

Exterior outlet market 9							Average				Shortage of	
sales through distributors for new homes			Save		Target states		Housing starts		price of a nw		Housing in	
Assumptions and explanations			File		by Cities		in 2024 for the		home in the		each state as	
							20 target staes		20 target states		per the present	
									Target cities		housing stock	
									in each of the			
									target states			
									in 2024			
Housing starts 2020-2024					1	California	59,263	\$793,100.00		Los Angeles		-29.50%
Housing starts 2020			1,471,000									
Housing starts 2021			1,737,000		2	Arizona	18,300	\$426,000.00		Phoenix		-14.80%
Housing starts 2022			1,425,000									
Housing starts 2023			1,400,000		3	Washington State	21,257	\$452,000.00		Seattle		-12.80%
Housing starts 2024			1,360,000									
					4	Oregon	17,235	\$575,000.00		Eugene		-21.60%
Average 2020-2024			1,478,600		5	Connecticut	4,100	\$414,000.00		Hartford		-67.10%
The total number of housing starts in 2022			1,425,000		6	Nevada	13,900	\$443,000.00		Las Vegas		-36.30%
Housing starts in 20 of the fastest growing and wealthiest states in 2024			347,980		7	Massachusetts	4,400	\$635,000.00		Wilmington		-59.30%
Analysis based on the estimate that 35% of these states will purchase the outlet			35.00%	121,793	8	New Jersey / NYC	21,046	\$548,000.00		Bergen county		-59.80%
					9	Florida	18,900	\$410,000.00		Palm Beach		8.69%
Minimum exterior outlets requirements as per code for new housing units for the target 20 states			2.00	243,586	10	North Carolina	57,481	\$398,000.00		Charlotte		-16.50%
One decks per housing unit above ground for the target 18 states			1.00	121,793	11	Michigan	5,700	\$705,000.00		Bloomfield Hills		-50.70%
					12	Virginia	20,143	\$400,000.00		Falls Church		-41.00%
One new swimming pools one untis based on 10% of the new homes			1.00	34,798	13	Wisconsin	13,333	\$407,000.00		Madison		-51.70%
Estimate total number of units sold for the targeted 20 states				400,177	14	Georgia	14,900	\$375,000.00		Atlanta		-13.20%
					15	Ohio	5,724	\$284,000.00		New Albany		-53.00%
The total number of housing starts in 2024				1,360,000	16	Pennsylvania	14,600	\$340,000.00		Chestnut Hill		-49.00%
Minus the 20 targeted states				347,980	17	Vermont	2,645	\$450,000.00		West Haven		-74.00%
The balance of start up housing units in 2024				1,012,020	18	Delaware	12,400	\$370,000.00		Sussex County		-67.00%
Minimum number of units per code			2	2,024,040	19	Illinios	17,656	\$500,000.00		Gold Coast		-73.40%
Percentage of remaining housing starts ups that may purchase a new exterior outlet			5.00%	101,202	20	Maryland	4,997	\$500,000.00		Chevy Chase		-59.00%
			4.00%	80,962								
			3.00%	60,721								
			2.00%	40,481								
			1.00%	20,240			347,980	\$467,905.00				
Potential number of exterior outlets sold to the 20 target states			400,177				Total number of new homes built in 2024 for the above 20 States	Average price of a nw home in the ttarget 18 States				
Potential number of exterior outlets sold to 3% of the other 30 states			60,721				Average per State					
Total number of potential units sold in one year			460,898				17,399					