

HOME BUILDERS RESEARCH, INC.
AREA SUMMARIES
November 2007

CATEGORY	E	H	NLV	NW	S	SW
NO. OF ACTIVE PROJECTS	19	66	78	84	20	145
TRAFFIC	539	4159	3377	4629	1223	10328
TRAFFIC/PROJECT	28	63	43	55	61	71
NEW SALES	33	161	232	233	41	417
CANCELLATIONS	22	48	82	75	11	104
NET SALES	11	113	150	158	30	313
NET/SALES PROJECT	0.58	1.71	1.92	1.88	1.50	2.16
CANCELLATION %	67%	30%	35%	32%	27%	25%
CONVERSION %	6.12%	3.87%	6.87%	5.03%	3.35%	4.04%
CONVERSION RATIO	16.33	25.83	14.56	19.87	29.83	24.77
INVENTORY	206	834	963	1075	298	2193
INVENTORY/PROJECT	11	13	12	13	15	15
MOS. OF INVENTORY	18.73	7.38	6.42	6.80	9.93	7.01

Sample only includes first page