

Dillard & Co. Realty Group market update

ATLANTA
30305

Current prices for homes on the market
Trends in pricing
Current levels of supply and demand
Value metrics

Report for the week of
2009-02-13

Presented by Dillard & Co. Realty Group
404 591 2690
Dillard & Co. Realty Group
www.dillardandcompany.com - hdillard@comcast.net

DILLARD
& COMPANY

Realty Group

#1 Residential Team with Keller Williams First Atlanta

Powered by Altos Research LLC Copyright 2005-2009. All Rights Reserved

www.altosresearch.com

City Overview

| Real-Time Market Profile | | Trend |
|---|-----------------|-------|
| Median List Price | \$ 189,900 | ↑ ↑ |
| Average List Price | \$ 367,285 | |
| Least Expensive Listing | \$ 1,600 | |
| Most Expensive Listing | \$ 14,500,000 | |
| Asking Price per Square Foot | null | ← → |
| Average Days on Market | 159 | ↑ ↑ |
| Total Inventory | 6116 | ↓ ↓ |
| Absorbed This Week* | 351 | |
| Percent of Properties with Price Decrease | 43 % | |
| Percent Relisted (reset DOM) | 17 % | |
| Percent Flip (price increased) | 3 % | |
| Median House Size (sq ft) | null | |
| Median Lot Size | 0.50 - 1.0 acre | |
| Median Number of Bedrooms | 3.0 | |
| Median Number of Bathrooms | 2.5 | |
| Median Age | 49 | |

| Altos Research Value Statistics | | |
|---------------------------------|----------------------|--------|
| Market Action Index | Cold! Buyer's | 16 ← → |

Altos Research calculates the Market Action Index which measures available supply relative to the current level of demand. Index value above 30 indicates conditions favor the seller. See the section below for full details.

Trend Key

Last Month's Trend
 Last Quarter's
 No Clear Monthly/Quarterly

*Metric "Absorbed this Week" covers properties sold and those taken off the market for other reasons. Since sales sometimes take months to close, it is impossible to discern in real-time exactly which properties sold.

Characteristics per Quartile

| Quart | Median Price | Med. Sqft. | Med. Lot Size | Bed | Bath | Med. Age | Inven. | New | Ab-sorbed | Avg. DoM |
|-------|--------------|------------|-----------------|-----|------|----------|--------|-----|-----------|----------|
| 1 | \$ 739,900 | N/A | 0.50 - 1.0 acre | 4.0 | 4.0 | 30 | 1529 | 88 | 55 | 175 |
| 2 | \$ 294,000 | N/A | 0.50 - 1.0 acre | 3.0 | 2.5 | 47 | 1529 | 84 | 70 | 159 |
| 3 | \$ 129,000 | N/A | 0.50 - 1.0 acre | 3.0 | 2.0 | 48 | 1529 | 89 | 82 | 161 |
| 4 | \$ 33,700 | N/A | 0.50 - 1.0 acre | 3.0 | 1.5 | 59 | 1529 | 112 | 144 | 144 |

ATLANTA

THIS WEEK

The median single family home price in ATLANTA this week is \$189,900. The 6116 homes have been on the market for an average of 159 days.

Inventory has been tightening and days-on-market increasing recently. The Market Action Index has been basically flat, not providing strong indication for market conditions.

QUARTILES

To get a tightly targeted understanding of homes in the market, we break each locale into quartiles. Each quartile is 25% of the homes listed.

Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

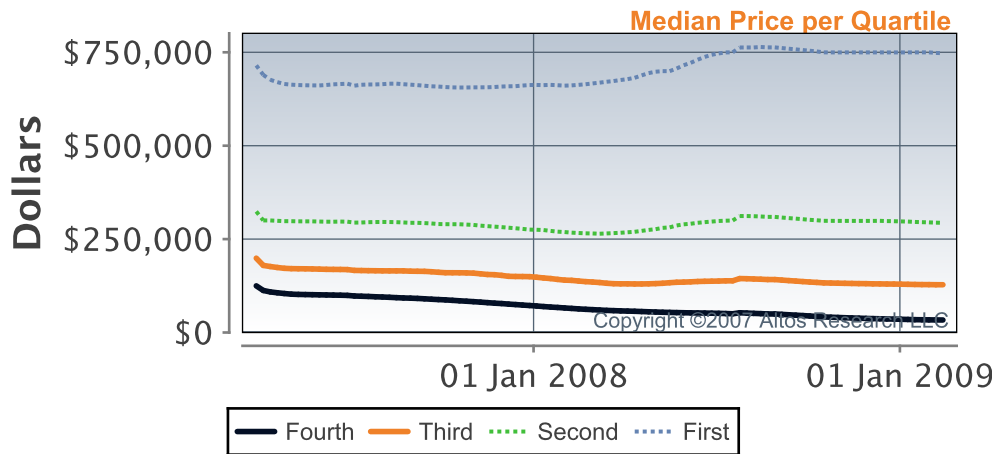
Least expensive 25% of homes

We'll refer to the quartiles in the trend graphs below.



PRICE

This week saw relatively little price change from last week. However, prices continue to demonstrate a nice up trend over the last several weeks.



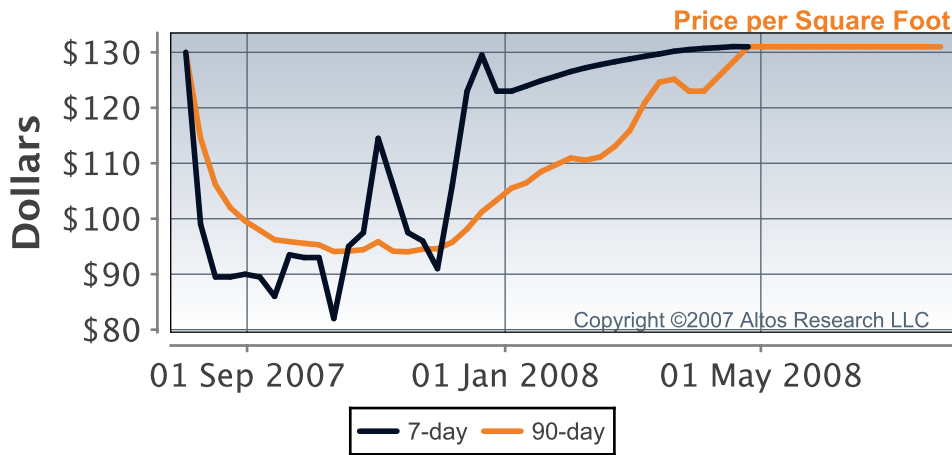
QUARTILE PRICES

Often, we find insights by watching pricing trends within the quartile segments.

Prices at the upper end of the market have been showing weakness. While there is enough demand in the low end (Quartiles 3 and 4) to keep prices flat, unless there is a persistent up-shift in the Market Action Index, the entire market may resume a down trend soon.

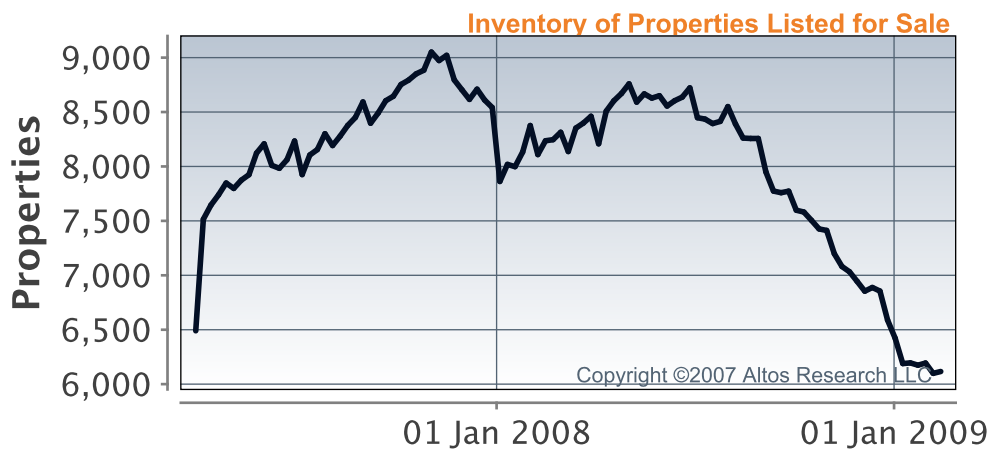
PRICE AND VALUE

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



INVENTORY

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Market zone for a long period, prices are likely in for a downward correction.



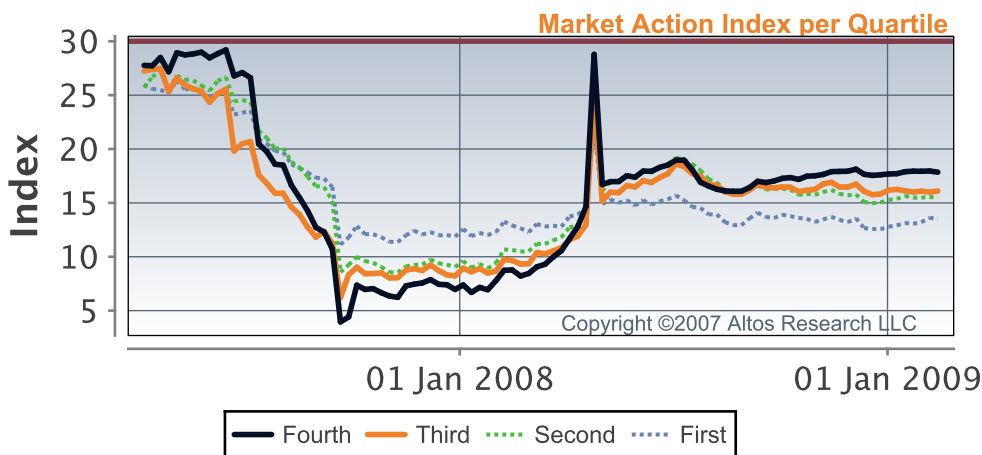
The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

An MAI value greater than 30 typically indicates a "Seller's Market" (a.k.a. "Hot Market") because demand is high enough to quickly gobble up available supply. A hot market will typically cause prices to rise. MAI values below 30 indicate a "Buyer's Market" (a.k.a. "Cold Market") where the inventory of already-listed homes is sufficient to last several months at the current rate of sales. A cold market will typically cause prices to fall.

MARKET ACTION INDEX

The ATLANTA market is currently quite strongly in the Buyer's Market zone (below 30). The 90-day Market Action Index stands at 16. With several months of inventory available at the current sales rate, buyers should find ample choice.

The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.



The quartiles can help you answer the question, "How hot is the market for homes in my price range?"

MARKET ACTION

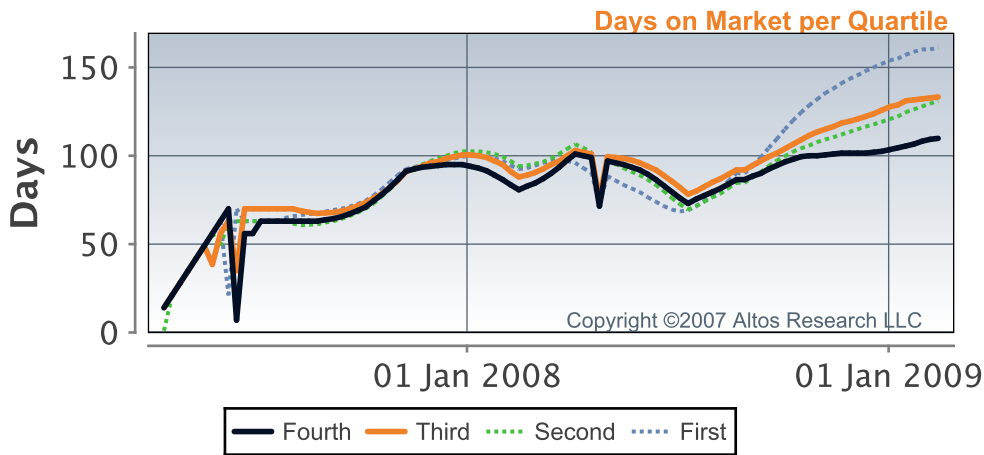
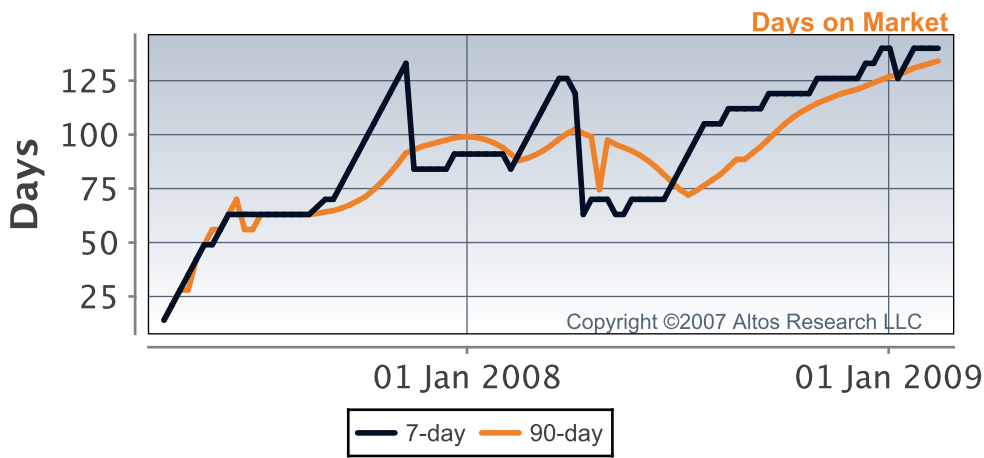
Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group changes.

DAYS ON MARKET (DOM)

The properties have been on the market for an average of 159 days. Half of the listings have come newly on the market in the past 140 or so days.

DOM PER QUARTILE

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



Neighborhood Detail

ATLANTA
30305

| Real-Time Market Profile | | Trend |
|---------------------------------|--|--------|
| Median List Price | \$ 699,900 | ↓ ↓ |
| Average List Price | \$ 1,109,365 | |
| Least Expensive Listing | \$ 300,000 | |
| Most Expensive Listing | \$ 14,500,000 | |
| Asking Price per Square Foot | null | |
| Average Days on Market | 149 | ↑ ↑ |
| Total Inventory | 125 | |
| Absorbed This Week | 3 | |
| Median House Size (sq ft) | null | |
| Median Lot Size | 0.50 - 1.0 acre | |
| Median Number of Bedrooms | 4.0 | |
| Median Number of Bathrooms | 3.5 | |
| Median Age | 65 | |
| Altos Research Value Statistics | | |
| Market Action Index | Cold! Buyer's | 13 ↑ ↑ |

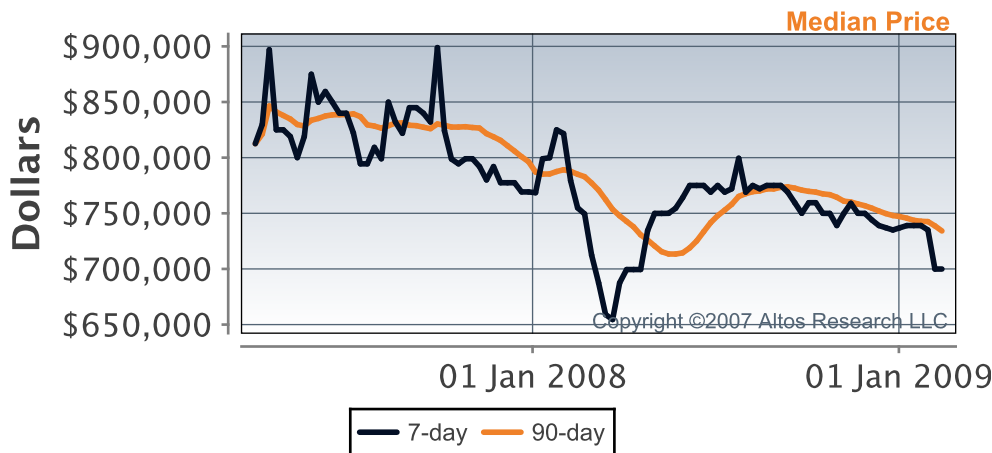
THIS WEEK

The median single family home price in ATLANTA 30305 this week is \$699,900.

Inventory has been lightening lately and the Market Action Index has been trending up. Though days-on-market is increasing, these are mildly positive indications for the market.

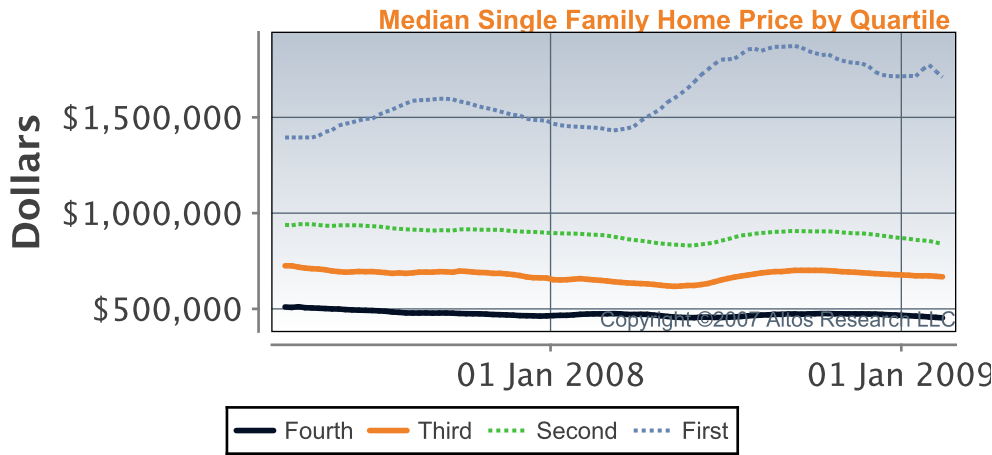
PRICE

Prices in this zip code have been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.



PRICE PER QUARTILE

In the quartile market segments, we see the market's price weakness evident across the board. Quartiles 2, 3, and 4 have been in price decline in recent weeks, with Quartile 1 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.



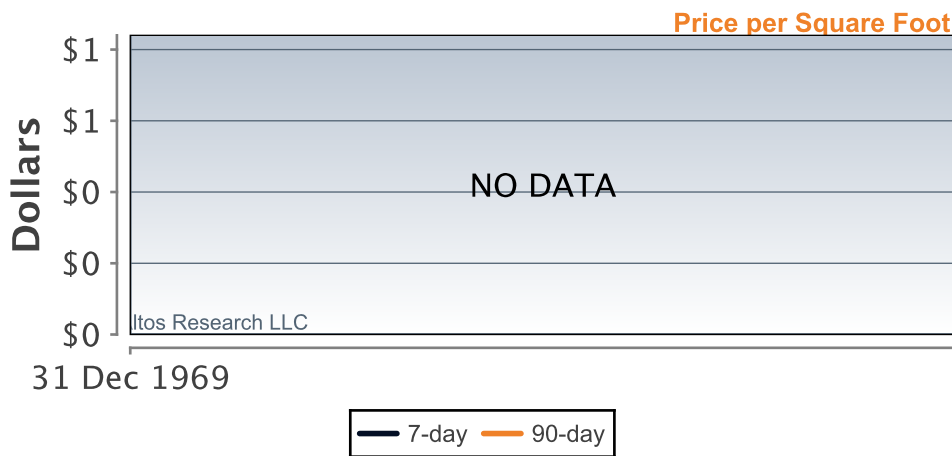
Characteristics per Quartile

| Quart | Median Price | Med. Sqft | Med. Lot Size | Bed | Bath | Med. Age | Inven. | New | Ab-sorbed | Avg. DoM |
|-------|--------------|-----------|-----------------|-----|------|----------|--------|-----|-----------|----------|
| 1 | \$ 1,395,000 | N/A | 0.50 - 1.0 acre | 5.0 | 5.0 | 52 | 31 | 3 | 1 | 166 |
| 2 | \$ 799,000 | N/A | 0.50 - 1.0 acre | 4.0 | 4.0 | 48 | 31 | 2 | 0 | 154 |
| 3 | \$ 639,900 | N/A | 0.50 - 1.0 acre | 4.0 | 3.0 | 68 | 31 | 0 | 1 | 143 |
| 4 | \$ 439,900 | N/A | 0.50 - 1.0 acre | 3.0 | 2.0 | 65 | 32 | 6 | 1 | 135 |

QUARTILES

Most expensive 25% of homes
 Upper-middle 25% of homes
 Lower-middle 25% of homes
 Least expensive 25% of homes

PRICE AND VALUE



INVENTORY

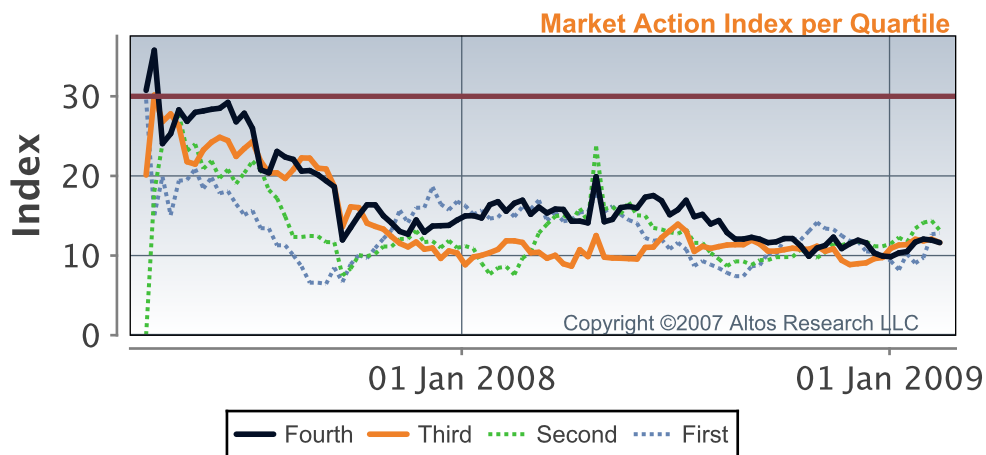
Inventory has been steady around these levels in recent weeks with 125 properties currently available.

MARKET ACTION INDEX

The ATLANTA 30305 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 13. With several months of inventory available at the current sales rate, buyers should find ample choice.

MARKET ACTION

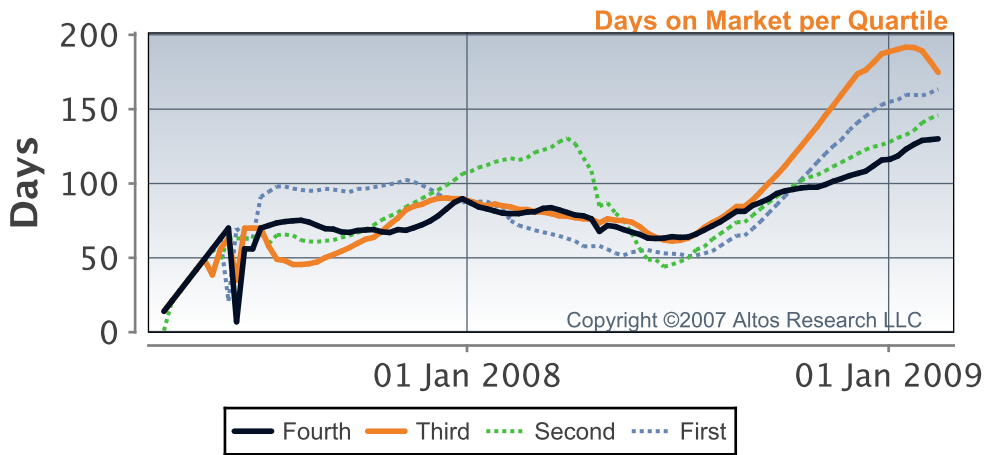
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





DAYS ON MARKET

The properties have been on the market for an average of 149 days. Half of the listings have come newly on the market in the past 133 or so days. Watch the 90-day DOM trend for signals of a changing market.



DAYS ON MARKET

It is not uncommon for the higher priced homes in an area (Quartiles 1 and 2) to take longer to sell than those in the lower quartiles.

About Altos Research Corporation

Altos Research Corp. reports real-time analysis of the residential real estate market in local markets across the country. All information contained herein is based on properties currently listed for sale and available publicly. When evaluating a particular property, make sure you use comparable sales data in addition to the market trend information available in this report. The data presented in this report is accurate to the best of our knowledge, but cannot be guaranteed as such. Use this report as one input in the real estate decision making process, but do not rely on it for accuracy. Nothing in this report or any other Altos Research publication is a recommendation to buy or to sell real estate. We recommend you work with a licensed real estate agent or broker.