



Eric Allen

Regional Director – Utah / Idaho
eallen@zondahome.com
www.zondahome.com
(801) 556-5901

Morning Keynote Speaker

St. George Area Housing Outlook and Forecast

Where is the local housing market headed in 2022? How well has the market performed in 2021? Plan to attend the morning keynote session where you will learn important details to move your business forward. Come hear the latest on the local St. George economy and dive deep into the housing market with details regarding new home production, housing & lot inventory, and prices. A brief discussion of the national economy and housing market will be given and how it may affect the St. George market.

Eric Allen grew up in Park City, Utah where he was introduced to the housing market working for a rock mason. After college, Eric worked for American Express as a credit analyst, and later became a credit officer for American Express Financial Advisors. Eric began his real estate career in 1998 working for an appraisal firm, researching, and writing market studies

Eric Allen is the Regional Director for the Utah and Idaho markets and is responsible for research, consulting and managing client relationships. Eric led the expansion of Metrostudy's operations into the Greater Salt Lake market in 2001, later opening the St. George & Mesquite market area in 2005, and the Boise, Idaho market in 2006. Eric spends the majority of his time consulting with builders, developers, lenders, and others associated with the new home market, and possesses a vast knowledge of local real estate and home building community. Eric is quoted in news articles focused on the housing market conditions and is often a guest speaker at industry events. Eric currently sits on the Board of Directors for the Salt Lake and Northern Wasatch Home Builders Associations and was the Associate Vice President for the Northern Wasatch HBA in 2007 and 2008.

Zonda is the nation's largest real estate consulting company tracking activity on new home subdivisions from start to finish in all major markets across the US. Recently, Metrostudy, Hanley Wood and Meyers Research combined forces and has now rebranded and will be known as Zonda moving forward.