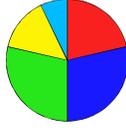


# New Home Buyer Report

Counties: Gwinnett; Zipcodes: 30047,30052

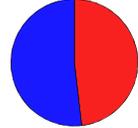
## PRICE

\$200,000 AND UNDER	21%
\$200,001 TO \$300,000	29%
\$300,001 TO \$400,000	29%
\$400,001 TO \$500,000	14%
OVER \$500,000	7%



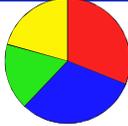
## ORIGIN

TRANSFEREE	48%
LOCAL	52%



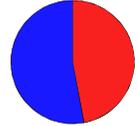
## BUYER TYPE

FIRST TIME	31%
FIRST MOVE UP	31%
SECOND MOVE UP	17%
THIRD OR HIGHER	21%
<b>TOTAL MOVE UP</b>	<b>69%</b>



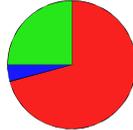
## TRANSFEREE - DID YOU RENT BEFORE BUYING?

YES	47%
NO	53%



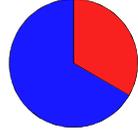
## BUYER MOVEMENT

UP	71%
DOWN	4%
LATERAL	25%



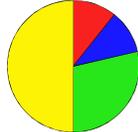
## TRANSFEREE - DID YOU USE A RELOCATION SERVICE?

YES	33%
NO	67%



## HOUSEHOLD STATUS

SINGLE, NO CHILDREN AT HOME	11%
SINGLE WITH CHILDREN AT HOME	11%
COUPLE, NO CHILDREN AT HOME	29%
COUPLE WITH CHILDREN AT HOME	50%

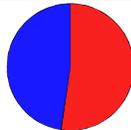


## LOCAL MIGRATION

BARROW	0%	DAWSON		HALL	0%
BARTOW	0%	DEKALB	14%	HENRY	0%
CARROLL	0%	DOUGLAS	0%	NEWTON	0%
CHEROKEE	0%	FAYETTE	0%	PAULDING	0%
CLAYTON	0%	FORSYTH	0%	ROCKDALE	0%
COBB	14%	FULTON	29%	SPALDING	0%
COWETA	0%	GWINNETT	43%	WALTON	0%

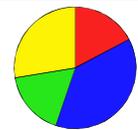
## MARRIED INCOME STATUS

DUAL	52%
SINGLE	48%



## ACTIVE SHOPPING TIME

LESS THAN 1 MONTH	17%
1 TO 3 MONTHS	38%
4 TO 6 MONTHS	17%
OVER 6 MONTHS	28%



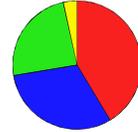
## HEAD OF HOUSEHOLD AGE

18 TO 24	0%
25 TO 34	10%
35 TO 44	38%
45 TO 54	34%
55 TO 64	14%
65+	3%



## COMMUNITIES SHOPPED

FEWER THAN 5	41%
5 TO 10	31%
11 TO 20	24%
MORE THAN 20	3%



## NUMBER OF CHILDREN LIVING AT HOME

1	37%
2	47%
3	16%
4 OR MORE	0%



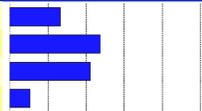
## DID YOU USE AN AGENT IN YOUR SHOPPING PROCESS?

YES	86%
NO	14%



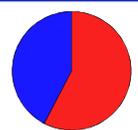
## AGES OF CHILDREN LIVING AT HOME

5 YEARS AND UNDER	26%
6 TO 11 YEARS	47%
12 TO 18 YEARS	42%
OVER 18 YEARS	11%



## DID YOUR AGENT HELP FIND YOUR SUBDIVISION?

YES	58%
NO	42%

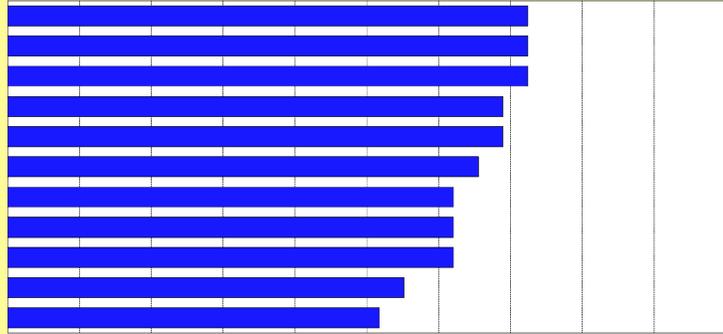


# New Home Buyer Report

Counties: Gwinnett; Zipcodes: 30047,30052

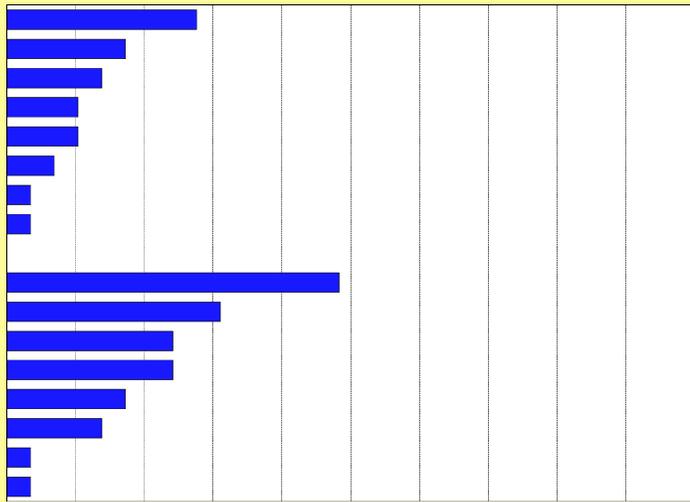
## WHAT WERE YOU LOOKING FOR IN NEW HOME ADVERTISEMENTS?

Price	72%
Location	72%
Special Incentives	72%
Amenities Picture	69%
Floor Plans	69%
Builder	66%
Map	62%
Product Picture	62%
Schools	62%
Lifestyle	55%
Written Directions	52%



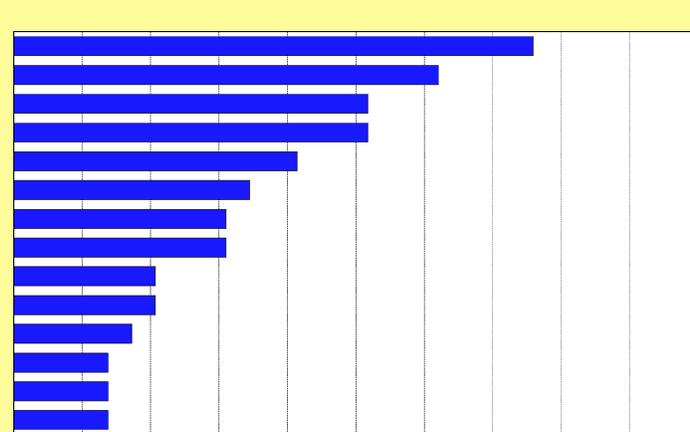
## NEW HOME SHOPPING RESOURCES

Resource	Total Usage
New Home Guide	28%
Know Atlanta Magazine	17%
AJC Homefinder	14%
Neighbor Newspapers	10%
Real Estate Book	10%
Points North Magazine	7%
Atlanta Business Chronicle	3%
Harmon Homes	3%
After 55	0%
Realtor	48%
Directional Signs	31%
Billboards	24%
Referral By Friends Or Relatives	24%
Atlanta's Best New Homes/TV	17%
Direct Mail	14%
Comcast RE On Demand	3%
Radio Advertisements	3%



## HOW USEFUL WERE THE FOLLOWING WEB SITES?

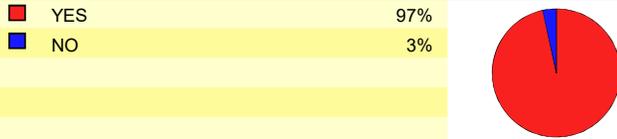
Web Site	Total Usage
Zillow.com	76%
Search Engines	62%
Realtor.com	52%
Trulia.com	52%
RealEstate.com	41%
Homes.com	34%
Real Estate Blog Sites	31%
Redfin.com	31%
Builder Specific Sites	21%
AtlantaNewHomesDirectory.com	21%
Move.com	17%
AJCHomefinder.com	14%
AtlantaCommunities.com	14%
NewHomeGuide.com	14%



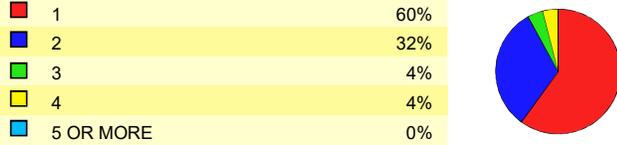
# New Home Buyer Report

Counties: Gwinnett; Zipcodes: 30047,30052

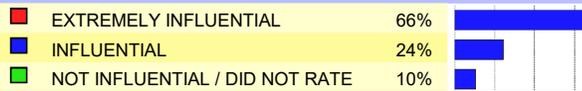
## DID YOUR COMMUNITY HAVE A MODEL HOME?



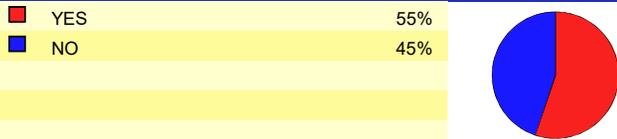
## HOW MANY MODEL HOMES?



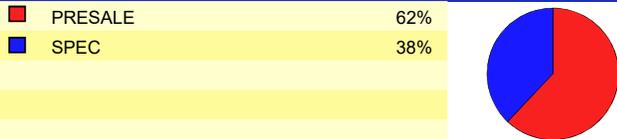
## MODEL HOME INFLUENCE ON YOUR BUYING DECISION?



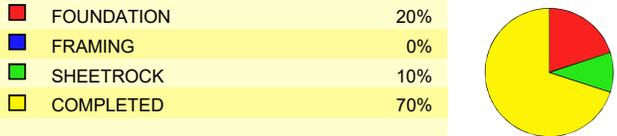
## DID YOU PURCHASE THE MODEL HOME FLOOR PLAN?



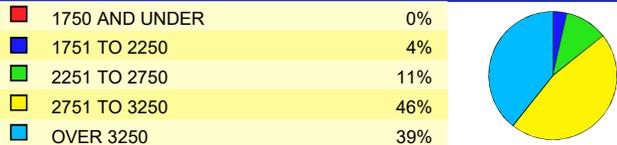
## PRESALE VS. SPEC



## SPEC - CONSTRUCTION STAGE

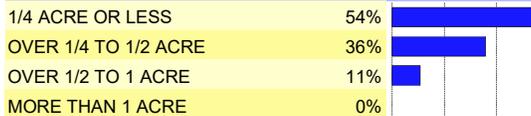


## SQUARE FOOTAGE

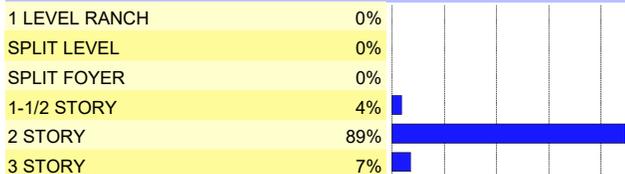


## EXTERIOR

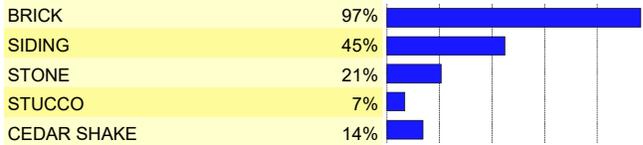
### LOT SIZE



### HOUSE PLAN



## FRONT ELEVATION



## NUMBER OF SIDES BRICK



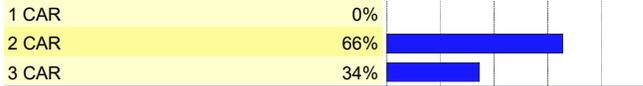
## SIDING TYPE



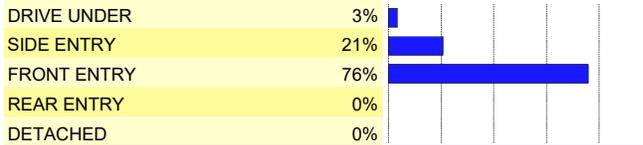
## PORCHES/DECKS



## GARAGE



## GARAGE ENTRY



## INTERIOR - Kitchen

### FLOORS



### CABINET FINISH



### SINK



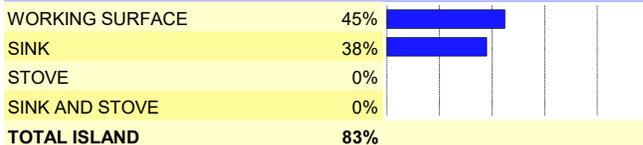
### COUNTERS



### FIXTURES



### ISLAND



# New Home Buyer Report

Counties: Gwinnett; Zipcodes: 30047,30052

## INTERIOR - Living Spaces

ENTRY		
1-STORY	24%	
2-STORY	76%	
SPLIT	0%	

FAMILY ROOM CEILING		
VOLUME	43%	
NON-VOLUME	57%	

MAIN LEVEL CEILING		
8 FOOT	0%	
9 FOOT	48%	
10 FOOT	28%	
OVER 10 FOOT	24%	

DINING AREAS		
FORMAL DINING	100%	
CASUAL DINING	24%	
BREAKFAST AREA	79%	

LIVING AREAS		
FORMAL LIVING	72%	
FAMILY ROOM	90%	
STUDY/LIBRARY	31%	
KEEPING/HEARTH ROOM	10%	
MEDIA ROOM	10%	

FOUNDATION		
BASEMENT	41%	
CRAWL SPACE	0%	
SLAB	59%	

BONUS SPACE		
UNFINISHED	15%	
FINISHED	8%	
BOTH	15%	

**TOTAL BONUS 38%**

DO YOU WORK FROM A HOME OFFICE?		
NO	72%	
PART TIME	20%	
FULL TIME	8%	
TOTAL WORK FROM HOME	28%	

## INTERIOR - Bedrooms & Baths

BEDROOMS		
2	0%	
3	0%	
4	31%	
5 OR MORE	69%	

SPARE BEDROOM USE		
GUEST	54%	
PLAYROOM	4%	
OFFICE	4%	

MASTER LOCATION		
UPSTAIRS	93%	
MAIN LEVEL	7%	

MASTER CLOSET LOCATION		
OFF BEDROOM AND BATH	45%	
OFF BEDROOM	3%	
OFF BATH	52%	

MASTER EXTRAS		
SITTING ROOM	62%	
FIRE PLACE	3%	

## BATHS

2	0%	
2.5	24%	
3	14%	
3.5	7%	
4	21%	
4+	34%	

## MASTER BATH FIXTURES

BRASS	0%	
STAINLESS	17%	

## MASTER TUB

STANDARD SIZE	14%	
OVERSIZED, NON-JETTED	69%	
JETTED WHIRLPOOL	17%	

## OTHER

LAUNDRY LOCATION		
UPSTAIRS	83%	
MAIN LEVEL	17%	
BASEMENT/GARAGE	0%	

## ALARM SYSTEM

PRE-WIRED	54%	
INSTALLED	42%	

## WAS YOUR HOME PRE-WIRED FOR NETWORKING/MEDIA

YES	59%	
NO	41%	

## IMPORTANCE IN BUYING DECISION

EXTREMELY INFLUENTIAL	69%	
INFLUENTIAL	31%	
NOT INFLUENTIAL / DID NOT RATE	0%	

## WHICH OF THE FOLLOWING DID YOU UPGRADE?

CARPET/PADDING	24%	
OTHER FLOORING	45%	
CABINETS	31%	
APPLIANCES	55%	
LIGHTING	31%	
LANDSCAPING	7%	
OTHER	24%	

## WHAT WAS THE APPROXIMATE TOTAL COST OF UPGRADES?

UNDER \$2,500	17%	
\$2,501 TO \$5,000	21%	
\$5,001 TO \$10,000	4%	
\$10,001 TO \$20,000	25%	
OVER \$20,000	33%	

## SWIM/TENNIS

IS YOUR COMMUNITY SWIM/TENNIS?		
YES	69%	
NO	31%	

## IMPORTANCE IN BUYING DECISION

EXTREMELY INFLUENTIAL	0%	
INFLUENTIAL	37%	
NOT INFLUENTIAL / DID NOT RATE	63%	

## CONSIDERED NO SWIM/TENNIS

YES	79%	
NO	21%	

# New Home Buyer Report

Counties: Gwinnett; Zipcodes: 30047,30052

