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## Residential Construction - Forecasts Housing Demand Up in 2011

- Low unemployment
- Job growth
  - Net new jobs
  - Retirees/replacement hires
- Pent up demand
  - Slowdown in household formation
  - Move up households
- Low mortgage rates for now
- Relatively low prices for now

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## Residential Construction - Forecasts Challenges in 2011

- Low consumer confidence
  - Cautious about housing market recovery
  - Fears generally about jobs, economy
- More difficult lending process
- Lack of urgency
- Foreclosures remain in some jurisdictions
- Shift in housing preferences



