

Legend

**HOME BUILDERS RESEARCH, INC. (645-4200) presents "THE WEEKLY TRAFFIC/SALES WATCH"**

**New Sub**  
**Change**      **Price Rise**  
**Price Drop**

FOR THE WEEK ENDING NOVEMBER 27, 2011

																	WEEK	MO	YR			LOTS	UN-	SOLD			NET SLS	NET SLS	NET SLS	STANDING		
																	NET	NET	NET	TOTAL	RELSD	SOLD	TO	OPEN	PER MO	LAST	PER MO	UNSALES	SQ.FT.			
BUILDER	SUBDIVISION	AREA	TYPE	TRAFFIC	SALES	CAN	SOLD	SOLD	SOLD	LOTS	FOR SALE	LOTS	DATE	SINCE	INCE OPE	3 MO	LAST 3 MO	INVENTOR	RANGE	PRICE RANGE	MASTER PLAN											
ADAVEN HOMES	RAVEN HILL	NLV	DET	16	1	0	1	4	22	111	60	8	52	3/10	2.48	5	1.67	1	1281-1837	\$127,490-\$145,490												
ADAVEN HOMES	SUB TOTALS			16	1	0	1	4		111	60	8				5	1.67	1														
AMERICAN WEST	BROOKFIELD	SW	DET	29	2	0	2	7	13	136	25	13	12	9/11	4.00	13	4.33	0	1608-2995	\$197,500-\$256,500	CORONADO RANCH											
AMERICAN WEST	CARMEL HILLS	SW	DET	68	0	0	0	4	4	80	20	16	4	10/11	2.00	4		0	1608-2995	\$197,500-\$256,500												
AMERICAN WEST	FAIRMONT	SW	DET	w/Kensington	0	0	0	0	7	195	85	5	80	4/06	1.18	3	1.00	1	1486-2544	\$198,500-\$268,500	HIGHLANDS RANCH											
AMERICAN WEST	KENSINGTON	SW	DET		39	0	0	0	11	145	130	13	117	11/05	1.60	0	0.00	0	3019-4770	\$298,500-\$445,500	HIGHLANDS RANCH											
AMERICAN WEST	KINGSBRIDGE	SW	DET	w/Brook	0	0	0	-2	22	173	173	2	171	9/06	2.71	6	2.00	2	1486-2544	\$199,500-\$275,500	CORONADO RANCH											
AMERICAN WEST	LEXINGTON	SW	DET		30	0	0	0	23	150	140	23	117	1/09	3.34	-2	-0.67	7	1216-2188	\$178,500-\$238,500	HIGHLANDS RANCH											
AMERICAN WEST	NEWCASTLE	SW	DET	w/Kensington	0	0	0	0	3	179	61	4	57	10/08	1.50	0	0.00	2	1701-3176	\$219,500-\$275,500	HIGHLANDS RANCH											
AMERICAN WEST	RESERVE	SW	DET		34	0	0	0	36	140	107	21	86	5/10	4.53	3	1.00	1	2492-3019	\$254,500-\$273,500	CORONADO RANCH											
AMERICAN WEST	SILVERADO SPRINGS	S	DET		46	0	0	1	15	160	90	7	83	7/07	1.57	3	1.00	4	2363-3790	\$245,500-\$338,500	SILVERADO RANCH											
AMERICAN WEST	WOODBIDGE	SW	DET		53	2	0	2	3	28	193	75	10	65	4/08	1.48	7	2.33	0	3068-4770	\$309,500-\$445,500	CORONADO RANCH										
AMERICAN WEST	SUB TOTALS			299	4	0	4	13		1551	906	114				37	12.33	17														
BEAZER HOMES	BURSON RANCH	P	DET	0	0	0	0	0	4	586	40	1	39	1/08	0.83	1	0.33	1	1858-2352	\$139,900-\$167,900												
BEAZER HOMES	CENTENNIAL MESA	NW	DET	2	0	0	0	1	10	26	26	5	21	10/07	0.42	2	0.67	1	2500-3253	\$219,000-\$271,000												
BEAZER HOMES	MOUNTAINS EDGE STONEHURST	SW	DET	4	0	0	0	2	27	269	170	5	165	12/06	2.75	10	3.33	0	1792-1974	\$150,500-\$195,500	MTNS EDGE											
BEAZER HOMES	NORTHSTAR ESTATES	NLV	DET	6	1	0	1	6	19	235	225	3	222	1/05	2.67	7	2.33	1	2558-3295	\$184,000-\$228,000												
BEAZER HOMES	PRIMA BELLA	NLV	DET	3	0	0	0	1	11	37	25	4	21	9/05	0.28	4	1.33	1	1798-3125	\$163,900-\$210,900												
BEAZER HOMES	ROSABELLA @ SARATOGA HIGH	NW	DET	6	1	0	1	2	22	314	132	2	130	12/06	2.17	7	2.33	0	1792-2376	\$133,000-\$160,000	PROVIDENCE											
BEAZER HOMES	WESTON HILLS MESA	H	DET	1	0	0	0	1	5	197	75	2	73	11/05	1.00	1	0.33	0	2182-3290	\$215,000-\$271,000	WESTON HILLS											
BEAZER HOMES	WESTON HILLS ROSABELLA	H	DET	0	0	0	0	0	6	259	67	3	64	12/06	1.07	2	0.67	0	1843-1944	\$161,900-\$174,000	WESTON HILLS											
BEAZER HOMES	WESTON HILLS VENTANA	H	DET	4	0	0	0	3	58	237	200	3	197	8/06	3.08	10	3.33	0	1333-1928	\$119,000-\$160,000	WESTON HILLS											
BEAZER HOMES	WESTON HILLS QUARTETTE	H	DET	2	0	0	0	-1	33	170	170	8	162	4/08	3.68	-2	-0.67	0	1363-1740	\$98,000-\$123,000	WESTON HILLS											
BEAZER HOMES	SUB TOTALS			28	2	0	2	15		2330	1130	36				42	14.00	4														
DEL WEBB COMMUNITIES	CLUB AT MEDEIRA CANYON/TOS	H	DET	13	0	0	0	3	33	545	545	236	309	8/05	4.07	9	3.00	15	2096-4817	\$399,990-\$574,990	MADEIRA CANYON											
DEL WEBB COMMUNITIES	SOLERA @ STALLIOIN MTN	E	AGE	10	1	0	1	3	57	840	840	124	716	6/05	9.18	13	4.33	18	1155-1716	\$115,990-\$162,990	STALLION MTN											
DEL WEBB COMMUNITIES	SUN CITY MESQUITE	M	AGE	35	0	0	0	4	82	4647	4647	2856	1791	5/07	32.56	13	4.33	24	1241-3116	\$146,490-\$344,490	ANTHEM MESQUITE											
DEL WEBB COMMUNITIES	SUB TOTALS			58	1	0	1	10		6032	6032	3216				35	11.67	57														
DESERT WIND HOMES	TIARA	SW	DET				0	1	11	29	29	2	27	4/10	1.35	3	1.00	2	1914-1983	\$178,900-\$184,900												
DESERT WIND HOMES	SUB TOTALS			0	0	0	0	1		29	29	2				3	1.00	2														
DISCOVERY HOMES	CASCADE	SW	DET	14	1	1	0	0	21	57	57	27	30	7/10	1.76	7	2.33	0	2624-4031	\$272,990-\$309,990	MTNS EDGE											
DISCOVERY HOMES	BRECKENRIDGE	SW	DET	14	0	0	0	0	3	40	40	31	9	7/10	0.53	0	0.00	0	2226-3619	\$239,990-\$284,990	MTNS EDGE											
DISCOVERY HOMES	LONE MOUNTAIN ESTATES	NLV	DET	2	0	0	0	0	1	10	10	9	1	3/11	0.11	0	0.00	0	2624-4031	\$249,990-\$299,990												

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**New Sub Change** **Price Rise Price Drop**

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WEEK	MO	YR	LOTS	UN-	SOLD	NET SLS	NET SLS	NET SLS	STANDING												
NET	NET	NET	TOTAL	RELSD	SOLD	TO	OPEN	PER MO	LAST	PER MO	UNSAID	SQ.FT.									
BUILDER	SUBDIVISION	AREA	TYPE	TRAFFIC	SALES	CAN	SOLD	SOLD	SOLD	LOTS	FOR SALE	LOTS	DATE	SINCE	INCE OPE	3 MO	LAST 3 M	INVENTORY	RANGE	PRICE RANGE	MASTER PLAN
WEEKLY TOTAL TRAFFIC	1702																				
WEEKLY GROSS SALES	63																				
WEEKLY CANCELLATIONS	12																				
WEEKLY NET SALES	51																				
NET SALES PER SUB	0.3																				
NET TRAFFIC PER SUB	8.77																				
STANDING UNSOLD INVEN	434																				

TRAFFIC - THE NUMBER OF BUYING UNITS THAT ENTER THE SALES OFFICE. BE-BACKS ARE COUNTED AS BUYING UNITS.

LOTS CURRENTLY RELEASED - NUMBER OF LOTS THAT HAVE BEEN RELEASED FOR SALE TO DATE.

LOTS CURRENTLY UNSOLD - NUMBER OF LOTS THAT HAVE BEEN RELEASED, BUT ARE NOT SOLD.

SOLD TO DATE - TOTAL NUMBER SOLD IN THE SUBDIVISION TO DATE.

OPEN SINCE - MONTH AND YEAR SUBDIVISION OPENED.

STANDING UNSOLD INVENTORY - ANY UNSOLD UNIT THAT IS 30 DAYS (OR LESS) FROM THE CERTIFICATE OF OCCUPANCY.

BUILDER	NET SALES TOTALS:	JAN	FEB	MARCH	Q1	APRIL	MAY	JUNE	Q2	JULY	AUG	SEPT	Q3	OCT	NOV	DEC	Q4	2011 TOTAL
ADAVEN HOMES		3	2	3	8	2	2	3	7	1	1	1	3	0	4		4	22
AMERICAN WEST HOMES		16	22	16	54	13	25	18	56	5	16	12	33	12	13		25	168
BEAZER HOMES		6	28	14	48	12	21	28	61	16	28	19	63	8	15		23	195
DEL WEBB COMMUNITIES		10	26	20	56	14	9	27	50	11	20	12	43	13	10		23	172
DESERT WIND HOMES		2	2	-1	3	2	0	1	3	2	0	1	3	1	1		2	11
DISCOVERY HOMES		1	3	4	8	1	2	5	8	1	4	0	5	7	0		7	28
DISTINCTIVE HOMES		0	0	0	0	1	0	0	1	1	1	1	3	0	0		0	4
DR HORTON		19	36	40	95	62	58	50	170	42	25	38	105	39	29		68	438
DUNHILL HOMES		11	28	17	56	23	15	11	49	9	9	9	27	10	7		17	149
HARMONY HOMES		13	16	35	64	19	19	18	56	16	17	17	50	15	17		32	202
KB HOME		35	35	92	162	41	53	64	158	48	70	35	153	29	43		72	545
LENNAR HOMES		29	21	32	82	38	30	47	115	39	33	39	111	39	29		68	376
MERITAGE HOMES		4	7	8	19	4	13	5	22	4	5	1	10	1	-2		-1	50