



**HOME BUILDERS**  
ASSOCIATION OF DAYTON

# National Title Meeting

*Tuesday, September 14, 2021*



“

Commercial  
follows rooftops.



# THE DAYTON REGION CONTINUED GROWTH

Total Units by Month

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% Change from Previous Year
January	244	195	122	70	90	135	97	88	70	75	137	154	159	161	297	194	-34.7%
February	277	177	166	78	120	67	92	94	121	104	134	264	184	155	204	228	11.8%
March	332	198	171	151	187	159	139	169	162	174	241	265	233	200	204	365	78.9%
April	331	200	267	348	211	126	149	166	171	242	282	211	256	376	187	365	95.2%
May	405	191	144	135	134	130	140	176	158	206	197	233	211	231	174	324	86.2%
June	248	268	265	222	143	203	209	149	177	218	543	405	205	195	176	321	82.4%
July	273	211	145	189	120	110	196	202	304	167	267	219	230	205	201	254	26.4%
August	291	293	121	121	125	163	152	149	158	162	181	319	155	179	231	0	-100.0%
September	205	218	164	138	114	135	119	135	165	143	165	169	186	180	233	0	-100.0%
October	222	200	106	156	107	197	136	140	252	135	196	206	166	232	290	0	-100.0%
November	195	186	76	100	90	140	114	102	118	250	178	156	151	151	200	0	-100.0%
December	165	147	72	100	76	95	172	105	268	132	159	150	352	171	246	0	-100.0%
																	24%

Single Family Units Year to Date

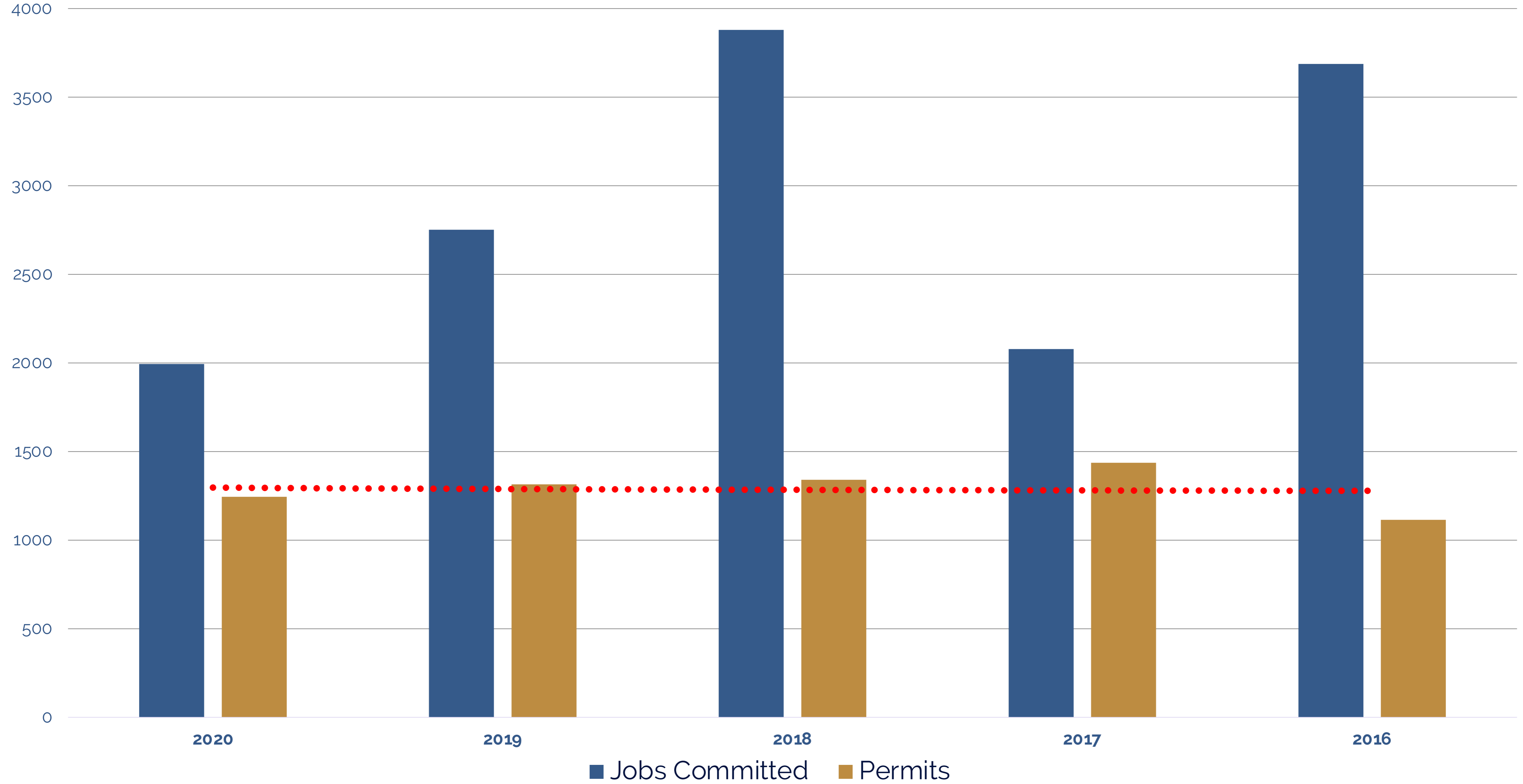
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% Change
YTD	1,871	1,215	932	906	832	697	842	954	894	1,014	1,114	1,436	1,341	1,315	1,244	1,983	59.4%

## Notes from NAHB:

1. Builder sentiment dropped two points to 68 due to higher construction costs and supply shortages.
2. A year ago, 42% of new homes were priced below \$300,000. In July 2021, only 24% were priced below \$300,000
3. ~57% of new & existing homes sold between April-June-21 were "affordable" to families earning the U.S. media income of \$79,900.

# THE DAYTON REGION CONTINUED GROWTH

## Job Growth vs. Permit Growth



# THE DAYTON REGION POPULATION PROJECTIONS

Table 3.3 — Population Projections: 2010 – 2050

County	Census 2010	MVRPC 2050	% Change (2010 – 2050)
Greene	161,573 (20.2%)	189,875 (23.8%)	17.52%
Miami	102,506 (12.8%)	117,295 (14.7%)	14.43%
Montgomery	535,153 (67.0%)	490,819 (61.5%)	-8.28%
<b>Total</b>	<b>799,232</b>	<b>797,989</b>	<b>-0.16%</b>

Source: 2010 Census/MVRPC

*Conservative approach give the shifts in population we are seeing now throughout Mont. Co.;*

“Millions of older millennials are creating families and were planning to buy a home in 2022 to 2025.”

- Greg Toschi,  
C.E.O. of Popular Homes

Net growth for Miami & Greene Counties: Projected population growth of +43,000 from 2010-2050.

That type of gain requires about **22,600** residences (SF + MF)...

In 2020 Dayton built **1,146** new residences.

2019: 1,071 | 2018: 1,138 | 2017: 1,083



# 5 L's OF HOUSING

Housing is supply-side constrained.

**Labor**

Short/Medium-term shortage

**Land**

Land use and zoning planning

*0.411: Children added to public school per new SF home in OH\**

**Lumber**

**\$36,000** to price of a new home

**Lending**

Mortgage rate outlook/inflation

*NAHB Outlook: Raising Fed Fund Rate Q4-22/Q1-23*

*NAHB Outlook: Pullback in housing demand Q1/2-23*

**Laws**

**\$93,870:** Regulation costs for final price<sup>\*\*</sup>

*\$41,330: Government regulation during development*

*\$52,540: Government regulation during construction*

**85%:** Ohio economists say less rigid zoning codes would reduce cost of housing<sup>\*\*\*</sup>

\*Source: NAHB 2020 Study: One Public School Child for Every Three Homes

\*Source: NAHB 2021 Study: Government Regulations in the Price of a New Home: 2021

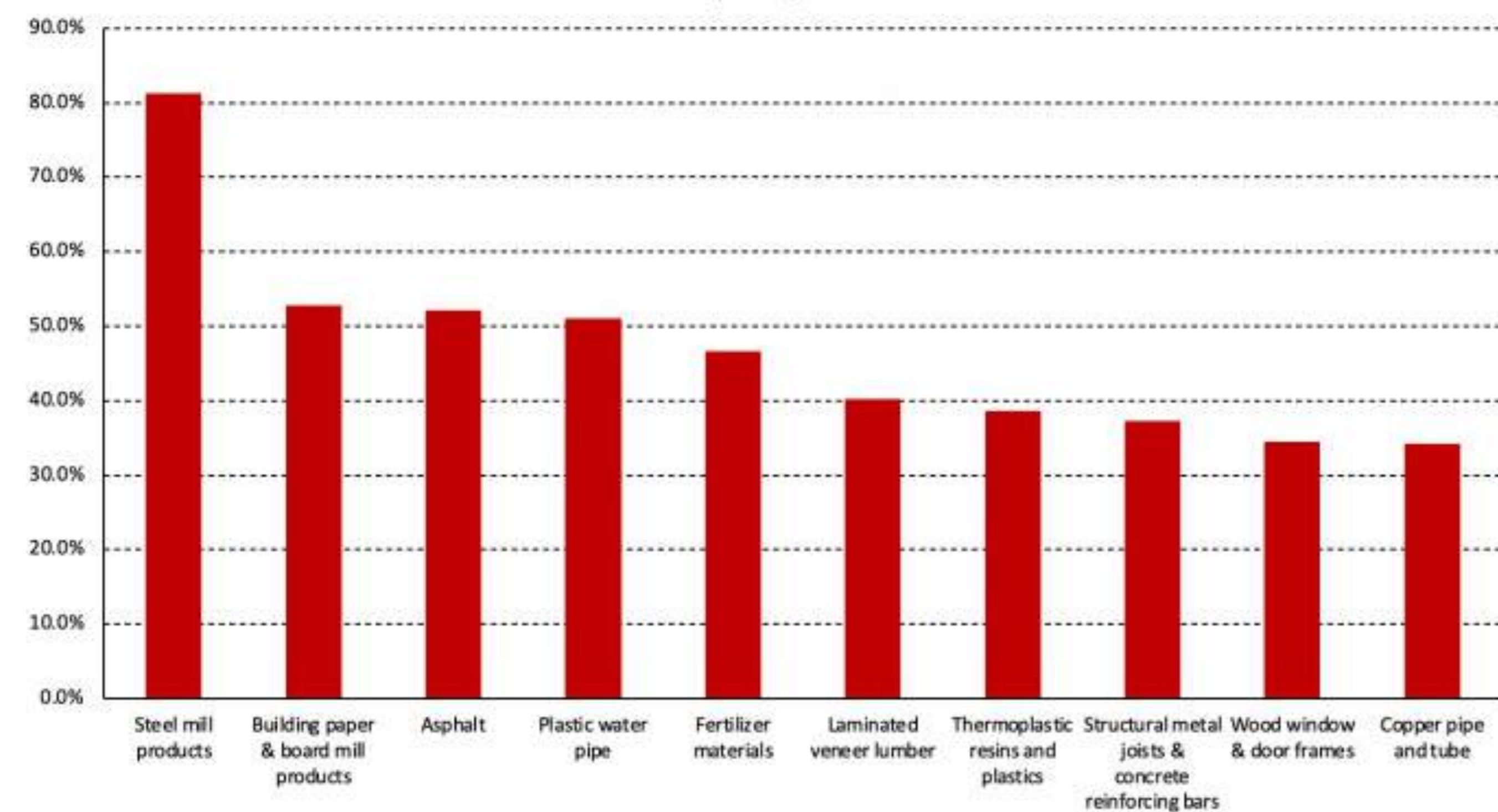
\*\*\*Source: Scioto Analysis April 19, 2021



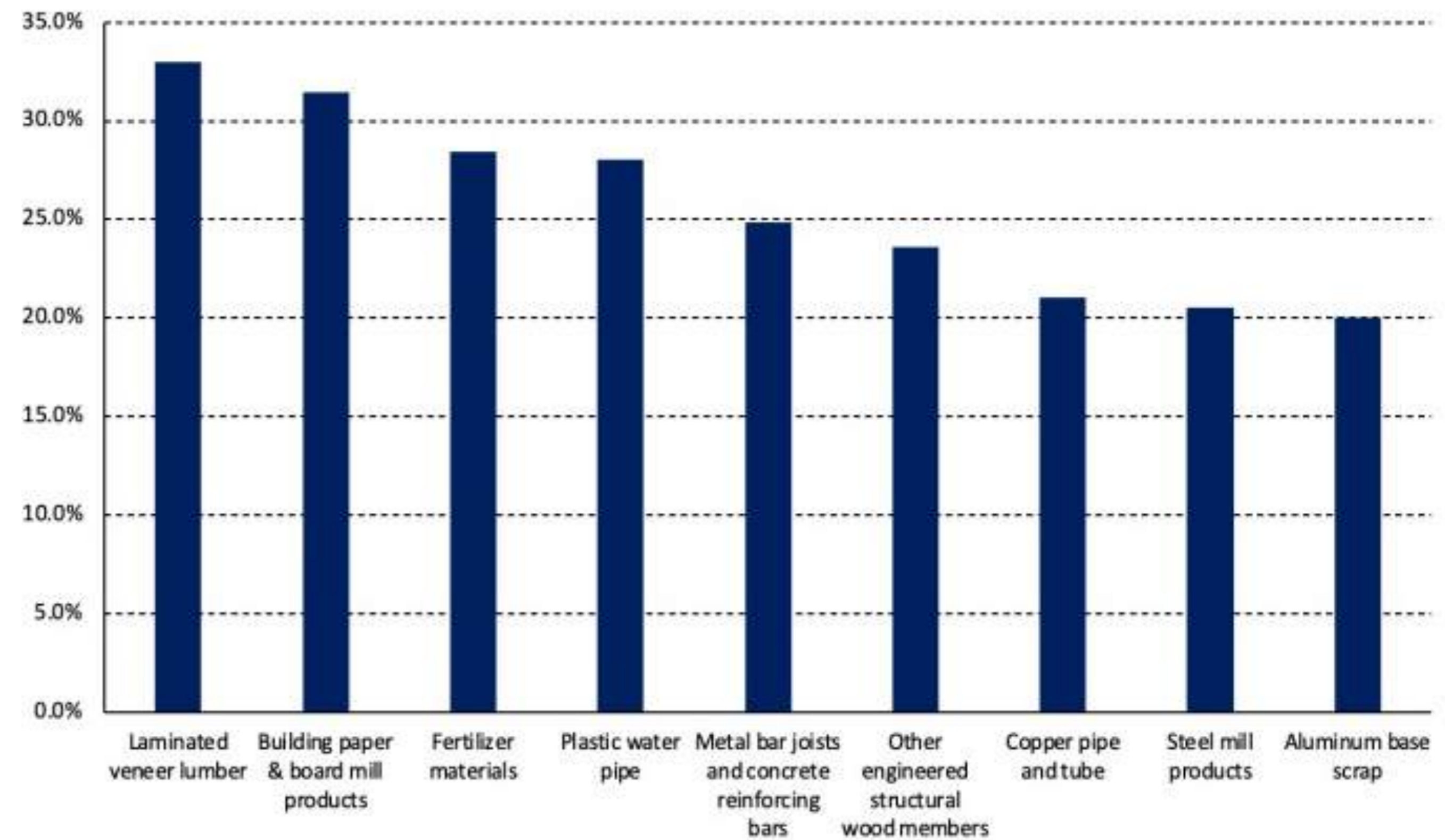
# BUILDING MATERIALS PRICES: LARGE INCREASES YTD

The prices of goods used as inputs to residential construction including has risen **19.0%** year-to-date (YTD).

**Largest Price Increases of Building Materials**  
July 2021, YTD



**Three-Month Price Increases Exceeding 20%**



*An additional 21 products have increased in price by 10% or more since April—five times the rise in the consumer price index over that period.*

# ECONOMIC IMPACT

Total One-Year Impact: Sum of Phase I and Phase II:

Local Income	Local Business Owners' Income	Local Wages and Salaries	Local Taxes <sup>1</sup>	Local Jobs Supported
\$28,670,800	\$8,606,200	\$20,064,700	\$3,358,600	394

Phase I: Direct and Indirect Impact of Construction Activity:

Local Income	Business Owners' Income	Local Wages and Salaries	Local Taxes <sup>3</sup>	Local Jobs Supported
\$19,204,100	\$6,526,800	\$12,677,400	\$2,152,500	237

Phase II: Induced (Ripple) Effect of Spending the Income and Taxes from Phase I:

Local Income	Business Owners' Income	Local Wages and Salaries	Local Taxes <sup>1</sup>	Local Jobs Supported
\$9,466,700	\$2,079,400	\$7,387,300	\$1,206,100	157

Phase III: Ongoing, Annual Effect that Occurs When New Homes are Occupied:

Local Income	Local Business Owners' Income	Local Wages and Salaries	Local Taxes <sup>1</sup>	Local Jobs Supported
\$4,091,900	\$922,400	\$3,169,900	\$1,014,800	69

Localized Using 2020 Permit Data:

**\$715,336,460** *local income*

**\$214,724,690** *biz income*

**\$500,614,265** *wages/salary*

**\$87,797,070** *local taxes*

**9,830** *local jobs supported*

SF + ATT Permit Data for DYT Region: 2,495

Source: NAHB: The Economic Impact of Home Building in a Typical Local Area

Per 100 new SF homes



In the first year, 100 SF homes:

**\$4.0M** in tax and other revenue for local government.

**\$332,000** in local government expenditures to continue providing public service at current levels

**\$2.4M** in capital investment for new structures and equipment undertaken by local government

In a typical year after the first year, the single-family home results in:

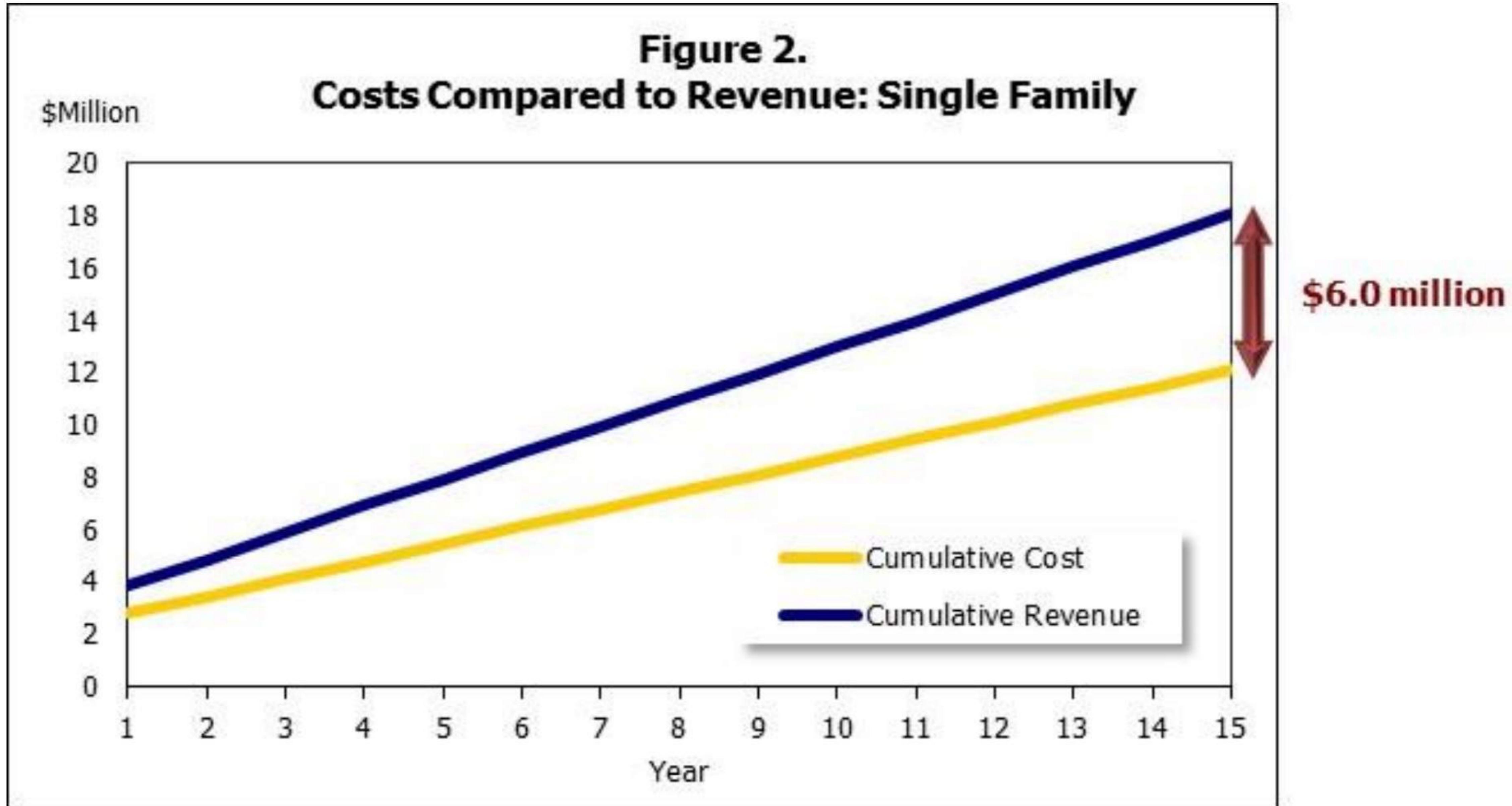
**\$1.0M** in tax and other revenue for local government

**\$664,000,000** in local government expenditures

After 15 years the homes will generate a cumulative **\$18.1M** in revenue (compared to \$12.1M in costs)



# 5 L's OF HOUSING



Source: NAHB: The Economic Impact of Home Building in a Typical Local Area

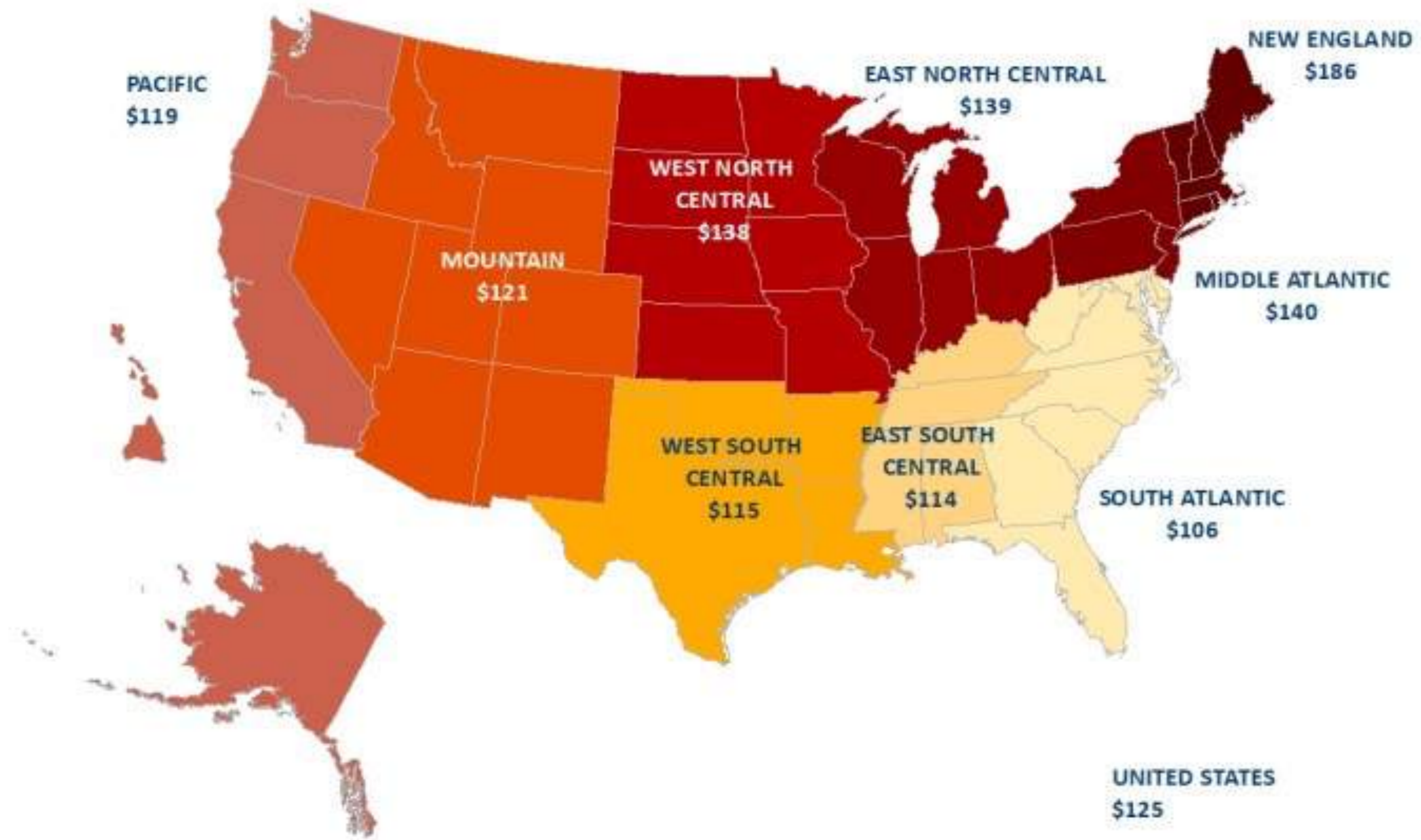
**“ We don’t make  
the market, we  
serve it.**





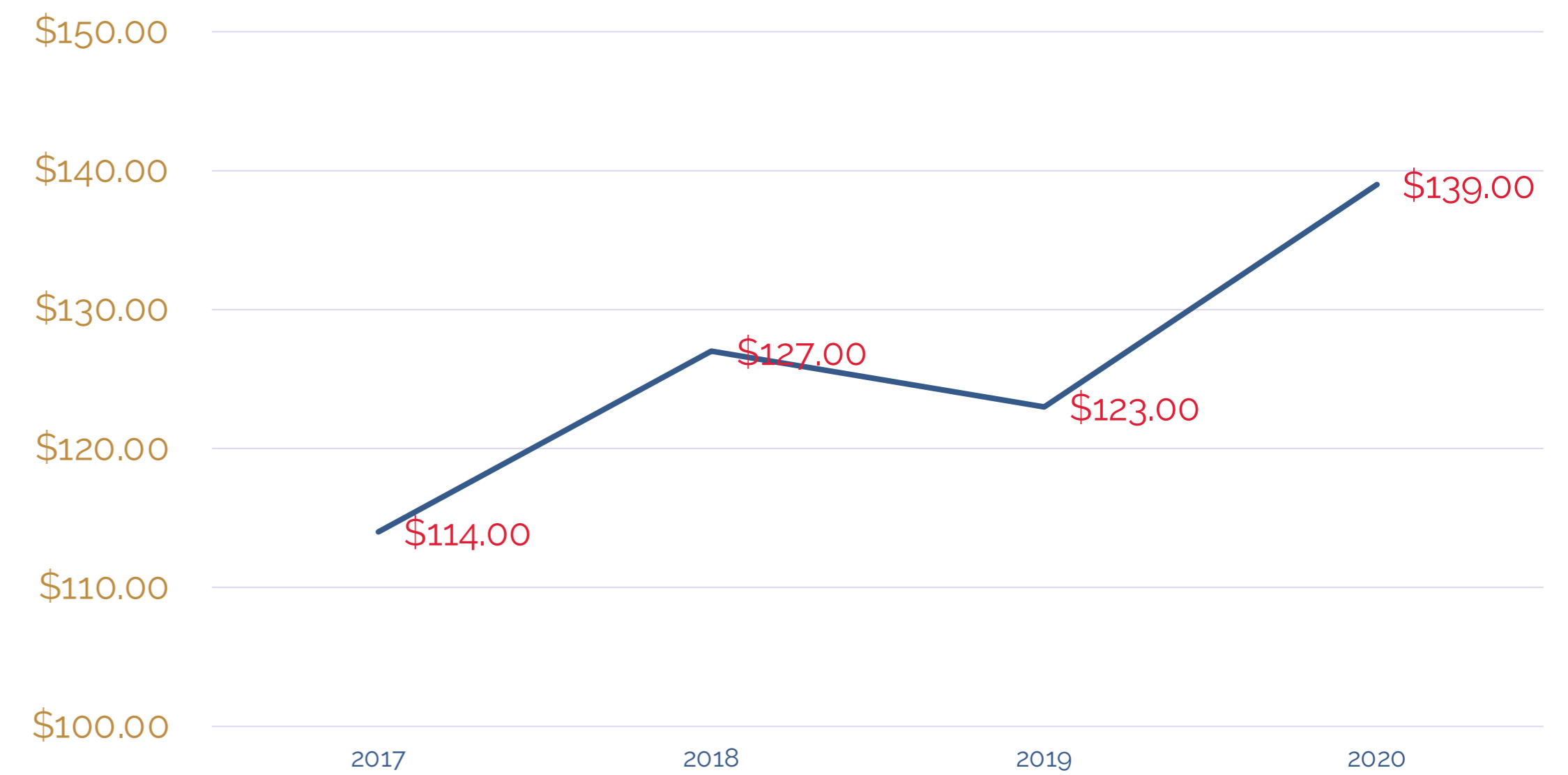
# SQUARE FOOT PRICES: 2020

**Median Contract Price Per Square Foot**  
New Contractor-Built SFD Homes Started in 2020  
*Contractor Price Excludes Value of Improved Lot*



Source: 2020 Survey of Construction, NAHB Estimates

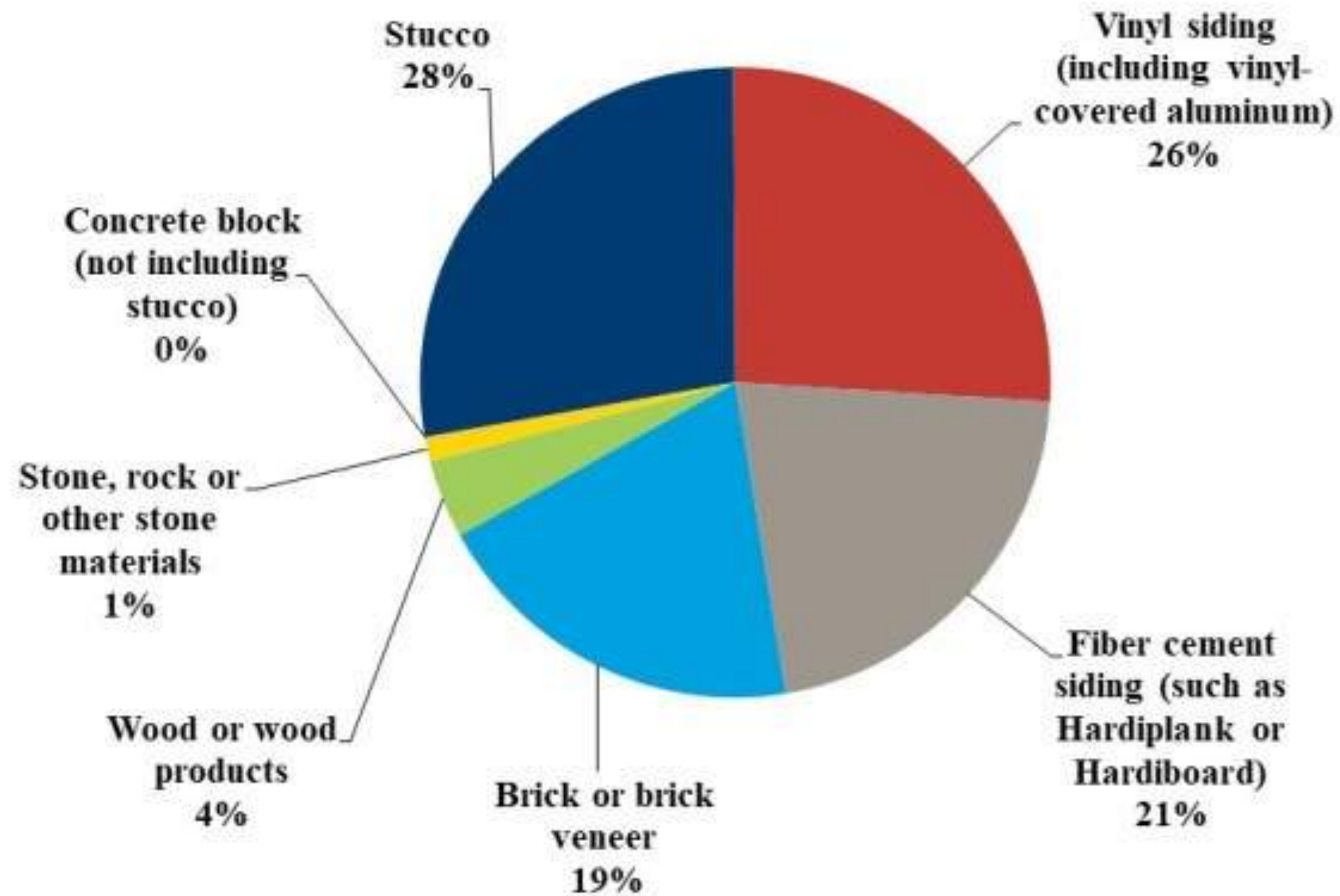
**Midwest Price/Sq. Ft.**





# MOST COMMON EXTERIORS ON NEW HOMES: 2020

Principal Exterior Wall Material Used in New Homes in 2020



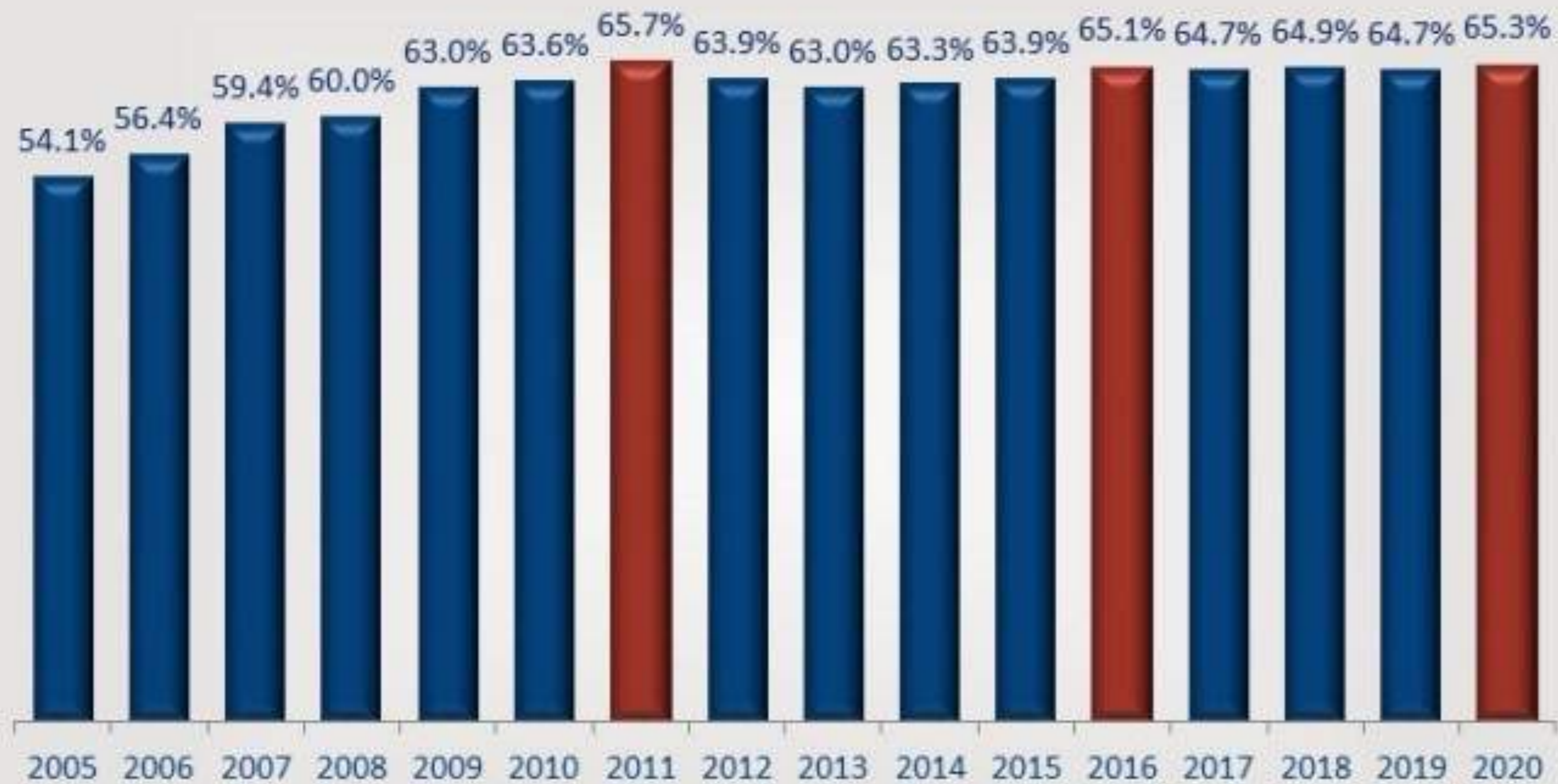
## MIDWEST TRENDS:

2020:	VINYL	68%	BRICK	10%
2019	VINYL	66%	BRICK	11%
2018	VINYL	65%	BRICK	13%
2017	VINYL	61%	BRICK	16%



# HOMES WITH PORCHES: 2020

Share of New Homes with Porches



Source: NAHB tabulation of data on new homes started, from the Survey of Construction, U.S. Census Bureau and HUD

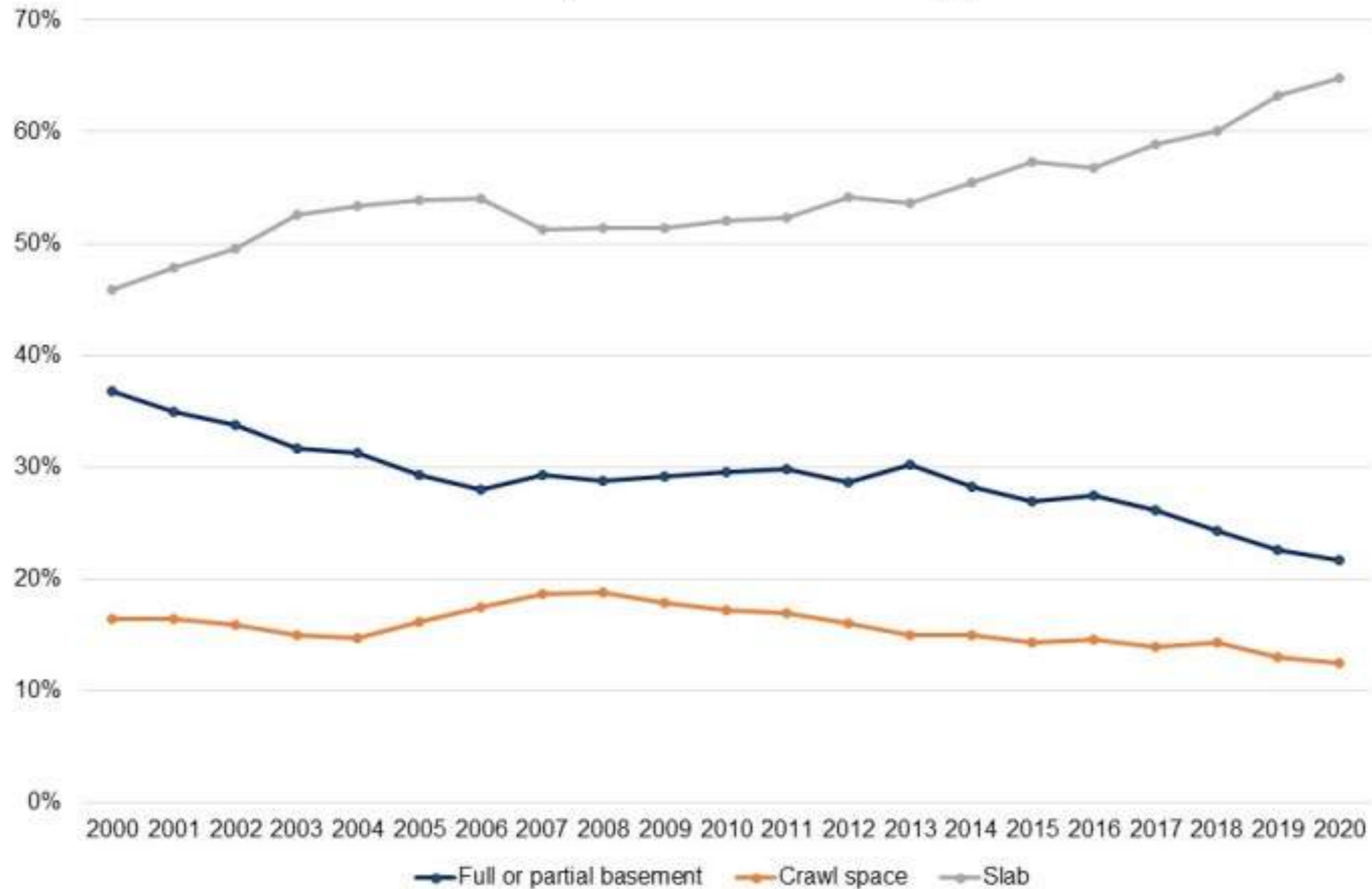
## MIDWEST TRENDS:

2020	72%
2019	69%
2018	69%
2017	69%



# TYPES OF FOUNDATION TRENDS: 2020

## Three Major Foundation Types



Source: 2020 Survey of Construction, NAHB Tabulations

## MIDWEST TRENDS:

- 2020 Full/Partial Basement: 54%
- 2019 Full/Partial Basement: 58%
- 2018 Full/Partial Basement: 56%
- 2017 Full/Partial Basement: 61%



# HOMEARAMA LIFESTYLE EDITION

PRESENTED BY CENTERPOINT ENERGY

 **HOMEARAMA**  
LIFESTYLE EDITION  
— UNION VILLAGE —

Don't  
Miss  
It!

SAVE  
THE  
DATE

OCT.  
2<sup>ND</sup> - 17<sup>TH</sup>

GET YOUR TICKETS [DAYTONHOMEARAMA.COM](http://DAYTONHOMEARAMA.COM)





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