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## *Comments and Random Thoughts*

Dear Friends:

I always like starting with the good news, so let's go there first. Take a look at my favorite chart, the **Rolling Six Month Analysis**. This report looks at the market in six month increments and is the best way to identify emerging trends. Check out the "# of Sales" column and you'll see an **increase in the number of transactions for 5 consecutive months**. A solid, consistent upward trend is what we've been hoping for, and it looks like we've got it.

But the good news on sales prices we were hoping for just isn't there. Take a look at the **Year To Date Average Sales Price**; although the average sales price is up from the low point we hit in April, **prices have been sliding** since the high point we reached in June. September's average is particularly disheartening, well below prices in the first quarter of the year.

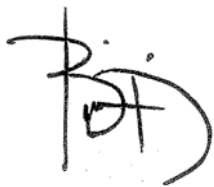
We've said all along that when the number of transactions AND the average sales price both show consistent increases, then we can say we've hit bottom and are on our way back. **We're not there yet, but we're close.**

The most significant statistic may be one of the most subtle. Check out the **Absorption Rate** on the **Sales by Price** chart. This tells us the ratio of listings to sales and its falling fast, dropping from 17 last month to 15 today. You can see the same thing in the **Days on Market** column in the **Average Sales Price** report; in the lower price ranges, market time has come down fast. The good homes that are priced right are moving and moving quickly, especially in the lower price ranges.

**Looking to buy? Act now.** Inventory is dropping, homes are selling for substantially less than construction costs, and mortgage rates are below 5%. And don't forget the \$8,000 tax credit for first time buyers.

**Wanting to sell? Listen to your Realtor.** Make your house look as good as possible. Paint, get rid of the clutter, fix the faucet, and spruce up the yard. Most of all, price it right. These are the homes that are selling.

Let's see what happens in October. Hopefully the sales volume will continue to increase; we're still looking for prices to stabilize and start moving up. That's when we know the market is coming back.



Bruce Tigert



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## Average Sales Price Sept - 2009

|              | # Sales | List Price   | Selling Price | %   | Days<br>On Mkt. | Selling Price        |                      | \$ / Sq. Ft. | \$ / Sq. Ft.         |                      |
|--------------|---------|--------------|---------------|-----|-----------------|----------------------|----------------------|--------------|----------------------|----------------------|
|              |         |              |               |     |                 | One Year<br>% Change | Two Year<br>% Change |              | One Year<br>% Change | Two Year<br>% Change |
| <b>33606</b> |         |              |               |     |                 |                      |                      |              |                      |                      |
| Sept. 2007   | 12      | \$856,779.00 | \$796,350.00  | 93% | 77              |                      |                      | \$291.88     |                      |                      |
| Sept. 2008   | 16      | \$669,074.00 | \$596,743.00  | 89% | 149             |                      | -25.07%              | \$223.22     |                      | -23.52%              |
| Sept. 2009   | 16      | \$414,500.00 | \$380,000.00  | 92% | 356             |                      | -36.32%              | \$227.19     | 1.78%                | -22.16%              |
| <b>33609</b> |         |              |               |     |                 |                      |                      |              |                      |                      |
| Sept. 2007   | 15      | \$562,026.00 | \$507,364.00  | 90% | 202             |                      |                      | \$223.96     |                      |                      |
| Sept. 2008   | 21      | \$294,497.00 | \$279,604.00  | 95% | 154             |                      | -44.89%              | \$156.22     |                      | -30.25%              |
| Sept. 2009   | 30      | \$287,720.00 | \$272,453.00  | 95% | 121             |                      | -2.56%               | \$134.66     | -13.80%              | -39.87%              |
| <b>33611</b> |         |              |               |     |                 |                      |                      |              |                      |                      |
| Sept. 2007   | 34      | \$347,484.00 | \$331,802.00  | 95% | 130             |                      |                      | \$182.16     |                      |                      |
| Sept. 2008   | 37      | \$312,896.00 | \$293,436.00  | 94% | 194             |                      | -11.56%              | \$144.06     |                      | -20.92%              |
| Sept. 2009   | 29      | \$209,896.00 | \$196,332.00  | 94% | 111             |                      | -33.09%              | \$124.45     | -13.61%              | -31.68%              |
| <b>33629</b> |         |              |               |     |                 |                      |                      |              |                      |                      |
| Sept. 2007   | 23      | \$518,069.00 | \$486,790.00  | 94% | 189             |                      |                      | \$237.46     |                      |                      |
| Sept. 2008   | 35      | \$523,416.00 | \$478,471.00  | 91% | 143             |                      | -1.71%               | \$207.54     |                      | -12.60%              |
| Sept. 2009   | 36      | \$458,808.00 | \$429,078.00  | 94% | 121             |                      | -10.32%              | \$185.47     | -10.63%              | -21.89%              |
| <b>Total</b> |         |              |               |     |                 |                      |                      |              |                      |                      |
| Sept. 2007   | 84      | \$571,089.50 | \$530,576.50  | 93% | 149.5           |                      |                      | \$233.87     |                      |                      |
| Sept. 2008   | 109     | \$449,970.75 | \$412,063.50  | 92% | 160             |                      | -22.34%              | \$182.76     |                      | -21.85%              |
| Sept. 2009   | 111     | \$342,731.00 | \$319,465.75  | 93% | 177.25          |                      | -22.47%              | \$167.94     | -8.11%               | -28.19%              |



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## Six Month Year To Year Comparison

## April - September 2009

|                        |         |                  |                   | Prev. Year | Two Year |               |              | Prev. Year | Two Year |
|------------------------|---------|------------------|-------------------|------------|----------|---------------|--------------|------------|----------|
|                        | # Sales | Volume           | \$ Change         | % Change   | % Change | Average Price | \$ Change    | % Change   | % Change |
| <b>33606</b>           |         |                  |                   |            |          |               |              |            |          |
| April 1 - Sep 30, 2007 | 135     | \$78,567,059.00  |                   |            |          | \$581,978.21  |              |            |          |
| April 1 - Sep 30 2008  | 118     | \$60,422,630.00  | -\$18,144,429.00  | -23.09%    |          | \$512,056.19  | -\$69,922.03 | -12.01%    |          |
| April 1 - Sep 30 2009  | 78      | \$38,196,876.00  | -\$22,225,754.00  | -36.78%    | -51.38%  | \$489,703.54  | -\$22,352.65 | -4.37%     | -15.86%  |
| <b>33609</b>           |         |                  |                   |            |          |               |              |            |          |
| April 1 - Sep 30, 2007 | 130     | \$56,967,970.00  |                   |            |          | \$438,215.15  |              |            |          |
| April 1 - Sep 30 2008  | 112     | \$39,937,155.00  | -\$17,030,815.00  | -29.90%    |          | \$356,581.74  | -\$81,633.41 | -18.63%    |          |
| April 1 - Sep 30 2009  | 157     | \$43,315,608.00  | \$3,378,453.00    | 8.46%      | -23.96%  | \$275,895.59  | -\$80,686.15 | -22.63%    | -37.04%  |
| <b>33611</b>           |         |                  |                   |            |          |               |              |            |          |
| April 1 - Sep 30, 2007 | 244     | \$93,719,110.00  |                   |            |          | \$384,094.71  |              |            |          |
| April 1 - Sep 30 2008  | 199     | \$60,747,050.00  | -\$32,972,060.00  | -35.18%    |          | \$305,261.56  | -\$78,833.16 | -20.52%    |          |
| April 1 - Sep 30 2009  | 207     | \$47,310,138.00  | -\$13,436,912.00  | -22.12%    | -49.52%  | \$228,551.39  | -\$76,710.17 | -25.13%    | -40.50%  |
| <b>33629</b>           |         |                  |                   |            |          |               |              |            |          |
| April 1 - Sep 30, 2007 | 224     | \$124,266,628.00 |                   |            |          | \$554,761.73  |              |            |          |
| April 1 - Sep 30 2008  | 200     | \$91,932,998.00  | -\$32,333,630.00  | -26.02%    |          | \$459,664.99  | -\$95,096.74 | -17.14%    |          |
| April 1 - Sep 30 2009  | 197     | \$78,668,045.00  | -\$13,264,953.00  | -14.43%    | -36.69%  | \$399,330.18  | -\$60,334.81 | -13.13%    | -28.02%  |
| <b>Total</b>           |         |                  |                   |            |          |               |              |            |          |
| April 1 - Sep 30, 2007 | 733     | \$353,520,767.00 |                   |            |          | \$482,293.00  |              |            |          |
| April 1 - Sep 30 2008  | 629     | \$253,039,833.00 | -\$100,480,934.00 | -28.42%    |          | \$402,289.08  | -\$80,003.91 | -16.59%    |          |
| April 1 - Sep 30 2009  | 639     | \$207,490,667.00 | -\$45,549,166.00  | -18.00%    | -41.31%  | \$324,711.53  | -\$77,577.55 | -19.28%    | -32.67%  |



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## Rolling Six Month Comparison

|                            | # Sales | Difference | Volume           | Difference       | % Diff. | Average Price | Difference   | % Diff. | Cum. Diff. |
|----------------------------|---------|------------|------------------|------------------|---------|---------------|--------------|---------|------------|
| Oct.1 '08 - Mar. 31 '09    | 441     |            | \$165,818,507.00 |                  |         | \$376,005.68  |              |         |            |
| Nov. 1 '08 - Apr. 30 '09   | 435     | -6         | \$151,643,060.00 | -\$14,175,447.00 | -8.55%  | \$348,604.74  | -\$27,400.95 | -7.29%  | -7.29%     |
| Dec.1 '08 - May 31 '09     | 451     | 16         | \$156,173,076.00 | \$4,530,016.00   | 2.99%   | \$346,281.76  | -\$2,322.97  | -0.67%  | -7.91%     |
| Jan. 1 '09 - June 30 '09   | 507     | 56         | \$166,230,886.00 | \$10,057,810.00  | 6.44%   | \$327,871.57  | -\$18,410.19 | -5.32%  | -12.80%    |
| Feb. 1 '09 - July 31 '09   | 564     | 57         | \$188,103,030.00 | \$21,872,144.00  | 13.16%  | \$295,759.00  | -\$32,112.57 | -9.79%  | -21.34%    |
| Mar. 1 '09 - Aug. 31 '09   | 610     | 46         | \$199,234,244.00 | \$11,131,214.00  | 5.92%   | \$326,613.51  | \$30,854.51  | 10.43%  | -13.14%    |
| April 1 '09 - Sept. 30 '09 | 639     | 29         | \$207,490,667.00 | \$8,256,423.00   | 4.14%   | \$324,711.53  | -\$1,901.99  | -0.58%  | -13.64%    |

## Year To Date Average Sales Price

|                | Jan              | Feb              | Mar              | April            | May              | June             | July             | Aug              | Sept.            | Average          |
|----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 33606          | \$603,500        | \$476,361        | \$399,356        | \$275,544        | \$366,150        | \$573,456        | \$449,023        | \$547,366        | \$380,000        | \$461,345        |
| 33609          | \$248,686        | \$341,977        | \$500,046        | \$251,190        | \$306,006        | \$323,045        | \$333,668        | \$210,755        | \$272,453        | \$314,422        |
| 33611          | \$176,763        | \$163,152        | \$199,319        | \$231,070        | \$302,769        | \$211,502        | \$222,421        | \$230,160        | \$196,332        | \$217,145        |
| 33629          | \$349,529        | \$412,314        | \$456,515        | \$309,626        | \$347,107        | \$401,071        | \$468,171        | \$420,287        | \$429,078        | \$395,578        |
| <b>Average</b> | <b>\$344,620</b> | <b>\$348,451</b> | <b>\$388,809</b> | <b>\$266,858</b> | <b>\$330,508</b> | <b>\$377,269</b> | <b>\$368,321</b> | <b>\$352,142</b> | <b>\$319,466</b> | <b>\$347,122</b> |



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## Sales by Price Range      September 2009

| Price Range        | # of Sales |           |            |           |           |            |            |            |            | YDT Total Sales | Listings Sept.'09 | Absorption Rate* |
|--------------------|------------|-----------|------------|-----------|-----------|------------|------------|------------|------------|-----------------|-------------------|------------------|
|                    | Jan        | Feb       | Mar        | April     | May       | June       | July       | Aug        | Sept.      |                 |                   |                  |
| \$ 0 - 200,000     | 36         | 35        | 31         | 42        | 35        | 64         | 44         | 53         | 48         | 388             | 719               | 15               |
| \$ 200 - 400,000   | 24         | 30        | 70         | 37        | 30        | 40         | 49         | 33         | 37         | 350             | 457               | 10               |
| \$ 400 - 600,000   | 9          | 2         | 9          | 12        | 9         | 18         | 22         | 12         | 11         | 104             | 233               | 18               |
| \$ 600 - 800,000   | 6          | 1         | 4          | 6         | 10        | 6          | 4          | 5          | 9          | 51              | 130               | 20               |
| \$ 800 - 1,000,000 | 2          | 2         | 3          | 0         | 3         | 4          | 2          | 2          | 4          | 22              | 72                | 26               |
| \$ 1M - 2,000,000  | 4          | 2         | 5          | 1         | 2         | 2          | 7          | 3          | 5          | 31              | 100               | 26               |
| \$ 2,000,000 +     | 0          | 1         | 2          | 0         | 1         | 2          | 2          | 0          | 2          | 10              | 47                | 38               |
| <b>Total</b>       | <b>81</b>  | <b>73</b> | <b>124</b> | <b>98</b> | <b>90</b> | <b>136</b> | <b>130</b> | <b>108</b> | <b>116</b> | <b>956</b>      | <b>1758</b>       | <b>15</b>        |

\* Absorption Rate = the number of months to absorb the current number of listings based on the average number of sales per month.



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