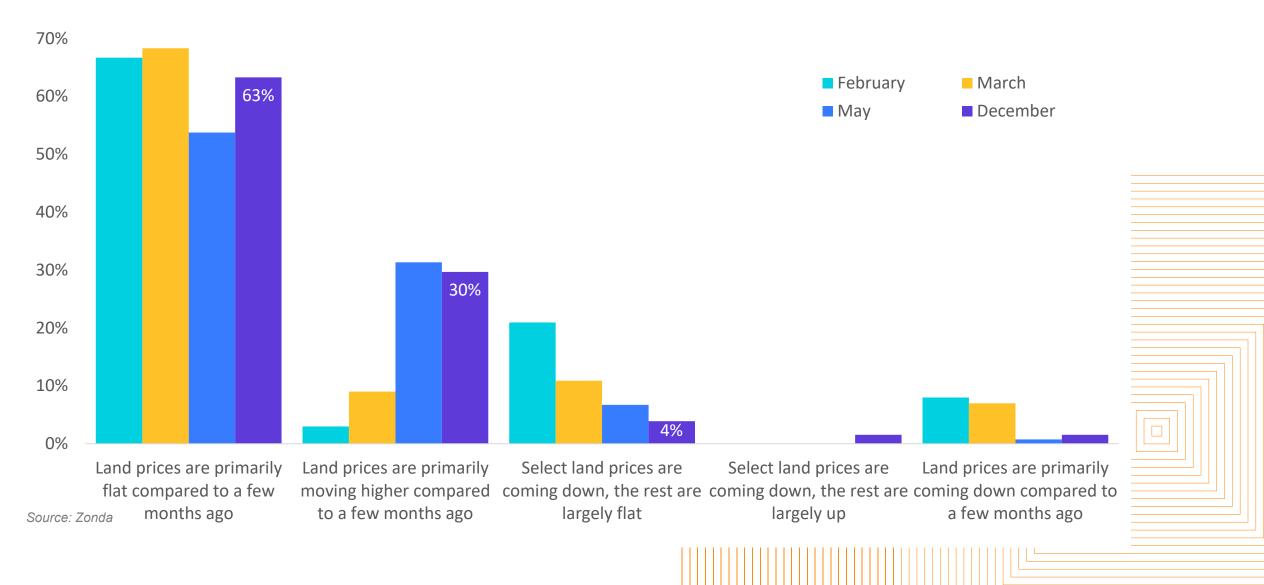
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Strong but more realistic expectations



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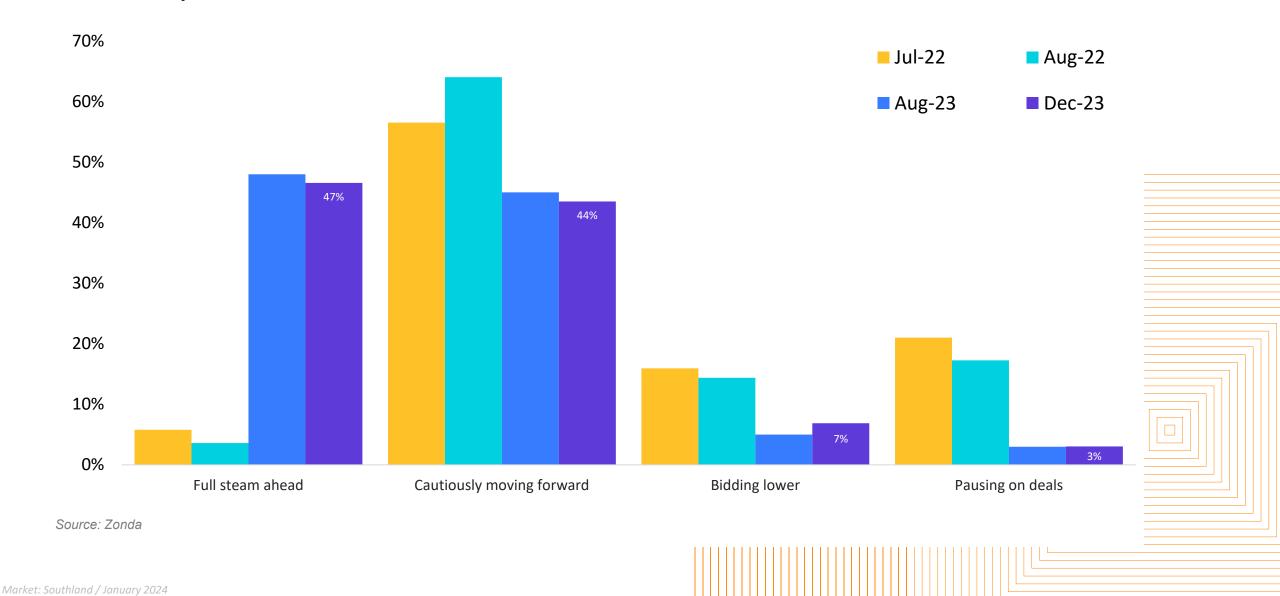
Land: Price relief is not evident



Market: Southland / January 2024 COPYRIGHT 2024

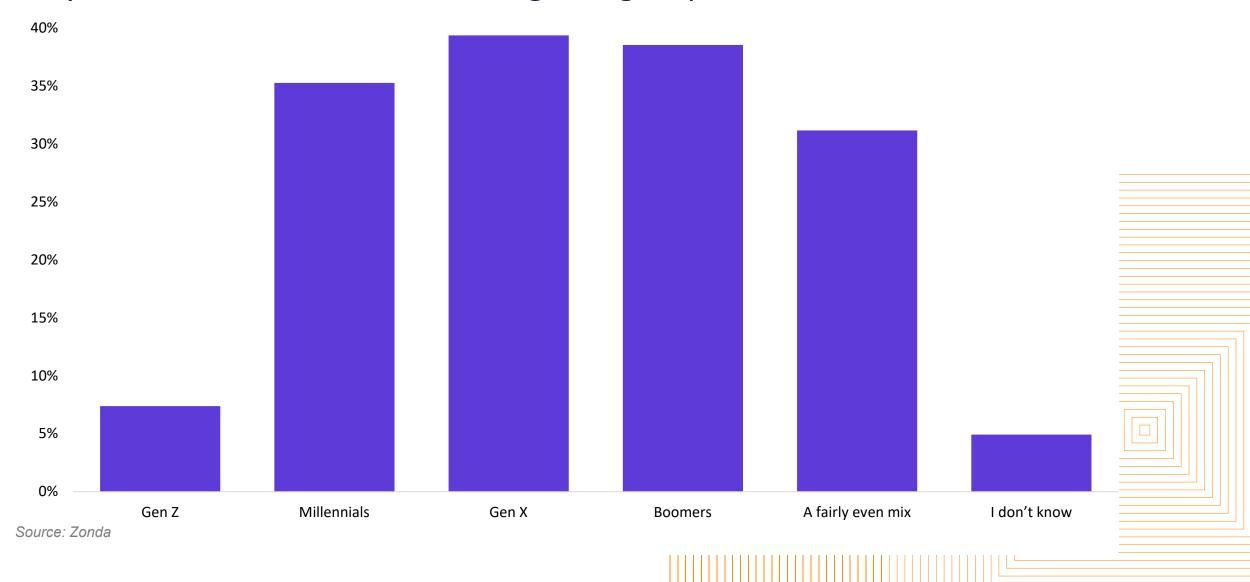
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Land Acquisition churns forward



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Buyers? Millennials are the 3rd highest group

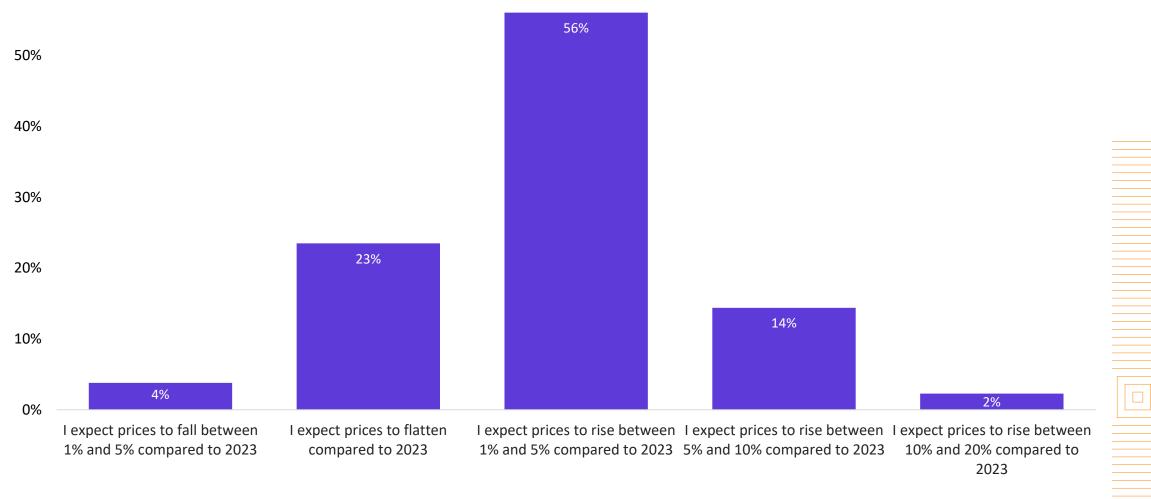


Market: Southland / January 2024 COPYRIGHT 2024

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Minimal price appreciation expected

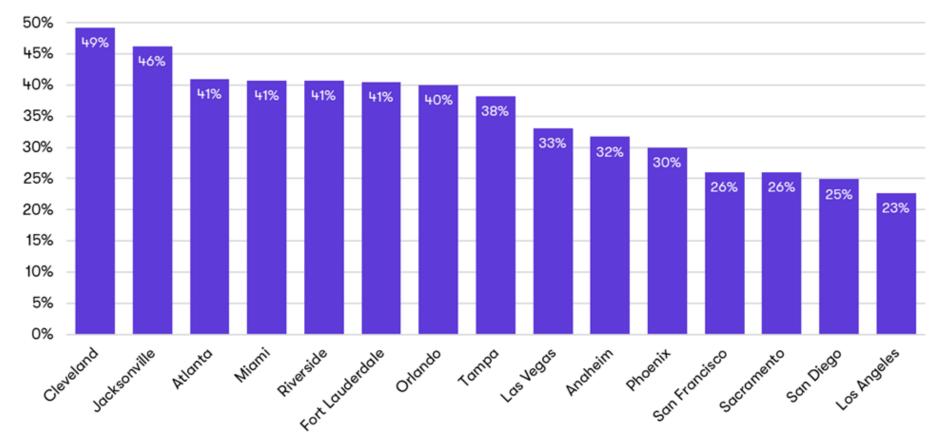




Source: Zonda

All cash share nationally is at a 9-year high

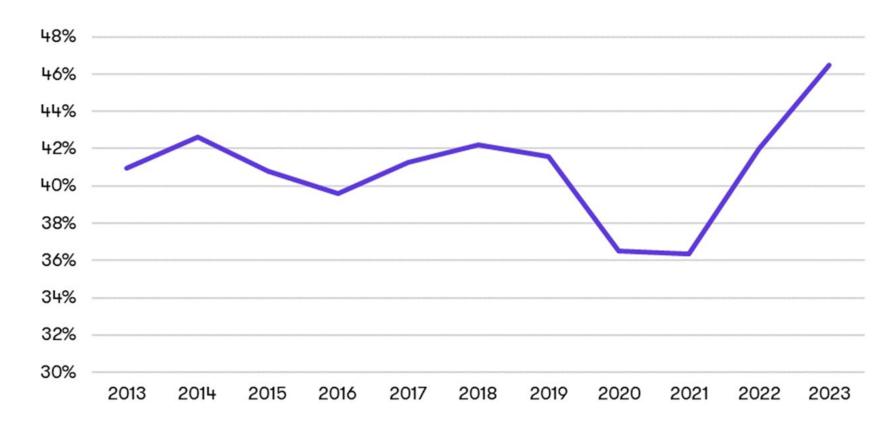
Share of Home Sales Using All Cash



Source: Redfin; Zonda

Equity is helping all cash buyers jump in the 55+ range

All-Cash at 55+ Communities

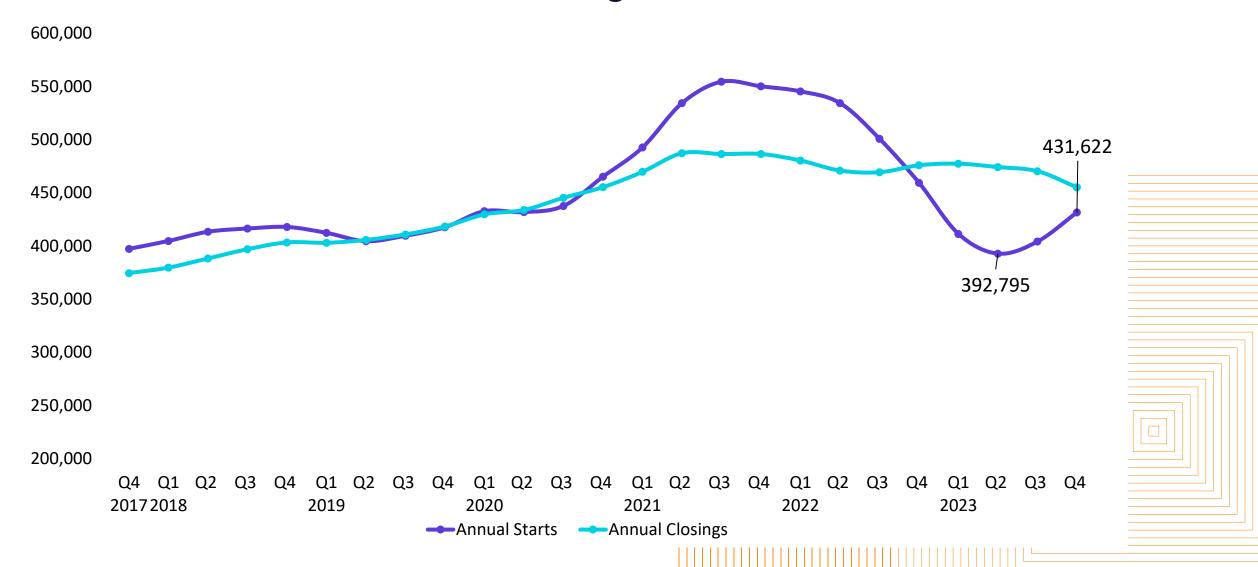


Source: Zonda



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Annual Starts 'turned the corner' rising 9.0% since 2Q23



Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis

Quarterly starts are returning to normal but expect annual to rise further



Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis Market: Southland / January 2024

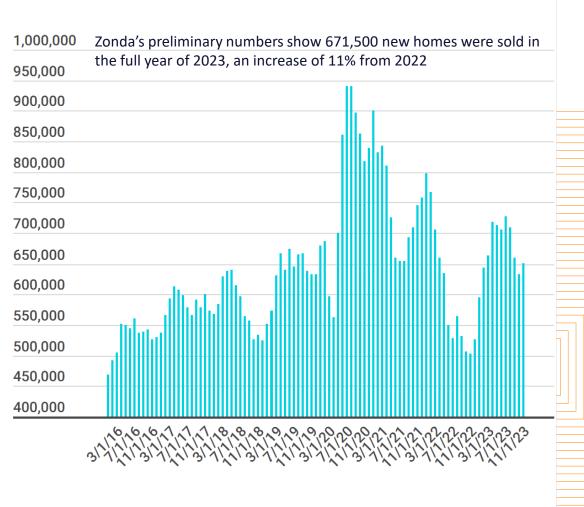
ODVRIGHT 2024

New home share will likely continue to grow



New Home Sales (SAAR)

Source: Zonda

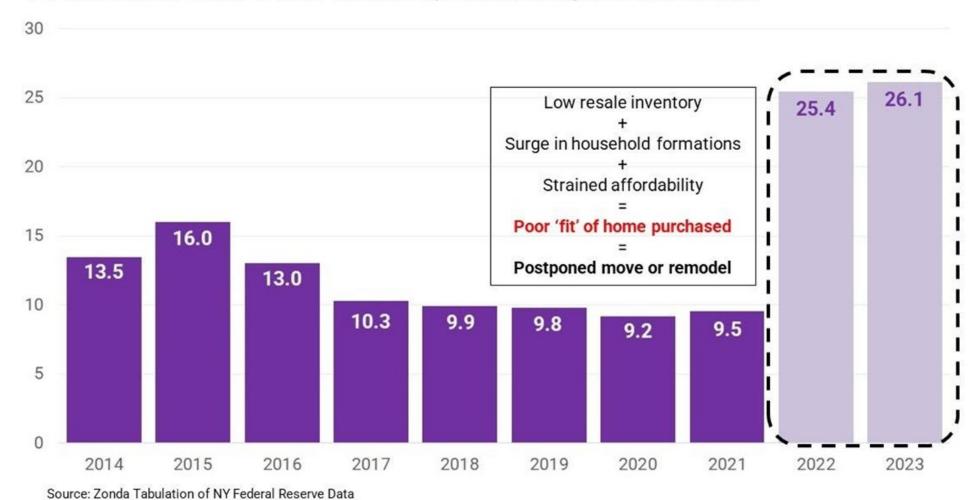


Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis

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Pent-Up demand remains

% of Homeowners Under 50 Years Old Who Expect to Move Again Within < 2 Years



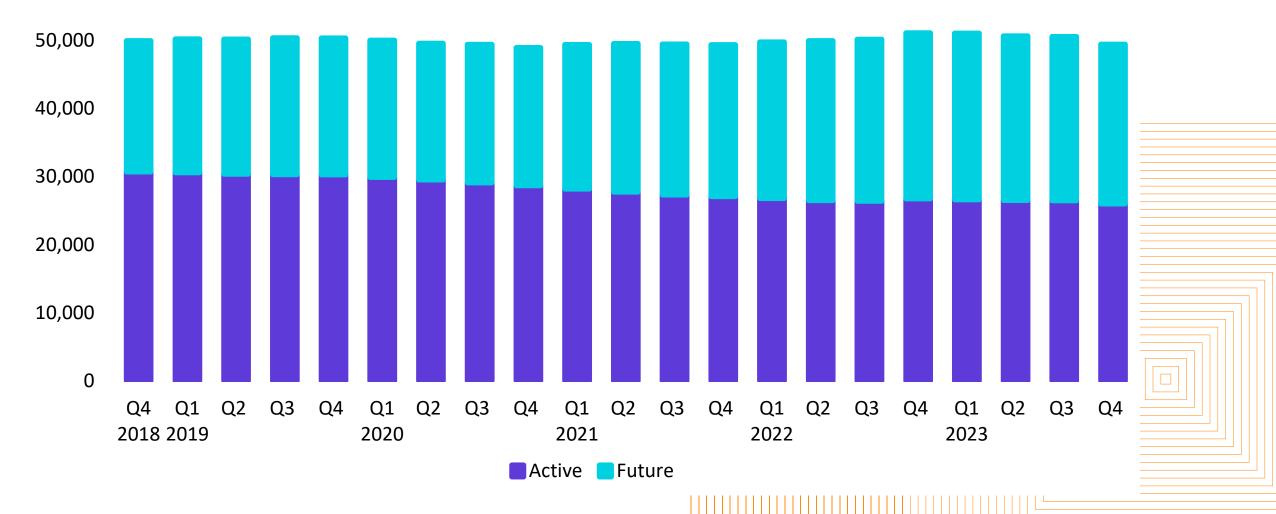
Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis

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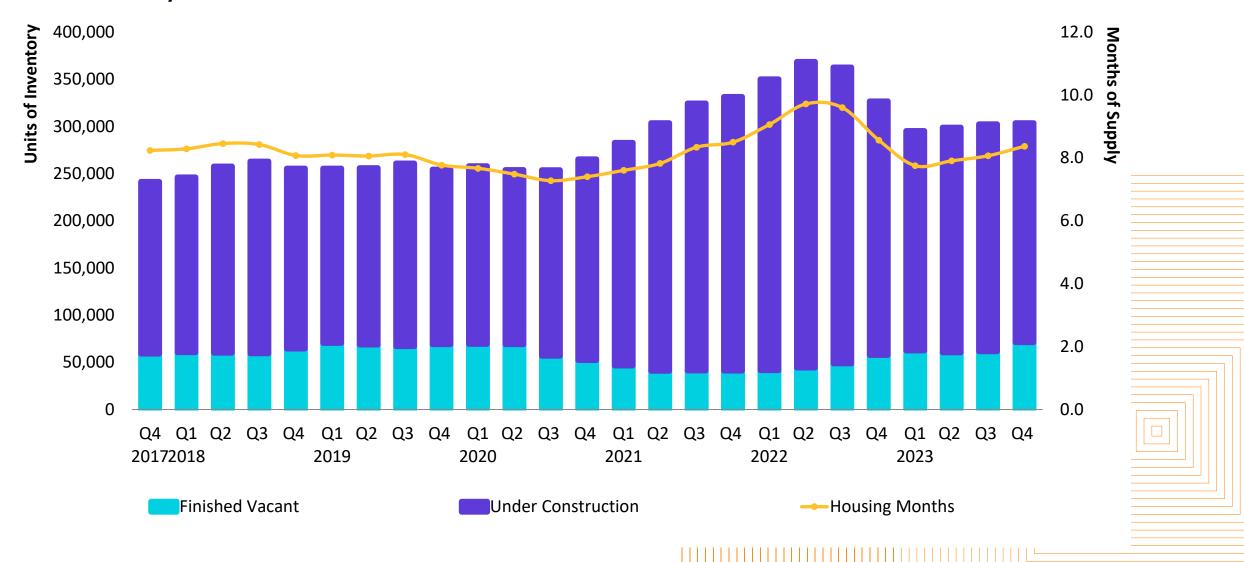
We need to activate more neighborhoods

60,000



Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis Market: Southland / January 2024 COPYRIGHT 2024

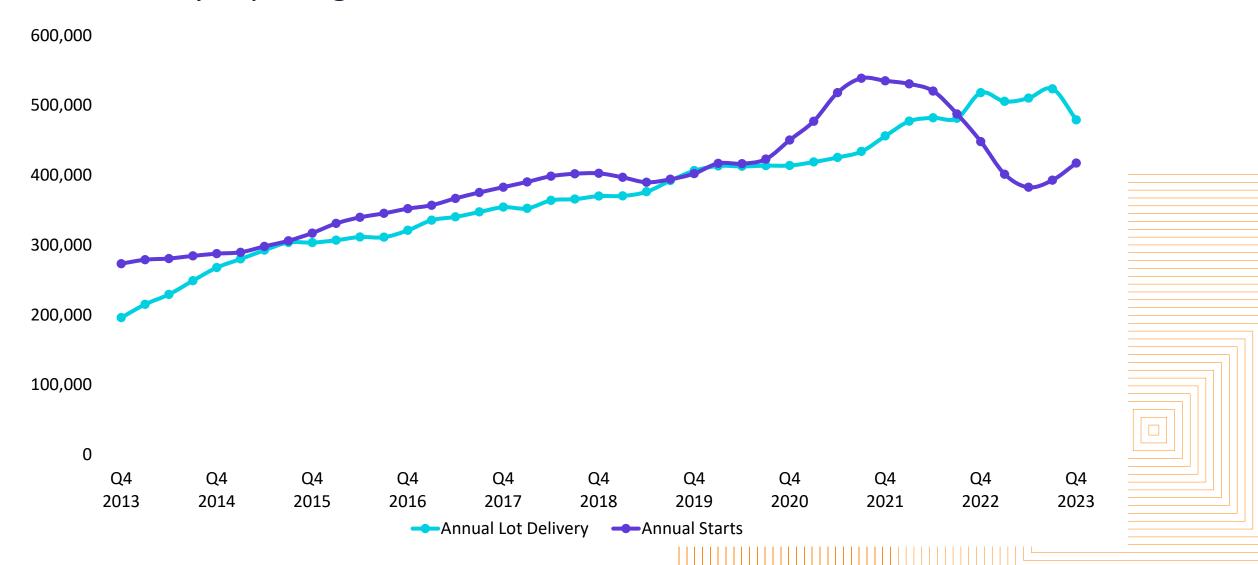
Inventory has returned to historical norms



Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis
Market: Southland / January 2024

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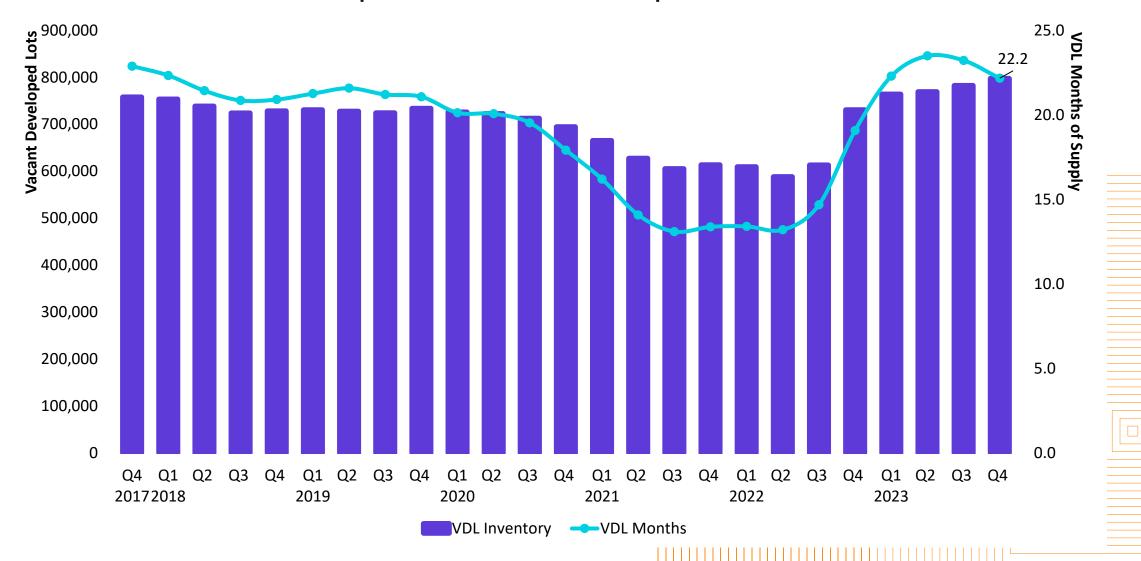
Lot delivery is pacing back towards starts



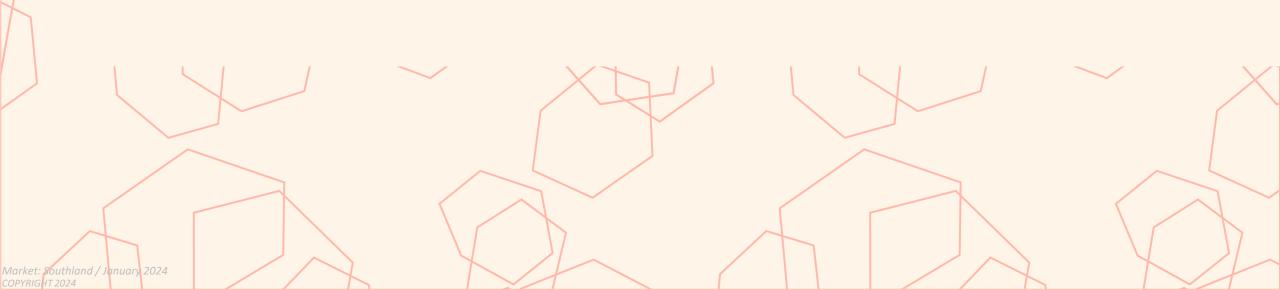
Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis

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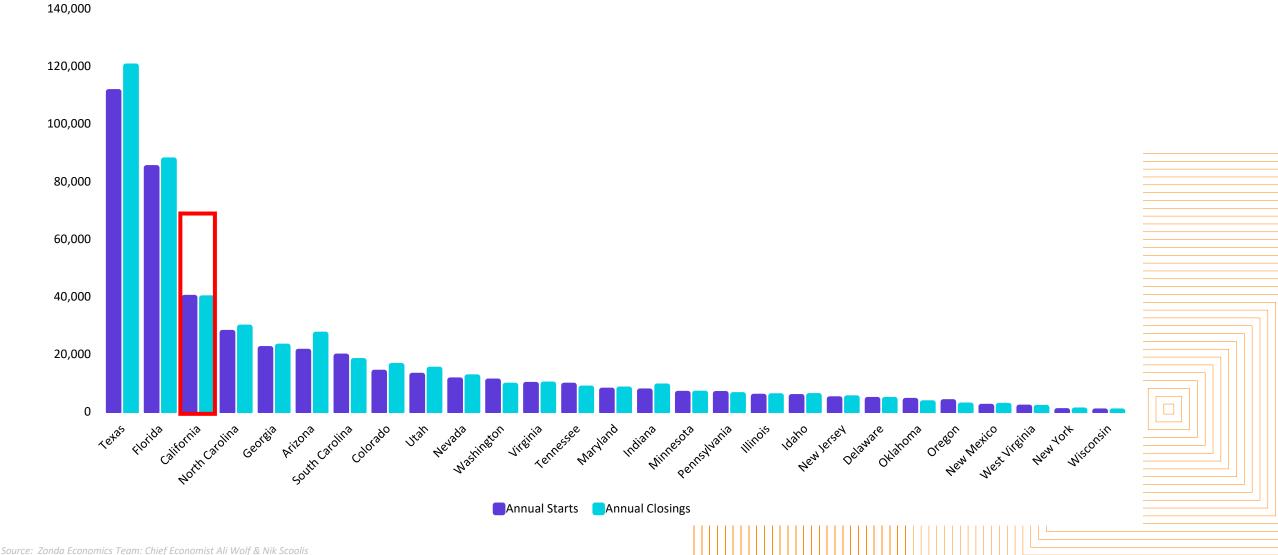
National vacant developed lot MOS is in equilibrium



Regional Comparisons How the Southland Stacks Up



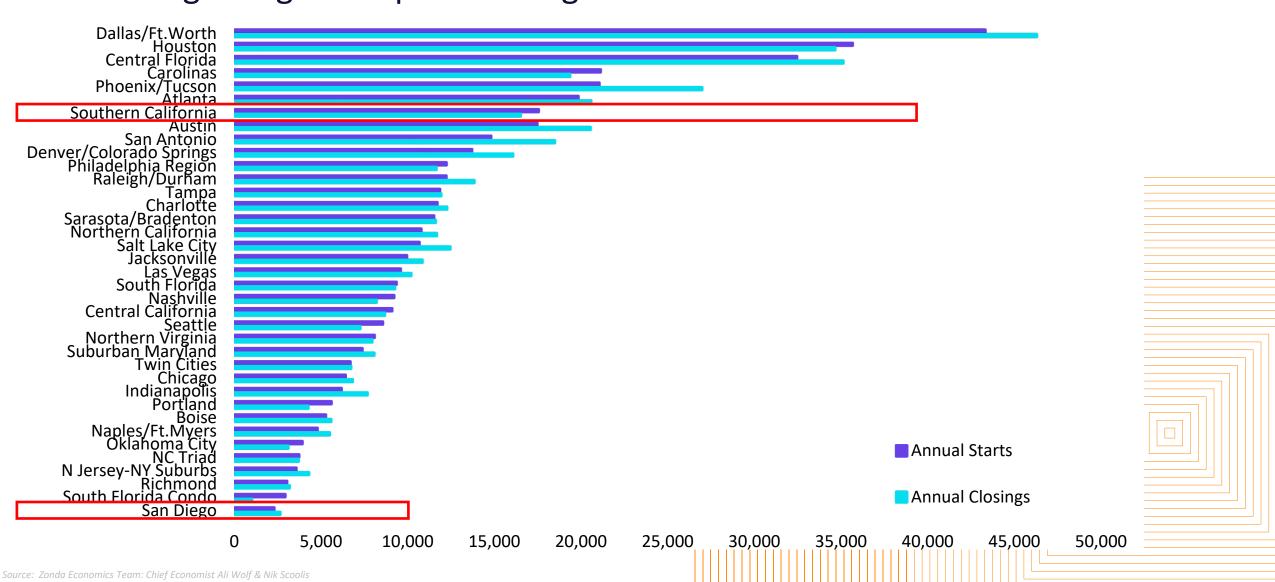
State Comparisons: Annual Starts and Closings



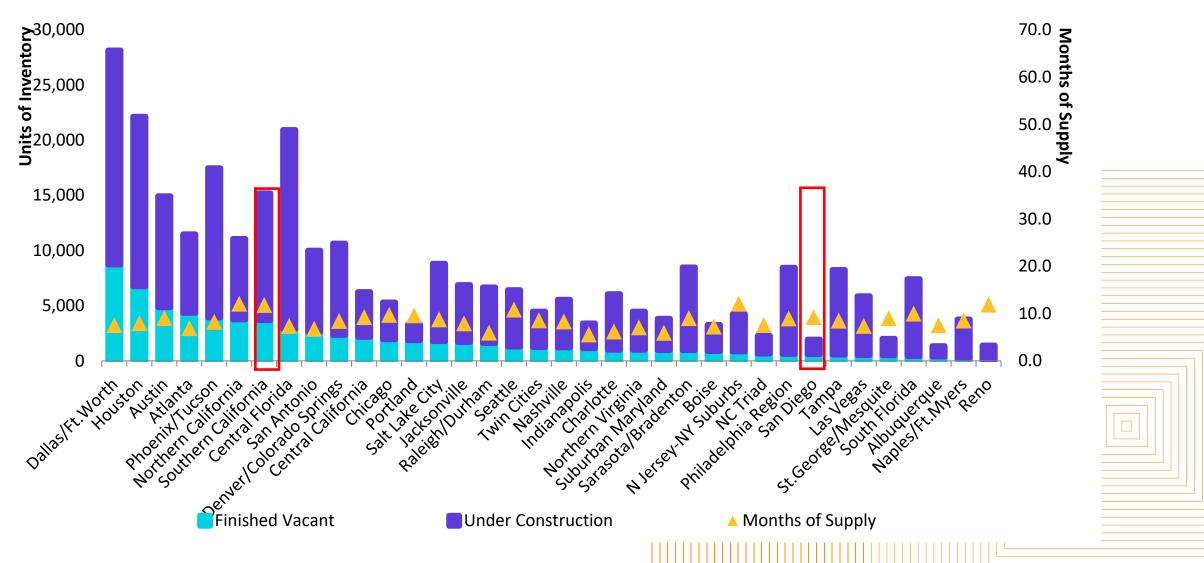
Market: Southland / January 2024

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Starts beginning to outpace closings in certain areas



Housing Inventory Average is 8.6 MOS

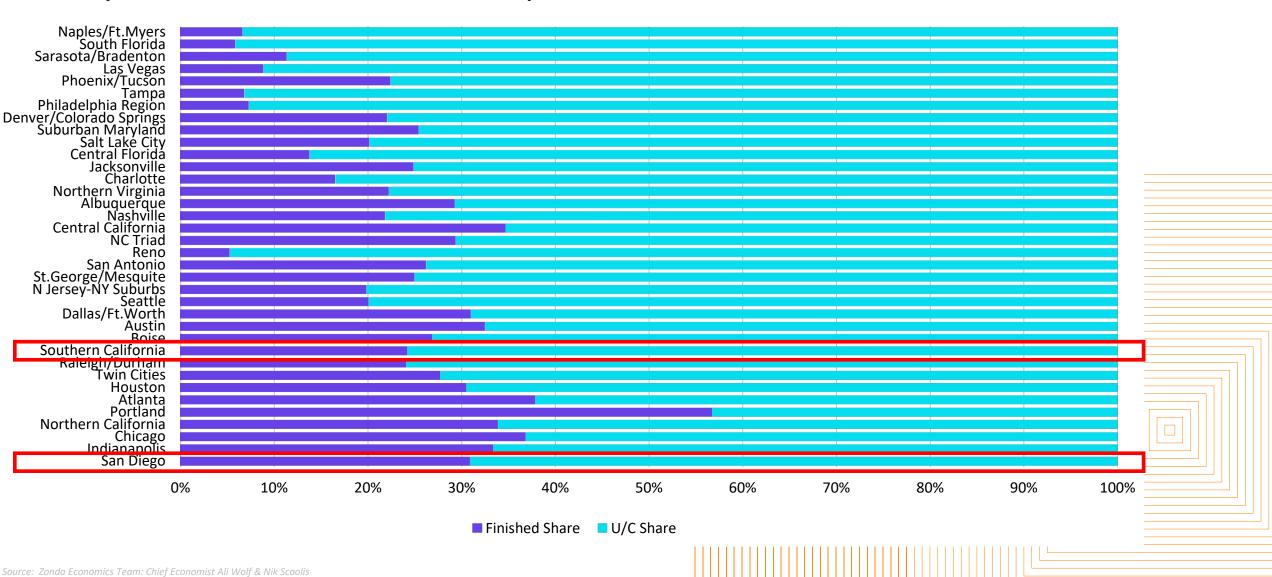


Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis
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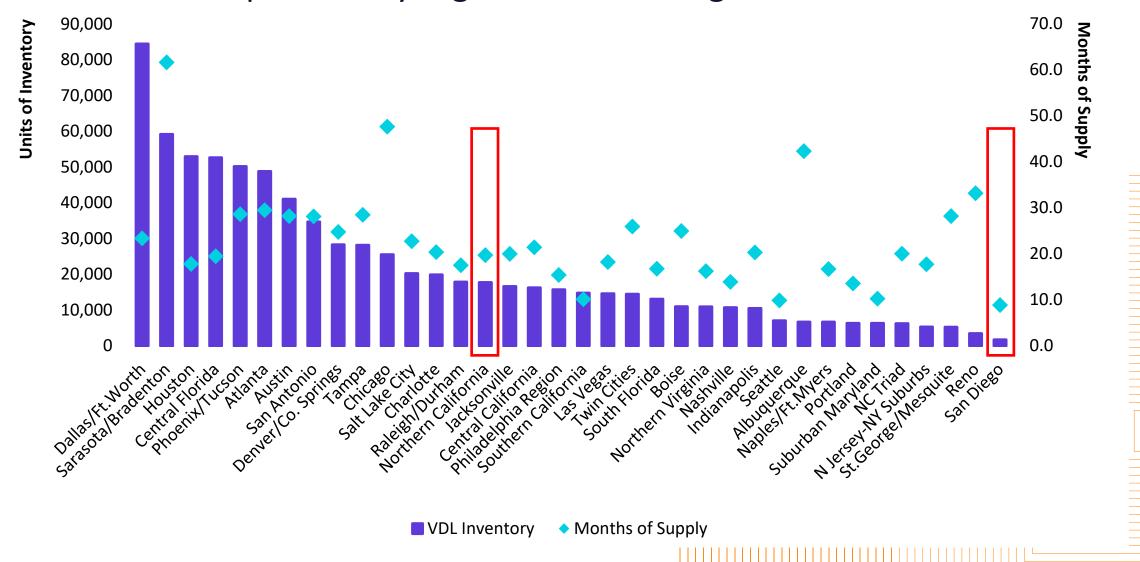
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Only a few markets have built up market share



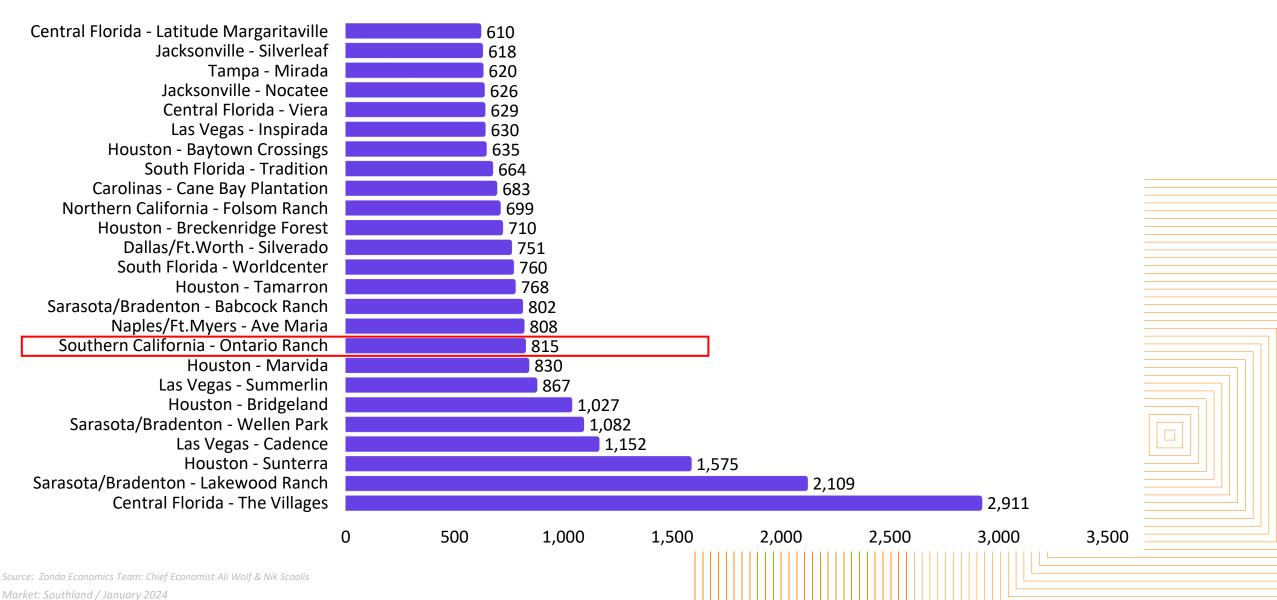
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Vacant developed lots by region – Metros Avg. 22.8 MOS

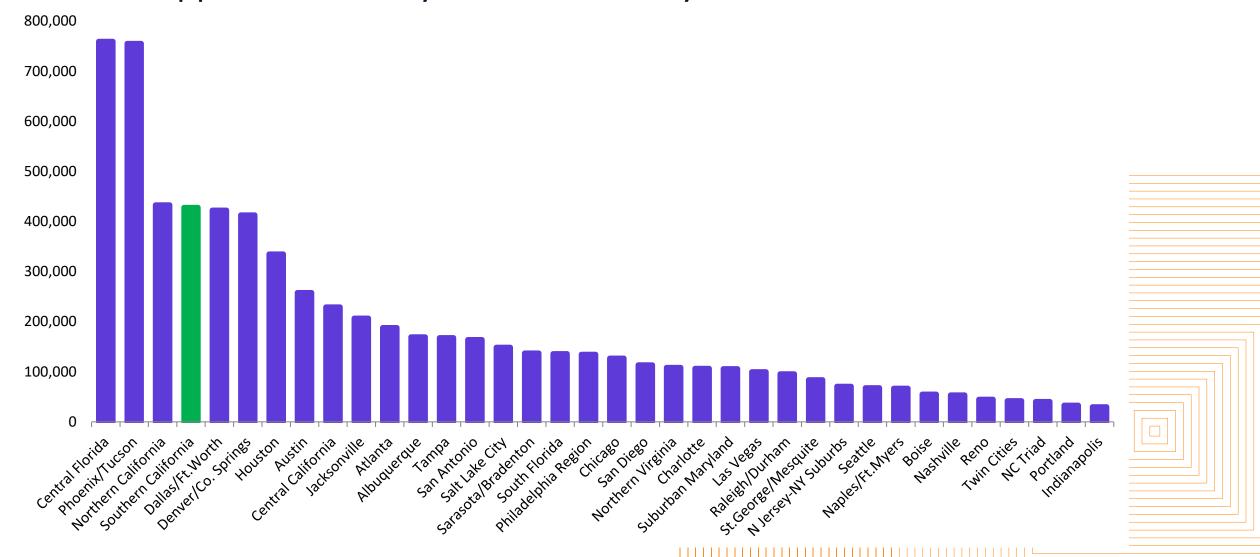


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Annual Starts Planned Communities



Under-Supplied but Plenty Future Inventory Planned....



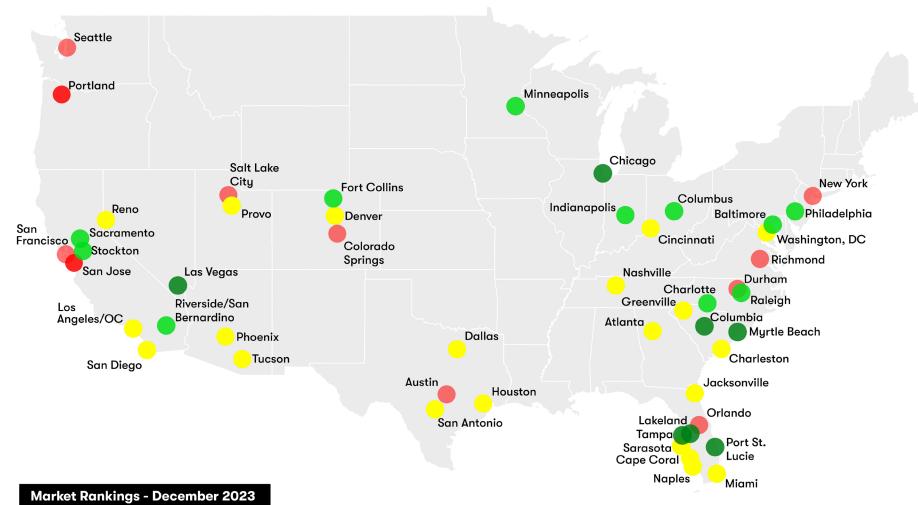
Source: Zonda Economics Team: Chief Economist Ali Wolf & Nik Scoolis

Market: Southland / January 2024 COPYRIGHT 2024

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The Zonda Market Ranking (ZMR)

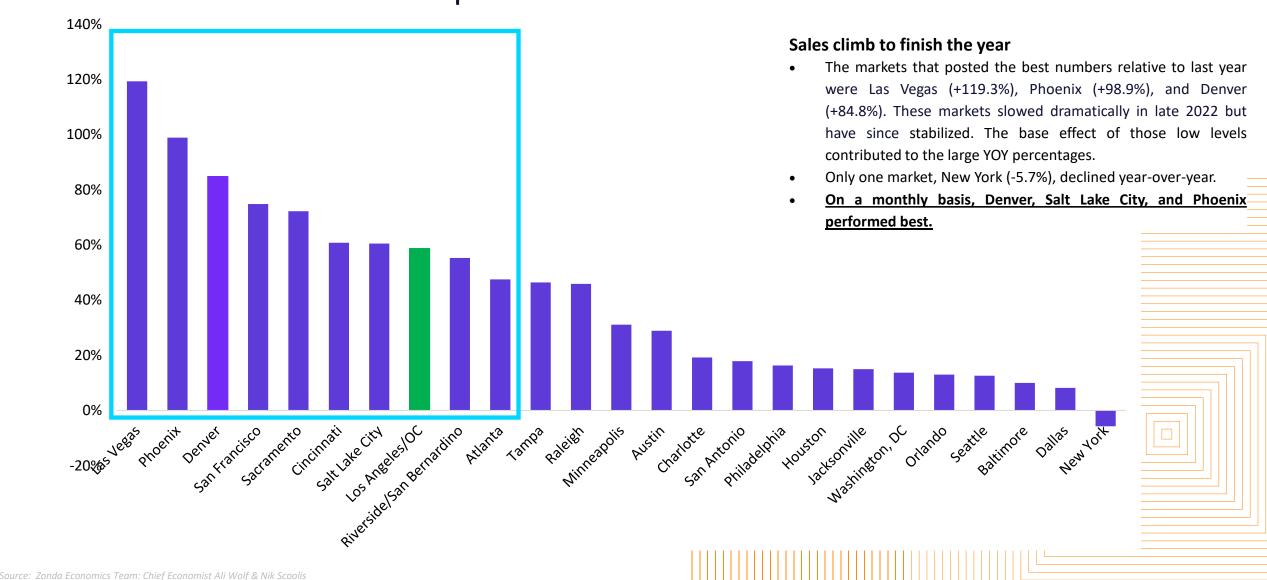
- •The National ZMR index came in at 105.2 in December, indicating an *average* market.
- •The major metros overperforming their historical averages most in December 2023 were Port St. Lucie, Chicago, and Tampa.
- •Two markets were significantly underperforming, San Jose and Portland. Durham, Salt Lake City, Seattle, Austin, New York, Colorado Springs, San Francisco, Orlando, and Richmond were slightly underperforming.







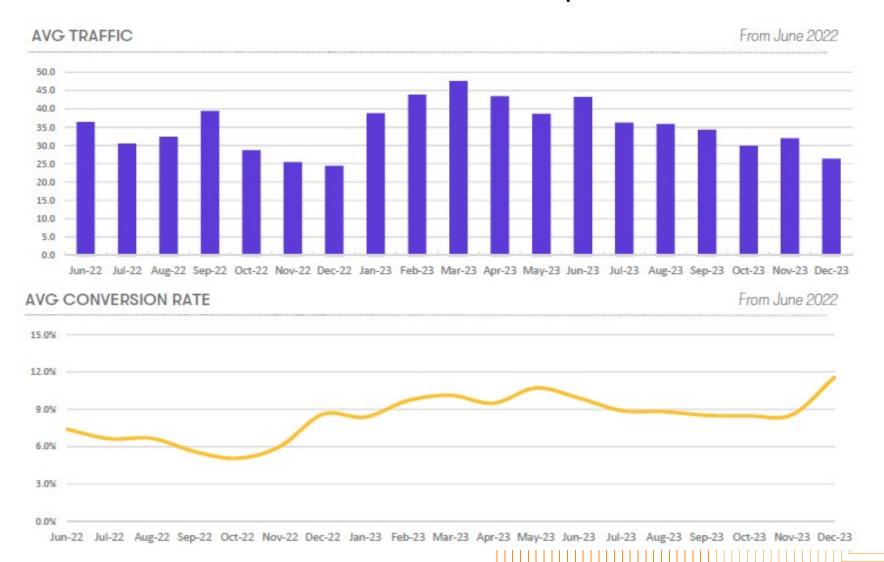
National Sales – 8 of the top ten YoY are in the West



Market: Denver / Winter 2024

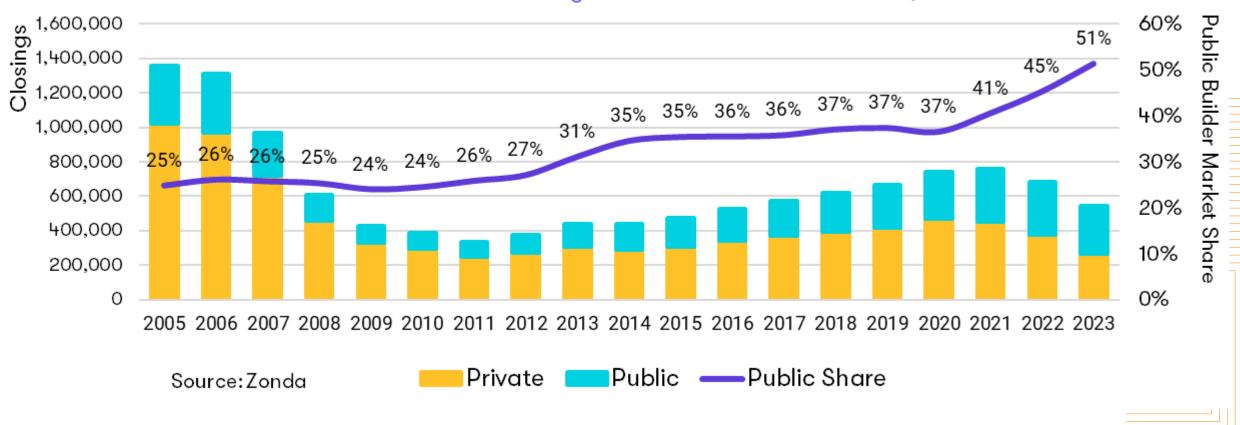
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National traffic is down but conversion rate is up

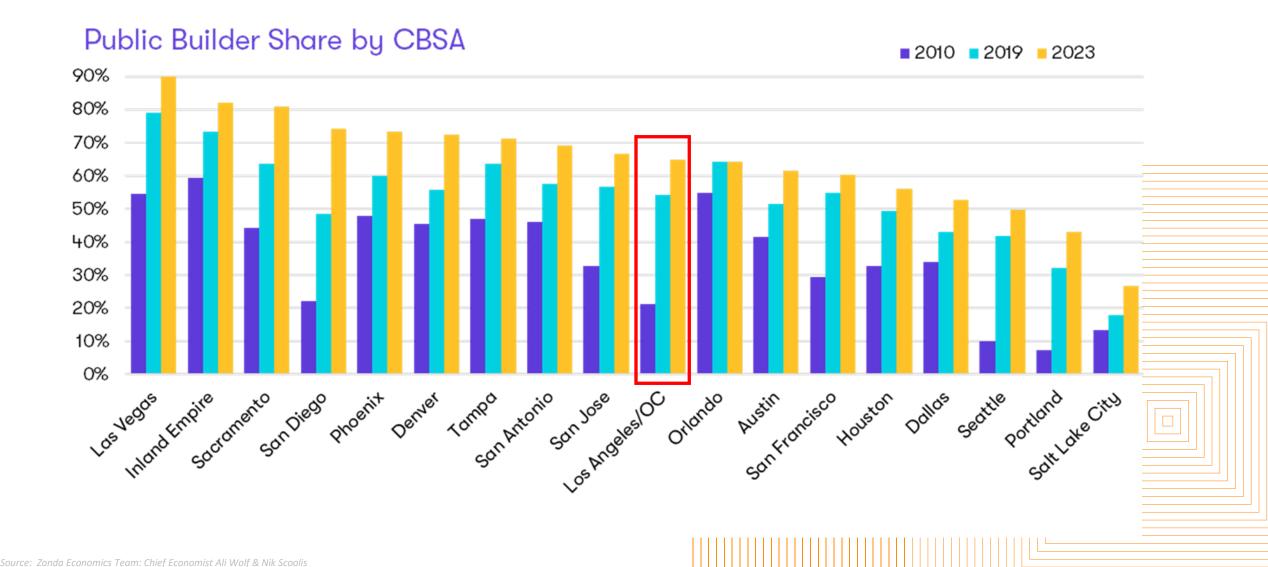


Public builders are increasing market share

Public and Private Homebuilder Closings and Public Homebuilder Share, 2005-November 2023



California locales have seen a large jump in public share

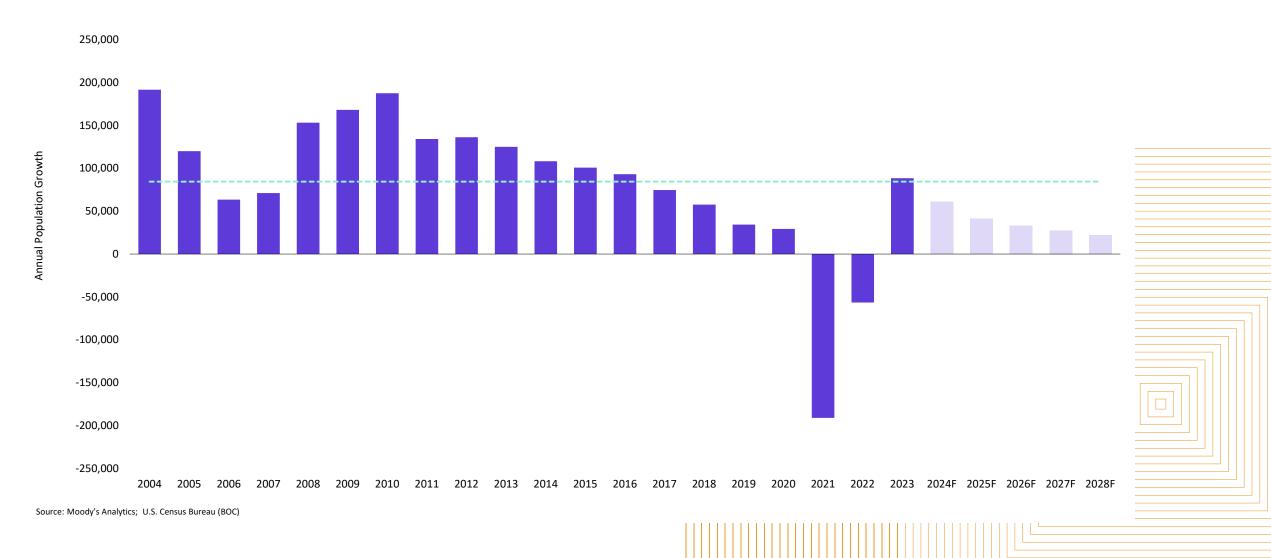


Southland Economic Overview



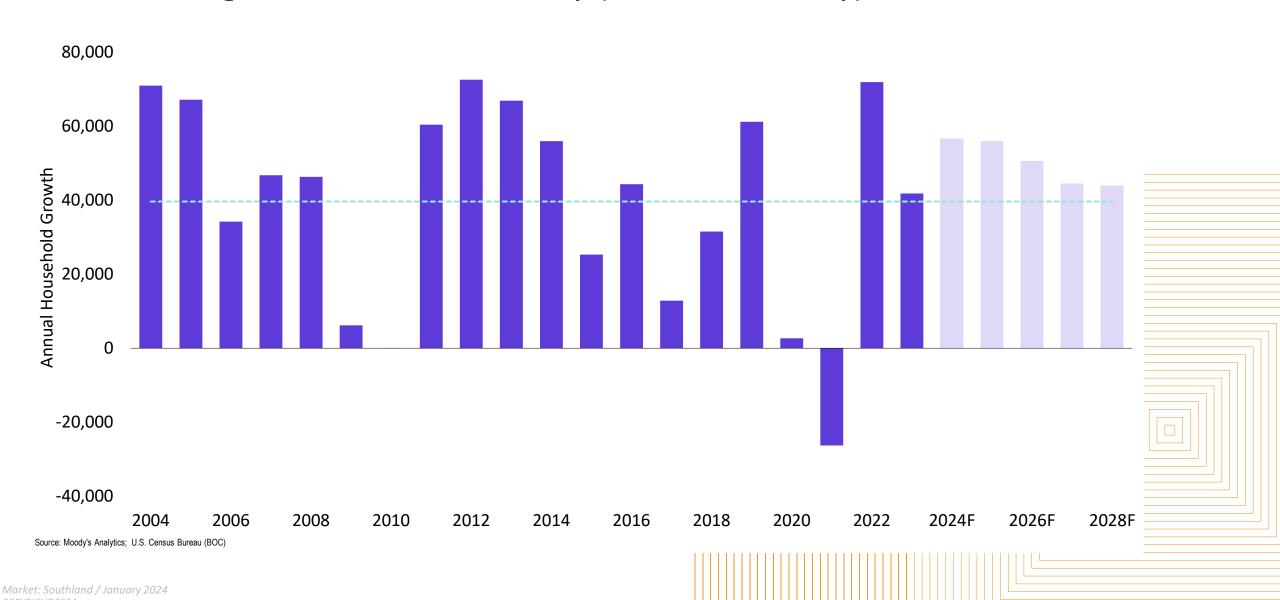
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Population expected to grow around 0.2%/year (+/-37,000)

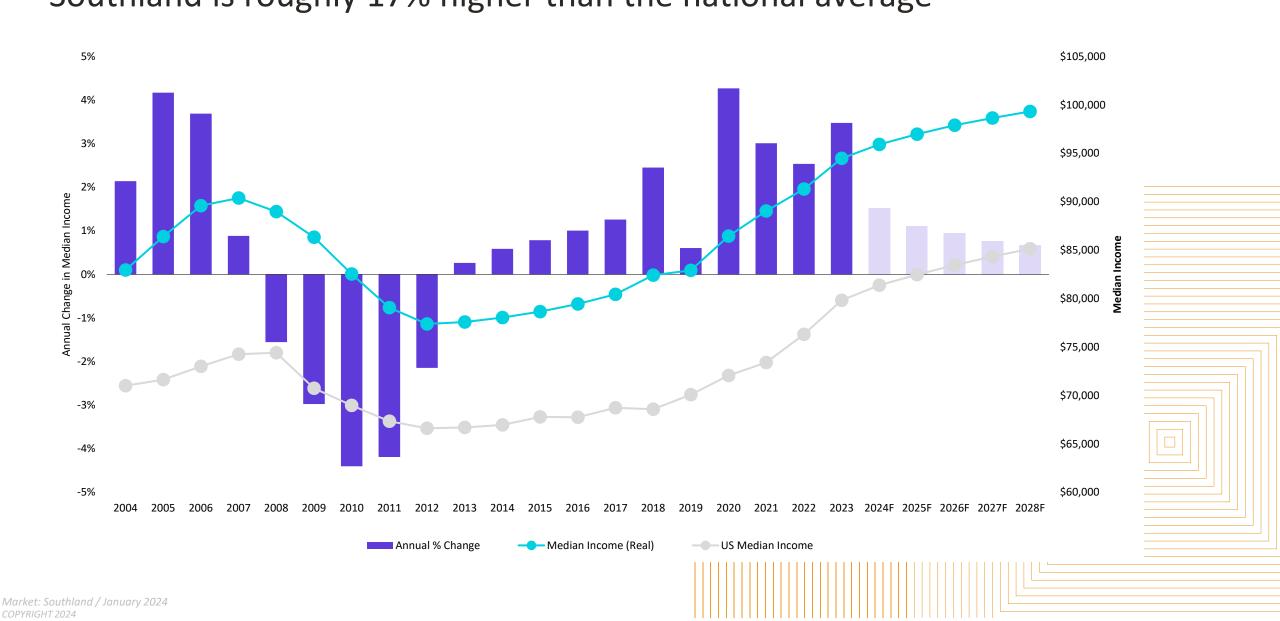


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Household growth of 0.7% annually (50,000/annually)

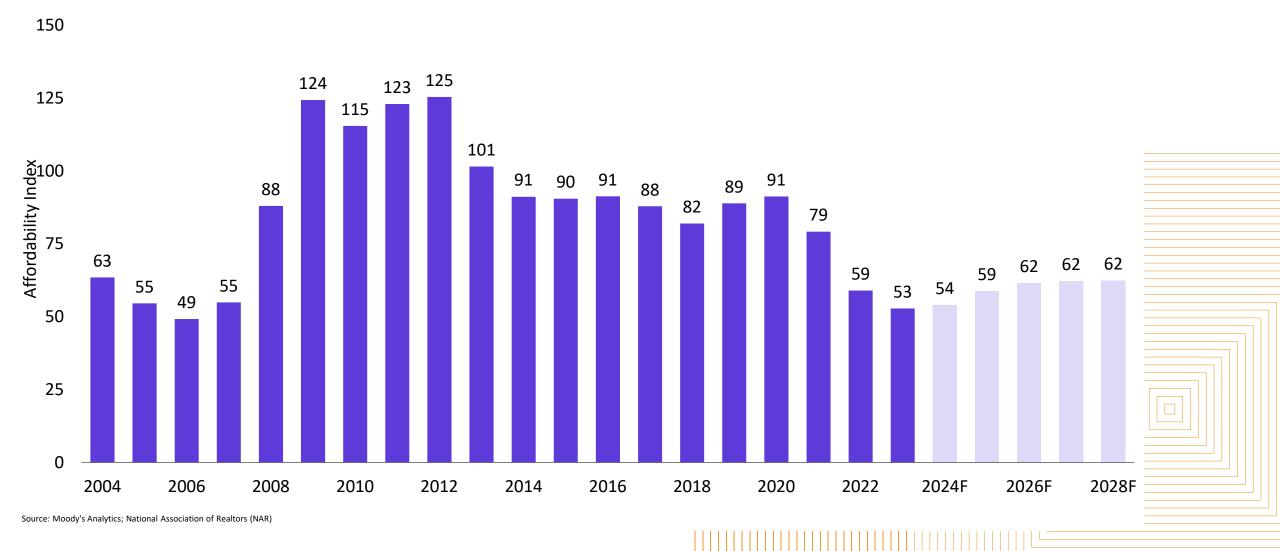


Zonda. Southland is roughly 17% higher than the national average



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Affordability has fallen back to 2006 levels

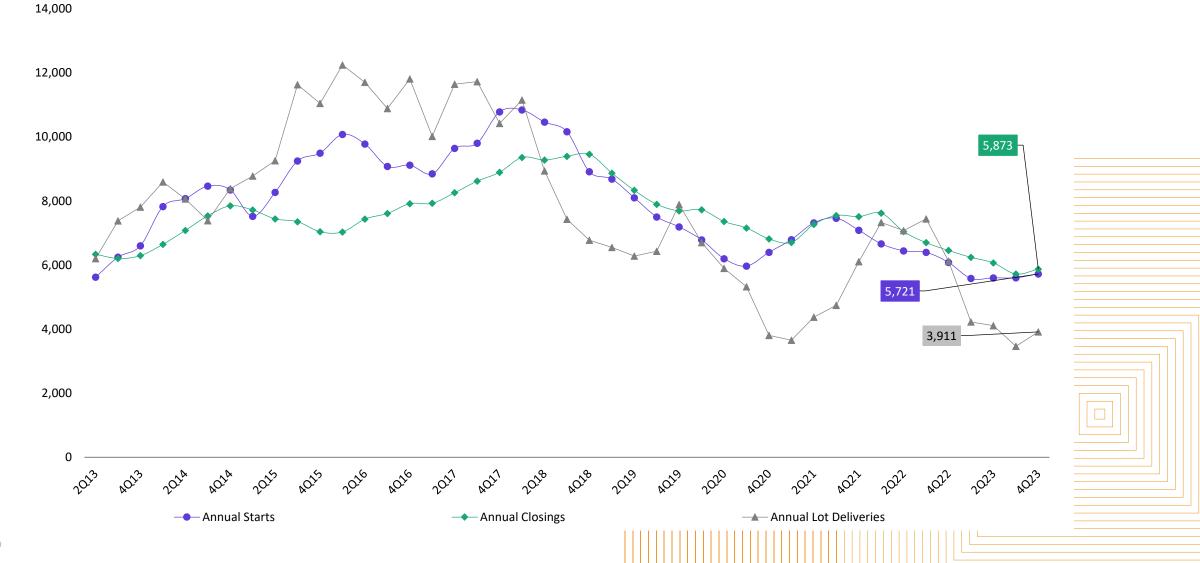


LA/OC New Home Supply



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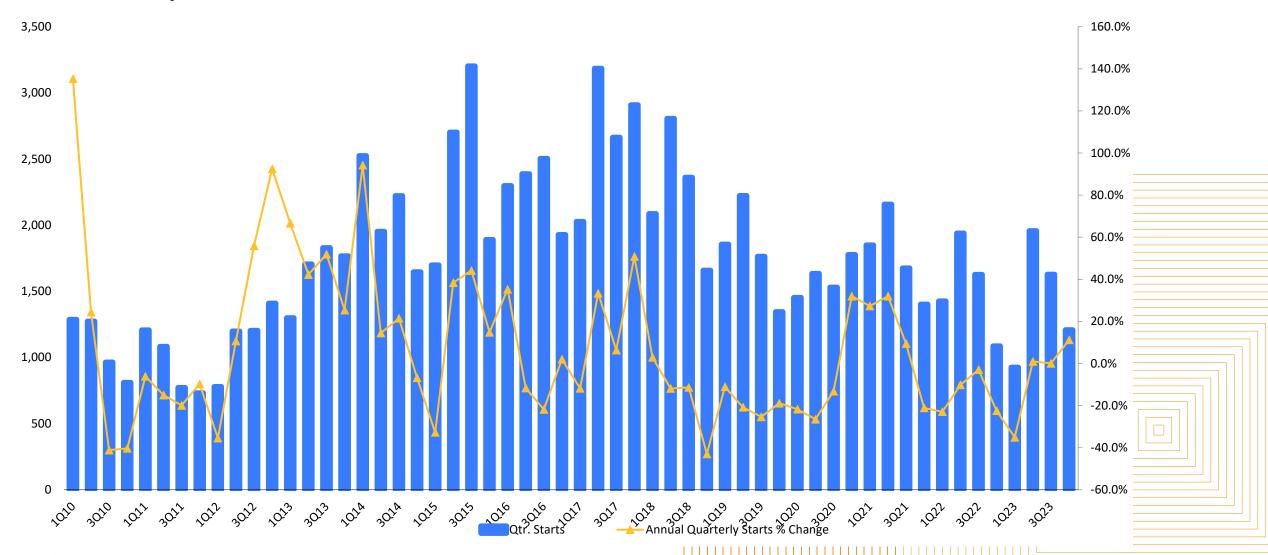
Annual starts are trending up 2.2% from 3Q to 4Q



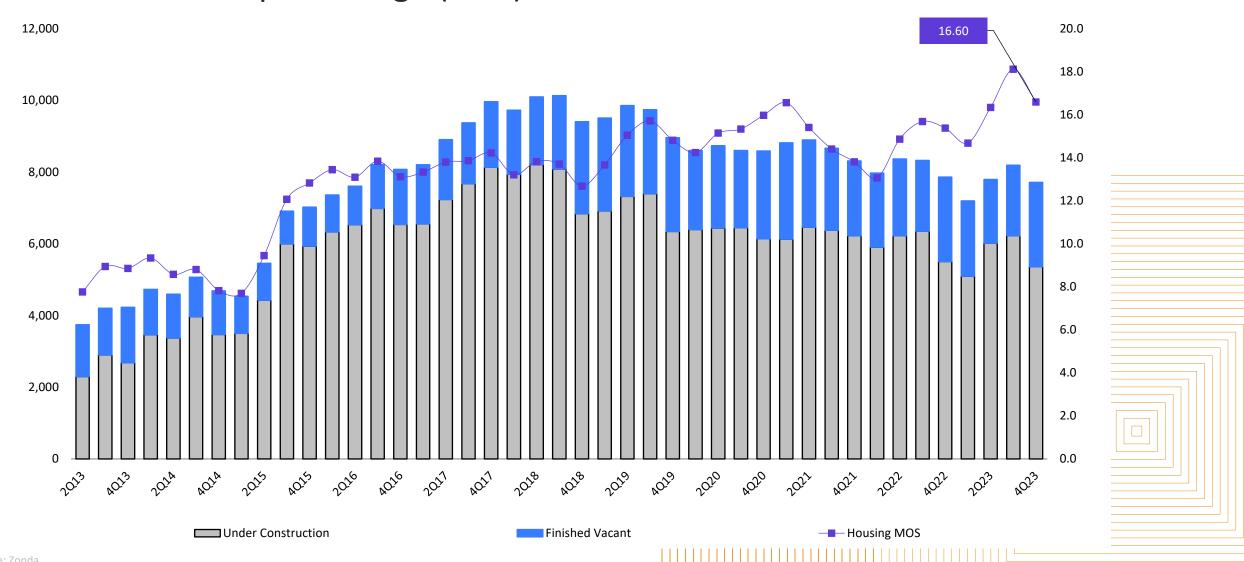
Market: Southland / January 2024 COPYRIGHT 2024

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Quarterly starts had rebounded close to historical norms but

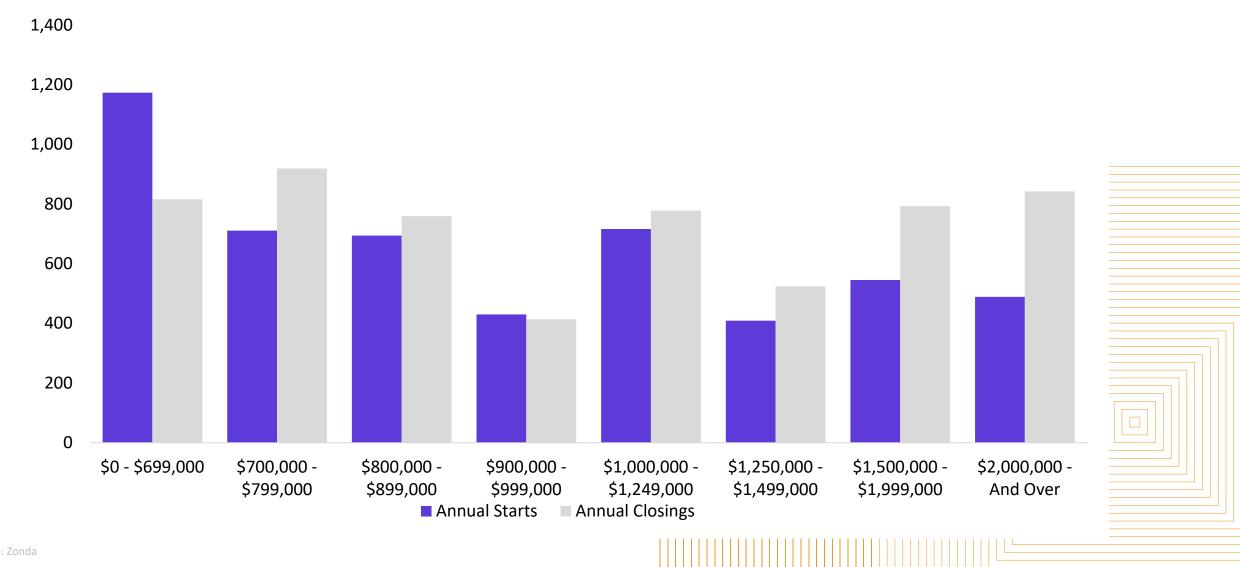


Finished vacant percentage (29%) is consistent



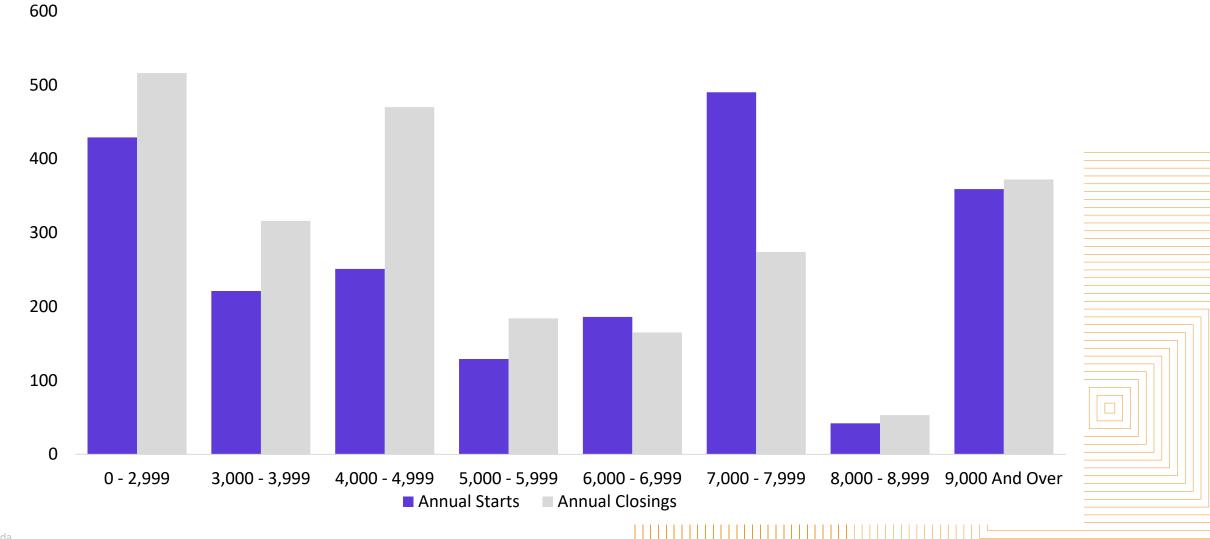
% Zonda...

Pricing varied by large expanse in the market and type of homes



% Zonda_™

Neighborhoods are spread across the area but trending denser



Source: Zonda

Market: Southland / January 2024

Top annual starting neighborhoods

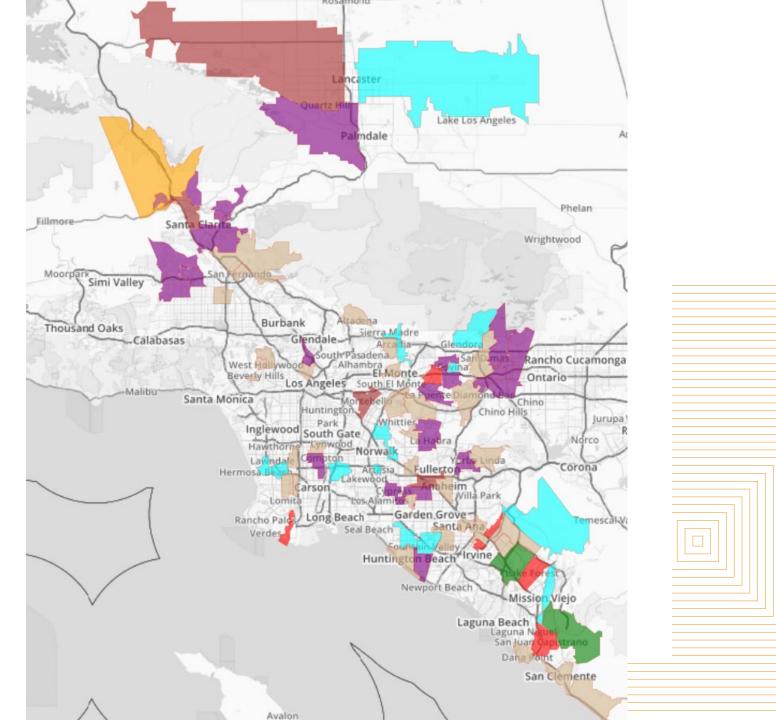
						Avg.		Avg.			Home			_
0.1.11.1.1	D "1	D (10")		Annual	Annual	Mo.	Annual	Mo.	Finished	Under	lnv.	VDL	VDL	Future
Subdivision Name / Rank	Builder	Postal City	Lot Size Range	,	Starts	Starts	Close	Close	Vacant	Const.	MOS	Inv	MOS	Lots
La Palma / Palmilla (TH)	Lennar Homes	Anaheim	2,850	108	108	9.0	0	0.0	2	102	0.0	0	0.0	0
Marbella	D.R. Horton Inc	Lancaster	7,500	111	94	7.8	63	5.3	3	35	7.6	17	2.2	0
LA River Lofts	Harridge Development	Los Angeles	0	100	94	7.8	0	0.0	0	94	0.0	6	8.0	0
Stratus (TH) - LA	Meritage Homes	Pomona	0	152	89	7.4	24	2.0	9	53	32.5	63	8.5	0
Emerald Pointe (TH)	Lennar Homes	Anaheim	0	0	89	7.4	41	3.4	3	67	21.7	0	0.0	0
West Cameron (TH)	Meritage Homes	West Covina	0	84	84	7.0	20	1.7	22	40	38.4	0	0.0	0
73410 Condo	0	Montebello	0	80	80	6.7	0	0.0	0	80	0.0	0	0.0	0
Hudson (TH)	Landsea Homes	Placentia	0	12	77	6.4	62	5.2	14	33	9.7	37	5.8	0
Tustin Legacy / Landing - Terra Condo	Brookfield Residential	Tustin	0	0	77	6.4	103	8.6	4	40	5.9	0	0.0	0
Great Park / Solis Park - Cascade (TH)	Lennar Homes	Irvine	0	0	77	6.4	55	4.6	8	42	11.6	0	0.0	0
Rancho Mission Viejo / Rienda - Haven (DU)	Lennar Homes	Ladera Ranch	0	0	76	6.3	44	3.7	4	34	11.7	2	0.3	0
Avelina (TH)	Landsea Homes	San Juan Capistrano	0	0	73	6.1	20	1.7	32	35	41.4	0	0.0	0
FivePoint Valencia / Sage	KB Home	Castaic	5,100	0	72	6.0	53	4.4	11	24	8.6	0	0.0	0
Rancho Mission Viejo / Rienda - Oasis (TH)	Lennar Homes	Ladera Ranch	0	0	70	5.8	52	4.3	5	40	11.3	0	0.0	0
Seamark	Lennar Homes	Huntington Beach	7,000	0	70	5.8	19	1.6	7	44	34.1	12	2.1	0
FivePoint Valencia / Outlook (TH)	Lennar Homes	Valencia	0	124	70	5.8	0	0.0	3	63	0.0	54	9.3	0
Marbella Pointe	D.R. Horton Inc -	Lancaster	7,500	63	63	5.3	10	8.0	66	0	81.6	0	0.0	0
Tustin Legacy / Landing - Cira (DC)	Brookfield Residential	Tustin	0	0	62	5.2	64	5.3	6	28	6.9	9	1.7	0
Rancho Mission Viejo / Rienda - Dahlia	Trumark Homes	Ladera Ranch	3,825	0	60	5.0	28	2.3	20	20	18.4	2	0.4	0
Covina Bowl Towns and Flats	Trumark Homes	Covina	0	0	60	5.0	49	4.1	22	21	10.5	0	0.0	0
TOP 20 TOTALS / AVERAGES				834	1,545	6.4	707	2.9	241	895	17.6	202	1.5	0

Source: Zonda

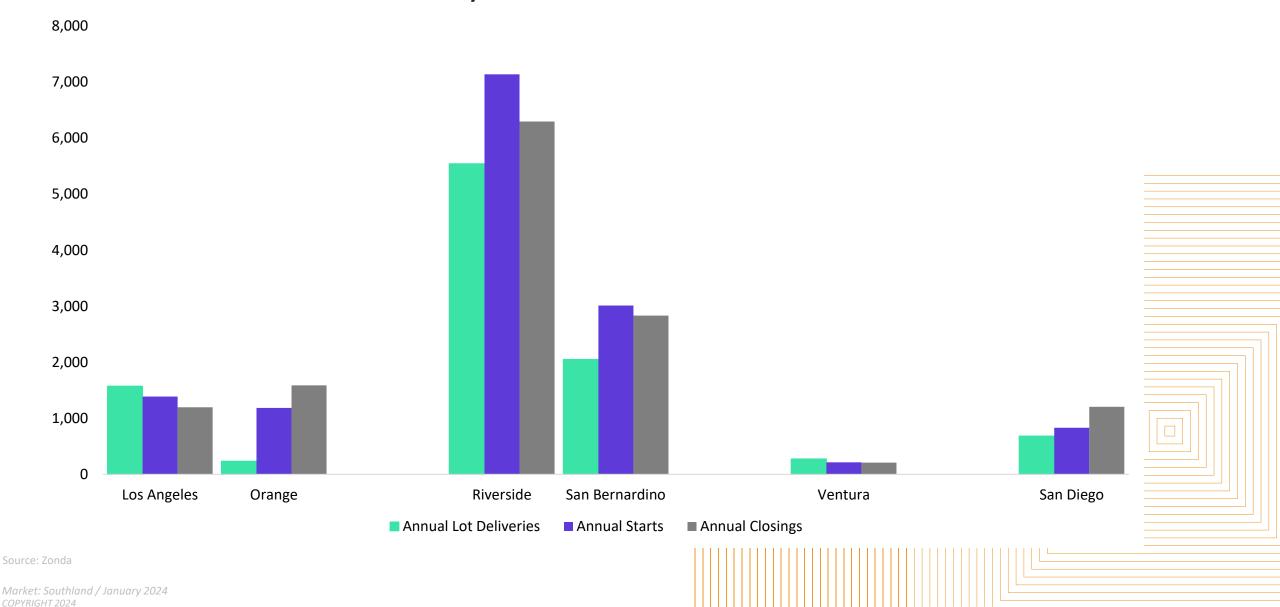
Market: Southland / January 2024 COPYRIGHT 2024

Annual Starts by Zip Code

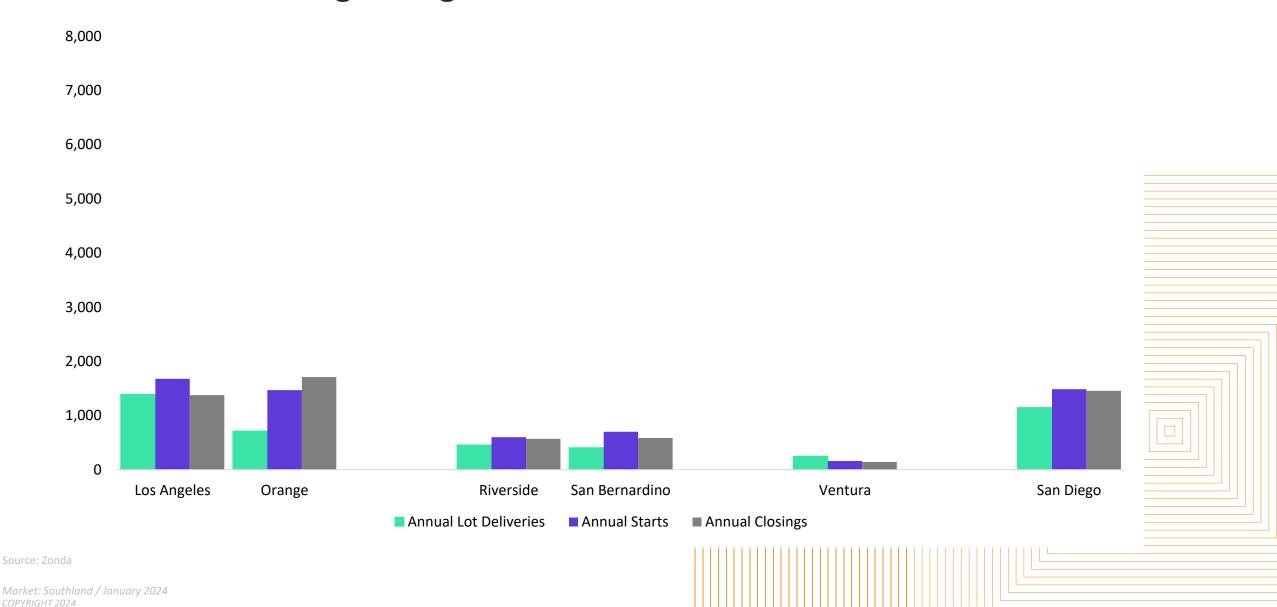
Range	Range
Tan	1 – 24
Cyan	25 – 49
Purple	50 – 99
Red	100 – 199
Brown	200 – 299
Orange	300 – 499
Green	500 - 711



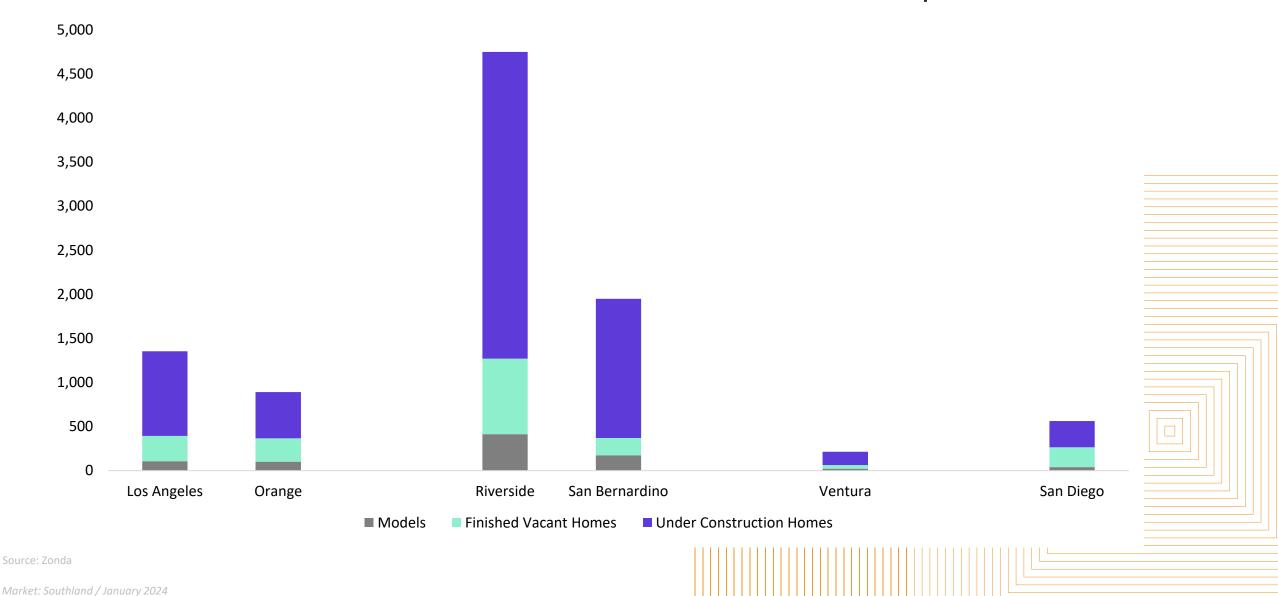
Detached – Riverside County has the most demand



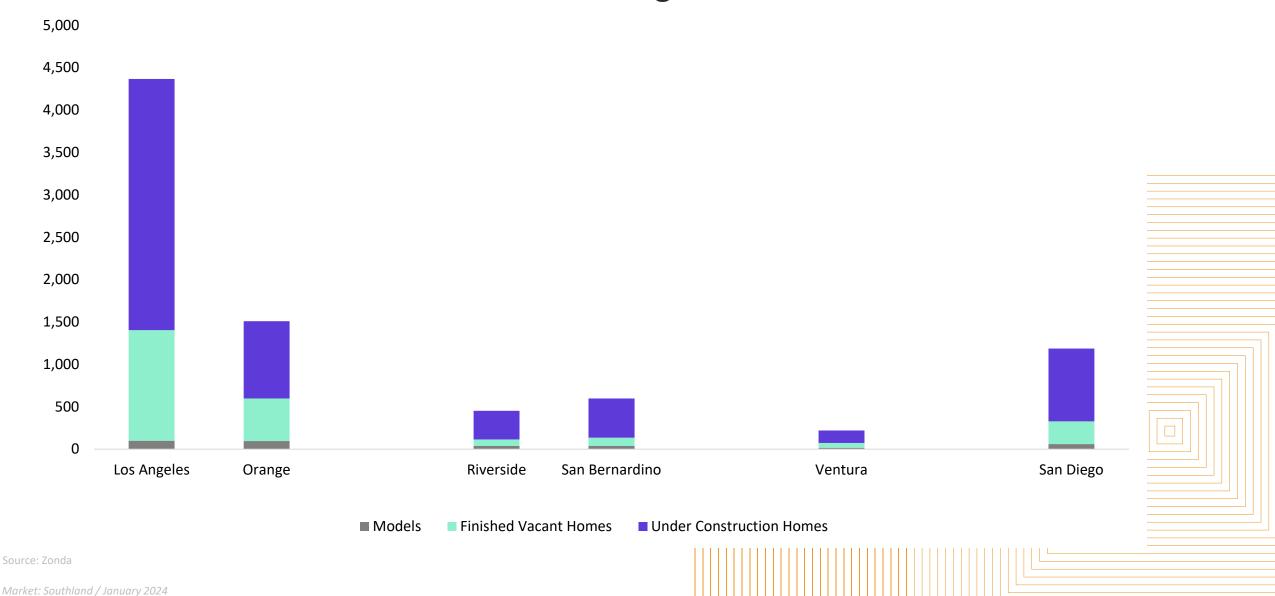
Attached units are growing



Detached – Most construction is focused in the Inland Empire



Attached – Under Construction – Los Angeles dominates

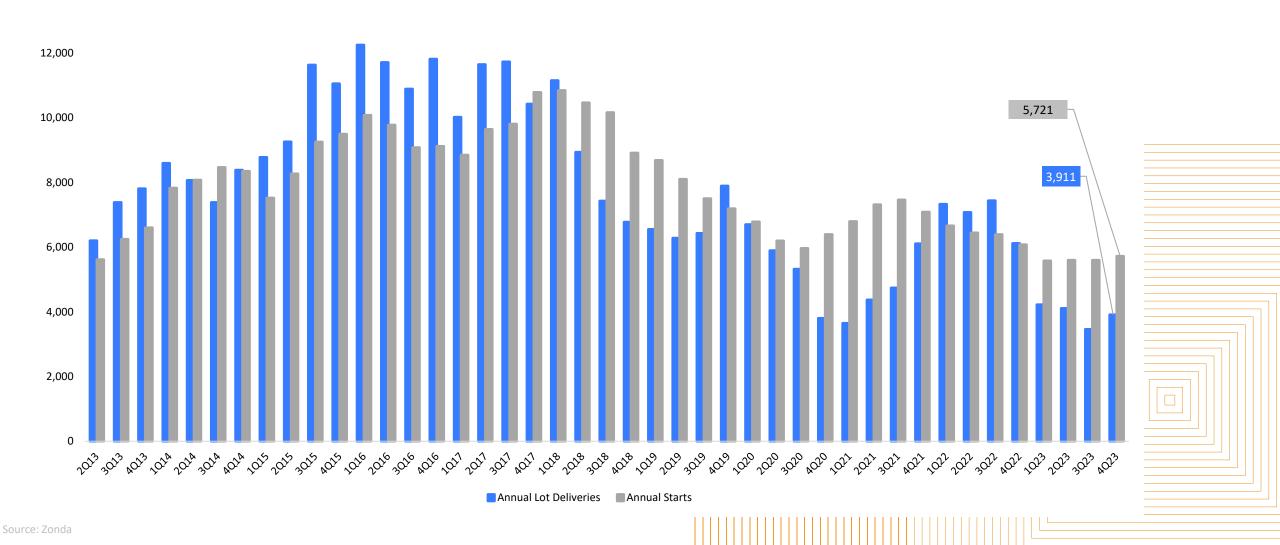


Southland Lot Supply

% Zonda...

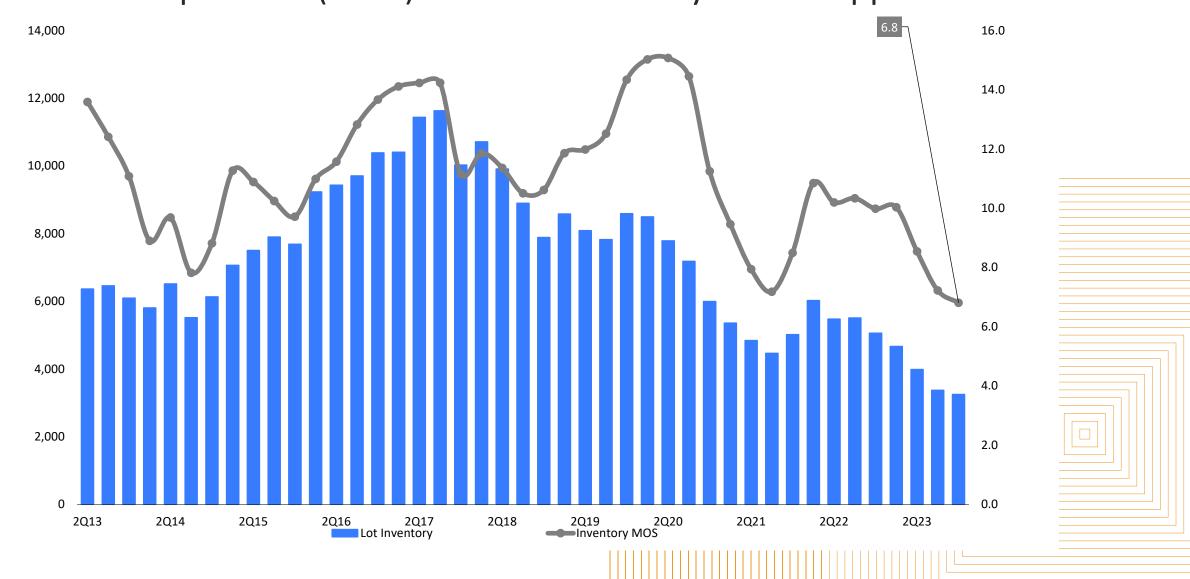
Annual Starts appear to have found a bottom as shown earlier

14,000

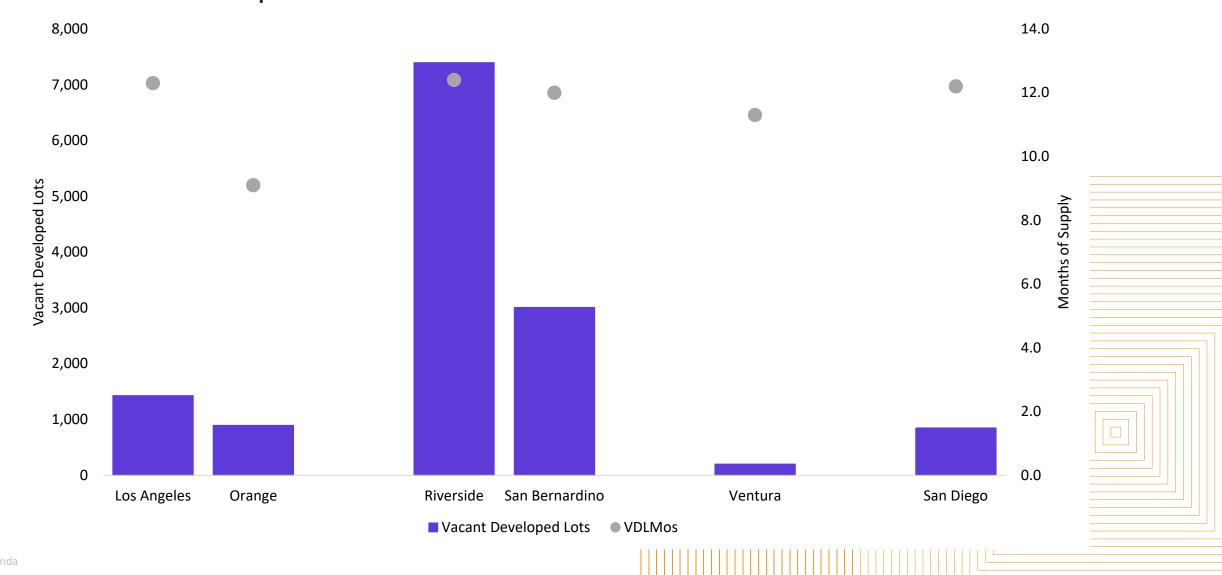


Market: Southland / January 2024

Zonda. Vacant Developed Lots ('VDL') remains extremely under-supplied



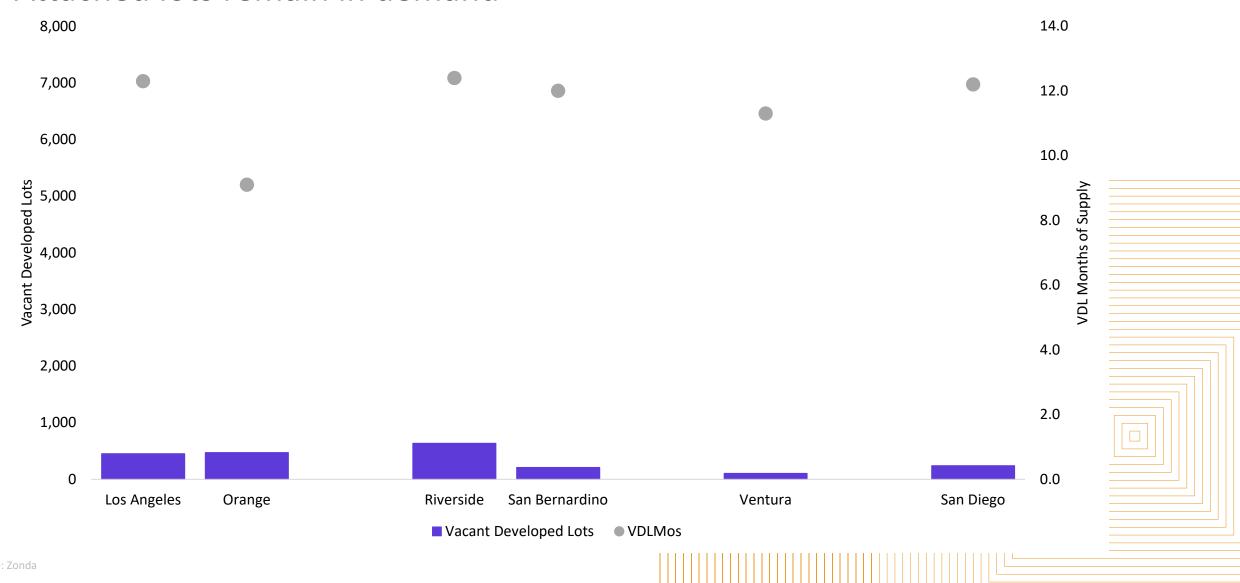
Detached – Land prices to remain elevated



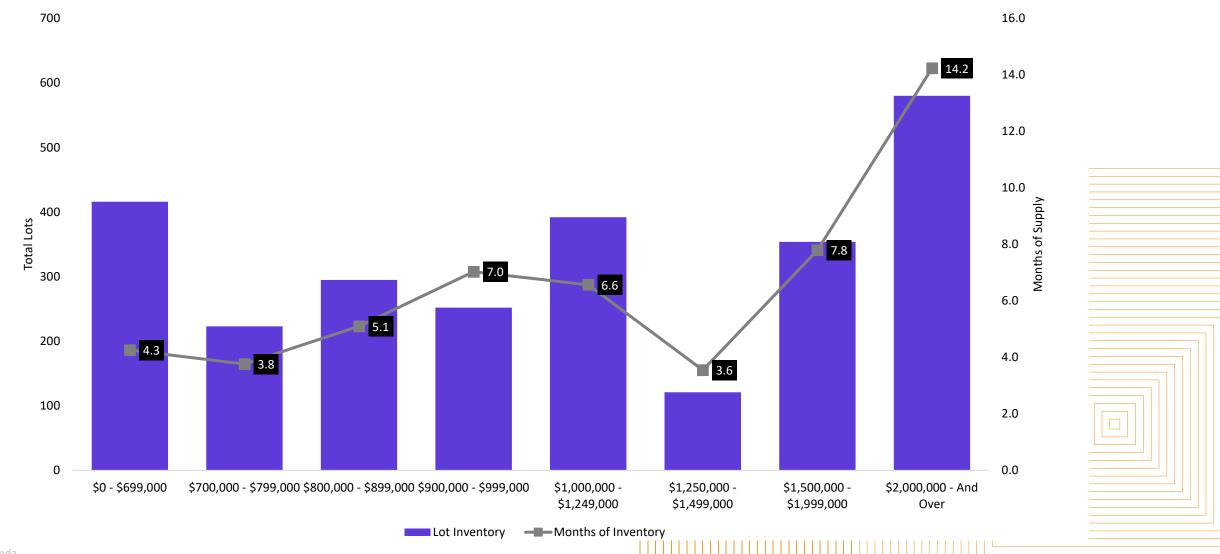
Market: Southland / January 2024

Market: Southland / January 2024

Attached lots remain in demand



Price ranges shows constrains VDL further....keeping prices high

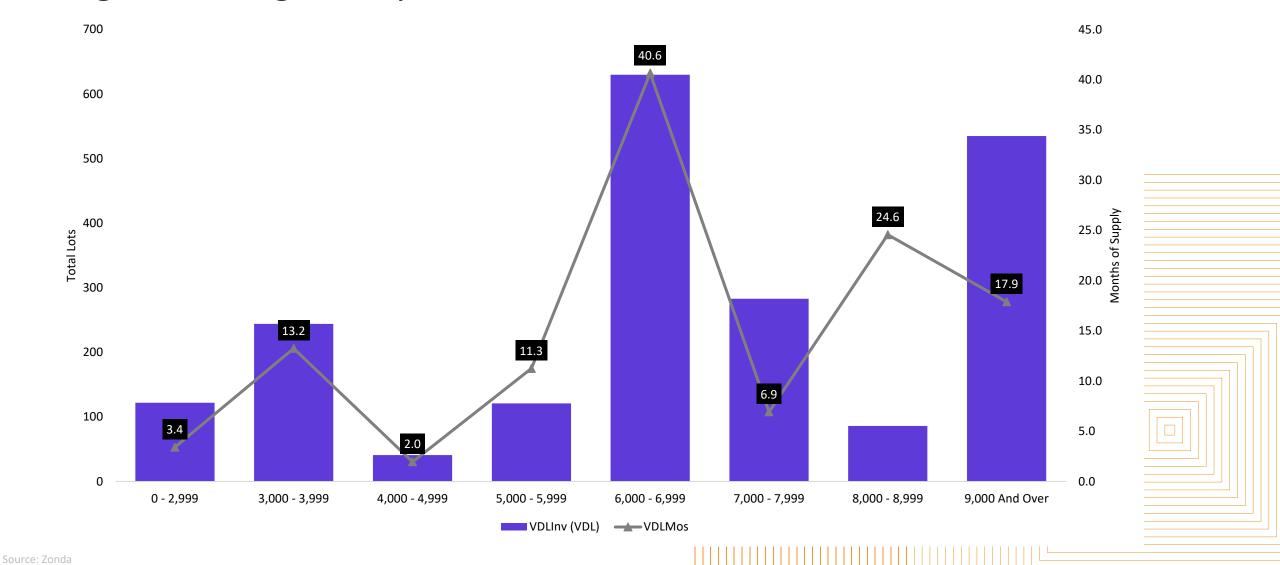


Source. Zoriua

Market: Southland / January 2024

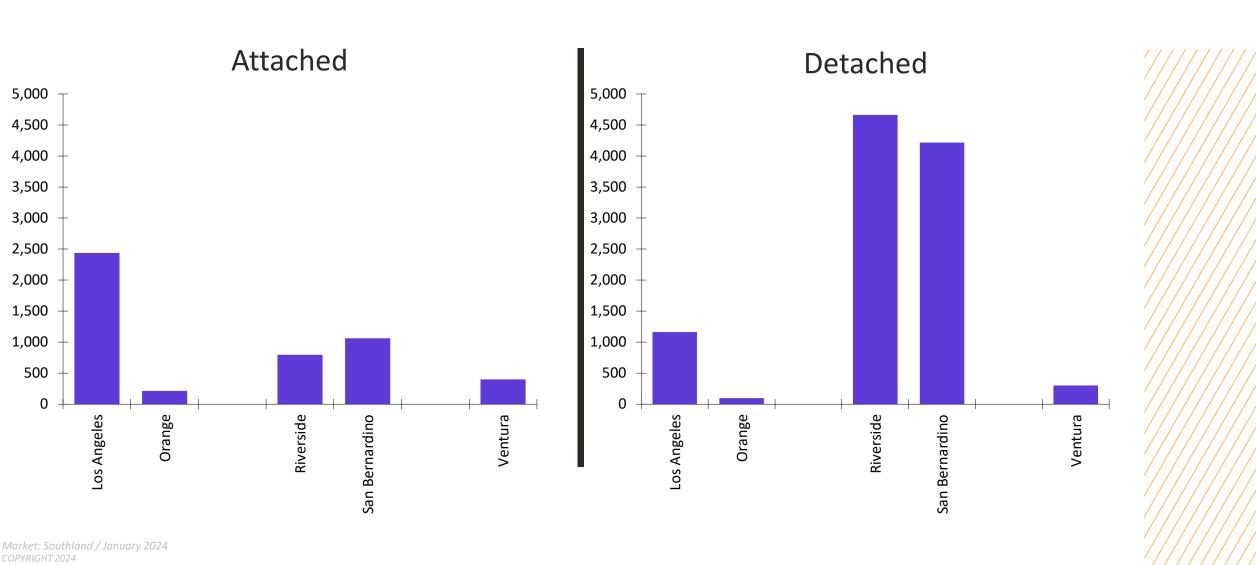
% Zonda..

Larger lots are generally dormant



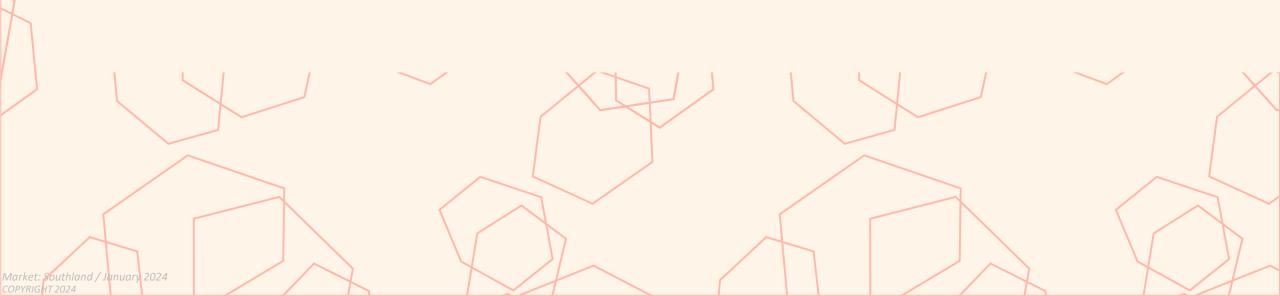
Market: Southland / January 2024

Where are the lots coming online? (at Excavation and above)



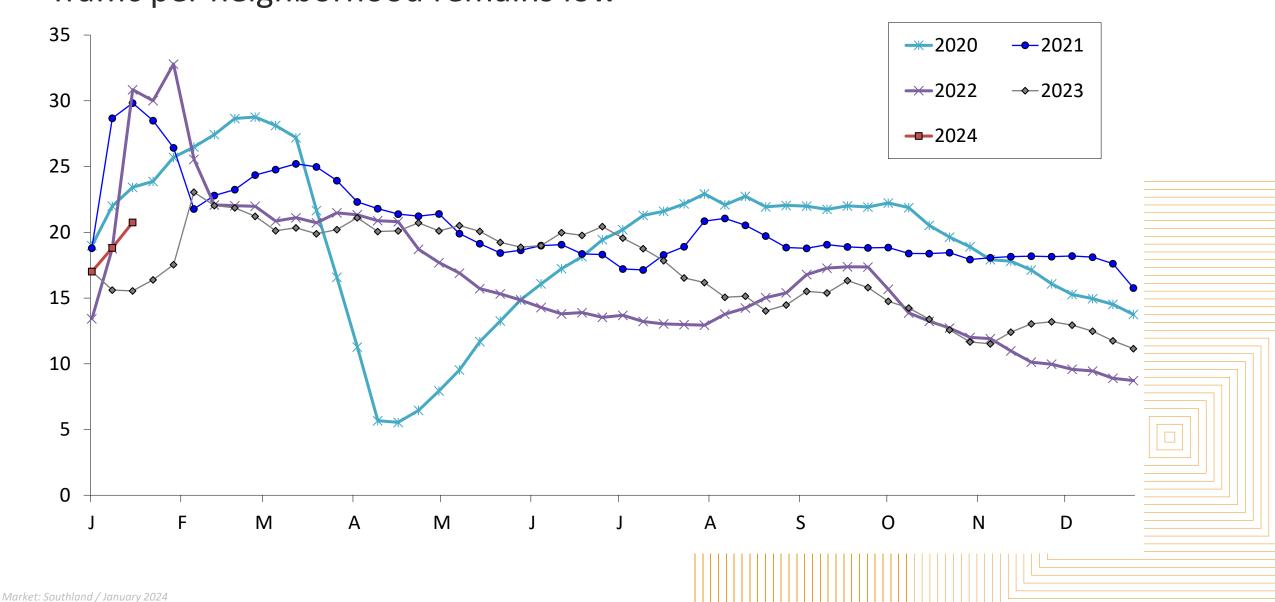
% Zonda...

Southland Demand - Sales

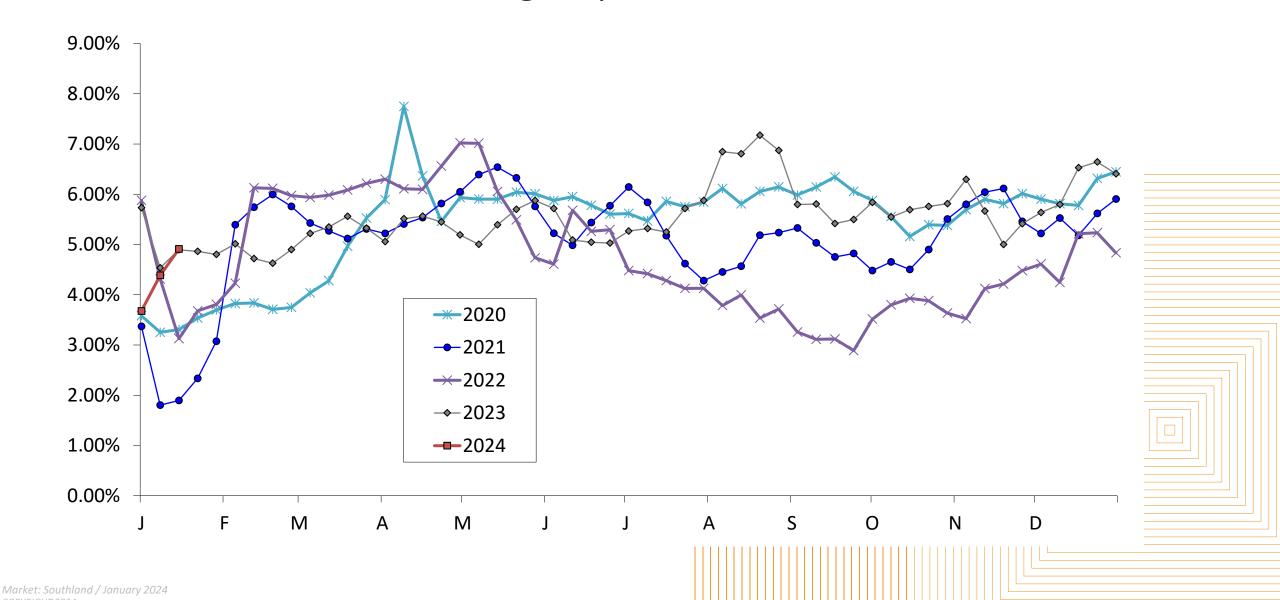


% Zonda..

Traffic per neighborhood remains low

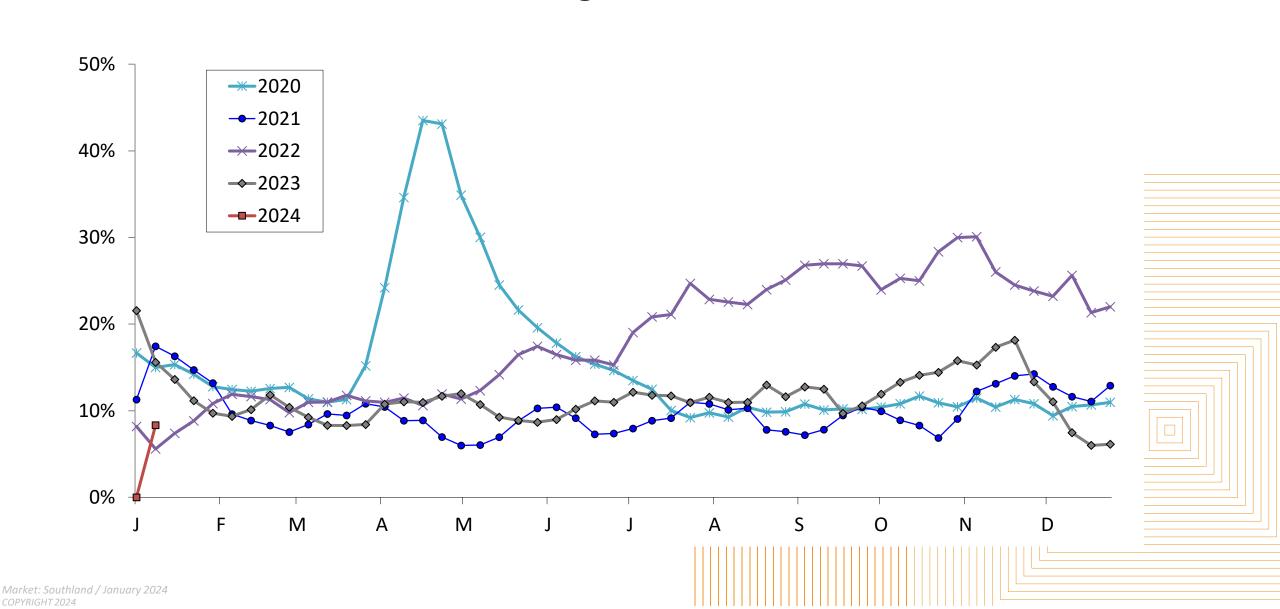


Conversion rate has been strong despite lower traffic



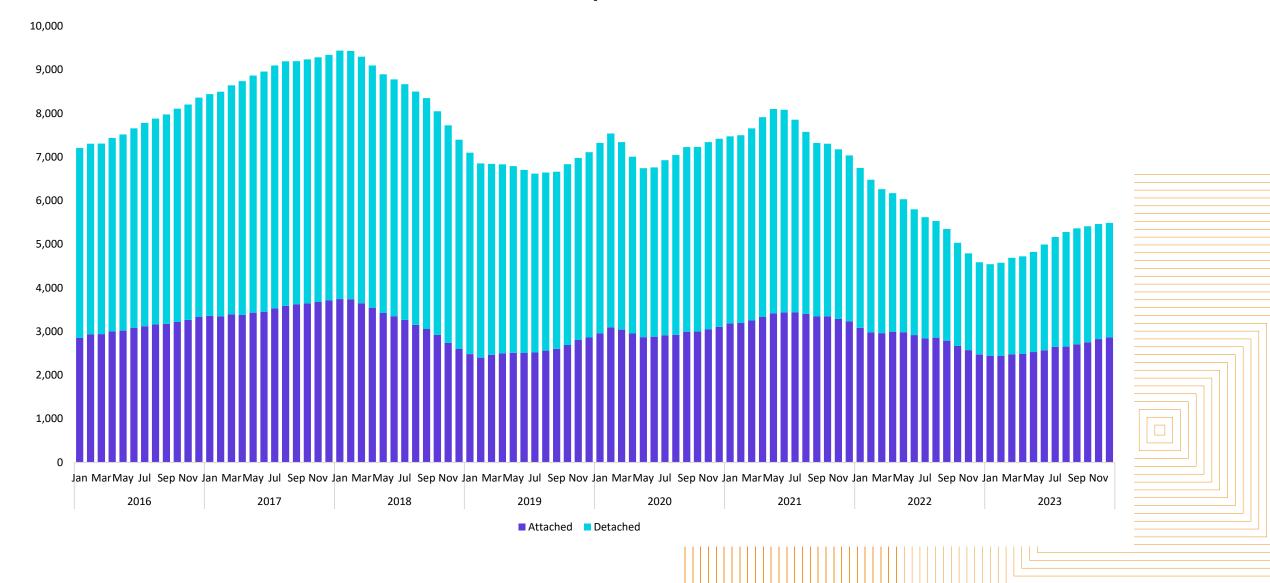
% Zonda_™

Cancellation rate has been declining



% Zonda...

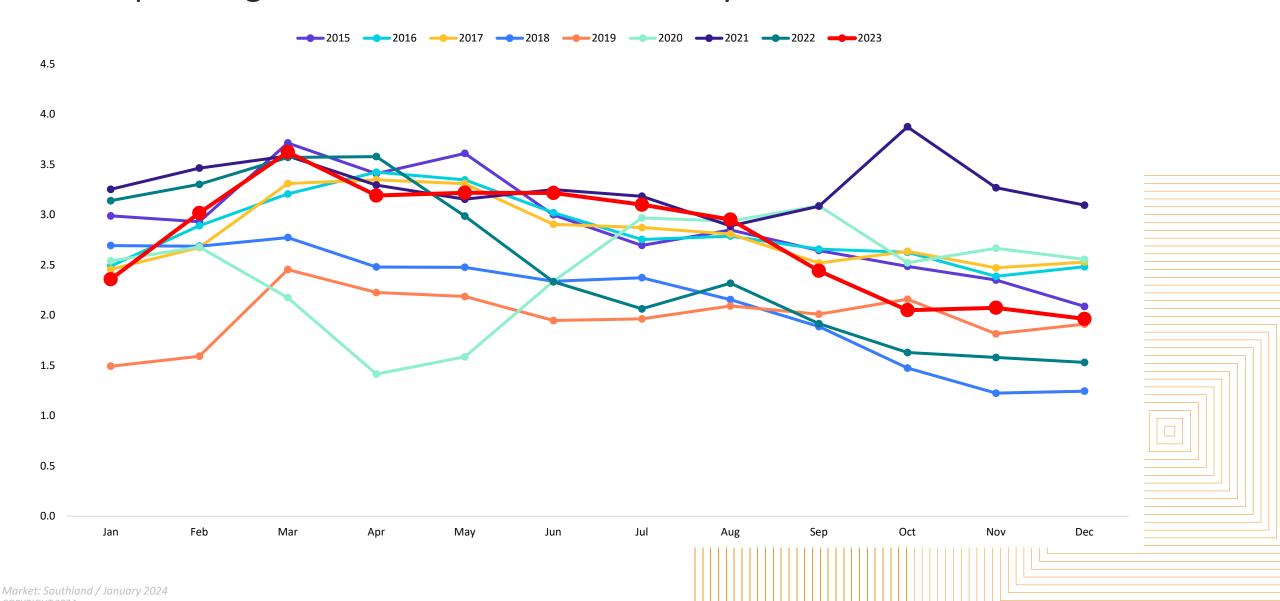
Annual sales hit a bottom in February but have risen ~21% since



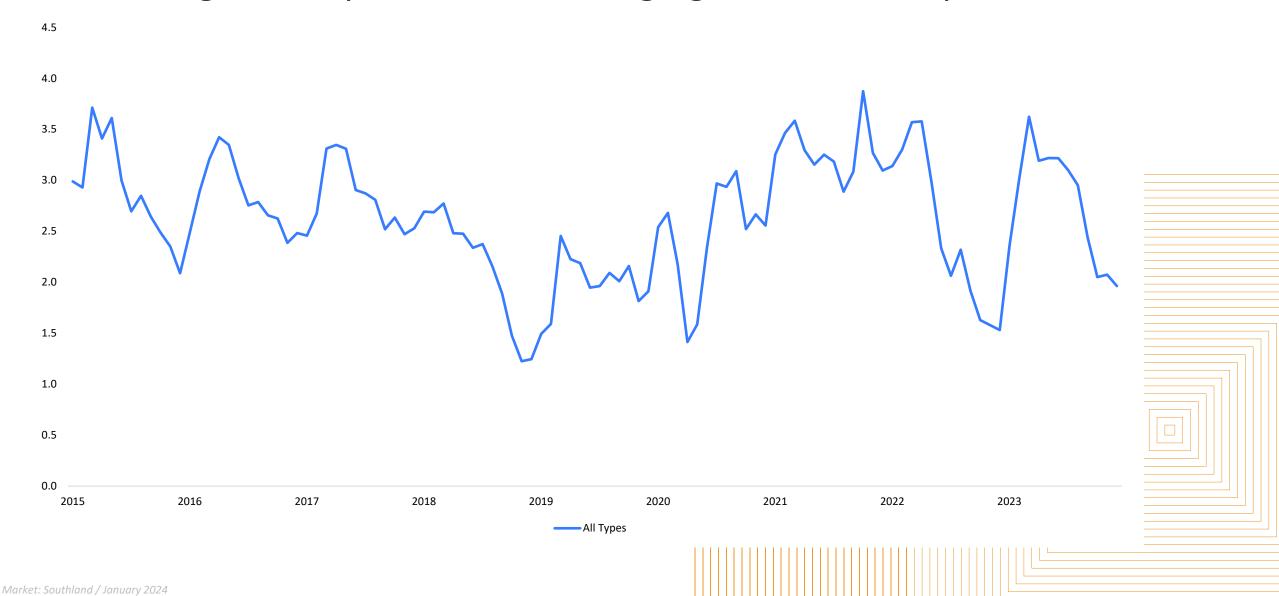
Market: Southland / January 202 COPYRIGHT 2024

% Zonda..

Sales per Neighborhood are around normalcy

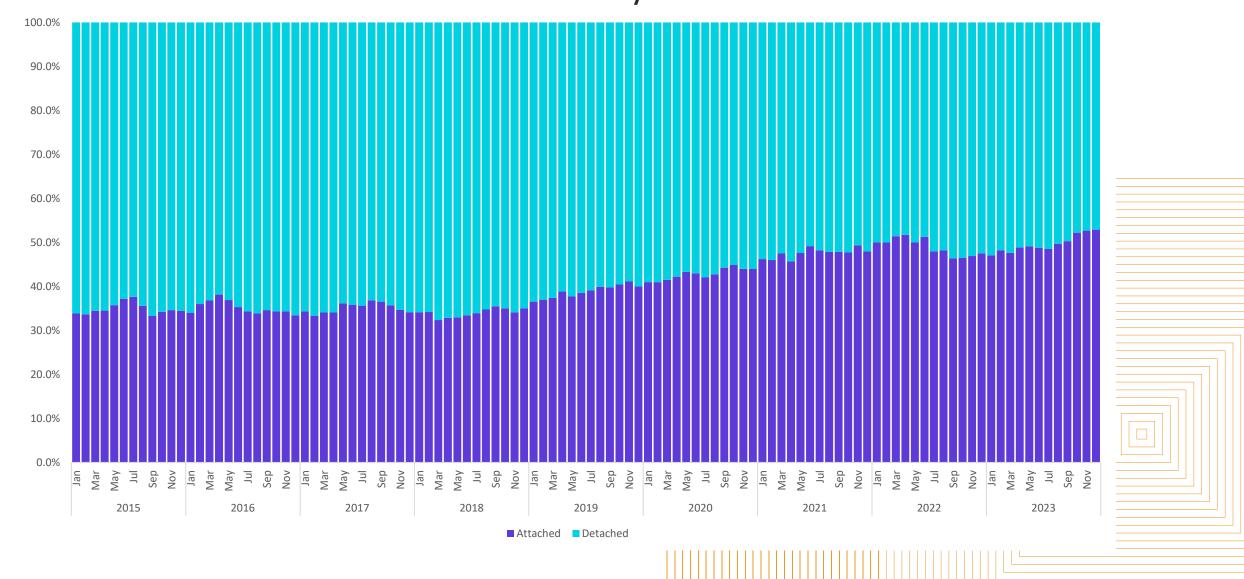


Overall avg. monthly sales are exhibiting signs of seasonality



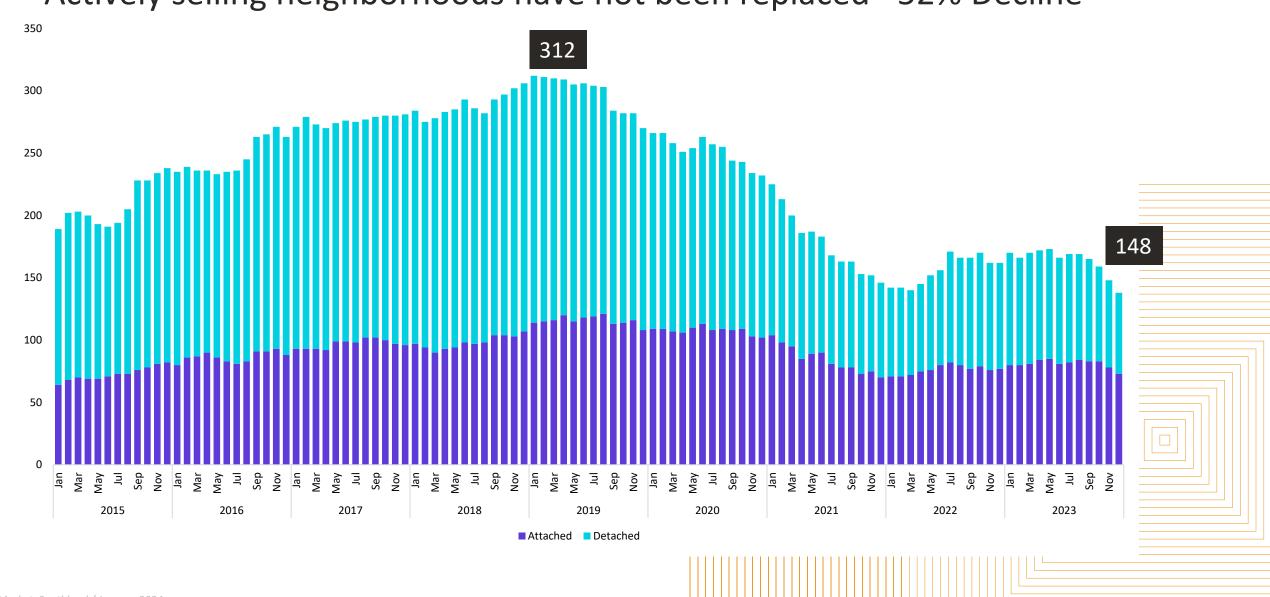
% Zonda...

Attached sales increased market share by 18% since 2015



% Zonda...

Actively selling neighborhoods have not been replaced -52% Decline



% Zonda...

Southland On the Horizon



Lot Deliveries, Starts and Closings are below 10-year norms

Category	Current	Annual	Quarterly	10-Year Over 10-
Category	Current	Change	Change	Average Yr Avg.
Annual Lot Deliveries	3,911	-36.1%	13.0%	7,711 FALSE
Annual Starts	5,721	-5.9%	2.2%	7,945 FALSE
Annual Closings	5,873	-9.0%	2.7%	7,600 FALSE
Models	406	-0.5%	-8.1%	499 FALSE
Finished Vacant Homes	2,357	0.0%	19.7%	1,912 TRUE
Finished Vacant % Inventory	29.0%	1.9%	27.3%	21.7% TRUE
Under Construction Homes	5,359	-2.7%	-13.9%	6,371 FALSE
Total Housing Inventory	8,122	-1.8%	-6.0%	8,782 FALSE
Vacant Developed Lots ('VDL')	3,247	-35.8%	-3.7%	7,446 FALSE
VDL Months of Supply	6.81	-31.8%	-0.9%	11.1 FALSE
Future Lots	113,367	-2.7%	-0.9%	103,113 TRUE



% Zonda_™

Riverside's potential future is out-performing

Submarket	Annual Lot Deliveries	Annual Starts	Annual Closings	U/C	VDL	Potential Future	Future - Under Development
Los Angeles	20%	15%	13%	31%	12%	17%	23%
Orange	6%	13%	17%	11%	9%	5%	2%
Riverside	41%	39%	36%	30%	51%	45%	36%
San Bernardino	17%	19%	18%	16%	20%	17%	34%
Ventura	4%	2%	2%	2%	2%	2%	5%



% Zonda...

On The Horizon

Economy

- Economic uncertainty continues
- Federal Reserve has begun sending moderating signals
- Global supply chains are seeing some potential temporary pressures
- Construction materials have increased
- Population growth expected to continue

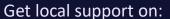
Real Estate

- Demand is improving but not urgent
- "Cautious" commonly used by builders
- Nationally land prices are flat to up
- Annual starts appear to have found a bottom
- Inventory homes are at historical norms with most under construction
- Lot supply & MOS are well below equilibrium keeping land prices elevated
- Sales per project returning to normal season trends
- Annual sales have increased 21% since the Spring
- Short term outlook remains uncertain with encouraging long-term as the market normalizes
- Price ceilings and affordability concerns continue
- Attached product has been increasing market share



Here To Help

Your Local Team



- Market data and trends,
- The various products and services we offer, and Member services, orientation, and training.



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