



Implications of the Soft Housing Market for Builders, Suppliers and Manufacturers

NAHB Research Center

March 2008

Table of Contents

Chapter

- 1 Summary of Last Year’s Soft Market Study 1**
- 2 Continued Housing Market Slide in 2007 3**
- 3 The 2008 Soft Housing Market Study..... 5**
 - Survey Methodology 5
 - Summary of Results..... 5
- 4 Business Improvement Efforts..... 7**
- 5 Changes in Home Characteristics 9**
- 6 Sales & Marketing Strategy Changes11**
- 7 Promotional Responses to Downturn13**
 - Regional Variations..... 14
- 8 Use of Tactics for Closing the Sale 15**
 - Most Popular Incentive-Based Approaches 15
 - Most Popular Stimuli to Enter the Market 16
 - Regional Variations..... 16
- 9 Effectiveness of Tactics for Closing the Sale17**
 - On the Horizon..... 17
 - Variations by Builder Segment 18
- 10 Free Upgrades Offered 19**
 - Variations by Builder Segment 19
- 11 Changes in Business Operations & Strategies Since the Downturn 21**
- 12 Home Builder Relationships with Suppliers 23**
- 13 Attractiveness of Manufacturer Offerings 25**
 - Variations by Builder Segment25
 - Implications to Manufacturers.....26
- 14 Relationships with Subcontractors 27**
 - Declining Loyalty to Subcontractors27
 - Variations by Builder Segment27
 - Builder Trust in Subcontractors28
 - Implications28
- 15 Information Technologies Used by Builders 29**
 - Technology Responses to the Downturn29
 - On the Horizon.....30
 - Implications30

16	Business Improvement Efforts	33
	Variations by Builder Segment	34
	On the Horizon.....	34
	Implications	35
17	Excelling in the New Industry Environment	37
18	Detailed Tabulations	39

List of Figures

Figure 1 – Shares of Builders Reporting “Much More Effort” Toward Business Improvements Since the Market Downturn.....	7
Figure 2 – Likelihood of Builders Making Home Design & Material Changes Since the Housing Downturn	9
Figure 3 – Frequency of Builder Changes to Marketing and Sales Efforts Since the Housing Downturn	11
Figure 4 – Home Builder Promotional Responses to Housing Downturn	13
Figure 5 – Usage of Programs & Tactics to Close the Sale	15
Figure 6 – Effectiveness of Programs & Techniques Rated by Builders	17
Figure 7 – Shares of Builders Offering Certain Types of Free Home Upgrades	19
Figure 8 – Shares of Home Builders Offering Upgrades in the Following Categories	20
Figure 9 – Likelihood of Undertaking Business Changes Since Downturn.....	21
Figure 10 – Likelihood of Builders to Make Changes Regarding Suppliers.....	23
Figure 11 – Likelihood of Builders to Purchase Products from Manufacturers Offering Specific Benefits.....	25
Figure 12 – Likelihood of Builders to Make Changes Regarding Subcontractors	27
Figure 13 – Shares of Builders Having Adopted, or Planning to Adopt Technologies.....	29
Figure 14 – Shares of Builders Having Adopted Technologies Since the Housing Downturn.....	30
Figure 15 – Shares of Builders Planning to Adopt Technologies Soon	31
Figure 16 – Shares of Builders Adopting Business Improvement Programs.....	33
Figure 17 – Shares of Builders Planning to Adopt Programs.....	34

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

U.S. Total
Census Region: Northeast
Census Region: Midwest
Census Region: South
Census Region: West
Census Division: New England
Census Division: Mid Atlantic
Census Division: E N Central
Census Division: W N Central
Census Division: S Atlantic
Census Division: E S Central
Census Division: W S Central
Census Division: Mountain
Census Division: Pacific
Single Family Detached Homes
Starter Homes
Move-Up Homes
Luxury Homes
Multifamily Homes
Townhomes
Apartments
Large Builder (25+)
Small Builder (1-24)
Local Builder
Regional Builder
National Builder
Custom Builder
Production Builder

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

OVER THE PAST TWO YEARS, HOW MUCH EFFORT HAS YOUR COMPANY PUT FORTH IN IMPROVING EACH OF THE FOLLOWING BUSINESS ASPECTS WHEN COMPARED TO PREVIOUS YEARS?

AVERAGE SCORE

1=Much Less Effort; 3=About The Same; 5=Much More Effort

Designing homes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Managing subcontractors	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Selling homes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Land development and community planning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Constructing homes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Purchasing products and supplier relationships	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Selecting or specifying the best building products and materials	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW MUCH EFFORT HAS YOUR COMPANY PUT FORTH IN IMPROVING EACH OF THE FOLLOWING BUSINESS ASPECTS WHEN COMPARED TO PREVIOUS YEARS?

DESIGNING HOMES

Percent																			
1 = Much Less Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = About The Same	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW MUCH EFFORT HAS YOUR COMPANY PUT FORTH IN IMPROVING EACH OF THE FOLLOWING BUSINESS ASPECTS WHEN COMPARED TO PREVIOUS YEARS?

MANAGING SUBCONTRACTORS

Percent																			
1 = Much Less Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = About The Same	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW MUCH EFFORT HAS YOUR COMPANY PUT FORTH IN IMPROVING EACH OF THE FOLLOWING BUSINESS ASPECTS WHEN COMPARED TO PREVIOUS YEARS?
SELLING HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = About The Same	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW MUCH EFFORT HAS YOUR COMPANY PUT FORTH IN IMPROVING EACH OF THE FOLLOWING BUSINESS ASPECTS WHEN COMPARED TO PREVIOUS YEARS?
LAND DEVELOPMENT AND COMMUNITY PLANNING

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = About The Same	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW MUCH EFFORT HAS YOUR COMPANY PUT FORTH IN IMPROVING EACH OF THE FOLLOWING BUSINESS ASPECTS WHEN COMPARED TO PREVIOUS YEARS?
CONSTRUCTING HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = About The Same	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW MUCH EFFORT HAS YOUR COMPANY PUT FORTH IN IMPROVING EACH OF THE FOLLOWING BUSINESS ASPECTS WHEN COMPARED TO PREVIOUS YEARS?
PURCHASING PRODUCTS AND SUPPLIER RELATIONSHIPS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = About The Same	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW MUCH EFFORT HAS YOUR COMPANY PUT FORTH IN IMPROVING EACH OF THE FOLLOWING BUSINESS ASPECTS WHEN COMPARED TO PREVIOUS YEARS?
SELECTING OR SPECIFYING THE BEST BUILDING PRODUCTS AND MATERIALS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = About The Same	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Effort	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN (BEGINNING IN ABOUT 2006), HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING?

AVERAGE SCORE

1=Much Less Likely; 3=No Change; 5=Much More Likely

Expand number of upgrade choices for home buyers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reduce the size of homes offered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Use new products/materials that are more innovative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Make home design changes to attract niche buyers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Use new products/materials that represent a superior value	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Make use of manufacturer promotions or marketing assistance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offer homes whose price is at the top end of FHA/VA financing limits	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Make home design changes to offer the best value	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Use lower cost products/materials	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Make our homes more energy efficient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Change home designs to accommodate older buyers, the 50+ market	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Use more designs and products/materials for low maintenance homes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Design homes and developments to be more Green or environmentally friendly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allow home buyers more modifications of floor plans or home designs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING?

EXPAND NUMBER OF UPGRADE CHOICES FOR HOME BUYERS

Percent

1 = Much Less Likely

2

3 = No Change

4

5 = Much More Likely

TOTAL

1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING? REDUCE THE SIZE OF HOMES OFFERED

Percent

1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING? USE NEW PRODUCTS/MATERIALS THAT ARE MORE INNOVATIVE

Percent

1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING? MAKE HOME DESIGN CHANGES TO ATTRACT NICHE BUYERS

Percent

1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING? USE NEW PRODUCTS/MATERIALS THAT REPRESENT A SUPERIOR VALUE

Percent

1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING?
MAKE USE OF MANUFACTURER PROMOTIONS OR
MARKETING ASSISTANCE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING?
OFFER HOMES WHOSE PRICE IS AT THE TOP END OF
FHAVA FINANCING LIMITS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING?
MAKE HOME DESIGN CHANGES TO OFFER THE BEST VALUE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING?
USE LOWER COST PRODUCTS/MATERIALS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING? MAKE OUR HOMES MORE ENERGY EFFICIENT

Percent

- 1 = Much Less Likely
- 2
- 3 = No Change
- 4
- 5 = Much More Likely
- TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING? CHANGE HOME DESIGNS TO ACCOMMODATE OLDER BUYERS, THE 50+ MARKET

Percent

- 1 = Much Less Likely
- 2
- 3 = No Change
- 4
- 5 = Much More Likely
- TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING? USE MORE DESIGNS AND PRODUCTS/MATERIALS FOR LOW MAINTENANCE HOMES

Percent

- 1 = Much Less Likely
- 2
- 3 = No Change
- 4
- 5 = Much More Likely
- TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING? DESIGN HOMES AND DEVELOPMENTS TO BE MORE GREEN OR ENVIRONMENTALLY FRIENDLY

Percent

- 1 = Much Less Likely
- 2
- 3 = No Change
- 4
- 5 = Much More Likely
- TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING?
ALLOW HOME BUYERS MORE MODIFICATIONS OF FLOOR
PLANS OR HOME DESIGNS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW
OFTEN DOES YOUR COMPANY DO THE FOLLOWING:
AVERAGE SCORE

1=Much Less Often; 3=No Change; 5=Much More Often

	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Watch competitors' closely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Use design centers more in the sales process	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hold more rigorous, or more frequent training of sales and/or design staff	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Include more upscale, upgraded materials in new homes to be more competitive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Develop close relationships with potential buyers to increase chance of closing sale	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hire a marketing consultant	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Conduct marketing research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educate potential buyers on materials, products, and designs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Make active jobsites look cleaner and neater	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Make improvements to model homes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW
OFTEN DOES YOUR COMPANY DO THE FOLLOWING:
WATCH COMPETITORS' CLOSELY

Percent

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:
USE DESIGN CENTERS MORE IN THE SALES PROCESS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:
HOLD MORE RIGOROUS, OR MORE FREQUENT TRAINING OF SALES AND/OR DESIGN STAFF

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:
INCLUDE MORE UPSCALE, UPGRADED MATERIALS IN NEW HOMES TO BE MORE COMPETITIVE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:
DEVELOP CLOSE RELATIONSHIPS WITH POTENTIAL BUYERS TO INCREASE CHANCE OF CLOSING SALE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:
HIRE A MARKETING CONSULTANT

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:
CONDUCT MARKETING RESEARCH

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:

EDUCATE POTENTIAL BUYERS ON MATERIALS, PRODUCTS, AND DESIGNS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:

MAKE ACTIVE JOBSITES LOOK CLEANER AND NEATER

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN , HOW OFTEN DOES YOUR COMPANY DO THE FOLLOWING:

MAKE IMPROVEMENTS TO MODEL HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = No Change	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

HOLD SALES EVENT(S) EMPHASIZING THAT NOW IS THE
BEST TIME TO BUY

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

HOLD SALES EVENT(S) WITH MAJOR PRICE REDUCTIONS
OR OTHER INCENTIVES AVAILABLE ONLY FOR LIMITED TIME

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

USE MULTIPLE LISTING SERVICE, OR REAL ESTATE
BROKERAGES TO SELL HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

BEGIN, OR SUBSTANTIALLY IMPROVE A HOME BUYER
REFERRAL PROGRAM

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

INCREASED COMMUNITY INVOLVEMENT AND/OR LAUNCH
PROGRAMS TO GENERATE GOOD WILL IN THE COMMUNITY

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

BEGIN, OR SUBSTANTIALLY IMPROVE A CUSTOMER
LOYALTY PROGRAM

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

GENERAL INCREASE IN ADVERTISING EXPENDITURES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

MAJOR IMPROVEMENT TO WEB SITE TO ATTRACT
MORE POTENTIAL BUYERS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

RENT-TO-OWN PROGRAM FOR UNSOLD HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

LEASE UNSOLD HOMES (NOT RENT-TO-OWN)

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

AUCTION UNSOLD HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

GENERAL, OR ACROSS-THE-BOARD HOME
PRICE REDUCTIONS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

OFFERING FREE UPGRADES WITH THE PURCHASE
OF A NEW HOME

Percent

Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

ALLOW MORE MODIFICATIONS TO FLOOR PLANS AT
BUYER'S REQUEST

Percent

Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

PAY FOR SOME OR ALL OF THE MORTGAGE CLOSING
COSTS, POINTS, OR FEES

Percent

Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

FOR BUYERS NOT QUALIFIED FOR TRADITIONAL MORTGAGE
FINANCING, PROVIDE FINANCING FOR MOST OR ALL OF
THE ENTIRE SELLING PRICE OF THE HOME

Percent

Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

FOR BUYERS WITH INSUFFICIENT DOWN PAYMENT,
FINANCE A PORTION OF THE CONTRACT AMOUNT

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

OFFER NON-HOME RELATED INCENTIVES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

OLD HOME TRADE-IN PROGRAM, OR OPTION-TO-BUY
OLD HOME IF IT DOESN'T SELL

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

OFFERING ASSISTANCE TO HOME BUYERS FOR SELLING
THEIR OLD HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

GUARANTEED BUY-BACK OF THE NEW HOME AT THE
ORIGINAL SALES PRICE WITHIN A LIMITED
TIME PERIOD

Percent

Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

GIVE REBATE TO BUYER IF BUILDER LOWERS THE
FUTURE PRICE OF THE SAME HOME

Percent

Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

GIVE REBATE TO BUYER IF NEW HOME APPRAISES LOWER
THAN SELLING PRICE AFTER A SPECIFIED TIME PERIOD

Percent

Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

OFFER FREE SERVICES FOR A LIMITED TIME PERIOD
AFTER THE HOME PURCHASE

Percent

Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
WHICH OF THE FOLLOWING ACTIONS HAS YOUR
COMPANY TAKEN TO INCREASE SALES?

MAKE A HOME BUYER'S MORTGAGE PAYMENTS FOR A
LIMITED TIME PERIOD

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Done It Since Downturn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Do It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES? GENERAL, OR ACROSS-THE-BOARD HOME PRICE REDUCTIONS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Not Effective At All	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Very Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES? OFFERING FREE UPGRADES WITH THE PURCHASE OF A NEW HOME

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Not Effective At All	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Very Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES? ALLOW MORE MODIFICATIONS TO FLOOR PLANS AT BUYER'S REQUEST

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Not Effective At All	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Very Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

PAY FOR SOME OR ALL OF THE MORTGAGE CLOSING COSTS, POINTS, OR FEES

Percent

1 = Not Effective At All

2

3

4

5 = Very Effective

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

FOR BUYERS NOT QUALIFIED FOR TRADITIONAL MORTGAGE FINANCING, PROVIDE FINANCING FOR MOST OR ALL OF THE ENTIRE SELLING PRICE OF THE HOME

Percent

1 = Not Effective At All

2

3

4

5 = Very Effective

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

FOR BUYERS WITH INSUFFICIENT DOWN PAYMENT, FINANCE A PORTION OF THE CONTRACT AMOUNT

Percent

1 = Not Effective At All

2

3

4

5 = Very Effective

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

OFFER NON-HOME RELATED INCENTIVES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Not Effective At All	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Very Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

OLD HOME TRADE-IN PROGRAM, OR OPTION-TO-BUY OLD HOME IF IT DOESN'T SELL

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Not Effective At All	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Very Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

OFFERING ASSISTANCE TO HOME BUYERS FOR SELLING THEIR OLD HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Not Effective At All	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Very Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

GUARANTEED BUY-BACK OF THE NEW HOME AT THE ORIGINAL SALES PRICE WITHIN A LIMITED TIME PERIOD

Percent

1 = Not Effective At All

2

3

4

5 = Very Effective

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

GIVE REBATE TO BUYER IF BUILDER LOWERS THE FUTURE PRICE OF THE SAME HOME

Percent

1 = Not Effective At All

2

3

4

5 = Very Effective

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?

GIVE REBATE TO BUYER IF NEW HOME APPRAISES LOWER THAN SELLING PRICE AFTER A SPECIFIED TIME PERIOD

Percent

1 = Not Effective At All

2

3

4

5 = Very Effective

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?
OFFER FREE SERVICES FOR A LIMITED TIME PERIOD AFTER THE HOME PURCHASE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Not Effective At All	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Very Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW EFFECTIVE HAVE EACH OF THE FOLLOWING BEEN IN INCREASING YOUR COMPANY'S HOME SALES?
MAKE A HOME BUYER'S MORTGAGE PAYMENTS FOR A LIMITED TIME PERIOD

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Not Effective At All	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Very Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

WHICH OF THE FOLLOWING CATEGORIES OF UPGRADES DOES YOUR COMPANY OFFER, OR HAS RECENTLY OFFERED, FOR FREE OR SUBSTANTIALLY DISCOUNTED?

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Countertops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Landscaping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finished basement, attic or other space	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Appliances	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High-efficiency HVAC systems	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doors & windows	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Flooring	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bathing fixtures, whirlpool bath	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Security system	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Home electronics or structured wiring	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exterior finish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Roofing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kitchen or vanity sinks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Faucets/showerheads	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Insulation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interior paint or wall decorations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interior molding or stairs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kitchen cabinets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Outdoor products, decks, or hardscapes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fireplace	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lighting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:

AVERAGE SCORE

1=Much Less Likely; 5=Much More Likely

Build spec homes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Offer remodeling services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investigate condo/apartment development	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reduce inventory of lots	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline on options to buy lots	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Build non-residential projects	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Make business operations more efficient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Make efforts to reduce construction cycle time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investigate urban developments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improve the quality of your homes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investigate developing a manufactured housing community	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:

BUILD SPEC HOMES

Percent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:

OFFER REMODELING SERVICES

Percent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
INVESTIGATE CONDO/APARTMENT DEVELOPMENT

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
REDUCE INVENTORY OF LOTS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
DECLINE ON OPTIONS TO BUY LOTS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
BUILD NON-RESIDENTIAL PROJECTS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
MAKE BUSINESS OPERATIONS MORE EFFICIENT

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
MAKE EFFORTS TO REDUCE CONSTRUCTION CYCLE TIME

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
INVESTIGATE URBAN DEVELOPMENTS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
IMPROVE THE QUALITY OF YOUR HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
 INVESTIGATE DEVELOPING A MANUFACTURED HOUSING COMMUNITY

Percent

- 1 = Much Less Likely
- 2
- 3 = Neither More Nor Less Likely
- 4
- 5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
NEGOTIATE WITH EXISTING SUPPLIERS FOR LOWER PRICES OR BIGGER DISCOUNTS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
LOOK FOR NEW SUPPLIERS TO OBTAIN LOWER PRICES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
SELECT A SUPPLIER WHO CAN HELP AUTOMATE YOUR PURCHASING PROCESS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
JOIN A BUYING CO-OP TO GET LOWER PRICES OR BETTER TERMS

Percent

- 1 = Much Less Likely
- 2
- 3 = Neither More Nor Less Likely
- 4
- 5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
LOOK FOR NEW SUPPLIERS THAT OFFER A SUPERIOR PRODUCT SELECTION

Percent

- 1 = Much Less Likely
- 2
- 3 = Neither More Nor Less Likely
- 4
- 5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
LOOK FOR NEW SUPPLIERS THAT OFFER THE BEST VALUE TO YOU AND YOUR HOME BUYERS

Percent

- 1 = Much Less Likely
- 2
- 3 = Neither More Nor Less Likely
- 4
- 5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
REDUCE THE NUMBER OF SUPPLIERS TO MAKE PURCHASING MORE EFFICIENT

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
INCREASE THE NUMBER OF SUPPLIERS YOU USE TO GET THE PRODUCTS YOU PREFER

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
SEEK HELP, TRAINING, OR SUPPORT FROM SUPPLIERS OR MANUFACTURERS ABOUT SOLVING OR PREVENTING PERFORMANCE PROBLEMS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
SEEK HELP, TRAINING, OR SUPPORT FROM SUPPLIERS OR MANUFACTURERS ABOUT SOLVING INSTALLATION PROBLEMS

Percent

1 = Much Less Likely

2

3 = Neither More Nor Less Likely

4

5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
SEEK HELP, TRAINING, OR SUPPORT FROM SUPPLIERS OR MANUFACTURERS TO ASSIST YOUR COMPANY IN SELLING THEIR PRODUCTS OR MATERIALS

Percent

1 = Much Less Likely

2

3 = Neither More Nor Less Likely

4

5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:
SEEK HELP, TRAINING, OR SUPPORT FROM SUPPLIERS OR MANUFACTURERS THAT OFFER FREE HOME DESIGN OR ENGINEERING ASSISTANCE FOR THEIR PRODUCTS

Percent

1 = Much Less Likely

2

3 = Neither More Nor Less Likely

4

5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING?
LOWER PRICES THAN COMPETITORS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING?
AUTOMATED PURCHASING OR SPECIFICATION PROCESS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING?
THE BEST VALUE TO YOU AND YOUR HOME BUYERS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING?
REBATES OR LOYALTY PROGRAMS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING? HOME BUYER REFERRAL PROGRAM, OR LINKS TO YOUR SITE FROM THE MANUFACTURER'S WEB SITE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING? ATTRACTIVE HOME BUYER PACKET OR GIFTS TO HOME BUYER

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING? DISCOUNTED, FREE, OR REBATES ON MATERIALS/PRODUCTS FOR YOUR MODEL HOMES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING? LITERATURE, SOFTWARE, DISPLAYS, OR OTHER ASSISTANCE FOR DESIGN CENTERS, OR TO MAKE HOME BUYER SELECTION OF OPTIONS QUICKER OR ENHANCE THE LIKELIHOOD OF PURCHASING UPGRADES

Percent

1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING? COOPERATIVE ADVERTISING OR CO-BRANDING OPPORTUNITIES

Percent

1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING? FREE GIFTS SUCH AS TOOLS, VACATIONS, OR OTHERS

Percent

1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING?
 CUSTOMIZABLE PRODUCT DISPLAYS, SELL SHEETS AND OTHER LITERATURES FOR YOUR BUSINESS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HOW LIKELY IS YOUR COMPANY TO PURCHASE NEW PRODUCTS MADE BY MANUFACTURERS WHO OFFER THE FOLLOWING?
 ONLINE SHOWROOM TO HELP HOME BUYERS SPECIFY PRODUCTS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN, HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?

AVERAGE SCORE	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1=Much Less Likely;5=Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Work with subcontractors to reduce waste and inefficiencies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Look for new subcontractors for lower prices	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negotiate with existing subcontractors for better pricing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Look for new subcontractors for greater reliability	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Look for new subcontractors for higher quality workmanship	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have subcontractors meet with home buyers to sell upgrades	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Discuss using new products or materials with subcontractors	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rely on subcontractor's recommendations for deciding whether to use a new product or material	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?
WORK WITH SUBCONTRACTORS TO REDUCE WASTE
AND INEFFICIENCIES

Percent

1 = Much Less Likely

2

3 = Neither More Nor Less Likely

4

5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?
LOOK FOR NEW SUBCONTRACTORS FOR LOWER PRICES

Percent

1 = Much Less Likely

2

3 = Neither More Nor Less Likely

4

5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?
NEGOTIATE WITH EXISTING SUBCONTRACTORS FOR
BETTER PRICING

Percent

1 = Much Less Likely

2

3 = Neither More Nor Less Likely

4

5 = Much More Likely

TOTAL

-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?
LOOK FOR NEW SUBCONTRACTORS FOR GREATER RELIABILITY

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?
LOOK FOR NEW SUBCONTRACTORS FOR HIGHER
QUALITY WORKMANSHIP

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?
HAVE SUBCONTRACTORS MEET WITH HOME BUYERS TO
SELL UPGRADES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

SINCE THE RECENT HOUSING MARKET DOWNTURN,
HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?
DISCUSS USING NEW PRODUCTS OR MATERIALS
WITH SUBCONTRACTORS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SINCE THE RECENT HOUSING MARKET DOWNTURN,
HOW LIKELY IS YOUR COMPANY DO THE FOLLOWING?
RELY ON SUBCONTRACTOR'S RECOMMENDATIONS FOR
DECIDING WHETHER TO USE A NEW PRODUCT OR MATERIAL

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
1 = Much Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 = Neither More Nor Less Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 = Much More Likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING
THE FOLLOWING:
HANDHELD/POCKET PCS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING
THE FOLLOWING:
MOBILE DATA COMMUNICATIONS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

WHEN DID YOUR COMPANY BEGIN USING THE FOLLOWING:
ESTIMATING SOFTWARE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING THE FOLLOWING:
SALES/LEAD TRACKING SOFTWARE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING THE FOLLOWING:
PROJECT MANAGEMENT SOFTWARE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING THE FOLLOWING:
ONLINE SUBCONTRACTOR SCHEDULING

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

WHEN DID YOUR COMPANY BEGIN USING
THE FOLLOWING:
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING
THE FOLLOWING:
ENTERPRISE RESOURCE PLANNING (ERP) SOFTWARE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING
THE FOLLOWING:
ONLINE BIDDING

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING
THE FOLLOWING:
ONLINE PURCHASING

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

WHEN DID YOUR COMPANY BEGIN USING THE FOLLOWING:
ESTIMATING SOFTWARE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING THE FOLLOWING:
COMPANY WEBSITE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING THE FOLLOWING:
VENDOR RELATIONSHIP MANAGEMENT (VRM) SOFTWARE

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY BEGIN USING THE FOLLOWING:
JOB-SITE WEB CAMS

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Use It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

WHEN DID YOUR COMPANY ADOPT THE FOLLOWING:

QUALITY ASSURANCE PROGRAM

Percent

Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY ADOPT THE FOLLOWING:

AUTOMATED DESIGN AND SPECIFICATION PROCESS FOR INDIVIDUAL HOMES

Percent

Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY ADOPT THE FOLLOWING:

VENDOR-MANAGED INVENTORY SYSTEMS

Percent

Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY ADOPT THE FOLLOWING:

IMPROVED MONITORING SYSTEM OF COMPANY PERFORMANCE FOR SPECIFIC FUNCTIONS E.G. SALES, CONSTRUCTION, ETC.

Percent

Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

2008 SOFT HOUSING MARKET

Copyright 2008, NAHB Research Center

U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
------------	-----------	---------	-------	------	-----------	---------------	---------------	--------------	-------------------	----------------	-----------------	-------------------	--------------------	-------------	----------------	----------------	--------------	------------------

WHEN DID YOUR COMPANY ADOPT
THE FOLLOWING:
MAJOR EFFORTS TO CUT CONSTRUCTION COSTS OR
REDUCE OVERHEAD EXPENSES

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

WHEN DID YOUR COMPANY ADOPT
THE FOLLOWING:
GREEN BUILDER PROGRAM

Percent	U.S. Total	Northeast	Midwest	South	West	SFD Bldrs	Starter Bldrs	Move-Up Bldrs	Luxury Bldrs	Multifamily Bldrs	Townhome Bldrs	Apartment Bldrs	Large Bldrs (25+)	Small Bldrs (1-24)	Local Bldrs	Regional Bldrs	National Bldrs	Custom Bldrs	Production Bldrs
Before January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Since January 2006	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plan To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Plans To Adopt It Soon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-