



MARKET CONDITION REPORT

RENO AREA

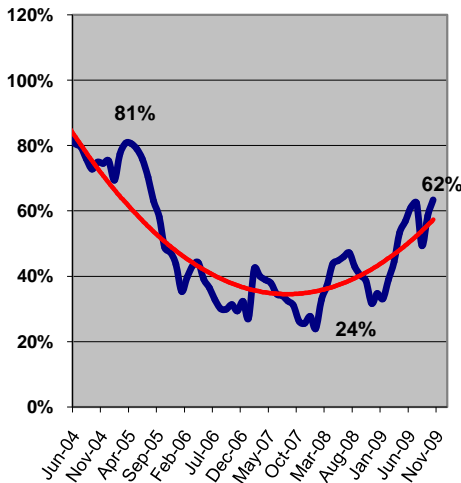
Oct-09

SINGLE FAMILY RESIDENCE

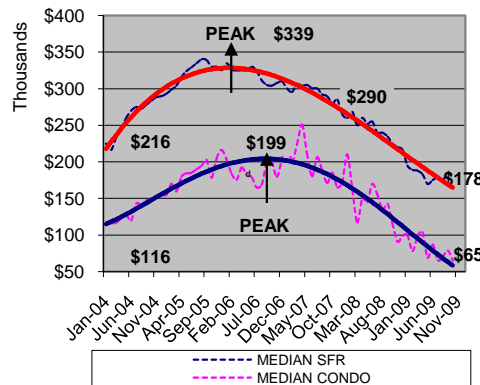
CITY	SUPPLY ON MARKET	DEMAND SOLD MONTH	EXPIRE WITHDRAW MONTH	IN ESCROW	PERCENT SELLING	MONTHS SUPPLY	DAYS ON MARKET SOLD	MARKET SPEED	MEDIAN LIST PRICE	MEDIAN ASK AT OFFER	MEDIAN CLOSE PRICE
Reno	2,015	348	200	198	64%	5.8	121	35	\$232	\$197	\$191
Sparks	857	154	62	97	71%	5.6	126	36	\$180	\$170	\$170
WASHOE COUNTY TOTAL	2,872	502	262	295	66%	5.7	123	35	\$216	\$188	\$185
Fernley	246	52	19	25	73%	4.8	95	42	\$110	\$96	\$105
Dayton	158	30	17	6	64%	5.4	133	37	\$190	\$160	\$160
Yerington	73	3	11	3	22%	24.3	90	8	\$150	\$102	\$82
LYON COUNTY TOTAL	477	84	46	34	65%	8.0	108	35	\$139	\$119	\$123
Gardnerville	298	25	30	8	46%	11.9	109	17	\$349	\$215	\$206
Minden	125	15	12	7	57%	8.3	181	24	\$359	\$290	\$285
DOUGLAS COUNTY TOTAL	423	40	41	15	49%	10.9	136	19	\$353	\$243	\$236
Fallon (Churchill County)	196	14	14	4	50%	14.0	159	14	\$187	\$125	\$124
Carson City (Carson County)	390	43	36	12	54%	9.2	133	22	\$239	\$200	\$198
TOTAL	4,358	683	398	360	63%	7.1	123	31	\$222	\$182	\$180

Market Speed measures the rate of conversion of listings to closings. The higher this number, the faster the market is converting. The area with the highest speed is the "quickest" area. All other things being equal, areas with the highest market speed are the most desirable to buyers.

PERCENT SELLING MARKET EFFICIENCY

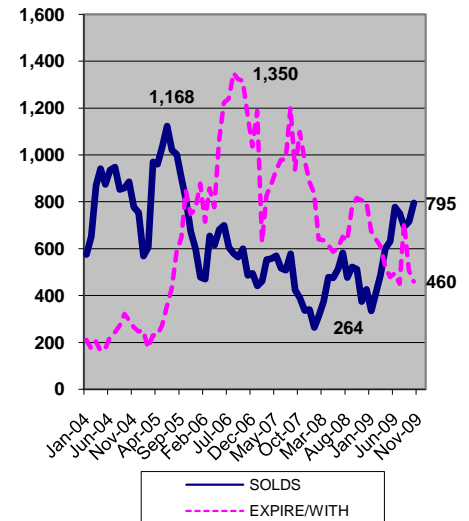


HISTORY OF MEDIAN SALE PRICE



Closed 2008	Closed 2009	Change in Sales	Percent Change
4,993	7,039	2,046	41%

HISTORY OF SOLDS AND EXPIRE/WITHDRAW (ALL)



CONDO/TOWNHOME

CITY	SUPPLY ON MARKET	DEMAND SOLD MONTH	EXPIRE WITHDRAW MONTH	IN ESCROW	PERCENT SELLING	MONTHS SUPPLY	DAYS ON MARKET SOLD	MARKET SPEED	MEDIAN LIST PRICE	MEDIAN ASK AT OFFER	MEDIAN CLOSE PRICE
Reno	438	44	58	40	43%	10.1	149	20	\$89	\$70	\$65
Sparks	99	13	10	5	57%	7.9	108	25	\$73	\$69	\$70
WASHOE TOTAL	537	56	68	45	45%	9.7	140	21	\$85	\$70	\$66
Carson City	38	5	4	1	56%	8.4	96	24	\$109	\$115	\$102
TOTAL	575	61	71	46	46%	9.6	137	21	\$88	\$73	\$69

COURTESY OF FIRST CENTENNIAL TITLE



MARKET CONDITION REPORT

Reno-Sparks Area

October 2009

Welcome to the Reno-Sparks Market Condition Report (MCR) provided by First Centennial Title.

THE BIG PICTURE

- **OVERVIEW:** Activity holding at current levels with no big movements. SFR Prices appear to have stabilized (slightly negative) in the current range while Condo displayed unexpected weakness. This trend in Condo prices is not likely to continue given that the ask price of Condos in escrow is in the mid \$80's.
- **SUPPLY (ON MARKET):** Moderate increase in supply for both types.
- **DEMAND (SOLD PER MONTH):** Demand increased for SFR (+29 units) but backed off for Condo (-9 units).
- **FAILURES (EXPIRE-WITHDRAW):** Holding steady in the current range.
- **IN ESCROW (FUTURE CLOSINGS):** Up slightly from October for SFR (+9 units); down slightly for Condo (-5 units). So long as the level of escrow is relatively stable, closings will remain rather constant at current levels.
- **PERCENT SELLING:** Very steady in the current range with little movement for either type.
- **MONTHS SUPPLY:** This key measure tightened but the change was small. This signals a continuation of current activity levels.
- **MARKET SPEED:** The pace of the Reno market is stable at current levels for both types. The best performing Reno submarket remains Fernley SFR, returning a Market Speed of 42 (up from last month). The slowest is Yerington SFR at a very sluggish 8. The market seems to “hovering” around these current values with significant change neither occurring or forecasted in the near term.
- **PRICES:** Both SFR and Condo returned median price declines with Condo posting a rather large (and unexpected) negative deviation (see comments in overview). Expect up and down movement from month to month. Large changes in price should not be expected, while relatively small diminishing negative shifts are more likely. This trend is generally in line with other markets surveyed.

MCR TIP: Market Speed considers supply, demand, and time. Is a market moving faster if listing activity increases? Not necessarily. If supply increases and demand declines, the market actually slows. Markets speed up when change in demand outpaces change in supply (on a percentage basis). If the goal is to maximize positive cash flows, when possible and all other things being equal, agents should list in high Market Speed areas.