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## **Hanley Wood Market Intelligence is Revolutionizing Housing Market Information with the Launch of Housing IntelligencePro**

Costa Mesa, CA (April 21, 2010) – Hanley Wood Market Intelligence (HWMI) is pleased to announce the first phase of a two-part launch of its new flagship product, Housing IntelligencePro. Housing IntelligencePro is the first single-source solution for housing information that covers the entire real estate development lifecycle.

As a business unit of Hanley Wood, LLC—publisher of BUILDER magazine and 35 other related titles and accompanying Web sites focused on the construction industry—HWMI saw the opportunity to address the growing appetite for housing data among the readership found within the construction industry.

“We found our readers and clients were getting inconsistent answers to their business questions from housing information that originated from multiple sources in the market. As a result, in the past four years we invested a substantial sum of money to create a comprehensive suite of data products and services in one interactive platform to address the needs of our customers. Now we’re ready to deliver the housing intelligence our customers need to make smart investment decisions with Housing IntelligencePro” said Andrew Reid, president.

By merging public and proprietary information Housing IntelligencePro redefines how the housing industry will answer critical market questions. The result is in-depth insight at the national and local levels. By tracking all aspects of housing information in the development lifecycle, HWMI is able to provide a consistent data platform across all major housing markets offering a complete view of supply and demand in the marketplace.

As the first single-source for data, Housing IntelligencePro is completely interactive. It encompasses an expanded geographical area and offers sophisticated analytical capabilities—all wrapped into one simple-to-use Web-based application. Below are a few highlights of the initial Housing IntelligencePro release:

- **Home Sales by Type**—monthly listing of resale, foreclosure, REO and new home sales.
- **Achieved Pricing for Home Sales**—actual closing prices for new home sales by builder.
- **Expanded Market Coverage**—800+ MSAs at expansion completion.
- **Consumer Demographics and Psychographics**—insight into true market demand.
- **Analysis Tools**—multi-dimensional analysis of the housing market.

For more information about Housing IntelligencePro, visit [www.housingintelligence.com/pro](http://www.housingintelligence.com/pro) and sign up to receive a free market report in the market of your choice.

**About Hanley Wood**

Hanley Wood, LLC, is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data, and custom marketing solutions. The company also is North America's leading publisher of home plans. **Hanley Wood Market Intelligence** is the housing industry's leading provider of rich data and analytical services on residential real estate development and new-home construction. The division's customers include home builders, developers, lenders, and building-product manufacturers. Clients use the division's products and services to make critical business decisions on everything from pricing strategy and construction financing to geographic expansion and target marketing. Through proprietary software products and research reports, **Hanley Wood Market Intelligence** also provides customers with analysis of key trends affecting the housing market. [www.hwmarketintelligence.com](http://www.hwmarketintelligence.com)

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment. [www.hanleywood.com](http://www.hanleywood.com)

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