



17 March 2015



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

Long term look at things this month - hope you enjoy the read.

Al Schuler

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## Housing comments – March , 2015

- *February starts fell 17% ( to 0.892million, annual rate) from previous month, with single family coming in at .593 million(SAAR) – a weak month made worse by weather.*
- *Multi family continues to be the driver ( 35% of this months starts)– rental prices are increasing – single family sales remain weak and this has big impact on wood product prices. This may not change for some time due to the evolving “two tiered economy”.*
- *Economic issues - slowing world economy; sub par domestic job market; sluggish income growth; continuing tight domestic credit environment ; recession in Europe and facing growing deflation concerns.*
- *Main problem (short term) continues to be the job market. Unemployment rate keeps coming down, but often this is due to people leaving the workforce. Longer term – makeup of U.S. economy is changing and this is impacting spending patterns and housing choices.*
- *In addition, there are growing concerns that the job market is undergoing long term – structural – changes. Automation seems to be reducing job prospects for the larger middle class while creating jobs for the (currently) smaller 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.*

Another thorny issue --Currency devaluations seem to be the preferred solution to deflationary concerns in many countries today – 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. Real solution :  
Hint – “necessity is the mother of invention”

## **“Musical chairs and currency devaluations –**

Today, we're seeing various countries ( Europe, Japan, and the latest, Canada) lowering interest rates to weaken their currencies to spur export and general economic growth. Consequently, U.S. dollar strengthens, and when we raise rates, the dollar will strengthen even more ( it gained 15% against our trading partners in 2014). There is a growing concern in some countries ( Europe, Japan) with outright deflation ( i.e., 1930's). In others , with disinflation – slower price increases -- U.S., Canada, China,..... Falling energy prices are a factor. This creates problems with debtor countries ( all of the above except China) as it's much easier to repay debt in an inflationary environment. Problem is that all of us can't deflate our currencies!! Even the Swiss deflated recently. So, we get a 'race to the bottom", and play "musical chairs" hoping we're not left "standing when the music stops". In the past, the U.S. could play the role of the world's economic engine – today, we're just not economically strong enough. E.g., Our debt situation is growing more serious as public debt To GDP ratio exceeds 70% - as interest rates rise, debt servicing costs become a serious burden forcing tough spending decisions. Here is what I hate about interest on national debt – you're paying for something you already consumed. If the debt was incurred by investing in our future ( e.g., infrastructure, education, highways, technology,), OK – you will get a positive return on that investment via higher productivity, job creation, and higher standard of living. But, most of our debt was from overspending, too much consumption, .... Foreign countries, some that don't necessarily like us , are more than happy to loan us money to buy things we can't afford.

“Low inflation world” is symptom of weak demand as noted by recent WSJ article – this could be a structural /long term problem

**One solution** --- technology that spawns new industries that fulfill Demands not currently met by existing products – weak demand is the problem

**The problem is primarily due to excess capacity relative to demand - WSJ**

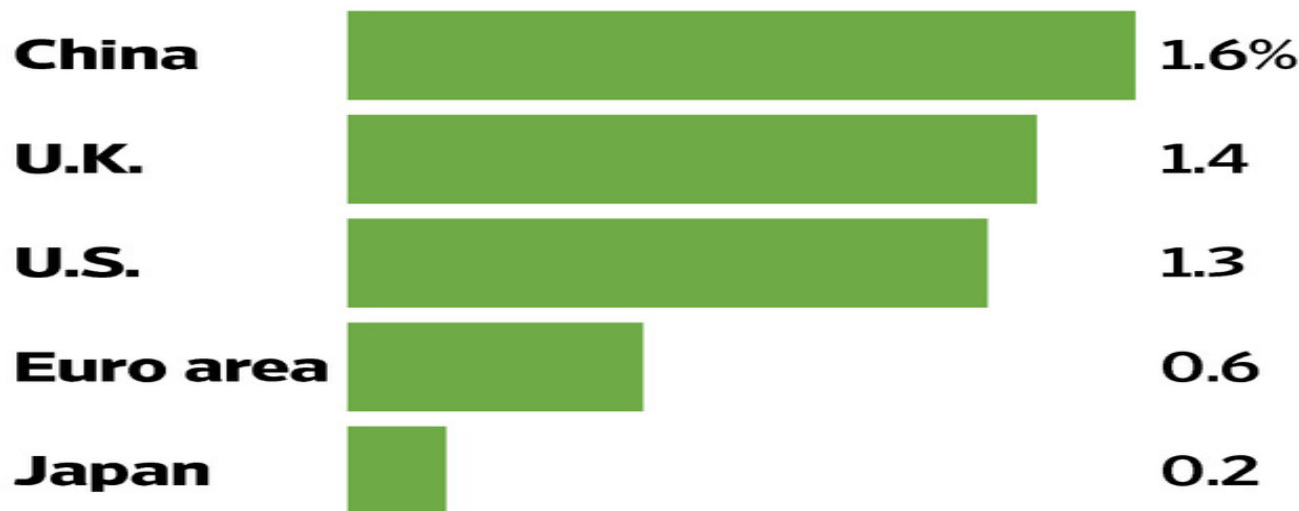
The answer to weak growth isn't currency devaluation – it's growing/creating demand for products, services, etc. That means investment, product development – this requires research, infrastructure spending , tax reform, better education. This is a structural problem that will take years/decades to remedy, and unfavorable demographics in Europe, Japan, and the USA are going to make this more challenging. The world needs new industries based on new products – this creates needed demand and jobs. “Necessity is the mother of invention”. Find the needs that aren't being met by existing products.

**E.g., New technology and innovations create new products/services desired by consumers and demand for such products will create jobs, income, ... E.g., Apple products do this all the time. Other examples include new medical devices/products; computing innovations; 3D printing .. Prior examples include the jet engine; cotton gin; model T Ford; MMM's numerous innovations; the telephone; ---- each invention spawned new industries creating jobs to produce desired products – new technology could help us solve the demand problem, but we need to do the research to develop new technology, and we need a supportive government and tax system that can help create an environment that encourages innovation, risk taking, etc.**

Low inflation on this scale is a symptom of weak demand – printing money won't solve the problem – like “pushing on a string” – solution is new products, new Industries – this requires R&D; infrastructure investment; better education;... And, a government supporting a business environment that encourages risk Taking, innovation, .... ( tax and regulatory reform would be good start)

## Target Practice

Core prices for five economies, change from a year earlier



Note: For most recently reported month. Japan figure excludes sales-tax effect.

Source: Central banks and government statistical agencies

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Bloomberg News

## Two tiered economy\* – where the U.S. is headed, and what It could mean for consumption patterns and demand for housing

See interesting article in WSJ - "Two tiered economy reshapes the marketplace"  
WSJ January 25, 2015, Page A1.

( <http://www.wsj.com/articles/how-a-two-tier-economy-is-reshaping-the-u-s-marketplace-1422502201?KEYWORDS=two+tiered+economy+reshapes> )

Following are some slides from that article that suggests the U.S. economy  
Is evolving into a 'two tiered economy" – the well off and the not so well off.  
We have discussed this before in our housing notes –  
.e.g. Stagnant household incomes; more people **underemployed**; low income  
Jobs with few benefits; .....

The bottom line is that consumption patterns are changing as well as demand  
For shelter. We may not see a return to the 'good old days" for housing? We  
May see continuing demand for larger, more expensive single family homes,  
But, **total demand** will remain below trend ( 1.5 million) as rental demand  
Remains strong.

**\*Wealthy households advancing while middle income  
And lower income people struggle**

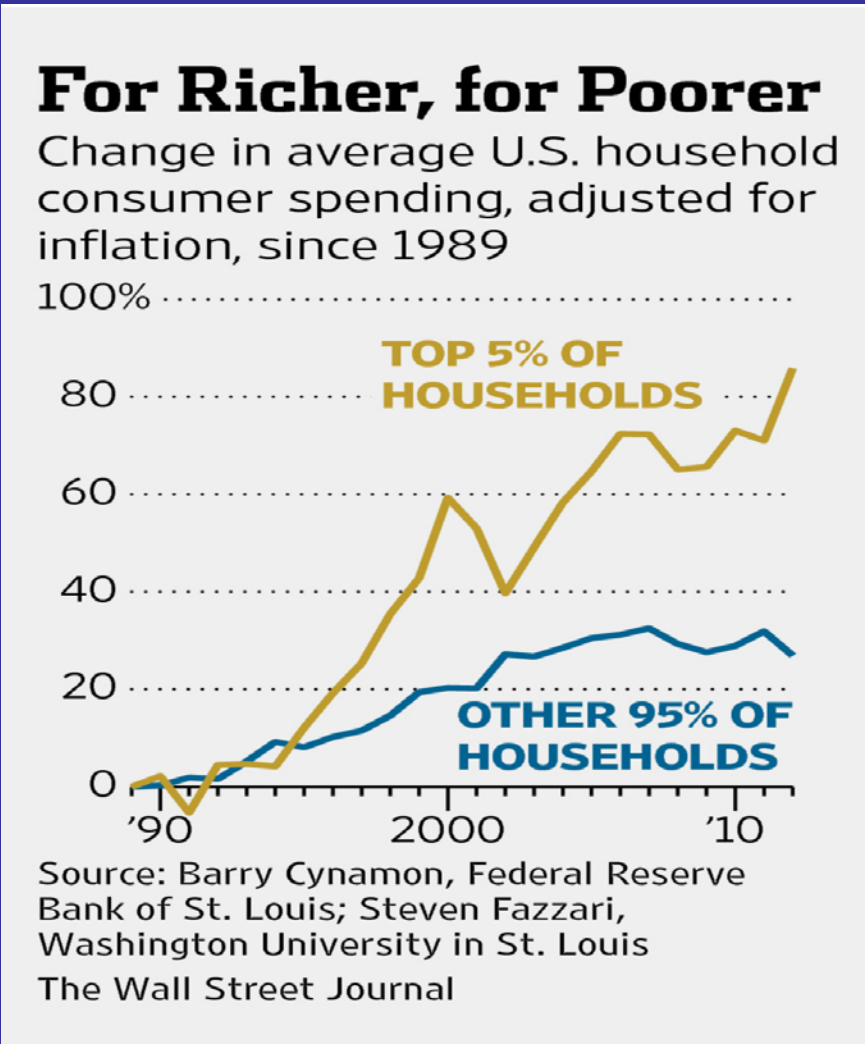
1<sup>st</sup>, just a reminder what has happened to incomes over the past twenty years ---

real incomes have been shrinking for the past 20 years





Consumer spending trends reflect changing income patterns of U.S. population - therefore, many businesses are reorienting to serve Higher income buyers. E.g., luxury retail sales, hotels, cars doing well, even premium beer sales are booming ( I still prefer Pabst Blue Ribbon at \$3.89 per six pack), but rest of economy not doing as well

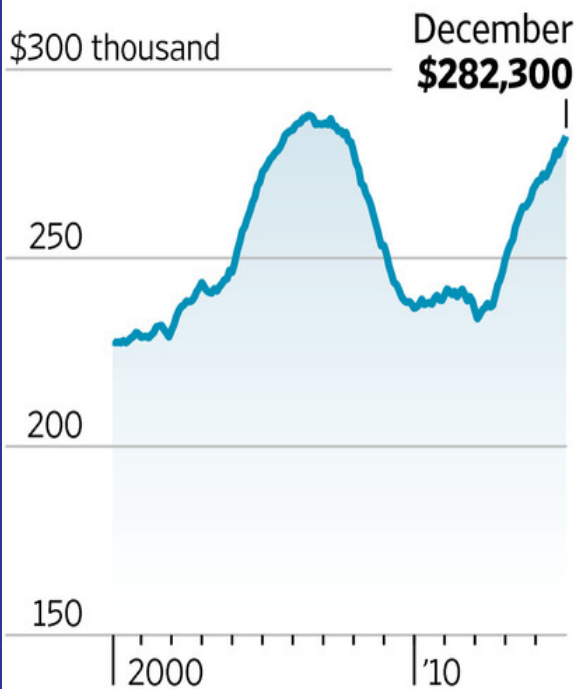


Also means Shifting makeup for single family housing resulting in increased demand for bigger and More expensive houses with lower demand for entry level  
--- bottom line --- **fewer housing starts/sales ( and demand for wood)**

## Sizing Up the New-Home Market

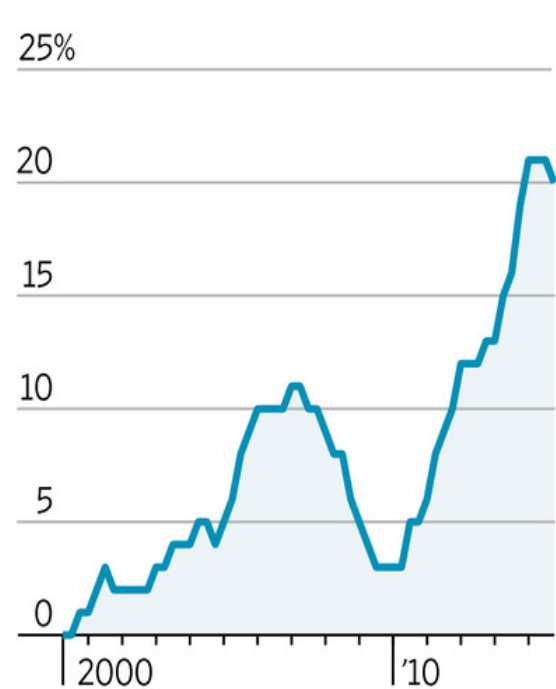
New-home prices have shot up...

Median new-home prices, 12-month moving average, inflation adjusted



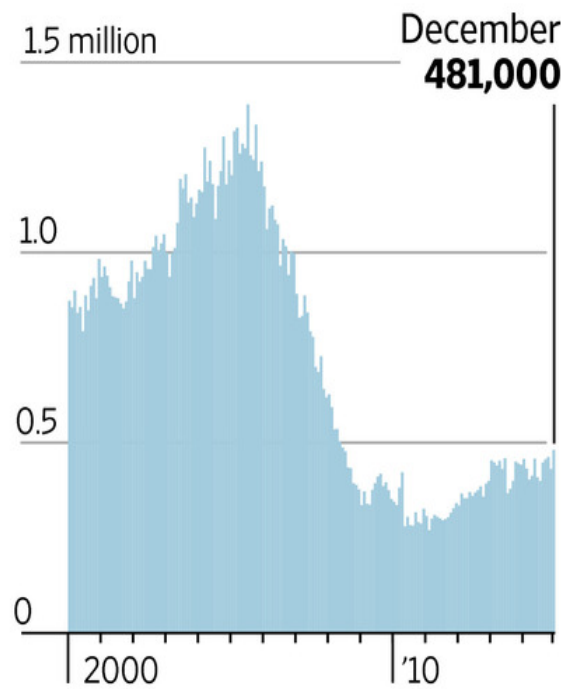
...as builders have moved away from entry-level buyers...

Change in median new-home size since 2000, four-quarter moving average



...and sales volumes have been restrained as a result.

Sales of newly-built homes, seasonally adjusted annual rate



Source: Commerce Department

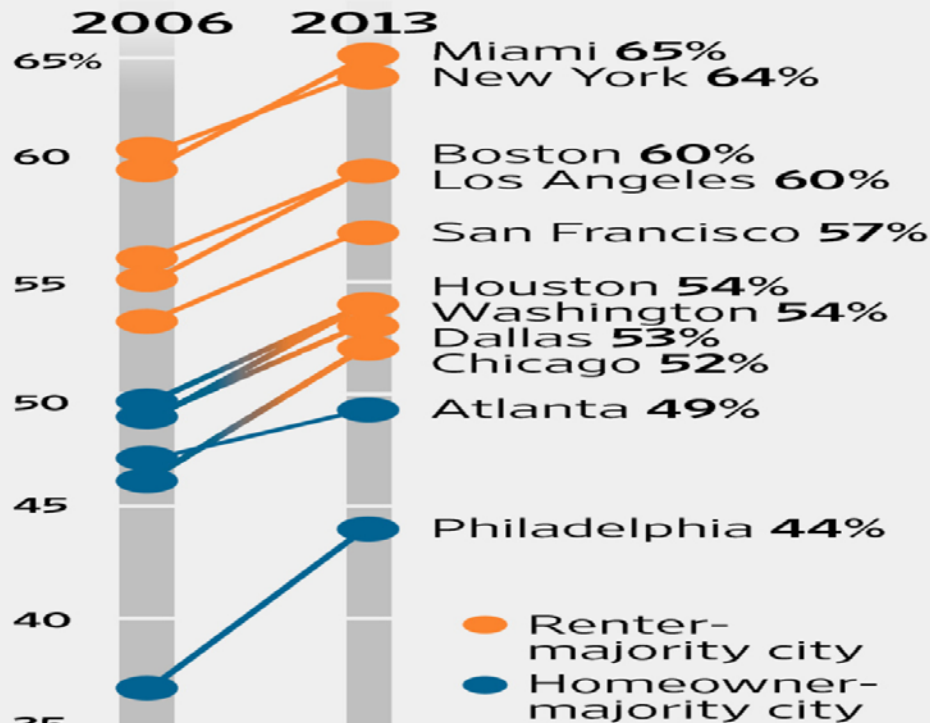
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Another result --- Rental demand keeps increasing

## Urban Trend

Nine cities of the 11 largest metros have more renters than homeowners.

### Share of population in rental housing



Source: Census Bureau via NYU's Furman Center for Real Estate and Urban Policy  
The Wall Street Journal

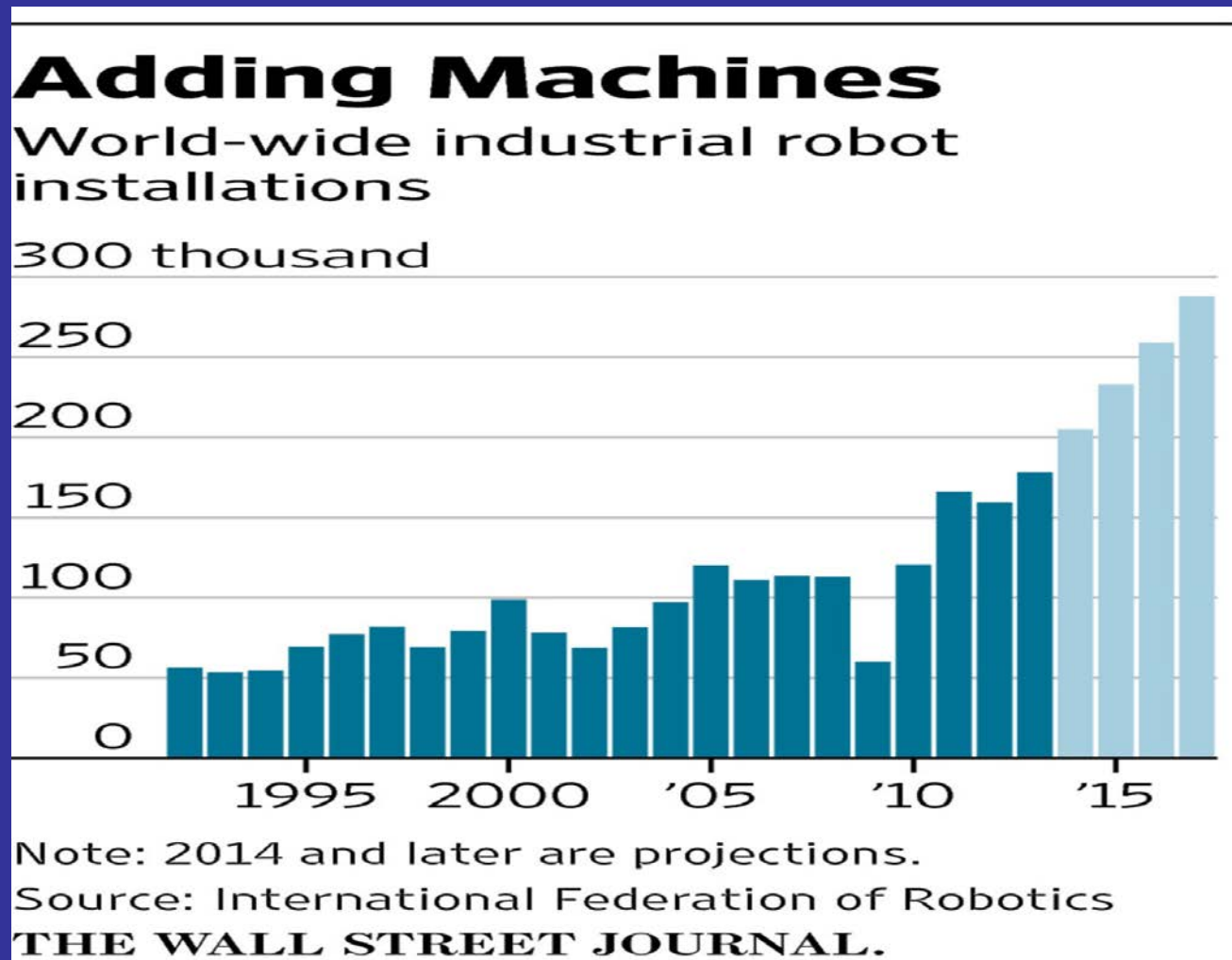
## **Another issue impacting housing demand- Automation and robots are reshaping workforce opportunities**

**Interesting article in WSJ suggesting that technology is creating  
More opportunities for highly skilled and lower skilled, but displacing  
People in the middle ( i.e., the middle class). Why median family  
Incomes have stagnated over the past two decades and may not return.**

<http://www.wsj.com/articles/what-clever-robots-mean-for-jobs-1424835002?KEYWORDS=jobs+and+the+clever+robot> )

**This has implications for housing demand - lower total demand, but high  
Demand for luxury housing and rental housing. Similar to findings  
Re: “two tiered economy” article on previous slide?**

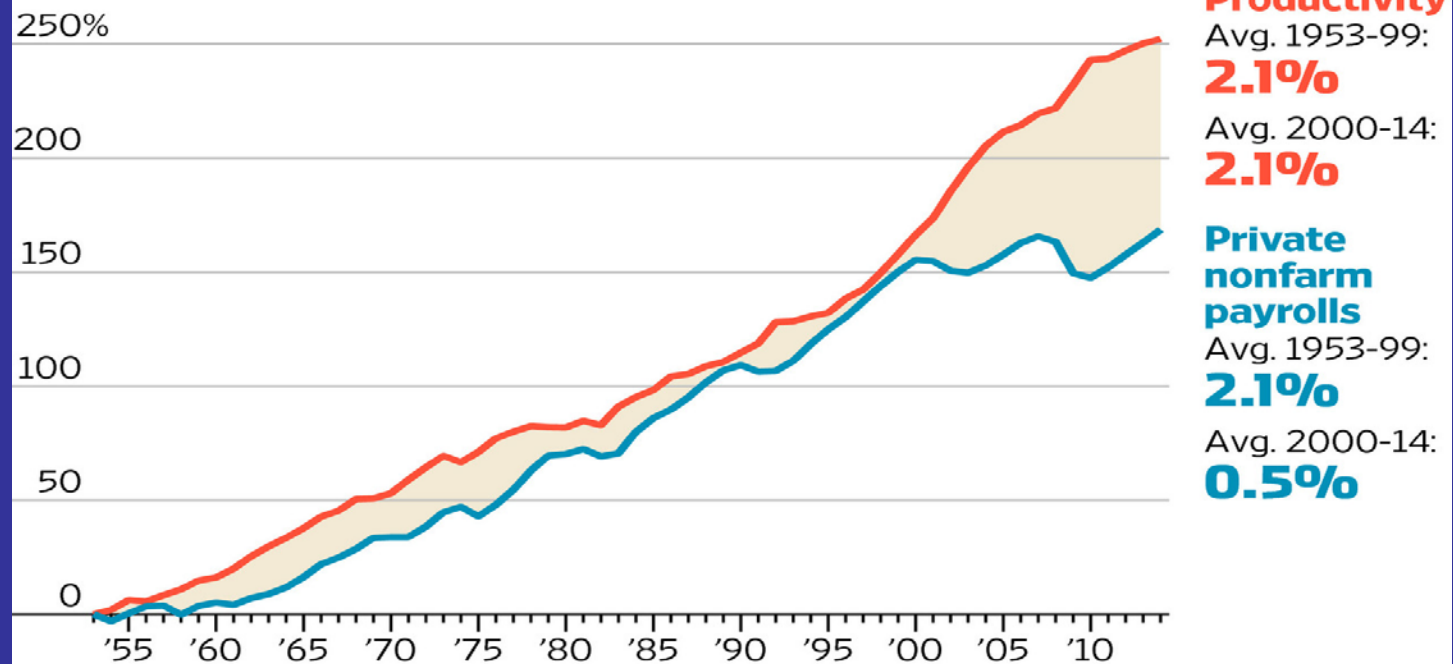
Automation/robots may be main reason middle class is doing so poorly – many new jobs are Created at the high end and low end of the job market with many middle class /manufacturing jobs disappearing. **End result is lower total job creation!!!**  
**E.g., Manufacturing sector employment has fallen from 25% in the 1980's to 14% today.**



This sort of scenario could continue until new technology and innovations Create new products/services desired by consumers. I.e., demand for such Products will create jobs, income, ... E.g., New Apple products do this all the time. Other examples include new medical devices/products; computing innovations; .. Prior examples include the jet engine; cotton gin; model T Ford; MMM's numerous innovations; the telephone; ---- each invention spawned new industries creating jobs to produce desired products

## More Work, Less Labor

In the post-war economy, U.S. productivity and jobs grew roughly in tandem until 2000. Economists account for the change because of globalization and new automation, which allows the economy to produce more goods with fewer workers.

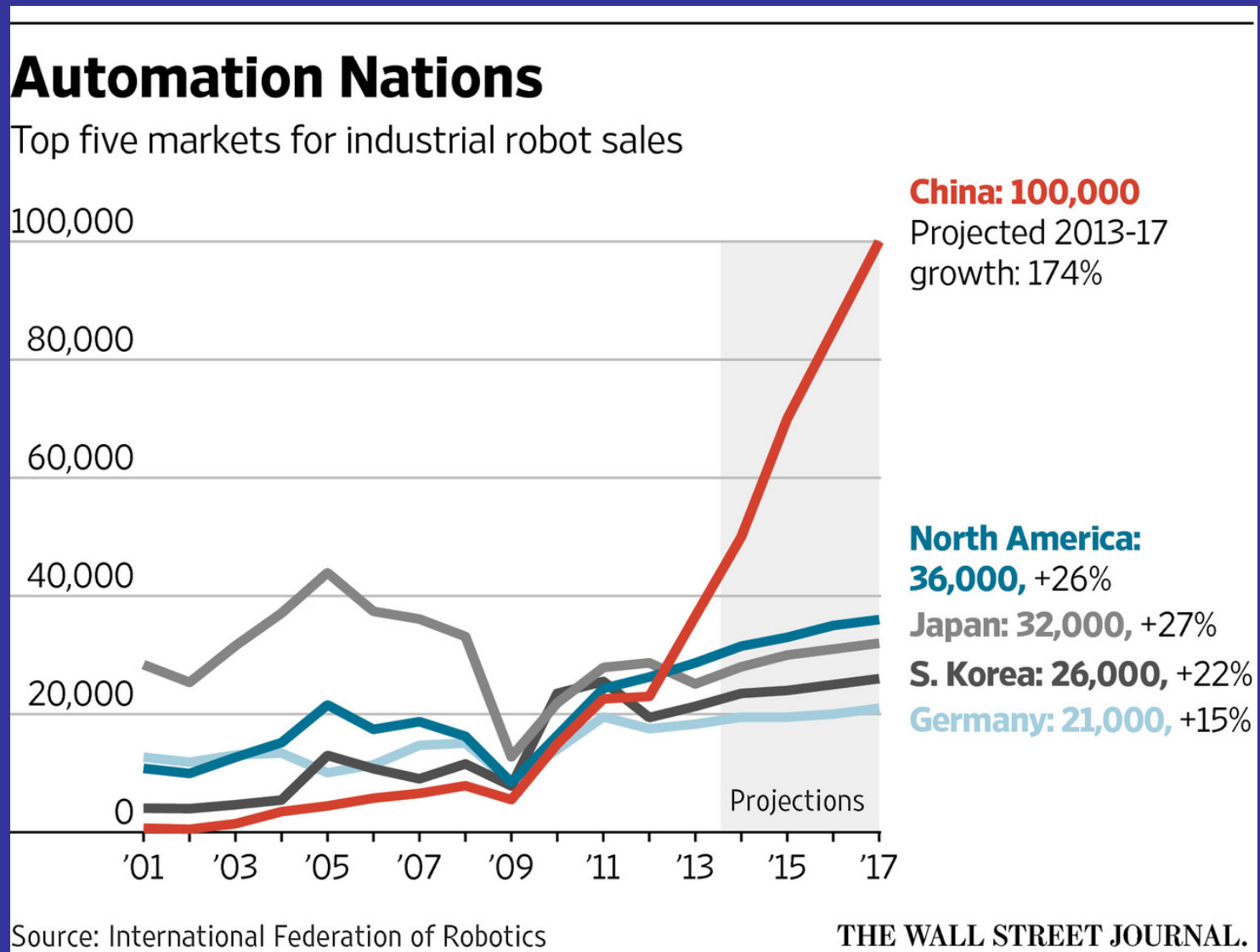


Note: 2014 productivity for first three quarters

Source: Labor Department

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Unfortunately, we're falling behind – we're not investing enough  
In our future



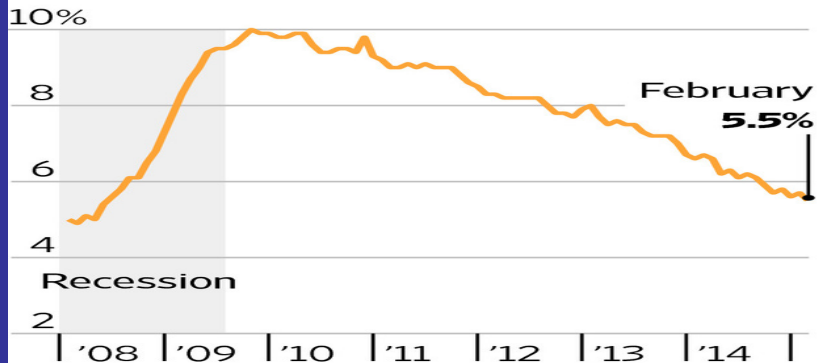


# The job market is not as good as the falling unemployment numbers suggest

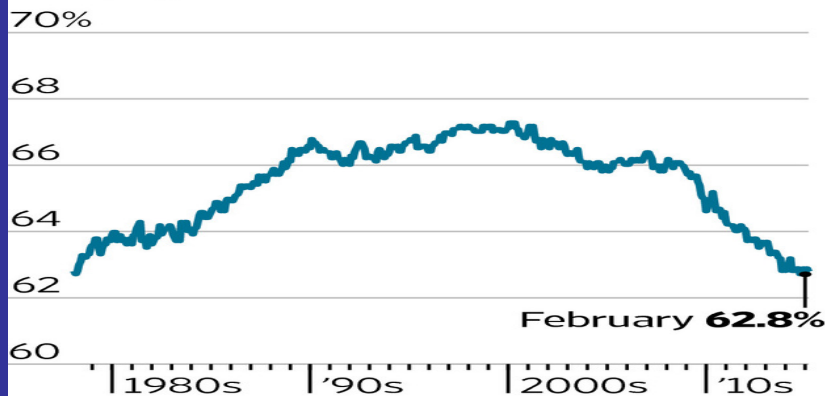
## Under the Hood

While the overall job picture is solid, wage gains have failed to accelerate, labor-force participation remains near a three-decade low and the share of historically better-paying manufacturing jobs is sinking.

### Monthly U.S. unemployment rate

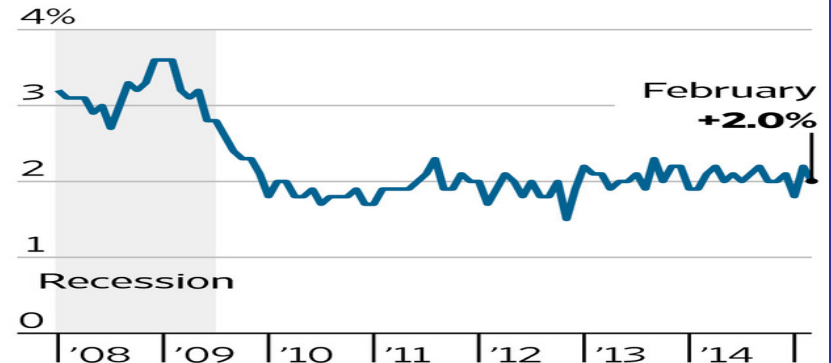


### Civilian labor-force participation rate, age 16 and older

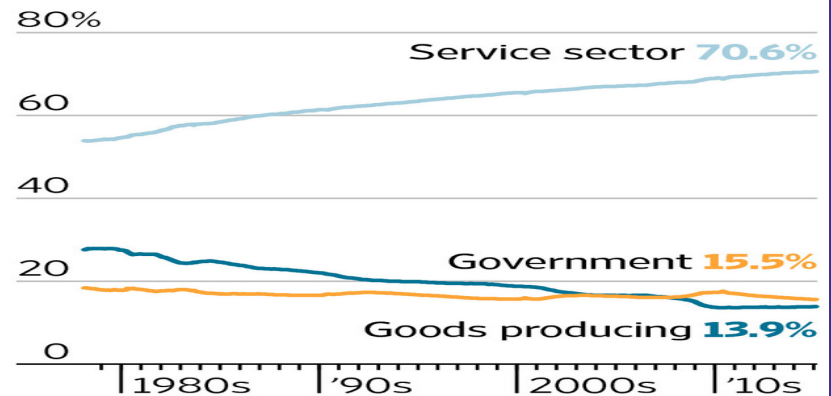


Note: All figures are seasonally adjusted.  
Source: Labor Department

### Change in hourly wages from a year earlier



### Major sectors, as a share of total nonfarm payrolls



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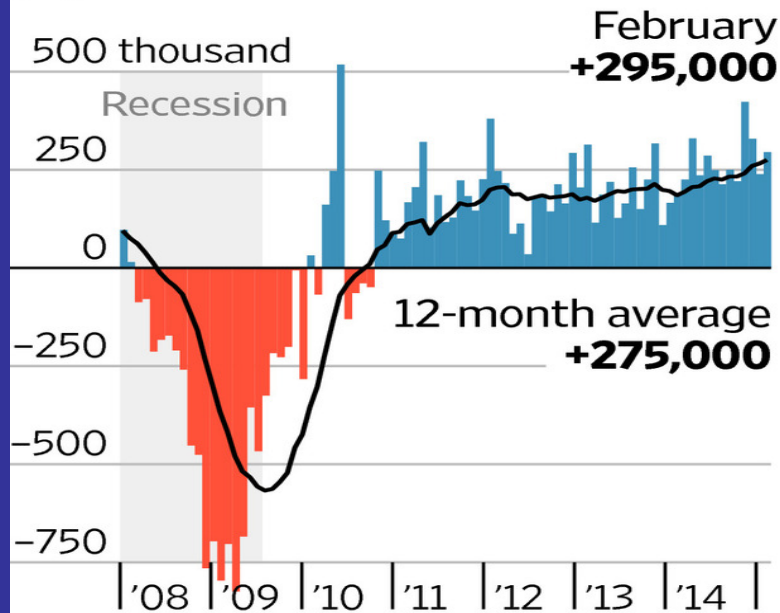


More jobs are being created , but productivity not increasing – this may be why wages are stagnant and standard of living stalled. Ultimately, higher productivity Is what enables industry to pay higher wages which promotes higher standard of living – one reason business not investing is “uncertain future” stemming partly from Dysfunctional “Washington”

## Gain...and Pain

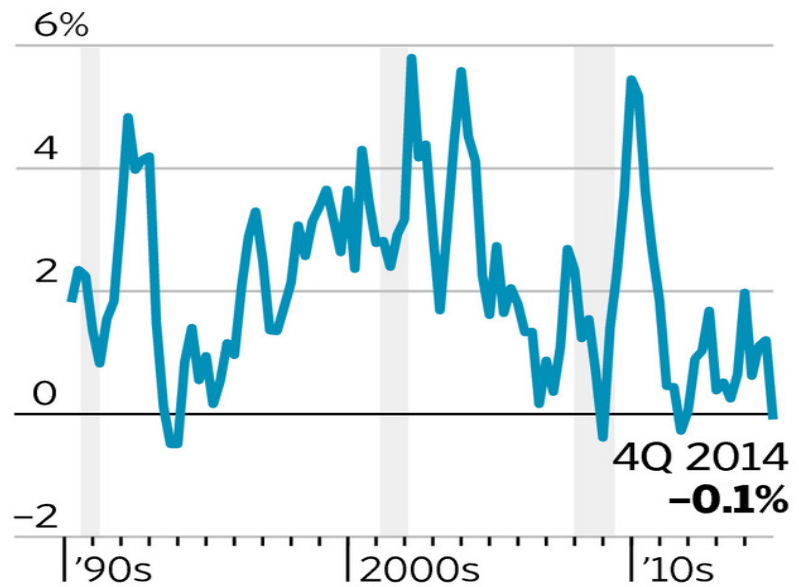
While U.S. businesses are adding jobs at the fastest clip in years, productivity growth—which helps drive wages—is tepid.

### Monthly change in nonfarm payrolls



Note: All figures are seasonally adjusted.  
Source: Labor Department

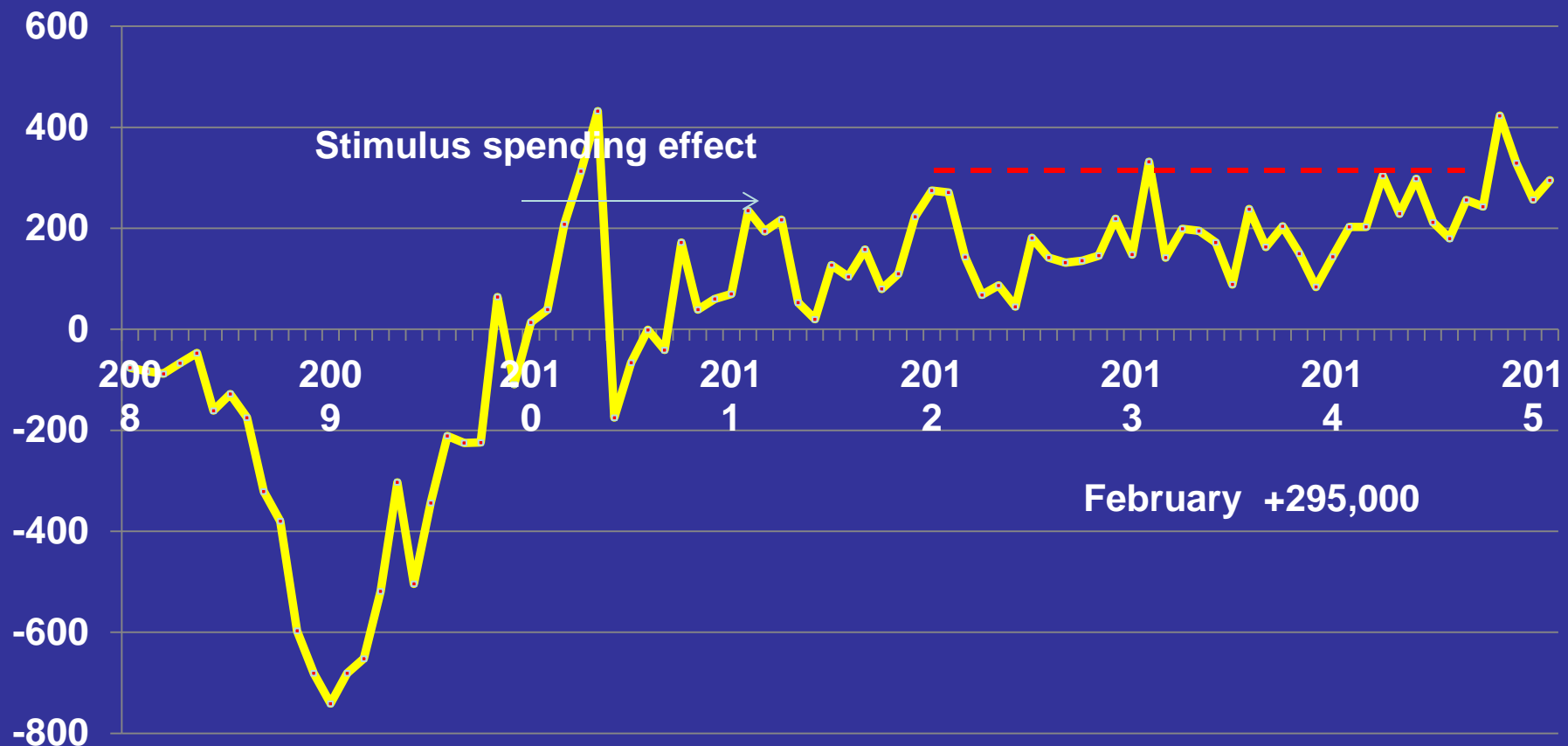
### Change from a year earlier in nonfarm business productivity



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**Employment situation - our biggest problem - it's getting better, but quality Jobs remain scarce, and inflation adjusted wage growth has been weak for Almost two decades.**

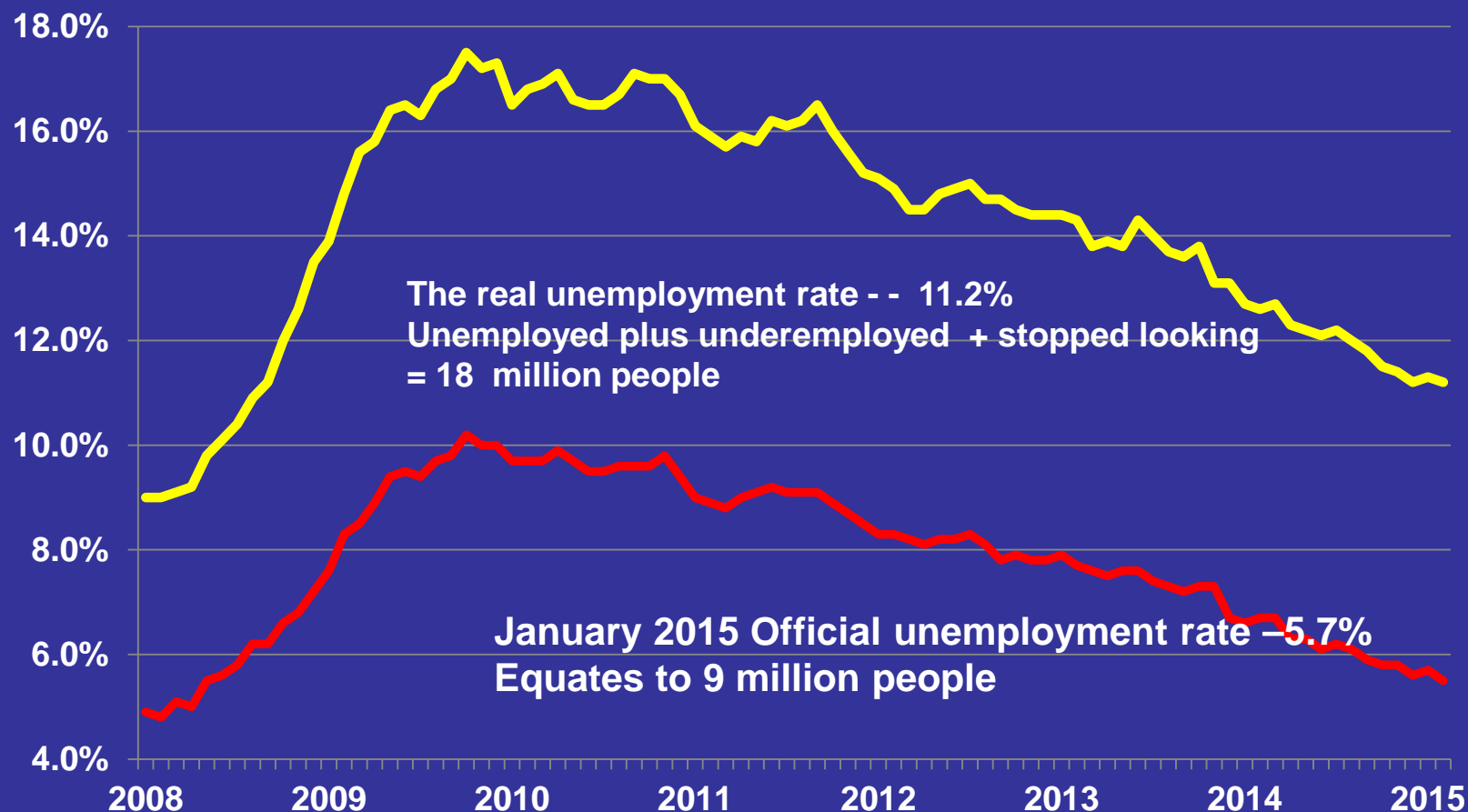
**Net change in non farm payrolls – monthly, thousands**



Source: U.S. BLS ( [www.bls.gov](http://www.bls.gov) )

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

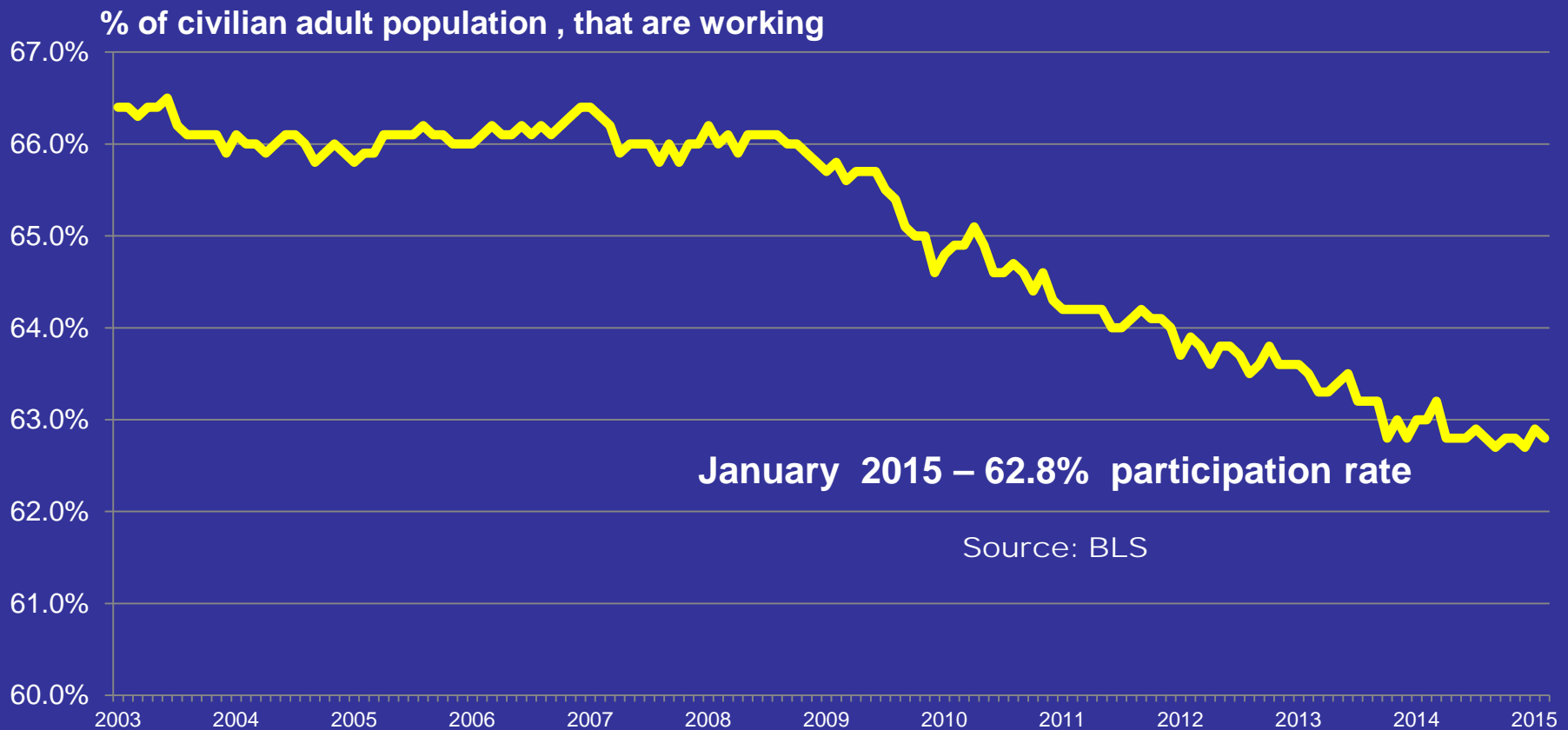
\*\*There are about 18 million people either unemployed, underemployed, or stopped Looking –



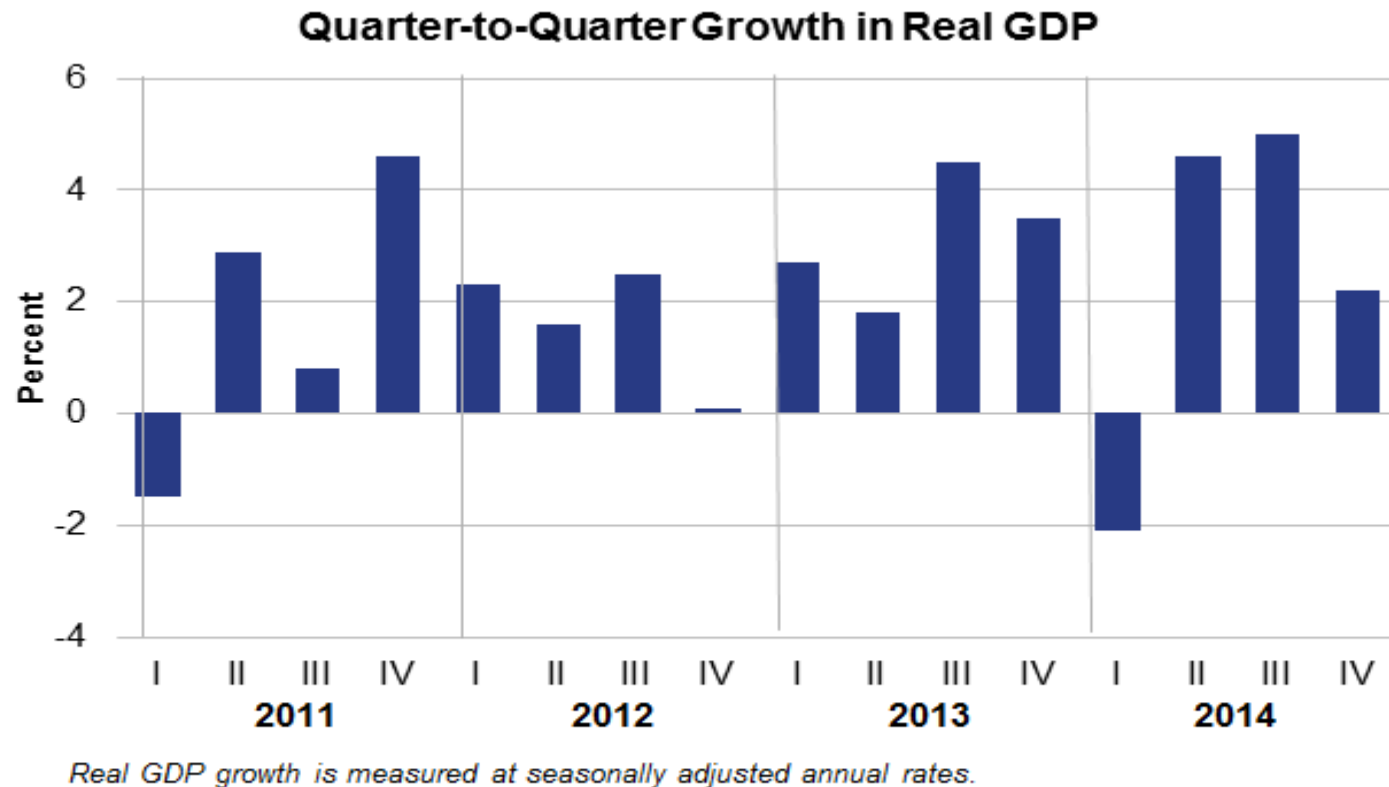
Yes, unemployment rate is now below 6%, but income growth is missing ( yes, it is starting to pick up, but very slowly). E.g., inflation Adjusted income today is the same as it was twenty years ago. I.e., There has been no improvement in median family income over the Past two decades. That's why many people believe we are still in a recession, and consumer confidence remains relatively weak.

**Just a reminder,  
consumer spending is 70% of the economy, and without real  
Income growth, spending can't grow very fast!!**

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. 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 we could do a better job with immigration policies too.



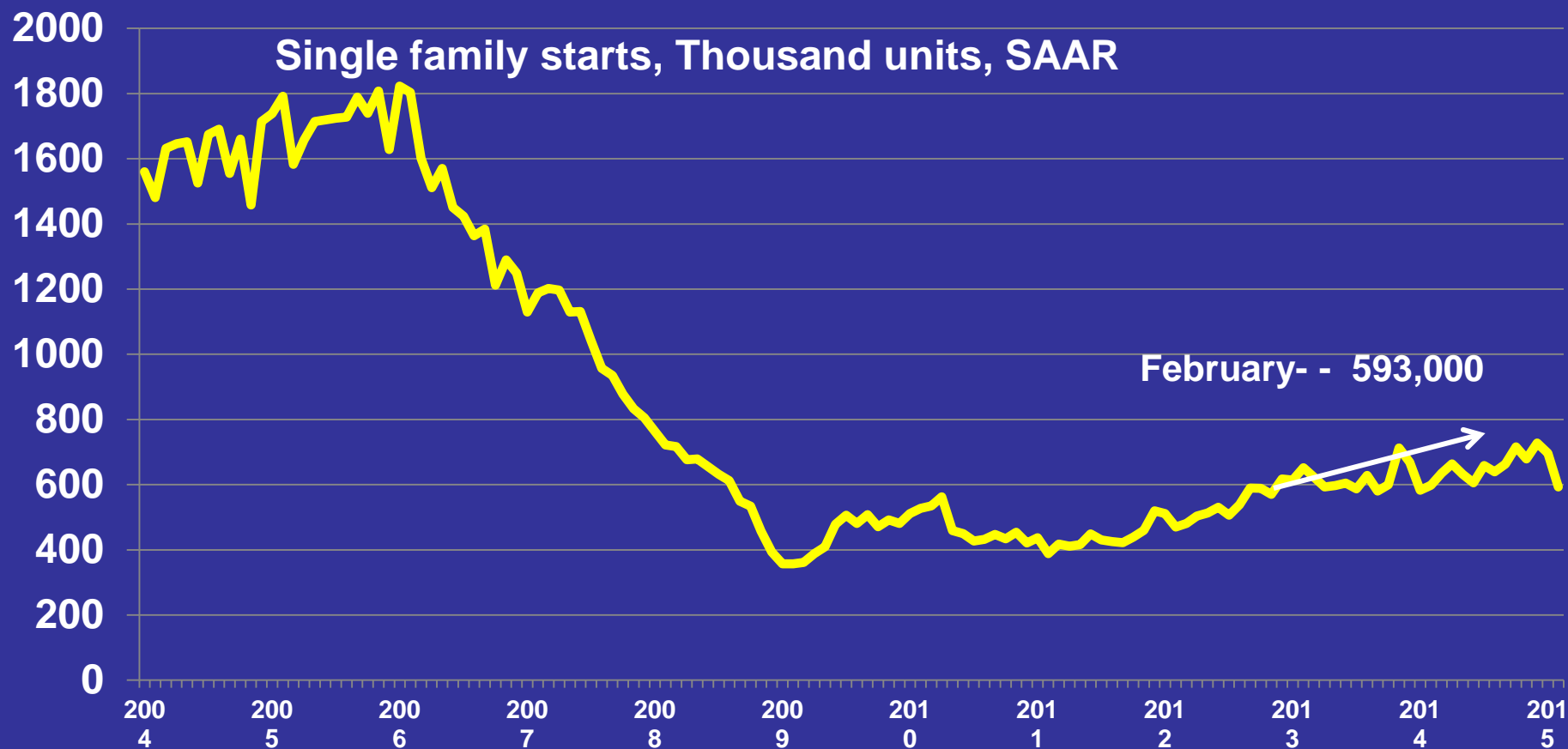
Economic growth of 2.2% – 4th qtr 2014 – My guess for 2015 is 3% at best  
Impact of less FED stimulus still unknown . There are serious headwinds –  
(1) Slowing world economy ( European recession; weaker China growth)  
(2) Stronger dollar will reduce exports and increase imports – negative impact on manufacturing jobs which is key to income growth in USA  
(3) Political stalemate, terrorism, currency wars, growing national debt, ...



U.S. Bureau of Economic Analysis

# 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????



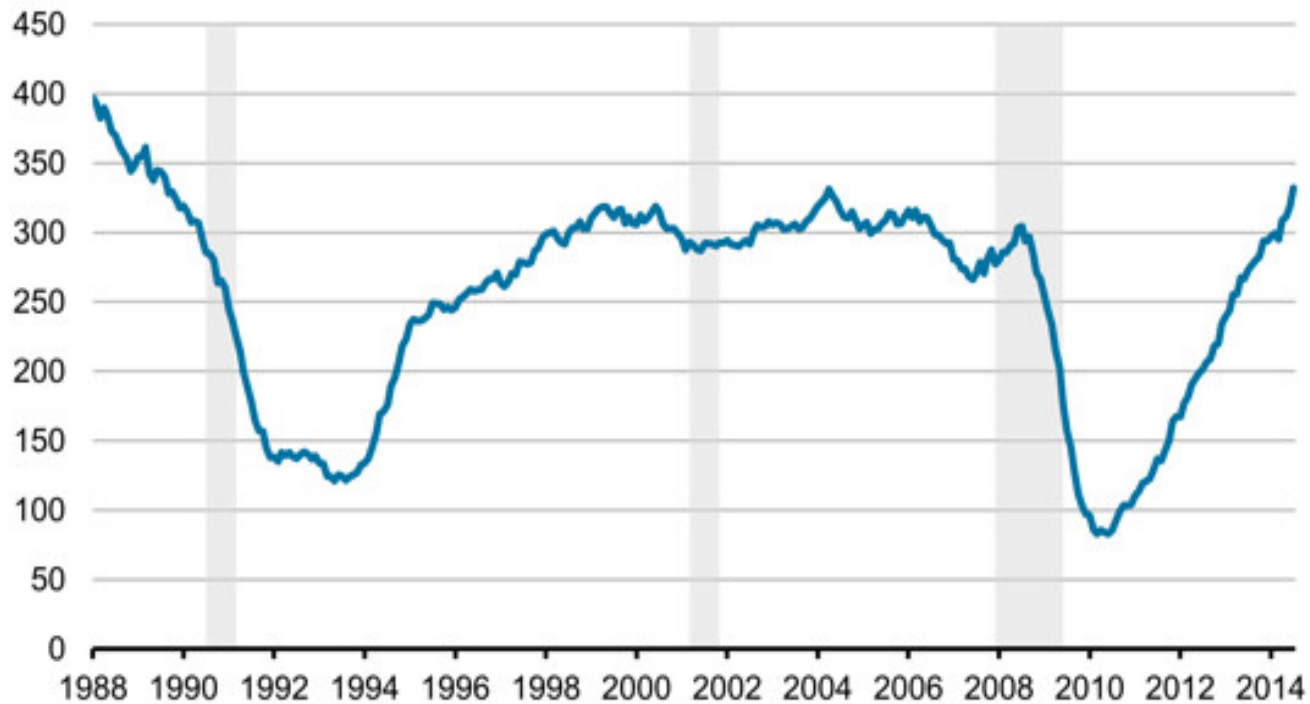
Source: Census (<http://www.census.gov/const/www/newresconstindex.html> )



Multi family continues to strengthen – this trend should continue  
Until the jobs picture improves and real incomes advance. Housing  
Purchase depends on affordability ( price, mortgage rates), and  
Credit worthiness - mortgage rates are favorable, but too  
many Americans have poor credit ( too much debt, low income, etc.) and, the  
Lenders have tightened the rules. And, prices are on the rise!!

## Shared Spaces

Structures with five or more units that began construction over the preceding 12-month period, not seasonally adjusted, in thousands

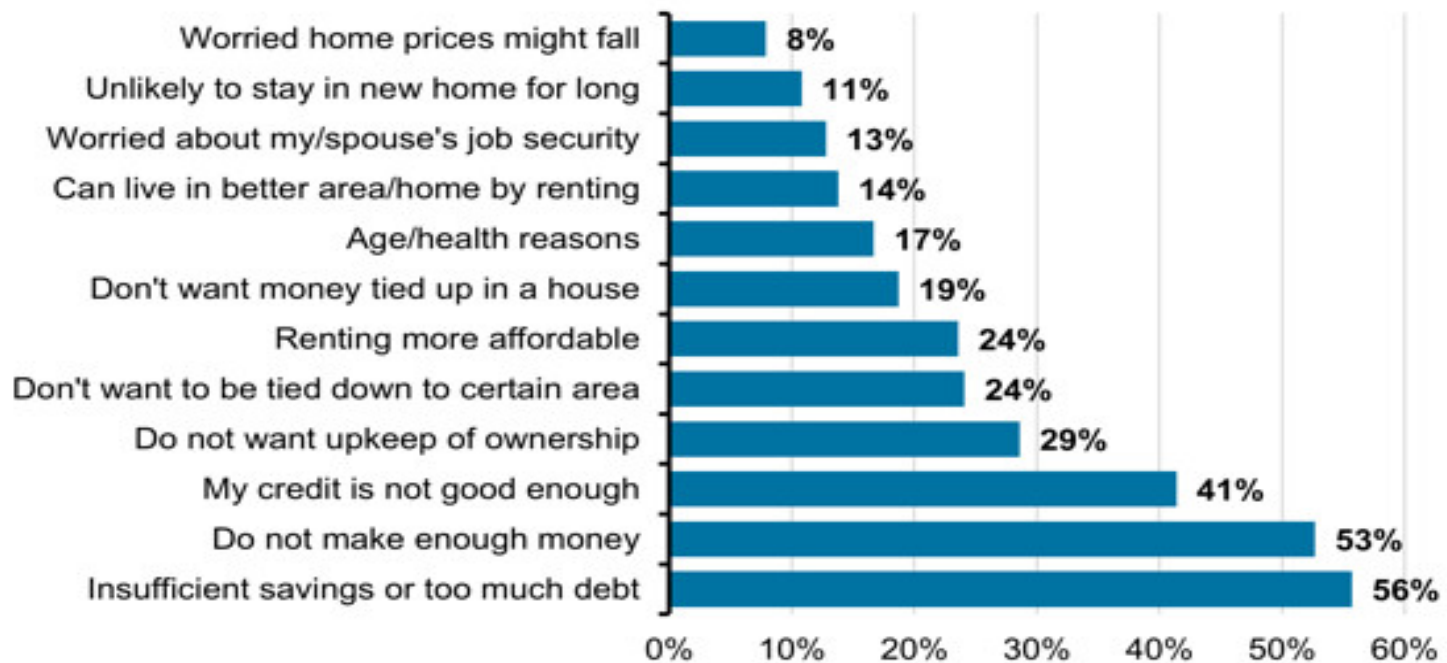


Source: Commerce Department | WSJ.com

Renting is popular because many can't afford to buy - -  
It's that simple?? Again, JOBS, JOBS

## Why Renters Rent

Responses to question: "Why would you rent and not purchase a home?"



Source: New York Fed's Survey of Consumer Expectations | WSJ.com

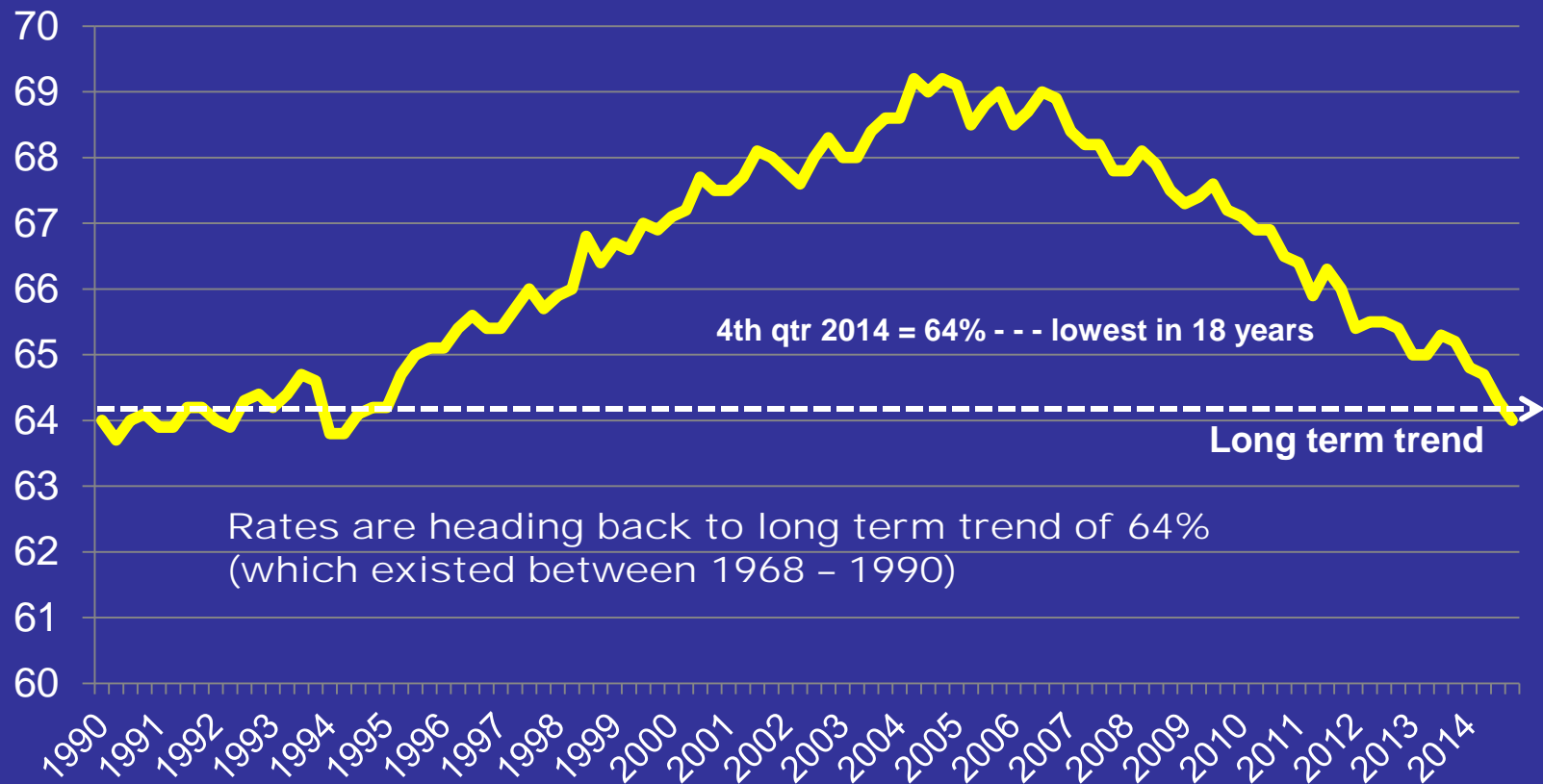
## Impact of weak household formations - -

homeownership rates have been falling for the past nine  
Years - when the economy gets back to normal,

Will people return to single family or will we see more renting?

There will be impacts on wood products demand

### Home Ownership(%)



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!!!**

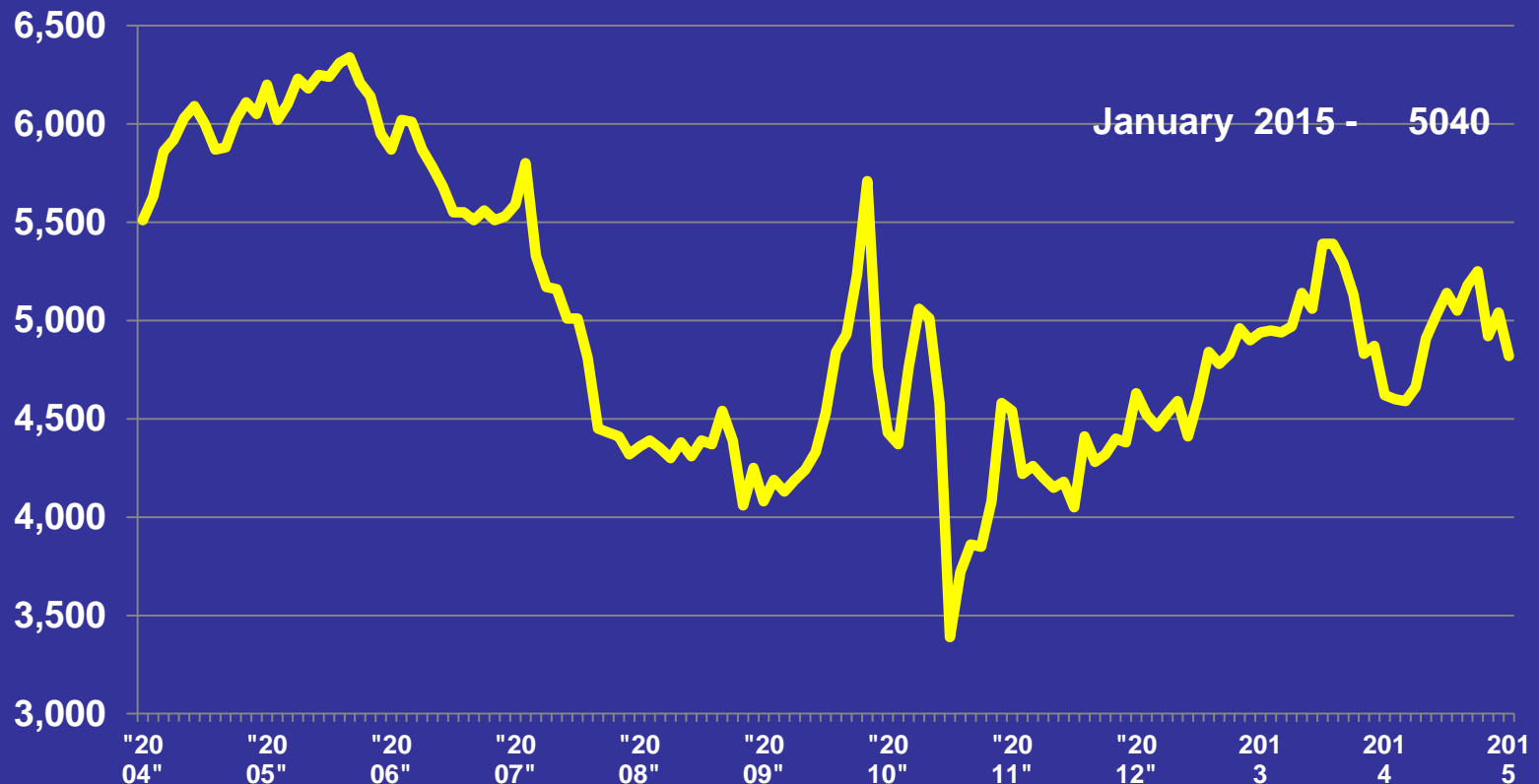
Highest level since 2008, but  
Still off 70% from the peak – this metric  
Is key to wood product markets!!



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

Resale market continues to improve, but still heavy to cash sales with 1<sup>st</sup> time buyers still below trend ( traditionally they represent about 40 – 45% of market, but today they are at 30%). Another problem today is tight Supply , currently at 4.7 months. Healthy market is about 6 months supply. This Is driving up prices, currently up 6.2% YOY

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



Source: NAR (<http://www.realtor.org/research> )

## Some conclusions – housing continues to improve albeit slowly

### Short term:

- (1) Economy will continue to improve -- **2015 may see 3% growth, but housing may not follow – looks like the "disconnect between the economy and housing will continue ("two tiered economy"???)**
- (2) This is not a healthy housing market - 1<sup>st</sup> time buyers are absent and household formations are off 50% from trend – furthermore, many of sales are cash, many foreign buyers, etc. I.e., **NOT SUSTAINABLE**
- (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 skewed to cash buyers and investors. 1<sup>st</sup> time buyers are mostly young people, **but they can't find good jobs.**
- (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; interest rates; ..... Uncertainty will slow job creation, private sector investment, ....
- (5) Growing problem in world economy is that USA is only major economy doing relatively well. Europe in recession; China slowing from previous highs ( but still good); And we now have more countries devaluing their currencies to promote exports /economy. This will impact the U.S. recovery as a higher U.S. dollar dampens exports and weakens key manufacturing sector.
- (6) One more comment on housing – usually, housing leads an economic recovery ( after recessions) – but, this time it is not happening. A stronger economy will be needed to get the housing market back on track. That's hard to accomplish because housing is almost 20% of the economy ( direct investment plus services, etc.).

## ***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 larger middle class while creating jobs for the (currently) smaller 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) Currency devaluations seem to be 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***

OK – I'm going overboard with technology, so, I'll admit that isn't the sole answer to our problems ---

Following slides show an example of retaking market share with good old American ingenuity ( and a dose of common sense)

American success story in the furniture industry shows That there are ways to combat cheap foreign labor with technology, Marketing, and the right strategy.

Bottom line – we can start to rebuild the middle class job Market and manufacturing jobs - but, we have to “think outside The box” and be prepared to conduct a sound, gut wrenching, soul searching, brutally honest SWOT analysis ( identifying your strengths, weaknesses, threats, and opportunities).

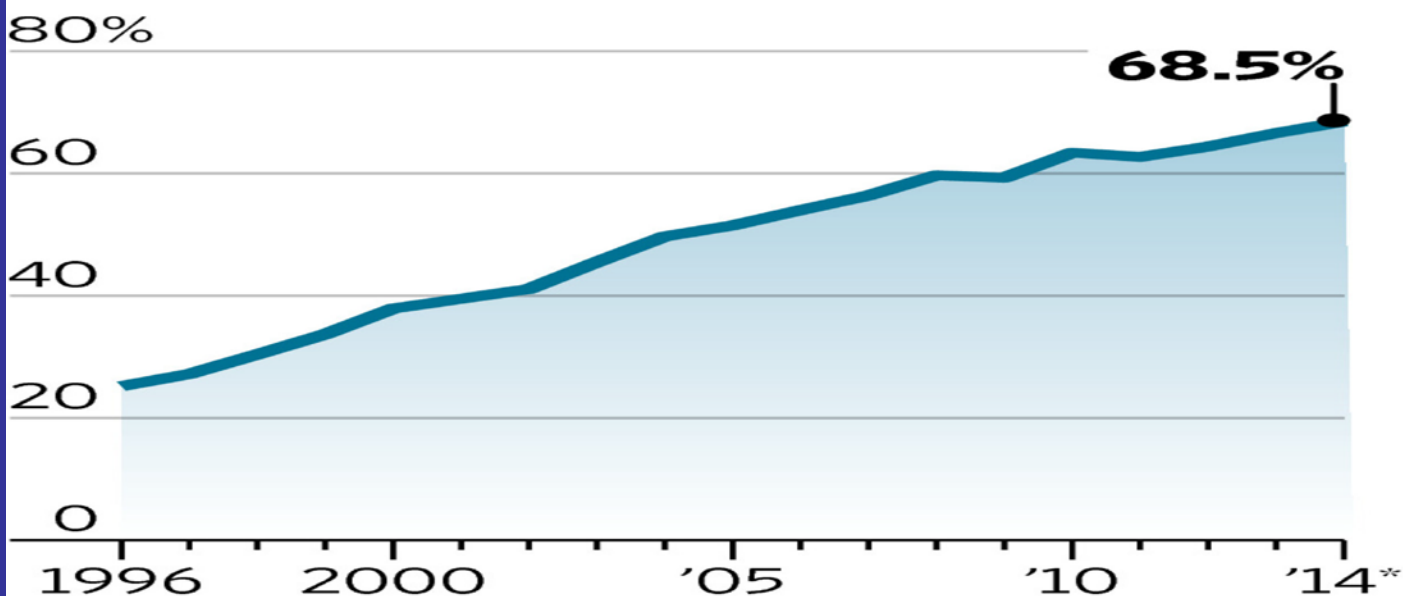
Until the middle class returns, housing will remain below trend



In a relatively short span of 20 years, imports increased their share of furniture consumption from 20% to almost 70% A 350% increase. This resulted in the loss of over 200,000 jobs, millions in tax revenue, decimated communities and some state budgets, .....

## Foreign Invasion

Imports as a percentage of U.S. furniture consumption



Note: Excludes bedding \*Estimate

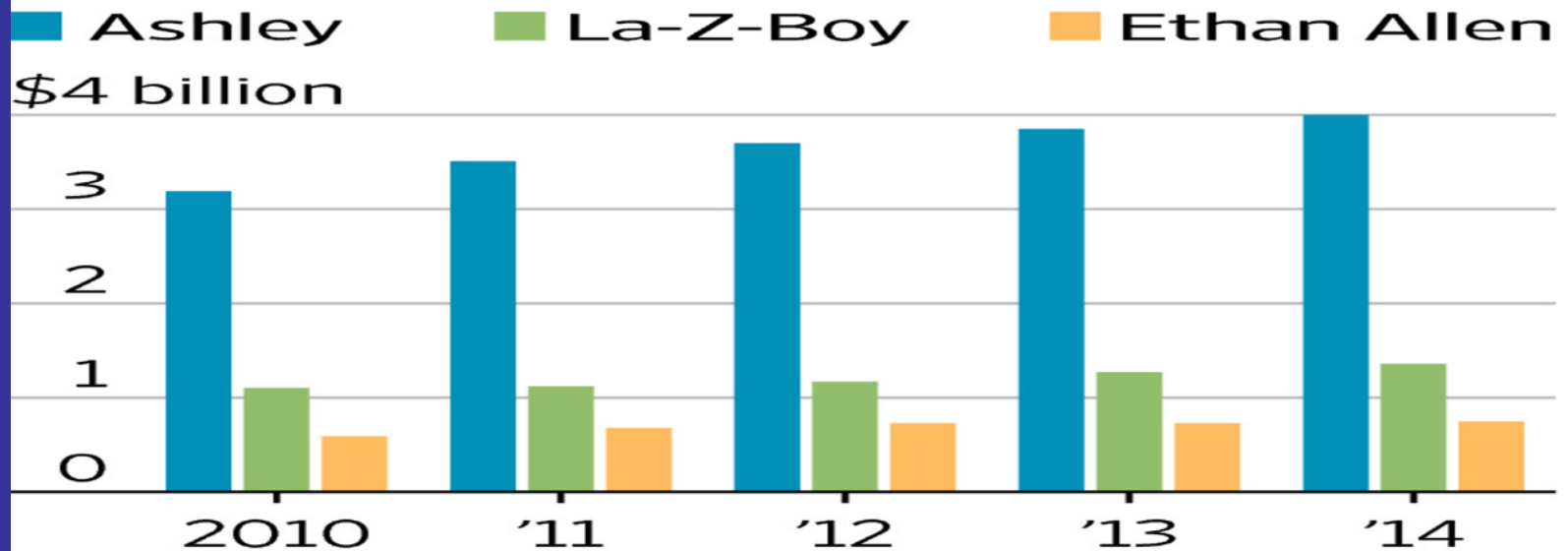
Source: Mann, Armistead & Epperson Ltd.

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Ashley Furniture – A American success story – they are using technology, savvy marketing, and a well thought out strategy to retake market share from imports. Segmenting the market to compete where they are competitive is key, but this requires an honest and soul searching SWOT ( strengths, weaknesses, opportunities, and threats) analysis. They did this and it is working!!!!

## Times Two

Sales at Ashley Furniture Industries are nearly twice as big as two U.S.-based rivals combined.



Note: Fiscal years ended in December for Ashley, April for La-Z-Boy and June for Ethan Allen

Source: the companies

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