

ULI Real Estate Business Barometer ... Housing Data and Trends at Your Fingertips

DISCUSSION LEADER

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DISCUSSION SUMMARY

The ULI Real Estate Business Barometer is a free, monthly on-line release that recaps changes in over 70 key real estate business indicators. Stats and insights are presented in four segments—the economy, capital markets, housing and commercial property fundamentals.

The discussion first focused on the monthly delivery system, with a quick consensus that delivery through direct email is preferred over receiving it as an article in UrbanLand.

The balance of the discussion focused on strategies to introduce a local perspective on the housing data. After hearing about the quarterly, metro-level housing data available through an upcoming ULI on-line tool, MetroStats, the group indicated that the more extensive monthly Barometer data was preferred but with some local perspective added. The consensus was that a very short, monthly survey of targeted ULI members around the country could be the source of local perspective. This concept evolved into a collaboration with the District Councils, whereby they identify members active in certain housing sectors who commit to responding to the short survey on an on-going basis. Possible survey questions and approaches to reporting results were discussed, with the notion of a ULI Sentiment Index introduced as well.

The outcome of the discussion is that the Capital Markets Center, in collaboration with the Terwilliger Center and the District Councils, will enthusiastically pursue the goal of adding local perspective to the monthly ULI Real Estate Business Barometer.

LEARN MORE

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ADDITIONAL RESOURCES

<http://urbanland.uli.org/EconomyMarketsTrends/Barometer>