



How to Survive (and **Prosper**) in the Current Economic Environment?

Reed Construction Data
Market Analytics
AIA
April 2009

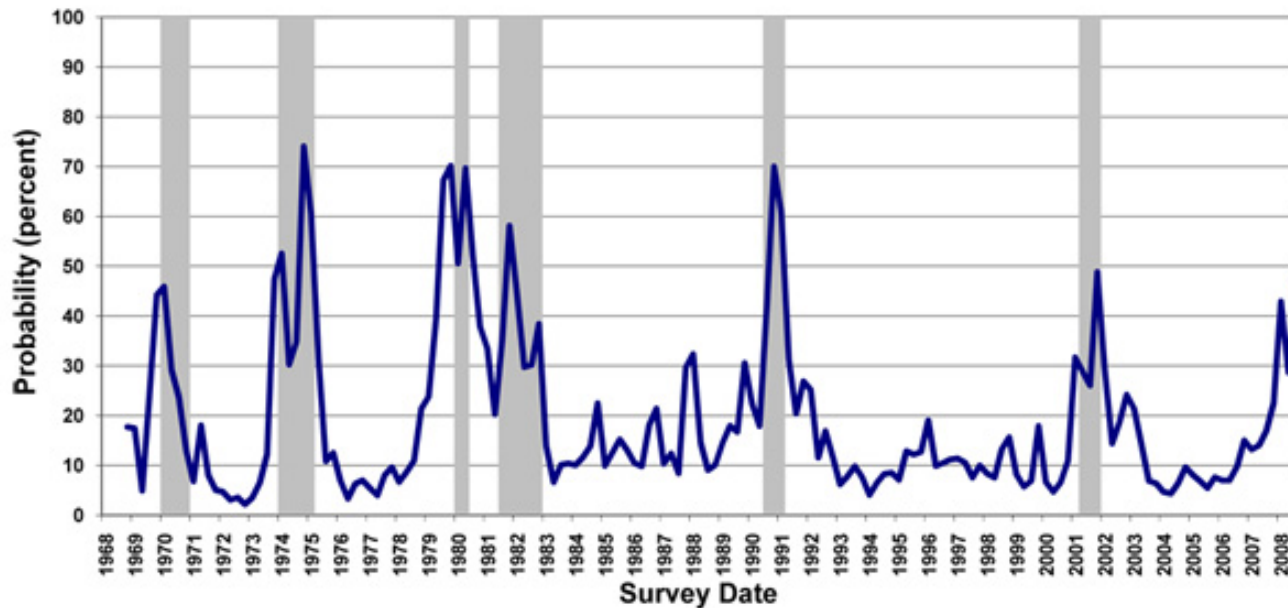
What, me worry?

YES—it is time to worry!

But worrying is not very productive. What you need is a plan!

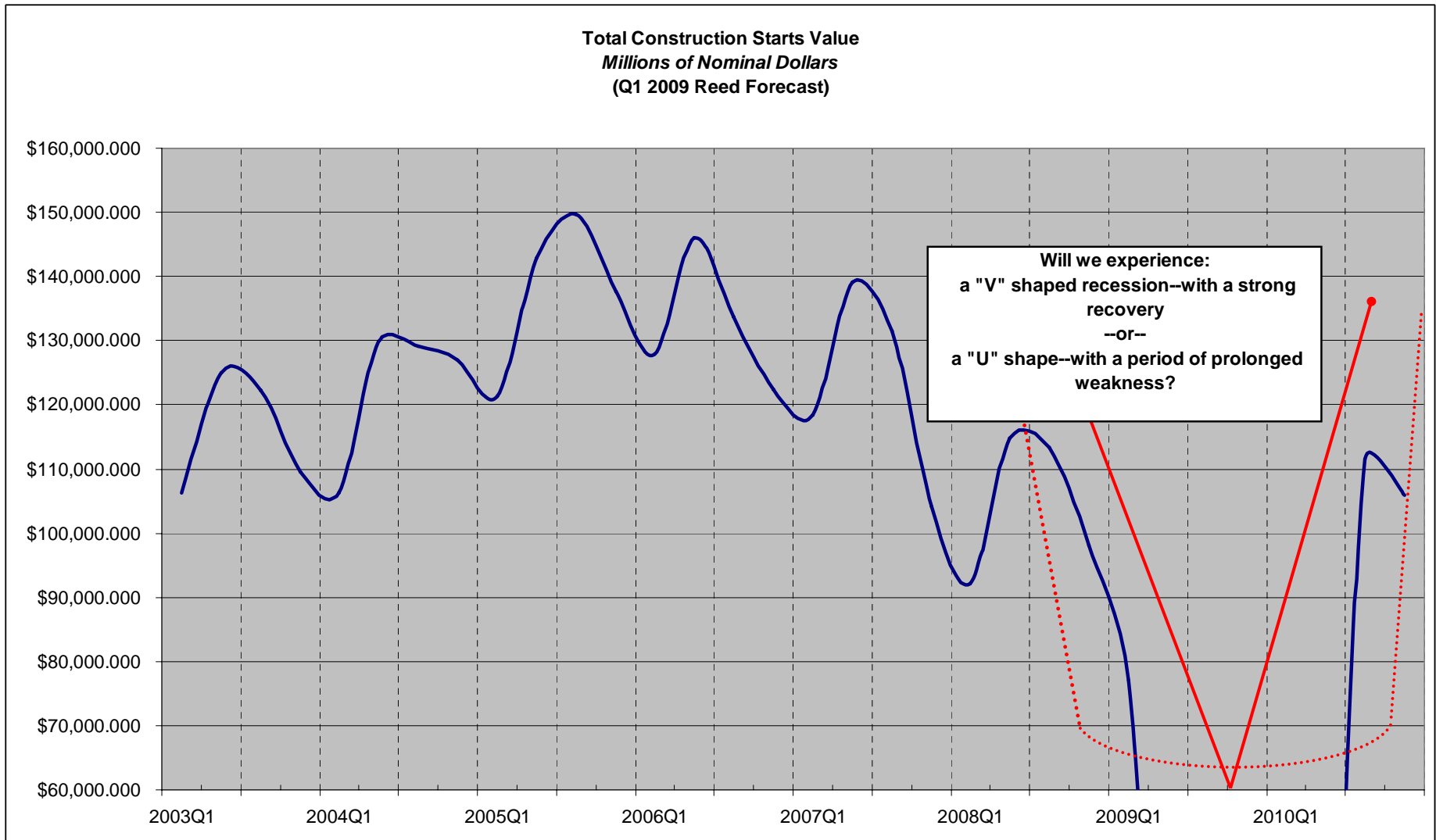


The Anxious Index
Probability of Decline in Real GDP in the Following Quarter
Quarterly, 1968:Q4 to 2008:Q3

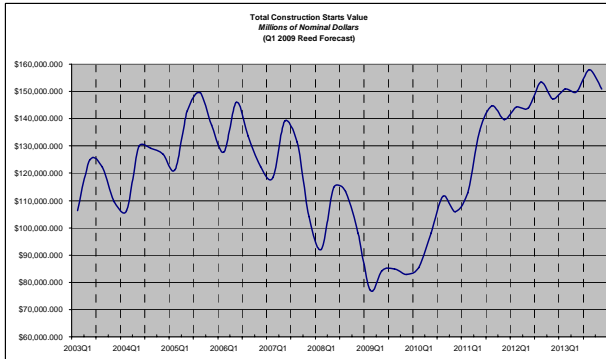


But not only a **plan**, you need **data** and **information** to make the best possible decisions in the down market environment.

Where do we go from here?



Here is what Reed's data suggest:

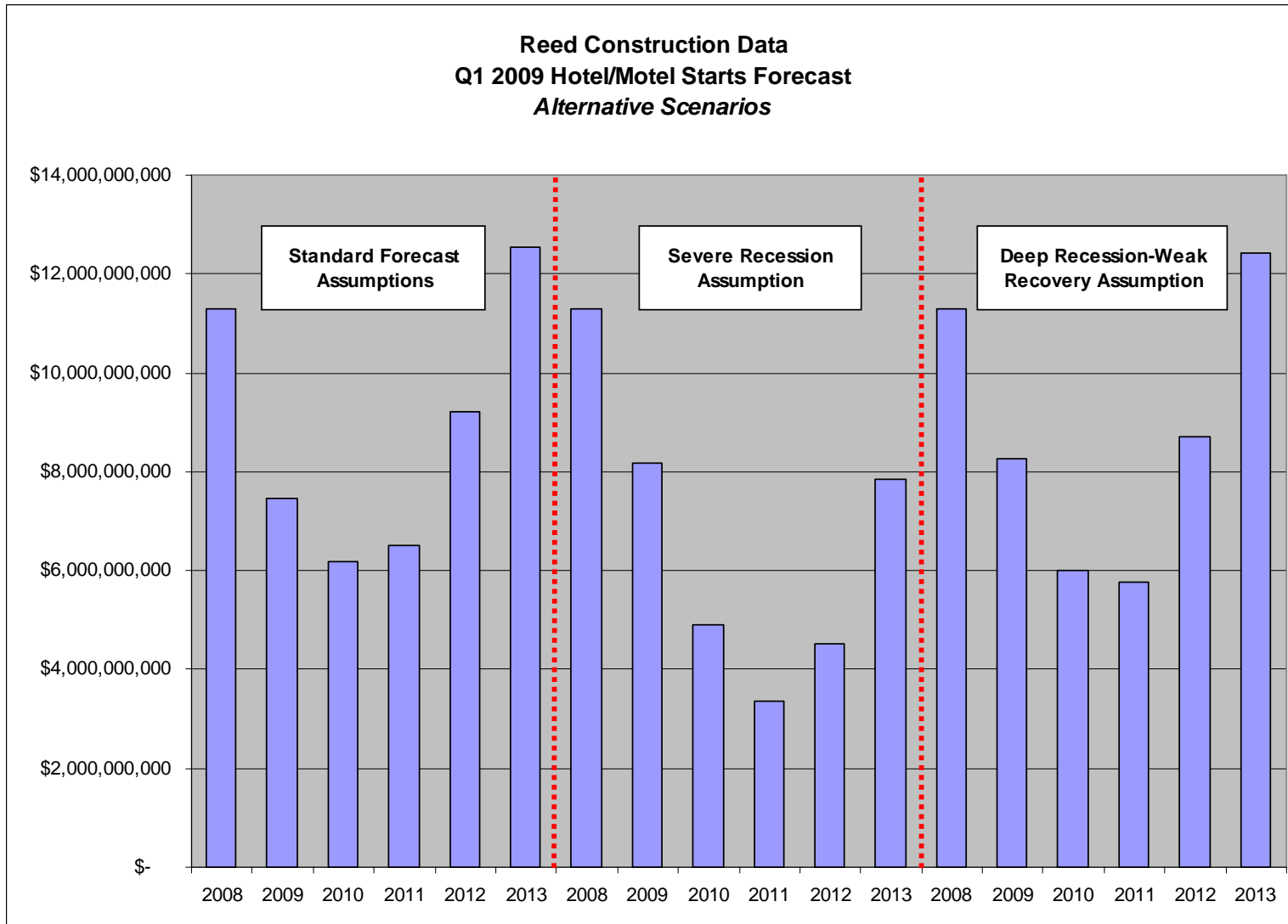


Reed Construction Starts Forecast
United States
Contract Value (Current Dollars)

History through 2009Q1

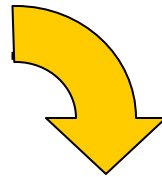
Property Type	History		Forecast	
	2008	2007 to 2008 %CH	2008 to 2009 %CH	2009 to 2010 %CH
NON-RESIDENTIAL BUILDING	\$ 203,348,190,595	-1.0%	-17.4%	-0.4%
TOTAL COMMERCIAL	\$ 91,100,417,955	-5.1%	-21.2%	-3.7%
INDUSTRIAL (Manufacturing/Warehouses/Labs)	\$ 11,645,591,814	-27.6%	-6.7%	10.3%
TOTAL INSTITUTIONAL	\$ 98,244,924,400	8.1%	-15.6%	1.0%
Miscellaneous Non Residential	\$ 2,357,256,426	-2.5%	-2.0%	0.7%
HEAVY ENGINEERING	\$ 89,003,823,248	2.1%	-12.3%	-7.6%
RESIDENTIAL	\$ 126,019,079,968	-37.2%	-33.9%	93.9%
TOTAL CONSTRUCTION	\$ 418,371,093,811	-15.2%	-21.3%	21.8%

And one opinion is never enough!



You need as much data as possible...

...in order to focus your efforts on the best growth opportunities..



Property Type	2008 to 2009 %CH
Hotel/Motel	-34.0%
Retail	-18.4%
Parking Garages	-36.7%
Amusement	-26.0%
Office	-27.7%
Governmental Space (Office/Police/Courthouse/Prison)	-24.5%
Miscellaneous Government	-8.7%
Miscellaneous Commercial	34.0%
INDUSTRIAL (Manufacturing/Warehouses/Labs)	-6.7%
Religious	-19.8%
Hospitals/Clinics	-22.8%
Nursing/Assisted Living	-23.1%
Libraries/Museums	8.0%
Schools/Colleges	-11.8%
Military	-28.1%
Miscellaneous Non Residential	-2.0%
Roads/Highways	-19.2%
Other Civil (Airport, Bridges, Dams/Marine, Water/Sewage)	-11.4%
Miscellaneous Civil	1.8%
Apartment	-38.8%
Single Family	-32.4%

...in the best places!



FL	Libraries/Museums	29.7%
MA	Libraries/Museums	23.8%
NM	Libraries/Museums	22.5%
IN	Libraries/Museums	22.2%
AL	Libraries/Museums	21.3%
GA	Libraries/Museums	19.5%
DC	Libraries/Museums	14.0%
MS	Libraries/Museums	7.3%
WY	Libraries/Museums	7.3%
VT	Libraries/Museums	7.2%
PA	Libraries/Museums	-0.1%
KS	Libraries/Museums	-5.9%
CO	Libraries/Museums	-14.6%
CA	Libraries/Museums	-17.0%
IL	Libraries/Museums	-17.2%
VA	Libraries/Museums	-21.1%
NY	Libraries/Museums	-23.3%
AZ	Libraries/Museums	-23.6%
TX	Libraries/Museums	-35.1%
WI	Libraries/Museums	-35.1%

But where can I get the data?!

- United States Construction starts database.
 - Interactive web-based platform
- United States Construction starts forecast database.
 - Web-based delivery platform
- Canadian Construction starts database.
- Canadian Construction “Forecaster” newsletter
- Annual Construction Forecast Publications.
 - Canada
 - United States
- Forecast presentations by Dr. Jim Haughey (US) and Alex Carrick (Canada).
 - Canada: September 2009, Toronto, ON
 - United States: Quarterly Webcasts
- Reed Market Fundamentals Reports.
 - Provided for 5 project types and 54 MSAs
- RS Means cost analysis and custom research products.
 - SpecView - Interactive web-based dashboard
 - Time and Motion Custom Research Studies
 - Custom Product Demand Research – Interactive web-based dashboard
- RS Means specifications database; February 2005 to present
- Market Analytics website.
 - Designed to be the “statistical portal for the construction industry.”
www.reedconstructiondata.com/market-insights/

**From
Reed
Construction
Data,
of course!**

BEFORE the competition does!

For more information, please contact:

Louis Centorcelli
Director of Business Development—Market Analytics
2000 Clearwater Drive
Oak Brook, IL 60523
(V) 630-288-7913
(M) 630-453-0182

louis.centorcelli@reedbusiness.com
<http://www.reedconstructiondata.com/market-insights>

