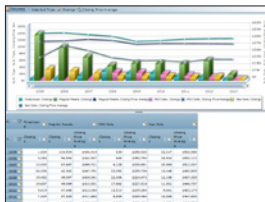


LEARN HOW TO CAPTURE YOUR FAIR SHARE OF THE MARKET RECOVERY

Metrostudy, a Hanley Wood company, is the leading provider of rich data and insight on residential real estate development for the housing industry. We offer a broad spectrum of services designed to help Building Product Manufacturers grow and understand their business in both the remodeling and new construction channels. Below is a list of the primary products and services we offer to manufacturers to help them grow and capture a significant share of the housing recovery.

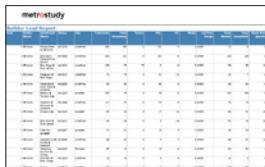


CLOSING ANALYTICS

Covering more than 2,400 Counties and 800 CBSAs, this dynamically updated tool enables insights into new home closings and allows a manufacturer to:

- Understand the ideal end consumer targets
- See which builders are servicing those consumers
- Identify which markets those builders are active in
- Drill into the specific subdivisions those builders are working on
- Focus on new home characteristics

With our sophisticated business intelligence tool, manufacturers can create customized reports using free-form pivot tables to share across data and insights across the organization.

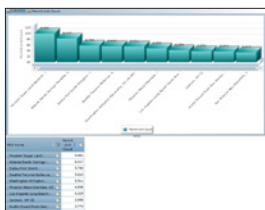
A screenshot of a software interface for 'Builder Lead Report'. It displays a large data table with multiple columns and rows, showing various market and builder information.

BUILDER LEAD REPORT

Covering 90 of the most important new construction markets, the Builder Lead Report is updated quarterly from field collected research and includes:

- Contact details for every active and future subdivision in Metrostudy survey markets
- The Market Snapshot and Market Summary reports, which offer an in-depth understanding of market activity from a permit and lot status perspective

Contact information on builders is also available as a separate database that can be easily integrated into CRM applications.



PERMIT ANALYSIS

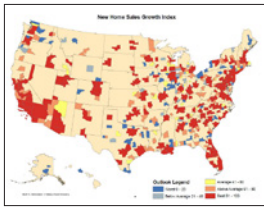
Covering 123 of the most important new construction markets, our permit data is updated on a monthly basis and enables a manufacturer to:

- See which builders have pulled permits across the most important markets
- Drill into specific builders, cities, zip codes and subdivisions

To put these insights and tools to work for your business, contact:

Toby Morrison
Strategic Account Manager
Metrostudy/Hanley Wood
202.736.3668
tmorrison@hanleywood.com

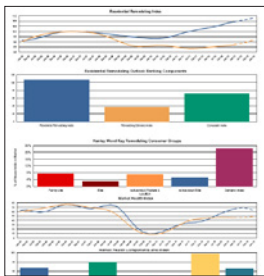
LEARN HOW TO CAPTURE YOUR FAIR SHARE OF THE MARKET RECOVERY



HOME BUILDER OUTLOOK

Providing a national overview on all markets (940 CBSAs) and in-depth local reports on the largest 100 markets, the Home Builder Outlook Report enables a manufacturer to:

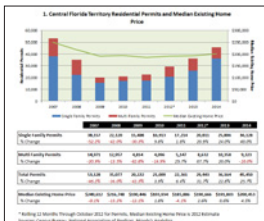
- See national and local overviews of current market conditions
- Understand key economic indicators, housing starts, new home sales, permits and other metrics from a historical and forecast perspective
- Identify key markets or areas within a market and builders within a market in order to focus sales and marketing efforts



RESIDENTIAL REMODELING INDEX (RRI)

Covering 366 Metropolitan Statistical Areas (all population centers of 50,000 or more) on a quarterly basis, the RRI national and local reports enable manufacturers to:

- Understand remodeling activity and potential to explore and rank at the market level or at the zip code level within markets
- See which consumers are key to capturing the remodeling and replacement potential
- Identify where the most future activity will take place



CUSTOM ANALYSIS

Beyond our “out-of-the-box” solutions, Metrostudy can create customized reports and dashboards to suit your specific needs or assist with complex modeling or forecasting projects involving housing, construction, and remodeling. We can help you:

- Chart historical sales performance against market conditions to assist in forecasting sales projections or identifying territories to focus on
- Analyze customer data to define profiles and create media analysis to optimize marketing efforts
- Merge any of the data points in the earlier categories to provide a customized data dashboard