U.S. Net New Jobs

Employee Quits

You need to think about employee retention.

Auto Sales

Solid progress.

U.S. Home Prices

federal Housing Price Index

+6.9% last 4 quarters

Expect a little less in 2015
Business Cash Holdings

Still plenty of cash on hand.

Oil Prices
Latest data point is Dec. 12

As I predicted in my May 2013 Forbes.com article!

Commercial & Industrial Loans
by banks

Banks seeing more credit-worthy applicants.

Real Estate Investment Trusts
all-equity price index

Good upward trend, but spooked last month by future Fed tightening.
Oregon Population Growth

- 0.0 to 1.5%
- 2011: 0.8
- 2012: 1.0
- 2013: 1.2
- 2014: 1.5

Washington Population Growth

- 0.0 to 1.5%
- 2011: 0.8
- 2012: 1.0
- 2013: 1.2
- 2014: 1.5

Oregon Home Prices

- 300 to 450
- +8%
- More gains coming

Wash. Home Prices

- 360 to 440
- +8%
- Further gains next year
### Consulting

**Sounding Board:** Want someone smart and knowledgeable, but not an employee, to talk to about your business? Dr. Conerly will spend a half day learning about your business, then be available for unlimited telephone consultation, for a reasonable monthly retainer. Call him to discuss your interest.

**How Are You Doing?** Let Dr. Conerly work with you throughout 2015 to assess whether your plans are working, or whether you need a pivot in direction.

### Free Resources

**Forbes.com:** Dr. Conerly's current insights into the economy—and what business leaders should have on their to-do lists—appears on Forbes.com.

**Data:** Links to many data sources are at www.ConerlyConsulting.com/links.php

### Speeches

**Speeches:** Dr. Bill Conerly is now a Certified Speaking Professional, the highest earned designation of the National Speakers Association. He's got great content and great delivery—lots of humor and stories and actionable insights.

**Workshops:** Dr. Conerly can help your team explore business strategy in an uncertain economy. He combines a little teaching and a lot of group interaction to help people draw their own conclusions. The result: business plans that are resilient.

### Businomics: From the Headlines to Your Bottom Line—How to Profit in Any Economic Cycle

Business leaders know that the economy affects their sales, costs and profits. But they often fail to translate economic news into action steps that will protect and grow their profits. The solution is *Businomics™*, which connects the dots between the economic news and business decisions. Available at www.Businomics.com or Amazon or Powell's.

---

**Bill Conerly** gives speeches to management teams, trade associations, and customer groups. For fees and availability, call 503-785-3485.