

The Integrated Information Solution for Homebuilders

Builder InfoTools™ is the only complete and integrated strategic planning solution that combines active and proposed subdivision information, resale information, mapping, aerial imagery, demographics and published research. With hundreds of individual data elements on each actively selling and proposed project, Builder InfoTools is fueled by the most comprehensive data set available. Get the information you need to manage risk effectively, sell more homes profitably, and uncover new opportunities.

Features and Benefits

The Homebuilding Information Resource

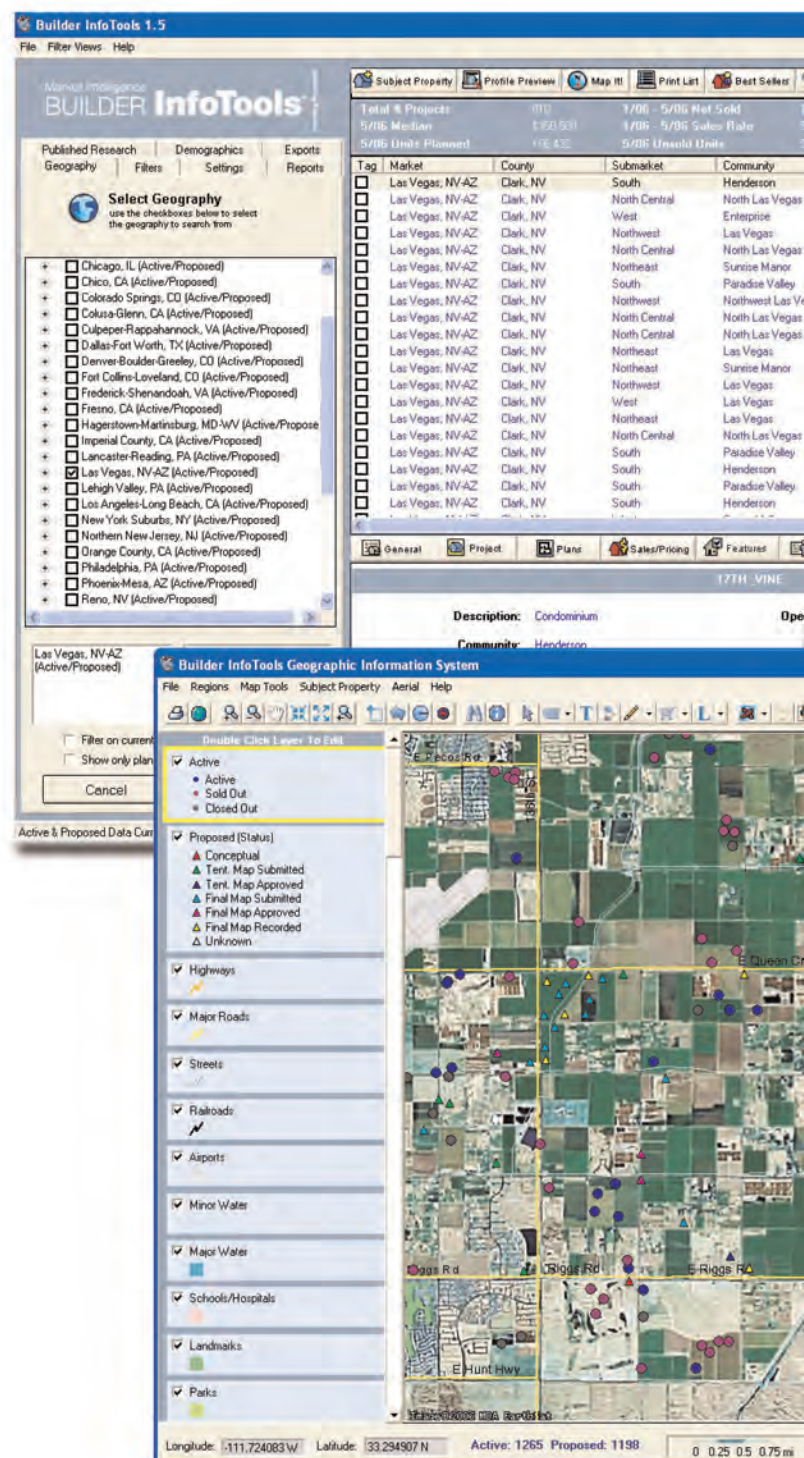
- View active, proposed, coming soon and masterplan information in one location
- Get the details you need with hundreds of data elements on projects from entitlement to closeout
- Find answers quickly with powerful search and filtering features
- Get the most recent information available with Internet-enabled data delivery.

A Whole New Perspective with Mapping

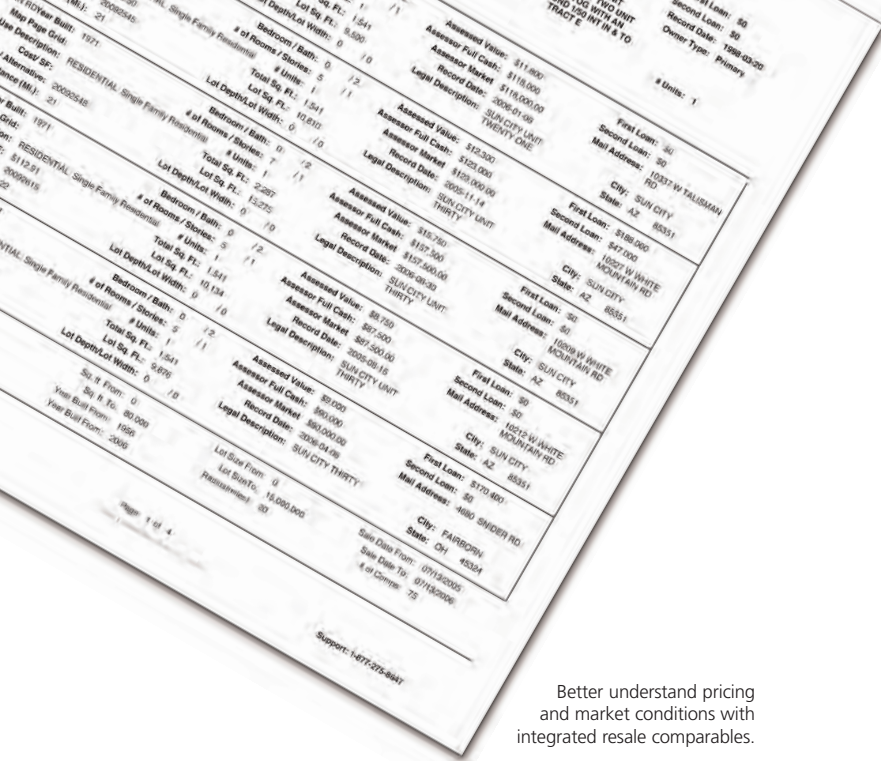
- Map active and proposed projects with our GIS tools including street maps and local landmarks
- Overlay integrated aerial images of the neighborhood to get a complete picture of the development landscape.
- Get even more insight into the market with additional mapping layers including schools, hazards, and census demographics

Move Beyond Projects

- Manage your pricing effectively with integrated resale sales comparables
- Understand homebuyers and market demographics with integrated demographic reports.
- Access informative market trends with published research and analysis subscriptions such as Market Monitor, Market Snapshots and US Housing Market Report



With Builder InfoTools, detailed project information and mapping provides the perspective needed for critical business decisions.



Better understand pricing and market conditions with integrated resale comparables.

Robust Data Set

We track proposed and active projects in 39 markets nationally, representing 24 of the top 75 MSAs. In those markets, our researchers collect over 450 individual data elements on projects from entitlement to close. With key facts such as units planned, product type, active sales, and standard features, you get the details you need to make critical decisions. This data provides you insight to identify market and product trends, view-up-to-date maps, pinpoint details, check sales rates and more.

System Requirements

- Hardware: Intel Pentium 4 or equivalent recommended
- System: Microsoft Windows XP recommended
- Memory: 512 MB of RAM minimum required; 1 GB recommended
- Display: SVGA or higher resolution monitor; screen size 1024 X 768 or higher
- Hard Disk: Minimum 2GB of available hard disk space
- Drive: CD-ROM
- Networking: High-speed Internet access required for some features

Call 800.639.3777 today and get a whole new perspective on homebuilding.

Hanley Wood Market Intelligence
 555 Anton Boulevard
 Suite 950
 Costa Mesa, CA 92626
 800.639.3777
 www.hanleywood.com/hwmi

Information for Phases of Development

Land Acquisition

- Map future projects to understand building location trends
- Use aerial images to identify land available for future development
- Identify property ownership information with integrated public records information

Feasibility and Due Diligence

- Track upcoming projects through the entitlement process
- Feature comparisons provide the details needed for project planning
- Manage risk effectively by better understanding current and future market conditions
- Use detailed market information in putting together financial and investment packages

Sales and Marketing

- Monitor active and proposed homebuilding activity to effectively manage inventory
- Set home and plan pricing with active project prices and integrated resale comparables
- Track competitive homebuilding activity
- Use integrated demographics to determine potential buyers

Market Intelligence

