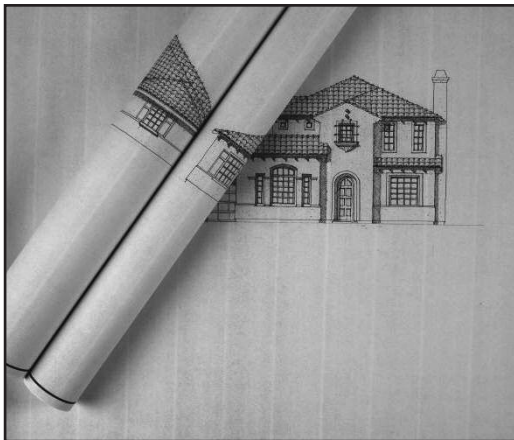


Market Research Leaders

Builders, lot developers and lenders all agree success in the new home industry is largely dependent on having a keen understanding of the market. This insight can make the difference between success and failure – whether identifying opportunities, positioning a product, or just making the **right** decision.

When the Dallas-Fort Worth new home industry wants to feel the pulse of the market, it turns to the experts – **Residential Strategies, Inc.**



WHY Residential Strategies?

Experience Counts

RSI has a thorough understanding of the housing market achieved through years of experience: observing cycles at work, focusing on the specific nuances of competition, recognizing the cause and effect of market forces.

Dallas-Fort Worth's Best Market Research and New Home Data

Combining detail with flexibility, RSI's market research system is truly state-of-the-art. An internet-based database offers a myriad of reporting opportunities.

Customer Service

At RSI, consulting is customized, market research is individualized. RSI meets face-to-face with its clients, phone calls are returned. At RSI, our clients come first.

Value

RSI is not just about market data. RSI is about understanding the new home market. RSI is about helping clients find right priced, well located lots. RSI is about making sure a lot or housing product meets the needs of today's household. RSI is about minimizing risk and finding opportunity. RSI is about expanding your business.

Products and Services

Quarterly Subscription Service

- Quarterly Executive Briefing
- Quarterly Executive Summary
- Consulting
- Builder Traffic Report
- On-Line Database
- On-Line Aerial Maps

Retainer Service

- Builder entry into market
- Consulting on builder acquisition/disposition
- Business plan formulation
- Review of bank's A/D and interim portfolio
- Augmenting land department efforts in acquisition of land/lots
- Streamlining reporting to builder's home office

Market Research, Consulting

- Custom market studies
- Custom feasibility reports
- Municipal Utilities District and related market studies
- Retail market studies
- Homebuyer surveys
- Product surveys
- Confidential one-on-one consulting



RESIDENTIAL
STRATEGIES

New Home Market Research & Consulting



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Consultants



Jody Reese

Principal

Jody Reese began his career in 1972 with Fox & Jacobs. Since that time he has gained the reputation of being DFW's most knowledgeable new home consultant specializing in land and lot positioning. Mr. Reese was graduated from the University of Dallas.



Ted Wilson

Principal

Ted Wilson began his career with Vantage Companies. During the 1980's, he developed apartments as well as a residential golf course community with the Parkford Companies. Since 1992 he has conducted analyses on over 1,000 DFW are communities.



Cassie Gibson

Sr VP Research & Consulting

Cassie Gibson began her career with JPI, a national multi-family developer, and has been with RSI for over 7 years. She has conducted in-dept analysis on over 500 new home communities in Texas. She has also been involved with research projects in several other states. Cassie has specific interest and experience in Infill, attached projects throughout Texas.