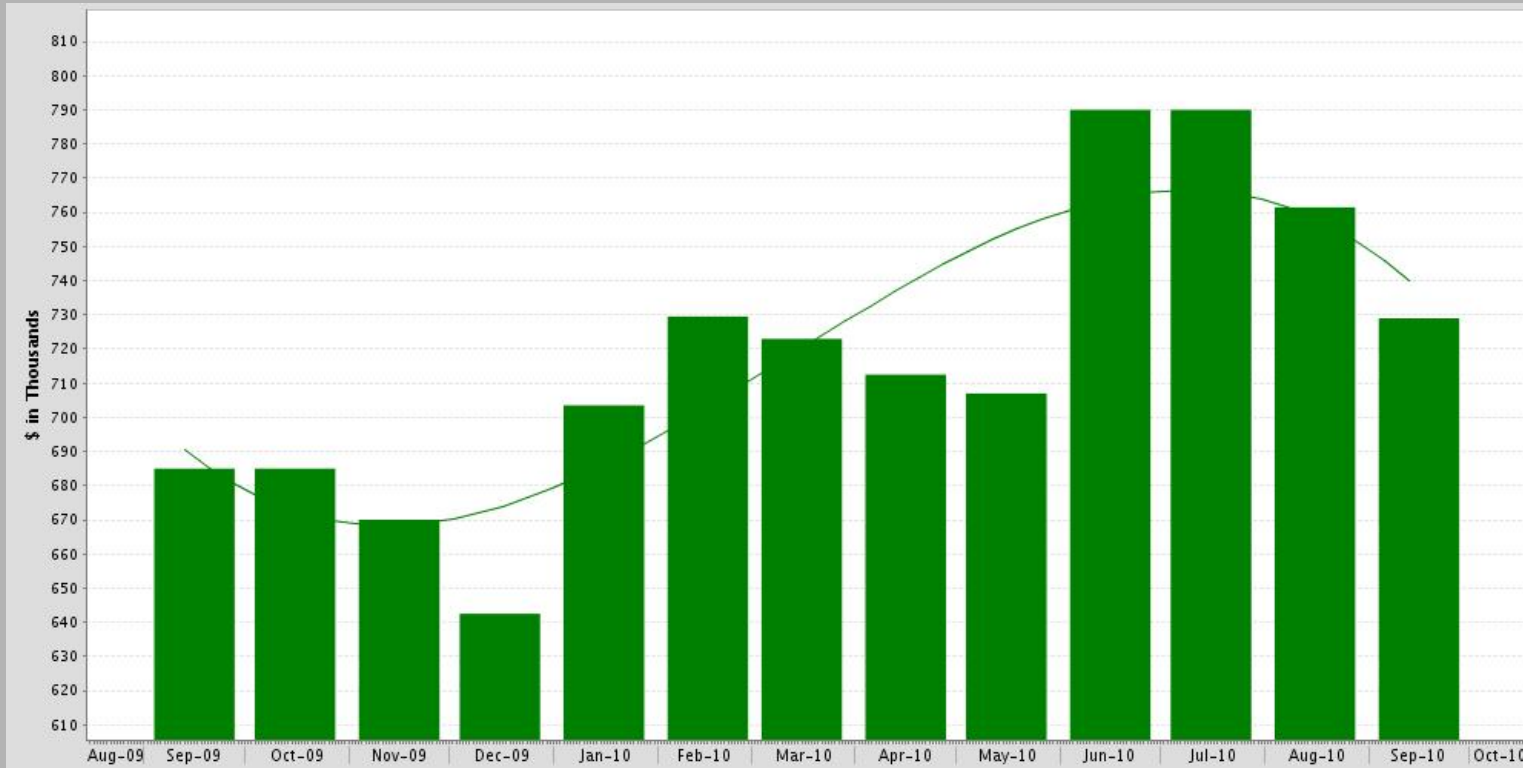


Median Sold Price by Month

Sep-09 vs. Sep-10: The median sold price is up 6%



Sep-09 vs. Sep-10

Sep-09	Sep-10	Change	%
685,000	729,000	44,000	+6%



MLS: MAXEBRD Period: 1 year (monthly) Price: All Construction Type: All Bedrooms: All Bathrooms: All Lot Size: All
 Property Types: Residential: (Detached Single) Sq Ft: All
 Cities: Pleasanton

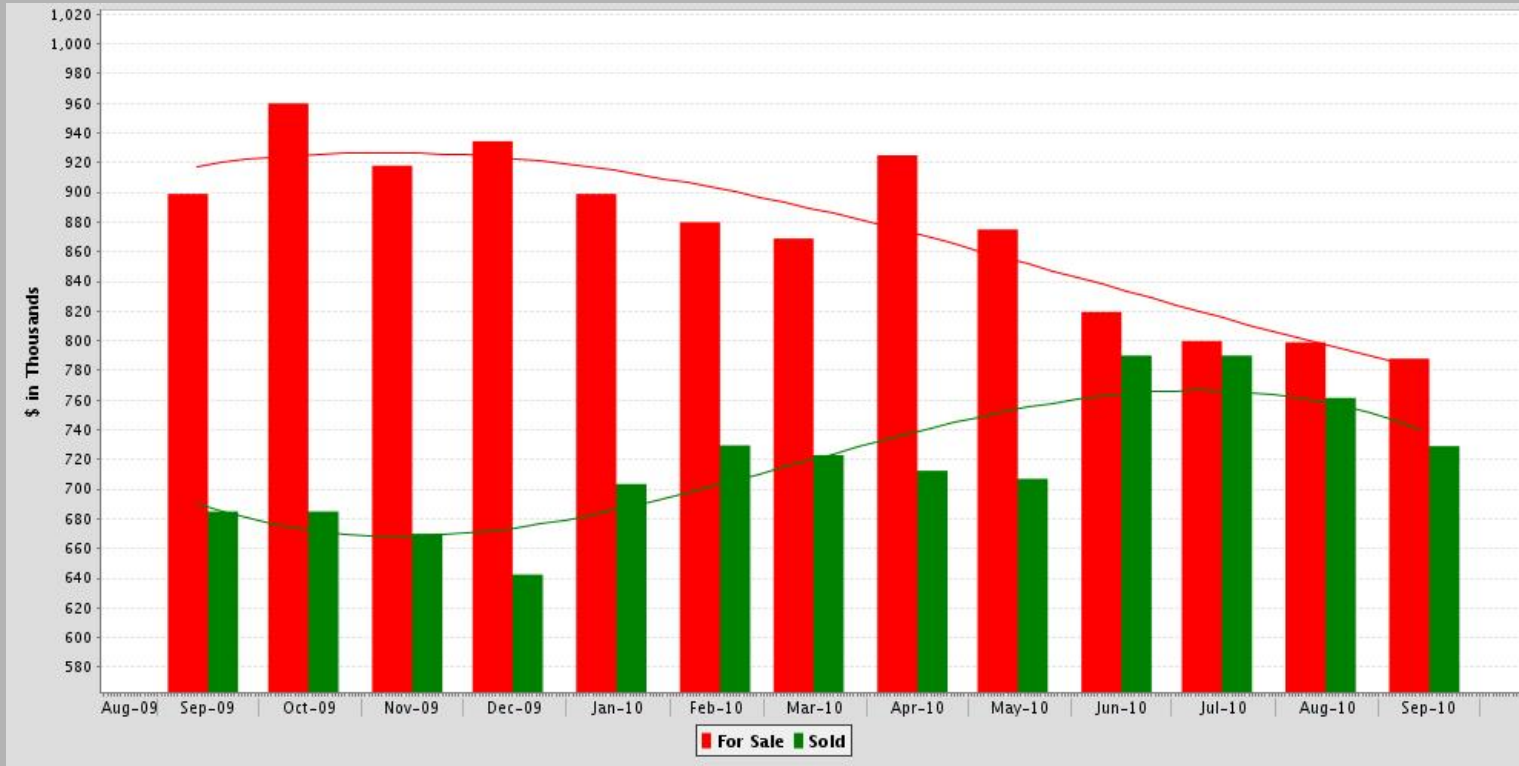
Median Sold Price by Month

Sep-09 vs. Sep-10: The median sold price is up 6%

Time Period	Median Price	# Units	Average DOM
Sep-10	729,000	43	39
Aug-10	761,500	46	28
Jul-10	790,000	49	22
Jun-10	790,000	84	34
May-10	707,000	69	21
Apr-10	712,500	52	31
Mar-10	723,000	41	41
Feb-10	729,500	31	46
Jan-10	703,500	36	37
Dec-09	642,500	46	45
Nov-09	670,000	43	42
Oct-09	685,000	46	41
Sep-09	685,000	65	46

Median For Sale vs. Median Sold

Sep-09 vs. Sep-10: The median price of for sale properties is down 12% and the median price of sold properties is up 6%



Sep-09 vs. Sep-10			
Sep-09	Sep-10	Change	%
899,000	788,000	-111,000	-12%



Sep-09 vs. Sep-10			
Sep-09	Sep-10	Change	%
685,000	729,000	44,000	+6%

MLS: MAXEBRD Period: 1 year (monthly) Price: All Construction Type: All Bedrooms: All Bathrooms: All Lot Size: All
 Property Types: Residential: (Detached Single) Sq Ft: All
 Cities: Pleasanton

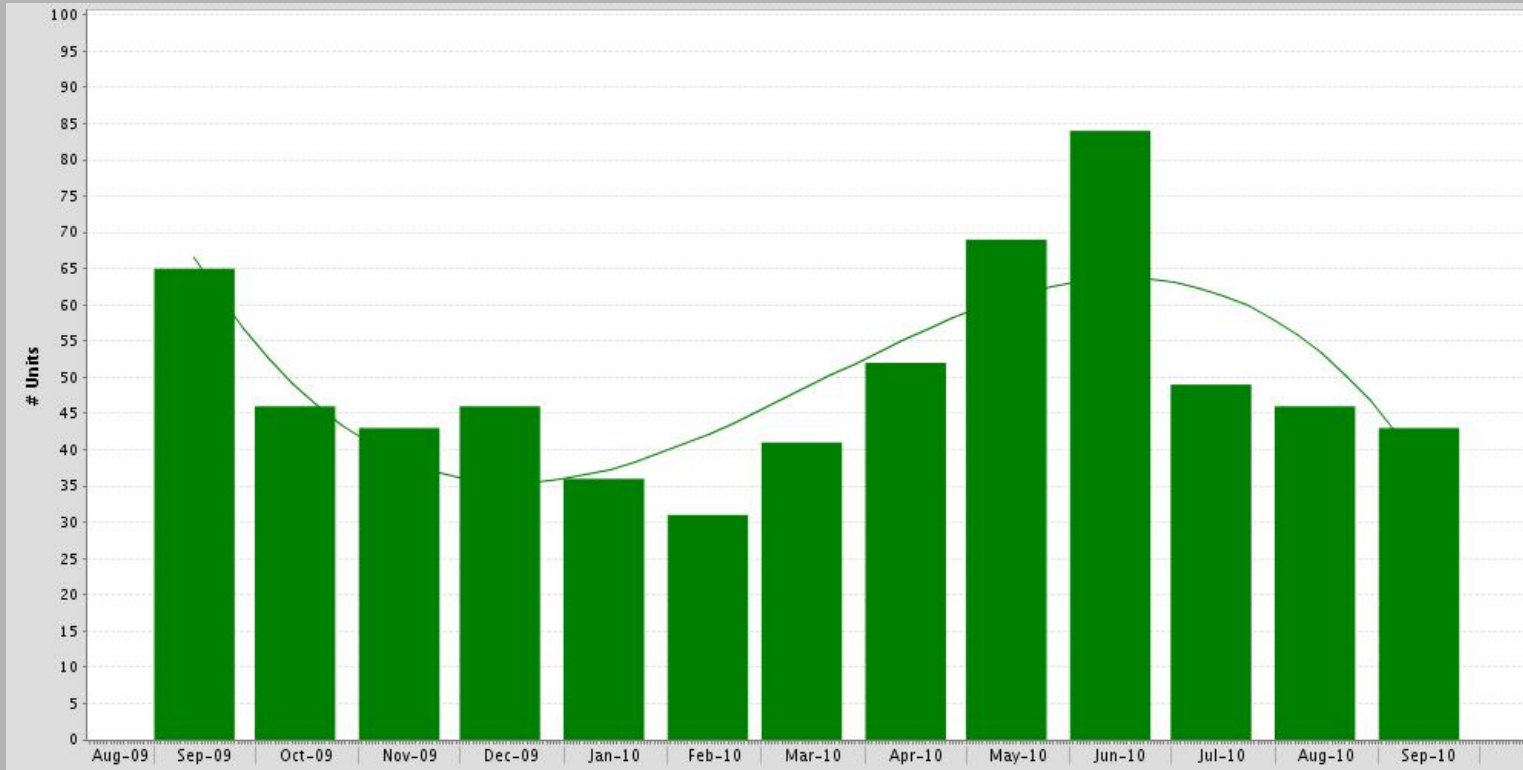
Median For Sale vs. Median Sold

Sep-09 vs. Sep-10: The median price of for sale properties is down 12% and the median price of sold properties is up 6%

Time Period	For Sale Median	# Properties For Sale	Sold Median	# Properties Sold	Price Difference
Sep-10	788,000	310	729,000	43	-59,000
Aug-10	799,000	333	761,500	46	-37,500
Jul-10	799,925	336	790,000	49	-9,925
Jun-10	819,500	302	790,000	84	-29,500
May-10	875,000	278	707,000	69	-168,000
Apr-10	925,000	281	712,500	52	-212,500
Mar-10	868,900	244	723,000	41	-145,900
Feb-10	880,000	199	729,500	31	-150,500
Jan-10	899,000	184	703,500	36	-195,500
Dec-09	934,500	186	642,500	46	-292,000
Nov-09	918,000	194	670,000	43	-248,000
Oct-09	960,000	241	685,000	46	-275,000
Sep-09	899,000	255	685,000	65	-214,000

Sold Properties by Month

Sep-09 vs. Sep-10: The number of Sold properties is down 34%



Sep-09 vs. Sep-10

Sep-09	Sep-10	Change	%
65	43	-22	-34%



MLS: MAXEBRD Period: 1 year (monthly) Price: All Construction Type: All Bedrooms: All Bathrooms: All Lot Size: All
 Property Types: Residential: (Detached Single) Sq Ft: All
 Cities: Pleasanton

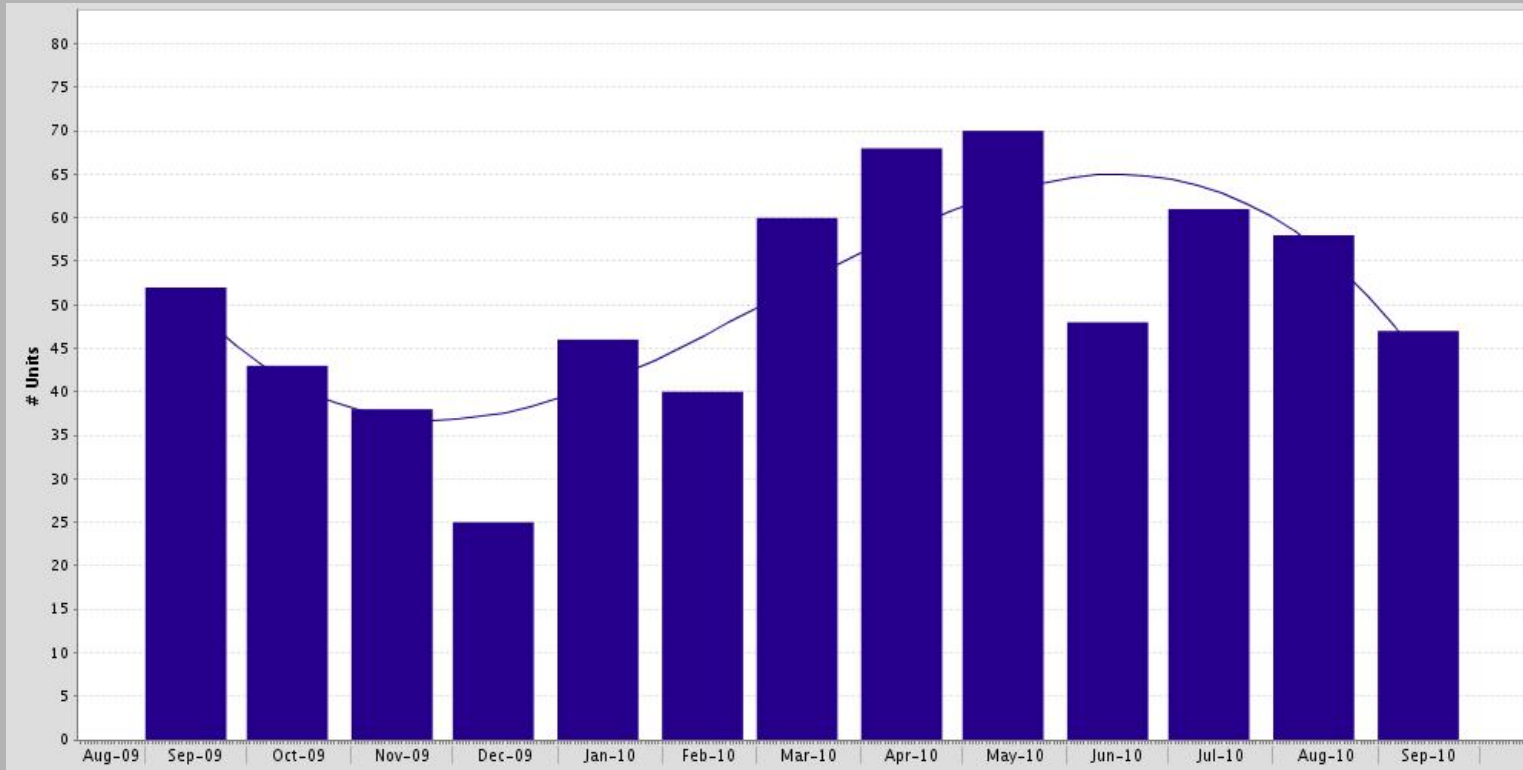
Sold Properties by Month

Sep-09 vs. Sep-10: The number of Sold properties is down 34%

Time Period	Full Market			Bank Properties			Non-Bank Properties		
	# Properties	Median Price	Average DOM	# Properties	% Bank	Median Price	# Properties	% Non-Bank	Median Price
Sep-10	43	729,000	39	4	9.3	509,000	39	90.7	737,000
Aug-10	46	761,500	28	7	15.2	525,000	39	84.8	800,000
Jul-10	49	790,000	22	6	12.2	809,500	43	87.8	790,000
Jun-10	84	790,000	34	16	19.1	782,500	68	81.0	800,000
May-10	69	707,000	21	21	30.4	695,000	48	69.6	708,500
Apr-10	52	712,500	31	10	19.2	661,000	42	80.8	751,000
Mar-10	41	723,000	41	12	29.3	657,500	29	70.7	777,000
Feb-10	31	729,500	46	3	9.7	704,000	28	90.3	737,250
Jan-10	36	703,500	37	13	36.1	640,000	23	63.9	707,000
Dec-09	46	642,500	45	13	28.3	585,400	33	71.7	670,000
Nov-09	43	670,000	42	5	11.6	739,000	38	88.4	670,000
Oct-09	46	685,000	41	8	17.4	510,000	38	82.6	716,500
Sep-09	65	685,000	46	16	24.6	609,000	49	75.4	720,000

Under Contract Properties by Month

Sep-09 vs. Sep-10: The number of Under Contract properties is down 10%



Sep-09 vs. Sep-10

Sep-09	Sep-10	Change	%
52	47	-5	-10%



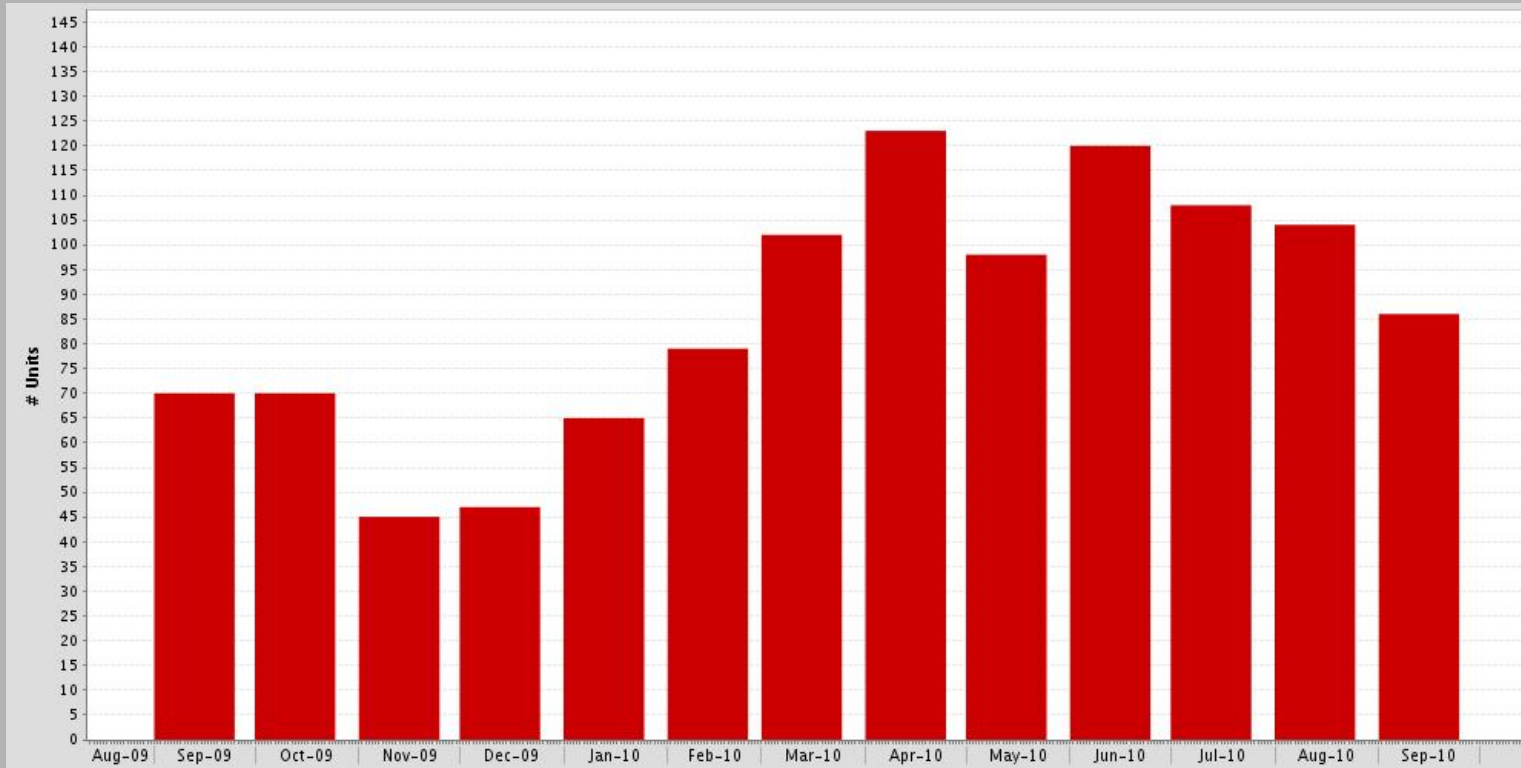
MLS: MAXEBRD Period: 1 year (monthly) Price: All Construction Type: All Bedrooms: All Bathrooms: All Lot Size: All
 Property Types: Residential: (Detached Single) Sq Ft: All
 Cities: Pleasanton

Under Contract Properties by Month
Sep-09 vs. Sep-10: The number of Under Contract properties is down 10%


Time Period	Full Market			Bank Properties			Non-Bank Properties		
	# Properties	Median Price	Average DOM	# Properties	% Bank	Median Price	# Properties	% Non-Bank	Median Price
Sep-10	47	728,888	45	15	31.9	649,900	32	68.1	733,444
Aug-10	58	749,000	36	10	17.2	689,000	48	82.8	782,000
Jul-10	61	722,000	37	15	24.6	525,000	46	75.4	777,250
Jun-10	48	819,500	34	6	12.5	987,000	42	87.5	789,000
May-10	70	849,250	24	10	14.3	709,950	60	85.7	849,250
Apr-10	68	719,944	23	13	19.1	615,000	55	80.9	749,000
Mar-10	60	717,500	31	14	23.3	664,500	46	76.7	748,500
Feb-10	40	697,450	23	15	37.5	630,500	25	62.5	769,900
Jan-10	46	805,000	53	12	26.1	639,925	34	73.9	918,000
Dec-09	25	758,000	46	5	20.0	879,000	20	80.0	751,475
Nov-09	38	675,500	47	8	21.1	670,000	30	79.0	675,500
Oct-09	43	679,000	41	10	23.3	622,000	33	76.7	689,000
Sep-09	52	676,950	34	11	21.1	524,950	41	78.8	680,000

New Properties by Month

Sep-09 vs. Sep-10: The number of New properties is up 23%



Sep-09 vs. Sep-10			
Sep-09	Sep-10	Change	%
70	86	16	+23%



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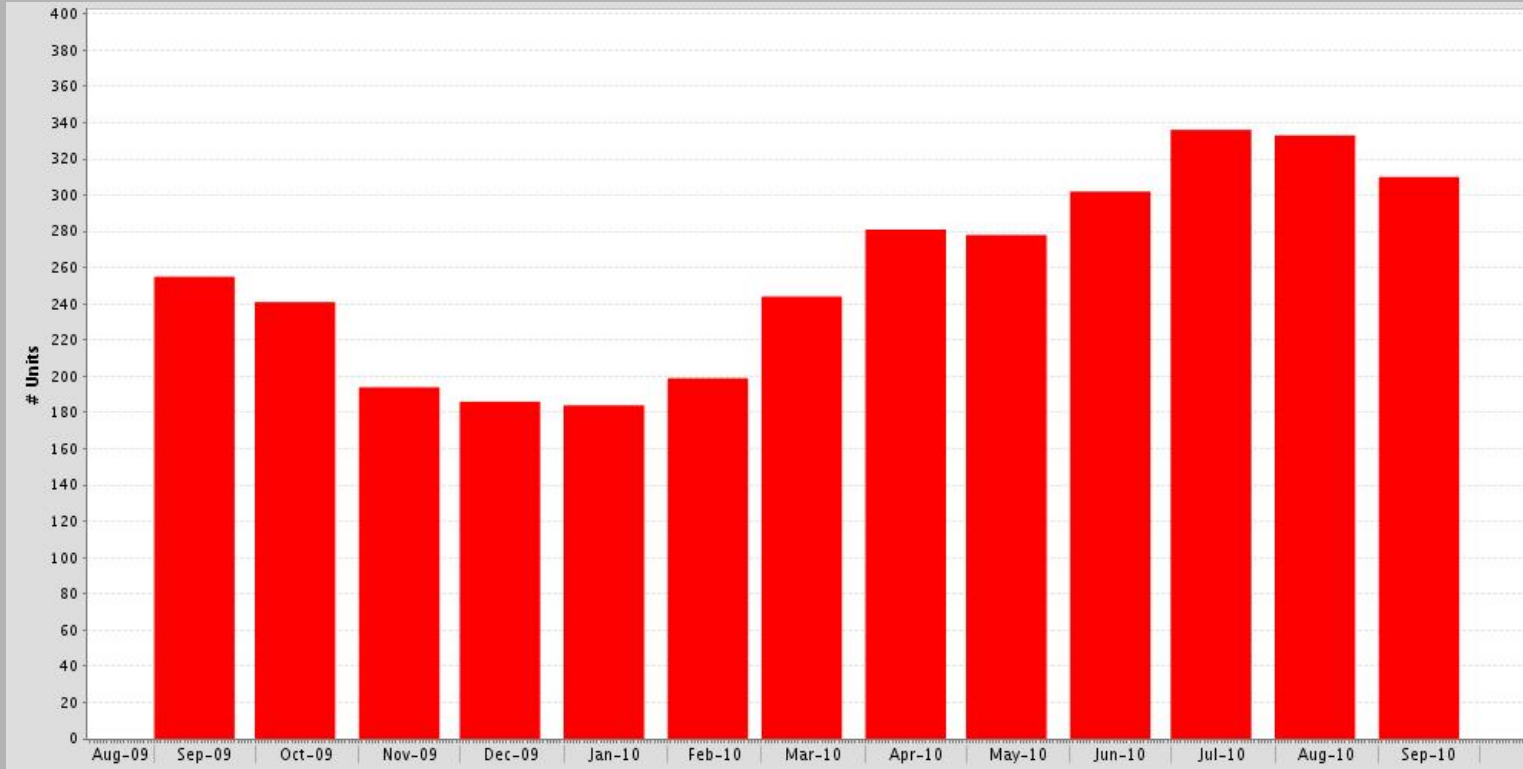
New Properties by Month

Sep-09 vs. Sep-10: The number of New properties is up 23%

Time Period	Full Market		Bank Properties			Non-Bank Properties		
	# Properties	Median Price	# Properties	% Bank	Median Price	# Properties	% Non-Bank	Median Price
Sep-10	86	767,000	12	13.9	656,450	74	86.0	795,000
Aug-10	104	770,500	17	16.4	649,900	87	83.7	789,000
Jul-10	108	774,250	14	13.0	619,450	94	87.0	807,500
Jun-10	120	782,000	19	15.8	708,000	101	84.2	785,000
May-10	98	727,000	17	17.4	525,000	81	82.7	799,950
Apr-10	123	864,950	16	13.0	749,475	107	87.0	899,950
Mar-10	102	736,500	20	19.6	625,975	82	80.4	792,450
Feb-10	79	850,000	26	32.9	762,450	53	67.1	875,000
Jan-10	65	849,000	21	32.3	625,000	44	67.7	859,725
Dec-09	47	699,000	20	42.5	619,900	27	57.5	874,500
Nov-09	45	679,000	12	26.7	652,750	33	73.3	689,000
Oct-09	70	759,250	17	24.3	599,000	53	75.7	899,888
Sep-09	70	709,500	14	20.0	579,000	56	80.0	724,000

For Sale Properties by Month

Sep-09 vs. Sep-10: The number of For Sale properties is up 22%



Sep-09 vs. Sep-10

Sep-09	Sep-10	Change	%
255	310	55	+22%



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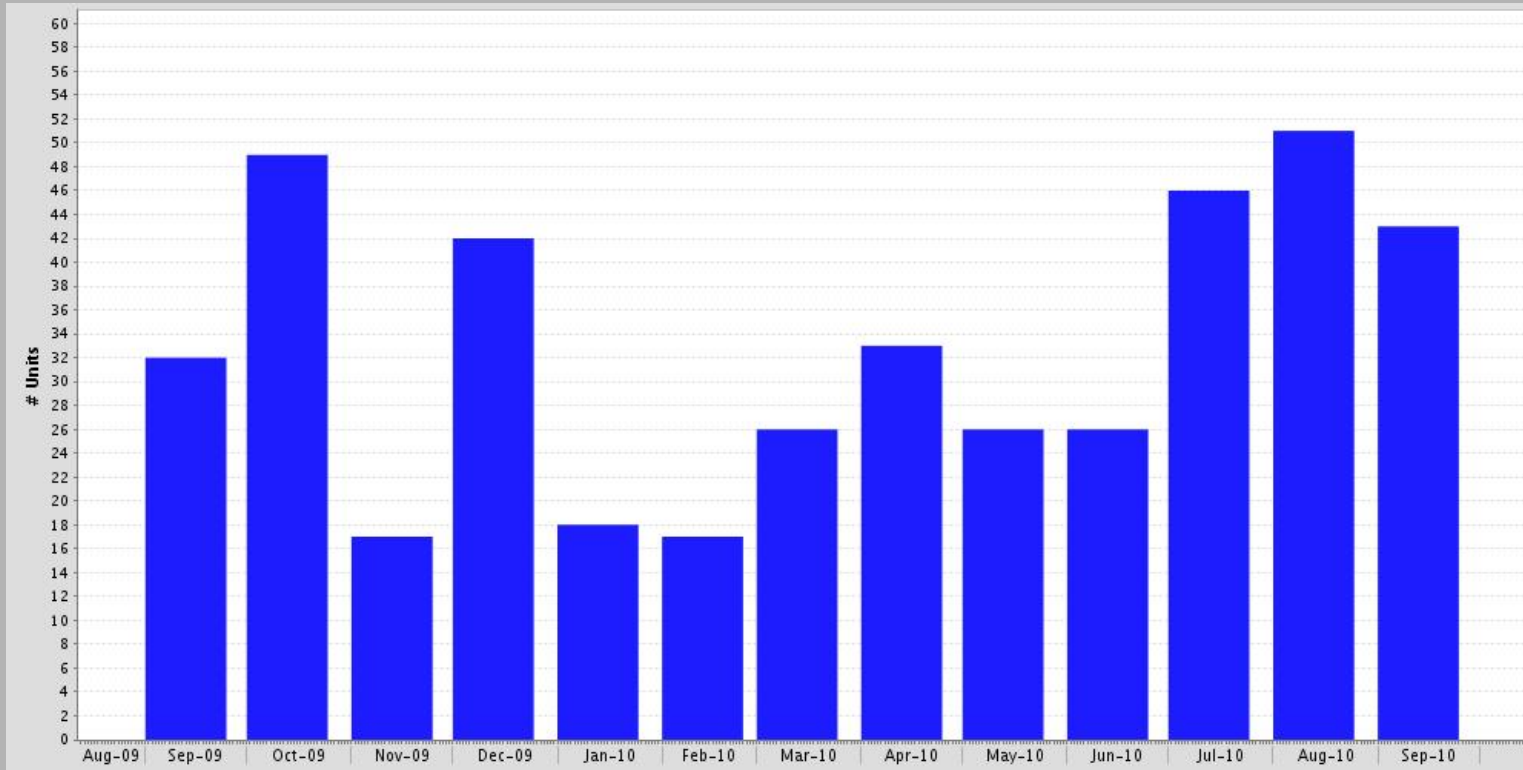
For Sale Properties by Month

Sep-09 vs. Sep-10: The number of For Sale properties is up 22%

Time Period	Full Market			Bank Properties			Non-Bank Properties		
	# Properties	Median Price	Average DOM	# Properties	% Bank	Median Price	# Properties	% Non-Bank	Median Price
Sep-10	310	788,000	76	53	17.1	634,900	257	82.9	819,900
Aug-10	333	799,000	83	53	15.9	639,900	280	84.1	844,000
Jul-10	336	799,925	90	58	17.3	610,500	278	82.7	850,000
Jun-10	302	819,500	95	57	18.9	629,000	245	81.1	859,000
May-10	278	875,000	93	55	19.8	634,900	223	80.2	935,000
Apr-10	281	925,000	90	64	22.8	712,475	217	77.2	985,000
Mar-10	244	868,900	92	69	28.3	699,900	175	71.7	899,999
Feb-10	199	880,000	98	69	34.7	699,900	130	65.3	919,975
Jan-10	184	899,000	110	61	33.1	625,000	123	66.8	990,000
Dec-09	186	934,500	122	50	26.9	629,750	136	73.1	999,500
Nov-09	194	918,000	121	40	20.6	650,250	154	79.4	980,000
Oct-09	241	960,000	113	46	19.1	624,500	195	80.9	1,100,000
Sep-09	255	899,000	116	46	18.0	679,500	209	82.0	985,000

Expired Properties by Month

Sep-09 vs. Sep-10: The number of Expired properties is up 34%



Sep-09 vs. Sep-10

Sep-09	Sep-10	Change	%
32	43	11	+34%



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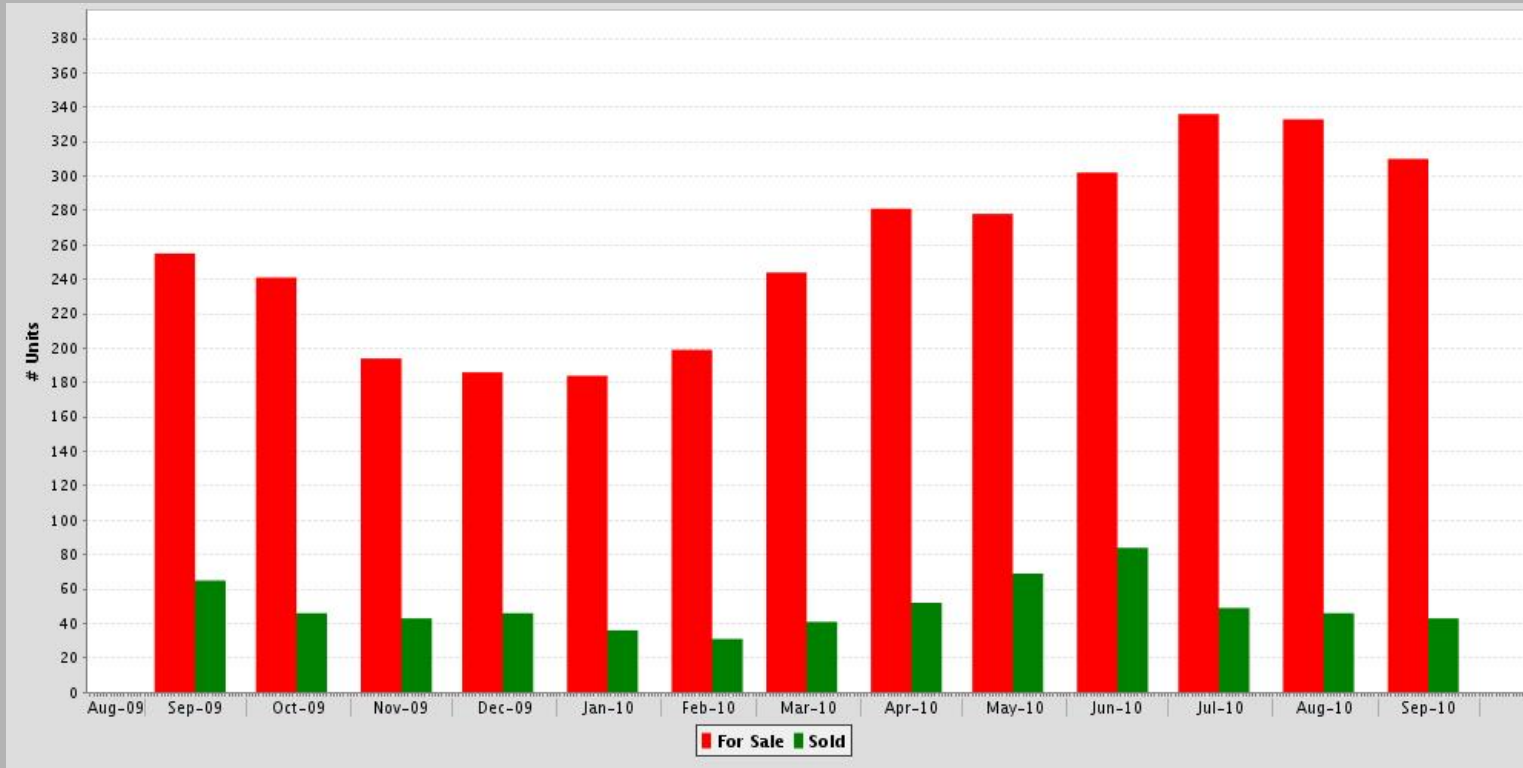
Expired Properties by Month

Sep-09 vs. Sep-10: The number of Expired properties is up 34%

Time Period	Full Market			Bank Properties			Non-Bank Properties		
	# Properties	Median Price	Average DOM	# Properties	% Bank	Median Price	# Properties	% Non-Bank	Median Price
Sep-10	43	789,000	82	4	9.3	674,846	39	90.7	795,000
Aug-10	51	934,900	68	2	3.9	825,000	49	96.1	934,900
Jul-10	46	864,500	85	7	15.2	650,000	39	84.8	940,000
Jun-10	26	819,000	57	7	26.9	474,900	19	73.1	849,000
May-10	26	1,014,000	71	7	26.9	945,000	19	73.1	1,029,000
Apr-10	33	999,950	97	13	39.4	859,900	20	60.6	1,148,500
Mar-10	26	794,400	42	7	26.9	870,000	19	73.1	749,999
Feb-10	17	880,000	58	5	29.4	699,000	12	70.6	889,500
Jan-10	18	809,000	134	6	33.3	537,500	12	66.7	1,507,500
Dec-09	42	1,119,500	115	5	11.9	675,000	37	88.1	1,270,000
Nov-09	17	990,000	99	2	11.8	547,450	15	88.2	1,119,000
Oct-09	49	1,149,000	86	8	16.3	564,500	41	83.7	1,379,999
Sep-09	32	804,944	120	6	18.8	749,444	26	81.2	957,500

Supply & Demand by Month

Sep-09 vs. Sep-10: The number of for sale properties is up 22% and the number of sold properties is down 34%



Sep-09 vs. Sep-10			
Sep-09	Sep-10	Change	%
255	310	55	+22%



Sep-09 vs. Sep-10			
Sep-09	Sep-10	Change	%
65	43	-22	-34%

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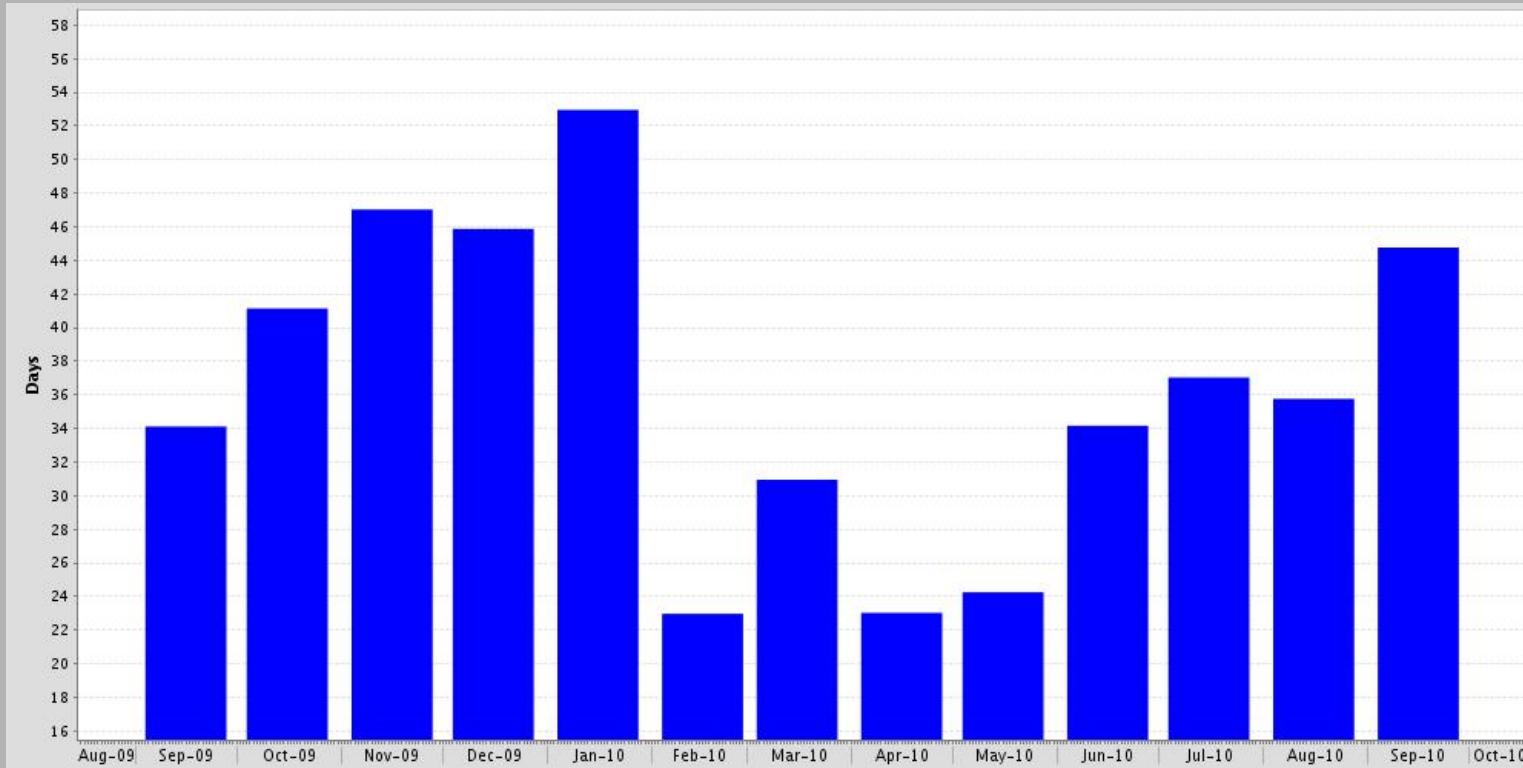
Supply & Demand by Month

Sep-09 vs. Sep-10: The number of for sale properties is up 22% and the number of sold properties is down 34%

Time Period	# Properties For Sale	Average DOM For Sale	# Properties Sold	Average DOM Sold
Sep-10	310	76	43	39
Aug-10	333	83	46	28
Jul-10	336	90	49	22
Jun-10	302	95	84	34
May-10	278	93	69	21
Apr-10	281	90	52	31
Mar-10	244	92	41	41
Feb-10	199	98	31	46
Jan-10	184	110	36	37
Dec-09	186	122	46	45
Nov-09	194	121	43	42
Oct-09	241	113	46	41
Sep-09	255	116	65	46

The Average Days on Market by Month

Sep-09 vs. Sep-10: The average days on market is up 31%



Sep-09 vs. Sep-10

Sep-09	Sep-10	Change	%
34	45	11	+31%



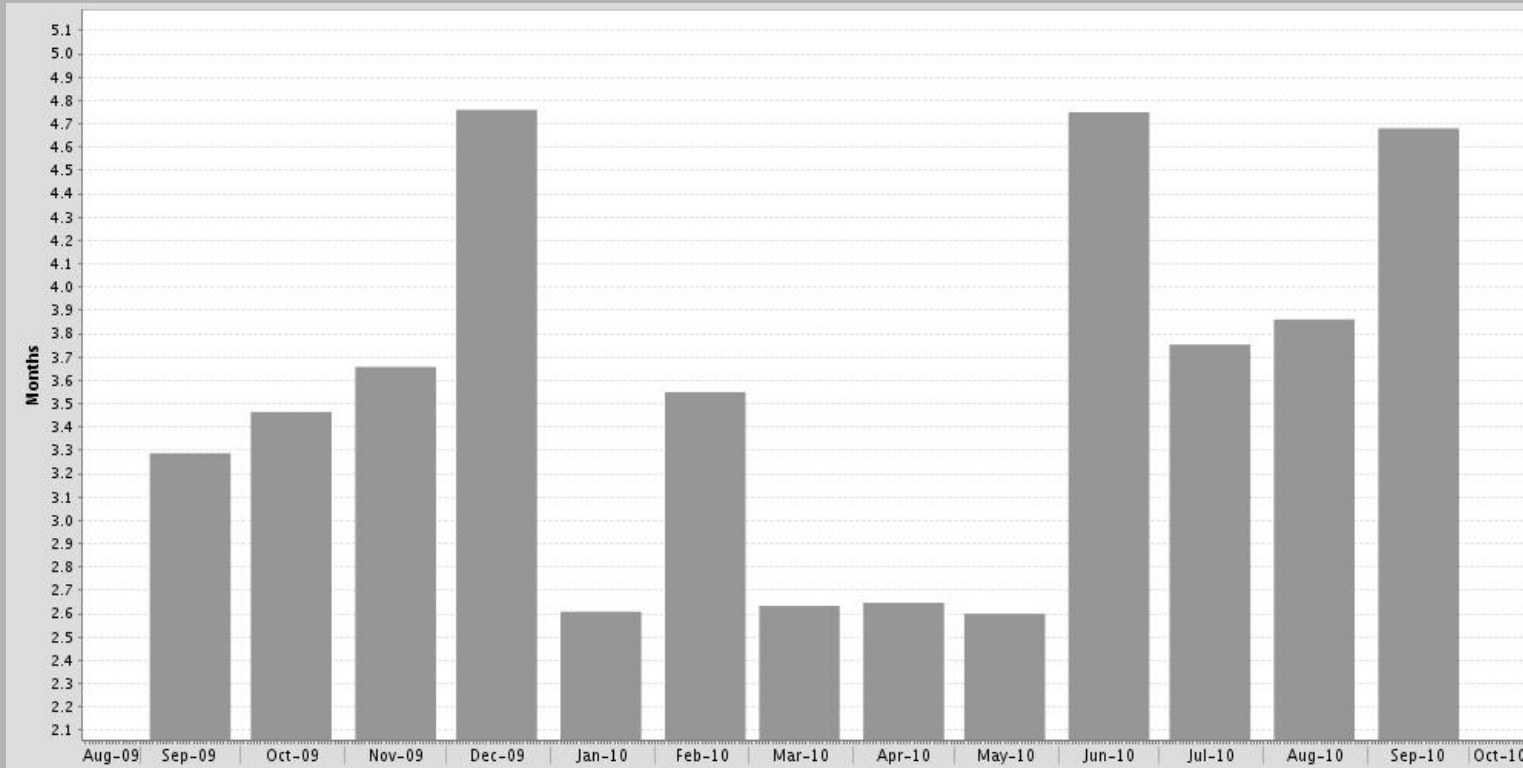
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 Property Types: Residential: (Detached Single) Sq Ft: All
 Cities: Pleasanton

The Average Days on Market by Month
 Sep-09 vs. Sep-10: The average days on market is up 31%

Time Period	Average DOM	# UC Units
Sep-10	45	47
Aug-10	36	58
Jul-10	37	61
Jun-10	34	48
May-10	24	70
Apr-10	23	68
Mar-10	31	60
Feb-10	23	40
Jan-10	53	46
Dec-09	46	25
Nov-09	47	38
Oct-09	41	43
Sep-09	34	52

Months Supply of Inventory

Sep-09 vs. Sep-10: The average months supply of inventory is up 42%



Sep-09 vs. Sep-10				↑ +42%
Sep-09	Sep-10	Change	%	
3.3	4.7	1.4	+42%	

MLS: MAXEBRD Period: 1 year (monthly) Price: All Construction Type: All Bedrooms: All Bathrooms: All Lot Size: All
 Property Types: Residential: (Detached Single) Sq Ft: All
 Cities: Pleasanton

Months Supply of Inventory

Sep-09 vs. Sep-10: The average months supply of inventory is up 42%

Time Period	# Units For Sale Last Day of Month	# UC Units During Month	MSI	UC Average DOM
Sep-10	220	47	4.7	45
Aug-10	224	58	3.9	36
Jul-10	229	61	3.8	37
Jun-10	228	48	4.8	34
May-10	182	70	2.6	24
Apr-10	180	68	2.6	23
Mar-10	158	60	2.6	31
Feb-10	142	40	3.5	23
Jan-10	120	46	2.6	53
Dec-09	119	25	4.8	46
Nov-09	139	38	3.7	47
Oct-09	149	43	3.5	41
Sep-09	171	52	3.3	34

Market Dynamics

Prepared For
Pleasanton, CA

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