

Prudential Gouger O'Neal & Saunders REAL ESTATE



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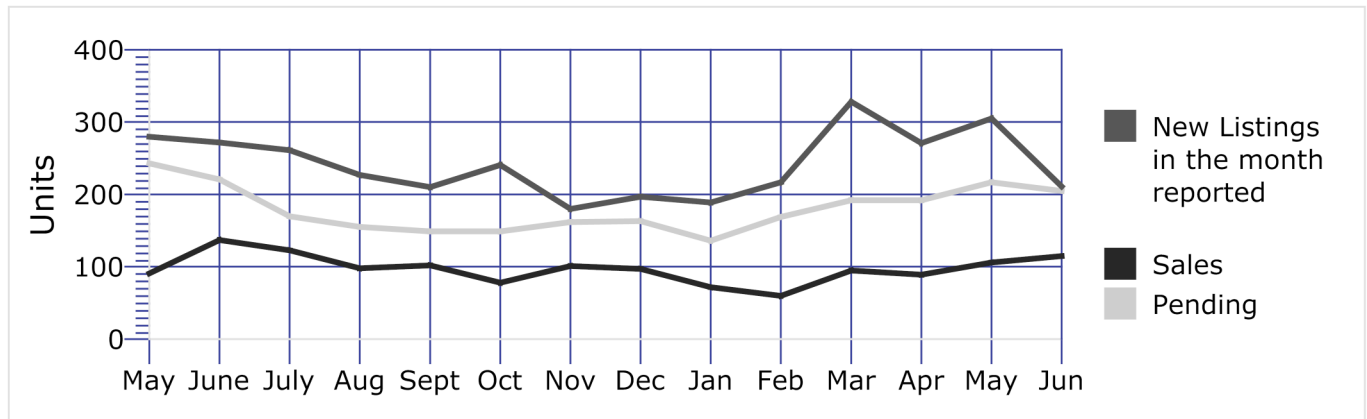
2nd Quarter 2011 Volume No. 3

Market Matrix for Moore County and Surrounding Areas

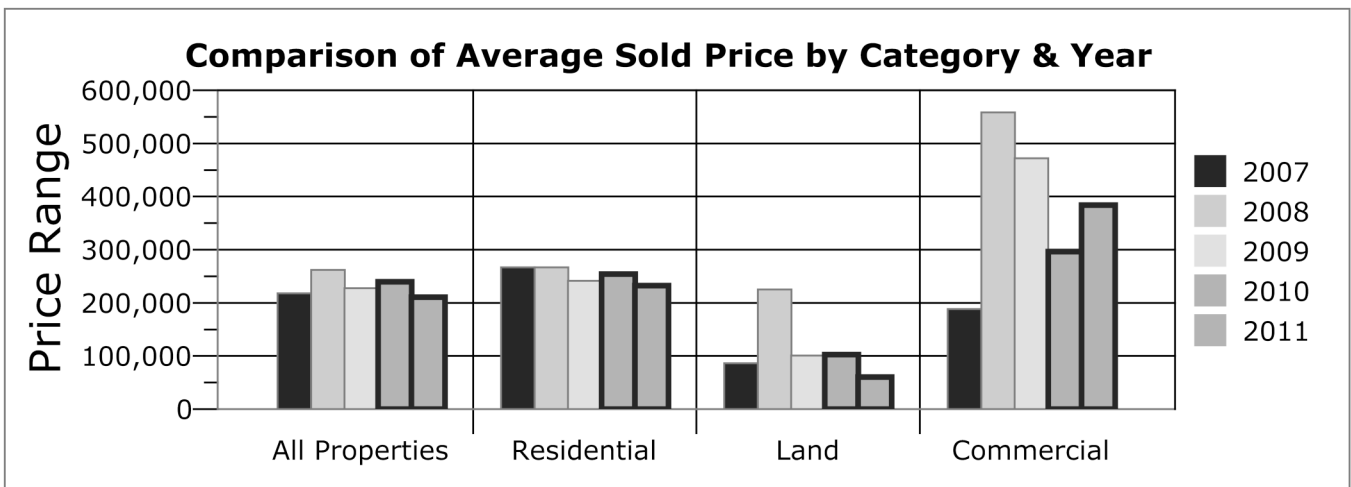
Type	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale/List Ratio	DOM	
All	2,461	668	28.21%	\$242,376	\$227,704	93.95%	184	Q 2 10
RE	1,617	577	35.68%	\$256,154	\$242,123	94.52%	176	
LD	653	81	12.40%	\$93,396	\$82,240	88.06%	245	
All	2,641	648	24.54%	\$225,915	\$210,690	93.26%	176	Q 2 11
RE	1,704	544	31.92%	\$247,067	\$232,556	94.13%	168	
LD	674	89	13.20%	\$71,757	\$60,273	84.00%	228	

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 2010 - 2011



Comparison of Average Sold Price by Category & Year



2010 and 2011 Pending Trend Analysis for Residential Properties

Residential Only	Average	Median	Volume	Listing Count	Report Date
List Price:	\$264,873	\$234,500	\$64,364,238	243	10-May
Days on Market	148	98			
List Price:	\$289,651	\$239,000	\$65,171,504	225	6.1.2010
Days on Market	152	94			
List Price:	\$270,398	\$234,950	\$45,967,767	170	7.1.2010
Days on Market	160	123			
List Price:	\$261,737	\$229,000	\$40,569,378	155	8.09.2010
Days on Market	160	124			
List Price:	\$266,204	\$215,000	\$39,664,456	149	9.1.2010
Days on Market	163	126			
List Price:	\$281,339	\$224,900	\$41,919,641	149	10.06.2010
Days on Market	145	104			
List Price:	\$285,149	\$229,450	\$46,194,229	162	11.12.2010
Days on Market	148	111			
List Price:	\$264,805	\$220,000	\$43,163,269	163	12.03.2010
Days on Market	153	119			
List Price:	\$250,853	\$216,875	\$34,116,027	136	1.31/11
Days on Market	158				
LIST PRICE:	\$248,093	\$219,727	\$41,927,838	169	3.1.2011
Days on Market	160				
LIST PRICE:	\$257,880	\$219,813	\$49,513,034	192	4.3.2011
Days on Market	133				
LIST PRICE:	\$274,543	\$233,000	\$59,575,930	217	5.2.2011
Days on Market	136				
LIST PRICE:	\$266,839	\$232,000	\$54,168,462	205	6.5.2011
Days on Market	143				

Price Range Analysis of Residential Properties sold 2011 vs 2010

2011 2nd Qtr				2010 2nd Qtr			
Price Range	# of Sales	Ave List	Ave Sold	Price Range	# of Sales	Ave List	Ave Sold
Under \$100,000	88	67,915	61,054	Under \$100,000	49	75,765	69,124
\$100,001 - \$200,000	175	161,304	153,925	\$100,001 - \$200,000	211	\$164,701	\$156,871
200,001 - 300,000	159	256,556	246,254	200,001 - 300,000	168	\$252,076	\$243,214
300,001 - 400,000	72	367,148	350,615	300,001 - 400,000	79	\$355,347	\$343,791
400,001 - 500,000	23	484,147	452,087	400,001 - 500,000	25	\$476,769	\$441,084
500,001 - 600,000	15	605,757	549,249	500,001 - 600,000	15	\$581,853	\$544,986
600,001 - 700,000	3	737,966	651,666	600,001 - 700,000	8	\$690,781	\$637,125
700,001 - 800,000	1	797,000	745,000	700,001 - 800,000	2	\$797,500	\$745,000
800,001 - 900,000	1	995,000	895,000	800,001 - 900,000	0	\$0	\$0
900,001 - 1,000,000	0	0	0	900,001 - 1,000,000	1	\$985,000	\$930,000
1,000,001 and over	6	1,427,500	1,228,333	1,000,001 and over	4	\$1,759,750	\$1,343,750
Total Units Sold	543			Total Units Sold	562		

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