



# MARKET CONDITION REPORT

## RENO AREA

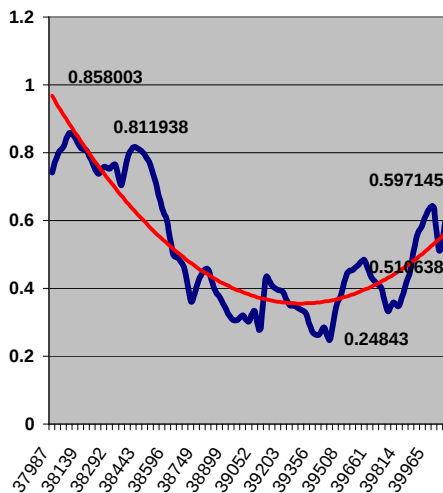
Sep-09

### SINGLE FAMILY RESIDENCE

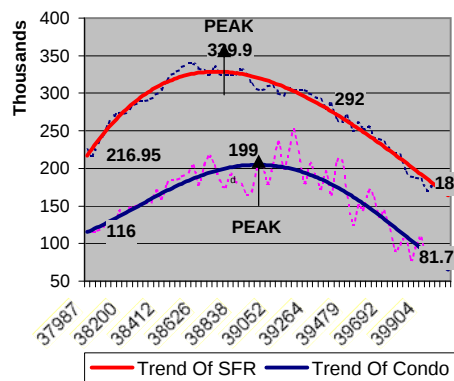
| CITY                               | SUPPLY ON MARKET | DEMAND SOLD MONTH | EXPIRE WITHDRAW MONTH | IN ESCROW  | PERCENT SELLING | MONTHS SUPPLY | DAYS ON MARKET SOLD | MARKET SPEED | MEDIAN LIST PRICE | MEDIAN ASK AT OFFER | MEDIAN CLOSE PRICE |
|------------------------------------|------------------|-------------------|-----------------------|------------|-----------------|---------------|---------------------|--------------|-------------------|---------------------|--------------------|
| <b>Reno</b>                        | 2,191            | 324               | 192                   | 213        | 63%             | 6.8           | 123                 | 30           | \$238             | \$200               | \$195              |
| <b>Sparks</b>                      | 863              | 153               | 61                    | 93         | 72%             | 5.7           | 126                 | 35           | \$185             | \$170               | \$170              |
| <b>WASHOE COUNTY TOTAL</b>         | <b>3,054</b>     | <b>476</b>        | <b>252</b>            | <b>306</b> | <b>65%</b>      | <b>6.5</b>    | <b>124</b>          | <b>31</b>    | <b>\$221</b>      | <b>\$190</b>        | <b>\$187</b>       |
| <b>Fernley</b>                     | 262              | 50                | 17                    | 23         | 74%             | 5.3           | 95                  | 38           | \$115             | \$95                | \$98               |
| <b>Dayton</b>                      | 177              | 28                | 16                    | 9          | 64%             | 6.3           | 150                 | 32           | \$196             | \$162               | \$158              |
| <b>Yerington</b>                   | 82               | 3                 | 9                     | 4          | 25%             | 27.3          | 61                  | 7            | \$153             | \$130               | \$126              |
| <b>LYON COUNTY TOTAL</b>           | <b>521</b>       | <b>81</b>         | <b>42</b>             | <b>36</b>  | <b>66%</b>      | <b>9.1</b>    | <b>113</b>          | <b>31</b>    | <b>\$145</b>      | <b>\$120</b>        | <b>\$120</b>       |
| <b>Gardnerville</b>                | 315              | 28                | 26                    | 9          | 52%             | 11.3          | 159                 | 18           | \$348             | \$227               | \$222              |
| <b>Minden</b>                      | 141              | 16                | 13                    | 6          | 56%             | 8.8           | 188                 | 23           | \$359             | \$305               | \$298              |
| <b>DOUGLAS COUNTY TOTAL</b>        | <b>456</b>       | <b>44</b>         | <b>39</b>             | <b>15</b>  | <b>53%</b>      | <b>10.5</b>   | <b>170</b>          | <b>19</b>    | <b>\$352</b>      | <b>\$256</b>        | <b>\$250</b>       |
| <b>Fallon (Churchill County)</b>   | 181              | 12                | 17                    | 3          | 41%             | 15.1          | 142                 | 13           | \$189             | \$138               | \$134              |
| <b>Carson City (Carson County)</b> | 406              | 42                | 38                    | 18         | 52%             | 9.8           | 120                 | 20           | \$249             | \$200               | \$200              |
| <b>TOTAL</b>                       | <b>4,618</b>     | <b>654</b>        | <b>387</b>            | <b>378</b> | <b>63%</b>      | <b>7.8</b>    | <b>126</b>          | <b>28</b>    | <b>\$228</b>      | <b>\$185</b>        | <b>\$183</b>       |

**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

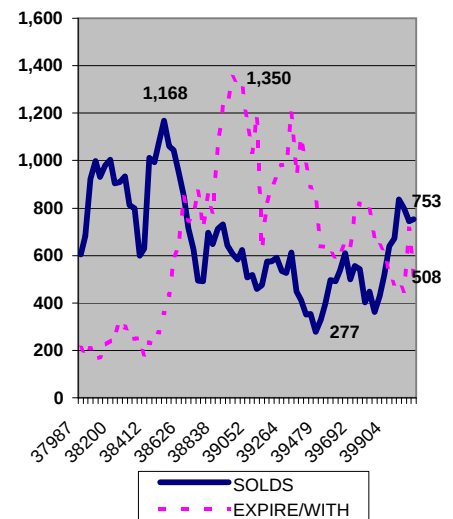


HISTORY OF MEDIAN SALE PRICE



| Closed 2008 | Closed 2009 | Change in Sales | Percent Change |
|-------------|-------------|-----------------|----------------|
| 4,522       | 6,200       | 1,678           | 37%            |

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 |
|---------------------|------------------|-------------------|-----------------------|-----------|-----------------|---------------|---------------------|--------------|-------------------|---------------------|--------------------|
| <b>Reno</b>         | 456              | 53                | 62                    | 36        | 46%             | 8.7           | 165                 | 23           | \$99              | \$79                | \$69               |
| <b>Sparks</b>       | 103              | 14                | 11                    | 6         | 57%             | 7.4           | 117                 | 27           | \$80              | \$80                | \$81               |
| <b>WASHOE TOTAL</b> | <b>559</b>       | <b>67</b>         | <b>72</b>             | <b>42</b> | <b>48%</b>      | <b>8.4</b>    | <b>155</b>          | <b>24</b>    | <b>\$95</b>       | <b>\$79</b>         | <b>\$71</b>        |
| <b>Carson City</b>  | 32               | 4                 | 4                     | 2         | 50%             | 9.1           | 93                  | 22           | \$136             | \$104               | \$100              |
| <b>TOTAL</b>        | <b>591</b>       | <b>70</b>         | <b>76</b>             | <b>44</b> | <b>48%</b>      | <b>8.5</b>    | <b>152</b>          | <b>24</b>    | <b>\$98</b>       | <b>\$81</b>         | <b>\$73</b>        |

COURTESY OF FIRST CENTENNIAL TITLE



## MARKET CONDITION REPORT

### Reno-Sparks Area

### September 2009

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

#### THE BIG PICTURE

- **OVERVIEW:** Activity slows as market transitions into the fall-winter cycle. Prices appear to have bottomed in the short term at or near current levels.
- **SUPPLY (ON MARKET):** Continues to hold very steady in the current range with little meaningful deviation (8<sup>th</sup> month).
- **DEMAND (SOLD PER MONTH):** Demand declined for both SFR and Condo. 108 units for SFR (16%) and 8 units for Condo (11%).
- **FAILURES (EXPIRE-WITHDRAW):** The rate of failure for SFR was over estimated in September. The current result corrects that figure.
- **IN ESCROW (FUTURE CLOSINGS):** Up slightly from September.
- **PERCENT SELLING:** Due to the adjustment in failures, Percent Selling increased from 54% to the current 63% for SFR, and 54% to 48% for Condo. Expect the measure to remain at this level or gradually decline.
- **MONTHS SUPPLY:** This key measure is on the increase implying and reinforcing the idea that the market has peaked in terms of closed transactions at or near the current level.
- **MARKET SPEED:** Market Speed has slowed for both types. The pace of the Reno market (which was increasing) is now slowing. The best performing Reno submarket remains Fernley, returning a Market Speed of 38 (down from 50 last month). The slowest is Yerington at a very sluggish 7.
- **PRICES:** Both SFR and Condo returned median price increases. Expect an up and down trend 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:** No showings does not mean there are no buyers for a property. It means there are no buyers at the current price offered by the seller. To create showings, the proper response is to reduce price and (if possible) increase marketing investments in line with a demonstrated increase in showing frequency. This approach minimizes DOM and maximizes the probability of double ending should this be the agent's goal. Over pricing suppresses showings, reduces the effectiveness of marginal promotion and, consequently, the probability of a timely offer.