



kw SOUTHWEST
KELLERWILLIAMS. REALTY

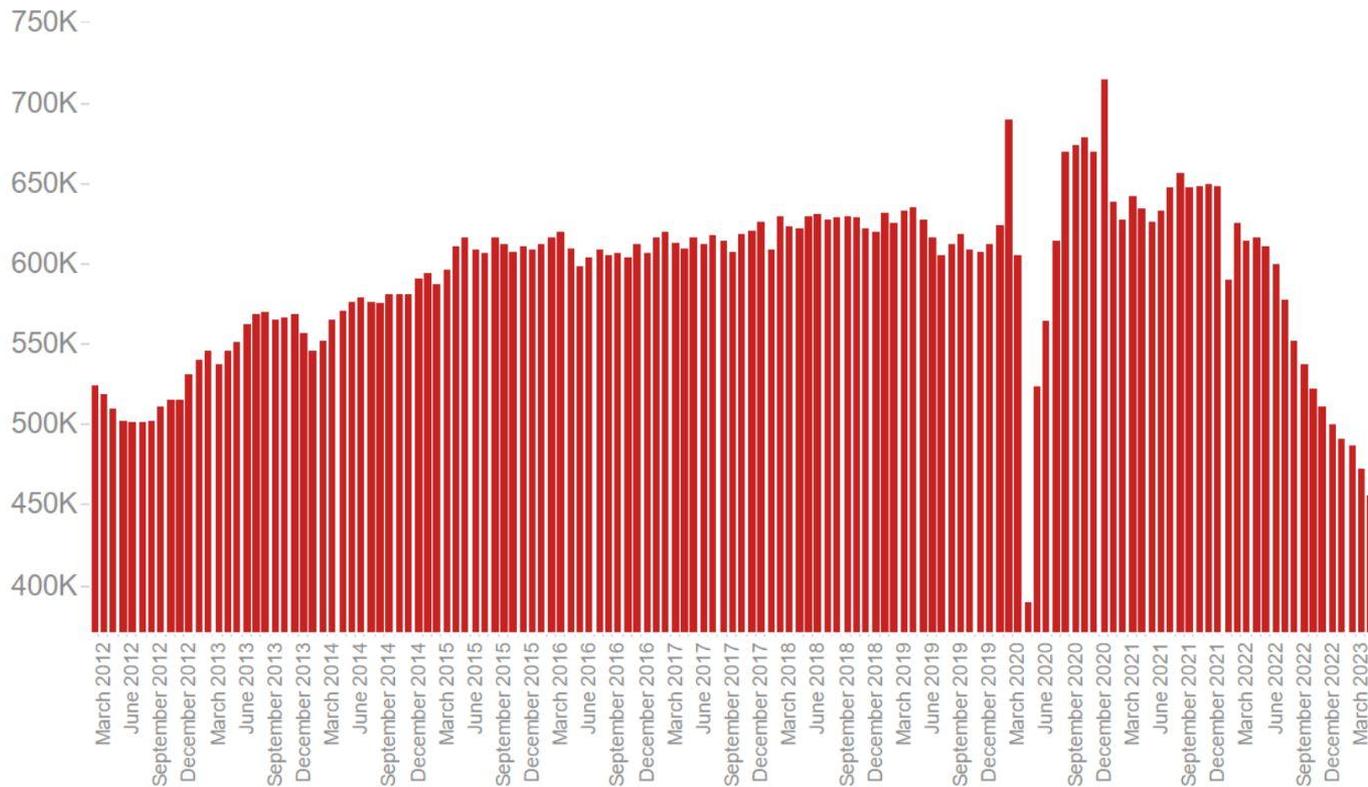
DATA DRIVEN DECISIONS



WHAT DOES THE DATA SAY ABOUT

New Listings Fell to Second Lowest Level on Record in April

New listings of U.S homes, seasonally adjusted



Home Prices Posted Biggest Drop Since 2012 in April

Year-over-year change in median U.S. home sale price



Observation:
2023-08-03: **6.90**
(+ more)
Updated: Aug 3, 2023

Units:
Percent,
Not Seasonally Adjusted

Frequency:
Weekly,
Ending Thursday

1Y | 5Y | 10Y | Max

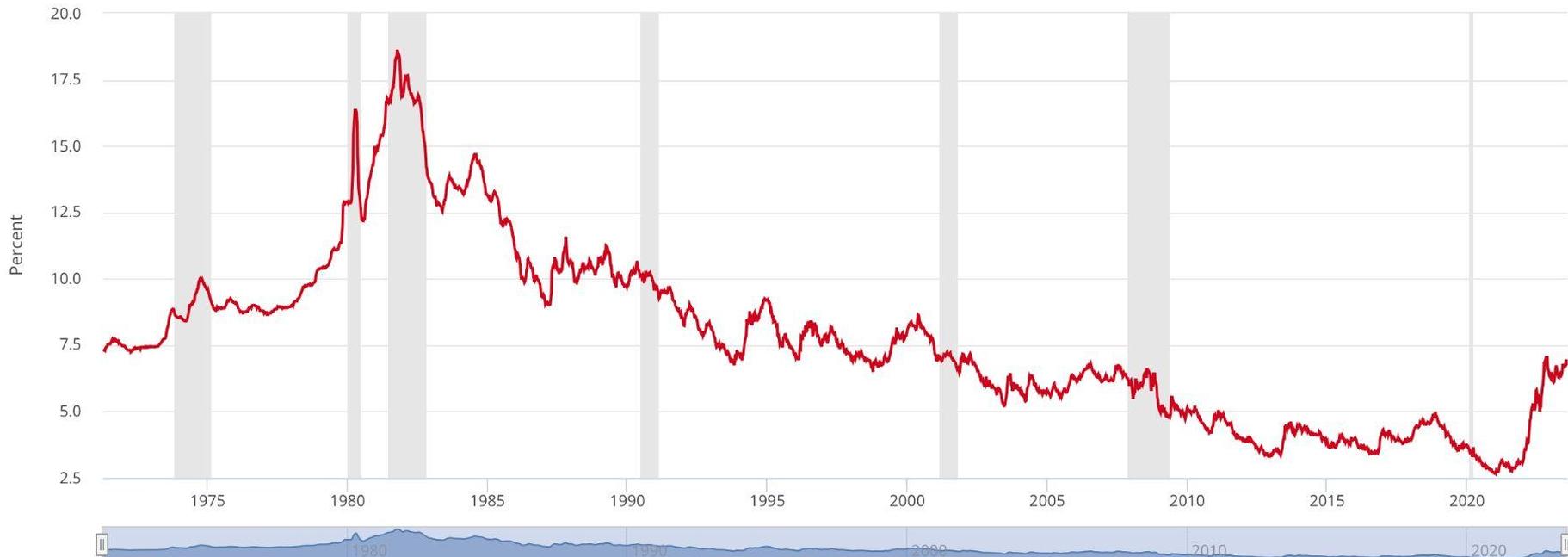
1971-04-02

to

2023-08-03

EDIT GRAPH 

FRED  — 30-Year Fixed Rate Mortgage Average in the United States



Shaded areas indicate U.S. recessions.

Source: Freddie Mac

fred.stlouisfed.org



Real Estate Markets

Sellers' Market

Buyer demand exceeds
Seller supply



Less than 5 months
of inventory

Balanced Market

Buyer demand equals
Seller supply



5 – 7 months
of inventory

Buyers' Market

Seller supply exceeds
Buyer demand



More than 7 months
of inventory

Number of Realtors in the U.S.

Members of the National Association of Realtors; Monthly; January 2003 to April 2023



Data: Reventure Consulting via the National Association of Realtors; Chart: Axios Visuals

Which cities have the most new home construction in 2023?

New Home Construction: 2023

Top 10 Cities With the Most New Home Construction

- | | |
|----------------------|-----------------------------|
| 1 Houston, Texas | 6 Charlotte, North Carolina |
| 2 Dallas, Texas | 7 Austin, Texas |
| 3 New York, New York | 8 Orlando, Florida |
| 4 Phoenix, Arizona | 9 Nashville, Tennessee |
| 5 Atlanta, Georgia | 10 Los Angeles, California |



New Home Construction: 2023

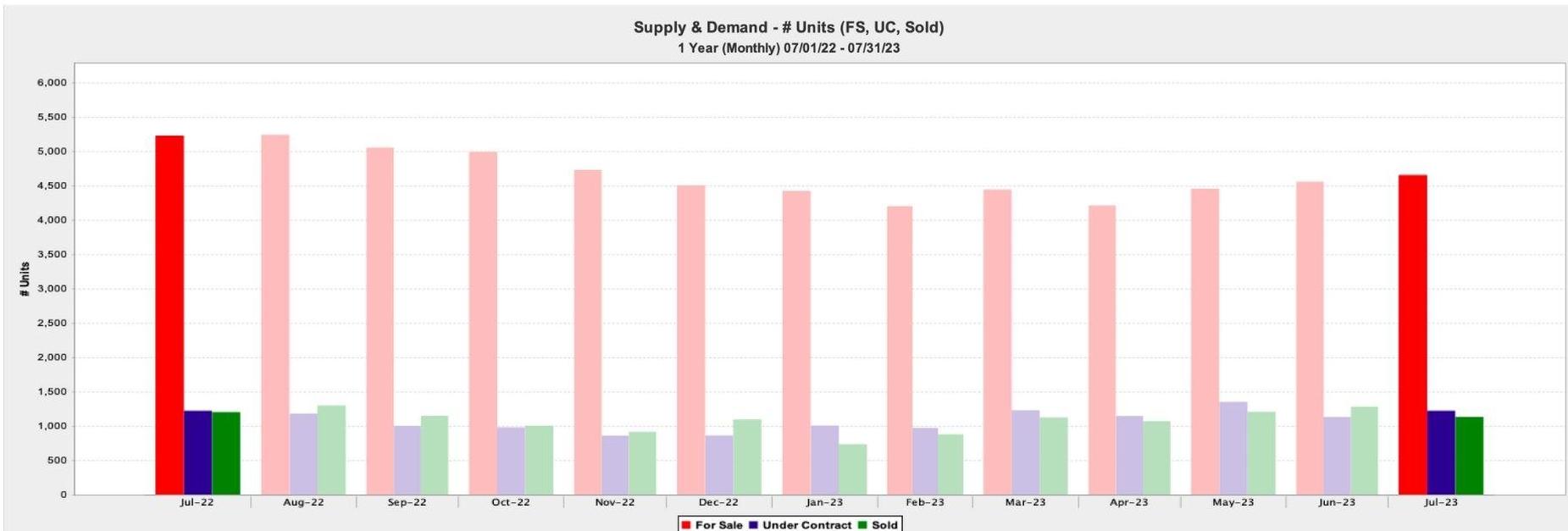
Number of permits for new residential housing units by metropolitan area

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	Metro Area	Average Permits Per Month: 2023	Number of Single-Family Homes: 2023	Number of Multi-Unit Residential Homes: 2023	Total New Homes: 2023
1	Houston, TX	5,766	15,391	7,671	23,062
2	Dallas-Fort Worth, TX	5,156	12,738	7,887	20,625
3	New York, NY	3,552	4,053	10,155	14,208
4	Phoenix, AZ	3,459	6,597	7,238	13,835
5	Atlanta, GA	3,294	7,385	5,790	13,175
6	Charlotte, NC	2,726	6,185	4,718	10,903
7	Austin, TX	2,720	4,810	6,070	10,880
8	Orlando, FL	2,315	5,344	3,917	9,261
9	Nashville, TN	2,292	4,471	4,695	9,166
10	Los Angeles, CA	2,267	3,624	5,443	9,067

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PREEXISTING HOMES: SOLD-8.7%

NEW CONSTRUCTION: *SOLD-34.8%

Multifamily Big Picture

End of Q4 – 720.6K Units



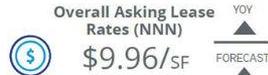
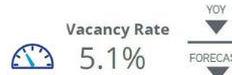
2021 U.S. Residential Land Sales

- A strong market, with land sales rising 6%.
- Surpassed the growth of commercial real estate properties.
- Accounted for 4% of total residential real estate sales.

Source: National Association of Realtors®: 2021 Land Market Surveys, Research & Reports

Industrial Big Picture | Fort Bend County

End of Q4 – 39.8M SF



Healthcare Big Picture | Fort Bend County

End of Q4 – 1.8M SF



WHAT DOES THE DATA SAY ABOUT
You

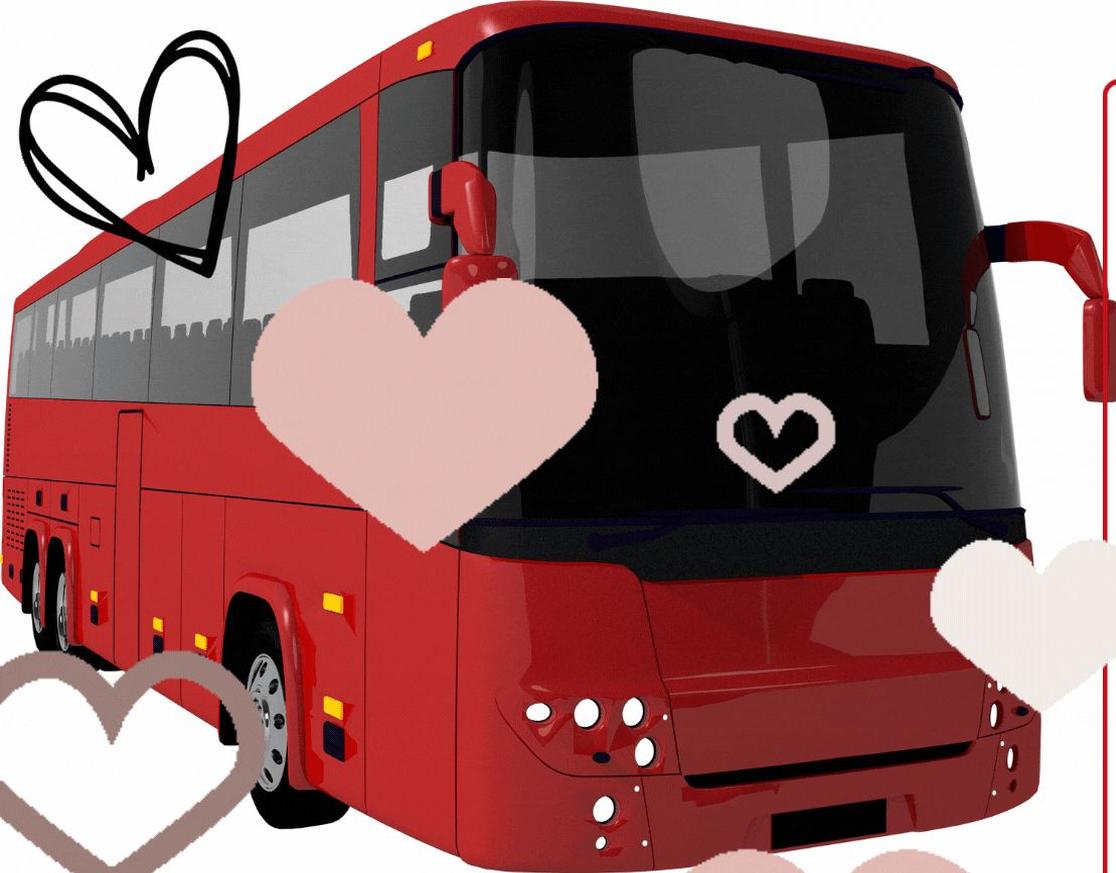
TAKE INVENTORY

PRODUCTION HABITS: M-Y TRENDS

SUCCESS CLUES: TOP 3 LEAD SOURCES

KNOW YOUR RE SUPERPOWER: KPA

The screenshot shows the mykw.com website interface. The browser address bar displays "mykw.com/whitravel". The navigation menu includes "HOME", "EDUCATION", "KW MAPS COACHING", "MARKETING", "TECHNOLOGY", "RESOURCES", and "EVENTS". A red banner at the top right says "welcome verna Kolesho-Johnson | Market Center | Houston SW HCA 25" with language and currency options. The main content area features a profile for Verna Kolesho-Johnson, a "Command Login" button, a "My Referrals" button, and a "See My Refs" button. A "MEGA AGENT CAMP" banner is visible on the right side. The bottom of the page shows a red navigation bar with a white progress indicator.



THE OPPORTUNITY BUS

RELOCATION: #1 STATE

NEW CONSTRUCTION PERMITS: #1 CITY

PREEXISTING HOME SALES: STILL STRONG

NICHE IT UP: LUXURY, COMM, RELO, NCON

AGENT EXODUS: HOLD THE FORT

RESTRUCTURED TALENT: LINK UP

LEAD GENERATION: DOUBLE DOWN

BE THE BEST MATCHMAKER