

Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



January 2011

A house. It's the single largest investment most families make. It's where we rest our heads every night. Houses represent the brick and mortar that comprise the very communities in which we live. They provide us with a sense of place to extend our roots downward. We raise our families under the safety and warmth of their rooftops. Our houses become homes. Let's analyze these structures that are so much more than that, and let's take a look at how our home market began 2011.

Pending Sales in the Greater Greenville region decreased 38.2 percent since January 2010 to 323 agreements signed. New Listing activity decreased 32.2 percent, which means sellers placed 1,052 new homes on the market. At this rate, they should expect their properties to sell after approximately 111 days.

Prices climbed upward. Median Sales Price increased 3.8 percent over last January to \$134,950. Negotiations moved toward buyers as Percent of List Price Received at Sale decreased to 93.8 percent. Months Supply of Inventory increased 5.8 percent to 12.6 months.

Interest rates are expected to remain around 5.0 percent and prices are expected to rise gradually in many markets. Although the labor department reported that the seasonally-adjusted unemployment rate dropped to 9.0 percent in January, expect joblessness to remain an issue. There's a steep, jagged rock face behind us; ahead lies a gently inclined grassy plain.



All data from the Greater Greenville Association of REALTORS® Multiple Listing Service. Provided by South Carolina REALTORS®. Powered by 10K Research and Marketing. | 1

Quick Facts

- 11.3%

Change in
Closed Sales

+ 3.8%

Change in
Median Sales Price

- 1.2%

Change in
Inventory

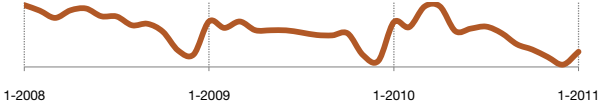

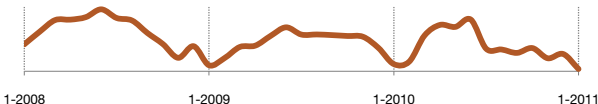
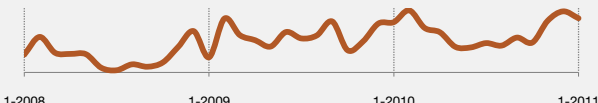
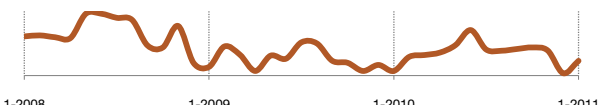
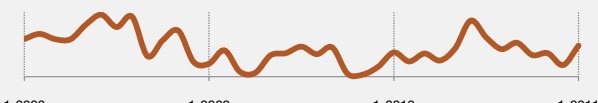
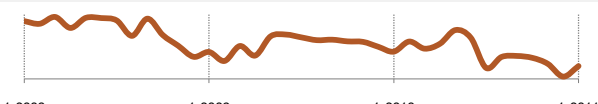
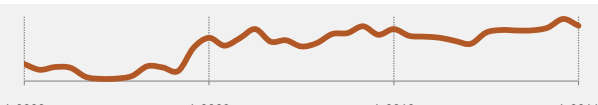
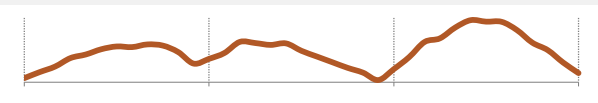
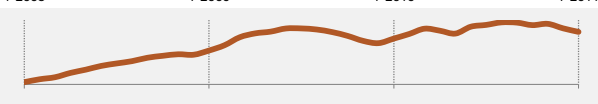
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Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.



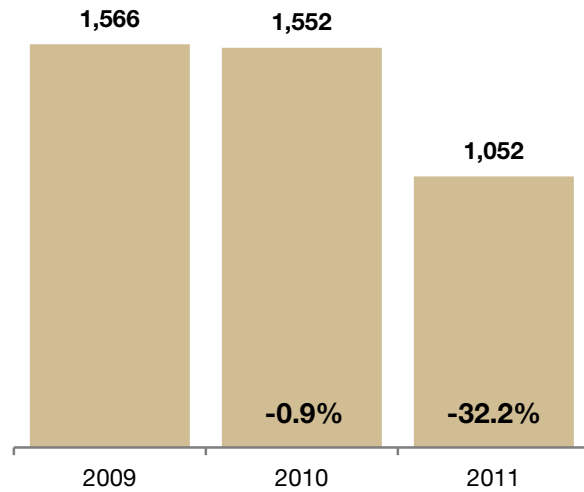
| Key Metrics | Historical Sparklines | 1-2010 | 1-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|--|-----------|-----------|---------|-----------|-----------|---------|
| New Listings |  | 1,552 | 1,052 | - 32.2% | 1,552 | 1,052 | - 32.2% |
| Pending Sales |  | 523 | 323 | - 38.2% | 523 | 323 | - 38.2% |
| Closed Sales |  | 398 | 353 | - 11.3% | 398 | 353 | - 11.3% |
| Days on Market Until Sale |  | 109 | 111 | + 1.9% | 109 | 111 | + 1.9% |
| Median Sales Price |  | \$130,000 | \$134,950 | + 3.8% | \$130,000 | \$134,950 | + 3.8% |
| Average Sales Price |  | \$166,509 | \$170,969 | + 2.7% | \$166,509 | \$170,969 | + 2.7% |
| Percent of List Price Received |  | 94.7% | 93.8% | - 1.0% | 94.7% | 93.8% | - 1.0% |
| Housing Affordability Index |  | 196 | 200 | + 2.0% | 196 | 200 | + 2.0% |
| Inventory of Homes for Sale |  | 7,014 | 6,928 | - 1.2% | -- | -- | -- |
| Months Supply of Homes for Sale |  | 11.6 | 12.2 | + 5.2% | -- | -- | -- |

New Listings

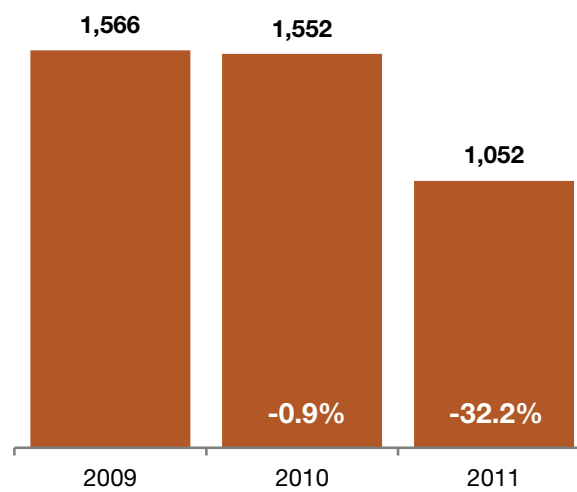
A count of the properties that have been newly listed on the market in a given month.



January

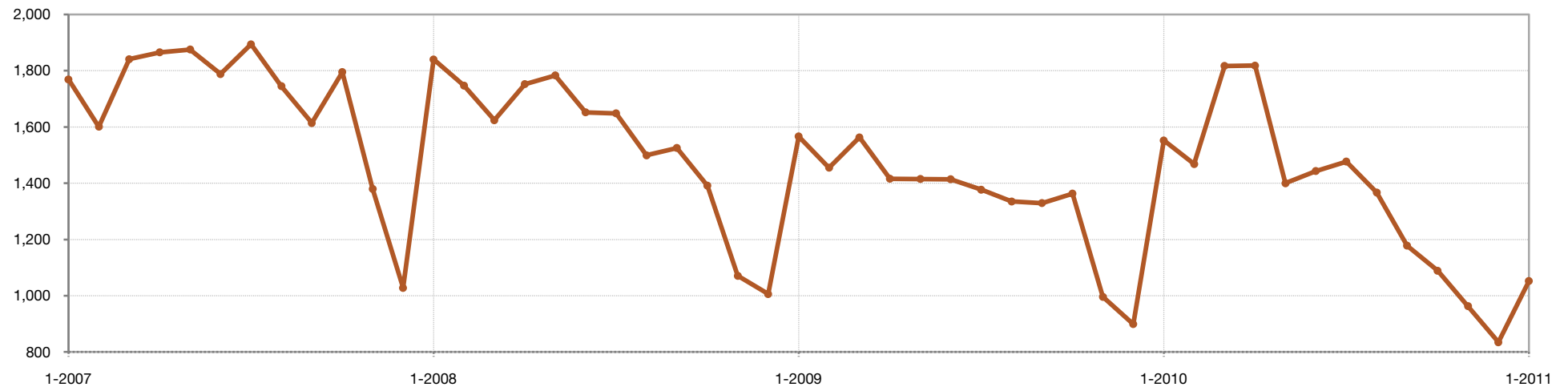


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| February | 1,455 | 1,468 | +0.9% |
| March | 1,563 | 1,817 | +16.3% |
| April | 1,416 | 1,818 | +28.4% |
| May | 1,415 | 1,400 | -1.1% |
| June | 1,414 | 1,443 | +2.1% |
| July | 1,377 | 1,477 | +7.3% |
| August | 1,335 | 1,367 | +2.4% |
| September | 1,329 | 1,178 | -11.4% |
| October | 1,363 | 1,089 | -20.1% |
| November | 996 | 963 | -3.3% |
| December | 899 | 835 | -7.1% |
| January | 1,552 | 1,052 | -32.2% |
| 12-Month Avg | 1,343 | 1,326 | -1.3% |

Historical New Listing Activity

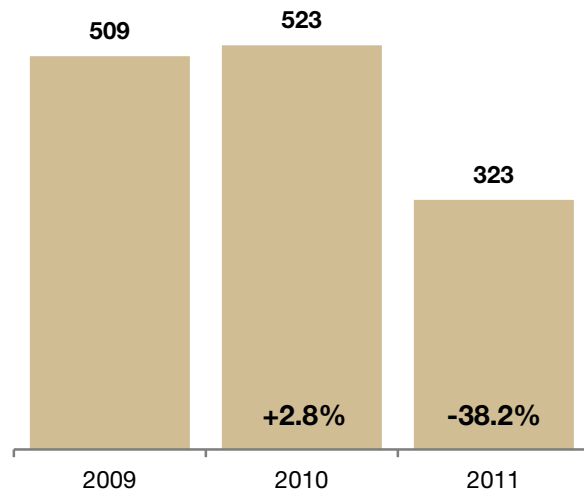


Pending Sales

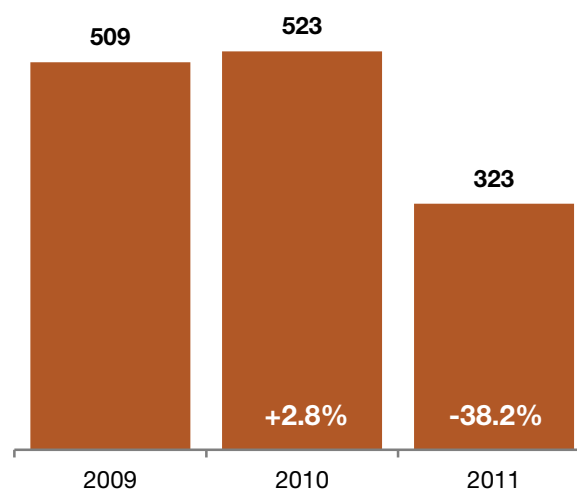
A count of the properties that have offers accepted on them in a given month.



January

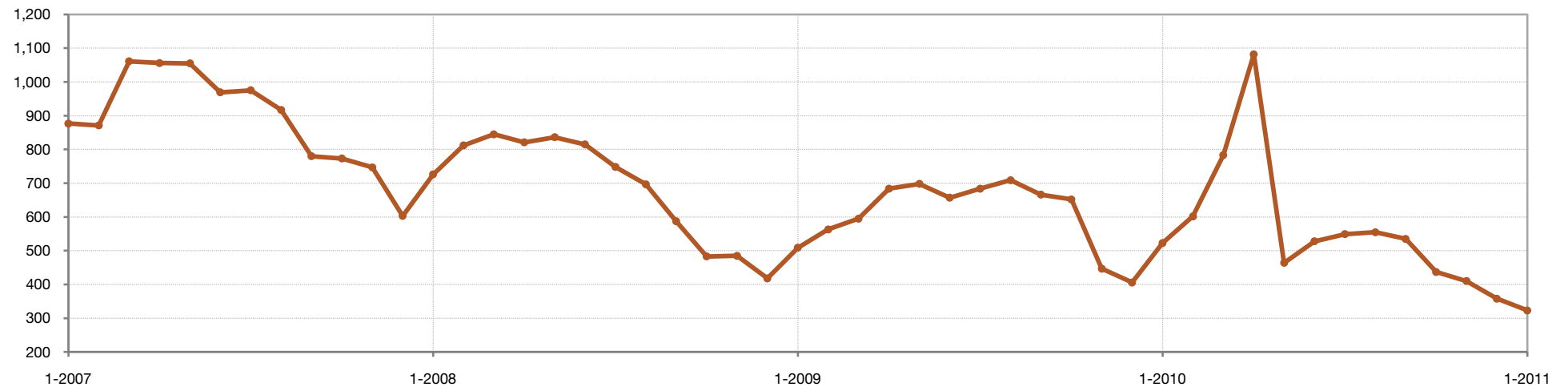


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| February | 563 | 602 | +6.9% |
| March | 595 | 783 | +31.6% |
| April | 684 | 1,082 | +58.2% |
| May | 698 | 464 | -33.5% |
| June | 657 | 528 | -19.6% |
| July | 684 | 549 | -19.7% |
| August | 709 | 555 | -21.7% |
| September | 666 | 535 | -19.7% |
| October | 652 | 437 | -33.0% |
| November | 447 | 410 | -8.3% |
| December | 406 | 358 | -11.8% |
| January | 523 | 323 | -38.2% |
| 12-Month Avg | 607 | 552 | -9.0% |

Historical Pending Sales Activity

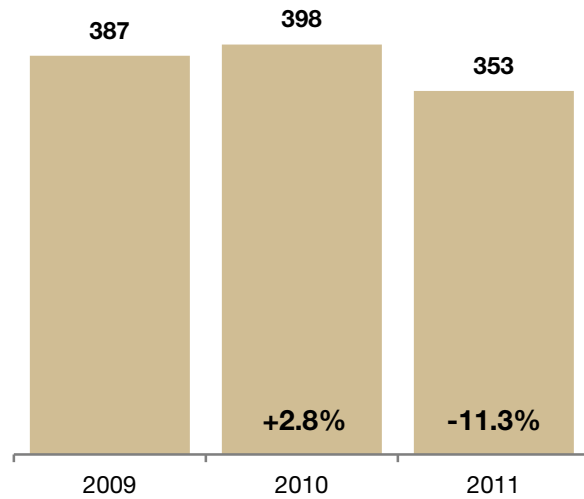


Closed Sales

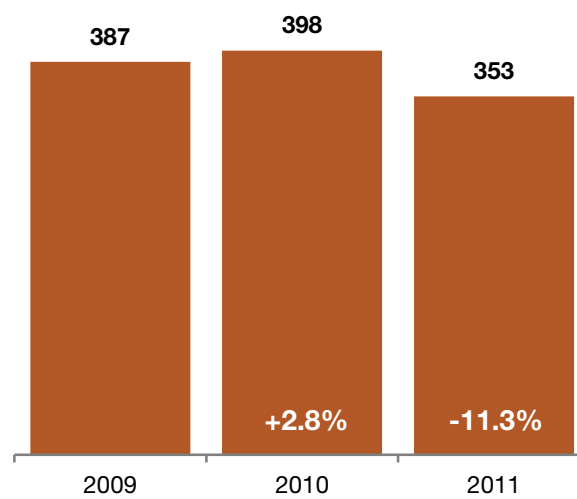
A count of the properties that have closed in a given month.



January

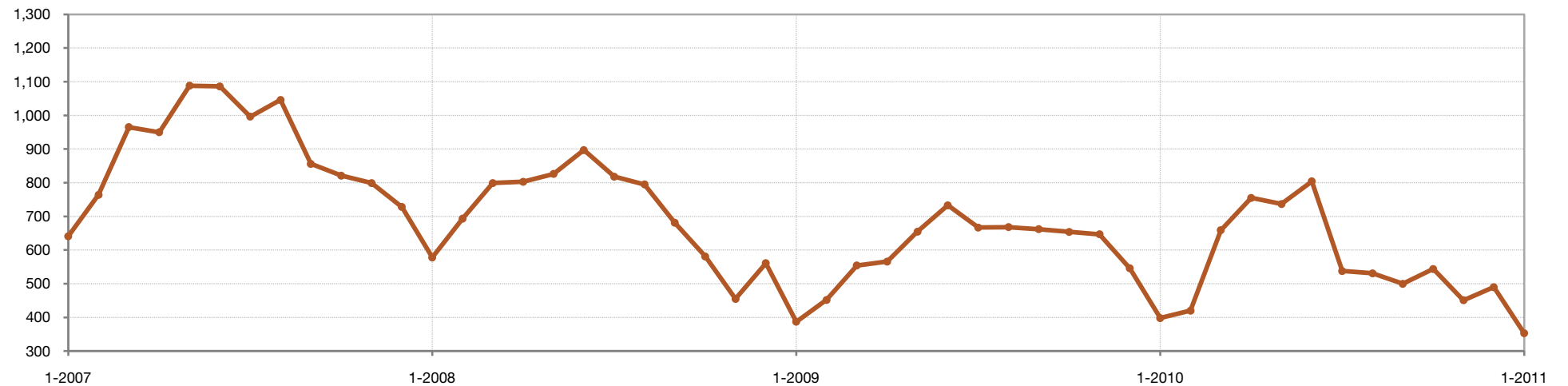


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| February | 452 | 420 | -7.1% |
| March | 554 | 659 | +19.0% |
| April | 566 | 755 | +33.4% |
| May | 655 | 737 | +12.5% |
| June | 733 | 804 | +9.7% |
| July | 667 | 538 | -19.3% |
| August | 668 | 531 | -20.5% |
| September | 662 | 500 | -24.5% |
| October | 654 | 544 | -16.8% |
| November | 647 | 451 | -30.3% |
| December | 546 | 490 | -10.3% |
| January | 398 | 353 | -11.3% |
| 12-Month Avg | 600 | 565 | -5.8% |

Historical Closed Sales Activity

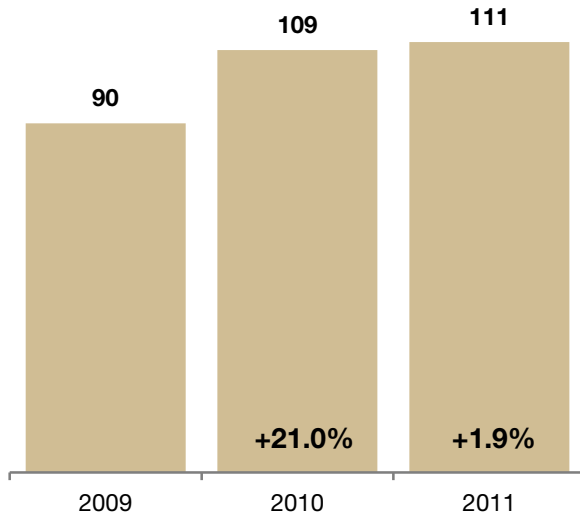


Days on Market Until Sale

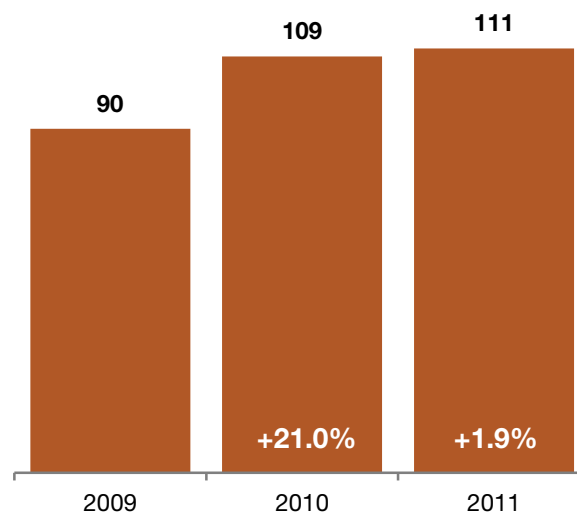
The average number of days between when a property is first listed and when an offer is accepted. Sold properties only.



January

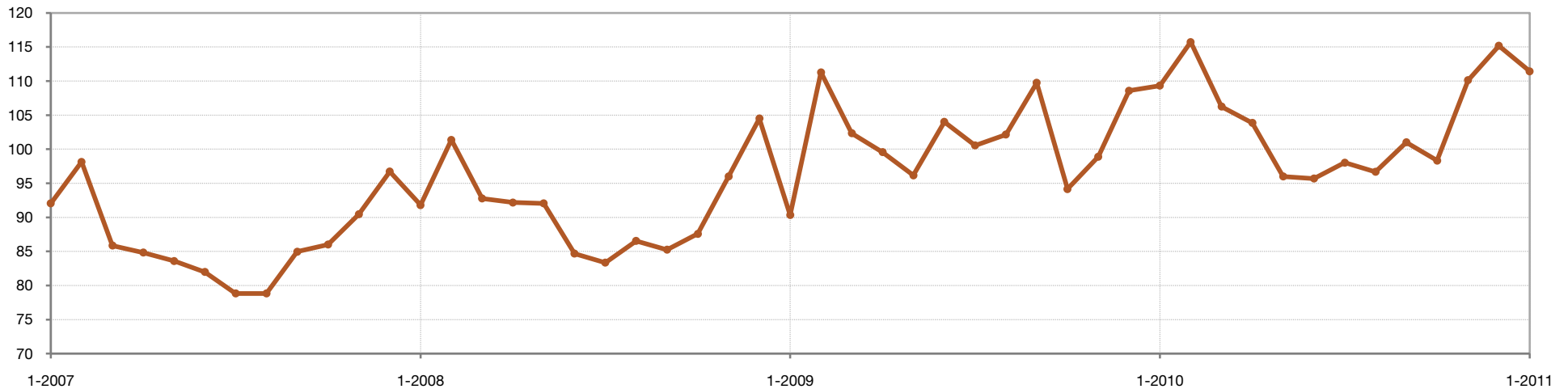


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| February | 111 | 116 | +4.0% |
| March | 102 | 106 | +3.8% |
| April | 100 | 104 | +4.3% |
| May | 96 | 96 | -0.2% |
| June | 104 | 96 | -8.0% |
| July | 101 | 98 | -2.5% |
| August | 102 | 97 | -5.4% |
| September | 110 | 101 | -8.0% |
| October | 94 | 98 | +4.4% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 111 | +1.9% |
| 12-Month Avg | 103 | 105 | +1.4% |

Historical Days on Market Until Sale



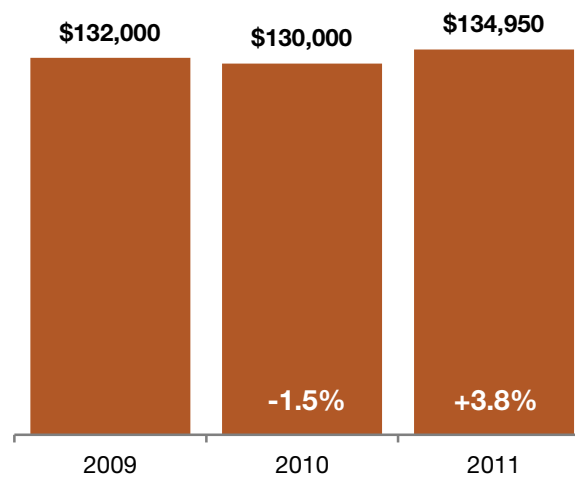
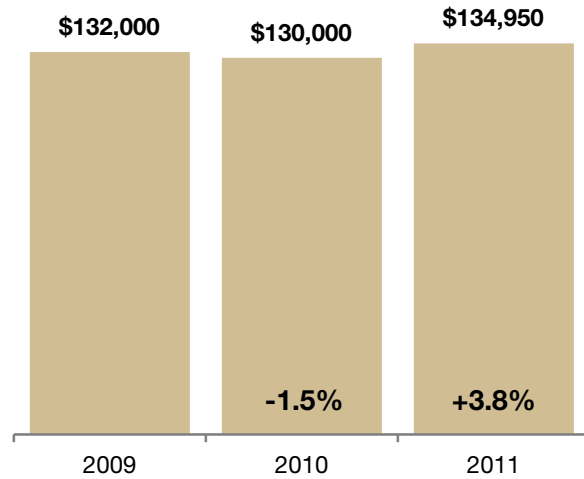
Median Sales Price

The median sales price for all closed sales in a given month. Sold properties only. Does not account for seller concessions.



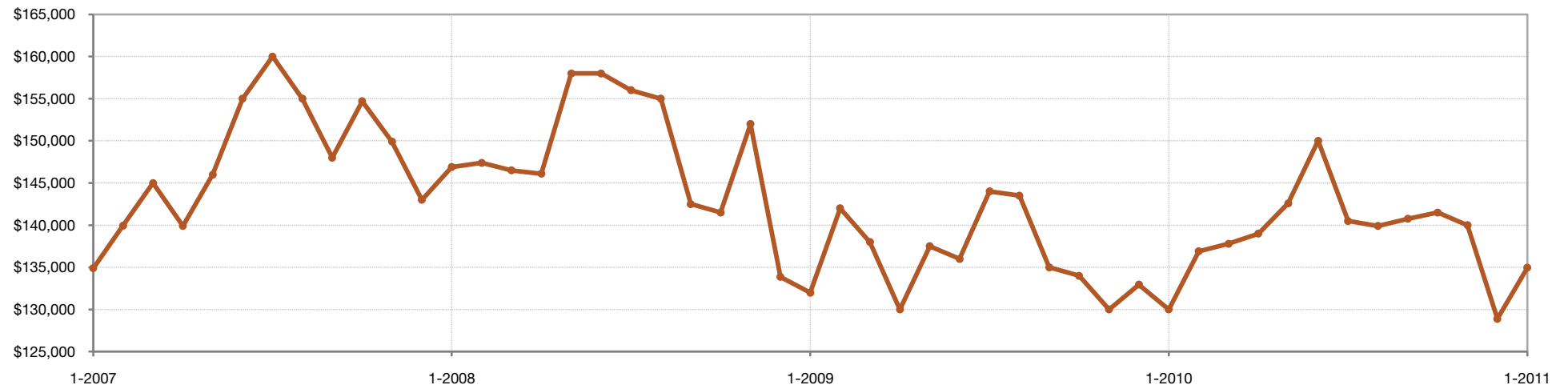
January

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| February | \$142,000 | \$136,900 | -3.6% |
| March | \$138,000 | \$137,800 | -0.1% |
| April | \$130,000 | \$139,000 | +6.9% |
| May | \$137,500 | \$142,600 | +3.7% |
| June | \$136,000 | \$150,000 | +10.3% |
| July | \$144,000 | \$140,500 | -2.4% |
| August | \$143,500 | \$139,900 | -2.5% |
| September | \$135,000 | \$140,750 | +4.3% |
| October | \$134,000 | \$141,500 | +5.6% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$134,950 | +3.8% |
| 12-Month Avg | \$136,000 | \$140,000 | +2.9% |

Historical Median Sales Price

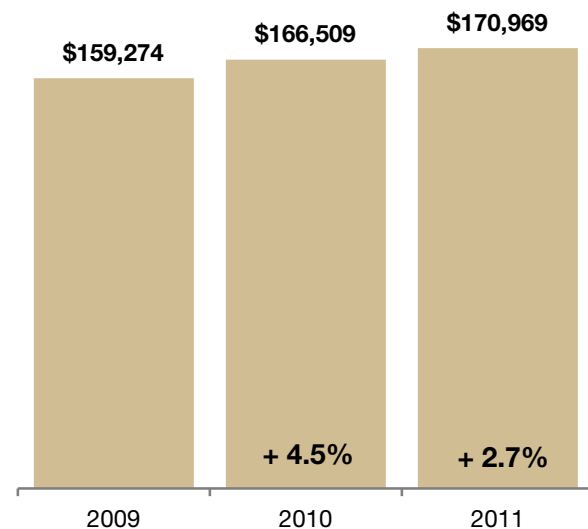


Average Sales Price

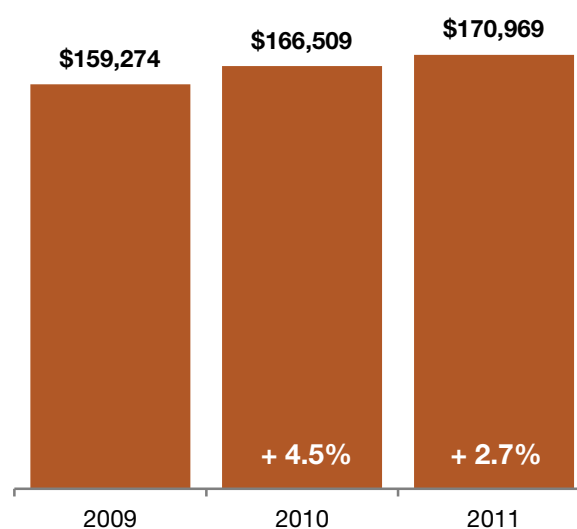
The average sales price for all closed sales in a given month. Sold properties only. Does not account for seller concessions.



January

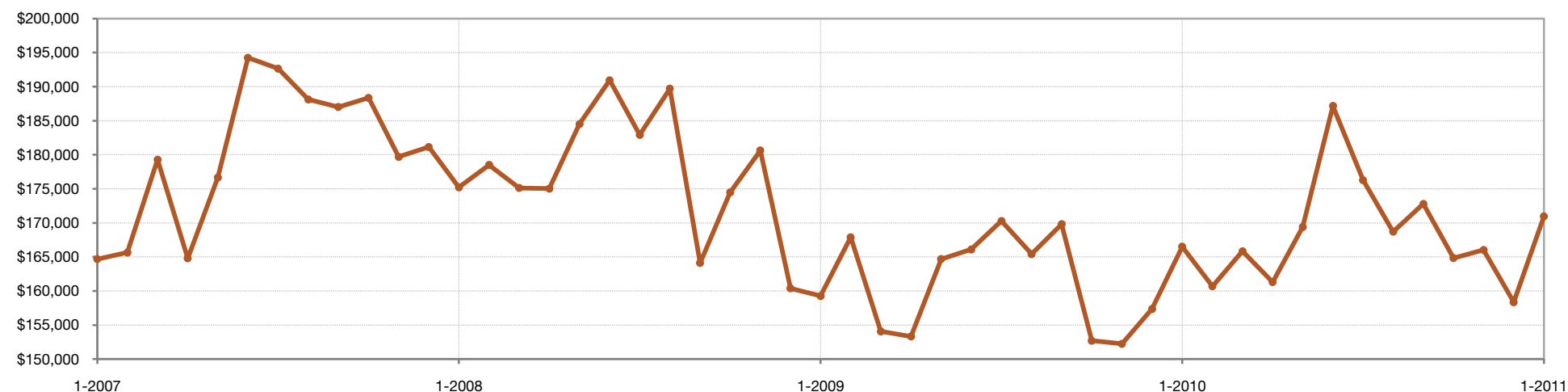


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| February | \$167,898 | \$160,691 | -4.3% |
| March | \$154,073 | \$165,849 | +7.6% |
| April | \$153,323 | \$161,300 | +5.2% |
| May | \$164,685 | \$169,383 | +2.9% |
| June | \$166,102 | \$187,160 | +12.7% |
| July | \$170,293 | \$176,279 | +3.5% |
| August | \$165,424 | \$168,700 | +2.0% |
| September | \$169,806 | \$172,789 | +1.8% |
| October | \$152,707 | \$164,833 | +7.9% |
| November | \$152,250 | \$166,040 | +9.1% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$170,969 | +2.7% |
| 12-Month Avg | \$161,730 | \$169,175 | +4.6% |

Historical Average Sales Price

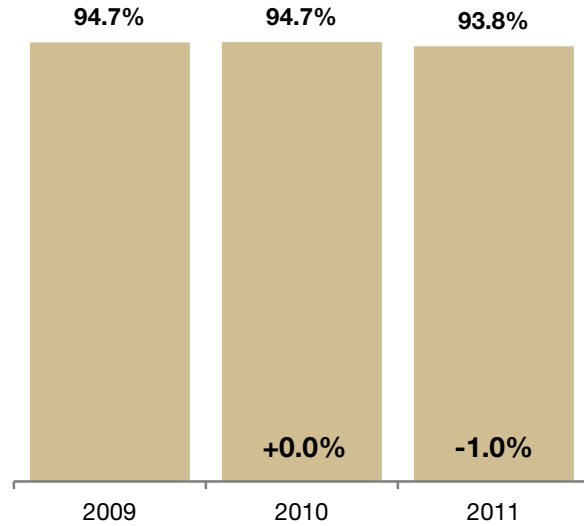


Percent of List Price Received

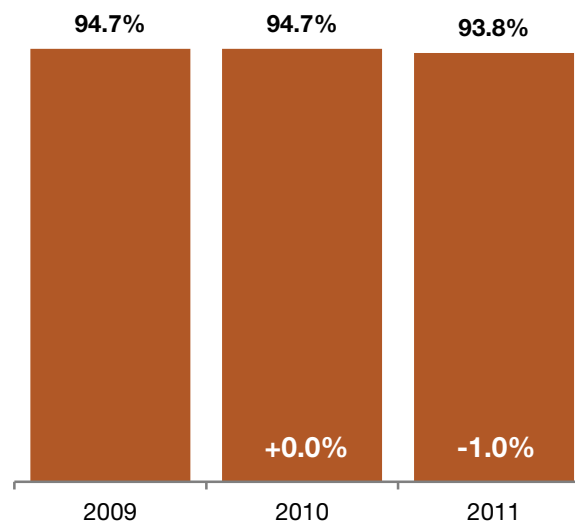
The average percentage found when dividing a property's sales price by the list price.
Sold properties only. Does not account for seller concessions.



January

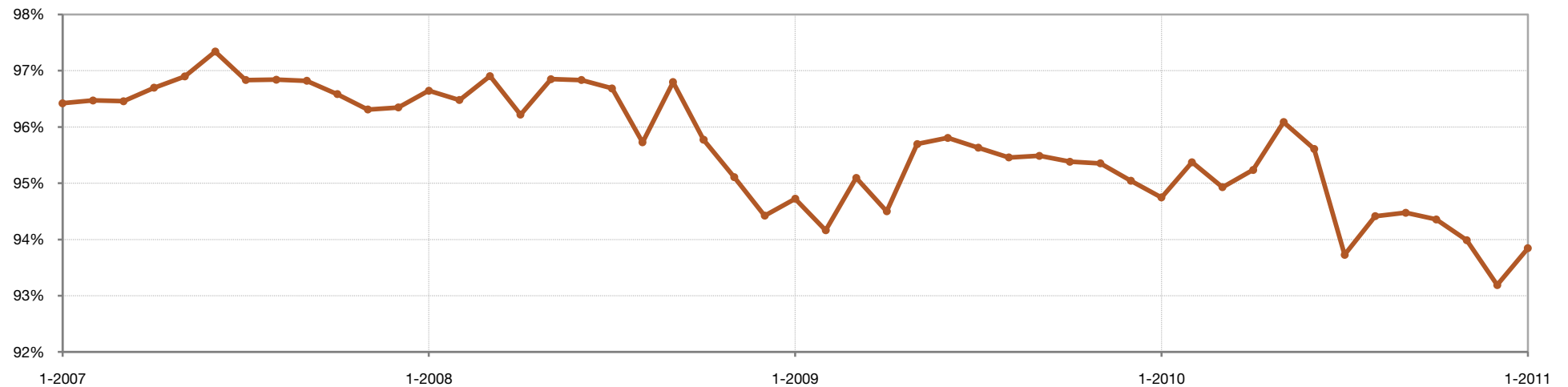


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| February | 94.2% | 95.4% | +1.3% |
| March | 95.1% | 94.9% | -0.2% |
| April | 94.5% | 95.2% | +0.8% |
| May | 95.7% | 96.1% | +0.4% |
| June | 95.8% | 95.6% | -0.2% |
| July | 95.6% | 93.7% | -2.0% |
| August | 95.5% | 94.4% | -1.1% |
| September | 95.5% | 94.5% | -1.1% |
| October | 95.4% | 94.4% | -1.1% |
| November | 95.4% | 94.0% | -1.4% |
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 93.8% | -1.0% |
| 12-Month Avg | 95.3% | 94.7% | -0.6% |

Historical Percent of List Price Received

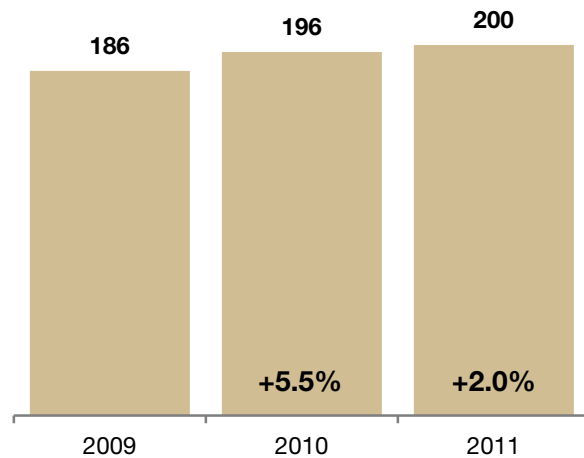


Housing Affordability Index

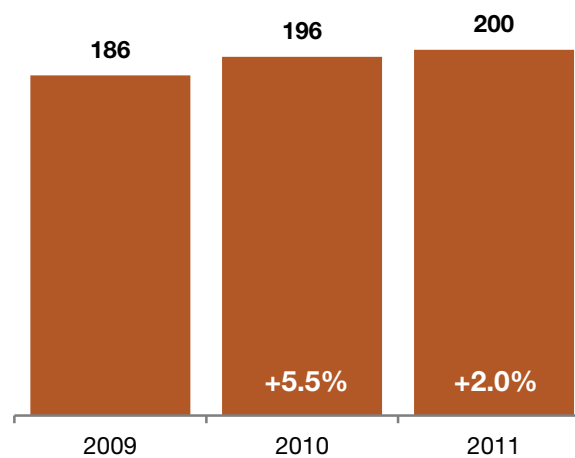
This index measures housing affordability for the region. An index of 120 would mean the median household income was 120% of what's necessary to qualify for the median priced home under prevailing interest rates. The higher the number, the more affordable our housing is.



January

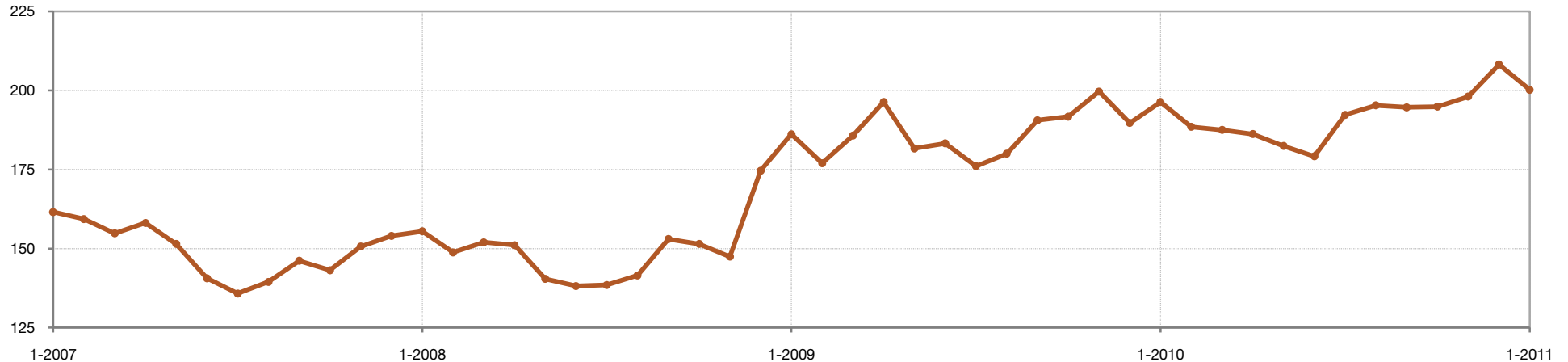


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| February | 177 | 188 | +6.5% |
| March | 186 | 187 | +1.0% |
| April | 196 | 186 | -5.2% |
| May | 182 | 182 | +0.4% |
| June | 183 | 179 | -2.2% |
| July | 176 | 192 | +9.2% |
| August | 180 | 195 | +8.5% |
| September | 191 | 195 | +2.1% |
| October | 192 | 195 | +1.6% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +2.0% |
| 12-Month Avg | 187 | 192 | +2.7% |

Historical Housing Affordability Index

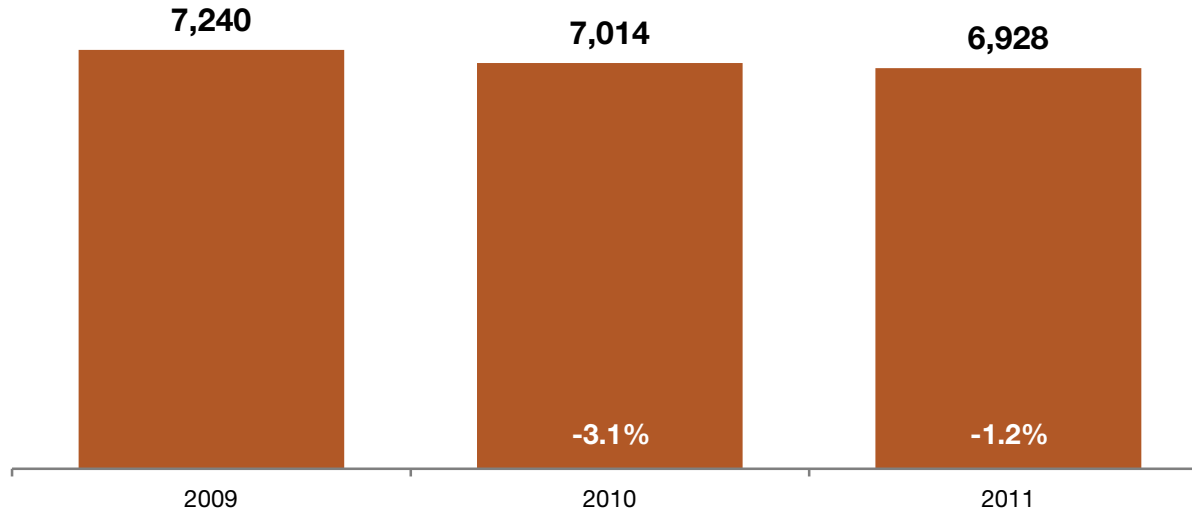


Inventory of Homes for Sale

The number of properties available for sale in active status at the end of the month.

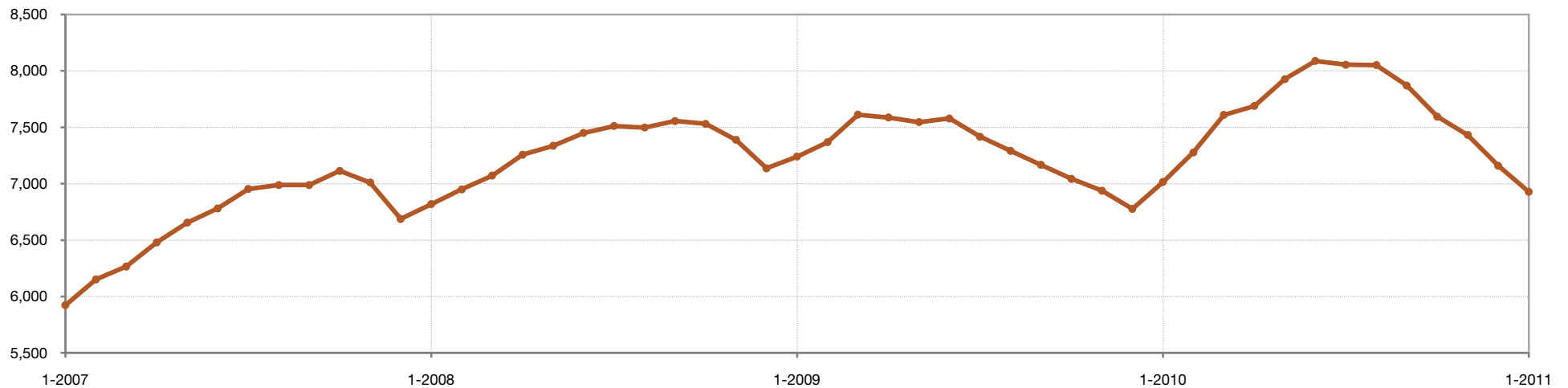


January



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| February | 7,368 | 7,278 | -1.2% |
| March | 7,611 | 7,609 | -0.0% |
| April | 7,586 | 7,689 | +1.4% |
| May | 7,545 | 7,927 | +5.1% |
| June | 7,578 | 8,087 | +6.7% |
| July | 7,416 | 8,054 | +8.6% |
| August | 7,291 | 8,051 | +10.4% |
| September | 7,167 | 7,870 | +9.8% |
| October | 7,043 | 7,594 | +7.8% |
| November | 6,938 | 7,431 | +7.1% |
| December | 6,776 | 7,159 | +5.7% |
| January | 7,014 | 6,928 | -1.2% |
| 12-Month Avg | 7,278 | 7,640 | +5.0% |

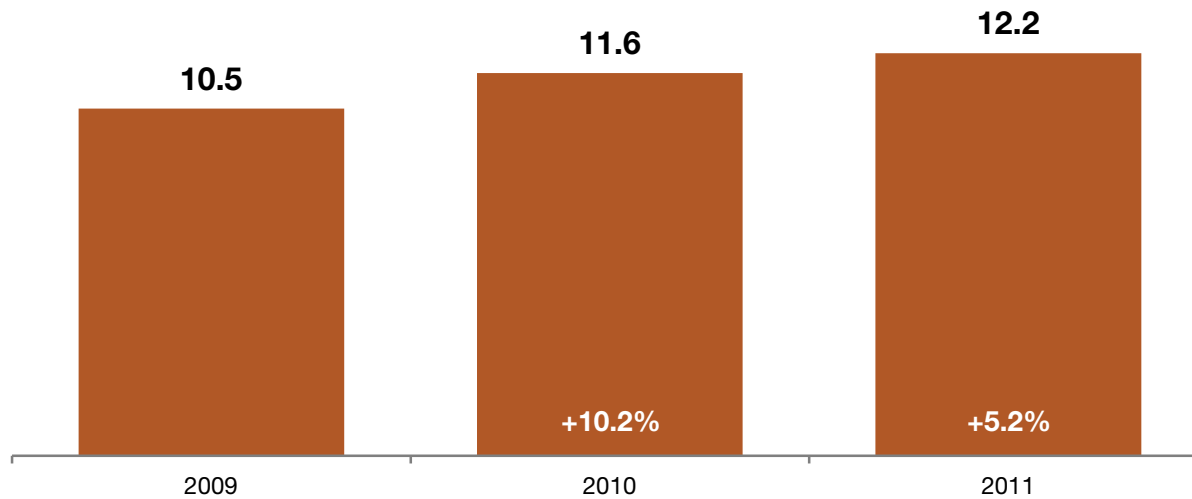
Historical Inventory of Homes for Sale



Months Supply of Inventory

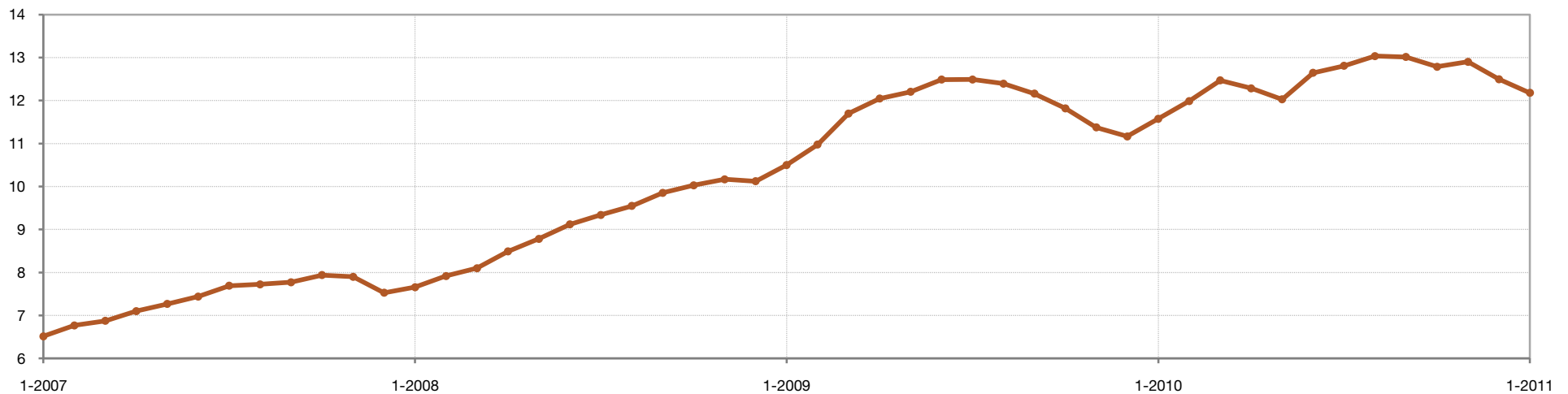
Compares the number of active listings available to the average monthly pending sales for the last 12 months.

January



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| February | 11.0 | 12.0 | +9.2% |
| March | 11.7 | 12.5 | +6.6% |
| April | 12.0 | 12.3 | +2.0% |
| May | 12.2 | 12.0 | -1.4% |
| June | 12.5 | 12.6 | +1.3% |
| July | 12.5 | 12.8 | +2.5% |
| August | 12.4 | 13.0 | +5.2% |
| September | 12.2 | 13.0 | +7.0% |
| October | 11.8 | 12.8 | +8.2% |
| November | 11.4 | 12.9 | +13.4% |
| December | 11.2 | 12.5 | +11.9% |
| January | 11.6 | 12.2 | +5.2% |
| 12-Month Avg | 11.9 | 12.6 | +5.8% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



February 2011

Market activity may appear to be low in year-over-year comparisons due to the 2010 tax credit. We knew this was coming. Several other themes warrant attention before we dig into the numbers. First, we've had several months in a row of private job growth. Second, interest rates, in concert with food and energy costs, are rising. Third, the anticipation of rising rates often motivates buyers. A recovery looms. Now, let's take a look at those numbers.

New Listings in the Greater Greenville region decreased 20.6 percent from last February to 1,166 new homes. Meanwhile, Pending Sales decreased 42.6 percent to arrive at 345 contracts written. This meant inventory levels decreased 2.8 percent from last year to reach 7,077 active listings.

Prices slid a bit – the February Median Sales Price of \$121,000 decreased 11.6 percent. Negotiations moved toward buyers as Percent of List Price Received at Sale decreased 1.5 percent to 94.0 percent. The absorption rate increased 4.7 percent as Months Supply of Inventory checked in at 12.6 months.

The national average interest rate was 5.23 percent on a 30-year fixed. The U.S. government would like to play second fiddle to the private sector in the mortgage market. Shifting the risk burden makes fiscal sense but could threaten an already fragile recovery. The Center for Responsible Lending states that it would take 14 years for the typical American family to save enough money for a 20 percent downpayment, based on national average home prices.

Quick Facts

+ 1.0%

- 11.6%

- 2.8%

Change in
Closed Sales

Change in
Median Sales Price

Change in
Inventory

| | |
|--------------------------------|----|
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Click on desired metric to jump to that page.

Market Overview

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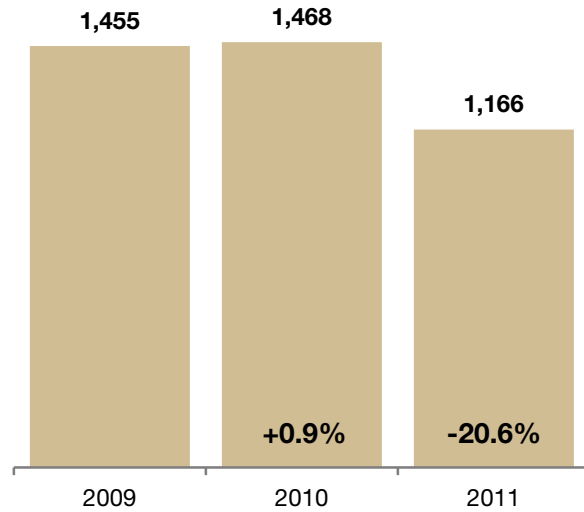


| Key Metrics | Historical Sparklines | 2-2010 | 2-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|-----------------------|-----------|------------------|---------|-----------|------------------|---------|
| New Listings | | 1,468 | 1,166 | - 20.6% | 3,019 | 2,225 | - 26.3% |
| Pending Sales | | 601 | 345 | - 42.6% | 1,123 | 777 | - 30.8% |
| Closed Sales | | 420 | 424 | + 1.0% | 818 | 781 | - 4.5% |
| Days on Market Until Sale | | 116 | 120 | + 3.8% | 113 | 116 | + 3.1% |
| Median Sales Price | | \$136,900 | \$121,000 | - 11.6% | \$135,000 | \$127,000 | - 5.9% |
| Average Sales Price | | \$160,691 | \$152,972 | - 4.8% | \$163,538 | \$161,203 | - 1.4% |
| Percent of List Price Received | | 95.4% | 94.0% | - 1.5% | 95.1% | 94.0% | - 1.2% |
| Housing Affordability Index | | 188 | 217 | + 15.3% | 191 | 209 | + 9.8% |
| Inventory of Homes for Sale | | 7,281 | 7,077 | - 2.8% | -- | -- | -- |
| Months Supply of Homes for Sale | | 12.0 | 12.6 | + 4.7% | -- | -- | -- |

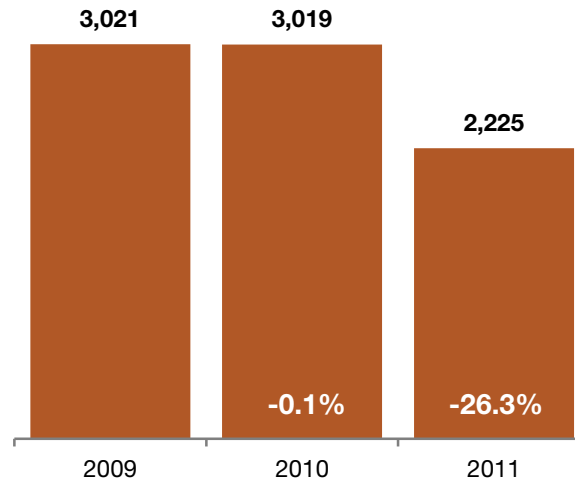
New Listings

A count of the properties that have been newly listed on the market in a given month.

February

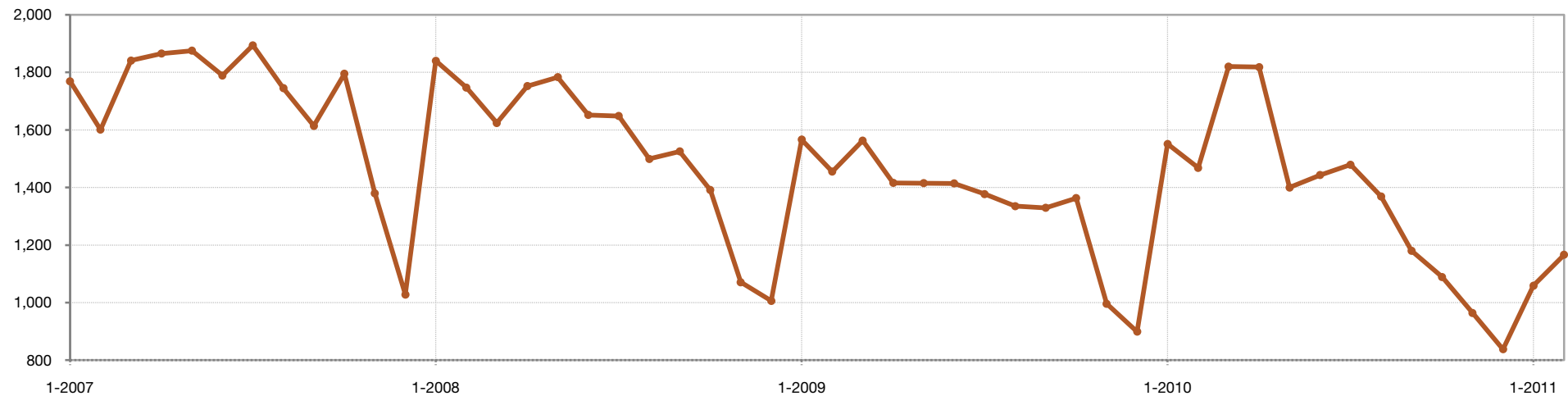


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | 1,563 | 1,820 | +16.4% |
| April | 1,416 | 1,818 | +28.4% |
| May | 1,415 | 1,400 | -1.1% |
| June | 1,414 | 1,443 | +2.1% |
| July | 1,377 | 1,479 | +7.4% |
| August | 1,335 | 1,369 | +2.5% |
| September | 1,329 | 1,180 | -11.2% |
| October | 1,363 | 1,089 | -20.1% |
| November | 996 | 964 | -3.2% |
| December | 899 | 838 | -6.8% |
| January | 1,551 | 1,059 | -31.7% |
| February | 1,468 | 1,166 | -20.6% |
| 12-Month Avg | 1,344 | 1,302 | -3.1% |

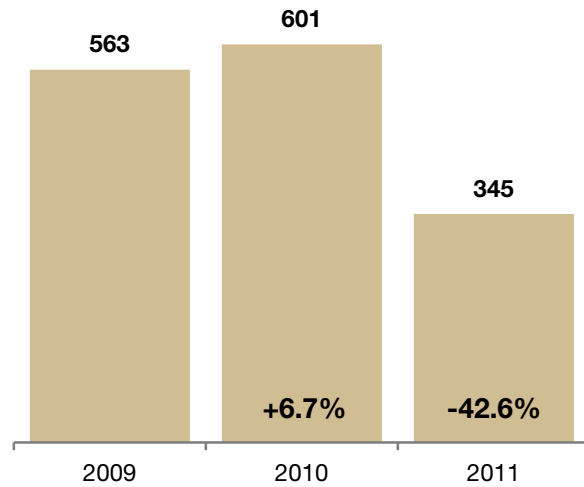
Historical New Listing Activity



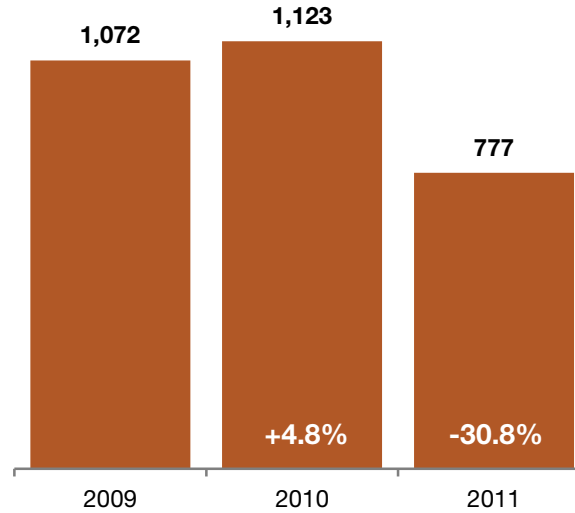
Pending Sales

A count of the properties that have offers accepted on them in a given month.

February

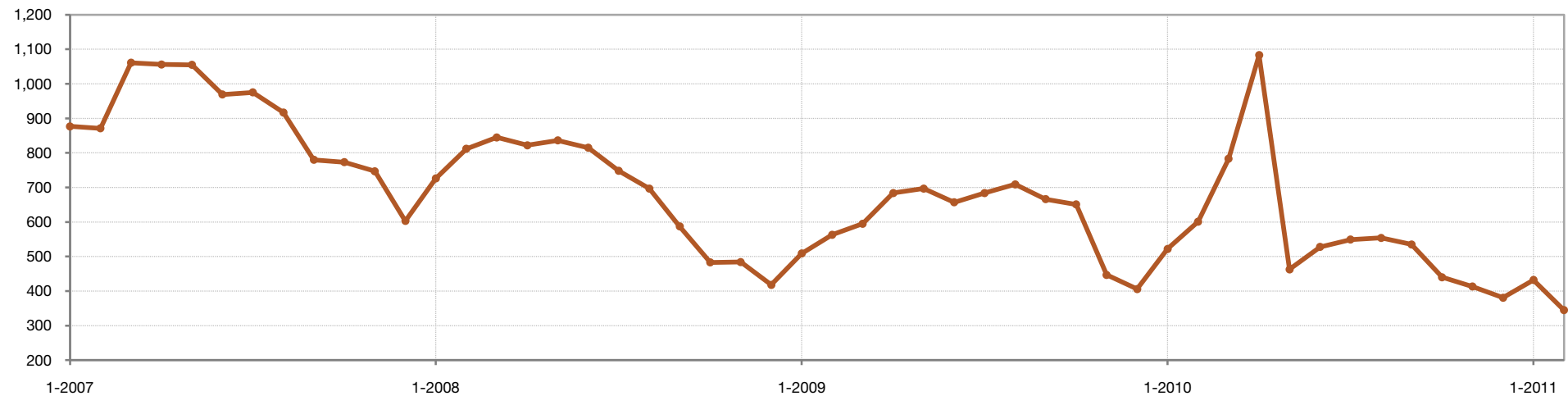


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | 595 | 783 | +31.6% |
| April | 684 | 1,083 | +58.3% |
| May | 697 | 463 | -33.6% |
| June | 657 | 528 | -19.6% |
| July | 684 | 549 | -19.7% |
| August | 709 | 554 | -21.9% |
| September | 666 | 535 | -19.7% |
| October | 651 | 440 | -32.4% |
| November | 447 | 413 | -7.6% |
| December | 406 | 381 | -6.2% |
| January | 522 | 432 | -17.2% |
| February | 601 | 345 | -42.6% |
| 12-Month Avg | 610 | 542 | -11.1% |

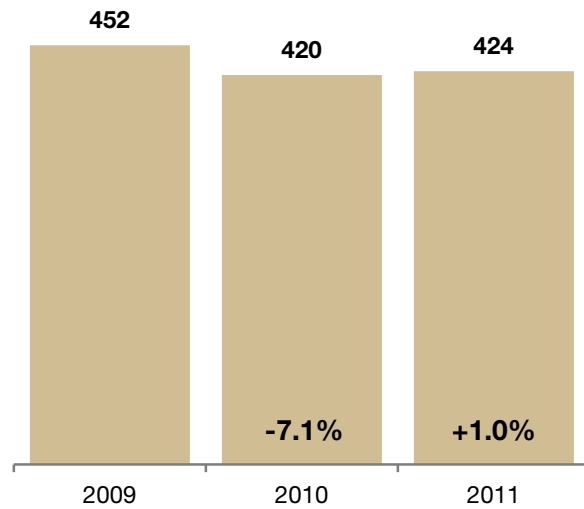
Historical Pending Sales Activity



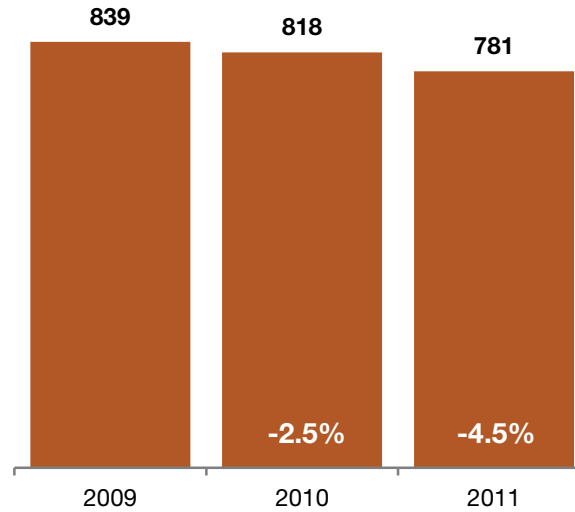
Closed Sales

A count of the properties that have closed in a given month.

February

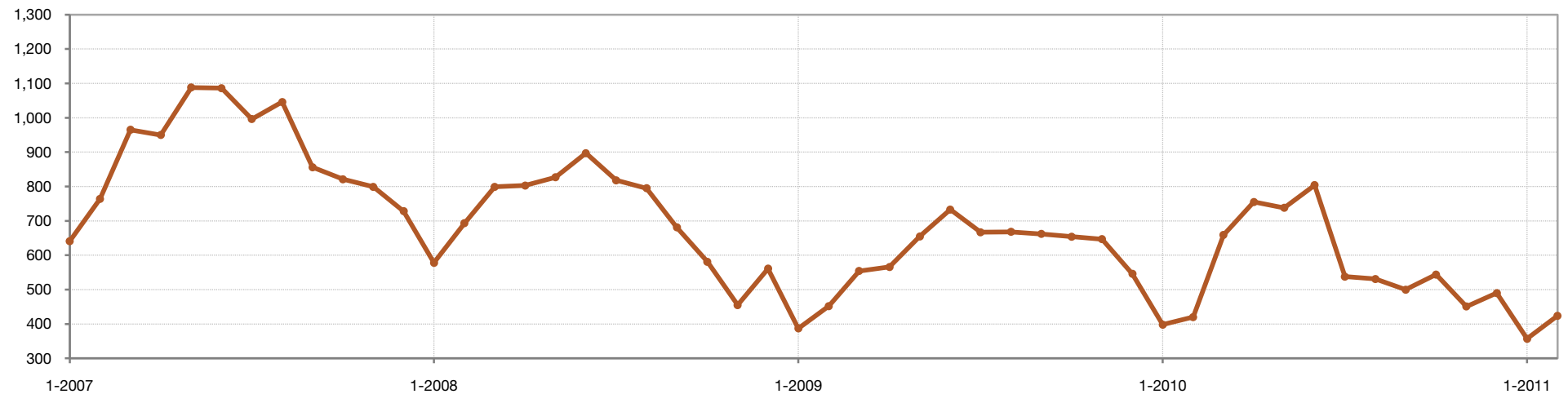


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | 554 | 659 | +19.0% |
| April | 566 | 755 | +33.4% |
| May | 655 | 738 | +12.7% |
| June | 733 | 804 | +9.7% |
| July | 667 | 538 | -19.3% |
| August | 668 | 531 | -20.5% |
| September | 662 | 500 | -24.5% |
| October | 654 | 544 | -16.8% |
| November | 647 | 451 | -30.3% |
| December | 546 | 490 | -10.3% |
| January | 398 | 357 | -10.3% |
| February | 420 | 424 | +1.0% |
| 12-Month Avg | 598 | 566 | -5.3% |

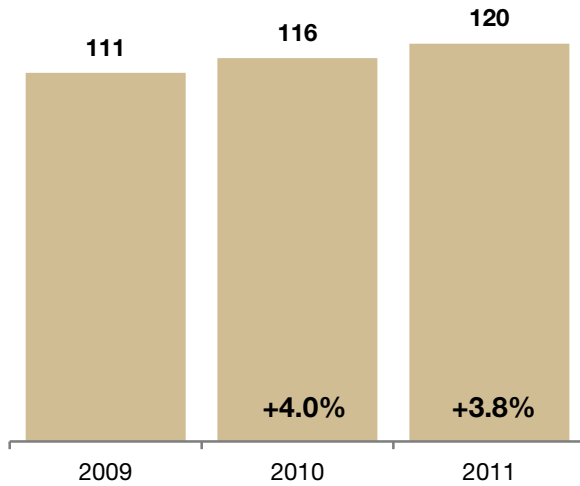
Historical Closed Sales Activity



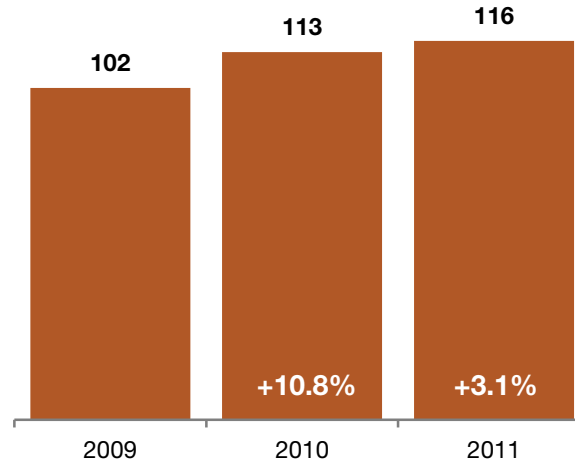
Days on Market Until Sale

The average number of days between when a property is first listed and when an offer is accepted. Sold properties only.

February

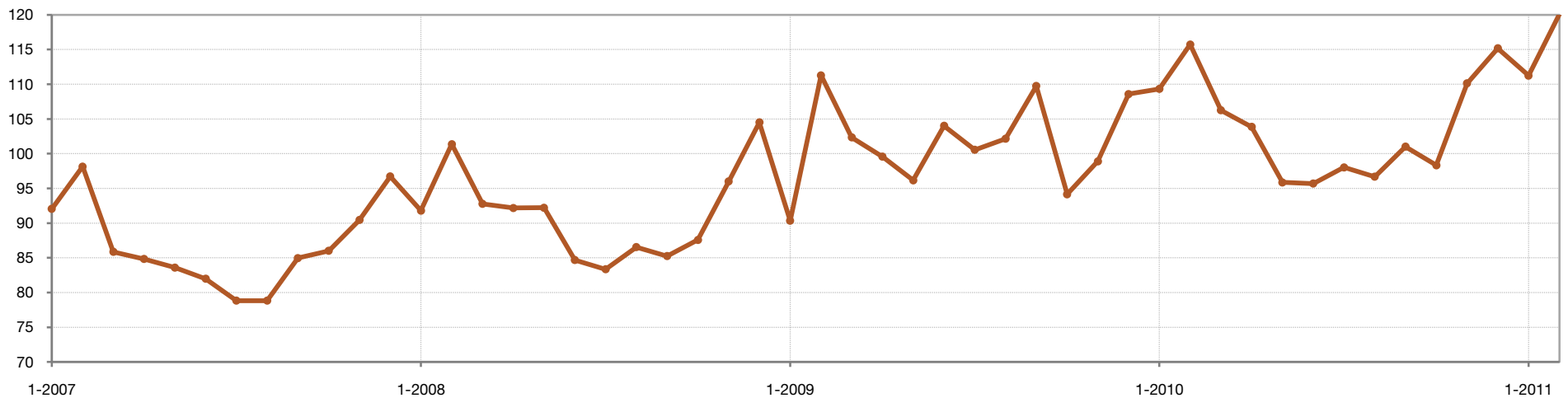


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | 102 | 106 | +3.8% |
| April | 100 | 104 | +4.3% |
| May | 96 | 96 | -0.3% |
| June | 104 | 96 | -8.0% |
| July | 101 | 98 | -2.5% |
| August | 102 | 97 | -5.4% |
| September | 110 | 101 | -8.0% |
| October | 94 | 98 | +4.4% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 111 | +1.8% |
| February | 116 | 120 | +3.8% |
| 12-Month Avg | 104 | 105 | +1.0% |

Historical Days on Market Until Sale

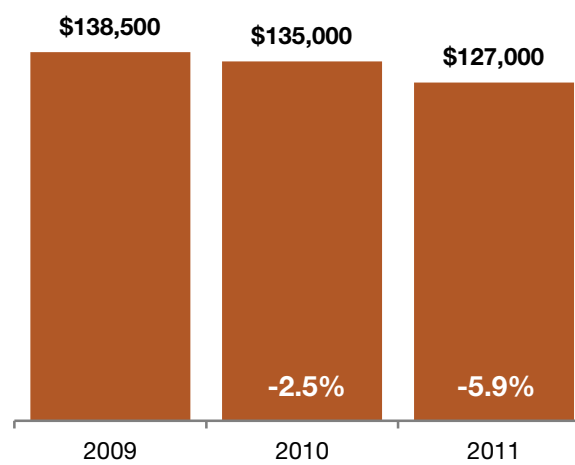
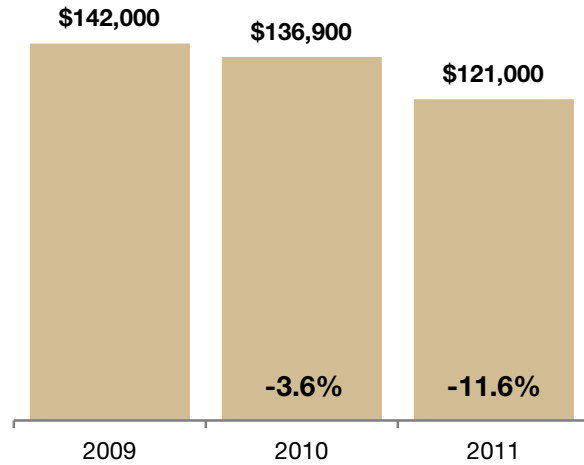


Median Sales Price

The median sales price for all closed sales in a given month. Sold properties only. Does not account for seller concessions.

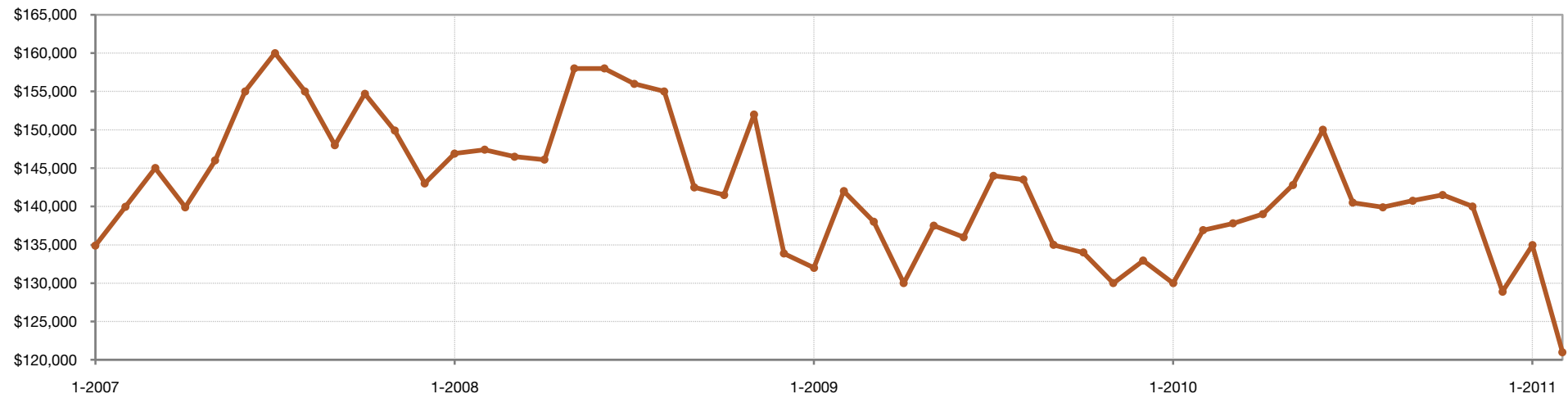
February

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | \$138,000 | \$137,800 | -0.1% |
| April | \$130,000 | \$139,000 | +6.9% |
| May | \$137,500 | \$142,800 | +3.9% |
| June | \$136,000 | \$150,000 | +10.3% |
| July | \$144,000 | \$140,500 | -2.4% |
| August | \$143,500 | \$139,900 | -2.5% |
| September | \$135,000 | \$140,750 | +4.3% |
| October | \$134,000 | \$141,500 | +5.6% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$134,950 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| 12-Month Avg | \$135,900 | \$139,900 | +2.9% |

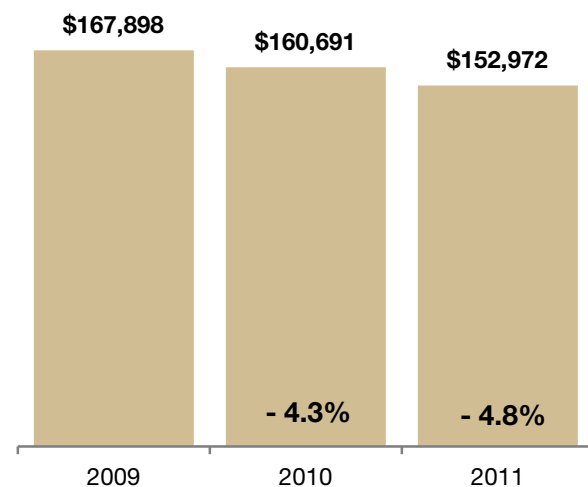
Historical Median Sales Price



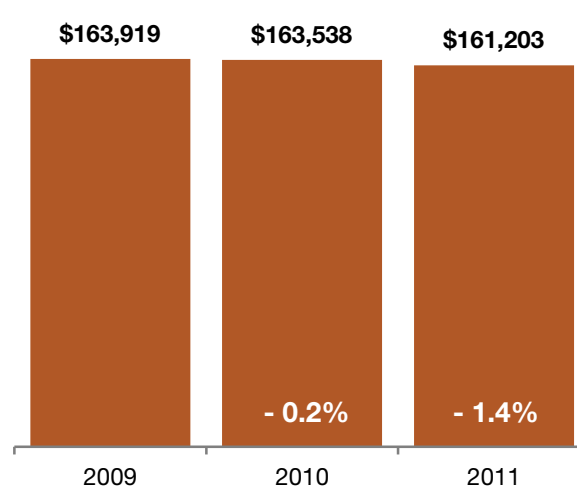
Average Sales Price

The average sales price for all closed sales in a given month. Sold properties only. Does not account for seller concessions.

February



Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | \$154,073 | \$165,849 | +7.6% |
| April | \$153,323 | \$161,300 | +5.2% |
| May | \$164,685 | \$169,393 | +2.9% |
| June | \$166,102 | \$187,160 | +12.7% |
| July | \$170,293 | \$176,279 | +3.5% |
| August | \$165,424 | \$168,700 | +2.0% |
| September | \$169,806 | \$172,789 | +1.8% |
| October | \$152,707 | \$164,833 | +7.9% |
| November | \$152,250 | \$165,959 | +9.0% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$170,906 | +2.6% |
| February | \$160,691 | \$152,972 | -4.8% |
| 12-Month Avg | \$161,286 | \$168,682 | +4.6% |

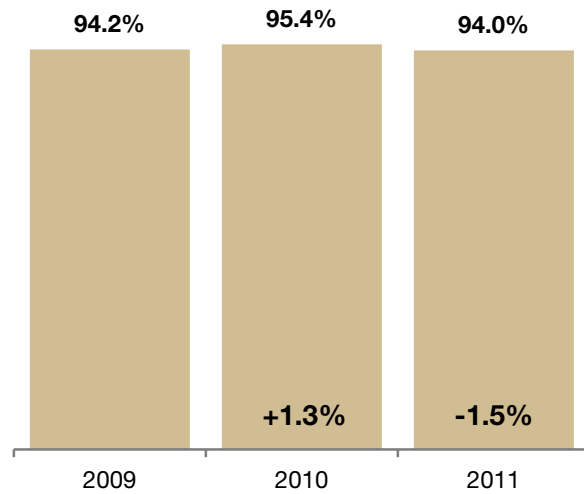
Historical Average Sales Price



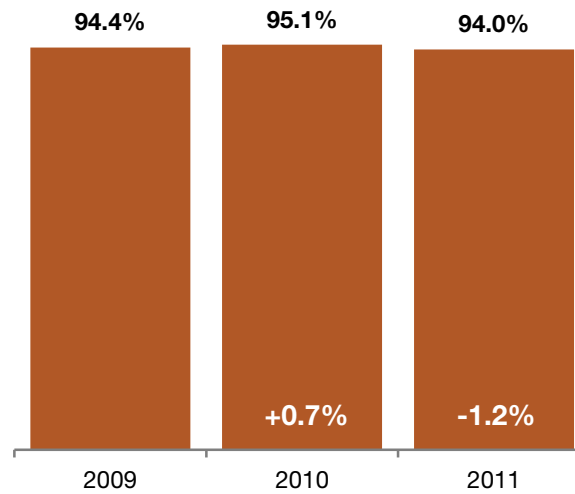
Percent of List Price Received

The average percentage found when dividing a property's sales price by the list price.
Sold properties only. Does not account for seller concessions.

February

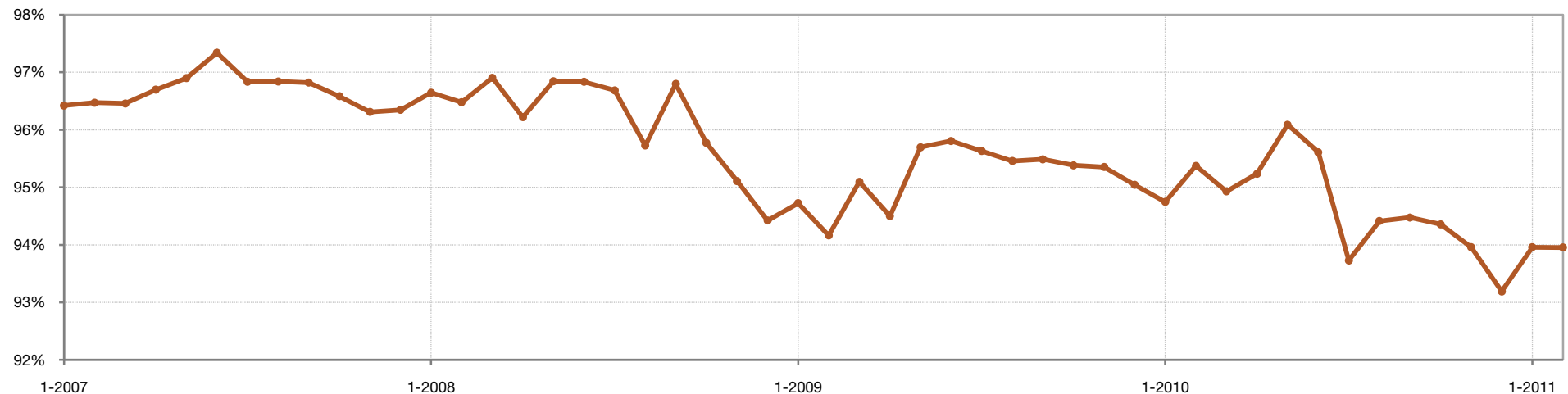


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| March | 95.1% | 94.9% | -0.2% |
| April | 94.5% | 95.2% | +0.8% |
| May | 95.7% | 96.1% | +0.4% |
| June | 95.8% | 95.6% | -0.2% |
| July | 95.6% | 93.7% | -2.0% |
| August | 95.5% | 94.4% | -1.1% |
| September | 95.5% | 94.5% | -1.1% |
| October | 95.4% | 94.4% | -1.1% |
| November | 95.4% | 94.0% | -1.5% |
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.5% |
| 12-Month Avg | 95.3% | 94.7% | -0.7% |

Historical Percent of List Price Received

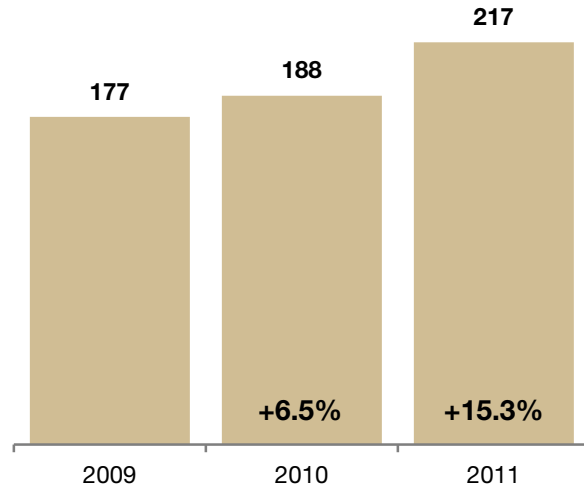


Housing Affordability Index

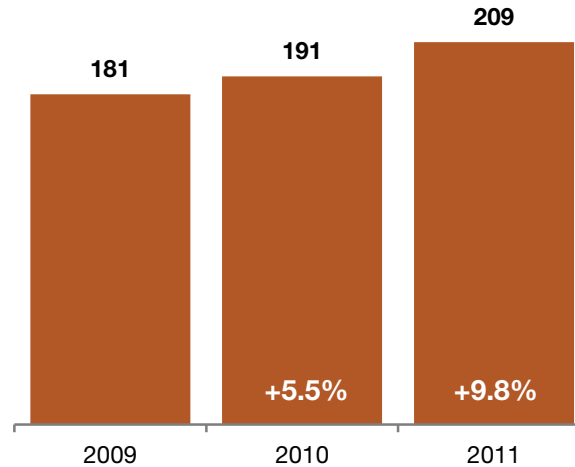
This index measures housing affordability for the region. An index of 120 would mean the median household income was 120% of what's necessary to qualify for the median priced home under prevailing interest rates. The higher the number, the more affordable our housing is.



February

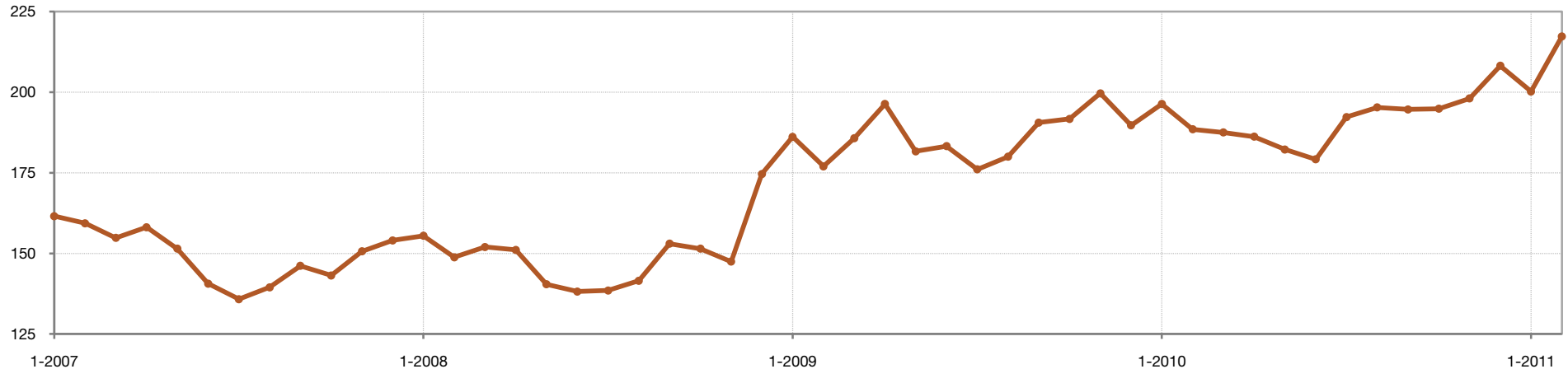


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | 186 | 187 | +1.0% |
| April | 196 | 186 | -5.2% |
| May | 182 | 182 | +0.3% |
| June | 183 | 179 | -2.2% |
| July | 176 | 192 | +9.2% |
| August | 180 | 195 | +8.5% |
| September | 191 | 195 | +2.1% |
| October | 192 | 195 | +1.6% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +2.0% |
| February | 188 | 217 | +15.3% |
| 12-Month Avg | 188 | 195 | +3.5% |

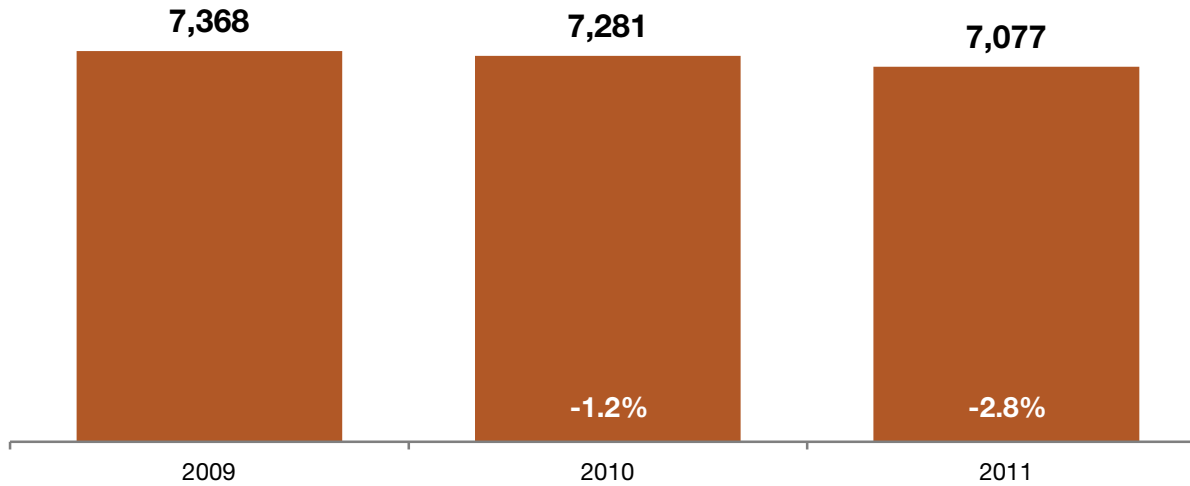
Historical Housing Affordability Index



Inventory of Homes for Sale

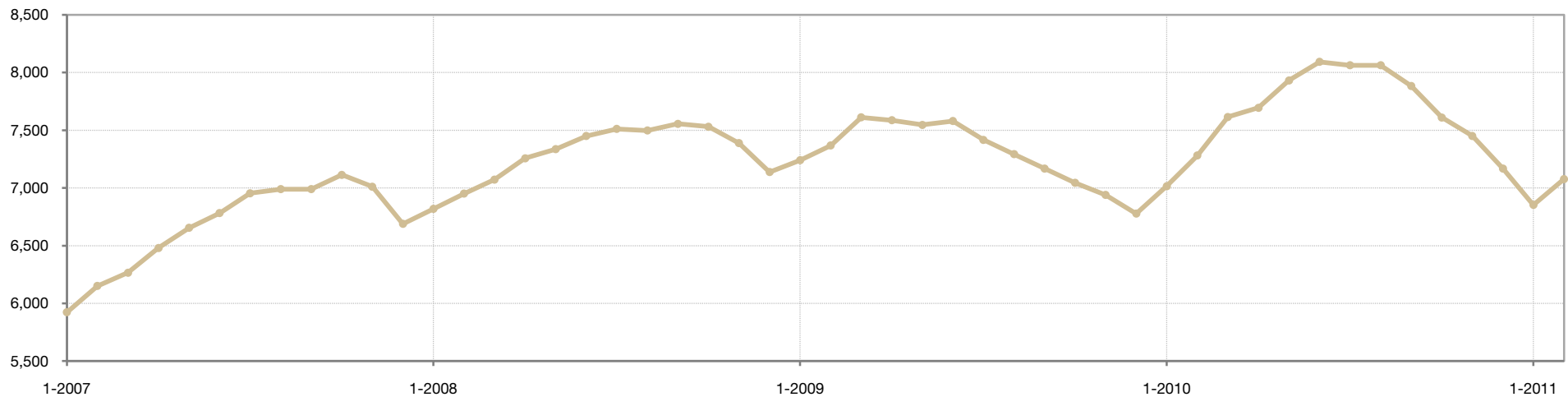
The number of properties available for sale in active status at the end of the month.

February



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | 7,611 | 7,615 | +0.1% |
| April | 7,586 | 7,694 | +1.4% |
| May | 7,546 | 7,932 | +5.1% |
| June | 7,579 | 8,092 | +6.8% |
| July | 7,417 | 8,062 | +8.7% |
| August | 7,292 | 8,062 | +10.6% |
| September | 7,168 | 7,884 | +10.0% |
| October | 7,044 | 7,610 | +8.0% |
| November | 6,939 | 7,451 | +7.4% |
| December | 6,778 | 7,168 | +5.8% |
| January | 7,015 | 6,853 | -2.3% |
| February | 7,281 | 7,077 | -2.8% |
| 12-Month Avg | 7,271 | 7,625 | +4.9% |

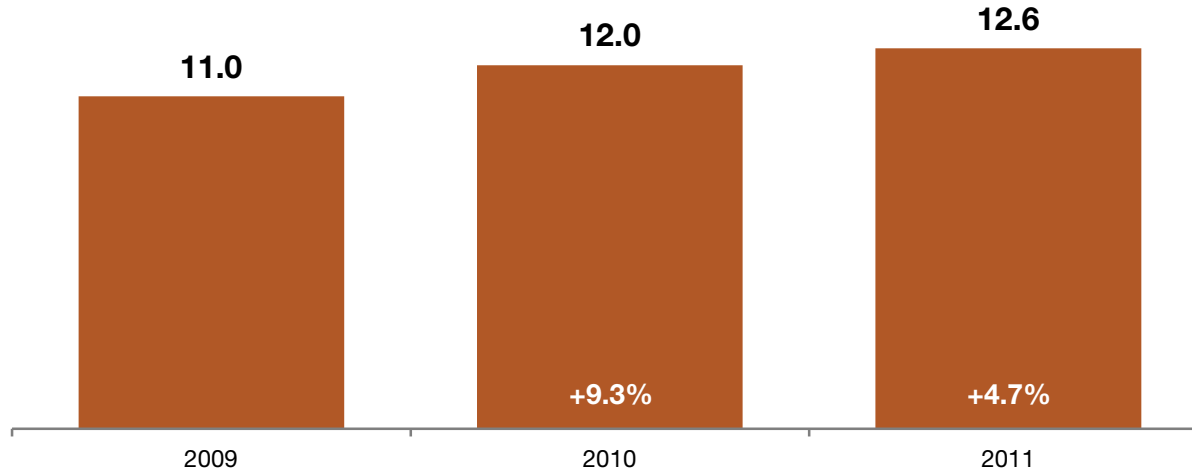
Historical Inventory of Homes for Sale



Months Supply of Inventory

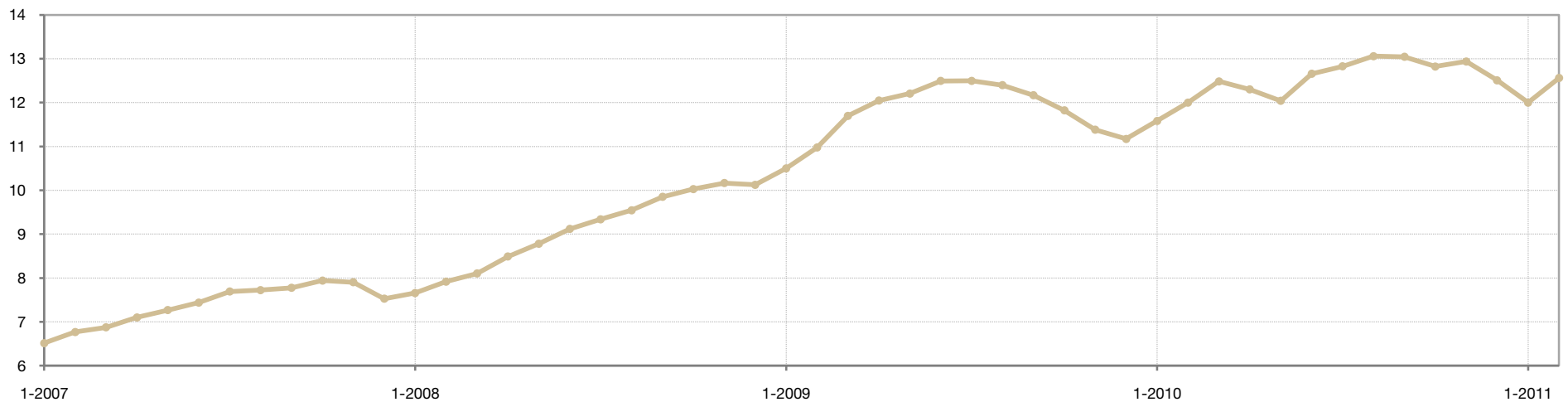
Compares the number of active listings available to the average monthly pending sales for the last 12 months.

February



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| March | 11.7 | 12.5 | +6.7% |
| April | 12.0 | 12.3 | +2.1% |
| May | 12.2 | 12.0 | -1.4% |
| June | 12.5 | 12.7 | +1.3% |
| July | 12.5 | 12.8 | +2.6% |
| August | 12.4 | 13.1 | +5.3% |
| September | 12.2 | 13.0 | +7.2% |
| October | 11.8 | 12.8 | +8.4% |
| November | 11.4 | 12.9 | +13.7% |
| December | 11.2 | 12.5 | +12.0% |
| January | 11.6 | 12.0 | +3.6% |
| February | 12.0 | 12.6 | +4.7% |
| 12-Month Avg | 12.0 | 12.6 | +5.4% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



March 2011

This month's numbers are stuck in the shadow of the spring 2010 incentive market. A number of factors hinder a full-scale housing recovery, yet there are positives that suggest improving consumer confidence. Slowing unemployment claims, strong corporate balance sheets and 13 months of private job growth are cause for long-dormant optimism. Let's see if our local glass is half empty or half full.

New Listings in the Greater Greenville region decreased 19.6 percent from last March to 1,469 new homes. Pending Sales decreased 40.3 percent to land at 469 contracts written. As a result, inventory levels decreased 4.9 percent from last year to reach 7,273 active listings.

The price situation improved – the March Median Sales Price of \$138,000 increased 0.1 percent. Negotiations moved toward buyers as Percent of List Price Received at Sale decreased 0.5 percent to 94.4 percent. Supply grew relative to demand, as Months Supply of Inventory increased to 13.1 months.

The national interest rate is 5.11 percent on a 30-year fixed; the national unemployment rate dropped to 8.8 percent in March. Several important changes to the mortgage industry are on the horizon. Ensuring access to adequate mortgage capital for qualified buyers is key to housing recovery. This will require substantial reforms to Fannie and Freddie.

Quick Facts

- 13.5%

+ 0.1%

- 4.9%

Change in
Closed Sales

Change in
Median Sales Price

Change in
Inventory

| | |
|--------------------------------|----|
| Market Overview | 2 |
| New Listings | 3 |
| Pending Sales | 4 |
| Closed Sales | 5 |
| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.

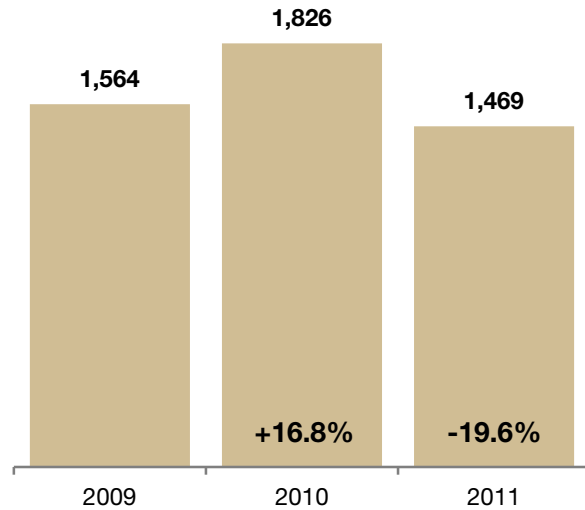


| Key Metrics | Historical Sparklines | 3-2010 | 3-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|-----------------------|-----------|------------------|---------|-----------|------------------|---------|
| New Listings | | 1,826 | 1,469 | - 19.6% | 4,847 | 3,714 | - 23.4% |
| Pending Sales | | 785 | 469 | - 40.3% | 1,908 | 1,402 | - 26.5% |
| Closed Sales | | 659 | 570 | - 13.5% | 1,477 | 1,360 | - 7.9% |
| Days on Market Until Sale | | 106 | 122 | + 14.7% | 110 | 118 | + 7.7% |
| Median Sales Price | | \$137,800 | \$138,000 | + 0.1% | \$136,200 | \$131,005 | - 3.8% |
| Average Sales Price | | \$165,849 | \$162,922 | - 1.8% | \$164,566 | \$162,039 | - 1.5% |
| Percent of List Price Received | | 94.9% | 94.4% | - 0.5% | 95.0% | 94.2% | - 0.9% |
| Housing Affordability Index | | 187 | 197 | + 5.2% | 189 | 205 | + 8.6% |
| Inventory of Homes for Sale | | 7,649 | 7,273 | - 4.9% | -- | -- | -- |
| Months Supply of Homes for Sale | | 12.5 | 13.1 | + 4.2% | -- | -- | -- |

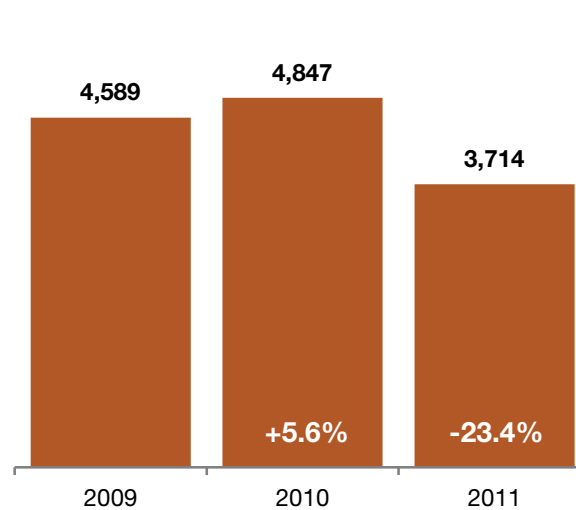
New Listings

A count of the properties that have been newly listed on the market in a given month.

March

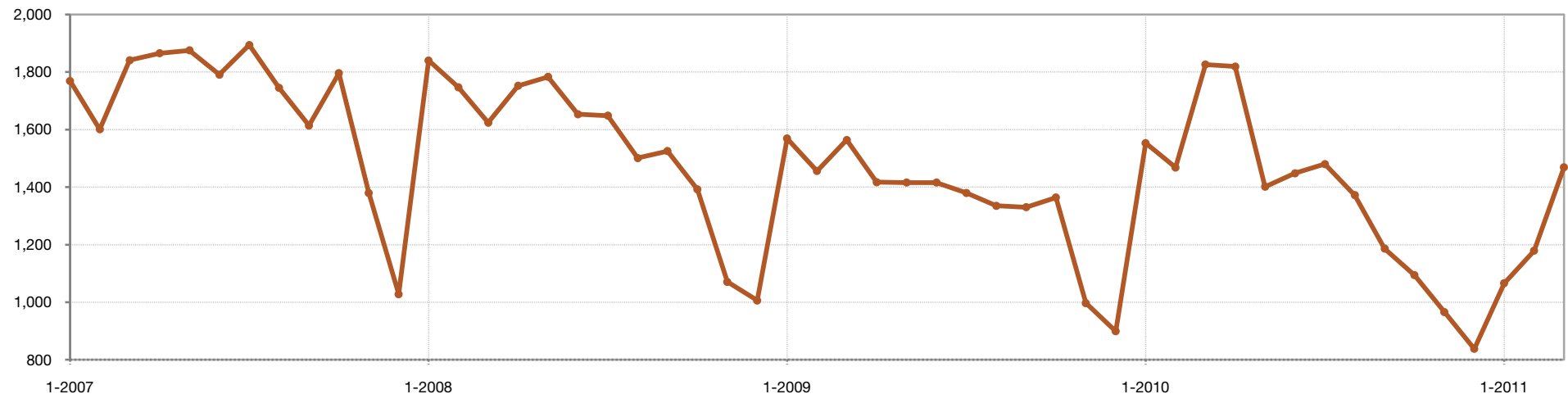


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| April | 1,417 | 1,819 | +28.4% |
| May | 1,416 | 1,401 | -1.1% |
| June | 1,416 | 1,448 | +2.3% |
| July | 1,380 | 1,480 | +7.2% |
| August | 1,335 | 1,372 | +2.8% |
| September | 1,330 | 1,186 | -10.8% |
| October | 1,364 | 1,094 | -19.8% |
| November | 997 | 966 | -3.1% |
| December | 899 | 838 | -6.8% |
| January | 1,553 | 1,066 | -31.4% |
| February | 1,468 | 1,179 | -19.7% |
| March | 1,826 | 1,469 | -19.6% |
| 12-Month Avg | 1,367 | 1,277 | -6.6% |

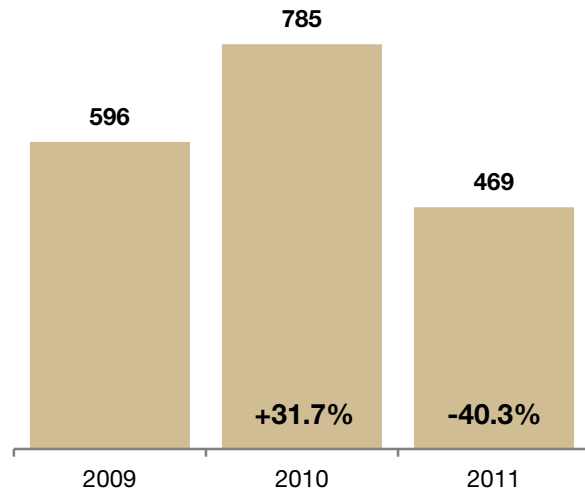
Historical New Listing Activity



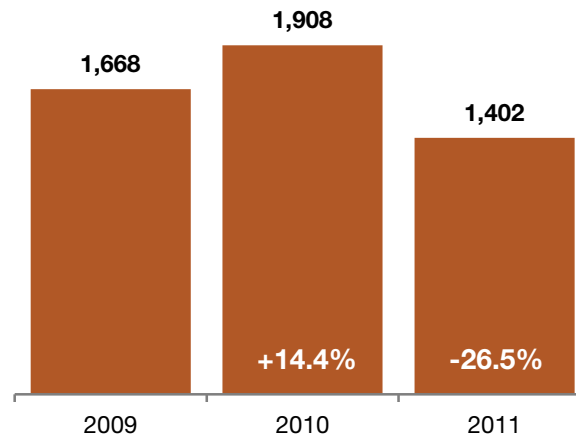
Pending Sales

A count of the properties that have offers accepted on them in a given month.

March

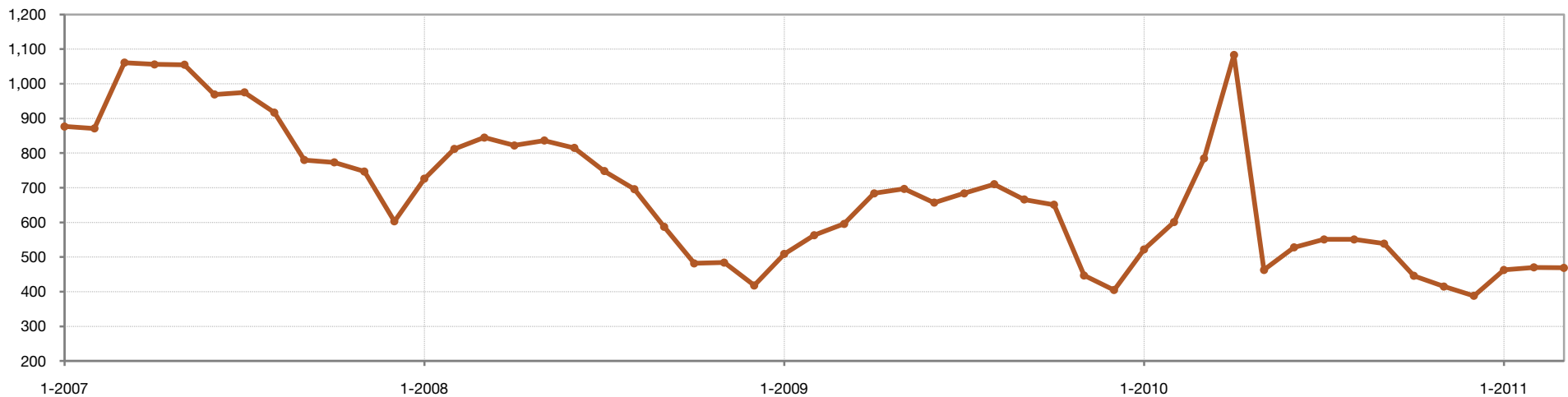


Year To Date



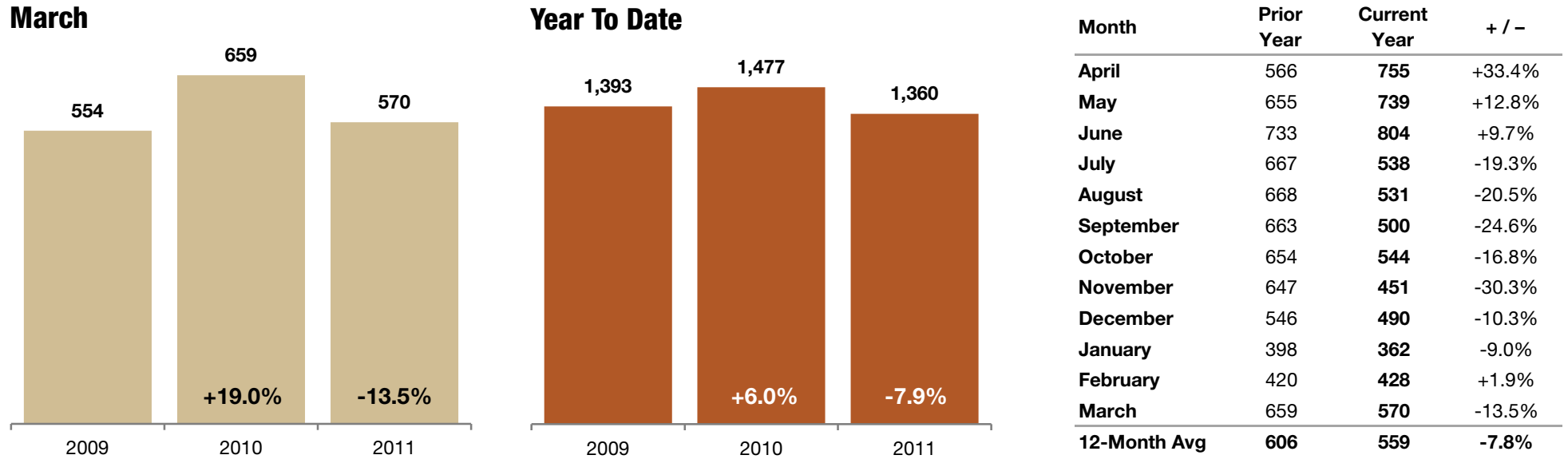
| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| April | 684 | 1,083 | +58.3% |
| May | 697 | 463 | -33.6% |
| June | 657 | 528 | -19.6% |
| July | 684 | 551 | -19.4% |
| August | 710 | 551 | -22.4% |
| September | 666 | 539 | -19.1% |
| October | 651 | 446 | -31.5% |
| November | 447 | 415 | -7.2% |
| December | 405 | 388 | -4.2% |
| January | 522 | 463 | -11.3% |
| February | 601 | 470 | -21.8% |
| March | 785 | 469 | -40.3% |
| 12-Month Avg | 626 | 531 | -15.2% |

Historical Pending Sales Activity

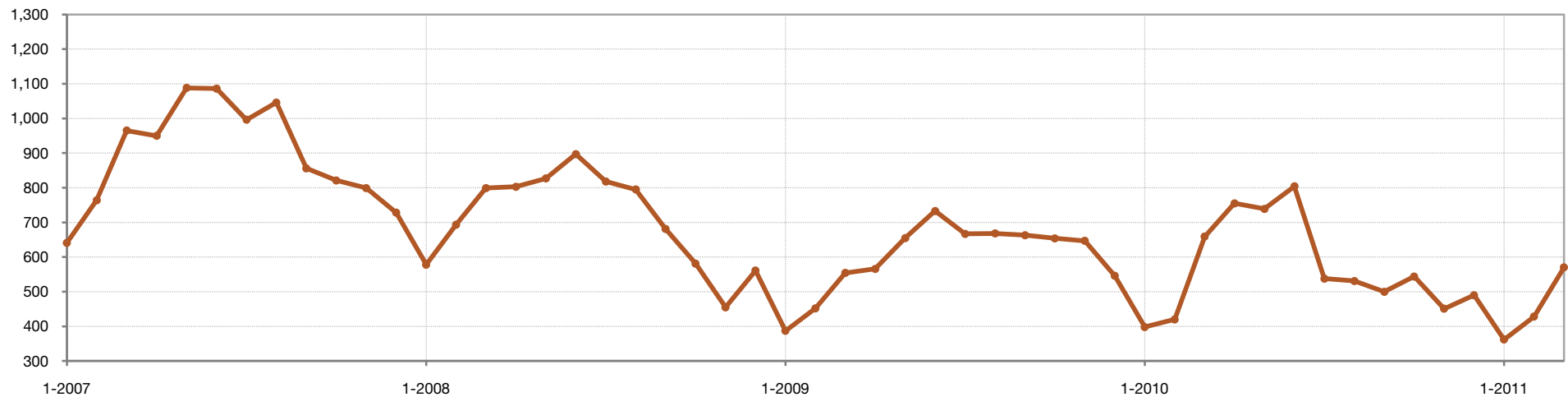


Closed Sales

A count of the properties that have closed in a given month.



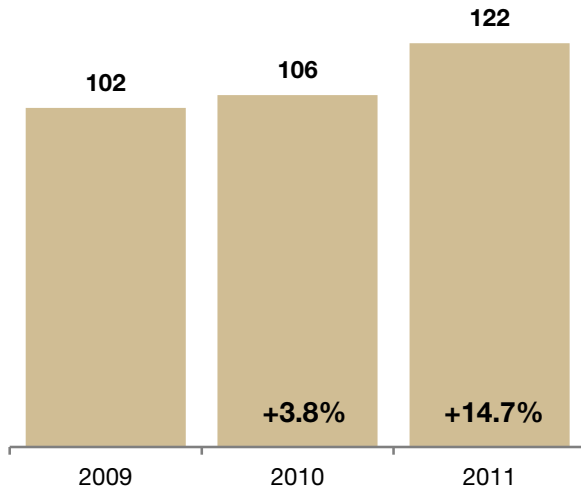
Historical Closed Sales Activity



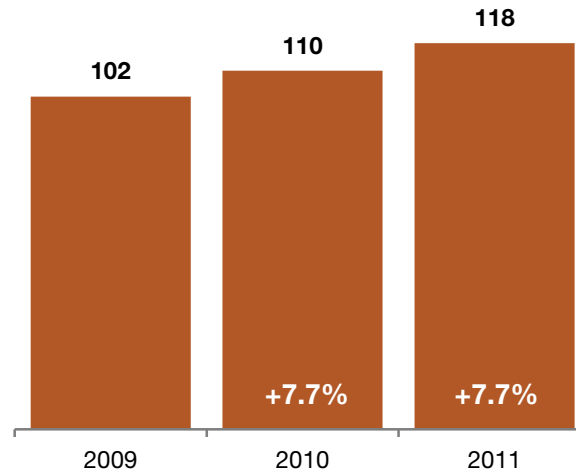
Days on Market Until Sale

The average number of days between when a property is first listed and when an offer is accepted. Sold properties only.

March

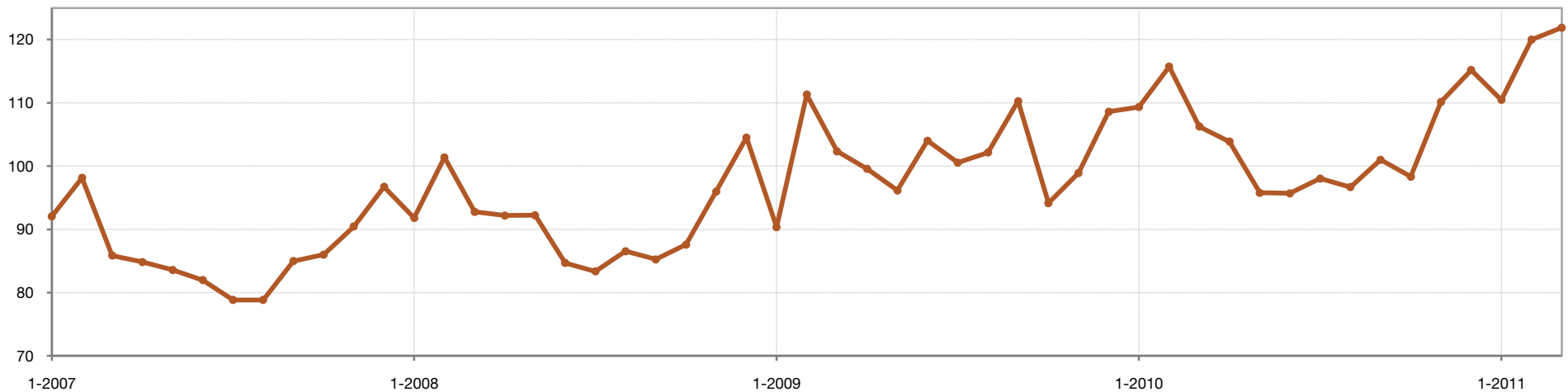


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| April | 100 | 104 | +4.3% |
| May | 96 | 96 | -0.4% |
| June | 104 | 96 | -8.0% |
| July | 101 | 98 | -2.5% |
| August | 102 | 97 | -5.4% |
| September | 110 | 101 | -8.4% |
| October | 94 | 98 | +4.4% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 110 | +1.0% |
| February | 116 | 120 | +3.7% |
| March | 106 | 122 | +14.7% |
| 12-Month Avg | 104 | 107 | +2.2% |

Historical Days on Market Until Sale

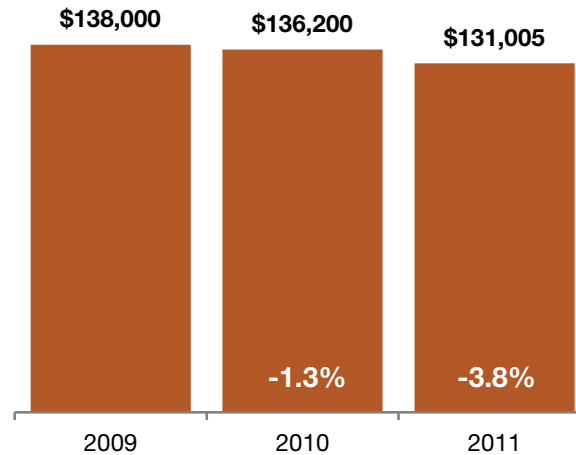
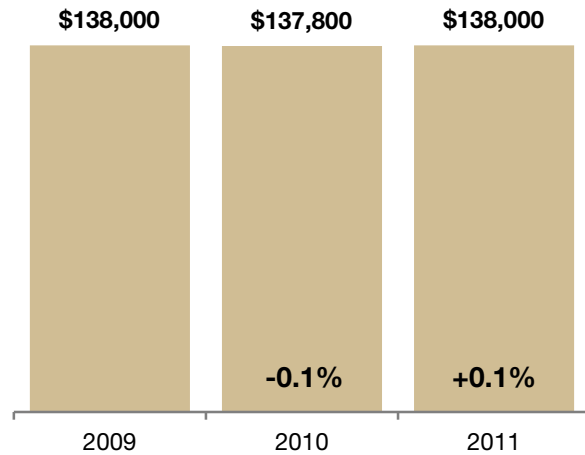


Median Sales Price

The median sales price for all closed sales in a given month. Sold properties only. Does not account for seller concessions.

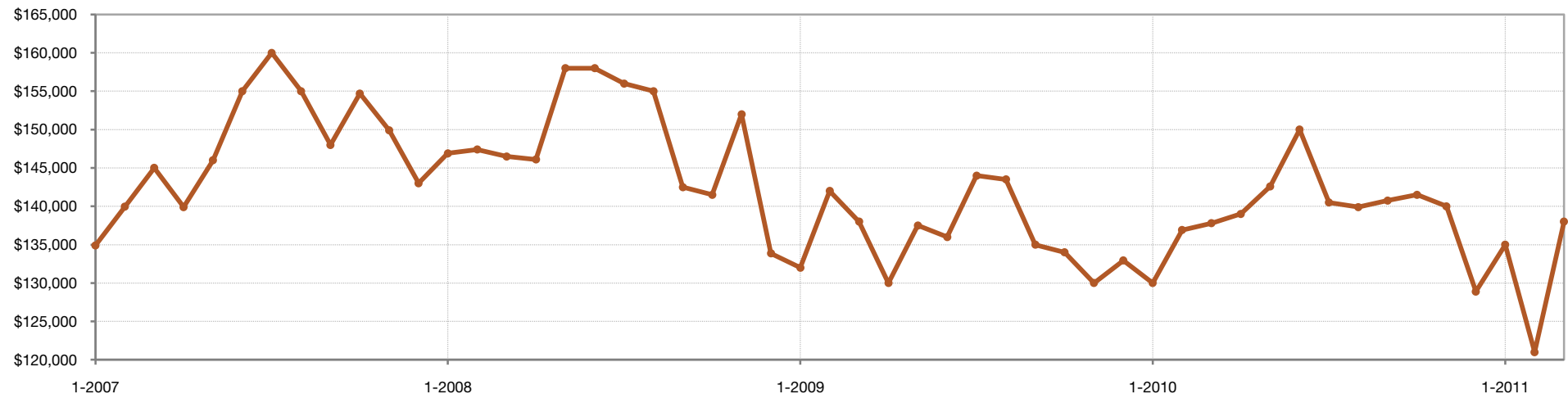
March

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| April | \$130,000 | \$139,000 | +6.9% |
| May | \$137,500 | \$142,600 | +3.7% |
| June | \$136,000 | \$150,000 | +10.3% |
| July | \$144,000 | \$140,500 | -2.4% |
| August | \$143,500 | \$139,900 | -2.5% |
| September | \$135,000 | \$140,750 | +4.3% |
| October | \$134,000 | \$141,500 | +5.6% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| 12-Month Avg | \$135,900 | \$139,900 | +2.9% |

Historical Median Sales Price

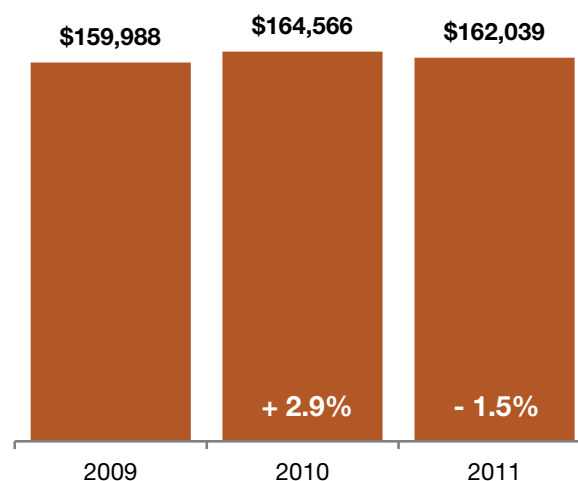
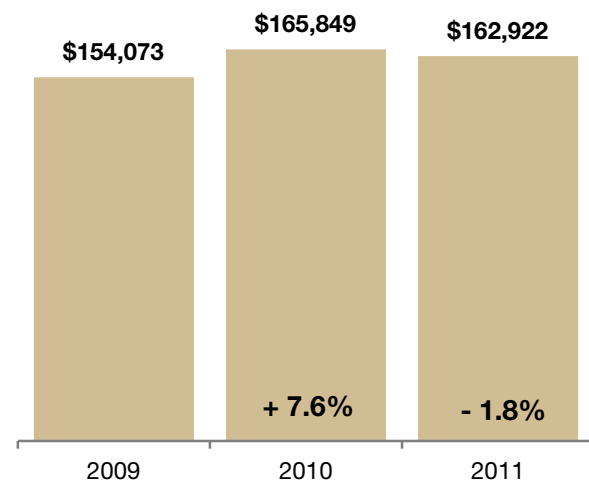


Average Sales Price

The average sales price for all closed sales in a given month. Sold properties only. Does not account for seller concessions.

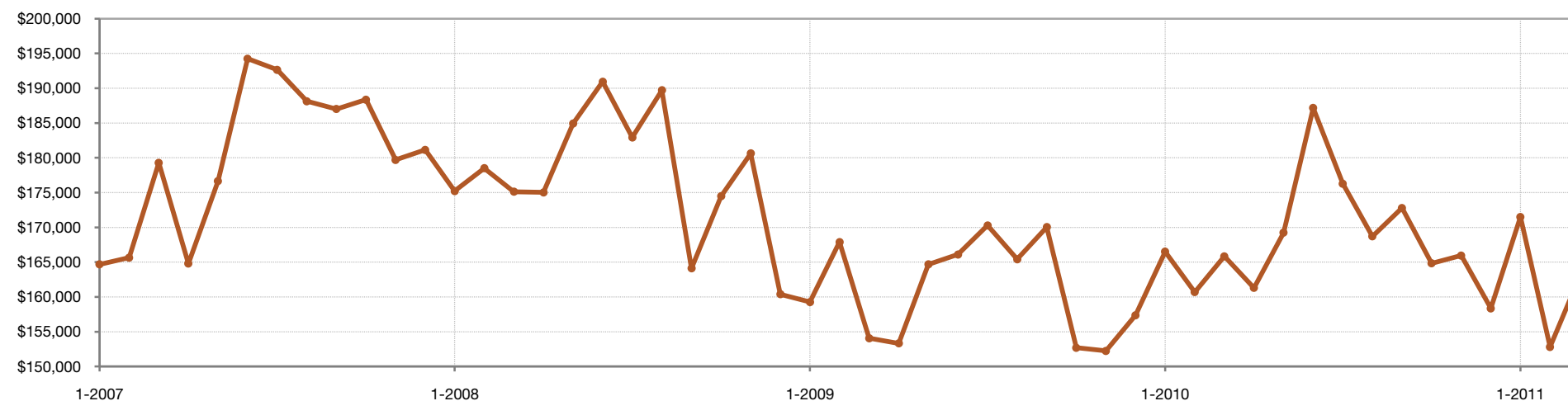
March

Year To Date



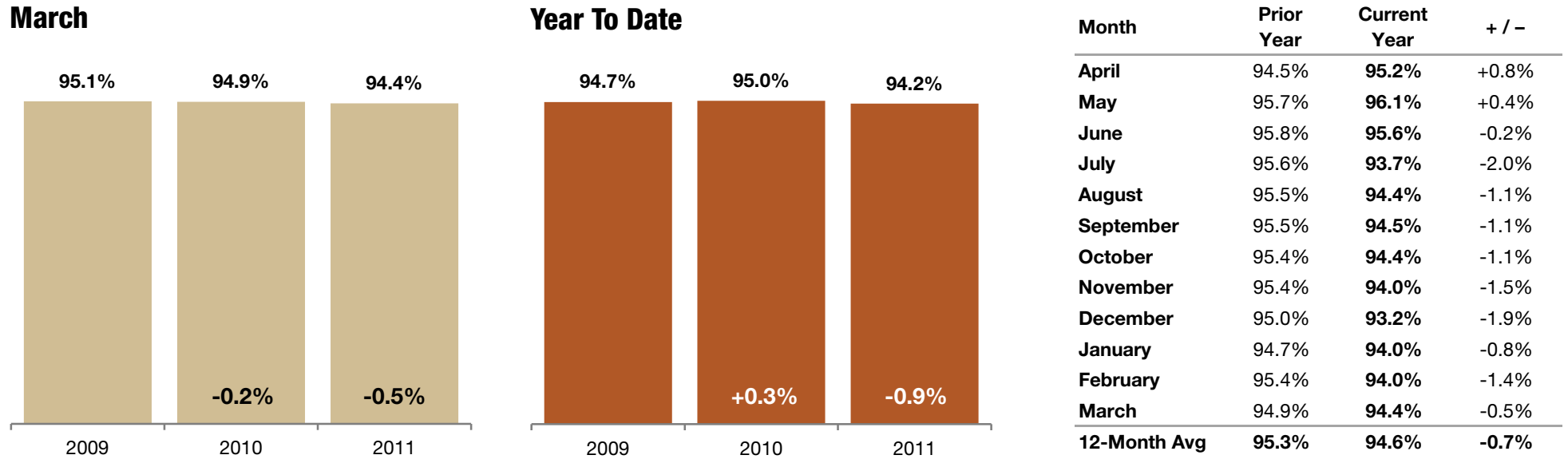
| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| April | \$153,323 | \$161,300 | +5.2% |
| May | \$164,685 | \$169,248 | +2.8% |
| June | \$166,102 | \$187,160 | +12.7% |
| July | \$170,293 | \$176,279 | +3.5% |
| August | \$165,424 | \$168,700 | +2.0% |
| September | \$170,032 | \$172,789 | +1.6% |
| October | \$152,707 | \$164,833 | +7.9% |
| November | \$152,250 | \$165,959 | +9.0% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$171,505 | +3.0% |
| February | \$160,691 | \$152,815 | -4.9% |
| March | \$165,849 | \$162,922 | -1.8% |
| 12-Month Avg | \$162,264 | \$168,477 | +3.8% |

Historical Average Sales Price

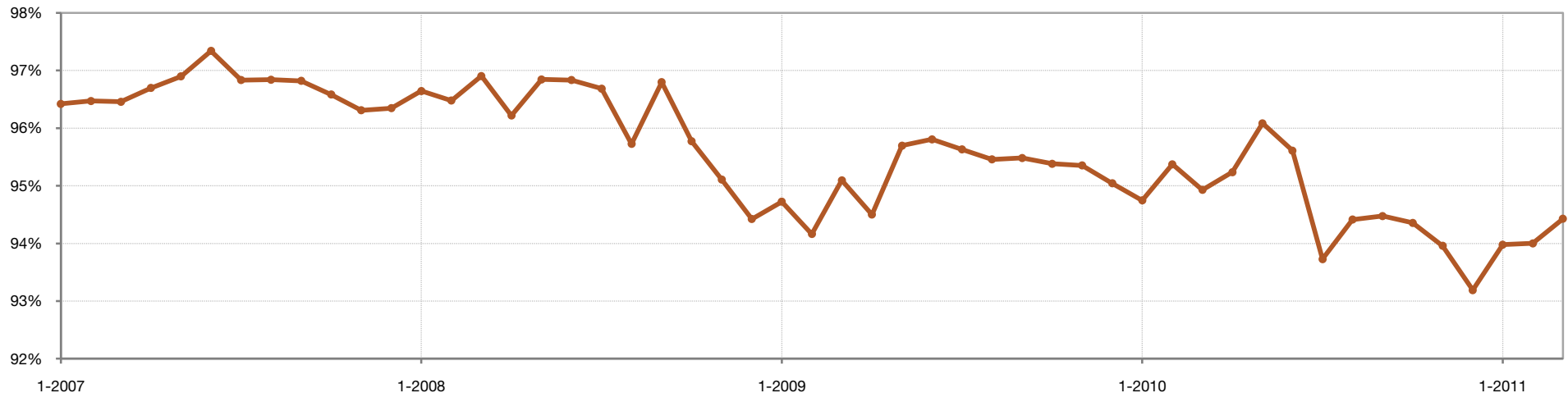


Percent of List Price Received

The average percentage found when dividing a property's sales price by the list price.
Sold properties only. Does not account for seller concessions.



Historical Percent of List Price Received

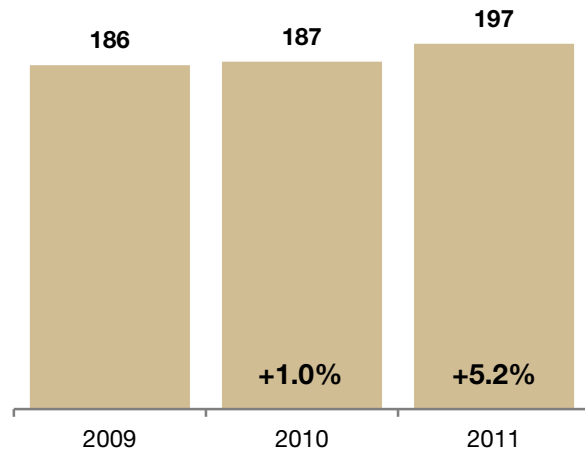


Housing Affordability Index

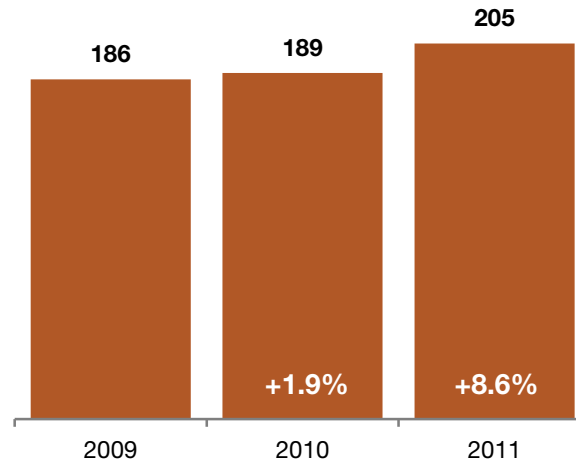
This index measures housing affordability for the region. An index of 120 would mean the median household income was 120% of what's necessary to qualify for the median priced home under prevailing interest rates. The higher the number, the more affordable our housing is.



March

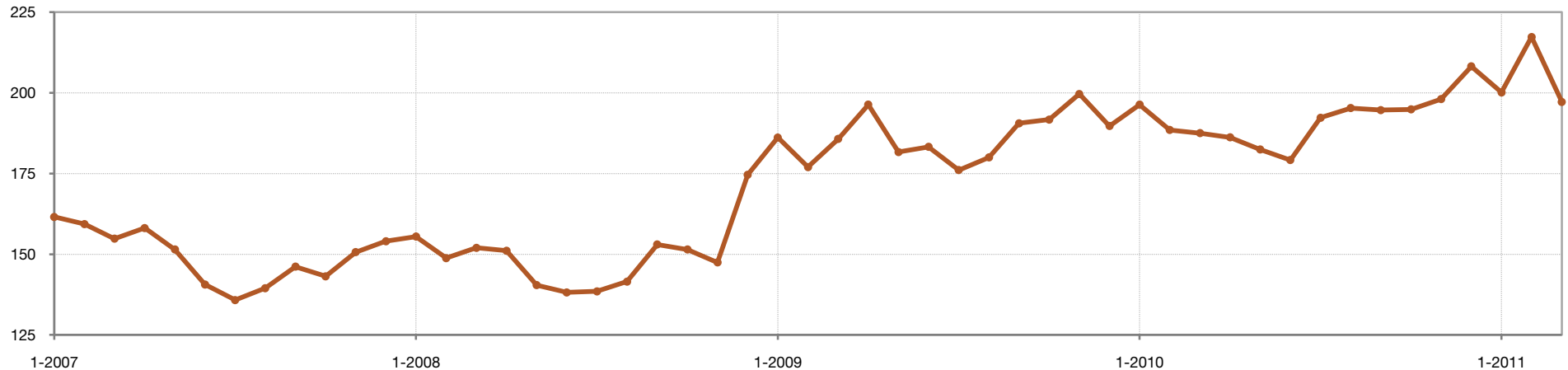


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| April | 196 | 186 | -5.2% |
| May | 182 | 182 | +0.4% |
| June | 183 | 179 | -2.2% |
| July | 176 | 192 | +9.2% |
| August | 180 | 195 | +8.5% |
| September | 191 | 195 | +2.1% |
| October | 192 | 195 | +1.6% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| 12-Month Avg | 188 | 195 | +3.8% |

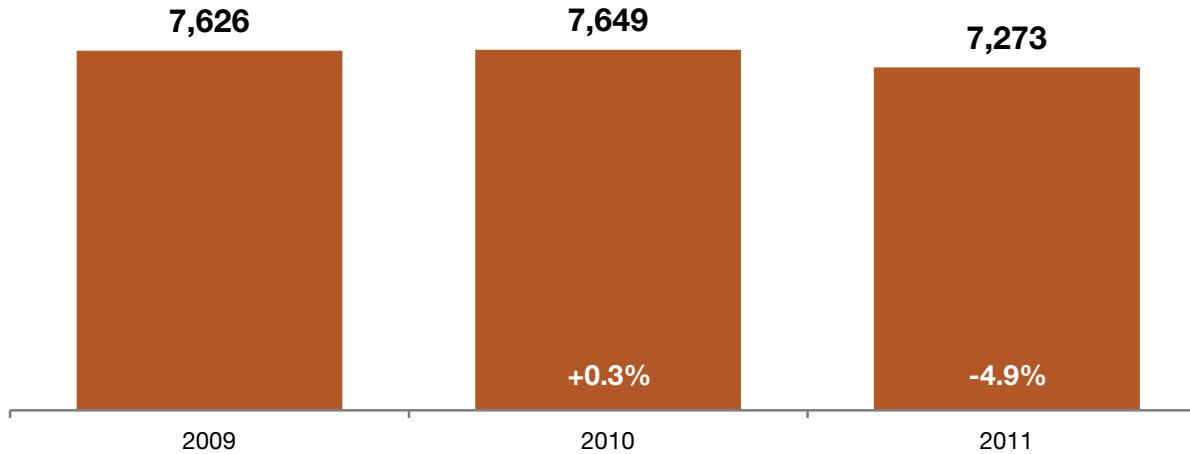
Historical Housing Affordability Index



Inventory of Homes for Sale

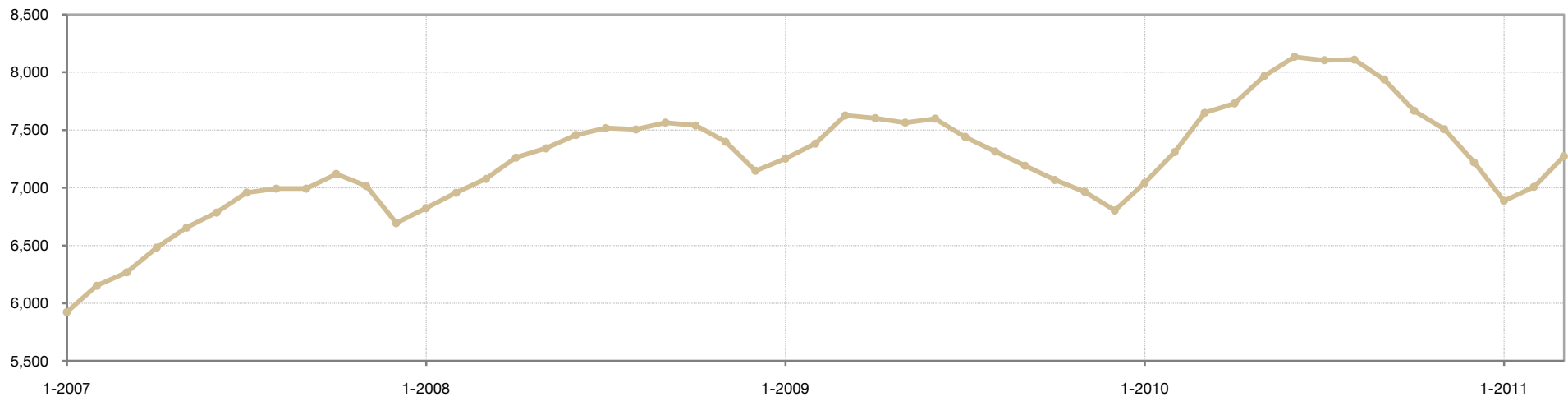
The number of properties available for sale in active status at the end of the month.

March



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| April | 7,602 | 7,730 | +1.7% |
| May | 7,563 | 7,969 | +5.4% |
| June | 7,598 | 8,133 | +7.0% |
| July | 7,440 | 8,104 | +8.9% |
| August | 7,314 | 8,109 | +10.9% |
| September | 7,191 | 7,937 | +10.4% |
| October | 7,068 | 7,666 | +8.5% |
| November | 6,964 | 7,508 | +7.8% |
| December | 6,804 | 7,221 | +6.1% |
| January | 7,043 | 6,887 | -2.2% |
| February | 7,310 | 7,008 | -4.1% |
| March | 7,649 | 7,273 | -4.9% |
| 12-Month Avg | 7,296 | 7,629 | +4.6% |

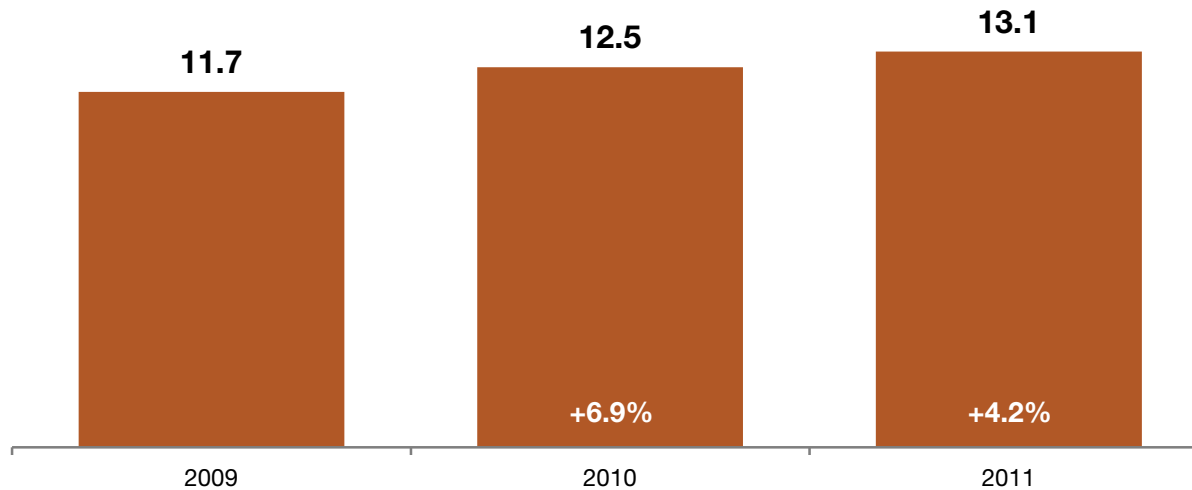
Historical Inventory of Homes for Sale



Months Supply of Inventory

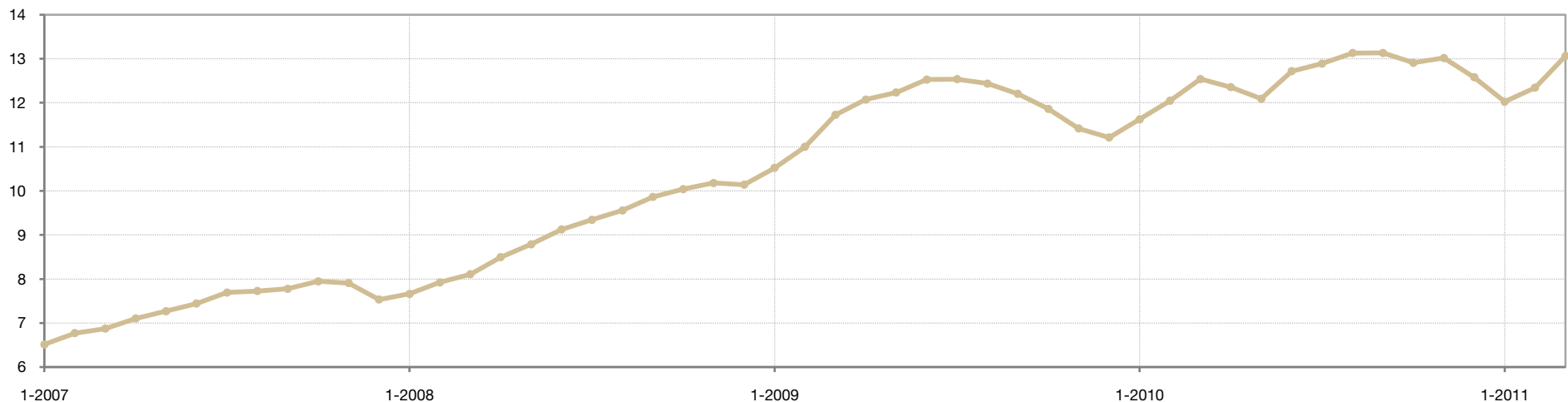
Compares the number of active listings available to the average monthly pending sales for the last 12 months.

March



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| April | 12.1 | 12.4 | +2.3% |
| May | 12.2 | 12.1 | -1.2% |
| June | 12.5 | 12.7 | +1.5% |
| July | 12.5 | 12.9 | +2.8% |
| August | 12.4 | 13.1 | +5.6% |
| September | 12.2 | 13.1 | +7.6% |
| October | 11.9 | 12.9 | +8.8% |
| November | 11.4 | 13.0 | +14.0% |
| December | 11.2 | 12.6 | +12.2% |
| January | 11.6 | 12.0 | +3.4% |
| February | 12.0 | 12.3 | +2.5% |
| March | 12.5 | 13.1 | +4.2% |
| 12-Month Avg | 12.1 | 12.7 | +5.2% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



April 2011

The final month of year-over-year comparison to last year's tax incentive market is upon us. It bears repeating that April 2010 enjoyed uniquely strong activity due to the approaching credit deadline. Let's see how this pivotal month played out locally.

New Listings in the Greater Greenville region decreased 27.4 percent to 1,321. Pending Sales were down 59.8 percent to 435. Inventory levels shrank 4.6 percent to 7,387 units – a positive trend that should preserve market balance.

Prices were more or less stable. The Median Sales Price declined 2.9 percent to \$135,000. Days on Market increased 13.1 percent to 117 days. Supply grew relative to demand as Months Supply of Inventory was up 9.1 percent to 13.5 months.

Nationally, the interest rate is 5.0 percent on a 30-year fixed conventional and the unemployment rate edged up to 9.0 percent in April, even as the economy added 244,000 jobs. Job seekers showed more confidence, a potential indicator of future housing demand. Moving forward, expect a different story to unfold in our market. We'll soon be comparing current activity to a post-credit slump that occurred during the summer and fall of 2010.

Quick Facts

- 24.0%

- 2.9%

- 4.6%

Change in
Closed Sales

Change in
Median Sales Price

Change in
Inventory

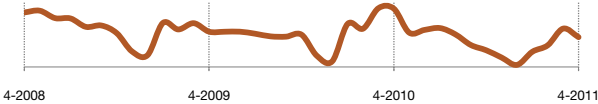
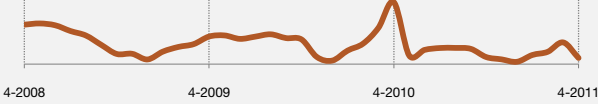
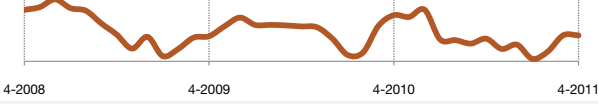

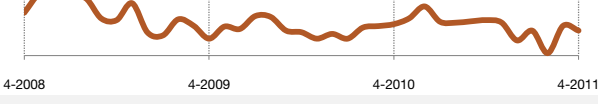
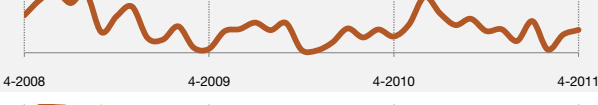

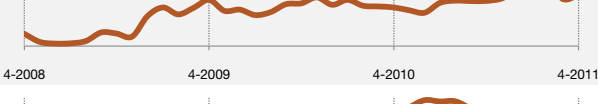

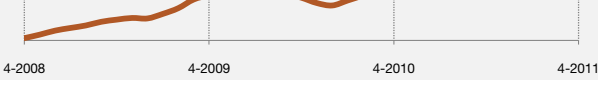
| | |
|--------------------------------|----|
| Market Overview | 2 |
| New Listings | 3 |
| Pending Sales | 4 |
| Closed Sales | 5 |
| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.

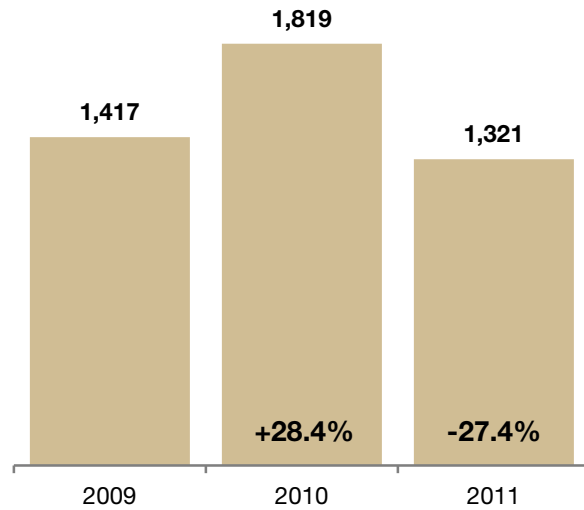


| Key Metrics | Historical Sparklines | 4-2010 | 4-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|--|-----------|------------------|---------|-----------|------------------|---------|
| New Listings |  | 1,819 | 1,321 | - 27.4% | 6,667 | 5,039 | - 24.4% |
| Pending Sales |  | 1,083 | 435 | - 59.8% | 2,990 | 2,028 | - 32.2% |
| Closed Sales |  | 755 | 574 | - 24.0% | 2,232 | 1,939 | - 13.1% |
| Days on Market Until Sale |  | 104 | 117 | + 13.1% | 108 | 118 | + 9.5% |
| Median Sales Price |  | \$139,000 | \$135,000 | - 2.9% | \$136,950 | \$133,000 | - 2.9% |
| Average Sales Price |  | \$161,300 | \$165,577 | + 2.7% | \$163,454 | \$162,924 | - 0.3% |
| Percent of List Price Received |  | 95.2% | 94.6% | - 0.6% | 95.1% | 94.3% | - 0.8% |
| Housing Affordability Index |  | 186 | 202 | + 8.7% | 188 | 205 | + 8.7% |
| Inventory of Homes for Sale |  | 7,741 | 7,387 | - 4.6% | -- | -- | -- |
| Months Supply of Homes for Sale |  | 12.4 | 13.5 | + 9.1% | -- | -- | -- |

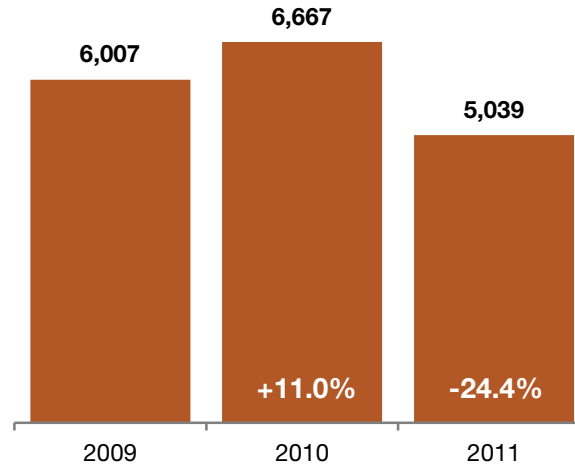
New Listings

A count of the properties that have been newly listed on the market in a given month.

April

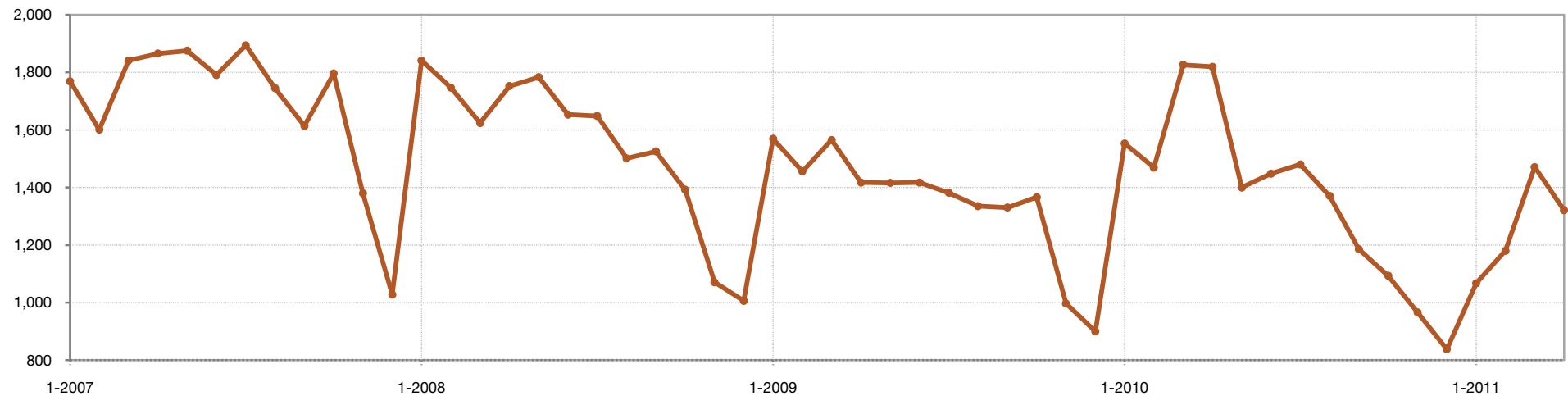


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | 1,416 | 1,400 | -1.1% |
| June | 1,417 | 1,448 | +2.2% |
| July | 1,381 | 1,480 | +7.2% |
| August | 1,335 | 1,370 | +2.6% |
| September | 1,330 | 1,185 | -10.9% |
| October | 1,366 | 1,093 | -20.0% |
| November | 997 | 966 | -3.1% |
| December | 900 | 838 | -6.9% |
| January | 1,553 | 1,067 | -31.3% |
| February | 1,469 | 1,180 | -19.7% |
| March | 1,826 | 1,471 | -19.4% |
| April | 1,819 | 1,321 | -27.4% |
| 12-Month Avg | 1,401 | 1,235 | -11.8% |

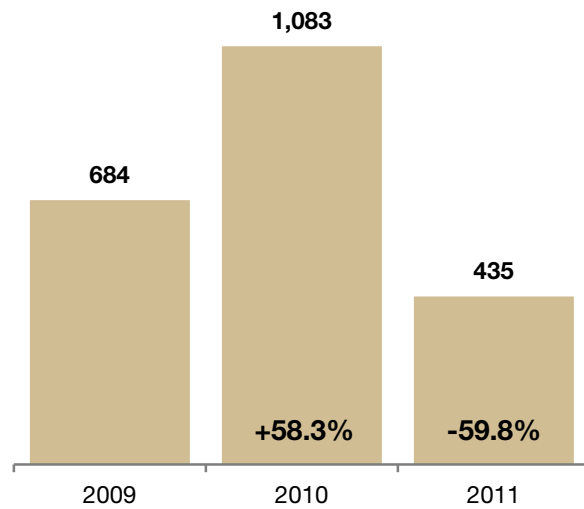
Historical New Listing Activity



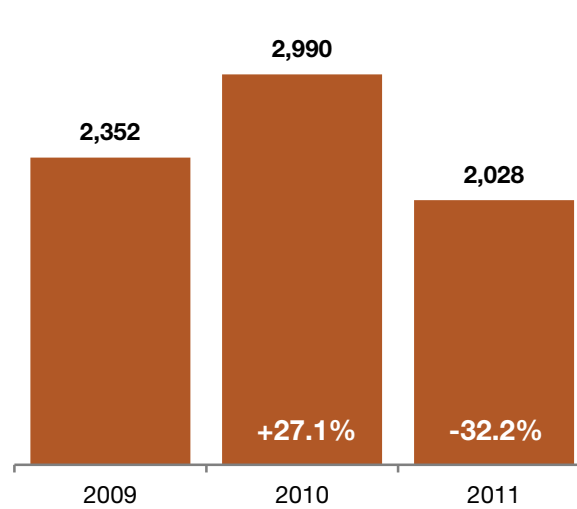
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

April

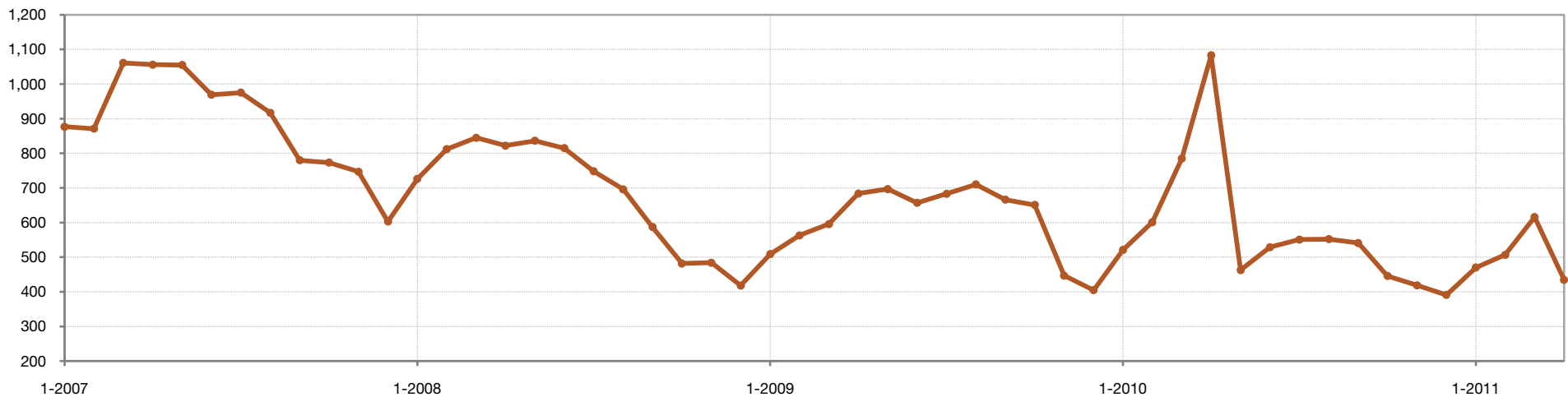


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | 697 | 463 | -33.6% |
| June | 657 | 529 | -19.5% |
| July | 683 | 551 | -19.3% |
| August | 710 | 552 | -22.3% |
| September | 666 | 541 | -18.8% |
| October | 651 | 446 | -31.5% |
| November | 447 | 419 | -6.3% |
| December | 405 | 391 | -3.5% |
| January | 521 | 470 | -9.8% |
| February | 601 | 507 | -15.6% |
| March | 785 | 616 | -21.5% |
| April | 1,083 | 435 | -59.8% |
| 12-Month Avg | 659 | 493 | -25.1% |

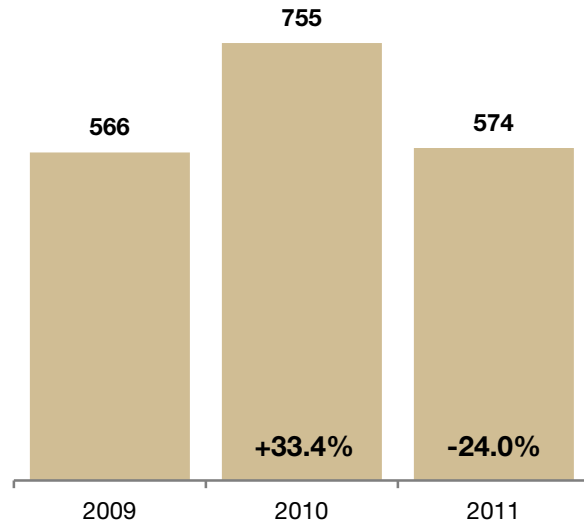
Historical Pending Sales Activity



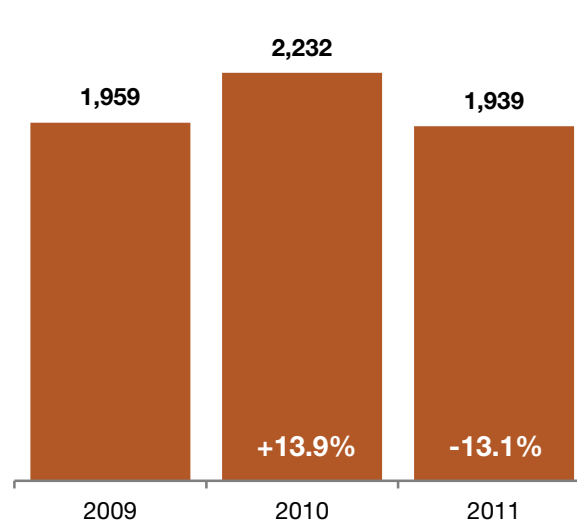
Closed Sales

A count of the actual sales that have closed in a given month.

April



Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | 655 | 739 | +12.8% |
| June | 733 | 804 | +9.7% |
| July | 667 | 538 | -19.3% |
| August | 668 | 531 | -20.5% |
| September | 663 | 500 | -24.6% |
| October | 654 | 544 | -16.8% |
| November | 647 | 452 | -30.1% |
| December | 546 | 490 | -10.3% |
| January | 398 | 363 | -8.8% |
| February | 420 | 428 | +1.9% |
| March | 659 | 574 | -12.9% |
| April | 755 | 574 | -24.0% |
| 12-Month Avg | 622 | 545 | -12.4% |

Historical Closed Sales Activity

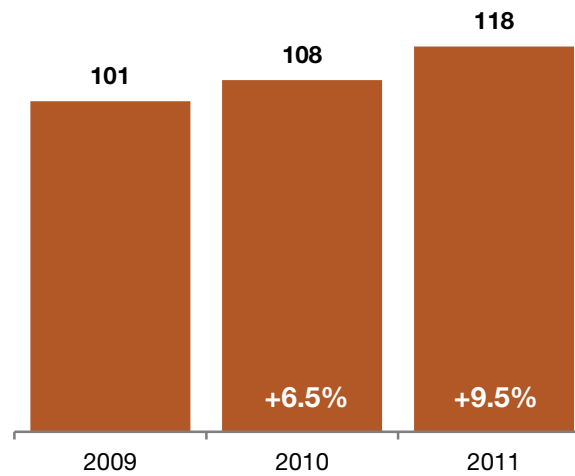
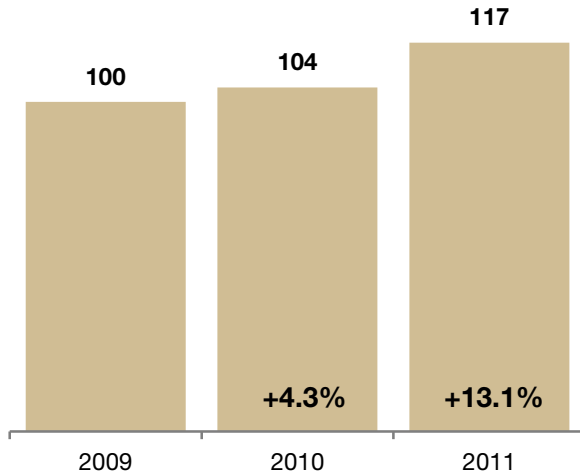


Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

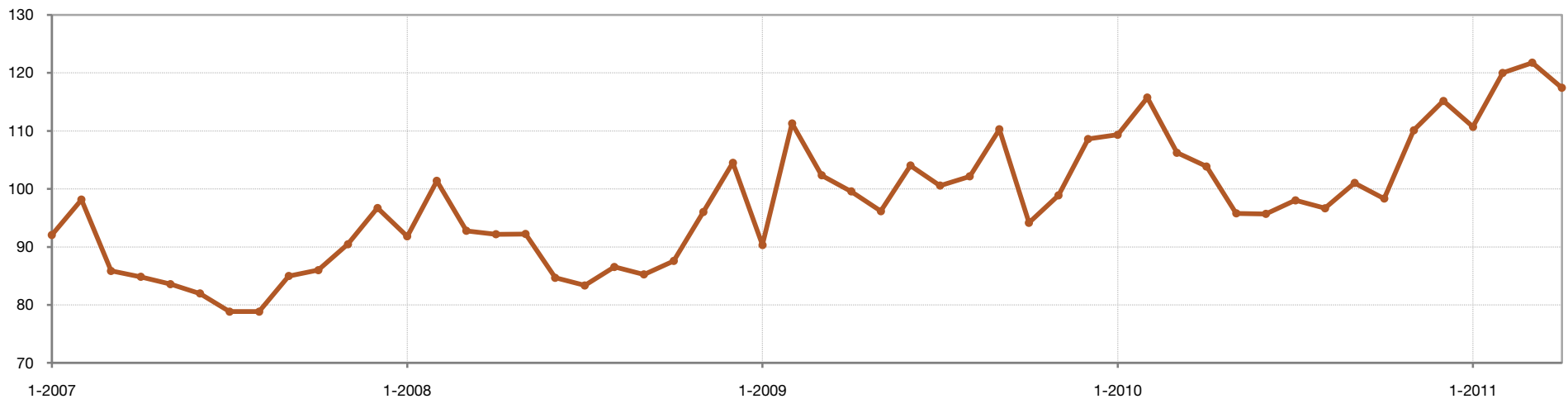
April

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | 96 | 96 | -0.4% |
| June | 104 | 96 | -8.0% |
| July | 101 | 98 | -2.5% |
| August | 102 | 97 | -5.4% |
| September | 110 | 101 | -8.4% |
| October | 94 | 98 | +4.4% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 111 | +1.3% |
| February | 116 | 120 | +3.7% |
| March | 106 | 122 | +14.6% |
| April | 104 | 117 | +13.1% |
| 12-Month Avg | 105 | 108 | +3.6% |

Historical Days on Market Until Sale

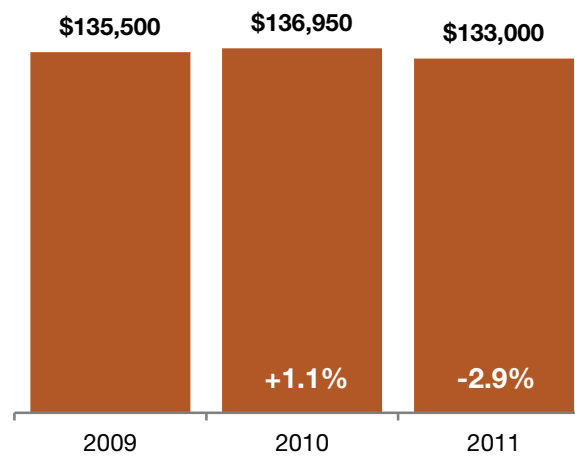
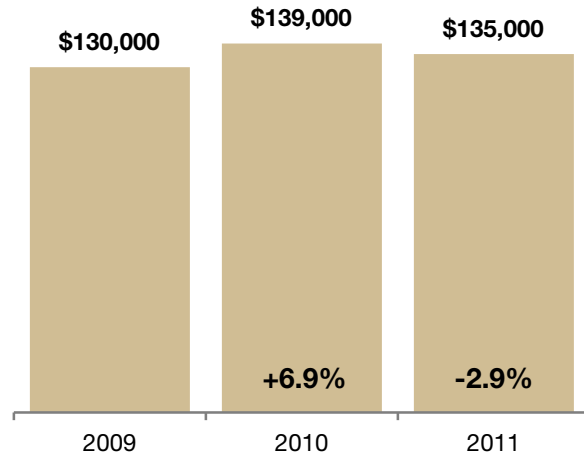


Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

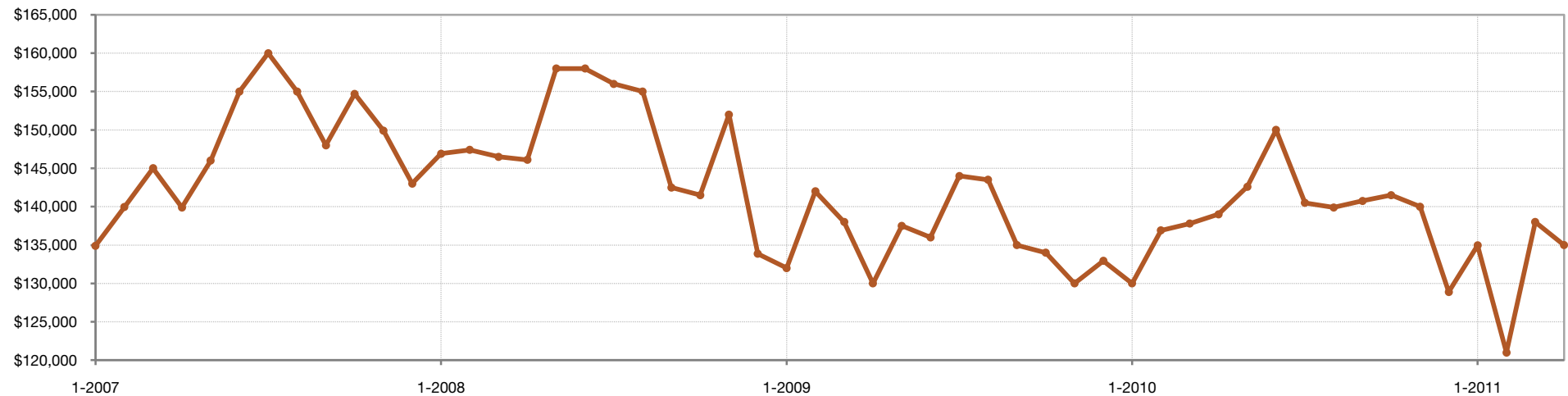
April

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | \$137,500 | \$142,600 | +3.7% |
| June | \$136,000 | \$150,000 | +10.3% |
| July | \$144,000 | \$140,500 | -2.4% |
| August | \$143,500 | \$139,900 | -2.5% |
| September | \$135,000 | \$140,750 | +4.3% |
| October | \$134,000 | \$141,500 | +5.6% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$134,950 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| April | \$139,000 | \$135,000 | -2.9% |
| 12-Month Avg | \$137,000 | \$139,864 | +2.1% |

Historical Median Sales Price

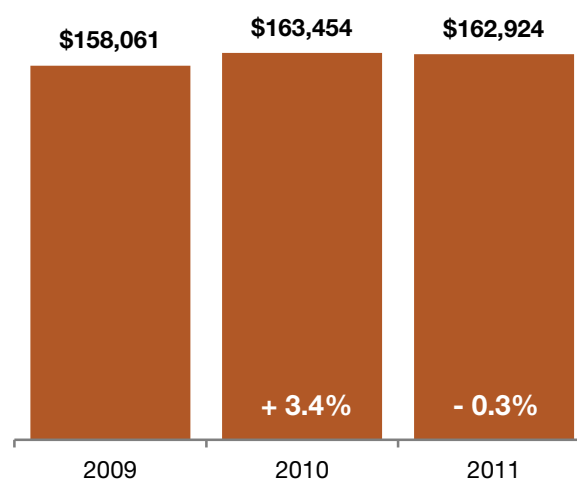
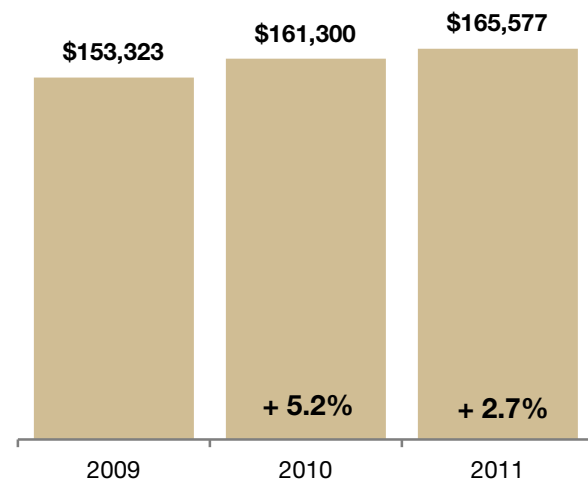


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

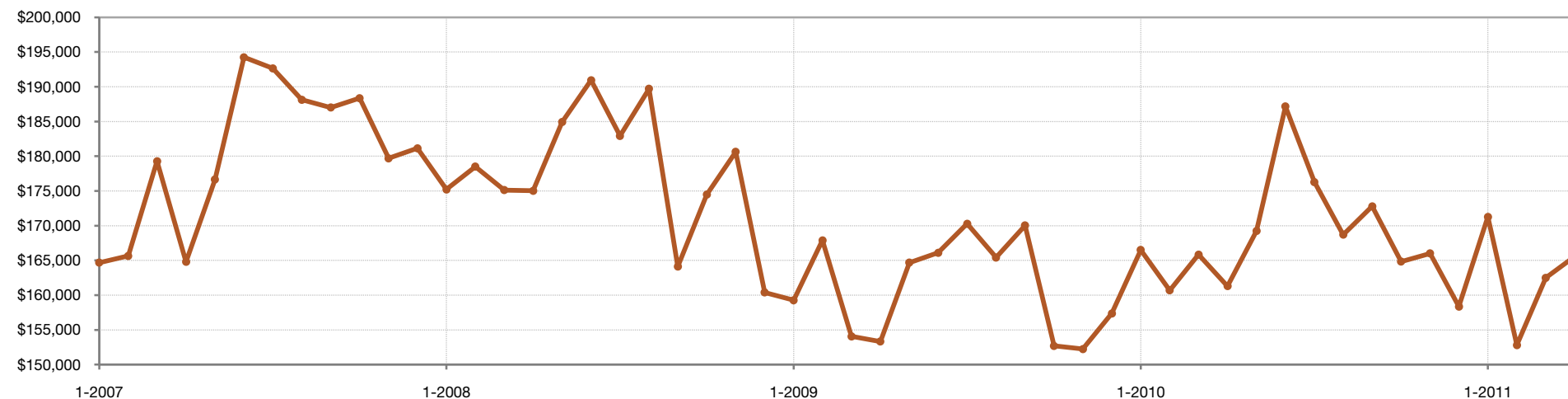
April

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | \$164,685 | \$169,248 | +2.8% |
| June | \$166,102 | \$187,160 | +12.7% |
| July | \$170,293 | \$176,279 | +3.5% |
| August | \$165,424 | \$168,700 | +2.0% |
| September | \$170,032 | \$172,789 | +1.6% |
| October | \$152,707 | \$164,833 | +7.9% |
| November | \$152,250 | \$166,013 | +9.0% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$171,275 | +2.9% |
| February | \$160,691 | \$152,815 | -4.9% |
| March | \$165,849 | \$162,508 | -2.0% |
| April | \$161,300 | \$165,577 | +2.7% |
| 12-Month Avg | \$162,839 | \$169,014 | +3.8% |

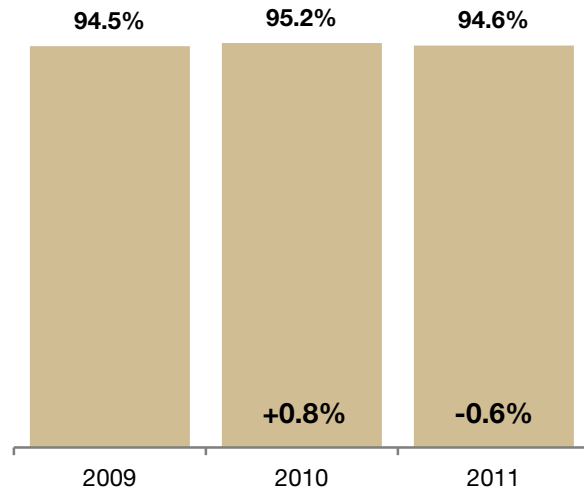
Historical Average Sales Price



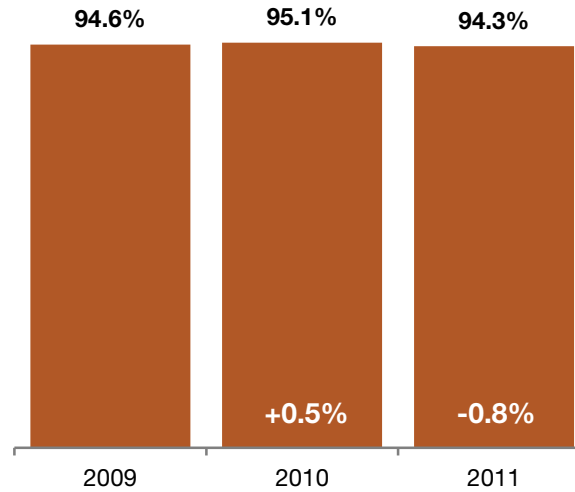
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

April

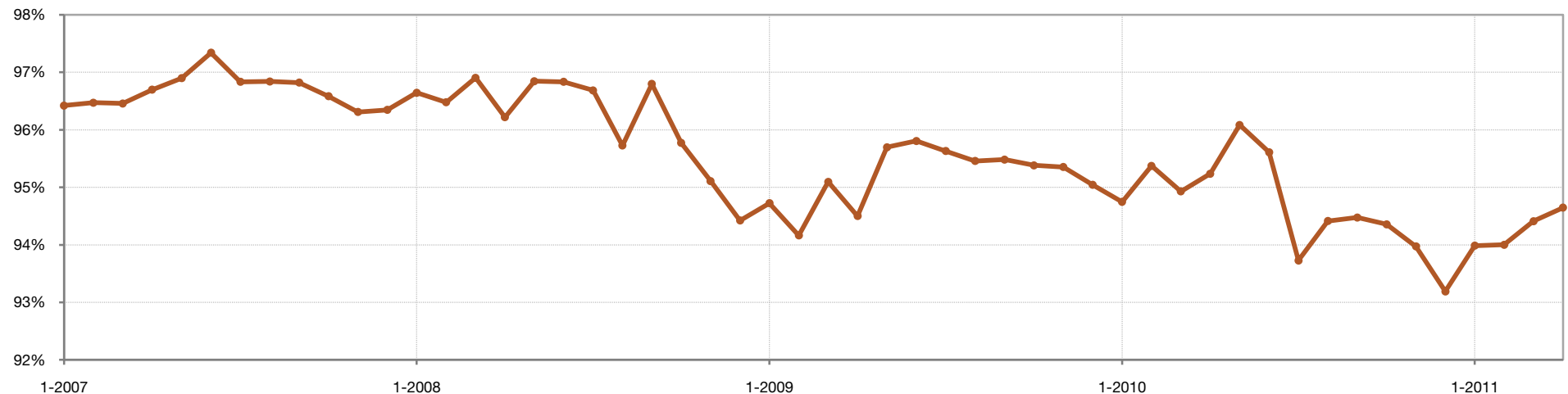


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| May | 95.7% | 96.1% | +0.4% |
| June | 95.8% | 95.6% | -0.2% |
| July | 95.6% | 93.7% | -2.0% |
| August | 95.5% | 94.4% | -1.1% |
| September | 95.5% | 94.5% | -1.1% |
| October | 95.4% | 94.4% | -1.1% |
| November | 95.4% | 94.0% | -1.4% |
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.4% |
| March | 94.9% | 94.4% | -0.5% |
| April | 95.2% | 94.6% | -0.6% |
| 12-Month Avg | 95.4% | 94.5% | -0.9% |

Historical Percent of List Price Received

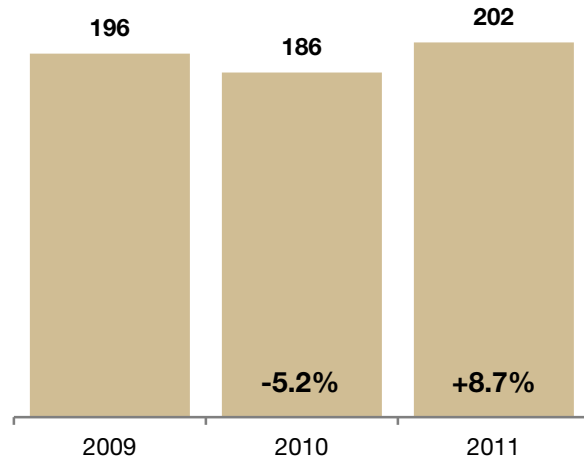


Housing Affordability Index

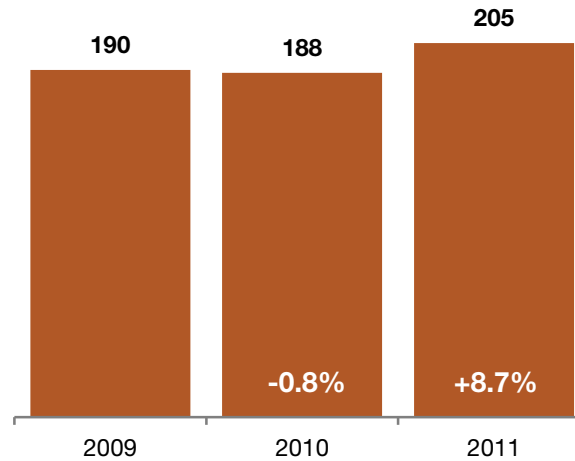
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



April

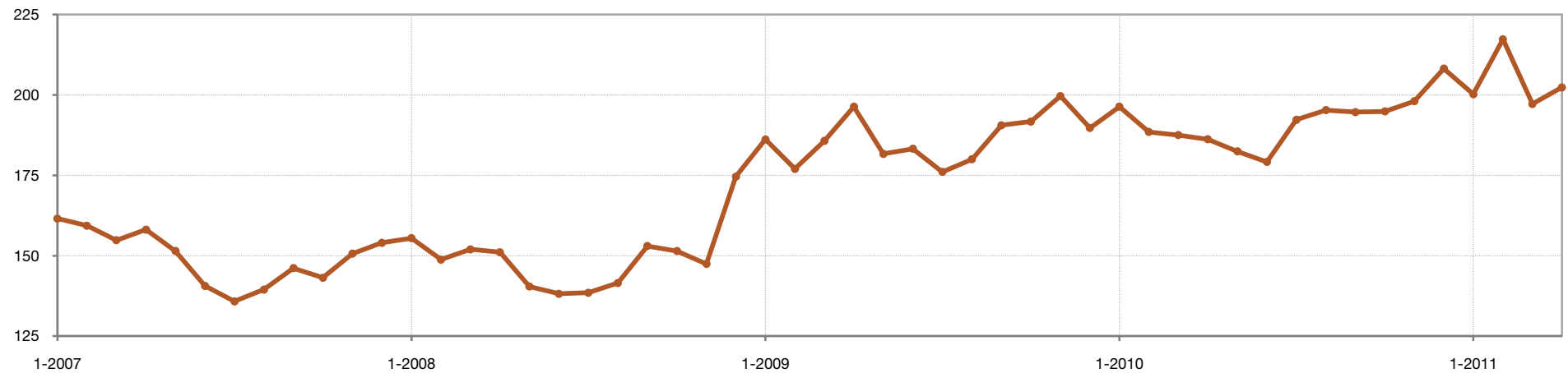


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | 182 | 182 | +0.4% |
| June | 183 | 179 | -2.2% |
| July | 176 | 192 | +9.2% |
| August | 180 | 195 | +8.5% |
| September | 191 | 195 | +2.1% |
| October | 192 | 195 | +1.6% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +2.0% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| April | 186 | 202 | +8.7% |
| 12-Month Avg | 188 | 197 | +5.0% |

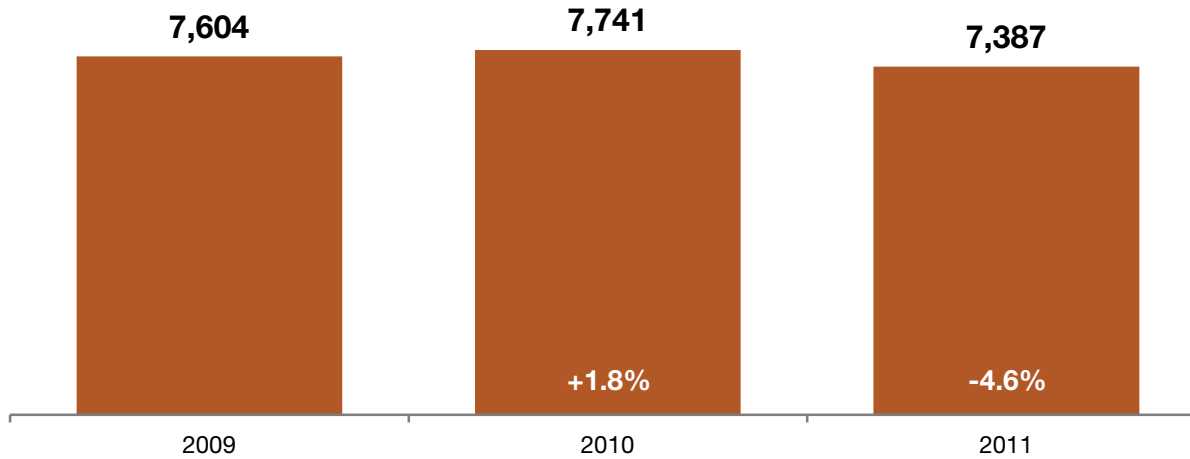
Historical Housing Affordability Index



Inventory of Homes for Sale

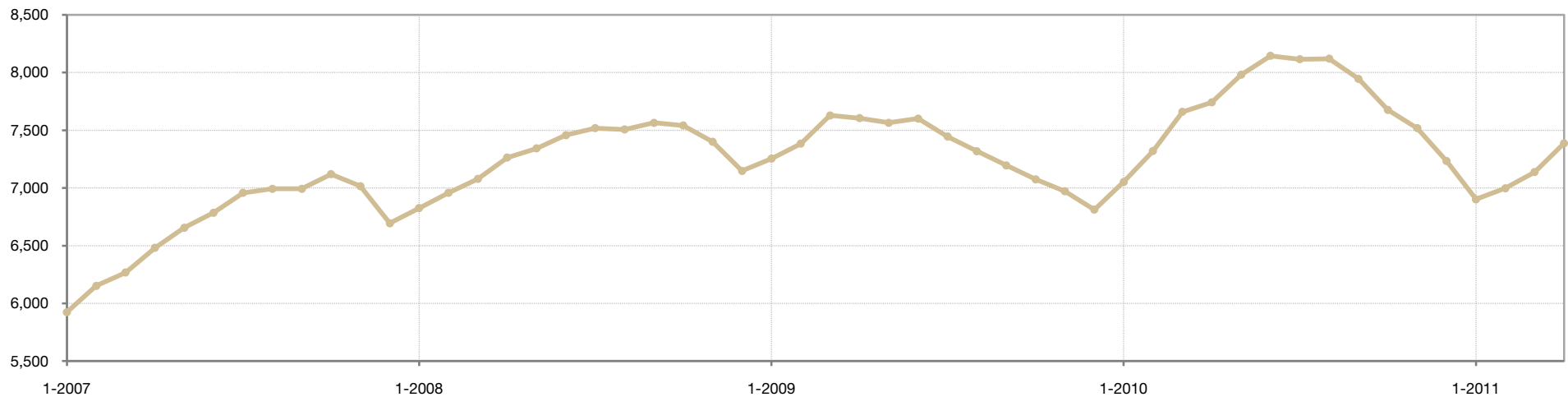
The number of properties available for sale in active status at the end of a given month.

April



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | 7,565 | 7,980 | +5.5% |
| June | 7,601 | 8,144 | +7.1% |
| July | 7,445 | 8,115 | +9.0% |
| August | 7,319 | 8,119 | +10.9% |
| September | 7,196 | 7,945 | +10.4% |
| October | 7,075 | 7,676 | +8.5% |
| November | 6,971 | 7,518 | +7.8% |
| December | 6,812 | 7,233 | +6.2% |
| January | 7,052 | 6,902 | -2.1% |
| February | 7,320 | 6,997 | -4.4% |
| March | 7,659 | 7,138 | -6.8% |
| April | 7,741 | 7,387 | -4.6% |
| 12-Month Avg | 7,313 | 7,596 | +3.9% |

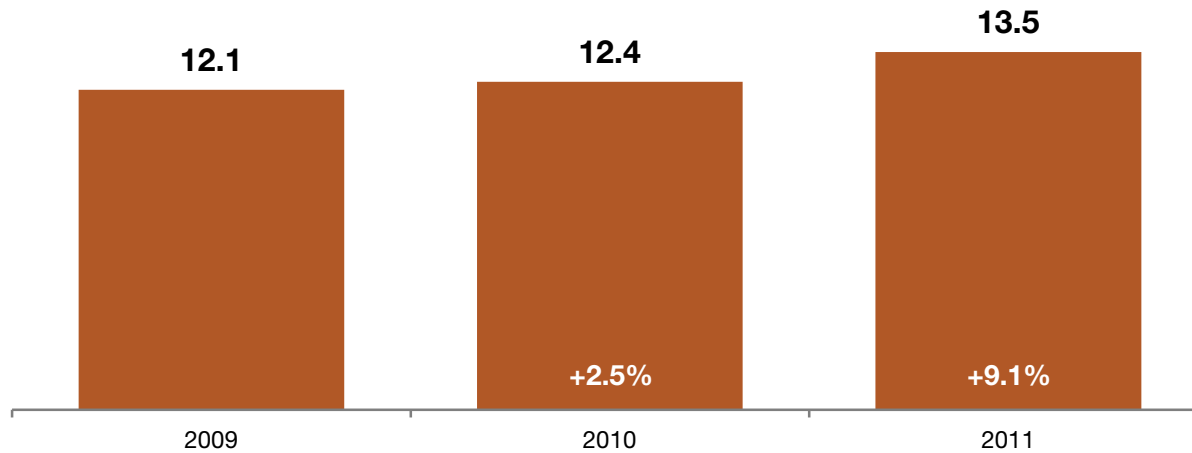
Historical Inventory of Homes for Sale



Months Supply of Inventory

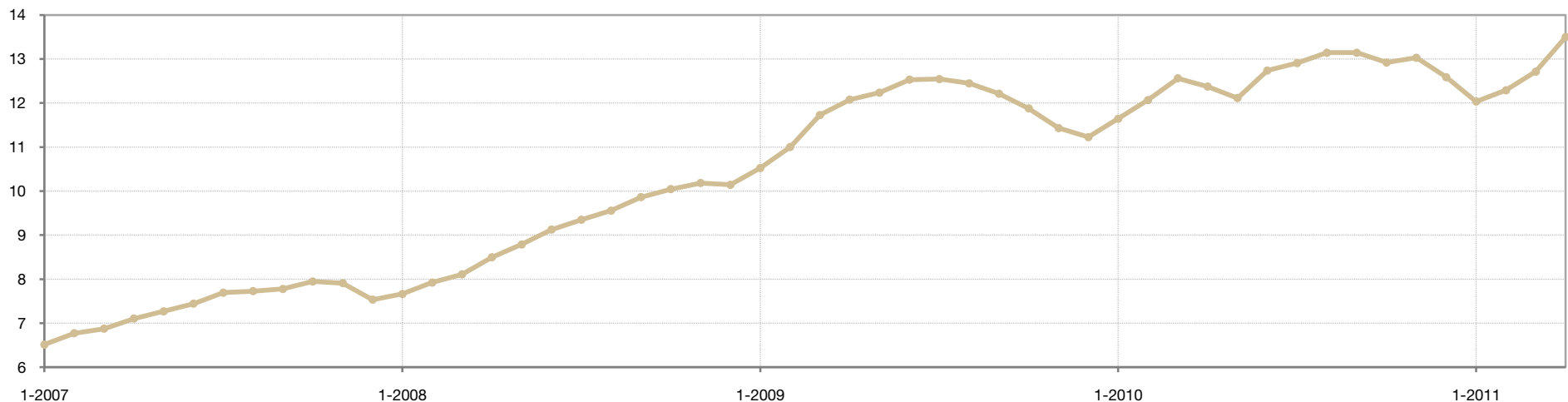
The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

April



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| May | 12.2 | 12.1 | -1.0% |
| June | 12.5 | 12.7 | +1.7% |
| July | 12.5 | 12.9 | +2.9% |
| August | 12.4 | 13.1 | +5.6% |
| September | 12.2 | 13.1 | +7.6% |
| October | 11.9 | 12.9 | +8.8% |
| November | 11.4 | 13.0 | +14.0% |
| December | 11.2 | 12.6 | +12.1% |
| January | 11.6 | 12.0 | +3.4% |
| February | 12.1 | 12.3 | +1.9% |
| March | 12.6 | 12.7 | +1.2% |
| April | 12.4 | 13.5 | +9.1% |
| 12-Month Avg | 12.1 | 12.8 | +5.5% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



May 2011

Homeownership is about painting a room fluorescent fuchsia without asking anyone's permission. The recent market challenges have forced some homeowners to become begrudging renters or unintentional landlords. For the nation as a whole, the National Association of REALTORS® reports that the homeownership rate has shifted from 69.0 percent in 2005 to 66.5 percent so far in 2011. While that's not a tectonic shift, let's see what other indicators reveal since that first fateful month after the 2010 tax credit.

New Listings in the Greater Greenville region decreased 11.0 percent to 1,247. Pending Sales were down 10.6 percent to 414. Inventory levels shrank 6.6 percent to 7,474 units, but there are still plenty of great choices out there.

Prices were more or less stable. The Median Sales Price declined 1.9 percent to \$139,900. Days on Market increased 24.4 percent to 119 days. The rate of inventory absorption slowed as Months Supply of Inventory was up 19.9 percent to 14.6 months. Affordability also improved.

Nationally, the interest rate dropped to 4.88 percent on a 30-year fixed conventional while the unemployment rate snuck up to 9.1 percent in May. The economy added 54,000 jobs, which was far less than April and insufficient to curb unemployment. As recovery goes, so goes positive trends. Some indicators should start to show favorable movement, but stronger job growth is needed to fuel housing demand and reinforce consumer confidence.

Quick Facts

- 18.7%

- 1.9%

- 6.6%

Change in
Closed Sales

Change in
Median Sales Price

Change in
Inventory

| | |
|--------------------------------|----|
| Market Overview | 2 |
| New Listings | 3 |
| Pending Sales | 4 |
| Closed Sales | 5 |
| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.

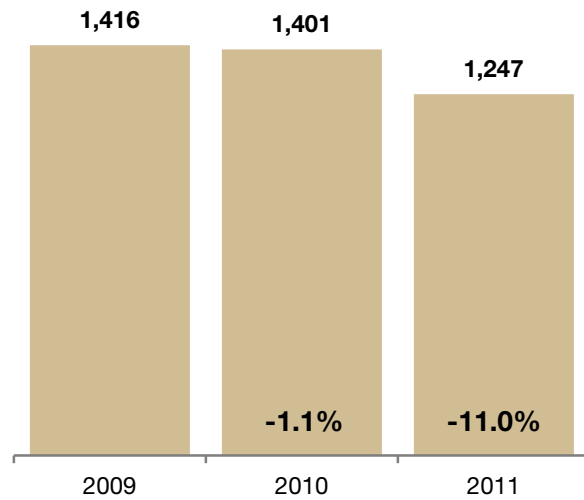


| Key Metrics | Historical Sparklines | 5-2010 | 5-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|-----------------------|-----------|------------------|---------|-----------|------------------|---------|
| New Listings | | 1,401 | 1,247 | - 11.0% | 8,076 | 6,328 | - 21.6% |
| Pending Sales | | 463 | 414 | - 10.6% | 3,453 | 2,675 | - 22.5% |
| Closed Sales | | 739 | 601 | - 18.7% | 2,971 | 2,549 | - 14.2% |
| Days on Market Until Sale | | 96 | 119 | + 24.4% | 105 | 118 | + 12.6% |
| Median Sales Price | | \$142,600 | \$139,900 | - 1.9% | \$138,000 | \$135,000 | - 2.2% |
| Average Sales Price | | \$169,248 | \$163,440 | - 3.4% | \$164,899 | \$163,116 | - 1.1% |
| Percent of List Price Received | | 96.1% | 94.1% | - 2.1% | 95.3% | 94.2% | - 1.1% |
| Housing Affordability Index | | 182 | 200 | + 9.5% | 187 | 205 | + 9.7% |
| Inventory of Homes for Sale | | 8,006 | 7,474 | - 6.6% | -- | -- | -- |
| Months Supply of Homes for Sale | | 12.2 | 14.6 | + 19.9% | -- | -- | -- |

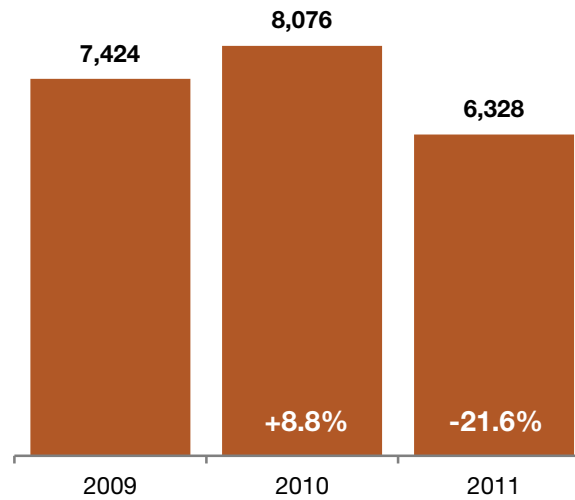
New Listings

A count of the properties that have been newly listed on the market in a given month.

May

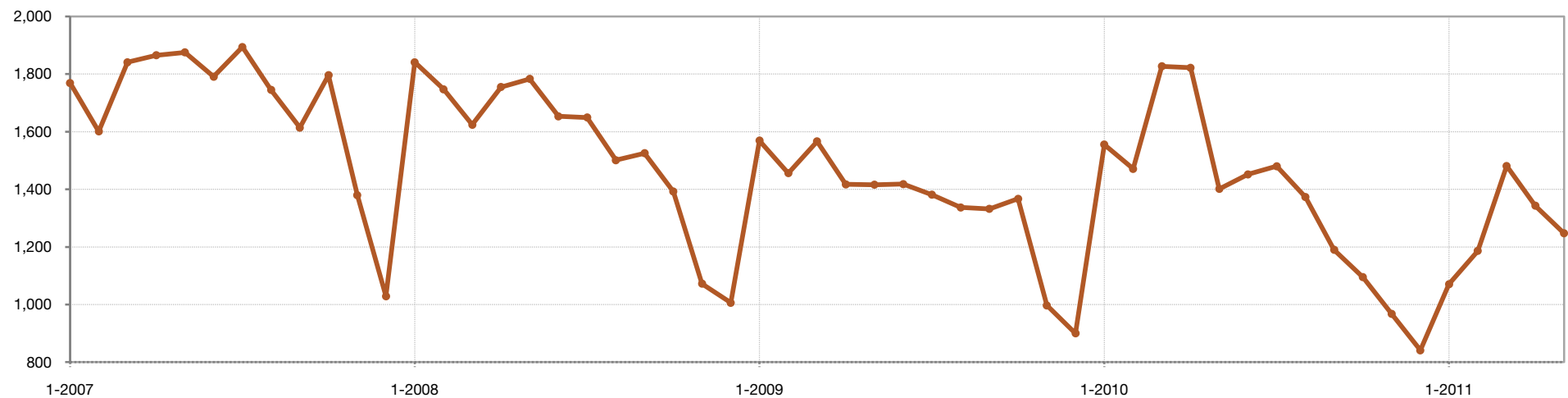


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | 1,418 | 1,452 | +2.4% |
| July | 1,381 | 1,480 | +7.2% |
| August | 1,337 | 1,373 | +2.7% |
| September | 1,332 | 1,190 | -10.7% |
| October | 1,367 | 1,095 | -19.9% |
| November | 997 | 968 | -2.9% |
| December | 900 | 841 | -6.6% |
| January | 1,555 | 1,071 | -31.1% |
| February | 1,471 | 1,186 | -19.4% |
| March | 1,827 | 1,481 | -18.9% |
| April | 1,822 | 1,343 | -26.3% |
| May | 1,401 | 1,247 | -11.0% |
| 12-Month Avg | 1,401 | 1,227 | -12.4% |

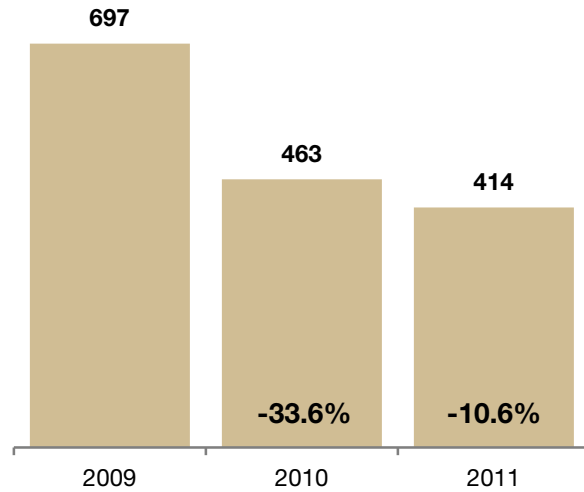
Historical New Listing Activity



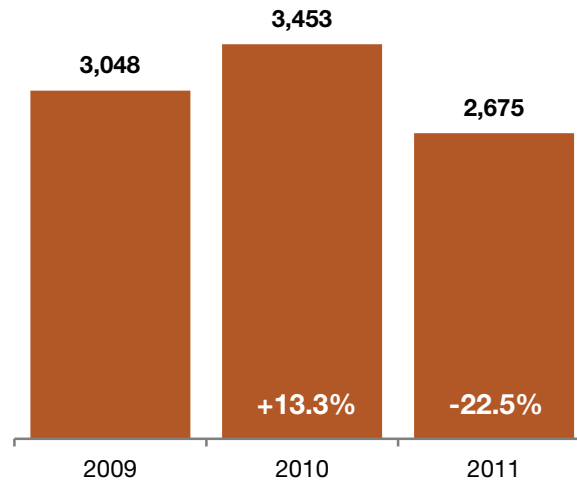
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

May

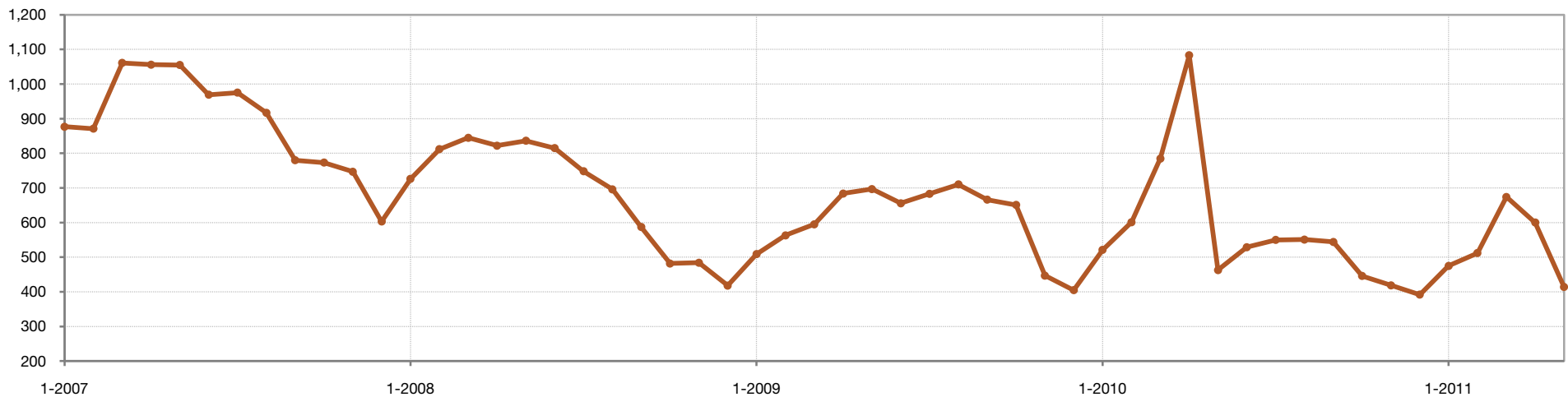


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | 656 | 529 | -19.4% |
| July | 683 | 550 | -19.5% |
| August | 710 | 551 | -22.4% |
| September | 666 | 544 | -18.3% |
| October | 651 | 446 | -31.5% |
| November | 447 | 419 | -6.3% |
| December | 405 | 392 | -3.2% |
| January | 521 | 475 | -8.8% |
| February | 601 | 512 | -14.8% |
| March | 785 | 674 | -14.1% |
| April | 1,083 | 600 | -44.6% |
| May | 463 | 414 | -10.6% |
| 12-Month Avg | 639 | 509 | -20.4% |

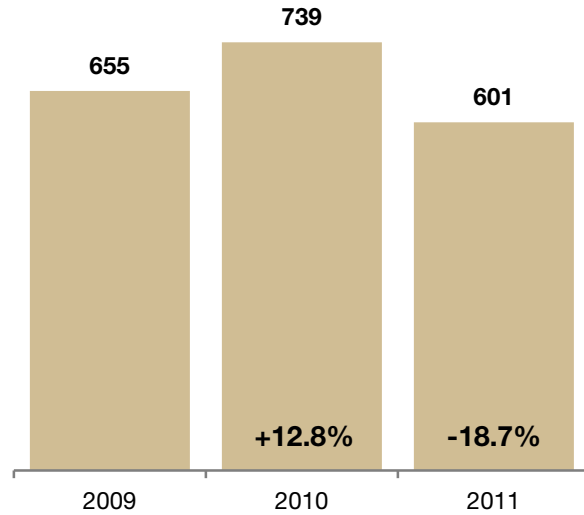
Historical Pending Sales Activity



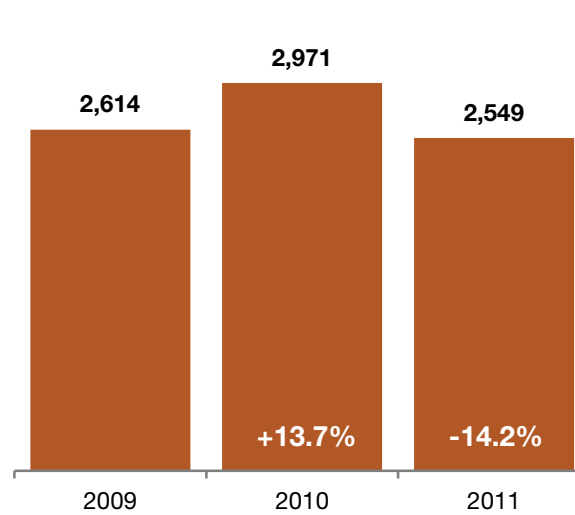
Closed Sales

A count of the actual sales that have closed in a given month.

May

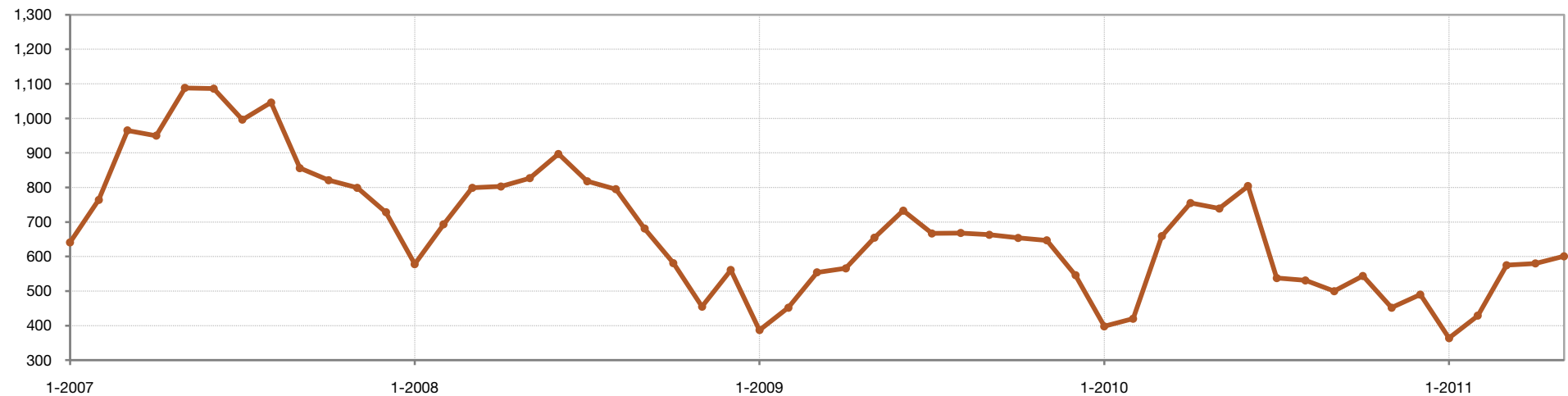


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | 733 | 804 | +9.7% |
| July | 667 | 538 | -19.3% |
| August | 668 | 531 | -20.5% |
| September | 663 | 500 | -24.6% |
| October | 654 | 544 | -16.8% |
| November | 647 | 452 | -30.1% |
| December | 546 | 490 | -10.3% |
| January | 398 | 364 | -8.5% |
| February | 420 | 429 | +2.1% |
| March | 659 | 575 | -12.7% |
| April | 755 | 580 | -23.2% |
| May | 739 | 601 | -18.7% |
| 12-Month Avg | 629 | 534 | -15.1% |

Historical Closed Sales Activity

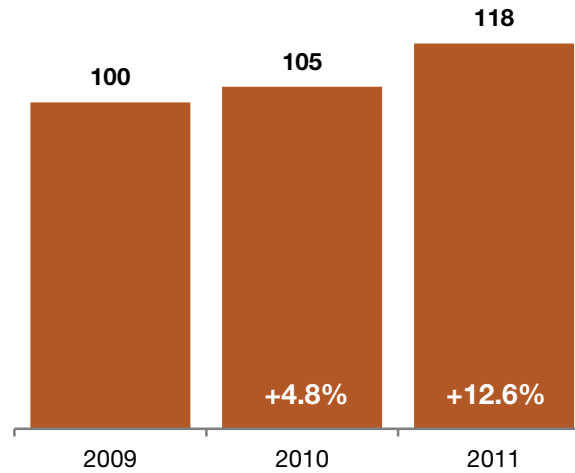
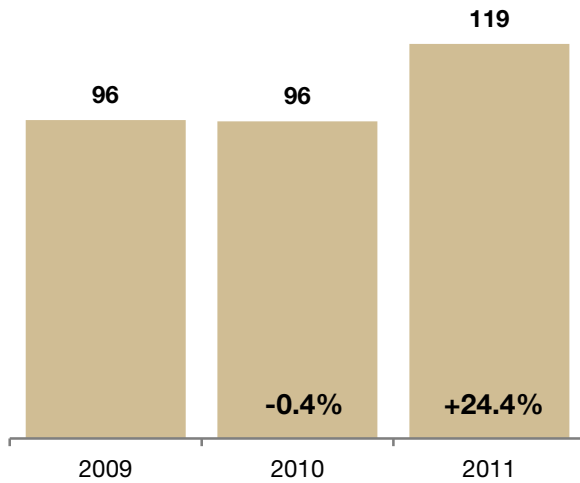


Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

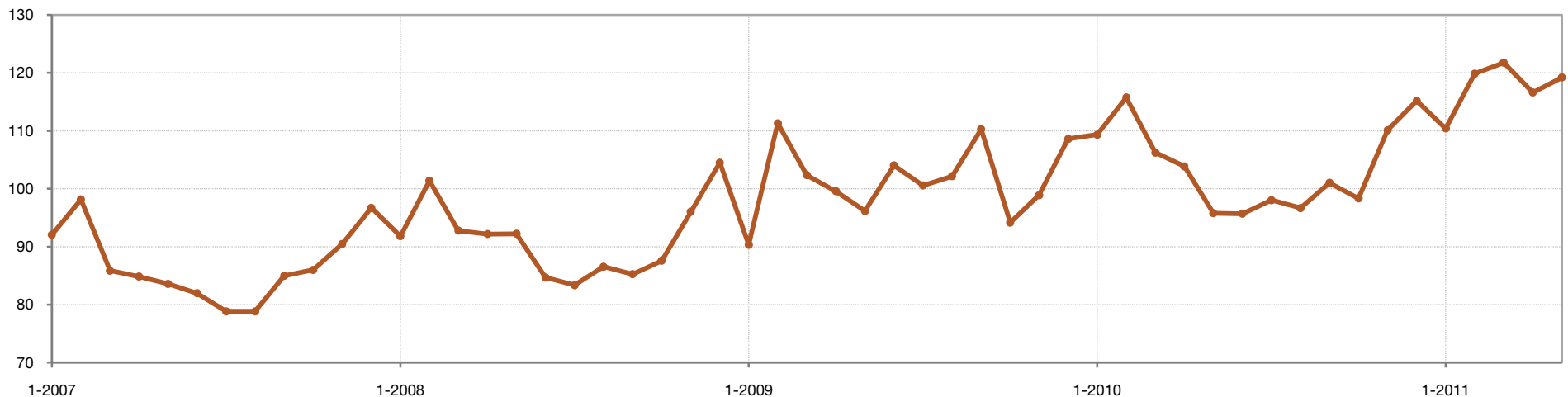
May

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | 104 | 96 | -8.0% |
| July | 101 | 98 | -2.5% |
| August | 102 | 97 | -5.4% |
| September | 110 | 101 | -8.4% |
| October | 94 | 98 | +4.4% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 110 | +1.0% |
| February | 116 | 120 | +3.6% |
| March | 106 | 122 | +14.6% |
| April | 104 | 117 | +12.3% |
| May | 96 | 119 | +24.4% |
| 12-Month Avg | 104 | 111 | +6.5% |

Historical Days on Market Until Sale

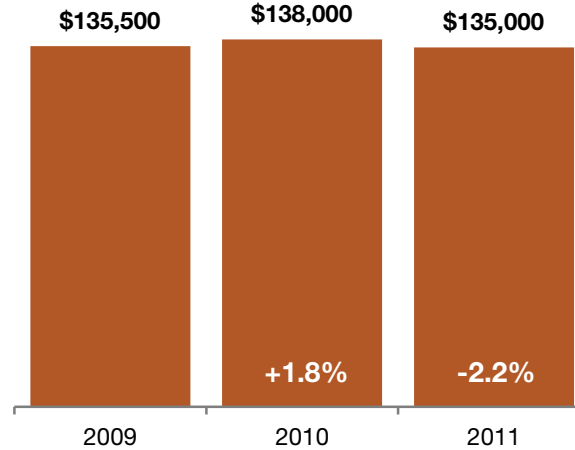
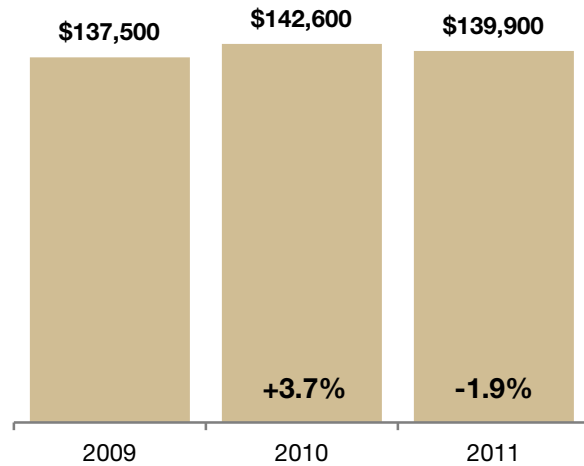


Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

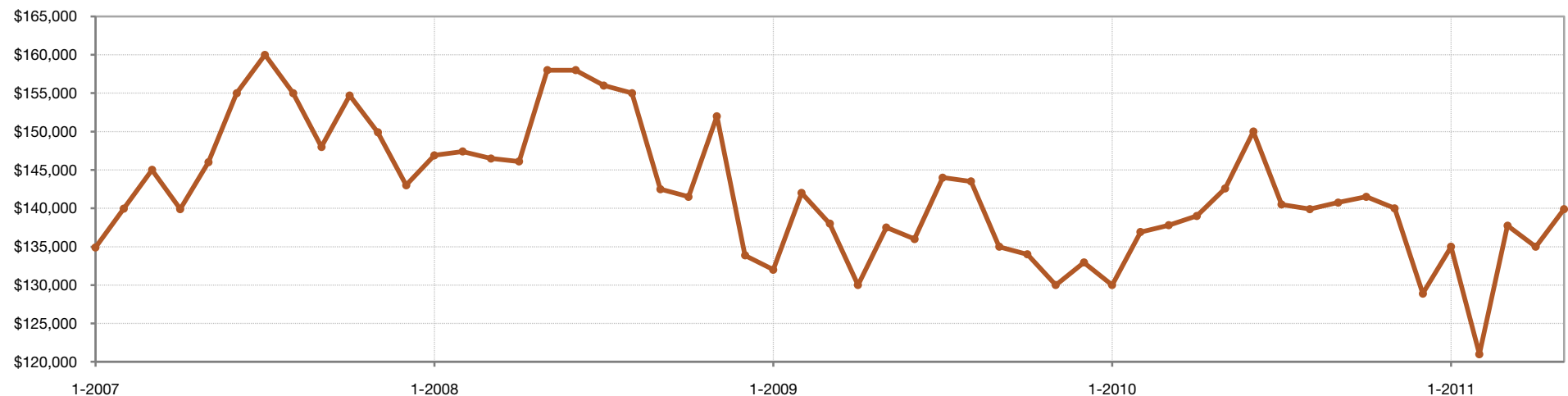
May

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | \$136,000 | \$150,000 | +10.3% |
| July | \$144,000 | \$140,500 | -2.4% |
| August | \$143,500 | \$139,900 | -2.5% |
| September | \$135,000 | \$140,750 | +4.3% |
| October | \$134,000 | \$141,500 | +5.6% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$137,750 | -0.0% |
| April | \$139,000 | \$135,000 | -2.9% |
| May | \$142,600 | \$139,900 | -1.9% |
| 12-Month Avg | \$137,500 | \$139,500 | +1.5% |

Historical Median Sales Price

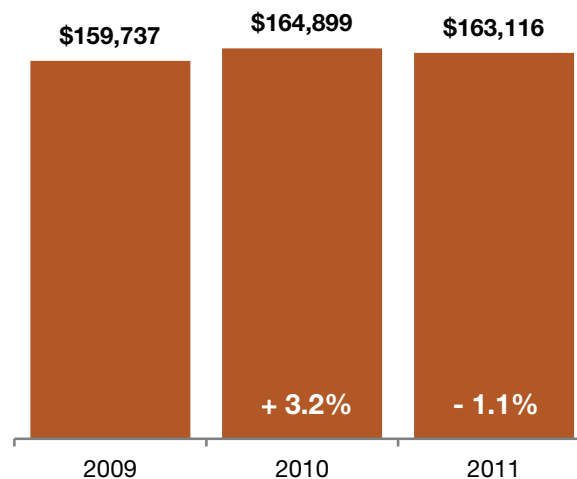
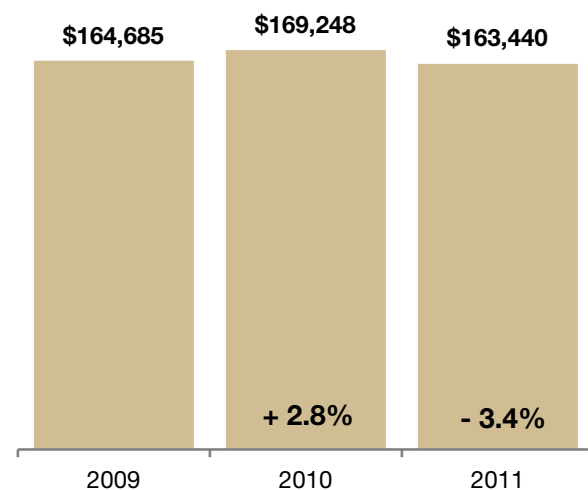


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

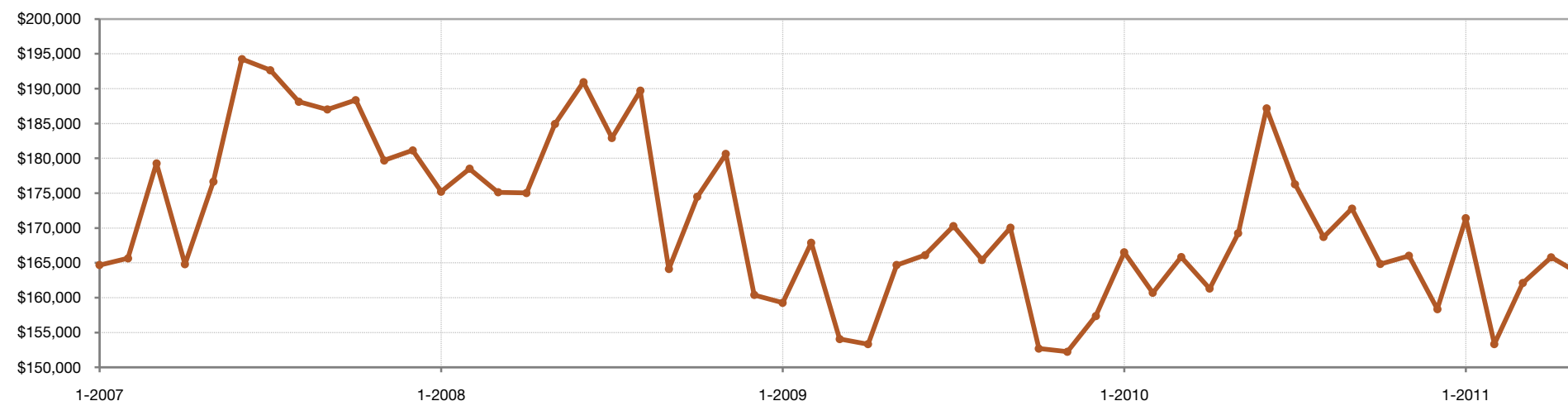
May

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | \$166,102 | \$187,160 | +12.7% |
| July | \$170,293 | \$176,279 | +3.5% |
| August | \$165,424 | \$168,700 | +2.0% |
| September | \$170,032 | \$172,789 | +1.6% |
| October | \$152,707 | \$164,833 | +7.9% |
| November | \$152,250 | \$166,013 | +9.0% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$171,403 | +2.9% |
| February | \$160,691 | \$153,344 | -4.6% |
| March | \$165,849 | \$162,093 | -2.3% |
| April | \$161,300 | \$165,806 | +2.8% |
| May | \$169,248 | \$163,440 | -3.4% |
| 12-Month Avg | \$163,306 | \$168,491 | +3.2% |

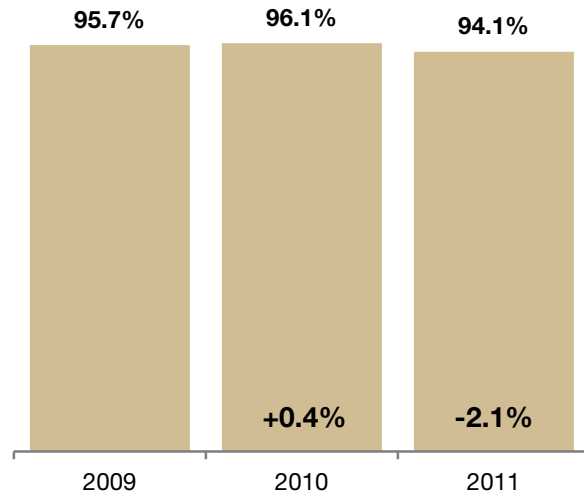
Historical Average Sales Price



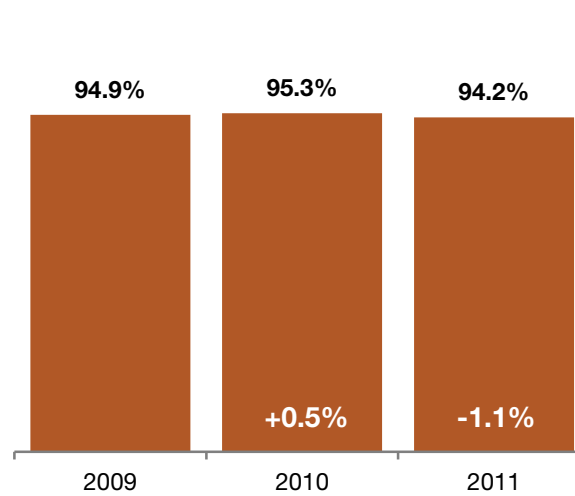
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

May

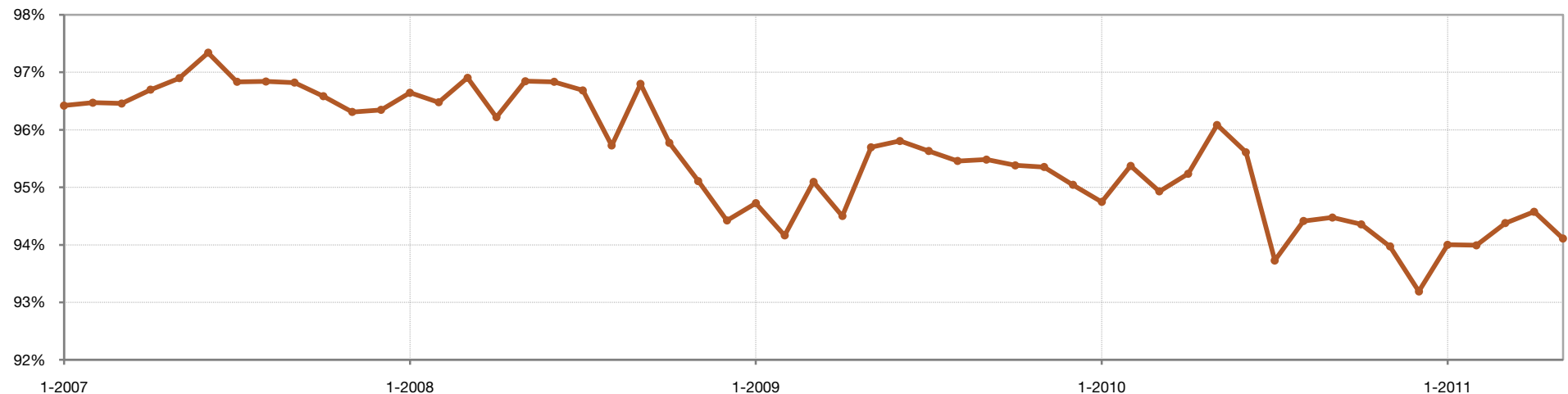


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| June | 95.8% | 95.6% | -0.2% |
| July | 95.6% | 93.7% | -2.0% |
| August | 95.5% | 94.4% | -1.1% |
| September | 95.5% | 94.5% | -1.1% |
| October | 95.4% | 94.4% | -1.1% |
| November | 95.4% | 94.0% | -1.4% |
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.4% |
| March | 94.9% | 94.4% | -0.6% |
| April | 95.2% | 94.6% | -0.7% |
| May | 96.1% | 94.1% | -2.1% |
| 12-Month Avg | 95.4% | 94.3% | -1.2% |

Historical Percent of List Price Received

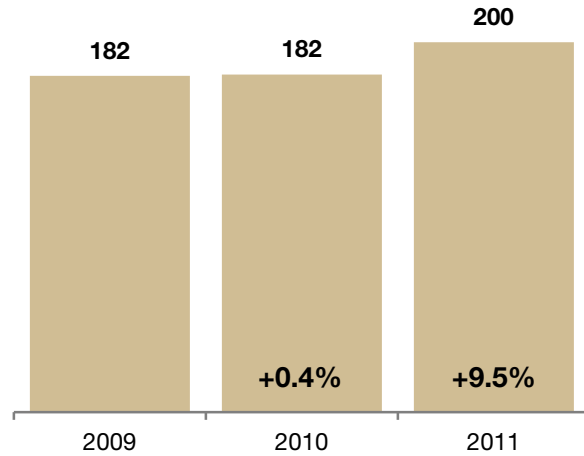


Housing Affordability Index

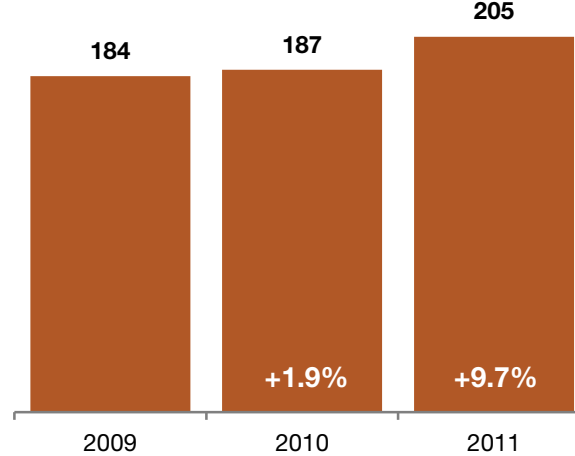
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



May

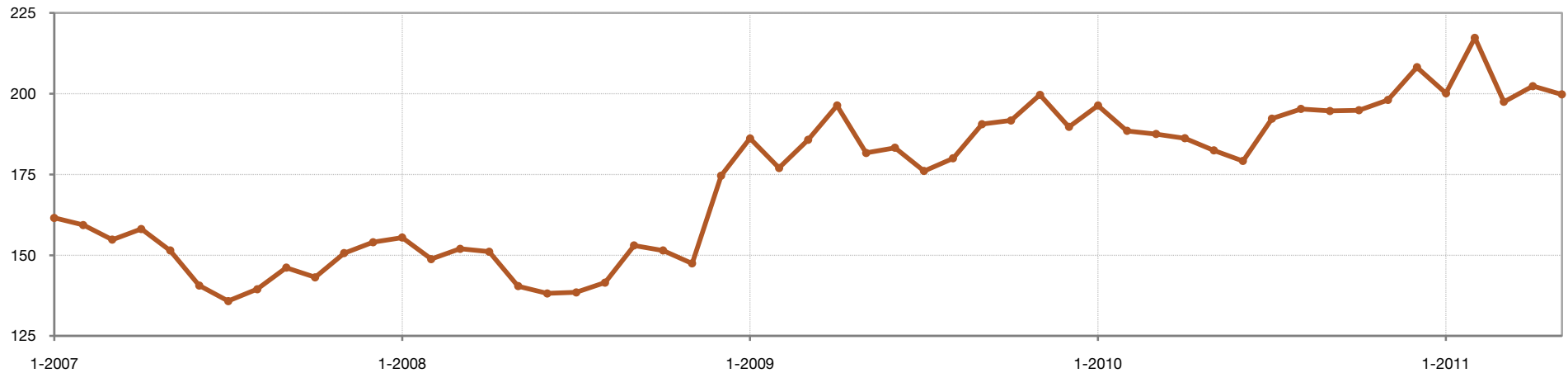


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | 183 | 179 | -2.2% |
| July | 176 | 192 | +9.2% |
| August | 180 | 195 | +8.5% |
| September | 191 | 195 | +2.1% |
| October | 192 | 195 | +1.6% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.3% |
| April | 186 | 202 | +8.7% |
| May | 182 | 200 | +9.5% |
| 12-Month Avg | 188 | 198 | +5.7% |

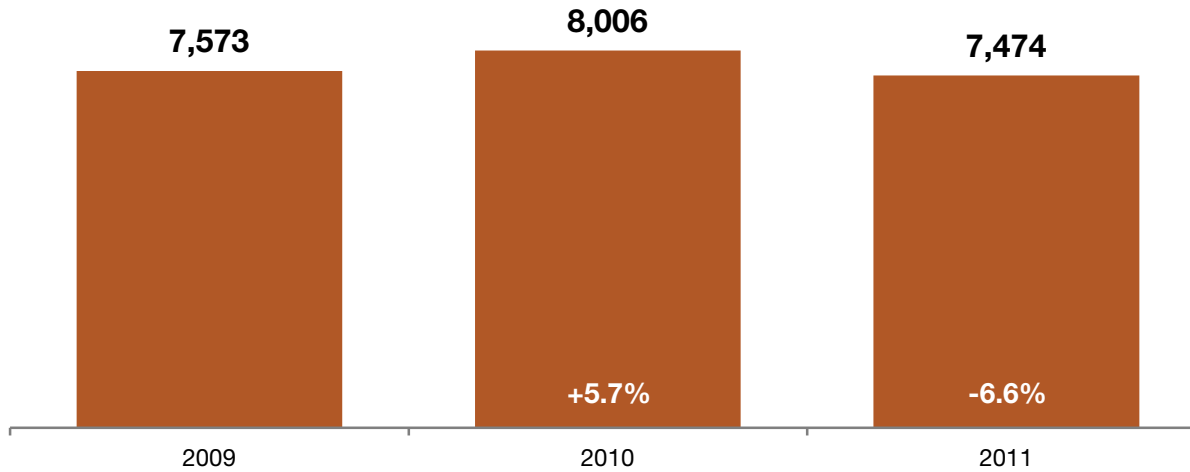
Historical Housing Affordability Index



Inventory of Homes for Sale

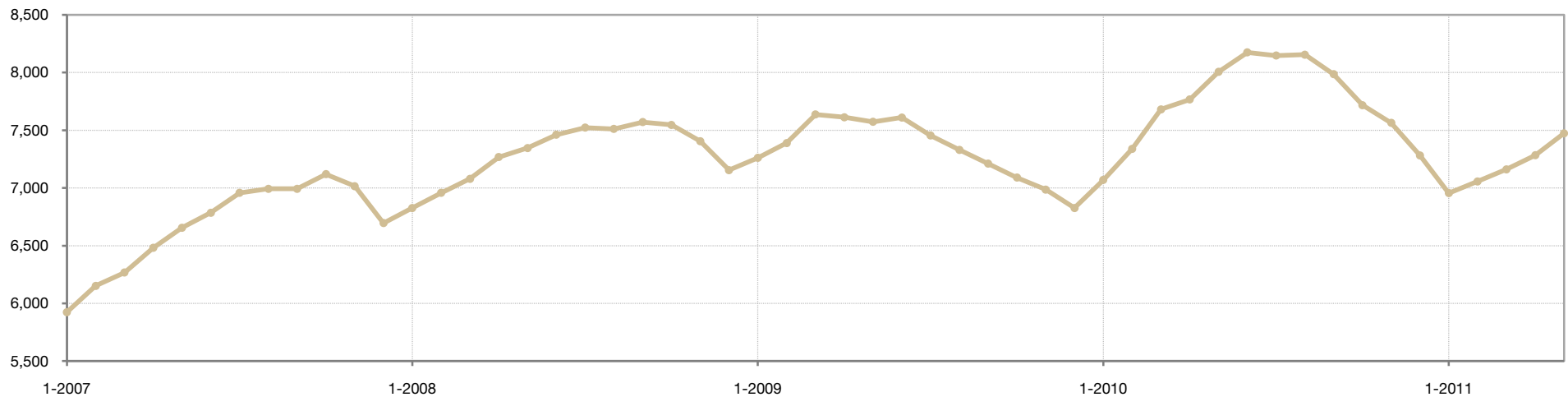
The number of properties available for sale in active status at the end of a given month.

May



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | 7,610 | 8,174 | +7.4% |
| July | 7,454 | 8,147 | +9.3% |
| August | 7,330 | 8,155 | +11.3% |
| September | 7,210 | 7,985 | +10.7% |
| October | 7,090 | 7,717 | +8.8% |
| November | 6,986 | 7,563 | +8.3% |
| December | 6,827 | 7,281 | +6.7% |
| January | 7,069 | 6,955 | -1.6% |
| February | 7,339 | 7,056 | -3.9% |
| March | 7,681 | 7,161 | -6.8% |
| April | 7,766 | 7,283 | -6.2% |
| May | 8,006 | 7,474 | -6.6% |
| 12-Month Avg | 7,364 | 7,579 | +2.9% |

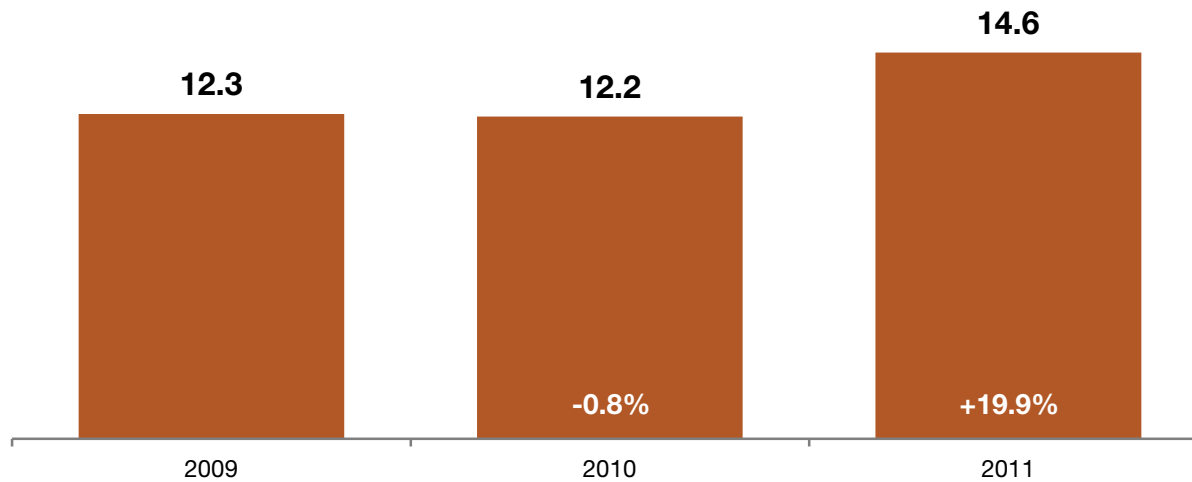
Historical Inventory of Homes for Sale



Months Supply of Inventory

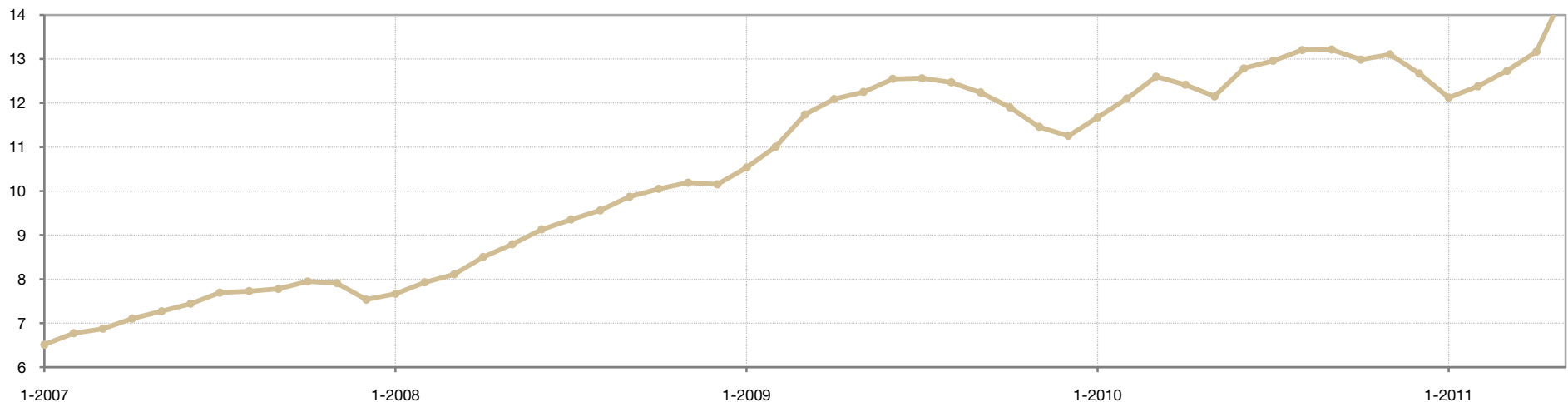
The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

May



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| June | 12.5 | 12.8 | +1.9% |
| July | 12.6 | 13.0 | +3.1% |
| August | 12.5 | 13.2 | +5.9% |
| September | 12.2 | 13.2 | +7.9% |
| October | 11.9 | 13.0 | +9.1% |
| November | 11.5 | 13.1 | +14.4% |
| December | 11.3 | 12.7 | +12.6% |
| January | 11.7 | 12.1 | +3.8% |
| February | 12.1 | 12.4 | +2.3% |
| March | 12.6 | 12.7 | +1.1% |
| April | 12.4 | 13.2 | +6.0% |
| May | 12.2 | 14.6 | +19.9% |
| 12-Month Avg | 12.1 | 13.0 | +7.2% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



June 2011

You may have noticed some "noise" lately about where the market is heading. Some accounts are optimistic while others, well, aren't. The good news is that local data provides a more reliable tone than national sound bites can offer. When it comes to hearing the market's true message, it may not necessarily be from the expected indicators, it may not be heard evenly across all segments and it may arrive in disjointed bursts. Let's listen.

The rate of inventory absorption in the Greater Greenville region slowed as Months Supply of Inventory was up 8.9 percent to 13.9 months. New Listings decreased 16.5 percent to 1,212. Pending Sales were down 16.8 percent to 441. Inventory levels shrank 9.5 percent to 7,402 units, but even choosy buyers can still find top-notch homes.

Prices were more or less stable. The Median Sales Price held steady at \$150,000. Days on Market increased 14.1 percent to 109 days. Affordability also improved.

On the national front, the interest rate dropped to 4.79 percent on a 30-year fixed conventional and 4.44 percent for FHA. The unemployment rate inched up to 9.2 percent though initial unemployment claims continued to fall. Wages and payroll jobs are also improving slowly. Debt ceiling negotiations and other background noises persist, while prolonged job growth is still the missing verse in the recovery song.

Quick Facts

- 18.5%

0.0%

- 9.5%

Change in
Closed Sales

Change in
Median Sales Price

Change in
Inventory

| | |
|--------------------------------|----|
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Market Overview

Key market metrics for the current month and year-to-date figures.

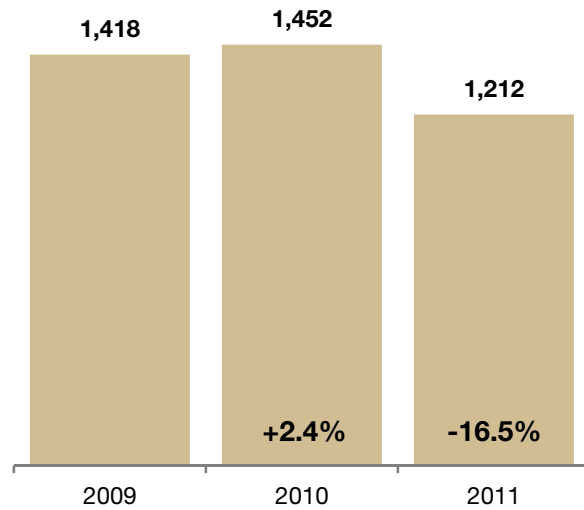


| Key Metrics | Historical Sparklines | 6-2010 | 6-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|-----------------------|-----------|------------------|---------|-----------|------------------|---------|
| New Listings | | 1,452 | 1,212 | - 16.5% | 9,529 | 7,570 | - 20.6% |
| Pending Sales | | 530 | 441 | - 16.8% | 3,981 | 3,380 | - 15.1% |
| Closed Sales | | 804 | 655 | - 18.5% | 3,776 | 3,218 | - 14.8% |
| Days on Market Until Sale | | 96 | 109 | + 14.1% | 103 | 116 | + 13.1% |
| Median Sales Price | | \$150,000 | \$150,000 | 0.0% | \$141,000 | \$138,000 | - 2.1% |
| Average Sales Price | | \$187,160 | \$184,482 | - 1.4% | \$169,684 | \$167,290 | - 1.4% |
| Percent of List Price Received | | 95.6% | 95.0% | - 0.7% | 95.4% | 94.4% | - 1.0% |
| Housing Affordability Index | | 179 | 191 | + 6.5% | 188 | 204 | + 8.3% |
| Inventory of Homes for Sale | | 8,176 | 7,402 | - 9.5% | -- | -- | -- |
| Months Supply of Homes for Sale | | 12.8 | 13.9 | + 8.9% | -- | -- | -- |

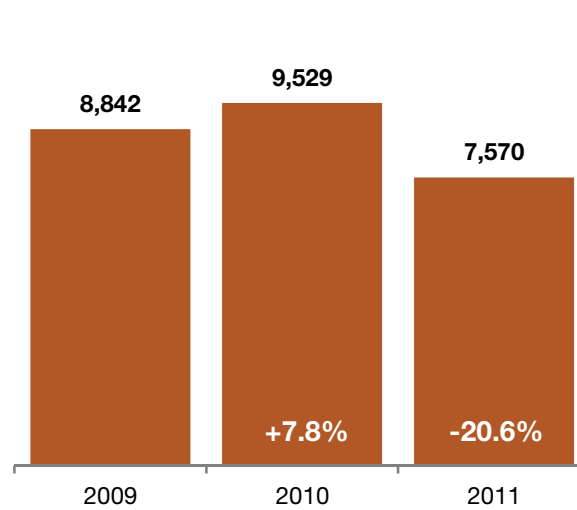
New Listings

A count of the properties that have been newly listed on the market in a given month.

June

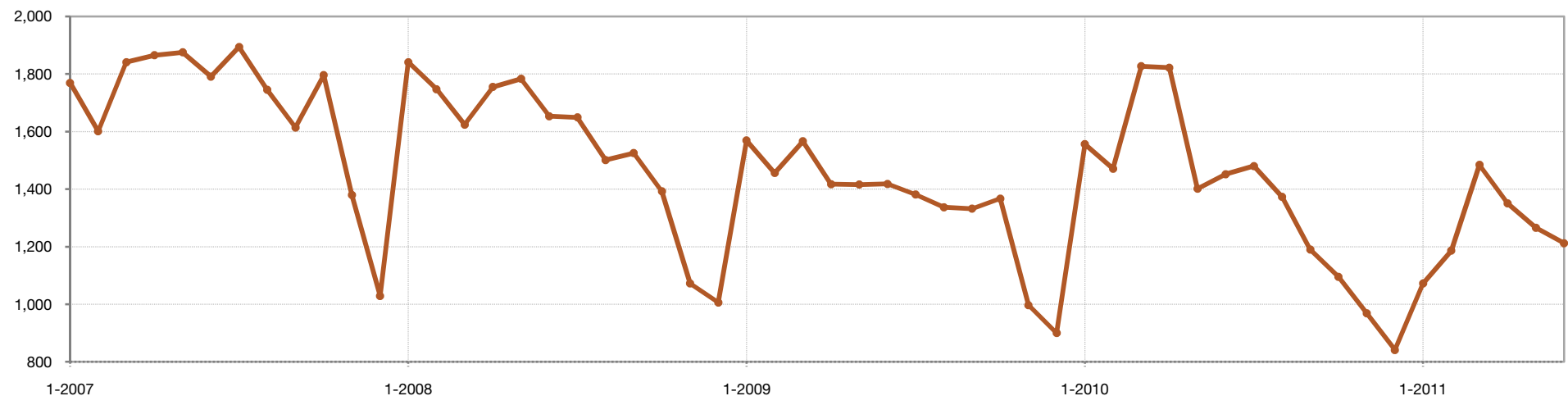


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| July | 1,381 | 1,480 | +7.2% |
| August | 1,337 | 1,373 | +2.7% |
| September | 1,332 | 1,190 | -10.7% |
| October | 1,367 | 1,095 | -19.9% |
| November | 997 | 969 | -2.8% |
| December | 900 | 841 | -6.6% |
| January | 1,556 | 1,072 | -31.1% |
| February | 1,471 | 1,186 | -19.4% |
| March | 1,827 | 1,484 | -18.8% |
| April | 1,822 | 1,350 | -25.9% |
| May | 1,401 | 1,266 | -9.6% |
| June | 1,452 | 1,212 | -16.5% |
| 12-Month Avg | 1,404 | 1,210 | -13.8% |

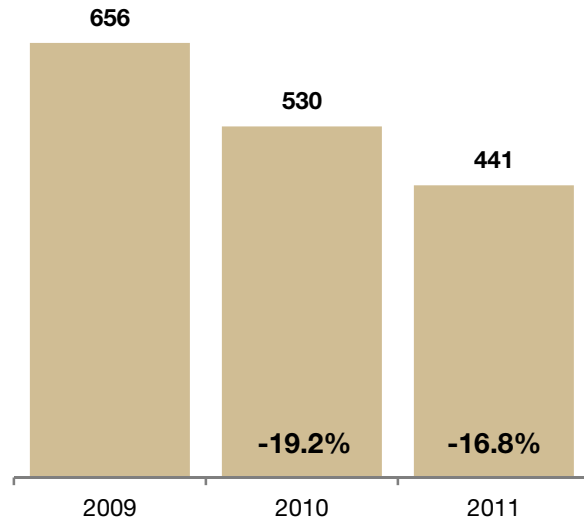
Historical New Listing Activity



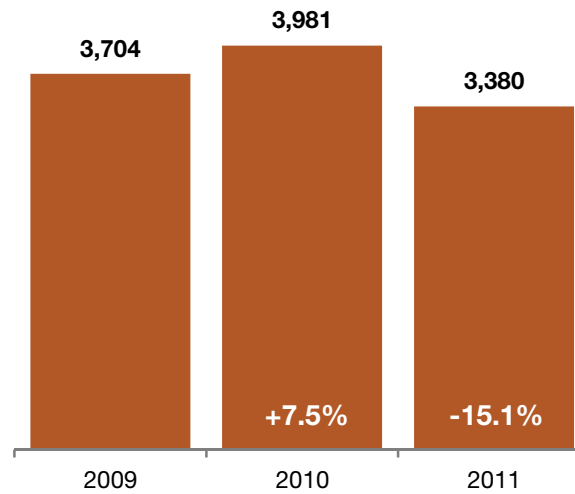
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

June

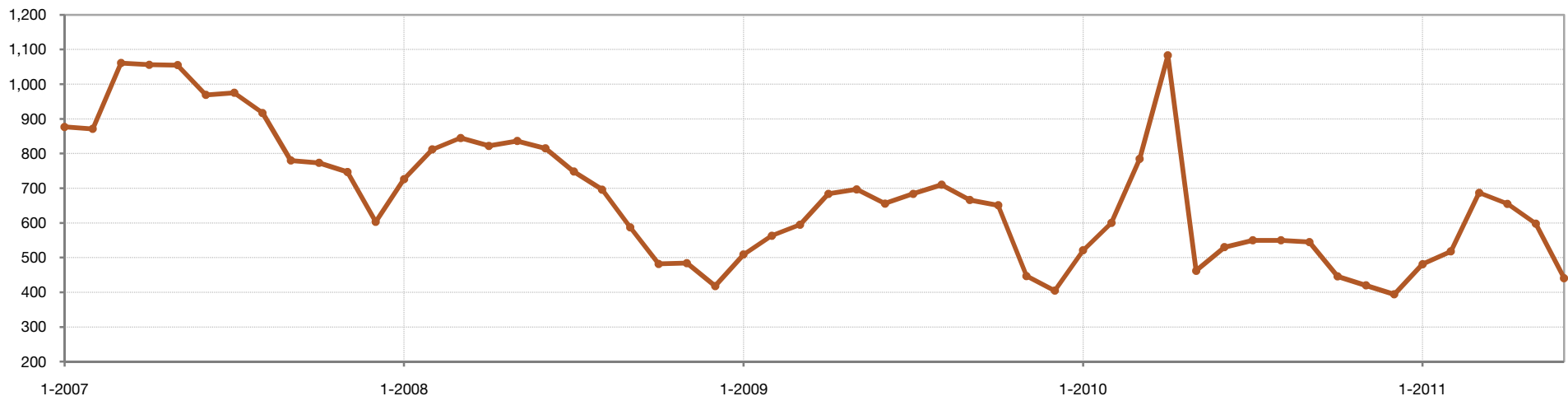


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| July | 684 | 550 | -19.6% |
| August | 710 | 550 | -22.5% |
| September | 666 | 545 | -18.2% |
| October | 651 | 446 | -31.5% |
| November | 447 | 420 | -6.0% |
| December | 405 | 394 | -2.7% |
| January | 521 | 481 | -7.7% |
| February | 600 | 518 | -13.7% |
| March | 785 | 687 | -12.5% |
| April | 1,083 | 655 | -39.5% |
| May | 462 | 598 | +29.4% |
| June | 530 | 441 | -16.8% |
| 12-Month Avg | 629 | 524 | -16.7% |

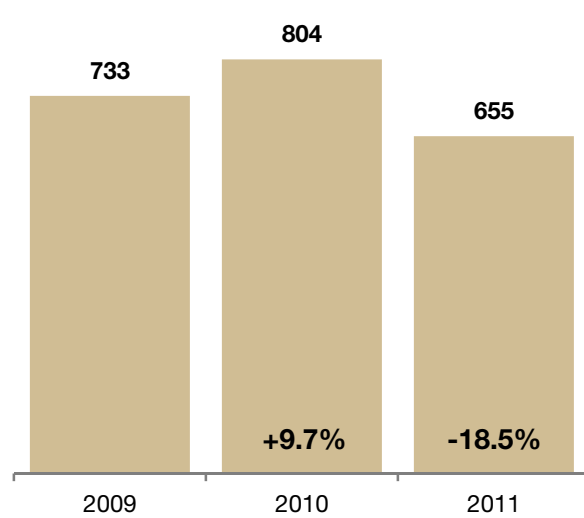
Historical Pending Sales Activity



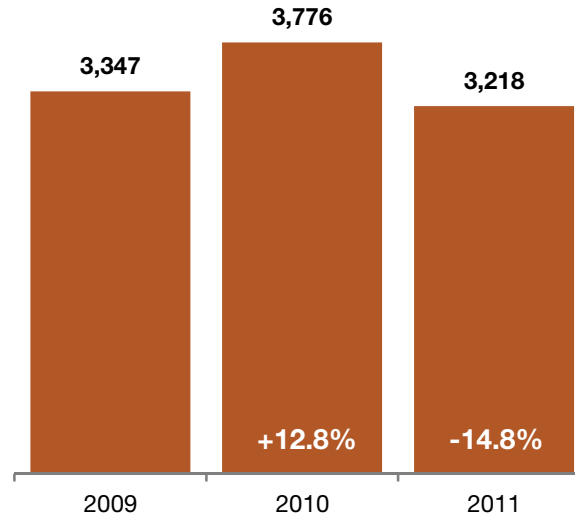
Closed Sales

A count of the actual sales that have closed in a given month.

June

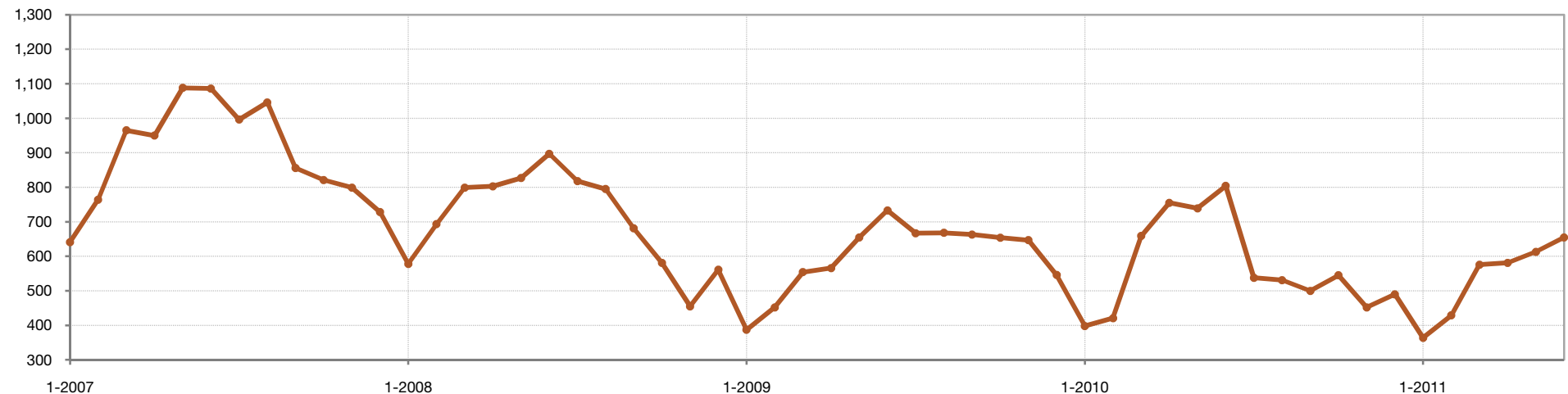


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| July | 667 | 538 | -19.3% |
| August | 668 | 531 | -20.5% |
| September | 663 | 500 | -24.6% |
| October | 654 | 545 | -16.7% |
| November | 647 | 452 | -30.1% |
| December | 546 | 490 | -10.3% |
| January | 398 | 364 | -8.5% |
| February | 421 | 429 | +1.9% |
| March | 659 | 576 | -12.6% |
| April | 755 | 581 | -23.0% |
| May | 739 | 613 | -17.1% |
| June | 804 | 655 | -18.5% |
| 12-Month Avg | 635 | 523 | -17.7% |

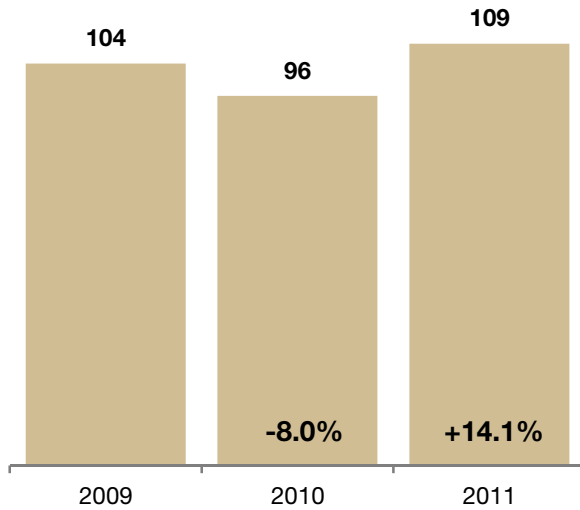
Historical Closed Sales Activity



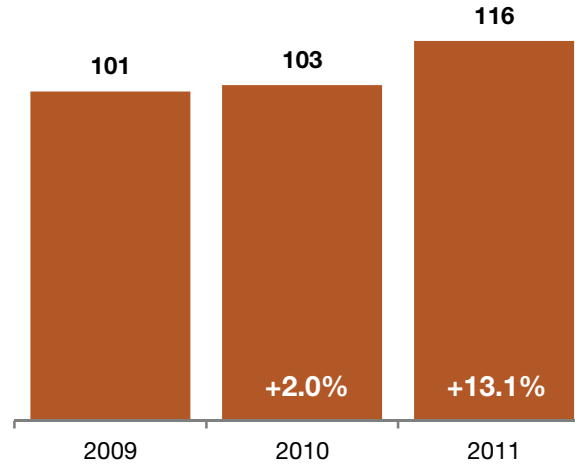
Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

June

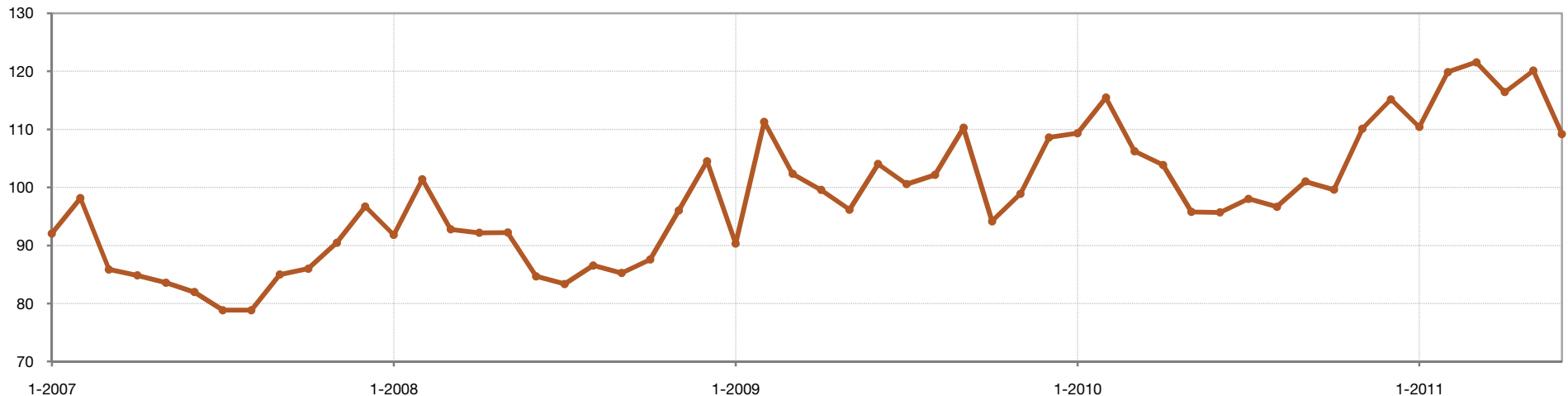


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| July | 101 | 98 | -2.5% |
| August | 102 | 97 | -5.4% |
| September | 110 | 101 | -8.4% |
| October | 94 | 100 | +5.8% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 110 | +1.0% |
| February | 115 | 120 | +3.8% |
| March | 106 | 122 | +14.4% |
| April | 104 | 116 | +12.1% |
| May | 96 | 120 | +25.4% |
| June | 96 | 109 | +14.1% |
| 12-Month Avg | 104 | 112 | +8.1% |

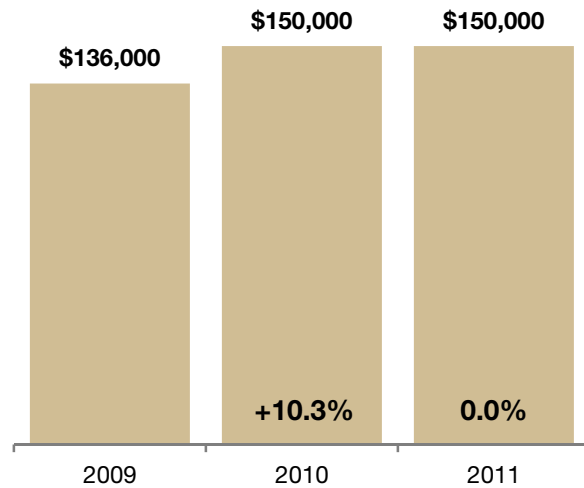
Historical Days on Market Until Sale



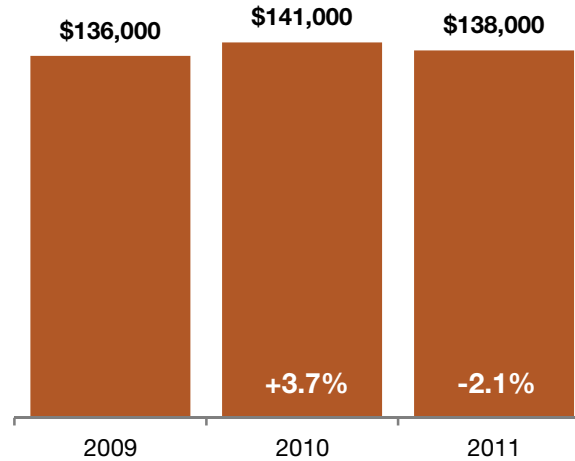
Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

June



Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| July | \$144,000 | \$140,500 | -2.4% |
| August | \$143,500 | \$139,900 | -2.5% |
| September | \$135,000 | \$140,750 | +4.3% |
| October | \$134,000 | \$142,250 | +6.2% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| April | \$139,000 | \$135,000 | -2.9% |
| May | \$142,600 | \$138,400 | -2.9% |
| June | \$150,000 | \$150,000 | 0.0% |
| 12-Month Avg | \$139,000 | \$138,850 | -0.1% |

Historical Median Sales Price

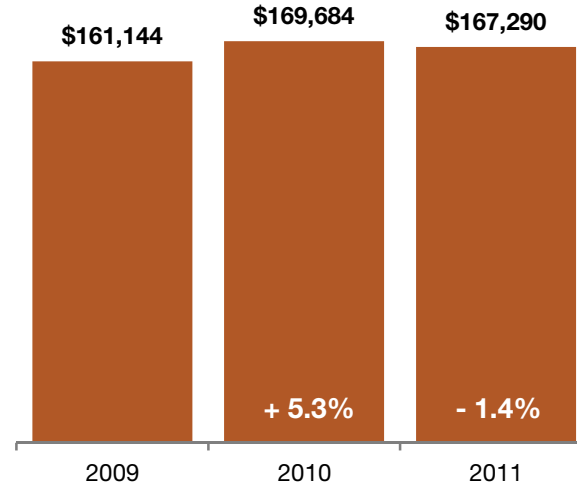
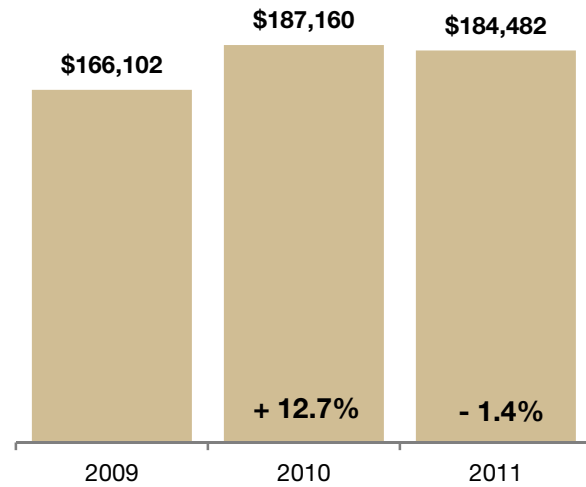


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

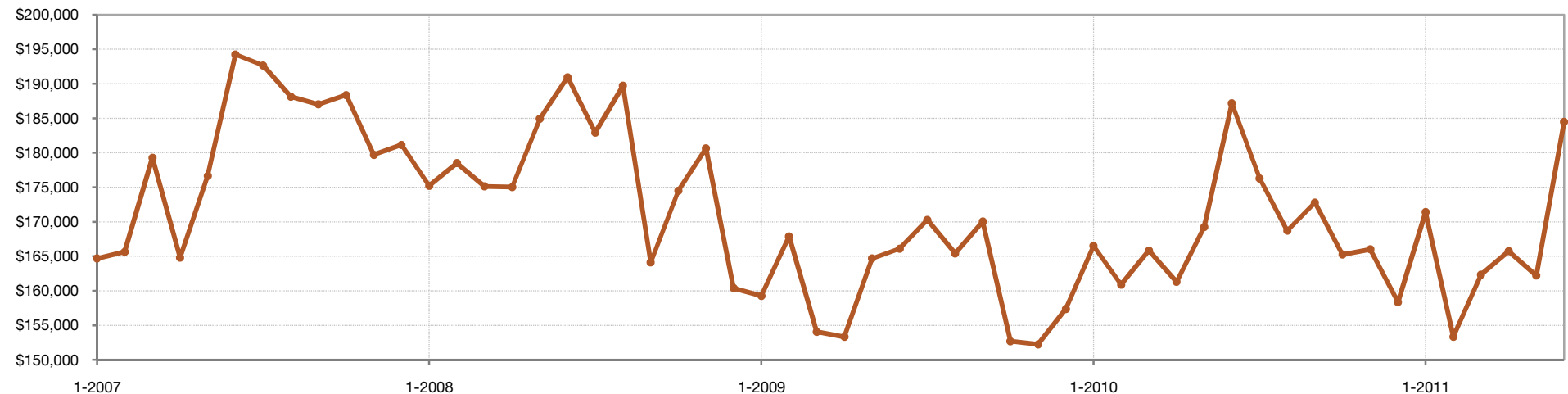
June

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| July | \$170,293 | \$176,279 | +3.5% |
| August | \$165,424 | \$168,700 | +2.0% |
| September | \$170,032 | \$172,789 | +1.6% |
| October | \$152,707 | \$165,247 | +8.2% |
| November | \$152,250 | \$166,013 | +9.0% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$171,403 | +2.9% |
| February | \$160,896 | \$153,344 | -4.7% |
| March | \$165,849 | \$162,357 | -2.1% |
| April | \$161,300 | \$165,756 | +2.8% |
| May | \$169,248 | \$162,215 | -4.2% |
| June | \$187,160 | \$184,482 | -1.4% |
| 12-Month Avg | \$165,575 | \$167,658 | +1.3% |

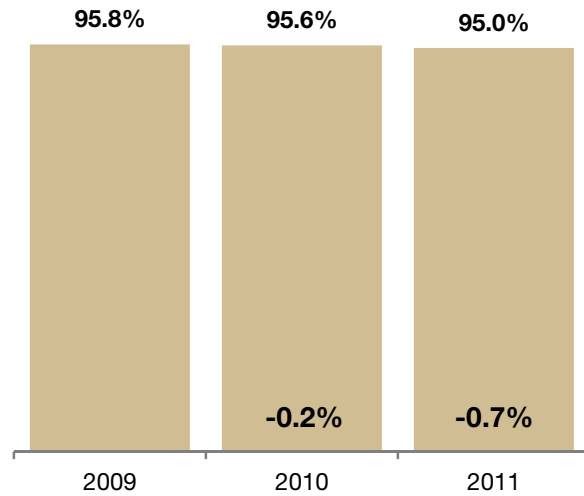
Historical Average Sales Price



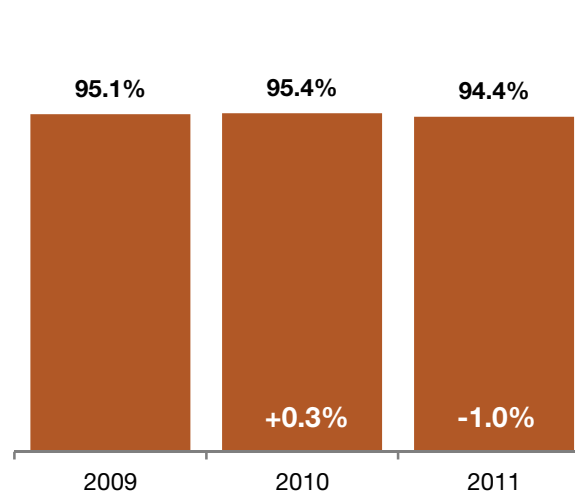
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

June

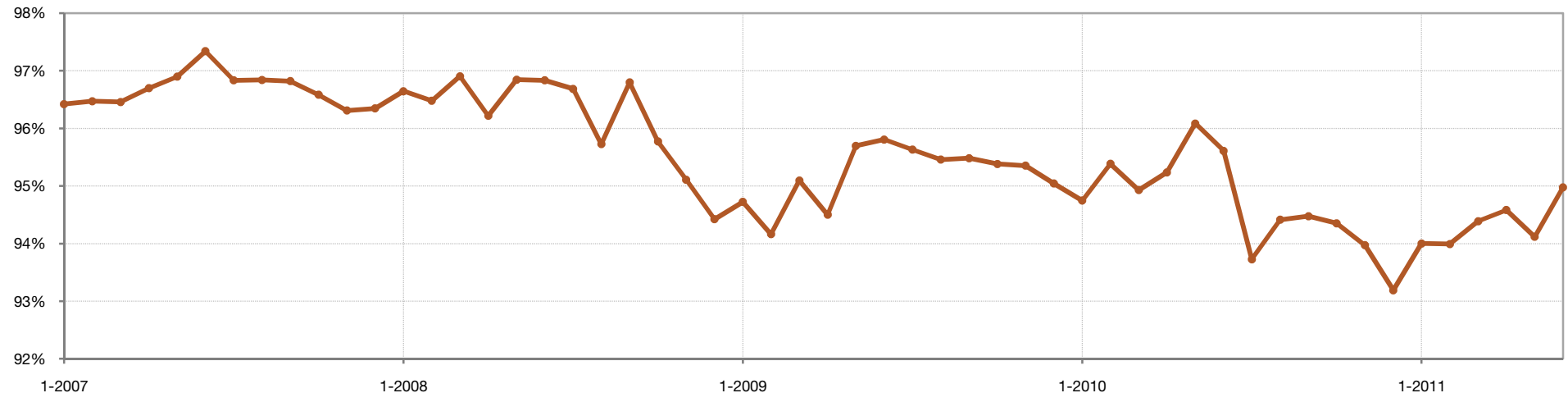


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| July | 95.6% | 93.7% | -2.0% |
| August | 95.5% | 94.4% | -1.1% |
| September | 95.5% | 94.5% | -1.1% |
| October | 95.4% | 94.4% | -1.1% |
| November | 95.4% | 94.0% | -1.4% |
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.5% |
| March | 94.9% | 94.4% | -0.6% |
| April | 95.2% | 94.6% | -0.7% |
| May | 96.1% | 94.1% | -2.0% |
| June | 95.6% | 95.0% | -0.7% |
| 12-Month Avg | 95.4% | 94.2% | -1.2% |

Historical Percent of List Price Received

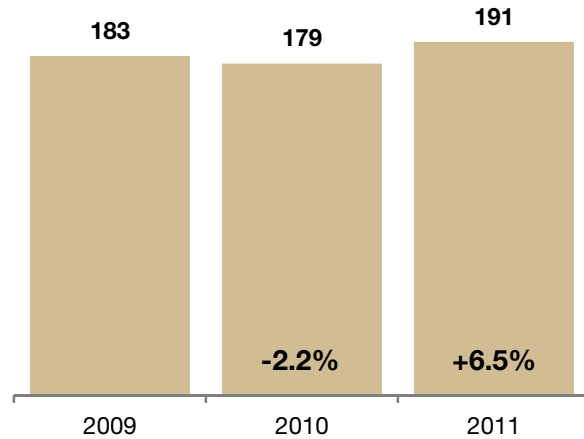


Housing Affordability Index

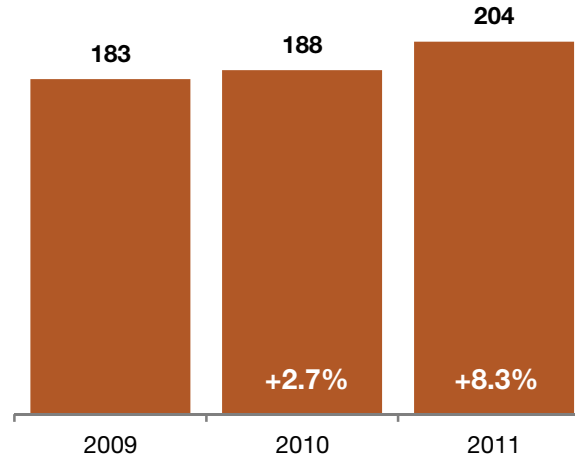
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



June

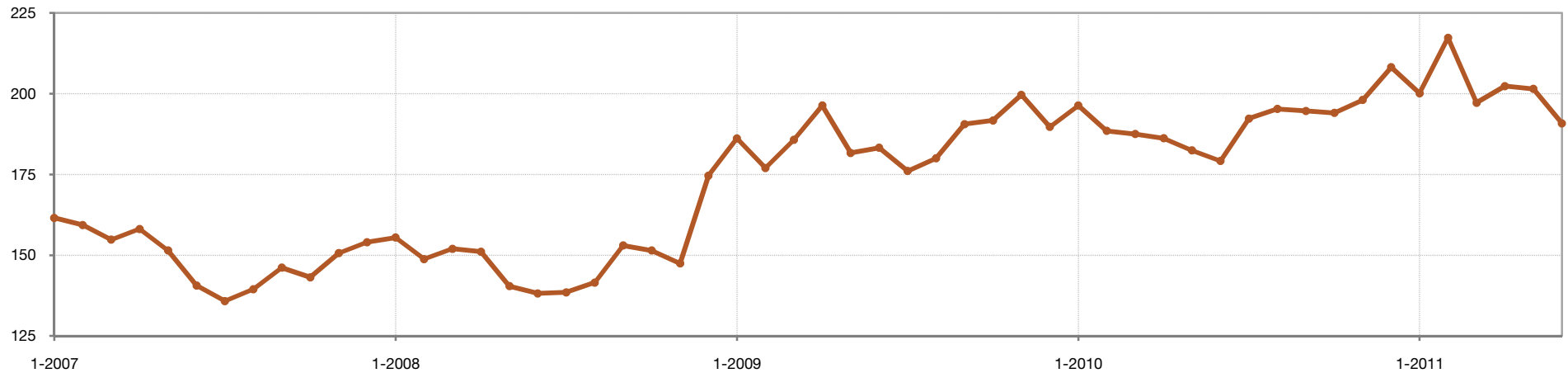


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| July | 176 | 192 | +9.2% |
| August | 180 | 195 | +8.5% |
| September | 191 | 195 | +2.1% |
| October | 192 | 194 | +1.2% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| April | 186 | 202 | +8.7% |
| May | 182 | 201 | +10.4% |
| June | 179 | 191 | +6.5% |
| 12-Month Avg | 187 | 199 | +6.5% |

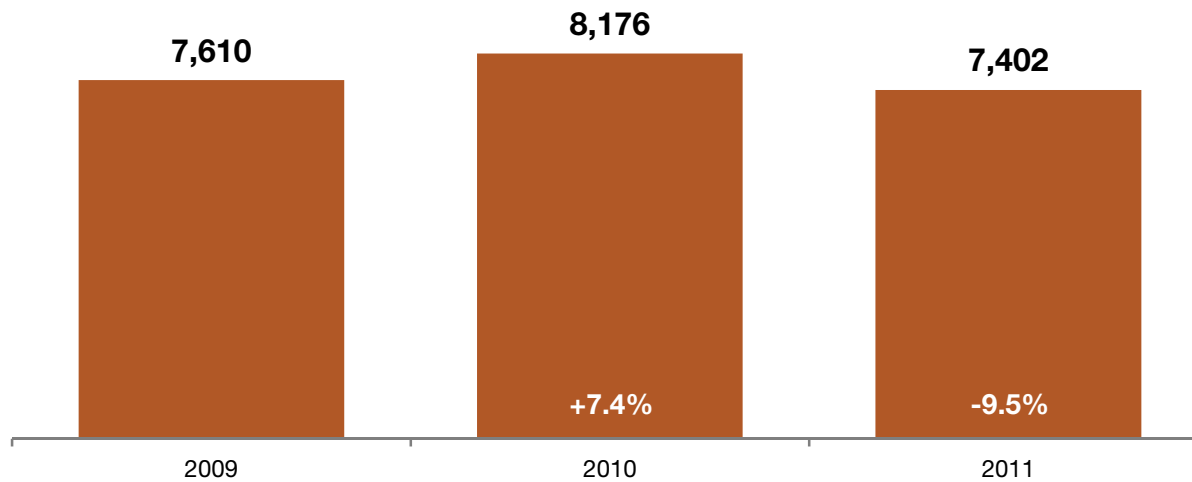
Historical Housing Affordability Index



Inventory of Homes for Sale

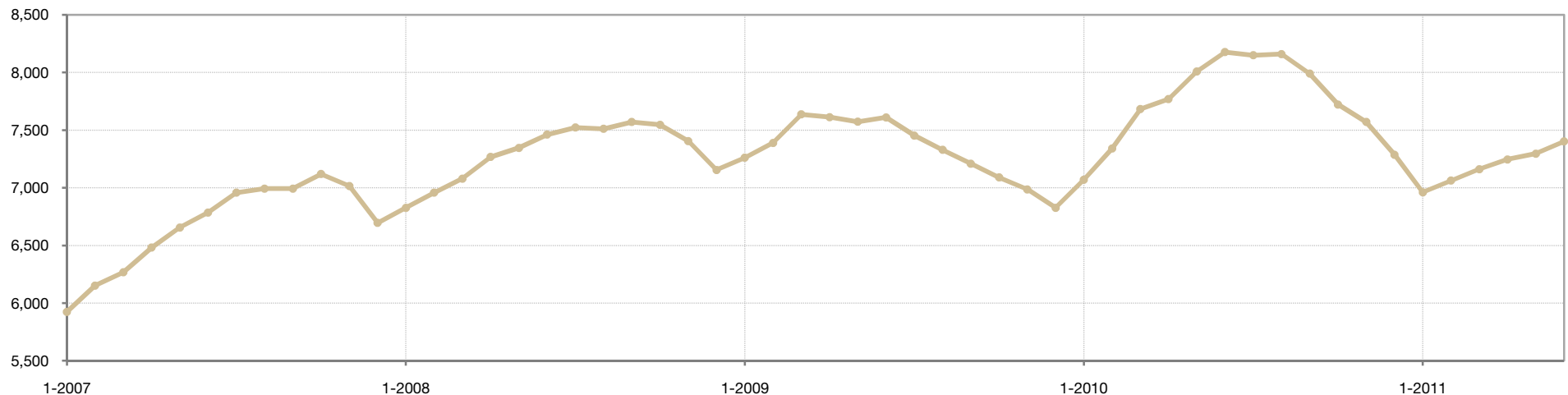
The number of properties available for sale in active status at the end of a given month.

June



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| July | 7,453 | 8,149 | +9.3% |
| August | 7,329 | 8,159 | +11.3% |
| September | 7,209 | 7,990 | +10.8% |
| October | 7,090 | 7,722 | +8.9% |
| November | 6,986 | 7,570 | +8.4% |
| December | 6,827 | 7,287 | +6.7% |
| January | 7,070 | 6,961 | -1.5% |
| February | 7,340 | 7,062 | -3.8% |
| March | 7,682 | 7,161 | -6.8% |
| April | 7,768 | 7,246 | -6.7% |
| May | 8,008 | 7,296 | -8.9% |
| June | 8,176 | 7,402 | -9.5% |
| 12-Month Avg | 7,412 | 7,500 | +1.2% |

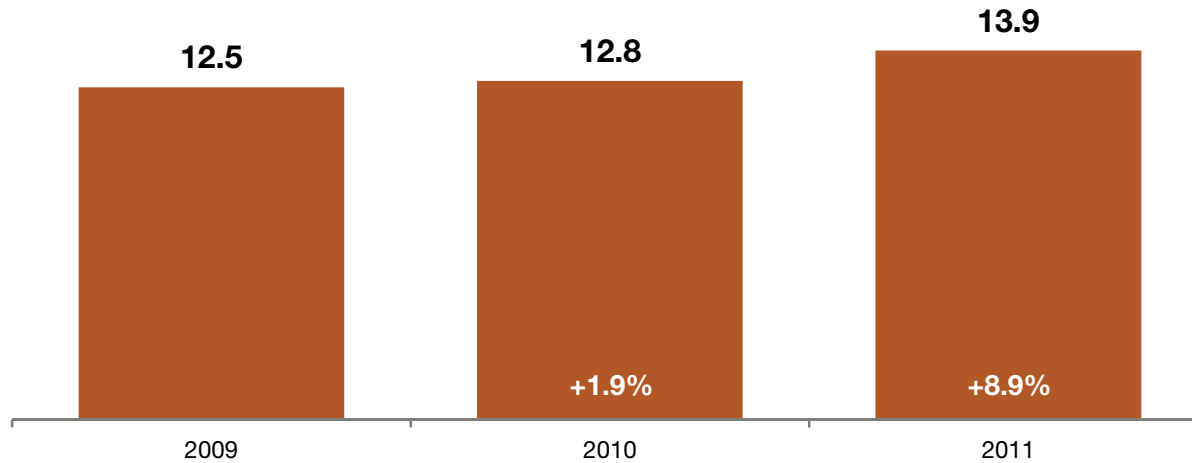
Historical Inventory of Homes for Sale



Months Supply of Inventory

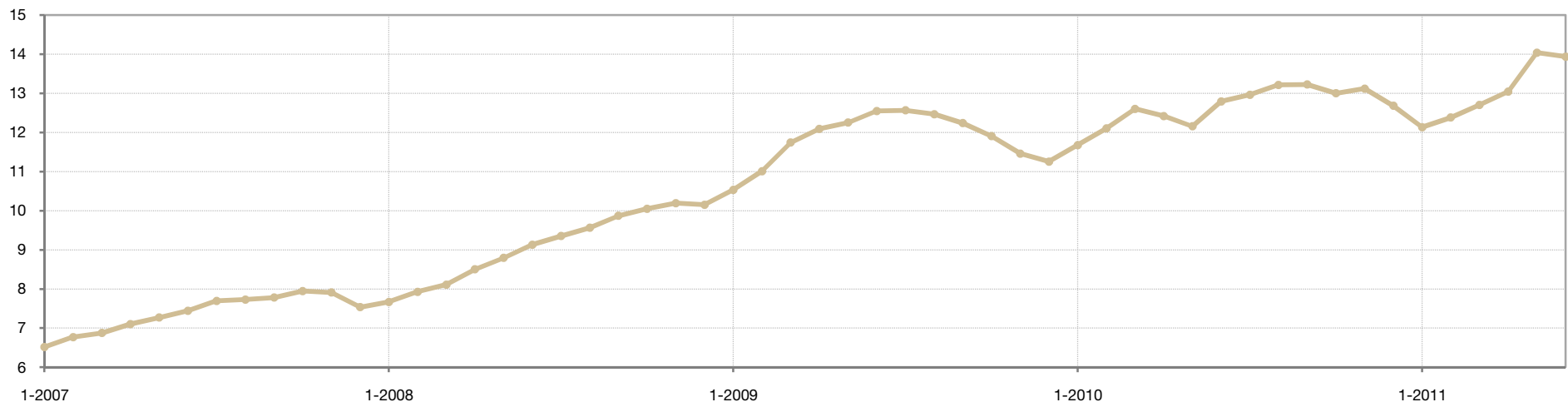
The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

June



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| July | 12.6 | 13.0 | +3.2% |
| August | 12.5 | 13.2 | +6.0% |
| September | 12.2 | 13.2 | +8.1% |
| October | 11.9 | 13.0 | +9.2% |
| November | 11.5 | 13.1 | +14.5% |
| December | 11.3 | 12.7 | +12.7% |
| January | 11.7 | 12.1 | +3.9% |
| February | 12.1 | 12.4 | +2.3% |
| March | 12.6 | 12.7 | +0.8% |
| April | 12.4 | 13.0 | +5.0% |
| May | 12.2 | 14.0 | +15.5% |
| June | 12.8 | 13.9 | +8.9% |
| 12-Month Avg | 12.1 | 13.0 | +7.4% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



July 2011

At the height of summer, we're finally beginning to move beyond comparisons to the 2010 incentive market. Even so, sudden changes in sales volumes are likely due to factors occurring at this time last year. Qualified buyers may find more attractive opportunities now than during either of the recent tax credits. Interest rates should hold their ground around five percent, though the shift in the federal credit rating could change that. Some indicators suggest improving conditions, but let's see just how we're faring locally.

New Listings in the Greater Greenville region decreased 19.4 percent to 1,193. Pending Sales were down 27.5 percent to 399. Inventory levels shrank 12.4 percent to 7,144 units, but consumers are still finding terrific opportunities.

Prices enjoyed a boost. The Median Sales Price increased 8.9 percent to \$153,000. Days on Market increased 13.4 percent to 111 days. Absorption rates slowed as Months Supply of Inventory was up 1.9 percent to 13.2 months.

Second quarter GDP growth was just 1.3 percent after a meager 0.4 percent gain in the first quarter. We added 117,000 new jobs in July, a stronger gain than expected after an embarrassing June. Even though a budget deal has been reached, several challenges persist. Changes to Fannie, Freddie and the mortgage interest deduction are still in play. As consumers absorb distressed inventory and labor market conditions improve, the wheels of recovery grind on.

Quick Facts

+ 18.4% **+ 8.9%** **- 12.4%**

Change in
Closed Sales

Change in
Median Sales Price

Change in
Inventory

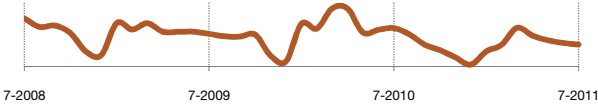
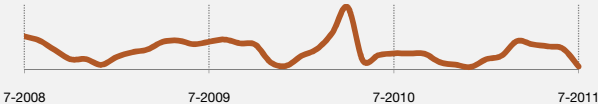
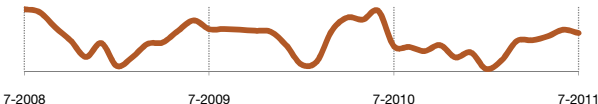
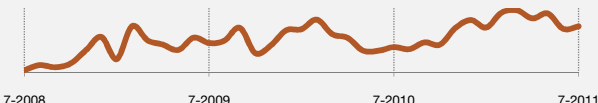
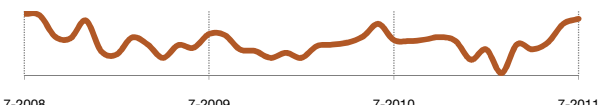
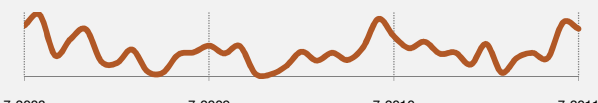
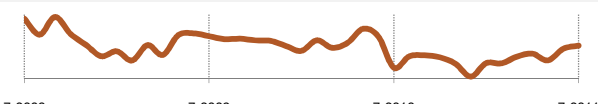
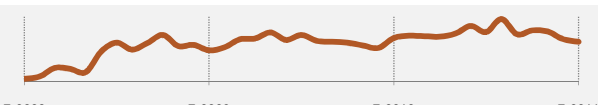
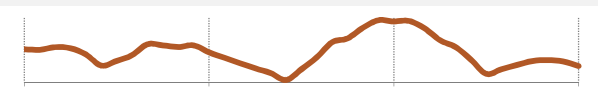
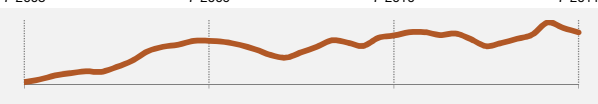
| | |
|--------------------------------|----|
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| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

[Click on desired metric to jump to that page.](#)

Market Overview

Key market metrics for the current month and year-to-date figures.

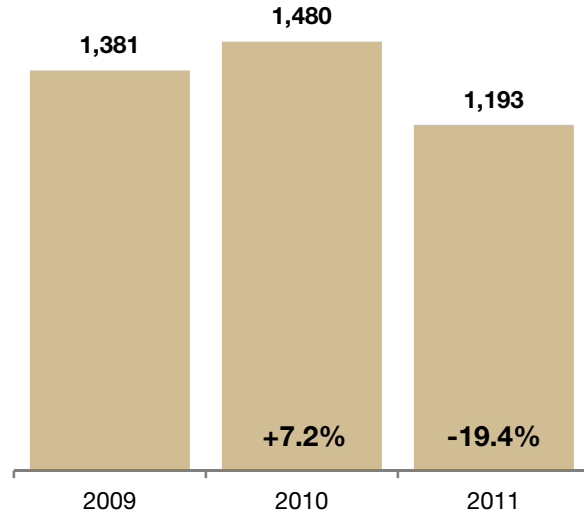


| Key Metrics | Historical Sparklines | 7-2010 | 7-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|--|-----------|------------------|---------|-----------|------------------|---------|
| New Listings |  | 1,480 | 1,193 | - 19.4% | 11,010 | 8,780 | - 20.3% |
| Pending Sales |  | 550 | 399 | - 27.5% | 4,531 | 3,983 | - 12.1% |
| Closed Sales |  | 538 | 637 | + 18.4% | 4,314 | 3,863 | - 10.5% |
| Days on Market Until Sale |  | 98 | 111 | + 13.4% | 102 | 115 | + 12.8% |
| Median Sales Price |  | \$140,500 | \$153,000 | + 8.9% | \$141,000 | \$140,000 | - 0.7% |
| Average Sales Price |  | \$176,279 | \$180,954 | + 2.7% | \$170,501 | \$169,748 | - 0.4% |
| Percent of List Price Received |  | 93.7% | 95.1% | + 1.4% | 95.2% | 94.5% | - 0.7% |
| Housing Affordability Index |  | 192 | 187 | - 2.6% | 192 | 201 | + 4.8% |
| Inventory of Homes for Sale |  | 8,152 | 7,144 | - 12.4% | -- | -- | -- |
| Months Supply of Homes for Sale |  | 13.0 | 13.2 | + 1.9% | -- | -- | -- |

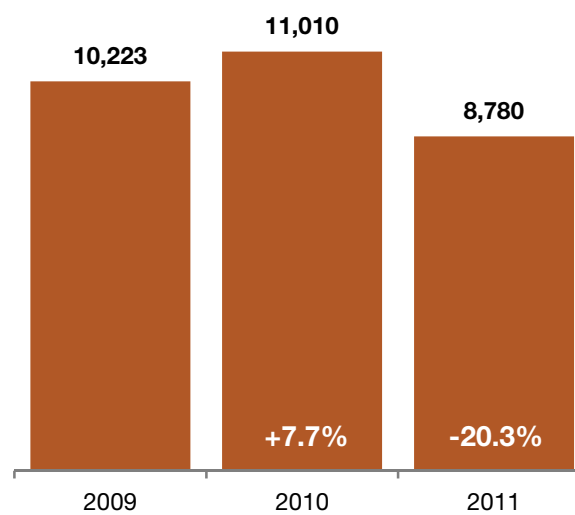
New Listings

A count of the properties that have been newly listed on the market in a given month.

July

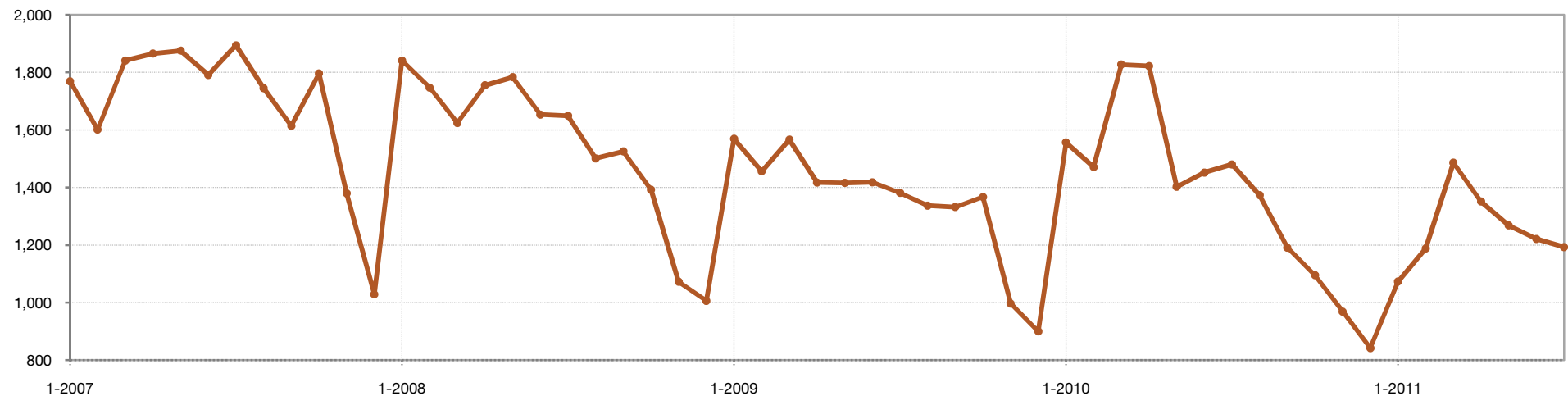


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| August | 1,337 | 1,373 | +2.7% |
| September | 1,332 | 1,191 | -10.6% |
| October | 1,367 | 1,095 | -19.9% |
| November | 997 | 969 | -2.8% |
| December | 900 | 842 | -6.4% |
| January | 1,556 | 1,073 | -31.0% |
| February | 1,471 | 1,188 | -19.2% |
| March | 1,827 | 1,486 | -18.7% |
| April | 1,822 | 1,351 | -25.9% |
| May | 1,402 | 1,268 | -9.6% |
| June | 1,452 | 1,221 | -15.9% |
| July | 1,480 | 1,193 | -19.4% |
| 12-Month Avg | 1,412 | 1,188 | -15.9% |

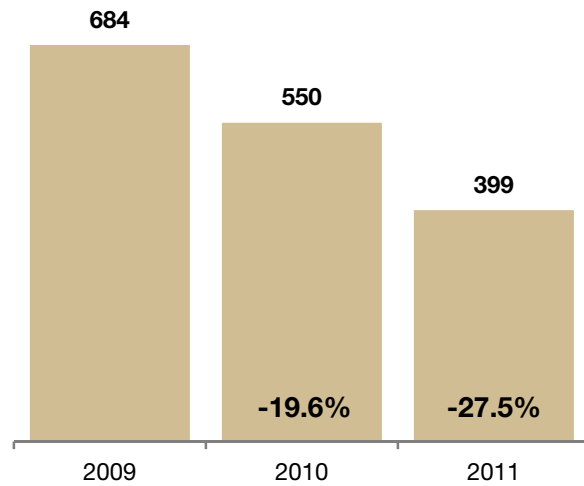
Historical New Listing Activity



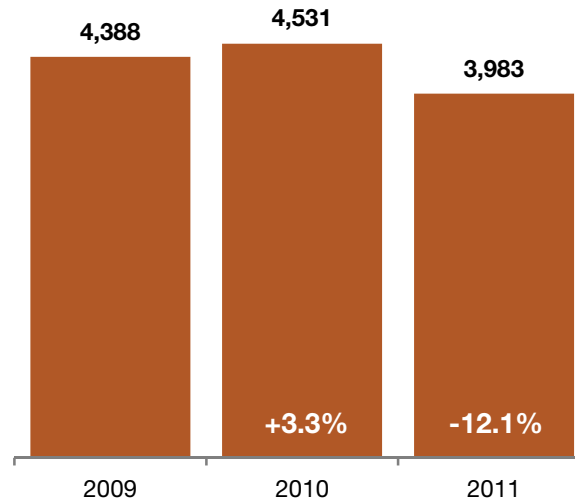
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

July

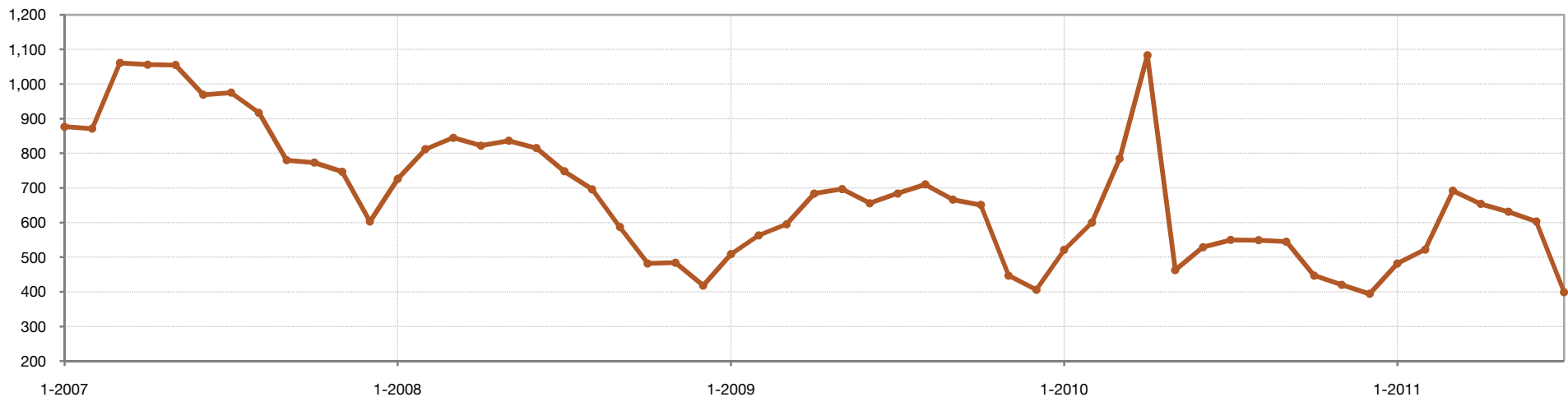


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| August | 710 | 549 | -22.7% |
| September | 666 | 545 | -18.2% |
| October | 651 | 447 | -31.3% |
| November | 447 | 420 | -6.0% |
| December | 406 | 394 | -3.0% |
| January | 521 | 482 | -7.5% |
| February | 600 | 522 | -13.0% |
| March | 785 | 692 | -11.8% |
| April | 1,083 | 654 | -39.6% |
| May | 463 | 631 | +36.3% |
| June | 529 | 603 | +14.0% |
| July | 550 | 399 | -27.5% |
| 12-Month Avg | 618 | 528 | -14.5% |

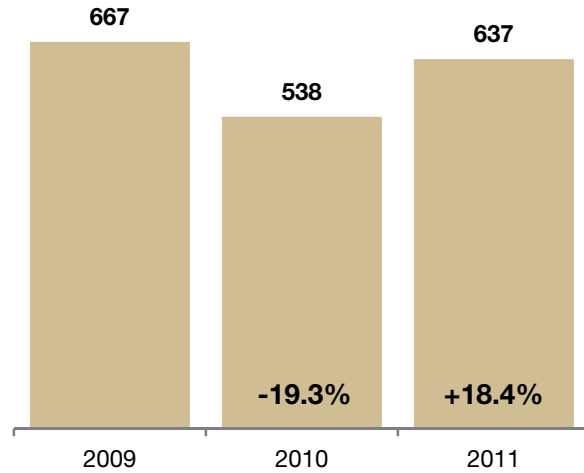
Historical Pending Sales Activity



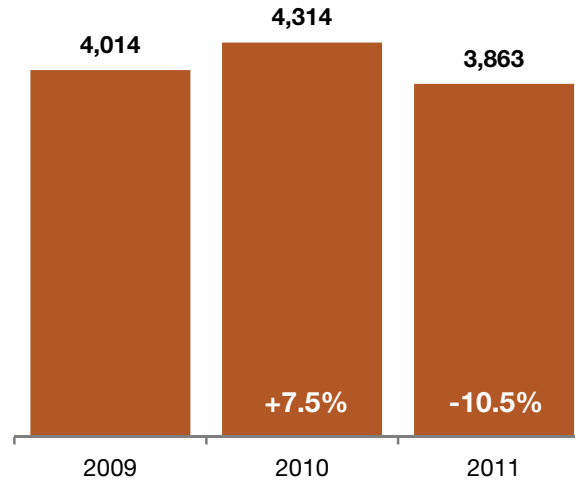
Closed Sales

A count of the actual sales that have closed in a given month.

July

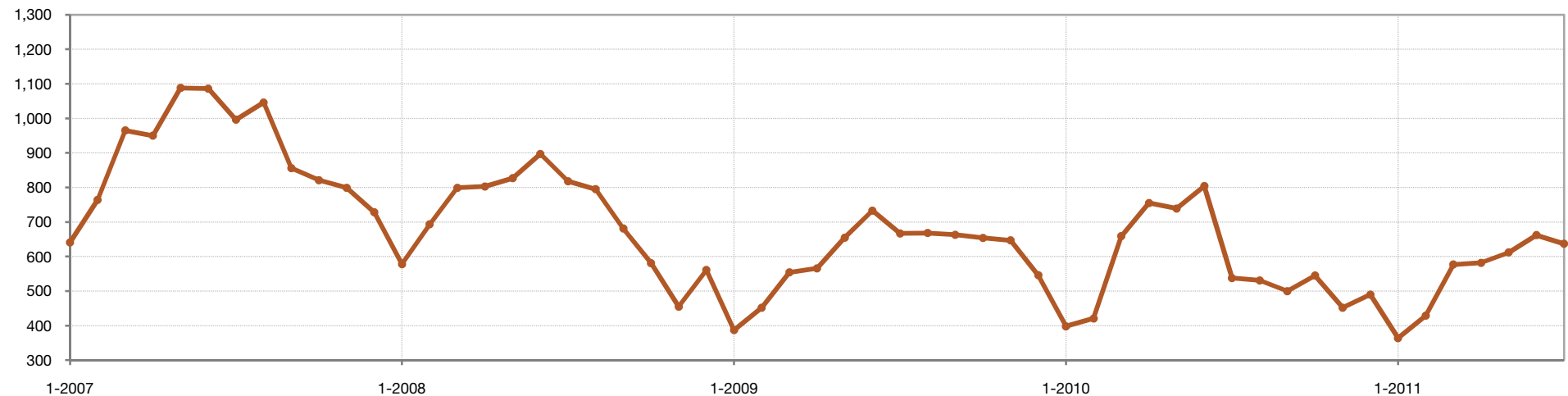


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| August | 668 | 531 | -20.5% |
| September | 663 | 500 | -24.6% |
| October | 654 | 545 | -16.7% |
| November | 647 | 452 | -30.1% |
| December | 546 | 490 | -10.3% |
| January | 398 | 364 | -8.5% |
| February | 421 | 429 | +1.9% |
| March | 659 | 577 | -12.4% |
| April | 755 | 582 | -22.9% |
| May | 739 | 612 | -17.2% |
| June | 804 | 662 | -17.7% |
| July | 538 | 637 | +18.4% |
| 12-Month Avg | 624 | 532 | -14.8% |

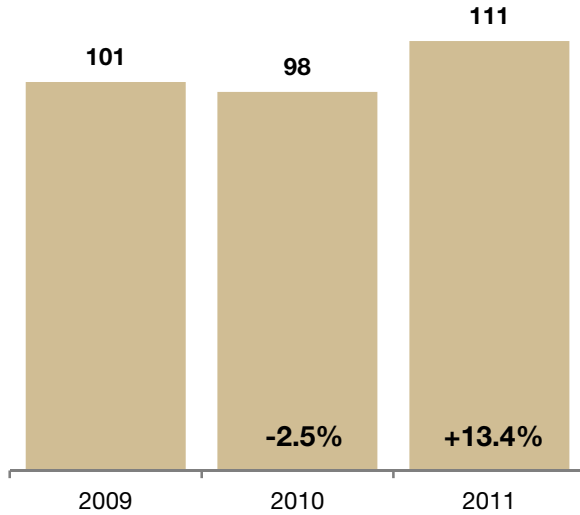
Historical Closed Sales Activity



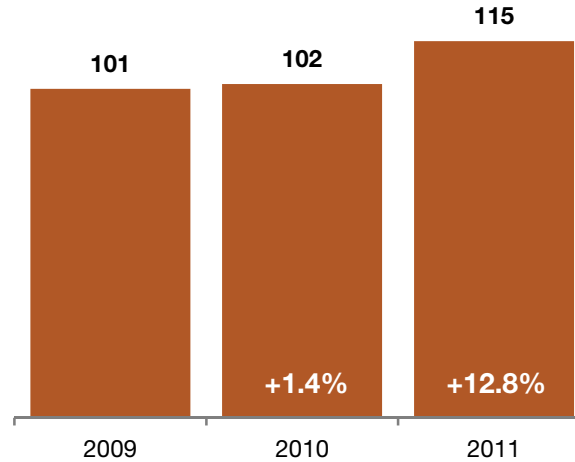
Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

July

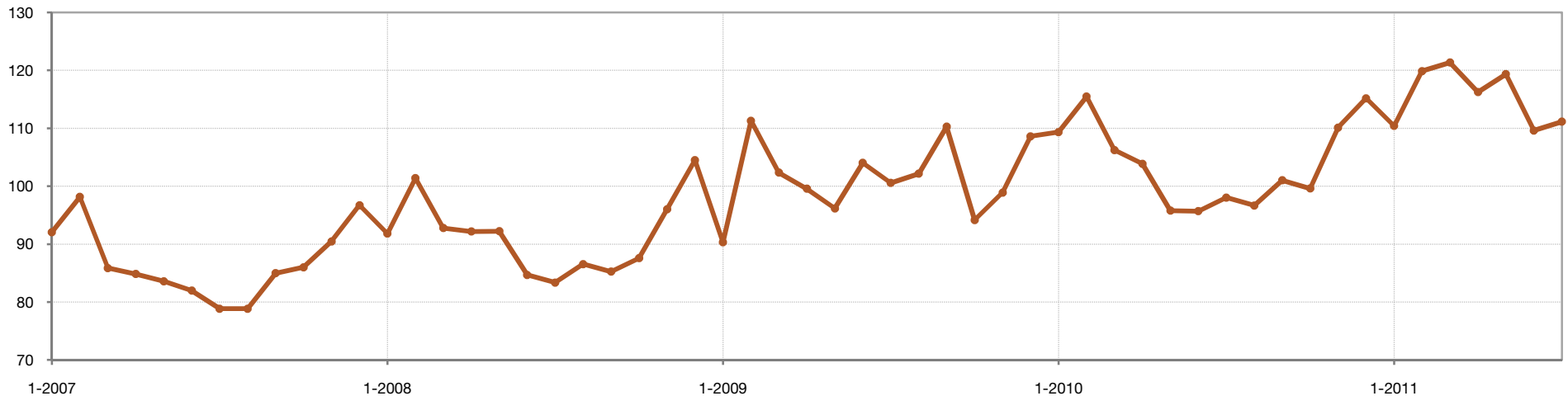


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| August | 102 | 97 | -5.4% |
| September | 110 | 101 | -8.4% |
| October | 94 | 100 | +5.8% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 110 | +1.0% |
| February | 115 | 120 | +3.8% |
| March | 106 | 121 | +14.2% |
| April | 104 | 116 | +11.9% |
| May | 96 | 119 | +24.6% |
| June | 96 | 110 | +14.5% |
| July | 98 | 111 | +13.4% |
| 12-Month Avg | 103 | 113 | +9.3% |

Historical Days on Market Until Sale

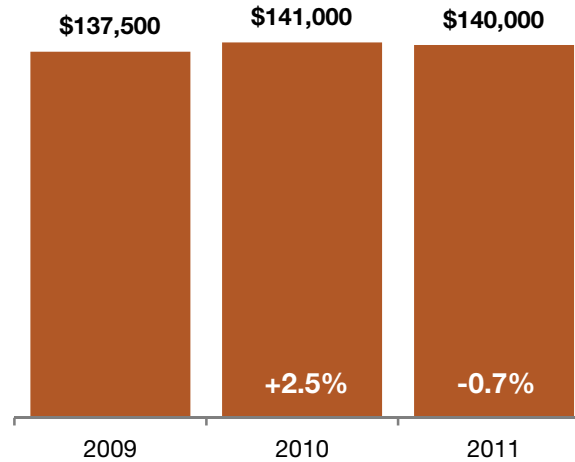
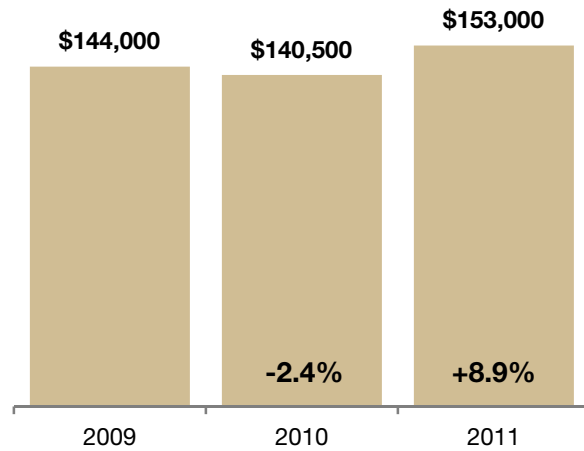


Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

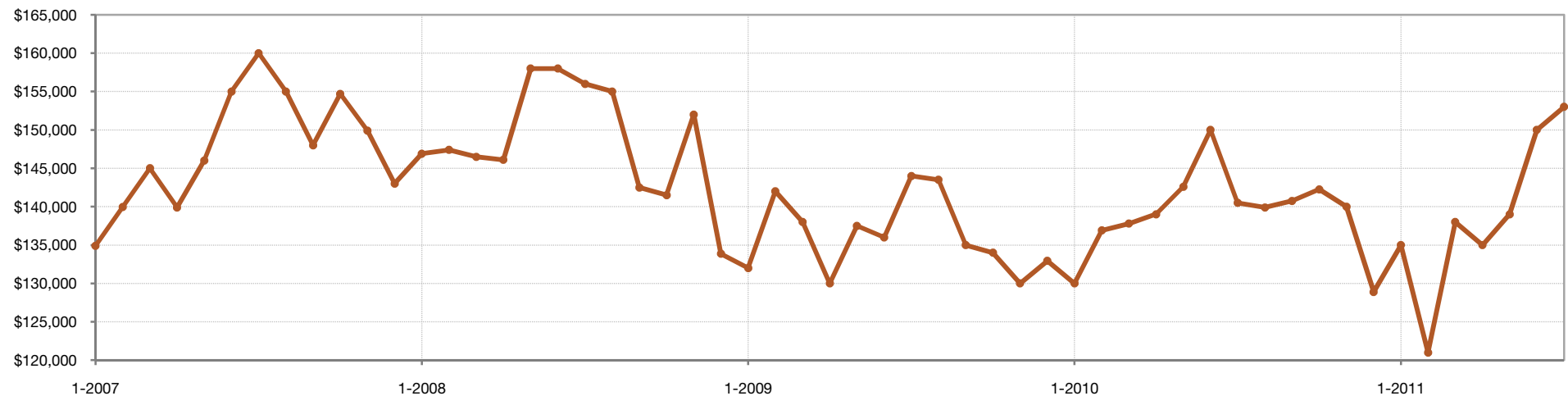
July

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| August | \$143,500 | \$139,900 | -2.5% |
| September | \$135,000 | \$140,750 | +4.3% |
| October | \$134,000 | \$142,250 | +6.2% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| April | \$139,000 | \$135,000 | -2.9% |
| May | \$142,600 | \$139,000 | -2.5% |
| June | \$150,000 | \$150,000 | 0.0% |
| July | \$140,500 | \$153,000 | +8.9% |
| 12-Month Avg | \$138,600 | \$139,900 | +0.9% |

Historical Median Sales Price

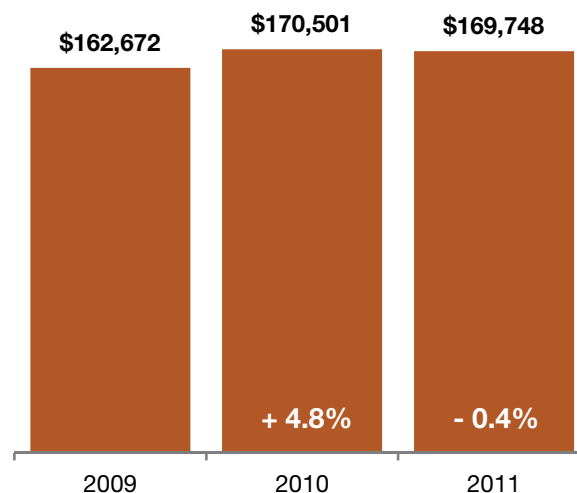
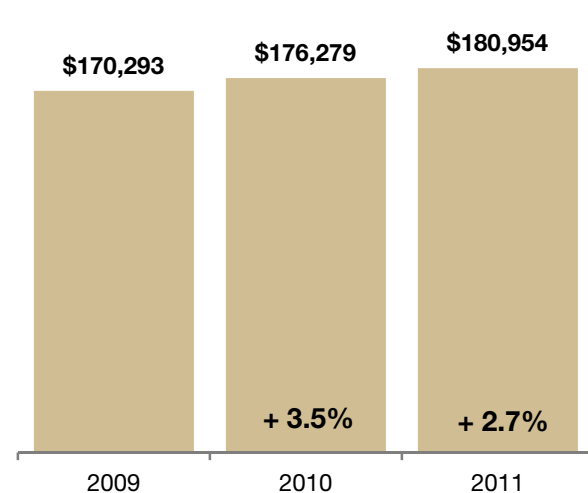


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

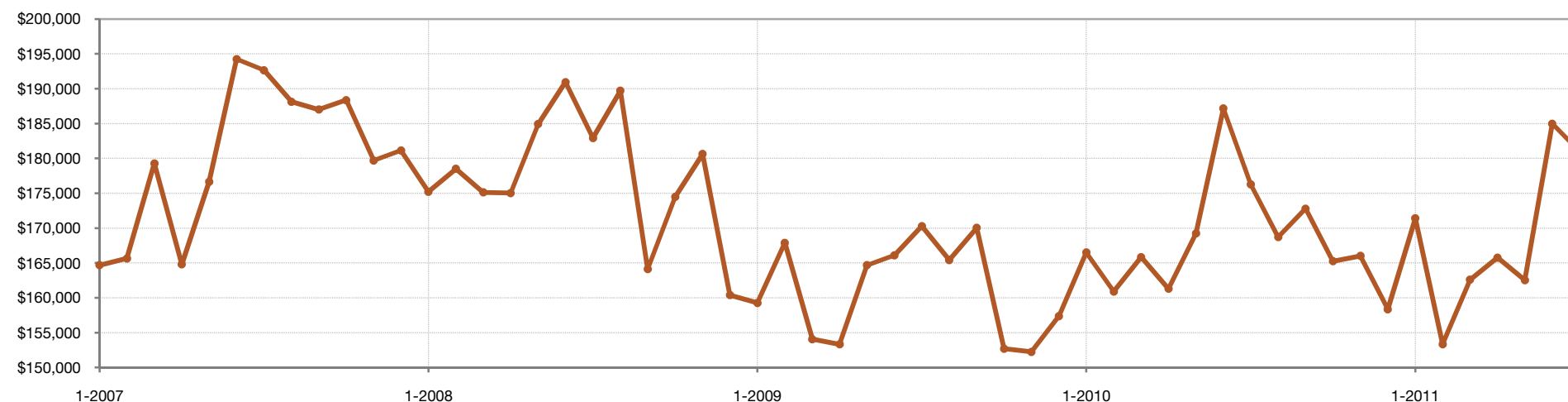
July

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| August | \$165,424 | \$168,700 | +2.0% |
| September | \$170,032 | \$172,789 | +1.6% |
| October | \$152,707 | \$165,247 | +8.2% |
| November | \$152,250 | \$166,013 | +9.0% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$171,403 | +2.9% |
| February | \$160,896 | \$153,344 | -4.7% |
| March | \$165,849 | \$162,594 | -2.0% |
| April | \$161,300 | \$165,758 | +2.8% |
| May | \$169,248 | \$162,540 | -4.0% |
| June | \$187,160 | \$184,972 | -1.2% |
| July | \$176,279 | \$180,954 | +2.7% |
| 12-Month Avg | \$165,917 | \$168,376 | +1.5% |

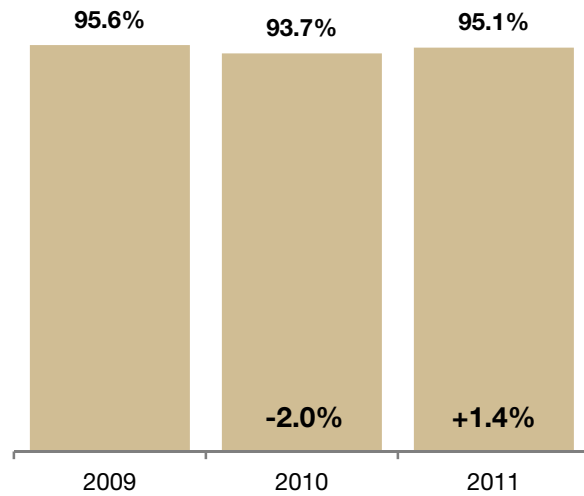
Historical Average Sales Price



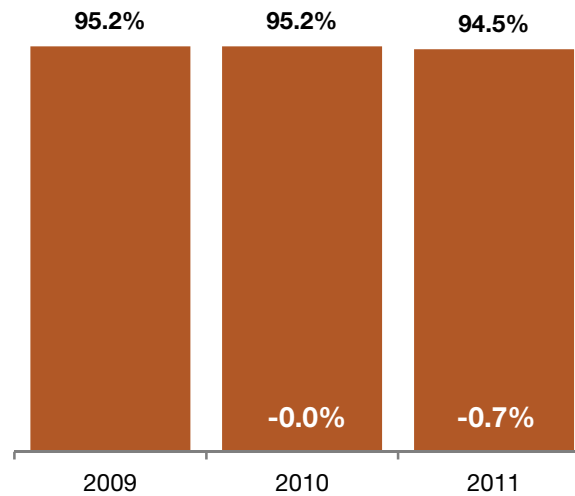
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

July

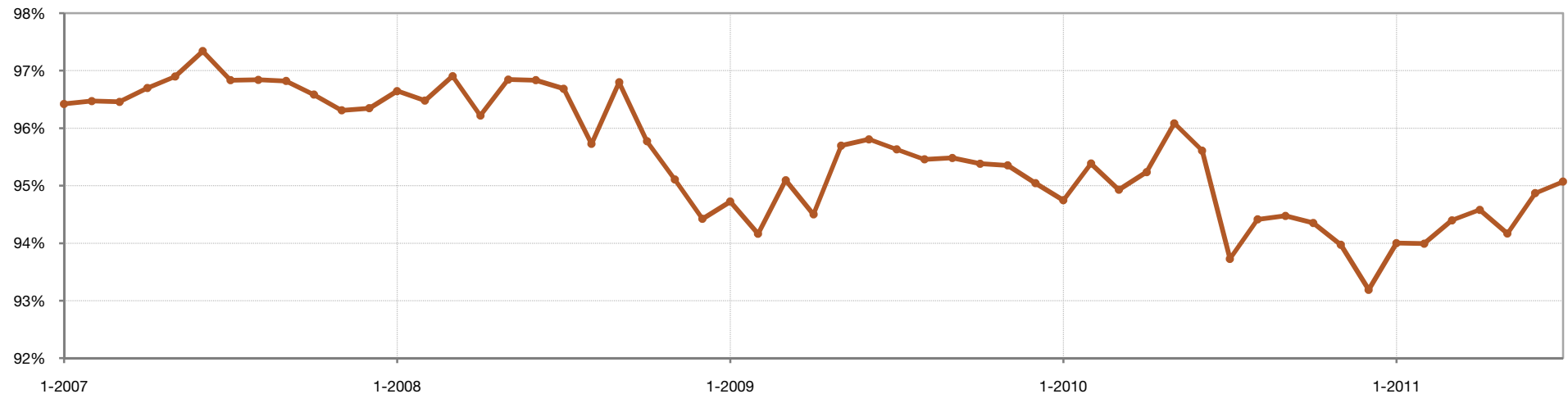


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| August | 95.5% | 94.4% | -1.1% |
| September | 95.5% | 94.5% | -1.1% |
| October | 95.4% | 94.4% | -1.1% |
| November | 95.4% | 94.0% | -1.4% |
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.5% |
| March | 94.9% | 94.4% | -0.6% |
| April | 95.2% | 94.6% | -0.7% |
| May | 96.1% | 94.2% | -2.0% |
| June | 95.6% | 94.9% | -0.8% |
| July | 93.7% | 95.1% | +1.4% |
| 12-Month Avg | 95.3% | 94.3% | -1.0% |

Historical Percent of List Price Received

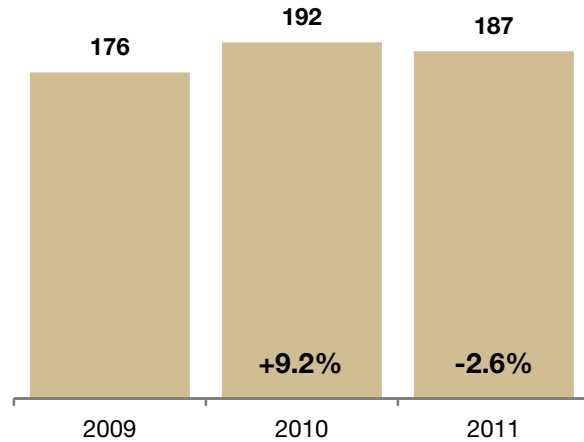


Housing Affordability Index

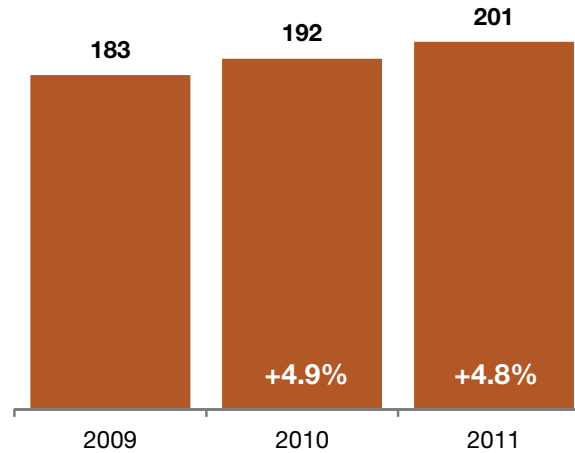
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



July

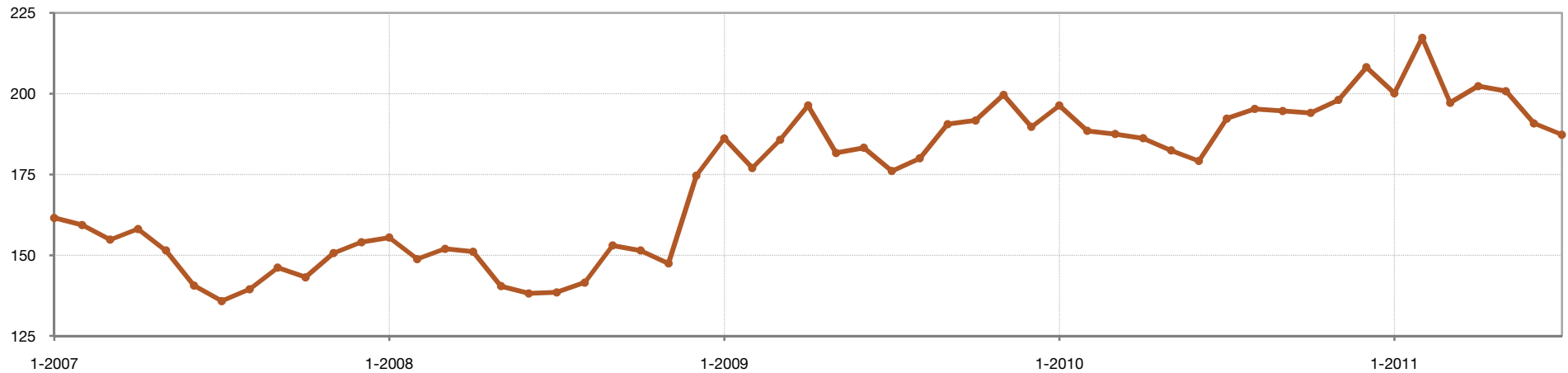


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| August | 180 | 195 | +8.5% |
| September | 191 | 195 | +2.1% |
| October | 192 | 194 | +1.2% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| April | 186 | 202 | +8.7% |
| May | 182 | 201 | +10.1% |
| June | 179 | 191 | +6.5% |
| July | 192 | 187 | -2.6% |
| 12-Month Avg | 189 | 199 | +5.5% |

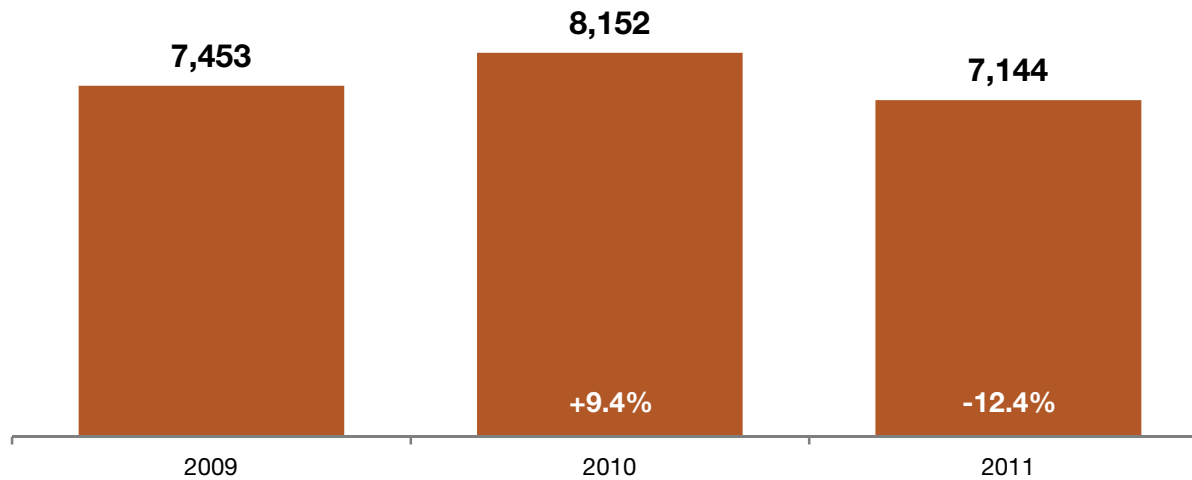
Historical Housing Affordability Index



Inventory of Homes for Sale

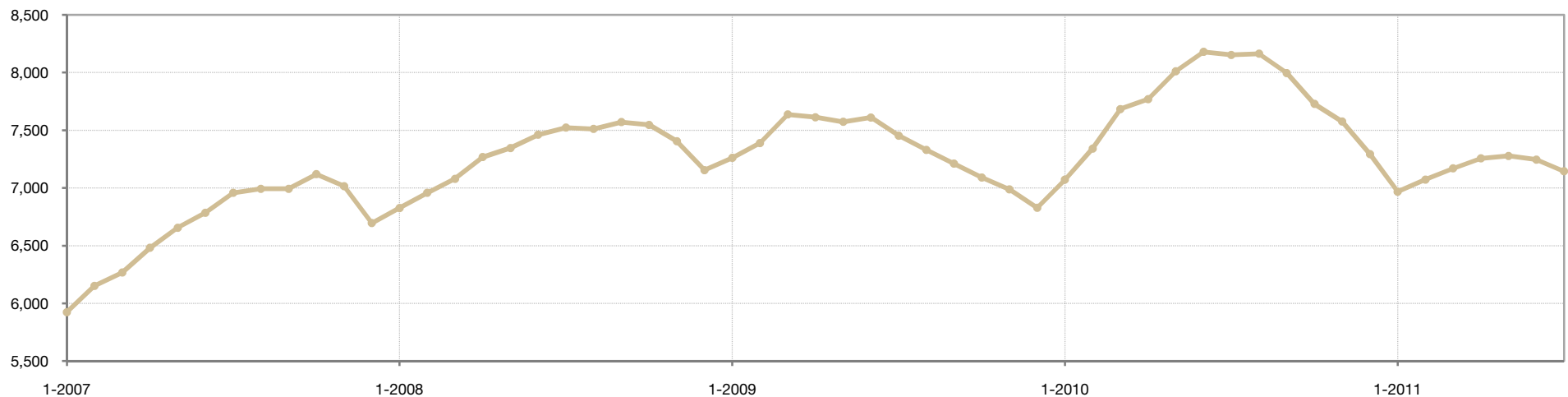
The number of properties available for sale in active status at the end of a given month.

July



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| August | 7,330 | 8,163 | +11.4% |
| September | 7,210 | 7,995 | +10.9% |
| October | 7,091 | 7,727 | +9.0% |
| November | 6,987 | 7,575 | +8.4% |
| December | 6,828 | 7,293 | +6.8% |
| January | 7,071 | 6,968 | -1.5% |
| February | 7,341 | 7,072 | -3.7% |
| March | 7,683 | 7,169 | -6.7% |
| April | 7,769 | 7,256 | -6.6% |
| May | 8,011 | 7,278 | -9.1% |
| June | 8,179 | 7,246 | -11.4% |
| July | 8,152 | 7,144 | -12.4% |
| 12-Month Avg | 7,471 | 7,407 | -0.9% |

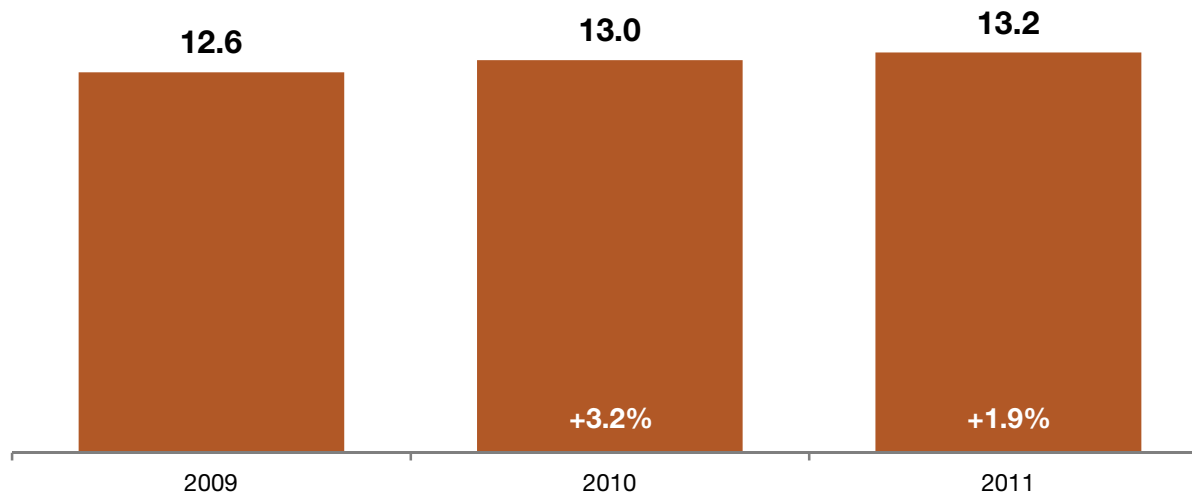
Historical Inventory of Homes for Sale



Months Supply of Inventory

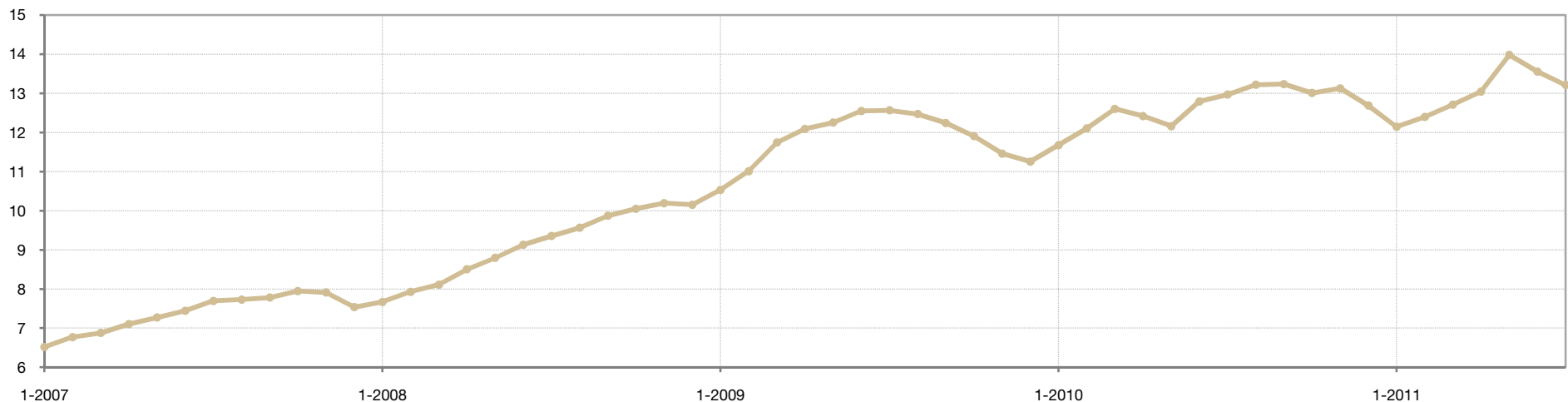
The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

July



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| August | 12.5 | 13.2 | +6.0% |
| September | 12.2 | 13.2 | +8.1% |
| October | 11.9 | 13.0 | +9.3% |
| November | 11.5 | 13.1 | +14.6% |
| December | 11.3 | 12.7 | +12.7% |
| January | 11.7 | 12.1 | +4.0% |
| February | 12.1 | 12.4 | +2.4% |
| March | 12.6 | 12.7 | +0.9% |
| April | 12.4 | 13.0 | +5.0% |
| May | 12.2 | 14.0 | +15.0% |
| June | 12.8 | 13.6 | +6.0% |
| July | 13.0 | 13.2 | +1.9% |
| 12-Month Avg | 12.2 | 13.0 | +7.0% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



August 2011

Despite some choppy waters in August, there have been noteworthy shifts on both sides of the closing table. Buyer activity is moving back in line with historical trends while sellers are making fewer concessions in order to sell their homes. Falling supply and improving absorption rates in many regions also suggest that market balance is realigning towards neutral. Locally, a few indicators posted positive movement over August 2010, but do the rest of the numbers provide reason for optimism?

New Listings in the Greater Greenville region decreased 21.2 percent to 1,082. Pending Sales were down 27.7 percent to 397. Inventory levels shrank 14.8 percent to 6,954 units, a positive supply-side improvement.

Prices were fairly stable. The Median Sales Price increased 0.1 percent to \$140,000. Days on Market increased 12.5 percent to 109 days. Absorption rates improved as Months Supply of Inventory was down 3.6 percent to 12.7 months.

The economy bobbed along just this side of positive in August. Consumer confidence, which often affects housing demand, showed some slack even as personal income and spending both increased modestly. Low interest rates, declining supply and stabilizing prices are beacons of hope in the harbor, but the recovery still needs wind in its sails.

Quick Facts

+ 28.2%

Change in
Closed Sales

+ 0.1%

Change in
Median Sales Price

- 14.8%

Change in
Inventory

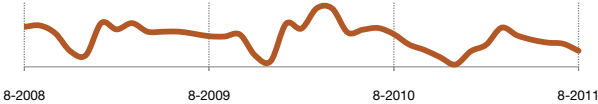
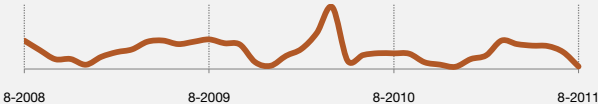
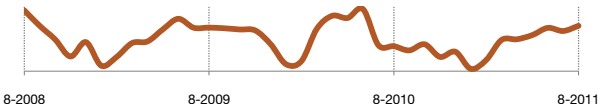
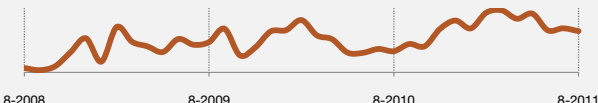
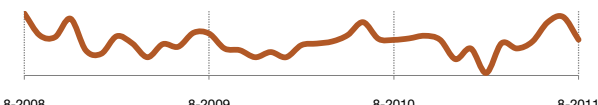
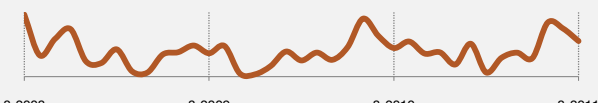
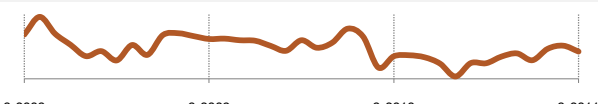
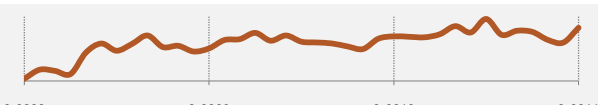


| | |
|--------------------------------|----|
| Market Overview | 2 |
| New Listings | 3 |
| Pending Sales | 4 |
| Closed Sales | 5 |
| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.

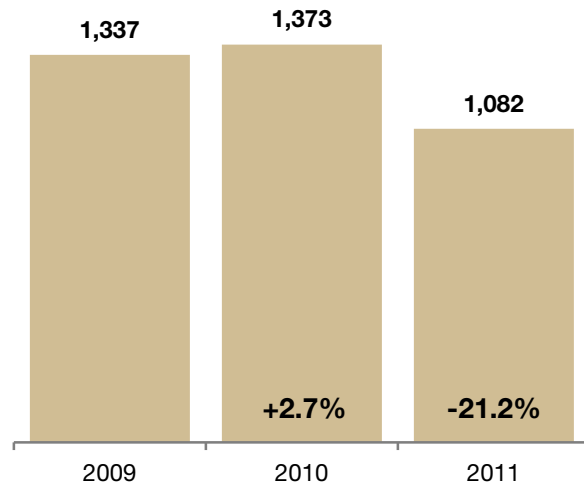


| Key Metrics | Historical Sparklines | 8-2010 | 8-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|--|-----------|------------------|---------|-----------|------------------|---------|
| New Listings |  | 1,373 | 1,082 | - 21.2% | 12,383 | 9,885 | - 20.2% |
| Pending Sales |  | 549 | 397 | - 27.7% | 5,080 | 4,594 | - 9.6% |
| Closed Sales |  | 531 | 681 | + 28.2% | 4,845 | 4,555 | - 6.0% |
| Days on Market Until Sale |  | 97 | 109 | + 12.5% | 102 | 114 | + 12.4% |
| Median Sales Price |  | \$139,900 | \$140,000 | + 0.1% | \$140,381 | \$140,000 | - 0.3% |
| Average Sales Price |  | \$168,700 | \$173,064 | + 2.6% | \$170,304 | \$170,198 | - 0.1% |
| Percent of List Price Received |  | 94.4% | 94.7% | + 0.3% | 95.1% | 94.5% | - 0.6% |
| Housing Affordability Index |  | 195 | 206 | + 5.6% | 195 | 206 | + 5.8% |
| Inventory of Homes for Sale |  | 8,164 | 6,954 | - 14.8% | -- | -- | -- |
| Months Supply of Homes for Sale |  | 13.2 | 12.7 | - 3.6% | -- | -- | -- |

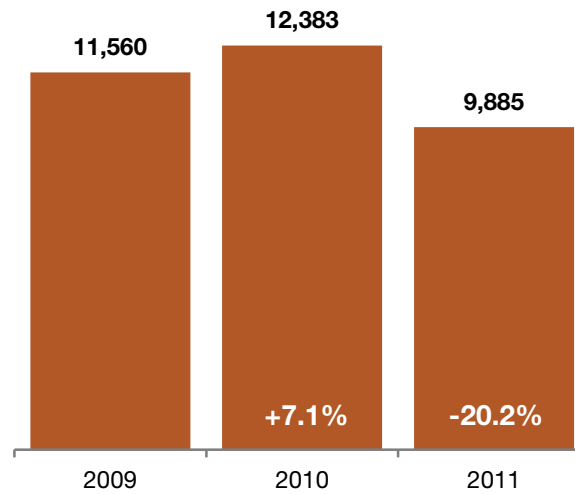
New Listings

A count of the properties that have been newly listed on the market in a given month.

August

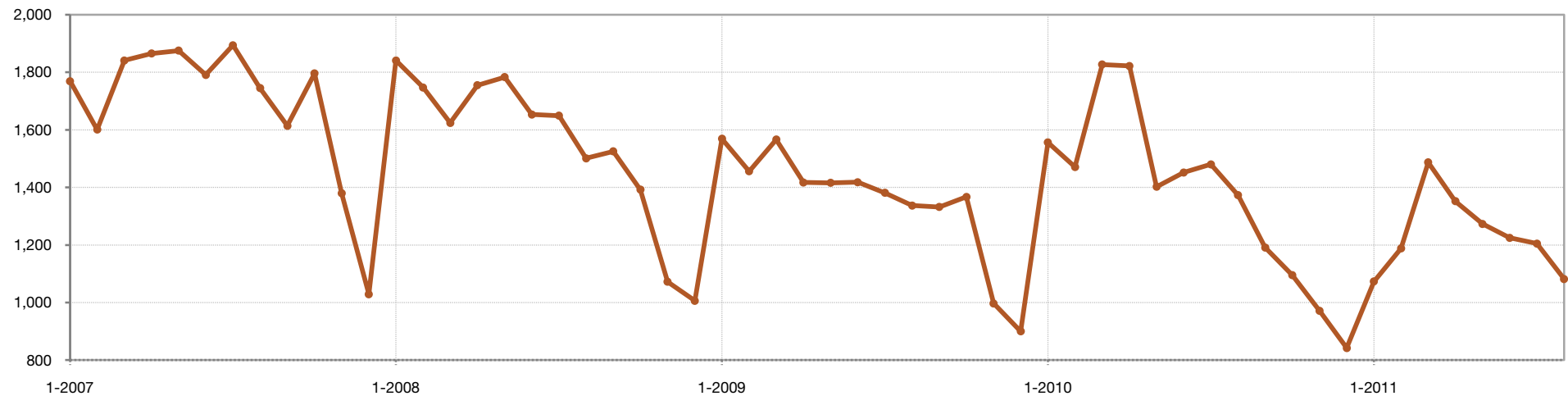


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| September | 1,332 | 1,191 | -10.6% |
| October | 1,367 | 1,095 | -19.9% |
| November | 997 | 971 | -2.6% |
| December | 900 | 842 | -6.4% |
| January | 1,556 | 1,073 | -31.0% |
| February | 1,471 | 1,188 | -19.2% |
| March | 1,827 | 1,487 | -18.6% |
| April | 1,822 | 1,352 | -25.8% |
| May | 1,402 | 1,273 | -9.2% |
| June | 1,452 | 1,225 | -15.6% |
| July | 1,480 | 1,205 | -18.6% |
| August | 1,373 | 1,082 | -21.2% |
| 12-Month Avg | 1,415 | 1,165 | -17.6% |

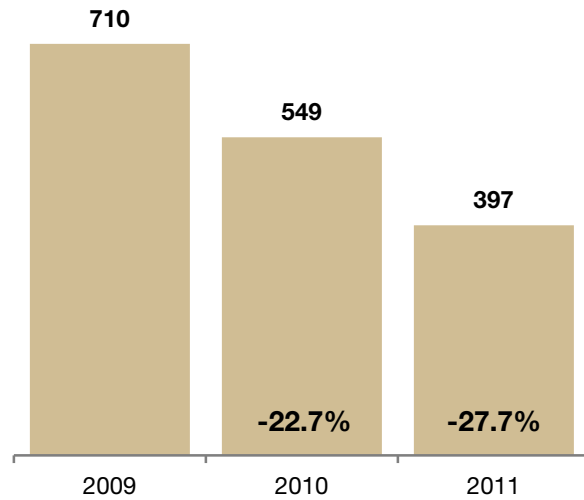
Historical New Listing Activity



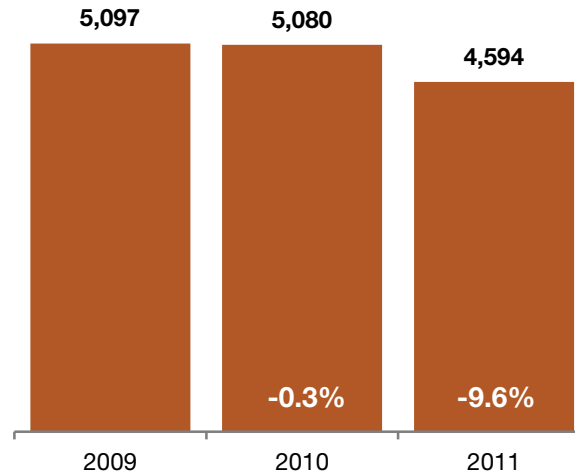
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

August

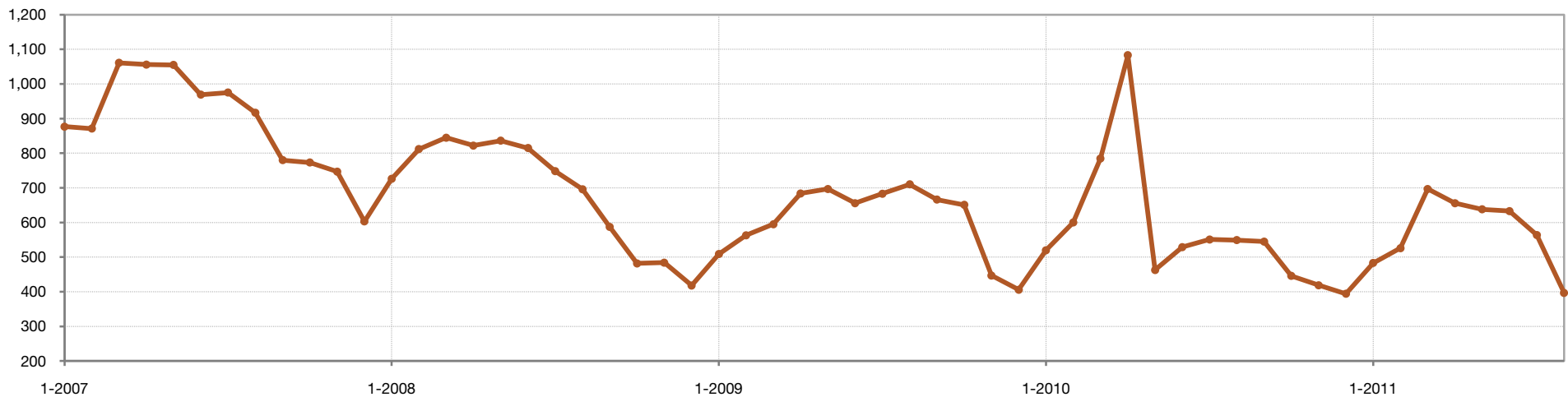


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| September | 666 | 545 | -18.2% |
| October | 651 | 446 | -31.5% |
| November | 447 | 419 | -6.3% |
| December | 406 | 394 | -3.0% |
| January | 520 | 483 | -7.1% |
| February | 600 | 526 | -12.3% |
| March | 785 | 697 | -11.2% |
| April | 1,083 | 656 | -39.4% |
| May | 463 | 638 | +37.8% |
| June | 529 | 633 | +19.7% |
| July | 551 | 564 | +2.4% |
| August | 549 | 397 | -27.7% |
| 12-Month Avg | 604 | 533 | -11.8% |

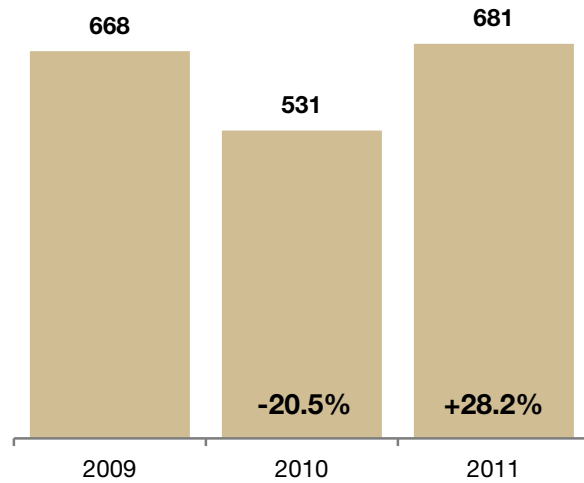
Historical Pending Sales Activity



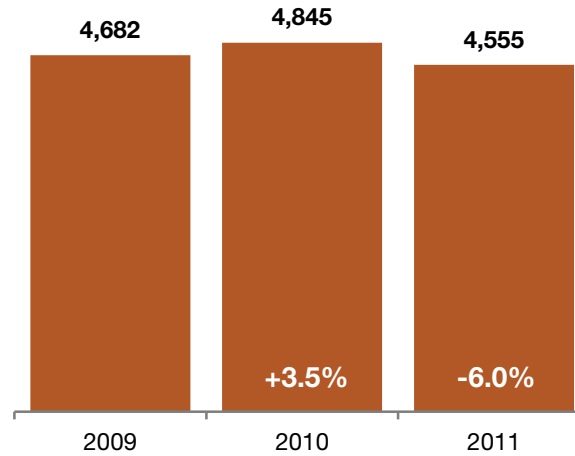
Closed Sales

A count of the actual sales that have closed in a given month.

August

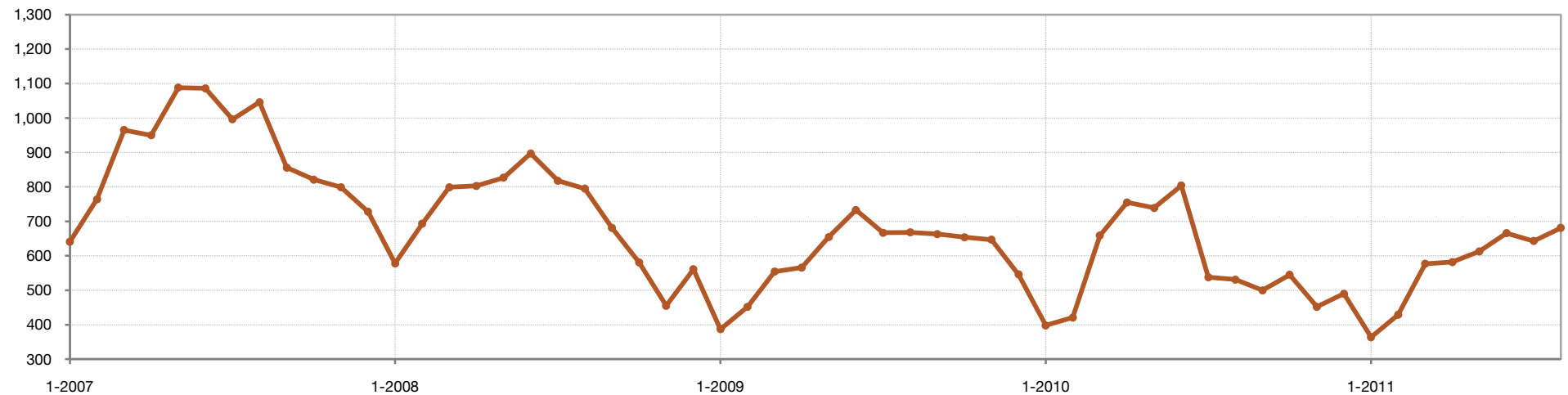


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| September | 663 | 500 | -24.6% |
| October | 654 | 545 | -16.7% |
| November | 647 | 452 | -30.1% |
| December | 546 | 490 | -10.3% |
| January | 398 | 364 | -8.5% |
| February | 421 | 429 | +1.9% |
| March | 659 | 577 | -12.4% |
| April | 755 | 582 | -22.9% |
| May | 739 | 613 | -17.1% |
| June | 804 | 666 | -17.2% |
| July | 538 | 643 | +19.5% |
| August | 531 | 681 | +28.2% |
| 12-Month Avg | 613 | 545 | -11.1% |

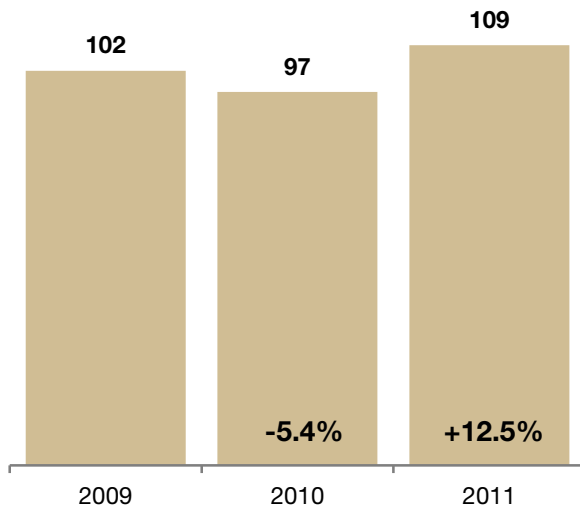
Historical Closed Sales Activity



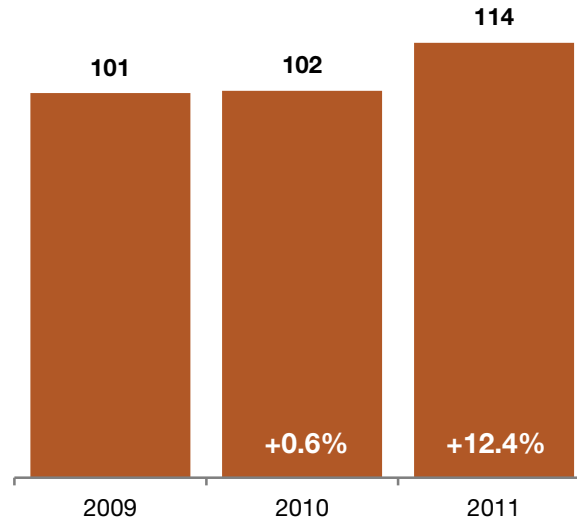
Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

August

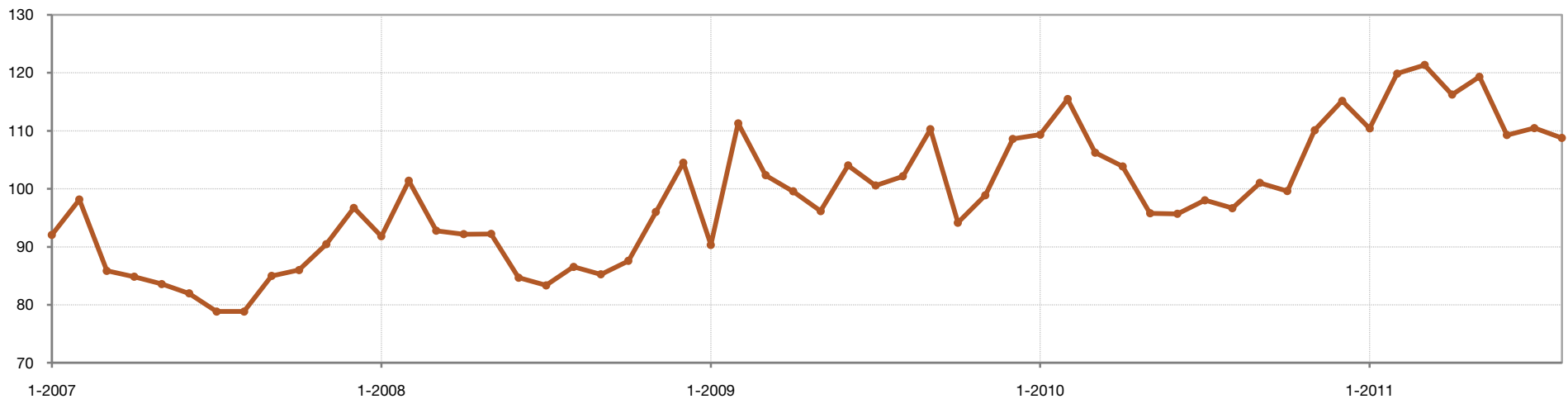


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| September | 110 | 101 | -8.4% |
| October | 94 | 100 | +5.8% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 110 | +1.0% |
| February | 115 | 120 | +3.8% |
| March | 106 | 121 | +14.2% |
| April | 104 | 116 | +11.9% |
| May | 96 | 119 | +24.6% |
| June | 96 | 109 | +14.2% |
| July | 98 | 110 | +12.7% |
| August | 97 | 109 | +12.5% |
| 12-Month Avg | 103 | 114 | +10.3% |

Historical Days on Market Until Sale

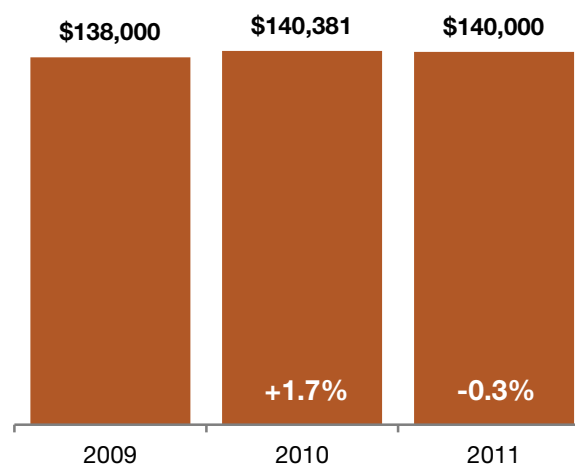
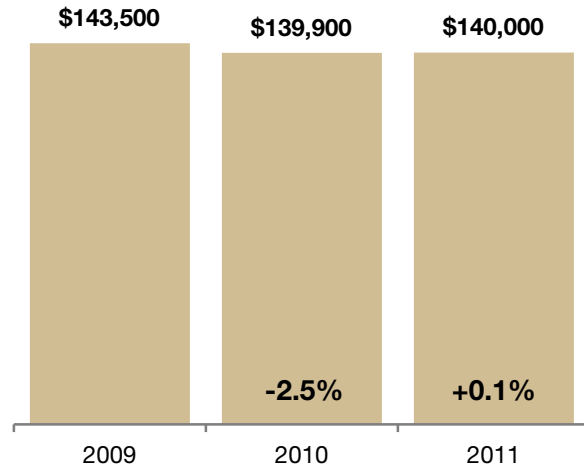


Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

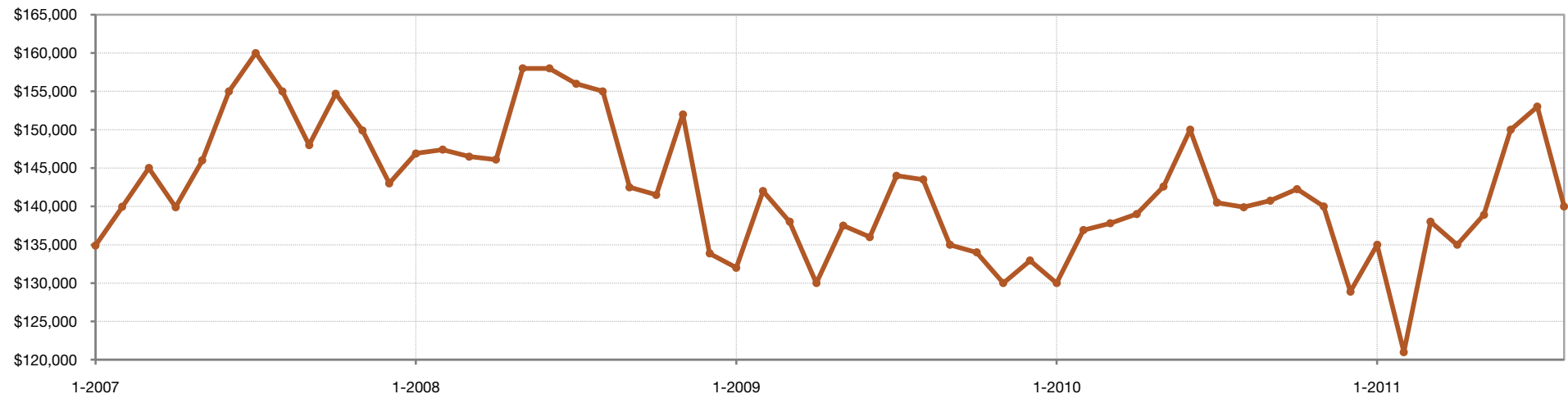
August

Year To Date



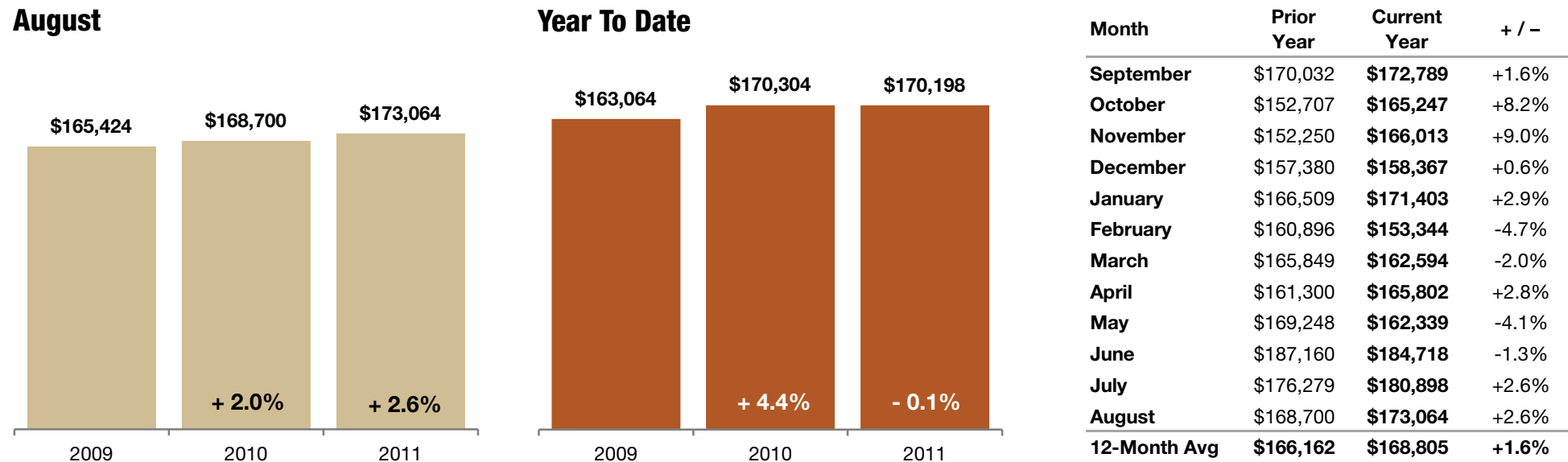
| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| September | \$135,000 | \$140,750 | +4.3% |
| October | \$134,000 | \$142,250 | +6.2% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| April | \$139,000 | \$135,000 | -2.9% |
| May | \$142,600 | \$138,900 | -2.6% |
| June | \$150,000 | \$150,000 | 0.0% |
| July | \$140,500 | \$153,000 | +8.9% |
| August | \$139,900 | \$140,000 | +0.1% |
| 12-Month Med | \$138,000 | \$139,900 | +1.4% |

Historical Median Sales Price

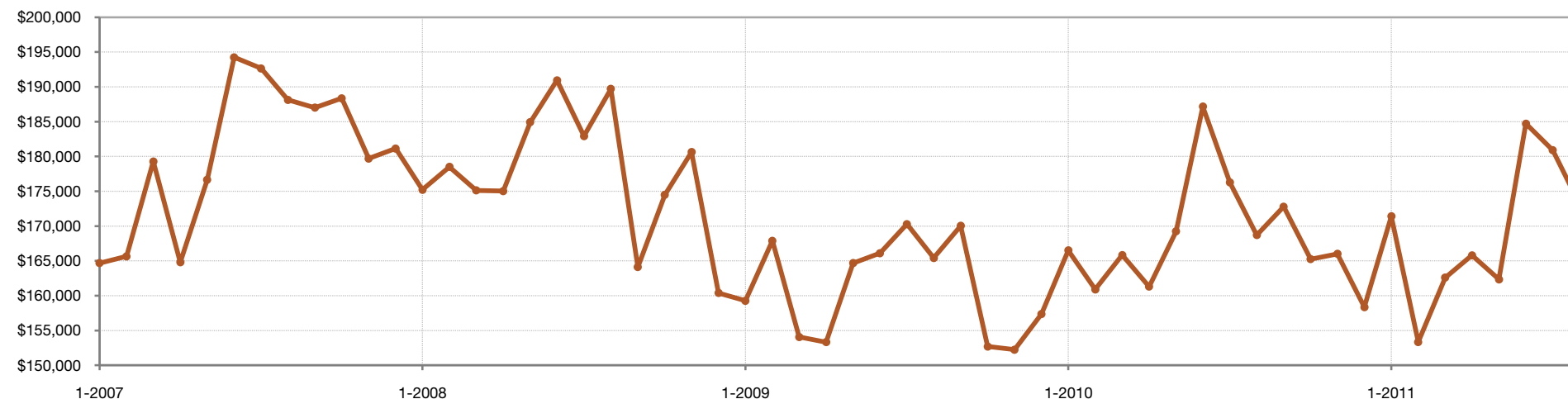


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

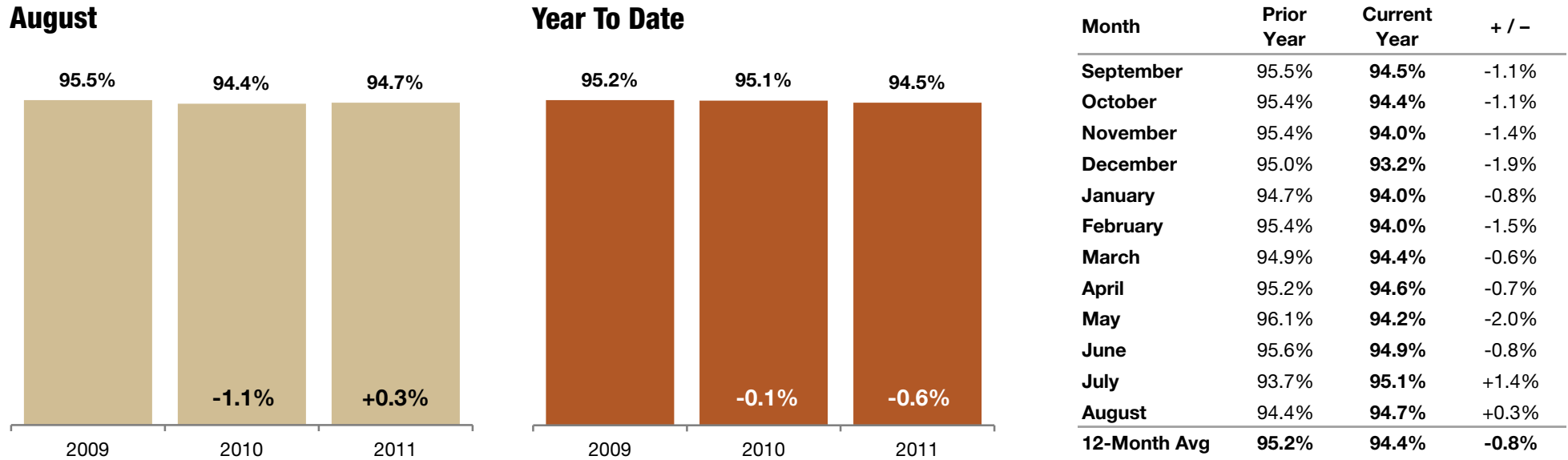


Historical Average Sales Price

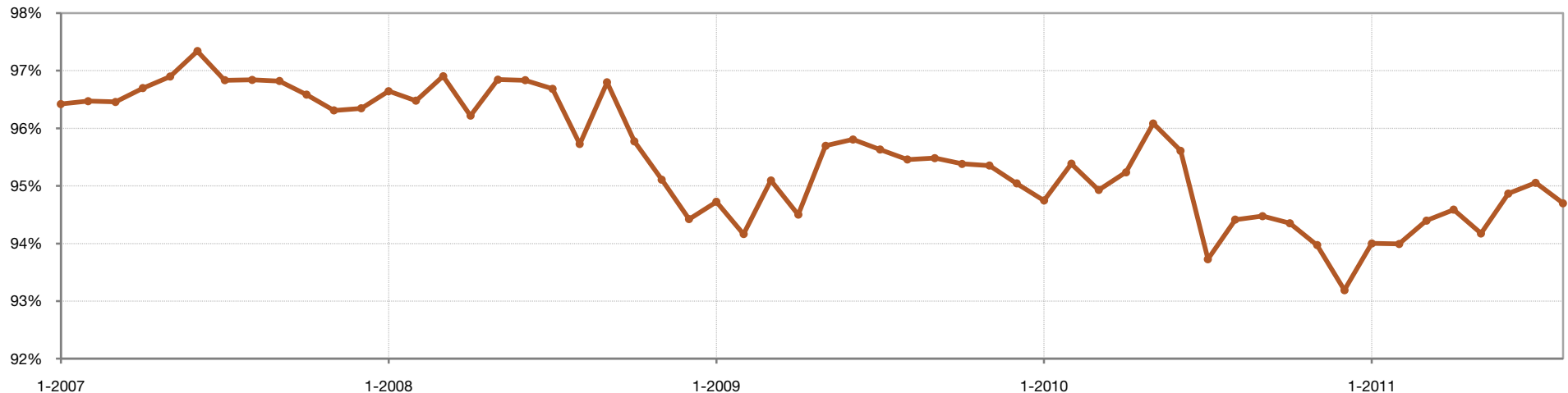


Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



Historical Percent of List Price Received

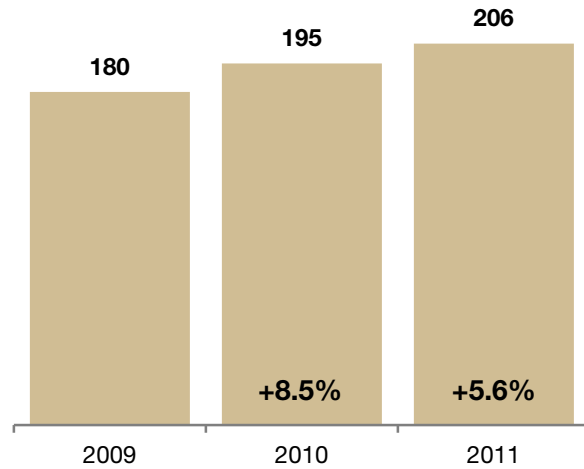


Housing Affordability Index

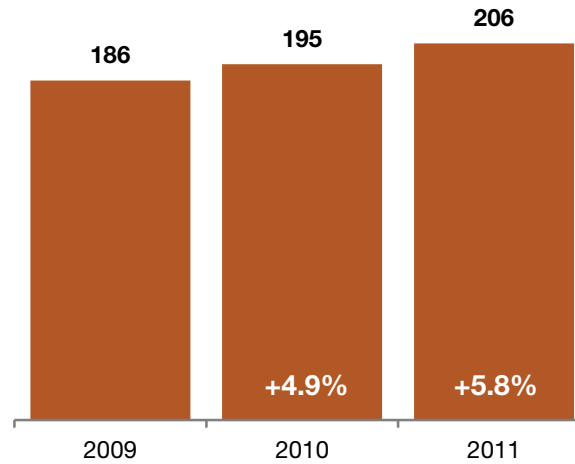
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



August

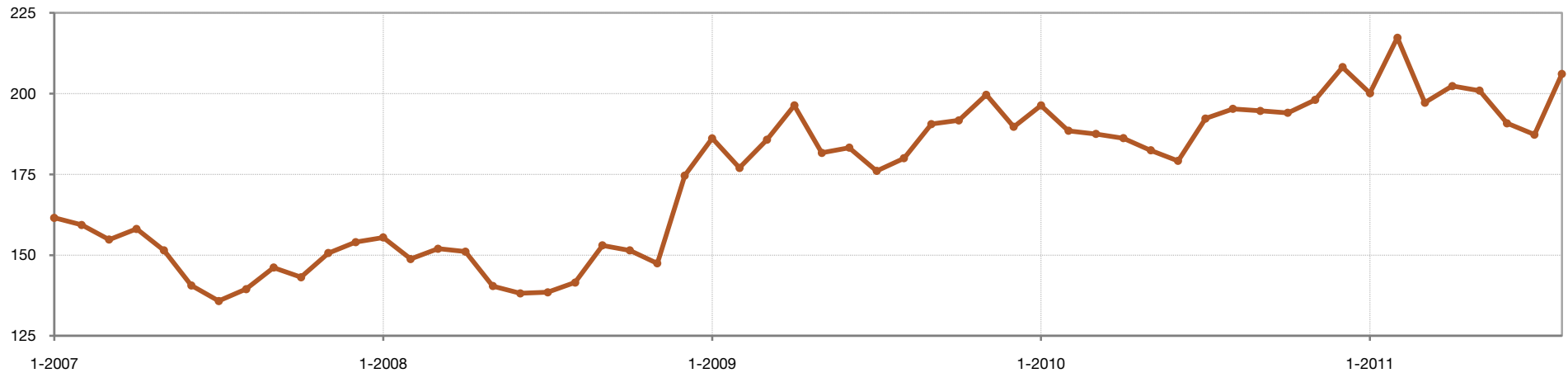


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| September | 191 | 195 | +2.1% |
| October | 192 | 194 | +1.2% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| April | 186 | 202 | +8.7% |
| May | 182 | 201 | +10.1% |
| June | 179 | 191 | +6.5% |
| July | 192 | 187 | -2.6% |
| August | 195 | 206 | +5.6% |
| 12-Month Avg | 190 | 200 | +5.2% |

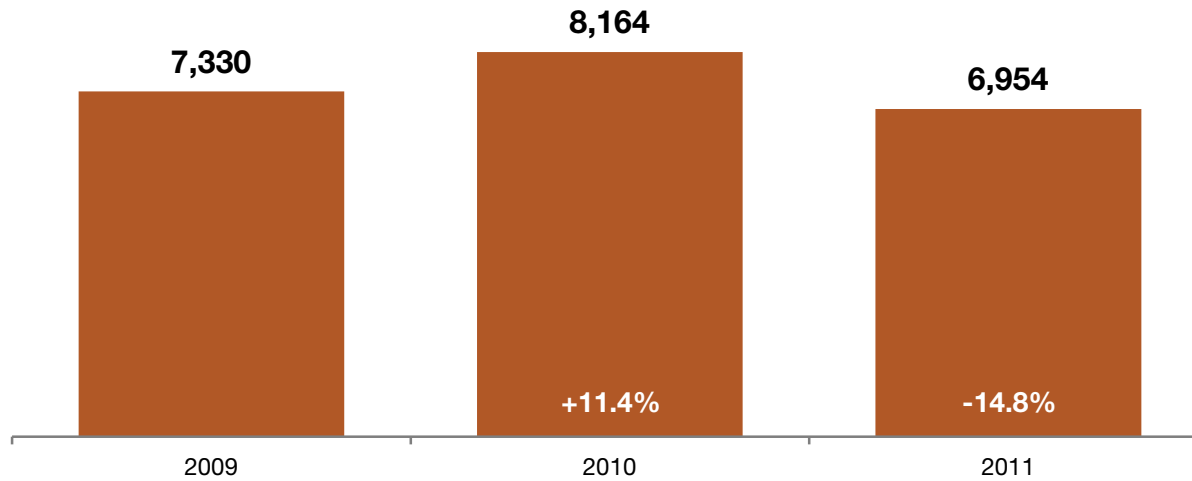
Historical Housing Affordability Index



Inventory of Homes for Sale

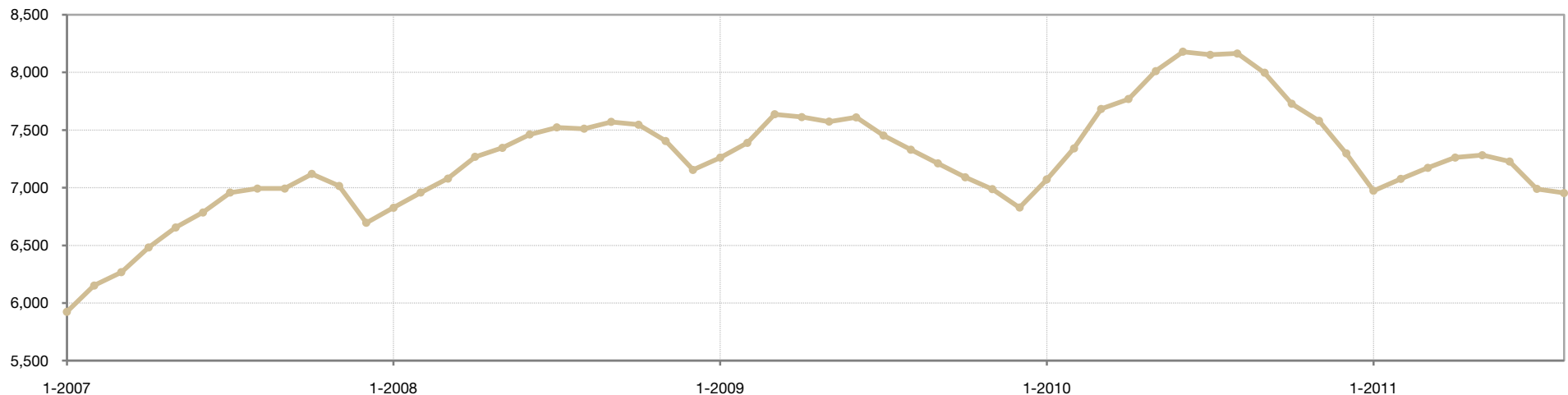
The number of properties available for sale in active status at the end of a given month.

August



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| September | 7,210 | 7,996 | +10.9% |
| October | 7,091 | 7,728 | +9.0% |
| November | 6,987 | 7,579 | +8.5% |
| December | 6,828 | 7,297 | +6.9% |
| January | 7,071 | 6,973 | -1.4% |
| February | 7,341 | 7,076 | -3.6% |
| March | 7,683 | 7,173 | -6.6% |
| April | 7,769 | 7,262 | -6.5% |
| May | 8,011 | 7,282 | -9.1% |
| June | 8,179 | 7,228 | -11.6% |
| July | 8,152 | 6,989 | -14.3% |
| August | 8,164 | 6,954 | -14.8% |
| 12-Month Avg | 7,541 | 7,295 | -3.3% |

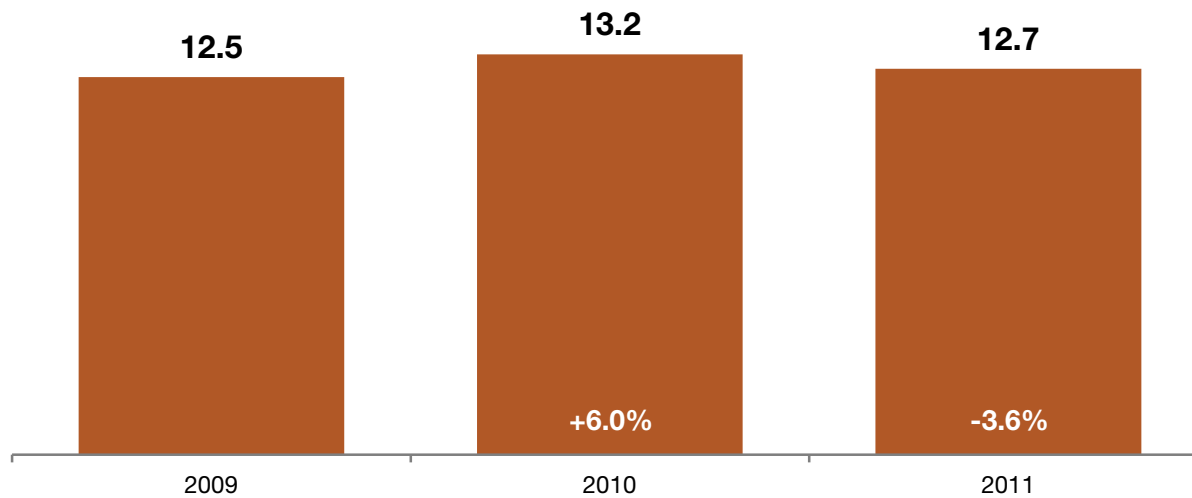
Historical Inventory of Homes for Sale



Months Supply of Inventory

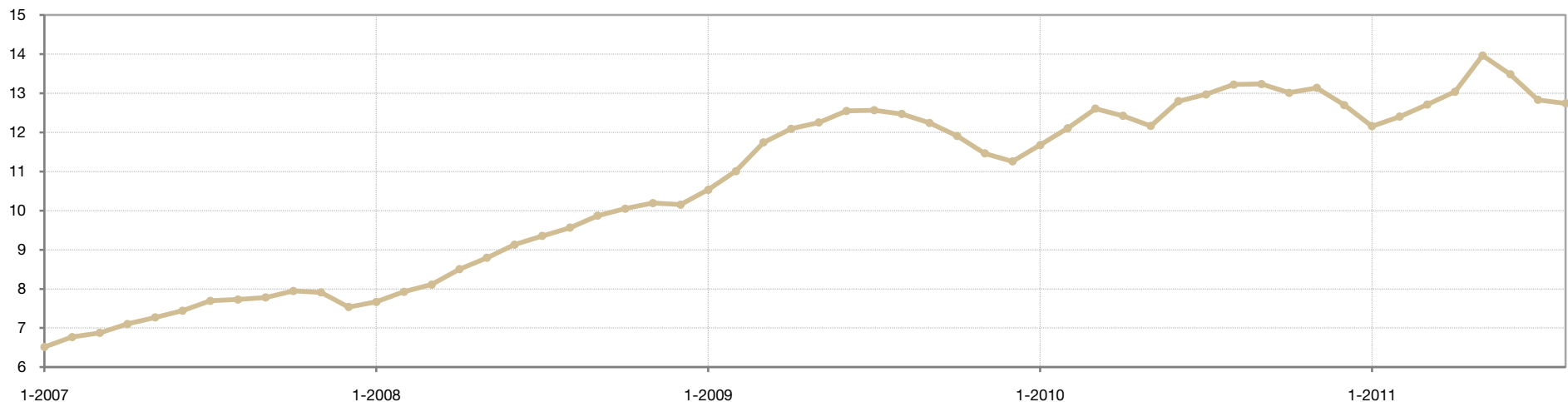
The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

August



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| September | 12.2 | 13.2 | +8.1% |
| October | 11.9 | 13.0 | +9.3% |
| November | 11.5 | 13.1 | +14.6% |
| December | 11.3 | 12.7 | +12.8% |
| January | 11.7 | 12.2 | +4.1% |
| February | 12.1 | 12.4 | +2.5% |
| March | 12.6 | 12.7 | +0.8% |
| April | 12.4 | 13.0 | +4.9% |
| May | 12.2 | 14.0 | +14.8% |
| June | 12.8 | 13.5 | +5.4% |
| July | 13.0 | 12.8 | -1.1% |
| August | 13.2 | 12.7 | -3.6% |
| 12-Month Avg | 12.2 | 12.9 | +5.8% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



September 2011

People talk about the national housing market like it's some static thing, like a toaster. The thing is, there is no national housing market. Just like there is no national weather forecast. That doesn't mean national averages don't have their place, but you don't grab a raincoat and an umbrella in Miami based on the weather in Seattle. Like the weather, all real estate is local. As we embark on the fourth and final quarter of 2011, let's take a look at our local forecast.

New Listings in the Greater Greenville region decreased 21.5 percent to 936. Pending Sales were down 48.7 percent to 280. Inventory levels shrank 15.1 percent to 6,789 units, a positive supply-side trend that should bring additional stability.

Prices firmed up nicely. The Median Sales Price increased 2.7 percent to \$144,500. Days on Market increased 10.9 percent to 112 days. Absorption rates improved as Months Supply of Inventory was down 7.7 percent to 12.2 months.

A dash of uplifting economic news was overshadowed by debt clouds from the ongoing turmoil in Greece and the threat of bank contagion. Manufacturing activity, construction spending and overall job growth all picked up in September, temporarily calming fears of the dreaded double-dip storm. As for the lending climate, the Fed's recent "Operation Twist" helped push mortgage rates to record lows – under 4.0 percent for the first time ever. Despite the cheap money, "Jobs, Jobs, Jobs!" should still be the battle cry.

Quick Facts

+ 14.2%

Change in
Closed Sales

+ 2.7%

Change in
Median Sales Price

- 15.1%

Change in
Inventory

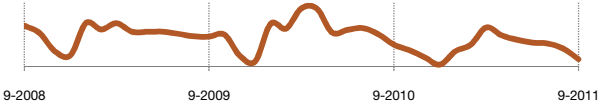
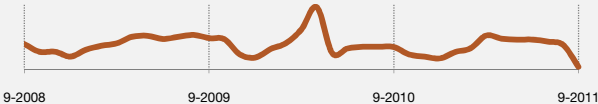
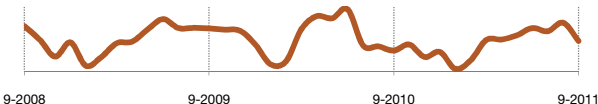
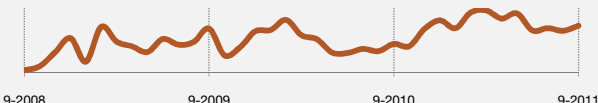
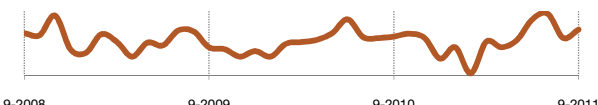
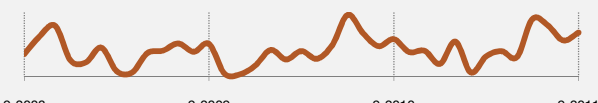
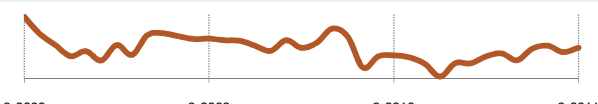
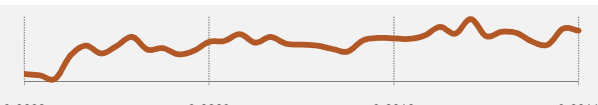
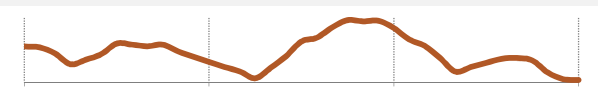
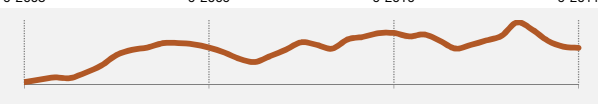
| | |
|--------------------------------|----|
| Market Overview | 2 |
| New Listings | 3 |
| Pending Sales | 4 |
| Closed Sales | 5 |
| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.

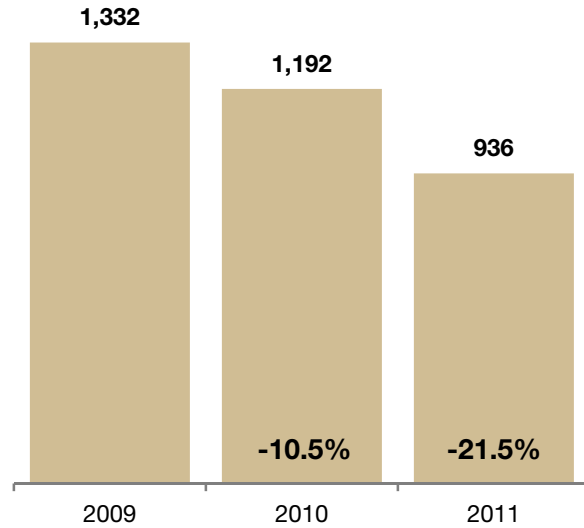


| Key Metrics | Historical Sparklines | 9-2010 | 9-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|--|-----------|------------------|---------|-----------|------------------|---------|
| New Listings |  | 1,192 | 936 | - 21.5% | 13,574 | 10,887 | - 19.8% |
| Pending Sales |  | 546 | 280 | - 48.7% | 5,622 | 5,136 | - 8.6% |
| Closed Sales |  | 500 | 571 | + 14.2% | 5,347 | 5,153 | - 3.6% |
| Days on Market Until Sale |  | 101 | 112 | + 10.9% | 102 | 114 | + 12.2% |
| Median Sales Price |  | \$140,750 | \$144,500 | + 2.7% | \$140,381 | \$140,000 | - 0.3% |
| Average Sales Price |  | \$172,789 | \$176,633 | + 2.2% | \$170,521 | \$170,781 | + 0.2% |
| Percent of List Price Received |  | 94.5% | 94.9% | + 0.5% | 95.0% | 94.6% | - 0.5% |
| Housing Affordability Index |  | 195 | 204 | + 4.6% | 195 | 209 | + 7.0% |
| Inventory of Homes for Sale |  | 8,001 | 6,789 | - 15.1% | -- | -- | -- |
| Months Supply of Homes for Sale |  | 13.3 | 12.2 | - 7.7% | -- | -- | -- |

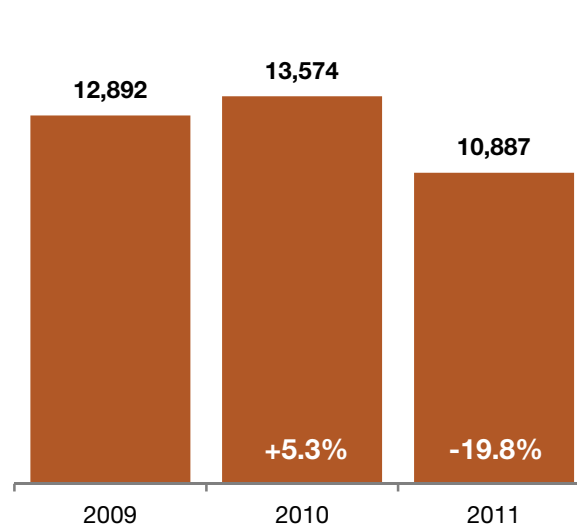
New Listings

A count of the properties that have been newly listed on the market in a given month.

September

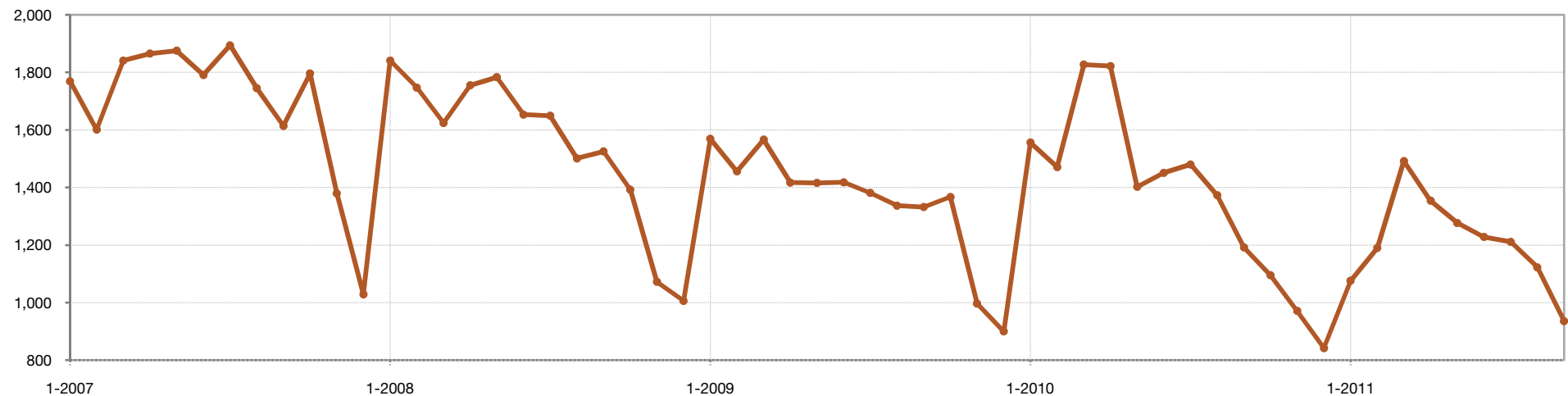


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| October | 1,367 | 1,095 | -19.9% |
| November | 997 | 971 | -2.6% |
| December | 900 | 842 | -6.4% |
| January | 1,556 | 1,076 | -30.8% |
| February | 1,471 | 1,190 | -19.1% |
| March | 1,827 | 1,492 | -18.3% |
| April | 1,822 | 1,354 | -25.7% |
| May | 1,402 | 1,277 | -8.9% |
| June | 1,451 | 1,228 | -15.4% |
| July | 1,480 | 1,211 | -18.2% |
| August | 1,373 | 1,123 | -18.2% |
| September | 1,192 | 936 | -21.5% |
| 12-Month Avg | 1,403 | 1,150 | -18.1% |

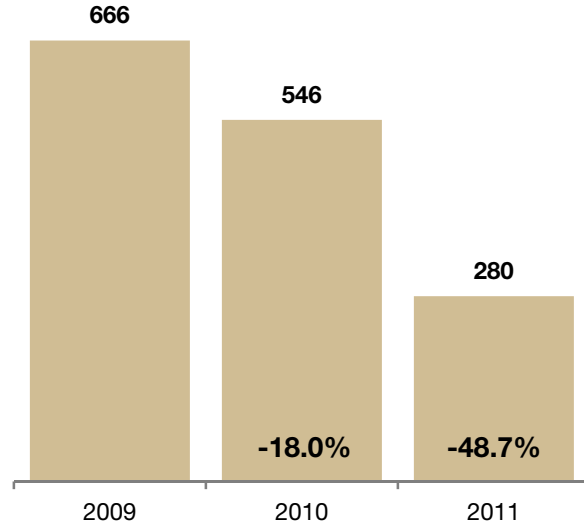
Historical New Listing Activity



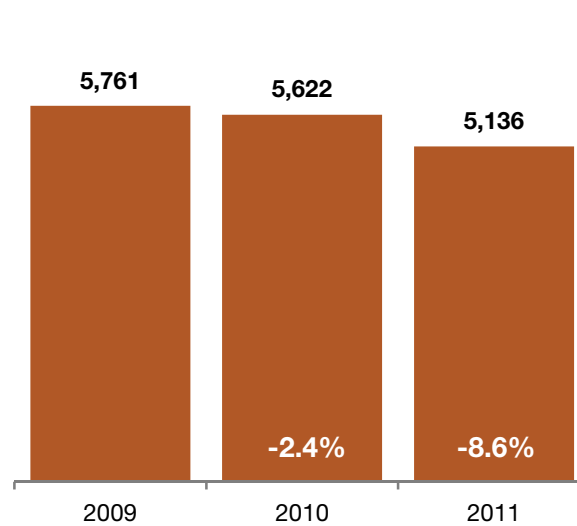
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

September

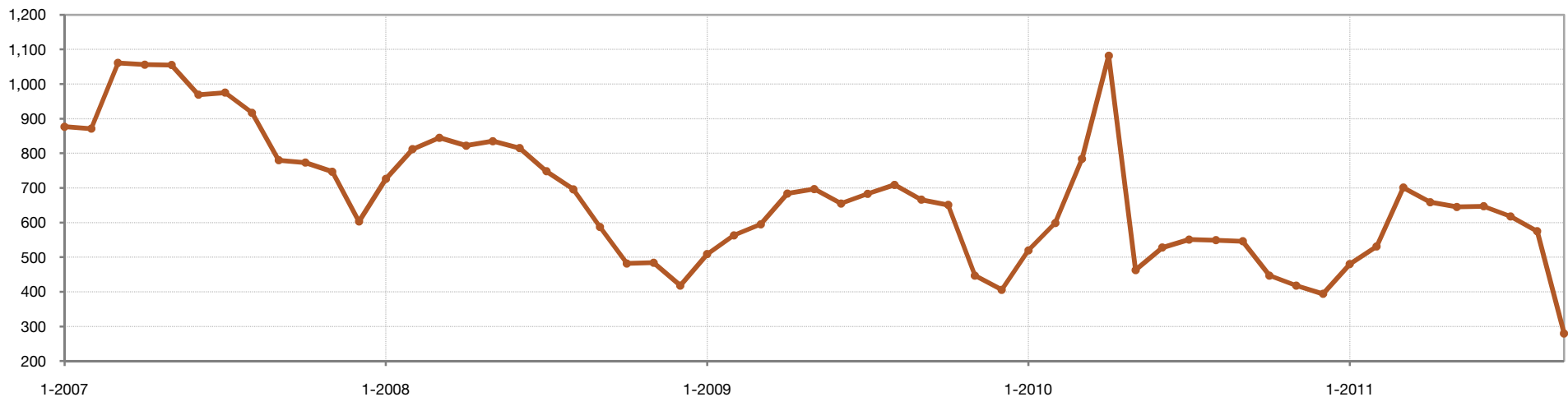


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| October | 651 | 447 | -31.3% |
| November | 447 | 418 | -6.5% |
| December | 406 | 394 | -3.0% |
| January | 520 | 480 | -7.7% |
| February | 599 | 531 | -11.4% |
| March | 784 | 701 | -10.6% |
| April | 1,082 | 659 | -39.1% |
| May | 463 | 645 | +39.3% |
| June | 528 | 647 | +22.5% |
| July | 551 | 618 | +12.2% |
| August | 549 | 575 | +4.7% |
| September | 546 | 280 | -48.7% |
| 12-Month Avg | 594 | 533 | -10.3% |

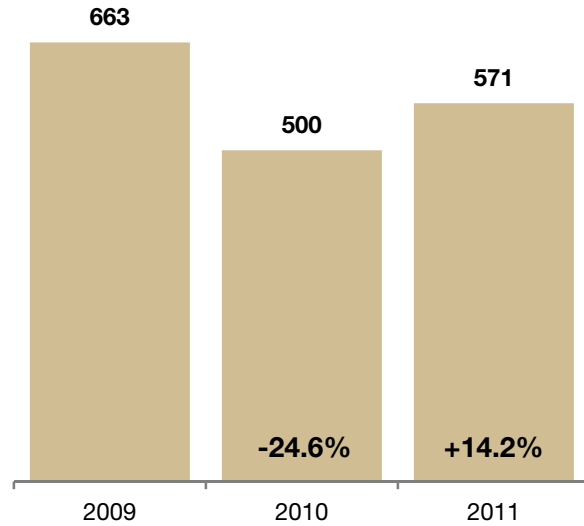
Historical Pending Sales Activity



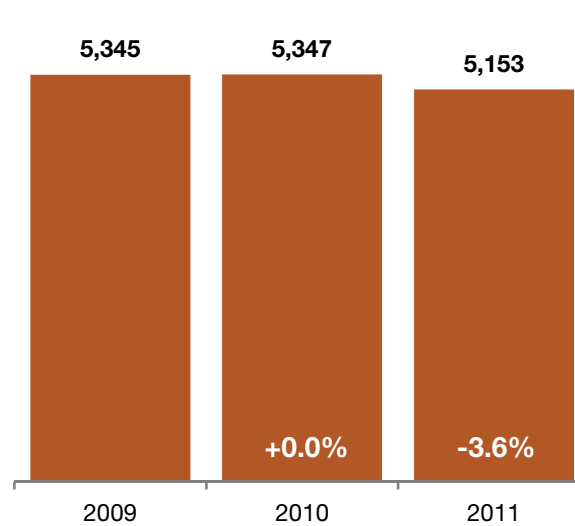
Closed Sales

A count of the actual sales that have closed in a given month.

September

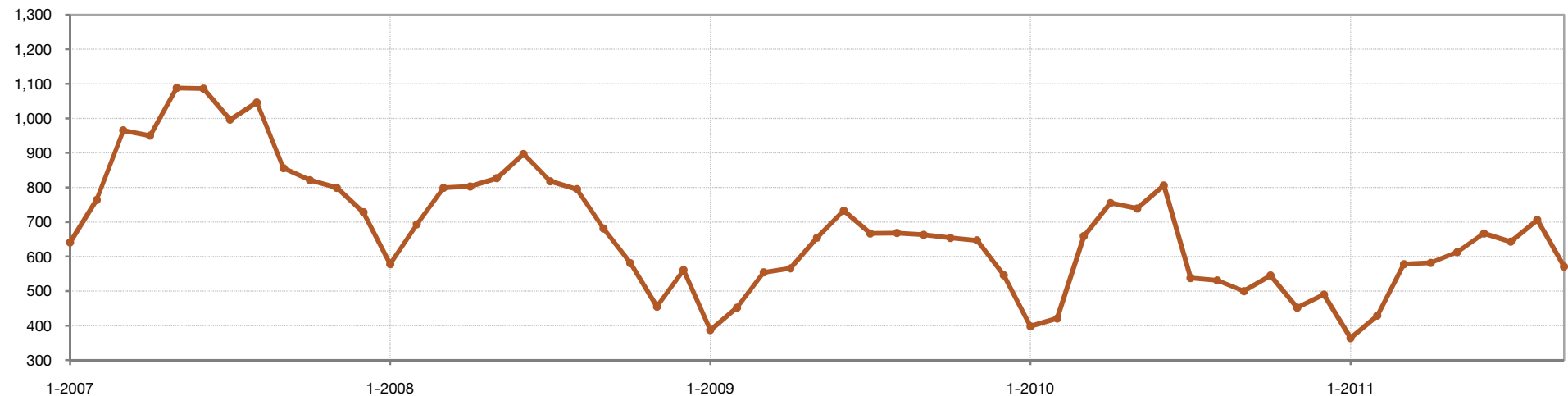


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| October | 654 | 545 | -16.7% |
| November | 647 | 452 | -30.1% |
| December | 546 | 490 | -10.3% |
| January | 398 | 364 | -8.5% |
| February | 421 | 429 | +1.9% |
| March | 659 | 578 | -12.3% |
| April | 755 | 582 | -22.9% |
| May | 739 | 613 | -17.1% |
| June | 806 | 667 | -17.2% |
| July | 538 | 643 | +19.5% |
| August | 531 | 706 | +33.0% |
| September | 500 | 571 | +14.2% |
| 12-Month Avg | 600 | 553 | -7.7% |

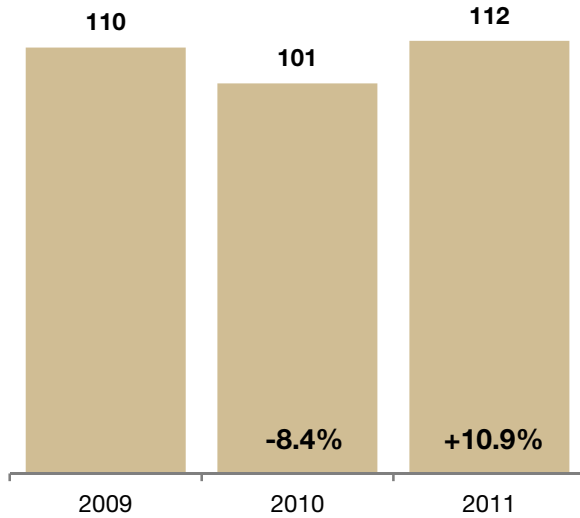
Historical Closed Sales Activity



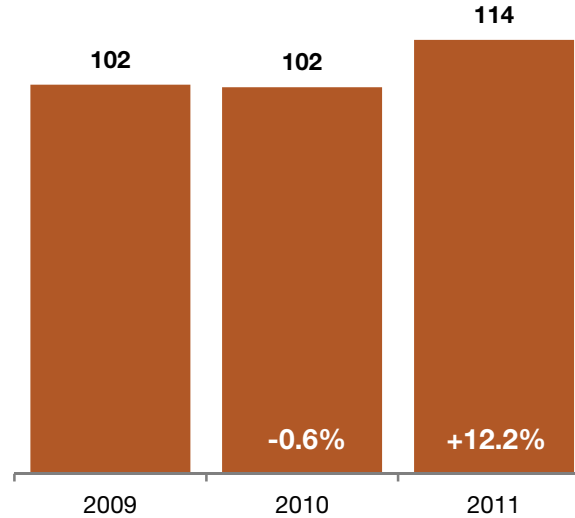
Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

September

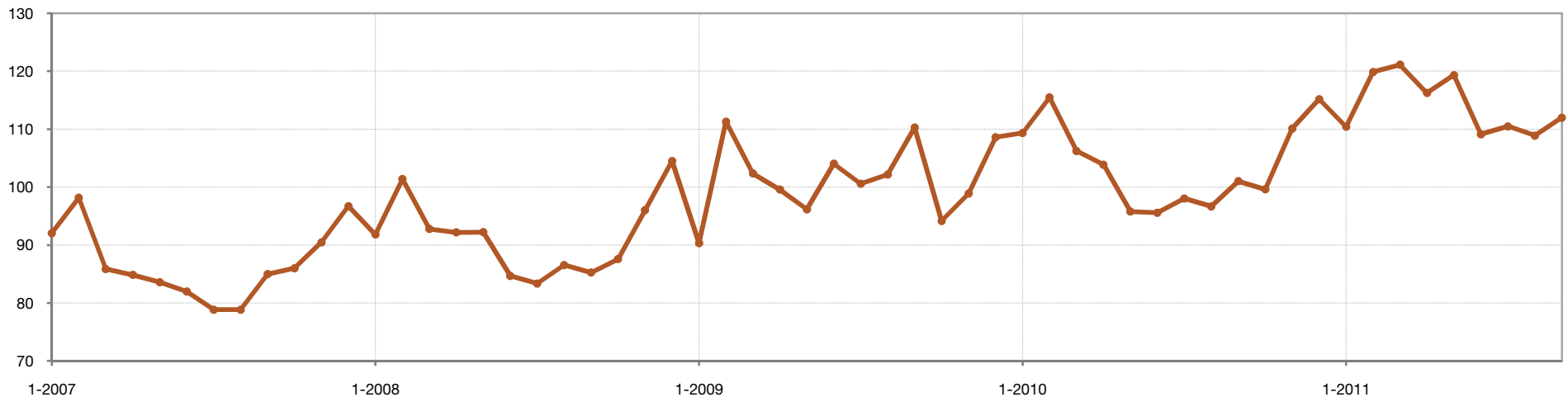


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| October | 94 | 100 | +5.8% |
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 110 | +1.0% |
| February | 115 | 120 | +3.8% |
| March | 106 | 121 | +14.0% |
| April | 104 | 116 | +11.9% |
| May | 96 | 119 | +24.6% |
| June | 96 | 109 | +14.2% |
| July | 98 | 110 | +12.7% |
| August | 97 | 109 | +12.6% |
| September | 101 | 112 | +10.9% |
| 12-Month Avg | 103 | 115 | +11.6% |

Historical Days on Market Until Sale

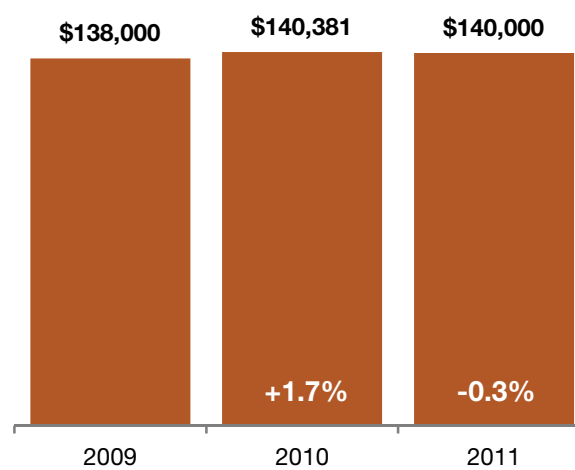
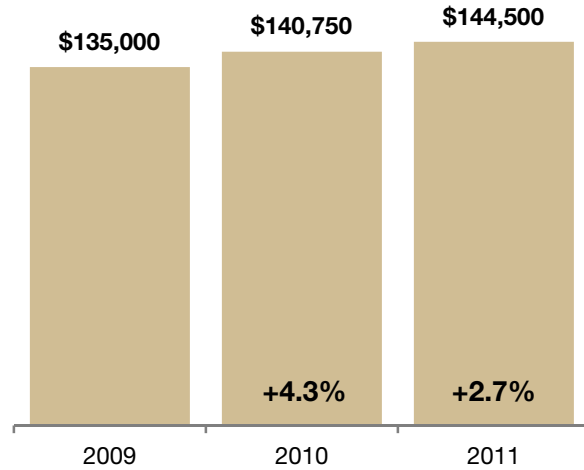


Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

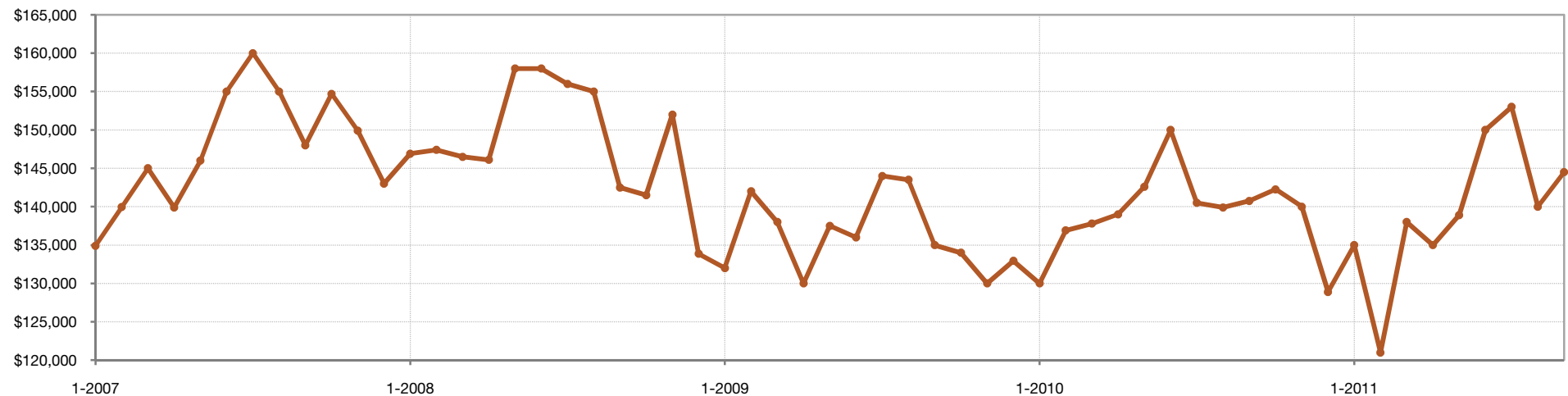
September

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| October | \$134,000 | \$142,250 | +6.2% |
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| April | \$139,000 | \$135,000 | -2.9% |
| May | \$142,600 | \$138,900 | -2.6% |
| June | \$150,000 | \$150,000 | 0.0% |
| July | \$140,500 | \$153,000 | +8.9% |
| August | \$139,900 | \$140,000 | +0.1% |
| September | \$140,750 | \$144,500 | +2.7% |
| 12-Month Med | \$138,900 | \$139,999 | +0.8% |

Historical Median Sales Price

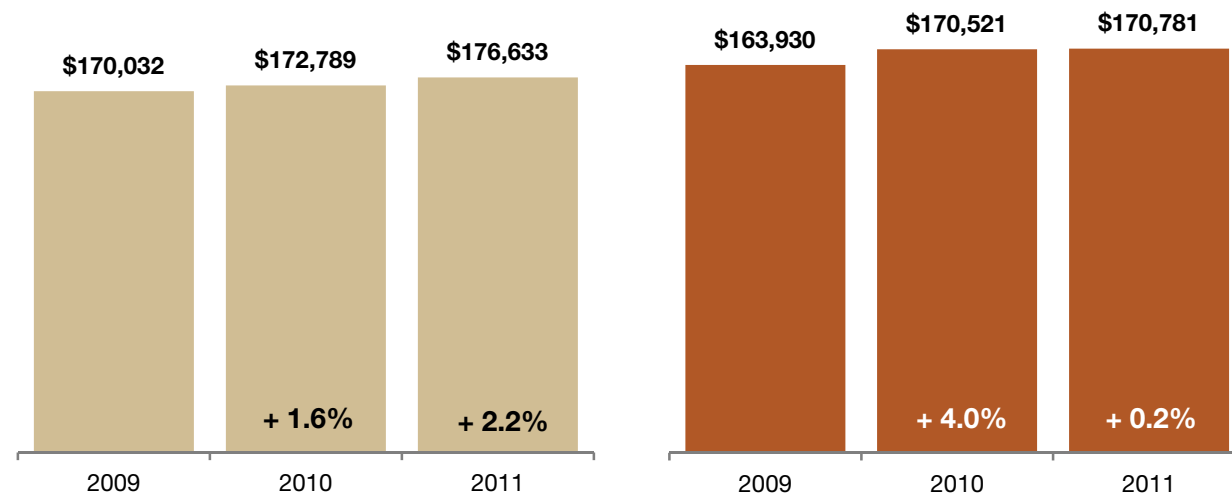


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

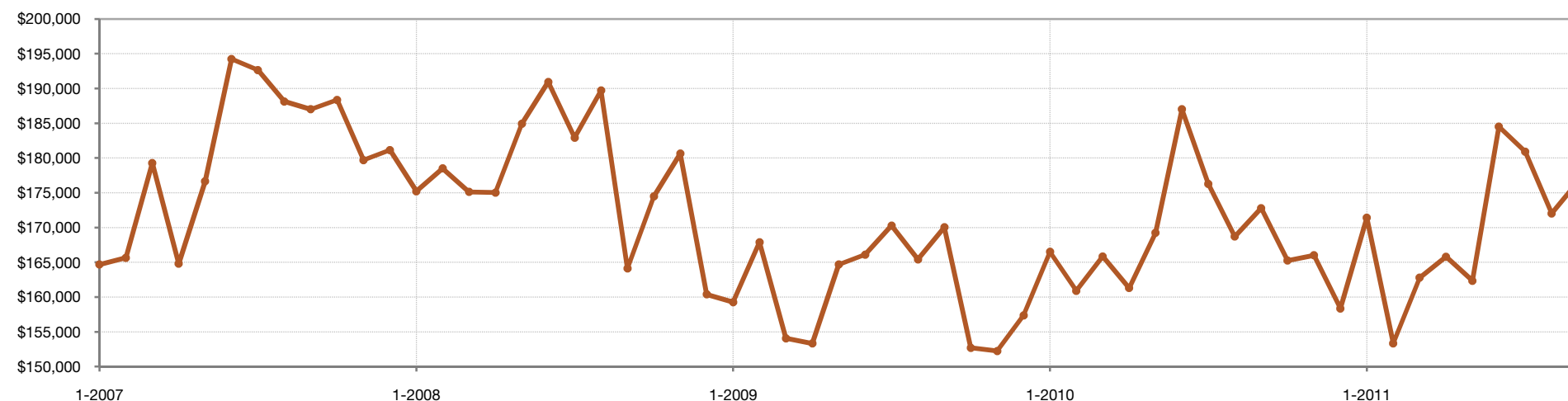
September

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| October | \$152,707 | \$165,247 | +8.2% |
| November | \$152,250 | \$166,013 | +9.0% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$171,403 | +2.9% |
| February | \$160,896 | \$153,344 | -4.7% |
| March | \$165,849 | \$162,790 | -1.8% |
| April | \$161,300 | \$165,802 | +2.8% |
| May | \$169,248 | \$162,339 | -4.1% |
| June | \$187,023 | \$184,506 | -1.3% |
| July | \$176,279 | \$180,898 | +2.6% |
| August | \$168,700 | \$172,033 | +2.0% |
| September | \$172,789 | \$176,633 | +2.2% |
| 12-Month Avg | \$166,254 | \$169,080 | +1.7% |

Historical Average Sales Price



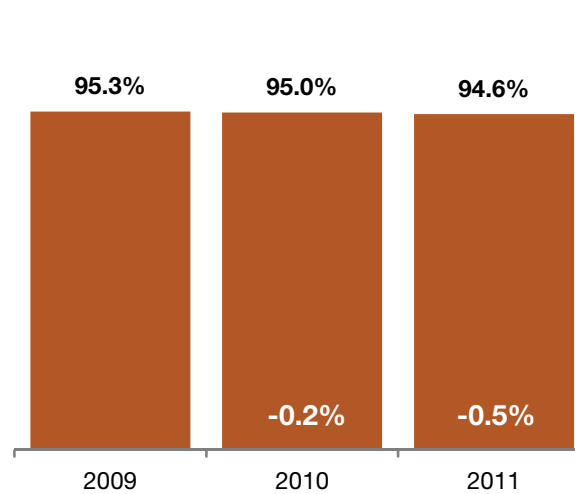
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

September

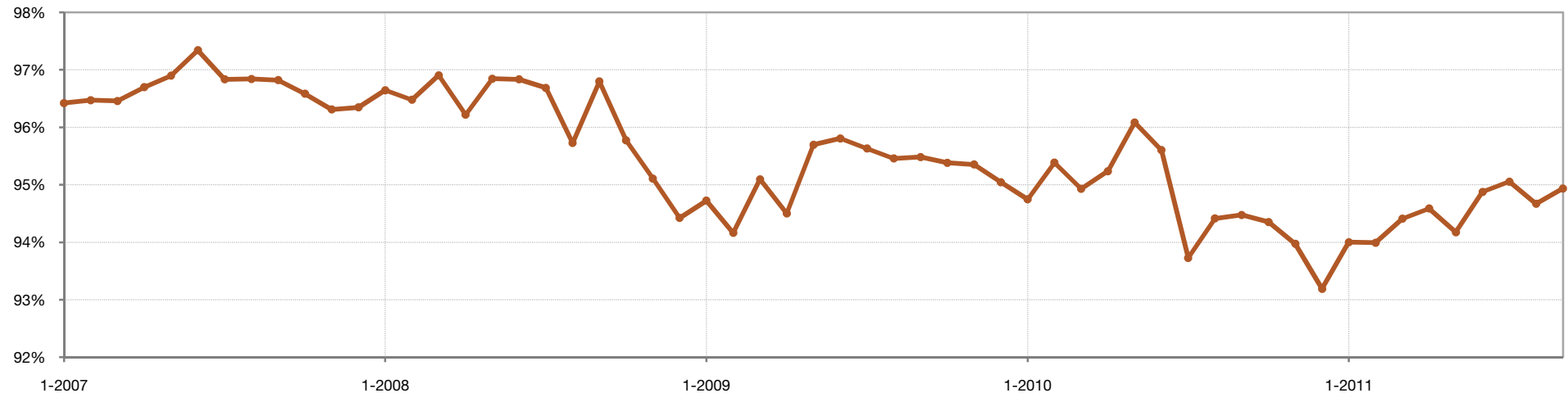


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| October | 95.4% | 94.4% | -1.1% |
| November | 95.4% | 94.0% | -1.4% |
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.5% |
| March | 94.9% | 94.4% | -0.5% |
| April | 95.2% | 94.6% | -0.7% |
| May | 96.1% | 94.2% | -2.0% |
| June | 95.6% | 94.9% | -0.8% |
| July | 93.7% | 95.1% | +1.4% |
| August | 94.4% | 94.7% | +0.3% |
| September | 94.5% | 94.9% | +0.5% |
| 12-Month Avg | 95.1% | 94.4% | -0.7% |

Historical Percent of List Price Received

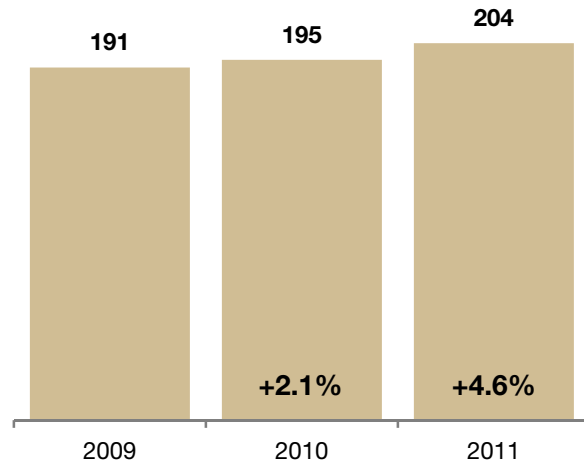


Housing Affordability Index

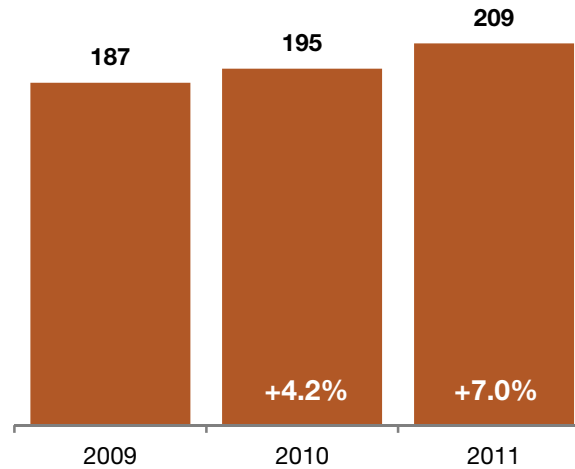
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



September

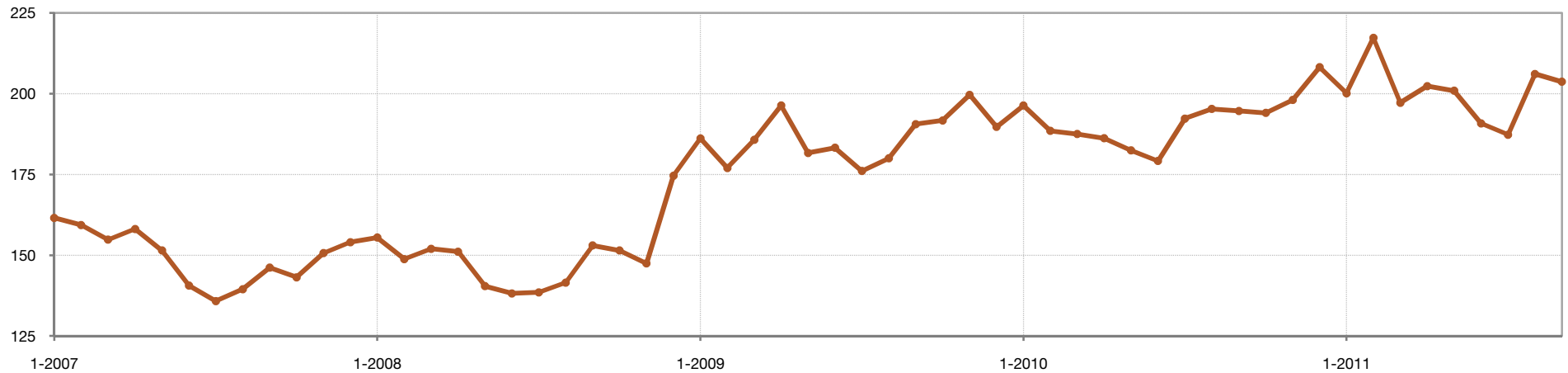


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| October | 192 | 194 | +1.2% |
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| April | 186 | 202 | +8.7% |
| May | 182 | 201 | +10.1% |
| June | 179 | 191 | +6.5% |
| July | 192 | 187 | -2.6% |
| August | 195 | 206 | +5.6% |
| September | 195 | 204 | +4.6% |
| 12-Month Avg | 190 | 200 | +5.5% |

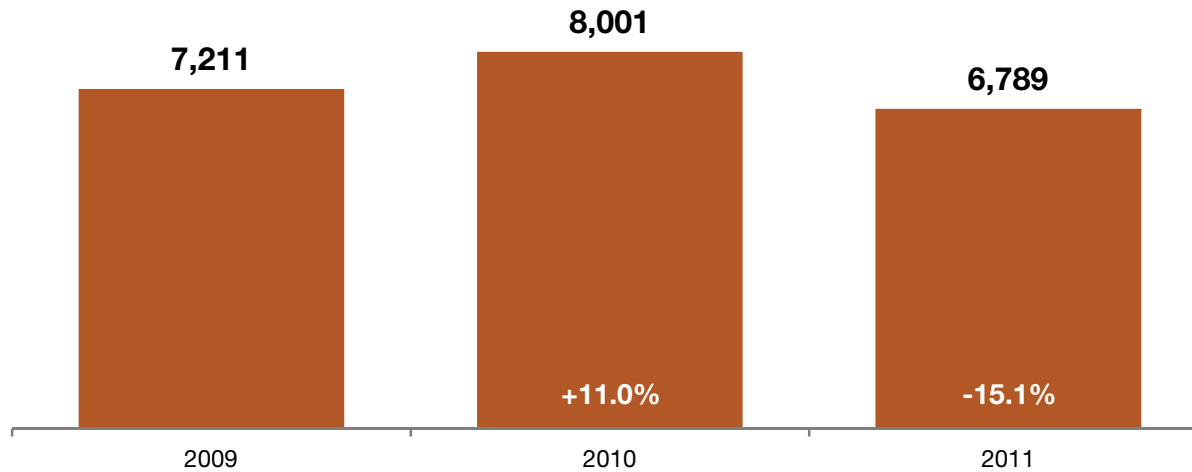
Historical Housing Affordability Index



Inventory of Homes for Sale

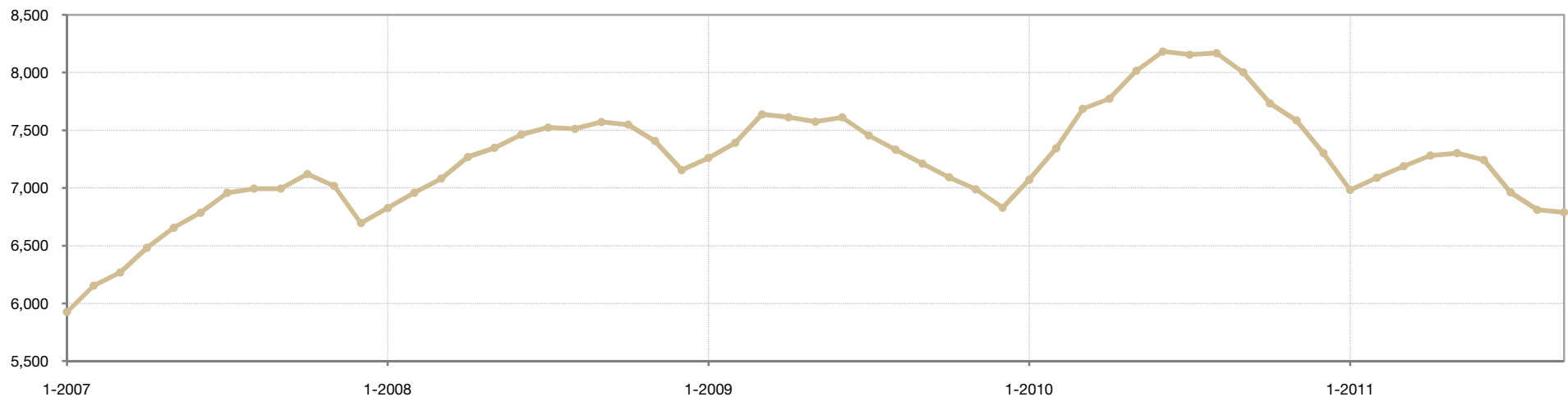
The number of properties available for sale in active status at the end of a given month.

September



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| October | 7,092 | 7,733 | +9.0% |
| November | 6,988 | 7,584 | +8.5% |
| December | 6,829 | 7,302 | +6.9% |
| January | 7,072 | 6,983 | -1.3% |
| February | 7,342 | 7,088 | -3.5% |
| March | 7,685 | 7,188 | -6.5% |
| April | 7,773 | 7,281 | -6.3% |
| May | 8,015 | 7,302 | -8.9% |
| June | 8,182 | 7,243 | -11.5% |
| July | 8,155 | 6,962 | -14.6% |
| August | 8,168 | 6,810 | -16.6% |
| September | 8,001 | 6,789 | -15.1% |
| 12-Month Avg | 7,609 | 7,189 | -5.5% |

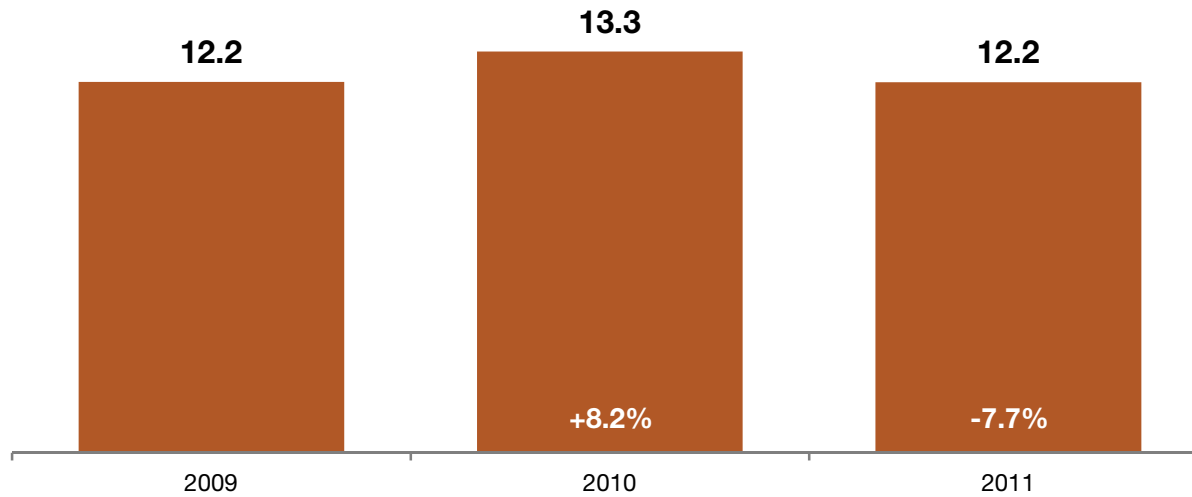
Historical Inventory of Homes for Sale



Months Supply of Inventory

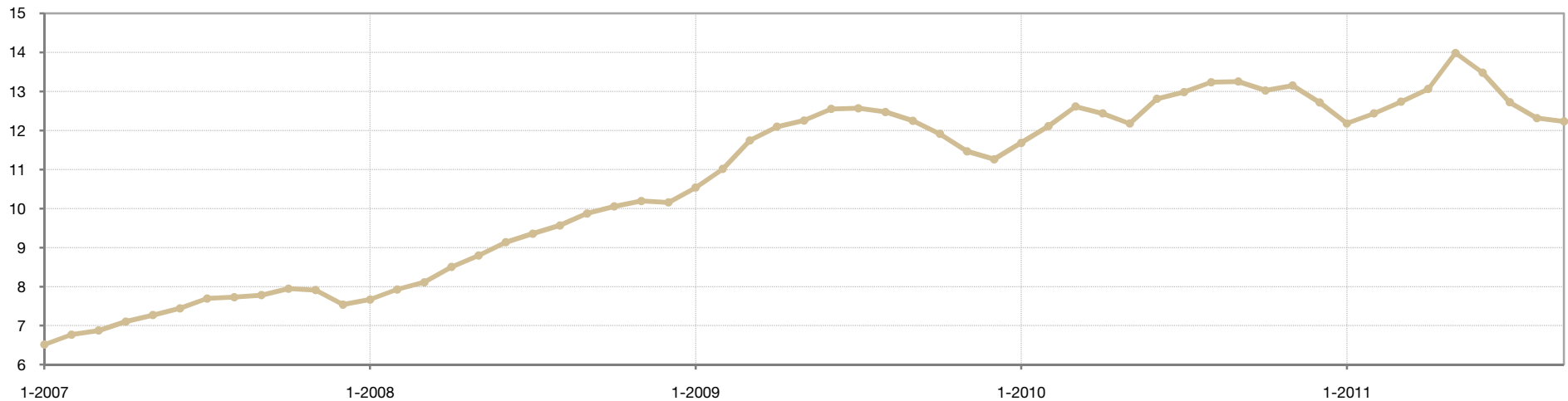
The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

September



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| October | 11.9 | 13.0 | +9.3% |
| November | 11.5 | 13.1 | +14.7% |
| December | 11.3 | 12.7 | +12.9% |
| January | 11.7 | 12.2 | +4.3% |
| February | 12.1 | 12.4 | +2.7% |
| March | 12.6 | 12.7 | +1.0% |
| April | 12.4 | 13.1 | +5.0% |
| May | 12.2 | 14.0 | +14.8% |
| June | 12.8 | 13.5 | +5.2% |
| July | 13.0 | 12.7 | -2.0% |
| August | 13.2 | 12.3 | -6.9% |
| September | 13.3 | 12.2 | -7.7% |
| 12-Month Avg | 12.3 | 12.8 | +4.1% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



October 2011

There's the numbers, then there's the story behind them. For months, declining inventory has been the national tale to tell. This suggests a changing narrative with different voices. A buyer might tell you that record low mortgage rates and affordable prices made homeownership more attractive than renting. A seller may say that less competition allowed them to receive more of their asking price. The moral of the story? Real estate is local both in terms of geography and personal circumstance.

New Listings in the Greater Greenville region decreased 4.7 percent to 1,043. Pending Sales were down 29.5 percent to 316. Inventory levels shrank 14.7 percent to 6,596 units, a trend that could indicate a changing landscape.

Prices were fairly stable. The Median Sales Price decreased 0.2 percent to \$142,020. Days on Market increased 7.8 percent to 107 days. Absorption rates improved as Months Supply of Inventory was down 7.9 percent to 12.0 months.

Recent reports from the broader economy have dispelled the story of a double-dip recession. An early reading of gross domestic product (GDP) showed 2.5 percent growth. Meanwhile, national job growth, a major driver of housing demand and price support, has recently strengthened. An increasingly impatient White House has rolled out phase two of the Home Affordable Refinance Program (HARP) for Fannie- and Freddie-backed mortgages. This should help a number of consumers as they write the next chapter.

Quick Facts

- 11.4%

Change in
Closed Sales

- 0.2%

Change in
Median Sales Price

- 14.7%

Change in
Inventory

| | |
|--------------------------------|----|
| Market Overview | 2 |
| New Listings | 3 |
| Pending Sales | 4 |
| Closed Sales | 5 |
| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.

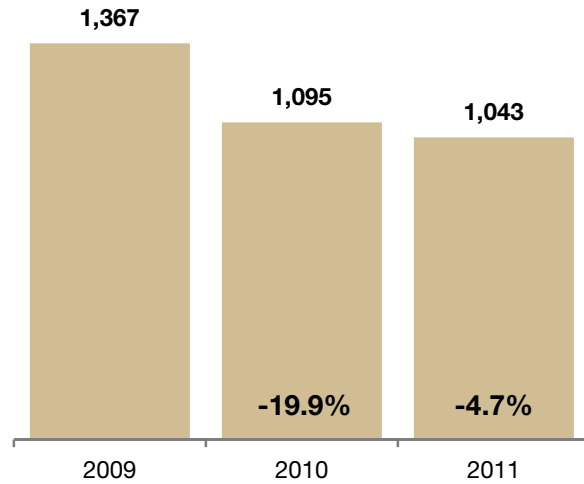


| Key Metrics | Historical Sparklines | 10-2010 | 10-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|-----------------------|-----------|------------------|---------|-----------|------------------|---------|
| New Listings | | 1,095 | 1,043 | - 4.7% | 14,670 | 11,955 | - 18.5% |
| Pending Sales | | 448 | 316 | - 29.5% | 6,068 | 5,653 | - 6.8% |
| Closed Sales | | 545 | 483 | - 11.4% | 5,892 | 5,656 | - 4.0% |
| Days on Market Until Sale | | 100 | 107 | + 7.8% | 101 | 113 | + 11.8% |
| Median Sales Price | | \$142,250 | \$142,020 | - 0.2% | \$140,625 | \$140,000 | - 0.4% |
| Average Sales Price | | \$165,247 | \$164,333 | - 0.6% | \$170,037 | \$170,436 | + 0.2% |
| Percent of List Price Received | | 94.4% | 94.8% | + 0.4% | 95.0% | 94.6% | - 0.4% |
| Housing Affordability Index | | 194 | 205 | + 5.6% | 196 | 207 | + 5.8% |
| Inventory of Homes for Sale | | 7,734 | 6,596 | - 14.7% | -- | -- | -- |
| Months Supply of Homes for Sale | | 13.0 | 12.0 | - 7.9% | -- | -- | -- |

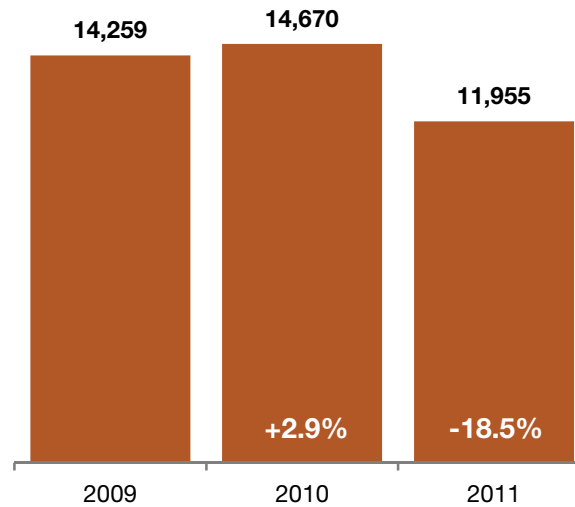
New Listings

A count of the properties that have been newly listed on the market in a given month.

October

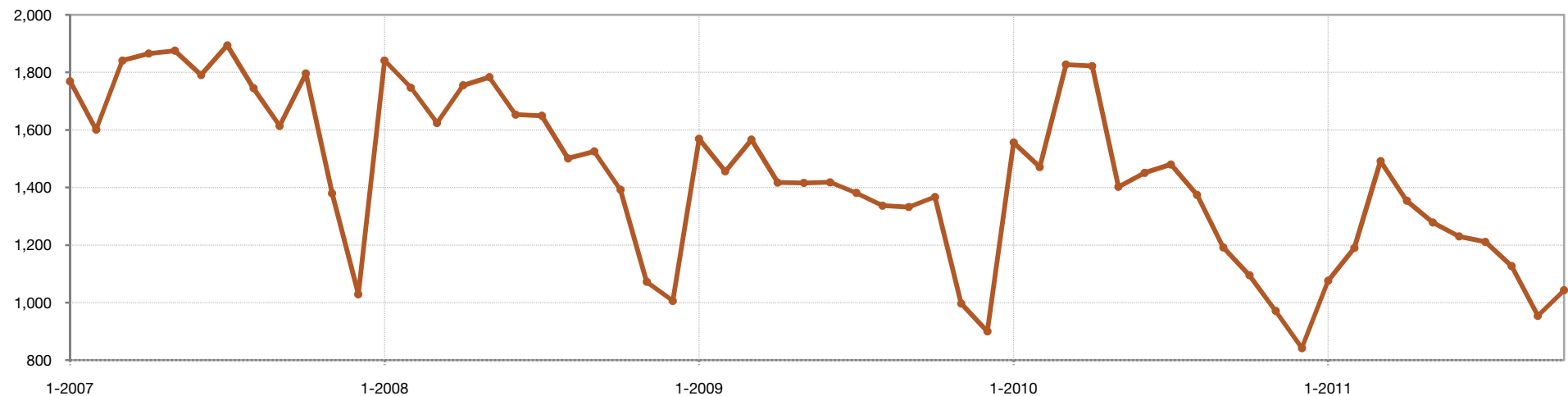


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| November | 997 | 971 | -2.6% |
| December | 900 | 842 | -6.4% |
| January | 1,556 | 1,076 | -30.8% |
| February | 1,471 | 1,190 | -19.1% |
| March | 1,827 | 1,492 | -18.3% |
| April | 1,822 | 1,354 | -25.7% |
| May | 1,402 | 1,278 | -8.8% |
| June | 1,451 | 1,230 | -15.2% |
| July | 1,480 | 1,211 | -18.2% |
| August | 1,374 | 1,127 | -18.0% |
| September | 1,192 | 954 | -20.0% |
| October | 1,095 | 1,043 | -4.7% |
| 12-Month Avg | 1,381 | 1,147 | -16.9% |

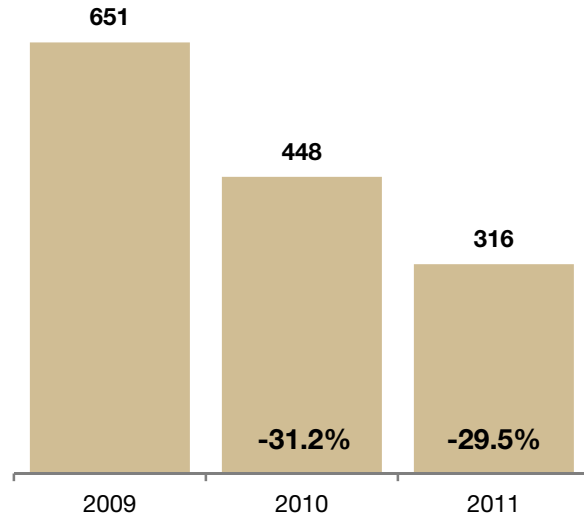
Historical New Listing Activity



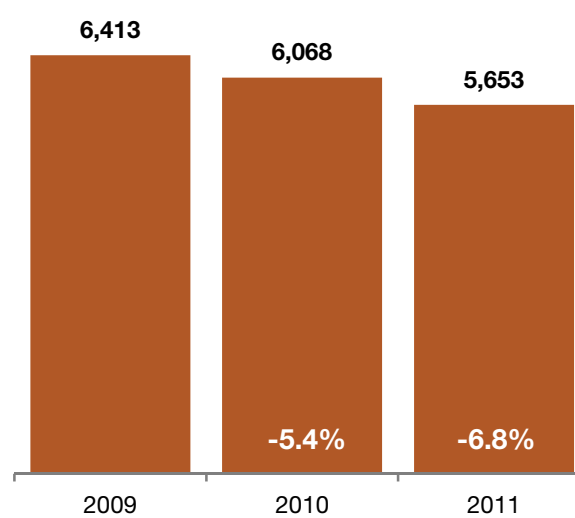
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

October

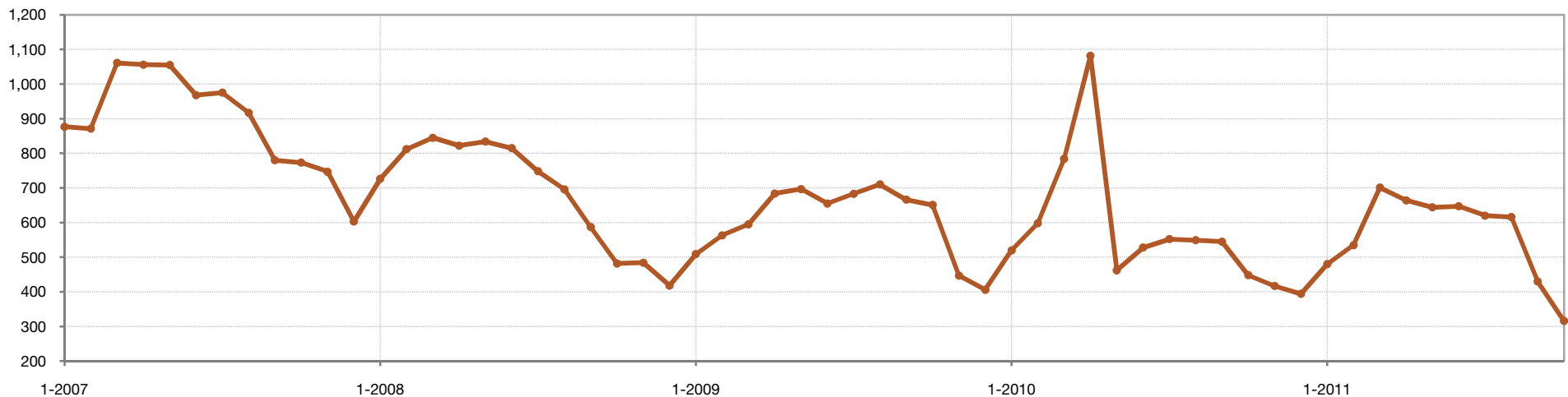


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| November | 447 | 417 | -6.7% |
| December | 406 | 394 | -3.0% |
| January | 520 | 480 | -7.7% |
| February | 598 | 535 | -10.5% |
| March | 784 | 701 | -10.6% |
| April | 1,082 | 664 | -38.6% |
| May | 462 | 644 | +39.4% |
| June | 528 | 647 | +22.5% |
| July | 552 | 620 | +12.3% |
| August | 549 | 616 | +12.2% |
| September | 545 | 430 | -21.1% |
| October | 448 | 316 | -29.5% |
| 12-Month Avg | 577 | 539 | -6.6% |

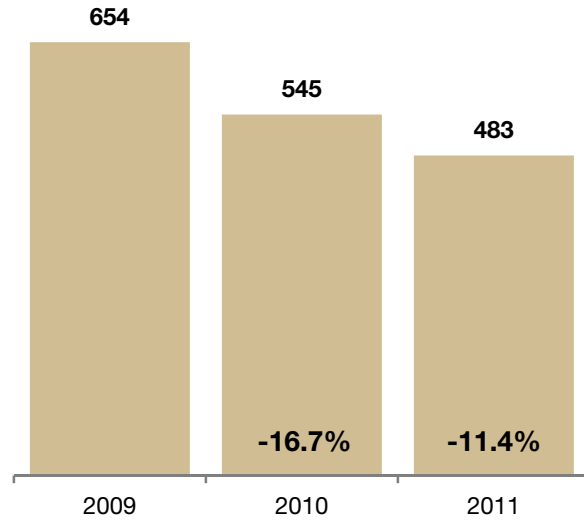
Historical Pending Sales Activity



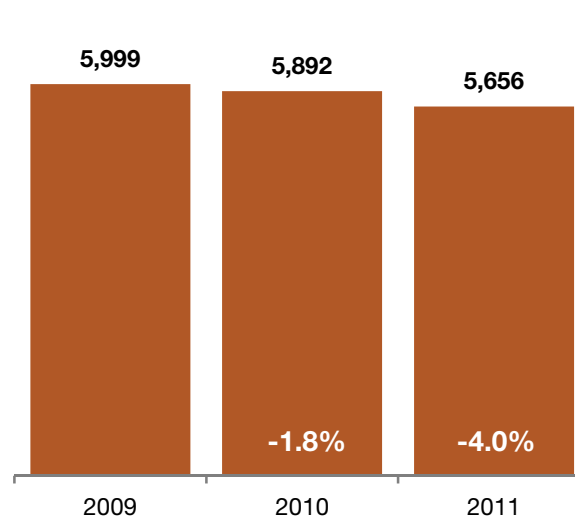
Closed Sales

A count of the actual sales that have closed in a given month.

October

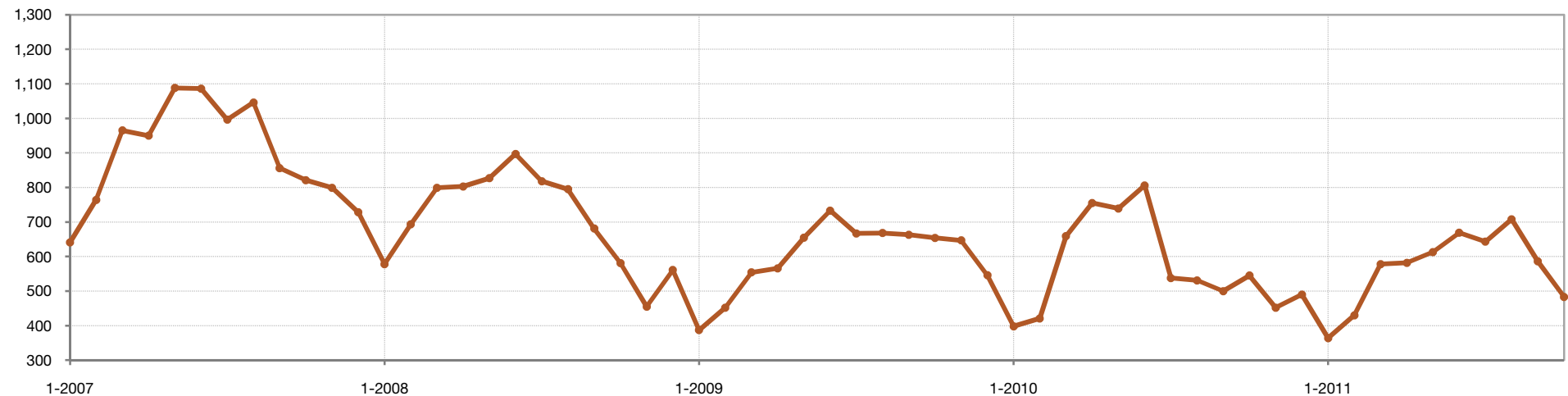


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| November | 647 | 452 | -30.1% |
| December | 546 | 490 | -10.3% |
| January | 398 | 364 | -8.5% |
| February | 421 | 430 | +2.1% |
| March | 659 | 578 | -12.3% |
| April | 755 | 582 | -22.9% |
| May | 739 | 613 | -17.1% |
| June | 806 | 669 | -17.0% |
| July | 538 | 643 | +19.5% |
| August | 531 | 708 | +33.3% |
| September | 500 | 586 | +17.2% |
| October | 545 | 483 | -11.4% |
| 12-Month Avg | 590 | 550 | -6.9% |

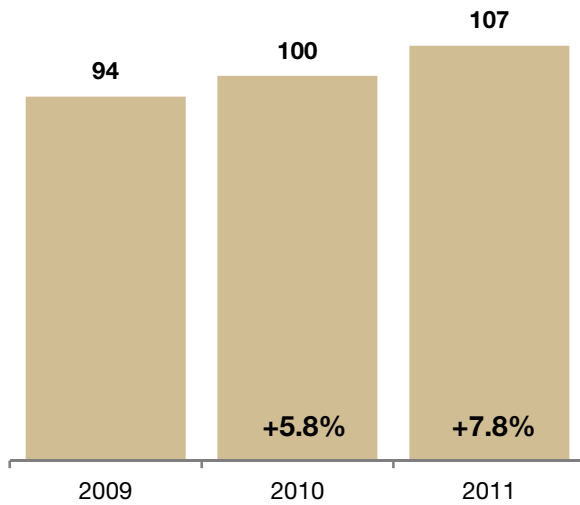
Historical Closed Sales Activity



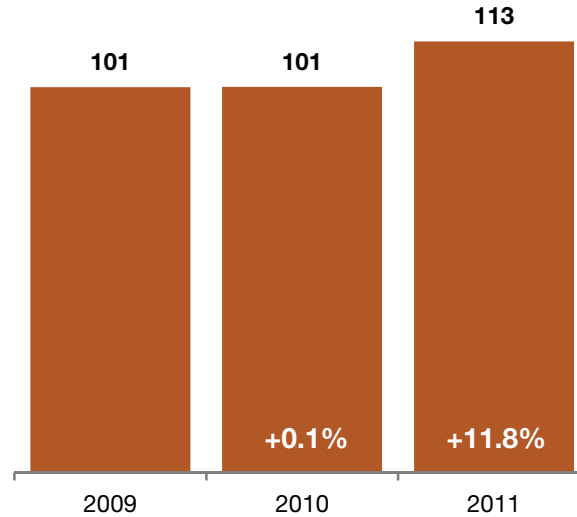
Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

October

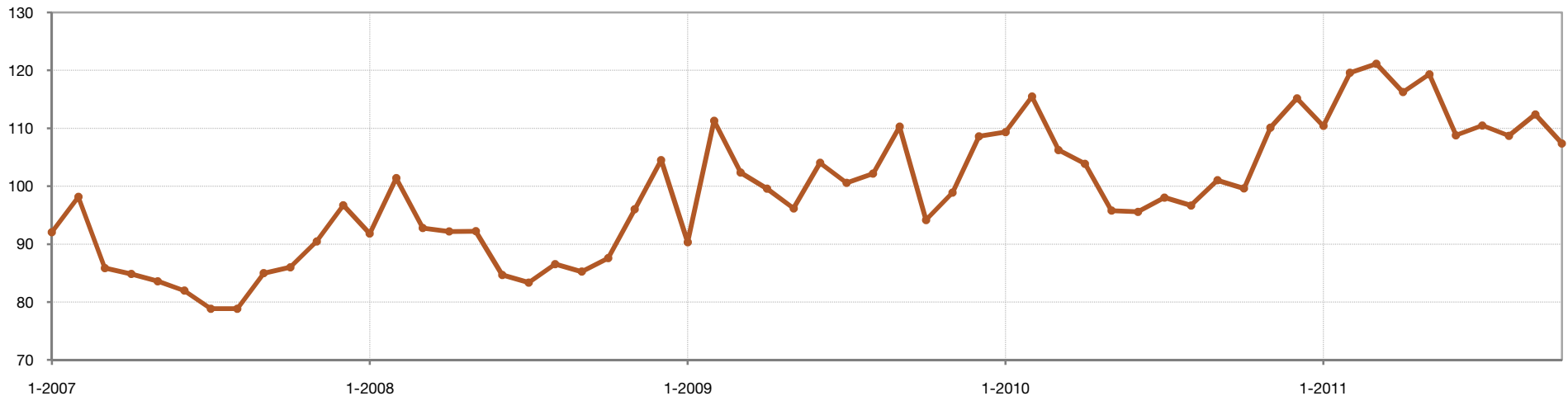


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| November | 99 | 110 | +11.3% |
| December | 109 | 115 | +6.1% |
| January | 109 | 110 | +1.0% |
| February | 115 | 120 | +3.6% |
| March | 106 | 121 | +14.0% |
| April | 104 | 116 | +11.9% |
| May | 96 | 119 | +24.6% |
| June | 96 | 109 | +13.8% |
| July | 98 | 110 | +12.7% |
| August | 97 | 109 | +12.4% |
| September | 101 | 112 | +11.3% |
| October | 100 | 107 | +7.8% |
| 12-Month Avg | 103 | 115 | +11.2% |

Historical Days on Market Until Sale

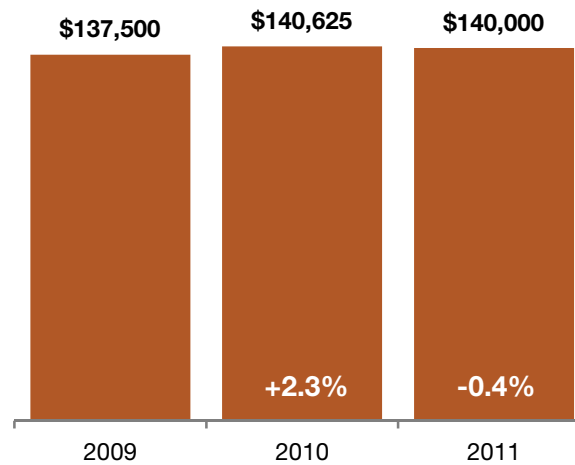
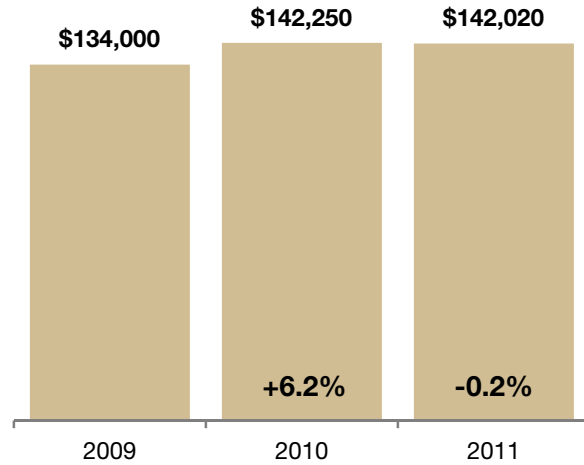


Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

October

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| November | \$130,000 | \$140,000 | +7.7% |
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| April | \$139,000 | \$135,000 | -2.9% |
| May | \$142,600 | \$138,900 | -2.6% |
| June | \$150,000 | \$150,000 | 0.0% |
| July | \$140,500 | \$153,000 | +8.9% |
| August | \$139,900 | \$140,000 | +0.1% |
| September | \$140,750 | \$145,178 | +3.1% |
| October | \$142,250 | \$142,020 | -0.2% |
| 12-Month Med | \$139,900 | \$140,000 | +0.1% |

Historical Median Sales Price

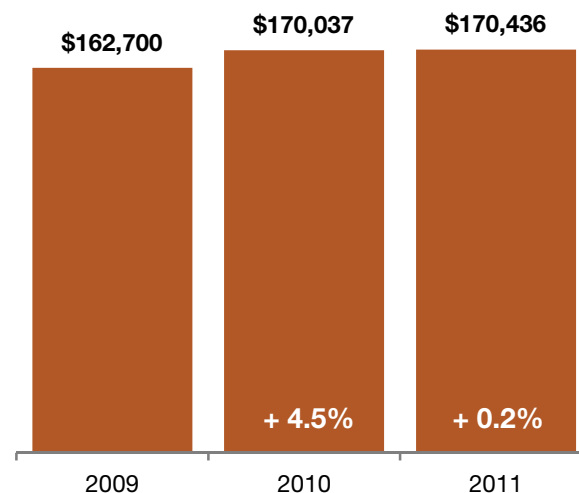
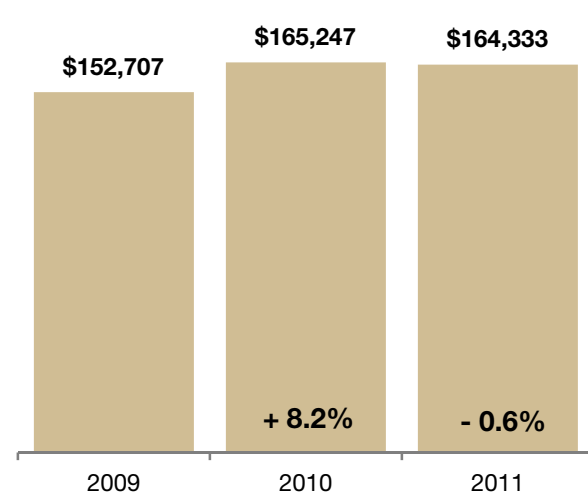


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

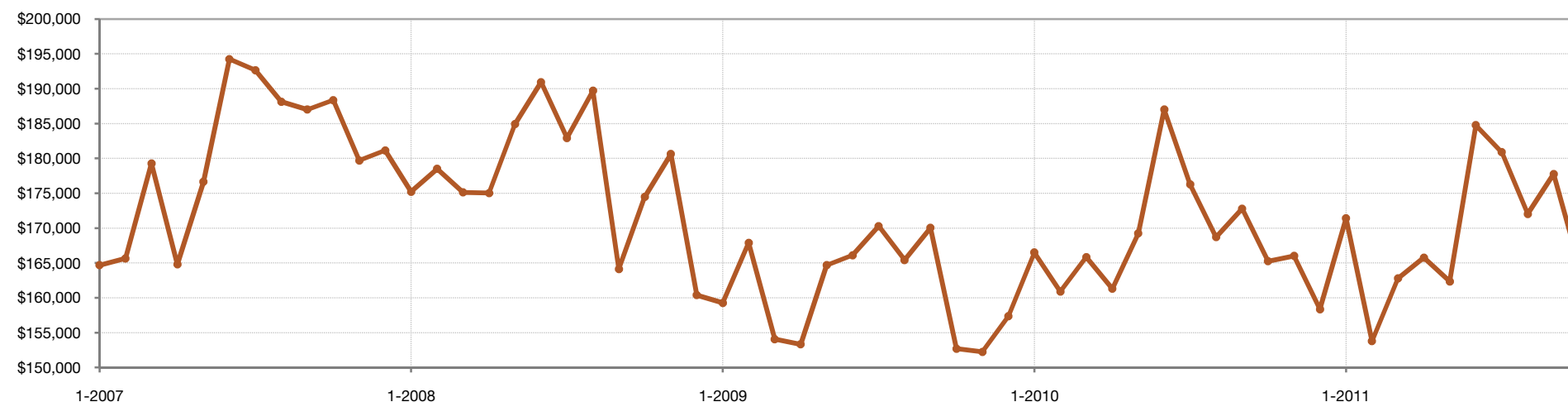
October

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| November | \$152,250 | \$166,013 | +9.0% |
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$171,403 | +2.9% |
| February | \$160,896 | \$153,783 | -4.4% |
| March | \$165,849 | \$162,790 | -1.8% |
| April | \$161,300 | \$165,775 | +2.8% |
| May | \$169,248 | \$162,339 | -4.1% |
| June | \$187,023 | \$184,778 | -1.2% |
| July | \$176,279 | \$180,898 | +2.6% |
| August | \$168,700 | \$172,022 | +2.0% |
| September | \$172,789 | \$177,774 | +2.9% |
| October | \$165,247 | \$164,333 | -0.6% |
| 12-Month Avg | \$167,436 | \$169,231 | +1.1% |

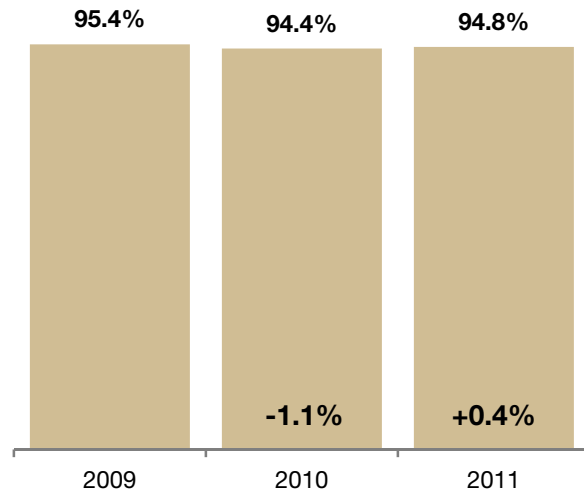
Historical Average Sales Price



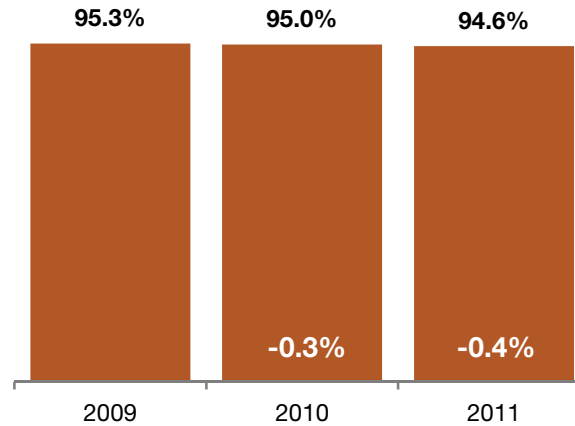
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

October

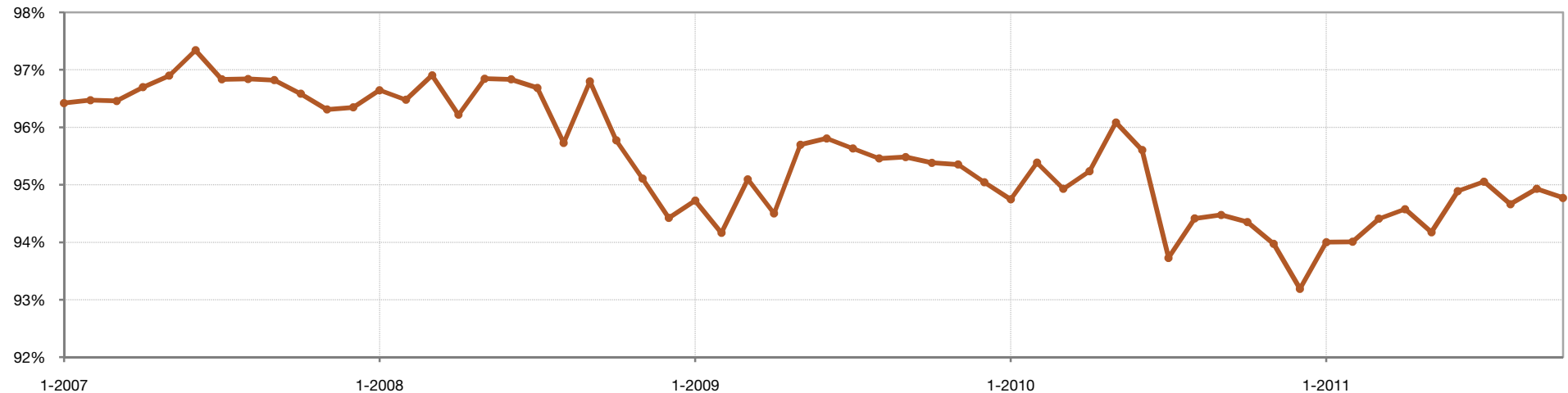


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| November | 95.4% | 94.0% | -1.4% |
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.4% |
| March | 94.9% | 94.4% | -0.5% |
| April | 95.2% | 94.6% | -0.7% |
| May | 96.1% | 94.2% | -2.0% |
| June | 95.6% | 94.9% | -0.7% |
| July | 93.7% | 95.1% | +1.4% |
| August | 94.4% | 94.7% | +0.3% |
| September | 94.5% | 94.9% | +0.5% |
| October | 94.4% | 94.8% | +0.4% |
| 12-Month Avg | 95.0% | 94.4% | -0.6% |

Historical Percent of List Price Received

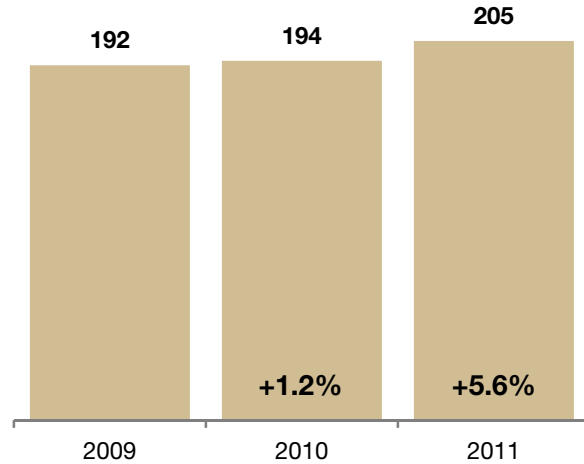


Housing Affordability Index

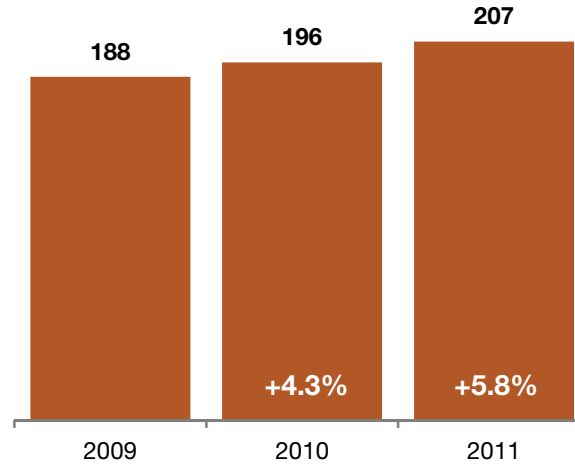
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



October

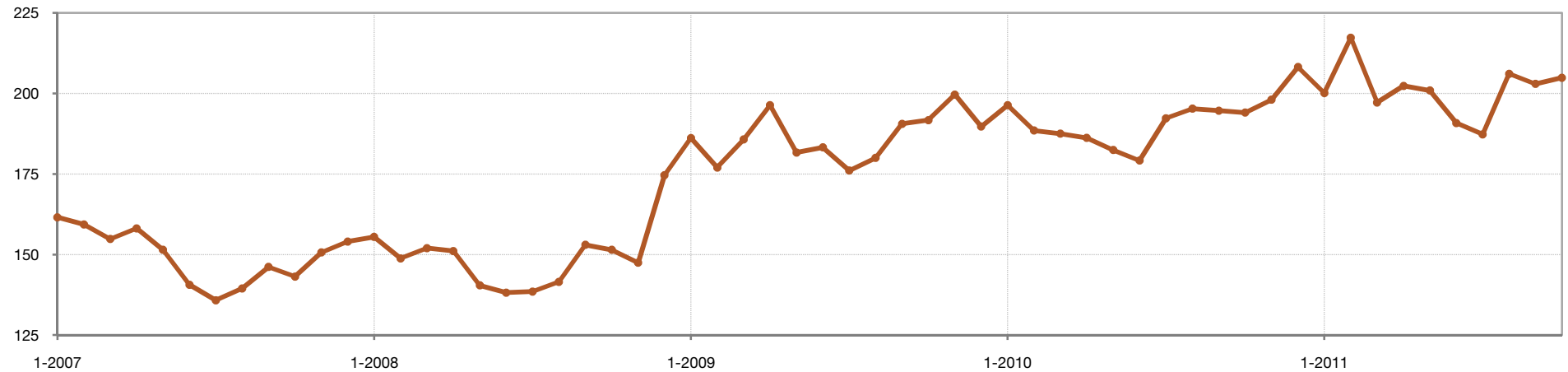


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| November | 200 | 198 | -0.8% |
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| April | 186 | 202 | +8.7% |
| May | 182 | 201 | +10.1% |
| June | 179 | 191 | +6.5% |
| July | 192 | 187 | -2.6% |
| August | 195 | 206 | +5.6% |
| September | 195 | 203 | +4.3% |
| October | 194 | 205 | +5.6% |
| 12-Month Avg | 190 | 201 | +5.8% |

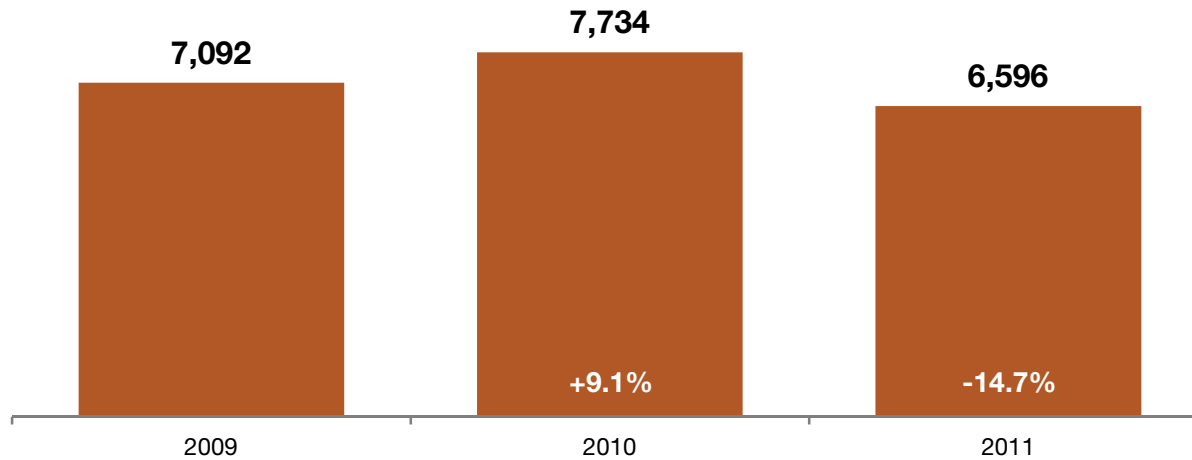
Historical Housing Affordability Index



Inventory of Homes for Sale

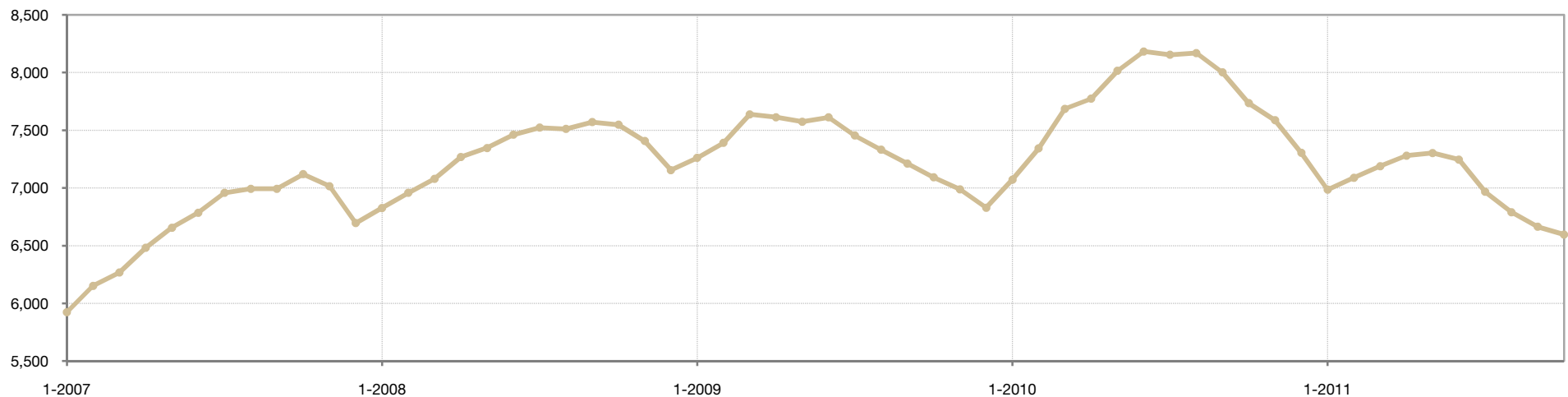
The number of properties available for sale in active status at the end of a given month.

October



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| November | 6,988 | 7,586 | +8.6% |
| December | 6,829 | 7,304 | +7.0% |
| January | 7,072 | 6,985 | -1.2% |
| February | 7,342 | 7,088 | -3.5% |
| March | 7,685 | 7,189 | -6.5% |
| April | 7,773 | 7,280 | -6.3% |
| May | 8,015 | 7,303 | -8.9% |
| June | 8,182 | 7,246 | -11.4% |
| July | 8,154 | 6,967 | -14.6% |
| August | 8,168 | 6,790 | -16.9% |
| September | 8,001 | 6,664 | -16.7% |
| October | 7,734 | 6,596 | -14.7% |
| 12-Month Avg | 7,662 | 7,083 | -7.6% |

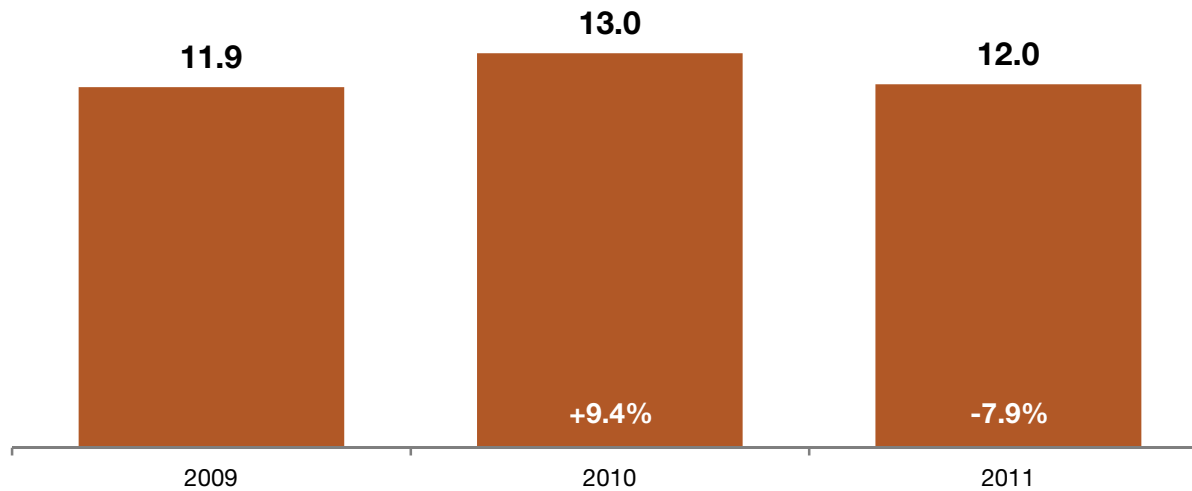
Historical Inventory of Homes for Sale



Months Supply of Inventory

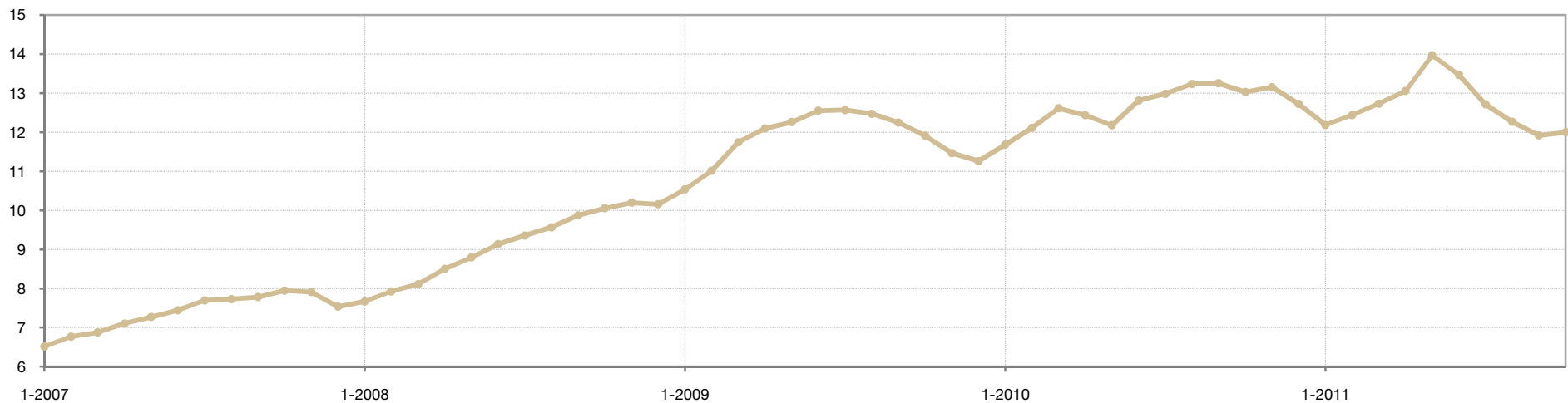
The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

October



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| November | 11.5 | 13.2 | +14.7% |
| December | 11.3 | 12.7 | +13.0% |
| January | 11.7 | 12.2 | +4.3% |
| February | 12.1 | 12.4 | +2.7% |
| March | 12.6 | 12.7 | +0.9% |
| April | 12.4 | 13.1 | +5.0% |
| May | 12.2 | 14.0 | +14.7% |
| June | 12.8 | 13.5 | +5.1% |
| July | 13.0 | 12.7 | -2.1% |
| August | 13.2 | 12.3 | -7.3% |
| September | 13.3 | 11.9 | -10.1% |
| October | 13.0 | 12.0 | -7.9% |
| 12-Month Avg | 12.4 | 12.7 | +2.4% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



November 2011

Home prices are one of the most popular barometers of market vitality, yet they only tell part of the story. Soft prices may accompany improvements in other indicators such as purchase demand, absorption rates, seller concessions or market times. Regional, market-wide prices fall short by not recognizing the mix of homes that close each month, be it weighted toward single-family, lender-mediated or new construction. In addition, price movements often lag changes elsewhere in the marketplace. Let's see what the preferred market yardstick has measured for November 2011.

New Listings in the Greater Greenville region decreased 12.2 percent to 853. Pending Sales were down 35.5 percent to 269. Inventory levels shrank 15.6 percent to 6,408 units, a common trend across the country.

Prices were fairly stable. The Median Sales Price decreased 0.1 percent to \$139,900. Days on Market increased 2.4 percent to 113 days. Absorption rates improved as Months Supply of Inventory was down 12.1 percent to 11.6 months.

Not only do forces beyond supply and demand affect home prices, but other factors outside of housing serve as inputs into the equation. New job growth and consumer confidence drive household formations which in turn fuels purchase demand and pressures prices. Similarly, when real incomes rise, families can afford more house and move-up buyers become increasingly motivated. To that end, the jobless rate fell from 9.0 percent to 8.6 percent in November – the lowest in 2.5 years.

Quick Facts

+ 8.6%

Change in
Closed Sales

- 0.1%

Change in
Median Sales Price

- 15.6%

Change in
Inventory

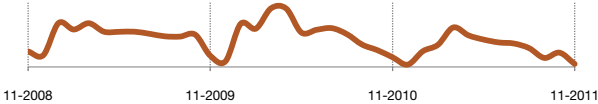
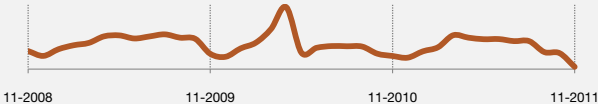
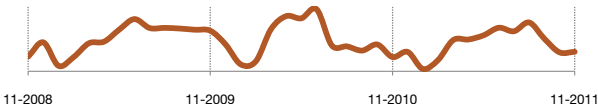
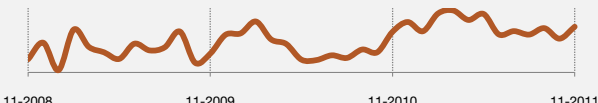
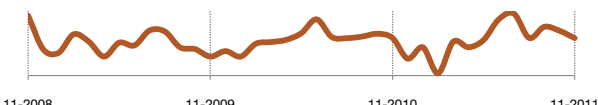
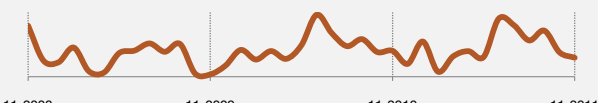
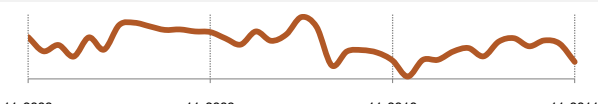
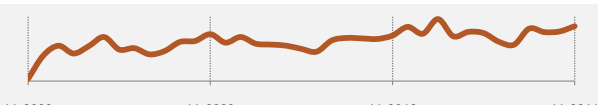
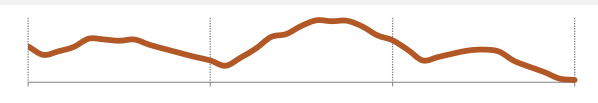
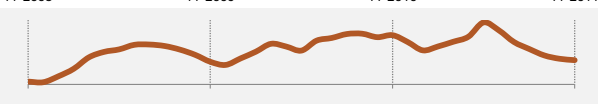
| | |
|--------------------------------|----|
| Market Overview | 2 |
| New Listings | 3 |
| Pending Sales | 4 |
| Closed Sales | 5 |
| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.

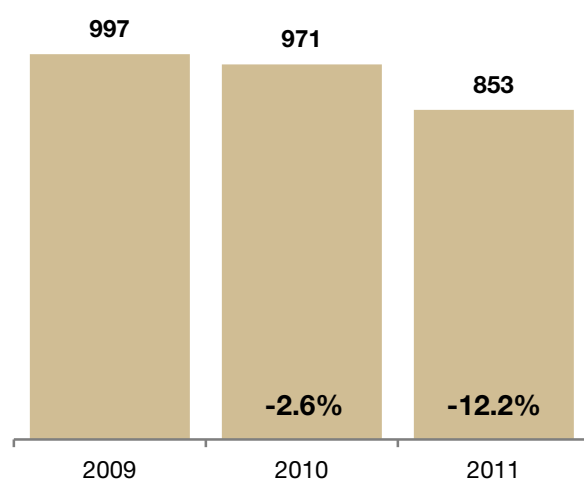


| Key Metrics | Historical Sparklines | 11-2010 | 11-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|--|-----------|-----------|---------|-----------|-----------|---------|
| New Listings |  | 971 | 853 | - 12.2% | 15,641 | 12,826 | - 18.0% |
| Pending Sales |  | 417 | 269 | - 35.5% | 6,483 | 6,106 | - 5.8% |
| Closed Sales |  | 452 | 491 | + 8.6% | 6,344 | 6,153 | - 3.0% |
| Days on Market Until Sale |  | 110 | 113 | + 2.4% | 102 | 113 | + 11.0% |
| Median Sales Price |  | \$140,000 | \$139,900 | - 0.1% | \$140,500 | \$140,000 | - 0.4% |
| Average Sales Price |  | \$166,013 | \$161,953 | - 2.4% | \$169,751 | \$169,822 | + 0.0% |
| Percent of List Price Received |  | 94.0% | 93.9% | - 0.1% | 94.9% | 94.5% | - 0.4% |
| Housing Affordability Index |  | 198 | 209 | + 5.5% | 197 | 209 | + 5.7% |
| Inventory of Homes for Sale |  | 7,589 | 6,408 | - 15.6% | -- | -- | -- |
| Months Supply of Homes for Sale |  | 13.2 | 11.6 | - 12.1% | -- | -- | -- |

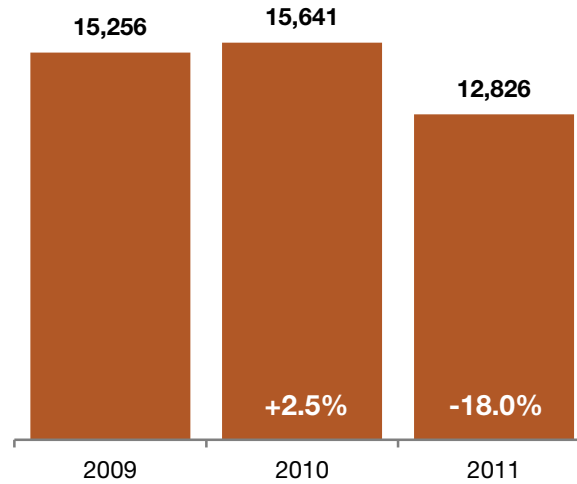
New Listings

A count of the properties that have been newly listed on the market in a given month.

November

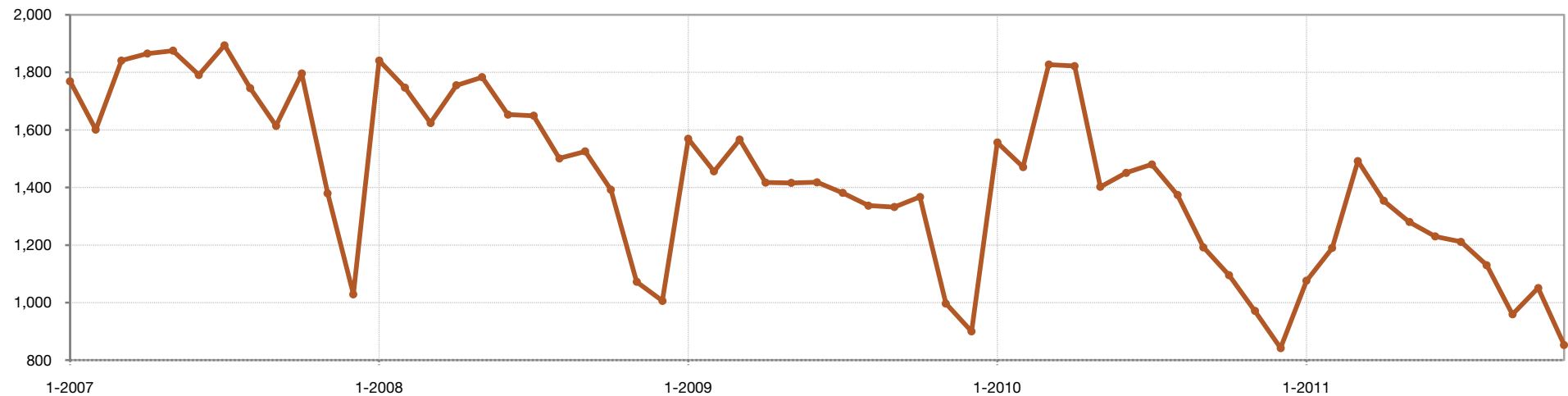


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| December | 900 | 842 | -6.4% |
| January | 1,556 | 1,076 | -30.8% |
| February | 1,471 | 1,190 | -19.1% |
| March | 1,827 | 1,492 | -18.3% |
| April | 1,822 | 1,354 | -25.7% |
| May | 1,402 | 1,280 | -8.7% |
| June | 1,451 | 1,230 | -15.2% |
| July | 1,480 | 1,211 | -18.2% |
| August | 1,374 | 1,130 | -17.8% |
| September | 1,192 | 959 | -19.5% |
| October | 1,095 | 1,051 | -4.0% |
| November | 971 | 853 | -12.2% |
| 12-Month Avg | 1,378 | 1,139 | -17.4% |

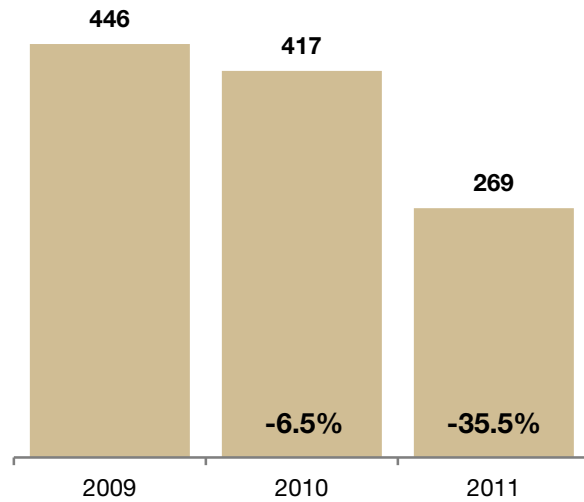
Historical New Listing Activity



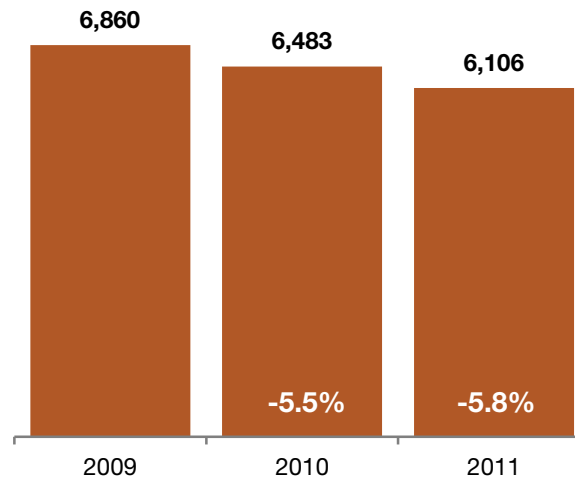
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

November

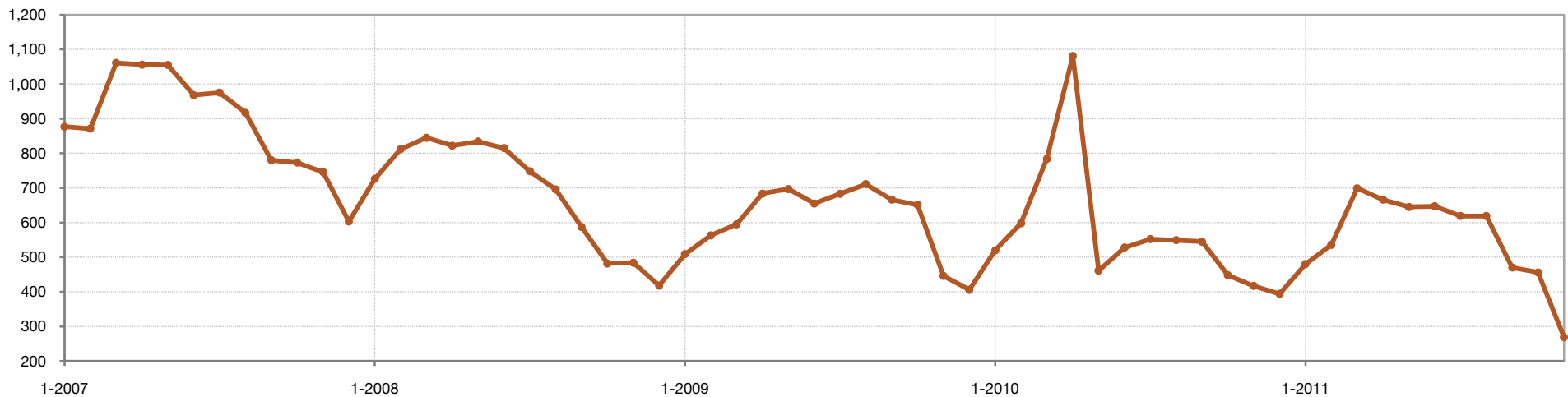


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| December | 406 | 394 | -3.0% |
| January | 520 | 480 | -7.7% |
| February | 598 | 536 | -10.4% |
| March | 784 | 699 | -10.8% |
| April | 1,081 | 666 | -38.4% |
| May | 461 | 645 | +39.9% |
| June | 528 | 647 | +22.5% |
| July | 552 | 619 | +12.1% |
| August | 549 | 619 | +12.8% |
| September | 545 | 470 | -13.8% |
| October | 448 | 456 | +1.8% |
| November | 417 | 269 | -35.5% |
| 12-Month Avg | 574 | 542 | -5.6% |

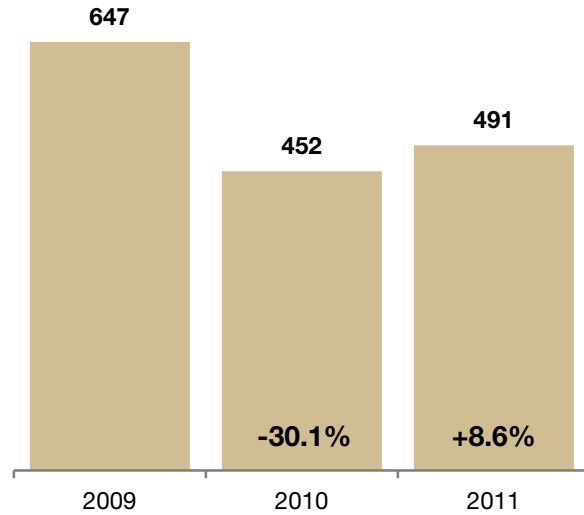
Historical Pending Sales Activity



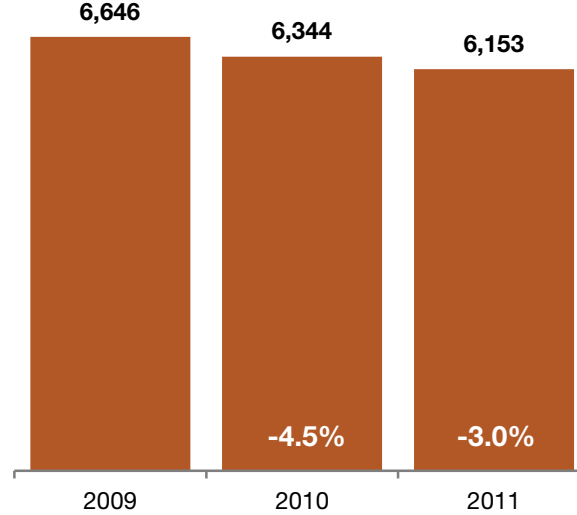
Closed Sales

A count of the actual sales that have closed in a given month.

November

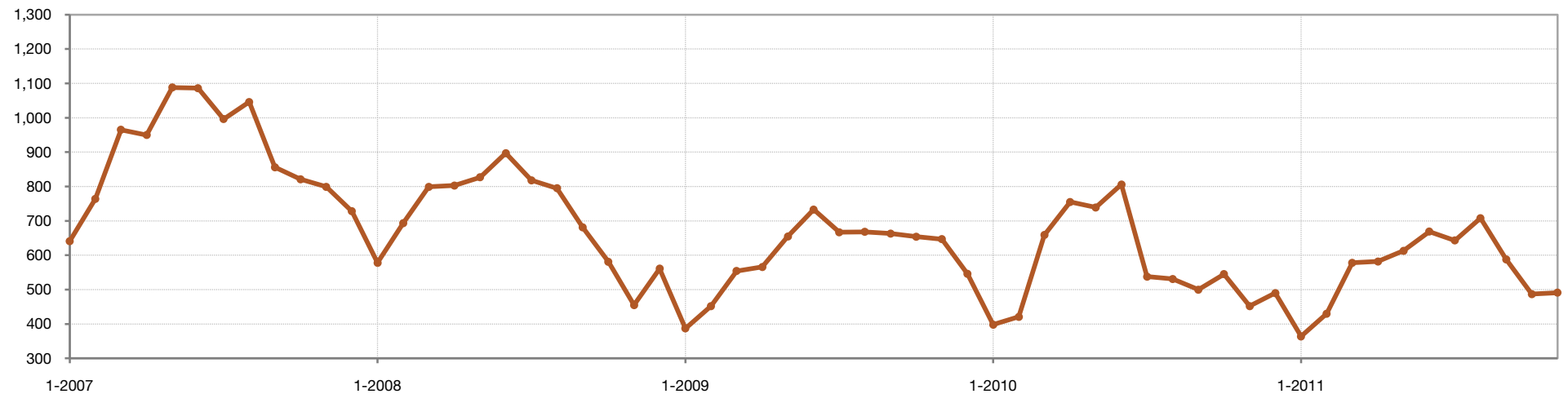


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| December | 546 | 490 | -10.3% |
| January | 398 | 364 | -8.5% |
| February | 421 | 430 | +2.1% |
| March | 659 | 578 | -12.3% |
| April | 755 | 582 | -22.9% |
| May | 739 | 613 | -17.1% |
| June | 806 | 669 | -17.0% |
| July | 538 | 643 | +19.5% |
| August | 531 | 708 | +33.3% |
| September | 500 | 588 | +17.6% |
| October | 545 | 487 | -10.6% |
| November | 452 | 491 | +8.6% |
| 12-Month Avg | 574 | 554 | -3.6% |

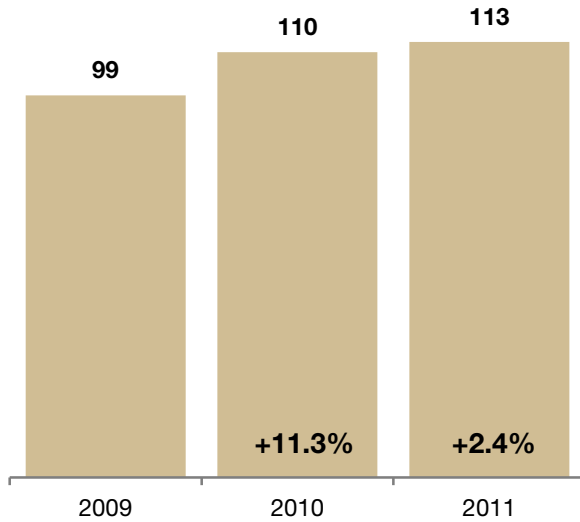
Historical Closed Sales Activity



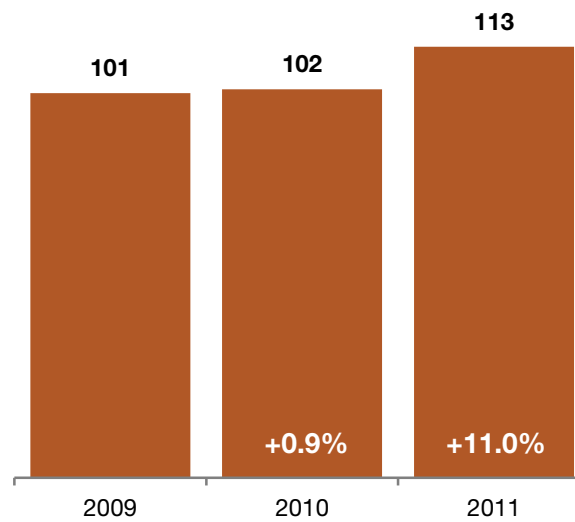
Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

November

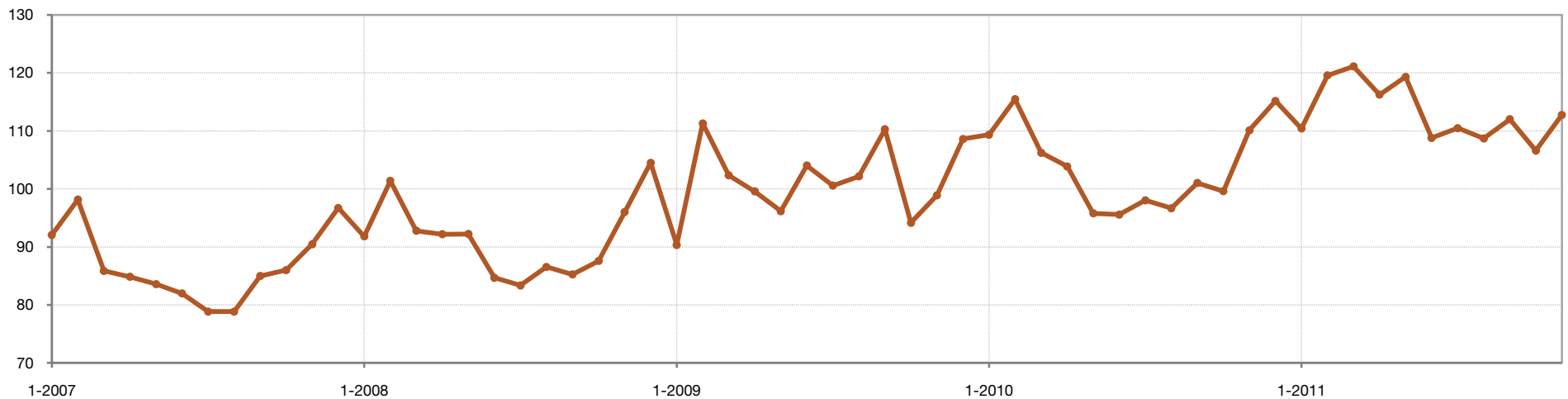


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| December | 109 | 115 | +6.1% |
| January | 109 | 110 | +1.0% |
| February | 115 | 120 | +3.6% |
| March | 106 | 121 | +14.0% |
| April | 104 | 116 | +11.9% |
| May | 96 | 119 | +24.6% |
| June | 96 | 109 | +13.8% |
| July | 98 | 110 | +12.7% |
| August | 97 | 109 | +12.4% |
| September | 101 | 112 | +10.9% |
| October | 100 | 107 | +7.0% |
| November | 110 | 113 | +2.4% |
| 12-Month Avg | 104 | 115 | +10.6% |

Historical Days on Market Until Sale

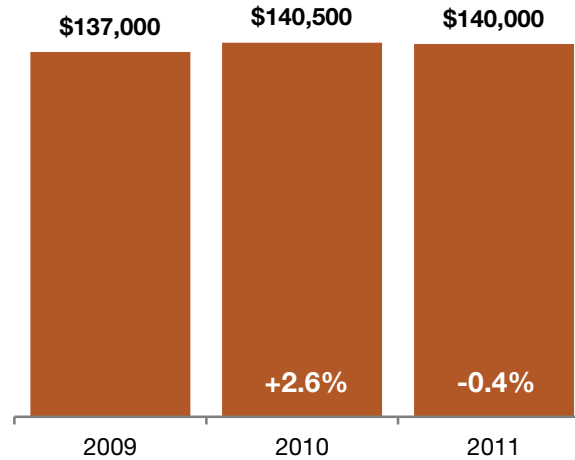
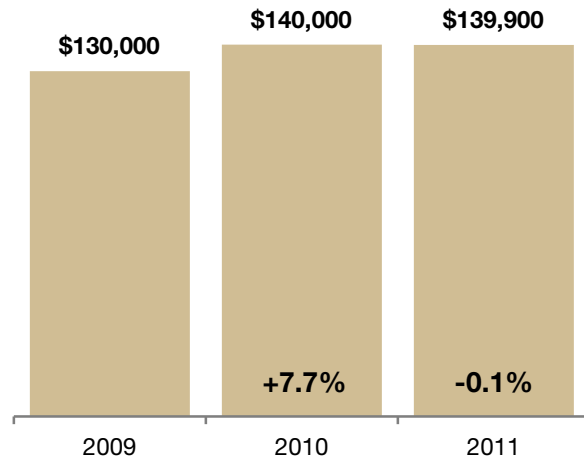


Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

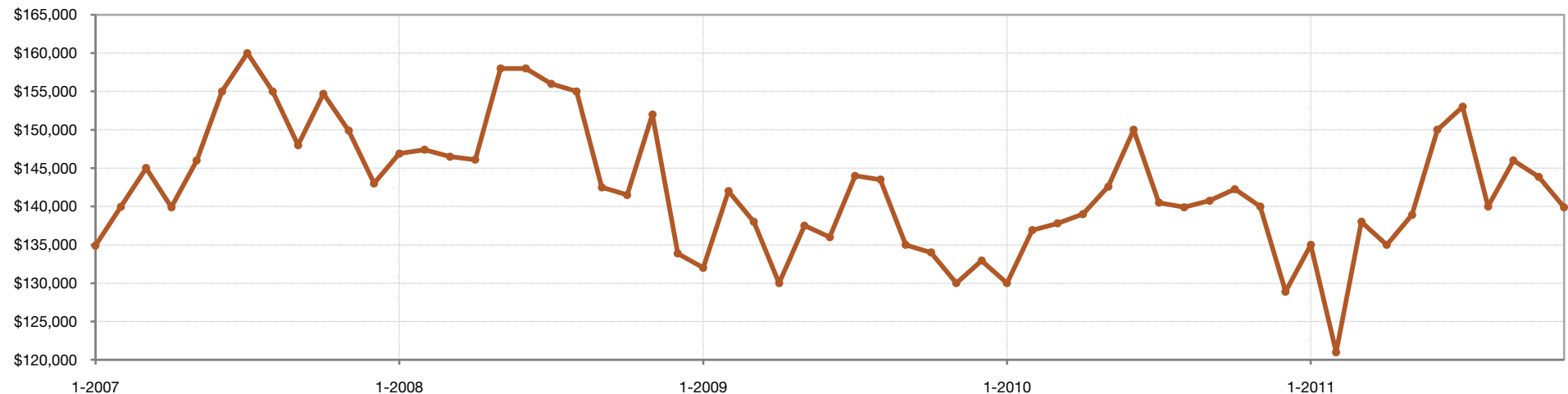
November

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| December | \$132,950 | \$128,900 | -3.0% |
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| April | \$139,000 | \$135,000 | -2.9% |
| May | \$142,600 | \$138,900 | -2.6% |
| June | \$150,000 | \$150,000 | 0.0% |
| July | \$140,500 | \$153,000 | +8.9% |
| August | \$139,900 | \$140,000 | +0.1% |
| September | \$140,750 | \$146,000 | +3.7% |
| October | \$142,250 | \$143,860 | +1.1% |
| November | \$140,000 | \$139,900 | -0.1% |
| 12-Month Med | \$140,000 | \$140,000 | 0.0% |

Historical Median Sales Price

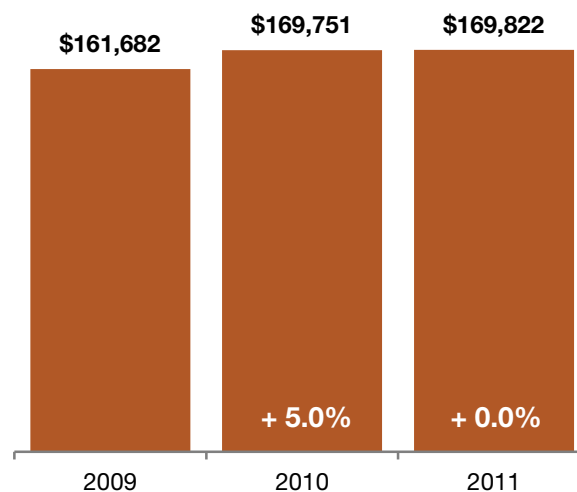
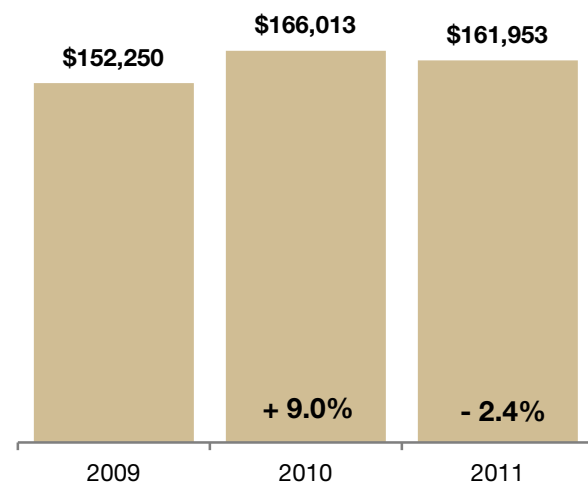


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

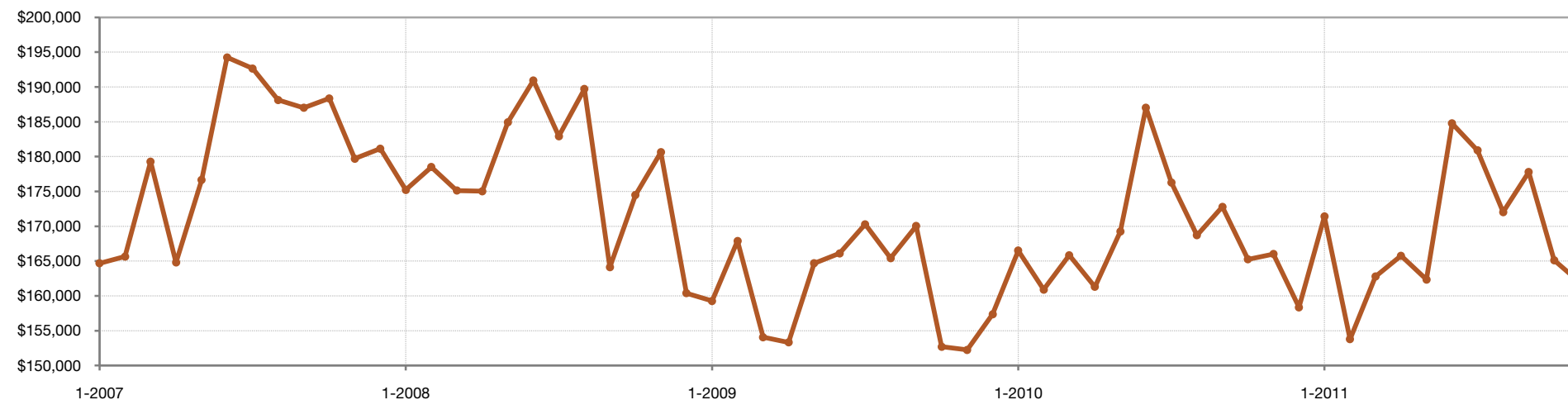
November

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| December | \$157,380 | \$158,367 | +0.6% |
| January | \$166,509 | \$171,403 | +2.9% |
| February | \$160,896 | \$153,783 | -4.4% |
| March | \$165,849 | \$162,790 | -1.8% |
| April | \$161,300 | \$165,775 | +2.8% |
| May | \$169,248 | \$162,339 | -4.1% |
| June | \$187,023 | \$184,778 | -1.2% |
| July | \$176,279 | \$180,898 | +2.6% |
| August | \$168,700 | \$172,022 | +2.0% |
| September | \$172,789 | \$177,780 | +2.9% |
| October | \$165,247 | \$165,116 | -0.1% |
| November | \$166,013 | \$161,953 | -2.4% |
| 12-Month Avg | \$168,771 | \$168,974 | +0.1% |

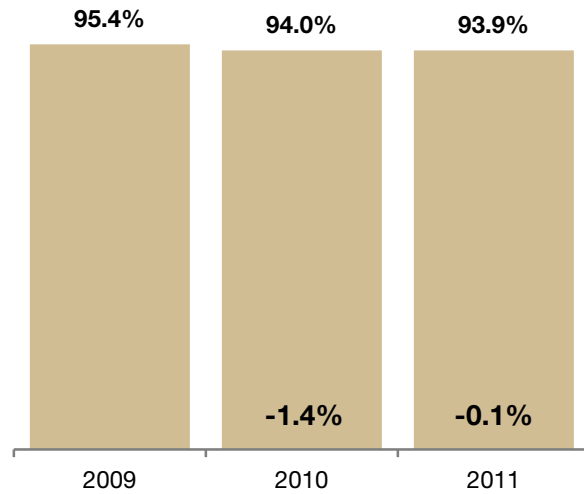
Historical Average Sales Price



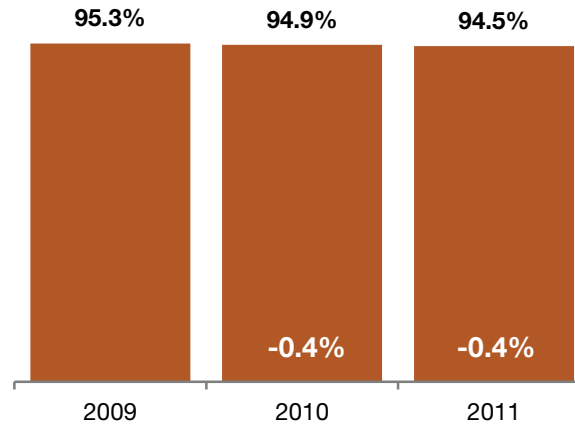
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

November

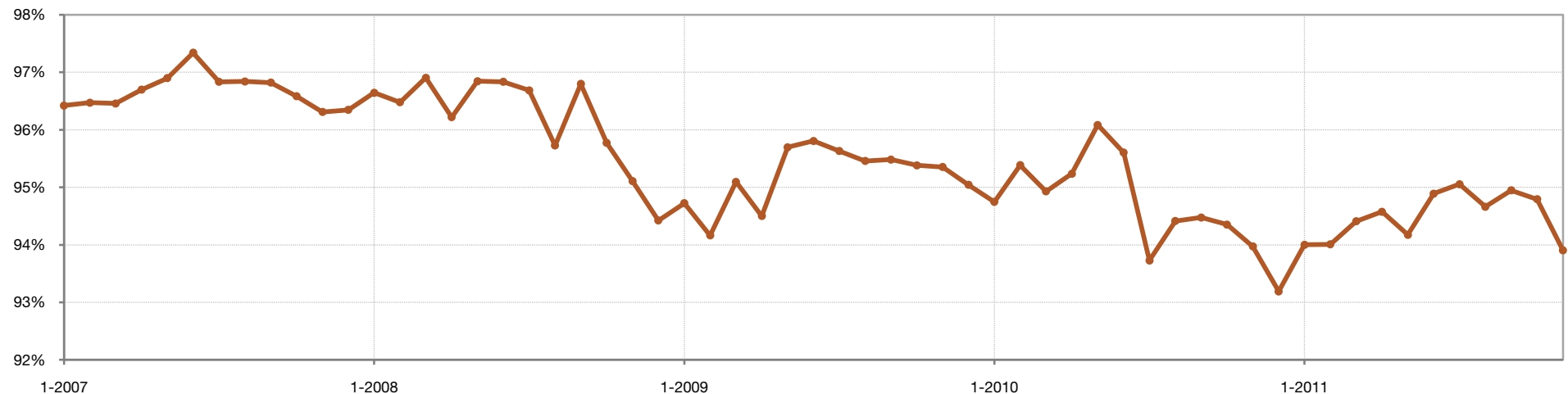


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| December | 95.0% | 93.2% | -1.9% |
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.4% |
| March | 94.9% | 94.4% | -0.5% |
| April | 95.2% | 94.6% | -0.7% |
| May | 96.1% | 94.2% | -2.0% |
| June | 95.6% | 94.9% | -0.7% |
| July | 93.7% | 95.1% | +1.4% |
| August | 94.4% | 94.7% | +0.3% |
| September | 94.5% | 94.9% | +0.5% |
| October | 94.4% | 94.8% | +0.5% |
| November | 94.0% | 93.9% | -0.1% |
| 12-Month Avg | 94.9% | 94.4% | -0.5% |

Historical Percent of List Price Received

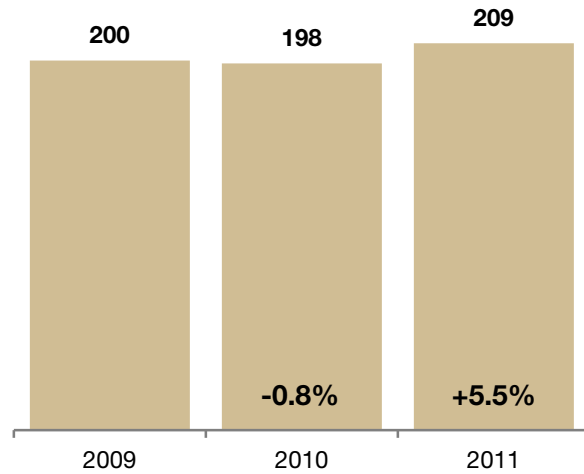


Housing Affordability Index

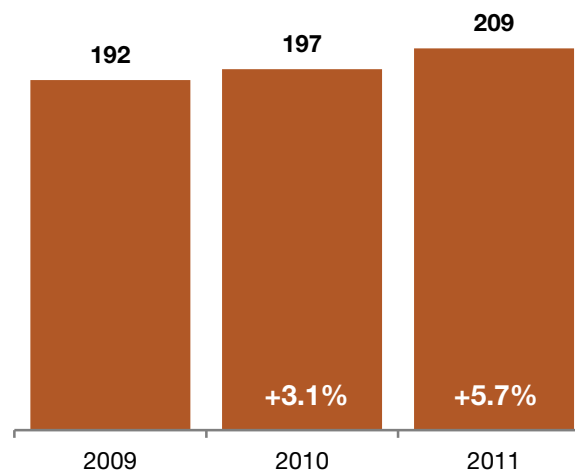
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



November

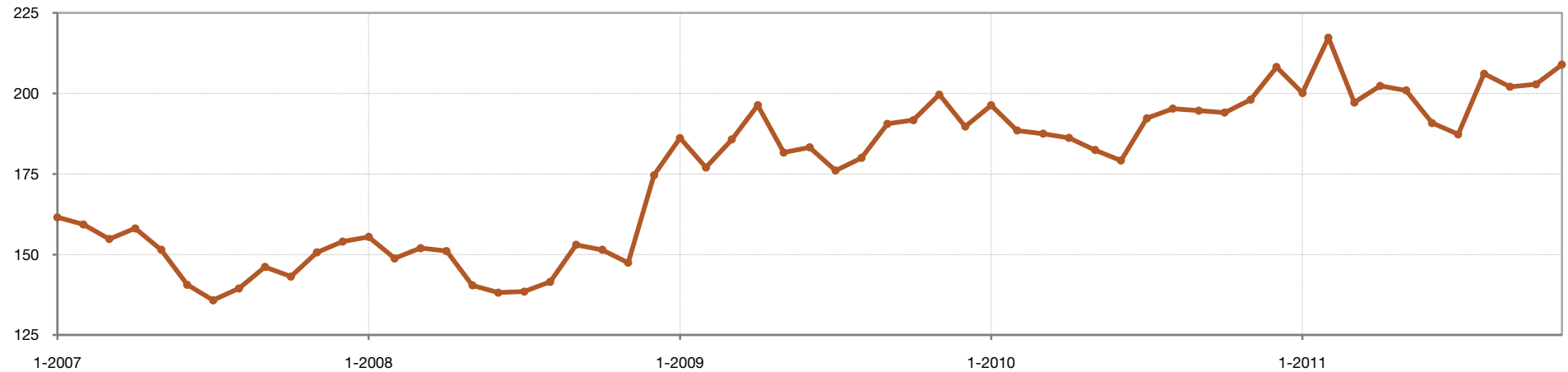


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| December | 190 | 208 | +9.7% |
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| April | 186 | 202 | +8.7% |
| May | 182 | 201 | +10.1% |
| June | 179 | 191 | +6.5% |
| July | 192 | 187 | -2.6% |
| August | 195 | 206 | +5.6% |
| September | 195 | 202 | +3.8% |
| October | 194 | 203 | +4.5% |
| November | 198 | 209 | +5.5% |
| 12-Month Avg | 190 | 202 | +6.2% |

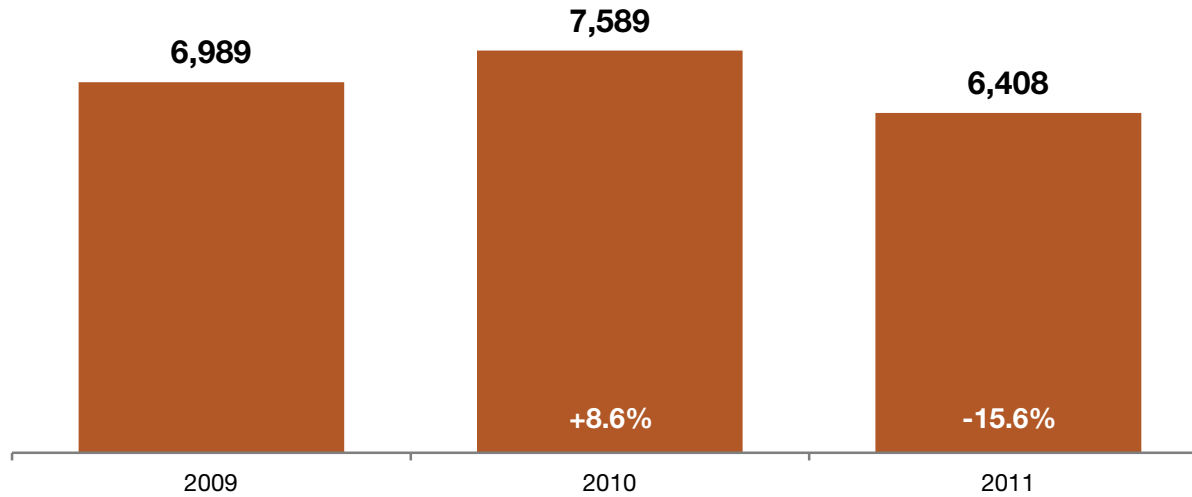
Historical Housing Affordability Index



Inventory of Homes for Sale

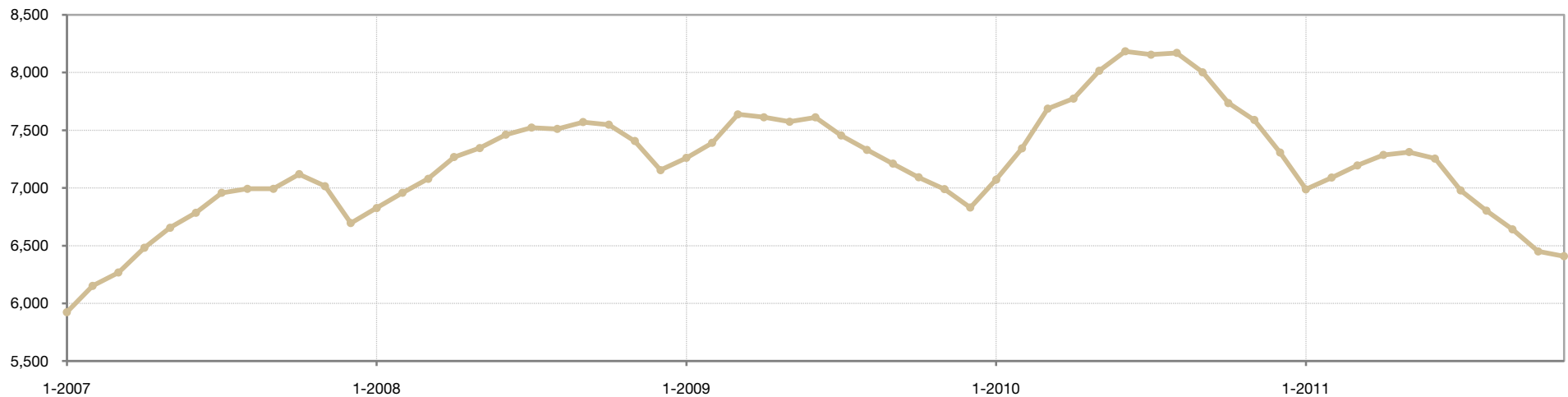
The number of properties available for sale in active status at the end of a given month.

November



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| December | 6,830 | 7,307 | +7.0% |
| January | 7,073 | 6,988 | -1.2% |
| February | 7,343 | 7,090 | -3.4% |
| March | 7,686 | 7,195 | -6.4% |
| April | 7,774 | 7,285 | -6.3% |
| May | 8,016 | 7,311 | -8.8% |
| June | 8,183 | 7,255 | -11.3% |
| July | 8,155 | 6,978 | -14.4% |
| August | 8,169 | 6,802 | -16.7% |
| September | 8,002 | 6,642 | -17.0% |
| October | 7,736 | 6,450 | -16.6% |
| November | 7,589 | 6,408 | -15.6% |
| 12-Month Avg | 7,713 | 6,976 | -9.6% |

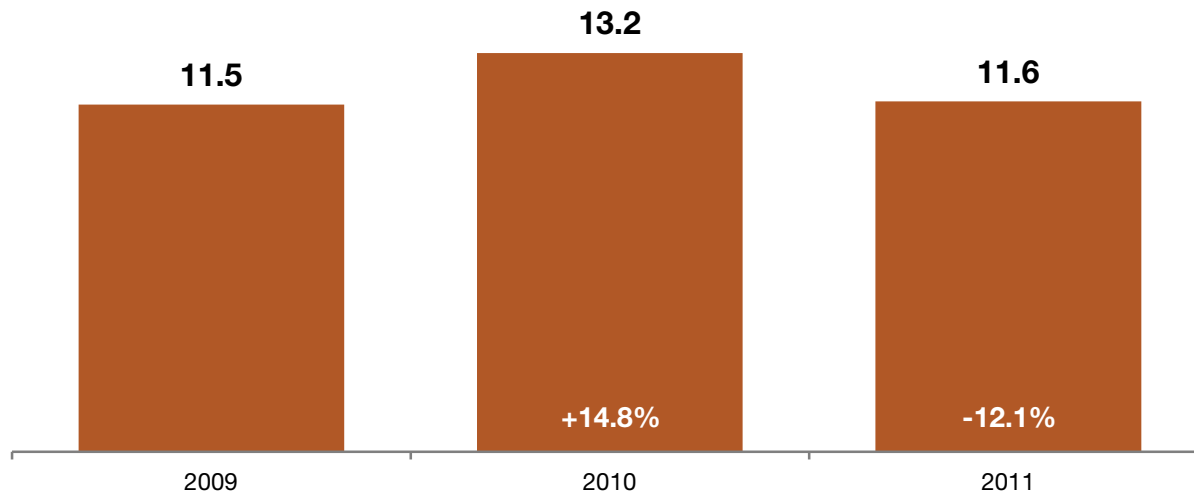
Historical Inventory of Homes for Sale



Months Supply of Inventory

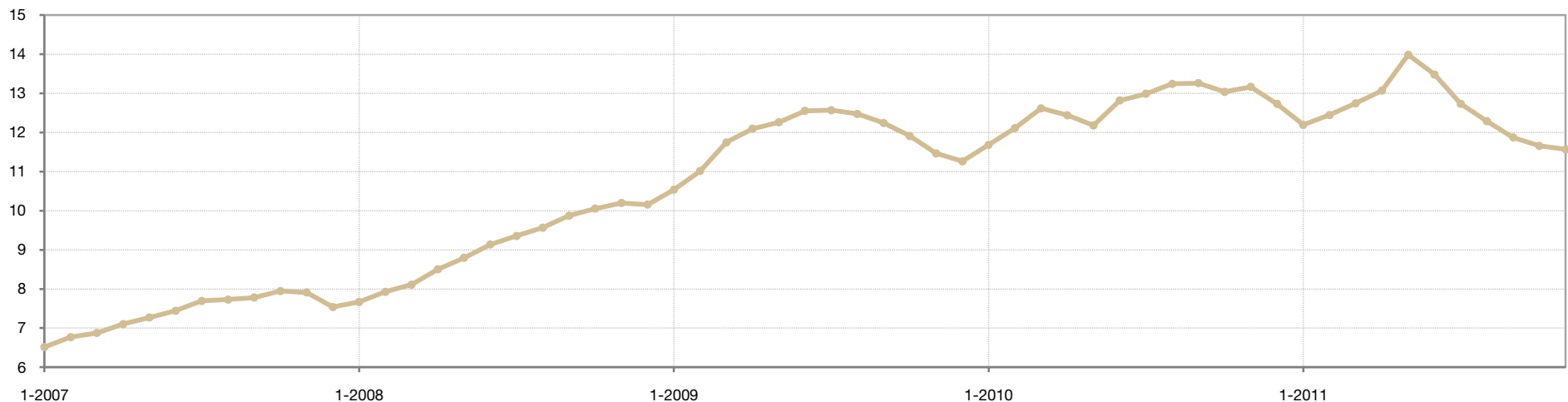
The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

November



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| December | 11.3 | 12.7 | +13.0% |
| January | 11.7 | 12.2 | +4.4% |
| February | 12.1 | 12.4 | +2.8% |
| March | 12.6 | 12.7 | +1.0% |
| April | 12.4 | 13.1 | +5.1% |
| May | 12.2 | 14.0 | +14.8% |
| June | 12.8 | 13.5 | +5.2% |
| July | 13.0 | 12.7 | -2.0% |
| August | 13.2 | 12.3 | -7.2% |
| September | 13.3 | 11.9 | -10.5% |
| October | 13.0 | 11.7 | -10.6% |
| November | 13.2 | 11.6 | -12.1% |
| 12-Month Avg | 12.6 | 12.6 | -0.0% |

Historical Months Supply of Inventory



Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



December 2011

There's no way to be certain what 2012 will bring. However, a few things do seem clear enough to make some assessments. First, 2011 was not the recovery year it was expected to be. It was yet another “transition year” for most. Second, multi-decade low mortgage rates and suppressed home prices coalesced to form an attractive purchase environment. And buyers did just what their name implies. This has driven down inventory levels in many locales, which—thirdly—nudged the market balance toward equilibrium. Here's how the final month of 2011 concluded the year.

New Listings in the Greater Greenville region decreased 14.5 percent to 720. Pending Sales were down 26.8 percent to 290. Inventory levels shrank 17.3 percent to 6,048 units, extending the signature trend of 2011.

Home prices finished the year on an up note. The Median Sales Price increased 4.7 percent to \$135,000. Days on Market increased 6.5 percent to 122 days. Absorption rates improved as Months Supply of Inventory was down 13.8 percent to 11.0 months.

Ultimately, the upcoming spring market should be a major tell about the future direction of housing. Sellers are seeing multiple-offer situations; buyers are seeing sub-4.0 percent loans; supply-demand trends are more balanced. When it gets down to it, that's a stable foundation and a far cry from 2009. While the fundamentals are better, the foreclosure situation and political unknowns remain wildcards. For now, enjoy the fresh canvas.

Quick Facts

+ 1.8%

Change in
Closed Sales

+ 4.7%

Change in
Median Sales Price

- 17.3%

Change in
Inventory

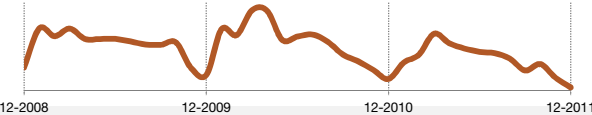
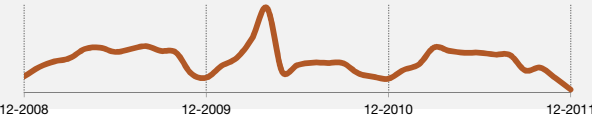
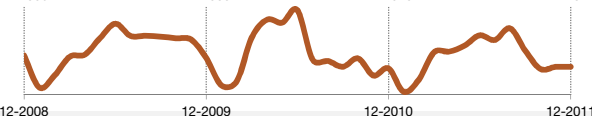
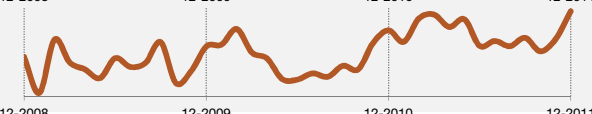
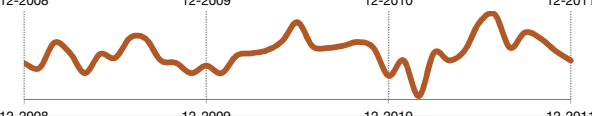
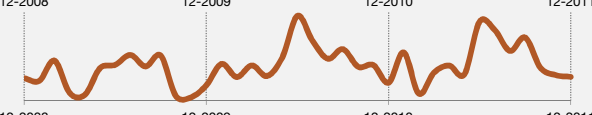
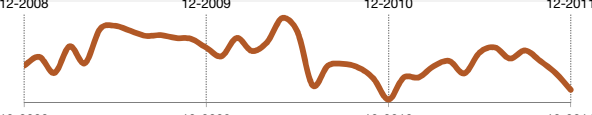
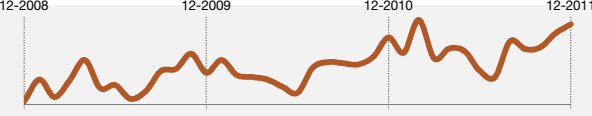
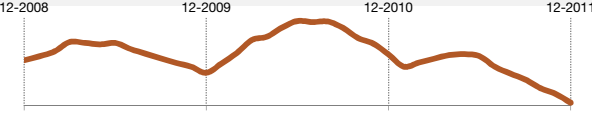
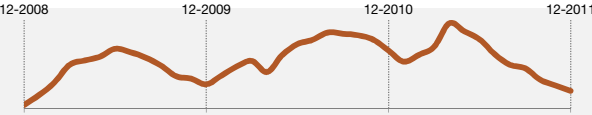
| | |
|--------------------------------|----|
| Market Overview | 2 |
| New Listings | 3 |
| Pending Sales | 4 |
| Closed Sales | 5 |
| Days On Market Until Sale | 6 |
| Median Sales Price | 7 |
| Average Sales Price | 8 |
| Percent of List Price Received | 9 |
| Housing Affordability Index | 10 |
| Inventory of Homes for Sale | 11 |
| Months Supply of Inventory | 12 |

Click on desired metric to jump to that page.

Market Overview

Key market metrics for the current month and year-to-date figures.

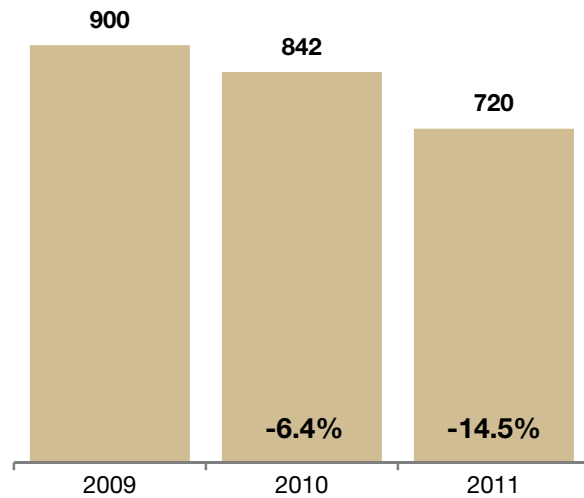


| Key Metrics | Historical Sparklines | 12-2010 | 12-2011 | + / - | YTD 2010 | YTD 2011 | + / - |
|---------------------------------|--|-----------|------------------|---------|-----------|------------------|---------|
| New Listings |  | 842 | 720 | - 14.5% | 16,484 | 13,570 | - 17.7% |
| Pending Sales |  | 396 | 290 | - 26.8% | 6,878 | 6,601 | - 4.0% |
| Closed Sales |  | 491 | 500 | + 1.8% | 6,835 | 6,666 | - 2.5% |
| Days on Market Until Sale |  | 115 | 122 | + 6.5% | 103 | 114 | + 10.6% |
| Median Sales Price |  | \$128,950 | \$135,000 | + 4.7% | \$140,000 | \$140,000 | 0.0% |
| Average Sales Price |  | \$158,445 | \$160,951 | + 1.6% | \$168,946 | \$169,072 | + 0.1% |
| Percent of List Price Received |  | 93.2% | 93.6% | + 0.4% | 94.8% | 94.5% | - 0.3% |
| Housing Affordability Index |  | 208 | 215 | + 3.3% | 195 | 209 | + 7.1% |
| Inventory of Homes for Sale |  | 7,311 | 6,048 | - 17.3% | -- | -- | -- |
| Months Supply of Homes for Sale |  | 12.8 | 11.0 | - 13.8% | -- | -- | -- |

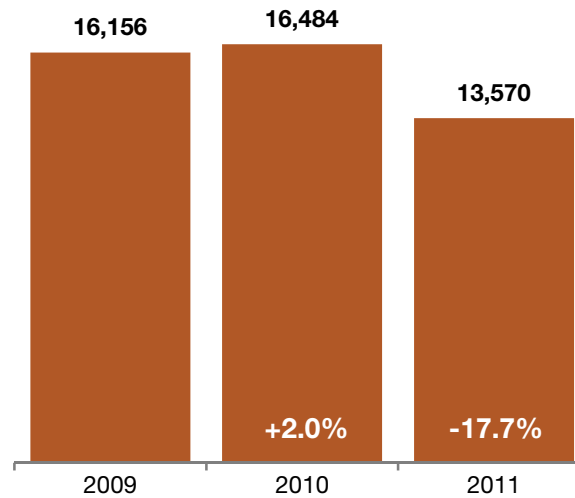
New Listings

A count of the properties that have been newly listed on the market in a given month.

December

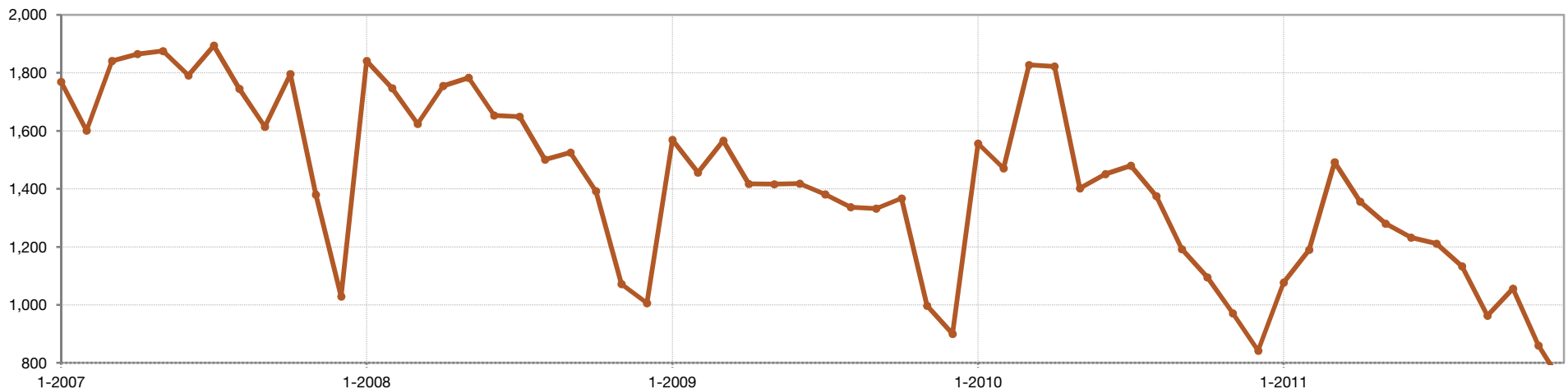


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| January | 1,556 | 1,077 | -30.8% |
| February | 1,471 | 1,190 | -19.1% |
| March | 1,827 | 1,492 | -18.3% |
| April | 1,822 | 1,356 | -25.6% |
| May | 1,402 | 1,280 | -8.7% |
| June | 1,451 | 1,232 | -15.1% |
| July | 1,480 | 1,211 | -18.2% |
| August | 1,375 | 1,133 | -17.6% |
| September | 1,192 | 963 | -19.2% |
| October | 1,095 | 1,056 | -3.6% |
| November | 971 | 860 | -11.4% |
| December | 842 | 720 | -14.5% |
| 12-Month Avg | 1,374 | 1,131 | -17.7% |

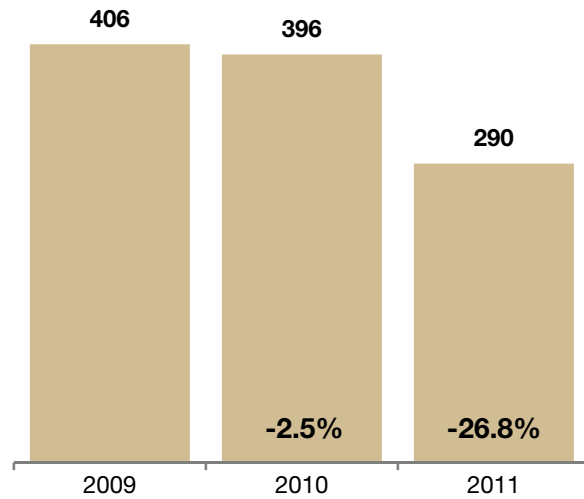
Historical New Listing Activity



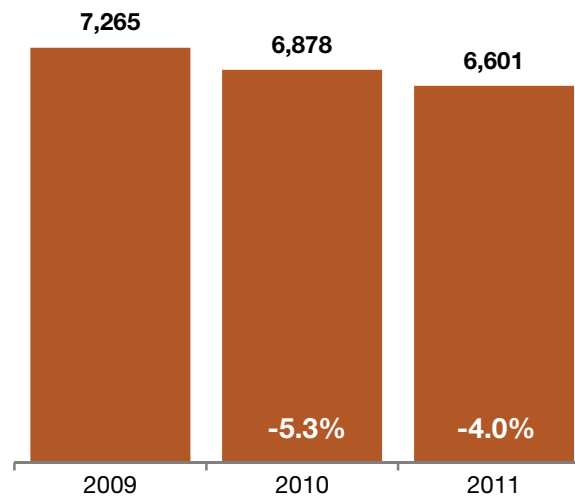
Pending Sales

A count of the properties on which contracts have been accepted in a given month.

December

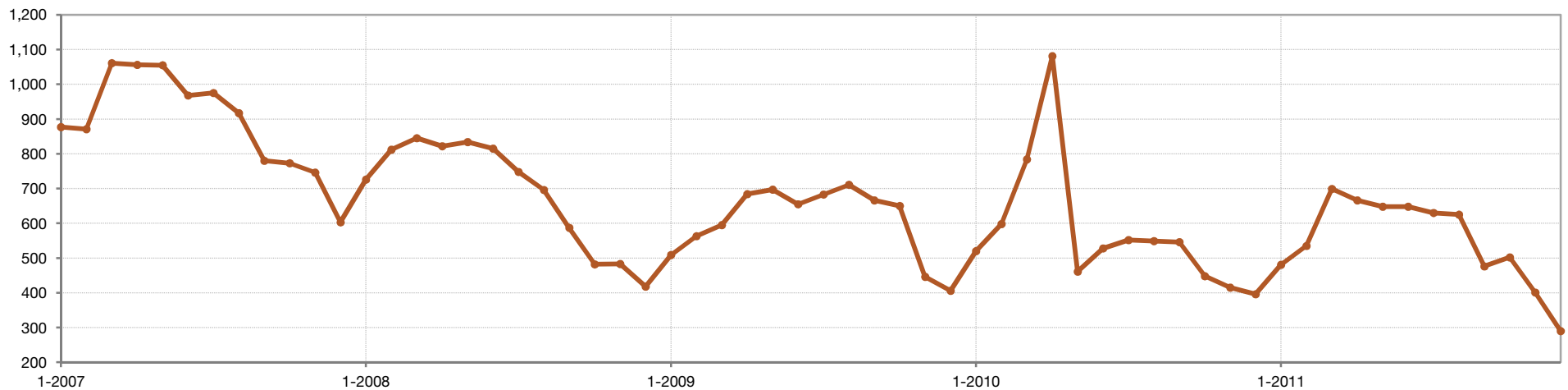


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| January | 520 | 481 | -7.5% |
| February | 598 | 535 | -10.5% |
| March | 784 | 699 | -10.8% |
| April | 1,081 | 666 | -38.4% |
| May | 461 | 648 | +40.6% |
| June | 528 | 648 | +22.7% |
| July | 552 | 630 | +14.1% |
| August | 549 | 625 | +13.8% |
| September | 546 | 476 | -12.8% |
| October | 448 | 502 | +12.1% |
| November | 415 | 401 | -3.4% |
| December | 396 | 290 | -26.8% |
| 12-Month Avg | 573 | 550 | -4.0% |

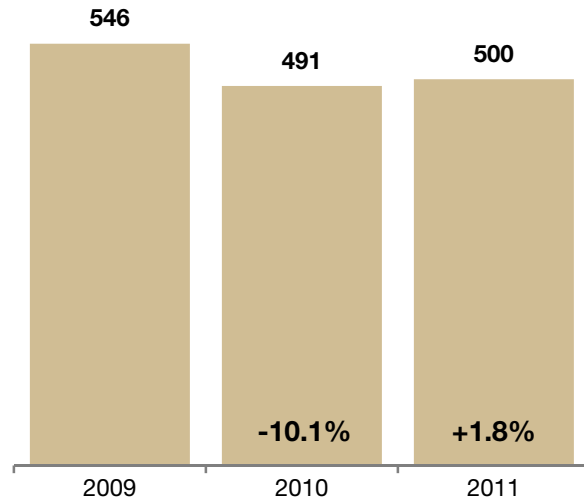
Historical Pending Sales Activity



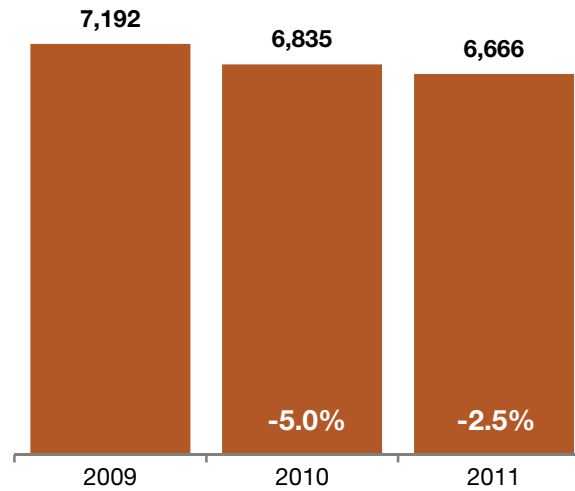
Closed Sales

A count of the actual sales that have closed in a given month.

December

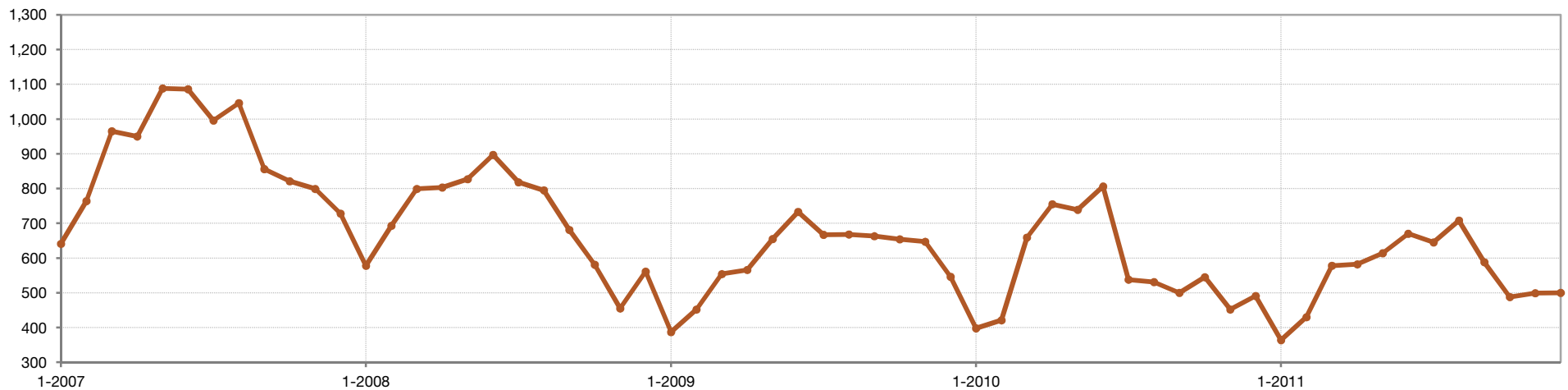


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| January | 398 | 364 | -8.5% |
| February | 421 | 430 | +2.1% |
| March | 659 | 578 | -12.3% |
| April | 755 | 582 | -22.9% |
| May | 739 | 614 | -16.9% |
| June | 806 | 670 | -16.9% |
| July | 538 | 645 | +19.9% |
| August | 531 | 708 | +33.3% |
| September | 500 | 588 | +17.6% |
| October | 545 | 488 | -10.5% |
| November | 452 | 499 | +10.4% |
| December | 491 | 500 | +1.8% |
| 12-Month Avg | 570 | 556 | -2.5% |

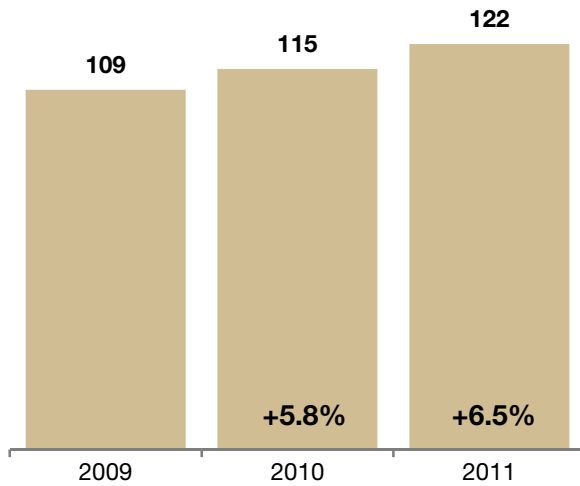
Historical Closed Sales Activity



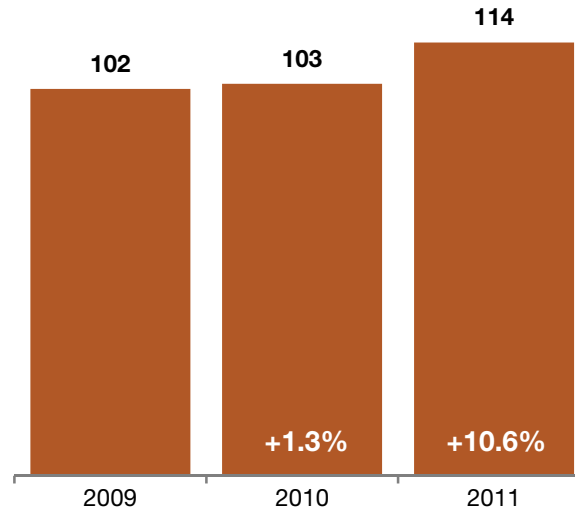
Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

December

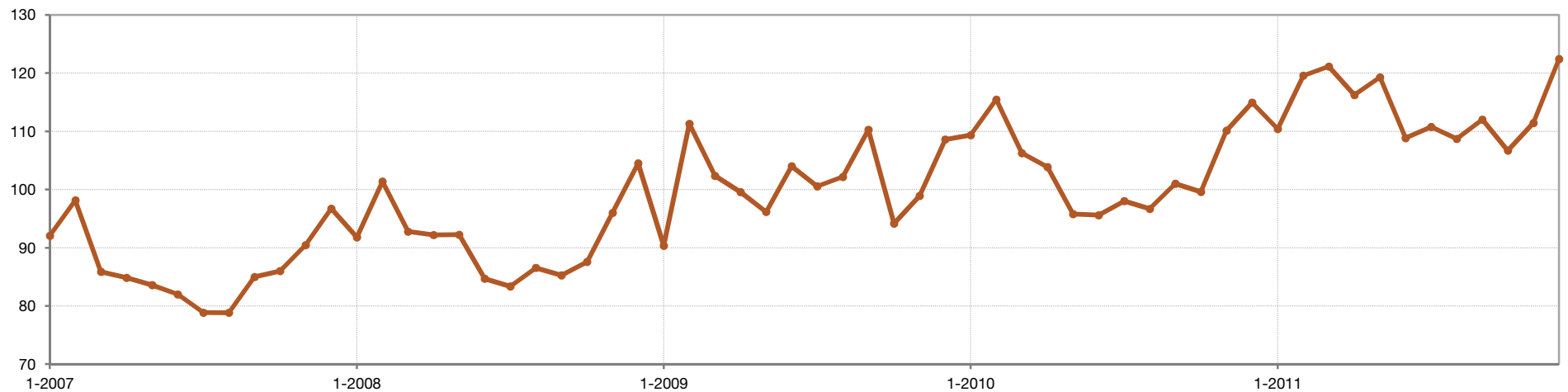


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| January | 109 | 110 | +1.0% |
| February | 115 | 120 | +3.6% |
| March | 106 | 121 | +14.0% |
| April | 104 | 116 | +11.9% |
| May | 96 | 119 | +24.5% |
| June | 96 | 109 | +13.9% |
| July | 98 | 111 | +13.0% |
| August | 97 | 109 | +12.4% |
| September | 101 | 112 | +10.9% |
| October | 100 | 107 | +7.1% |
| November | 110 | 111 | +1.2% |
| December | 115 | 122 | +6.5% |
| 12-Month Avg | 105 | 115 | +10.1% |

Historical Days on Market Until Sale

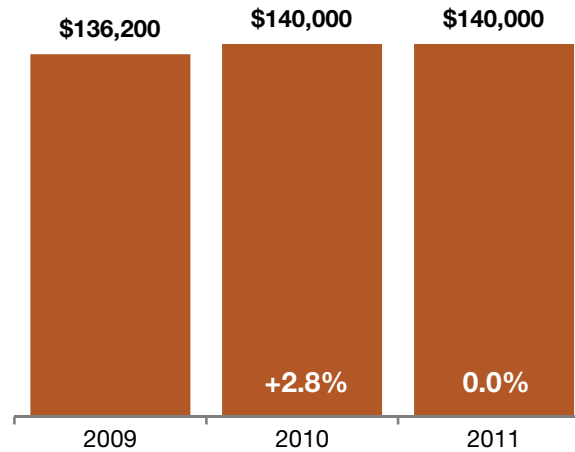
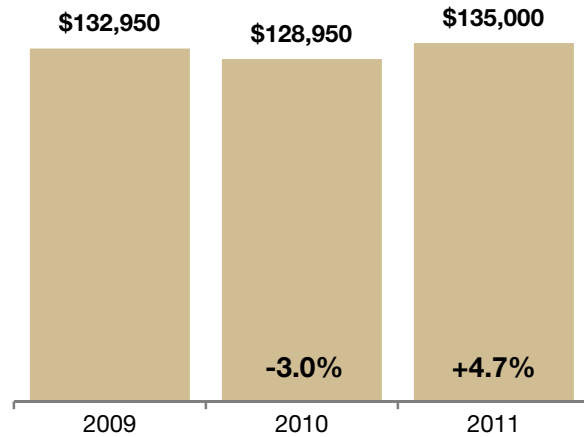


Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.

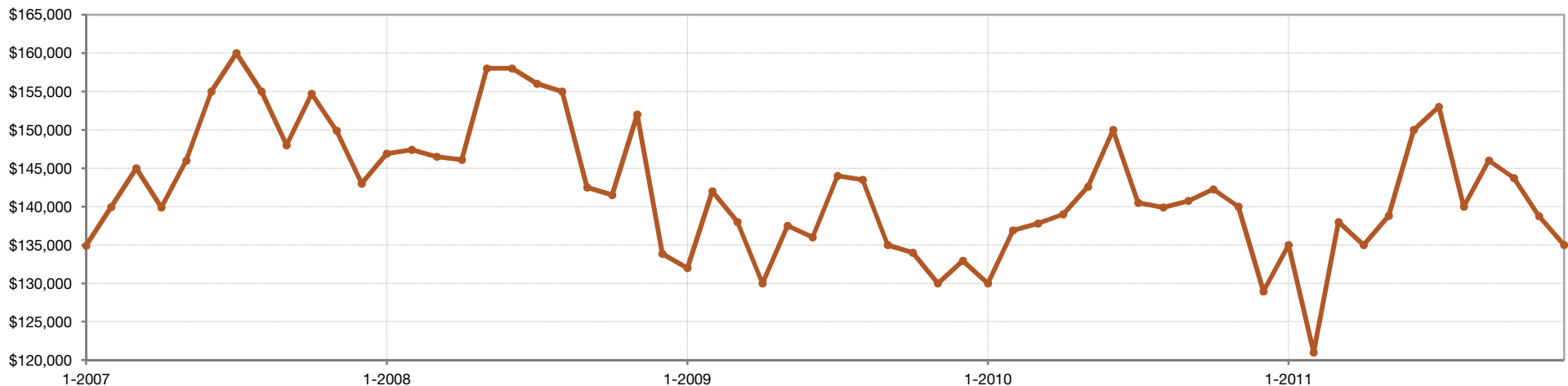
December

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| January | \$130,000 | \$135,000 | +3.8% |
| February | \$136,900 | \$121,000 | -11.6% |
| March | \$137,800 | \$138,000 | +0.1% |
| April | \$139,000 | \$135,000 | -2.9% |
| May | \$142,600 | \$138,800 | -2.7% |
| June | \$150,000 | \$150,000 | 0.0% |
| July | \$140,500 | \$153,000 | +8.9% |
| August | \$139,900 | \$140,000 | +0.1% |
| September | \$140,750 | \$146,000 | +3.7% |
| October | \$142,250 | \$143,720 | +1.0% |
| November | \$140,000 | \$138,750 | -0.9% |
| December | \$128,950 | \$135,000 | +4.7% |
| 12-Month Med | \$140,000 | \$140,000 | 0.0% |

Historical Median Sales Price

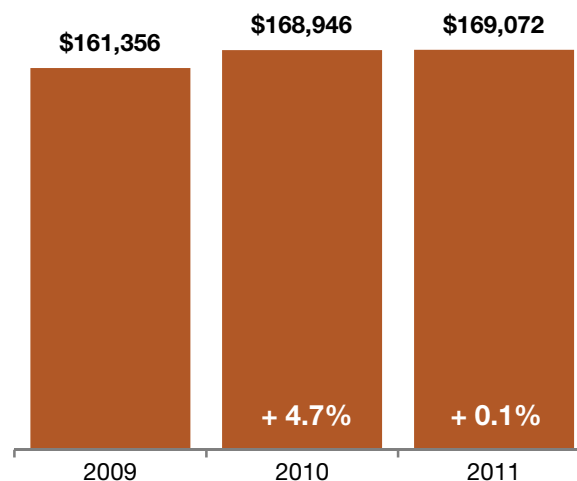
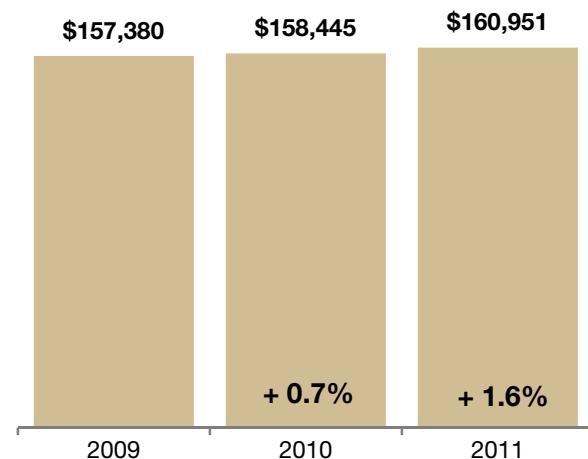


Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

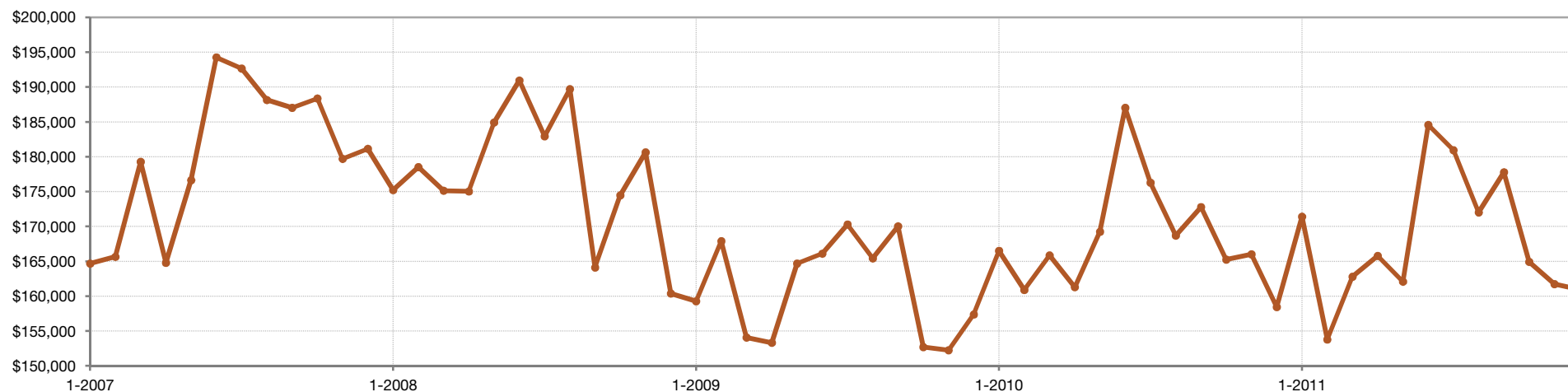
December

Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| January | \$166,509 | \$171,403 | +2.9% |
| February | \$160,896 | \$153,783 | -4.4% |
| March | \$165,849 | \$162,790 | -1.8% |
| April | \$161,300 | \$165,775 | +2.8% |
| May | \$169,248 | \$162,088 | -4.2% |
| June | \$187,023 | \$184,559 | -1.3% |
| July | \$176,279 | \$180,933 | +2.6% |
| August | \$168,700 | \$172,022 | +2.0% |
| September | \$172,789 | \$177,780 | +2.9% |
| October | \$165,247 | \$164,926 | -0.2% |
| November | \$166,013 | \$161,733 | -2.6% |
| December | \$158,445 | \$160,951 | +1.6% |
| 12-Month Avg | \$168,946 | \$169,072 | +0.1% |

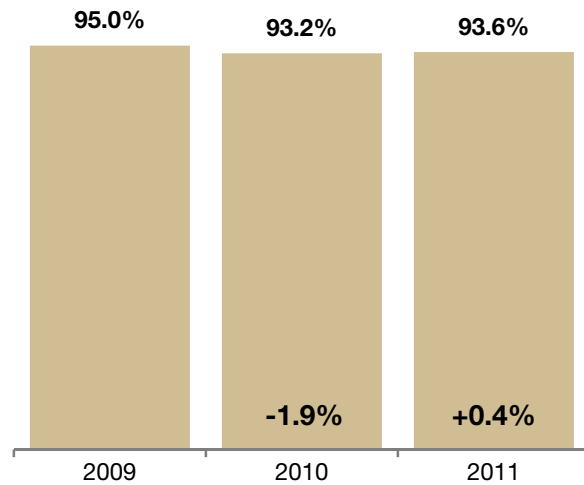
Historical Average Sales Price



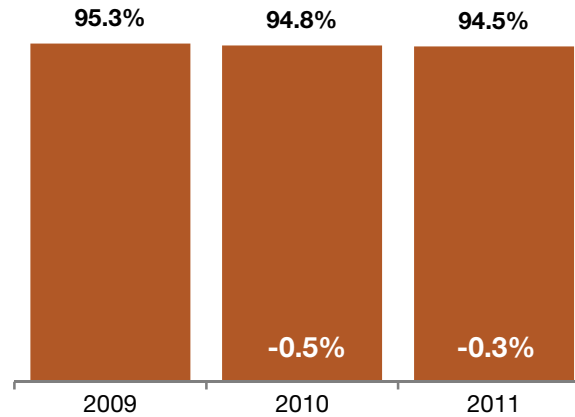
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

December

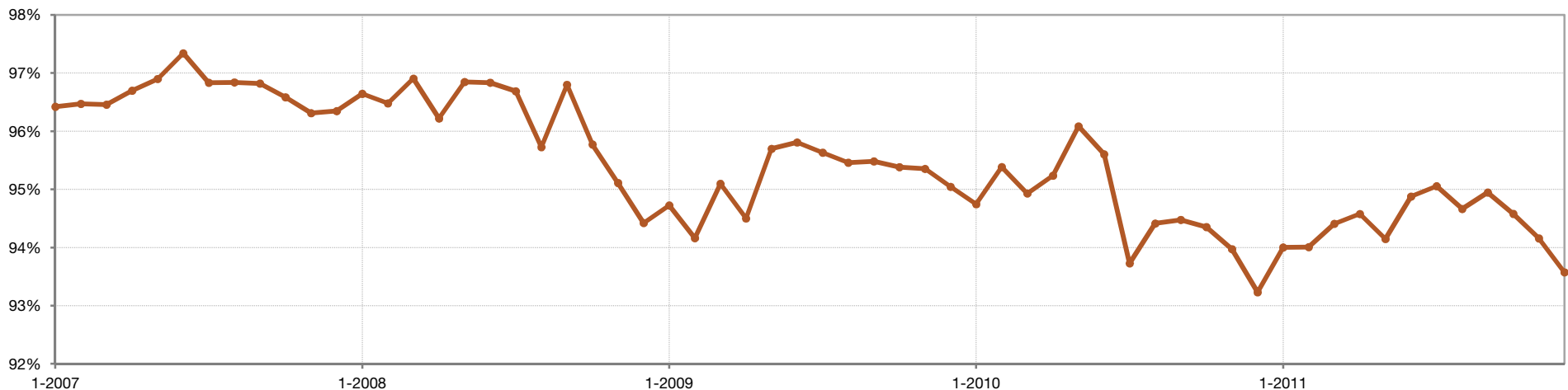


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|-------|
| January | 94.7% | 94.0% | -0.8% |
| February | 95.4% | 94.0% | -1.4% |
| March | 94.9% | 94.4% | -0.5% |
| April | 95.2% | 94.6% | -0.7% |
| May | 96.1% | 94.1% | -2.0% |
| June | 95.6% | 94.9% | -0.8% |
| July | 93.7% | 95.1% | +1.4% |
| August | 94.4% | 94.7% | +0.3% |
| September | 94.5% | 94.9% | +0.5% |
| October | 94.4% | 94.6% | +0.2% |
| November | 94.0% | 94.2% | +0.2% |
| December | 93.2% | 93.6% | +0.4% |
| 12-Month Avg | 94.8% | 94.5% | -0.3% |

Historical Percent of List Price Received

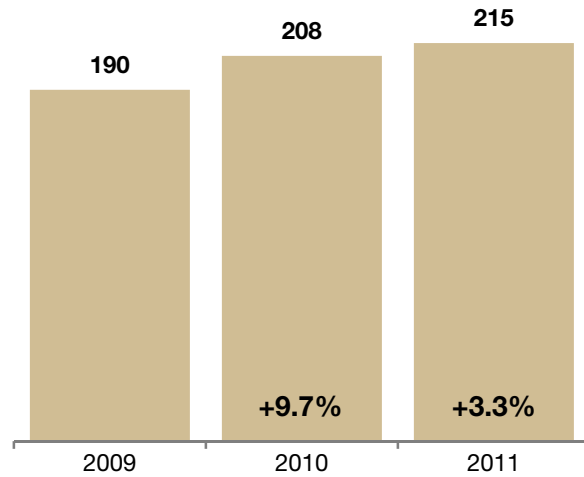


Housing Affordability Index

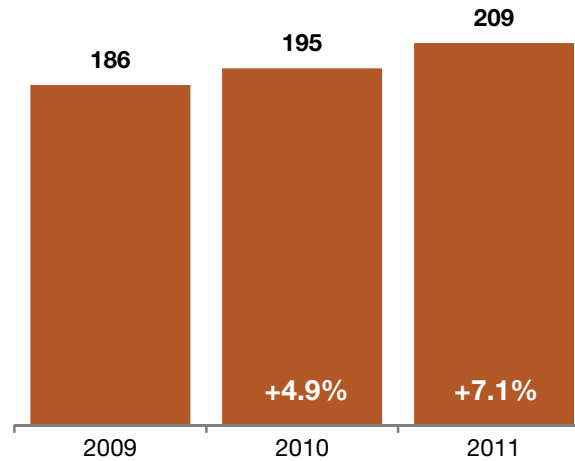
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**



December

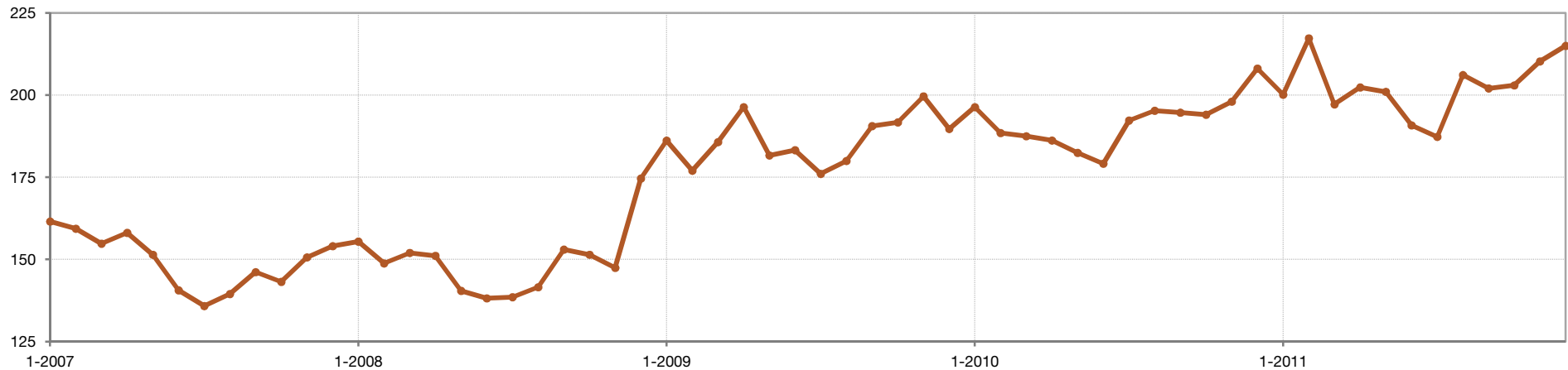


Year To Date



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| January | 196 | 200 | +1.9% |
| February | 188 | 217 | +15.3% |
| March | 187 | 197 | +5.2% |
| April | 186 | 202 | +8.7% |
| May | 182 | 201 | +10.2% |
| June | 179 | 191 | +6.5% |
| July | 192 | 187 | -2.6% |
| August | 195 | 206 | +5.6% |
| September | 195 | 202 | +3.8% |
| October | 194 | 203 | +4.6% |
| November | 198 | 210 | +6.2% |
| December | 208 | 215 | +3.3% |
| 12-Month Avg | 192 | 203 | +5.7% |

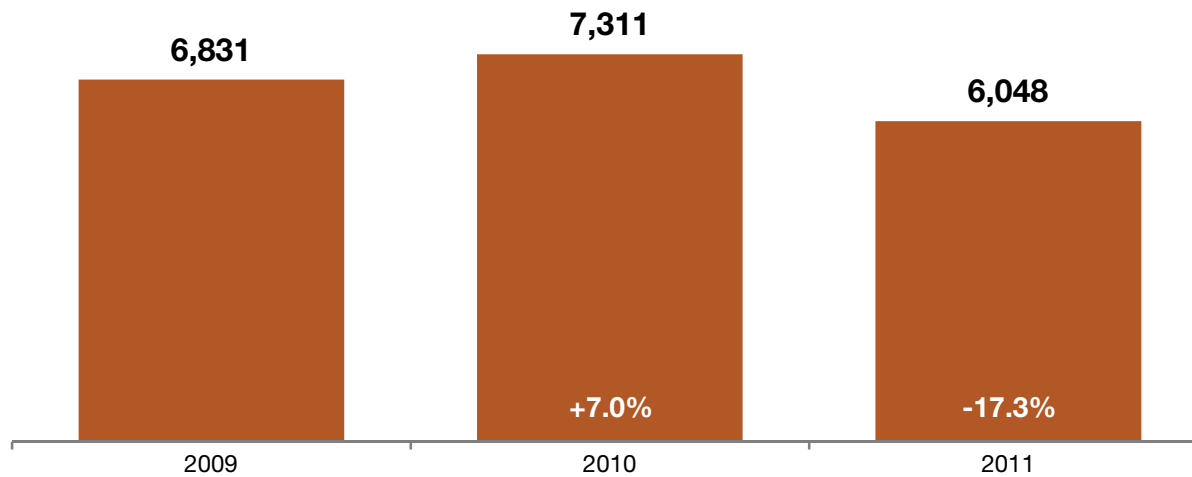
Historical Housing Affordability Index



Inventory of Homes for Sale

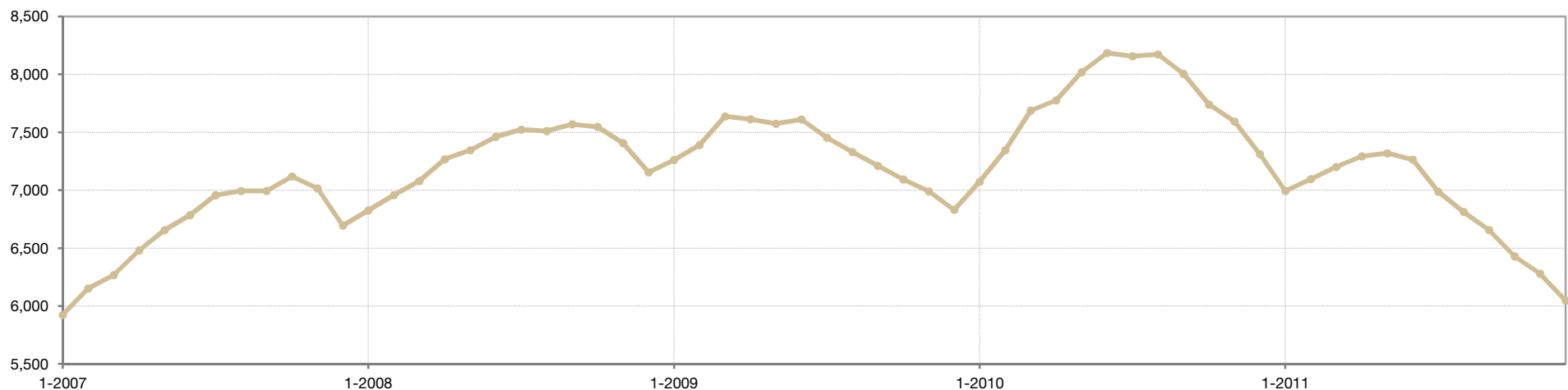
The number of properties available for sale in active status at the end of a given month.

December



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| January | 7,074 | 6,993 | -1.1% |
| February | 7,345 | 7,096 | -3.4% |
| March | 7,688 | 7,201 | -6.3% |
| April | 7,776 | 7,293 | -6.2% |
| May | 8,018 | 7,319 | -8.7% |
| June | 8,185 | 7,264 | -11.3% |
| July | 8,157 | 6,988 | -14.3% |
| August | 8,172 | 6,813 | -16.6% |
| September | 8,005 | 6,656 | -16.9% |
| October | 7,739 | 6,429 | -16.9% |
| November | 7,593 | 6,279 | -17.3% |
| December | 7,311 | 6,048 | -17.3% |
| 12-Month Avg | 7,755 | 6,865 | -11.5% |

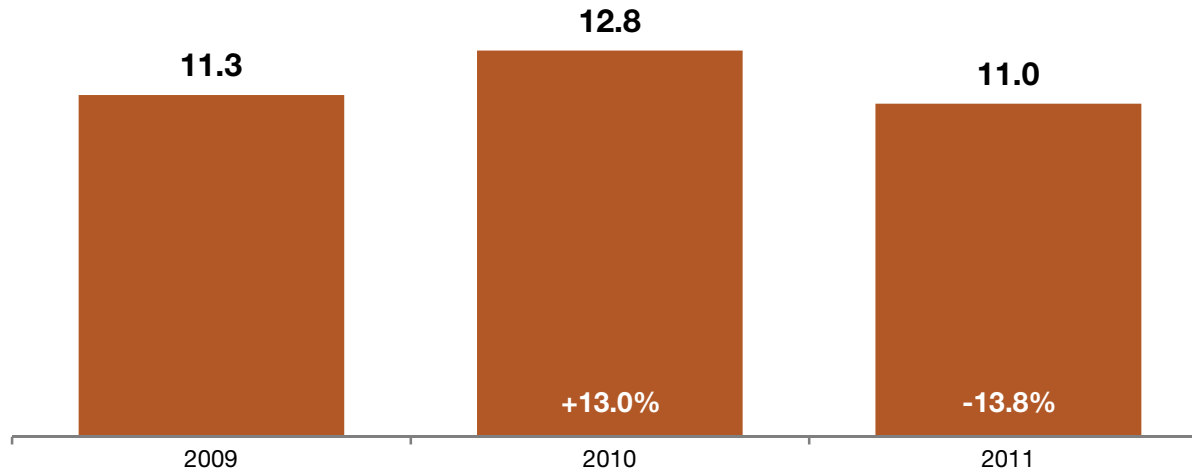
Historical Inventory of Homes for Sale



Months Supply of Inventory

The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

December



| Month | Prior Year | Current Year | + / - |
|--------------|------------|--------------|--------|
| January | 11.7 | 12.3 | +5.2% |
| February | 12.1 | 12.6 | +4.2% |
| March | 12.3 | 12.9 | +5.0% |
| April | 11.8 | 13.9 | +18.0% |
| May | 12.6 | 13.6 | +8.2% |
| June | 13.0 | 13.2 | +1.6% |
| July | 13.2 | 12.6 | -4.8% |
| August | 13.5 | 12.1 | -10.4% |
| September | 13.5 | 12.0 | -11.2% |
| October | 13.4 | 11.5 | -14.5% |
| November | 13.2 | 11.2 | -15.1% |
| December | 12.8 | 11.0 | -13.8% |
| 12-Month Avg | 0.0 | 0.0 | ERROR |

Historical Months Supply of Inventory

