



MarketGraphics Research Group, Inc.® is a recognized leader in the new home market research industry. It is one of the largest privately-owned research companies of its kind in the United States. Founded by Edsel Charles, the company has been family-owned since its inception. MarketGraphics provides comprehensive new home and residential development research and forecasting data and services to a diverse client base.

As it has from day one, MarketGraphics offers a highly personalized service aimed at providing a structure to the strategic planning efforts of its clients. Utilizing its market data, the MarketGraphics team helps its clients understand how their strengths can have the most success in the housing and development market. The MarketGraphics group has extensive knowledge of the building, development, remodeling, lending, appraisal, and consulting aspects of the new home industry.

MarketGraphics' data and research provide current data, presentations, and invaluable insight for national, regional, and local builders; developers; banks; retailers; investors; suppliers; dealers and distributors; healthcare institutions; planners; utility companies; Realtors; appraisers; and city and national government offices. MarketGraphics has also provided new home market research for Federal Reserve offices and the Congressional Budget Office in Washington, D.C., the National Association of Home Builders; numerous state and local Home Builders Associations; building materials / manufacturing / supplier organizations; Realtor associations; city governments; bankers' associations; national, regional, and local builders; and investor groups.

MarketGraphics has seen steady growth, starting from the Nashville, Tennessee market in 1988. Currently it is active in 22 markets spreading across 18 states and is currently in the start-up phase of the Atlanta, GA market. Three times a year a field audit occurs in each market that currently includes over 15,525 subdivisions, 290,736 developed lots and 1,048,962 undeveloped lots.

MarketGraphics' corporate office is located in Franklin, Tennessee.

MarketGraphics Philosophy has always been about helping clients understand and navigate the housing market with the best information in effort to avoid the most risk with a "teacher's mindset."

To achieve that:

- As market shifts occur, the focus of conversations and services shifts.
- Reports are continually adapted to changing conditions in the housing market so clients can understand the most important issues.
- Whatever shifts occur, MarketGraphics helps its clients to understand the fundamental market indicators that consistently illustrate an improving or declining housing market.
- Conversations and current situations are preferred over canned presentations while helping clients minimize their risks and make the most of opportunities.
- Maintaining long-term relationships with ongoing clients has always been the priority over charging more for each report or consultation.

Edsel Charles is the founder and chairman of the board of directors for MarketGraphics Research Group, Inc.[®], based in Franklin, Tennessee. Mr. Charles is a proud retired member of the United States Marine Corps. After eight years of duty, he was honorably discharged as an E-6 Staff Sergeant. His housing experience started early in his career while working as a concrete mason, then as a homebuilder and land developer. After starting his first home building company in Wisconsin, his efforts eventually led him to Ohio, Florida, and then to Tennessee where he ultimately played a key role in the development of numerous new home communities.

His background is foundational to his passion for this business. Years of experience and lessons learned have given Mr. Charles a comprehensive understanding of the industry that allows him to advise the diverse MarketGraphics clientele, which includes national, regional, and local builders; developers; banks; retailers; investors; suppliers; dealers and distributors; healthcare institutions; planners; utility companies; Realtors; appraisers; and city and national government offices.

Mr. Charles also has a seasoned background in real estate, holding his State of Tennessee Real Estate Brokers' license since 1982. He is a member of the Williamson County Association of Realtors, with a Realtor designation, and is a member of the Graduate Realtor Institute.

Mr. Charles and MarketGraphics have been invited to bring their research and abilities to the table locally and nationally, participating in a review of the zoning and planning guidelines for Davidson County, Tennessee; preparing a comprehensive analysis of Maury County, Tennessee for the county's mayors; builder and developer site-specific feasibility and marketing studies; as well as furnishing data to numerous Federal Reserve offices and the Congressional Budget Office in Washington, D.C.

Mr. Charles has held leadership positions in national and local homebuilders' organizations throughout his career, including a longstanding post as a national life director since 1987 of the National Association of Home Builders (NAHB) board of directors. He is a past president of the Home Builders Association of Middle Tennessee, a former member of the NAHB's Member Institute of Residential Marketing (MIRM), and trustee of the National Sales and Marketing Council (NSMC).

His reputation and expertise have led to numerous awards and honors, including the National Marketing Gold Award for best Parade or Showcase of Homes, multiple national marketing and top model homes awards from Professional Builder Magazine, Home Builders Association of Middle Tennessee Builder of the Year award, and other top development awards.

Mr. Charles has been asked to speak for various homebuilders associations across the country, frequently co-presenting with economists from the Federal Reserve Bank. He has been asked to present at several national meetings of the National Association of Home Builders, as well as many national builder conferences, state and local homebuilders associations, Realtor groups, building material/manufacturing/supplier organizations, banking groups, Realtor associations, city governments across the country, bankers' associations, and investor groups. His reputation and experience have made him an expert witness for real estate cases across the nation.

