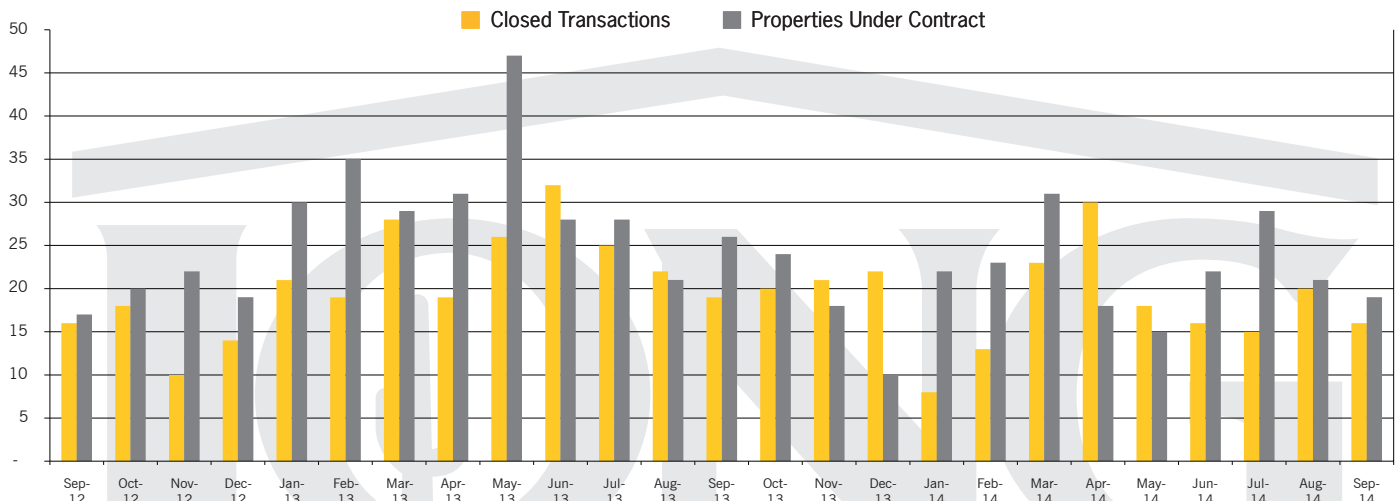




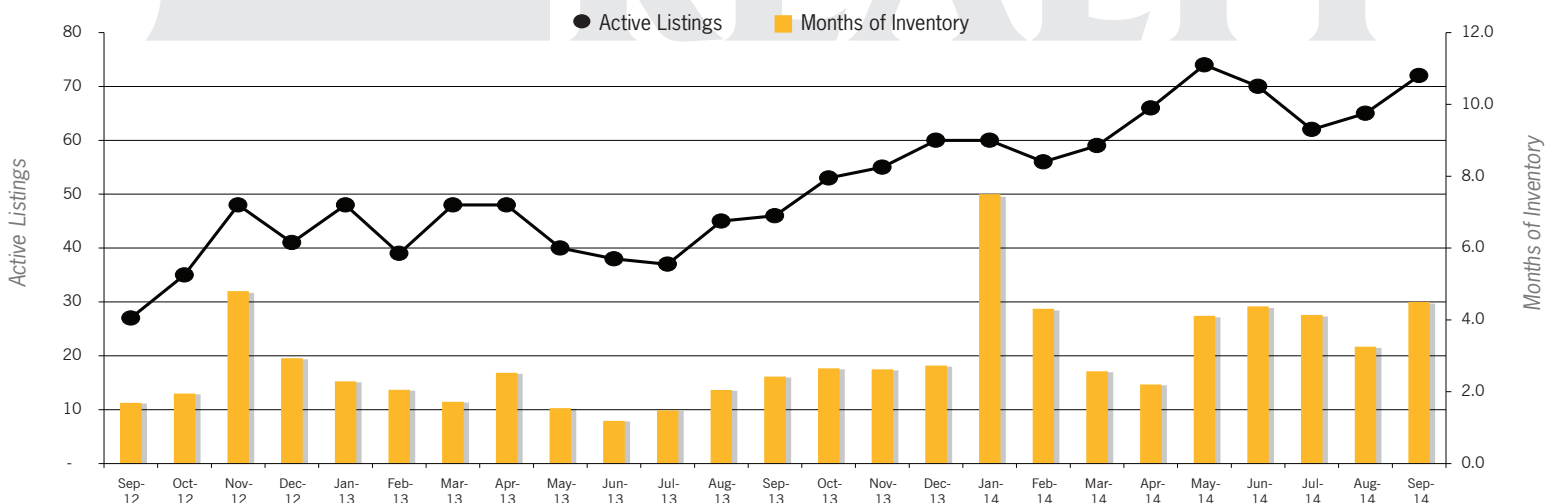
## Continental Ranch | October 2014

In the Continental Ranch area, September 2014 active inventory was 72, a 57% increase from September 2013. There were 16 closings in September 2014, a 16% decrease from September 2013. Months of Inventory was 4.5, up from 2.4 in September 2013. Median price of sold homes was \$194,950 for the month of September 2014, down 11% from September 2013. The Continental Ranch area had 19 new properties under contract in September 2014, down 27% from September 2013.

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



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

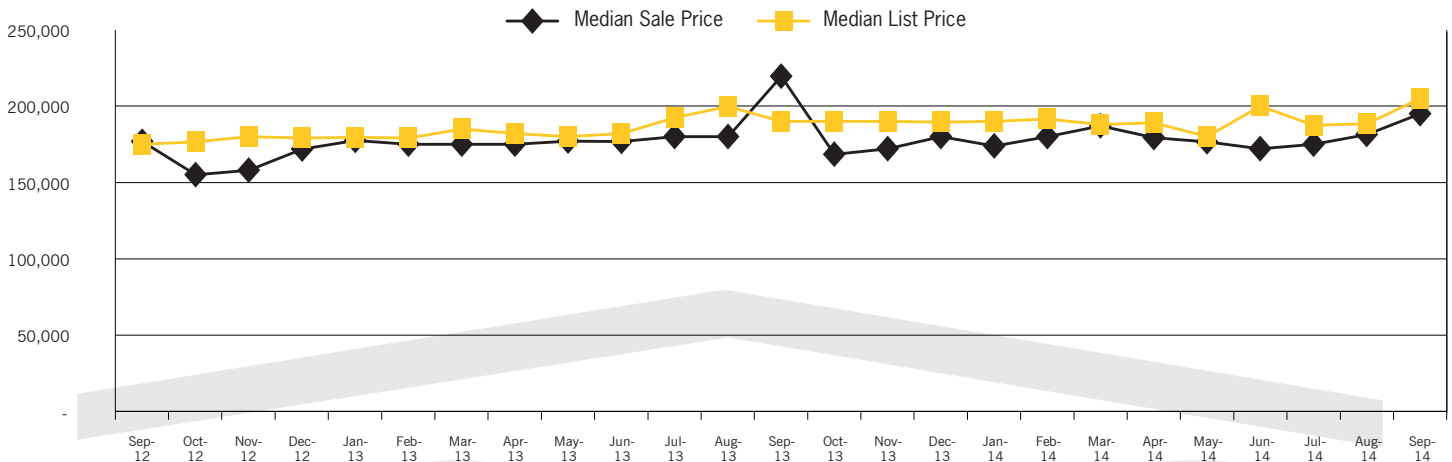


Properties under contract and Home Sales data is based on information obtained from the TARMLS using Brokermetrics software.  
All data obtained 10/03/2014 is believed to be reliable, but not guaranteed.



Continental Ranch | October 2014

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

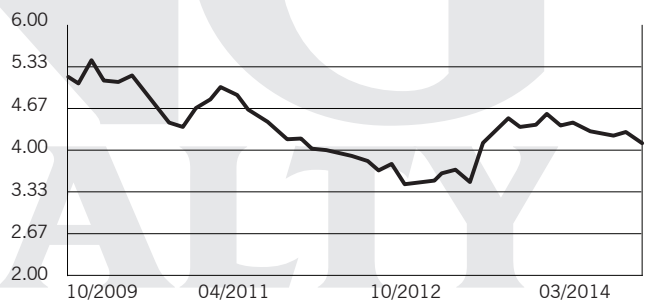


## MONTHLY PAYMENT ON A MEDIAN PRICED HOME – CONTINENTAL RANCH

Year	Median Price	Int. Rate	MO. Payment
2006	\$230,000	6.140%	\$1,329.75
2013	\$219,450	4.500%	\$1,056.32
2014	\$194,950	4.250%	\$911.08

## 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.

2013  
79%



2014 Year to Date  
82%



■ Distressed  
■ Non-Distressed



# The Housing Report

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Continental Ranch | October 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
		Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-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	0	0	0	0	0	0	n/a	n/a	n/a
\$125,000 - 149,999	2	6	1	2	3	4	2	1.0	1.0	Seller
\$150,000 - 174,999	26	6	7	9	4	4	5	5.2	5.3	Balanced
\$175,000 - 199,999	12	7	4	3	5	7	1	12.0	3.0	Seller
\$200,000 - 224,999	8	6	3	3	3	4	5	1.6	2.0	Seller
\$225,000 - 249,999	10	1	1	0	2	0	2	5.0	5.5	Balanced
\$250,000 - 274,999	6	1	2	1	0	1	1	6.0	6.5	Balanced
\$275,000 - 299,999	6	4	0	1	0	1	0	n/a	14.0	Buyer
\$300,000 - 349,999	1	0	0	0	0	0	0	n/a	n/a	n/a
\$350,000 - 399,999	1	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>72</b>	<b>31</b>	<b>18</b>	<b>19</b>	<b>17</b>	<b>21</b>	<b>16</b>	<b>4.5</b>	<b>3.7</b>	<b>Seller</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 10/03/2014.

3 month trend in months of inventory is the average of closed sales and active listing data from 07/01/2014 - 09/30/2014. Information is believed to be reliable, but not guaranteed.

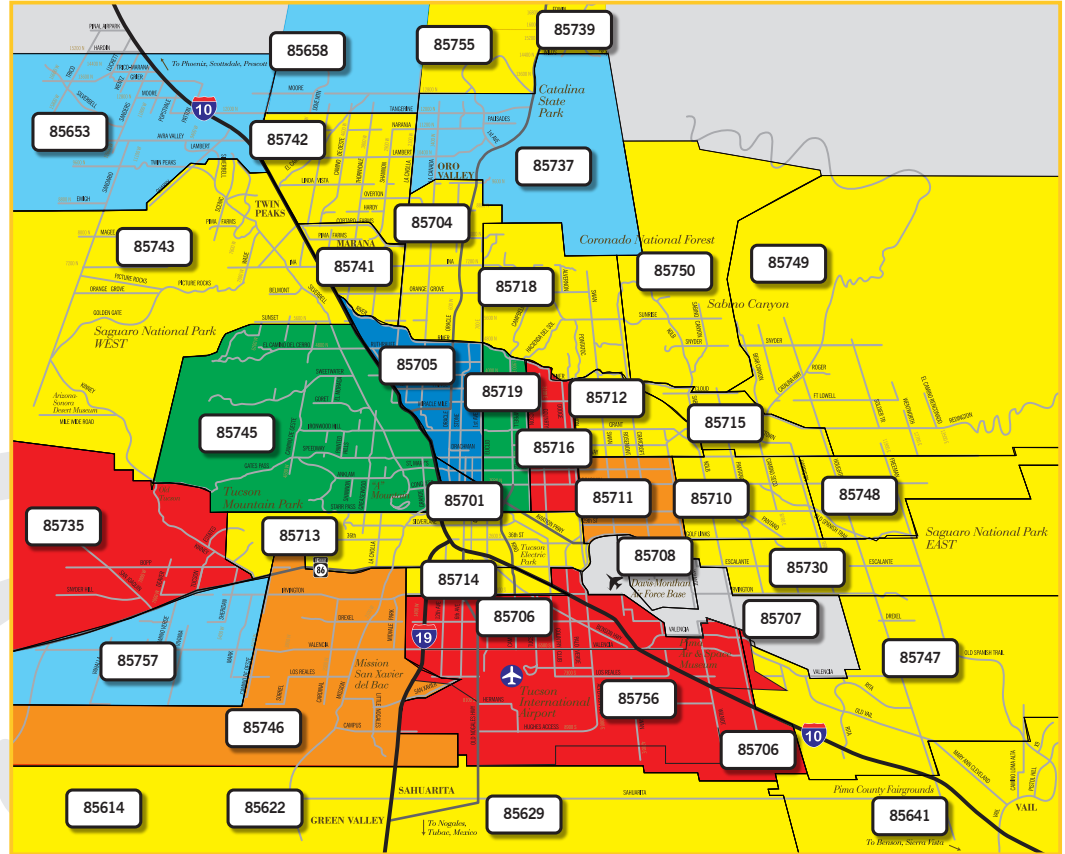
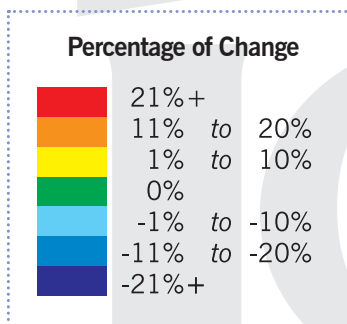


Continental Ranch | October 2014

## CHANGE IN MEDIAN SALES PRICE BY ZIP CODE

JUL-SEP 2013 TO  
JUL-SEP 2014

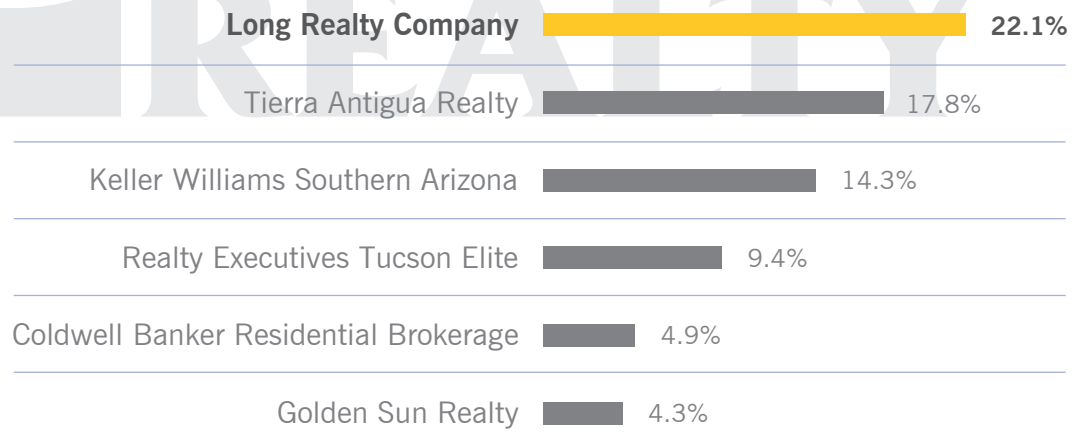
*This heat map represents the percentage of change in Tucson metro median sales prices from July-September 2013 to July-September 2014 by zip code.*



## MARKET SHARE – CONTINENTAL RANCH

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

*Data Obtained 10/03/2014 from TARMLS using BrokerMetrics software for all closed residential sales volume between 10/01/2013 – 09/30/2014 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.