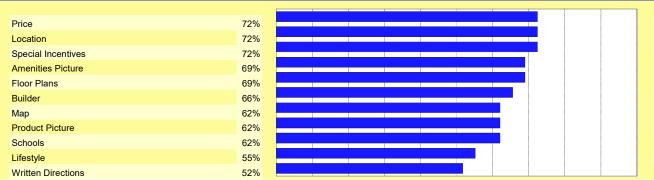
		lome B						
	Counties	: Gwinnett; Zi	pcodes: 30	047,30	0052			
PRICE					ORIGI	N	_	
\$200,000 AND UNDER	21%			EREE		48%		
\$200,001 TO \$300,000	29%		LOCAL			52%		
\$300,001 TO \$400,000	29%							
\$400,001 TO \$500,000 OVER \$500,000	14% 7%							
		_						
BUYER TY FIRST TIME	PE 31%		TRAN YES	ISFERE	E - DID YOU RE	ENT BEFC 47%	ORE BUYING?	
FIRST MOVE UP	31%					53%		
SECOND MOVE UP	17%							
THIRD OR HIGHER	21%							
TOTAL MOVE UP	69%							
BUYER MOVE	MENT		TRANSE	EREE - I		RELOC	ATION SERVIC	F2
UP	71%		YES			33%		<b>-</b> .
DOWN	4%		NO			67%		
LATERAL	25%							
HOUSEHOLD S					LOCAL MIG	RATION		
SINGLE, NO CHILDREN AT HOME	11%		BARROW	0%	DAWSON	4.4.0/	HALL	(
SINGLE WITH CHILDREN AT HOME	11%		BARTOW	0%	DEKALB DOUGLAS	14% 0%	HENRY	(
COUPLE, NO CHILDREN AT HOME COUPLE WITH CHILDREN AT HOME	29% 50%		CARROLL CHEROKEE	0% 0%	FAYETTE	0%	NEWTON PAULDING	(
	50 %		CLAYTON	0%	FORSYTH	0%	ROCKDALE	(
			COBB	14%	FULTON	29%	SPALDING	(
			COWETA	0%	GWINNETT	43%	WALTON	(
	E STATUS			ļ	ACTIVE SHOPP	PING TIMI		
DUAL	52%		LESS TH			17%		
SINGLE	48%		1 TO 3 M	ONTHS		38%		
			4 TO 6 M	ONTHS		17%		
			OVER 6 M	NONTHS		28%		
HEAD OF HOUSE					OMMUNITIES		D	
18 TO 24	0%		FEWER 1	HAN 5		41%		
25 TO 34	10%		5 TO 10			31%		
35 TO 44 45 TO 54	38%		11 TO 20 MORE THE			24%		
45 TO 54 55 TO 64	34% 14%		MORE TH	AIN 20		3%		
65+	3%							
NUMBER OF CHILDREN	LIVING AT HO	ME	DID YOU YES	USE AN	AGENT IN YO	UR SHOP 86%	PING PROCES	S?
2	47%					14%		
3	16%							
4 OR MORE	0%							
AGES OF CHILDREN LI	VING AT HOM	E	DID Y	OUR AG	ENT HELP FIN		SUBDIVISION?	
	069/					58%		
EARS AND UNDER	26%		YES					
EARS AND UNDER 0 11 YEARS 0 18 YEARS	47%		NO			42%		

# **New Home Buyer Report**

Counties: Gwinnett; Zipcodes: 30047,30052

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



	NEW HOME SHOPPING RESOURCES
	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 US	SEFUL WERE THE FOLLOWING WEB SITES?

	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 COM	IMUNITY HAVE		DEL HOME?
	YES		97%	
	NO		3%	
_		MANY MODEL		S?
	1		60%	
	2		32%	
	3		4%	
	4		4%	
	5 OR MORE MODEL HOME INFL		0%	VING DECISION2
	EXTREMELY INFLUE	NTIAL	66%	
	INFLUENTIAL		24%	
	NOT INFLUENTIAL / D	DID NOT RATE	10%	
	DID YOU PURCHAS		HOME	FLOOR PLAN?
	YES		55%	
	NO		45%	
		PRESALE VS. S		
	PRESALE		62%	
	SPEC		38%	
	SPEC -	CONSTRUCTIO	ON ST	AGE
	FOUNDATION		20%	
	FRAMING		0%	
	SHEETROCK		10%	
	COMPLETED		70%	
		SQUARE FOOT	AGE	
	1750 AND UNDER		0%	
	1751 TO 2250		4%	
	2251 TO 2750		11%	
	2751 TO 3250		46%	
	OVER 3250		39%	
		EXTERIOR		
от	SIZE			
/4 A	CRE OR LESS	54%		
VE	R 1/4 TO 1/2 ACRE	36%		
	R 1/2 TO 1 ACRE	11%		
VE				
	E THAN 1 ACRE	0%		
IOR	E THAN 1 ACRE SE PLAN	0%		
IOR OU		0% 0%		
	SE PLAN			
IOR IOU LE <sup>V</sup> PLI	SE PLAN VEL RANCH T LEVEL T FOYER	0% <mark>0%</mark> 0%		
IOR LE <sup>V</sup> PLI PLI	SE PLAN VEL RANCH T LEVEL T FOYER STORY	0% 0% 0% 4%		
IOR LEV PLI PLI -1/2	SE PLAN VEL RANCH T LEVEL T FOYER	0% <mark>0%</mark> 0%		

FRONT ELEVATION					
BRICK	97%	I I			
	45%				
SIDING					
STONE	21%				
STUCCO	7%				
CEDAR SHAKE	14%				1
NUMBER OF SIDES BRICK		1 1	1	1	1
1	44%				
3	15%				
4	41%				
SIDING TYPE		<u> </u>	1	1	1
VINYL	29%				
FIBER CEMENT	71%	, ,			
PORCHES/DECKS					
FRONT PORCH	86%				
SCREENED PORCH	0%				
REAR DECK	50%				
PATIO	57%	1 1			l
GARAGE					
1 CAR	0%				
2 CAR	66%				
3 CAR	34%				
GARAGE ENTRY					
DRIVE UNDER	3%				
SIDE ENTRY	21%				
FRONT ENTRY	76%		l		
REAR ENTRY	0%			_	
DETACHED	0%				
	RIOR - Kitche	en			
FLOORS	RIOR - Kitche	en			
	89%	en	i		
FLOORS	89%	en			
FLOORS HARDWOOD	89% 11%				
FLOORS HARDWOOD VINYL TILE	89%				
FLOORS HARDWOOD VINYL TILE CABINET FINISH	89% 11% 0%				
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE	89% 11% 0%				
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN	89% 11% 0% 0%	n           			
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN DARK STAIN	89% 11% 0% 0% 0% 93%	n 			
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN DARK STAIN PICKLED	89% 11% 0% 0%	n 			
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN DARK STAIN PICKLED SINK	89% 11% 0% 0% 93% 7%	n 			
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN DARK STAIN PICKLED SINK PORCELAIN	89% 11% 0% 0% 93% 7%	n 			
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN DARK STAIN PICKLED SINK PORCELAIN STAINLESS STEEL	89% 11% 0% 0% 93% 7% 3% 93%	n 			
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN DARK STAIN PICKLED SINK PORCELAIN STAINLESS STEEL MOLDED HARD SURFACE	89% 11% 0% 0% 93% 7%	n 			
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN DARK STAIN PICKLED SINK PORCELAIN STAINLESS STEEL MOLDED HARD SURFACE COUNTERS	89% 11% 0% 0% 93% 3% 93% 3%	n 			
FLOORS HARDWOOD VINYL TILE CABINET FINISH WHITE LIGHT STAIN DARK STAIN PICKLED SINK PORCELAIN STAINLESS STEEL MOLDED HARD SURFACE COUNTERS LAMINATE SURFACE	89% 11% 0% 0% 93% 7% 3% 93% 3% 0%	n 			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         COUNTERS         LAMINATE SURFACE         MOLDED HARD SURFACE	89% 11% 0% 0% 93% 7% 3% 93% 3% 93% 0% 0%	n 			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         COUNTERS         LAMINATE SURFACE         MOLDED HARD SURFACE         TILE	89% 11% 0% 0% 93% 7% 3% 93% 3% 93% 0% 0% 0%	n			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         COUNTERS         LAMINATE SURFACE         MOLDED HARD SURFACE         TILE         GRANITE	89% 11% 0% 0% 93% 7% 3% 93% 3% 93% 0% 0%	n			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         LAMINATE SURFACE         TILE         GRANITE         FIXTURES	89% 11% 0% 93% 93% 3% 93% 3% 0% 0% 0% 100%	n			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         COUNTERS         LAMINATE SURFACE         MOLDED HARD SURFACE         TILE         GRANITE         FIXTURES         BRASS	89% 11% 0% 93% 93% 3% 93% 3% 0% 0% 0% 100%	n 			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         COUNTERS         LAMINATE SURFACE         TILE         GRANITE         FIXTURES         BRASS         STAINLESS	89% 11% 0% 93% 93% 7% 93% 3% 93% 3% 100% 100% 111% 89%	n			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         COUNTERS         LAMINATE SURFACE         MOLDED HARD SURFACE         TILE         GRANITE         FIXTURES         BRASS	89% 11% 0% 93% 93% 3% 93% 3% 0% 0% 0% 100%	n			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         MOLDED HARD SURFACE         TILE         GRANITE         FIXTURES         BRASS         STAINLESS	89% 11% 0% 93% 93% 7% 93% 3% 93% 3% 100% 100% 111% 89%	n			
FLOORSHARDWOODVINYLTILECABINET FINISHWHITELIGHT STAINDARK STAINPICKLEDSINKPORCELAINSTAINLESS STEELMOLDED HARD SURFACECOUNTERSLAMINATE SURFACEGRANITEFIXTURESBRASSSTAINLESSSTAINLESSGRASSSTAINLESSMOLDED HARD SURFACEMOLDED HARD SURFACEMOLDED HARD SURFACESTAINTESTAINTESTAINTESTAINTEBRASSSTAINLESSMOLDED PLASTIC	89% 11% 0% 93% 93% 7% 93% 3% 93% 3% 100% 100% 111% 89%	n			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         MOLDED HARD SURFACE         ILE         GRANITE         FIXTURES         BRASS         STAINLESS         BRASS         MOLDED PLASTIC         ILE	89% 11% 0% 93% 93% 3% 93% 3% 0% 0% 0% 100% 11% 89% 0%	in			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         MOLDED HARD SURFACE         GRANITE         FIXTURES         BRASS         STAINLESS         BRASS         STAINLESS         BRASS         STAINLESS         BRASS         STAINLESS         BRASS         STAINLESS         MOLDED PLASTIC         IBRASS         STAINLESS         MOLDED PLASTIC         ISLAND         WORKING SURFACE	89% 11% 0% 93% 93% 93% 3% 93% 3% 0% 100% 100% 110% 11% 89% 0%	n			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         MOLDED HARD SURFACE         RASS         STAINLESS         BRASS         STAINLESS         MOLDED HARD SURFACE         MOLDED HARD SURFACE         STAINLES         STAINLES         VORDED PLASTIC         BRASS         STAINLESS         MOLDED PLASTIC         ISLAND         WORKING SURFACE         SINK	89% 11% 0% 93% 93% 93% 3% 3% 3% 0% 100% 100% 100% 11% 89% 0%	in			
FLOORS         HARDWOOD         VINYL         TILE         CABINET FINISH         WHITE         LIGHT STAIN         DARK STAIN         PICKLED         SINK         PORCELAIN         STAINLESS STEEL         MOLDED HARD SURFACE         COUNTERS         LAMINATE SURFACE         MOLDED HARD SURFACE         TILE         GRANITE         FIXTURES         BRASS         STAINLESS         MOLDED PLASTIC         ISLAND         WORKING SURFACE         SINK         STOVE	89% 11% 0% 93% 93% 93% 3% 93% 0% 100% 100% 100% 11% 89% 0% 11% 89% 10% 11% 89% 10% 10% 10% 10% 10% 10% 10% 10	n			

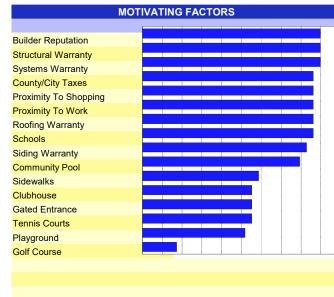
# **New Home Buyer Report**

Counties: Gwinnett; Zipcodes: 30047,30052

INTERIOR -	Living Spaces
ENTRY	Living option
1-STORY	24%
2-STORY	76%
SPLIT	0%
AMILY ROOM CEILING	0,0
VOLUME	43%
NON-VOLUME	57%
MAIN LEVEL CEILING	5170
8 FOOT	0%
9 FOOT	48%
10 FOOT	28%
OVER 10 FOOT	28%
DINING AREAS	24 /0
	100%
	100%
CASUAL DINING	24%
	<mark>79%</mark>
	700
FORMAL LIVING	72%
	90%
STUDY/LIBRARY	31%
EEPING/HEARTH ROOM	10%
MEDIA ROOM	10%
OUNDATION	
BASEMENT	41%
CRAWL SPACE	0%
SLAB	59%
BONUS SPACE	
UNFINISHED	15%
FINISHED	8%
зотн	15%
TOTAL BONUS	38%
O YOU WORK FROM A HOME OFFICE?	
NO	72%
PART TIME	20%
FULL TIME	8%
FOTAL WORK FROM HOME	28%
INTERIOR - Be	edrooms & Batl
EDROOMS	
	0%
	0%
	31%
OR MORE	69%
SPARE BEDROOM USE	
GUEST	54%
PLAYROOM	4%
	4%
	Land Land
JPSTAIRS	93%
MAIN LEVEL	7%
ASTER CLOSET LOCATION	
OFF BEDROOM AND BATH	45%
DFF BEDROOM	<mark>3%</mark>
DFF BATH	52%
ASTER EXTRAS	
SITTING ROOM	62%
	3%

## **New Home Buyer Report**

Counties: Gwinnett; Zipcodes: 30047,30052



#### WHY DID YOU CHOOSE YOUR COMMUNITY? PRICE 47% COMMUNITY APPEAL 0% COMMUNITY AMENITIES 0% PROXIMITY TO WORK 18% SCHOOLS 41% WHY DID YOU CHOOSE YOUR PARTICULAR HOME? LOT 39% EXTERIOR 17% KITCHEN/EATING AREAS 26% FAMILY ROOM/LIVING SPACES 6% **BEDROOMS & BATHS** 17% WHY DID YOU PURCHASE YOUR NEW HOME? NEEDED MORE SPACE 62% NEEDED LESS SPACE 0% JOB CHANGE 34% BETTER SCHOOLS 48% CLOSER TO FAMILY 7% FAMILY STAT CHANGE 21% RETIREMENT 10% INVESTMENT 17% WHAT IS THE LONGEST ONE WAY WORK COMMUTE FOR YOUR HOUSEHOLD? 0-15 MINUTES 15% 19% 16-30 MINUTES 31-45 MINUTES 31% 46-60 MINUTES 27% LONGER THAN 1 HOUR 8%