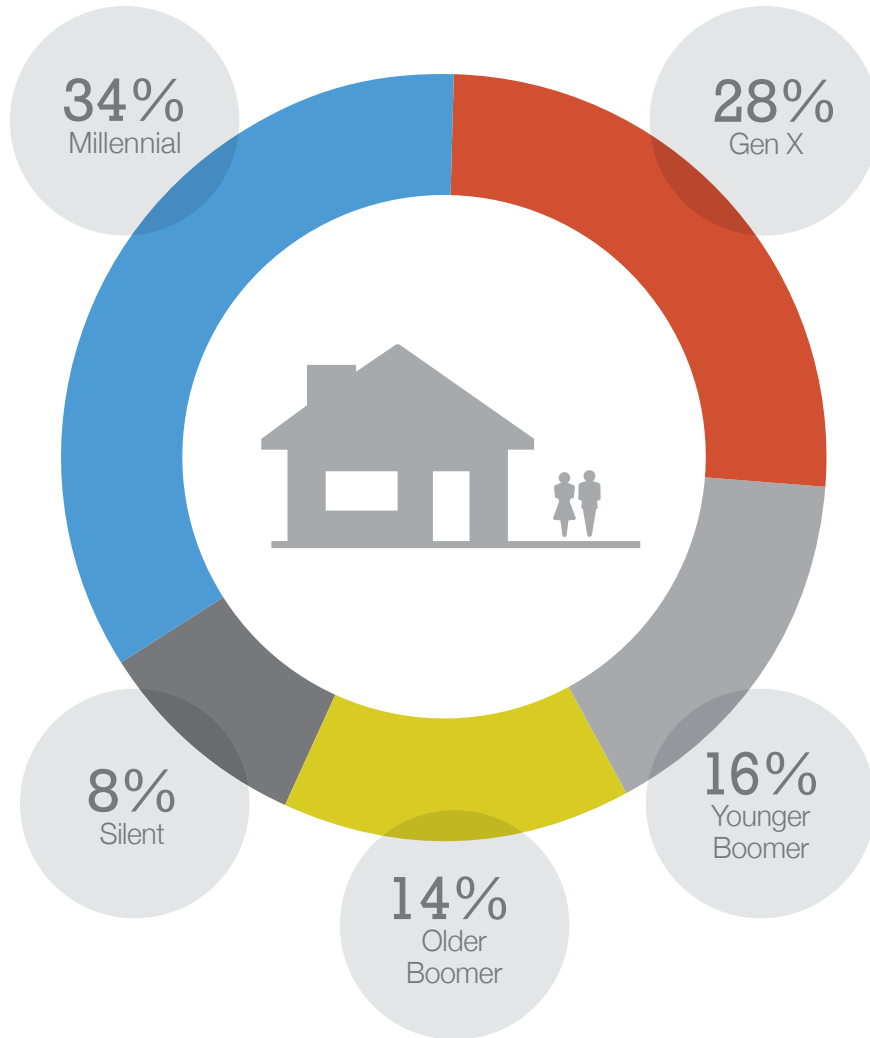


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Housing/Non-Residential Construction

COMPOSITION OF TODAY'S HOMEBUYING MARKET



Source: National Association of Realtors Home Buyer and Generational Trends, 2017

2018 HOUSING PREDICTIONS

- Slower sales early in the year but not for long
- Inventory will continue to drag
- Price growth will slow but not stop
- Rent vs. buy equation could tilt toward renting in costly markets
- Mortgage rates will hover around 4%
- Millennial demand for housing will climb

Source: Forbes, January 2018

2018 RESIDENTIAL PROJECTIONS



Housing Starts

1,310,000

+9%¹

940,000
Single-family +11%

370,000
Multi-family +5%



Single-Family Home Sales

5,690,000

+3%¹

670,000
New +10%

5,020,000
Existing +3%

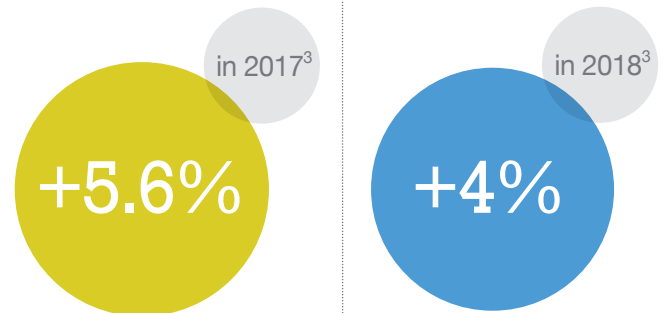


Remodels

12,570,000

+5%²

NON-RESIDENTIAL CONSTRUCTION GROWTH

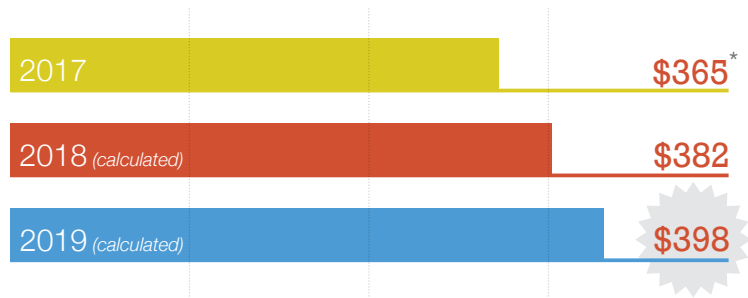


Sources: 1. Wells Fargo Housing Chartbook, February 2018
2. Hanley Wood Economic Outlook/RRI, February 2018
3. AIA Consensus Forecast, December 2017

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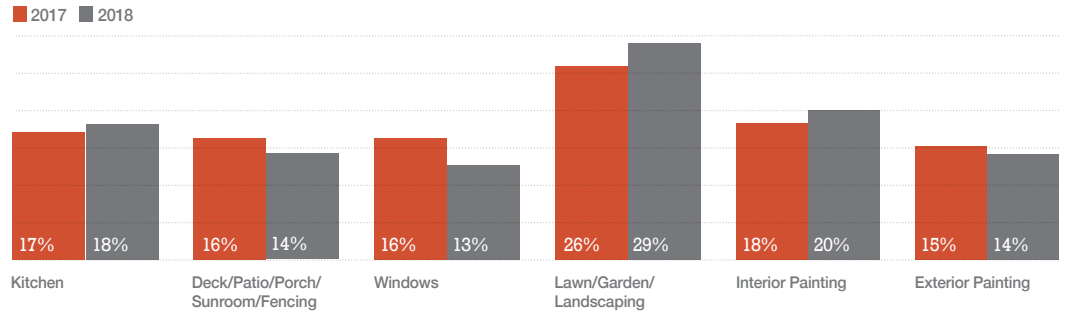
Remodeling/Home Improvement

HOME IMPROVEMENT PRODUCTS GROWTH (\$ BILLION)



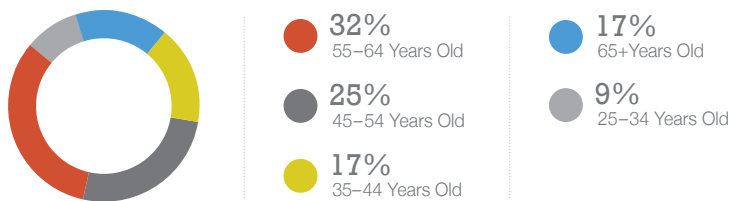
Source: *HIRI News & Press, September 2017

TOP HOME IMPROVEMENT PROJECT AREAS



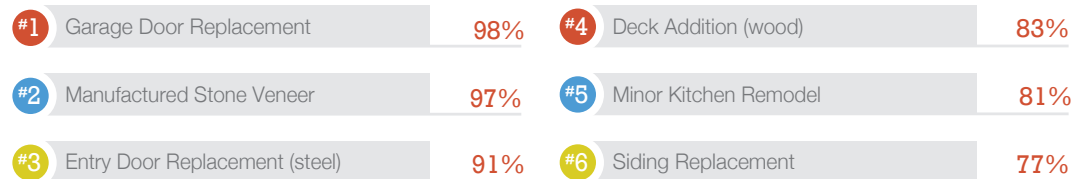
Source: HIRI Sentiment Tracking, Q1 2017, Q1 2018

HOMEOWNERS WHO RENOVATED BY AGE



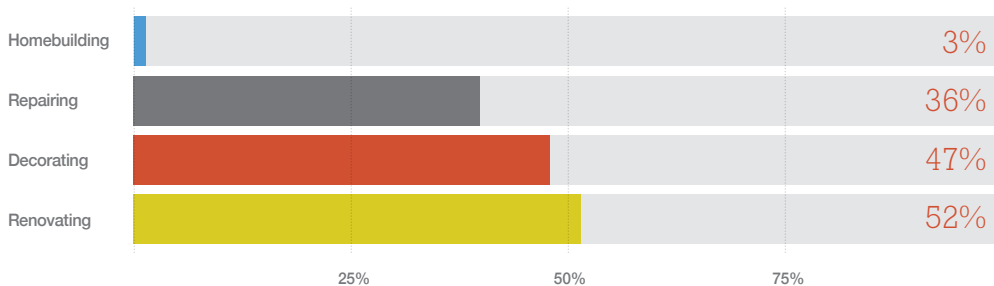
Source: Houzz & Home, 2017

TOP COST VS. VALUE REMODELING PROJECTS



Source: Hanley Wood Cost vs. Value Report, 2018

PLANNED ACTIVITIES AMONG HOMEOWNERS



Source: Houzz & Home, 2017

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