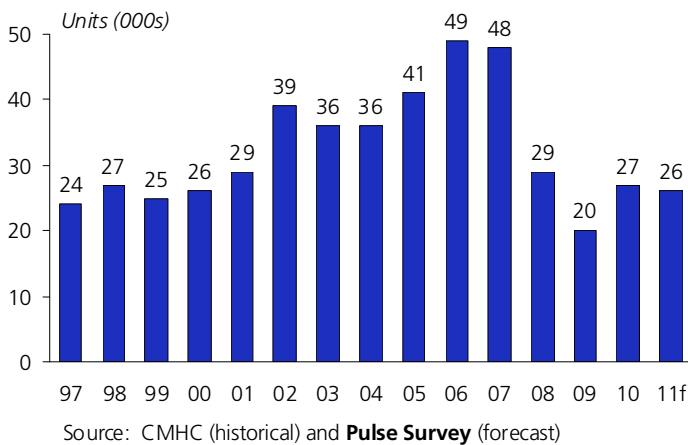
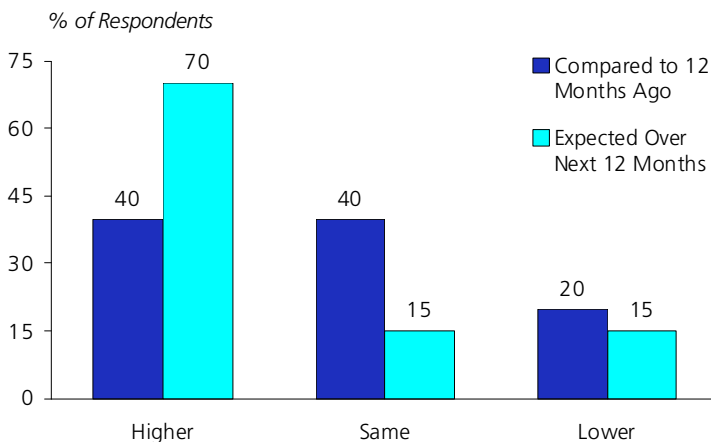


## Alberta Home Builders Expect Housing Starts to Moderate but Renovation Activity to Improve

### Total Housing Starts Alberta

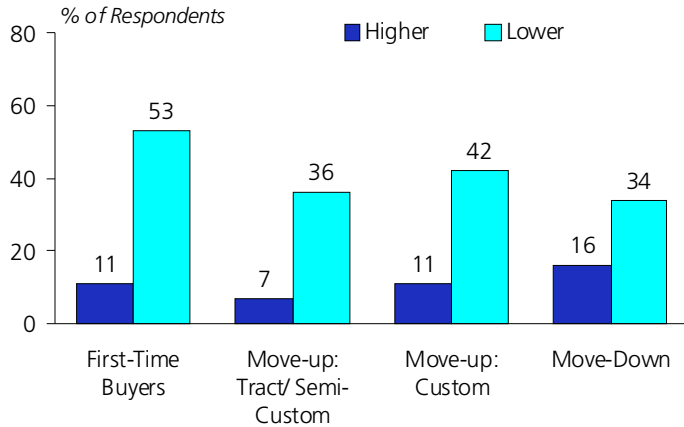


### Change in Renovation Activity Alberta

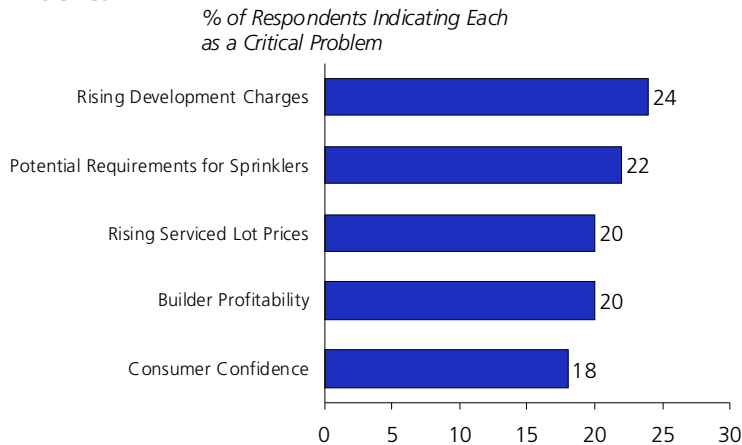


- New home builders in Alberta expect total housing starts to be about 26,000 units in 2011, moderately lower than the 27,088 units started in 2010, according to the latest **Pulse Survey** conducted in December 2010 and January 2011 by the Canadian Home Builders' Association (CHBA).
- Canada-wide, new home builders are expecting about 172,100 starts in 2011, somewhat lower than the 189,930 starts in 2010 and below the levels of the 2002-2008 period.
- On average, Alberta renovators responding to the **Pulse Survey** report stronger activity. About 2 in 5 renovators in Alberta report that their renovation activity is now higher than 12 months ago, while only 1 in 5 report lower activity.
- Renovators in Alberta expect some improvement in renovation activity over the next 12 months, with about 7 in 10 expecting higher activity.
- The average project reported by renovators in Alberta is \$100,000 and takes 12 weeks to complete.

## Changes in Traffic Compared to Last Year Alberta



## Top Problems for New Home Builders Alberta



- New home builders and renovators in Alberta report that, on average, employment in their companies is stable compared to a year ago, with an increase expected this year.
- New home builders in Alberta report that traffic at new home sales sites is down among all market segments compared to last year.
- On average, new home builders in Alberta report that inventories of started-but-unsold single-detached units are higher compared to a year ago.
- New home builders in Alberta are planning modest shifts in the upcoming year towards targeting the first-time buyer market, away from the move-down market.
- The most often cited critical problems for new home builders in Alberta are rising development charges, potential requirements for sprinklers, rising costs of serviced lots, builder profitability and consumer confidence.
- About 4 out of 10 new home builders in Alberta are expecting new single-detached house prices to increase over the next year, only about 1 in 9 expect some declines.

The **Pulse Survey** was conducted by the CHBA with assistance from Canada Mortgage and Housing Corporation and Natural Resources Canada. The survey was tabulated and analyzed by Altus Group Economic Consulting. Copies of the detailed results are available from the CHBA ([chba@chba.ca](mailto:chba@chba.ca)).