



# MARKET CONDITION REPORT

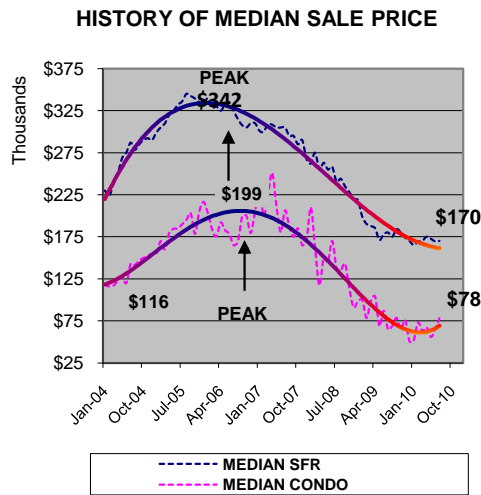
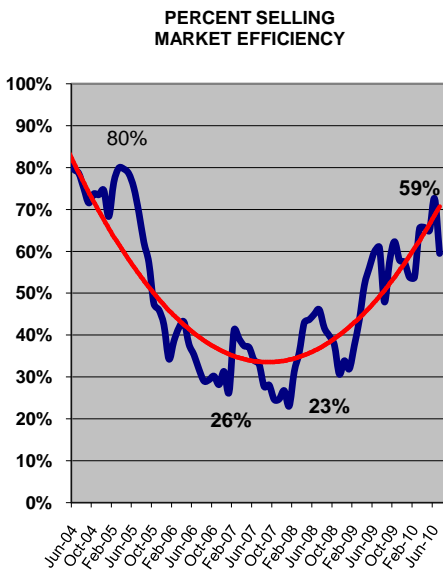
## RENO AREA

July-10

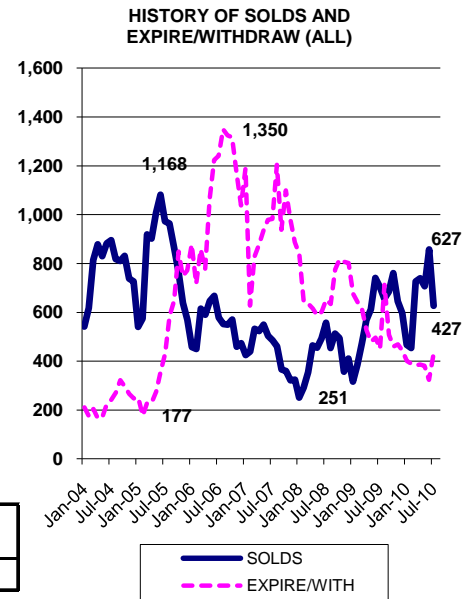
### SINGLE FAMILY RESIDENCE

CITY	SUPPLY ON MARKET	DEMAND SOLD MONTH	EXPIRE WITHDRAW MONTH	IN ESCROW	PERCENT SELLING	WEEKS SUPPLY GIVEN DEMAND	DAYS ON MARKET SOLD	MARKET SPEED	MEDIAN LIST PRICE	MEDIAN IN ESCROW PRICE	MEDIAN CLOSE PRICE
<b>Reno</b>	2,432	303	171	144	64%	37	142	25	\$220	\$189	\$183
<b>Sparks</b>	953	154	75	67	67%	29	135	32	\$169	\$170	\$170
<b>WASHOE COUNTY TOTAL</b>	<b>3,385</b>	<b>456</b>	<b>245</b>	<b>211</b>	<b>65%</b>	<b>34</b>	<b>140</b>	<b>27</b>	<b>\$203</b>	<b>\$183</b>	<b>\$179</b>
<b>Fernley</b>	211	46	21	20	69%	22	121	44	\$118	\$107	\$107
<b>Dayton</b>	177	24	20	14	55%	34	145	27	\$160	\$157	\$153
<b>Yerington</b>	67	6	6	4	52%	51	151	18	\$170	\$99	\$101
<b>LYON COUNTY TOTAL</b>	<b>455</b>	<b>76</b>	<b>46</b>	<b>38</b>	<b>63%</b>	<b>28</b>	<b>131</b>	<b>33</b>	<b>\$135</b>	<b>\$122</b>	<b>\$121</b>
<b>Gardnerville</b>	304	25	23	7	52%	55	173	16	\$298	\$190	\$189
<b>Minden</b>	135	12	9	8	56%	54	187	17	\$310	\$325	\$310
<b>DOUGLAS COUNTY TOTAL</b>	<b>439</b>	<b>36</b>	<b>32</b>	<b>15</b>	<b>53%</b>	<b>55</b>	<b>178</b>	<b>16</b>	<b>\$302</b>	<b>\$233</b>	<b>\$228</b>
<b>Fallon (Churchill County)</b>	198	19	17	4	53%	47	140	19	\$170	\$127	\$120
<b>Carson City (Carson County)</b>	436	41	21	16	67%	48	146	19	\$240	\$176	\$175
<b>TOTAL</b>	<b>4,913</b>	<b>628</b>	<b>360</b>	<b>284</b>	<b>64%</b>	<b>36</b>	<b>141</b>	<b>26</b>	<b>\$210</b>	<b>\$176</b>	<b>\$172</b>

THIS REPORT IS SORTED ON MARKET SPEED. 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. "Weeks Supply Given Demand" is the Absorption Rate (the number of weeks required to exhaust supply given demand).



Closed 2009	Closed 2110	Change in Sales	Percent Change
4,626	5,126	500	+11%



### CONDO/TOWNHOME

CITY	SUPPLY ON MARKET	DEMAND SOLD MONTH	EXPIRE WITHDRAW MONTH	IN ESCROW	PERCENT SELLING	WEEKS SUPPLY GIVEN DEMAND	DAYS ON MARKET SOLD	MARKET SPEED	MEDIAN LIST PRICE	MEDIAN IN ESCROW PRICE	MEDIAN CLOSE PRICE
<b>Reno</b>	466	60	47	26	56%	36	137	26	\$85	\$60	\$59
<b>Sparks</b>	118	18	16	7	52%	31	114	30	\$69	\$70	\$74
<b>WASHOE TOTAL</b>	<b>584</b>	<b>77</b>	<b>63</b>	<b>33</b>	<b>55%</b>	<b>35</b>	<b>132</b>	<b>26</b>	<b>\$81</b>	<b>\$62</b>	<b>\$62</b>
<b>Carson City</b>	37	6	5	1	55%	30	93	30	\$118	\$90	\$85
<b>TOTAL</b>	<b>621</b>	<b>83</b>	<b>67</b>	<b>34</b>	<b>55%</b>	<b>34</b>	<b>129</b>	<b>27</b>	<b>\$84</b>	<b>\$64</b>	<b>\$64</b>

COURTESY OF FIRST CENTENNIAL TITLE

# MARKET CONDITION REPORT

## Reno-Sparks Area

### July 2010

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

**NOTE:** The measure Months Supply has been replaced by “Weeks Supply Given Demand” which is the classic **Absorption Rate** widely used in commercial real estate business. Both measures express the relationship between supply and demand. The Absorption Rate differs in that it includes properties in escrow as a part of the supply chain. The higher this measure the looser the market, the lower the measure the tighter the market.

#### THE BIG PICTURE

- **OVERVIEW:** No significant change in market key measures from last month. The market is showing very slight signs of weakening from the perspective of the seller (rising Absorption Rate). This is in line with other markets surveyed.
- **SUPPLY (ON MARKET):** Little change. A slight increase over last month.
- **DEMAND (SOLD PER MONTH):** Demand off slightly from last month.
- **FAILURES (EXPIRE-WITHDRAW):** Marginal increase from last month.
- **IN ESCROW (FUTURE CLOSINGS):** SFR and Condo inventory in escrow is in decline. This suggests that the recent surge of closings is not being replaced by new escrow entry, signaling a slower or constant market. This outcome is similar to last month.
- **PERCENT SELLING:** Off 3 points from last month.
- **WEEKS SUPPLY GIVEN DEMAND (Absorption Rate):** Note the elevated Absorption Rate in Yerington, versus the slow Market Speed. Absorption Rate outcomes like that of Yerington usually signal relative area overpricing (the same is true of Minden). These two measures are loosely linked. As the ratio of supply to demand increases, the market is slow or is entering a slowing stage.
- **MARKET SPEED:** The pace of the market, which had been rising consistently, has peaked. The best performing Reno sub-market remains the perennial favorite, Fernley SFR, returning a Market Speed of 44 (up 4 points from last month). The slowest is Gardnerville SFR at 16. It is somewhat unusual that Gardnerville has slowed to this level.
- **PRICES:** Prices gyrating from month to month with a slight positive propensity. See History of Median Sale Price Graph. The current positive direction of price is weak and tentative.

**MCR TIP:** If the Absorption Rate rises as price declines, this implies that sellers and their agents are “chasing” market price. In other words, current area reductions are not sufficient to stimulate demand.

