

# SBMA 2012 Building Products Show Seminar!!!

## WHAT IS THE NEW HOME INDUSTRY FORECASTED TO DO IN YOUR MARKET? NC, SC, TN & VA

EDSEL CHARLES, Charmin of MarketGraphics Research • Cost: \$25 per person registered in advance, \$35 at the door  
Wednesday, Feb. 1, 2012 • ShowPlace, High Point NC • 10:30 AM to Noon • Lunch Following Sponsored By ECMD



**OUTWIT  
OUTLAST  
OUTPLAY**

*In conjunction with SBMA's  
2012 Building Products  
Buying Show at Show Place  
High Point, NC*

**February 1-2, 2012**

Join Edsel Charles as he explores with you ...

- ✓ Regional Markets
- ✓ Regional Inventory Status
- ✓ Projected Housing Starts in 2012-2013-2014-2015-2016
- ✓ Interest & Economic Forecasting

MarketGraphics methodology has been to develop a database of new home and subdivision information that is compiled from recorded plats and planning commission activity. A MarketGraphic field auditor then drives the streets of active new home subdivisions to determine the inventory of lots and homes. Data collection and field audits are conducted every four months. The raw data is then processed, analyzed and compiled into a final report. When starting a new market, the field auditor will gather approximately 10 years of historical data.

MarketGraphics philosophy is to track the market conditions to determine if the industry is under-building or over-building in a given area and price-point. They track the start and closing rate by subdivision, MC Area, county market area and, in some markets, product information.

The demand for houses and corresponding demand for lots is determined through an analytical process involving historical and current market trends and conditions. The historical record of each four month audit provides a basis for forecasting demand. Additional market factors such as over-building, permit trends, economic conditions, the existing home market and the apartment market are also factored into the demand forecast.



MarketGraphics researches in 20 states; clients include builders, developers, banks, retailers, realtors, city & national government offices.

**Please Register the Following People:**

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Company: \_\_\_\_\_

Complete Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Person Filling Out Form: \_\_\_\_\_

**TUITION:**

\$ 25.00 Per Attendee Advanced Registration; \$35 at the door

**Payment Options:**

- |   |   |
|---|---|
| <input type="checkbox"/> Check Enclosed | <input type="checkbox"/> MasterCard             |
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| <input type="checkbox"/> AMEX           |   |

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ V-Code # \_\_\_\_\_

Checks should be sent to SBMA, PO Box 18667, Charlotte, NC 28218

*Cancellation Policy: Any cancellation must be received 10 days prior to the seminar. After noon on that day charges are due regardless of attendance.*



Begun in 1988, Edsel Charles is founder & Chairman for MarketGraphics Research Group, a new home market research company headquarters in Franklin, Tennessee. The company has grown to be one of the largest privately-owned companies of its type in the U.S. with research in 26 markets in 20 states. He is a National Life Director of the NAHB as well as serving on many other boards. He is a consultant to many of the top builders in the U.S. and speaks to such groups as the FDIC, Federal Reserve Bank, NAHB, Economic Development, City/State Leadership and Planning organizations.

**Date: February 1, 2012 from 10:30 AM to Noon with Lunch following sponsored by ECMD**

**Location: ShowPlace, High Point, NC 27260**

**Send Registration Information to or call: Cindy Hartley, phone: 800.966.4202; email: [chartley@crosslink.net](mailto:chartley@crosslink.net); fax: 804.758.9311**