

STAT PACK

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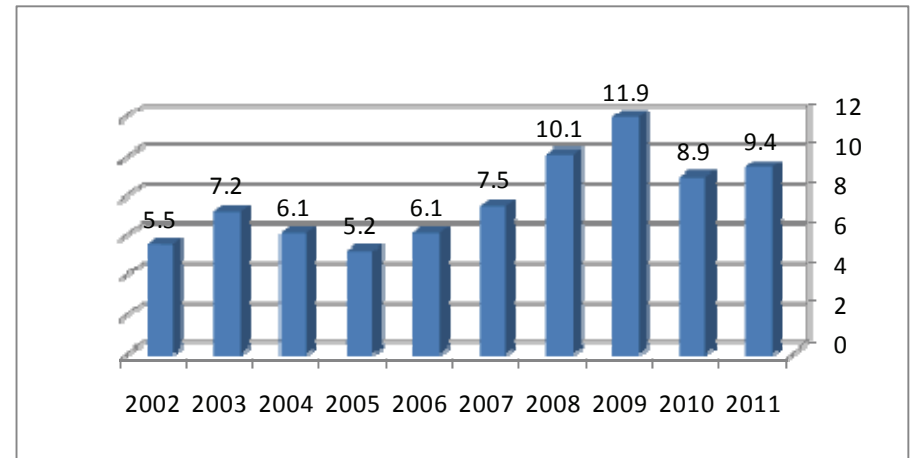
Welcome to the ERA Shields Stat Pack. The intention for providing this information to you is to educate you on the current local real estate market so you can better make decisions for you and your family. Real estate markets vary from city to city as well as neighborhood to neighborhood. When the national media reports on how the real estate market is doing it is reporting on national numbers and it is likely very different from how your neighborhood is performing. You will find factual data within The Stat Pack to which you may draw your own conclusions. The last page of the Stat Pack you will see a brief summary of our opinions.

QUICK FACTS

January 2011 vs. January 2010

- ⇒ **Number of active listings on the market is up 5%**
- ⇒ **Sales for the month were almost identical**
- ⇒ **# of new listings lowest in past 5 years**
- ⇒ **# of pending transactions at 2nd highest level in 5 yrs**
- ⇒ **Average & Median Prices showed slight improvement**
- ⇒ **Days on Market for Solds is 103 days vs. 82 in 2010**

Months of Inventory



This graph illustrates one of what is traditionally considered to be a leading indicator as to the overall health of the local housing market. The data in this compares the same month of each year. Also keep in mind, inventory levels tend to swell in the winter months as fewer buyers are in the market to purchase.

1/1/2011 - 1/31/2011

| Area | Listings | Solds | DOM | Inventory | Med List \$ | Med Sales \$ |
|---------------|----------|-------|-----|-----------|-------------|--------------|
| Black Forest | 134 | 10 | 101 | 13.4 | \$344,950 | \$318,750 |
| Briargate | 230 | 28 | 91 | 8.2 | \$274,450 | \$269,950 |
| Calhan | 28 | 2 | 199 | 14.0 | \$222,500 | \$222,500 |
| Central | 259 | 31 | 93 | 8.4 | \$135,000 | \$126,500 |
| East | 236 | 38 | 141 | 6.2 | \$158,500 | \$154,150 |
| Ellicott | 38 | 5 | 84 | 7.6 | \$159,900 | \$159,900 |
| Falcon | 51 | 4 | 117 | 12.8 | \$205,000 | \$198,500 |
| Falcon North | 176 | 18 | 122 | 9.8 | \$245,700 | \$249,807 |
| Fount Valley | 423 | 52 | 64 | 8.1 | \$141,500 | \$142,950 |
| Manitou | 33 | 3 | 198 | 11.0 | \$593,500 | \$552,500 |
| Marksheffel | 57 | 7 | 37 | 8.1 | \$219,900 | \$204,869 |
| Northeast | 320 | 31 | 101 | 10.3 | \$176,000 | \$175,900 |
| Northgate | 131 | 15 | 168 | 8.7 | \$332,900 | \$325,000 |
| Northwest | 143 | 24 | 111 | 6.0 | \$277,400 | \$270,000 |
| Old Colo City | 93 | 14 | 74 | 6.6 | \$97,000 | \$85,000 |
| Peyton | 43 | 1 | 1 | 43.0 | \$289,900 | \$260,000 |
| Powers | 342 | 47 | 104 | 7.3 | \$184,900 | \$180,000 |
| Southeast | 241 | 24 | 101 | 10.0 | \$124,950 | \$125,150 |
| Southwest | 272 | 27 | 96 | 10.1 | \$174,900 | \$174,000 |
| Tri Lakes | 265 | 24 | 83 | 11.0 | \$331,500 | \$387,803 |
| West | 80 | 7 | 96 | 11.4 | \$194,900 | \$188,000 |
| Teller County | 318 | 36 | 124 | 8.8 | \$202,663 | \$192,000 |

Area & Price Range Comparisons for Single Family & Patio Homes

This chart and the following one are ideal for helping you determine how your neighborhood is doing. Additionally, if you are considering selling your home this information is just one tool you should reference to assist you with pricing your home strategically.

Notes:

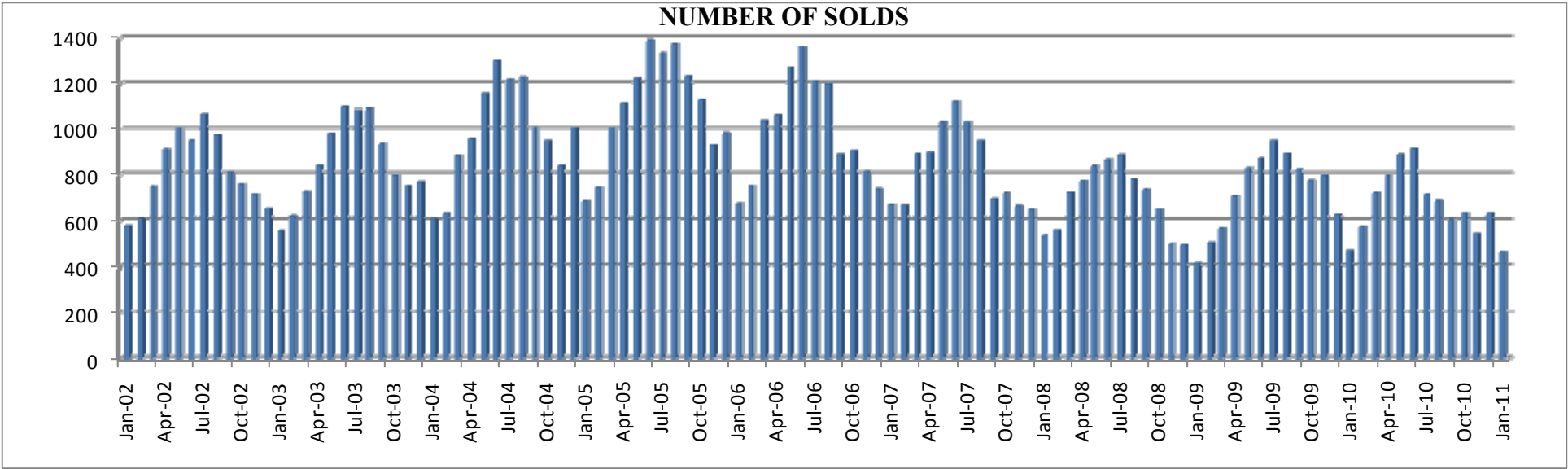
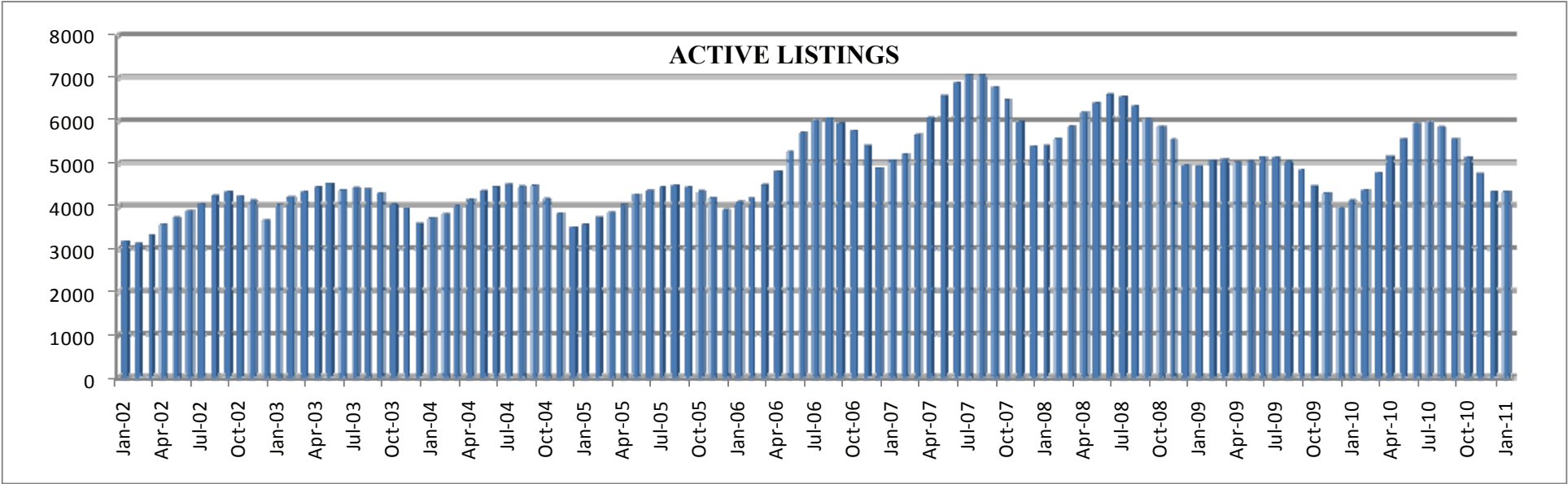
DOM = Days on Market for the homes which actually sold.

Inventory = The number of months it would take to sell through the current active listings at the current sales rate.

**Single Family & Patio Homes in El Paso County
Through January 2011**

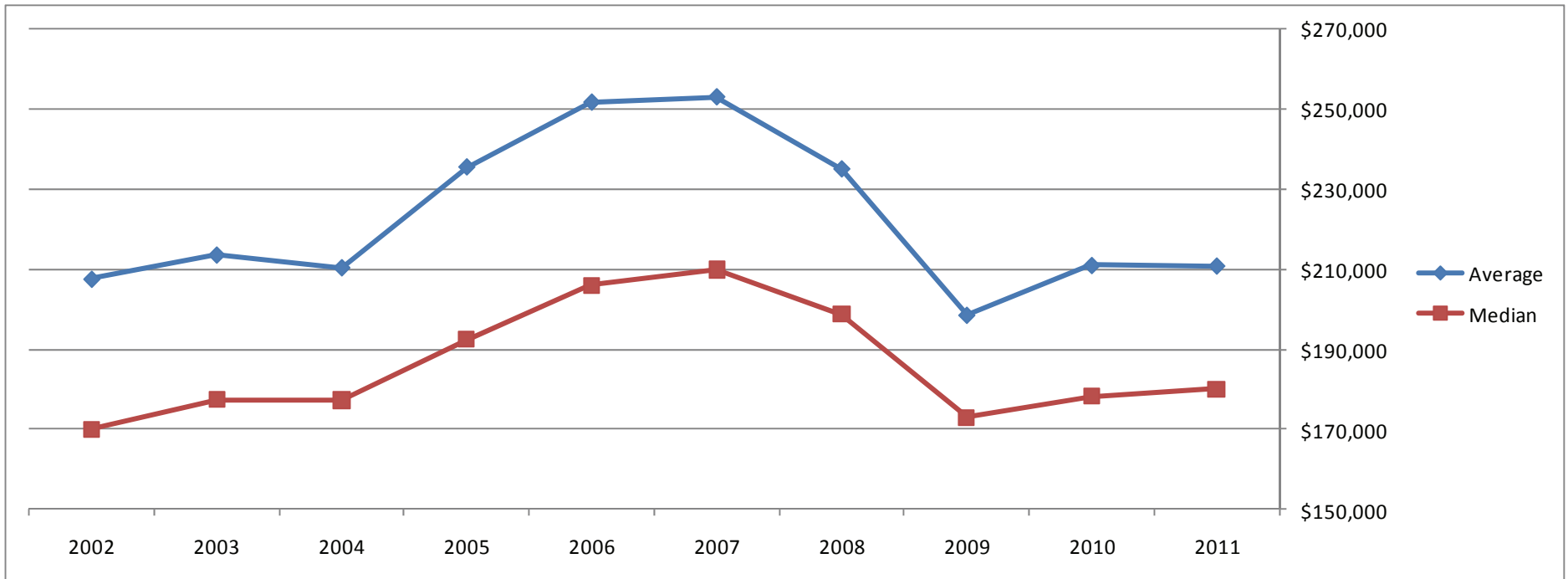
| List Price | Active Listings Supply | Solds Demand | Days on Market Days to Sell | Inventory Months |
|------------------------|---------------------------|-----------------|--------------------------------|---------------------|
| Under \$75,000 | 111 | 20 | 120 | 5.6 |
| \$75,000 to \$99,999 | 247 | 22 | 121 | 11.2 |
| \$100,000 to \$124,999 | 308 | 37 | 132 | 8.3 |
| \$125,000 to \$149,999 | 480 | 35 | 86 | 13.7 |
| \$150,000 to \$174,999 | 610 | 43 | 96 | 14.2 |
| \$175,000 to \$199,999 | 500 | 42 | 137 | 11.9 |
| \$200,000 to \$224,999 | 374 | 27 | 87 | 13.9 |
| \$225,000 to \$249,999 | 361 | 21 | 155 | 17.2 |
| \$250,000 to \$274,999 | 244 | 14 | 188 | 17.4 |
| \$275,000 to \$299,999 | 247 | 24 | 126 | 10.3 |
| \$300,000 to \$324,999 | 137 | 9 | 160 | 15.2 |
| \$325,000 to \$349,999 | 205 | 8 | 158 | 25.6 |
| \$350,000 to \$374,999 | 135 | 11 | 158 | 12.3 |
| \$375,000 to \$399,999 | 143 | 10 | 114 | 14.3 |
| \$400,000 to \$424,999 | 55 | 3 | 244 | 18.3 |
| \$425,000 to \$449,999 | 75 | 2 | 275 | 37.5 |
| \$450,000 to \$474,999 | 62 | 2 | 292 | 31.0 |
| \$475,000 to \$499,999 | 78 | 4 | 152 | 19.5 |
| \$500,000 to \$549,999 | 87 | 3 | 297 | 29.0 |
| \$550,000 to \$599,999 | 77 | 4 | 170 | 19.3 |
| \$600,000 to \$649,999 | 63 | 6 | 159 | 10.5 |
| \$650,000 to \$699,999 | 42 | 1 | 309 | 42.0 |
| \$700,000 to \$749,999 | 26 | 0 | n/a | n/a |
| \$750,000 to \$799,999 | 33 | 0 | n/a | n/a |
| \$800,000 to \$849,999 | 18 | 1 | 207 | 18.0 |
| \$850,000 to \$899,999 | 24 | 1 | 176 | 24.0 |
| \$900,000 to \$949,999 | 6 | 0 | n/a | n/a |
| \$950,000 to \$999,999 | 22 | 1 | 470 | 22.0 |
| \$1 mil to \$1.50 mil | 47 | 0 | n/a | n/a |
| \$1.5 mil to \$2.0 mil | 21 | 0 | n/a | n/a |
| \$2.0 mil & above | 6 | 0 | n/a | n/a |

These graphs show you the past 10 years of active listings and total sales. To gain a better sense of today's market it is nice to have 10 years of history so you can get a feel for how well or how poorly the housing market is doing. Make sure you compare the same month to each year as the Winter months are often much different when compared to the Summer months.



This graph shows you both the Average Sales Price & Median Price for the past 10 years for the same month.

Average Sales & Median Price for January



Our Summary

For Buyers

Although it remains a buyer's market in most price ranges and areas around Colorado Springs, we have seen sales prices since January 2009 maintain and in fact methodically increase. With mortgage rates bumping up since late last year, your 'Buying Power' has actually decreased.

Some buyers seem to be concerned about getting a loan as the news makes it sound nearly impossible. The fact is, banks now require more verification than in the past 5 years but if you have good credit and solid debt/income ratios, qualifying for a mortgage is not that difficult.

Move-up buyers still have excellent opportunities in this market.

CNN Money

CNN Money recently ranked Colorado Springs as the 8th best city for housing recovery in 2011. With the modest appreciation levels they are showing for all of the Top 10 cities, we are in complete agreement. Last year we saw just under 4% appreciation in the average sales price in our area and all indications are 2011 will be about the same, maybe a little better; foreclosure filings are down, prices have a track record of sustainability since January 2009 and the overall economic picture is improving.

The greatest positive impact on our local economy will be the addition of more jobs in the area. Until we see these jobs, our recovery will continue to be very slow. This is probably the case in most metro areas.

The greatest negative impact we could see would be the rise of mortgage rates. Because rates are so low, it makes financial sense to buy rather than rent. And nothing drives the economy more than the housing market.

For Sellers

The data from last year were mixed in terms of fewest number of annual sales in 20 years while prices slightly increased. Our opinion as to why this occurred goes back to what we continually stress; "The best homes are selling".

What we mean by this is many of the homes which sold last year were in excellent condition and had some updates. The dilemma for you as a seller is how much money do you invest in updates if you are selling. If you plan to sell within the next year, there are only a few updates which make sense to your bottom line, but the absolute #1 investment is to make your home SHINE. Take the extra time to really clean your home or pay someone to.

Where can I shop for foreclosures?

Contrary to what most consumers think, the vast majority of banks utilize real estate agents to market the properties they own (aka "foreclosures"). The banks want a quick sale for a fair price and realize the benefits of having their homes marketed by a REALTOR include access to the largest buyer pool. With this understanding, your ERA Shields Real Estate Professional can gain you access to these foreclosures through the real estate board's database (MLS). Every now and then a bank may try to sell a home through an auction house, but usually this occurs only after they have not had success trying to sell through traditional means. Also, there can be a time-gap between the time a bank lists a home as a foreclosure on their corporate site until it shows on the MLS, as some banks post the listing at the same time as sending the listing information to the listing agent who then must begin their process.