

## Builder Preparation For An Improving Market

1. Recognize the changing demographics in the home buyer's market:
  - a. Baby Boomers are headed into a different buying pattern for house product, size and price.
  - b. The regular retirement market started changing and growing in early 2006.
  - c. There is a need for smaller, attached home product for first-time home buyers, older couples and singles.
  - d. Price per square foot product is on the rise.
2. Plan on how to grow your business by borrowing little to no money. Yes! There is a way.
3. Direct your focus on pre-sales, not spec building.
4. Focus on offering exceptional, but limited, product lines.
5. Use MarketGraphics' Risk Analysis Marketing (R.A.M.) Data to locate the best areas to build for specific price ranges.
6. Know the affects that the interest rates have on home buyers.
7. Well planned Merchandising.
8. Creative marketing.
9. Test Real Estate Agents on their closing abilities.  
(9 Visible Signs of an Agent that will get Superior and Poor Results)
10. Surround yourself with correct business advisors.
11. Refine estimating process.
12. Focus on advanced purchasing methods.
13. Focus on not just the big things but also the little things. Doing so could significantly increase your net (before tax) profit.
14. Know your weekly and monthly costs.
  - a. Budget vs. Actual (by Job)
  - b. Budget vs. Actual (by Company)
  - c. Reviews and Projections on Cash Flow
  - d. Reviews and Forecasting on Profit Margins
  - e. Variance Review
  - f. Fix Cost Before Buying
  - g. Profit Program Use
15. Surround yourself with those who can be open with you and your decisions.