



# MARKET CONDITION REPORT

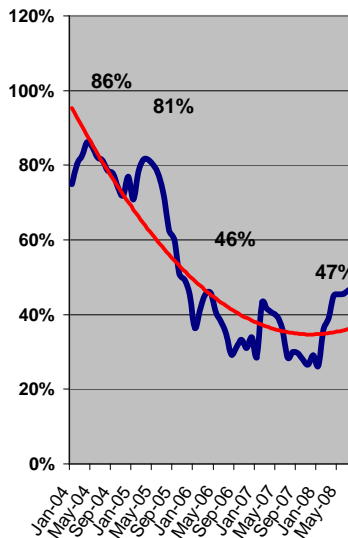
## RENO AREA

Jul-08

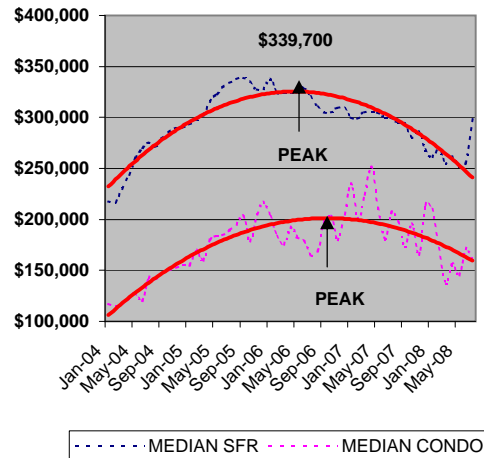
### SINGLE FAMILY RESIDENCE

CITY	LISTED	SOLD PER MONTH	EXPIRE WITHDRAW MONTH	PERCENT SELLING	PENDING	MONTHS SUPPLY	DAYS ON MARKET SOLD	60 DAY ABSORB	MEDIAN LIST PRICE	MEDIAN ASK AT OFFER	MEDIAN CLOSE
<b>Reno</b>	2,647	251	248	50%	95	10.6	93	19%	\$345	\$285	\$275
<b>Sparks</b>	988	105	88	54%	25	9.5	80	21%	\$265	\$240	\$235
<b>WASHOE COUNTY TOTAL</b>	<b>3,635</b>	<b>355</b>	<b>336</b>	<b>51%</b>	<b>120</b>	<b>10.3</b>	<b>89</b>	<b>20%</b>	<b>\$321</b>	<b>\$272</b>	<b>\$263</b>
<b>Fernley</b>	411	28	35	44%	9	14.7	94	14%	\$199	\$177	\$167
<b>Dayton</b>	213	18	22	46%	5	11.8	70	17%	\$242	\$210	\$207
<b>Yerington</b>	83	1	7	13%	0	83.0	48	2%	\$200	\$170	\$163
<b>LYON COUNTY TOTAL</b>	<b>707</b>	<b>47</b>	<b>63</b>	<b>43%</b>	<b>14</b>	<b>21.8</b>	<b>84</b>	<b>13%</b>	<b>\$215</b>	<b>\$189</b>	<b>\$182</b>
<b>Gardnerville</b>	362	22	39	36%	9	16.5	113	12%	\$399	\$240	\$239
<b>Minden</b>	178	12	17	42%	5	14.8	168	13%	\$461	\$349	\$337
<b>DOUGLAS COUNTY TOTAL</b>	<b>540</b>	<b>34</b>	<b>56</b>	<b>38%</b>	<b>14</b>	<b>15.9</b>	<b>132</b>	<b>13%</b>	<b>\$421</b>	<b>\$278</b>	<b>\$274</b>
<b>Fallon (Churchill County)</b>	223	15	33	32%	3	14.9	118	13%	\$230	\$185	\$175
<b>Carson City (Carson County)</b>	468	41	39	51%	7	11.6	115	17%	\$330	\$280	\$275
<b>TOTAL</b>	<b>5,573</b>	<b>492</b>	<b>525</b>	<b>48%</b>	<b>158</b>	<b>12.6</b>	<b>95</b>	<b>18%</b>	<b>\$315</b>	<b>\$262</b>	<b>\$254</b>

PERCENT SELLING MARKET EFFICIENCY

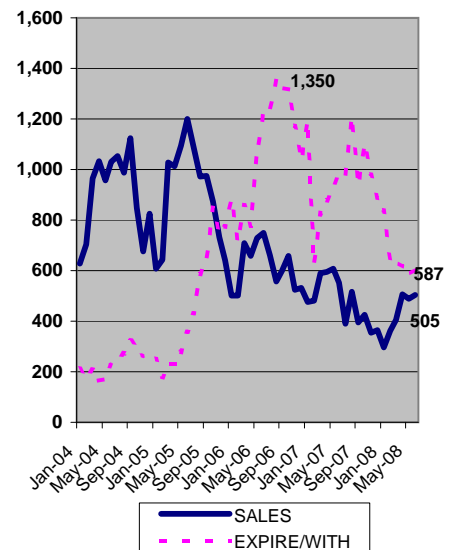


HISTORY OF MEDIAN SALE PRICE



Closed Last Year	Closed This Year	Change in Sales	Percent Change
3,975	3,346	-629	-16%

HISTORY OF SOLDS AND EXPIRE/WITHDRAW (ALL)



### CONDO/TOWNHOME

CITY	LISTED	SOLD PER MONTH	EXPIRE WITHDRAW MONTH	PERCENT SELLING	PENDING	MONTHS SUPPLY	DAYS ON MARKET SOLD	60 DAY ABSORB	MEDIAN LIST PRICE	MEDIAN ASK AT OFFER	MEDIAN CLOSE
<b>Reno</b>	518	30	65	31%	18	17.6	155	11%	\$175	\$192	\$184
<b>Sparks</b>	127	9	14	39%	2	14.9	126	13%	\$140	\$145	\$143
<b>WASHOE TOTAL</b>	<b>645</b>	<b>38</b>	<b>78</b>	<b>33%</b>	<b>20</b>	<b>17.0</b>	<b>149</b>	<b>12%</b>	<b>\$167</b>	<b>\$181</b>	<b>\$174</b>
<b>Carson City</b>	43	3	4	42%	3	17.2	66	12%	\$175	\$81	\$76
<b>TOTAL</b>	<b>688</b>	<b>41</b>	<b>82</b>	<b>33%</b>	<b>23</b>	<b>17.1</b>	<b>144</b>	<b>12%</b>	<b>\$168</b>	<b>\$175</b>	<b>\$168</b>

COURTESY OF FIRST CENTENNIAL TITLE



# MARKET CONDITION REPORT

## Reno-Sparks Area

### July 2008

Welcome to the **Reno-Sparks Market Condition Report (MCR)** sponsored by **First Centennial Title**. These comments are designed to accompany the attached Market Condition Report.

We appreciate and value your business.

#### THE BIG PICTURE

- **SUPPLY:** Very steady in the current range with no meaningful movement from previous month.
- **DEMAND:** SFR posted moderate increase; Condo little changed from previous month.
- **FAILURES:** Very steady in the current range with no meaningful movement from previous month.
- **PRICES:** Prices for both types posted an increase. The list price of properties in escrow is supportive of this increase and it is very possible that property may be at or near the bottom in terms of price. More performance data is required. Also affecting this calculus is the movement of the market into the fall and winter cycle when it is typical for demand to weaken. This may in turn weaken price given that active inventory is relatively high.
- **60 DAY ABSORB:** Market speed (conversion of listings to closings) is steady at a slow rate for SFR. The Reno area absorb rate is significantly slower than other like areas. Given the time of the year, this rate is unlikely to change significantly in upcoming time periods.
- **PERCENT SELLING:** Steady with a slight positive propensity. These changes are small and signal a market that is very steady in terms of speed and efficiency. This may be due to the lack of distressed inventory that is a common feature of Clark County and other like markets. These markets are livelier and more volatile than the Reno area, which is steadier and less erratic from month to month.
- **FUTURE CLOSINGS (SALE PENDING):** Current pending inventory levels for both SFR and Condo have declined. This signals a negative propensity for closings in the offing. However, do not look for any big changes—just steady marginal declines.
- **GENERAL COMMENT:** The market is acting as though it has reached a peak and big shifts in the demand schedule should not be expected. The current, rather positive price schedule is interesting but the situation is unclear given current data.

## **THIS YEAR/LAST YEAR**

<b>Closed Last Year</b>	<b>Closed This Year</b>	<b>Change in Sales</b>	<b>Percent Change</b>
3,975	3,346	-629	<b>-16%</b>

In the last report (July), the market lagged the previous year by **-19%**. The current result (**-16%**) displays a 3 point improvement. This is generally slower than other markets surveyed. As an example, Las Vegas (resale) is currently even with last year's sales pace, however, Clark County is dominated by distressed sales. Given the current rate of change, it is by no means certain the Reno area will surpass 2007 sales results.

## **MCR TIP**

Agents provide information—clients make decisions. Agents do not create markets, they respond and interpret markets for the benefit of their clients. While it is entirely human to be sympathetic to clients in distressed situations, that should not impede the free flow of information, good or bad, from agent to client.

## **WORDS OF WISDOM**

If you wish success in life, make perseverance your friend, experience your counselor, caution your brother and hope your guardian. **Joseph Addison (1672 - 1719)**