

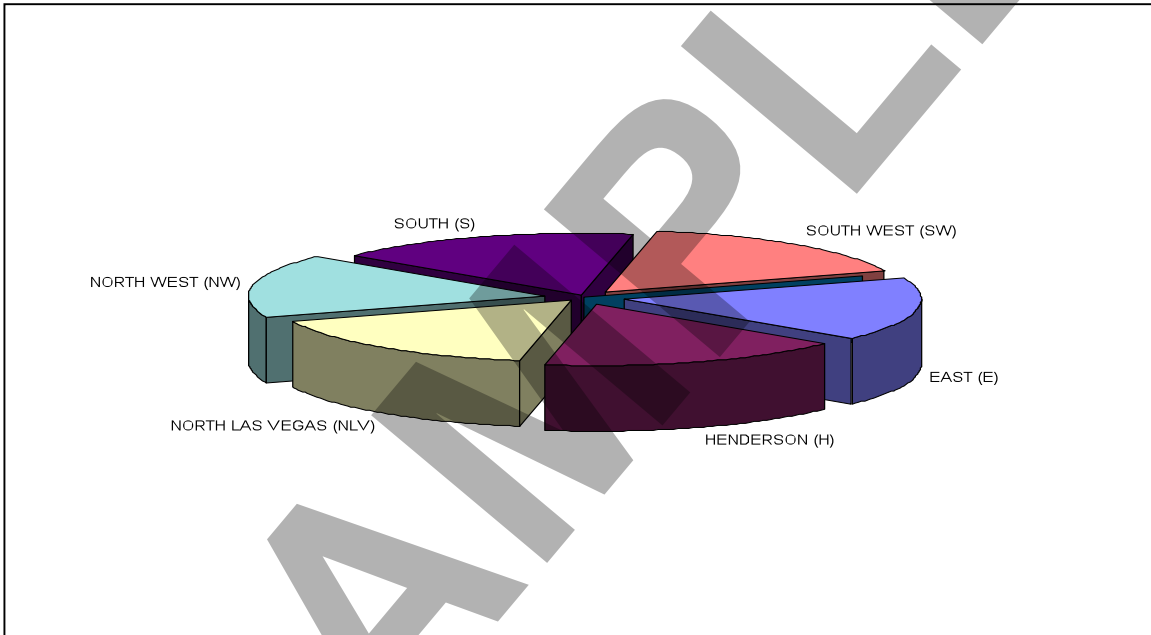


HOME BUILDERS RESEARCH, INC.

presents

“THE QUARTERLY TRAFFIC/SALES WATCH SUMMARY”

2nd QUARTER, 2010



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QUARTERLY TRAFFIC/SALES WATCH

DETAILED SUMMARY

“The Quarterly Traffic/Sales Watch Summary” is a detailed summary of the weekly reported data contained in “The Weekly Traffic/Sales Watch” report.

This report is sorted by Builder, then by Subdivision. The columns contained in this report are similar to “The Weekly Traffic/Sales Watch” report; however, the “Quarterly” report differs as defined below:

Quarterly Traffic: Sum of the reported traffic on each weekly report within the quarter.

Quarterly Sales: Sum of the reported sales on each weekly report within the quarter.

Quarterly Cancellations: Sum of the reported cancellations on each weekly report within the quarter.

Units Released: Total number of released units as reported at close of quarter.

Sold To Date: Total number of sold units as reported at close of quarter.

To Date Net Sales Per Month: Averages the total number of net sales (at end of quarter) over the duration of the project.

Quarterly Average Net Sales Per Month: Averages the number of net sales for the current quarter.

QUARTERLY TRAFFIC/SALES WATCH

MARKET AREA COMPARISONS

- ⇒ Summarizes the market area
 - by percentage of net sales
 - by percentage of traffic
- ⇒ Top 10 Builders
- ⇒ Top 10 Subdivisions
- ⇒ Compare current vs. previous year quarterly data

SAMPLE

QUARTERLY TRAFFIC/SALES WATCH

AREA BREAKDOWNS

⇒ For each area

- Net sales by price range
- Traffic by price range
- Area summary overview
- Percentage of traffic by price range
- Percentage of net sales by price range

SAMPLE

HENDERSON SUMMARY

by Price Range

