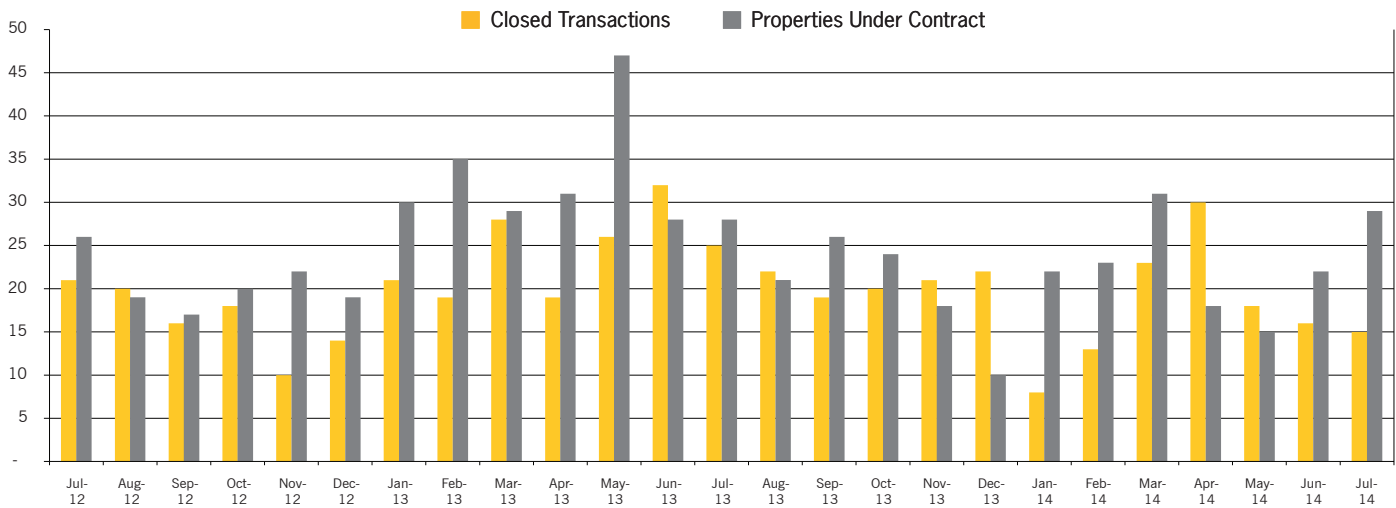




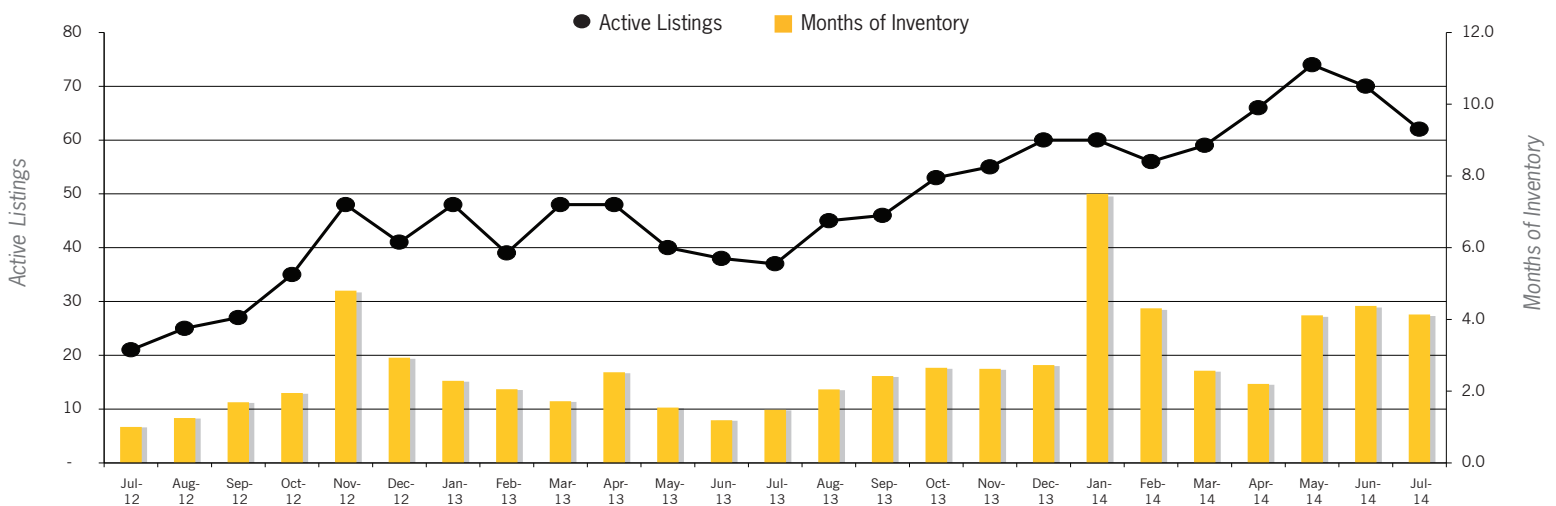
Continental Ranch | August 2014

In the Continental Ranch area, July 2014 active inventory was 62, a 68% increase from July 2013. There were 15 closings in July 2014, a 40% decrease from July 2013. Months of Inventory was 4.1, up from 1.5 in July 2013. Median price of sold homes was \$175,000 for the month of July 2014, down 3% from July 2013. The Continental Ranch area had 29 new properties under contract in July 2014, up 4% from July 2013.

CLOSED SALES & NEW PROPERTIES UNDER CONTRACT – CONTINENTAL RANCH



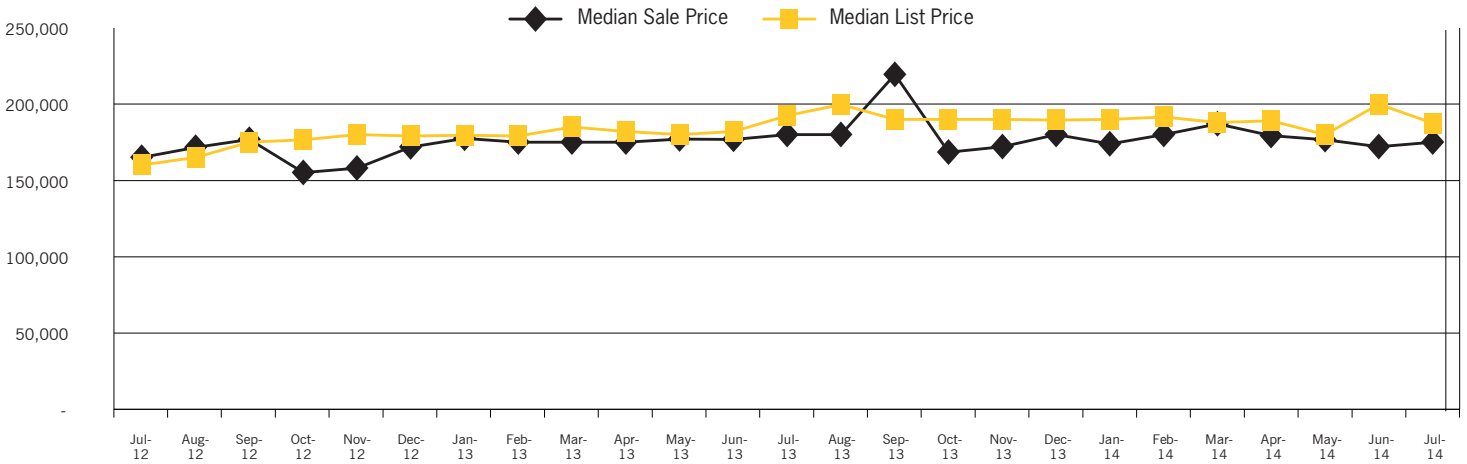
ACTIVE LISTINGS AND MONTHS OF INVENTORY – CONTINENTAL RANCH



Properties under contract and Home Sales data is based on information obtained from the TARMLS using Brokermetrics software.
All data obtained 08/05/2014 is believed to be reliable, but not guaranteed.



MEDIAN SOLD PRICE AND MEDIAN LISTED PRICE – CONTINENTAL RANCH



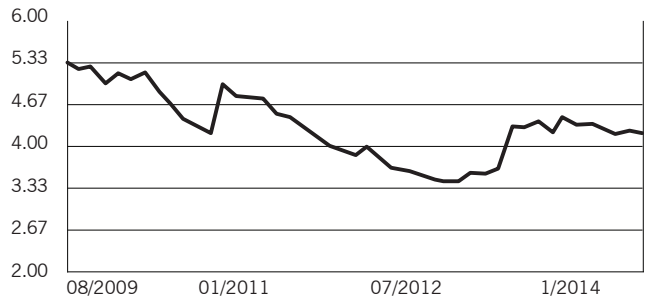
MONTHLY PAYMENT ON A MEDIAN PRICED HOME – CONTINENTAL RANCH

Year	Median Price	Int. Rate	MO. Payment
2006	\$230,000	6.140%	\$1,329.75
2013	\$180,000	4.500%	\$866.43
2014	\$175,000	4.250%	\$817.85

Source: Residential median sales prices. Data obtained 08/05/2014 from TARMLS using Brokermetrics software. Monthly payments based on a 5% down payment on a median priced home. All data obtained is believed to be reliable, but not guaranteed.

30 YEAR FIXED MORTGAGE RATE

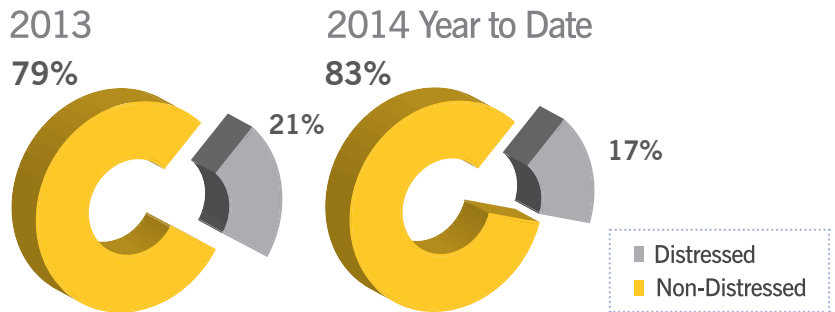
While mortgage rates have increased slightly recently, they are still well below 2009 levels.



Source: Bankrate.com

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 the same time period last year. A lower percentage of distressed sales can lead to improving market conditions.





The Housing Report



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Continental Ranch | August 2014

MARKET CONDITIONS BY PRICE BAND – CONTINENTAL RANCH

	Active Listings	Last 6 Months Closed Sales						Current Months of Inventory	Last 3 Month Trend Months of Inventory	Market Conditions
		Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14			
\$1 - 49,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$50,000 - 74,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$75,000 - 99,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$100,000 - 124,999	0	1	1	0	0	0	0	n/a	n/a	n/a
\$125,000 - 149,999	3	3	2	6	1	2	3	1.0	2.0	Seller
\$150,000 - 174,999	22	3	5	6	7	9	4	5.5	3.3	Seller
\$175,000 - 199,999	12	3	9	7	4	3	4	3.0	4.1	Slightly Seller
\$200,000 - 224,999	9	0	2	6	3	3	2	4.5	3.9	Seller
\$225,000 - 249,999	5	1	2	1	1	0	2	2.5	7.0	Slightly Buyer
\$250,000 - 274,999	3	3	1	1	2	1	0	n/a	4.0	Seller
\$275,000 - 299,999	4	1	1	4	0	1	0	n/a	15.0	Buyer
\$300,000 - 349,999	3	0	0	0	0	0	0	n/a	n/a	n/a
\$350,000 - 399,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$400,000 - 499,999	1	0	0	0	0	0	0	n/a	n/a	n/a
\$500,000 - 599,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$600,000 - 699,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$700,000 - 799,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$800,000 - 899,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$900,000 - 999,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$1,000,000 - and over	0	0	0	0	0	0	0	n/a	n/a	n/a
TOTAL	62	15	23	31	18	19	15	4.1	4.0	Seller



Statistics based on information obtained from TARMLS and using Brokermetrics software on 08/05/2014.
 3 month trend in months of inventory is the average of closed sales and active listing data from 05/01/2014 - 7/31/2014. Information is believed to be reliable, but not guaranteed.



The Housing Report



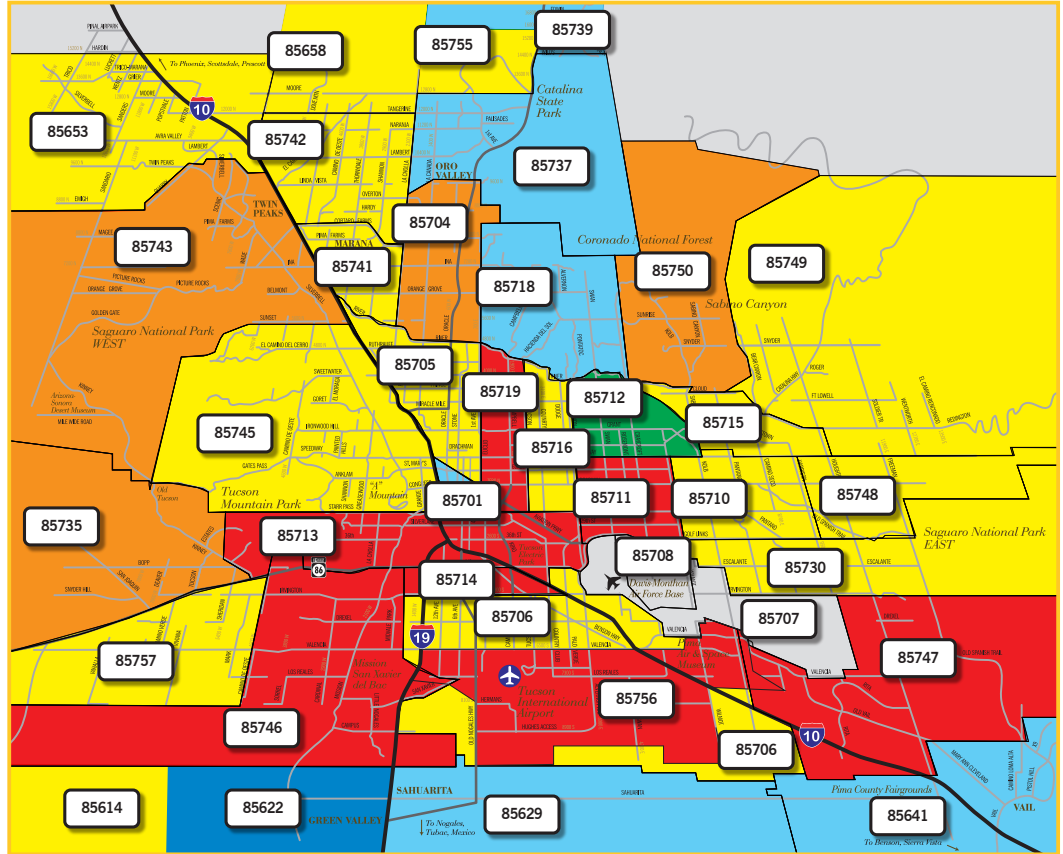
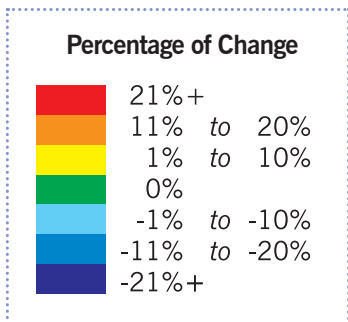
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CHANGE IN MEDIAN SALES PRICE BY ZIP CODE

MAY-JUL 2013 TO MAY-JUL 2014

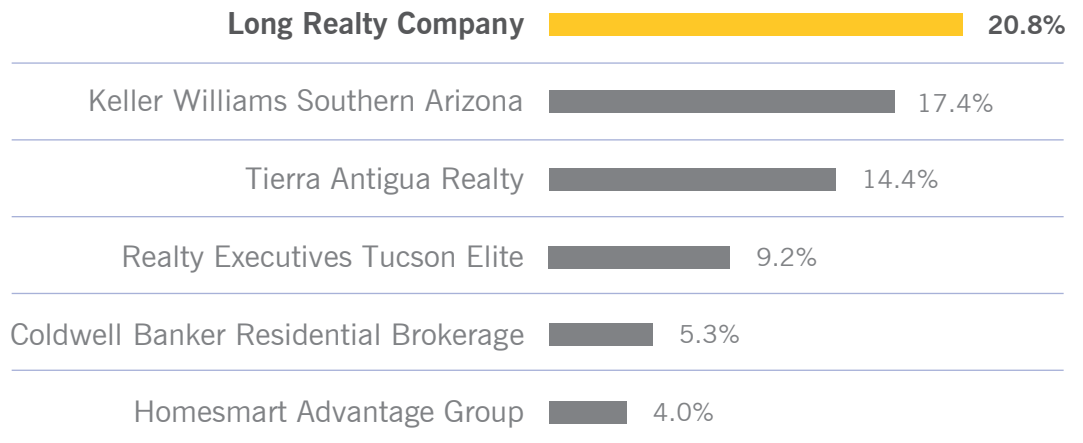
This heat map represents the percentage of change in Tucson metro median sales prices from May-July 2013 to May-July 2014 by zip code.



MARKET SHARE – CONTINENTAL RANCH

Long Realty leads the market in successful real estate sales.

Data Obtained 08/05/2014 from TARMLS using BrokerMetrics software for all closed residential sales volume between 08/01/2013 – 07/31/2014 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.

These statistics are based on information obtained from the TARMLS and GVARMLS on 08/05/2014. Information is believed to be reliable, but not guaranteed.