

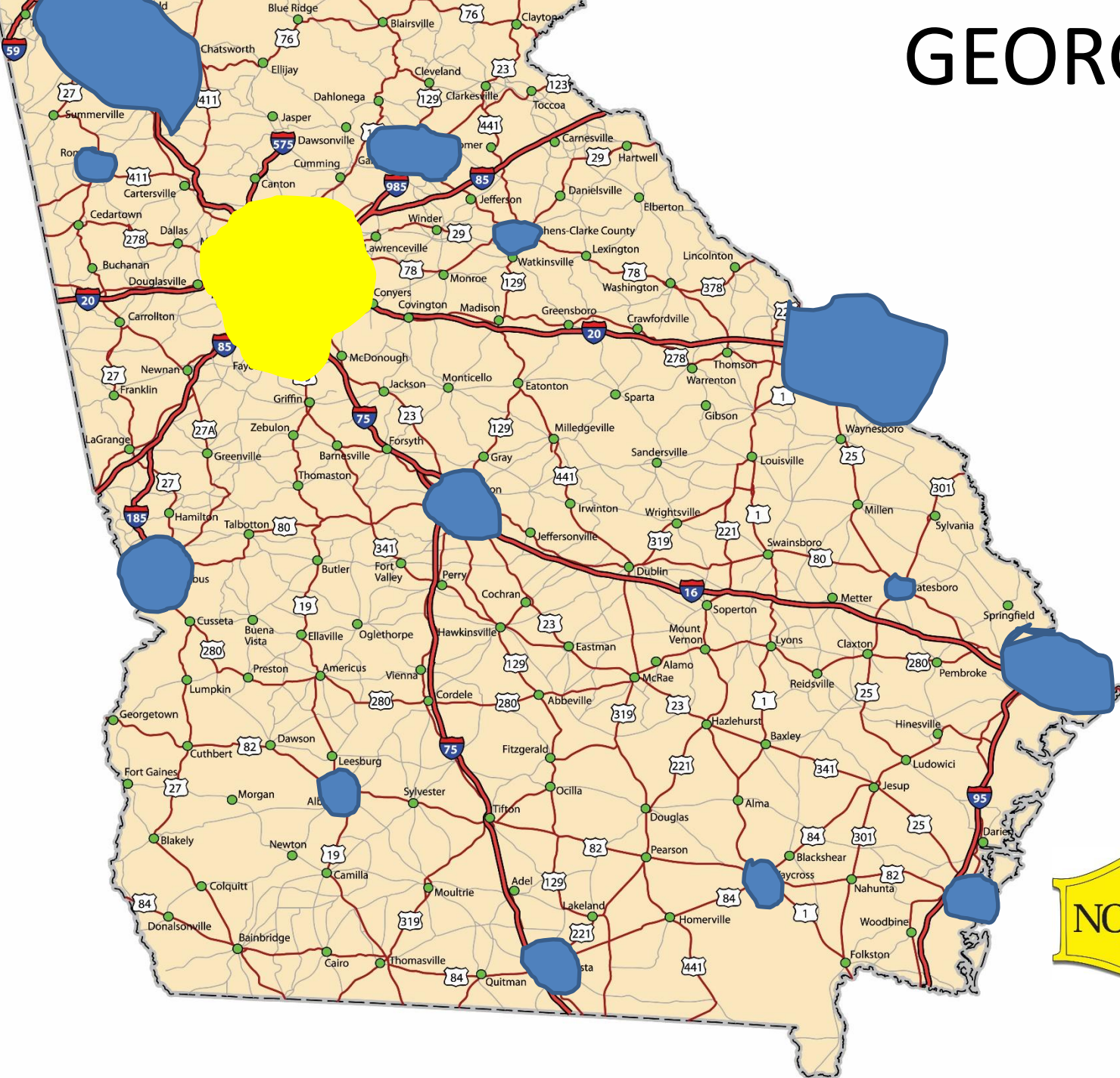


GEORGIA'S HOUSING MATH

FEBRUARY 28, 2018



GEORGIA

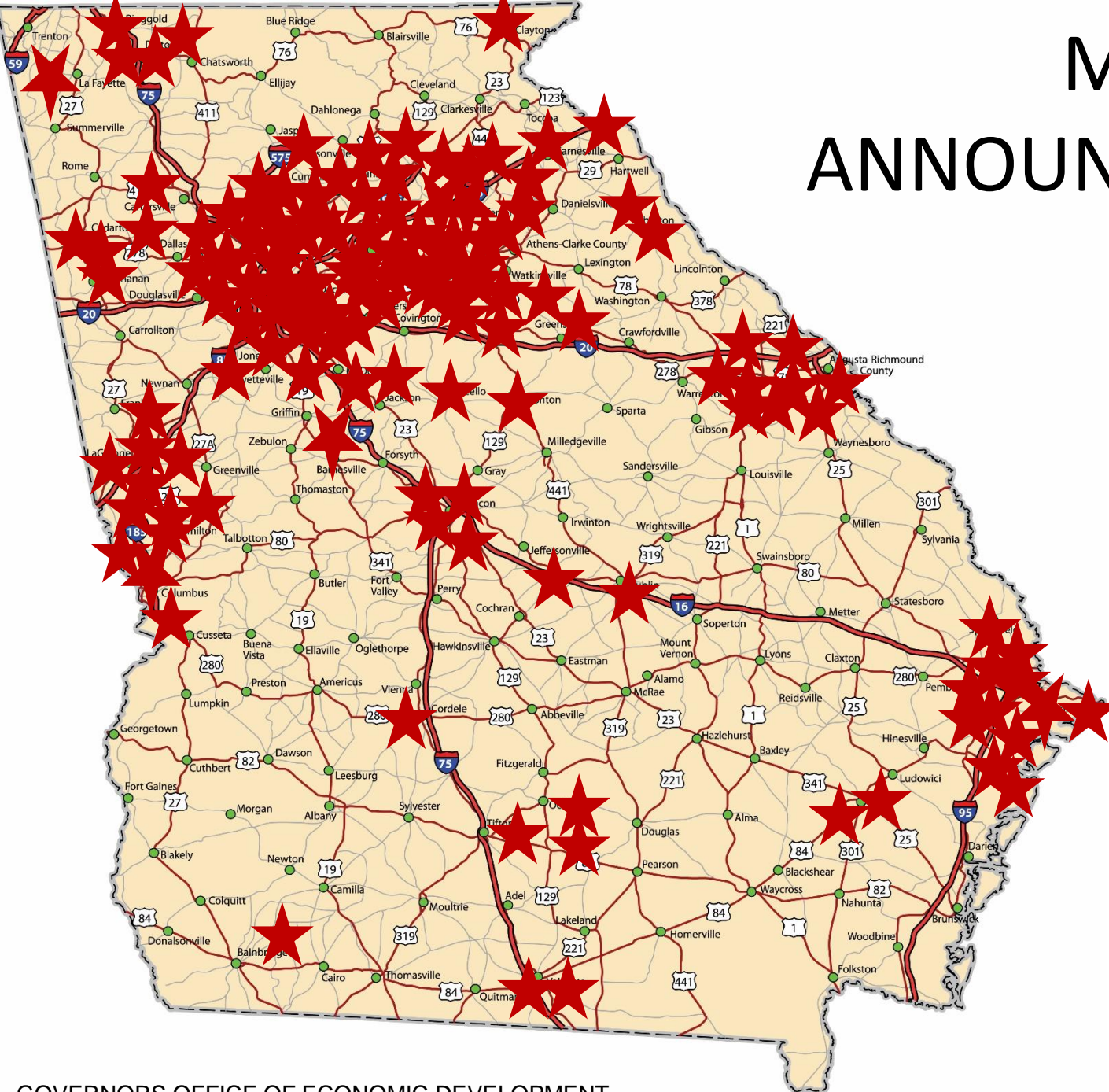


TM

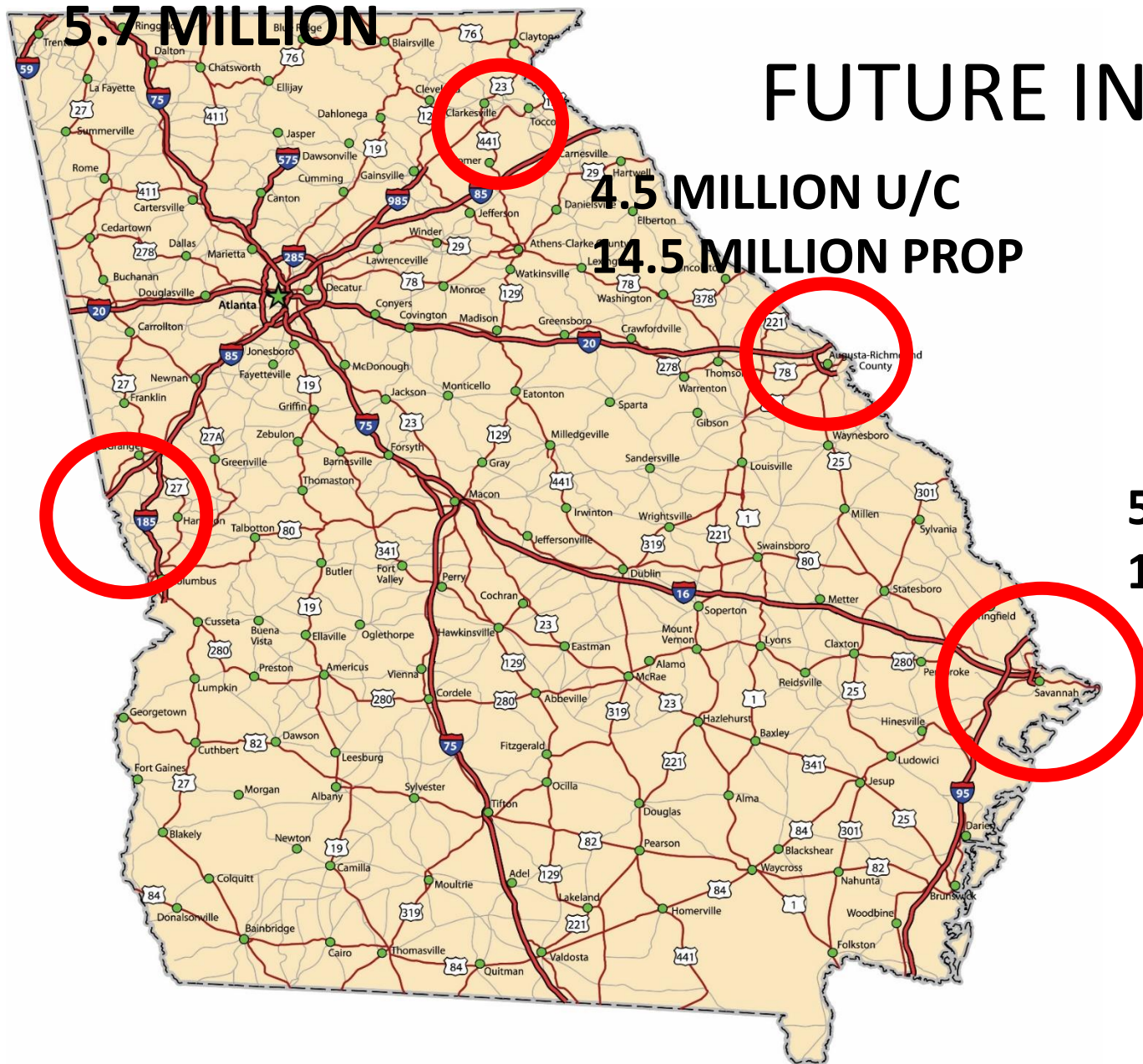
THE **WAR** ON HOUSING

THE BATTLE FRONT SITUATION ANALYSIS

MAJOR JOB ANNOUNCEMENTS 2007-2018



TM



5.7 MILLION

FUTURE INDUSTRIAL GROWTH

4.5 MILLION U/C

14.5 MILLION PROP

5.2 MILLION U/C
10 MILLION PROP



TM

MAJOR NON METRO GEORGIA EMPLOYMENT TRIGGERS

- BAXTER
- NSA/CSS
- KUBOTA
- NESTLE PET FOOD
- FACEBOOK
- AMAZON
- GA PORTS

NEWTON

RICHMOND

HALL-JACKSON

HART

NEWTON

HENRY BIBB JACKSON

SAVANNAH CRISP MURRAY + TBA



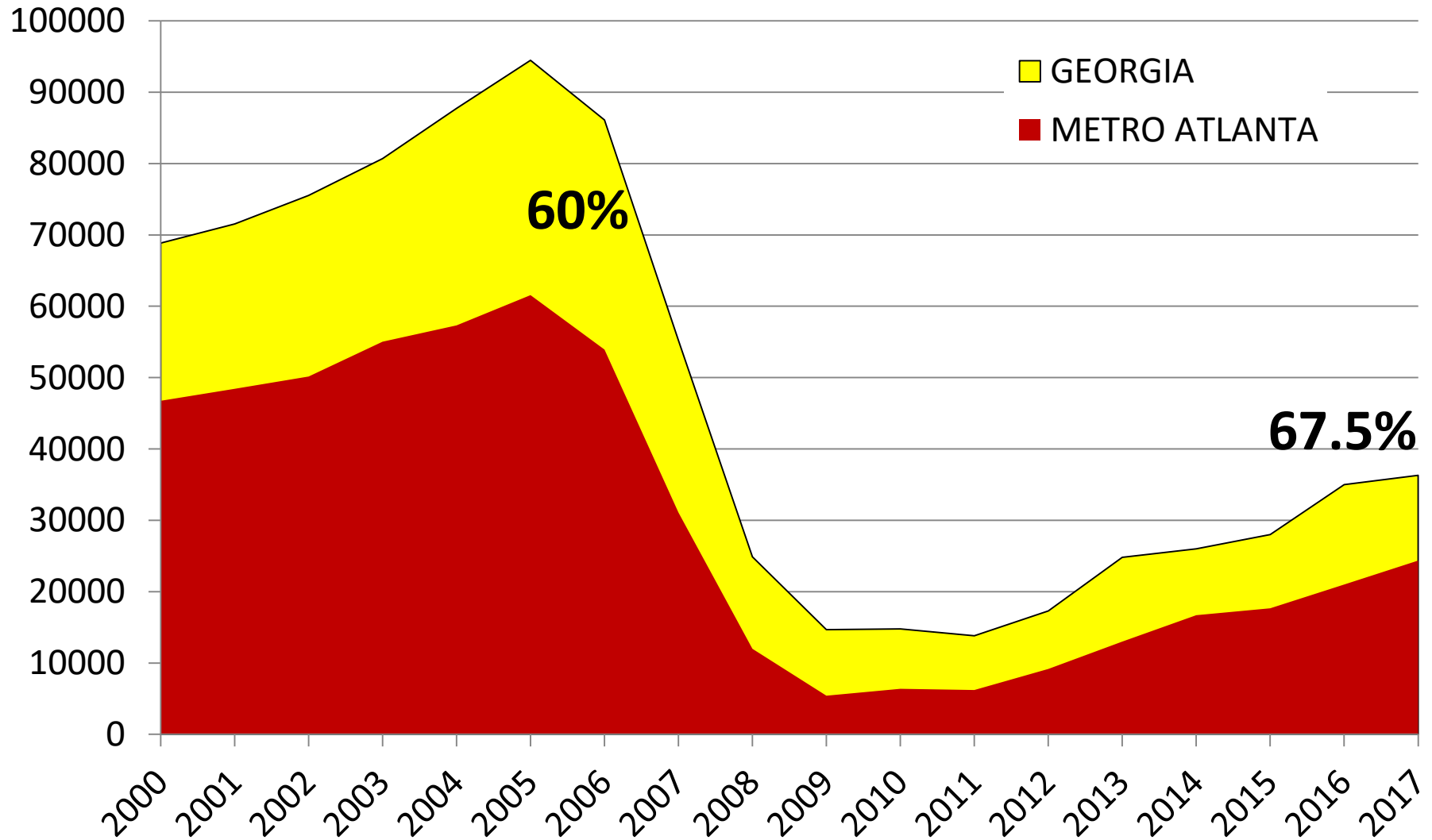
10 Fastest Growing Cities in Georgia in 2017

- | | |
|-------------------|-----------------|
| 1. Chamblee | |
| 2. Norcross | |
| 3. Clarkston | |
| 4. Port Wentworth | SAVANNAH |
| 5. Glenville | SAVANNAH |
| 6. Braselton | GAINESVILLE MSA |
| 7. Pooler | SAVANNAH |
| 8. Richmond Hill | AUGUSTA MSA |
| 9. Flowery Branch | GAINESVILLE MSA |
| 10. Woodstock | |



GEORGIA HOUSING

SINGLE FAMILY PERMITS



SOURCE :COUNTY PLANNING OFFICES

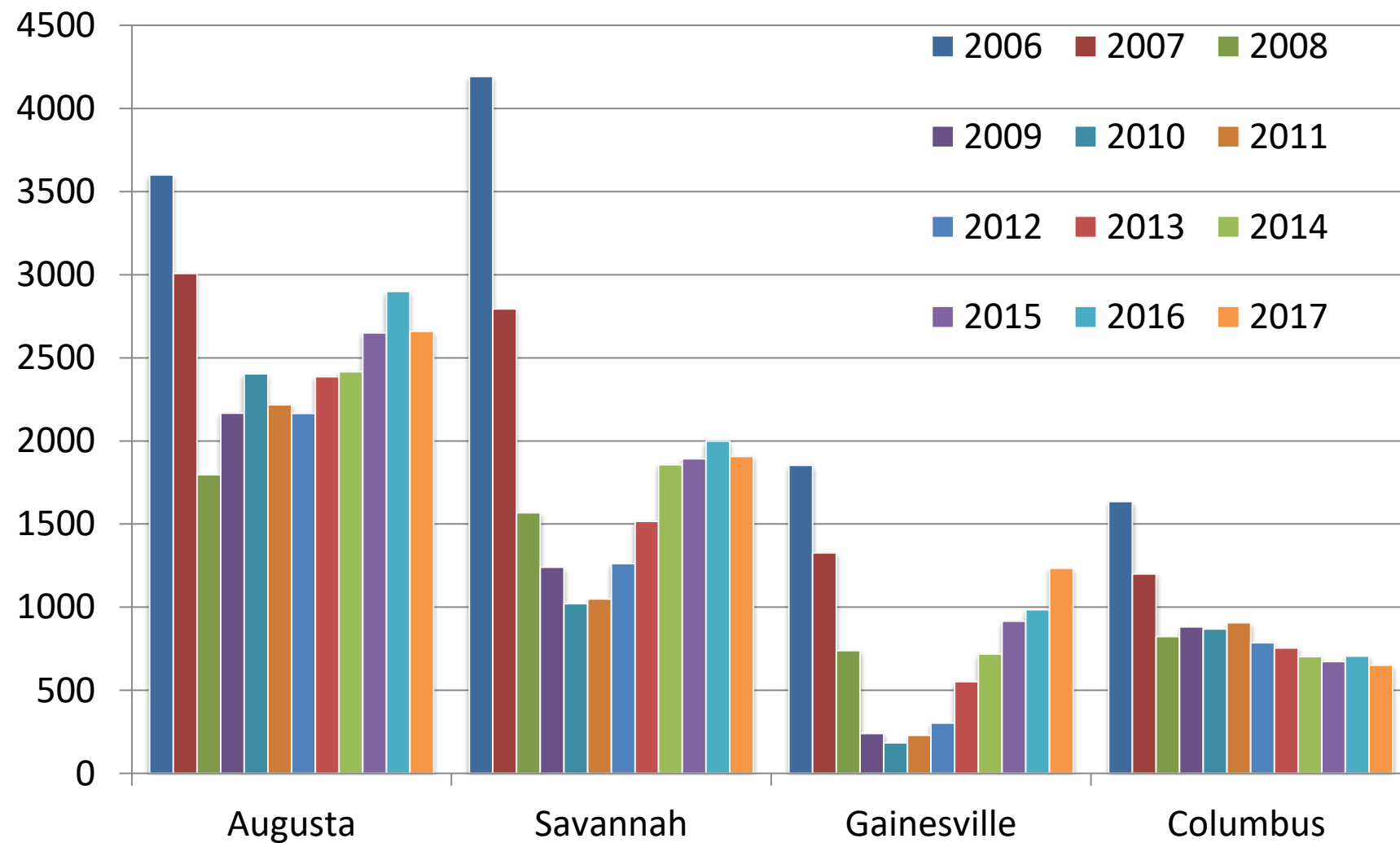
GEORGIA HOUSING TRENDS

- FROM 1970-1979 275,000 PERMITS
- FROM 1980-1989 436,000 PERMITS
- FROM 1990-1999 518,000 PERMITS
- FROM 2000-2009 654,000 PERMITS
- FROM 2010-2017 **252,300** PERMITS





MSA Housing Permits From 2007-2017



GEORGIA AVERAGE SINGLE FAMILY DETACHED SALE PRICE

2011	\$162,220
2012	\$154,662
2013	\$203,090
2014	\$223,300
2015	\$247,000
2016	\$265,000
2017	\$289,000



AVERAGE PRICE HOME SOLD 2017

• ALBANY	\$132,500
• ATLANTA (5 County)	\$323,622
• ATHENS	\$179,900
• AUGUSTA	\$148,000
• COLUMBUS	\$137,000
• GAINESVILLE	\$248,225
• DALTON	\$118,000
• MACON	\$132,000
• ROME	\$127,000
• SAVANNAH	\$225,900
• VALDOSTA	\$139,900



HOT SPOT EMPLOYMENT VERSES HOUSING

	UNEMP	MO HOUSING	HOME APP
• SAVANNAH	4.0	4.8	8.5%
• COLUMBUS	5.1	7.2	9.8%
• GAINESVILLE	3.5	3.8	7.5%
• AUGUSTA	4.0	3.0	8.5%



GEORGIA'S HOUSING MATH

- FOR EVERY **TWO** NEW JOBS, **ONE** NEW HOUSING UNIT IS REQUIRED
- THE AVERAGE NEW HOME INCREASED **42%** SINCE 2010
- REGULATION ADDS **30% -55.9%** TO THE COST OF SINGLE AND MULTI FAMILY HOUSING
- SINCE 2007 **75%** OF BUILDER INDUSTRY HAS EVAPORATED
- SHORTAGE OF AT LEAST **350,000** NEW HOUSING UNITS
- MONTHS OF SUPPLY ARE AT CRISIS LEVELS



THE **WAR** ON HOUSING

A PLAN OF ATTACK
SOLUTIONS TO CONSIDER

A PLAN OF ATTACK

- CHANGE HOUSING EXPECTATIONS
- BIFORCATE HOUSING CODES
 - ALLOWANCES/EXCHANGES EXCLUSIVELY FOR AFFORDABLE HOUSING
 - AFFORDABLE HOUSING ZONES
- TECHNOLOGY PRODUCES HOUSING
- NEW CONSTRUCTION METHODS
- DENSITY PREJUDICE
 - INFILL
 - AUXILLARY BUILDING UNITS – BACKYARD
- MUNICIPLE COUNTY ECONOMIC INCENTIVES
 - TAX ALLOCATION DISTRICTS
 - STRIP OUT IMPACT FEES AND PERMIT FEES
- INDUSTRY SUPPORTED HOUSING VILLAGES



QUOTES FOR TODAY'S HOUSING INDUSTRY

- DRIVE TILL YOU QUALIFY REPLACED WITH DRIVE TILL YOU LOSE SIGNAL
- FIRST TIME HOME BUILDERS ARE NOW FIRST TIME HOME RENTERS
- IF YOU DON'T SEE A TOWN DON'T BUILD TOWNHOUSES
- NOTHING LIKE TAXES TO KILL FREE ENTERPRISE
- THE LACK OF INVENTORY IS LIKE NOT HAVING ENOUGH OIL IN YOUR CAR AND YOUR GEARS SLOWLY COME TO A GRINDING HALT

