



MARKET CONDITION REPORT

RENO AREA

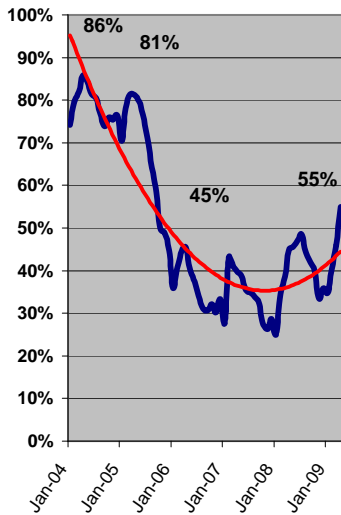
April-09

SINGLE FAMILY RESIDENCE

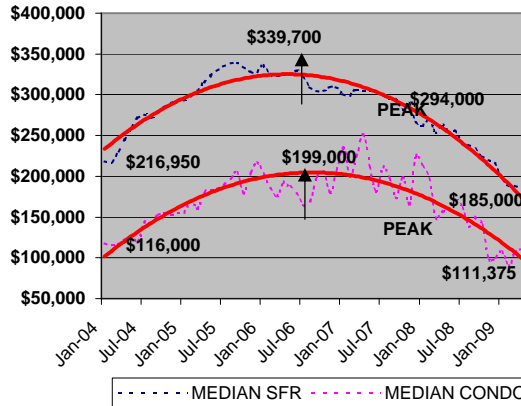
CITY	LISTED	SOLD PER MONTH	EXPIRE WITHDRAW MONTH	SALE PENDING	PERCENT SELLING	MONTHS SUPPLY	DAYS ON MARKET SOLD	MARKET SPEED	MEDIAN LIST PRICE	MEDIAN ASK AT OFFER	MEDIAN CLOSE PRICE
Reno	2,300	249	217	143	53%	9.2	137	22	\$250	\$200	\$192
Sparks	901	125	76	58	62%	7.2	132	28	\$199	\$190	\$185
WASHOE COUNTY TOTAL	3,201	374	292	201	56%	8.7	136	23	\$233	\$197	\$190
Fernley	267	39	35	17	53%	6.9	151	29	\$120	\$115	\$113
Dayton	210	23	28	15	46%	9.1	128	22	\$204	\$175	\$175
Yerington	73	3	6	2	29%	29.2	119	7	\$185	\$229	\$200
LYON COUNTY TOTAL	550	64	68	34	48%	10.7	141	23	\$153	\$141	\$138
Gardnerville	279	23	23	9	50%	12.4	125	16	\$350	\$205	\$190
Minden	152	12	17	5	41%	13.2	143	15	\$397	\$320	\$305
DOUGLAS COUNTY TOTAL	431	34	39	14	47%	12.7	131	16	\$366	\$244	\$229
Fallon (Churchill County)	189	15	13	4	53%	13.0	163	15	\$218	\$151	\$150
Carson City (Carson County)	395	35	37	11	49%	11.4	140	17	\$260	\$200	\$192
TOTAL	4,766	521	449	264	54%	9.7	137	22	\$240	\$192	\$185

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

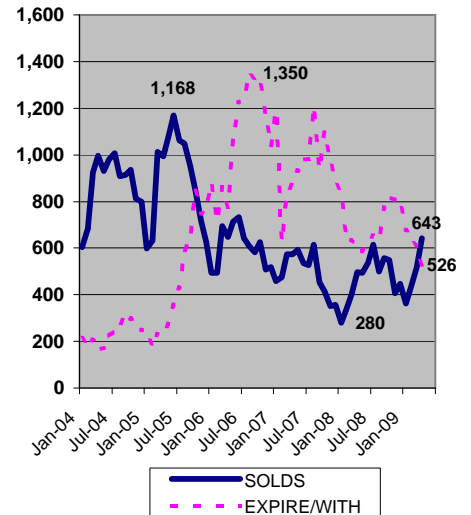


HISTORY OF MEDIAN SALE PRICE



Closed 2008	Closed 2009	Change in Sales	Percent Change
1,726	2,182	456	26%

HISTORY OF SOLDS AND EXPIRE/WITHDRAW (ALL)



CONDO/TOWNHOME

CITY	LISTED	SOLD PER MONTH	EXPIRE WITHDRAW MONTH	SALE PENDING	PERCENT SELLING	MONTHS SUPPLY	DAYS ON MARKET SOLD	MARKET SPEED	MEDIAN LIST PRICE	MEDIAN ASK AT OFFER	MEDIAN CLOSE PRICE
Reno	447	48	63	20	43%	9.4	131	21	\$140	\$128	\$117
Sparks	120	4	10	8	29%	30.0	110	7	\$98	\$85	\$79
WASHOE TOTAL	567	52	73	28	41%	13.8	130	18	\$137	\$125	\$114
Carson City	50	3	5	1	36%	20.0	104	10	\$150	\$70	\$80
TOTAL	617	54	78	29	41%	14.3	129	18	\$132	\$122	\$113

COURTESY OF FIRST CENTENNIAL TITLE



MARKET CONDITION REPORT

Reno-Sparks Area

April 2009

Welcome to the **Reno-Sparks Market Condition Report (MCR)** sponsored by **First Centennial Title**. We appreciate and value your business.

These comments are designed to accompany the attached Market Condition Report.

THE BIG PICTURE

- **SUPPLY (LISTED):** Supply for both types (Listed) holding very steady at the current level for the last three months. This implies that as the market resolves current listings, they are being replaced with about the same level of new activity.
- **DEMAND (SOLDS PER MONTH):** Continuing moderate increases (+10%) for both types over April. These types of incremental increases signal the beginning of the summer selling cycle. Reno demand is somewhat lower when compared to other surveyed markets. This is most likely due to relatively low counts of REO and Short Sale properties that dominate competing markets. The current REO rate per 1,000 county households is about 44% of the rate in Clark County.
- **FAILURES:** SFR showing a marginal reduction in the number of failures, while Condo holds steady.
- **SALE PENDING (FUTURE CLOSINGS):** SFR pending inventories up moderately while Condo is holding steady. This implies that future closing activity will increase but the gains will be slight to moderate.
- **PERCENT SELLING:** Moved up 5 points for SFR (second month) and 10 points for Condo.
- **MONTHS SUPPLY:** Continuing to decline (market tightening) over April. Current level of Months Supply is still relatively high, especially for Condo. This usually points to a continuation of price weakness.
- **MARKET SPEED:** Moved up from April by 2 points for SFR and 7 points for Condo. The pace of the Reno area market is still increasing, but at a slowing pace. As an example, overall Market Speed in Clark County is currently 46 (SFR). REO (SFR) Market Speed in Clark County is 131 where activity is intense. The best performing Reno sub-market remains Fernley, returning a Market Speed of 29.
- **PRICES:** All price indicators erratic but showing signs of stabilization in the short run. Given elevated Months Supply and slow Market Speed, in concert with REO/Short Sale, this stabilizing trend may very well be temporary. More data is required.

MCR TIP

What is the key signal the market sends that a property is overpriced? No or low levels of showings. The closer a property is to market price, the more showing activity is stimulated. To increase showings, reduce price and continue to reduce until showings (buyer's agents) are stimulated.