

# BOISE - WHEN WILL IT BE “NORMAL” AGAIN?

## THE “NORMALCY” REPORT

3RD QUARTER 2009

A STRATEGIC MARKETING REPORT/TOOL FOR BUILDERS, DEVELOPERS, AND THEIR CONSTITUENTS

MARKETED IN THE BOISE-NAMPA MSA BY



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# THE “NORMALCY” REPORT

Welcome to Organizational Genetics newest strategic management tool for builders, developers, and their constituencies -The “Normalcy” Report. It is a organizational avionic and control report. Organizational avionics are the set of reports leaders and their managers employ to navigate and optimize organizational performance and minimize risk. This strategic marketing report is not just another report. It is different. It is designed to empower you with actionable intelligence to make better long-term projections, enhance your clarity of understand of the marketplace, and provide you with the ability to elevate the quality of your business planning discussions.

The “Normalcy” Report is one over 50 strategic marketing technologies offered by Organizational Genetics. It is the sister report to Organizational Genetics industry leading risk and market management system called, Sweet-Spot. Sweet-Spot is a organizational, market, and product positioning technology.

The normalcy report is available to purchase on a quarterly or as needed basis for \$499, on an annual subscription for \$1,600, or we can provide you with the technology, data sources, and training to build your own version, for as low as \$5,000 per MSA. In the greater Boise market area the normalcy report will be marketed by Trey Langford at Buildidaho.com and supported by Douglas Swallow of Organizational Genetics.

Respectfully,

Douglas Swallow  
Founder, Organizational Genetics

Trey Langford  
Founder, Buildidaho.com

# BOISE - WHEN WILL IT GET BACK TO NORMAL?

At the forefront of many developer's and homebuilder's and their constituent's minds is the question; when will it get back to normal? We now know, based on the leading economic indicators, nationally the economy bottomed in March of this year and the greater Boise market area bottomed in August. Based on our recovery period analysis of the last nine recessions, over the past 65 years, technical market recovery was consistently achieved two quarters after the quarter in which the market bottomed. Market normalcy was achieved in the second quarter following the 1st quarter of GDP growth.

Nationally, this suggests there will be a positive GDP in 3rd quarter of this year with normalcy achieved by the end of the 1st quarter of 2010. This analysis suggests Boise would achieve technical recovery by the end of the 1st quarter of 2010 and normalcy by the end of the 3rd quarter 2010. However, due the scope and breadth of the impact of the recession on the greater Boise economy, it is not anticipated it will achieve normalcy for an additional two quarters. The new home construction and master planned community development industries are not anticipated to achieve normalcy until the 4th quarter of 2011 or two years from now, due to the declines in nonfarm employment, decline in homes prices, residual land values and impact of the recession on real estate development lending.



# BOISE - WHEN WILL IT GET BACK TO NORMAL?

Technical recovery and normalcy are different. Technical recovery is defined by growth in GDP. Normalcy is defined by the return of the leading economic indicators to historical trend lines and absence of any less than normal leading economic indicators. To begin to understand when normalcy could be achieved, we developed the following report. This report tracks 15 leading economic indicators and their current status. The 15 indicators and their current status are on the following page. The Normalcy index, is comprised of 10 performance levels from the worst data point of all time to the best. Data sets are color coded in for easy and rapid interpretation. The following is the normalcy index.

## BOISE NORMALCY INDEX

1. Worst data point of all time
2. One of the top five worst data points of all time
3. Unstable
4. Destabilizing / re-stabilizing
5. Stable & below or above normal
6. Normal
7. Stable & better than normal
8. Heating up / cooling down
9. One of the top five best data points of all time
10. Best data point of all time

# BOISE - WHEN WILL IT GET BACK TO NORMAL?

## THE 15 LEADING ECONOMIC INDICATORS STATUS

1. Population	Stable & below normal
2. Employment	Re-stabilizing
3. Mortgage interest rates	Stable & better than normal
4. Real estate financing	One of the top five worst markets of all time
5. New home permits	Re-stabilizing
6. New home sales	One of the top five worst markets of all time
7. Degree of market competitiveness	Stable and below normal
8. Residual land prices per acre	One of the top five worst markets of all time
9. New home construction costs	Normal
10. Existing home MLS inventory	Re-stabilizing
11. Existing home sales	Normal
12. Existing home sales days on the	Re-stabilizing
13. Stock market	Normal
14. Gas / oil prices	Normal
15. Consumer confidence	Re-stabilizing

These fifteen economic indicators suggest the worst is behind us. The following presents an overview of each indicator and the data from which it was derived.

# 1. BOISE POPULATION LEVEL: STABLE & BELOW NORMAL

## ADA/CANYON COUNTIES HISTORICAL GROWTH:

Despite the current recession the Boise-Nampa MSA is projected to see substantial growth in the coming decade. According to Proximity One, Boise is projected to see an increase in population of 285,070 to 894,796 by 2020.

In three of the last four decades the combined populations of Ada and Canyon counties has grown by more than 40% and is projected to do so in each of the next two decades. The growth has been and is projected to be driven by several factors, including job growth stemming from growth in the alternative energy, health care, and financial services industries, diversification of the area's business base, and retiree in-migration from California, Washington, Oregon, and Arizona.

Based on the 2020 and 2030 population estimates and 2.69 persons per household level, there will be a need for 105,979 in the next 10 years or 10,597 per year, across all housing types.

Year	Population	Population Change	Years	% Annual Growth
2008	573,859	63,871	3 years	12.52%
2005	509,988	73,797	5 years	16.92%
2000	436,191	69,355	5 years	18.91%
1995	366,836	68,000	5 years	22.79%
1990	298,398	19,798	5 years	7.11%
1985	278,600	20,400	5 years	7.90%
1980	258,200	82,700	10 years	47.12%
1970	175,500			

Source: Idaho Department of Labor/ State Demographer

## 2. BOISE EMPLOYMENT LEVEL: RE-STABLIZING

The highest level of employment in the Boise MSA was 270,100 in 2007, according to Idaho Department of Labor. In August of 2009 the figure was 252,700, a decline of 17,400 jobs or 6.4%.

The average unemployment rate for the past 13 years in Ada County has been 3.47%. Currently, the rate is 9.1%. Over the same period in Canyon County the average unemployment rate has been 4.47%. It is currently 10.9%.

Statistically, 93.6% of the employees who had jobs in 2007 still have their jobs. Recovery estimates suggest unemployment levels will reach normal in 18 to 24 months.

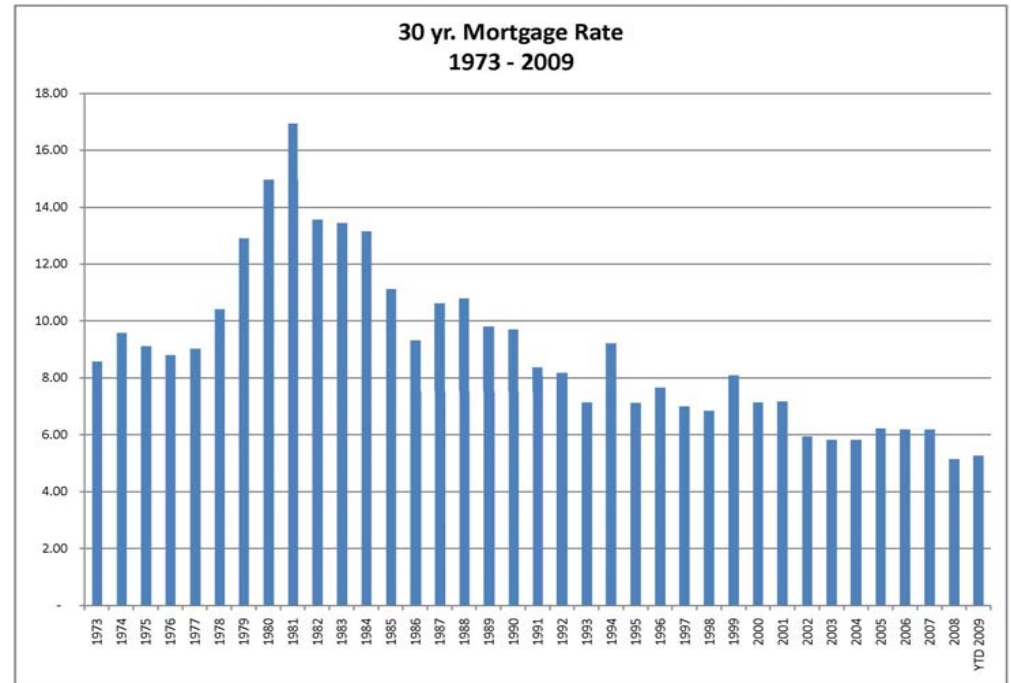
### BOISE-NAMPA MSA HISTORICAL EMPLOYMENT:

Year	Total Nonfarm Employment	Increase/Decline From Previous Year	% Annual Growth
2009	252,100	(15,400)	(5.7%)
2008	268,100	(2,000)	(0.07%)
2007	270,100	13,400	5.2%
2006	256,700	13,200	5.5%
2005	243,400	12,200	5.3%
2004	231,200	1,600	0.07%
2003	229,600	2,700	1.2%



### 3. MORTGAGE INTEREST RATES: STABLE AND & BETTER THAN NORMAL

The 30-year average interest rate percentage, excluding the highs of 1981 through 1983, when rates were hovering around 14%, has been 7.5%. For the past few years and at present, interest rates have remained below 6%. Well below the historical average.



Figures are for year end of each year.

### 4. REAL ESTATE FINANCING:

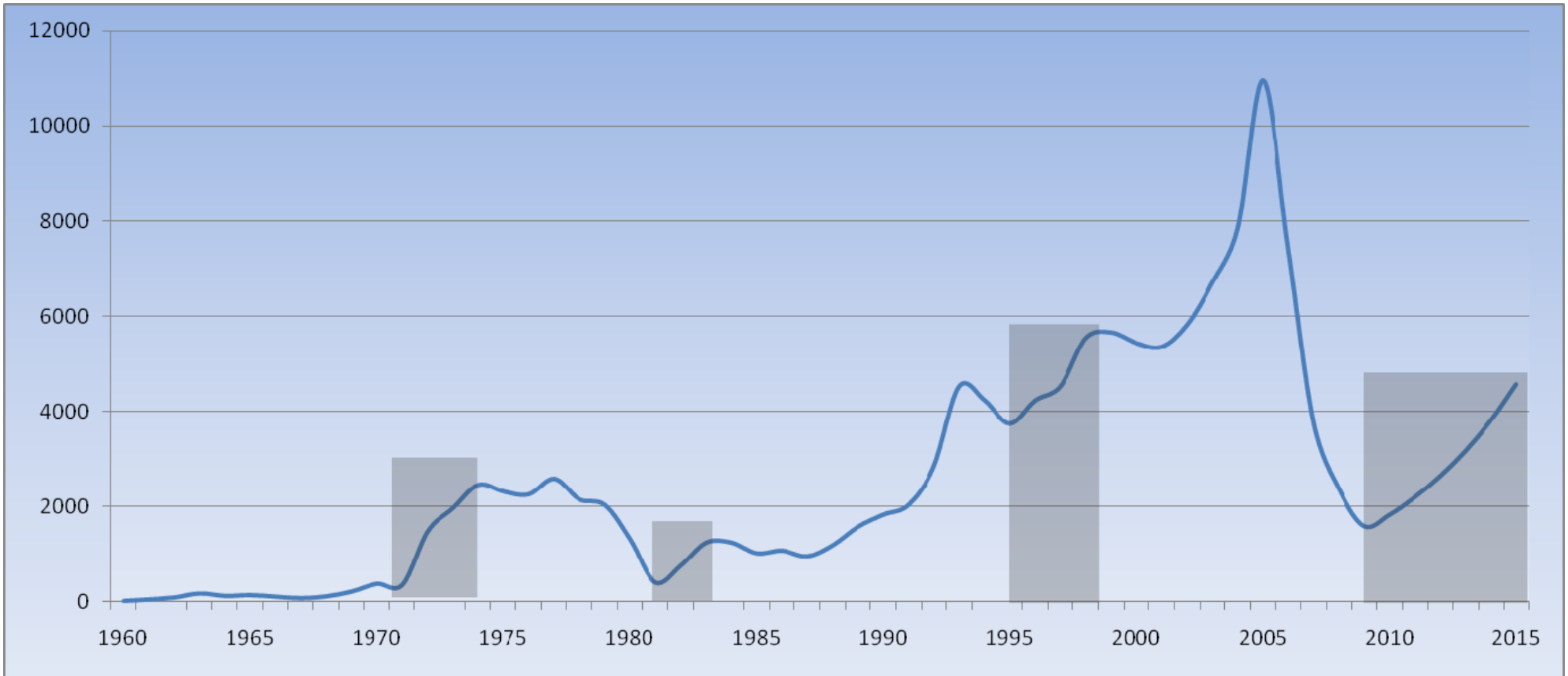
#### ONE OF THE TOP FIVE WORST MARKETS OF ALL TIME

Real estate financing is virtually unavailable at this time, regardless of net worth, backstops, or relationships. However, recent action by the Federal Reserve, the United States Treasury, the FDIC and America's leading financial institutions indicate that solving America's liquidity crisis is an imperative. Stabilization appears to have been achieved, but standards have changed. Improvement is not expected until 2010 to 2011.

## 5. NEW HOME PERMITS: RE-STABLIZING

The new home permit level in the Boise–Nampa MSA is at 20 year low and trending at an annualized pace of 1,600 units. Due to the unprecedented depth of this recession, permit levels are projected recover at a slower pace than previous recessions. The permit level is projected to increase 15% in 2010 and 20% each year thereafter for the balance of the decade.

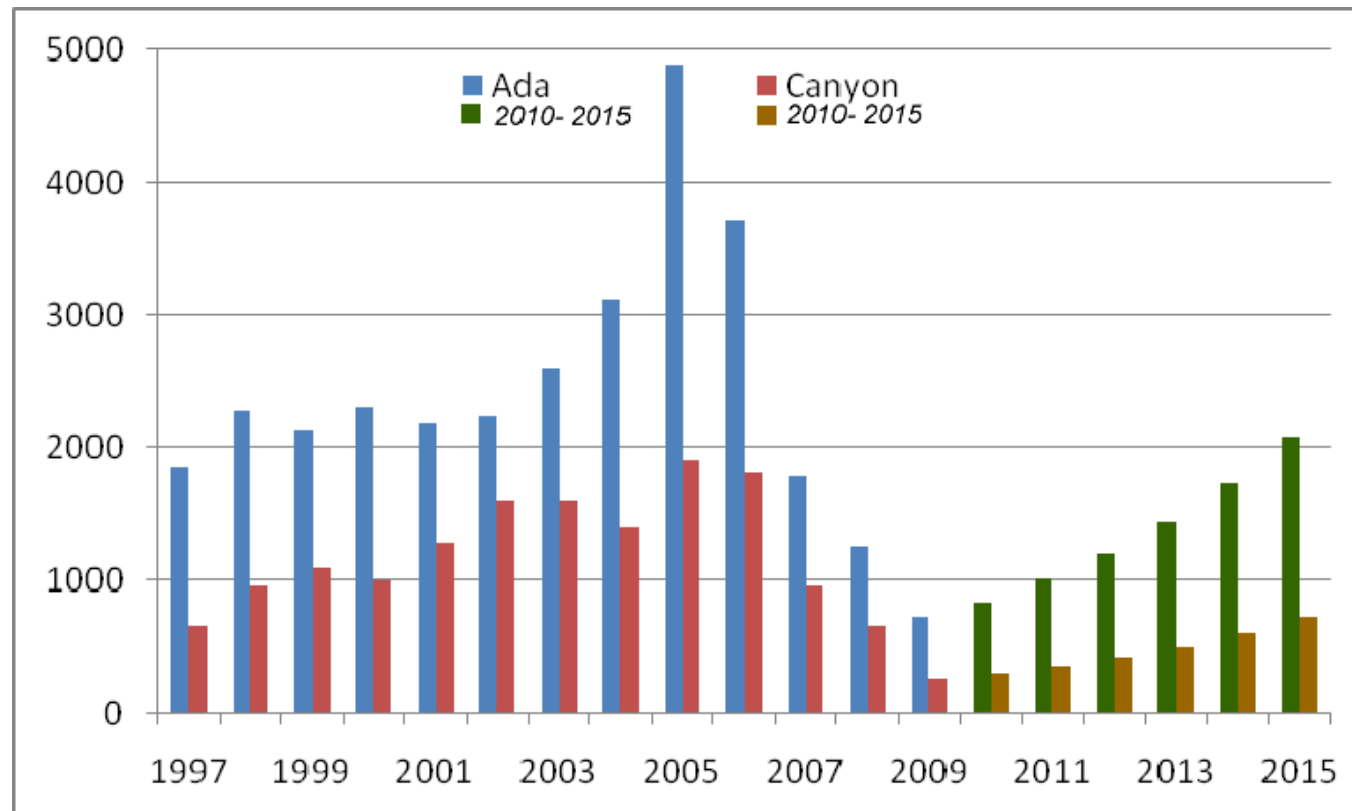
### Boise-Nampa MSA Historical Permit Analysis



## 6. NEW HOME SALES:

### ONE OF THE TOP FIVE WORST MARKETS OF ALL TIME

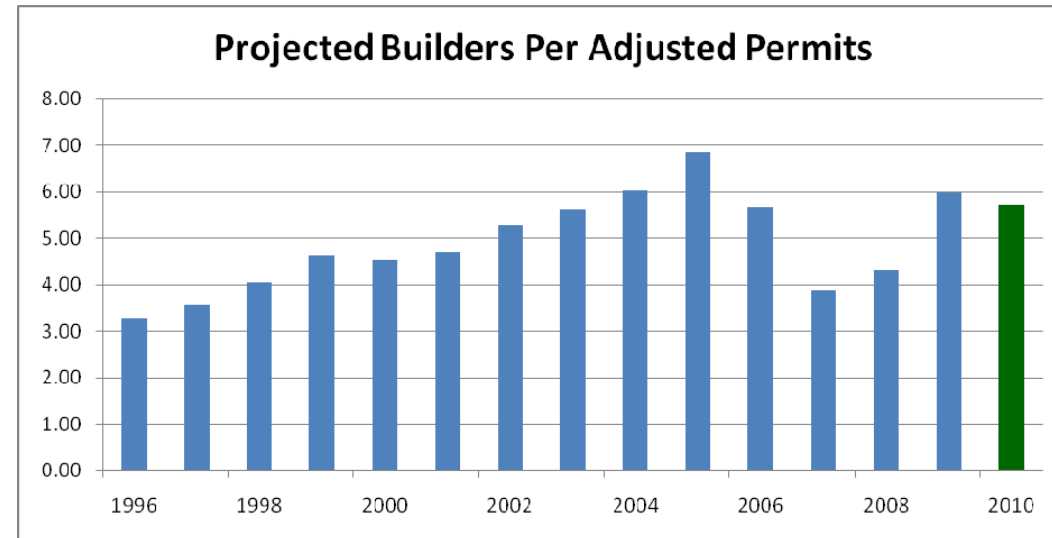
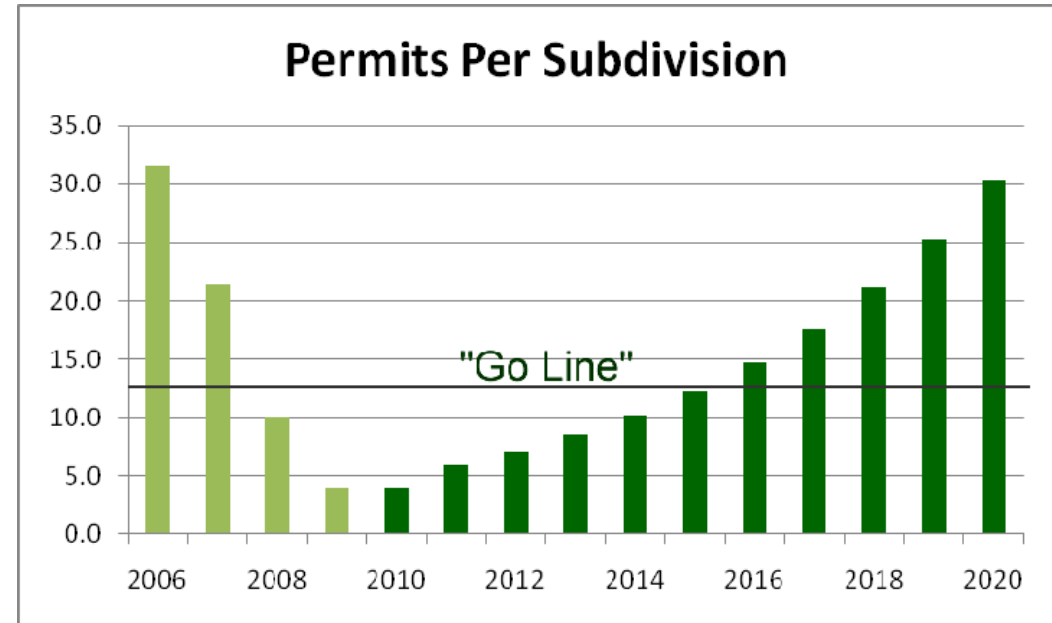
The new home sales level in the Boise–Nampa MSA is trending at an annualized pace of 1,025 units. One of top five worst data points of all time. Since the market high of 6,785 in 2005 new home sales have declined by 84.9%. Even with an optimistic recovery factor of 15% in 2010 and 20% thereafter for the balance of the decade, new home sales are not projected to reach their normal combined level of 3,000 units until 2016 or 7 years from now. The only silver lining in the data is the number of builders has declined from a high of 1,117 in 2005 to 187 today, a decline of 83.3%



## 7. DEGREE OF MARKET COMPETITIVENESS:

### STABLE AND BELOW NORMAL

The degree of market competitiveness indicator is comprised of two measures: adjusted permits to number of builders and closings to number of active subdivisions. The first measure is determined by total number of permits, less 30% for CBH and Hubble Homes, divided by the number of active builders. With the dramatic decline in the number of active builders to 187 from 117 in 2005 the adjusted permit to builder ratio of 6.0 is one of the highest in the last 15 years. Conversely, closing per subdivision level has declined from a high of 31.55 in 2006 to one of lowest levels on record at 3.97. Currently, there are 403 active subdivisions in Ada and Canyon counties, chancing a combined annualized sales pace of 1,025 units and permit level of 1,600.



## 8. AVERAGE SFD RESIDUAL LAND PRICES PER ACRE:

### ONE OF THE WORST DATA POINTS OF ALL TIME

Average single family detached residual land price estimates per acre in Ada and Canyon counties have declined from their highs in 2007 of \$62,500 and \$41,400 per acre respectively to \$40,500 and \$29,000 or 38.9% and 27.5%. From 2004 to 2007 raw land prices increased an average of 45% and 50.5% in Ada and Canyon Counties. Given these declines combined with the lack of declines in permit fees and land development costs, it will require a 20% to 25% increase in today's average new sales prices to recovery these losses. It is anticipated this will be achieved by 3rd quarter of 2013.

The aforementioned figures were based on a residual raw lot cost of 6% of sales price with an average density of 3.3 units per acre. While base sales prices are the leading variable in the model there are eight other variables, which include: lot size, density, average square footage, direct and indirect construction costs, improvement costs, soft costs, and net margin. Note actual average residual land prices per acre vary by sub-market and market segment. The numbers reflect herein are an average of all sub-markets and single family detached market segments in Ada and Canyon counties.

## 9. NEW HOME CONSTRUCTION COSTS: NORMAL

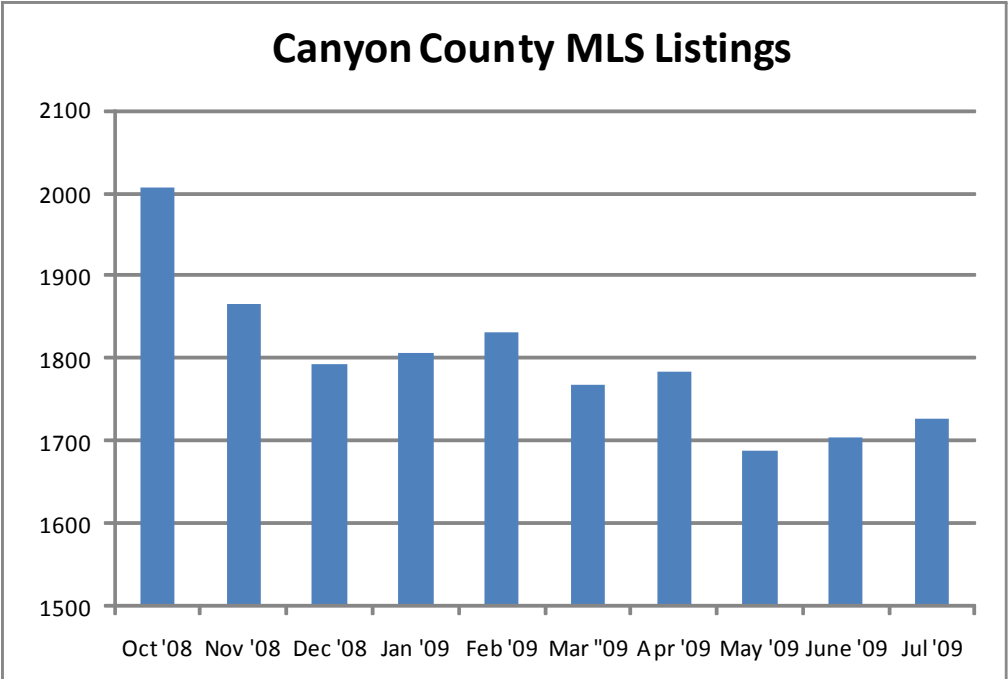
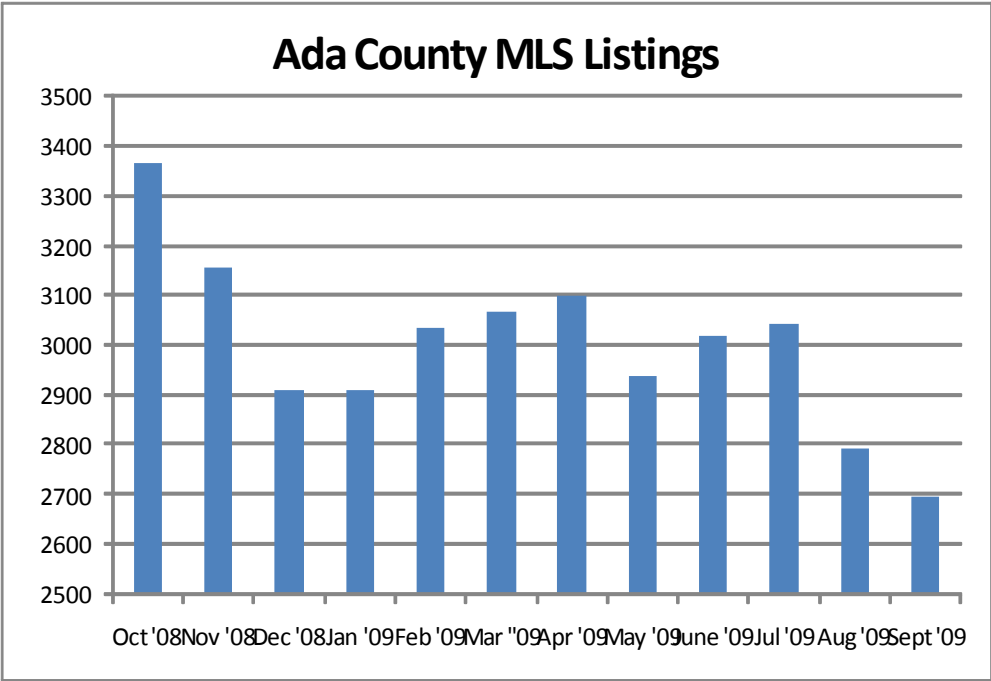
At the beginning of 2008, average production builder "direct" construction costs per square foot were \$55.00 to \$65.00 per foot range and small individual lot builder costs ranged between \$85.00 and \$95.00 per foot. Today, production costs have declined by 35% to \$35 to \$40 per foot with individual lot builder costs declining 20% to the \$68 to \$75 per foot range. Improvement costs and permits have remained constant.



# 10. EXISTING MLS INVENTORY: RESTABLIZING

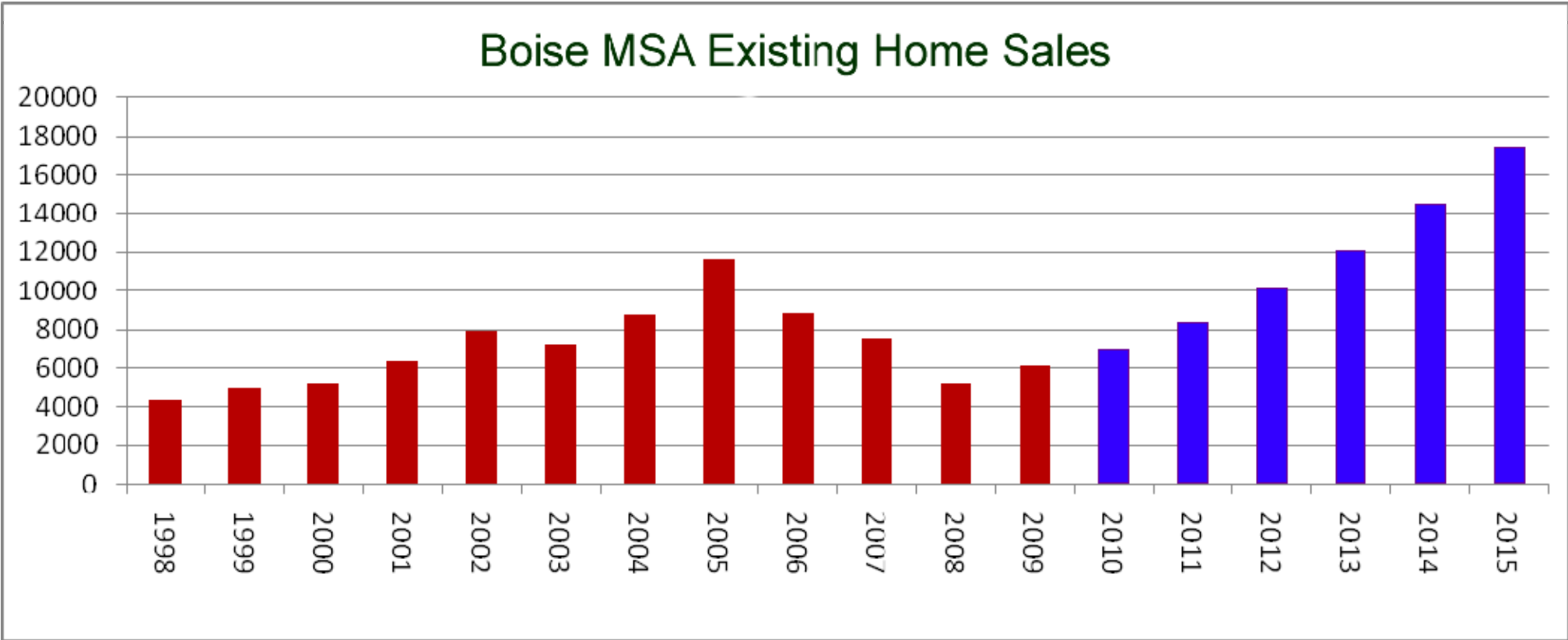
The current level of active listings in Ada county is at a 5 year low. Over the past 10 years the sales to supply ratio has ranged from 2.3 months supply to 9.8. Today the ratio in Ada county is 7.7. Normal is considered a five (5) month supply.

Active listings in Canyon county have declined to 1578. The lowest level in four years. Sales are trending at an annualized pace of 1900 units or nearly 500 units higher than last year. Presently, there is a 10 month supply, which is considered normal.



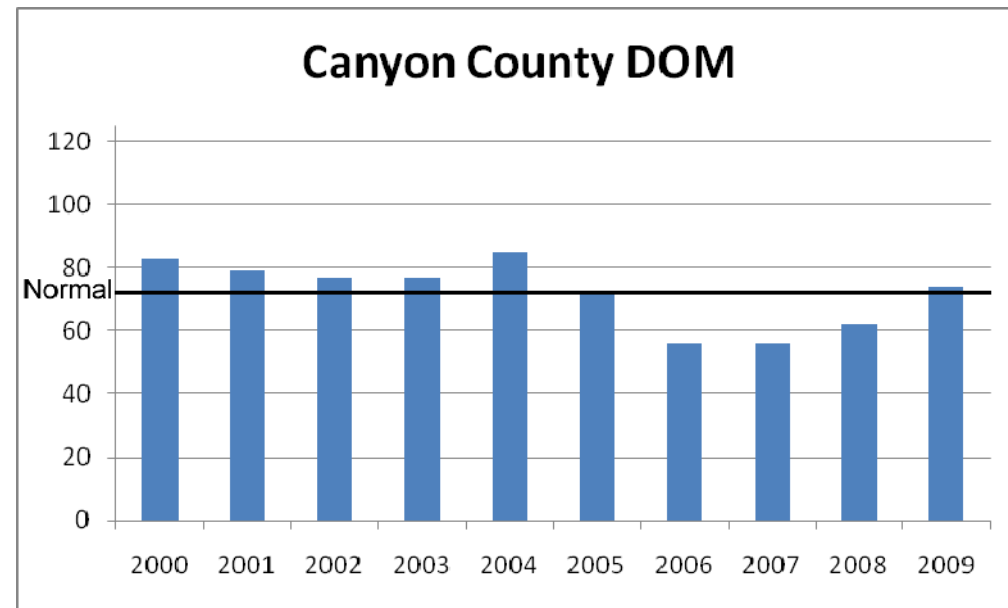
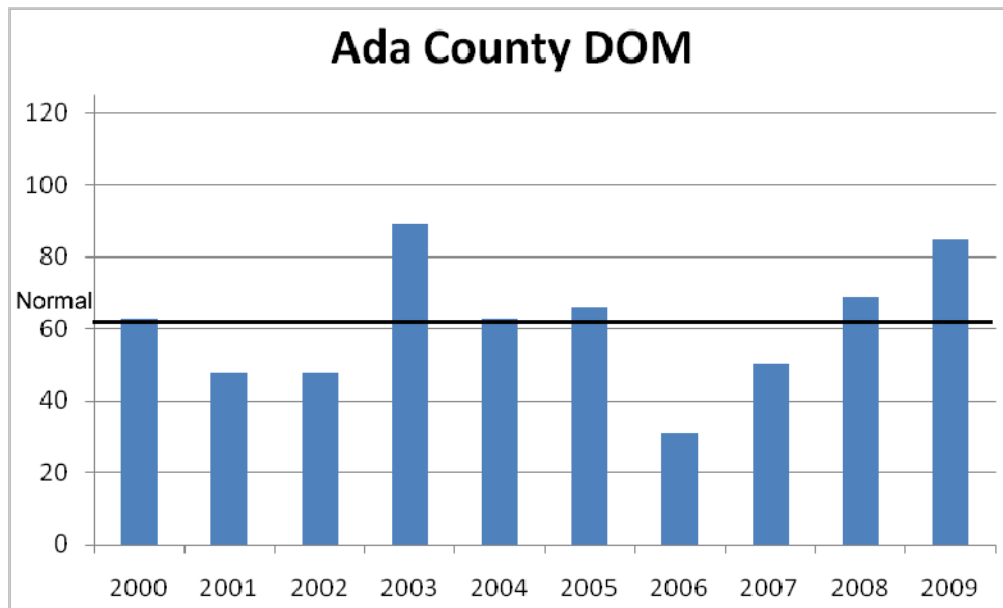
# 11. EXISTING HOME SALES: NORMAL

The current annualized sales pace of existing homes is 6,097. Over the past 12 years, 6 years have been in excess of the 6,000 level and 6 have been less. Population and recovery estimates suggest the level of sales will increase by 15% in 2010 and 20% per year thereafter for balance of the decade. At this pace existing homes will double in the next five years, increasing to 10,015 in Ada county and 4,531 in Canyon county by 2014.



## 12. EXISTING HOME SALES DAYS ON THE MARKET: RE-STALBLIZING

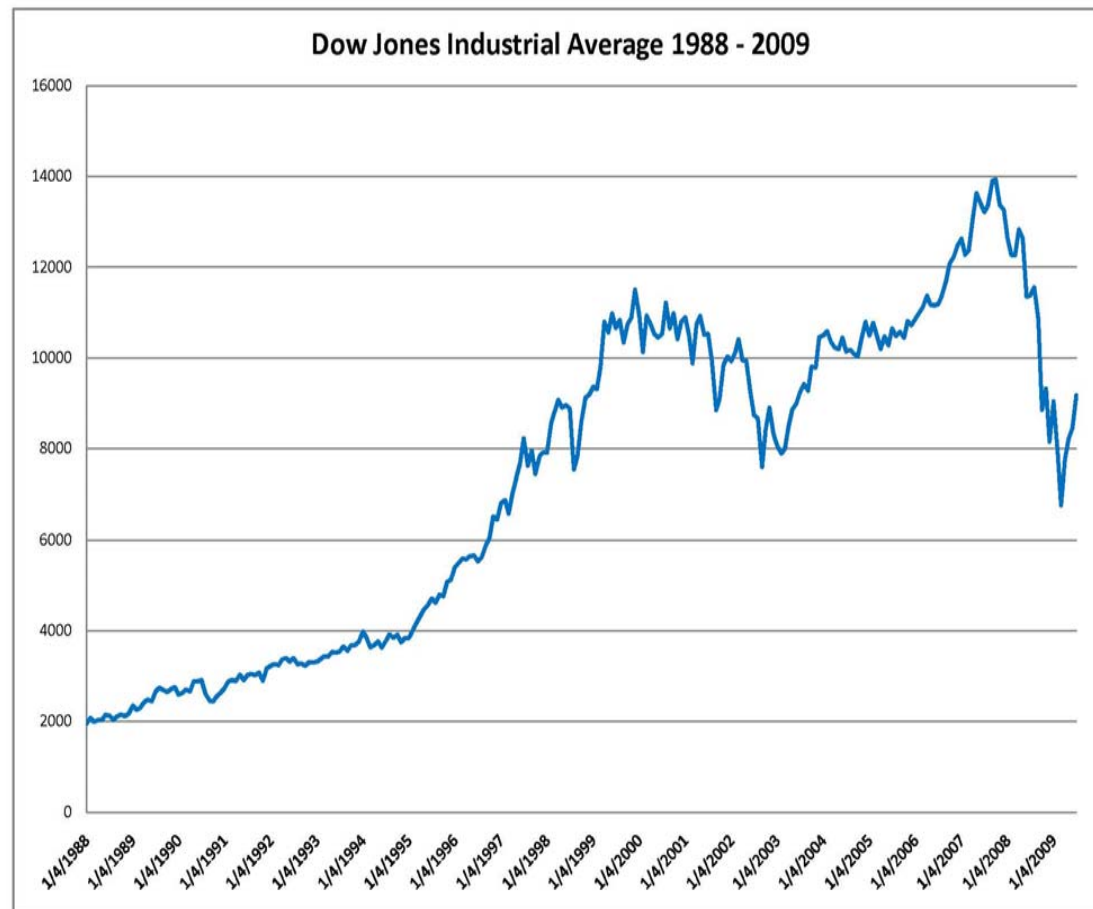
The average number of days on the market in Ada county is current 85. The only higher number of days, was in 2003 when it reached 89. Normal in Ada county is considered 60. The average number of days on the market in Canyon county is currently at normal or 74 days on the market.





## 13. STOCK MARKET: NORMAL

The stock market or in particular the Dow Jones Industrial Average is a leading contributor to health of the housing market. Normal is defined by fair market stock prices for the companies which make-up the Dow Jones Industrial Average. The new “normal” is projected to be between 10,000 and 12,000. Currently, the Dow Jones Industrial Average is normal at 10,093 as 10.19.09.



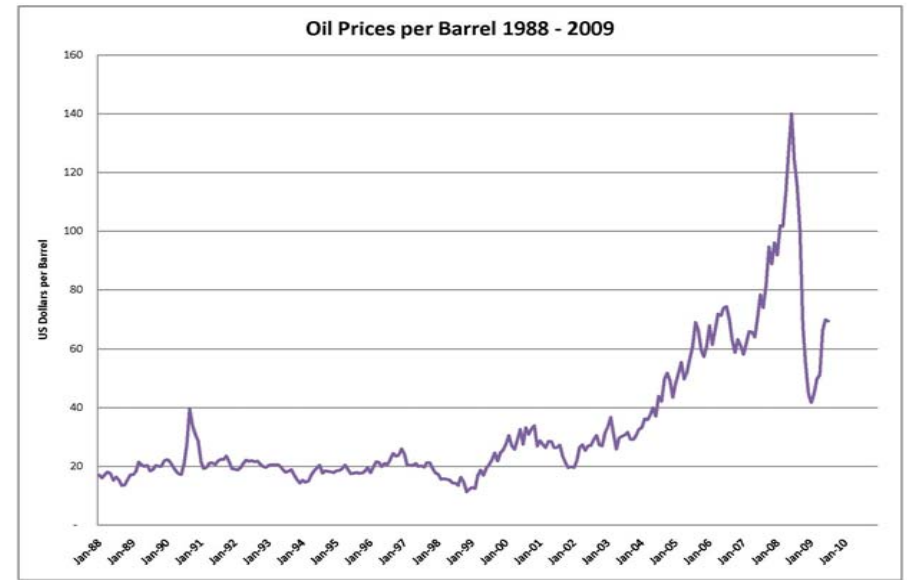
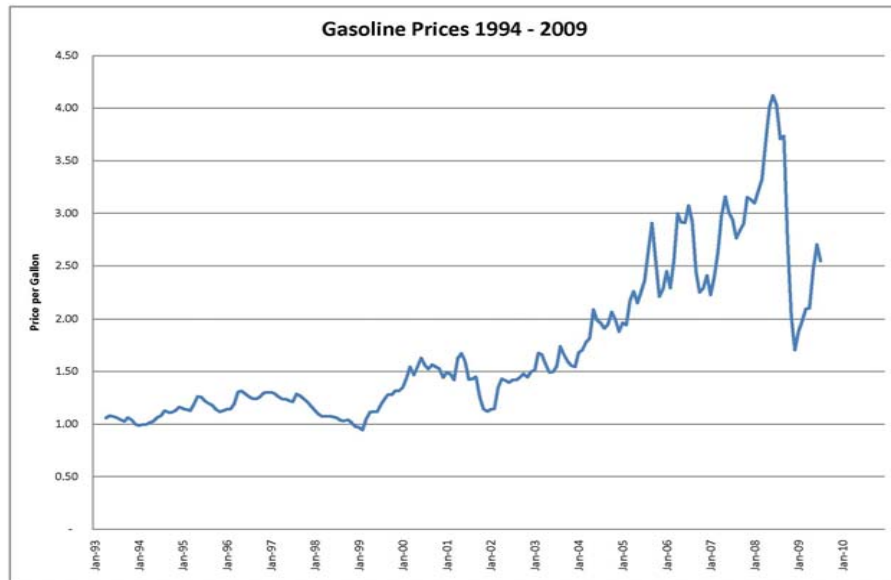
Source: Yahoo Finance

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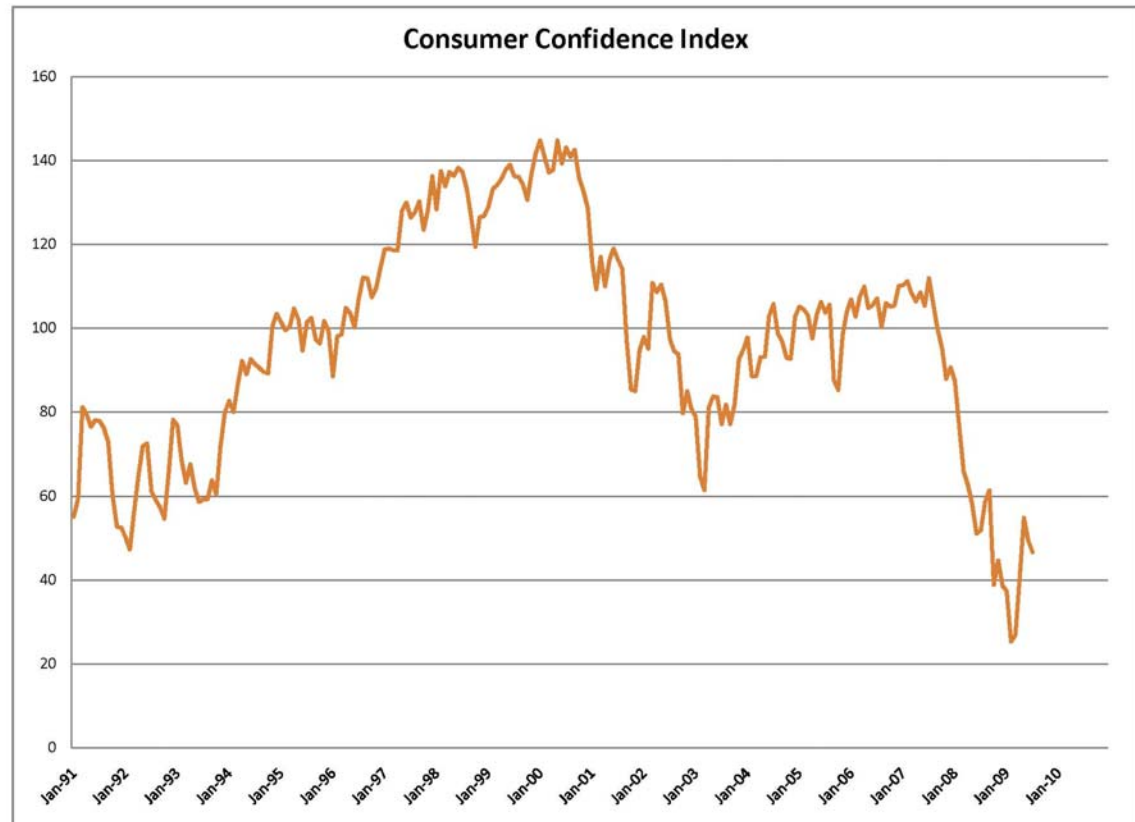
# 14. GAS / OIL PRICES – NORMAL

Gas and oil prices are a leading de-stabilizer for the housing industry. Stable and predictable gas prices are essential for a normal housing market. The new normal unleaded gas prices is projected to be between \$2.50 and \$2.70 per gallon. Currently, unleaded gasoline prices are averaging between these two points. The ten year average price for a barrel of oil has been \$60.00. Currently, the price per barrel is \$70.93, which is down from the high of \$145.16. Normal is projected to be between \$70 and \$80 per barrel. As of 10.19.09 the price per barrel was 78.00.



## 15. CONSUMER CONFIDENCE: RESTABLIZING

The consumer confidence declined to 53.1 in September from 54.5 in August. While the previous 15 variables play a significant role in stabilization and normalization, the market will not be classified as normal until the consumer confidence index is equal to or greater than 70. The consumer confidence is considered low when it is below 70, normal is between 70 and 90. Should the majority of the other variables stabilize by the end of the second quarter of 2009, it can be expected the consumer confidence index will be back to 70 by the end of the 1st quarter of 2010.



## ACTIONABLE INTELLIGENCE SUMMARY:

The employment loss as compared to total nonfarm employment indicates Boise-Nampa MSA was hit harder than most major markets by this recession, however it has one of the brightest futures in the country. The market bottomed in August and is projected to achieve technical recovery by the end of the 2nd quarter of 2010 with normalcy being achieved in the 4th quarter of 2010. Due to the impact of the recession on homebuilders, developers, and financial community, normalcy should not be expected until 4th quarter of 2011. Due to the current level of existing lots relative to sales there will not be sufficient demand for new residential and non-master planned community development until the 1st quarter of 2014.

**Population:** Population growth estimates indicate the current population level of nearly 600,000 will increase by almost 50% by 2020 and cross 1,000,000 by 2025.

**Employment:** Recession to date 17,400 jobs have been lost or 6.4% of the workforce. However, 93.6% of the people who had jobs in 2008 have their jobs today. At its highest level the market employed 270,100. Presently, the workforce totals 252,700. It is anticipated the workforce will be back to 270,000 level in 18 to 24 months.

**Mortgage Rates:** Interest rates are better than normal. Rates will be going up. Given the combination of the factors of price, inventory, and mortgage rates, for those with the ability to buy, now is the best time to purchase a home in past 10 years.



# ACTIONABLE INTELLIGENCE SUMMARY:

**Real Estate Financing:** Next to land development and new home construction industries the financial community was the hardest hit by the current recession. Traditional new home construction and land development financing sources are not expected to be available until the 4th quarter of 2011. Over the next two years, new home construction and land development financing will be funded almost exclusively by customer financing, alternative lenders, and hard money lenders.

**New Home Permits:** While the annualized permit level has declined to a 20 year low the decline in the number of active builders from 1,117 to 187 has left the adjusted ratio of homes/permits per builder at one of all time highs at 5.99 per builder.

**New Home Sales:** In 2005 the Ada and Canyon counties recorded 6,785 new home sales, 4,886 in Ada county and 1,899 in Canyon county. Today Ada county is trending at an annualized pace of 725 and Canyon county is trending at 300. Evening using optimistic recovery projections of 15% in 2010 and 20% each year their after new home sales will not reach their historical normalcy level of 3,000 units until 2016.

**Degree of Market Competitiveness:** Although the adjusted ratio of permits per builder level is near normal the market has moved from moderately to highly competitive driving down margins to historic lows for small builders. The market is expected to remain highly competitive through 2015. Success and profitability will go those who employ highly competitive market strategies and business management practices.



## ACTIONABLE INTELLIGENCE SUMMARY:

**Residual Land Cost Per Acre:** Presently, in Ada and Canyon counties there are a total of 19,471 lots, 11,819 and 7,652, across all neighborhoods and single family detached market segments. At the macro level this suggests lot inventories will reach the threshold 18 month to two year supply level in five years or in 2014. However, what is not known, is the supply of lots by market segment and neighborhood. There are 9 single family and 9 custom lot market segments, each with a sweet-spot lot size and lot dimensions. The level of supply by market segment, neighborhood, and price is not known. This suggests there is a high probability there is spot land development opportunities in desirable neighborhoods.

Given the drop in new home sales prices and lack of decline in permit fees and land development costs, it will require a 20% to 25% increase in current new sales prices to recovery the decline in land values on parcels purchased in the last four years. It is anticipated this will be achieved by 3rd quarter of 2013. However, there may be opportunities to accelerate absorption and improve returns/diminish losses through re-positioning and broader lot segmentation.

For master planned community developers with a parcel greater than 600 acres the message is sit tight. The go lines between demand, existing lot inventory, and residual land values are not projected to cross again until 2014 at the earliest. Having said that there are eight types or market segments of master planned communities: Rural, Non-Amenity, Amenity, Luxury, Active Adult, Resort, Urban, and Neo-Traditional. Current supply and demand by type is not known at this time. There may be opportunities before 2014 in certain master planned community market segments.



# ACTIONABLE INTELLIGENCE SUMMARY:

**New Home Construction Costs:** Current average production construction cost levels are at the estimated new normal. With housing demand beginning its recovery nationally combined with the stabilization of oil prices, average production cost per foot are not expected to decline much further than the \$35 to \$40 per foot range. However, while production cost have reached their new normal, individual home construction costs per foot do not appear to have done so. The data suggests they have another 10% to go. Additionally, with the large difference between production and individual home costs and high degree of market competitiveness the drop could be more than 10%.

**Existing MLS Inventory:** In both Ada and Canyon counties levels of active residential listings have declined to multi year lows. In Ada county the current level is at a 20 year low, but the relative to months of supply remain higher than normal at 7.7. In Canyon county the current level is at a 4 year low and the months of supply stands at 10, which is considered normal. With the 15% increase in existing home sales projected for 2010, both of these indices are projected to improve substantially.

**Existing Home Sales:** The present estimated annualized level of 6,097 is considered to be the new normal. With market recovery in 2010 and increases in interest rates sales are expected to be above normal in 2010 and 2011.

**Existing Home Sales DOM:** The average days on market (DOM) in both Ada and Canyon counties are re-stabilizing. DOM in in both counties are running approximately 25% higher than normal. As both markets recover in 2010, look for these levels to drop quickly.



## ACTIONABLE INTELLIGENCE SUMMARY:

**Stock Market:** The stock market reached its new projected normal between 10,000 and 12,000 in the month of October. The last six months the stock market has seen its quickest and most significant recovery in history. Although most new home buyers are not heavily invested in stock markets, the current rally bodes very well for executive and luxury market segments, whose buyers are heavily invested in the market.

**Gas/Oil Prices:** At the peak of the recession nationally, gas and oil prices were one of the first to adjust. The projected normal for an unleaded gallon of gasoline is between \$2.50 and \$2.70. The projected normal for a barrel of oil is between \$70 and \$80.00. Current prices for both are between these data points.

**Consumer Confidence:** This leading economic indicator is one of the top three. No market has been able to achieve normalcy without a 70% consumer confidence index. The current level is 40% below this point at 53.1%. The normal range is considered 70% to 90%.

The bottom line is the Boise - Nampa MSA has bottomed and begun its recovery. The degree of market competitiveness is high and the long term outlook is exceptional. Unfortunately, most companies business models are designed to be successful in low to moderately competitive environments, not in highly competitive markets. As a result, for most companies in the treasure valley, it will be a long and difficult road ahead, as the degree of market competitiveness is not projected to return to moderately competitive until 2015. To determine the degree to which your organizations business model is highly competitive market oriented and how to optimize its performance capability, give us a call.





# ORGANIZATIONAL GENETICS:

Have you ever wondered what it would take for you, your department, or company to consistently deliver world-class results, results in excess of 1.5 times the market average, in a highly competitive environment, as we are in today?

Well if you have you are not alone.

As a matter of fact, the quest to identify the paradigms, initiatives, and toolkit that allows owners, leaders, and managers to create top performing organizations and departments in highly competitive environments has been going on for nearly 40 years now. Corporate America and business owners, academia institutions, and consulting companies around the world have collectively spent billions of dollars on finding the answer to this question, but to no avail, until now. Through a breakthrough paradigm, performance initiative, and new set of business management tools the answer has been found. The paradigm is Organizational Genetics and the initiative is called Natural's.

Hello, my name is Douglas Swallow, founder of Organizational Genetics. I am a consultant, executive coach, organizational and employee performance scientist and creator of the theory of organizational genetics. I joined in the search for the answer to the elusive question of organizational and human performance in 1979 in my senior year of college, as intern strategic marketer for one nation's leading production homebuilders and master planned community developers, Shapell Industries, in Northern California.



# ORGANIZATIONAL GENETICS:

Strategic marketing is the 5<sup>th</sup> discipline of marketing. Marketing embraces the disciplines of sales, advertising, public relations, market research, and strategic marketing. Strategic marketing is the newest of the marketing disciplines. It came into existence in the mid 1970' s in response to increasing competition, declining net revenues, and widening separation between top performing and market average companies. It is the responsibility of strategic marketers to by provide owners, leaders and their managers with the best practices, management tools and actionable intelligence for express purpose of increasing performance capability and lowering risk.

In 1981, my own consulting practice. Seventeen years later he made an accidental discovery. The discovery was the strategic platform or foundation on which all strategies operate is identical in form and function to the genetic structure of all living organisms.

This discovery led to the sequencing of the organizational genome and development of the organizational DNA profiler. A tool that allows owners and their leadership to see their organizations actual DNA and the performance capability of each gene. Now after 12 years of organizational DNA profiling and trials across the homebuilding and master planned community development industries and 20 other industries, my work has resulted in the discovery of the paradigm, performance initiative, and business management toolkit for the consistent production of world-class results in highly competitive environments.



# ORGANIZATIONAL GENETICS:

What we now know for certain is all businesses and organizations are artificial living organisms. As such, they have a genetic structure which dictates their performance capability, degree of risk at which they operate, and level of results they achieve. Now through the power of the theory organizational genetics and the performance initiative Naturals virtually any owner, CEO, President, or Department Head can:

- See their organization's DNA for the first time and its performance capability
- Safely reengineer their organization's or department's DNA for world-class results in high competitive environments
- Dramatically reduce the risk of underperformance
- Create a workforce, wherein the majority of employees, consistently deliver results in excess of two times the market average and are void of employee problems

To learn more about how your company can benefit from the theory of organizational genetics, Natural' s , and one of the most advanced collection of business management toolkits, contact me, Douglas Swallow at ( 702 ) 303-1047 for a personal presentation. On the following page is a brief overview of my career highlights.



# ORGANIZATIONAL GENETICS:

## Career Highlights summary

Consulted over 50 builders and developers including 3 of the top 5 public builders.

Consulted 3 of the leading master planned community developers.

Developed the repositioning strategies for the largest stalled homebuilding division and master planned communities in America.

The 191 project L.A. Division of KB Home.

The Howard Hughes Corporation's, 23,000 acre, 180,000 unit master planned community of Summerlin.

Optimized the performance of over 250 residential developments and 37 master planned communities.

Led the product development on more than 200 product lines and 700 floor plans.

Led sales teams with 3 to 160 sales associates that sold and closed over 4,000 homes.

Two sales team were rated two of best in the industry, by independent audit.

Developed advertising campaigns that generated over 400 groups per week and 20,000 ups per year.

First Chairman of NAHB's National Sales and Marketing Council's Certified Sales Professional sales training program (CSP).

Received over 50 industry awards for land planning, architecture, advertising, merchandising, sales offices, and sales management.



# BUILDIDAHO.COM:

**THE** resource for connecting buyers, builders, developers, and their constituents.

Does your company have a business model, business plan, and marketing strategy? An integral part of each of these is an organizations internet strategy. The difference between producing average numbers and market leading results can lie in this one strategy. For many organizations developing and implementing a world-class internet strategy, social marketing campaign, and web-site are difficult at best. Most organizations, by the numbers, do not do these well or even no where to start. Enter Buildidaho.com, Idaho's #1 internet site for new home buyers, builders, developers and their constituents.

What Buildidaho.com provides is the treasure valley's leading internet and web site consulting and development services, search engine optimization, and video social marketing. You may be familiar with the site and in the last 3 months it has undergone many changes and additions including– [Personal Designer!](#) You may have also noticed the site doing even better in search engines and ranks on the first page for even more searches now.

So how does Buildidaho.com differ from other internet consulting companies: price, service, experience, and results. Buildidaho.com is the only internet consulting firm who specializes in the homebuilding industry and whose web site has a search engine for new communities including lot sizes, lot prices, starting home values and community amenities. It is the only site that offers feedback from new home owners. It is not the only site with video but one of the few with local interviews of industry professionals and video tours with commentary. My name is Trey Langford and I am the founder of Buildidaho.com and I would like the opportunity to share with you how you can optimize your internet strategy, build a world-class web-site, and connect to the web-site more and more buyers and Realtors are going to everyday. For more information, email me today [Trey@Buildidaho.com](mailto:Trey@Buildidaho.com) or **724-9636**

