



The Housing Report

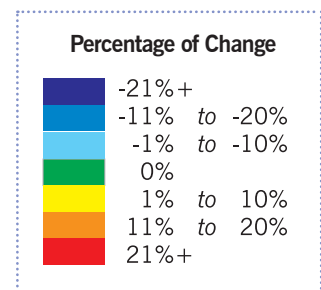
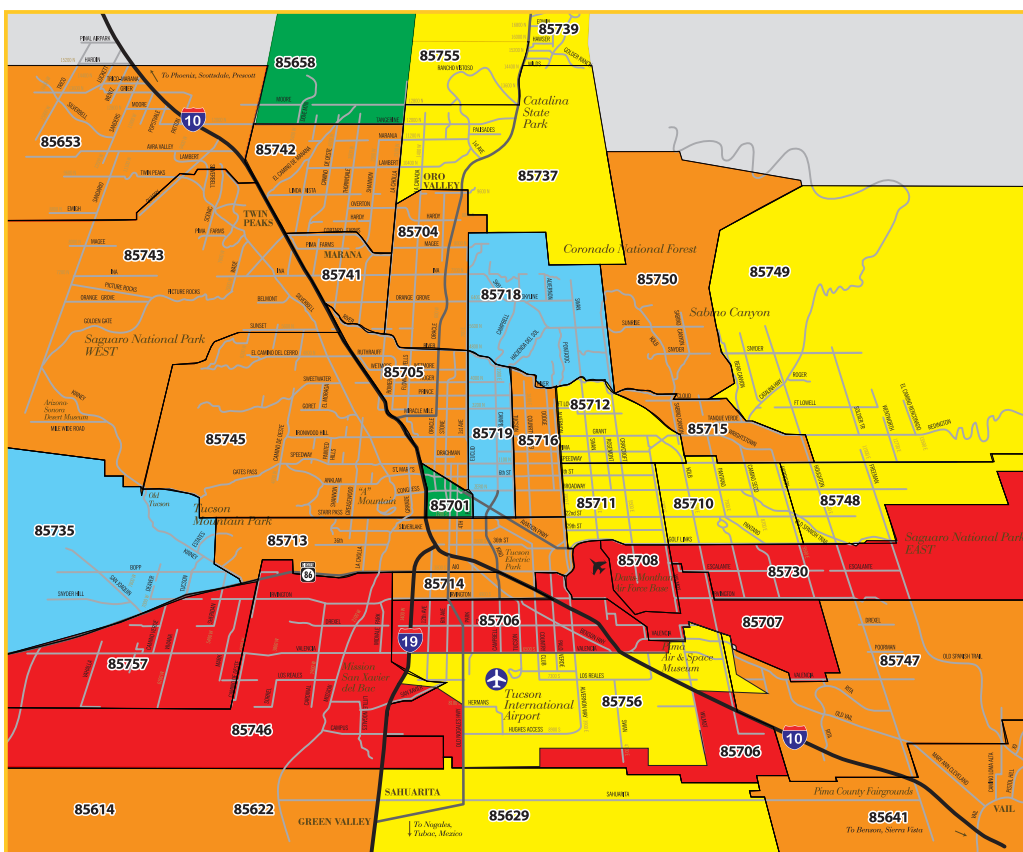


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Continental Ranch | October 2013

In the Continental Ranch area, September 2013 active inventory was 46, a 70.4% increase from September 2012. There were 18 closings in September 2013, virtually unchanged from September 2012. Months of Inventory was 2.6 up from 1.5 in September 2012. Median price of sold homes was \$219,450 for the month of September 2013, up 24.2% from September 2012. The Continental Ranch area had 26 new properties under contract in September 2013, up 52.9% from September 2012.

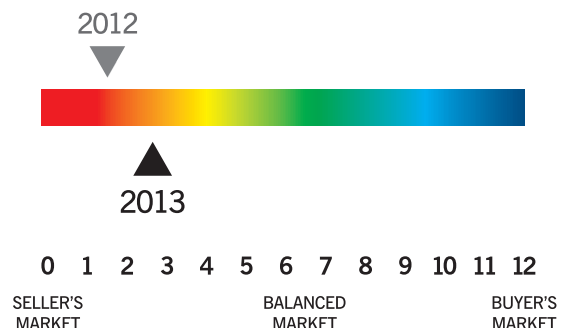
TUCSON METRO HOME SALES PRICES - PERCENTAGE OF CHANGE



This heat map represents the changes in median sold home prices from the current month to the same month last year.

MARKET CONDITIONS - CONTINENTAL RANCH

Months of inventory is an important indicator of the overall health of the housing market. The balance of supply and demand is reflected by taking into account current inventory levels and the rate of home sales.



These statistics are based on information obtained from the TARMLS on 10/03/2013. Information is believed to be reliable, but not guaranteed.



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CLOSED HOME SALES – CONTINENTAL RANCH

This chart reflects the number of closed property sales year to date as compared to same time period last year.

2012



2013



30 YEAR FIXED MORTGAGE RATE

While mortgage rates have increased slightly recently, they are still well below 2008 levels.



Source: Bankrate.com

PROPERTIES UNDER CONTRACT – CONTINENTAL RANCH

The number of properties under contract is a leading indicator of future closed sales. This graphic compares year to date properties under contract to the same time period last year.

2012 **207** 2013 **234**



MONTHLY PAYMENT ON A MEDIAN PRICED HOME – CONTINENTAL RANCH

Year	Median Price	Int. Rate	MO. Payment
2006	\$247,950	6.70%	\$1,543.97
2012	\$176,750	3.50%	\$754.00
2013	\$219,450	4.50%	\$1,056.32

Source: Residential median sales prices. Data obtained 10/03/2013 from TARMLS using Brokermetrics software. 2006 Monthly payments based on an FHA mortgage with a 3.5% down payment on a median priced home, 2012 and 2013 amounts based on 5% down payment. All data obtained is believed to be reliable, but not guaranteed.

Properties under contract and Home Sales data is based on information obtained from the TARMLS using Brokermetrics software. All data obtained 10/03/2013 is believed to be reliable, but not guaranteed.



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MARKET CONDITIONS BY PRICE BAND – CONTINENTAL RANCH

	Active Listings	Sept 2012 Closed Sales	Last 3 Months Closed Sale			Current Months of Inventory	3 Mo. Trend Months of Inventory	Market Conditions
			Jul-13	Aug-13	Sep-13			
\$1 - 49,999	0	0	0	0	0	n/a	n/a	n/a
\$50,000 - 74,999	0	0	0	0	0	n/a	n/a	n/a
\$75,000 - 99,999	0	0	0	0	0	n/a	n/a	n/a
\$100,000 - 124,999	0	1	0	0	0	n/a	n/a	n/a
\$125,000 - 149,999	1	2	3	1	4	0.3	0.9	Seller
\$150,000 - 174,999	8	4	8	8	3	2.7	1.2	Seller
\$175,000 - 199,999	14	6	10	7	1	14.0	1.5	Seller
\$200,000 - 224,999	6	3	2	1	2	3.0	4.4	Slightly Seller
\$225,000 - 249,999	11	1	1	4	4	2.8	3.4	Slightly Seller
\$250,000 - 274,999	2	1	0	0	1	2.0	9.0	Buyer
\$275,000 - 299,999	1	0	0	1	2	0.5	0.7	Seller
\$300,000 - 349,999	3	0	1	1	1	3.0	3.0	Seller
\$350,000 - 399,999	0	0	0	0	0	n/a	n/a	n/a
\$400,000 - 499,999	0	0	0	0	0	n/a	n/a	n/a
\$500,000 - 599,999	0	0	0	0	0	n/a	n/a	n/a
\$600,000 - 699,999	0	0	0	0	0	n/a	n/a	n/a
\$700,000 - 799,999	0	0	0	0	0	n/a	n/a	n/a
\$800,000 - 899,999	0	0	0	0	0	n/a	n/a	n/a
\$900,000 - 999,999	0	0	0	0	0	n/a	n/a	n/a
\$1,000,000 - and over	0	0	0	0	0	n/a	n/a	n/a
TOTAL	46	18	25	23	18	2.6	2.0	Seller



Statistics based on information obtained from TARMLS and using Brokermetrics software on 10/03/2013.

3 month trend in months of inventory is the average of closed sales and active listing data from 07/01/2013 – 9/30/2013. Information is believed to be reliable, but not guaranteed.



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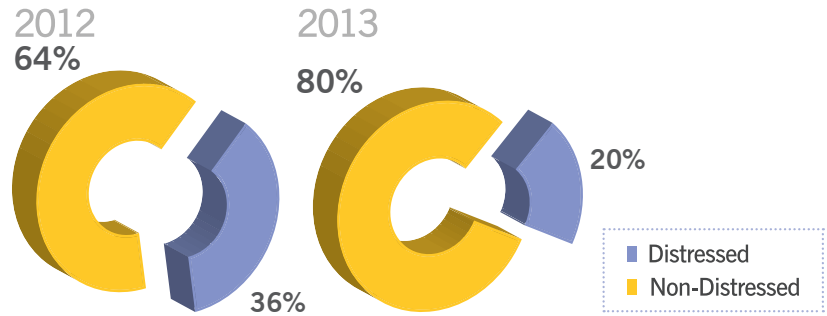


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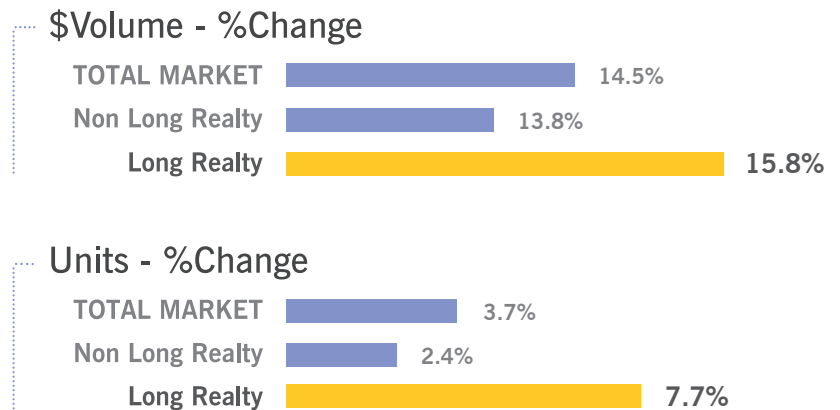
DISTRESSED VS. NON-DISTRESSED SALES – CONTINENTAL RANCH

The percentage of property sales that are distressed, meaning bank owned or short sales, for the current year as compared to same time period last year. A lower percentage of distressed sales can lead to improving market conditions.



TUCSON MARKET PERFORMANCE

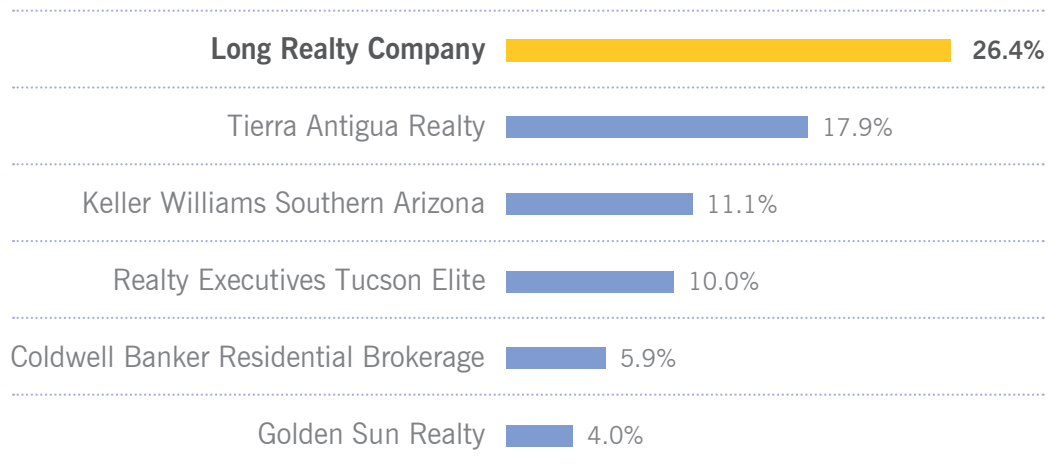
Long Realty is outpacing the market in both sold units and total dollars sold in real estate.



MARKET SHARE – CONTINENTAL RANCH

Long Realty leads the market in successful real estate sales.

Data Obtained 10/03/2013 from TARMLS using BrokerMetrics software for all closed residential sales volume between 10/01/2012 – 09/30/2013 rounded to the nearest tenth of one percent and deemed to be correct.



The Continental Ranch Housing Report is comprised of data for residential properties in the Community of Continental Ranch. Real Estate remains very localized and market conditions can vary greatly by not only geographic area but also by price range. Please feel free to contact me for a more in-depth analysis.