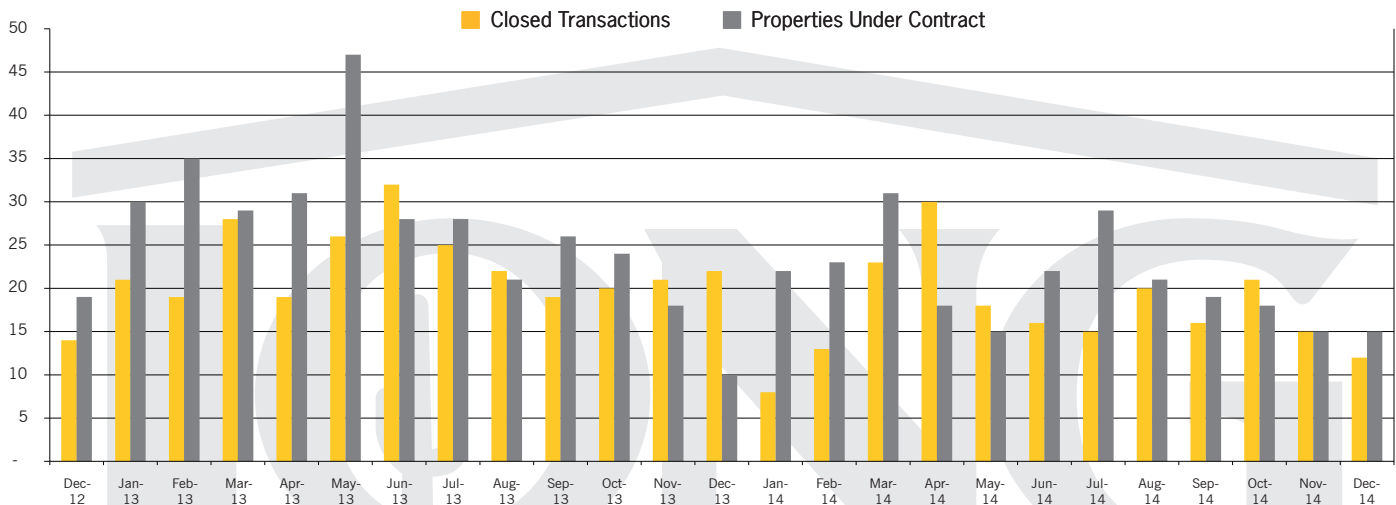




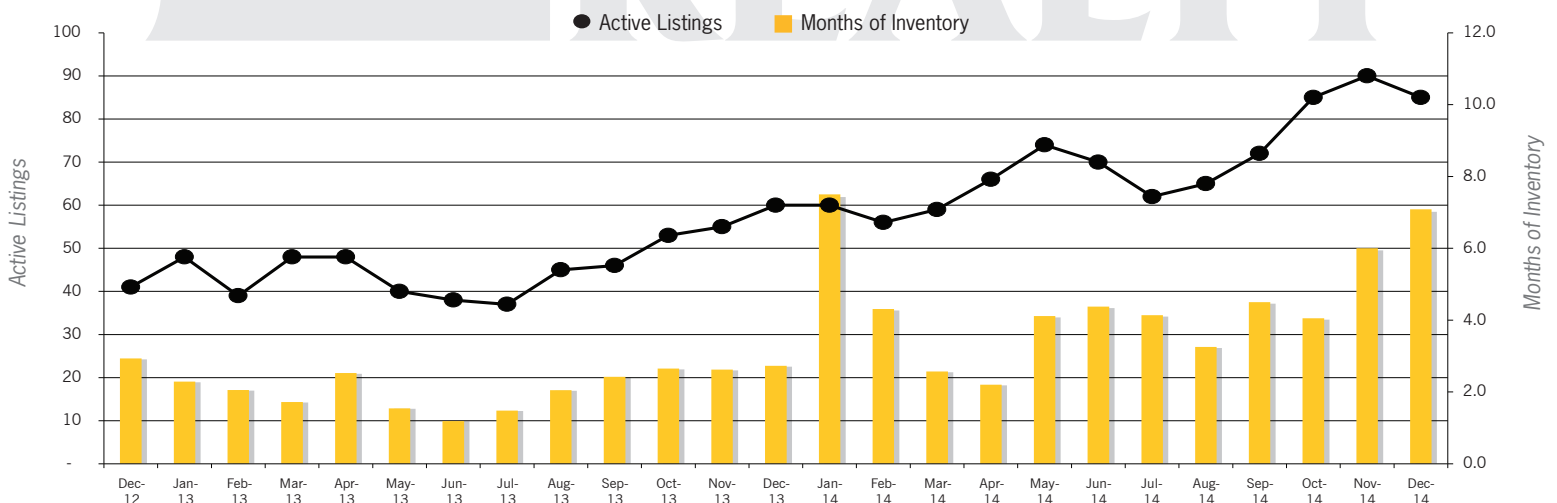
## Continental Ranch | January 2015

In the Continental Ranch area, December 2014 active inventory was 85, a 42% increase from December 2013. There were 12 closings in December 2014, a 45% decrease from December 2013. Year-to-date 2014 there were 207 closings, a 24% decrease from year-to-date 2013. Months of Inventory was 7.1, up from 2.7 in December 2013. Median price of sold homes was \$200,000 for the month of December 2014, up 11% from December 2013. The Continental Ranch area had 15 new properties under contract in December 2014, up 50% from December 2013.

### CLOSED SALES & NEW PROPERTIES UNDER CONTRACT – CONTINENTAL RANCH



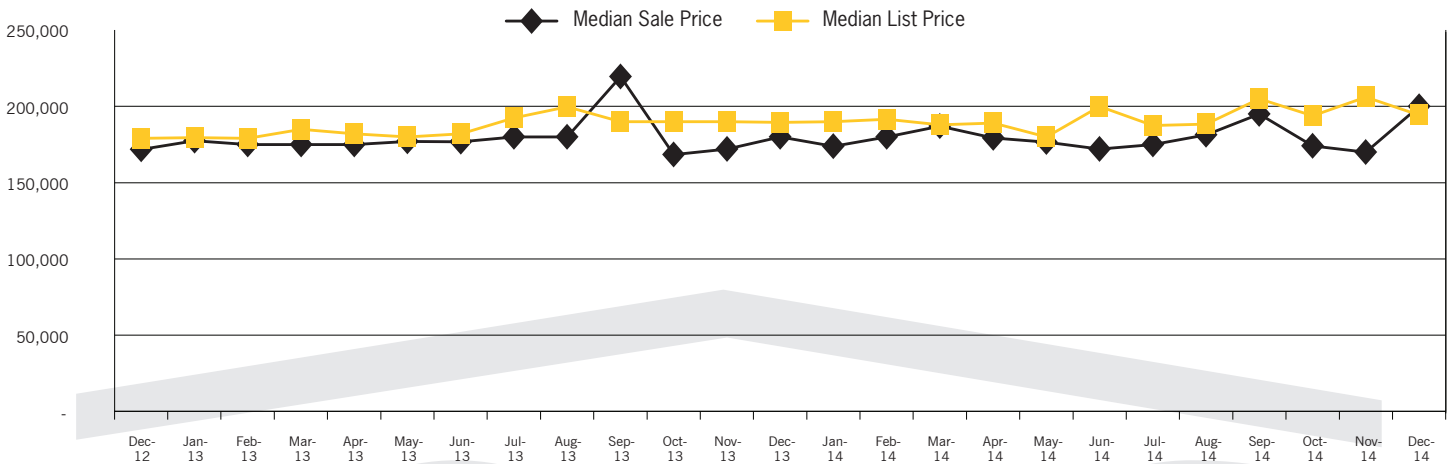
### ACTIVE LISTINGS AND MONTHS OF INVENTORY – CONTINENTAL RANCH



Properties under contract and Home Sales data is based on information obtained from the TARMLS using Brokermetrics software.  
All data obtained 01/06/2015 is believed to be reliable, but not guaranteed.



## MEDIAN SOLD PRICE AND MEDIAN LISTED PRICE – CONTINENTAL RANCH



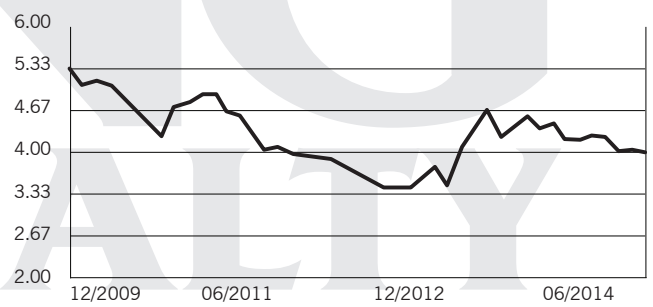
## MONTHLY PAYMENT ON A MEDIAN PRICED HOME – CONTINENTAL RANCH

Year	Median Price	Int. Rate	MO. Payment
2006	\$230,000	6.140%	\$1,329.75
2013	\$180,000	4.500%	\$866.43
2014	\$200,000	3.875%	\$893.45

Source: Residential median sales prices. Data obtained 01/06/2015 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

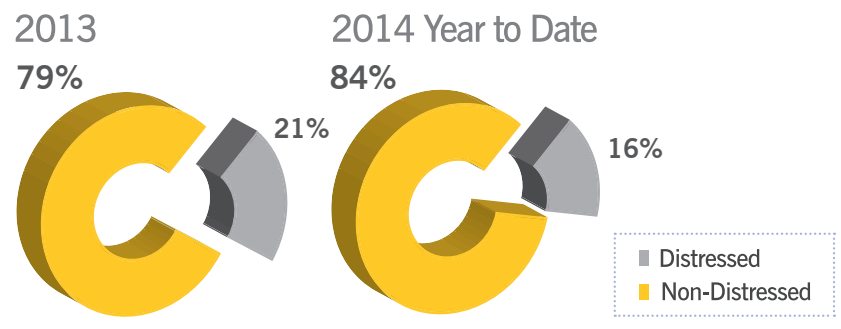
While mortgage rates have increased slightly recently, they are still well below 2009 levels.



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 | January 2015

## 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
		Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-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	1	0	0	0	1	0	0	n/a	3.0	Seller
\$125,000 - 149,999	5	3	4	2	3	2	1	5.0	2.0	Seller
\$150,000 - 174,999	25	4	5	5	7	7	3	8.3	4.9	Slightly Seller
\$175,000 - 199,999	25	5	7	1	5	3	2	12.5	6.0	Balanced
\$200,000 - 224,999	9	3	4	5	3	0	2	4.5	6.6	Slightly Buyer
\$225,000 - 249,999	9	2	0	2	1	1	1	9.0	12.7	Buyer
\$250,000 - 274,999	7	0	1	1	2	1	2	3.5	4.0	Seller
\$275,000 - 299,999	2	0	1	0	0	1	1	2.0	3.5	Seller
\$300,000 - 349,999	2	0	0	0	0	1	0	n/a	3.0	Seller
\$350,000 - 399,999	0	0	0	0	0	0	0	n/a	n/a	n/a
\$400,000 - 499,999	0	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
<b>TOTAL</b>	<b>85</b>	<b>17</b>	<b>22</b>	<b>16</b>	<b>22</b>	<b>16</b>	<b>12</b>	<b>7.1</b>	<b>5.2</b>	<b>Balanced</b>



Statistics based on information obtained from TARMLS and using Brokermetrics software on 01/06/2015.  
 3 month trend in months of inventory is the average of closed sales and active listing data from 10/01/2014 - 12/31/2014. Information is believed to be reliable, but not guaranteed.



# The Housing Report



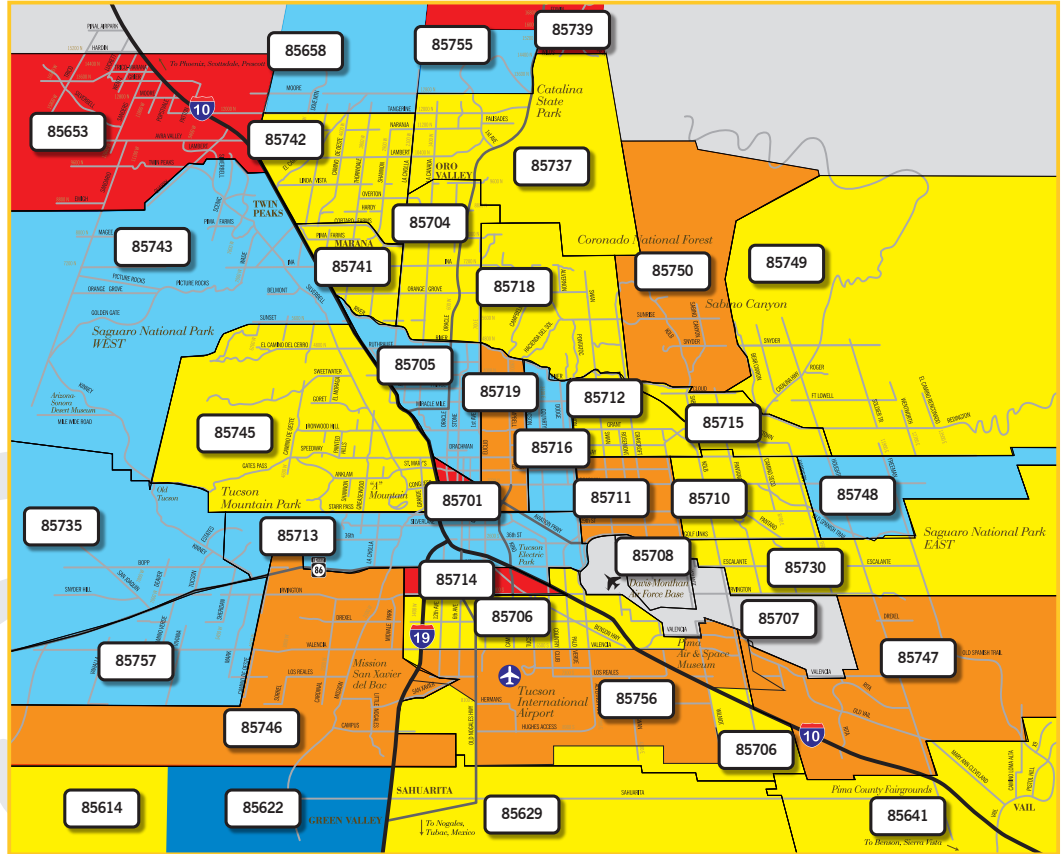
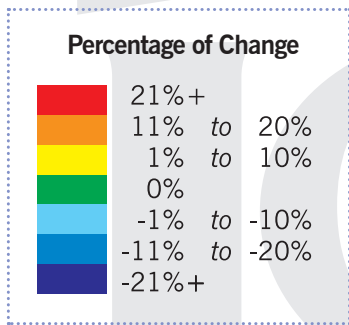
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## CHANGE IN MEDIAN SALES PRICE BY ZIP CODE

OCT-DEC 2013 TO OCT-DEC 2014

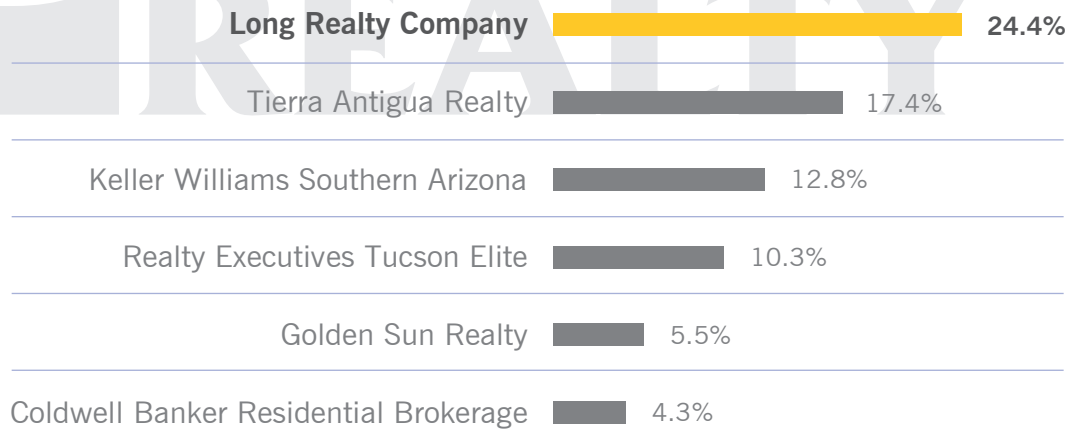
*This heat map represents the percentage of change in Tucson metro median sales prices from October-December 2013 to October-December 2014 by zip code.*



## MARKET SHARE – CONTINENTAL RANCH

*Long Realty leads the market in successful real estate sales.*

*Data Obtained 01/06/2015 from TARMLS using BrokerMetrics software for all closed residential sales volume between 01/01/2014 – 12/31/2014 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 01/06/2015. Information is believed to be reliable, but not guaranteed.*