



HOME BUILDERS RESEARCH, INC.
AREA SUMMARIES
April 2009

| CATEGORY | E | H | NLV | NW | S | SW |
|------------------------|-------|-------|-------|-------|-------|-------|
| NO. OF ACTIVE PROJECTS | 18 | 59 | 47 | 65 | 10 | 105 |
| TRAFFIC | 644 | 2112 | 1374 | 2289 | 1020 | 5945 |
| TRAFFIC/PROJECT | 36 | 36 | 29 | 35 | 102 | 57 |
| NEW SALES | 46 | 112 | 126 | 127 | 28 | 255 |
| CANCELLATIONS | 13 | 21 | 25 | 25 | 4 | 58 |
| NET SALES | 33 | 91 | 101 | 102 | 24 | 197 |
| NET/SALES PROJECT | 1.83 | 1.54 | 2.15 | 1.57 | 2.40 | 1.88 |
| CANCELLATION % | 28% | 19% | 20% | 20% | 14% | 23% |
| CONVERSION % | 7.14% | 5.30% | 9.17% | 5.55% | 2.75% | 4.29% |
| CONVERSION RATIO | 14.00 | 18.86 | 10.90 | 18.02 | 36.43 | 23.31 |
| INVENTORY | 160 | 376 | 251 | 368 | 132 | 1036 |
| INVENTORY/PROJECT | 9 | 6 | 5 | 6 | 13 | 10 |
| MOS. OF INVENTORY | 4.85 | 4.13 | 2.49 | 3.61 | 5.50 | 5.26 |