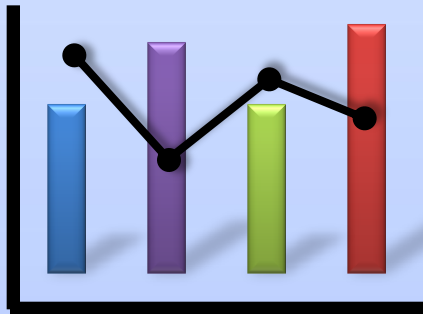


3Q 2011 Area Comparison Report: Single Family Detached Residences



Presentable Market Data

Chad Schernikau

Keller Williams Realty

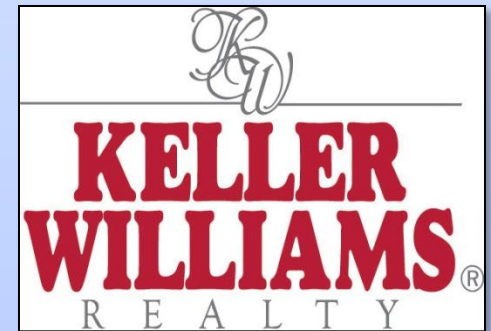
3350 Atlanta Road

Smyrna, GA 30080

Office: 678-874-6386

Cell: 678-570-8123

www.cobbpropertyshop.com



3Q 2011 Single Family Detached Residence Sales

Metro Area FMLS Areas Included (41)

Cherokee County:
 111 113
 112 114

E. Cobb:
 81 82 83

W. Cobb:
 71 73 75
 72 74

DeKalb:
 24 42 52 121
 41 51 53

Douglas:
 91

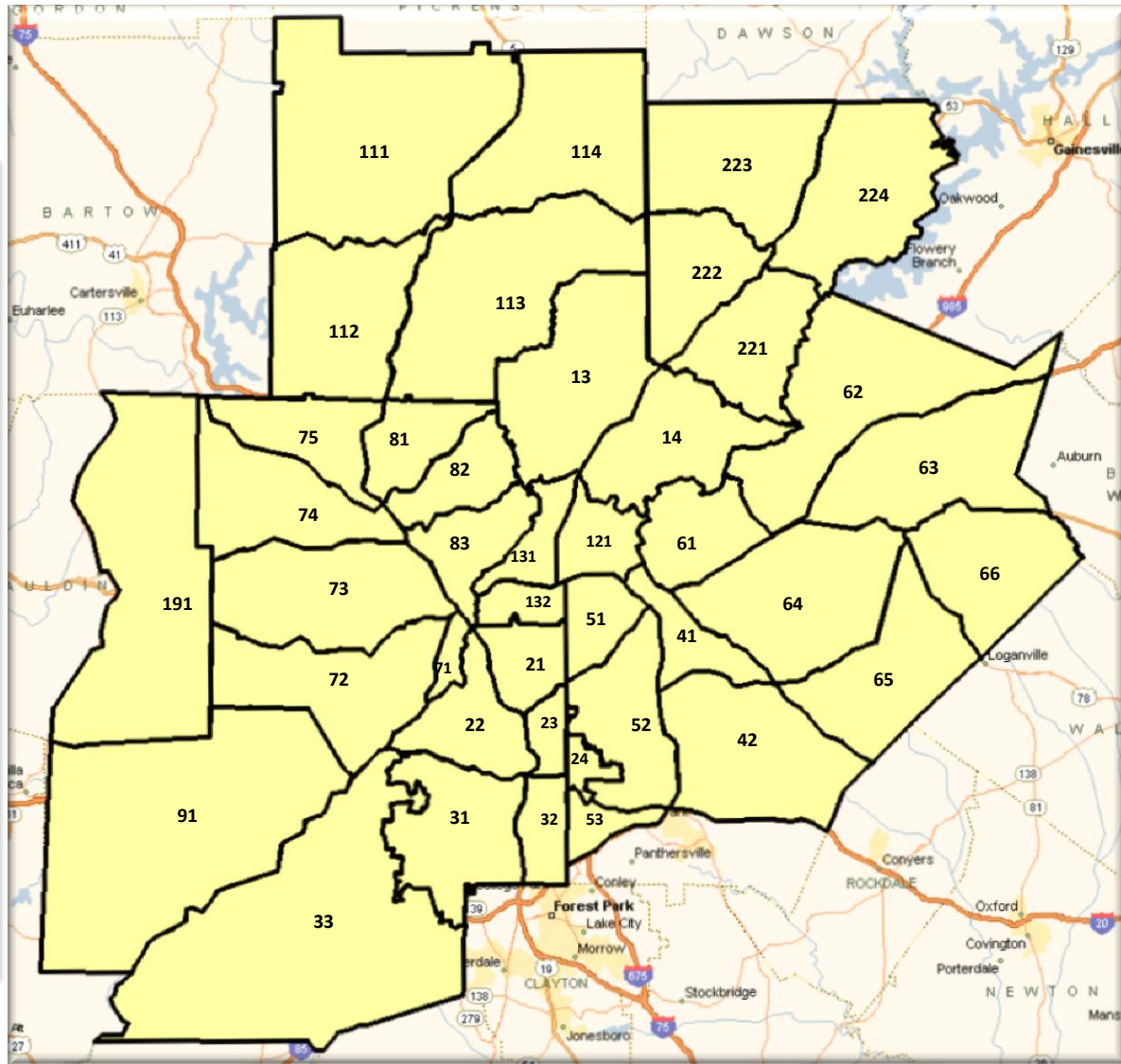
Forsyth:
 221 222 223 224

Fulton OTP:
 13 14 131 33

Fulton ITP:
 31 21 132
 32 22 23

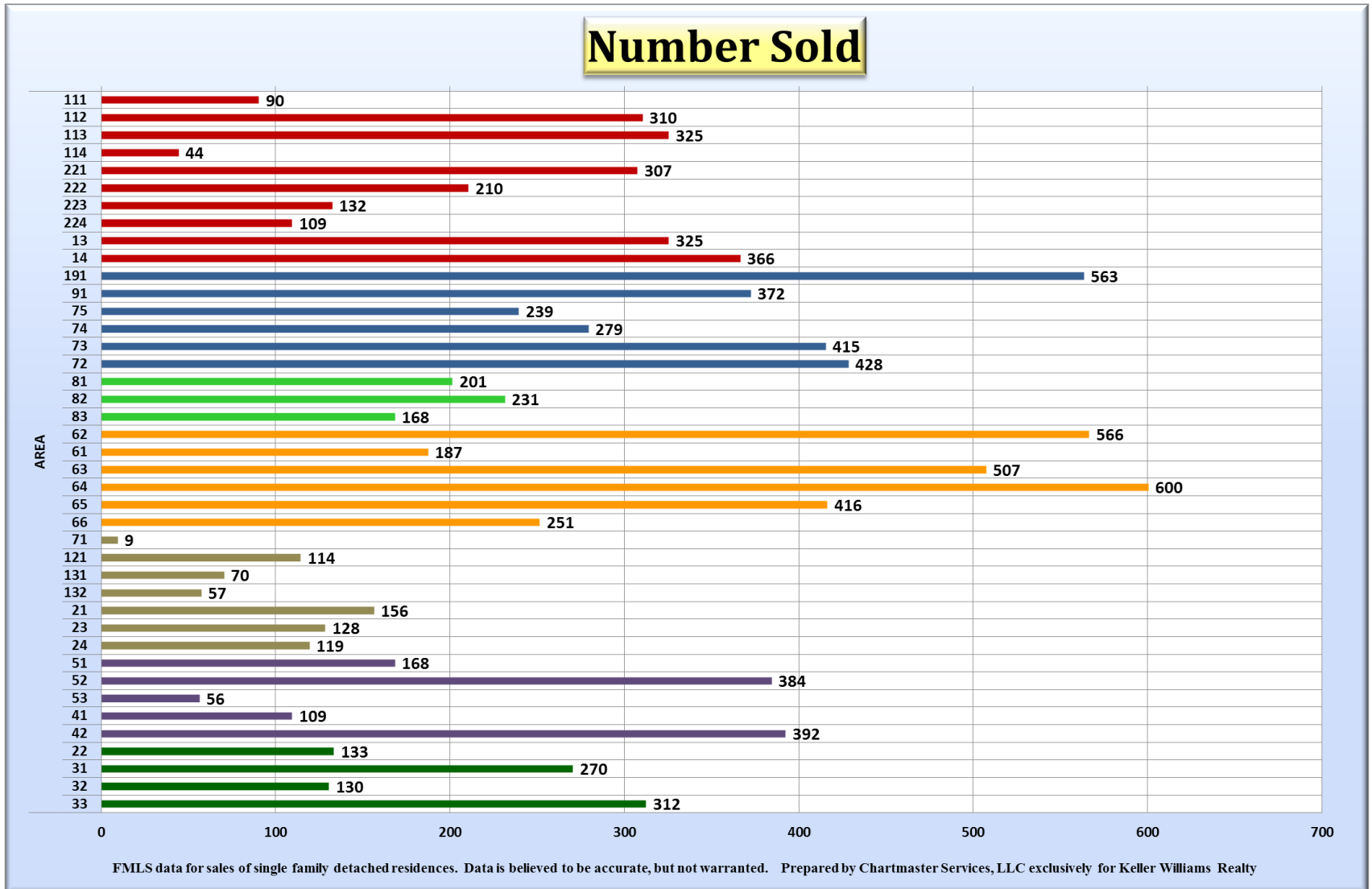
Gwinnett:
 61 62 63
 64 65 66

Paulding:
 191



3Q 2011 Single Family Detached Residence Sales







3Q ONLY



3Q 2011 Single Family Detached Residence Sales

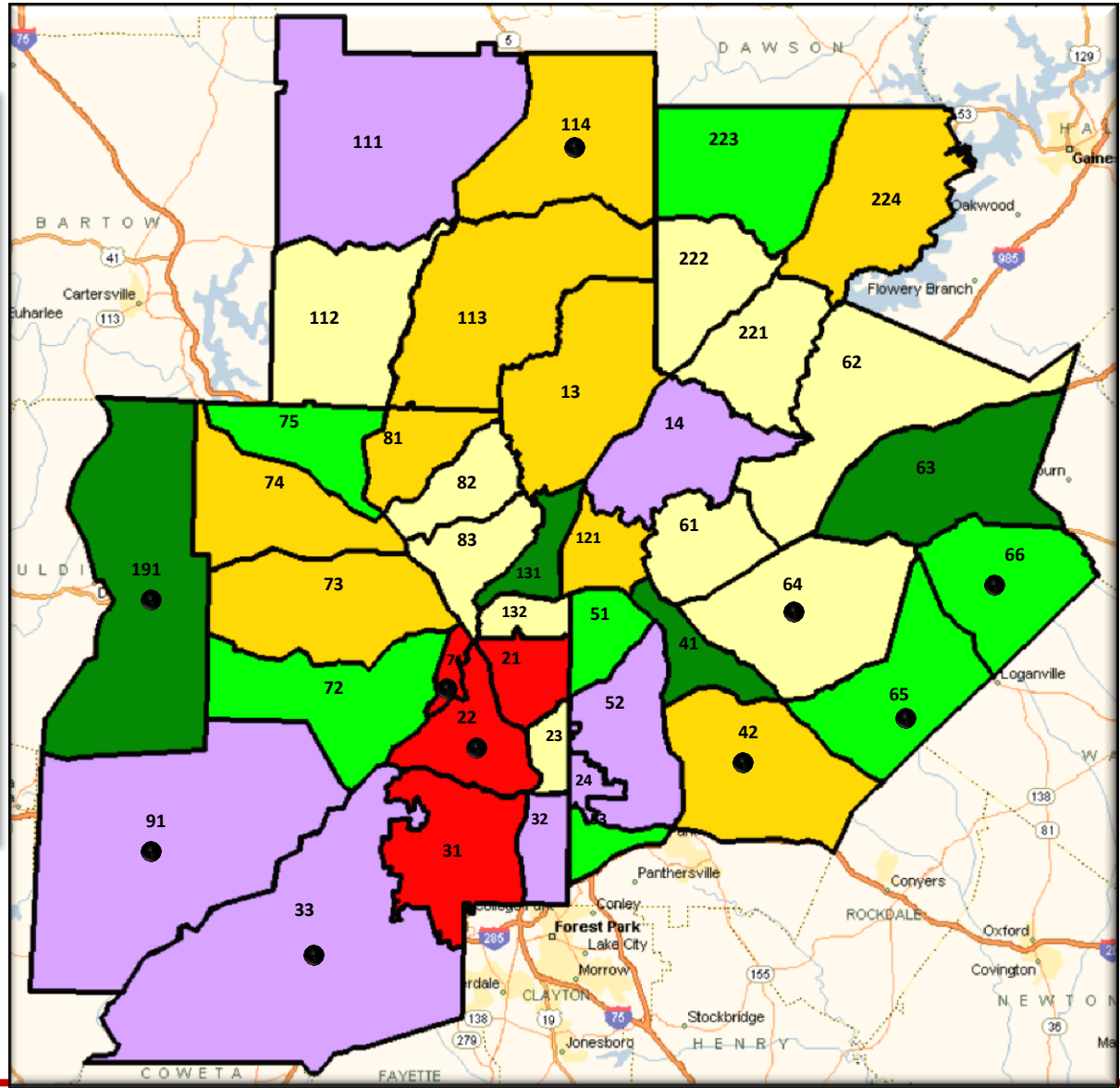
All Changes Compared to Same Quarter of Previous Year

Percent Change in Number Sold:

- +50.0%+ 
- +40.0% to +49.9% 
- +30.0 to +39.9% 
- +20.0 to +29.9% 
- 0.0 to +19.9% 
- 0.1% or more 

Metro Area Total:
+27.9%

Areas with 50% + Distressed Sales = ●

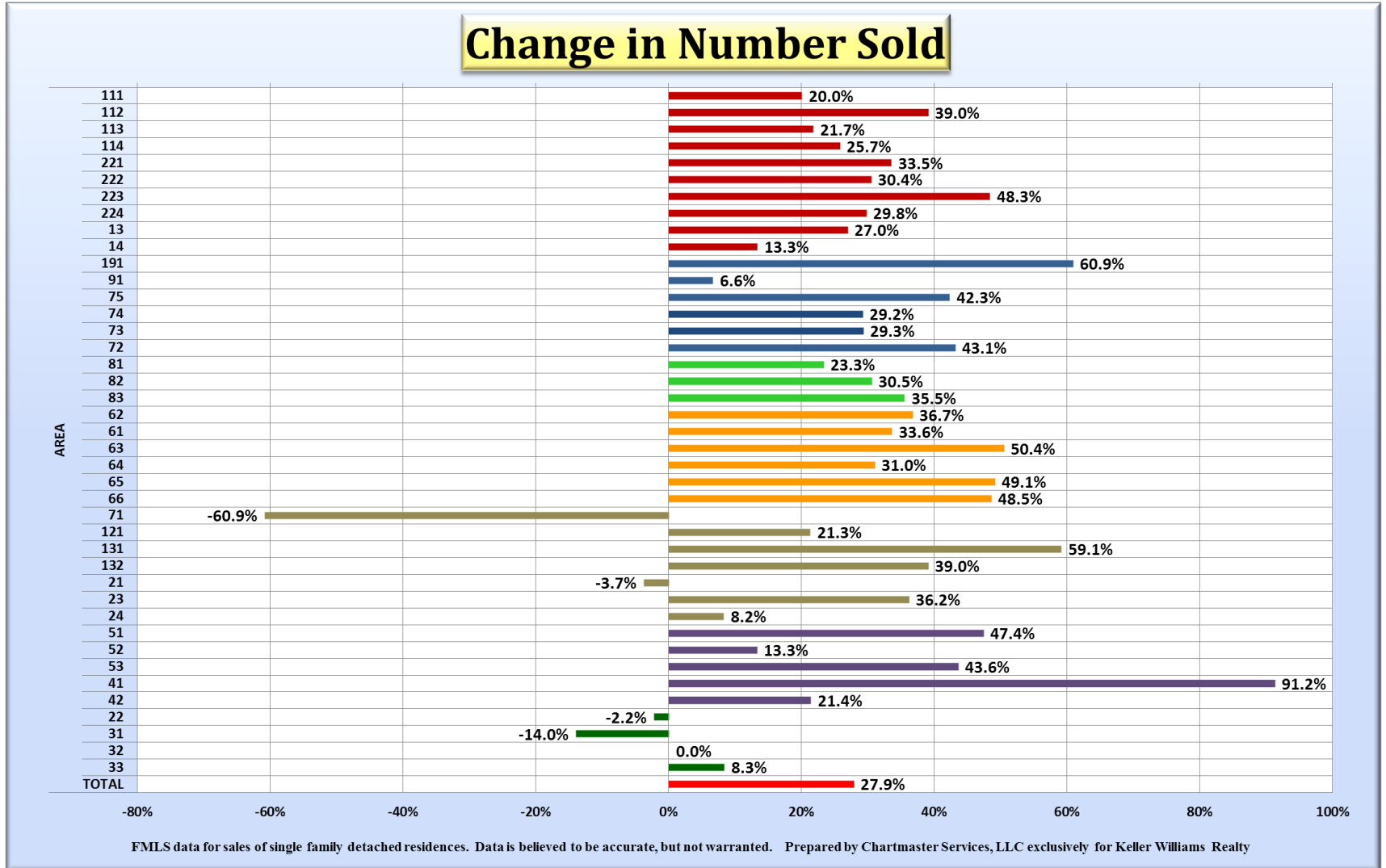


County Groupings

Cherokee County:	111	113	
	112	114	
E. Cobb:	81	82	83
W. Cobb:	71	73	75
	72	74	
DeKalb:	24	42	52
	41	51	53
	121		
Douglas:	91		
Forsyth:	221	222	223
		224	
Fulton OTP:	13	14	33
	131		
Fulton ITP:	31	21	132
	32	22	23
Gwinnett:	61	62	63
	64	65	66
Paulding:	191		

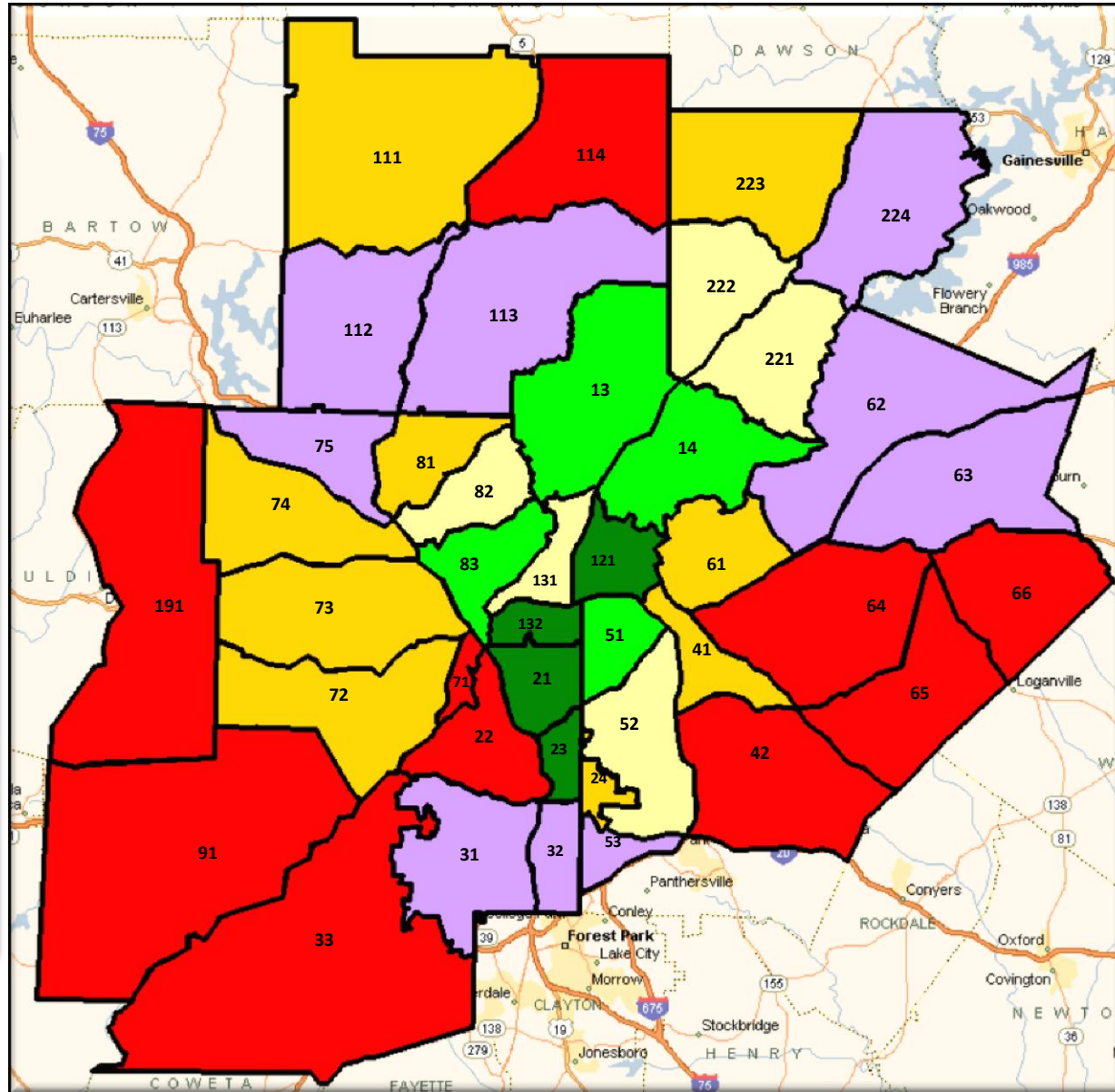
3Q 2011 Single Family Detached Residence Sales

All Changes Compared to Same Quarter of Previous Year

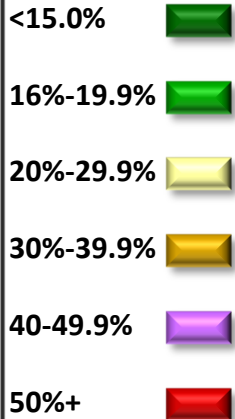


3Q 2011 Single Family Detached Residence Sales

3Q ONLY



**Distressed Sales
Percentage of
Total Sales:**



**Metro Area Total:
39.4%**

County Groupings

Cherokee County:

111 113
112 114

E. Cobb:

81 82 83

W. Cobb:

71 73 75
72 74

DeKalb:

24 42 52
41 51 53
121

Douglas:

91

Forsyth:

221 222 223
224

Fulton OTP:

13 14 33
131

Fulton ITP:

31 21 132
32 22 23

Gwinnett:

61 62 63
64 65 66

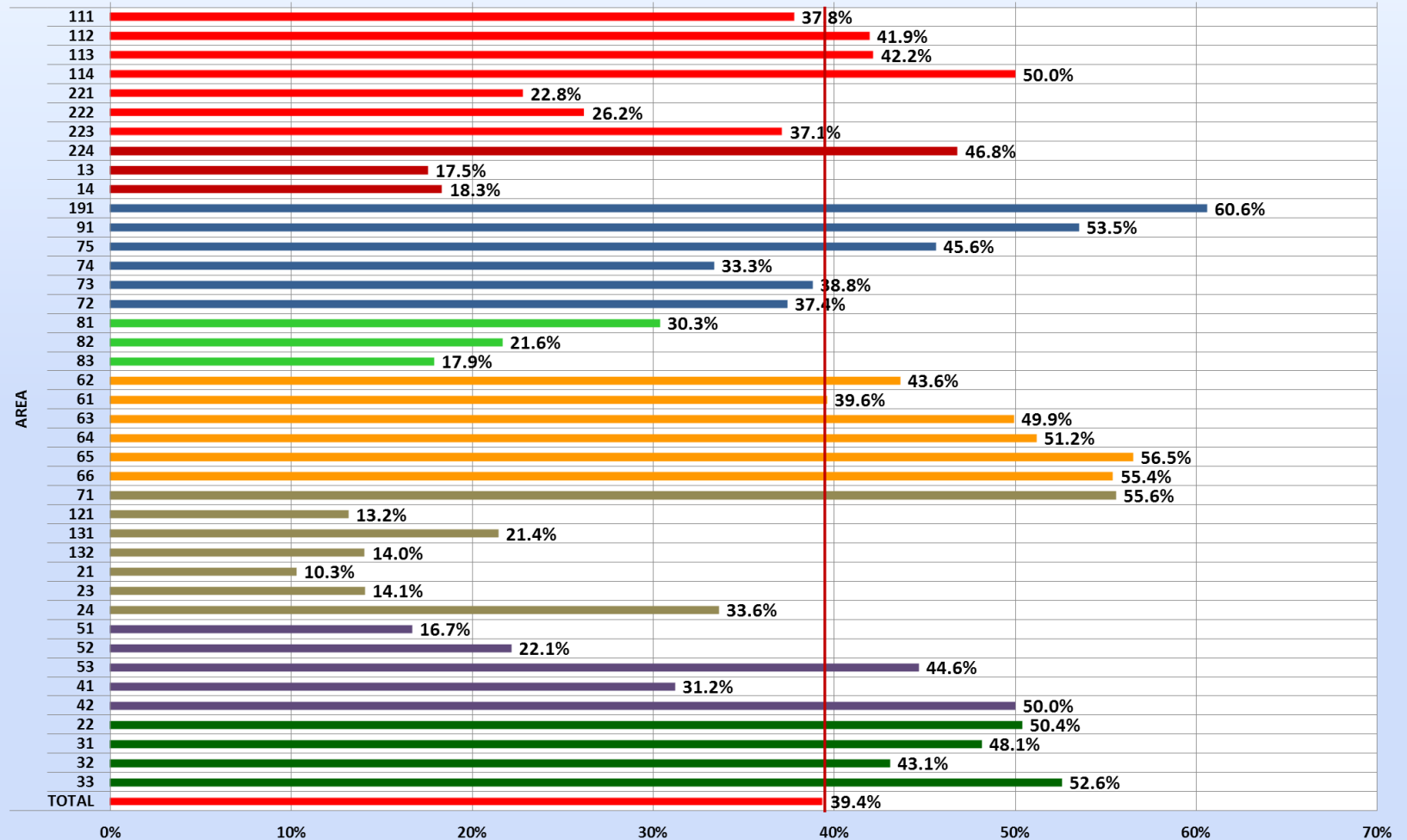
Paulding:

191

3Q 2011 Single Family Detached Residence Sales

3Q ONLY

Total Distressed Sale Percentage of Sales

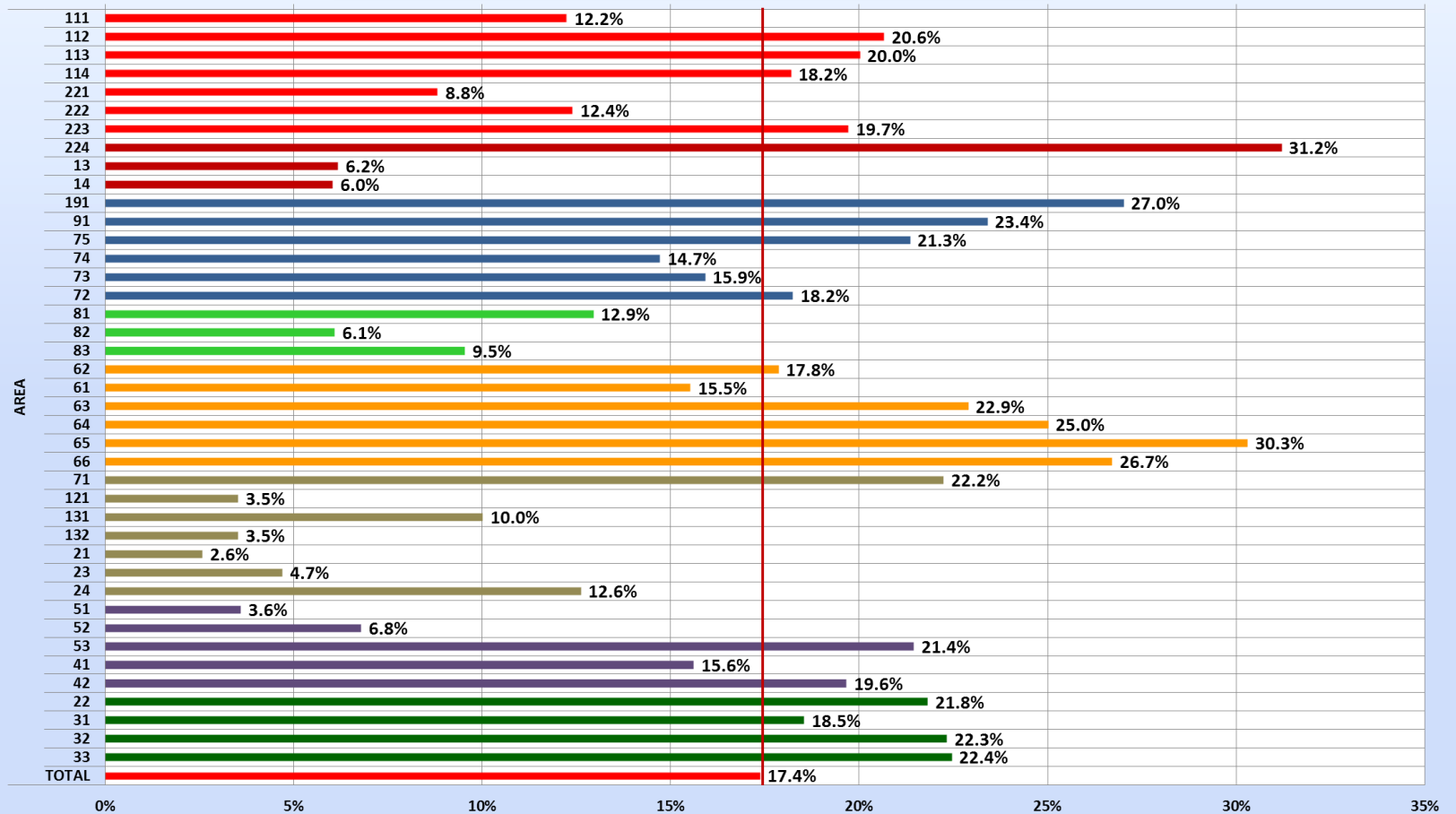


FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

3Q 2011 Single Family Detached Residence Sales

3Q ONLY

Foreclosure Percentage of Sales

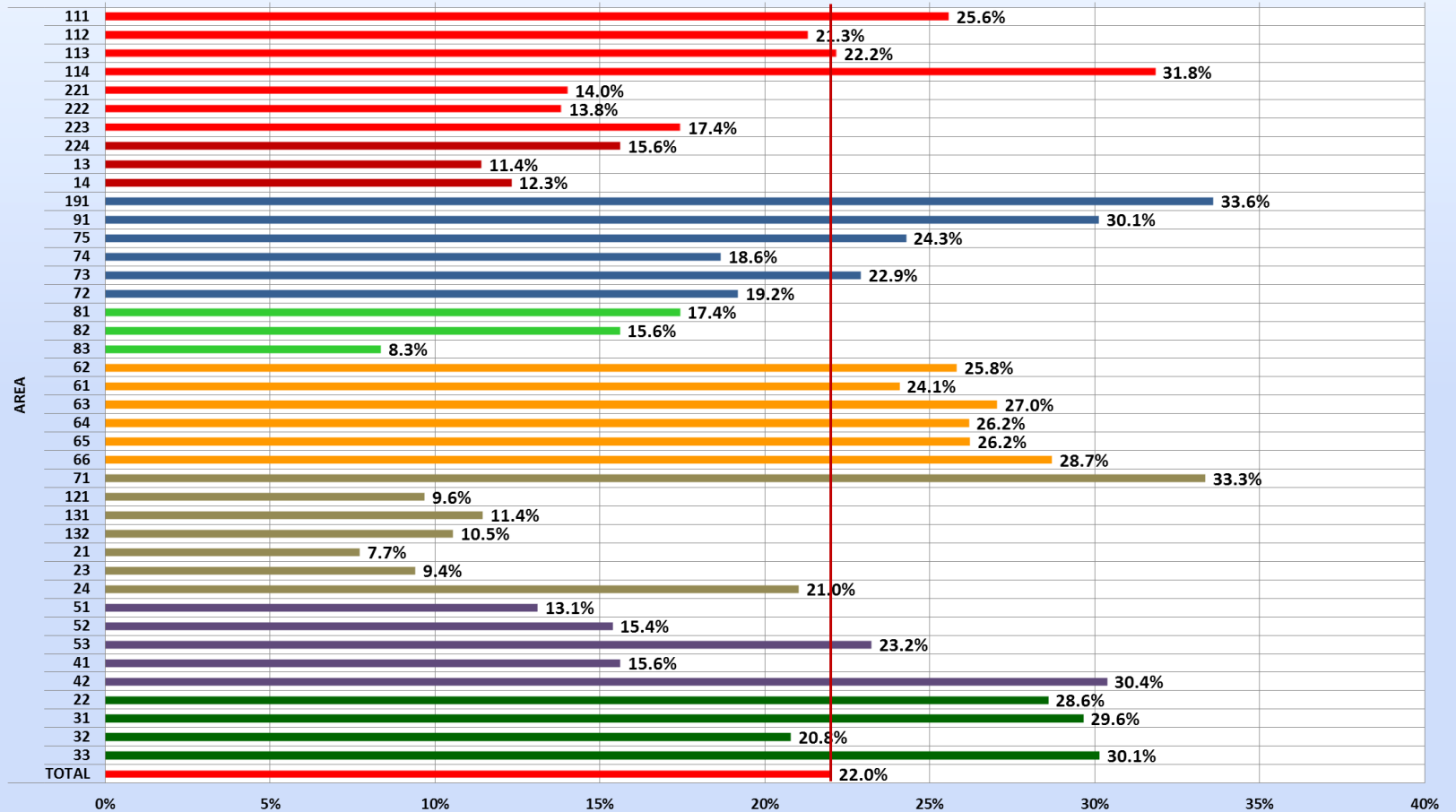


FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

3Q 2011 Single Family Detached Residence Sales

3Q ONLY

Short Sale Percentage of Sales



FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

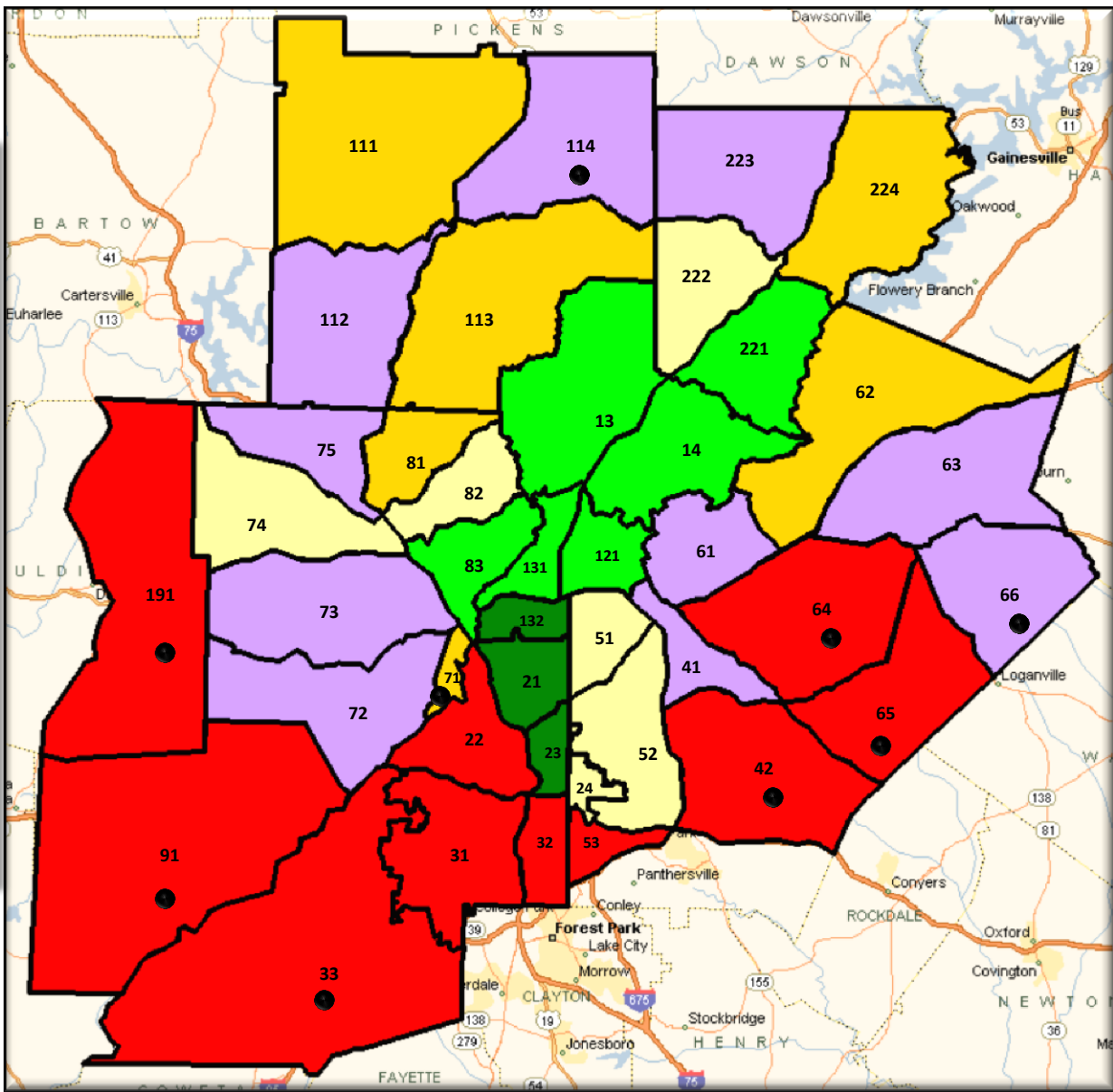
3Q 2011 Single Family Detached Residence Sales

Median Sales Price:

- \$400K or More
- \$300K-\$399K
- \$200K-\$299K
- \$150K-\$199K
- \$100K-\$149K
- \$0K-\$99K

Metro Area Median: \$140,000

Areas with 50%+ Distressed Sales:



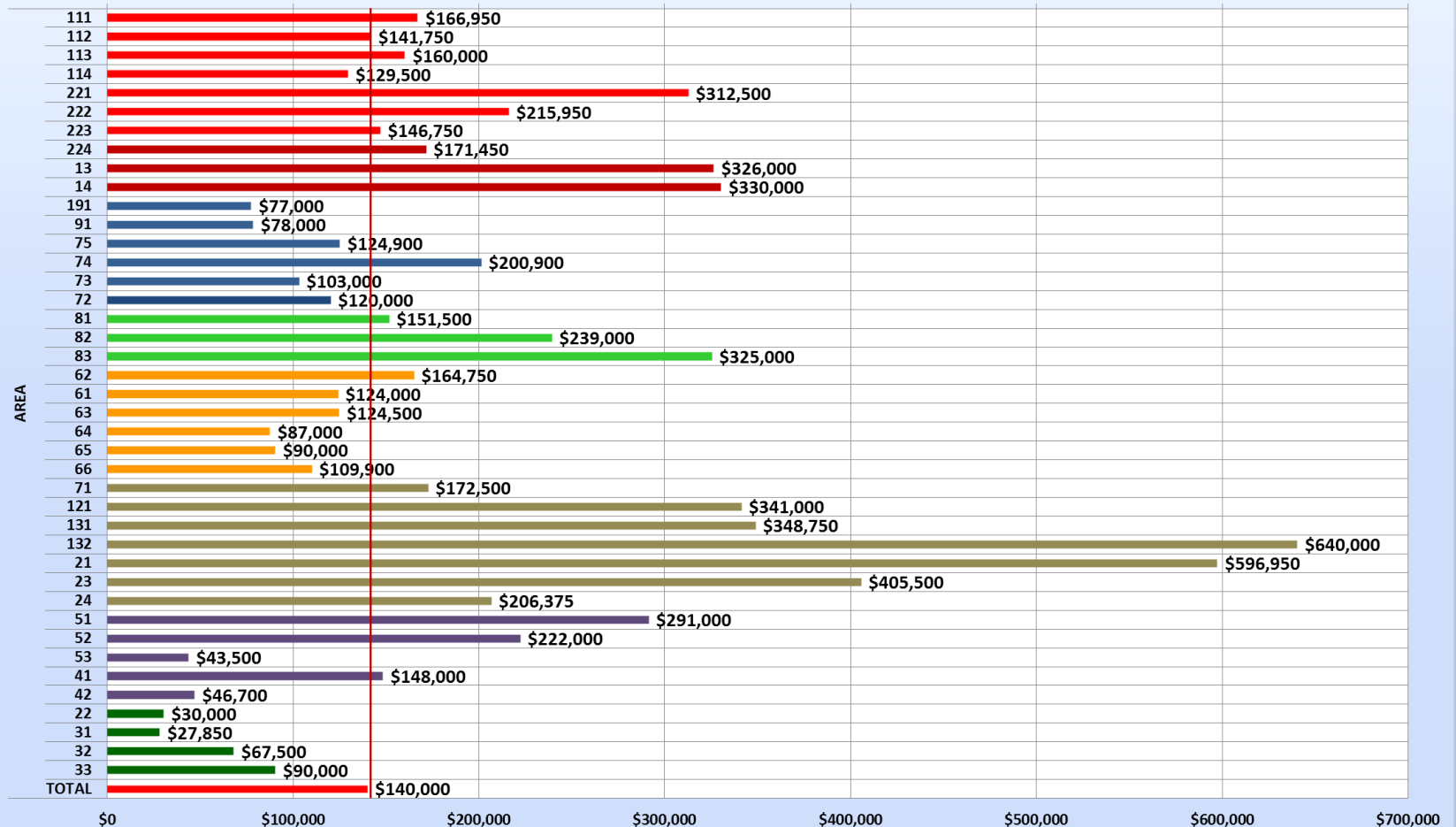
County Groupings

Cherokee County:	111	113	
	112	114	
E. Cobb:	81	82	83
W. Cobb:	71	73	75
	72	74	
DeKalb:	24	42	52
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	121		
Douglas:	91		
Forsyth:	221	222	223
	224		
Fulton OTP:	13	14	33
	131		
Fulton ITP:	31	21	132
	32	22	23
Gwinnett:	61	62	63
	64	65	66
Paulding:	191		

3Q 2011 Single Family Detached Residence Sales

3Q ONLY

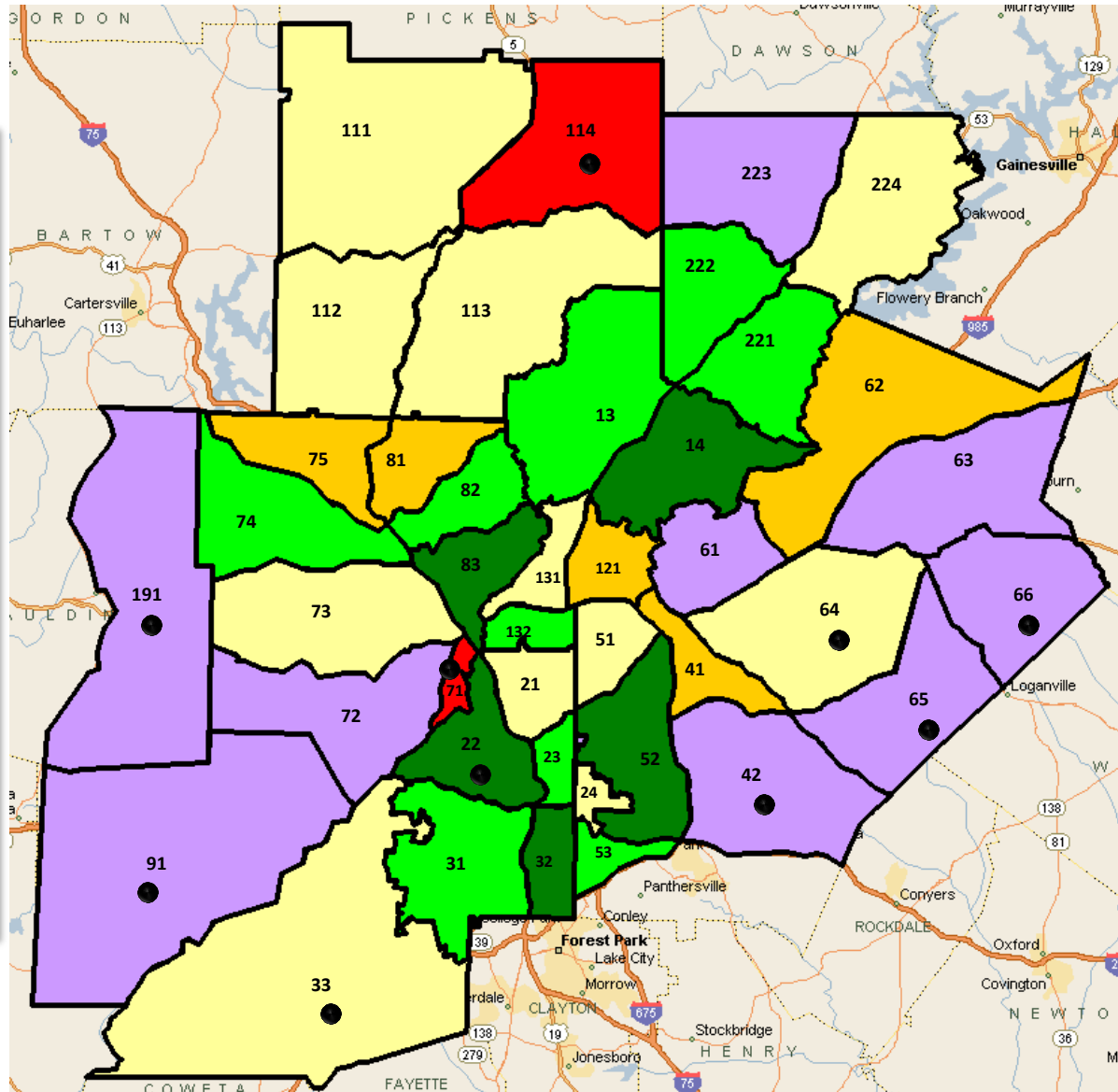
Median Sales Price



FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

3Q 2011 Single Family Detached Residence Sales

All Changes Compared to Same Quarter of Previous Year



% Change in Median Sales Price:

+1.0% or More

0 to -9.9%

-10.0 to -14.9%

-15.0 to -19.9%

-20.0 to -29.9%

-30.0% or more

Metro Area Total:

-15.2%

Areas with 50%+

Distressed Sales: ●

County Groupings

Cherokee County:

111 113
112 114

E. Cobb:

81 82 83

W. Cobb:

71 73 75
72 74

DeKalb:

24 42 52
41 51 53
121

Douglas:

91

Forsyth:

221 222 223
224

Fulton OTP:

13 14 33
131

Fulton ITP:

31 21 132
32 22 23

Gwinnett:

61 62 63
64 65 66

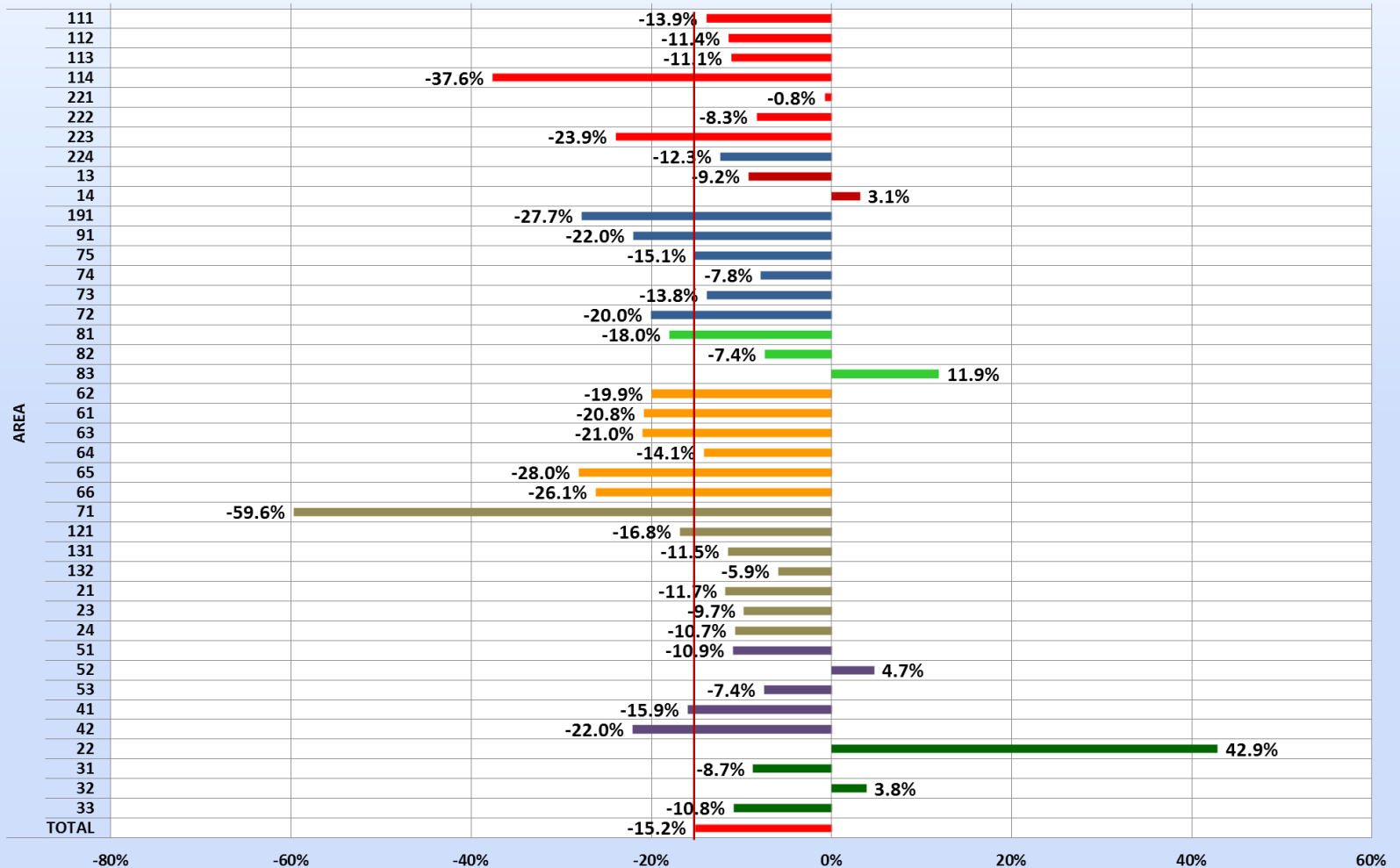
Paulding:

191

3Q 2011 Single Family Detached Residence Sales

All Changes Compared to Same Quarter of Previous Year

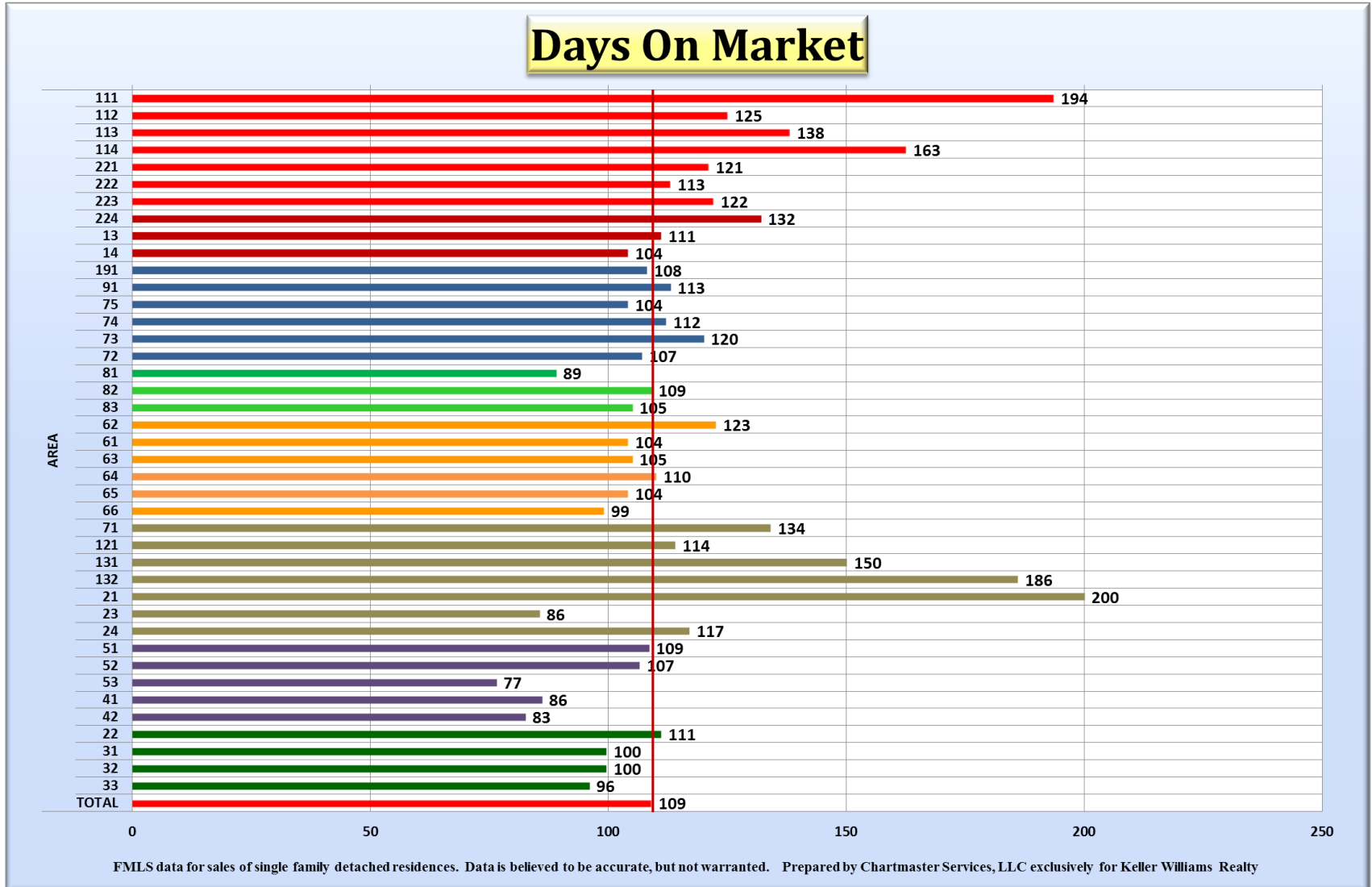
% Change in Median Sales Price



FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

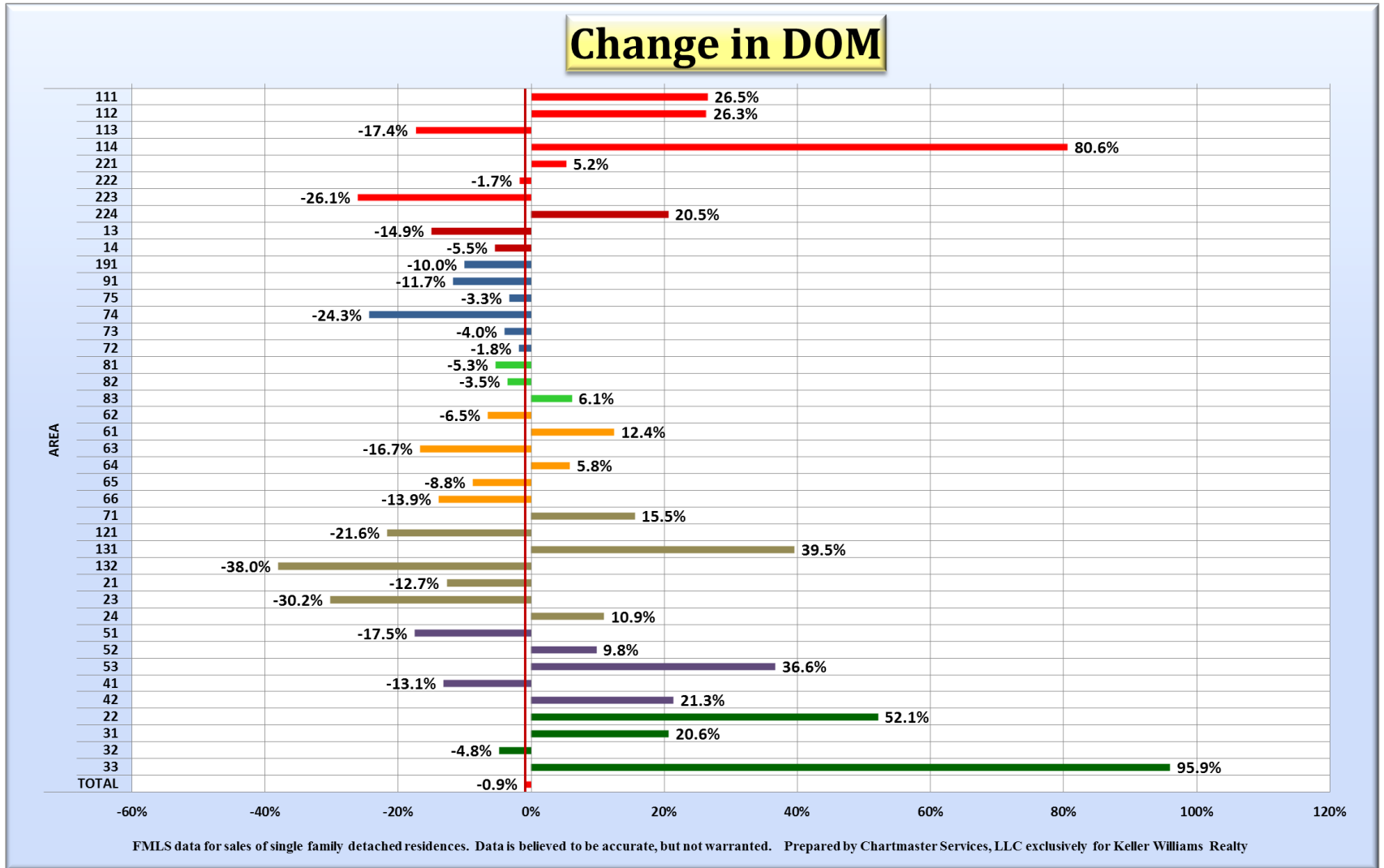
3Q 2011 Single Family Detached Residence Sales

3Q ONLY
PREVIOUS LISTING PERIODS INCLUDED



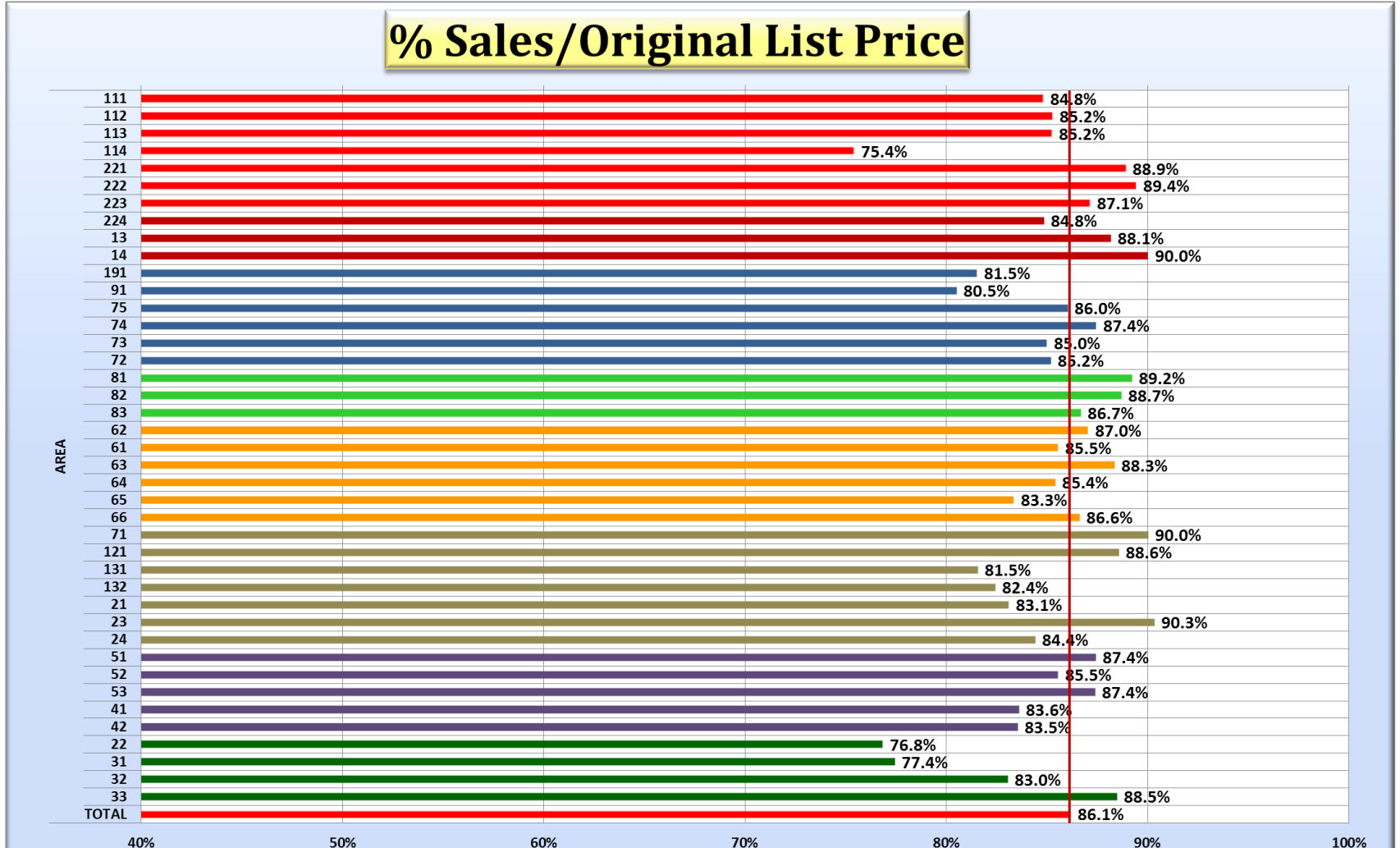
3Q 2011 Single Family Detached Residence Sales

All Changes Compared to Same Quarter of Previous Year
PREVIOUS LISTING PERIODS INCLUDED



3Q 2011 Single Family Detached Residence Sales

3Q ONLY
PREVIOUS LISTING PERIODS INCLUDED

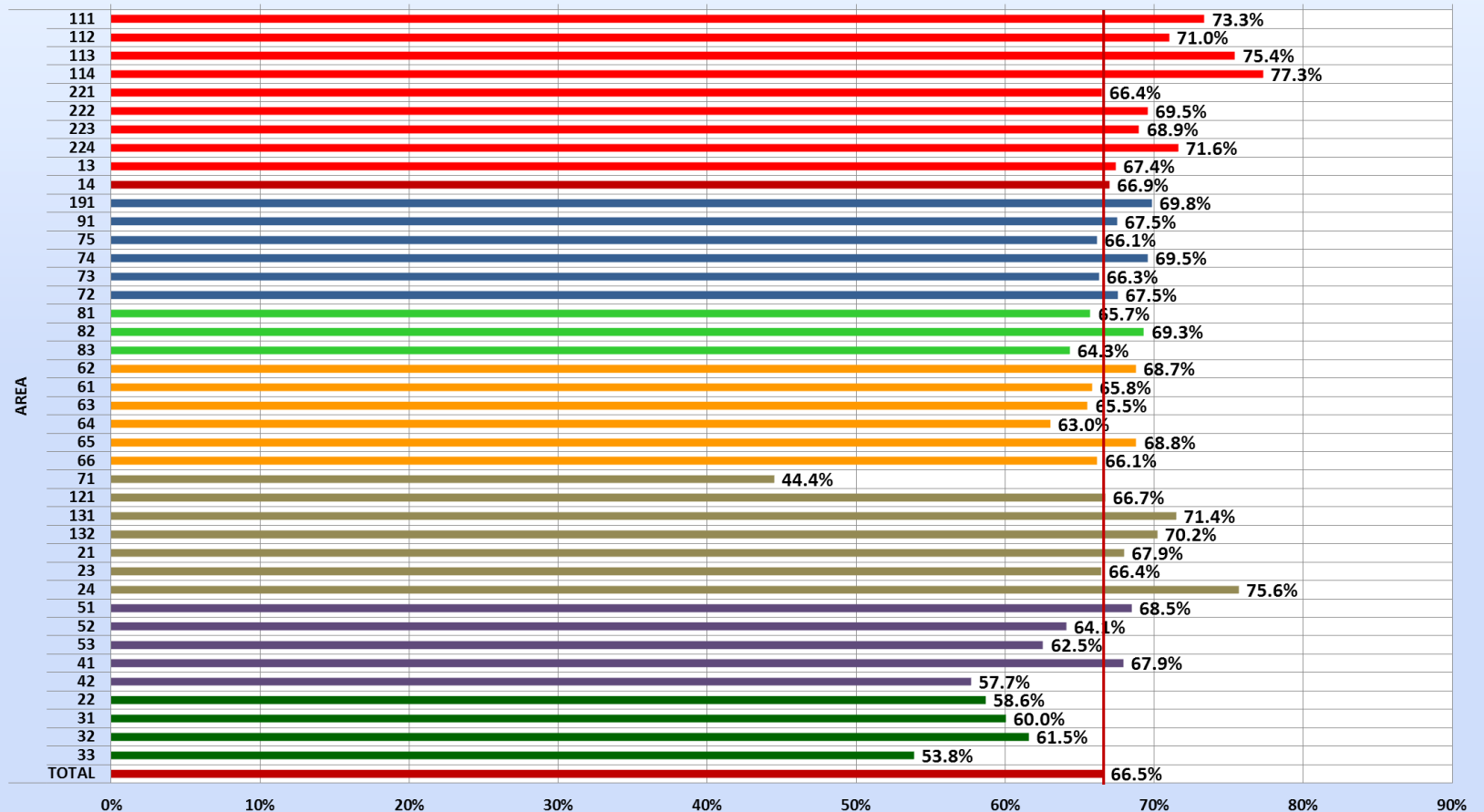


FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

3Q 2011 Single Family Detached Residence Sales

3Q ONLY
PREVIOUS LISTING PERIODS INCLUDED

Incidence of Price Reductions

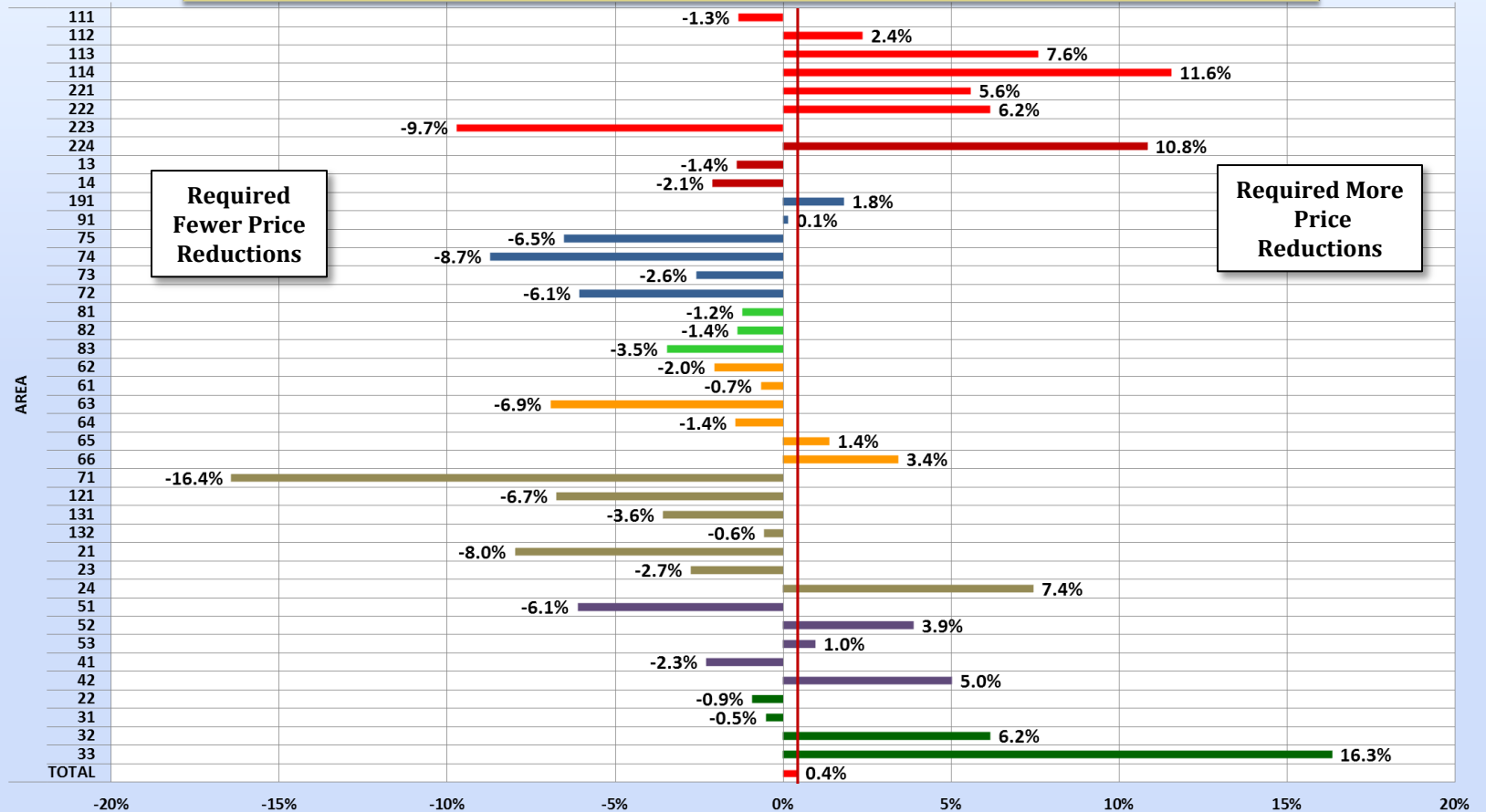


FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

3Q 2011 Single Family Detached Residence Sales

All Changes Compared to Same Quarter of Previous Year
 PREVIOUS LISTING PERIODS INCLUDED

Percentage Points of Change in the Incidence of Price Reductions

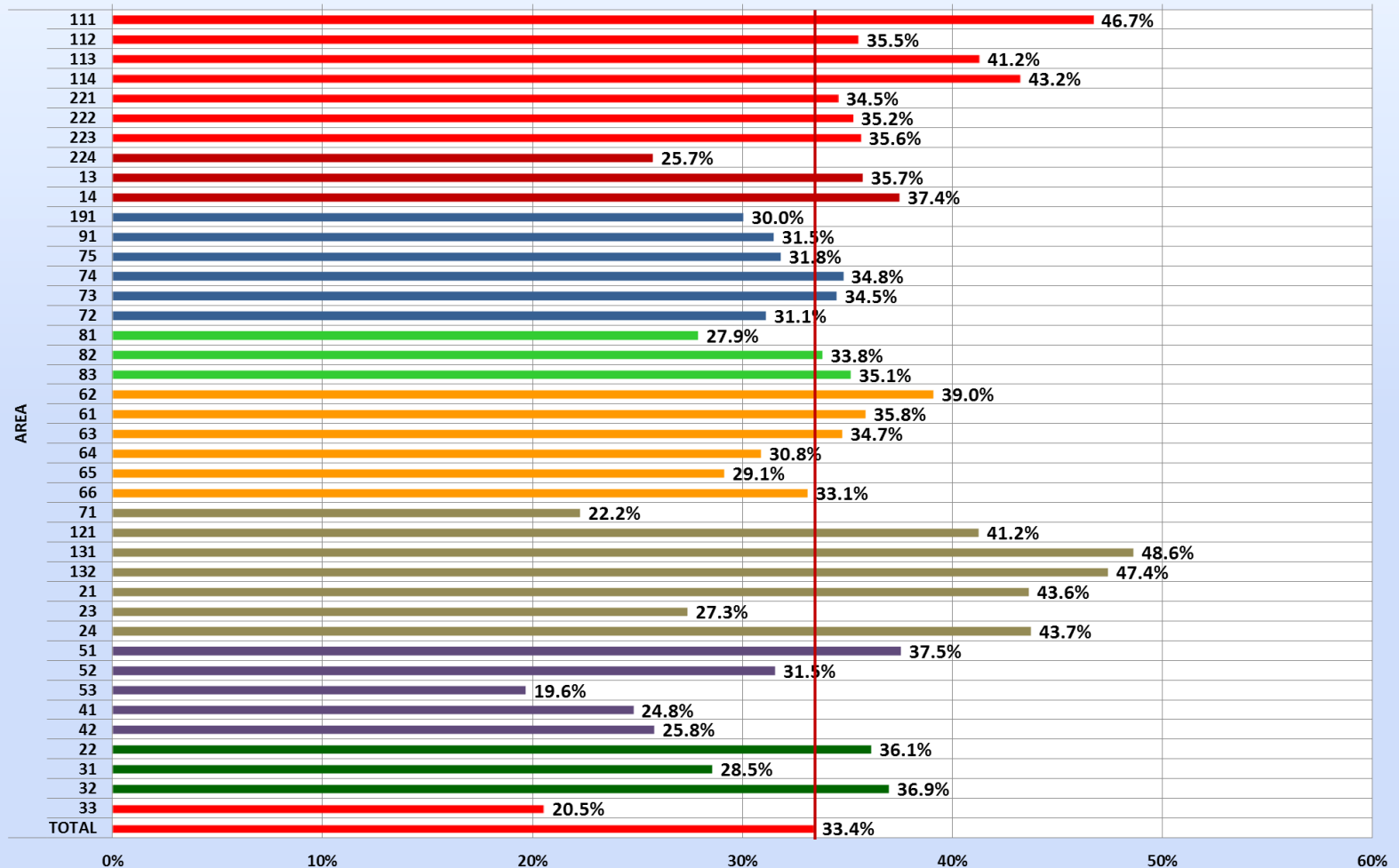


FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

3Q 2011 Single Family Detached Residence Sales

3Q ONLY
PREVIOUS LISTING PERIODS INCLUDED

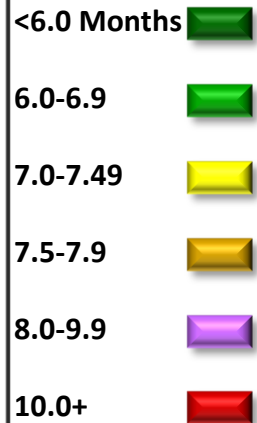
Percent of Sales With Multiple Listing Periods



FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

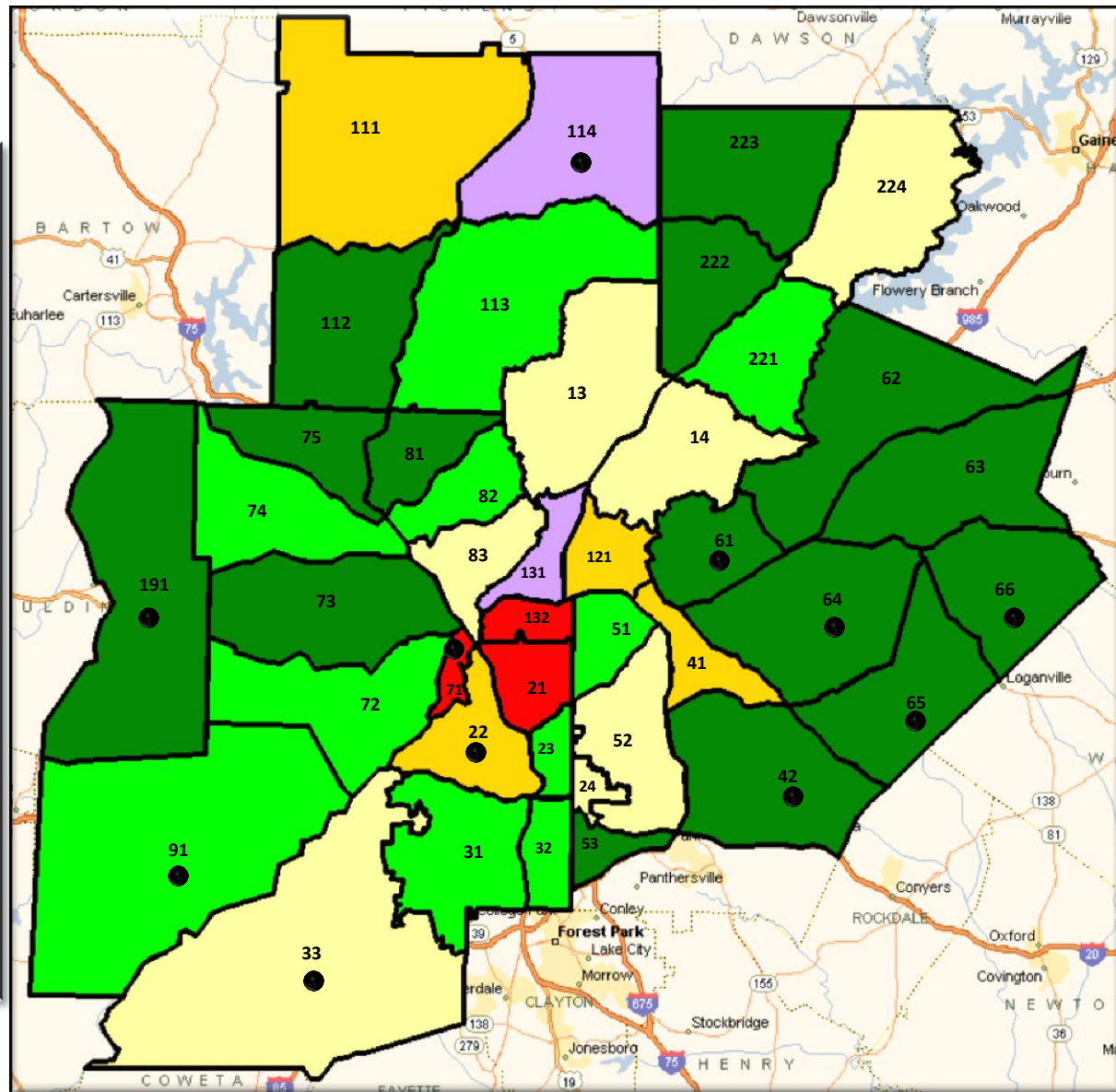
3Q 2011 Single Family Detached Residence Sales

Months of Supply June, 2011:



Metro Area Total:
6.3 months

**Areas With 50%+
Distressed Sales:** ●



County Groupings

Cherokee County:

111 113
112 114

E. Cobb:

81 82 83

W. Cobb:

71 73 75
72 74

DeKalb:

24 42 52
41 51 53
121

Douglas:

91

Forsyth:

221 222 223
224

Fulton OTP:

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Fulton ITP:

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32 22 23

Gwinnett:

61 62 63
64 65 66

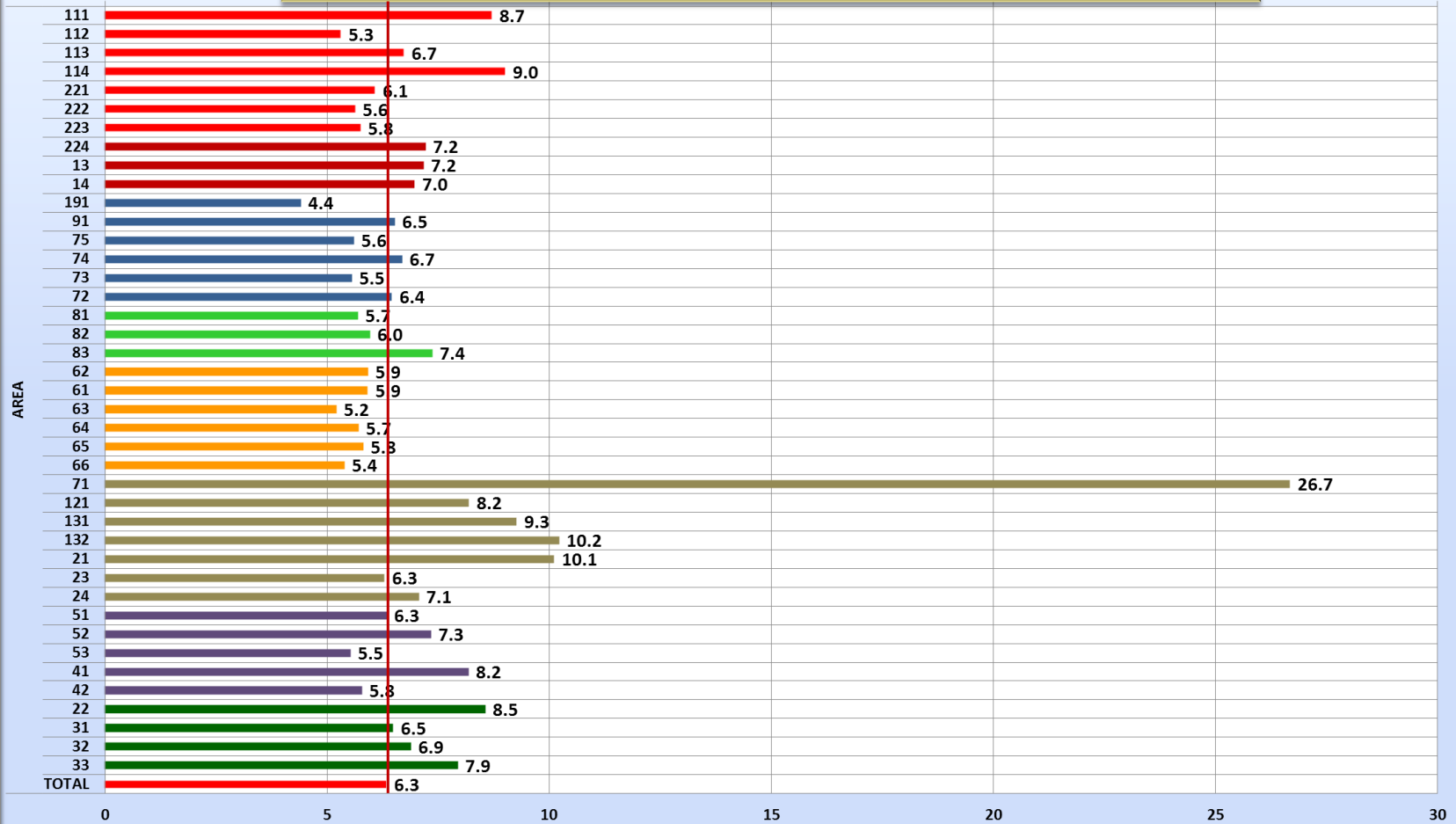
Paulding:

191

3Q 2011 Single Family Detached Residence Sales

Months Supply of Listings - September, 2011

(Using 3-mos. Avg. Sales)

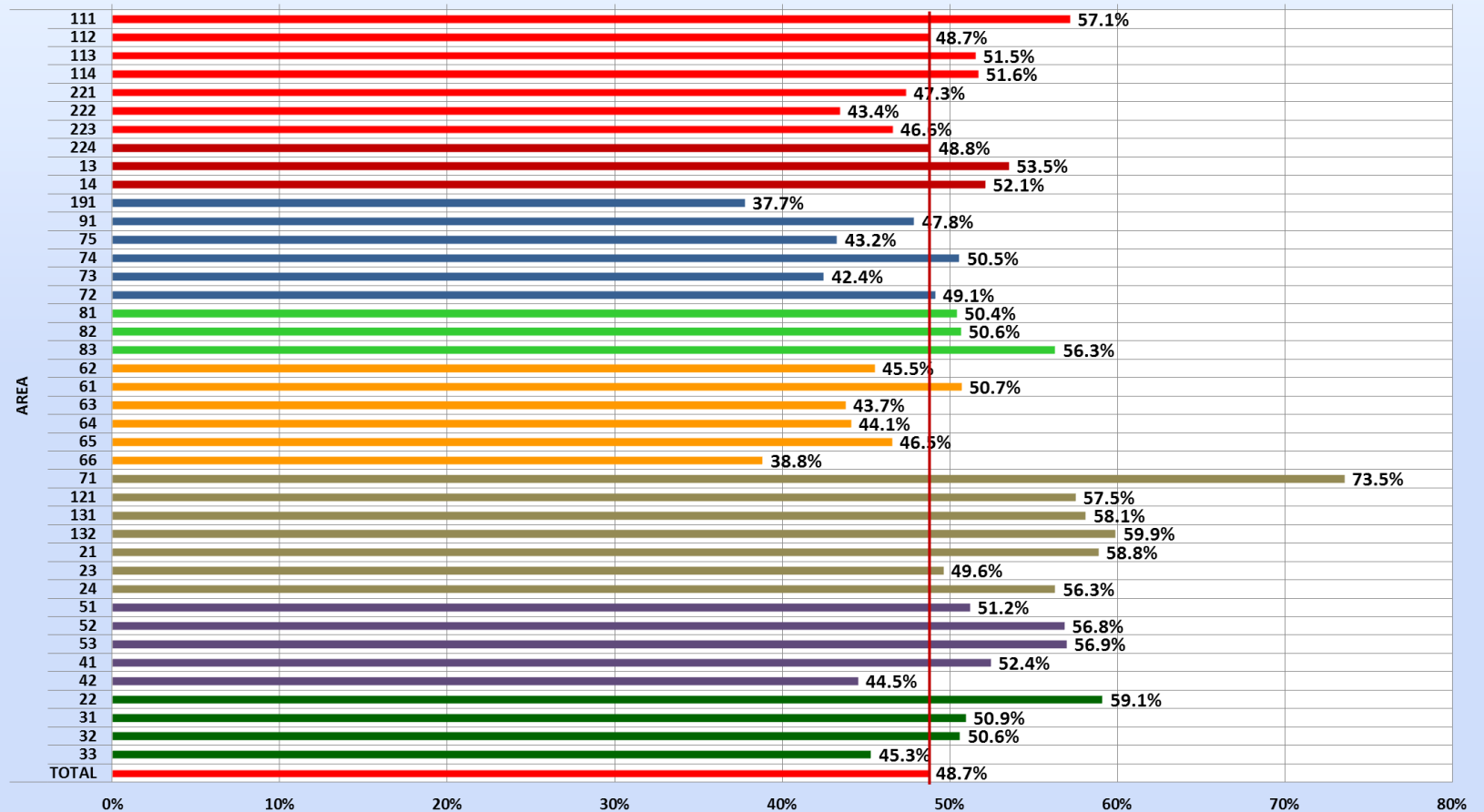


FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty

3Q 2011 Single Family Detached Residence Sales

3Q ONLY

Failed Listings Percentage



FMLS data for sales of single family detached residences. Data is believed to be accurate, but not warranted. Prepared by Chartmaster Services, LLC exclusively for Keller Williams Realty