

SUBSCRIPTION FORM

Check area and term for **each** area. Fill out company information on form below, and return **with your payment**. Thank you!

AREAS

1 year, 4 issues

Northern Michigan -----
Traverse Bay Area -----
Lansing -----
Kalamazoo/
Allegan-Barry -----
Grand Rapids -----
Lakeshore -----
Washtenaw/Livingston/Jackson -----

PRICING

1 area \$ 200
2 areas 300
3 areas 400
4 areas 500
5 areas 600
6 areas 700
7 areas 800

Company Name _____

Attention _____

Address _____

City _____

State, Zip _____

Phone _____

Signature _____

Signer agrees that the reports are for the use of the subscriber only and are not to be provided to any non-subscriber.

REQUIRED:

E-mail address _____

Builder Track Publications began providing data to customers in 1992. Many of our first customers are still with us.



Quarterly

Please call for information about our bi-weekly reports of construction starts.
Every House.
Every Builder.
Complete construction detail.

Reports Designed To
Keep You Informed And
On Top Of The Residential
Housing Market.

BUILDER TRACK PUBLICATIONS, INC.

PO Box 430

Ada, MI 49301

(616) 676-3567

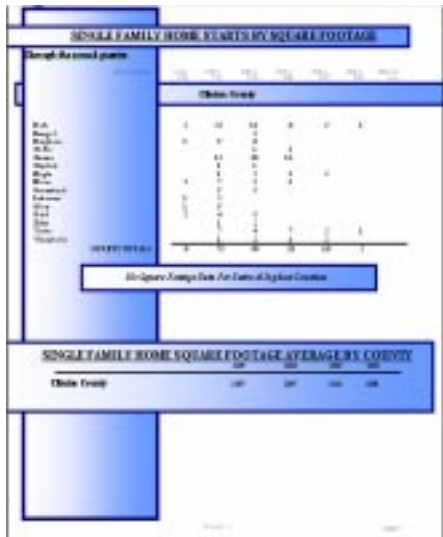
Fax: (616) 682-1395



What are Builder Track Quarterly Reports?

Published 4 times a year, our reports provide data in several key areas.

- We compare the current years activity to prior years both area wide and per township or city. Both graphically and by the numbers you get a good look at the state of residential building.
- The values of permits and the square footage of single family starts are compared and broken down by range.
- Builder comparisons are given. Total starts by builder, average square footage, average value, and comparisons to prior years are included during the year.
- Multi family starts are summarized.
- New builders are highlighted.



Ways to use Builder Track

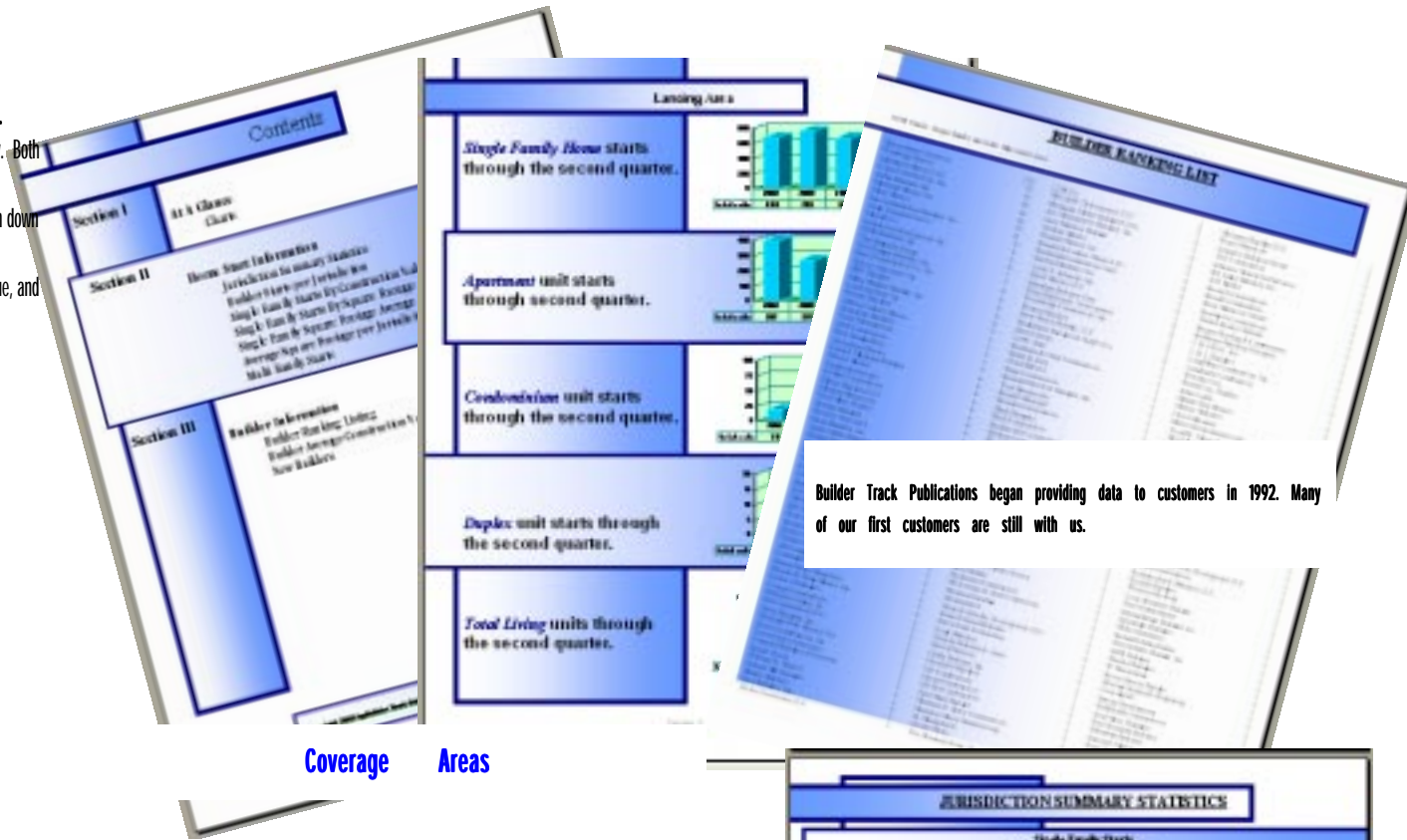
- Know the builders in your market.
- Know the hot spots where you work.
- Keep on top of market changes and trends.

Builders:

- Know your competition.
- Find new areas to grow in.
- Compare yourself to similar builders in your area or others.

Suppliers:

- Calculate your market share.
- Find new customers.
- Target your best market.



Coverage Areas

SUBSCRIBE TO THE AREAS THAT MATCH YOUR MARKET

Mostly Single Family starts. Condo, duplex, apartments, large remodels and selected commercial permits ass to the total.

GRAND RAPIDS AREA: Covers Kent County except for Spencer Township.

KALAMAZOO/ALLEGAN-BARRY AREA: Kalamazoo County plus Battle Creek area. Most of Allegan and Barry.

LAKESHORE AREA: Ottawa, most of Muskegon, and Oceana Counties.

LANSING AREA: Lansing and surrounding areas in Ingham County, almost all of Clinton, Ionia, and Eaton Counties.

NORTHERN MICHIGAN AREA: Emmet, Charlevoix, Antrim, Cheboygan and Otsego Counties.

TRAVERSE BAY AREA: Covers Leelanau, Grand Traverse, Kalkaska, Benzie, and Wexford.

WASHTENAW/LIVINGSTON/JACKSON AREA: All of Washtenaw and Livingston Counties and the eastern 2/3rds of Jackson County.

Builder Track Publications began providing data to customers in 1992. Many of our first customers are still with us.

How Builder Track Quarterly Reports Are Sent

The Quarterly Reports are sent by e-mail only. The Builder Track Reports are published quarterly, 4 times per year. Builder Track reserves the right to determine exact coverage areas for each report.