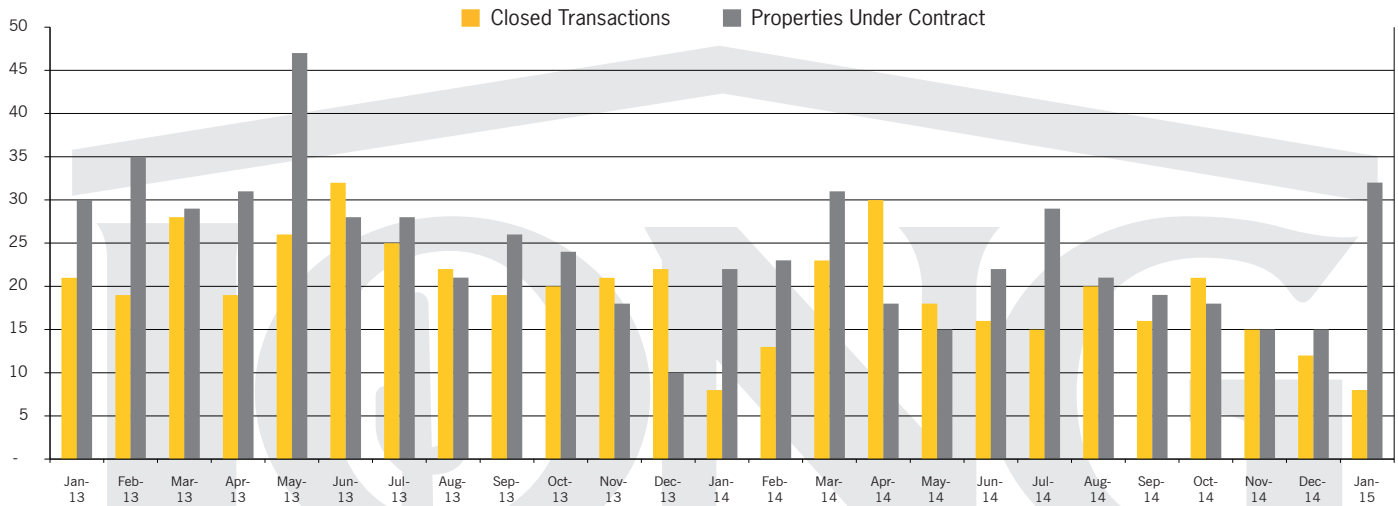




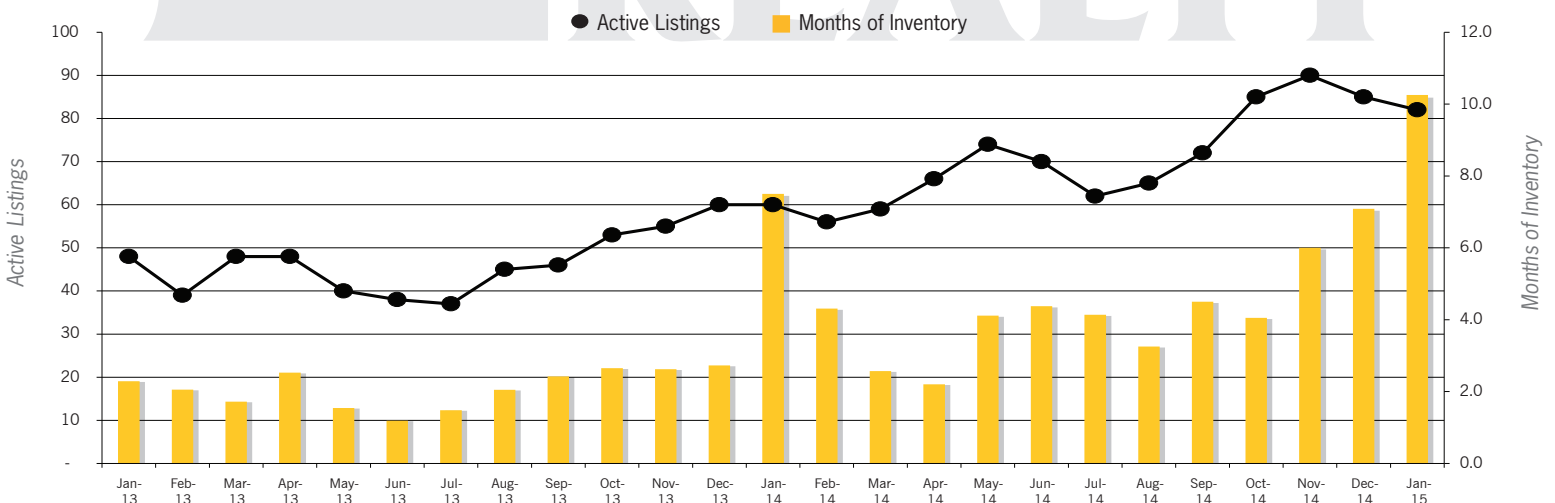
## Continental Ranch | February 2015

In the Continental Ranch area, January 2015 active inventory was 82, a 37% increase from January 2014. There were 8 closings in January 2015, virtually unchanged from January 2014. Months of Inventory was 10.3, up from 7.5 in January 2014. Median price of sold homes was \$173,750 for the month of January 2015, virtually unchanged from January 2014. The Continental Ranch area had 32 new properties under contract in January 2015, up 45% from January 2014.

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



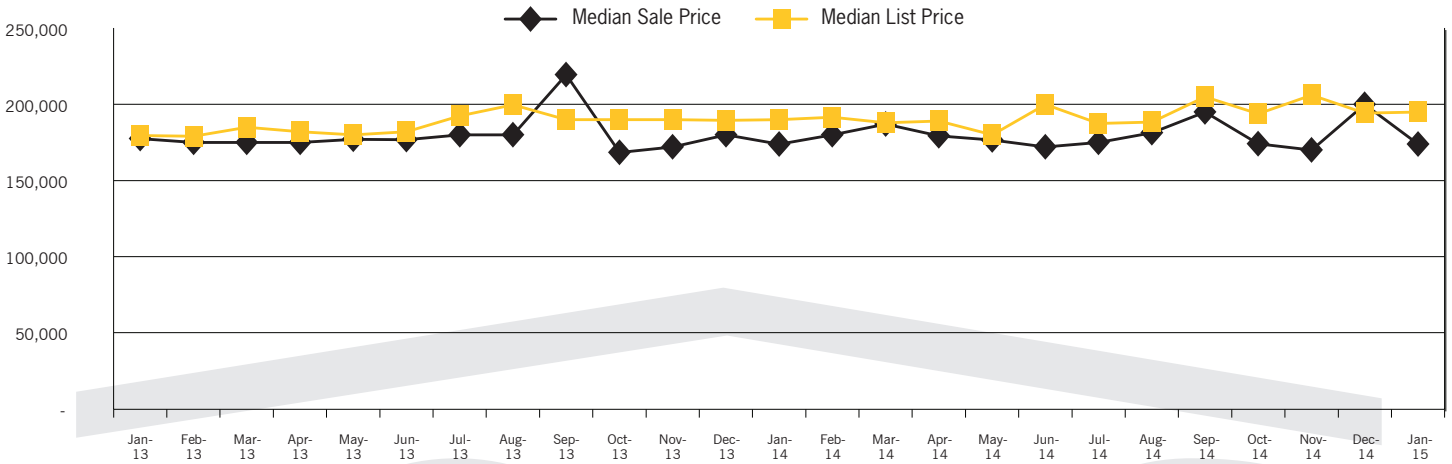
### ACTIVE LISTINGS AND MONTHS OF INVENTORY – CONTINENTAL RANCH



Properties under contract and Home Sales data is based on information obtained from the TARMLS using Brokermetrics software.  
All data obtained 02/04/2015 is believed to be reliable, but not guaranteed.



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



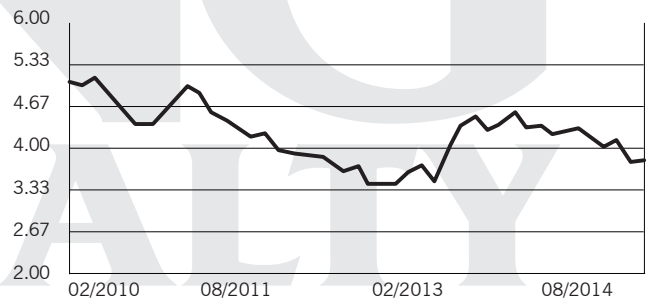
## MONTHLY PAYMENT ON A MEDIAN PRICED HOME – CONTINENTAL RANCH

Year	Median Price	Int. Rate	MO. Payment
2006	\$230,000	6.140%	\$1,329.75
2014	\$173,750	4.375%	\$824.13
2015	\$173,750	3.625%	\$752.77

Source: Residential median sales prices. Data obtained 02/04/2015 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 2010 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.

2014  
84%



2015 Year to Date  
100%



■ Distressed  
■ Non-Distressed



# The Housing Report



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Continental Ranch | February 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
		Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15			
\$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	1	0	0	0	n/a	n/a	n/a
\$125,000 - 149,999	11	4	2	3	2	1	1	11.0	5.0	Balanced
\$150,000 - 174,999	19	5	5	7	7	3	3	6.3	5.6	Balanced
\$175,000 - 199,999	20	7	1	5	3	2	1	20.0	10.3	Buyer
\$200,000 - 224,999	5	4	5	3	0	2	2	2.5	6.5	Balanced
\$225,000 - 249,999	15	0	2	1	1	1	0	n/a	20.5	Buyer
\$250,000 - 274,999	5	1	1	2	1	2	1	5.0	4.5	Slightly Seller
\$275,000 - 299,999	4	1	0	0	0	1	0	n/a	8.0	Slightly Buyer
\$300,000 - 349,999	2	0	0	0	1	0	0	n/a	5.0	Balanced
\$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>82</b>	<b>22</b>	<b>16</b>	<b>22</b>	<b>15</b>	<b>12</b>	<b>8</b>	<b>10.3</b>	<b>7.3</b>	<b>Slightly Buyer</b>

				
Seller's Market	Slight Seller's Market	Balanced Market	Slight Buyer's Market	Buyer's Market

Statistics based on information obtained from TARMLS and using Brokermetrics software on 02/04/2015.  
 3 month trend in months of inventory is the average of closed sales and active listing data from 11/01/2014 - 01/31/2015. Information is believed to be reliable, but not guaranteed.

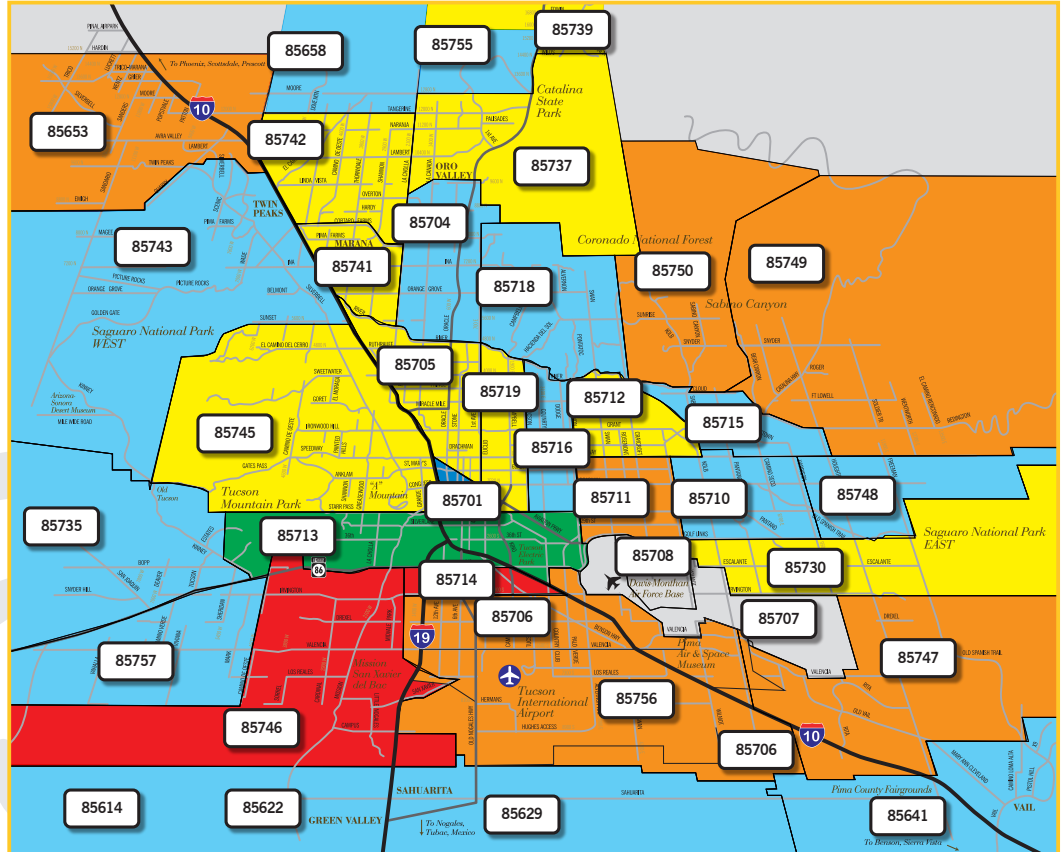


## Continental Ranch | February 2015

### CHANGE IN MEDIAN SALES PRICE BY ZIP CODE

NOV 2013-JAN 2014 TO NOV 2014-JAN 2015

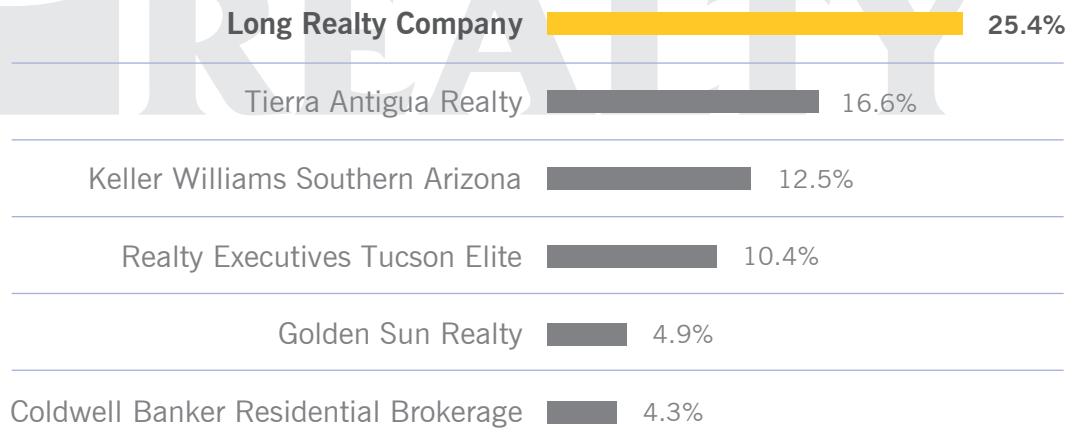
This heat map represents the percentage of change in Tucson metro median sales prices from November 2013-January 2014 to November 2014-January 2015 by zip code.



### MARKET SHARE – CONTINENTAL RANCH

Long Realty leads the market in successful real estate sales.

Data Obtained 02/04/2015 from TARMLS using BrokerMetrics software for all closed residential sales volume between 02/01/2014 – 01/31/2015 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.