



--- Arbor Greene Market Update ---
Doug, Annette & Dale Bohannon
 (813) 979-4963

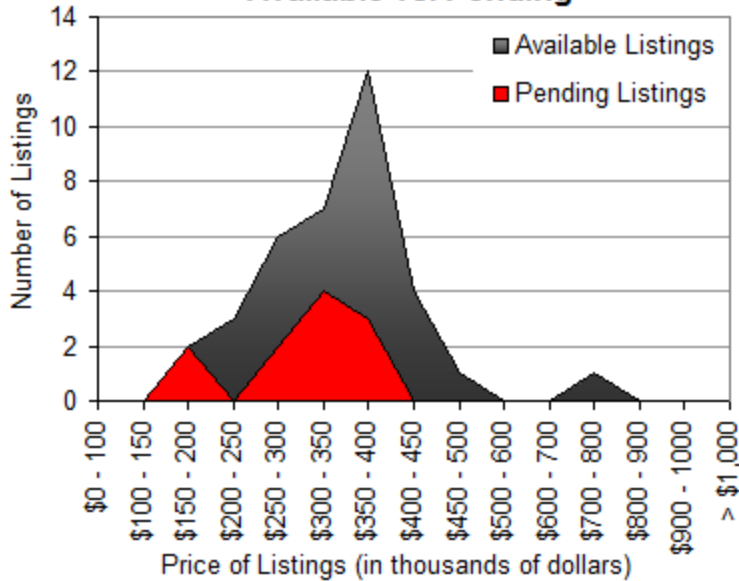
Market Summary Table
 Single-Family Residential Listings

Price Range		Active Listings			Pending Listings		Exp.*	Sold Listings - Last 6 Months *						
From	To	Number Active	Average Days on Market	Average List Price	Number Pending	Pending Ratio	Number Expired	Number Sold	Average Days on Market	Average Orig List Price	Average Final List Price	Average Sold Price	List to Sales Ratio	Absorption Rate (mo.)
\$0	\$99,999	0	-	-	0	-	0	0	-	-	-	-	-	-
\$100,000	\$149,999	0	-	-	0	-	0	0	-	-	-	-	-	-
\$150,000	\$199,999	0	-	-	2	-	7	0	-	-	-	-	-	-
\$200,000	\$249,999	3	142	\$ 218,297	0	-	8	10	137	\$ 262,570	\$ 240,670	\$ 228,250	94.8%	1.8
\$250,000	\$299,999	4	187	\$ 271,238	2	33.3%	28	6	172	\$ 325,371	\$ 284,879	\$ 267,000	93.7%	4.0
\$300,000	\$349,999	3	109	\$ 330,967	4	57.1%	27	12	92	\$ 365,181	\$ 343,217	\$ 324,454	94.5%	1.5
\$350,000	\$399,999	9	106	\$ 374,189	3	25.0%	24	9	24	\$ 390,300	\$ 390,300	\$ 368,111	94.3%	6.0
\$400,000	\$449,999	4	70	\$ 433,475	0	-	24	3	83	\$ 456,300	\$ 438,267	\$ 416,333	95.0%	8.0
\$450,000	\$499,999	1	258	\$ 450,000	0	-	17	0	-	-	-	-	-	-
\$500,000	\$599,999	0	-	-	0	-	27	1	64	\$ 588,000	\$ 572,000	\$ 520,000	90.9%	0.0
\$600,000	\$699,999	0	-	-	0	-	2	0	-	-	-	-	-	-
\$700,000	\$799,999	1	104	\$ 700,000	0	-	2	0	-	-	-	-	-	-
\$800,000	\$899,999	0	-	-	0	-	0	0	-	-	-	-	-	-
\$900,000	\$999,999	0	-	-	0	-	0	0	-	-	-	-	-	-
\$1,000,000	+	0	-	-	0	-	0	0	-	-	-	-	-	-
Market Summary -->		25	124	\$ 359,374	11	30.6%	166	41	98	\$ 351,944	\$ 332,538	\$ 313,657	94.3%	3.7

* Dates are from March 22, 2009 to September 21, 2009
 MLS search areas: {Arbor Greene}

Market Dashboard

Available vs. Pending

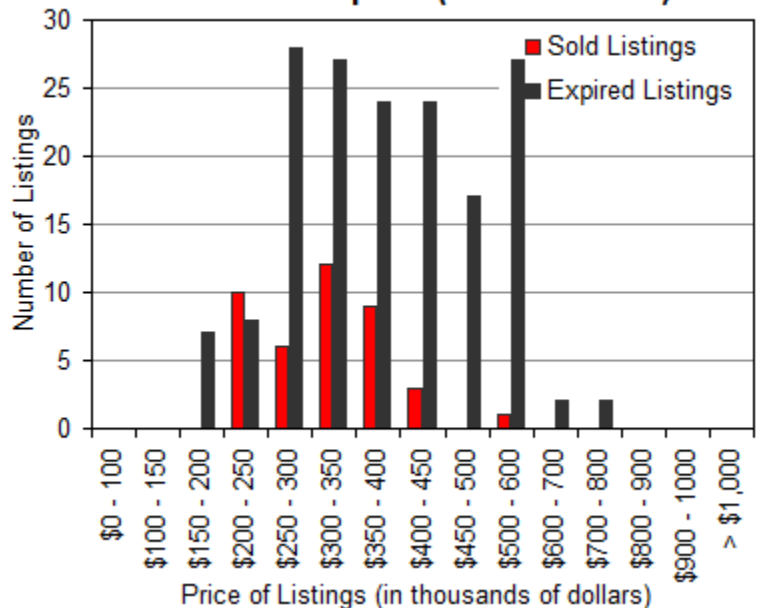


As of this week, there are currently 11 sales pending in Arbor Greene, leaving 25 active listings. Additionally, the average list price, or asking price, for all homes in this market is \$359,374.

Homes in the \$350K - \$400K price range have the largest active inventory of 9 listings. Taking a closer look, we notice that the \$300K - \$350K price range has the largest number of contracts that are currently pending.

The pending ratio for Arbor Greene this week is 30.6 percent.

Sold vs. Expired (Last 6 Months)



A total of 41 Arbor Greene homes have sold in the last 6 months since March 22, 2009. Additionally, 166 listings have expired in that same time frame.

Breaking it down, we see that 12 homes have sold in the \$300K - \$350K price range, followed by 10 homes in the \$200K - \$250K price range. The average sold price for homes in the last 6 months is \$313,657.

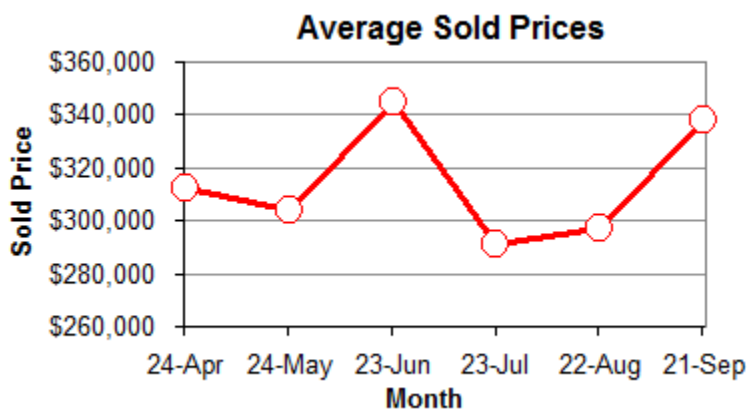
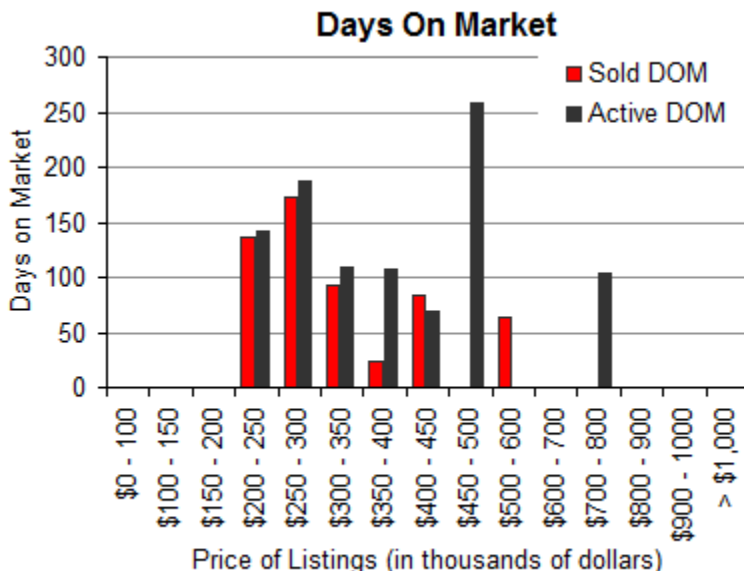
The \$250K - \$300K price range has the largest number expired at 28 listings.

Market Dashboard

Currently active listings in Arbor Greene have been on the market for an average of 124 days. Please note that this does not account for some listings which have had a previous listing period, but were re-entered as a new listing.

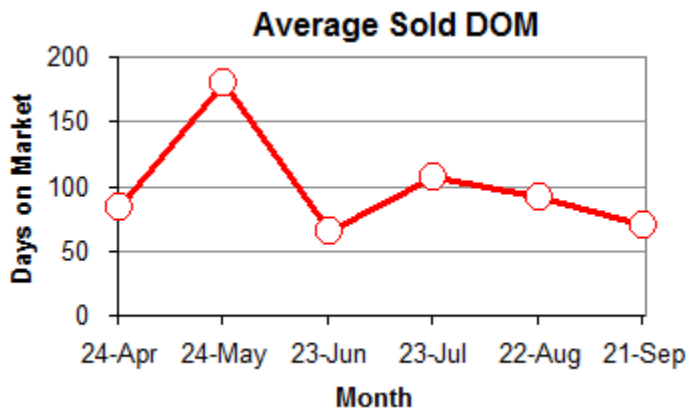
Taking a closer look, we see that active listings in the \$450K - \$500K price range have the longest days on market at 258 days.

Analysis of sold homes for the last 6 months reveals an average days on market (DOM) of 98 days. The chart indicates that homes in the \$250K - \$300K price range have typically taken longest to sell with an average DOM of 172 days.



The average sold price in Arbor Greene for the last 30 days is \$338,075. This is a 13.8% increase from the previous 30 day period.

There was an average of 70 days on market for homes that sold in Arbor Greene in the last 30 days. This is a 23.8% decrease from the previous 30 day period.



Glossary & Definitions

1. ACTIVE LISTINGS

- a. **Number Active:** The number of listings which are currently being marketed but do not yet have a purchase agreement.
- b. **Average Days on Market (DOM):** The average marketing period of currently active listings. This does not account for some listings which have had a previous listing period, but were re-entered as a new listing.
- c. **Average List Price:** The average price that a seller is currently asking. Otherwise known as the asking price of a home.

2. PENDING LISTINGS

- a. **Number Pending:** The number of current listings for which a contract has been signed but has not yet closed.
- b. **Pending Ratio:** Sometimes called a "list to pending ratio". This is a measure of how fast homes are going under contract vs. how fast they are being listed.

$$\text{Pending Ratio} = \frac{P \text{ (Number of Pending Listings)}}{A+P \text{ (Number of Active + Pending)}}$$

(P) represents homes that buyers have chosen

(A+P) represents the entire pool from which they have chosen

3. EXPIRED LISTINGS

- a. **Number Expired:** The number of listing agreements that have expired in the last 6 months.

4. SOLD LISTINGS

- a. **Number Sold:** The number of homes that have gone to a closing in the last 6 months.
- b. **Average Days on Market (DOM):** The average amount of time it has taken homes to sell in the last six (6) months.
- c. **Average Original List Price:** The average price at which a sold home was originally marketed.
- d. **Average List Price:** The average price at which a sold home was marketed just prior to selling.
- e. **Average Sold Price:** The average price for which a home sold.
- f. **List to Sales Ratio:** The percentage of the list price that the buyer ultimately paid for the home.

$$\text{List to Sales Ratio} = \frac{\text{Average Sold Price}}{\text{Average List Price}}$$

- g. **Absorption Rate:** An estimate of how fast listings are currently selling, measured in months. This calculation helps determine whether an area is trending towards a buyers or sellers market.

$$\text{Absorption Rate} = \frac{\text{Number of Active Listings}}{\text{Avg Number of Sales per Month (Over 6 mos. Period)}}$$