

# Prudential Gouger O'Neal & Saunders REAL ESTATE



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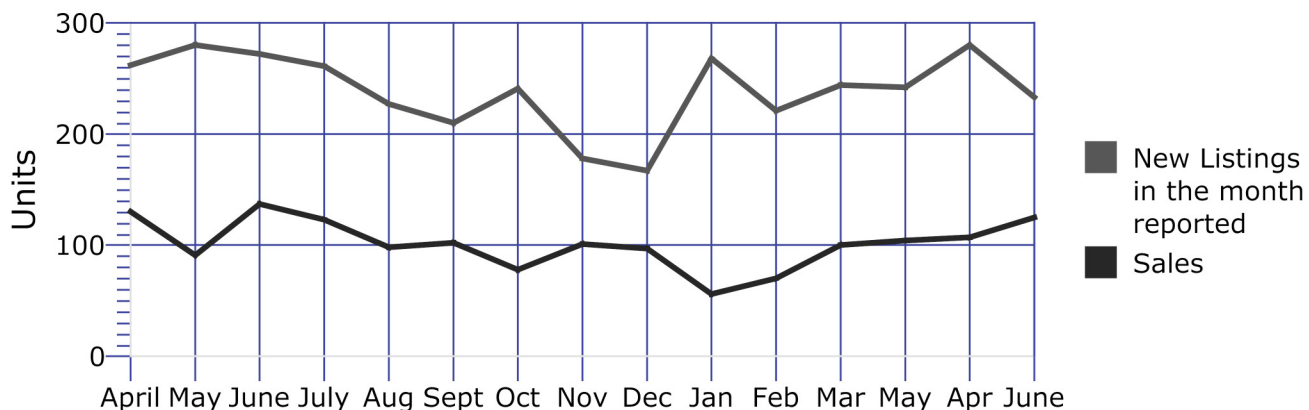
2nd Quarter 2010 Volume No. 2

## Market Matrix for Moore County and Surrounding Areas

2010		Q 1 - Q 2					
Class	Total Listed	# Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale to List Price	Days on Ma
All	2,569	652	26.42%	\$243,840.00	\$228,876.00	93.86%	186
RES	1,687	564	33.43%	\$257,035.00	\$242,736.00	94.44%	177
LAND	682	78	11.44%	\$95,822.00	\$84,416.00	88.10%	252
2009		Q 1 - Q 2					
Class	Total Listed	# Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale to List Price	Days on Ma
All	2,430	637	26.30%	\$230,222.00	\$217,266.00	94.37%	179
RES	1,609	547	34%	\$247,201.00	\$235,581.00	95.30%	169
LAND	717	84	11.72%	\$122,991.00	\$103,346.00	84.03%	244

Note: Listing numbers are a total of all properties remaining in listing inventory not only those listed within the quarter

## Residential Properties Listed and Sold each Month 2009 - 2010



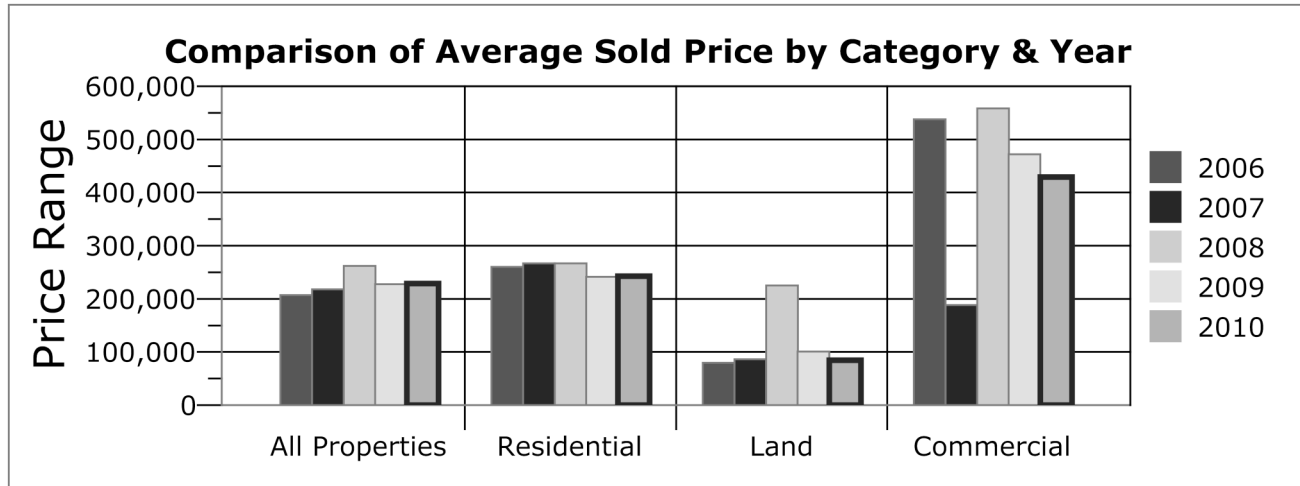
Residential	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
New Listings in the month reported	262	280	272	261	227	210	241	178	167	268	221	244	280	242	233
Sales	130	91	137	123	98	102	78	101	97	56	70	100	107	104	125

### Market Notes - A Great Time to Buy!

Inventory in all price ranges is still excellent and some significant price reductions have been applied by sellers to reach out to the motivated buyers in the market. Mortgage rates are at an all time low and stable. The \$8,000 tax credit for first time buyers and the repeat buyer benefit is over for new applicants but those who were not able to close contracts got relief for another 90 days. After this credit expired we saw a drop in buyer traffic. The higher price range properties in our market continue to be affected by buyers not able to sell their homes in other markets.

### 2010 Pending Trend Analysis for Residential Properties

List Price:	\$287,854	\$227,000	\$42,026,689	146	Jan-10
Days on Market	184	154			
List Price:	\$280,527	\$236,200	\$42,079,131	150	Feb-10
Days on Market	157	131			
List Price:	\$269,521	\$218,500	\$49,052,877		Mar-10
Days on Market	161	120		182	
List Price:	\$251,846	\$216,700	\$47,850,905		Apr-10
Days on Market	161	97		190	
List Price:	\$264,873	\$234,500	\$64,364,238		10-May
Days on Market	148	98		243	
List Price:	\$289,651	\$239,000	\$65,171,504		6.1.2010
Days on Market	152	94		225	
List Price:	\$270,398	\$234,950	\$45,967,767		7.1.2010
Days on Market	160	123		170	



### Price Range Analysis of Residential Properties sold 08 vs 09 vs 2010

2010 1st & 2nd Qtr				2009 Year			2008 Year		
Price Range	# of Sales	Ave List	Ave Sold	# of Sales	Ave List	Ave Sold	# of Sales	Ave List	Ave Sold
Under \$100,000	49	75,765	69,124	77	72,850	65,411	144	71,620	66,234
\$100,001 - \$200,000	211	\$164,701	\$156,871	440	\$165,365	\$159,270	412	163,026	157,410
200,001 - 300,000	168	\$252,076	\$243,214	391	\$248,740	\$240,035	349	252,807	244,705
300,001 - 400,000	79	\$355,347	\$343,791	145	\$362,769	\$348,073	189	356,523	435,870
400,001 - 500,000	25	\$476,769	\$441,084	52	\$475,483	\$449,448	64	458,889	446,605
500,001 - 600,000	15	\$581,853	\$544,986	20	\$581,240	\$541,462	35	578,302	543,988
600,001 - 700,000	8	\$690,781	\$637,125	10	\$684,700	\$643,100	14	679,885	642,750
700,001 - 800,000	2	\$797,500	\$745,000	7	\$825,857	\$747,500	8	771,087	747,805
800,001 - 900,000	0	\$0	\$0	3	\$892,666	\$876,666	6	905,000	859,333
900,001 - 1,000,000	1	\$985,000	\$930,000	2	\$1,017,500	\$962,500	1	1,100,000	950,000
1,000,001 and over	4	\$1,759,750	\$1,343,750	7	\$1,648,285	\$1,365,357	9	1,711,555	1,606,736
<b>Total Units Sold</b>	<b>562</b>			<b>1154</b>			<b>1231</b>		

All data from PSPAAR MLS. Information deemed reliable but not guaranteed.