

A Special Five-Part Report

**CRITICAL
SELLING
SEASON:
SPRING 2007**

INSIDE: FOLLOW THE CLICKS TO LINK UP TO SMARTER SELLING
MERCEDES TRADES UP TO MORE WORK AMONG FEWER SUBS

Big Builder

hanley wood

MAY 8, 2007

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OUR
2007
PUBLIC
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REPORT
CARD

Peer Pressure

The correction highlights public companies strengths and weaknesses as they switch from growth mode to balance sheet discipline.

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Cathy Smith, CFO,
Centex Corp.



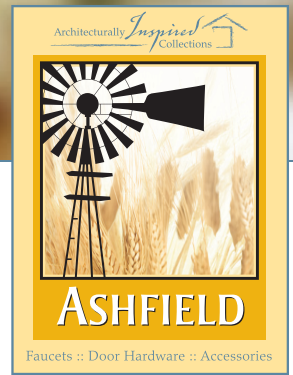
- ▶ Now, to recapture Fort Myers
- ▶ Belsky on sub-prime damage control
- ▶ Ara Hovnanian rides the storm



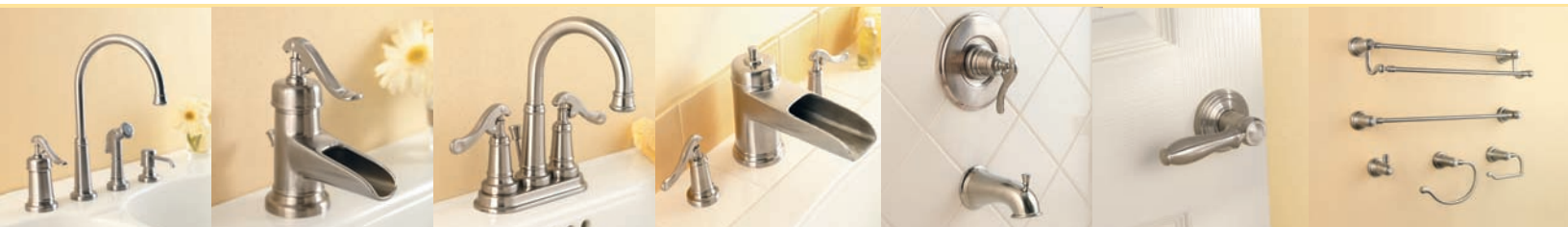
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