

Brighton & North Metro Housing Market Update



 **CUSHMAN &
WAKEFIELD**
Residential Land Services



John Covert
Director
Cushman & Wakefield

The Cushman & Wakefield Land Team

We Work The Lifecycle Of MPC's

From the earliest stages of acquisition, zoning and development through the last lot sales and home closings, our team of brokers/advisors are partners in your vision.

We Have Strong Builder Connections

Our team has long-standing and productive relationships with the region's top homebuilders, apartment developers, and single-family build-to-rent operators. We assist with land values, market strategy and product segmentation to help create the highest value in your community.

We Are Connected

Our team has strong ties to the region's top land planners, entitlement and public policy experts, public finance teams, real estate attorneys, engineers, architects, title companies, appraisers, market research consultants, and branding experts to help carry out the vision for the community.

We Understand All Asset Classes

With our local market experts and Cushman Wakefield's national reach, our team assists with all facets of mixed-use communities from residential, commercial, retail, and industrial. We can develop a cohesive land strategy to ensure all parties are working together.

We Inform

Data is embedded in our approach to providing well informed guidance. Our team pulls from a variety of sources, including Cushman Wakefield's proprietary research, to help with market analysis, segmentation and values. We don't just run reports and hand them to you. We synthesize the data to help clarify options that align with your strategic initiatives.


CRYSTAL VALLEY
CASTLE ROCK, COLORADO

 DAWSON
— TRAILS —


DELANTERO

DENVER
CONNECTION

DOWNTOWN
Superior

HIGH POINT

HORIZON
UPTOWN™

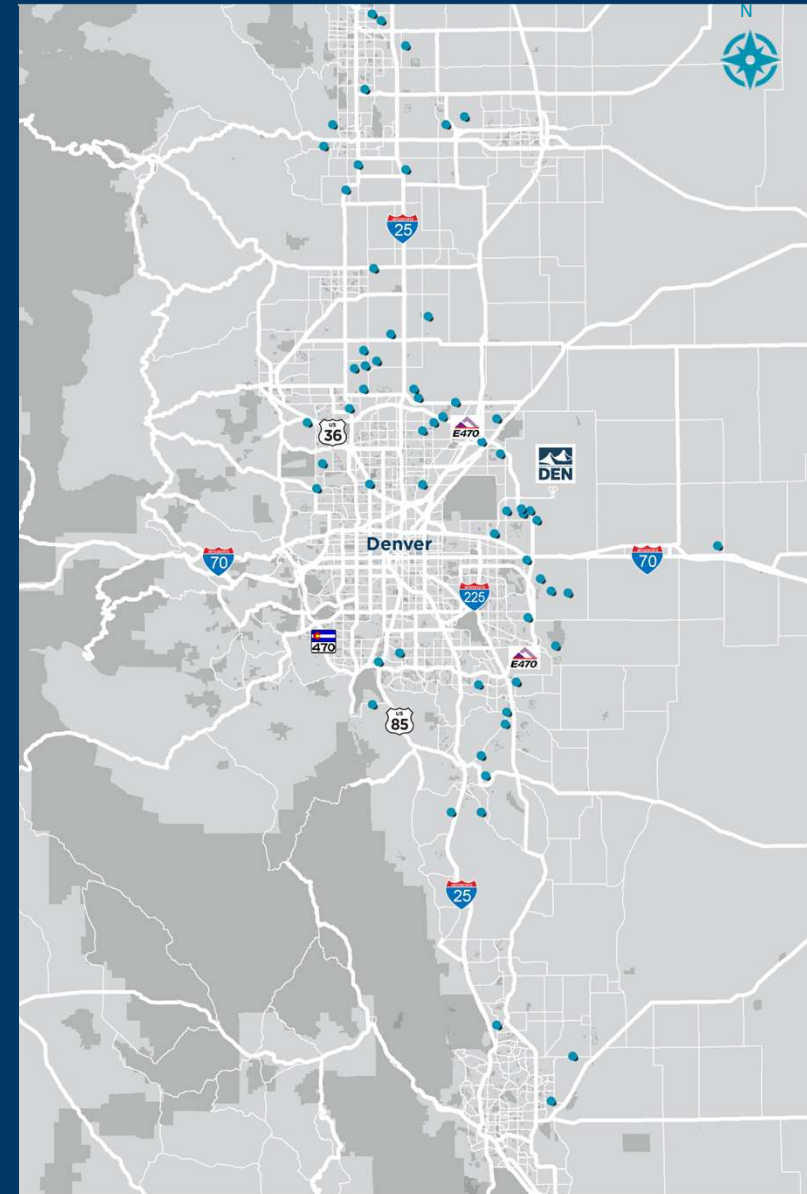


 PAINTED PRAIRIE

PRAIRIE CENTER
BRIGHTON COLORADO

TERRAIN
CASTLE ROCK, CO

COLORADO MASTER PLANNED COMMUNITIES WORKED ON



The Cushman & Wakefield Land Team

Colorado MPC
Developer Relationships



The Cushman & Wakefield Land Team

National MPC
Developer Relationships



Avanti
Properties
Group



Brookfield
Residential



Hines



JEN PARTNERS

KALTERCAPITAL

LOWE

MELCOR
DEVELOPMENTS LTD.



SOUTHERN LAND
COMPANY



Walton®

The Cushman & Wakefield Land Team

Colorado
Builder Relationships

RICHMOND
AMERICAN HOMES

tri pointe
HOMES

Toll Brothers
AMERICA'S LUXURY HOME BUILDER®

LANDSEA
HOMES

LENNAR

Pulte
HOMES

MeritageHomes



DREAM FINDERS HOMES

D·R·HORTON
America's Builder

TRUMARK HOMES

thrive
HOME BUILDERS

CENTURY
COMMUNITIES®

David
Weekley
Homes

Journey Homes
Building your future together.
J&J Construction

OAKWOOD HOMES

Brightland
HOMES

Remington
HOMES

LANDMARK
HOMES

taylor
morrison®

kb
HOME

American
Legend
HOMES

Shea
HOMES®

B AESSLER
HOMES

Brookfield
Residential

NEW
HOME
CO.

CARDEL
HOMES

HH
HARTFORD
HOMES

VIEW
HOMES

LGI
HOMES®

CHALLENGER
HOMES



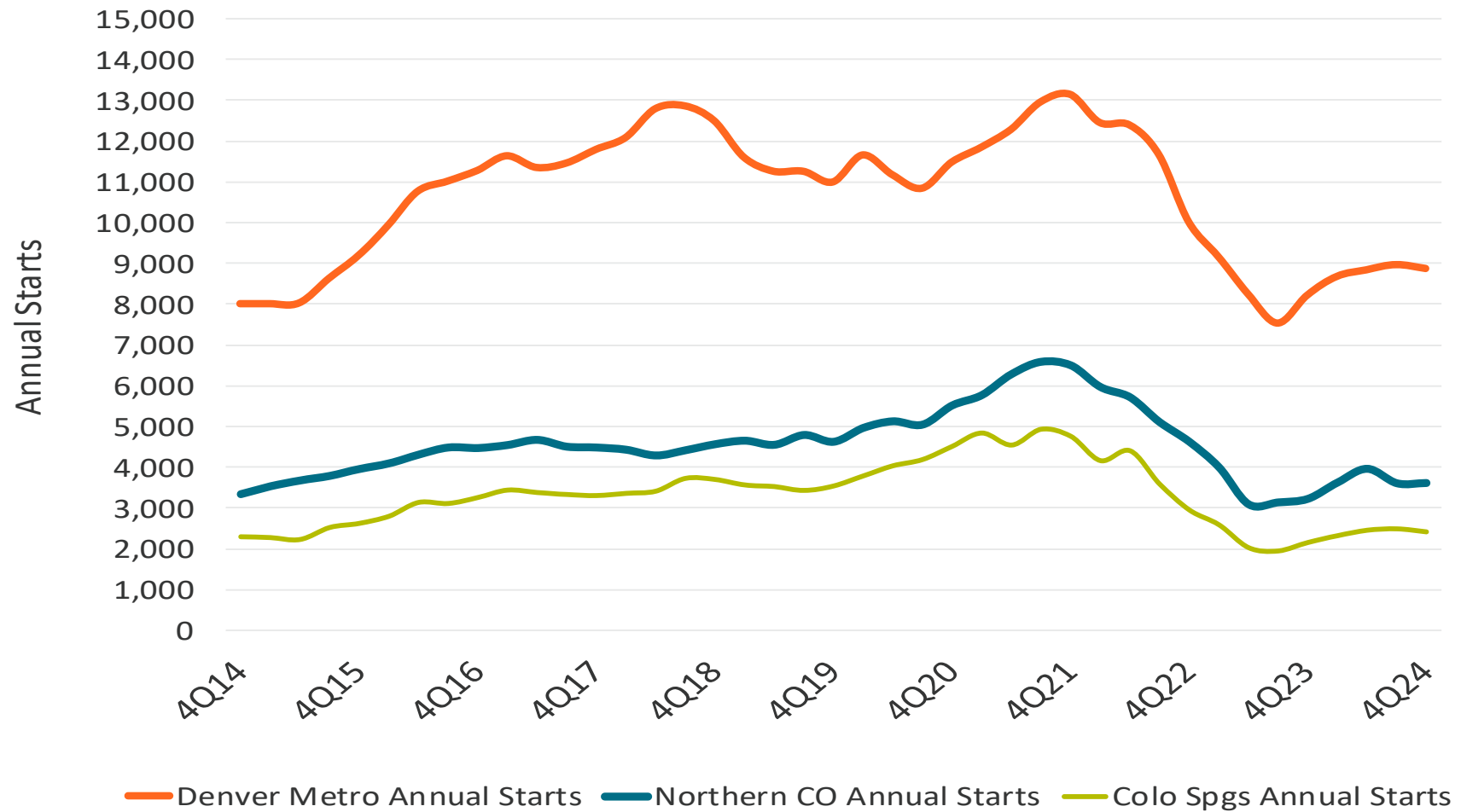
BOULDER CREEK
NEIGHBORHOODS®

TRALON
HOMES

MCSTAIN
— NEIGHBORHOODS —

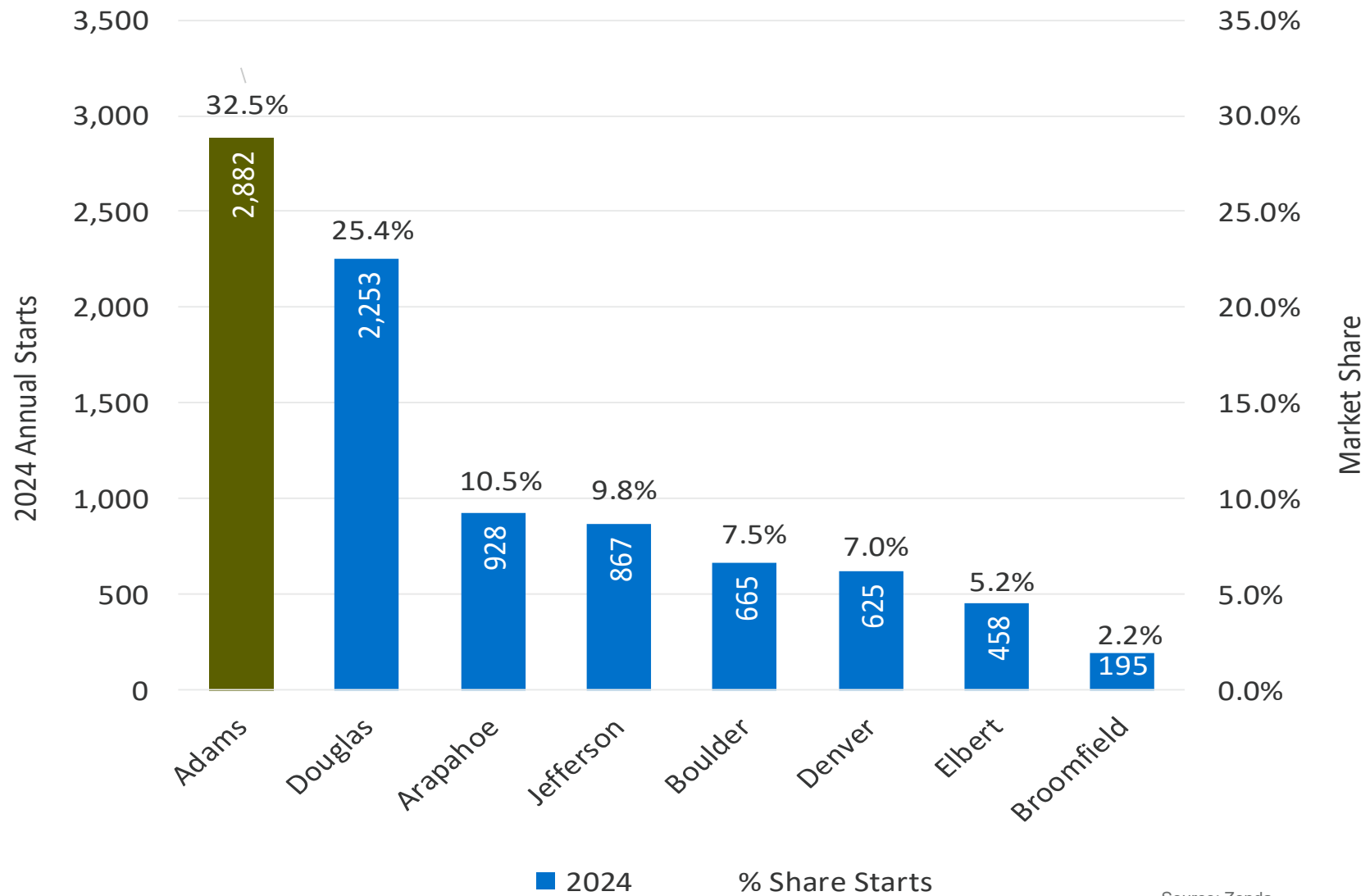
LOKAL

Denver Metro Annual Starts (+8%) & Closings (-9%)



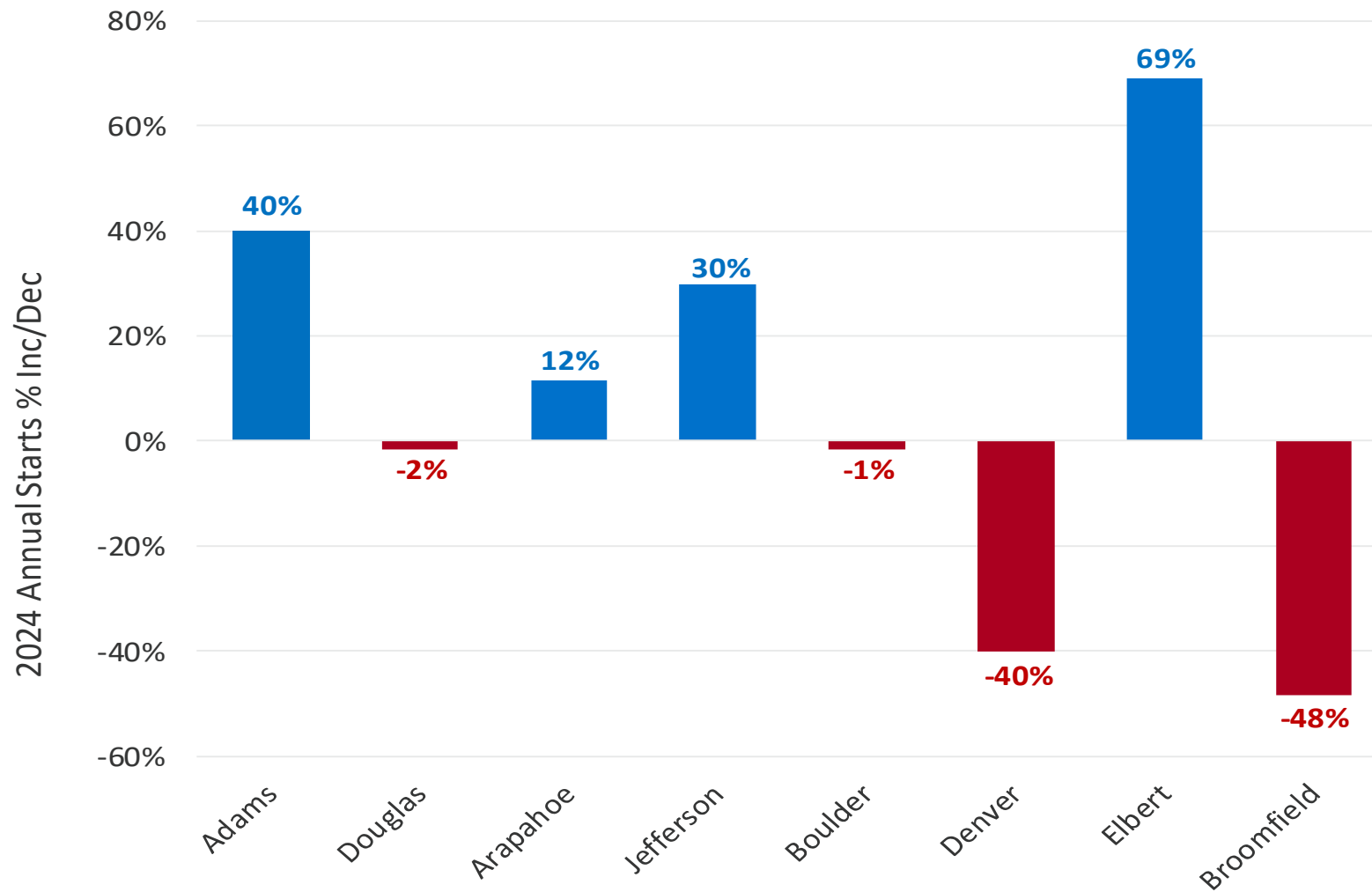
Source: Zonda

Denver Metro New Homes Starts by County



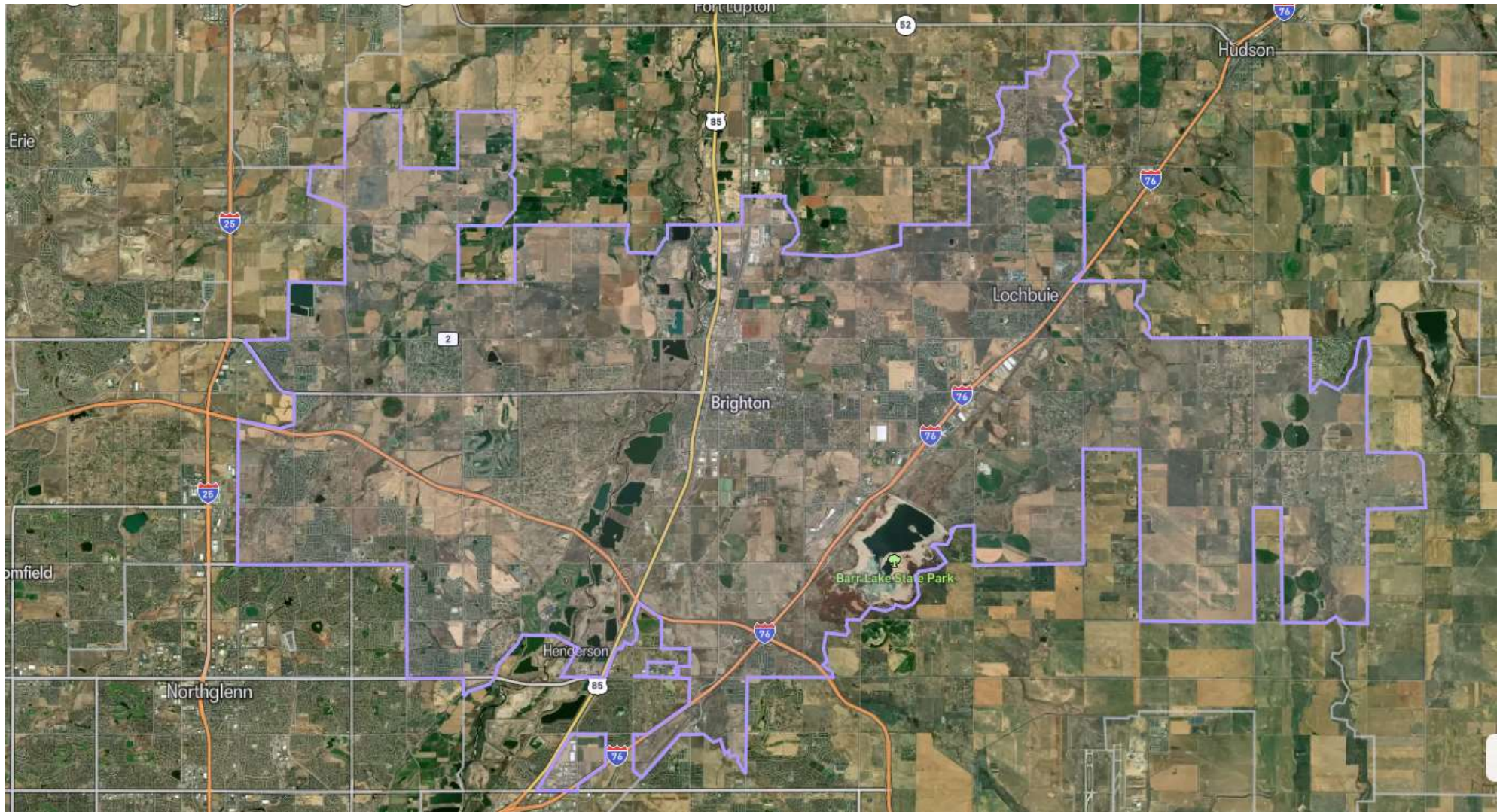
Source: Zonda

Adams County 40% Increase in New Home Starts in 2024



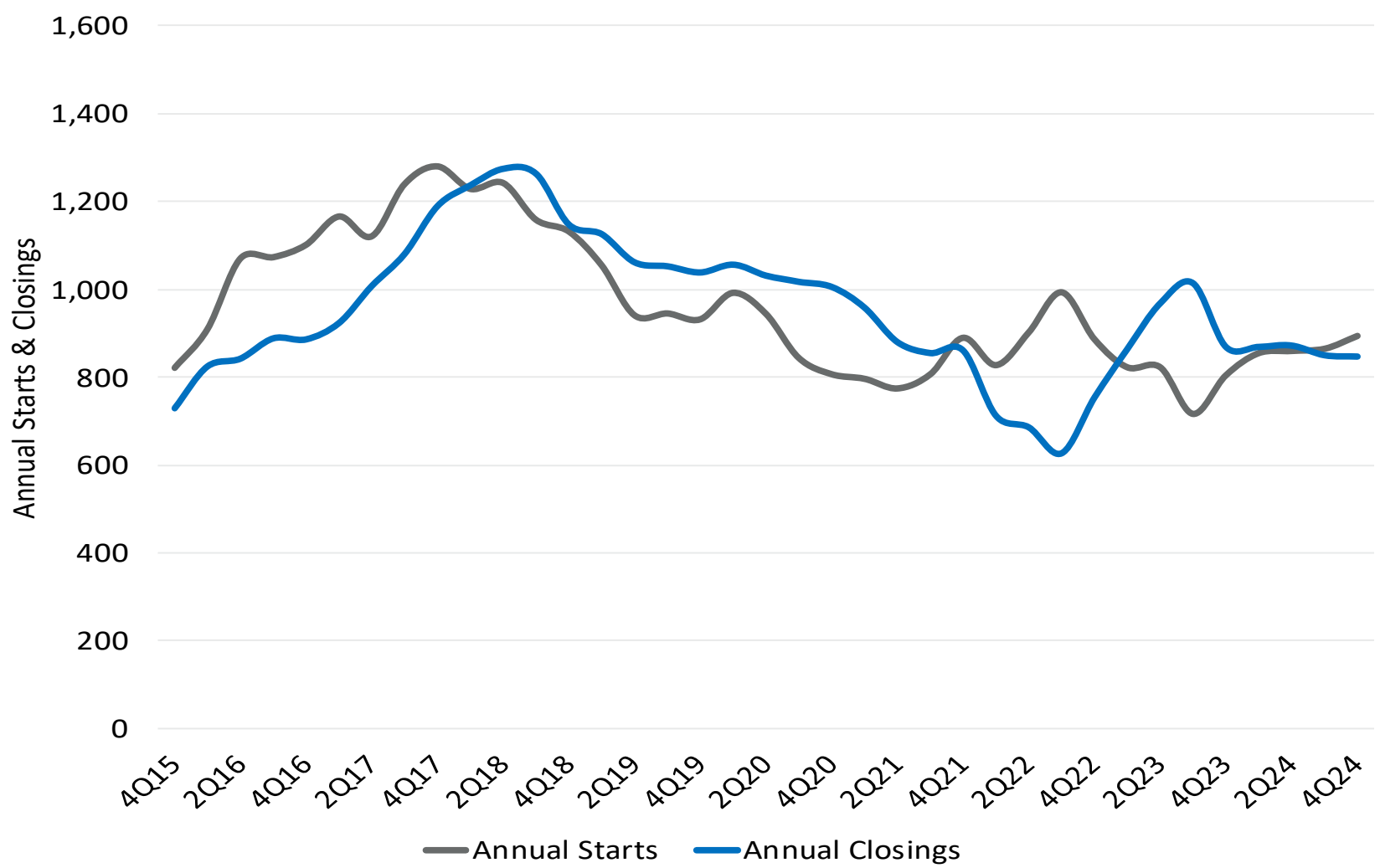
Source: Zonda

Brighton/Thornton CMA

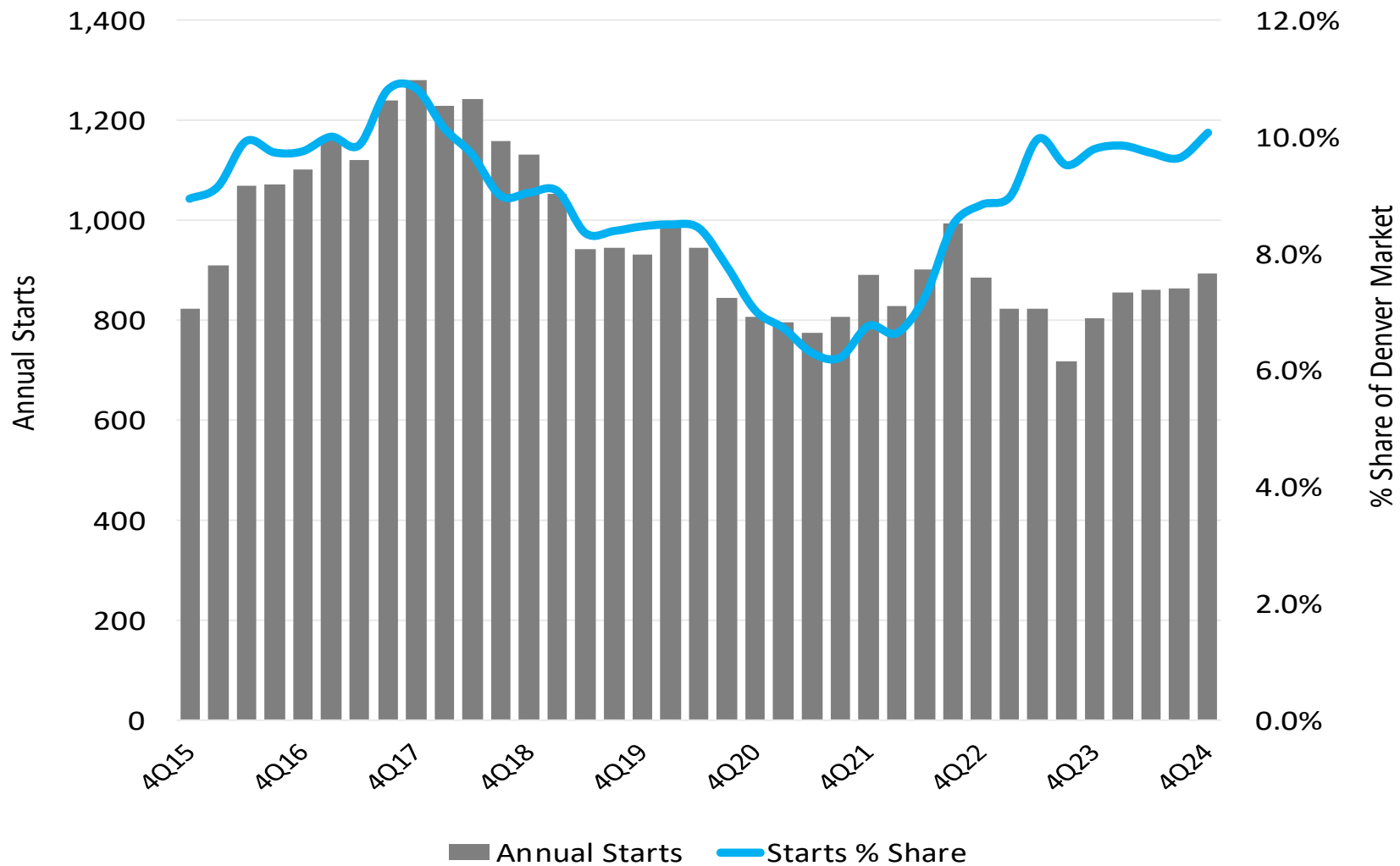


Source: Zonda

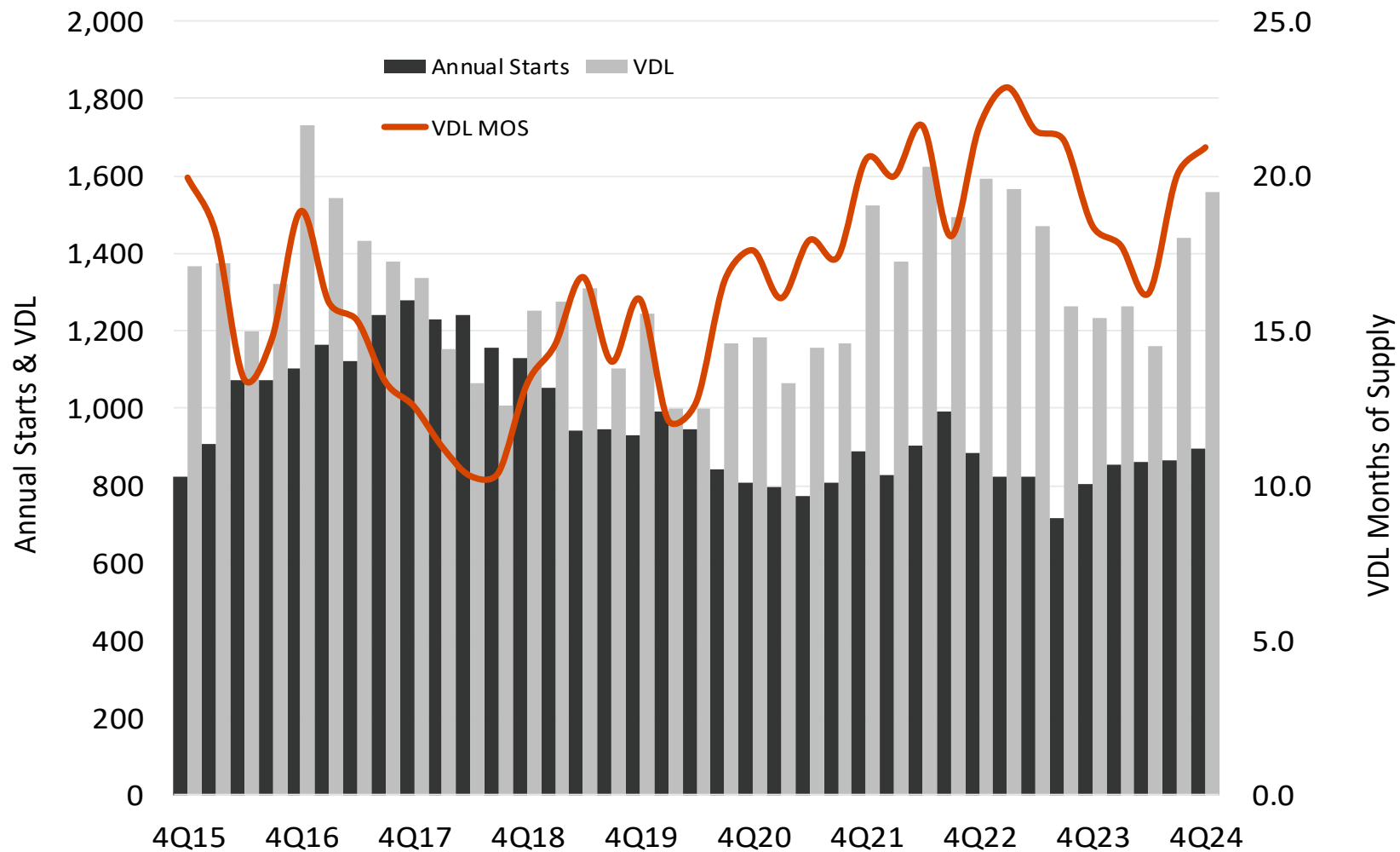
Brighton/Thornton Annual Starts (+11%) & Closings (-3%)



Brighton/Thornton Annual Starts & Share of Denver Metro

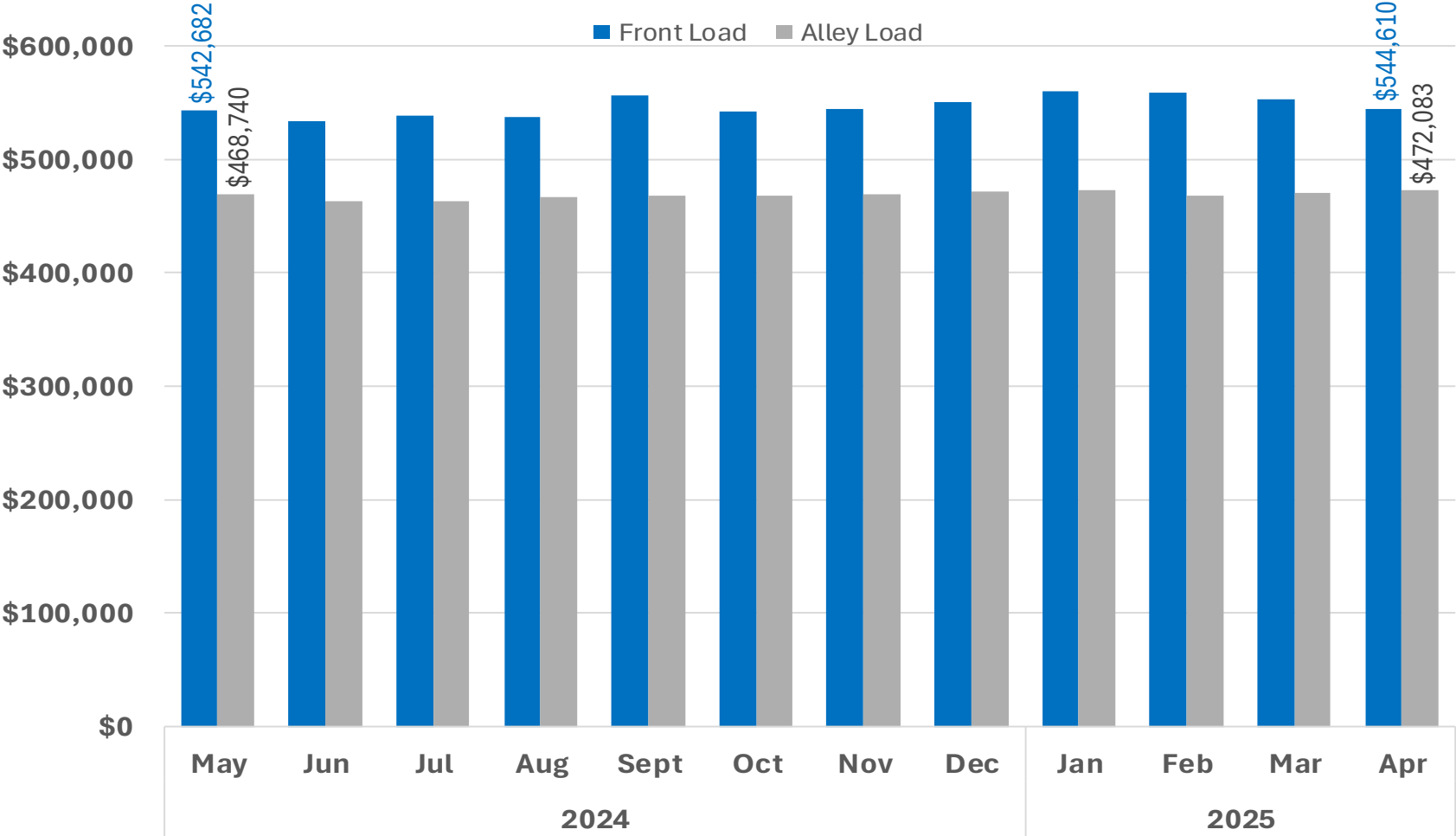


Brighton/Thornton Vacant Developed Lots and Months of Supply



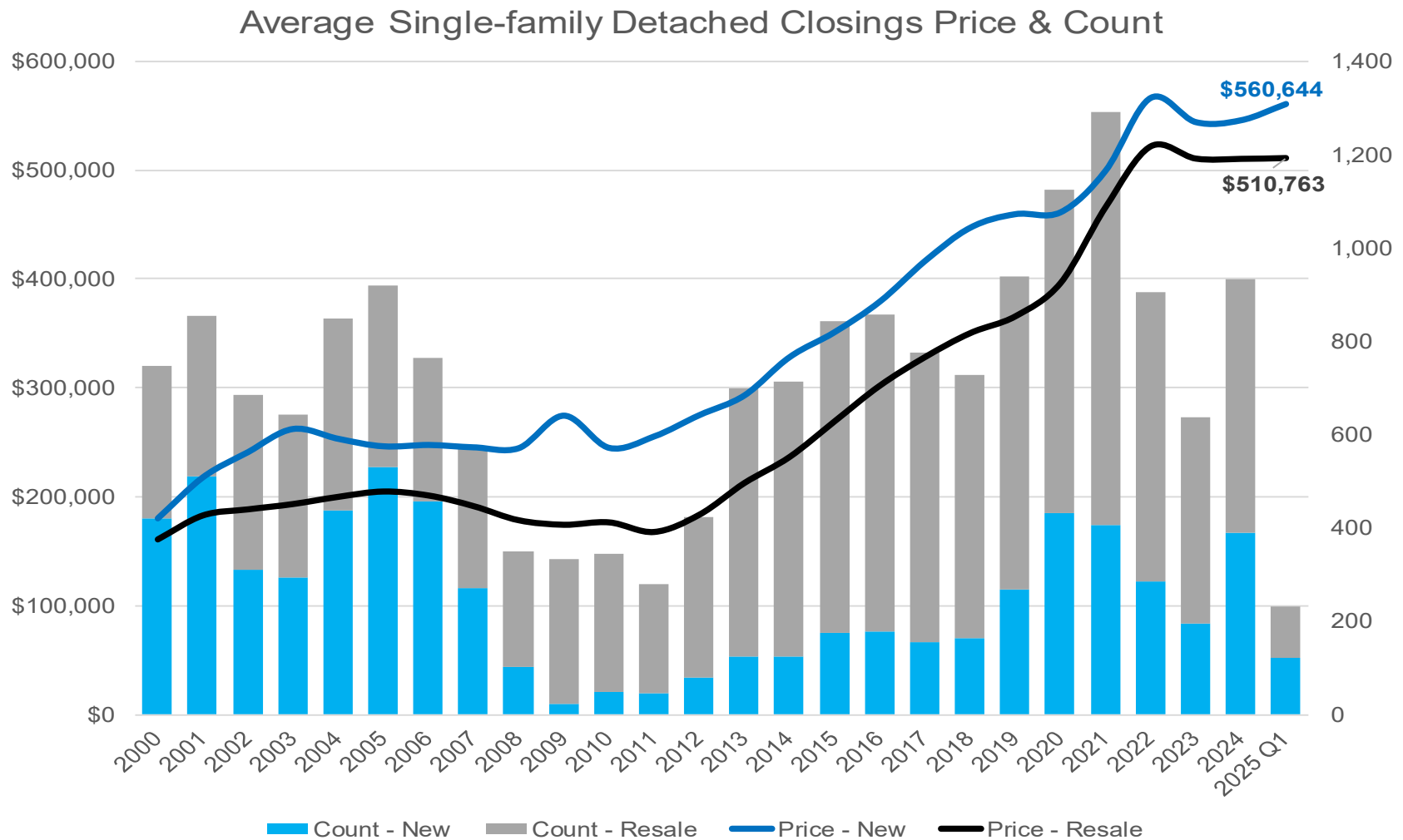
Source: Zonda

New Home SFD Base Prices in Brighton Have Plateaued



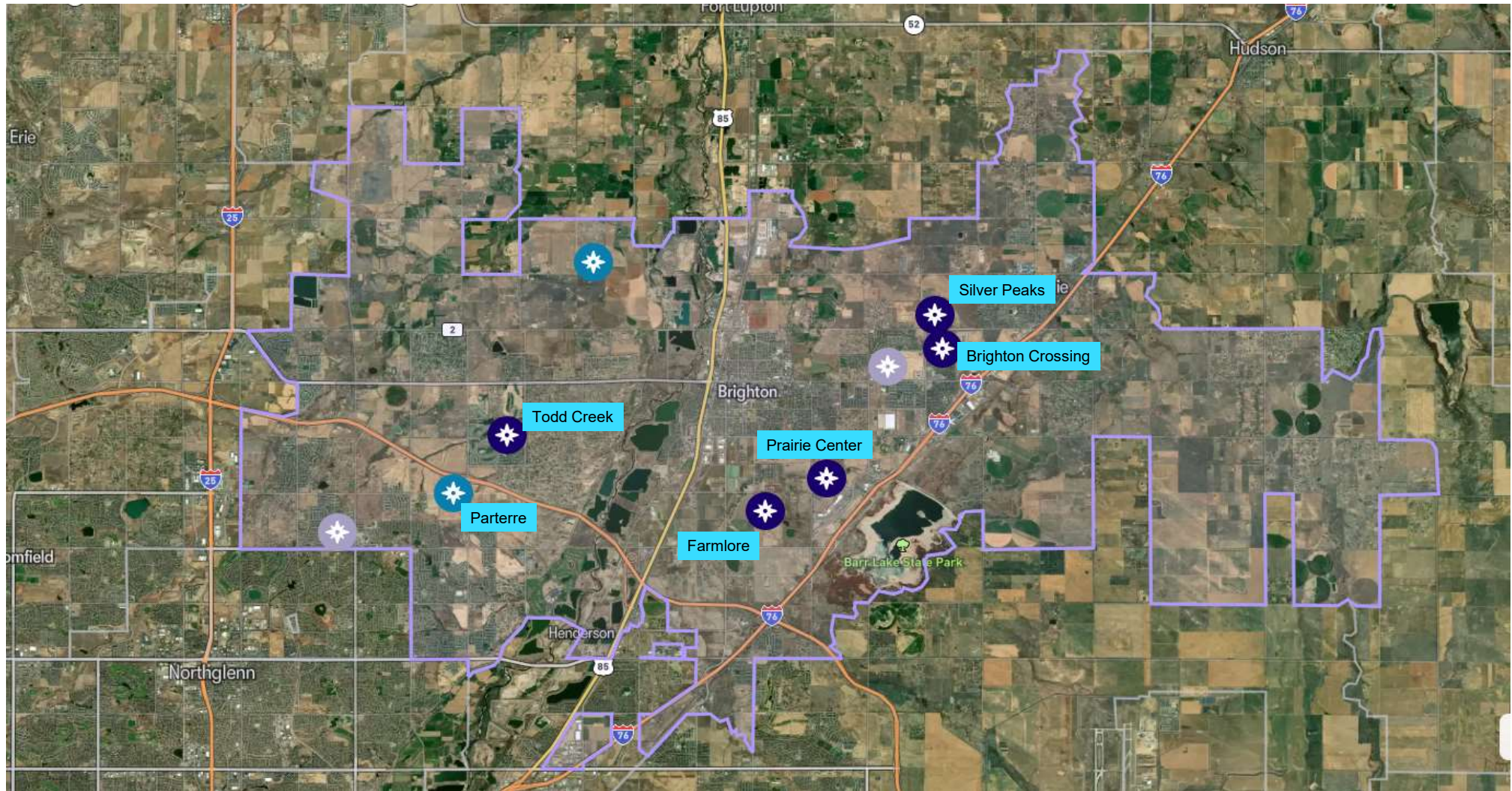
Source: Subdivide

Brighton Existing Home Prices Are Also Flat



Source: Subdivide

Brighton/Thornton MPC's

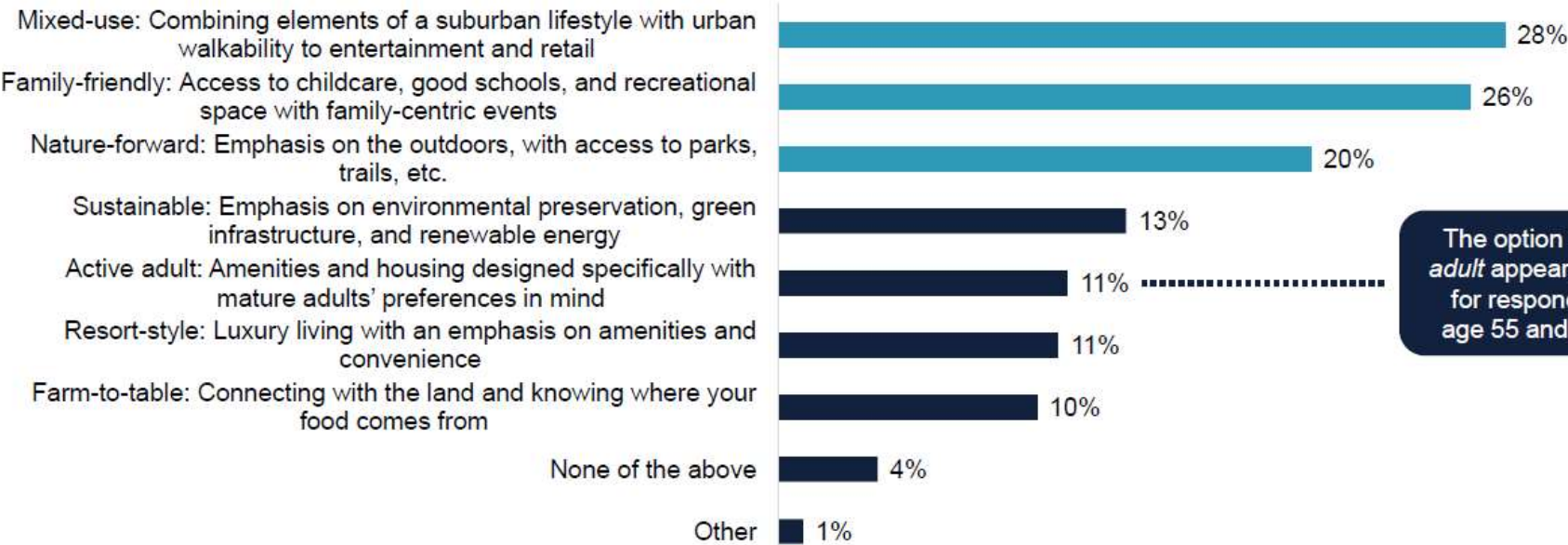


Source: Zonda

Consumers Desire Mixed-Use Communities in Suburban Settings

Mixed-use communities surpass family-friendly and nature-forward in their appeal to consumers.

Which of the following best illustrates the type of community you aspire to live in?
Share of US homeowners and renters



The option *active adult* appeared only for respondents age 55 and older.

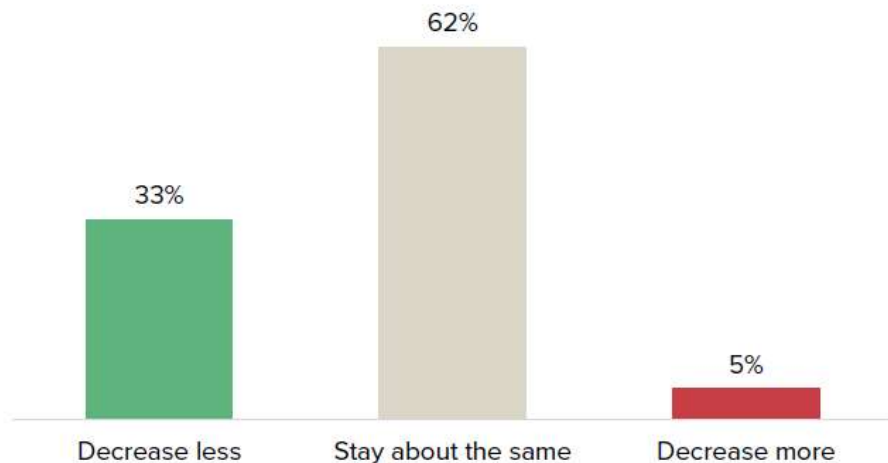
Consumers Prefer Master Planned Community Lifestyle

The lifestyle of a master-planned community is a competitive advantage.

95% of consumers believe homes in master-planned communities would fare the same or better than others in a downturn.
60% agree that master-planned communities offer better lifestyle opportunities than other communities.

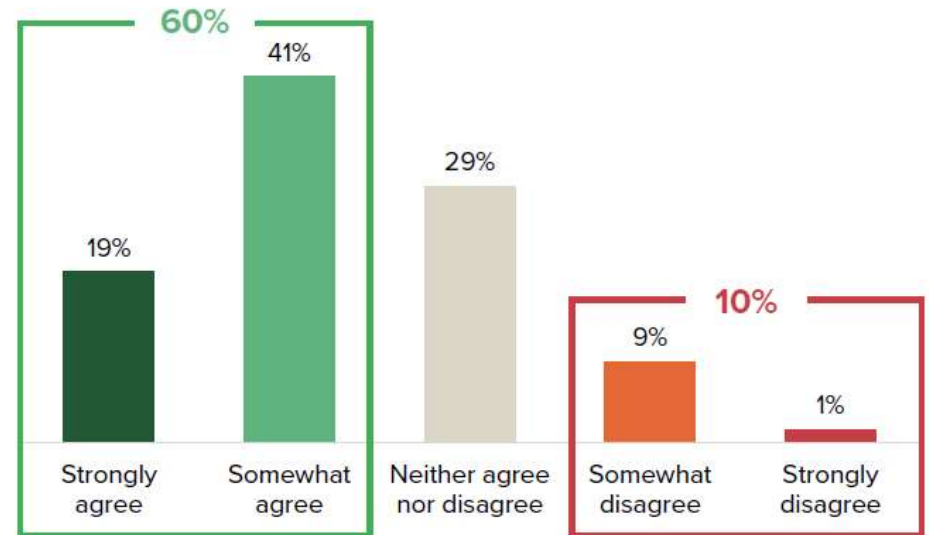
How home prices in master-planned communities would fare if home prices in local area were to decrease

Share of homeowners and single-family renters with household income of \$50,000+ who are familiar with master-planned communities



Level of agreement with the statement "Master-planned communities offer better lifestyle opportunities than other communities"

Share of homeowners and single-family renters with household income of \$50,000+ who are familiar with master-planned communities



Consumers Prefer Open Space, Walkability, Connections

To consumers, green space and connection to neighbors are essential for a healthy community.

The top pieces of advice homeowners and single-family renters would give a home builder / community developer for designing a healthy community are:

- 1) Preserve nature
- 2) Encourage connection with neighbors / socialization
- 3) Design for walkability
- 4) Be mindful of density
- 5) Incorporate fitness opportunities

"I think both **connection to nature** and **connection to neighbors** would very positively contribute to a healthy community."

- Mature Family homeowner



"Incorporate **lots of walking within the neighborhood**, and also extensions to local shopping like grocery stores so residents could rely less on their cars."

- Young Family renter



"Do not cram [in] as much housing as possible. **Green space is important to mental health**. A space congested with too many people can lead to stress and tensions among residents."

- Mature Family homeowner



Land Outlook for 2025

- Housing starts expectations from many builders has moderated for 2025, but most will continue to bolster their land pipelines
- Lot availability remains tight and thus land costs will stay high
- Land sellers are likely to adjust their expectations through more flexible terms
- Demand for lots in high growth areas will be intense but builders will be more disciplined
- New Builders and new capital enter Colorado
- MPC's will continue to dominate the market
- Land banking and predictable take downs become more common to ease builder balance sheets

Land Outlook for 2025

- Some builders will sell their land and lots to other builders
- Infill opportunities will become more prevalent
- Data centers, renewable energy firms will be active, driving up peripheral raw land prices
- Built-to-rent players will become more active
- Bigger legislative push toward condominiums
- Apartment deals will start to become more viable as capital opens up
- Development costs remain high but will start to flatten out



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Thank You

Feel Free to Call us With Questions