

State of the Housing Market



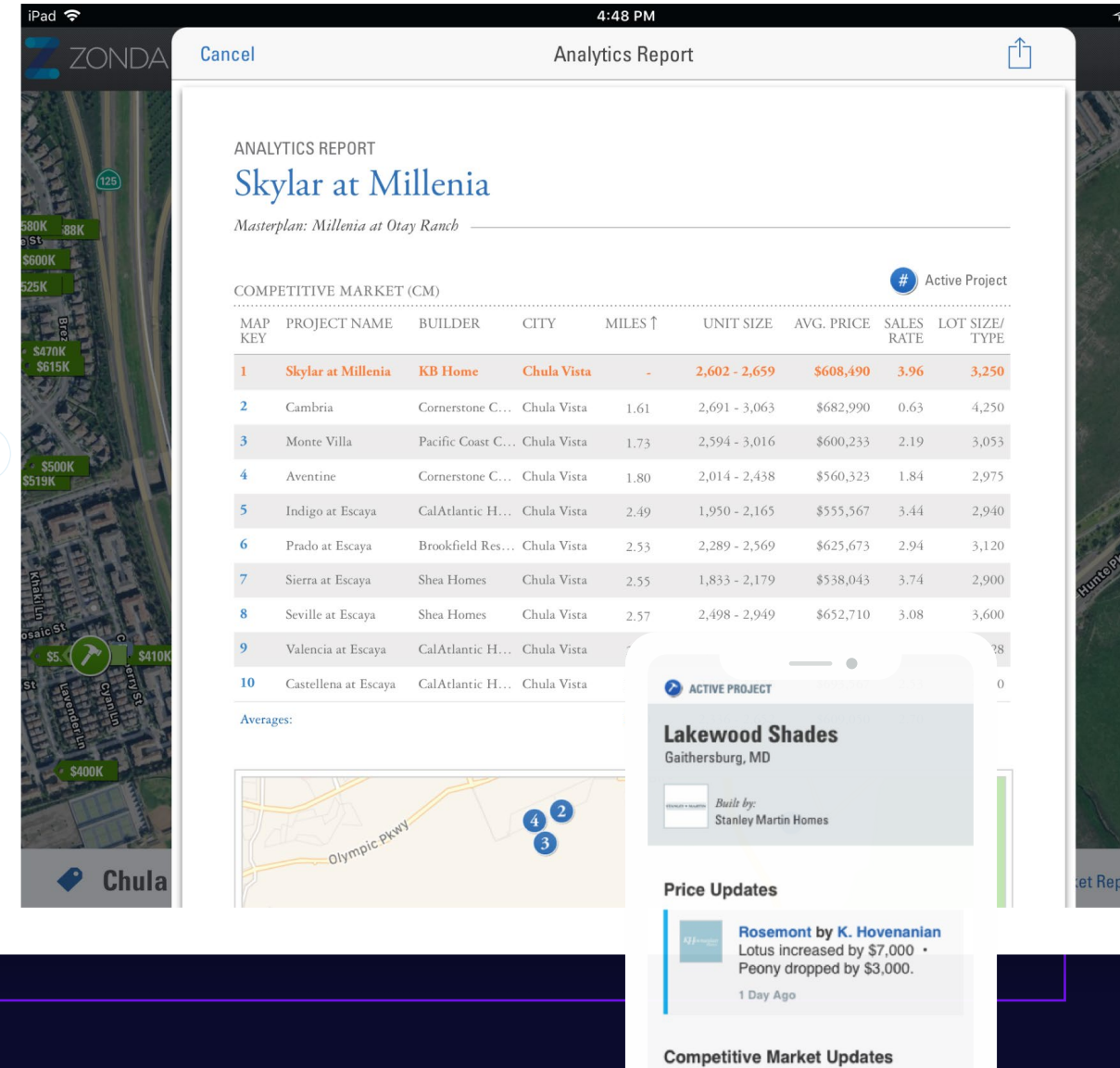
Ali Wolf

Chief Economist

Tracking the entire building lifecycle

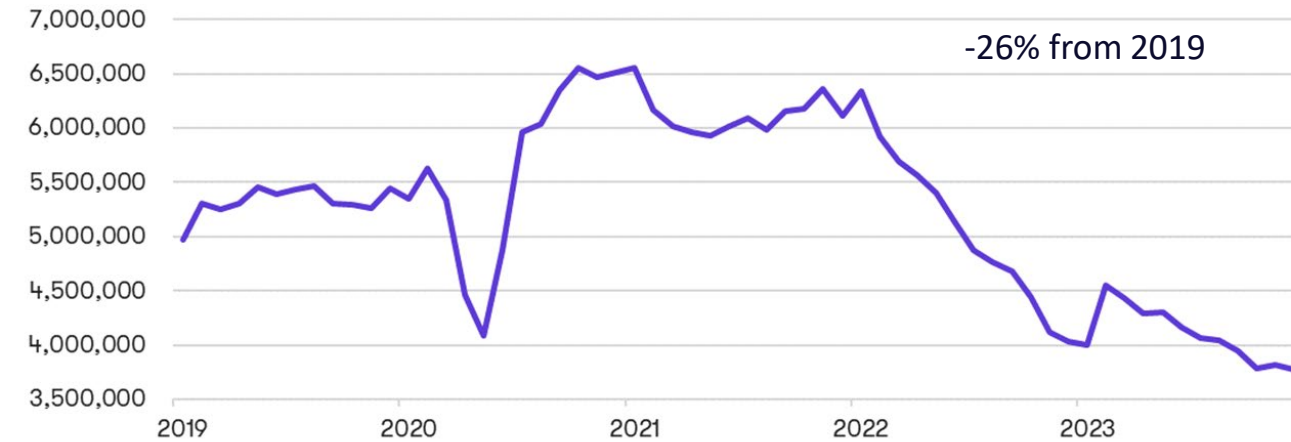
Access the housing industry's most comprehensive research platforms

- 500+ housing and economic metrics
- Satellite imagery, sales office visits, in-house research department, surveys, and driving communities
- Curated and insightful market analysis



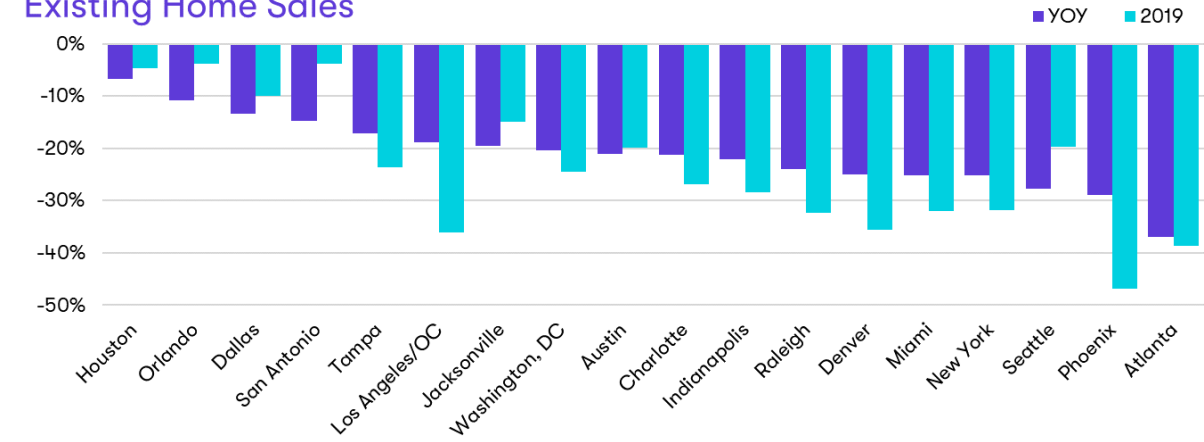
Existing market still crippled

Total Existing Home Sales (SAAR)



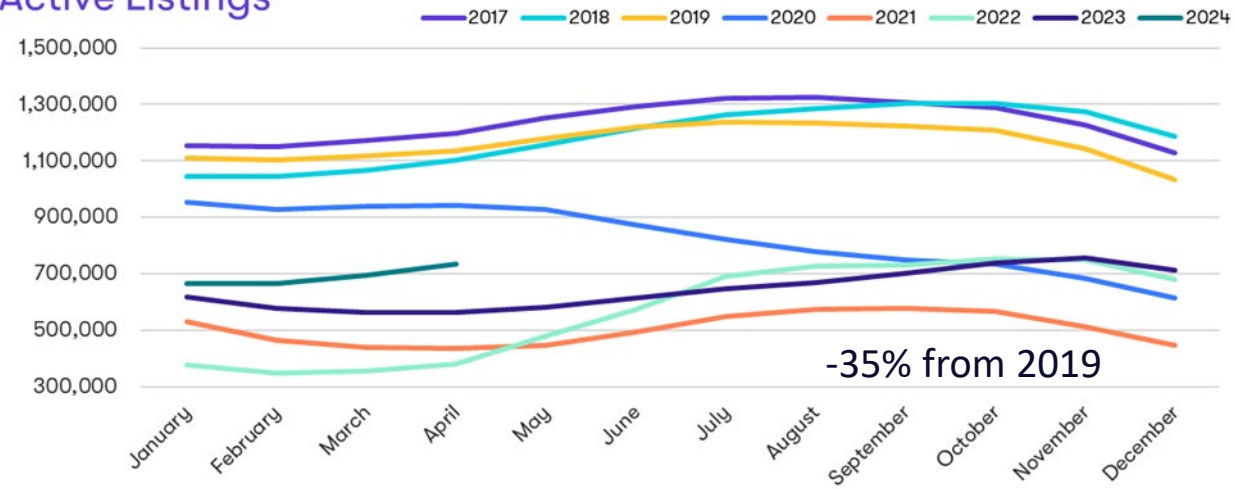
Source: NAR; Zonda

Existing Home Sales



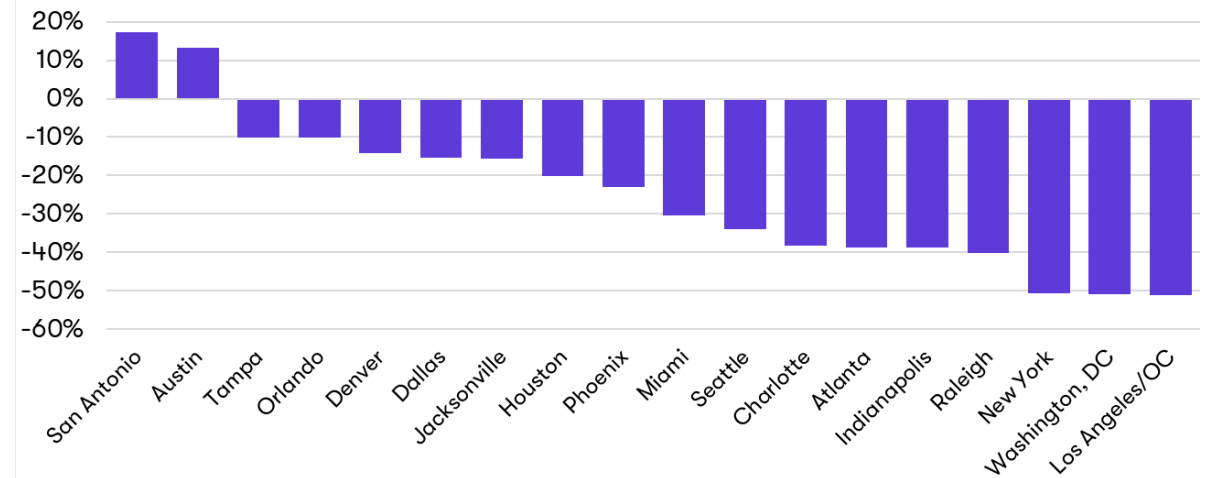
Source: NAR, Moody's; Zonda

Active Listings



Source: Realtor; Zonda

Active Listing Count Change from 2019



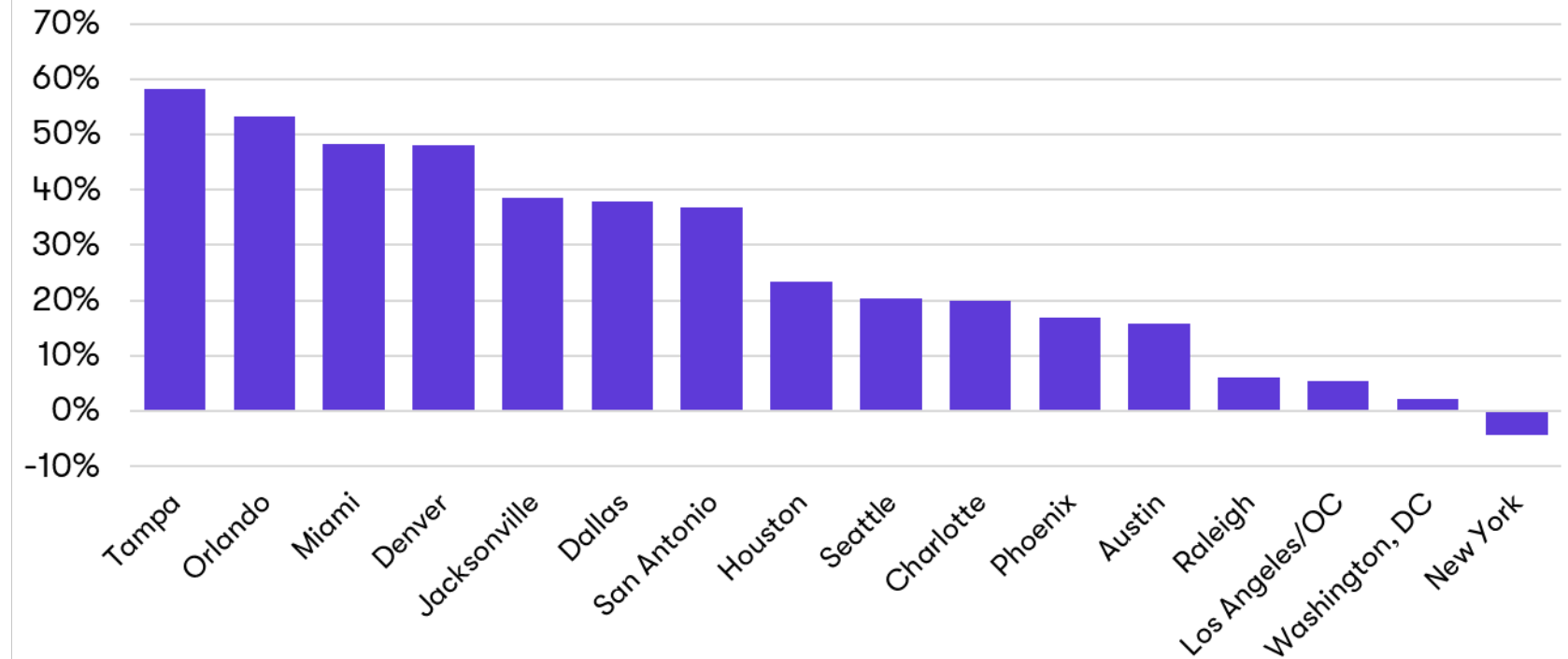
Source: Realtor.com; Zonda

Highest April since 2020 (+30%)

Biggest change in TX and FL

- Insurance costs/renewals
- High property tax bills
- Opportunistic sellers
- More competition from the new home market
- Fewer homeowners feeling stuck
- Reversal in WFH flexibility
- People sick of putting their lives on hold

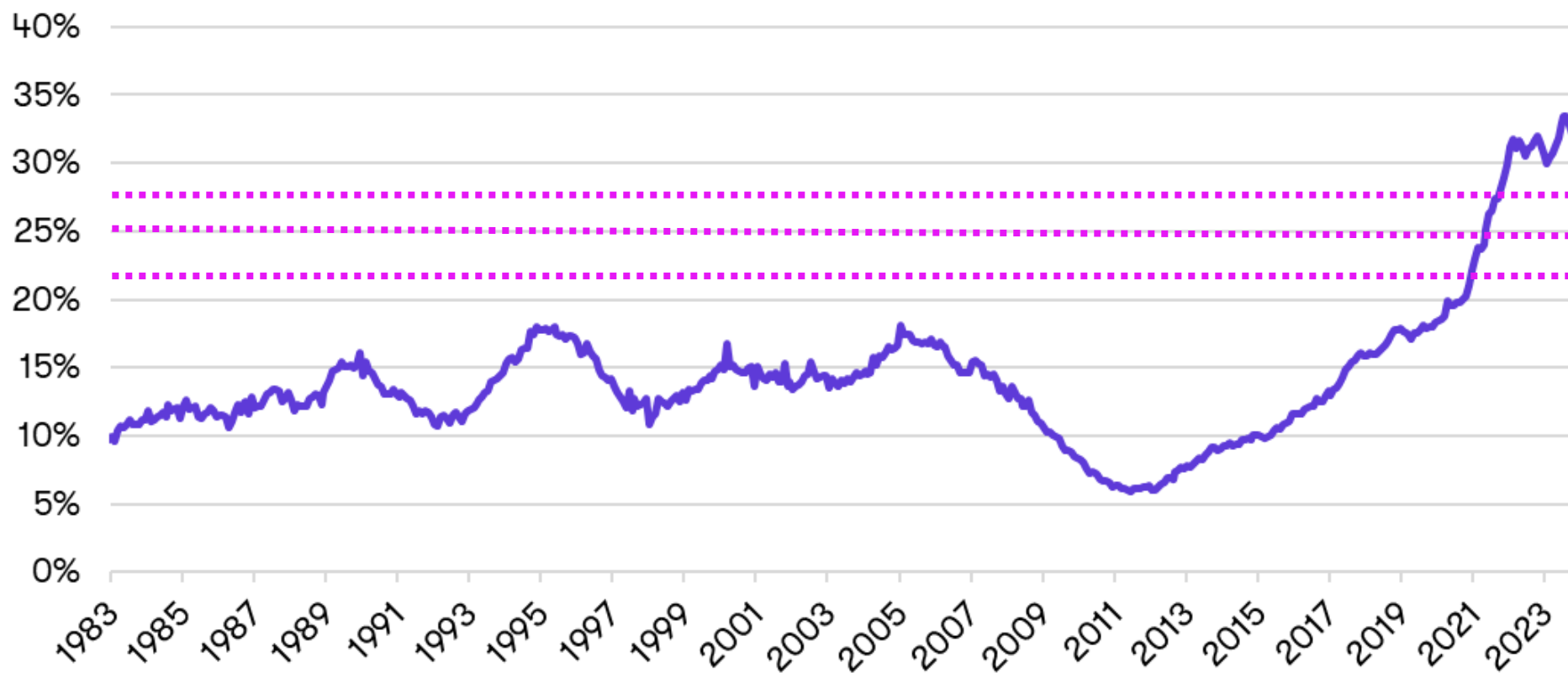
Active Listing Count Change YOY



Source: Realtor.com; Zonda

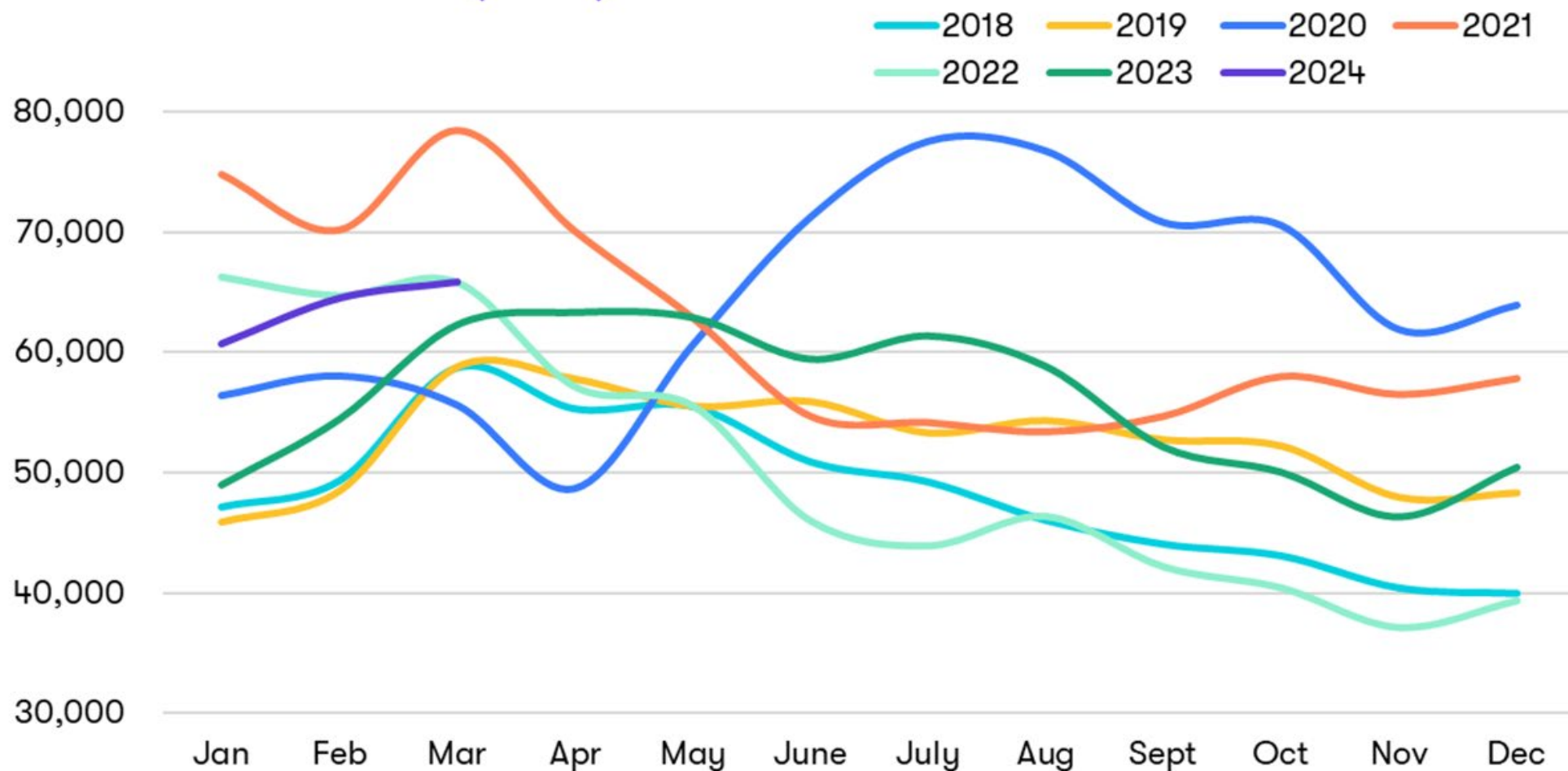
Interconnectivity

New Home Share of Single-Family Inventory



Source: NAR; US Census Bureau; Zonda

New Home Sales (NSA)



Source: Zonda

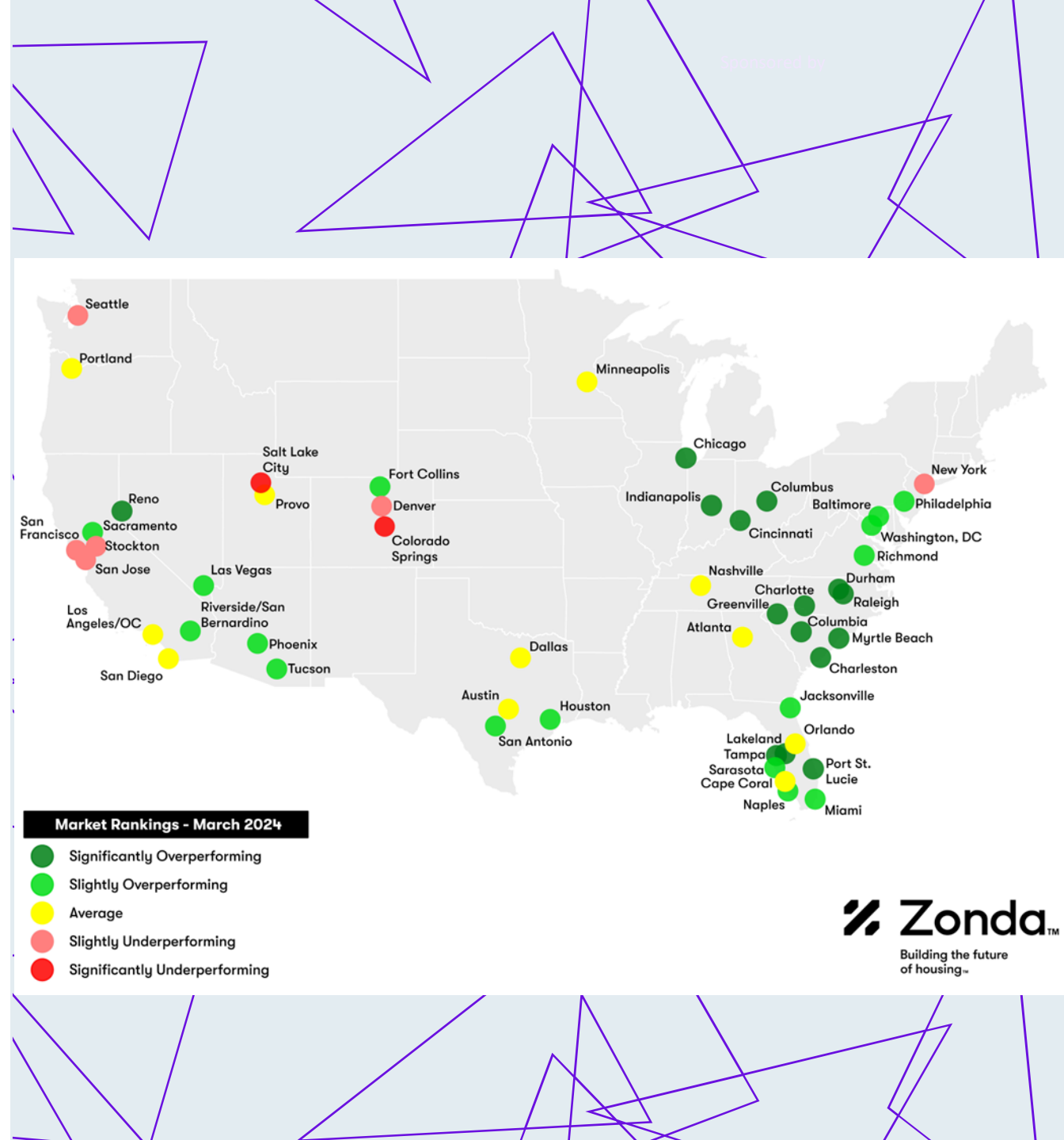


Slightly overperforming market
in March with 62% of top metros
overperforming per the Zonda Market
Ranking

ZMR doesn't care what it takes to tell a home

% of builders offering incentives:
National: 58%
Dallas: 66%

Houston: 61%
Austin: 69%
San Antonio: 86%



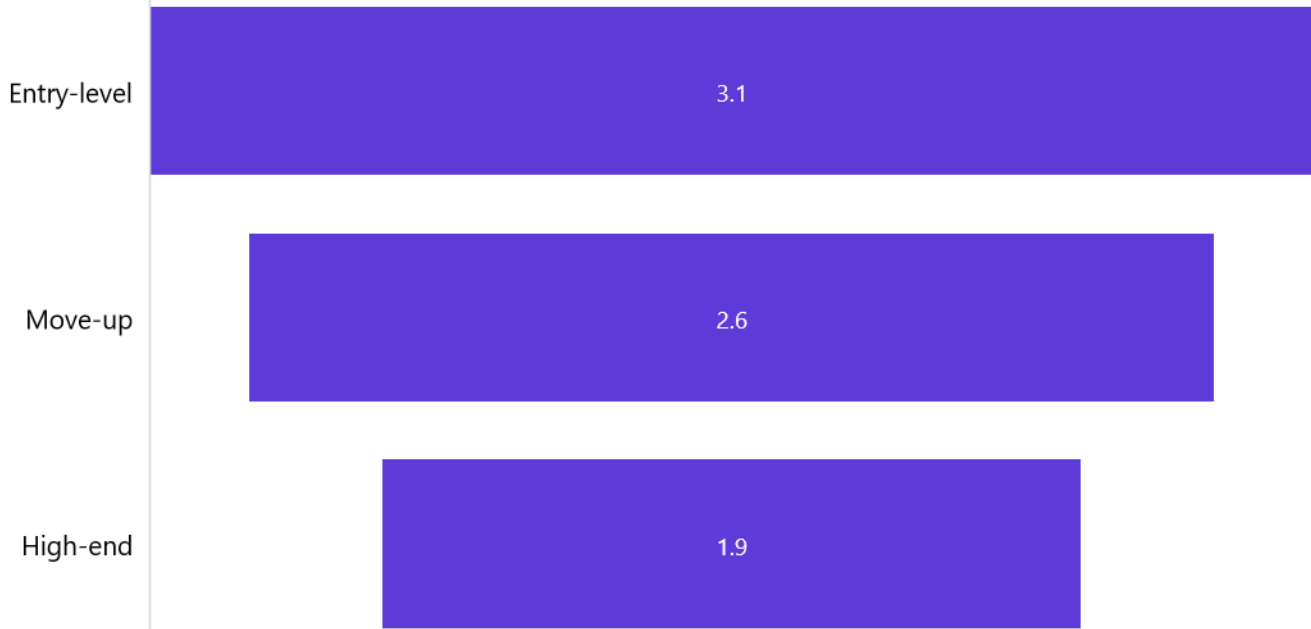
Entry-level the slowest relative to itself

+30% Buying off income alone has gotten a lot harder

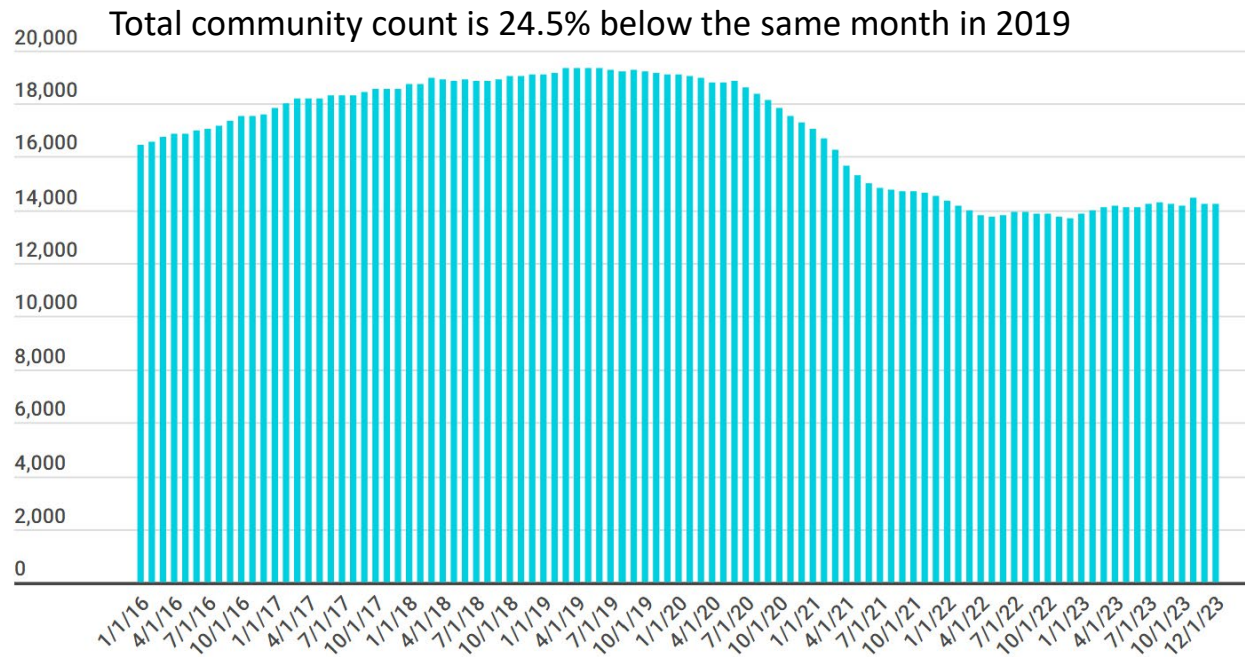
+47% Labor market + lifestage catalysts for Gen Xers and millennials + equity!

+41% Relative affordability, especially for those that have lived elsewhere, demographics, and wealth accumulation

National Average Sales Rate by Price Tier



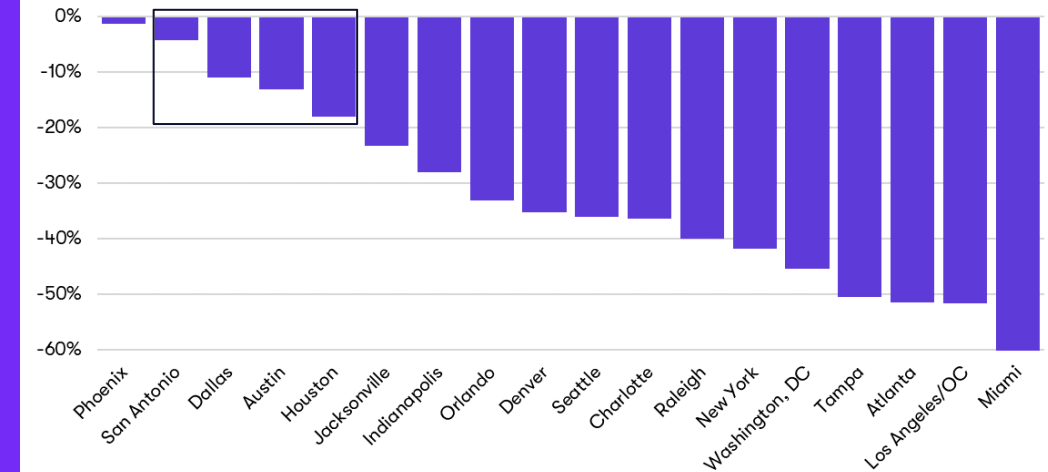
National New Home Community Count



Source: Zonda

More building could help

Change from 2019



Source: Zonda

Community count (CC): anywhere there are 5 or more units for sale



Putting starts in context

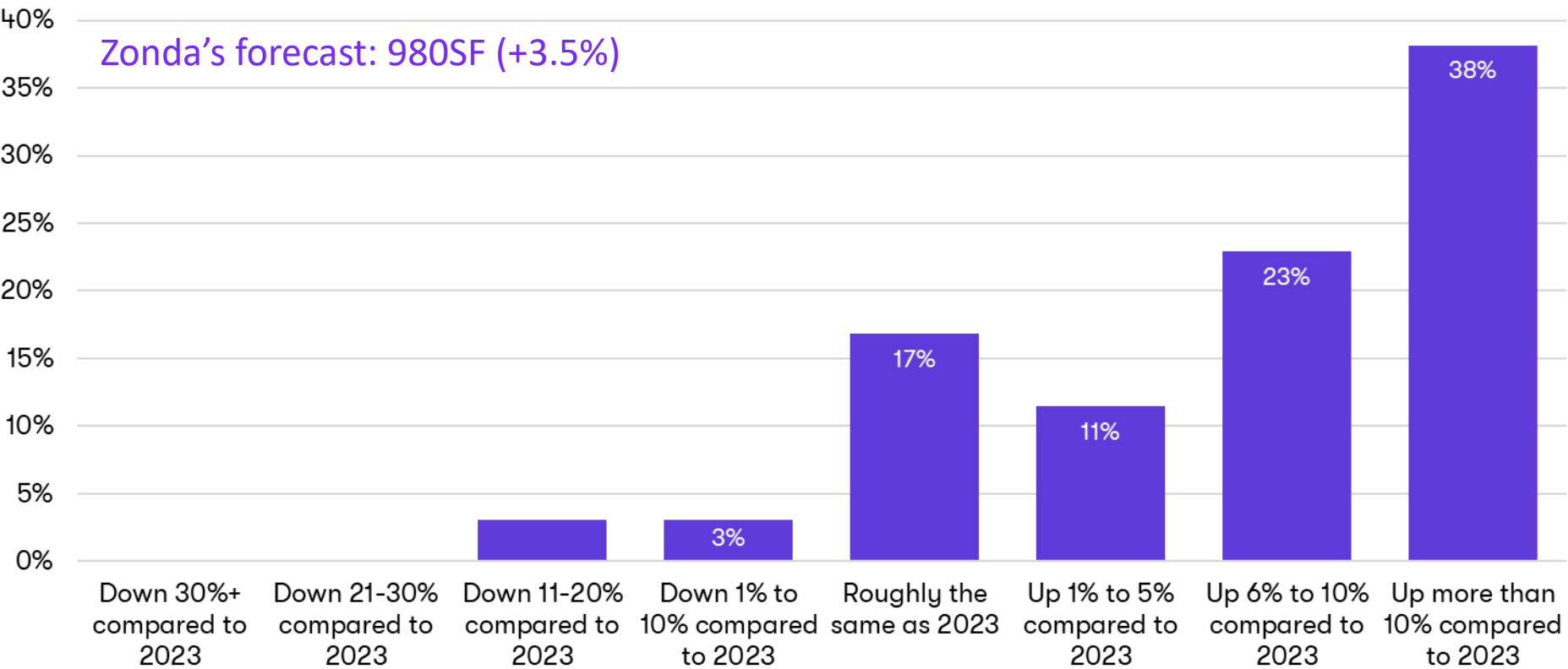
Top Markets by Housing Starts (1Q2024)

| Rank | Market | 1Q24 Annualized Starts | 1Q YOY Change | 1Q19 Annualized Starts | Change from 2019 |
|------|--|------------------------|---------------|------------------------|------------------|
| 1 | Dallas-Fort Worth-Arlington, TX | 45,815 | 50% | 34,166 | 34% |
| 2 | Houston-Pasadena-The Woodlands, TX | 38,336 | 39% | 30,638 | 25% |
| 3 | Phoenix-Mesa-Chandler, AZ | 19,623 | 93% | 20,041 | -2% |
| 4 | Atlanta-Sandy Springs-Roswell, GA | 18,782 | 29% | 23,324 | -19% |
| 5 | Austin-Round Rock-San Marcos, TX | 17,593 | 60% | 16,715 | 5% |
| 6 | San Antonio-New Braunfels, TX | 16,241 | 60% | 12,300 | 32% |
| 7 | Orlando-Kissimmee-Sanford, FL | 15,944 | 1% | 15,246 | 5% |
| 8 | Tampa-St. Petersburg-Clearwater, FL | 12,874 | 37% | 12,022 | 7% |
| 9 | Riverside-San Bernardino-Ontario, CA | 12,778 | 71% | 9,653 | 32% |
| 10 | Charlotte-Concord-Gastonia, NC-SC | 12,051 | 16% | 11,836 | 2% |
| 11 | Raleigh-Cary, NC | 11,302 | 55% | 9,662 | 17% |
| 12 | Jacksonville, FL | 11,151 | 77% | 8,413 | 33% |
| 13 | Las Vegas-Henderson-North Las Vegas, NV | 10,982 | 78% | 10,220 | 7% |
| 14 | Washington-Arlington-Alexandria, DC-VA-MD-WV | 10,505 | 15% | 12,851 | -18% |
| 15 | North Port-Bradenton-Sarasota, FL | 9,774 | 53% | 6,268 | 56% |
| 16 | Nashville-Davidson--Murfreesboro--Franklin, TN | 9,292 | 6% | 8,620 | 8% |
| 17 | Miami-Fort Lauderdale-West Palm Beach, FL | 8,653 | -5% | 8,293 | 4% |
| 18 | Lakeland-Winter Haven, FL | 8,284 | 71% | 4,586 | 81% |
| 19 | Denver-Aurora-Centennial, CO | 8,005 | 28% | 10,417 | -23% |
| 20 | Philadelphia-Camden-Wilmington, PA-NJ-DE-MD | 7,508 | 24% | 5,644 | 33% |
| 21 | Seattle-Tacoma-Bellevue, WA | 7,220 | 72% | 8,615 | -16% |
| 22 | Minneapolis-St. Paul-Bloomington, MN-WI | 7,127 | 49% | 7,399 | -4% |
| 23 | Sacramento-Roseville-Folsom, CA | 6,912 | 61% | 5,584 | 24% |
| 24 | Chicago-Naperville-Elgin, IL-IN | 6,803 | 36% | 6,552 | 4% |
| 25 | Indianapolis-Carmel-Greenwood, IN | 6,764 | 47% | 6,083 | 11% |

Source: Zonda

73% of builders anticipate starting more homes this year

What is your plan regarding housing starts in 2024?



Source: Zonda

Thank you

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