

SLIDE 1



- I am going to tell you how we reinforce our advocacy program
- Given several times
- First time to Anderson County Council
- They gave me 30 minutes
- I'll do it today in 10 ish

SLIDE 2



- It's complicated, particularly the development part
- Because even elected officials don't understand how growth results in development
- To help you understand it, at least in terms of how we advocate...

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- I'll talk about what drives growth

SLIDE 4



- In short, it's population and job creation.

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- I'll also talk about something you know a lot about, what buyers want.

SLIDE 6



- And external influencers.

SLIDE 7



- Not this kind of influencer.

SLIDE 8



- I usually talk about the difference between growth and development
- I think you understand that

SLIDE 9



- But I do want to show you this visual
- It's oversimplified, but this is the growth and development cycle
- Sometimes jobs and population are reversed
- But in the Upstate, homes are almost always a response to population growth and job creation
- Retail follows them

SLIDE 10



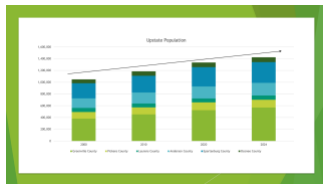
- I use this example from an Anderson County Council meeting
- They will offer incentives for a business to locate here.
- On almost every county council agenda in the state.

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- I point it out because those jobs always result in more jobs
- And the cycle continues sometimes several times

SLIDE 12



- This is the Upstate population growth over 25 years.
- 300,000 new people
- Anderson County added 50,000 new people
- Which drives demand for retail, professional services, and...

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- ... houses

SLIDE 14



- But where are the jobs going? Geographically.

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- Most of them are in relatively rural areas. You know where I am talking about.
- But those jobs need houses.
- If the jobs pay \$50,000 a year, will they be buying houses like this?

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- Probably not. They'll be looking for something like this.

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- The problem is our ordinances require this.

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- We also have a demand paradigm that conflicts with our ordinances.

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- Large group on right is Boomers (75 million births) (46-64)
- Smaller group in middle is Gen X (45 million births) (65-82)
- Large group on left is Millennials (80 million births) (83-00)
- The problem is Boomers are selling this...

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- ...and a lot of them are buying this...

SLIDE 21



- And guess what...Millennials want this too.
- But our jobs are locating here...

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- Not exactly compatible with this...

SLIDE 23



- Which is why we have a conflict between what our ordinances require, and what the market demands.

SLIDE 24



- I mentioned influencers.

SLIDE 25



- Still not her. It's them...

SLIDE 26



- I see this at every government meeting.
- I call it matching tee short night.
- I saw it again last night.

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- It's also this.
- Because it's so accurate.

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- It's also them, because they understand complex issues.

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- It's also these things.
- Whether we have enough of it.
- Pickens County Council talked about sewer capacity Monday.
- But **roads** are almost always the point of contention that results in...

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- ...influencers like this, who pressure government to do things like this...

SLIDE 31



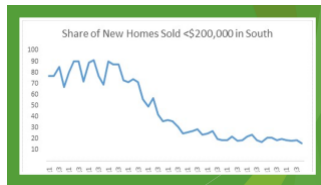
- Lately it has been moratoriums.
- But impact fees haven't gone away.
- What are the results?
- I think you know the answer, but I'll tell you...

SLIDE 32



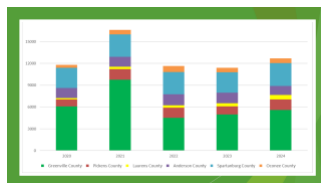
- ...a nearly 50% increase in home prices in just three years.
- And that's here. It's more in Greenville.

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- And a massive decrease in affordability.
- About 70% of all households are priced out of homeownership.
- Millennials and the next homebuying generation, Gen Z.

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- And builders are not building enough. They can't.
- We won't let them build what people want to buy.
- The Upstate needs about 10,000 new homes each year to keep up with population growth.
- They have only reached that five times since 2007, and it was the last five years.

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- Housing starts used to track population growth.
- It doesn't anymore.
- I'll summarize why...

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- If we were building and selling cars instead of houses...

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- ...buyers would be demanding this.

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- The government would require that builders build this.

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- And this would cost 50% more than it did three years ago because we didn't build enough of them.

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- That was **fast**, and I know you didn't take it all in.
- But that's what we are trying to tell our government officials.
- If you want to talk to me about it, there's my contact information.
- If you get a chance, I hope you will talk to your elected representatives too. They need to hear it from you too.