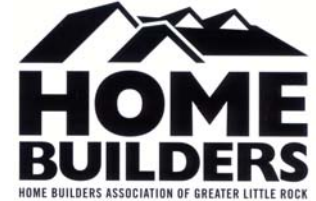


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## **LITTLE ROCK METROPOLITAN AREA IS LISTED AS ONE OF THE NATION'S STRONGEST HOUSING MARKETS**

**January 16, 2009** – The Little Rock Metropolitan area ranked amongst the Nation's Top 25 Strongest Housing Markets, according to an article published by *Forbes Magazine*. The list was compiled by Moody's Economy.com and was based housing markets that are nearest to recovery.

The Home Builders Association of Greater Little Rock is proud to say Little Rock managed to avoid the frenzied boom or bust many housing markets across the nation faced. "Many Arkansan's have begun taking notice of our area's strong home values," said Ron Harris, President of the Home Builders Association of Greater Little Rock. "And with mortgage rates now below 5%, I couldn't imagine a better time for our community to invest in a home."

Little Rock home prices have only fluctuated by one percent over the past year and are not expected to fall more than one percent by the middle of 2010. Little Rock home values have also remained steady, although the area has seen a decrease in building permits in the past few years. "Most builders here average five to ten projects annually," said Keith Wingfield, a Little Rock builder. "Because of this, I believe it was easier for them to scale back speculative home construction when sales slowed." Due to a lack of new home inventory, the area is positioned to rebound well in the coming months.

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The Home Builders Association of Greater Little Rock was established in 1952 to promote the housing industry, and professionalism within the industry. Quality workmanship and products, reliable craftsmanship, and a desire to provide safe and secure homes for the Central Arkansas area have been the benchmark of the Association for over 50 years.