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Our Marketing Brief....

HAPPY NEW YEAR! Deborah and I hope you all have had a good 2010 and bucked all the negative external forces which have reeked havoc on our lives and pocket books. One certainly has had to roll up their sleeves and work extra hard.

Let us take a look at what we have to contend with for 2011: More bank and short sale property sales, but encouraging signs that the real estate market has bottomed out as the medium price of homes seems to be flat over a number of months.

The banks need to get their inventory of REOs sold and move on. They also need to loosen up and cooperate with short sales! And get these properties off their books. Both Freddie-Mac and FannieMae need to stop chiseling and get these transactions done. They already have lost big by their adverse lending practices and incompetence.

Deborah and I had a recent experience with FreddieMac who was the first lien holder and wouldn't move off allowing more than \$3000 to the 2nd lien holder and thus ended up losing between twenty and thirty thousand dollars as a result.

Let us help you solve your real estate problem for 2011. We represent both sellers and buyer. We do short sales. Keep us in mind for your relatives and friends. Don & Deb

About Don & Deborah

Don Richier, Broker
B.S. Business Administration

Deborah Richier, Broker
B.S. Business Marketing

Award-Winning Agents
Experience that counts...
Over 40 combined years!

✎ Outstanding Lifetime Masters Club
✎ Certified Residential Specialist (CRS)
✎ Top Producers
✎ Formerly with Re/Max 15 years

MLS STATISTICS for December 2010
Data for Sacramento County and the City of West Sacramento

SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	% of Total Sales	Last Month	Change	% of Total Sales	Last Year	% of Total Sales	Change
New Listings Published	2,065		2,091	-1.2%		1,741		18.6%
Active Listing Inventory †	5,156		5,225	-1.3%		5,425		25.8%
Active Short Sale Contingent *	1,669		1,704	-2.1%		n/a		
Number of New Escrows	1,154		1,278	-9.7%		1,228		-6.0%
Number of REO Sales	655	43.6%	551	18.9%	42.3%	671	40.7%	-2.4%
Number of Short Sales	340	22.6%	294	15.6%	22.6%	403	24.5%	-15.6%
Conventional Sales	509	33.8%	457	11.4%	35.1%	574	34.8%	-11.3%
Total Number of Closed Escrows	1,504	100.0%	1,302	15.5%	100.0%	1,648	100.0%	-8.7%
Months Inventory	3.4 Months		4 Months	-15.0%		3.3 Months		3.0%
Dollar Value of Closed Escrows	\$303,584,341		\$267,678,888	13.4%		\$351,202,489		-13.6%
Median	\$179,000		\$180,000	-0.6%		\$187,500		-4.5%
Mean	\$201,851		\$205,591	-1.8%		\$214,017		-5.7%
Mode	\$200,000 - \$249,999		\$200,000 - \$249,999			\$200,000 - \$249,999		

Year-to-Date Statistics	01/01/10 to 12/31/10 SAR monthly data, compiled	01/01/10 to 12/31/10 MetroList YTD data	1/1/2009 12/31/2009	Change
Number of Closed Escrows	17,427	18,154	19,991	-12.8%
Dollar Value of Closed Escrows	\$3,624,606,375	\$3,754,758,701	\$4,018,154,980	-9.8%
Median	\$183,385	\$183,385	\$180,000	1.9%
Mean	\$207,988	\$206,828	\$200,998	3.5%

CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change	% of Total	Last Year	Change
New Listings Published	206		201	2.5%		143	44.1%
Active Listing Inventory †	548		547	1.1%		513	41.1%
Active Short Sale Contingent *	176		169			n/a	n/a
Number of New Escrows	100		99	1.0%		78	28.2%
Number of REO Sales	69	54.8%	65	6.2%	56.0%	52	32.7%
Number of Short Sales	29	23.0%	27	7.4%	23.3%	32	n/a
Conventional Sales	28	22.2%	24	16.7%	20.7%	30	n/a
Total Closed Escrows	126	100.0%	116	8.6%	100.0%	114	10.5%
Dollar Value of Closed Escrows	\$13,133,913		\$11,172,717	17.6%		\$13,917,988	-5.6%
Median	\$80,000		\$85,250	-6.2%		\$100,001	-20.0%
Mean	\$104,237		\$96,317	8.2%		\$125,387	-16.9%
Mode	\$120,000 - \$139,999		\$50,000 - \$59,999			\$120,000 - \$139,999	

Year-to-Date Statistics	01/01/10 to 12/31/10 SAR monthly data, compiled	01/01/10 to 12/31/10 MetroList YTD Data	1/1/2009 12/31/2009	Change
Number of Closed Escrows	1,445	1,503	1,238	16.7%
Dollar Value of Closed Escrows	\$144,647,902	\$163,670,661	\$161,170,689	-10.3%
Median	\$87,500	\$87,500	\$99,444	-12.0%
Mean	\$100,102	\$108,896	\$130,186	-23.1%

† includes: Active, Active Release Clause, Active Short Sale, Active Court Approval and Active Court Contingent listings

*Active Short Sale Contingent listings have been displayed independently to more accurately show the original Total Listing Inventory figure

This representation is based in whole or in part on data supplied by MetroList. MetroList does not guarantee, nor is it in any way responsible for, its accuracy. Data maintained by MetroList does not reflect all real estate activity in the market. All information provided is deemed reliable, but it is not guaranteed and should be independently verified. For the most current statistical information, visit

www.sacrealtor.org/publicaffairs/statistics

Based on Multiple Listing Service data from MetroList, © 2010 SAR.
 Compiled monthly by Sacramento Association of REALTORS® www.sacrealtor.org (916) 437-1205

Median Price for Single-Family Detached Homes

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2006	\$367,900	\$373,000	\$374,500	\$365,000	\$379,000	\$380,000	\$374,000	\$371,000	\$363,000	\$360,000	\$357,000	\$355,000
2007	\$355,000	\$367,500	\$350,000	\$355,000	\$350,000	\$339,950	\$340,000	\$324,500	\$320,000	\$305,893	\$299,450	\$280,000
2008	\$255,000	\$255,900	\$254,896	\$236,888	\$230,250	\$220,000	\$216,500	\$218,000	\$194,950	\$195,100	\$184,944	\$180,000
2009	\$169,000	\$167,000	\$167,500	\$167,100	\$180,000	\$180,000	\$180,000	\$190,000	\$183,000	\$185,000	\$187,000	\$187,500
2010	\$170,000	\$179,900	\$182,000	\$185,000	\$190,000	\$194,000	\$185,000	\$186,000	\$180,000	\$179,500	\$180,000	\$179,000

2011 YTD

Listing Inventory for Detached Single Family Homes

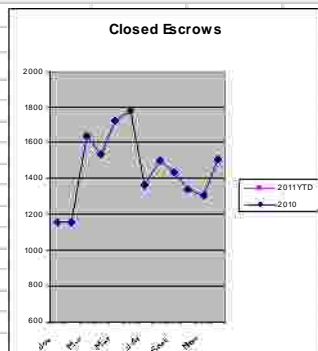
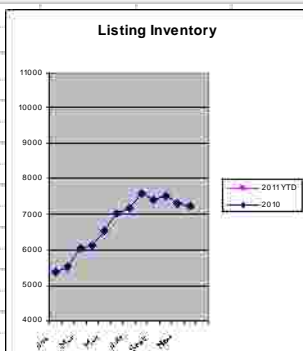
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2006	5174	4966	5899	5549	6507	6874	5832	6293	5829	5194	4663	4133
2007	4926	4672	5405	5313	5565	5494	5592	10,260	10,043	10088	9967	8965
2008	8963	8731	8861	8612	7902	8414	7880	7225	7124	7304	6643	6462
2009	5935	5692	6266	5377	5063	5339	5327	4987	5273	5392	5096	5425
2010	5379	5515	6027	6096	6525	7019	7155	7588	7400	7517	7316	7221

2011 YTD

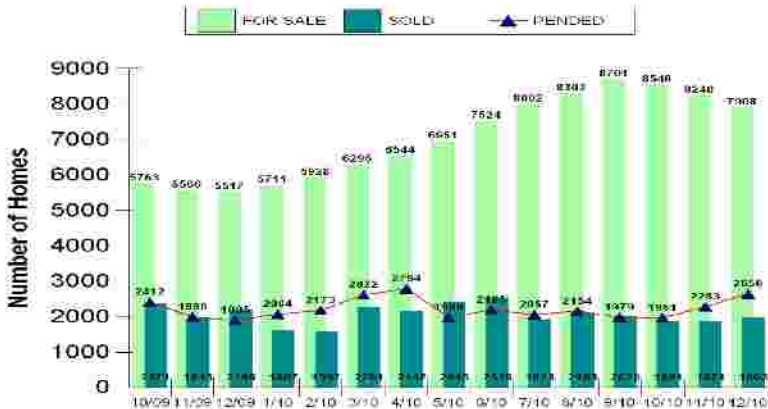
Closed Escrows for Single-Family Detached Homes

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2006	895	912	1388	1191	1311	1313	1094	1186	1106	1075	968	967
2007	823	778	1022	861	940	965	867	902	707	770	814	805
2008	739	870	1069	1450	1654	1883	1979	1871	2020	2103	1716	1932
2009	1542	1575	1725	1707	1733	1744	1848	1683	1631	1716	1439	1648
2010	1159	1156	1640	1536	1720	1777	1363	1496	1433	1341	1302	1504

2011 YTD



Sacramento Placer & El Dorado Counties





From Don & Deborah

FOR IMMEDIATE RELEASE: January 7, 2010
(RESIDENTIAL RESALE STATISTICS December 2010)

Year ends with less total sales, but positive trend in median sales price December posted increases month to month with sales volume increasing 15.5% from 1,302 to 1,504 units. Making up these sales were 655 REOs (43.6%), 340 short sales (22.6%) and 509 conventional sales (33.8%). These numbers have changes slightly month to month with REOs up by 3% and conventional sales down by 3.7%. The percentage of short sales remained unchanged month-to-month.

The median home sales price decreased .6% from \$180,000 to \$179,000. Compared with the same month last year (\$187,500), the number is down 4.5%. The current year-end median sales price, however, posted a positive trend for the first time since 2005. The year-end median sales price for 2010 was \$183,385, 1.9% above the \$180,000 year-end median sales price of 2009. The positive median sales price growth is countered by a decrease in year-end total sales. The 17,427 units sold in 2010 is 12.8% below the 19,991 units sold in 2009.

The \$200,000 - \$249,999 price range mode still accounts for a majority (17.8% or 267 units) of the 1,504 total sales this month, while homes under \$100,000 totaled 196 (13%) units. Conventional financing continued as the primary source of all home and condo sales (584, 35.9%) with cash (454, 27.9%) and FHA financing (468, 28.7%) making up the two other large categories. Conventional and FHA financing both increased; 6.8% and 2.1%, respectively. Cash financing on units decreased 5.1% from November to December. VA loans (43, 2.6%) and other financing (80, 4.9%) rounded out the remainder. The other category includes CalVet, contract of sale, creative, farm home loan and owner financing. The median amount of days spent on the market (from list date to opening escrow) was 47 – up 11.9% from the 42 median DOM of sales in November.

The Total Listing Inventory has recently been split up to more accurately display the current market. Active Listings numbered 5,156 properties and Active Short Sales Contingent showed 1,669. Active Short Sale Contingent properties are short sale properties on which initial offers have been made and are not entirely “active.” After breaking down Total Listing Inventory, we find that the Housing Market Supply figure is more accurately reflected. The Housing Market Supply figure for December was 3.4 Months – down 15% from the 4 Months Inventory of November. This figure represents the amount of time – in months – it would take to deplete the Active Listing Inventory (5,156) given the current number of closed escrows (1,669). According to MetroList® MLS data, the average home was 1,732 square feet. Of the 1,504 sales this month, 139 (9.2%) had 2 bedrooms or fewer, 799 (53.1%) had 3 bedrooms, 459 (30.5%) were 4 bedroom properties and 107 properties (7.1%) had 5+ bedrooms.

Condominium Resale Market

Sacramento condominium sales increased for the month to 126 units. This figure is up 8.6% from the 116 units sold in November and up 10.5% from the 114 units sold last year. REO property sales accounted for 54.8% of all units sold while short sales (23.0%) and conventional sales (22.2%) accounted for the remainder. REO condo sales and short sales decreased this month, 2.1% and 1.2% this month, while conventional sales increased 32%. Noteworthy of condominium sales, cash buyers accounted for 75 of the 126 (59.5%) units sold. The condominium median sales price is down month-to-month with a 6.2% decrease from \$85,250 to \$80,000. This current price is down 20% from the \$100,001 median sales price of December 2009. The total listing inventory increased (1.1%) month-to-month from 716 listings to 724 listings. Of these 724 listings, 176 (24.3%) were listed as Active Short Sale Contingent, leaving the actual Active Listing Inventory at 548 units.