

Lunchtime Data Talk

A Tale of Two Markets: Single-Family versus Multifamily Construction

Speaker Biographies



Paul Emrath is vice president for survey and housing policy research at the National Association of Home Builders (NAHB). Emrath's responsibilities include overseeing NAHB's economic surveys, such as the survey used to generate the widely cited Housing Market Index; conducting statistical and economic research on many housing policy topics; estimating the economic impact of home building; and supervising the work of other NAHB economists. Since joining NAHB, Emrath has developed many of the methods NAHB uses to analyze government programs and housing market data, and published more than 100 articles in various NAHB publications. Before joining NAHB, Emrath taught economic theory and statistics at the University of Wisconsin-Oshkosh. He has a PhD in economics from the University of Wisconsin-Milwaukee.



Laurie Goodman is codirector of the Housing Finance Policy Center at the Urban Institute. The center is dedicated to providing policymakers with data-driven analysis of housing finance policy issues that they can depend on for relevance, accuracy, and independence. Before joining Urban, Goodman spent 30 years as an analyst and research department manager at several Wall Street firms. From 2008 to 2013, she was a senior managing director at Amherst Securities Group LP, where her strategy effort became known for its analysis of housing policy issues. From 1993 to 2008, Goodman was head of global fixed income research and manager of US securitized products research at UBS and predecessor firms, which were ranked number one by *Institutional Investor* for 11 straight years. Before that, she was a senior fixed income analyst, a mortgage portfolio manager, and a senior economist at the Federal Reserve Bank of New York. Goodman was inducted into the Fixed Income Analysts Hall of Fame in 2009. Goodman is on the board of directors of MFA Financial, is an adviser to Amherst Capital Management, and is a member of the Bipartisan Policy Center's Housing Commission, the Federal Reserve Bank of New York's Financial Advisory Roundtable, and the New York State Mortgage Relief Incentive Fund Advisory Committee. She has published more than 200 journal articles and has coauthored and coedited five books. Goodman has a BA in mathematics from the University of Pennsylvania and an MA and PhD in economics from Stanford University.



Greg Willett is chief economist of RealPage Inc., facilitating the alignment of the firm's technology and analytics solutions with rental housing needs and opportunities that evolve alongside shifting economic conditions, demographics, and market performance levels. Willett also heads the research and analysis team at MPF Research, the market intelligence division of RealPage. He is well versed on rental housing market fundamentals and activity nationally, by metro, and in individual neighborhoods. Willett is active in industry organizations, such as the National Multifamily Housing Council, the Urban Land Institute, and the National Apartment Association. He provides commentary for national and local business media as well as news and information sources focused on the real estate and rental housing markets. Willett began his tenure in the multifamily industry as a data analyst and was later a research consultant specializing in feasibility evaluations of new apartment community development and existing property acquisition. He holds a bachelor's degree from Western Kentucky University and a master's degree from Southern Methodist University.



Jamie Woodwell is vice president in the research and economics group at the Mortgage Bankers Association (MBA), where he oversees research on the commercial and multifamily real estate markets. Woodwell's work covers the macroeconomy, commercial and multifamily property markets, commercial and multifamily real estate finance, servicing, and mortgage banking benchmarking. He also leads special MBA projects, including its Council to Shape Change and the Council on Ensuring Mortgage Liquidity. Woodwell joined MBA from Fannie Mae's multifamily group. He has also been senior director of business development at Capital Thinking in New York, research director at the WMF Group in Virginia, and research manager at the National League of Cities in Washington, DC. Woodwell is an expert on the commercial real estate finance markets, and he and his work are regularly cited in the media, on Capitol Hill, and in regulatory settings. He is a frequent contributor to *Mortgage Banking* and other periodicals, and is a regular speaker at industry events. Woodwell received his bachelor's degree in economics and American studies from Brown University, and he earned his master's degree in urban and regional planning from the University of Pittsburgh Graduate School of Public and International Affairs. He is a member of the Urban Land Institute, American Real Estate and Urban Economics Association, and the Housing Statistics Users Group.