



**NORTH STATE
BUILDING INDUSTRY
ASSOCIATION**

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COVID-19 Pandemic Causes Expected Drop-Off in New Home Sales in March, But Many Buyers Remain Active

As expected, the spread of COVID-19 across the nation and the impact mitigation measures had on the economy caused the number of new-home sales in the Sacramento to fall in March, the North State Building Industry Association reported today.

However, homebuilders continue to build and market homes and buyers continued to purchase homes despite the economic uncertainties, said Michael Strech, the BIA's President and CEO.

"After record-setting months in January and February, sales started out strong early in the month, but as expected fell off after the shelter-in-place orders went into effect," Strech said. "However, sales continued through the last week of the month, indicating that many families are still looking to buy a new home in the region."

During the month, 377 sales were reported at 165 new-home communities from Marysville to Galt - a number that factored in 133 cancellations. Sales fell by 22% from March 2019 and dropped by 39% from February's net total, but still exceeded the 320 sales reported in December.

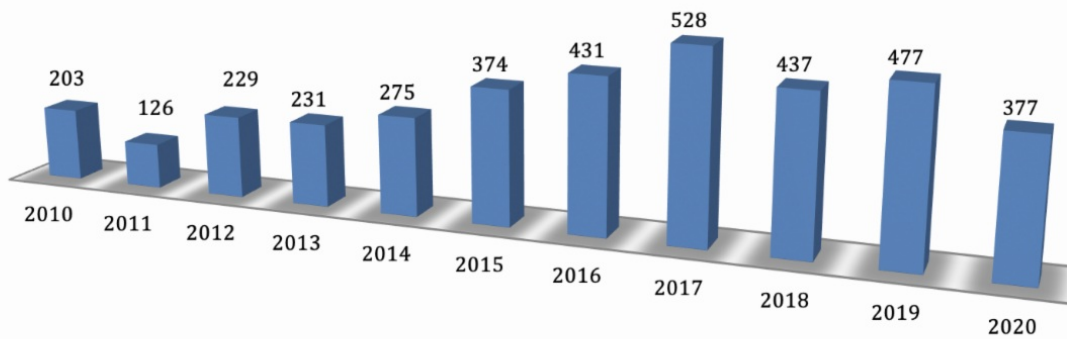
Builders are aggressively adding virtual home tour options to their websites, allowing customers to safely explore new-home communities and models from their living rooms, Strech noted. And new homes continue to be built because state and local officials recognize that homebuilding is an essential industry. He also noted that contractors are carefully enforcing social distancing on job sites to protect worker health.

"With so many new-home communities now available in the region, the selection and choices available has never been greater, and mortgage rates remain at historic lows," Strech said. "For many people, this is still a good opportunity to buy and our members will continue doing everything they can to make that possible."

Historic March Sales Review

The chart below offers a 10 year look-back on sales in the month of March.

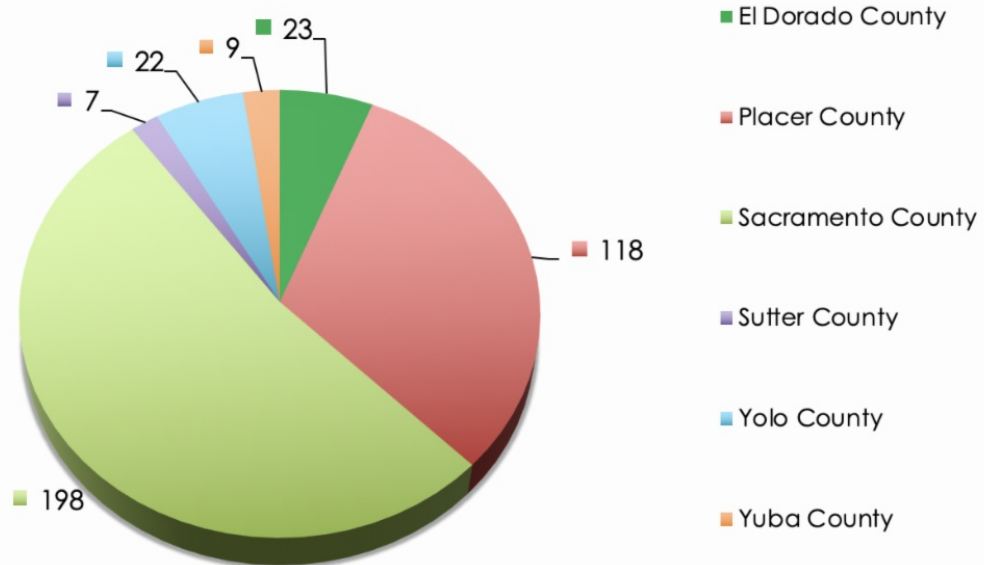
March New Home Sales 2010 - 2020



New Home Sales by County

The North State BIA's sales report is compiled through a collaborative effort between association staff and homebuilders, who provide regular reports based on escrow closings. The chart below breaks down regional sales for March.

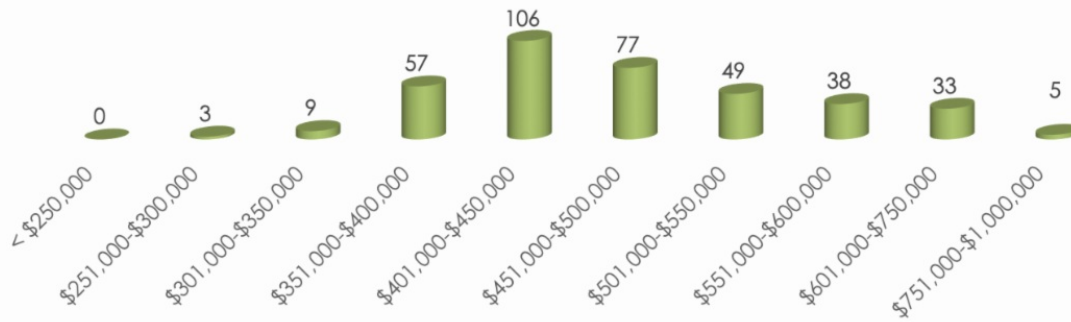
March New Home Sales by County



Price Point Data

As part of its monthly sales analysis, the North State BIA also records the price points for new homes sold. The March price points for new home sales can be seen in the chart below.

Monthly New Home Sales Price Points



About North State Building Industry Association

The North State BIA is the leading advocate for the home building industry in the greater Sacramento region. Representing more than 530 members, including 55,000 industry jobs, the North State BIA is committed to preserving and furthering the economic interests of its members, while also working to enhance the industry's standing as a significant contributor to the regional economy. For more information, visit www.northstatebia.org.

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