



24 August 2015



SENT TO LSU AGCENTER/LOUISIANA FOREST PRODUCTS DEVELOPMENT CENTER - FOREST SECTOR / FORESTY PRODUCTS INTEREST GROUP

Al Schuler's Latest Housing Information.....

To all - Attached is latest news re: housing here in USA. It's getting better, but painfully slow. Latest headwind is the slowdown with China's economy which will have significant ripple effects across the globe. As you know, China has accounted for the bulk of world GDP growth over the past 5 - 6 years. They have had a particularly big impact on commodity prices. Many countries today are lowering interest rates in an attempt to jump start their economies, but with limited impact. Yes, it has probably prevented a downward spiral, but the cost has been immense debt, which has to be repaid eventually. The alternative is default - e.g., Greece. And, we have asset bubbles as cheap money chases higher returns. and, we all know how asset bubble end. My opinion - these are difficult times facing the housing industry and wood products.

Hopefully, our leaders in Washington will steer us through difficult times.

Al

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**President-Elect, Forest Products Society; President-Elect, WoodEMA i.a.**



## Housing comments – August, 2015

- *July totals were flat, up 0.2 % ( to 1.206 million, annual rate) from revised June numbers - but, single family increased 12.8% to .782 million (SAAR).*  
Housing is getting stronger (<http://www.wsj.com/articles/housing-starts-edge-up-0-2-1439901362>)
- Multi family fell this time, but still the driver – rental prices still increasing – single family sales remain weak and this has big impact on wood product prices. This trend will probably continue for some time.
- Economic issues - slowing world economy( China GDP slowest in past 6 years). China slowdown plus currency devaluation will drive commodity prices lower, and rekindle deflation concerns around the world.
- **Increasing geopolitical risk and continued domestic/Washington gridlock - causes uncertainty which leads to less investment which leads to slower productivity growth, and ultimately slower GDP growth and lower standard of living!!!! For solutions, see last comment below.**
- Job market is improving , albeit slowly, and wage gains are starting to pick up, however, the real unemployment rate remains high at 10.8%. This equates to about 16 million people who are either unemployed, stopped looking, or working part time because they can't find full time jobs. This “slack” in the job market will keep wage gains modest for some time.
- World GDP growth outlook is shaky at best – main problem today is the slowdown in China which has been the major economic engine over the past 5 – 6 years. European growth is expected to be relatively weak while back here in USA, growth will probably remain below par ( <3%) for some time.

- QE/quantitative easing, etc. has probably kept us from economic catastrophe, but it has not been able to jump start the economy. Despite “zero interest rates” for the past 7 years, we have no serious inflation issues. What we have, instead, are asset bubbles caused by “cheap money” chasing higher returns. And, we all know how asset Bubbles end.
- . A potentially more serious problem with QE, etc. is that the FED and other central banks don't have many “arrows left in their quivers” to deal with the next downturn ( which is inevitable).
- . All this to say that we can look forward to interesting times ahead – housing and wood products will continue to face challenging times.

## Rental demand versus single family housing ---

There are growing indications that rental demand may continue to increase for some time – a recent study by the Urban Institute suggests it may continue for another decade or two

( <http://www.wsj.com/articles/new-housing-crisis-looms-as-fewer-renters-can-afford-to-own-1433698639> )

Why - - demographics; growing minority population; student debt; weak income growth; .... E.g., Minorities ( nonwhite) will make up 75% of net household growth over the next 10 years, and 85% during 2020- 2030 (see next slide). They are less likely to own homes ( lower incomes is main reason) so home ownership continues to fall toward 60% by 2030. During this time, rental demand will increase dramatically. Although this is just one study, it provides food for thought. One potential question with the study, however, is other studies show that although immigrants, for example, rent initially, but, over time they purchase homes at a rate equal to or higher than native born Americans. Why – people come to the U.S. to improve quality of life, and for most, this means homeownership. This suggests that the U.S. has to find solutions to immigration issues like “illegal immigrants” while encouraging legal immigration. This country was founded by immigrants seeking a better life, and they are key to our future. **And, incomes for all Minorities has to improve if home ownership is to return to “good old days”**

( [http://www.engineeredwood.org/Data/sites/3/documents/EngWoodJournal/EWJ\\_Spring2010.pdf](http://www.engineeredwood.org/Data/sites/3/documents/EngWoodJournal/EWJ_Spring2010.pdf) )

Anyway, this has potential implications for home ownership; single family construction; and demand for wood products – lots of variables and scenarios.

## Key findings and numbers from recent Urban Institute study On Home Ownership (<http://www.wsj.com/articles/new-housing-crisis-looms-as-fewer-renters-can-afford-to-own-1433698639>)

### Key findings( Laurie Goodman, et.al.)

- (1) For next 15 years, new renters will outpace new homeowners
- (2) Headship rate, (rate at which people create new households) is declining
- (3) Majority of new households (HH) formed between 2010 – 2030 will be nonwhite  
- 43% Hispanic and only 18% white
- (4) Majority of new homeowners will be nonwhite
- (5) Number of senior HH to expand dramatically from 2010 – 2030

### Key numbers ( Laurie Goodman, et.al.)

- (1) Between 2010 – 2030, there will be 22 million new HH – 13 million will rent and 9 million ( 4 million fewer) will buy
- (2) By 2030, the homeownership rate will drop from 65.1 % to 61.3%
- (3) Of the 11.6 million net new HH formed between 2010 – 2020, 77% will be nonwhite and 88% of new HH will be nonwhite.

### My “two cents worth”

- (1) Minorities salary is considerably less
- (2) They are less able to purchase homes
- (3) We need to deal with this issue if housing is to get back on track
- (4) We better start building more rental units or rent prices will become too high for many people – already, high rents prevent potential home buyers from saving enough for a down payment for a house

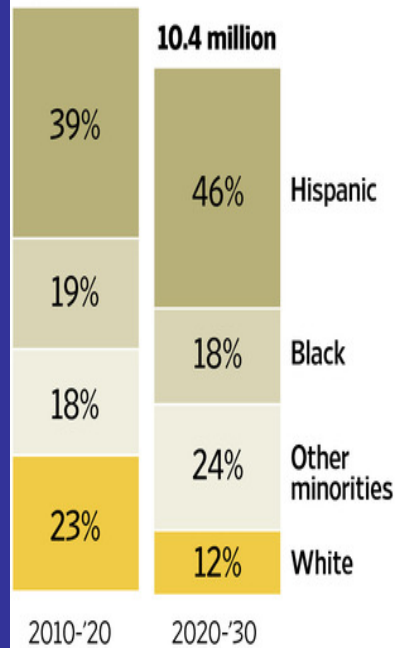
Urban Institute study – demographics, growing minority population, weak income growth, and student debt combine to drive homeownership lower!! That means fewer single family starts and stronger rental demand - - - A trend that could last for another two decades according to the Urban Institute

## Home Builders

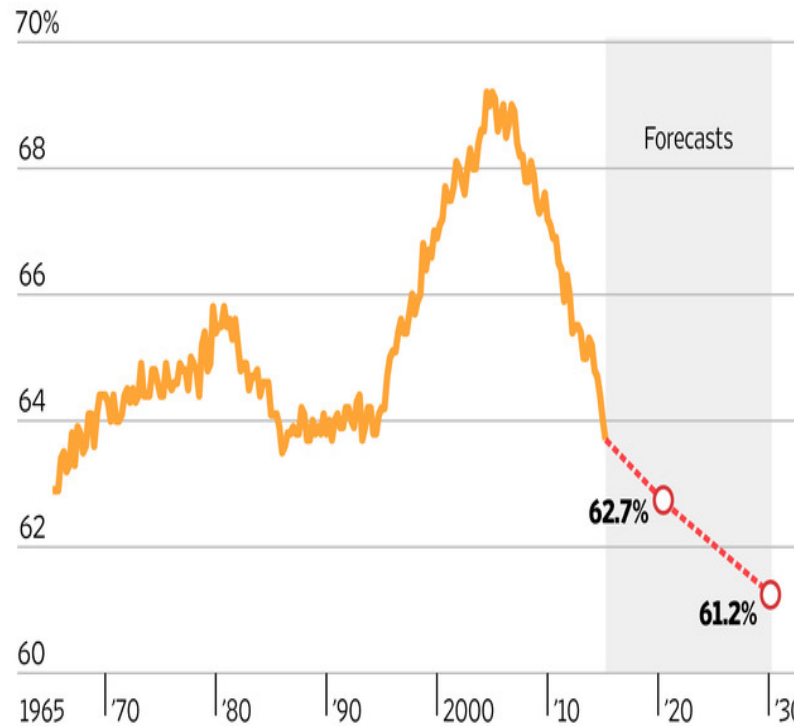
Minorities, who will account for more household-formation growth...

Net new households

11.6 million households

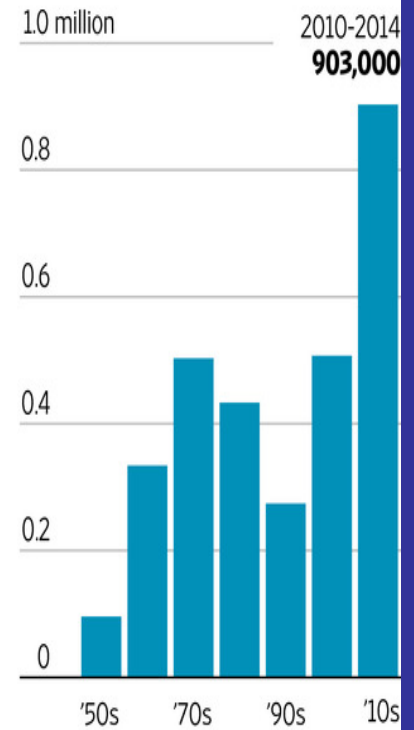


...are less likely to own homes, which will drag down the U.S. homeownership rate...



...as rental growth surges.

Average annual net growth in renter households



Sources: Urban Institute (household formation, homeownership rate forecasts); Commerce Department (homeownership rate); Harvard Joint Center for Housing Studies (renting households)

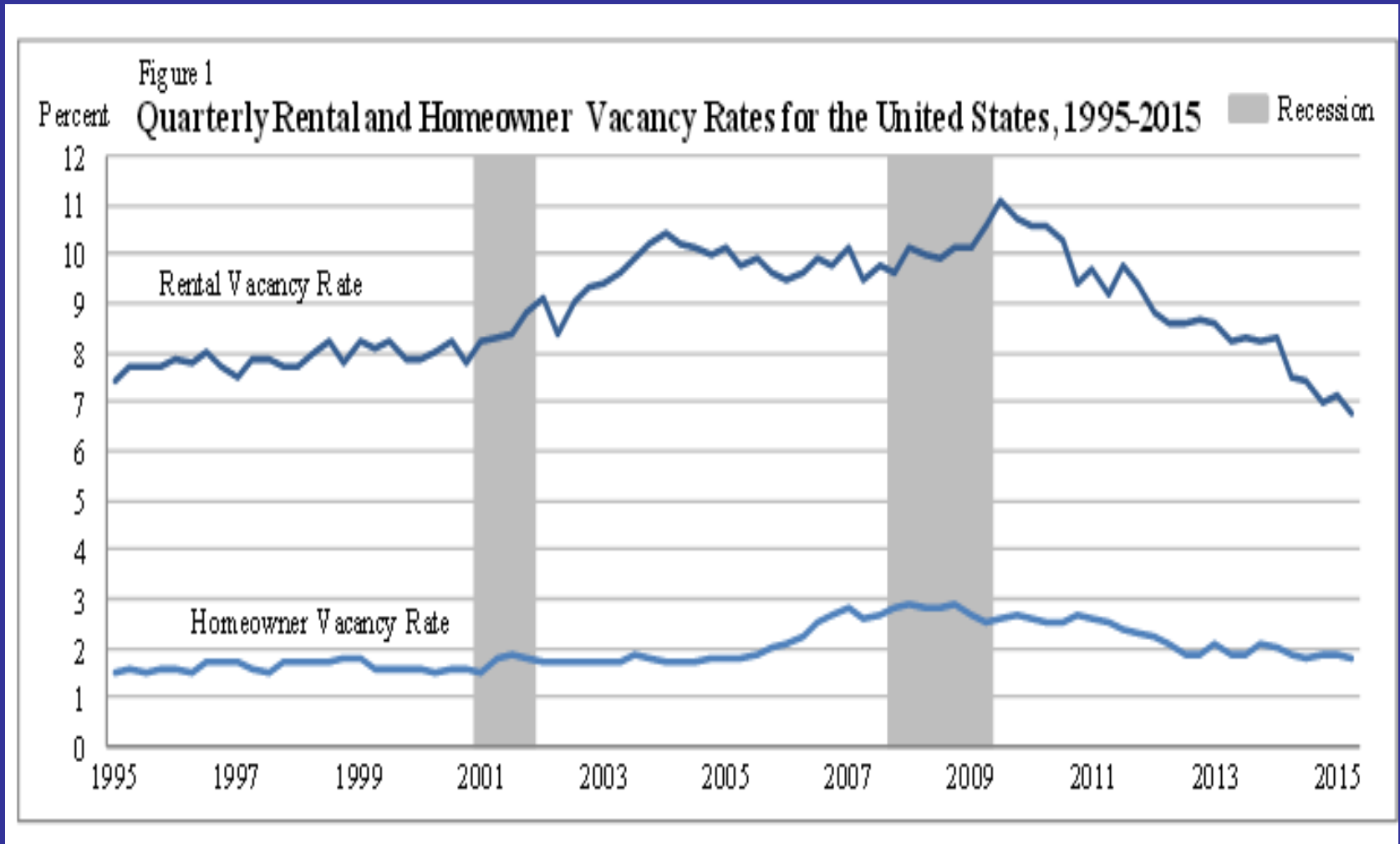
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Source: (<http://www.wsj.com/articles/new-housing-crisis-looms-as-fewer-renters-can-afford-to-own-1433698639>)

# Rental vacancy rates lowest in 20 years

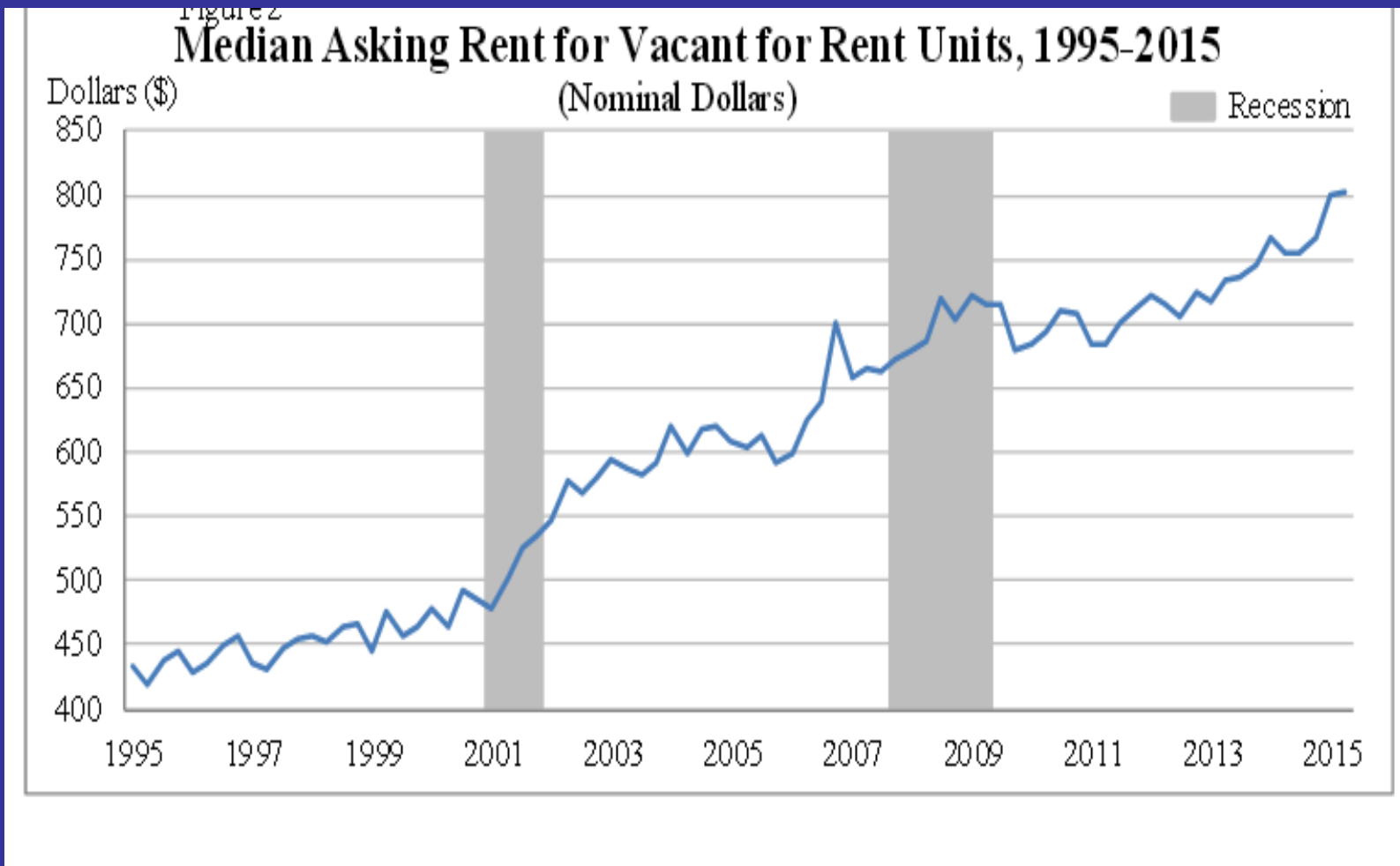
Falling rental vacancy rates will drive rental prices higher

And this will drive multi family construction – Economics 101



# Increasing rents will slow housing starts - -

makes it more difficult for renters to save for down payment for house purchase

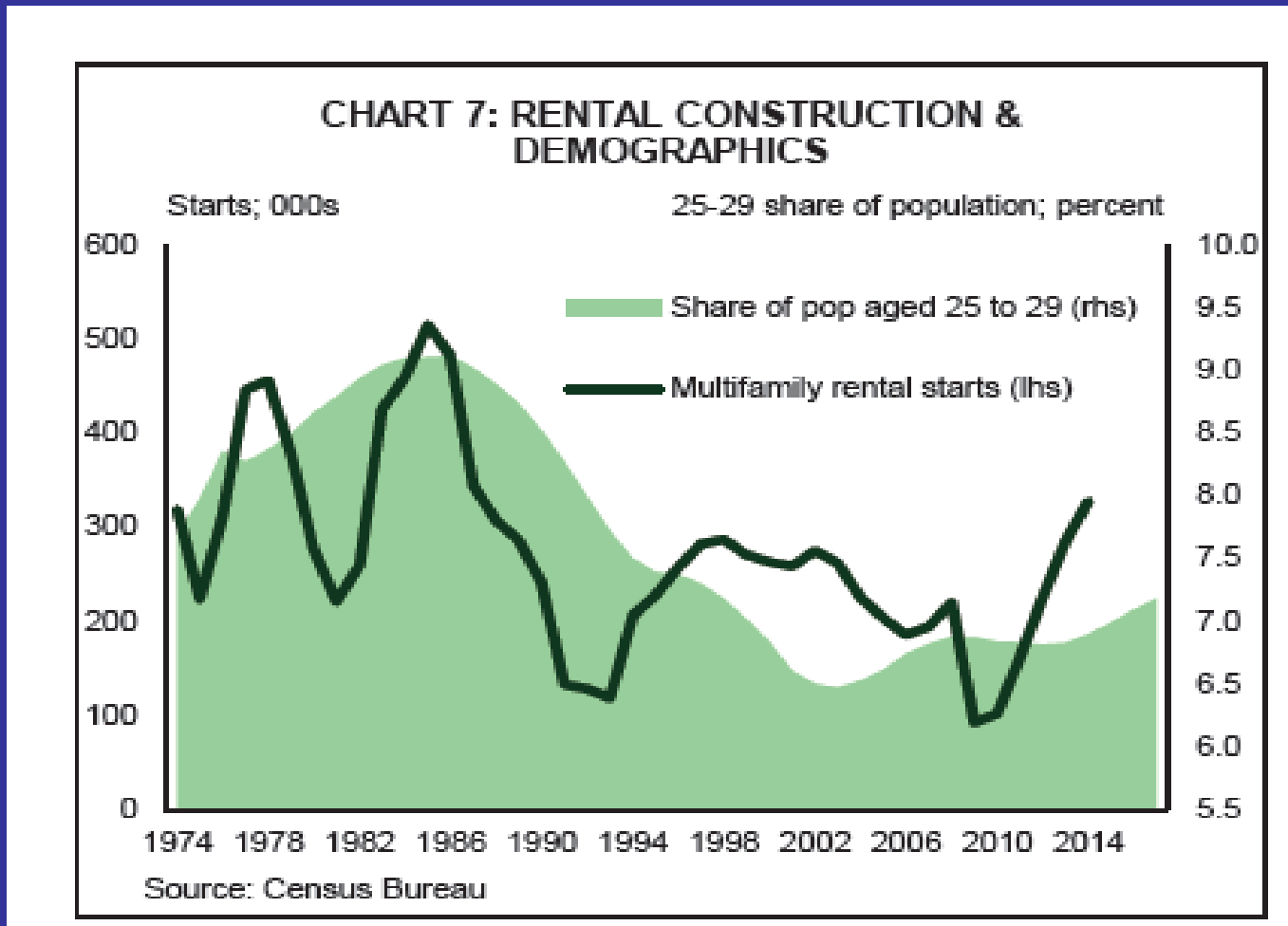


Source: Census : ( <http://www.census.gov/housing/hvs/files/qtr115/currenthvspress.pdf> )



Many young people can't find good jobs – so, they rent instead of Buying a house

(plus, when you're young, and just starting out, mobility is important – today's "millennial" population is almost as large as "baby boomers" at 70 million plus – favors Renting)

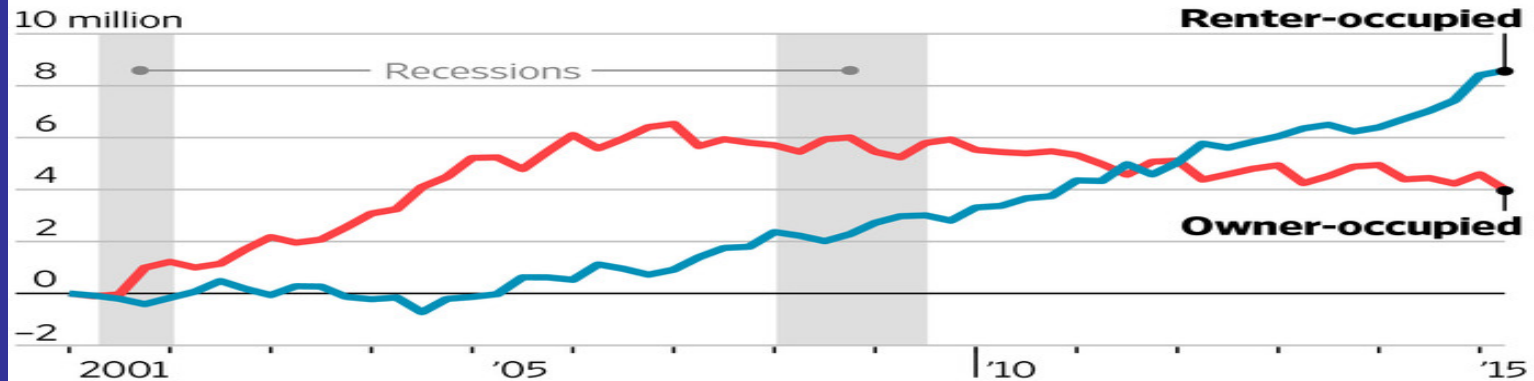


Household formations are up, but most are renting, and, in the past decade, Rent payments exceeded mortgage payments – but, most can't get a mortgage Due to poor credit or can't save enough for a down payment

## Pricier Pads

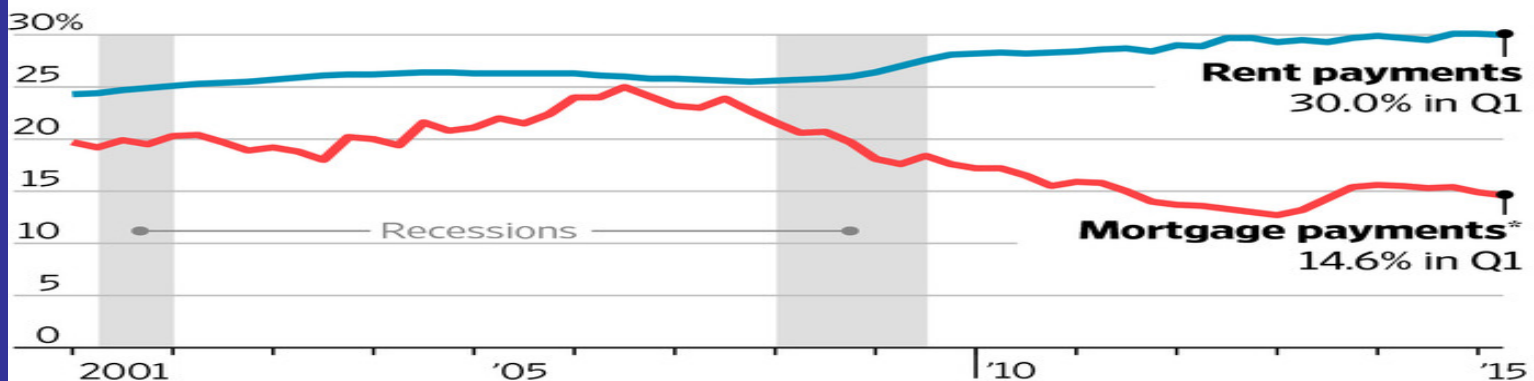
Since the housing bust, new household formation has consistently come from renters rather than owners...

Change in the number of U.S. households since the end of 2000



...and the climbing demand has made rents less affordable.

Median shelter costs as a share of median household income, nationwide

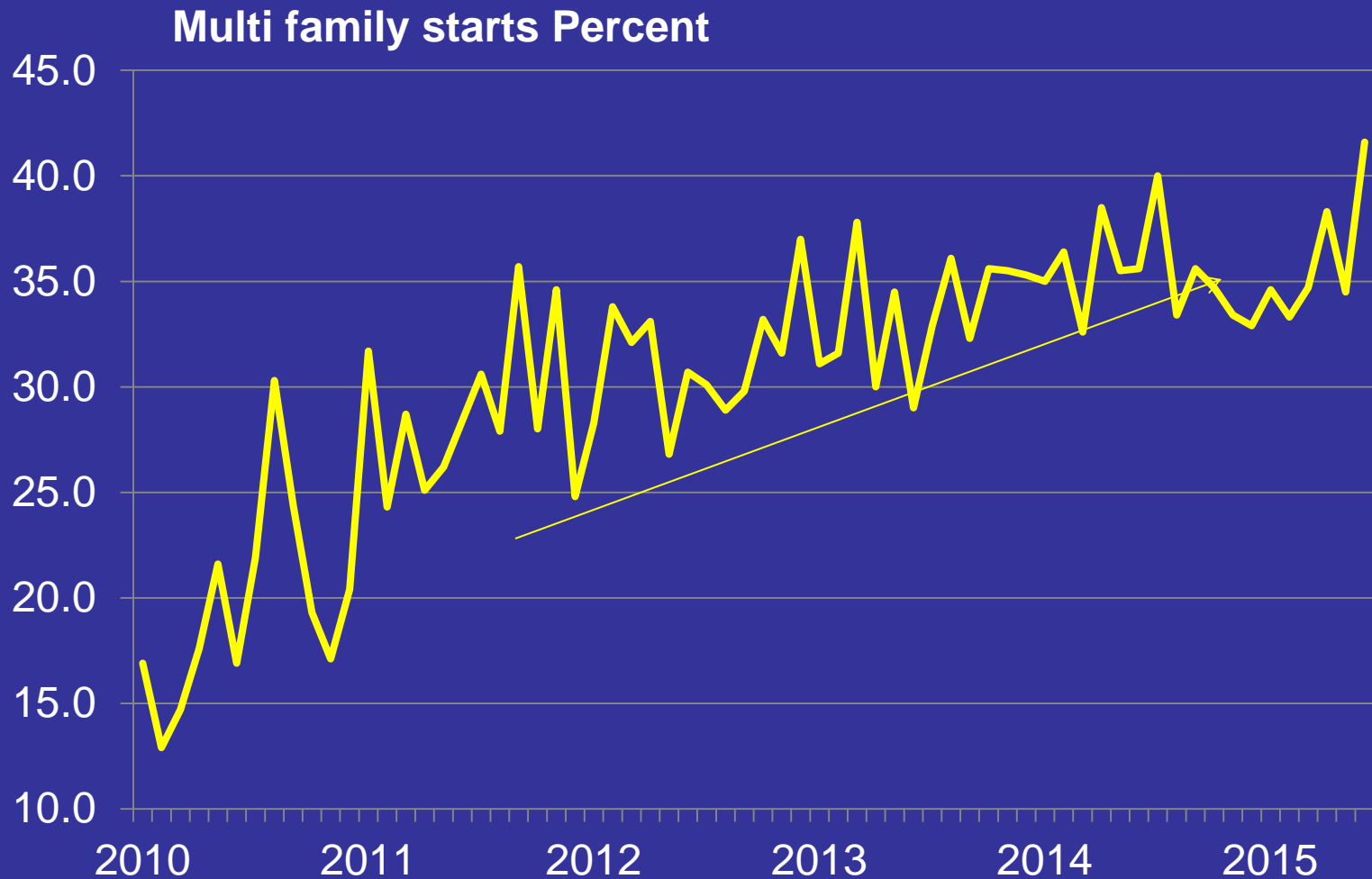


\*Assuming a 30-year fixed-rate mortgage with a 20% down payment; includes only principal and interest, not property tax or other homeownership costs.

Source: Census Bureau (households); Zillow (affordability)

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Multi family share of housing starts – upward trend expected to continue for some time. Also, since the housing crash in 2008, **Single family rentals** have now reached 13% of overall housing stock, up from 9% in 2005 ( <http://blogs.wsj.com/economics/2015/07/20/signs-of-overheating-in-the-single-family-rental-market/> )



Source: Census

Higher prices don't necessarily mean the Market is good which is what economic theory would suggest.

**Housing inventory – short supply is driving up prices! – In addition, builders are Building bigger houses to accommodate “well healed customers” which is driving new home prices higher. Existing home sales reflect similar trends.**

One more issue impacting housing – with starts remaining weak, we will See a continuing shortage of inventory, and that means higher prices. Many Builders just don't see enough traffic supporting an increase in starts. Also, many smaller builders are having trouble getting financing. In the Resale market, many people can't list their homes due to foreclosure issues, Underwater mortgages, Job problems, credit issues – i.e., can't qualify for a new mortgage)

(<http://www.wsj.com/articles/bidding-wars-return-to-home-market-1437350840> )

Current inventory is 4.6 months for new homes and 4.8 months for existing homes – six months supply is considered a ‘healthy market’

Another good article on current housing situation re: dilemma for 1<sup>st</sup> time Buyers. Limited choices; higher prices; weak income growth; weak New home construction; --- short supply drives prices higher putting more 1<sup>st</sup> time buyers out of the market. **I've said this before – return of 1<sup>st</sup> time Buyers is needed before housing returns to “normal”!**

(<http://finance.yahoo.com/news/first-time-buyers-face-hurdles-101147166.html> )

## Existing home inventory at 4.8 months – Short supply still driving drives prices higher

Months supply, single family



# Existing homes - Price increases are moderating, but still up Substantially since the housing collapse in 2008

## Case – Shiller Price Index Cumulative change since 2000 (%)

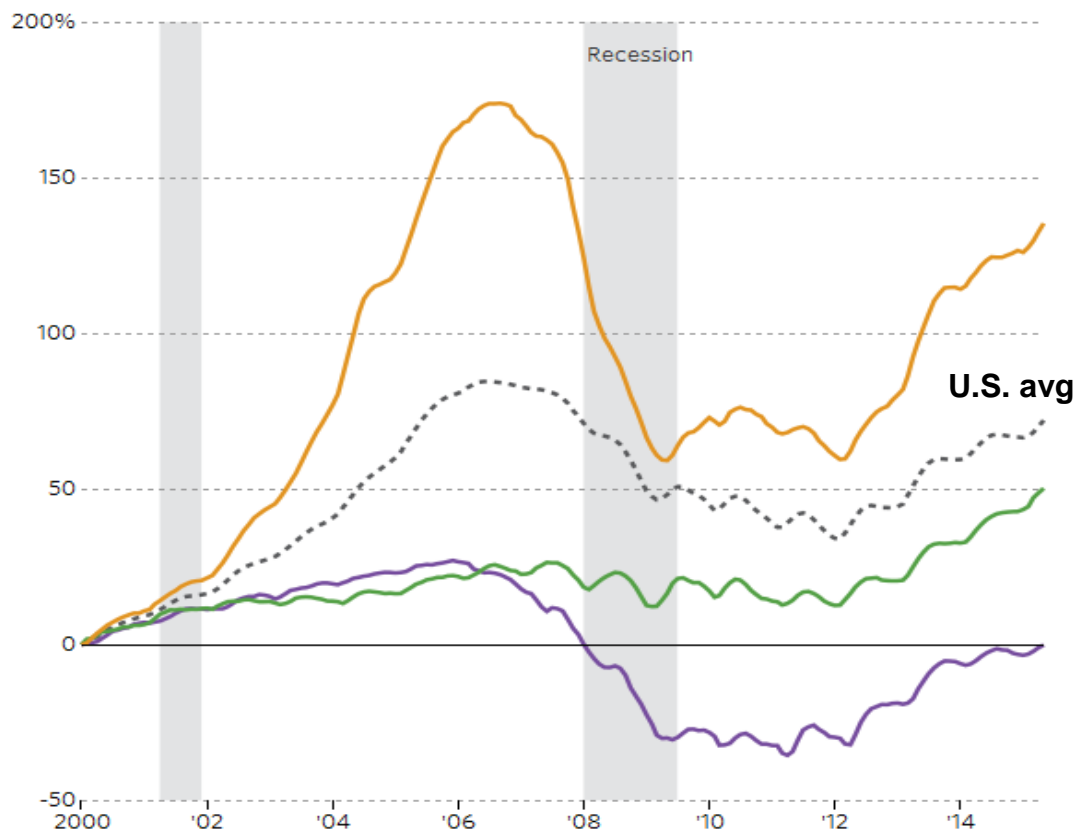
### Case-Shiller index

The Case-Shiller index measures prices on home resales. They're reported on a three-month moving average with a lag, meaning they don't provide the most up-to-date picture of market conditions.

### Case-Shiller index for selected cities

Cumulative change from 2000

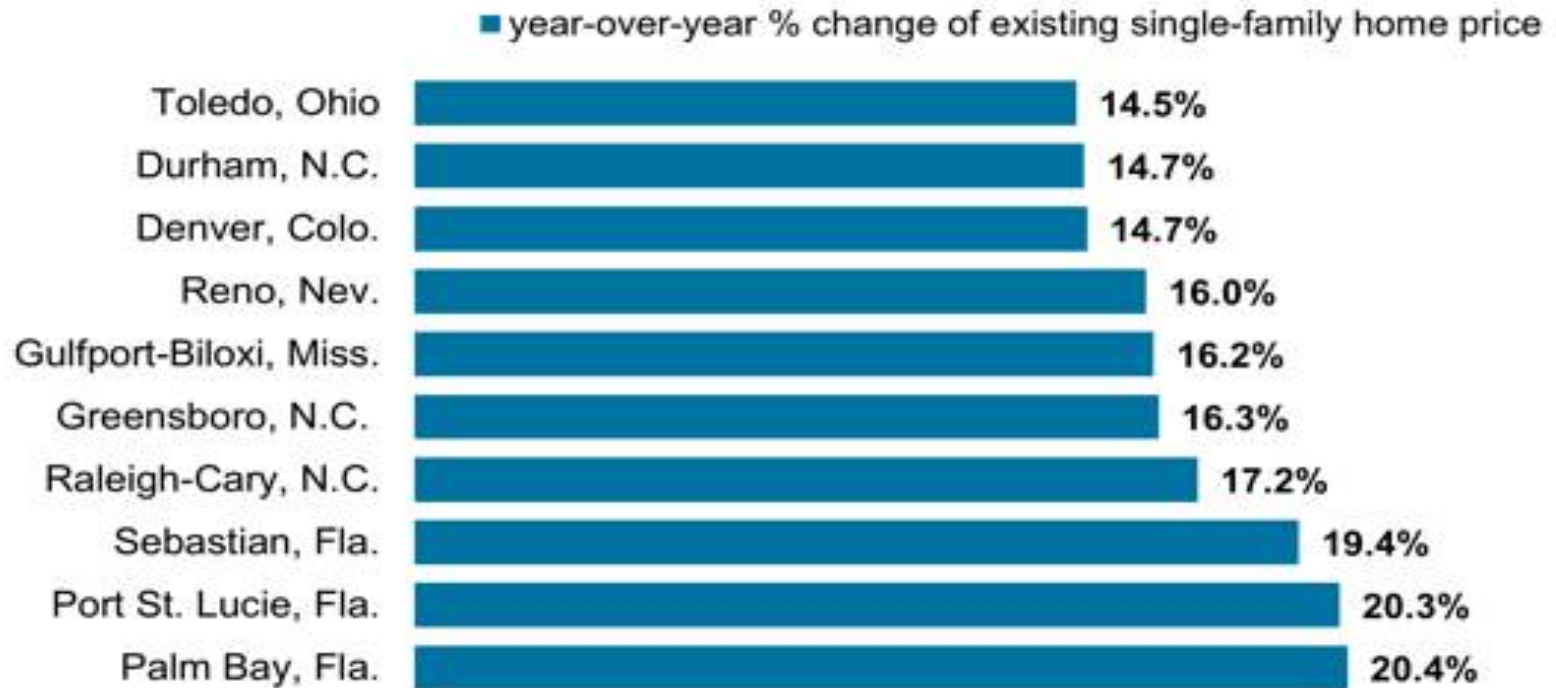
■ U.S. average ■ Detroit ■ Dallas ■ Los Angeles



# Cities where prices have skyrocketed in past year

## Running Hot

The median home price in some metro areas has rocketed from a year ago.



Source: National Association of Realtors | WSJ.com

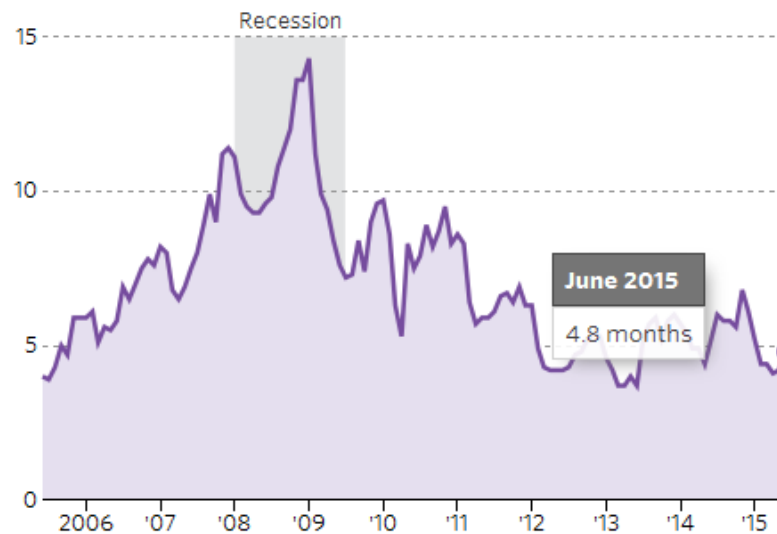
# Weak New home supply drives prices higher

## Six months supply considered “balanced market”

### Months' supply

The amount of time it would take, in months, to sell the stock of newly-built homes available for sale at the current sales pace. The National Association of Realtors considers a six-month supply to be a balanced market.

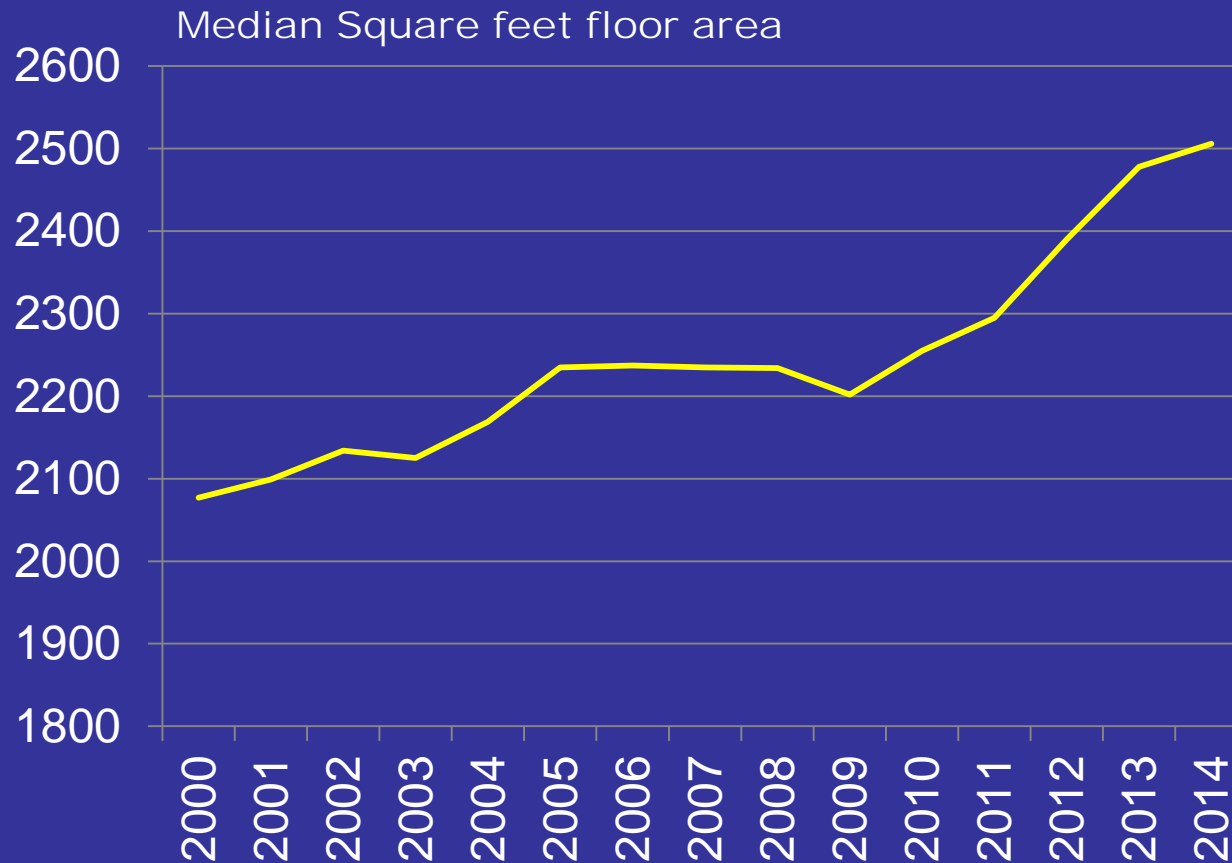
Months' supply of newly-built homes for the past 10 years



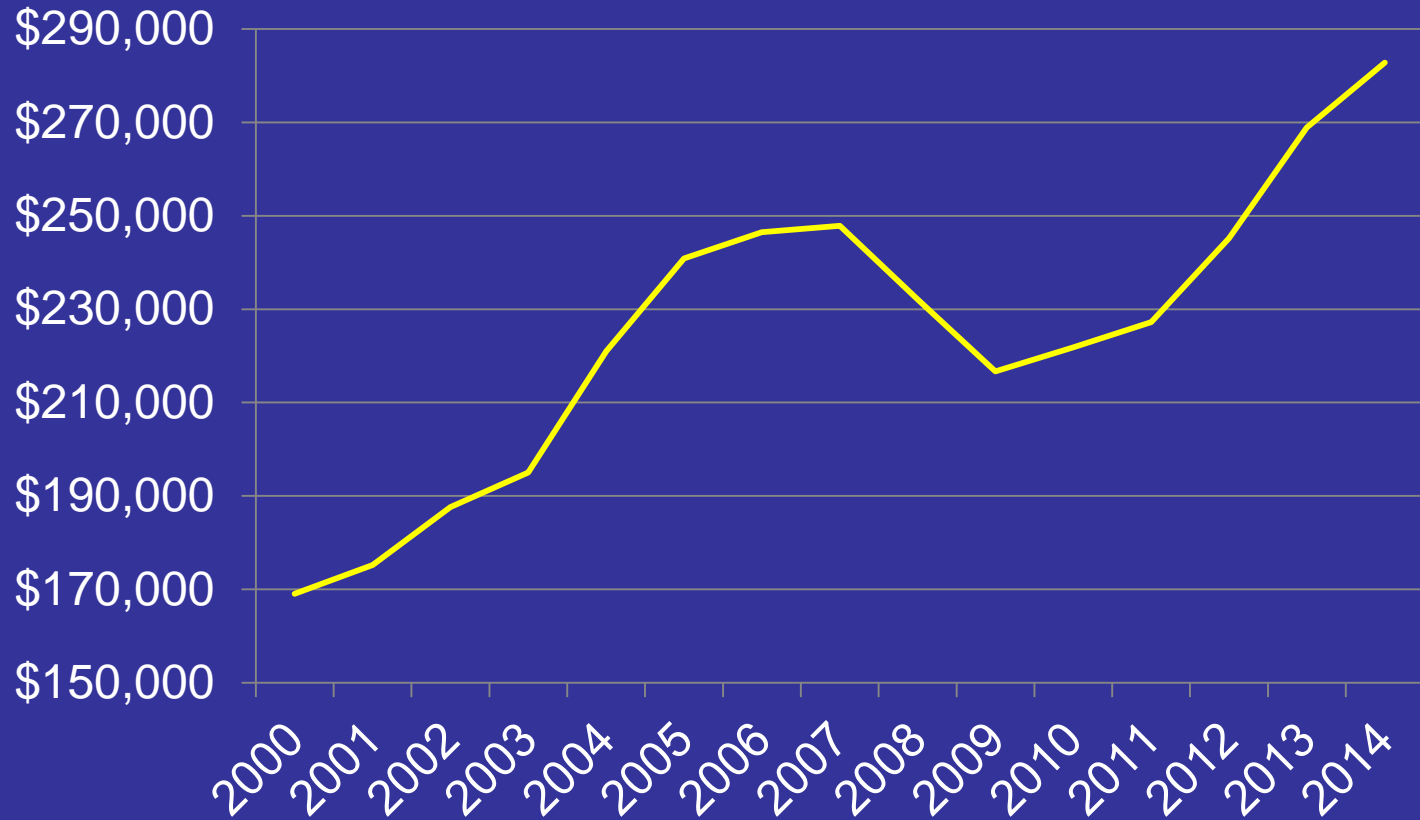
Sources: Commerce Department via the Federal Reserve Bank of St. Louis (new homes sold, housing starts), National Association of Realtors via the Federal Reserve Bank of St. Louis (existing homes sold, months' supply), S&P Dow Jones Indices (Case-Shiller index)



Size of New Homes sold has increased dramatically  
In past 6 years as builders cater to “well healed”  
Buyers as many 1<sup>st</sup> time buyers are missing



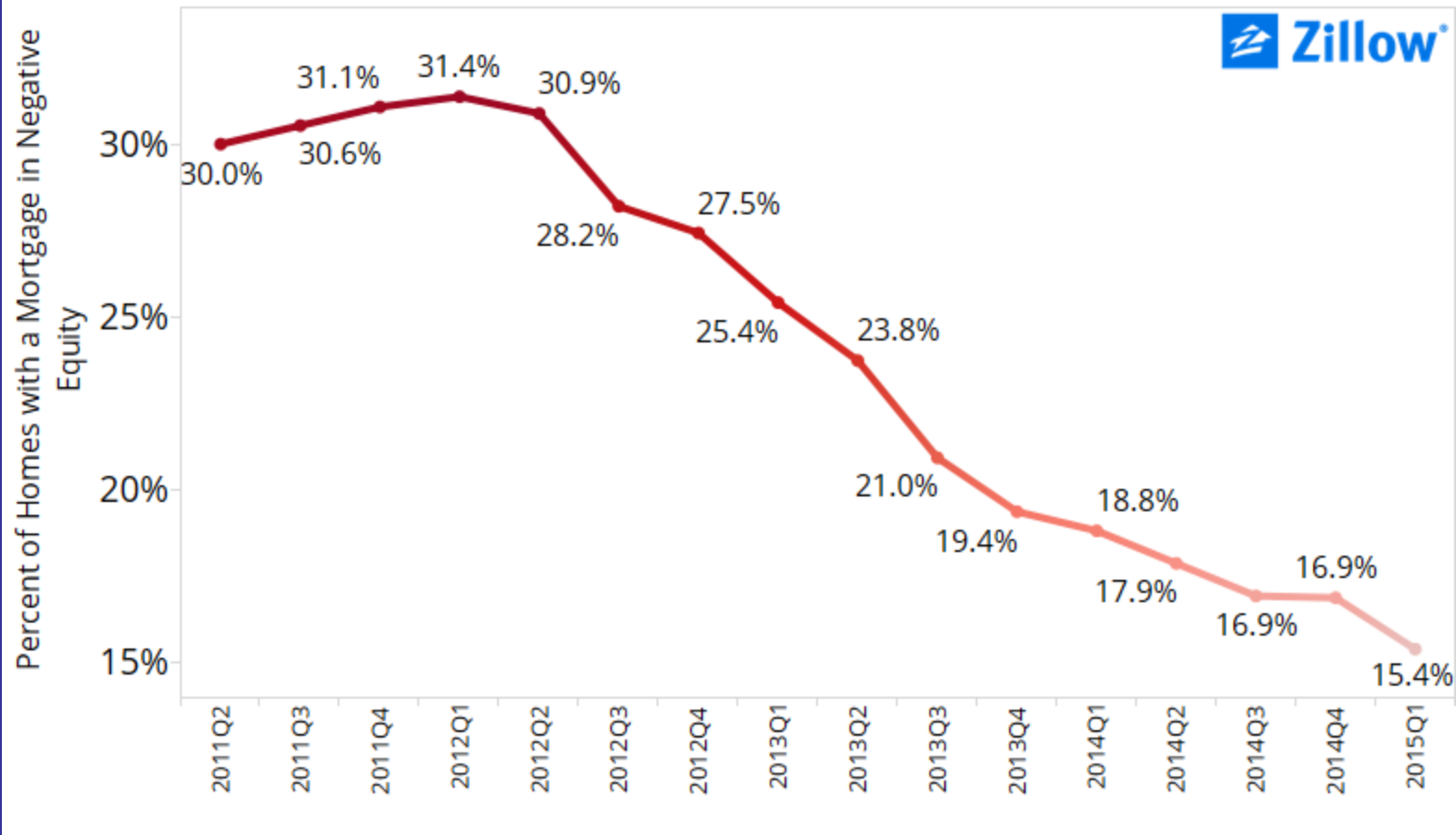
Consequently, Median price of new homes has increased dramatically



( <https://www.census.gov/construction/chars/sold.html> )

**Underwater mortgages down considerably, but still a problem:** remain historically high at 15.4% (8 million) in 1<sup>st</sup> Qtr 2015. Healthy market is 1 – 2% underwater. Problem is that 15 - 20% of the market becomes “non – tradable” according to Stan Humphries. Another report, Zillow says 13% ( 7.4 million) are seriously Underwater ( loan amount at least 25% higher than house market value)  
( <http://www.nbcnews.com/business/real-estate/13-percent-homeowners-are-seriously-underwater-mortgages-n401081> )

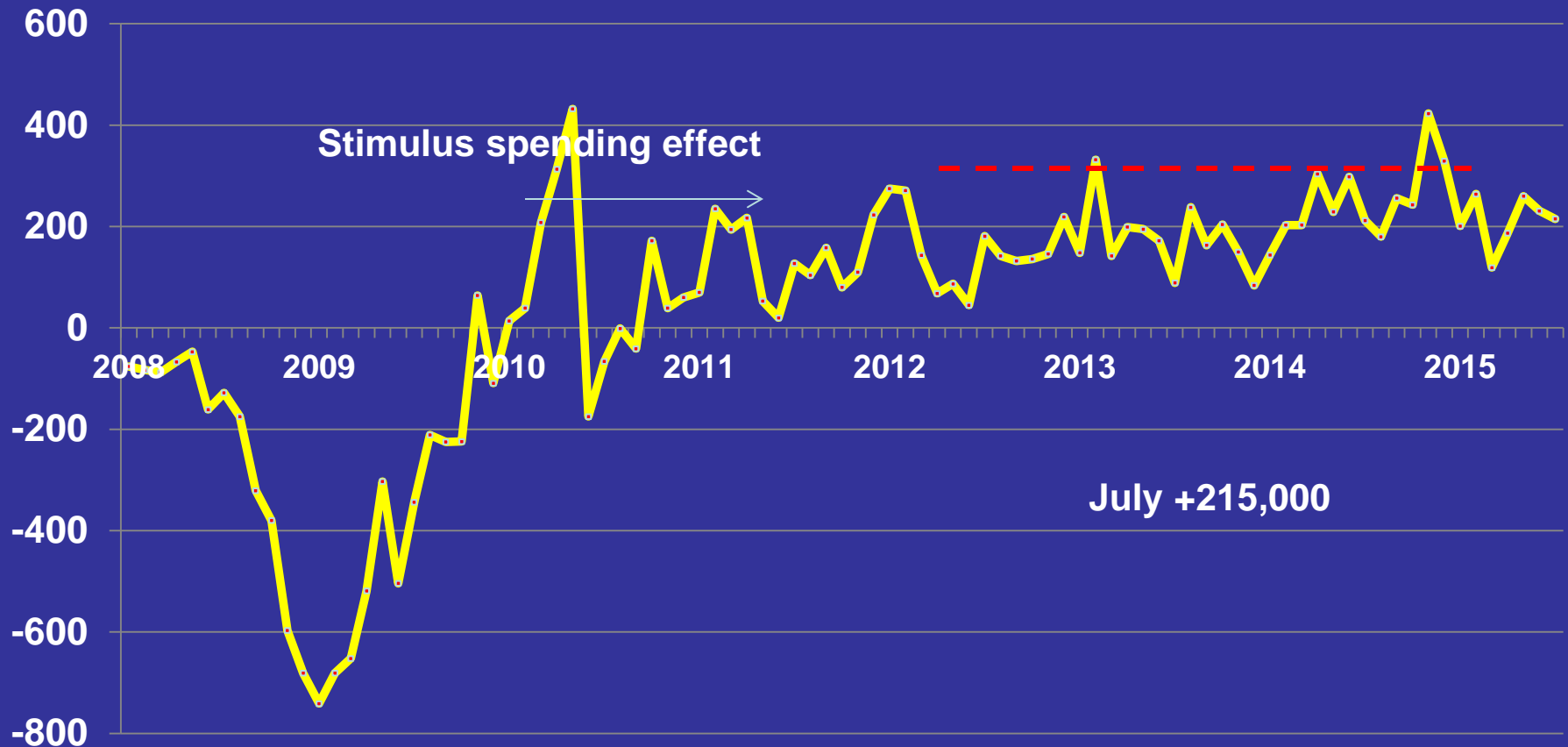
**Figure 3: Negative Equity Time Series (United States)**



Source: Zillow ( <http://finance.yahoo.com/news/scariest-u-housing-chart-shows-040000853.html> )  
( <http://www.zillow.com/research/negative-equity-2015-q1-9905/> )

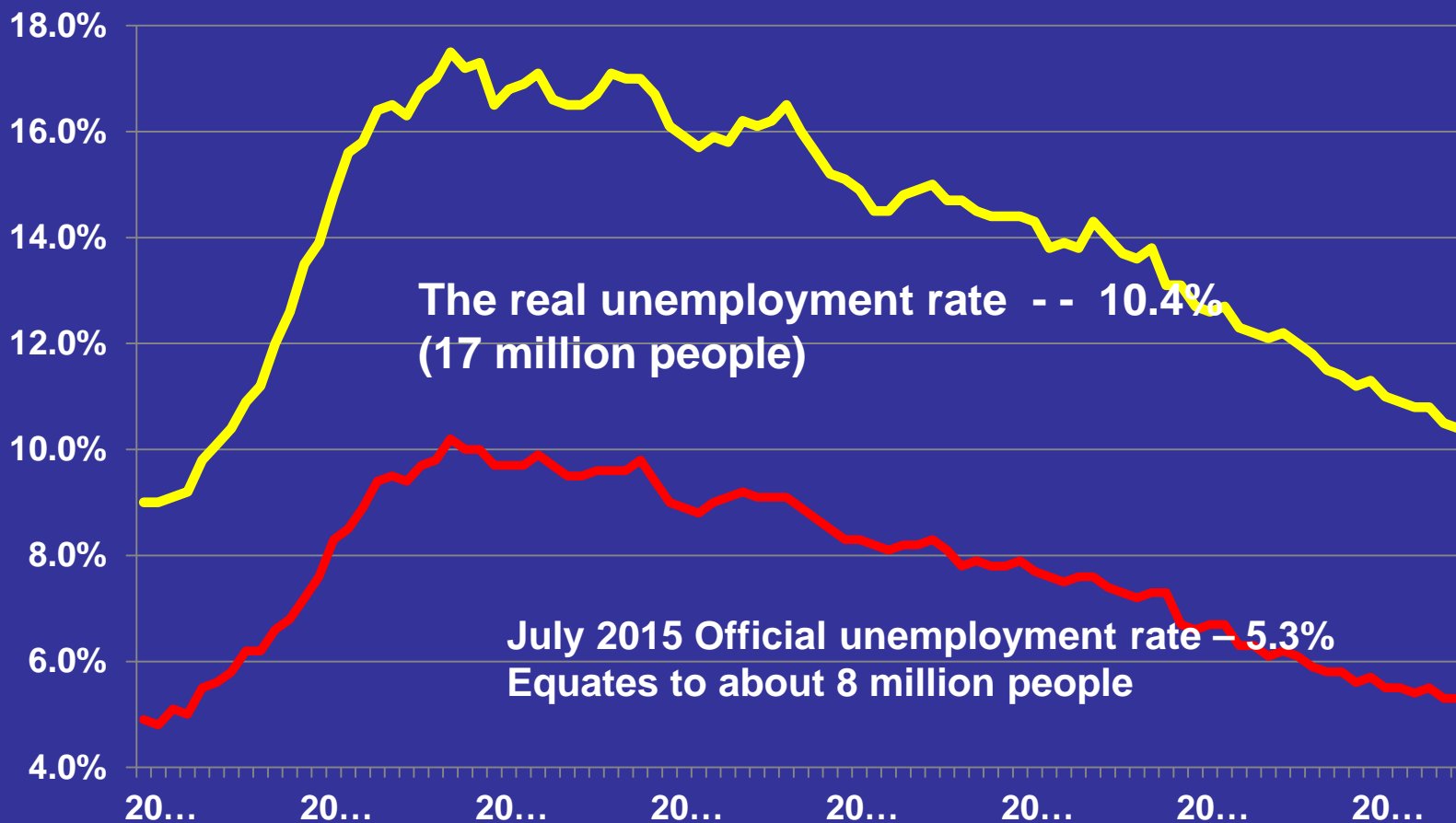
# Employment situation - our biggest problem - but, getting better with 215,000 jobs created in July

## Net change in non farm payrolls – monthly, thousands

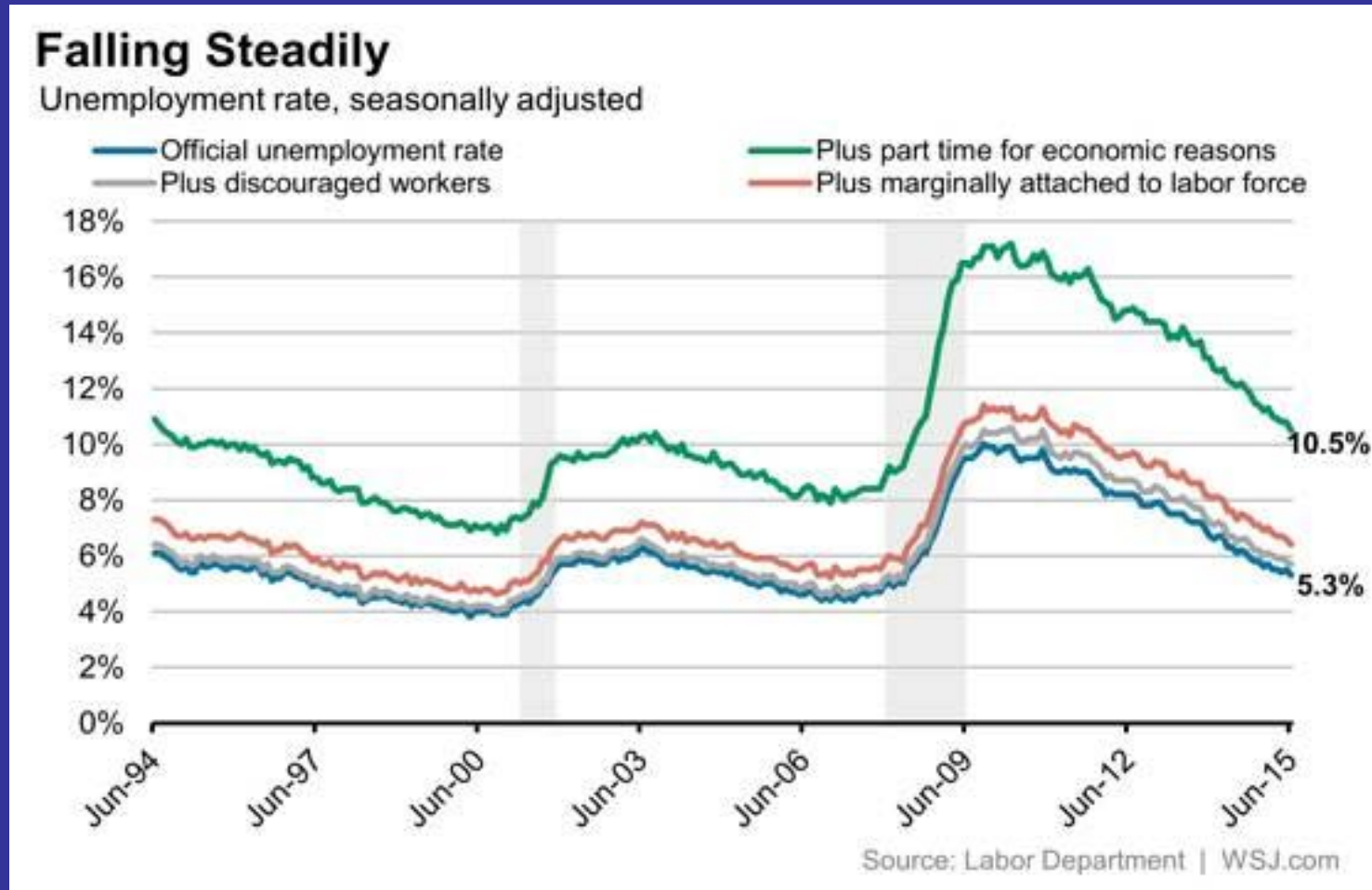


## Unemployment rate keeps coming down – but, nearly 7 million remain “underemployed” – working part time, but want full time jobs

\*\*There are about 17 million people either unemployed, underemployed, or stopped Looking – **Key reason why wage increases are stagnant!!!**



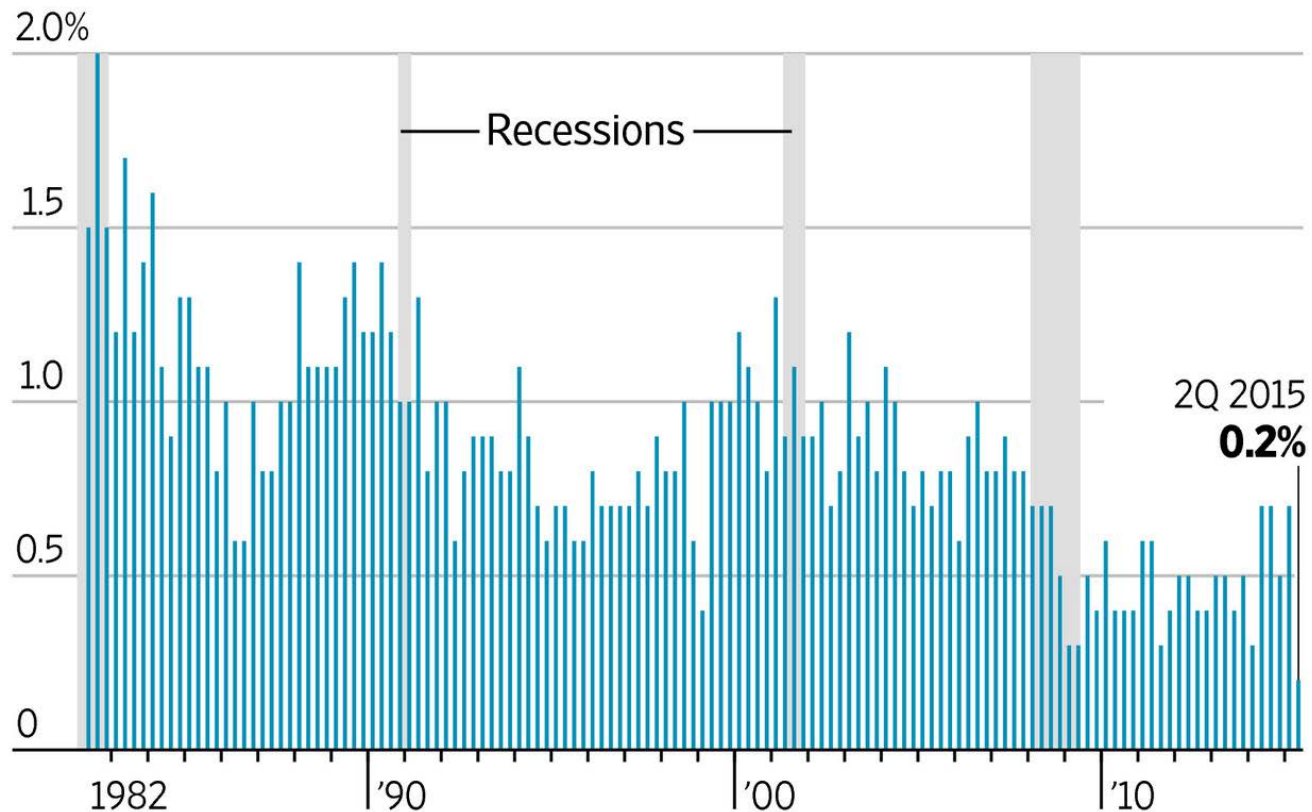
Closer look at “real unemployment rate” – things are Improving, but we really need stronger earnings growth



Latest Employment cost index (ECI) shows that wages and benefits are lagging in this recovery – due primarily to continued slack in the job market with the “real unemployment rate” at 10.5%

## Employment Expenses

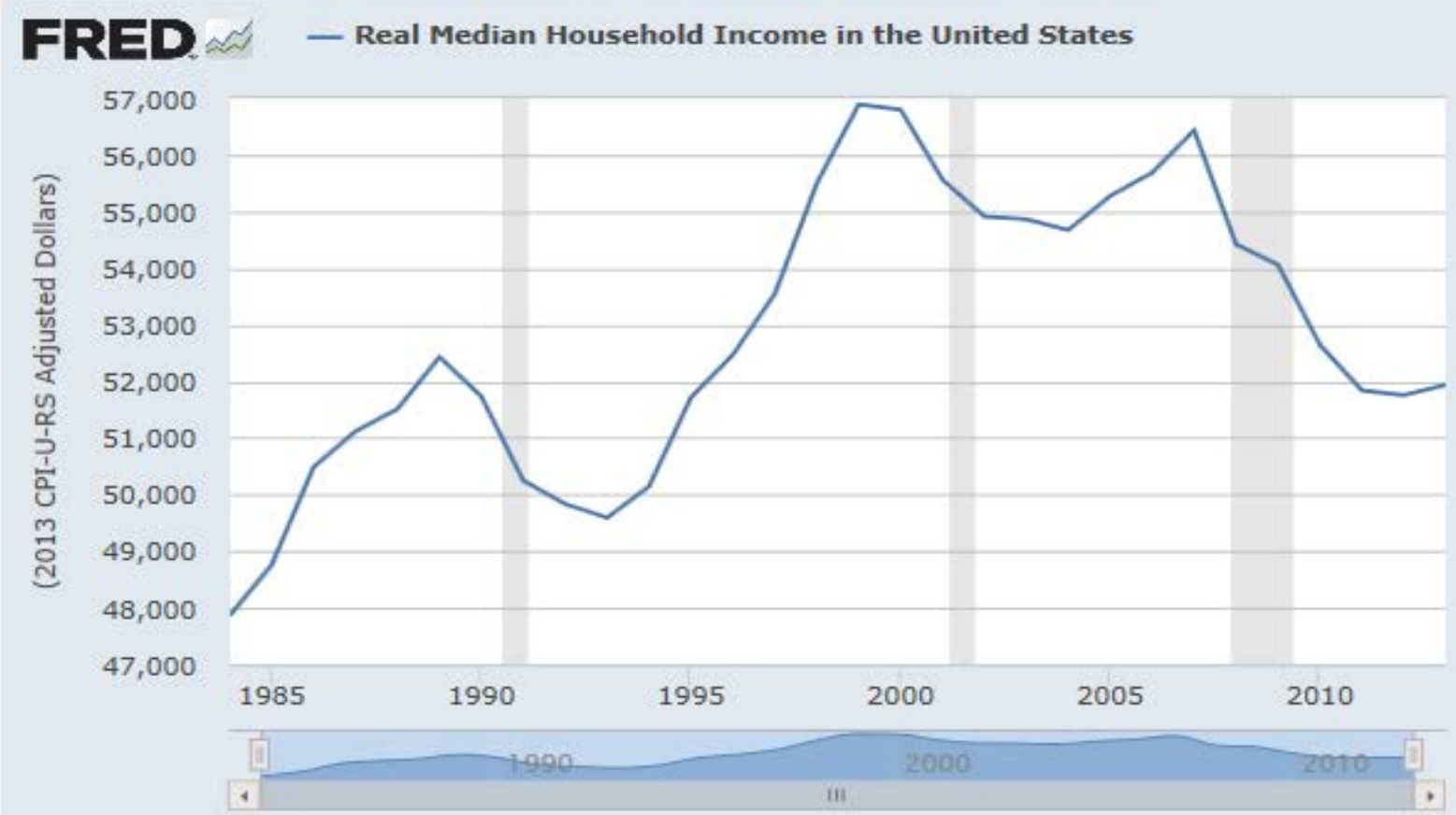
Total compensation for all workers, change from the previous quarter



Source: Labor Department

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A look at real incomes over the past twenty years ---  
real incomes have been shrinking for the past 20 years  
And the reason is probably tied to productivity - here is good article  
On the subject (<http://www.wsj.com/articles/politicians-pay-heed-to-productivity-problem-1437582206?cb=logged0.19101819254186214>)



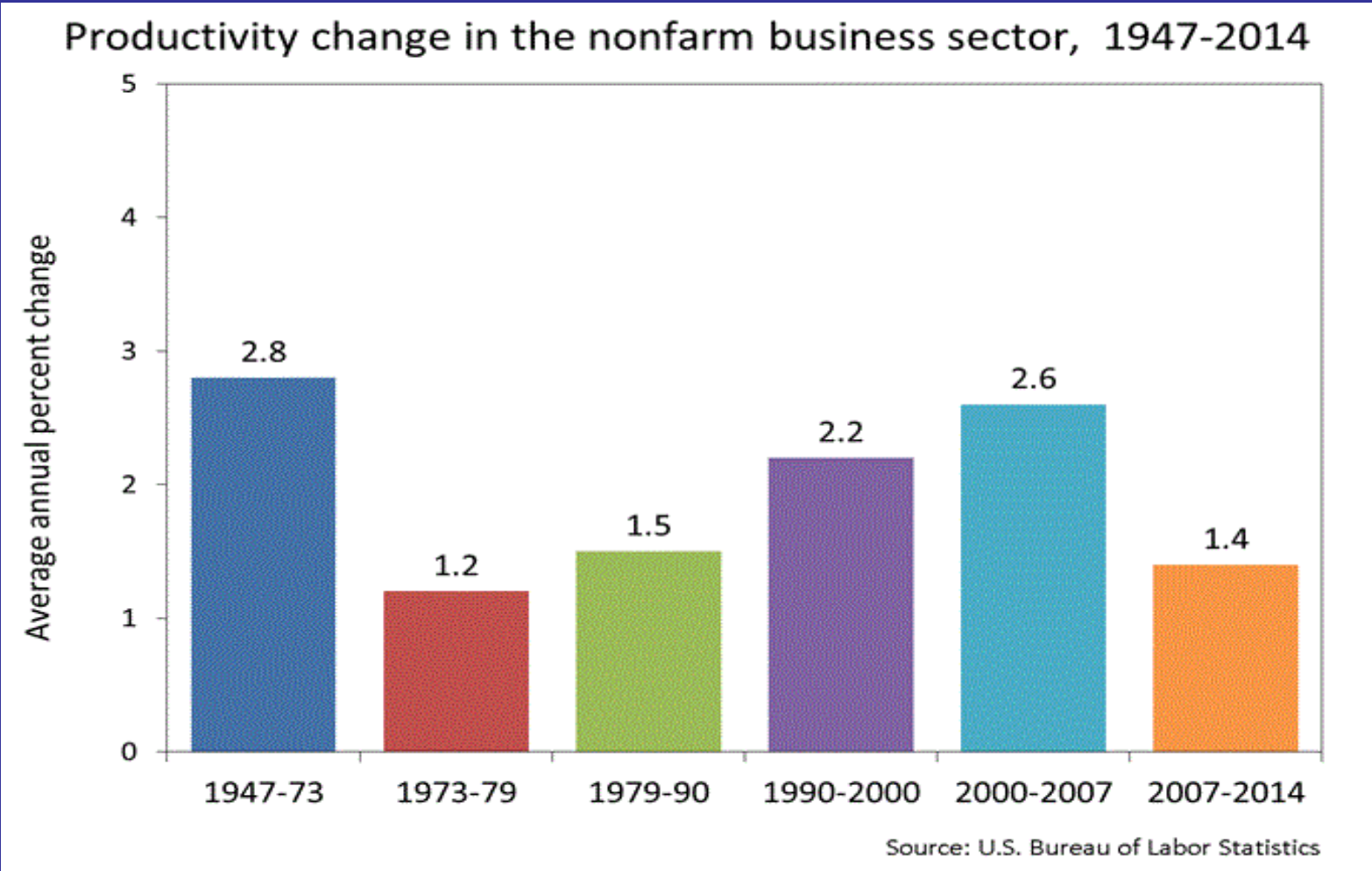
Source: US. Bureau of the Census



# We need to invest more to become more competitive, create better paying jobs, and grow GDP

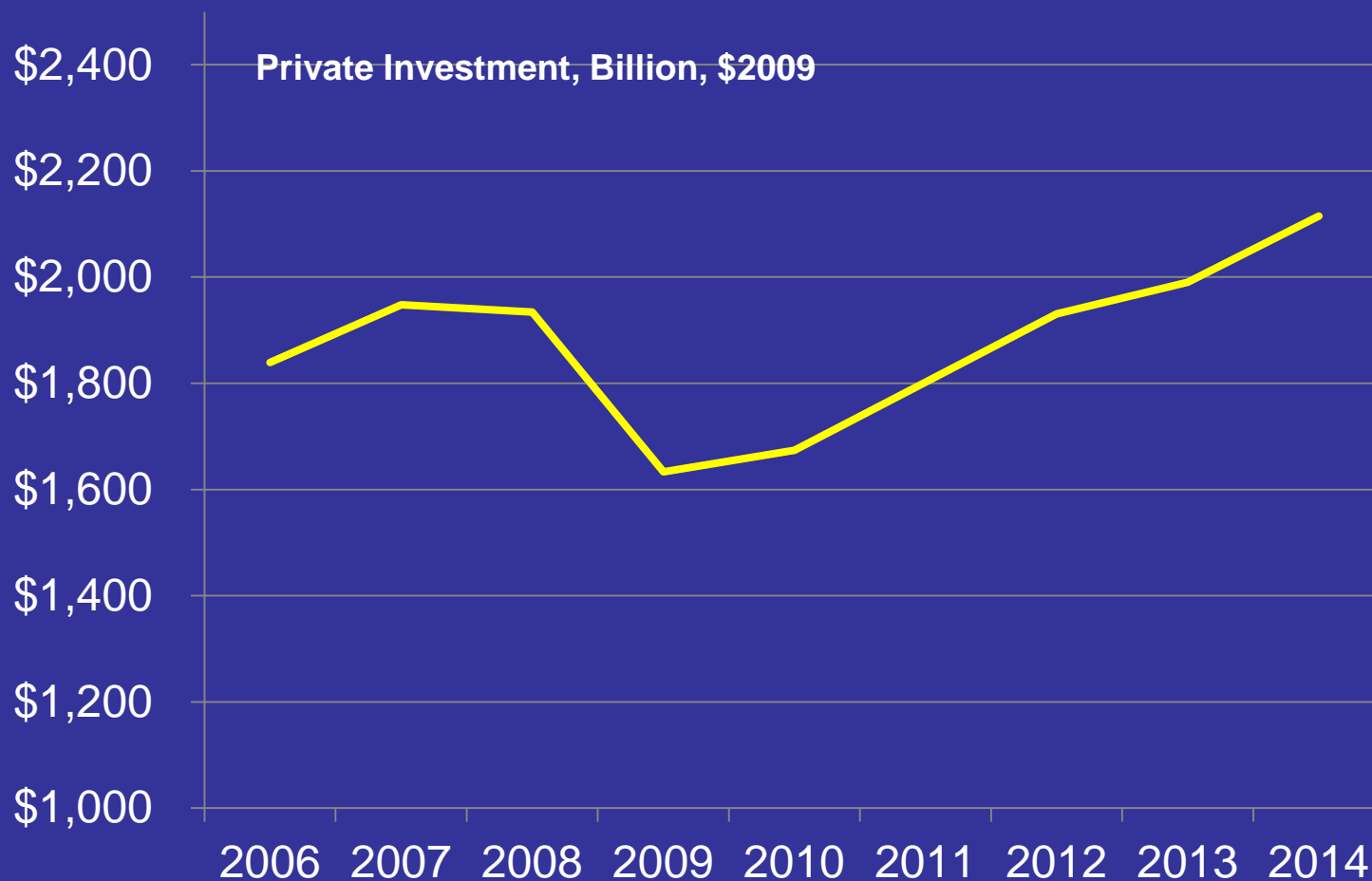
GDP derives from number of workers plus productivity (real GDP/worker) – (<http://marketrealist.com/2015/01/2-factors-drive-real-gdp-growth/>) -- with lower productivity , higher employment won't generate as much growth in GDP – this is why improving employment doesn't give us strong GDP growth .

*Innovation and entrepreneurship is key to increasing productivity*



Source: BLS ( <http://www.bls.gov/lpc/prodybar.htm> )

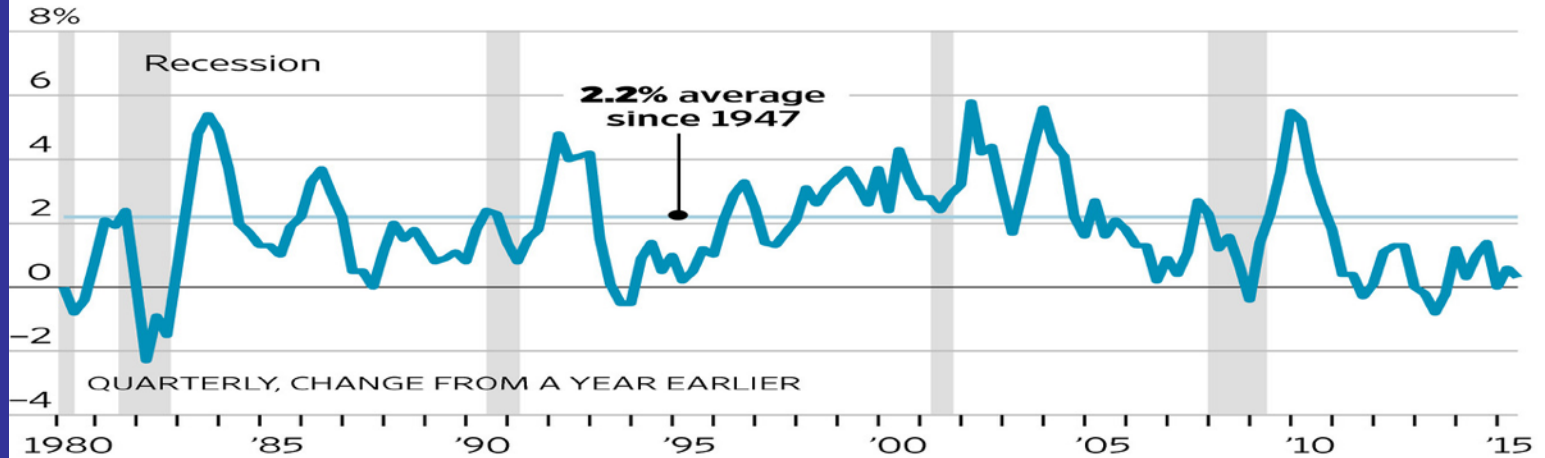
We have a productivity problem?? Private Domestic investment barely above 2006 levels. It's improving, but domestic and geopolitical concerns are creating Uncertainty which slows investment which slows productivity Growth And that translates to weaker GDP growth ( and less demand for housing).



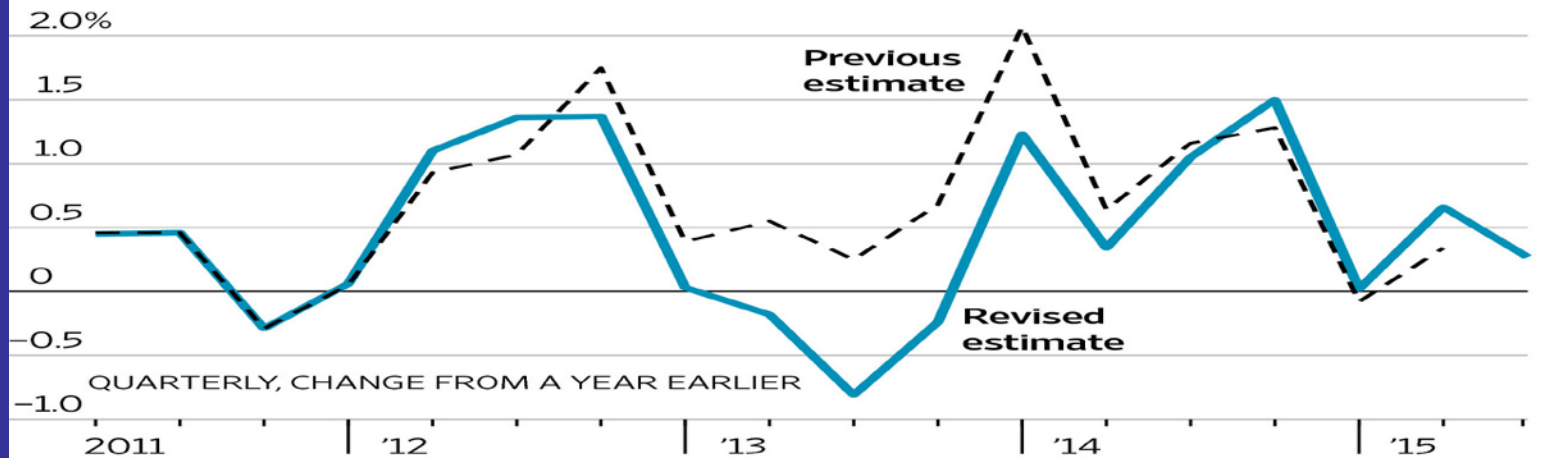
Weak productivity will hold back wages and any improvement in standard of living

## Below Average

Productivity growth during the recovery has been well below the 2.2% long-term average...



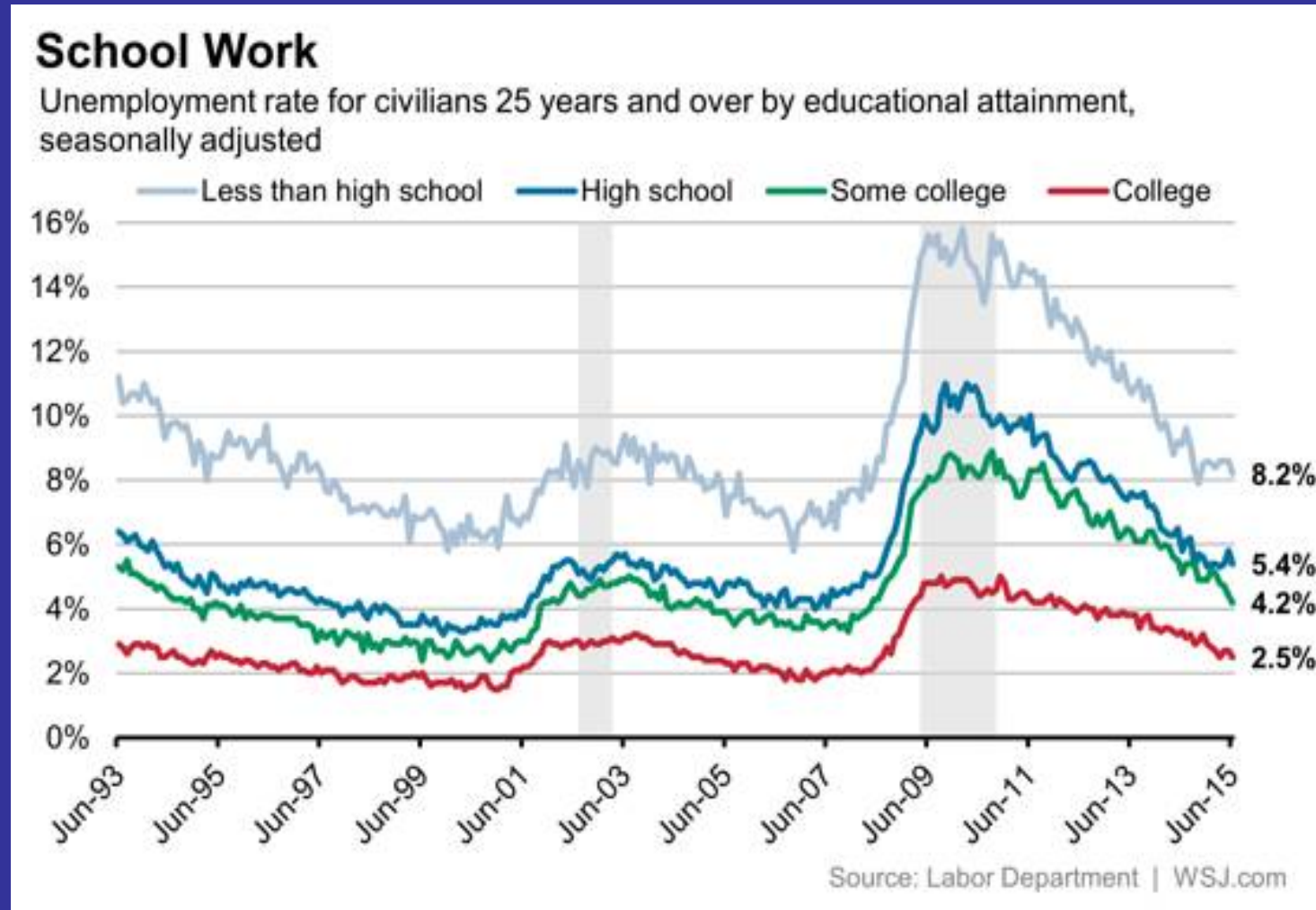
...and recent readings have been weaker than first estimated.



Sources: Labor Department (long term); St. Louis Federal Reserve THE WALL STREET JOURNAL.

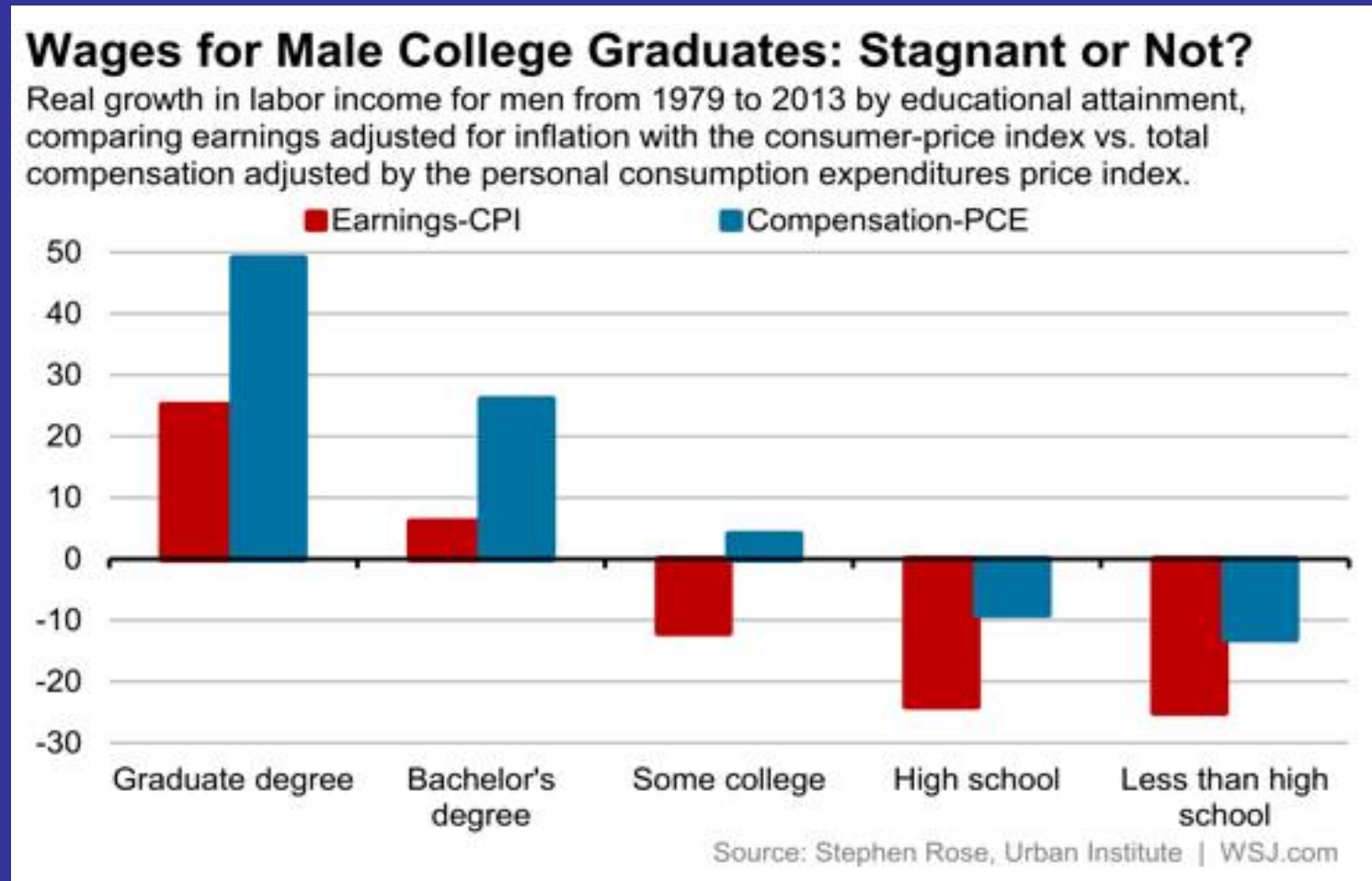
( <http://www.wsj.com/articles/u-s-productivity-increases-at-1-3-pace-in-second-quarter-1439296327> )

One way to improve productivity and incomes ---  
education improves your chances of staying out of the  
unemployment line



## More evidence that education pays

Earnings vs Compensation - - compensation includes Benefits like employer paid health care, pensions, etc. while earnings are wages only. CPI and PCE are two indexes Used to adjust for inflation

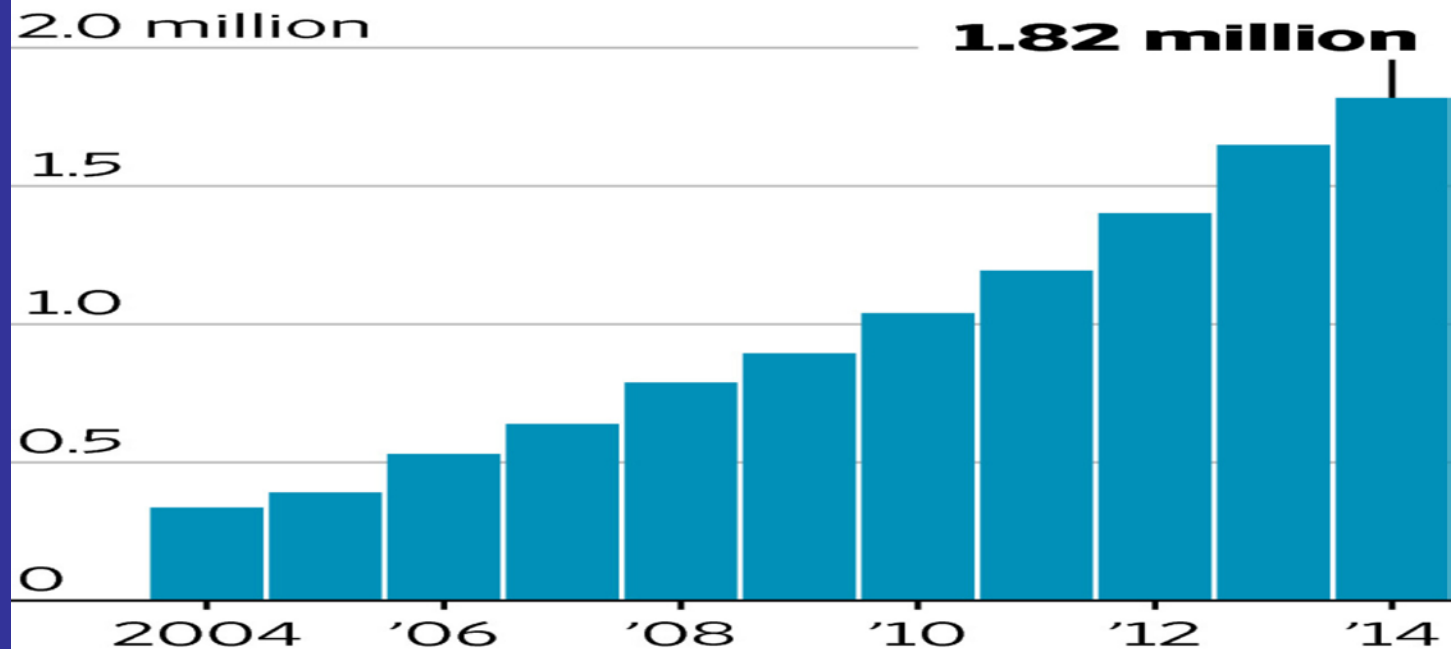


Source: WSJ ( <http://blogs.wsj.com/economics/2015/07/06/just-how-stagnant-are-wages-anyway/> )

But, there is a serious problem with financing higher education – current debt Exceed one trillion \$ - this slows household formations and shifts demand for shelter to renting!!!

## Heavy Load

The number of Americans with at least \$100,000 in student debt has surged.

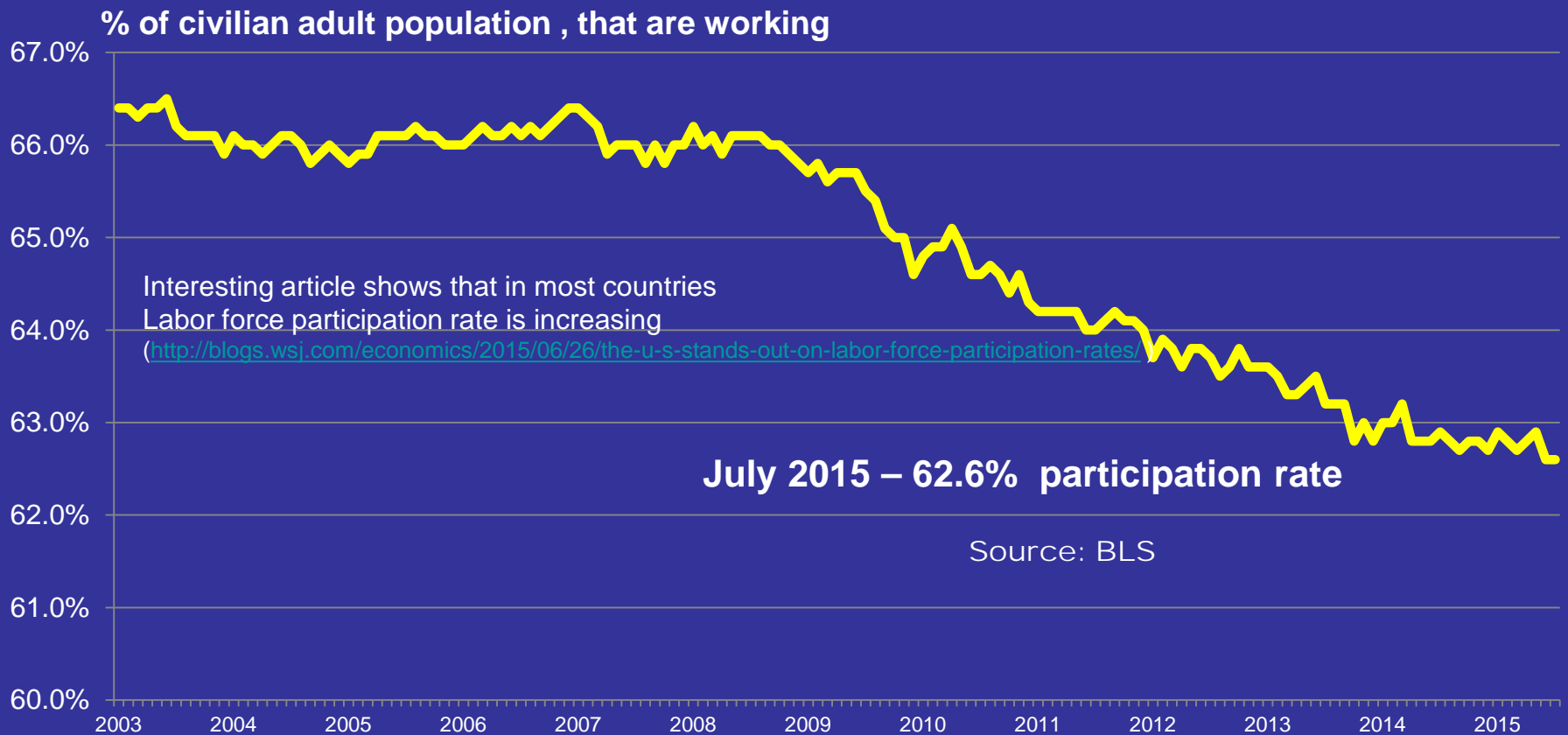


Source: Federal Reserve Bank of New York

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( <http://www.wsj.com/articles/loan-binge-by-graduate-students-fans-debt-worries-1439951900> )

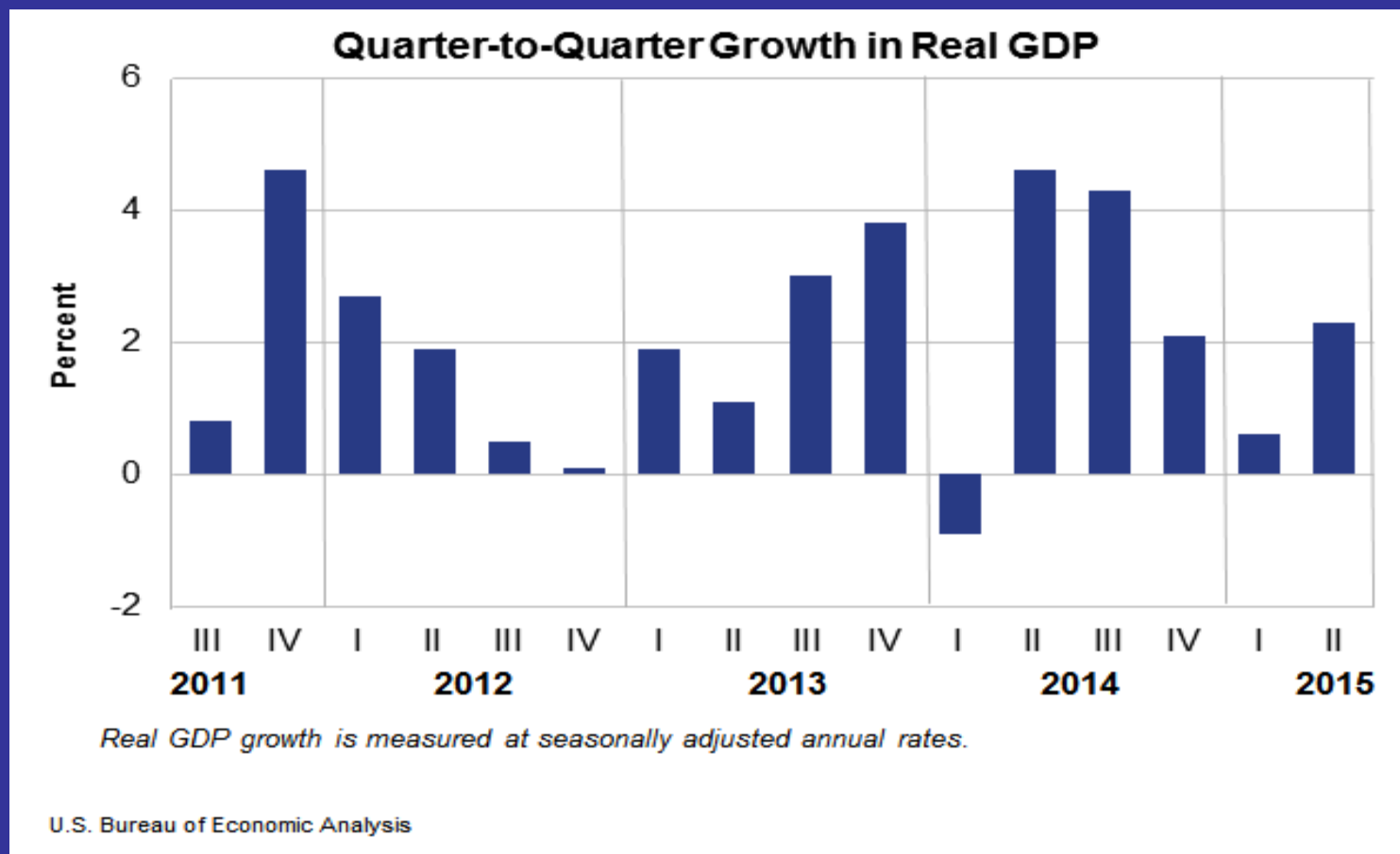
Labor force participation rate is shrinking – demographics is probably the main reason – we'll see skilled labor shortages increase over the next decade - we're already seeing construction related shortages with brick layers, masons, electricians, plumbers, etc. One solution – Revamp our education system (a 4 year degree isn't for everyone – 2 year Community colleges, vocational schools, are better fit for many, and they are much cheaper). Excellent article (<http://finance.yahoo.com/news/should-i-go-to-a-trade-school-162413337.html#> )



## Economic growth of 2.3% , up from revised 0.6% in Qtr 1.

Some headwinds continue - -

- (1) Slowing world economy ( European recession; weaker China growth)
- (2) Stronger dollar will reduce exports and increase imports – negative impact on manufacturing jobs which is key to income growth in USA
- (3) Political stalemate, terrorism, currency wars, growing national debt, ...

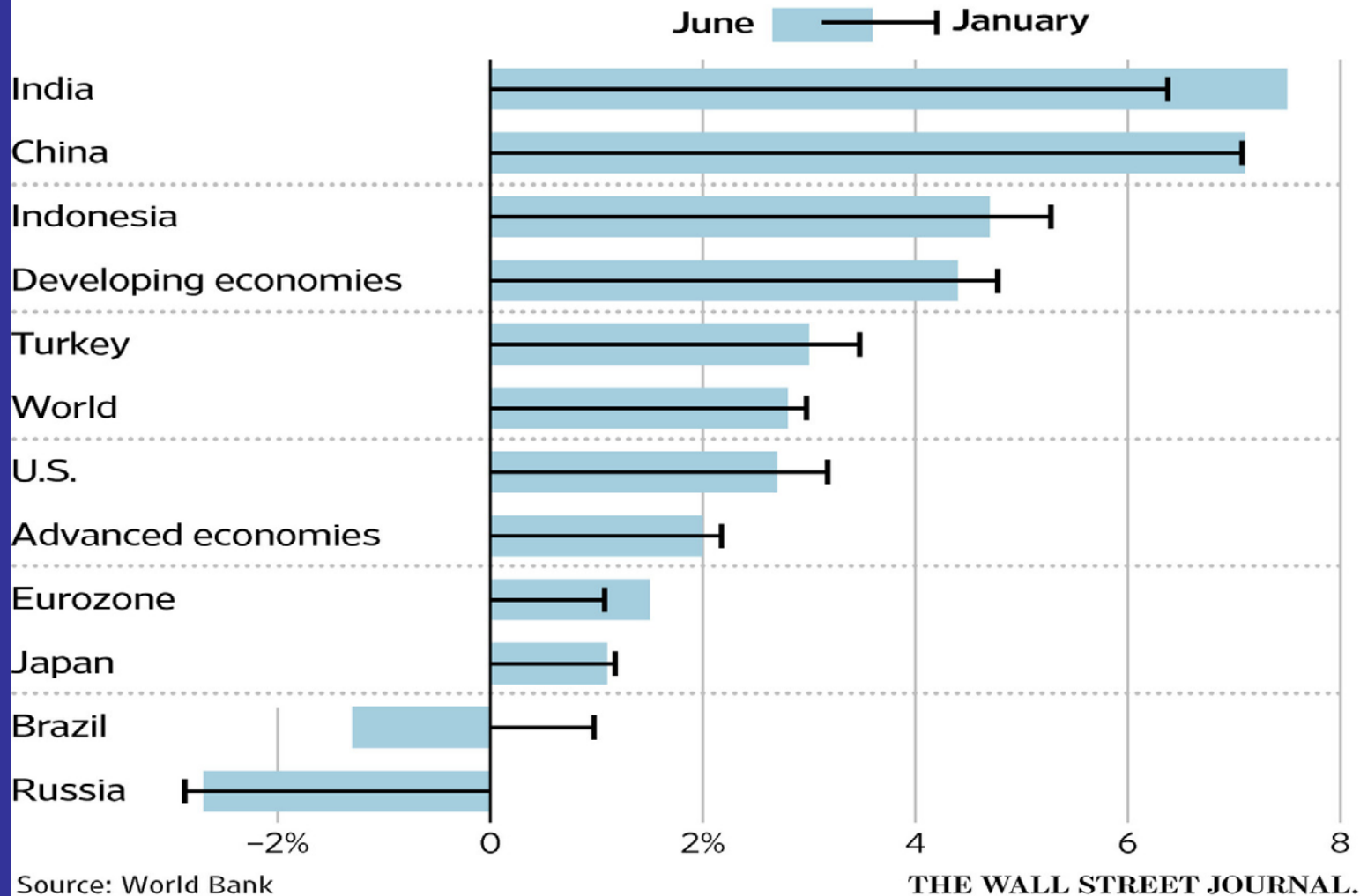




World Bank forecast cuts world growth to 2.8% in 2015,  
But expects 3.2% growth in 2016 ( I don't believe it)

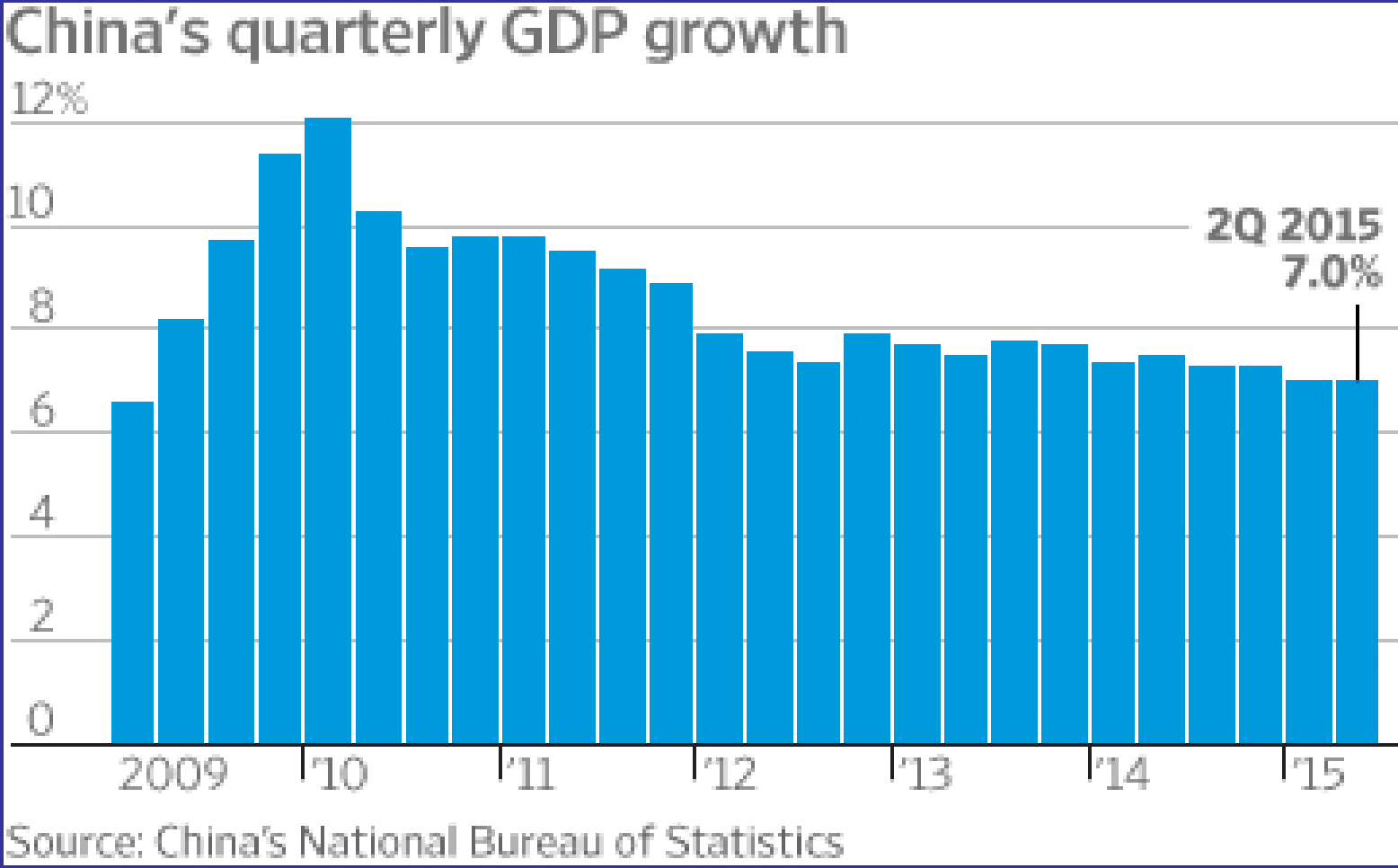
## Downward Trend

2015 GDP growth forecasts from the World Bank



Source: World Bank (<http://www.wsj.com/articles/world-bank-cuts-2015-global-growth-forecast-to-2-8-1433966532>)

China's growth is slowing, - this is key to world economy ( China Is 2<sup>nd</sup> largest economy) and even more important for Commodity prices - The recent Yuan devaluation is an indication that the Chinese government Is concerned. *For past 5 - 6 years, China accounted for the bulk of world GDP Growth so any slowdown will have major ripple effects*

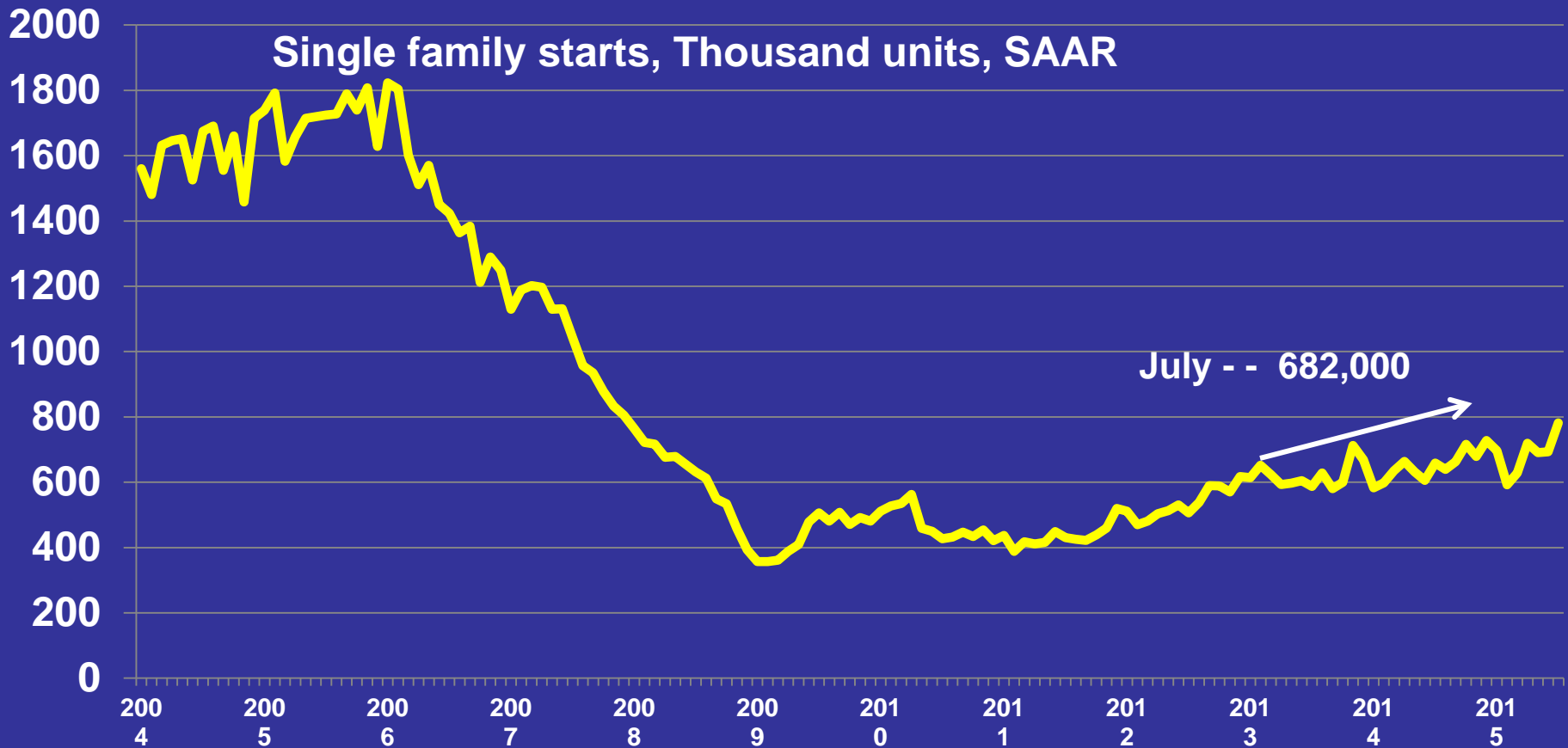


Weaker Yuan will have big impact on global economy  
Particularly export markets



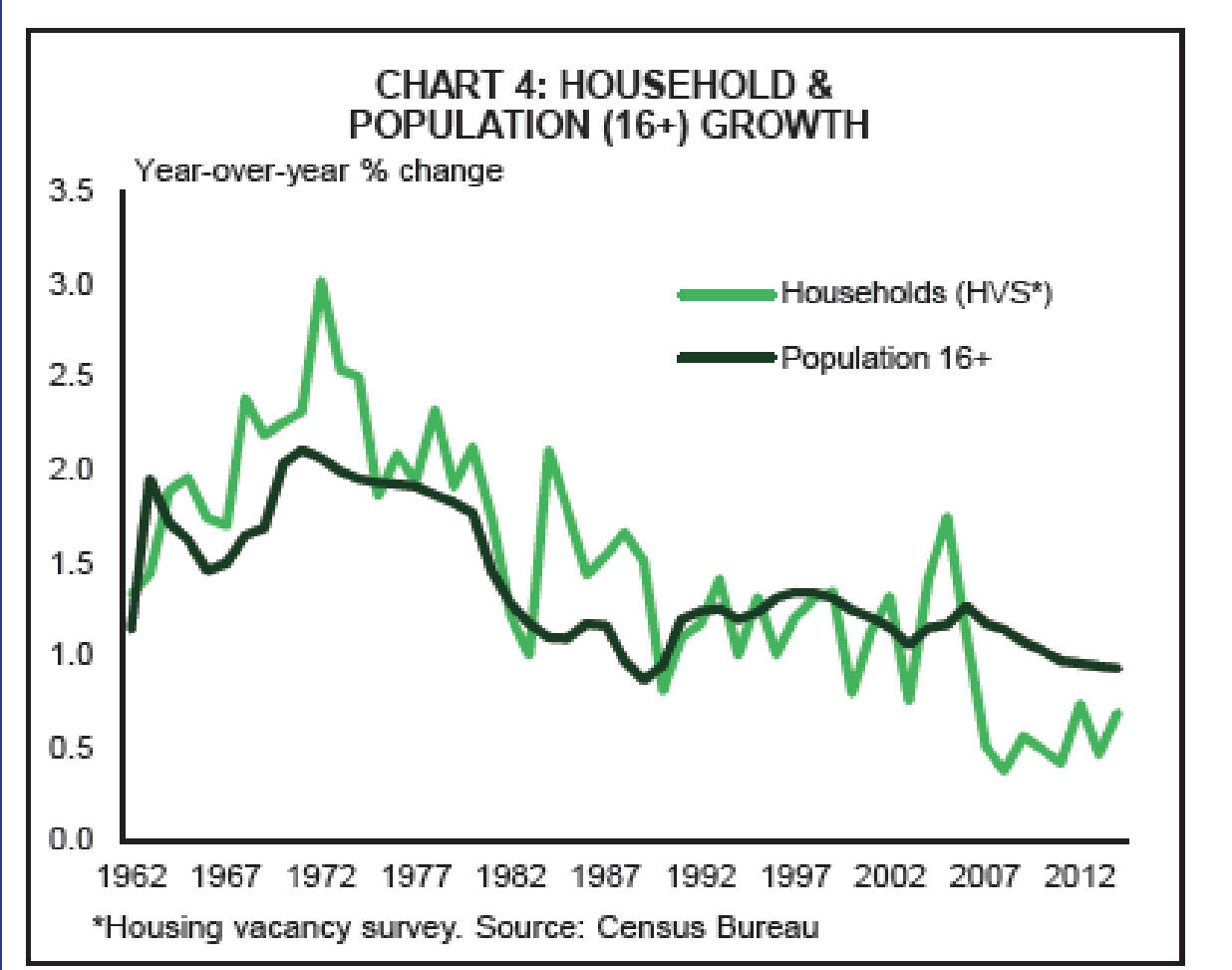
# Recent Housing statistics

Starts are inching forward – I'm concerned that the Feds will 'grease the wheels" again – e.g., Fannie and Freddie, FHA --- lowering down payment requirements and premiums on mortgage insurance, .... I guess they forgot what happened in 2008???? The FED has kept interest rates near zero for 6 years, but housing remains lethargic. Interest rates aren't the main problem



Source: Census (<http://www.census.gov/const/www/newresconstindex.html> )

Slower rate of household formation will constrain single family housing Starts - and, although HH formations have picked up recently Most new HH are renting

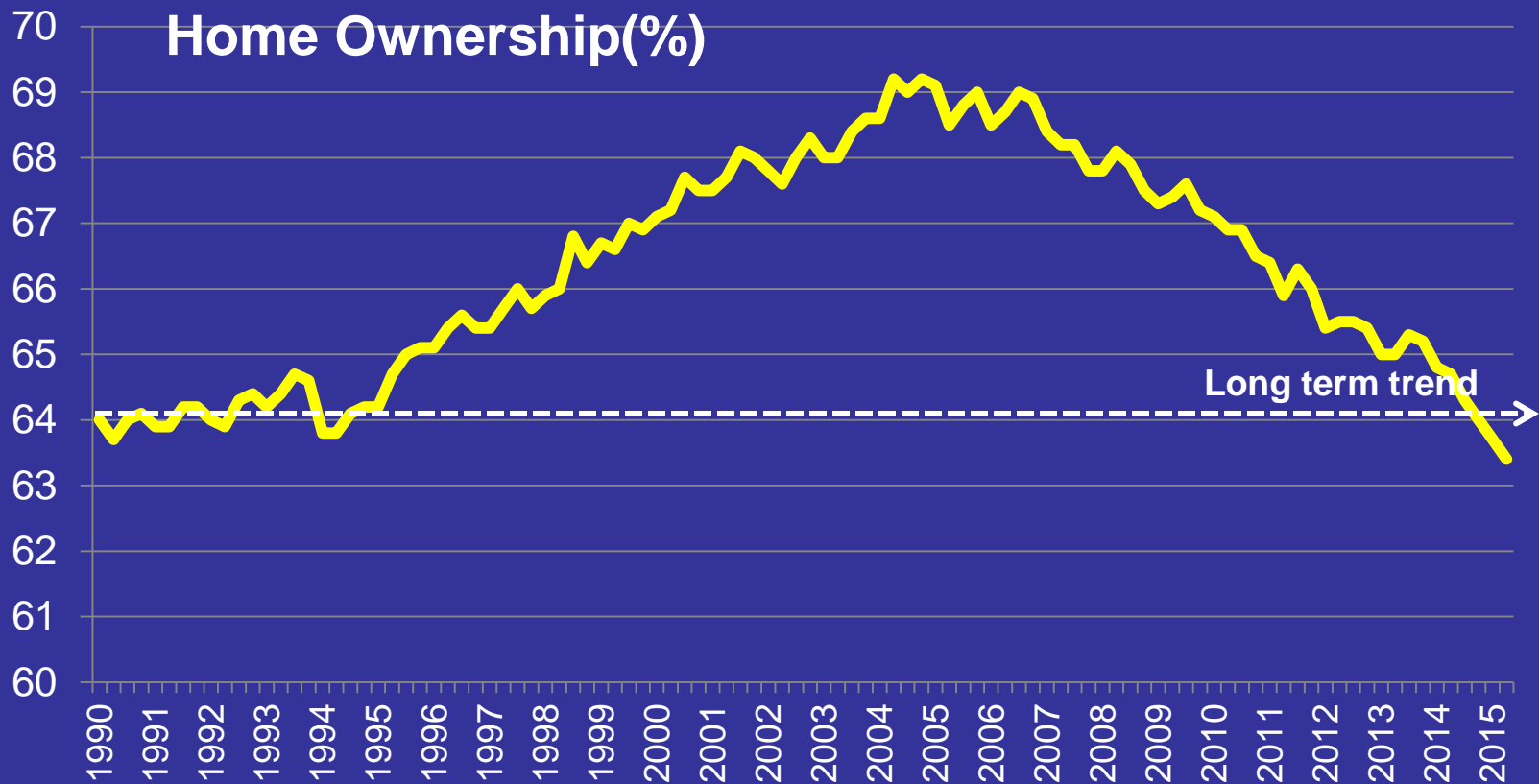


## Impact of weak household formations and shift to renting - -

homeownership rates have been falling for the past ten years - when the economy gets back to normal, Will people return to to single family or will renting remain in favor with many? There will be impacts on wood products demand

**Good article with some reasons why ownership is falling and why it will continue to fall for some time**

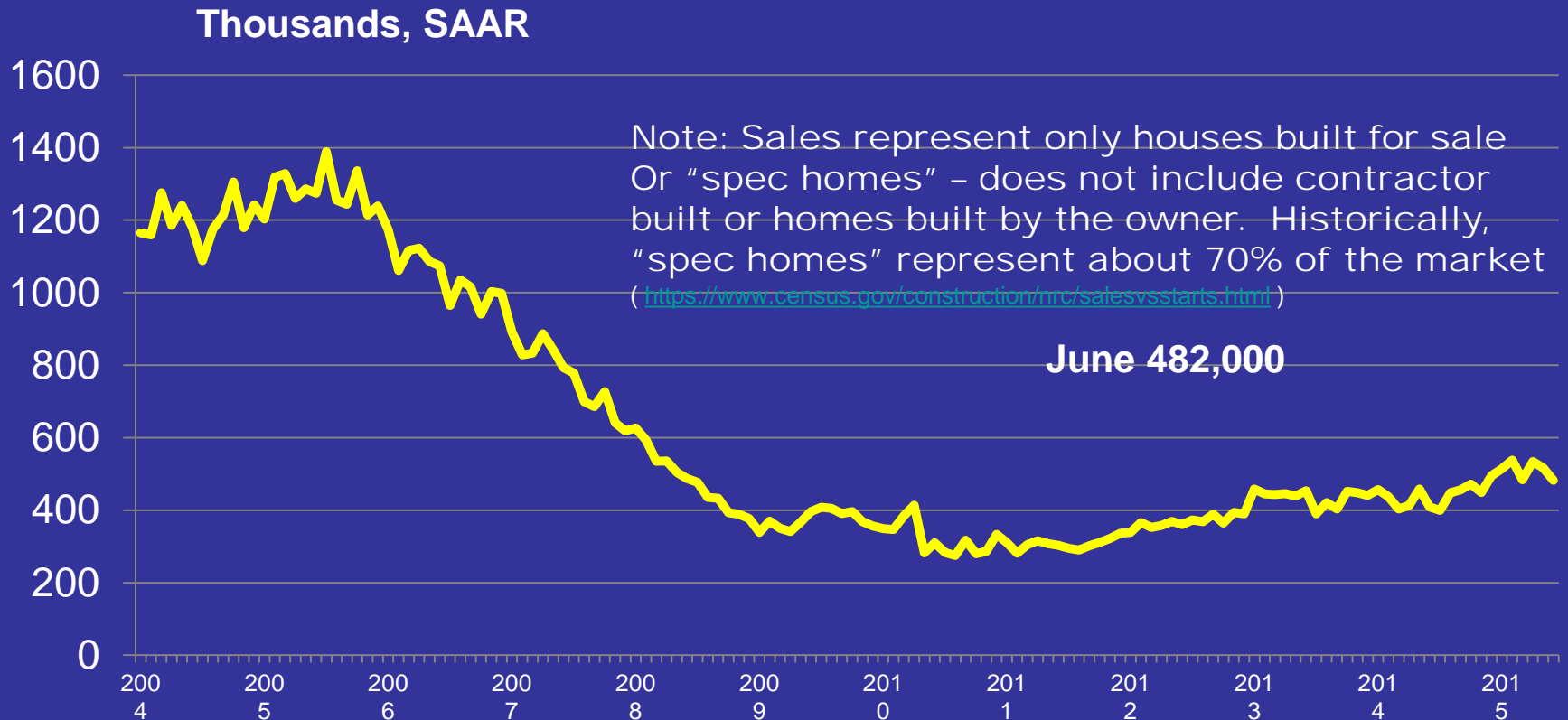
( <http://finance.yahoo.com/news/why-americans-waiting-longer-ever-070132848.html> )



Source: Census (<https://www.census.gov/housing/hvs/data/q413ind.html> )

# New Single Family Home sales are the key statistic to watch – Sales drive housing starts – this drives demand for wood products!!!

Supply still constrained at 5.4 months  
And this drives prices higher



Source: Census (<http://www.census.gov/const/www/newressalesindex.html>)



Resale market continues to improve, but still heavy to cash sales (24%) with 1<sup>st</sup> time buyers still below trend, but improving ( traditionally they represent about 40 – 45% of market, but today they are at 32%). Another problem today is tight Supply (which drives prices), currently at 4.8 months. Healthy market is about 6 months supply.

### Single family (incl condos), Monthly, Thousand units, SAAR



# Housing Market breakdown - -

New home sales = 10 – 15% of housing market  
Existing home sales = 85 – 90%

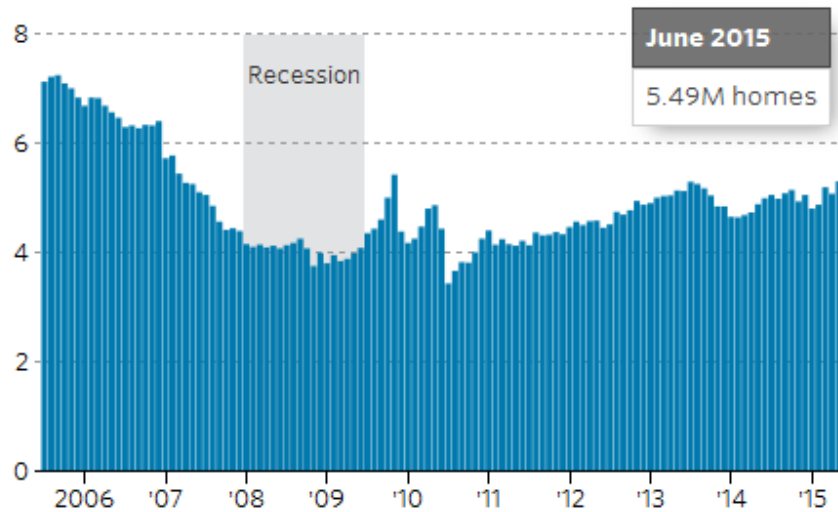
## Home sales

Home sales offer the best gauge of housing demand at prevailing prices and interest rates. Sales of new homes tend to pack a bigger punch for overall economic growth, but they remain well below their pre-bubble levels.

**All figures are seasonally adjusted at an annual rate**

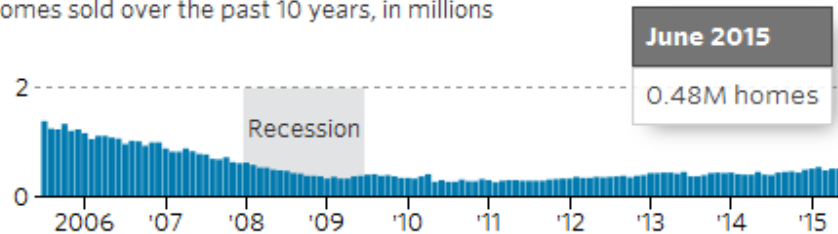
## Existing home sales

Homes sold over the past 10 years, in millions

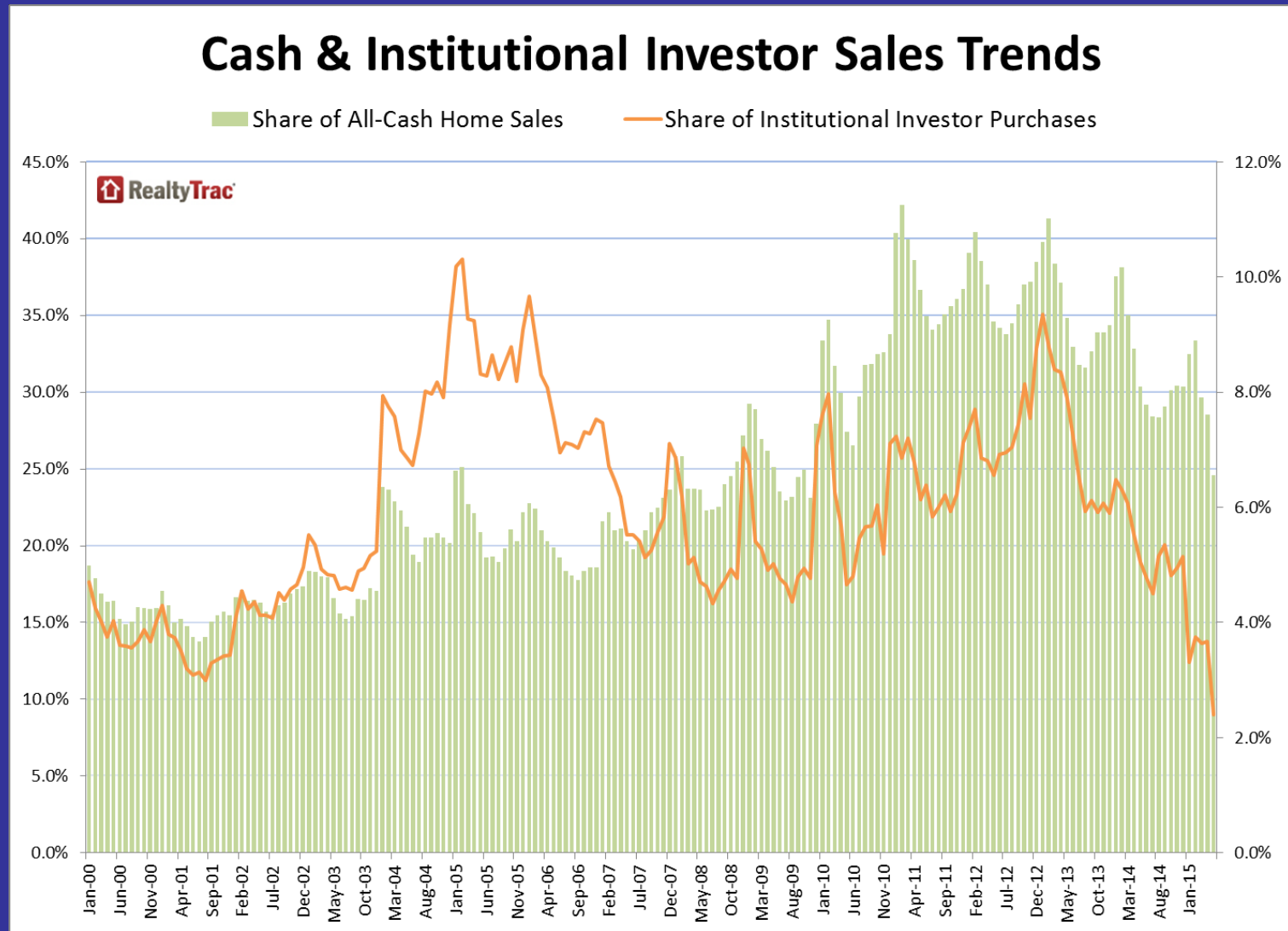


## New home sales

Homes sold over the past 10 years, in millions



Cash sales back to trend values of 25% - good news for 1<sup>st</sup> time buyers - -  
We need a return of 1<sup>st</sup> time buyers to get back to a more traditional  
( and healthy) housing market ( read excellent article by Realty Trac referenced below)



## Some conclusions – housing continues to improve albeit slowly

- (1) Economy will continue to improve slowly -- **2015 growth expected to be about 2.5% - however, slowdown in China will have serious ripple effects on world economy**
- (2) Still not a healthy housing market - 1<sup>st</sup> time buyers (32% today) are below trend (45%) and household formations are off 50% from trend – but, it's getting better
- (3) The key to a recovery in housing is the return of 1<sup>st</sup> time buyers, traditionally about 40- 45% of the market. Current market still skewed to cash buyers and investors. 1<sup>st</sup> time buyers are mostly young people, **but they can't find good jobs**. Additionally, rising rents pose problems for home ownership - making it more difficult for renters to save for a down payment for home purchase.
- (4) Political discourse will continue to slow a truly strong economic and housing recovery – too much uncertainty re: Affordable Care Act/Obama care; immigration reform. Plus, additional concerns re: interest rates, world economy, terrorism, .... Uncertainty will slow job creation, private sector investment. E.g., capital spending lagging in this recovery
- (5) Productivity becoming a problem for U.S. economy – real GDP driven by population ( number of workers) and real GDP/worker or productivity. During past 7 years, productivity has grown 1.7% annually whereas the average over previous 17 years was 2.4%. The recent drop is probably due to in large part to lack of investment by private sector. That won't change much until they get more confident about the future of the country. Political discord is a real drag on the economy whether you want to believe it or not – it creates uncertainty, and clouds decision making. Plus, these are difficult times geopolitically – Personally, I'm amazed that we do as well as we do.
- (6) World economy is slowing – China, particularly, but Europe also experiencing problems as well as the commodity focused economies like Australia and Canada

## **Longer term:**

- (1) *makeup of U.S. economy is changing and this is impacting spending patterns and housing choices.*
- (2) *There are growing concerns that the job market is undergoing long term – structural – changes. Automation seems to be reducing job prospects for the middle class while creating jobs for the highly skilled and less skilled sectors . End result is stagnating family incomes that could translate to lower total housing demand with more emphasis on multi family/rental demand.*
- (3) **Education is more important today than ever before – don't forget two year programs; community Colleges; apprenticeships;... 4 year/University degree not always best option**
- (4) Currency devaluations are the preferred solution to “low inflation” concerns. Central banks in Europe and Japan are following the U.S. with quantitative easing/printing money, in order to spur demand by weakening their currencies. Good article in WSJ suggesting that the “low inflation world” is really a symptom of too much capacity relative to demand, and the solution isn't currency devaluation. Better solution may be developing technology to produce products that fulfill market place demands not being met by existing products ([http://www.wsj.com/articles/global-glut-challenges-policy-makers-1429867807?mod=rss\\_markets\\_main](http://www.wsj.com/articles/global-glut-challenges-policy-makers-1429867807?mod=rss_markets_main) )
- (5) Eventually, Central banks will have to raise rates and nobody knows how the various economies will respond. We've never had so much liquidity in the system – it causes various types of bubbles ( assets like houses, stocks, etc.), and a misallocation of resources. Interesting times ahead.
- (6) **Rental housing demand is expected to remain relatively strong for some time into the future – demographics; economy; debt/credit issues; ... will constrain single family demand**