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7100 Murdock Way
Carmichael, CA 95608
Email: drichier@cwnet.com
www.AdvantagePointRealty.com

Voice: 916-944-0445
Fax: 916-944-0541
Cell-Deb: 916-837-1220
Cell-Don: 916-837-1225

Our Marketing Brief....

It is hard to believe we are already into October and the November elections right around the corner. September closed sales were about on the same par with the previous month of August.

I do three to four open houses each week in bank properties. There appears to be fewer people visiting open houses now. October closed sales will probably drop. We are curious to find out if the election will affect real estate sales as far as who wins. At any rate, usually in a so called normal market one can expect sales to drop off during the fall and winter months.

The drop in inventory might indicate that normal home sellers are taking their properties off the market for the season and awaiting spring time. No telling what the banks will do with their inventory. There may or may not be a moratorium on bank sales. Some of the larger banks such as Bank of America indicated so. But B of A reversed their position. It is understood there were some errors in some foreclosure proceedings. A bank manager from the loss mitigation department of one of the banks we have been dealing with stated; there probably will be another two years of short and foreclosure sales. Give us a call for service!—Don and Deborah

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 September 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	2,261		2,543	-11.1%		1,794		26.0%
Active Listing Inventory †	5,139		5,045	1.9%		5,273		30.4%
Active Short Sale Contingent **	1,738		2,021	-14.1%		n/a		
Number of New Escrows	1,235		1,369	-9.8%		1,679		-26.4%
Number of REO Sales	547	38.2%	541	1.1%	36.2%	741	45.4%	-26.2%
Number of Short Sales	362	25.3%	398	-9.0%	26.6%	314	19.3%	15.3%
Conventional Sales	524	36.6%	557	-5.9%	37.2%	578	35.3%	-9.0%
Total Number of Closed Escrows	1,433	100.0%	1,496	-4.2%	100.0%	1,631	100.0%	-12.1%
Months Inventory	3.6 Months		3.4 Months	5.0%		3.2 Months		12.3%
Dollar Value of Closed Escrows	\$288,261,440		\$311,600,309	-7.5%		\$337,041,840		-14.7%
Median	\$180,000		\$180,000	-3.2%		\$183,000		-1.6%
Mean	\$201,441		\$206,712	-3.5%		\$207,199		-2.8%
Mode	\$200,000 - \$249,999		\$200,000 - \$249,999			\$200,000 - \$249,999		
Year-to-Date Statistics	01/01/10 to 09/30/10		01/01/10 to 09/30/10			1/1/2009		
	SAR monthly data, compiled		MetroList YTD data			9/30/2009		Change
Number of Closed Escrows	13,280		13,664			15,185		-12.5%
Dollar Value of Closed Escrows	\$2,777,947,439		\$2,878,310,948			\$3,000,338,877		-7.8%
Median	\$185,000		\$185,000			\$175,000		5.7%
Mean	\$209,183		\$207,610			\$197,981		5.7%

CONDOMINIUM RESALES

Monthly Statistics	Current Month	% of Total	Last Month	Change	% of Total	Last Year	Change
New Listings Published	219		244	-10.2%		189	15.9%
Active Listing Inventory †	529		520	-4.3%		532	33.6%
Active Short Sale Contingent **	182		223			n/a	n/a
Number of New Escrows	98		105	-6.7%		117	-16.2%
Number of REO Sales	64	50.0%	71	-9.9%	55.5%	63	1.6%
Number of Short Sales	28	21.9%	30	-6.7%	23.4%	14	n/a
Conventional Sales	36	28.1%	27	33.3%	21.1%	38	n/a
Total Closed Escrows	128	100.0%	128	0.0%	100.0%	115	11.3%
Dollar Value of Closed Escrows	\$13,448,853		\$13,303,616	1.1%		\$13,779,076	-2.4%
Median	\$79,950		\$87,700	-8.8%		\$90,000	-11.2%
Mean	\$105,068		\$103,035	1.1%		\$119,818	-12.3%
Mode	\$100,000 - \$119,999		\$100,000 - \$119,999			\$100,000 - \$119,999	
Year-to-Date Statistics	01/01/10 to 09/30/10		01/01/10 to 09/30/10			1/1/2009	
	SAR monthly data, compiled		MetroList YTD Data			9/30/2009	Change
Number of Closed Escrows	1,091		1,138			991	10.1%
Dollar Value of Closed Escrows	\$109,069,889		\$126,665,848			\$117,078,686	-7.6%
Median	\$85,000		\$89,000			\$99,444	-14.3%
Mean	\$99,972		\$111,502			\$119,050	-16.0%

† 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 represents a total of new listings for sale as reported by MetroList. MetroList is not responsible for its accuracy. Disseminated by MetroList does not reflect all real estate activity in the market. All information provided herein is for informational purposes only and should be independently verified. For licensed brokers and salespersons only.

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Based on Multiple Listing Service data from MetroList, © 2010 SAR.

Compiled monthly by Sacramento Association of REALTORS® www.sacramento.org (916) 487-0264

	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

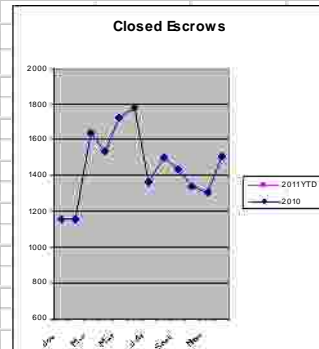
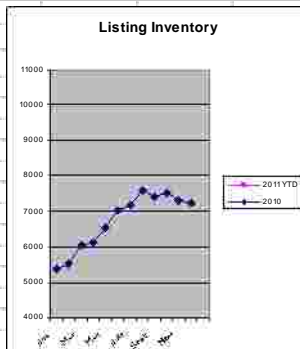
2011 YTD

	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



Market @ A Glance						
California	Reporting Period	Current Period	Last Period	Year Ago	Change from Last Period	Change from Year Ago
Existing Home Sales (SAAR)	August-10	447,530	439,680	526,110	1.8%	-14.9%
Median Home Price	August-10	\$318,660	\$314,850	\$293,400	1.2%	8.6%
Unsold Inventory Index (months)	August 10	6.1	5.8	4.6	5.2%	32.6%
Median Time on Market (days)	August-10	47.1	44.2	34.8	6.6%	35.3%
First-Time Buyer Housing Affordability Index	2010 Q2	64%	66%	67%	-2.0%	-3.0%
30-year fixed-rate mortgage (FRM)*	August-10	4.13%	4.56%	5.19%	0.13%	0.76%



From Don & Deborah

(RESIDENTIAL RESALE STATISTICS September 2010)

Median sales price sees slight dip, sales volume remains flat

September showed little signs of movement, keeping the Sacramento housing market relatively flat with sales volume decreasing 4.2% from 1,496 units to 1,433 units. Making up these sales were 547 REOs (38.2%), 362 short sales (25.3%) and 524 conventional sales (36.6%). These numbers have changes slightly month to month with REOs up 5.5% and short sales and conventional sales down 4.8% and 1.6%, respectively.

The median homes sales price rose decreased 3.2% from \$186,000 to \$180,000. Compared with the same month last year (\$183,000), the number is down 1.6%. The \$200,000 - \$249,999 price range mode still accounts for a majority (18.4% or 263 units) of the 1,433 total sales this month, while homes under \$100,000 totaled 205 (14.2%) units. Conventional financing continued as the primary source of all home and condo sales (520, 33.4%) with cash (443, 28.4%) and FHA financing (455, 29.2%) making up the two other large categories. VA loans (49, 3.1%) and other financing (91, 5.8%) 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 39 – up from the 35 median DOM of sales in August.

The Total Listing Inventory has recently been split up to more accurately display the current market. Active Listings numbered 5,139 properties and Active Short Sales Contingent showed 1,736. 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 September was 3.6 Months - up from 3.4 Months in August. This figure represents the amount of time – in months – it would take to deplete the Active Listing Inventory (5,139) given the current number of closed escrows (1,433). According to MetroList® MLS data, the average home was 1,706 square feet. Of the 1,433 sales this month, 139 (9.6%) had 2 bedrooms or fewer, 756 (52.7%, up 50% from last month [34.6%]) had 3 bedrooms, 416 (29%) were 4 bedroom properties and 122 properties (8.5%) had 5+ bedrooms.

Condominium Resale Market

Sacramento condominium sales remained unchanged at 128 units. This figure is up 11.3% from the 115 units sold last year. The median sales price changed little (up 1.1%) month to month from \$103,935 to \$105,068. Compared with the \$119,818 median price of the same month last year, this figure is down 12.3%. REO property sales accounted for 50% of all units sold while short sales (21.9%) and conventional sales (28.1%) made up the rest. Conventional condo sales rebounded this month by jumping up 33.3% while REO and short sales decreased 9.9% and 6.7%, respectively. The condominium median sales price is down month-to-month with an 8.8% decrease from \$87,700 to \$79,950. This current price is down 11.2% from the \$90,000 median sales price of September 2009. The total listing inventory decreased (4.3%) month-to-month from 743 listings to 711 listings. Of these 711 listings, 182 (25.5%) were listed as Active Short Sale Contingent, leaving the actual Active Listing Inventory at 529 units.