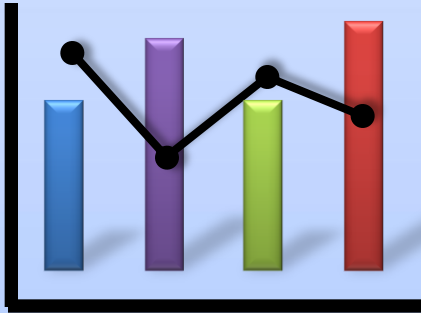


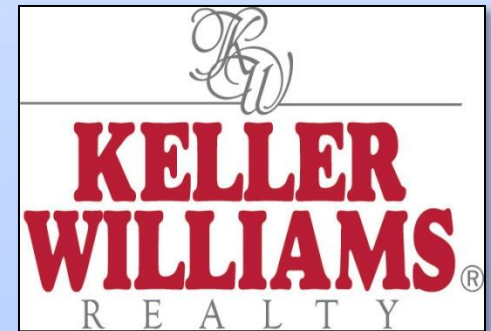
# 4Q 2011 Area Comparison Report: Single Family Detached Residences



## *Presentable Market Data*

Chad Schernikau  
3350 Atlanta Road  
Smyrna, GA 30080  
Cell: 678-570-8123

[chadsrealty@charter.net](mailto:chadsrealty@charter.net)  
[www.charter.net](http://www.charter.net)



# 4Q 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

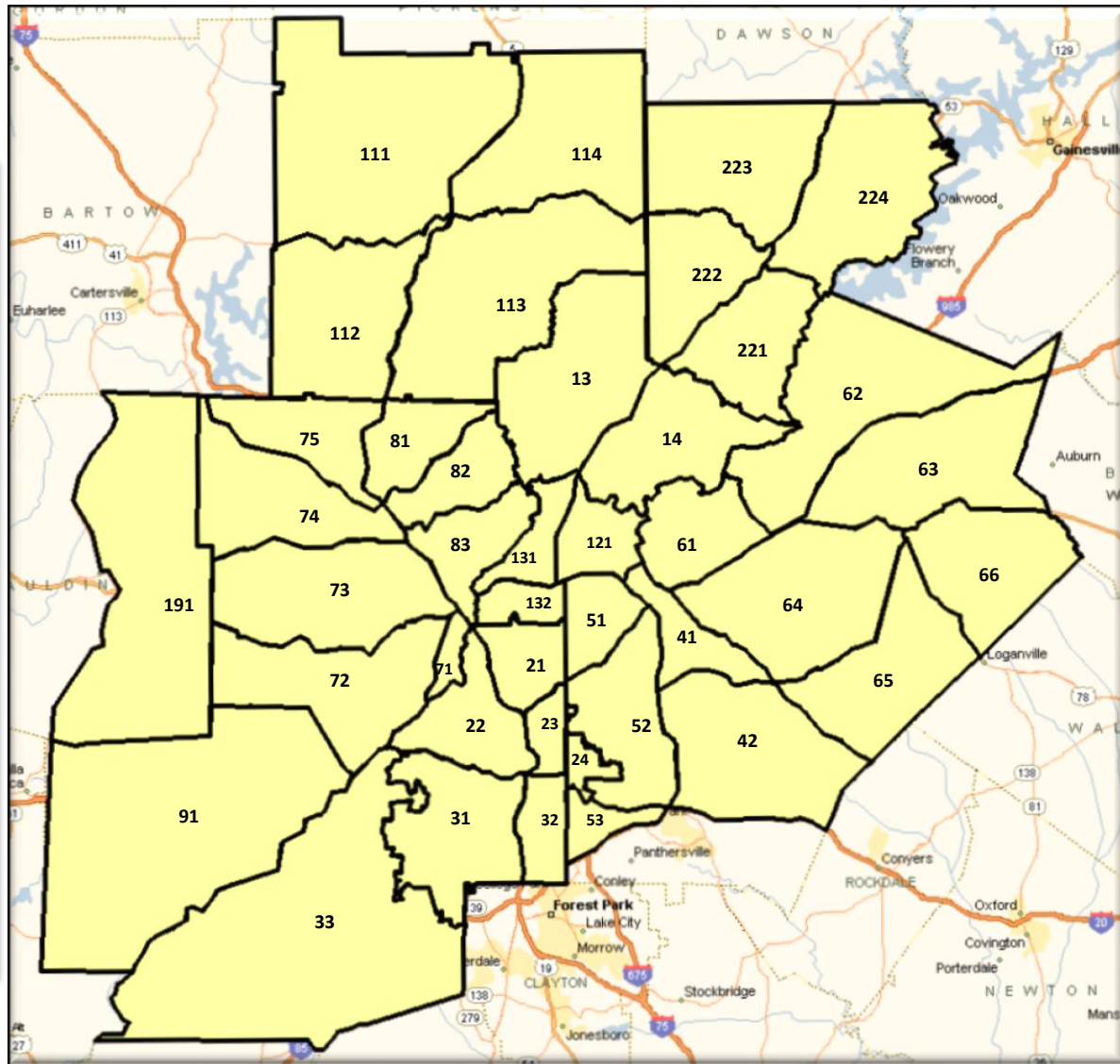
**Forsyth:**  
 221 222 223 224

**Fulton OTP:**  
 13 14 131 33

**Fulton ITP:**  
 31 21 132  
 32 22 23

**Gwinnett:**  
 61 62 63  
 64 65 66

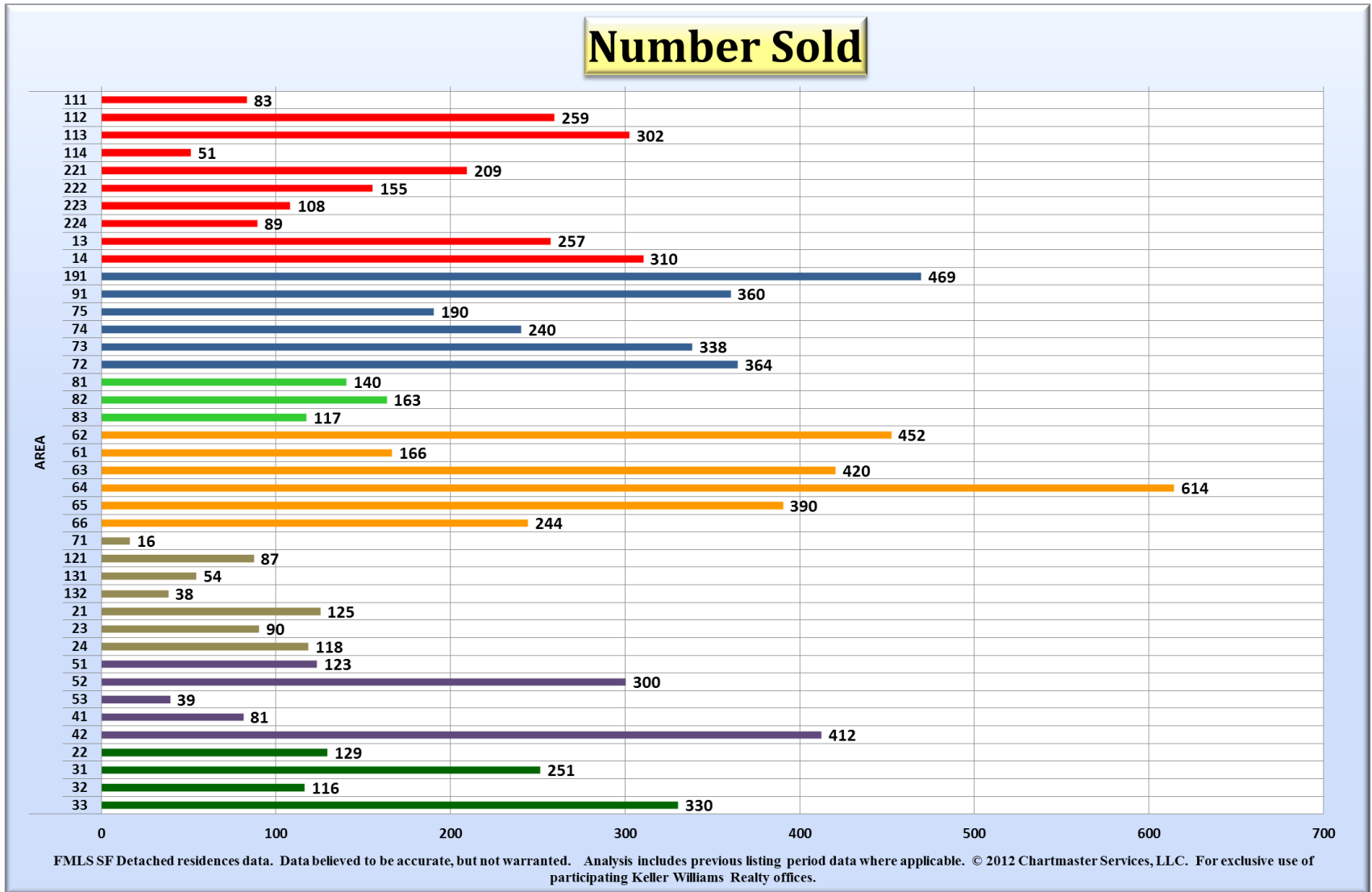
**Paulding:**  
 191



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# 4Q 2011 Single Family Detached Residence Sales







## 4Q ONLY



# Percent Change in Number Sold

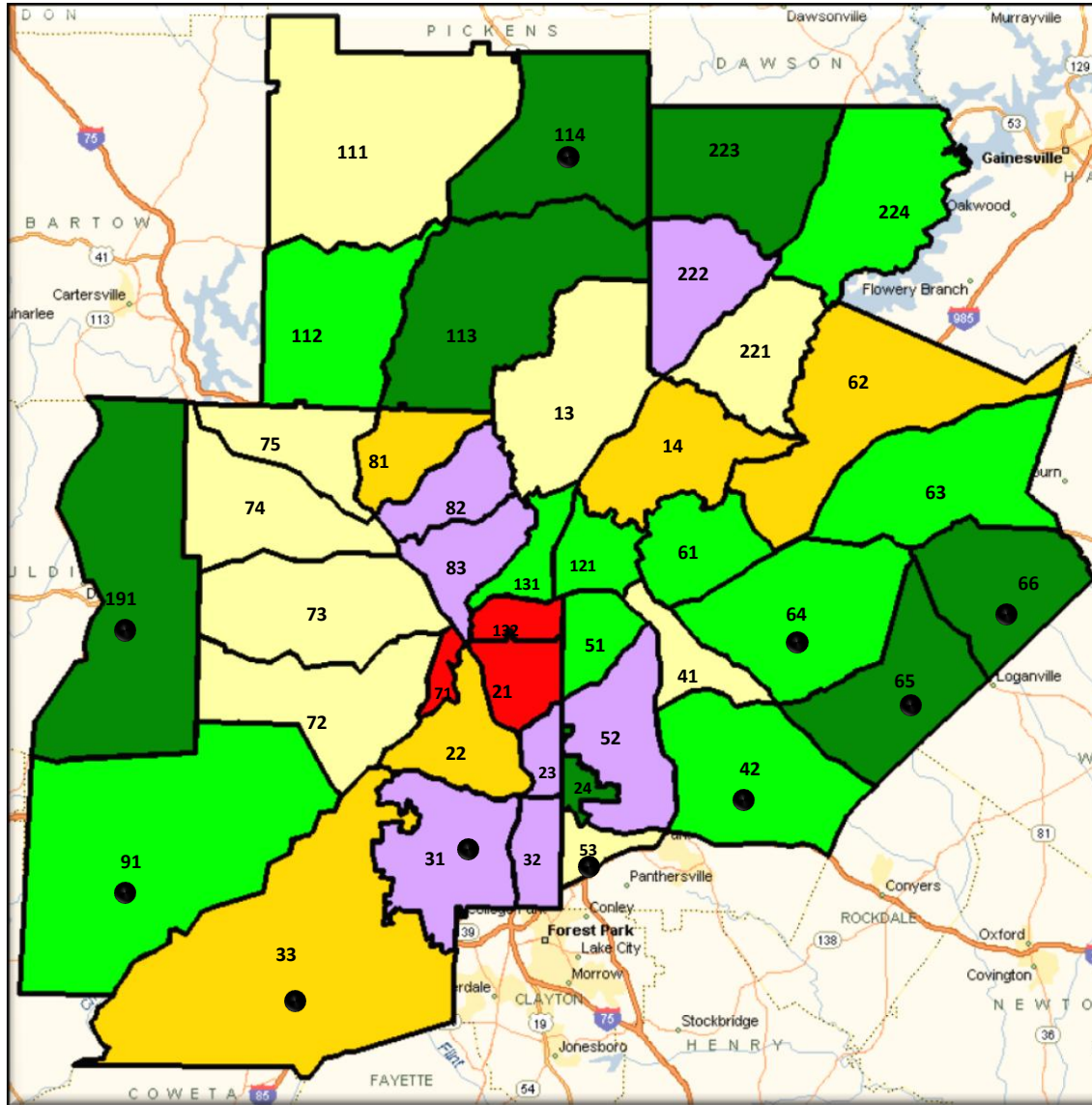
All Changes Compared to Same Quarter of Previous Year

## Percent Change in Number Sold:

- +40.0%+ 
- +20.0% to +39.9% 
- +10.0 to +19.9% 
- +1.0 to +19.9% 
- 1.0 to -9.9% 
- 10% or more 

**Metro Area Total:**  
**+19.4%**

Areas with 50% +  
Distressed  
Sales = ●



## County Groupings

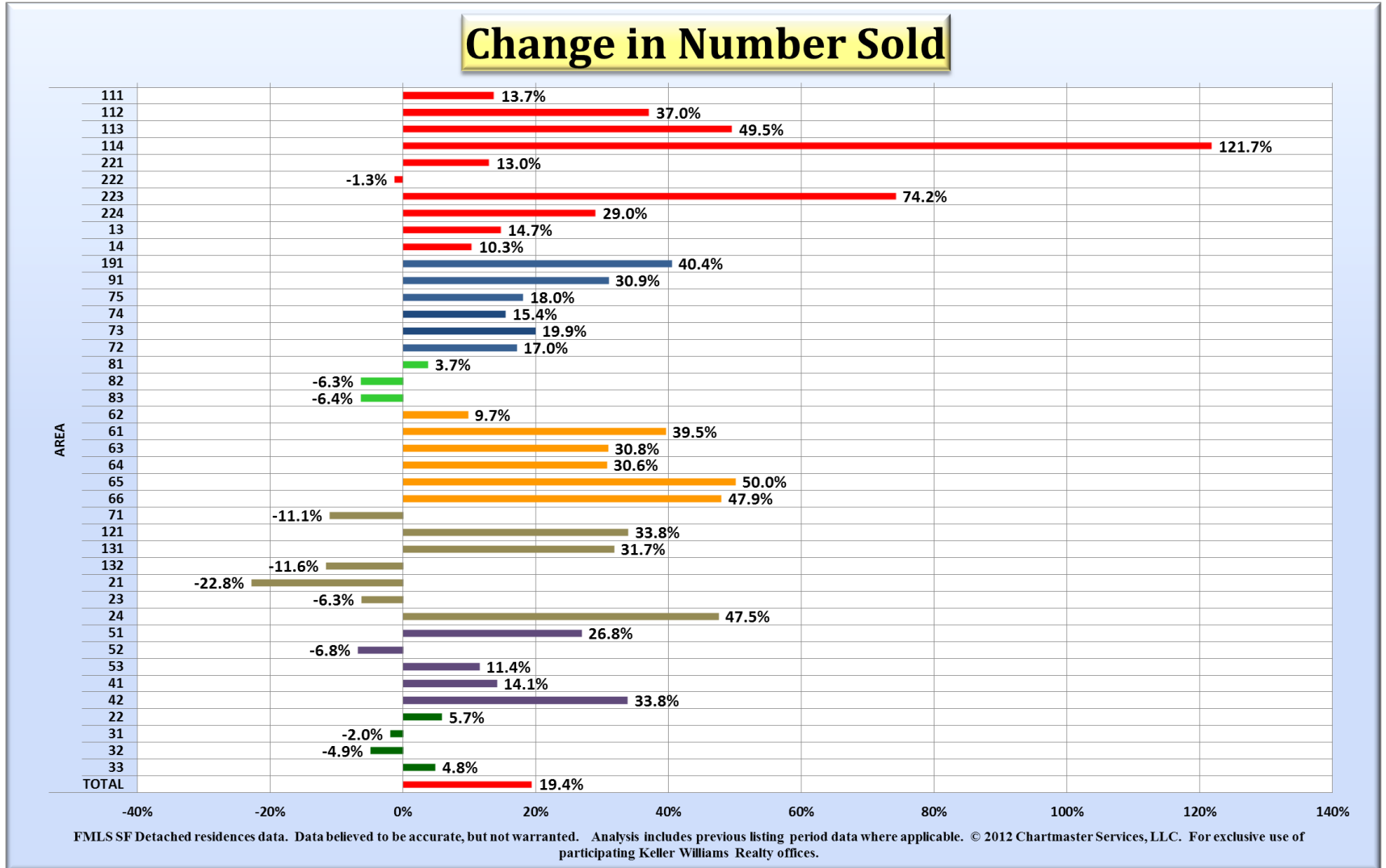
<b><u>Cherokee County:</u></b>		
111	113	
112	114	
<b><u>E. Cobb:</u></b>		
81	82	83
<b><u>W. Cobb:</u></b>		
71	73	75
72	74	
<b><u>DeKalb:</u></b>		
24	42	52
41	51	53
121		
<b><u>Douglas:</u></b>		
91		
<b><u>Forsyth:</u></b>		
221	222	223
	224	
<b><u>Fulton OTP:</u></b>		
13	14	33
131		
<b><u>Fulton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

FMLS SF Detached residences data. Data believed to be accurate, but not warranted. Analysis includes previous listing period data where applicable. © 2012 ChartMaster Services, LLC. For exclusive use of participating Keller Williams Realty offices.



# 4Q 2011 Single Family Detached Residence Sales

All Changes Compared to Same Quarter of Previous Year











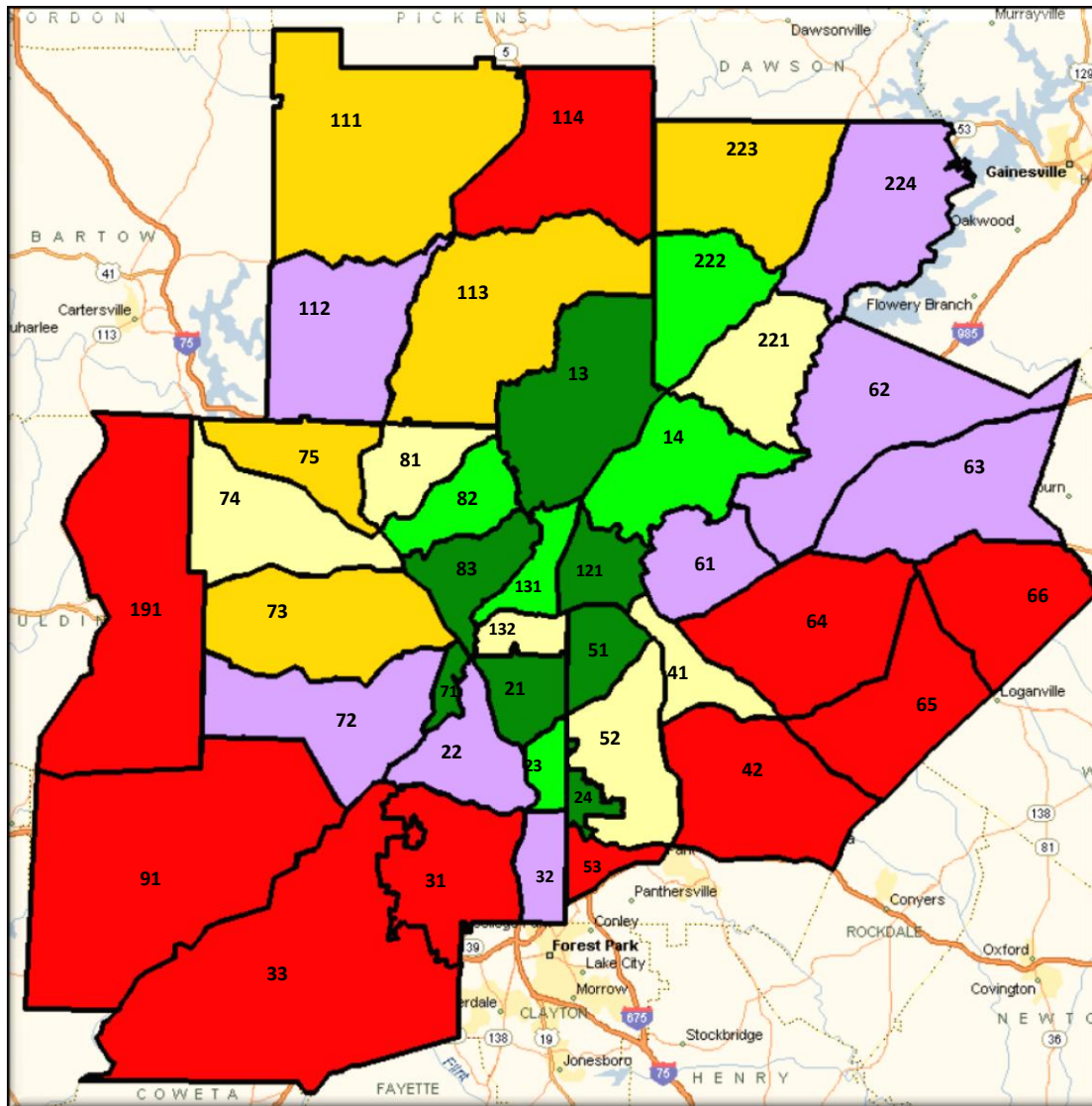
# Distressed Sales Percentage of Total Sales

All Changes Compared to Same Quarter of Previous Year

**Distressed Sales Percentage of Total Sales:**

- <20.0% 
- 20%-29.9% 
- 30%-34.9% 
- 35%-39.9% 
- 40-49.9% 
- 50%+ 

**Metro Area Total:**  
41.7%



**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

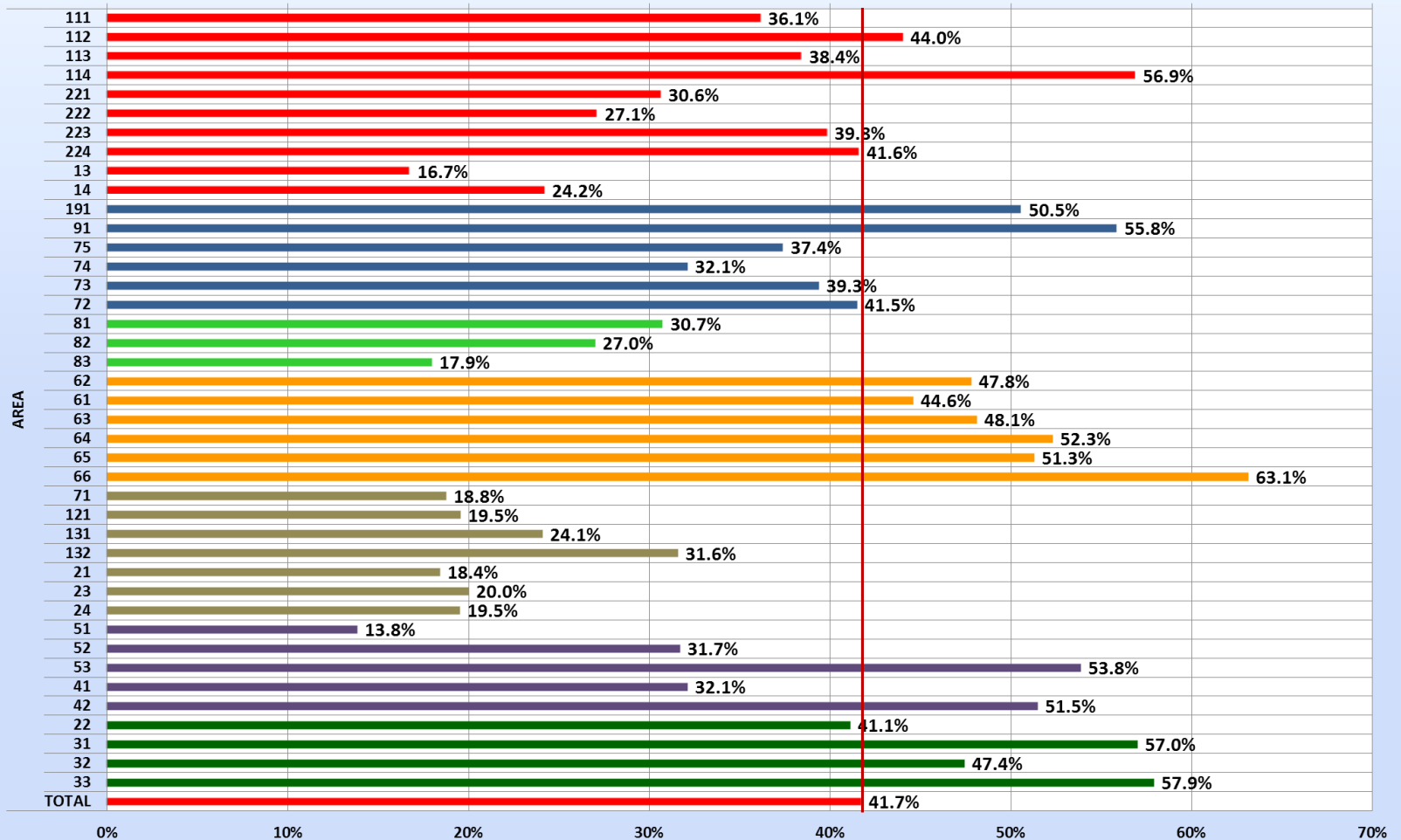
FMLS SF Detached residences data. Data believed to be accurate, but not warranted. Analysis includes previous listing period data where applicable. © 2012 ChartMaster Services, LLC. For exclusive use of participating Keller Williams Realty offices.

4Q 2011 Single Family Detached Residence Sales

# 4Q 2011 Single Family Detached Residence Sales

## 4Q ONLY

### Total Distressed Sale Percentage of Sales

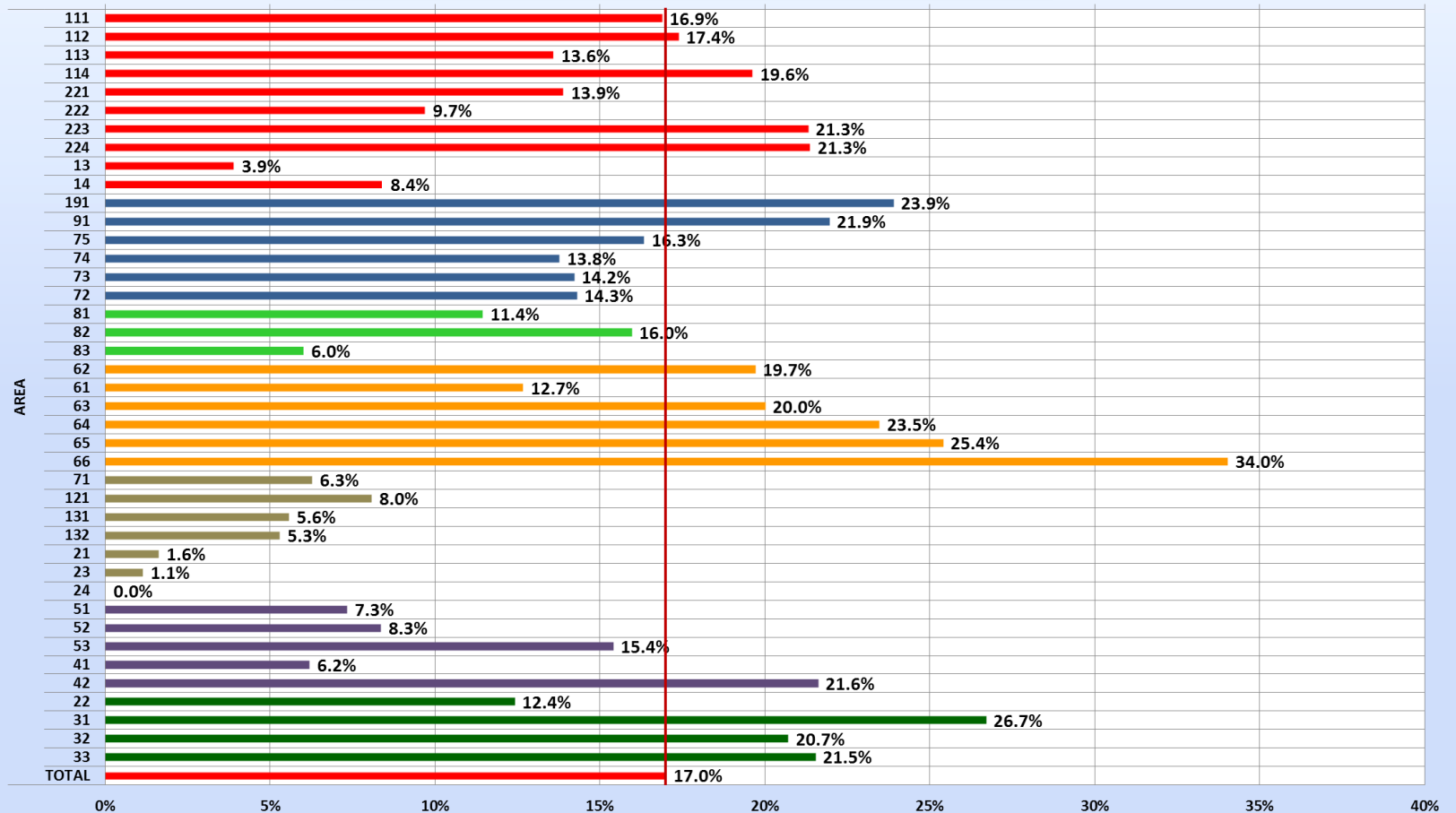


FMLS SF Detached residences data. Data believed to be accurate, but not warranted. Analysis includes previous listing period data where applicable. © 2012 Chartmaster Services, LLC. For exclusive use of participating Keller Williams Realty offices.

# 4Q 2011 Single Family Detached Residence Sales

## 4Q ONLY

### Foreclosure Percentage of Sales



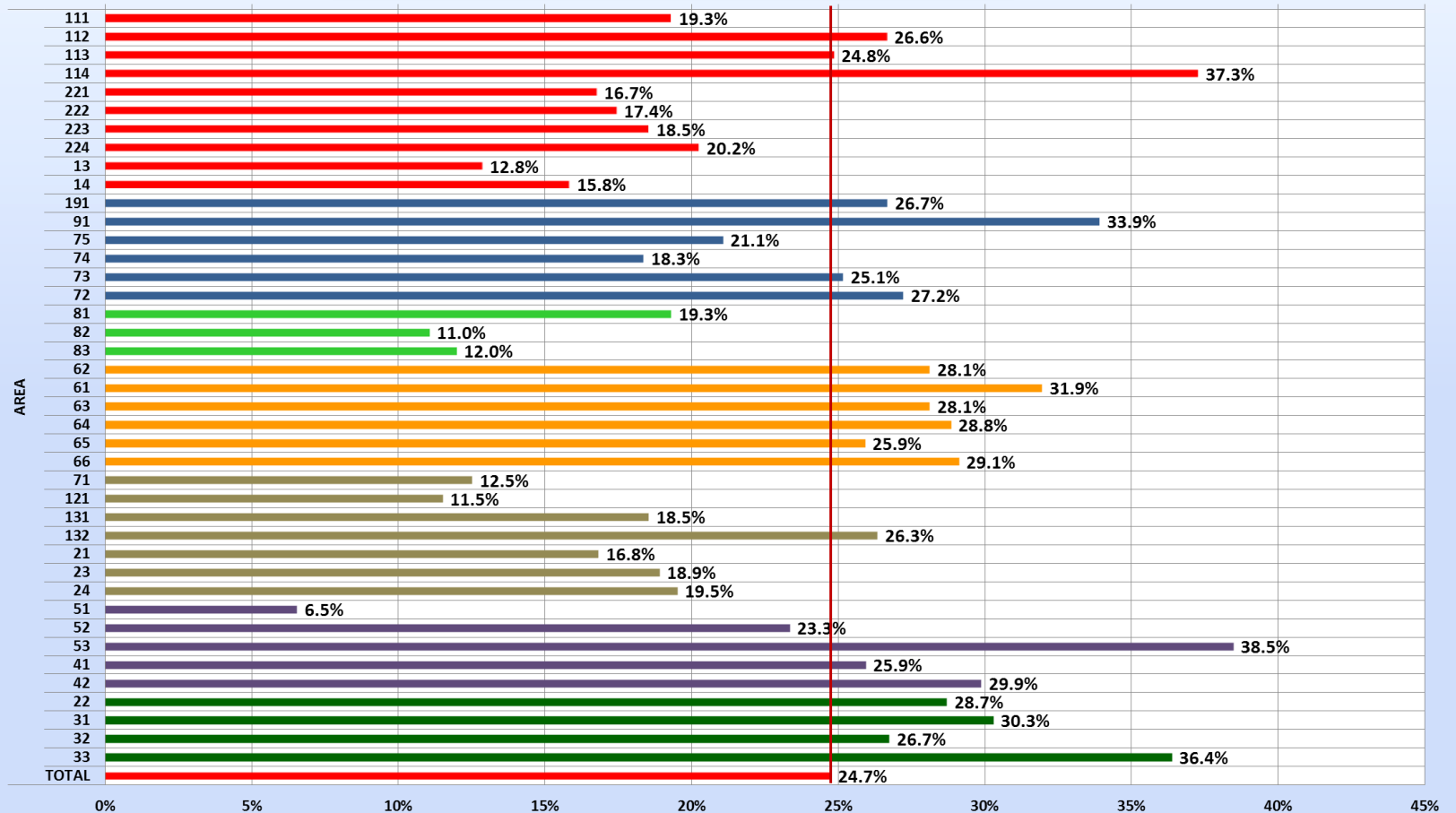
FMLS SF Detached residences data. Data believed to be accurate, but not warranted. Analysis includes previous listing period data where applicable. © 2012 Chartmaster Services, LLC. For exclusive use of participating Keller Williams Realty offices.



# 4Q 2011 Single Family Detached Residence Sales

## 4Q ONLY

### Short Sale Percentage of Sales









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# Median Sales Price

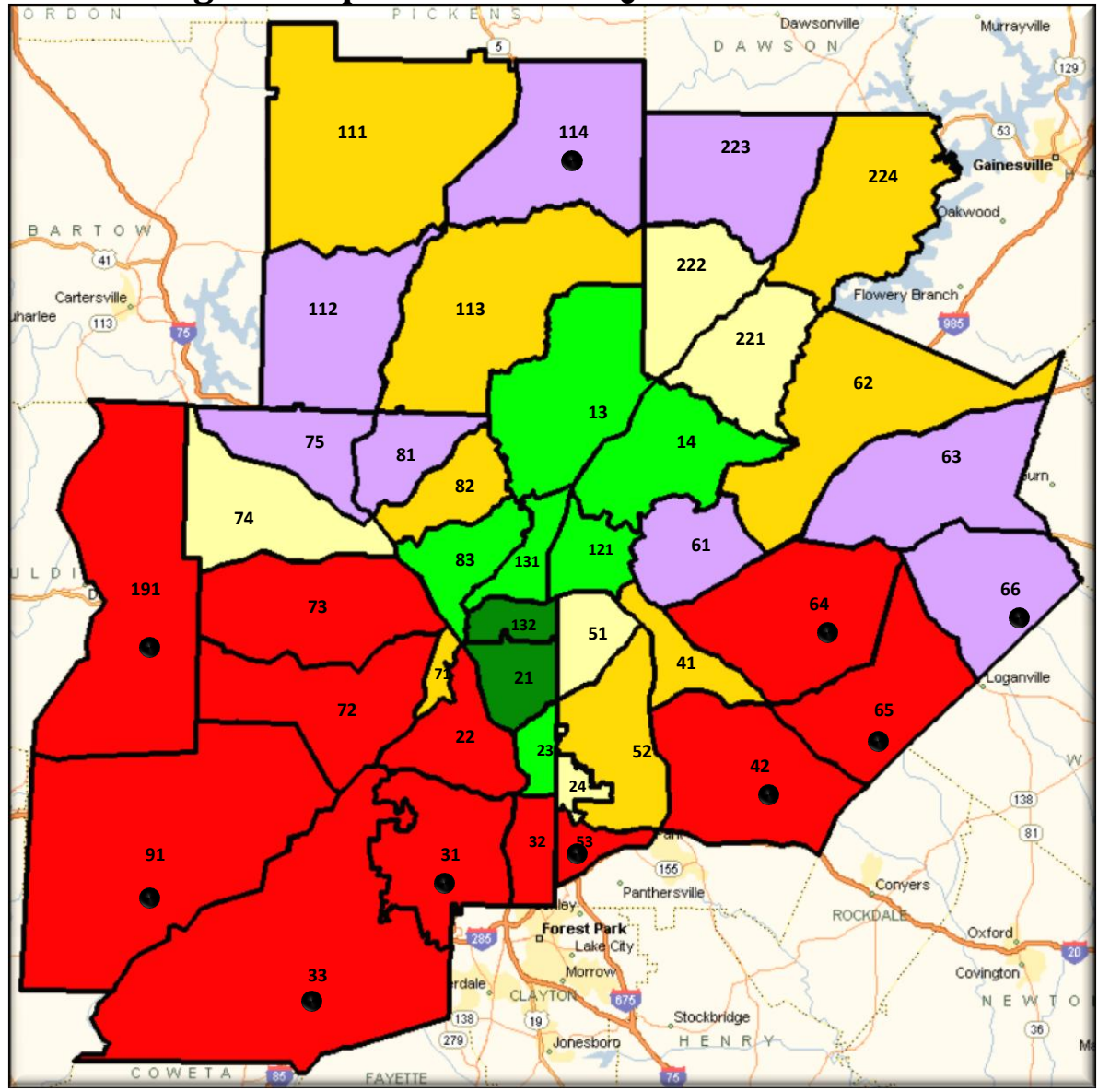
All Changes Compared to Same Quarter of Previous Year

**Median Sales Price:**

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

**Metro Area Median:**  
\$126,500

**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  
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Fulton ITP:  
31 21 132  
32 22 23

Gwinnett:  
61 62 63  
64 65 66

Paulding:  
191

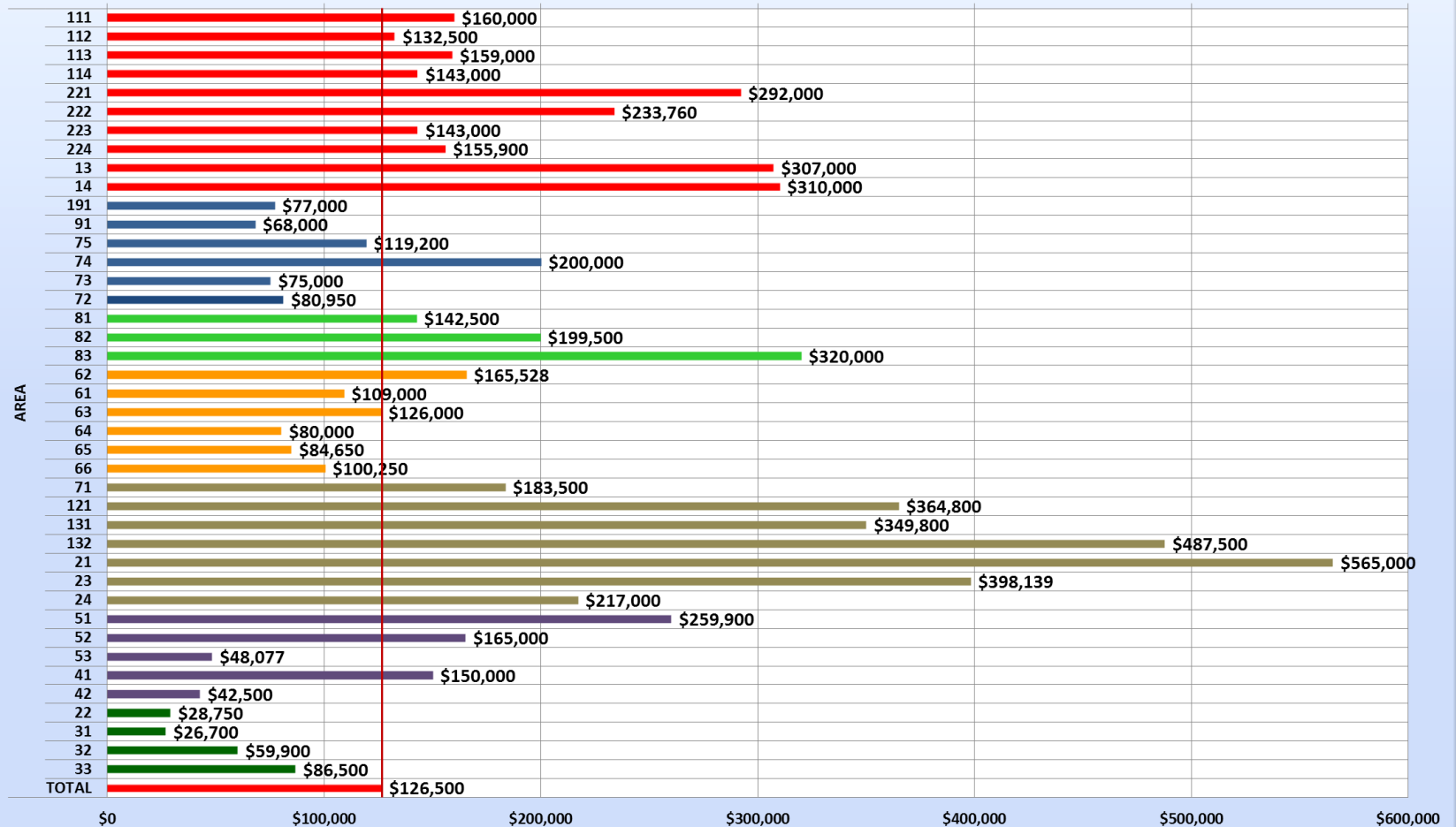
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# 4Q 2011 Single Family Detached Residence Sales

## 4Q ONLY

### Median Sales Price









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# % Change in Median Sales Price

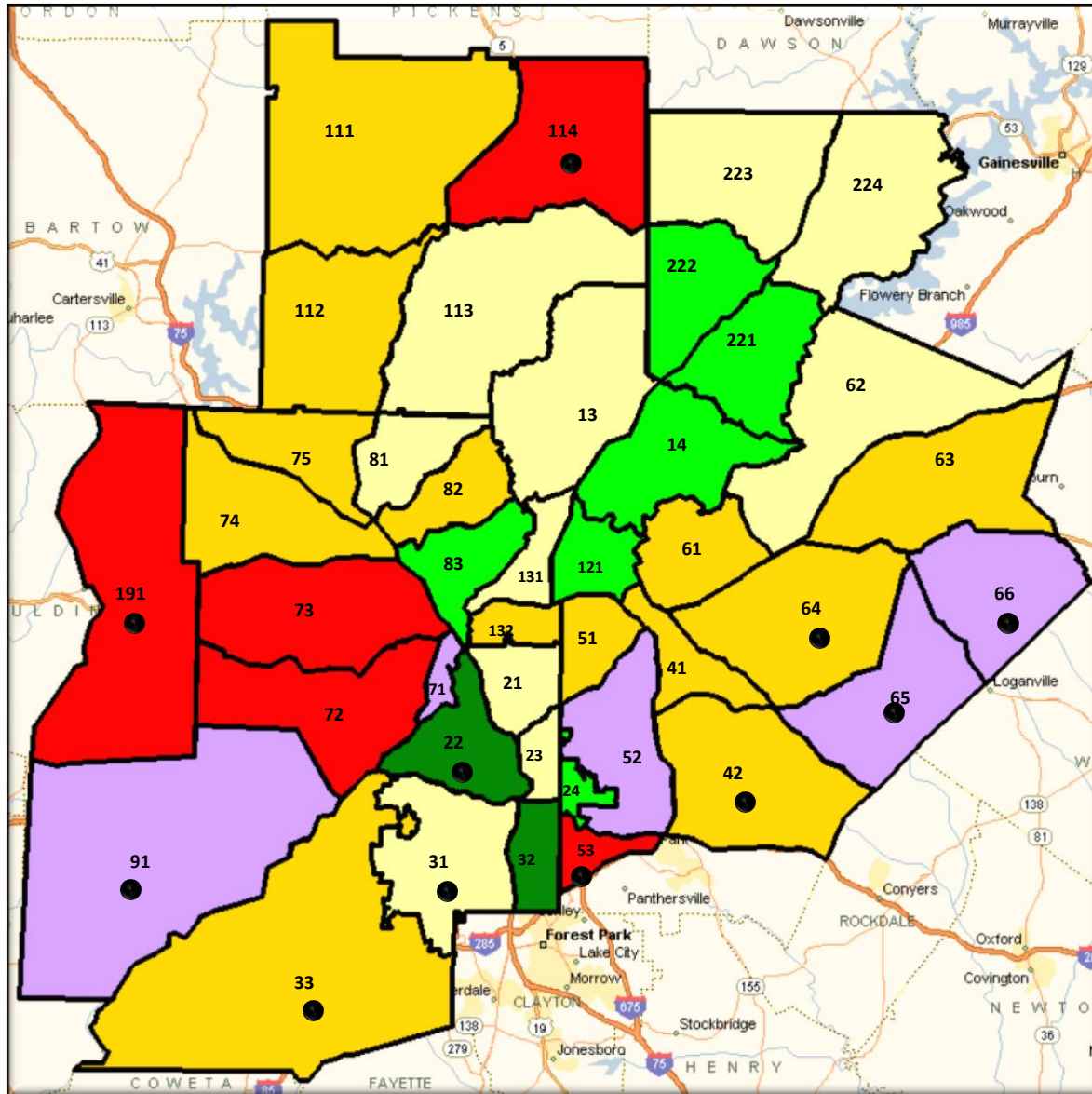
All Changes Compared to Same Quarter of Previous Year

**% Change in Median Sales Price:**

- +10.0% or More 
- +1.0 to +9.9% 
- 1.0 to -9.9% 
- 10.0 to -19.9% 
- 20.0 to -29.9% 
- 30.0% or more 

**Metro Area Total:**  
-15.7%

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



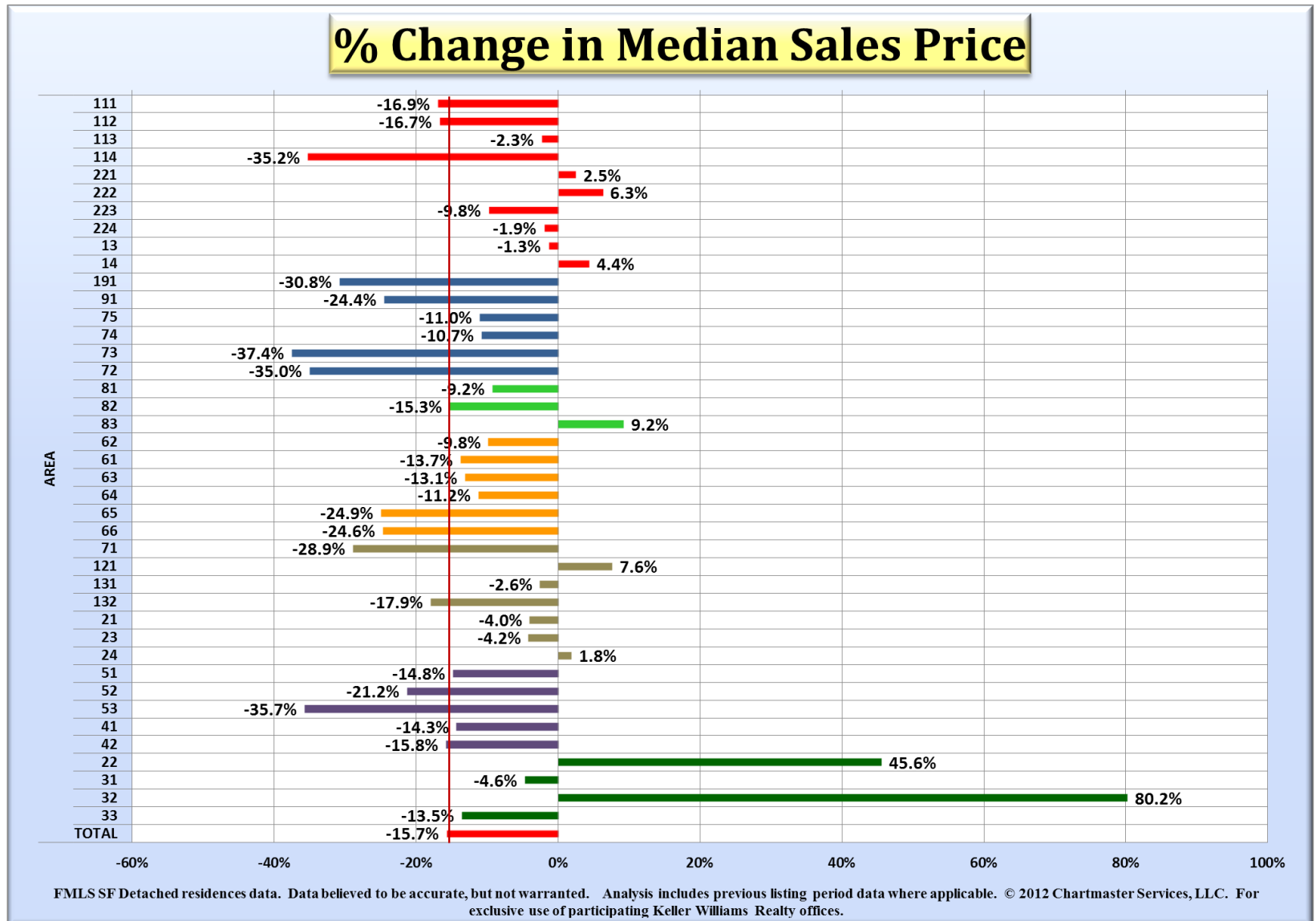
## County Groupings

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

FMLS SF Detached residences data. Data believed to be accurate, but not warranted. Analysis includes previous listing period data where applicable. © 2012 ChartMaster Services, LLC. For exclusive use of participating Keller Williams Realty offices.

# 4Q 2011 Single Family Detached Residence Sales

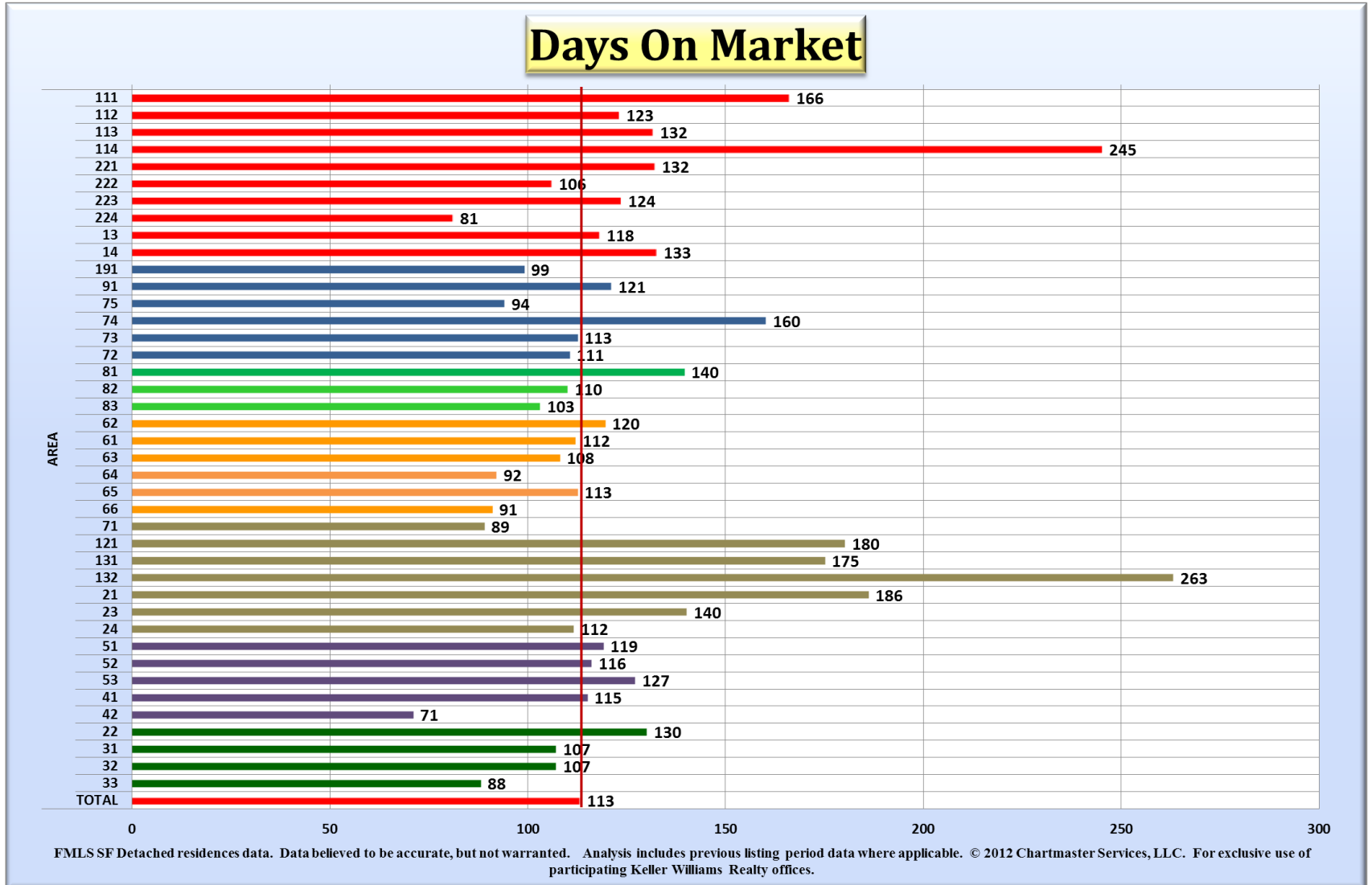
All Changes Compared to Same Quarter of Previous Year



# 4Q 2011 Single Family Detached Residence Sales

4Q ONLY

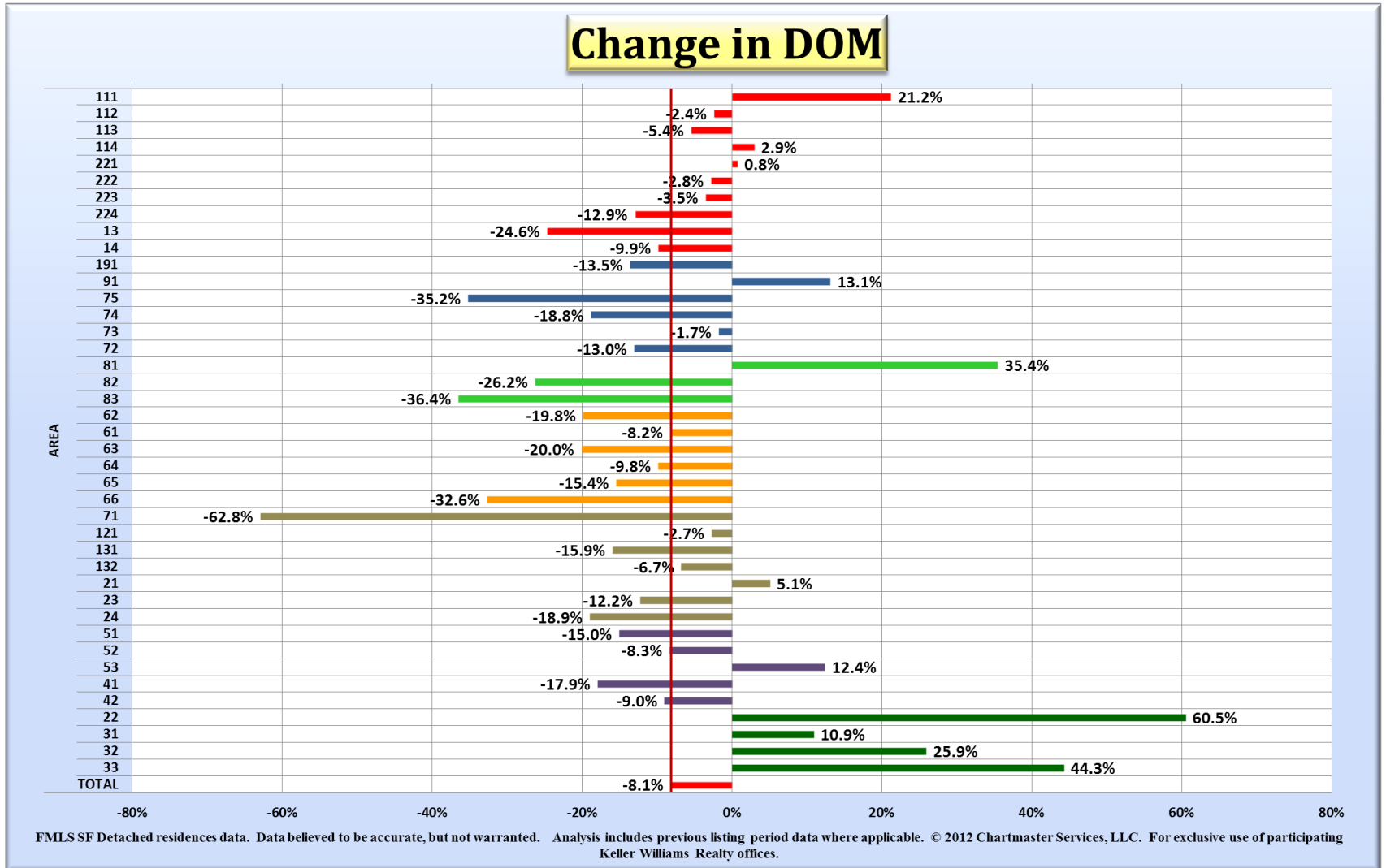
PREVIOUS LISTING PERIODS INCLUDED





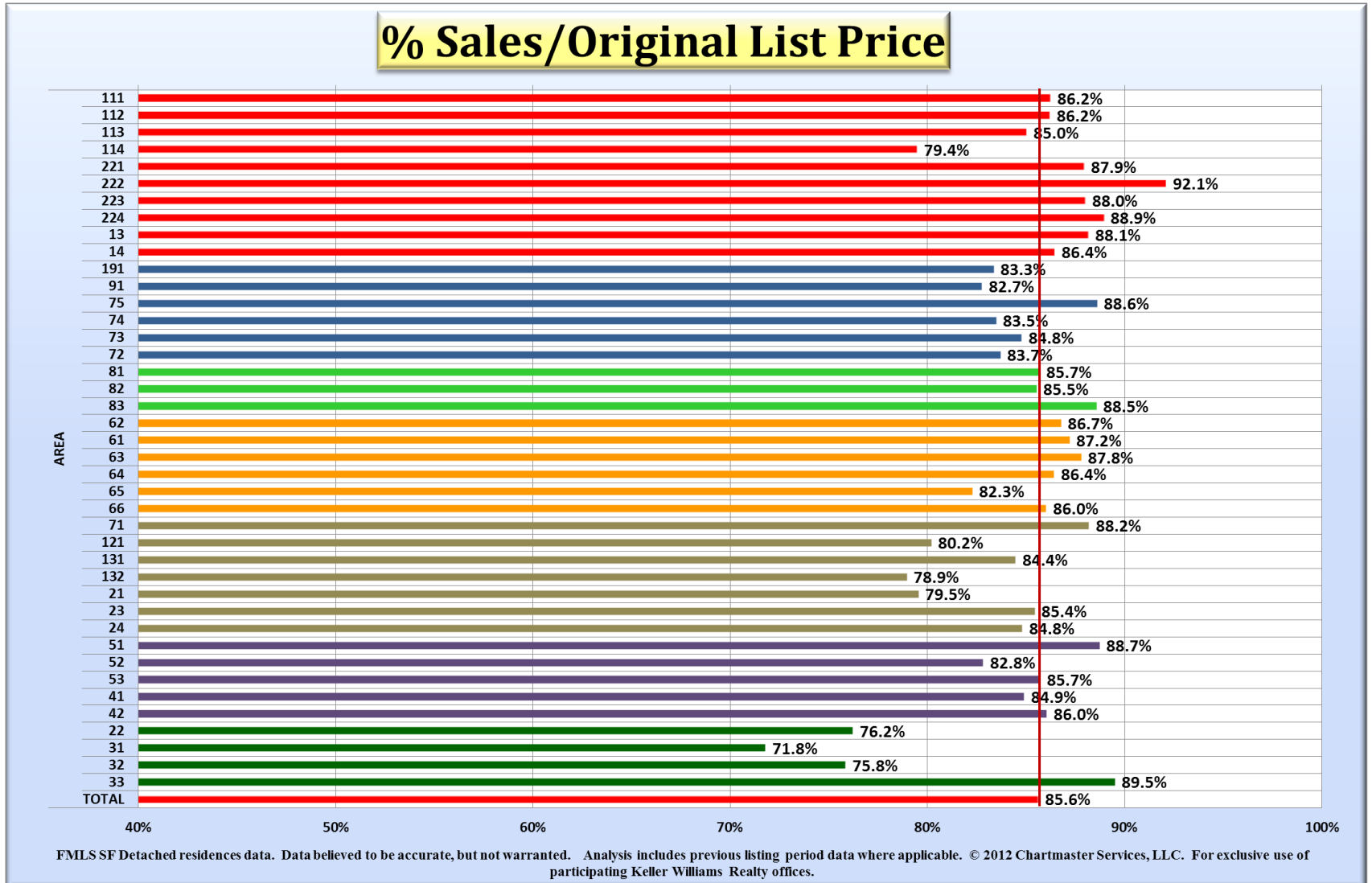
# 4Q 2011 Single Family Detached Residence Sales

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



# 4Q 2011 Single Family Detached Residence Sales

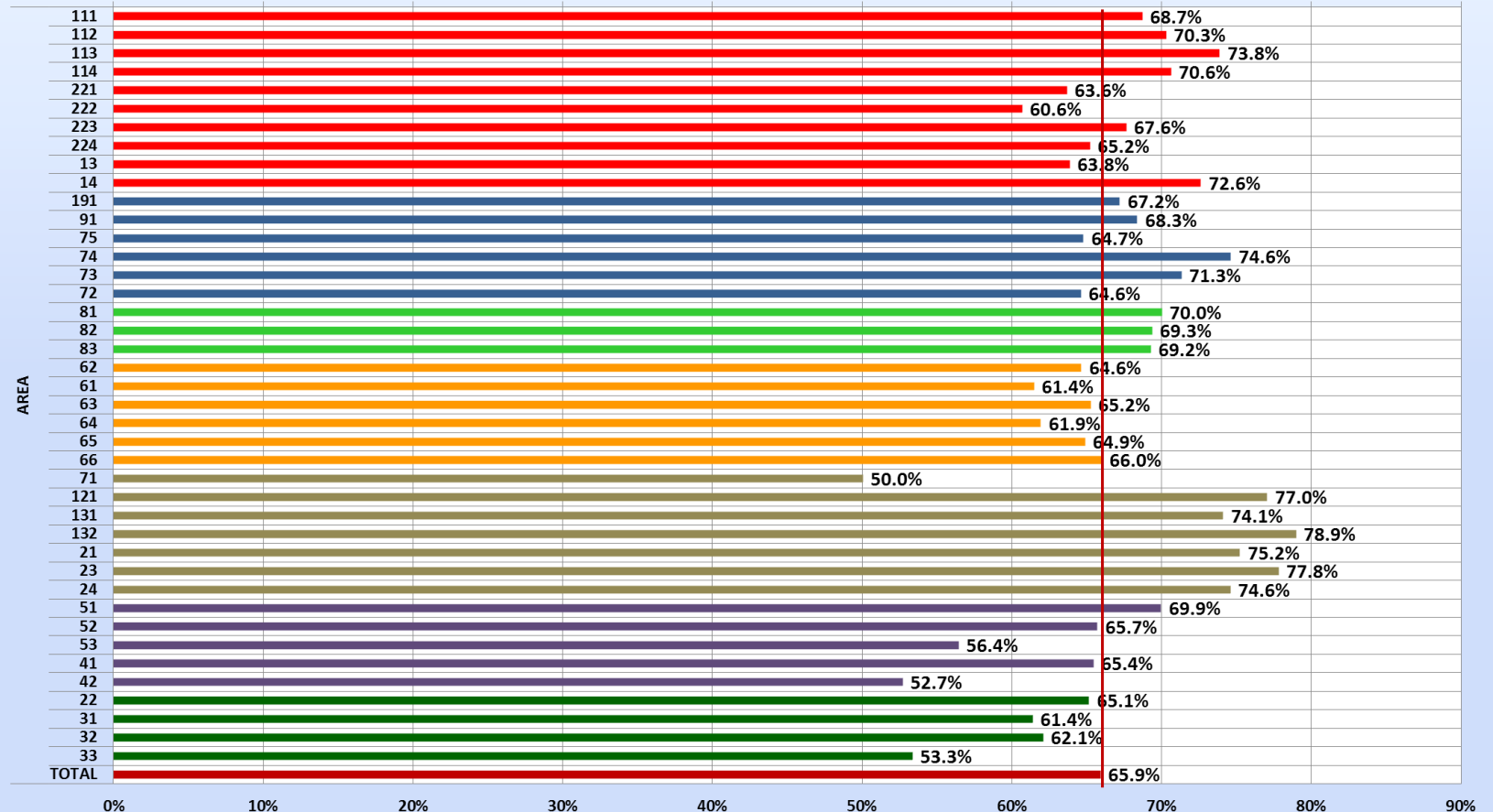
4Q ONLY  
PREVIOUS LISTING PERIODS INCLUDED



# 4Q 2011 Single Family Detached Residence Sales

4Q ONLY  
PREVIOUS LISTING PERIODS INCLUDED

## Incidence of Price Reductions

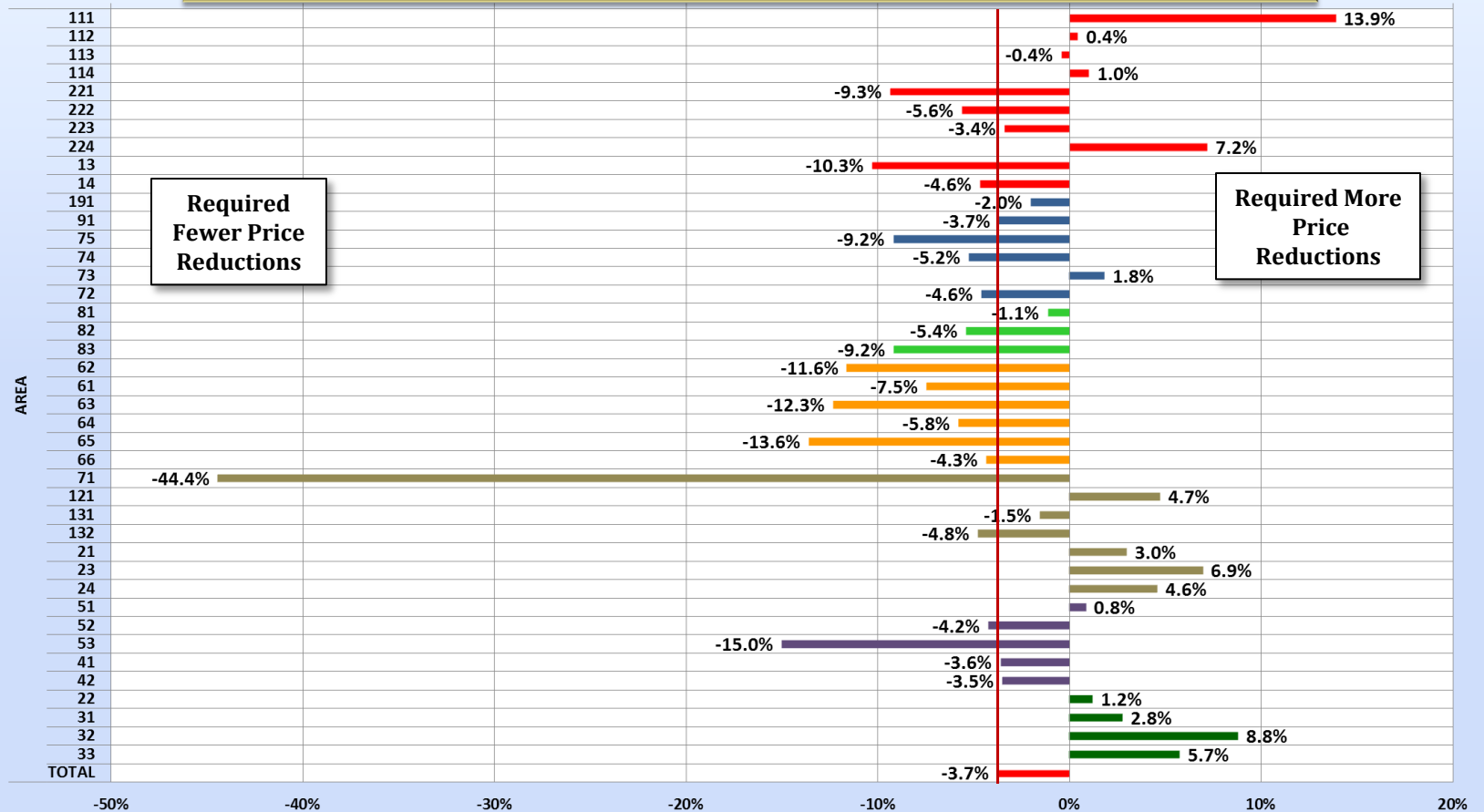


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# 4Q 2011 Single Family Detached Residence Sales

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

## Percentage Points of Change in the Incidence of Price Reductions

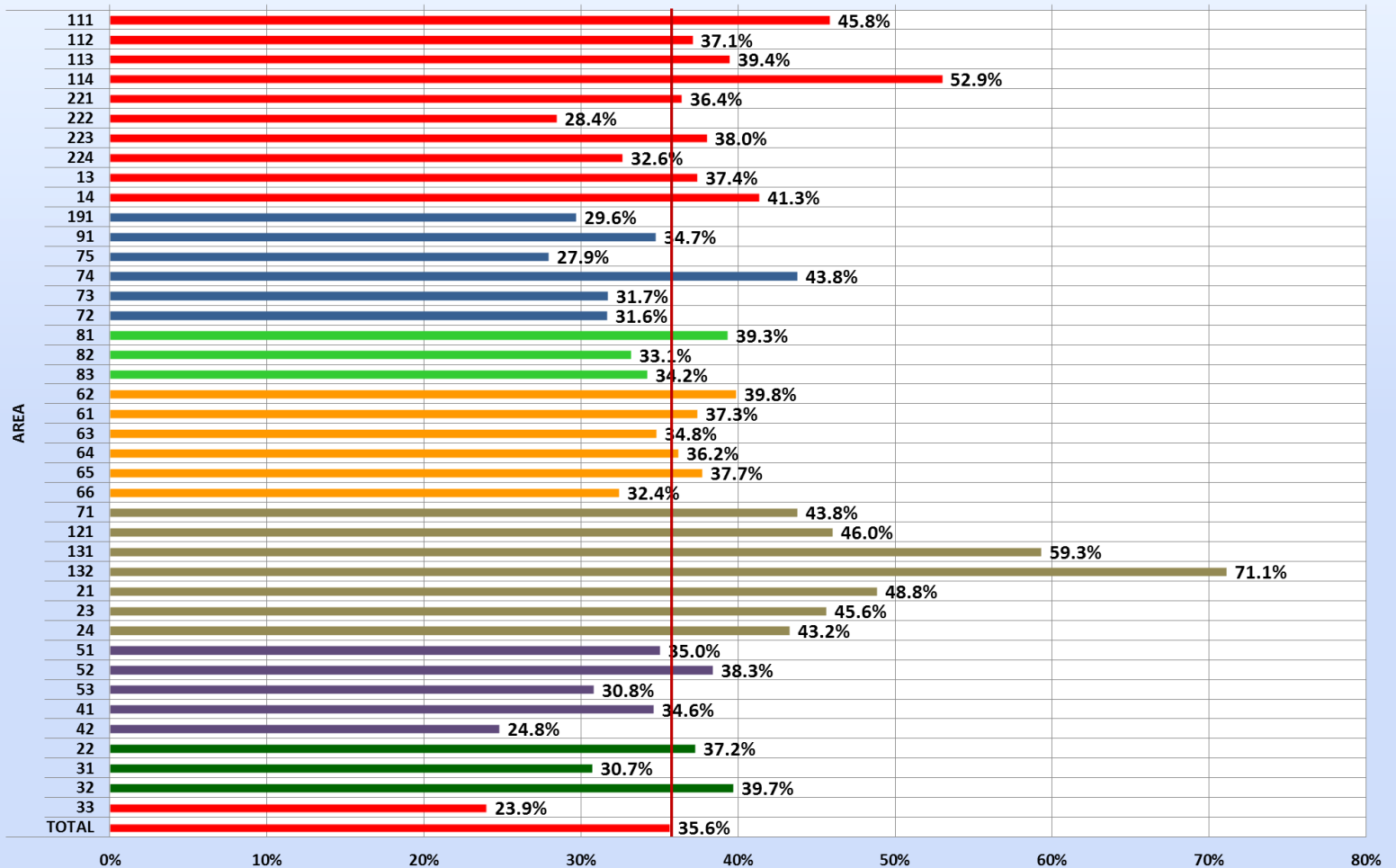


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# 4Q 2011 Single Family Detached Residence Sales

4Q ONLY  
PREVIOUS LISTING PERIODS INCLUDED

## Percent of Sales With Multiple Listing Periods

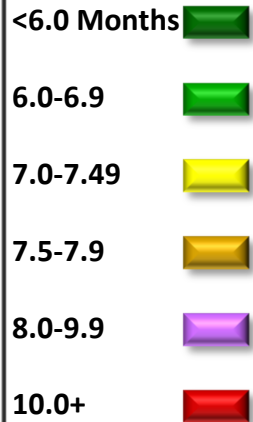


FMLS SF Detached residences data. Data believed to be accurate, but not warranted. Analysis includes previous listing period data where applicable. © 2012 Chartmaster Services, LLC. For exclusive use of participating Keller Williams Realty offices.

# Months of Supply December, 2011:

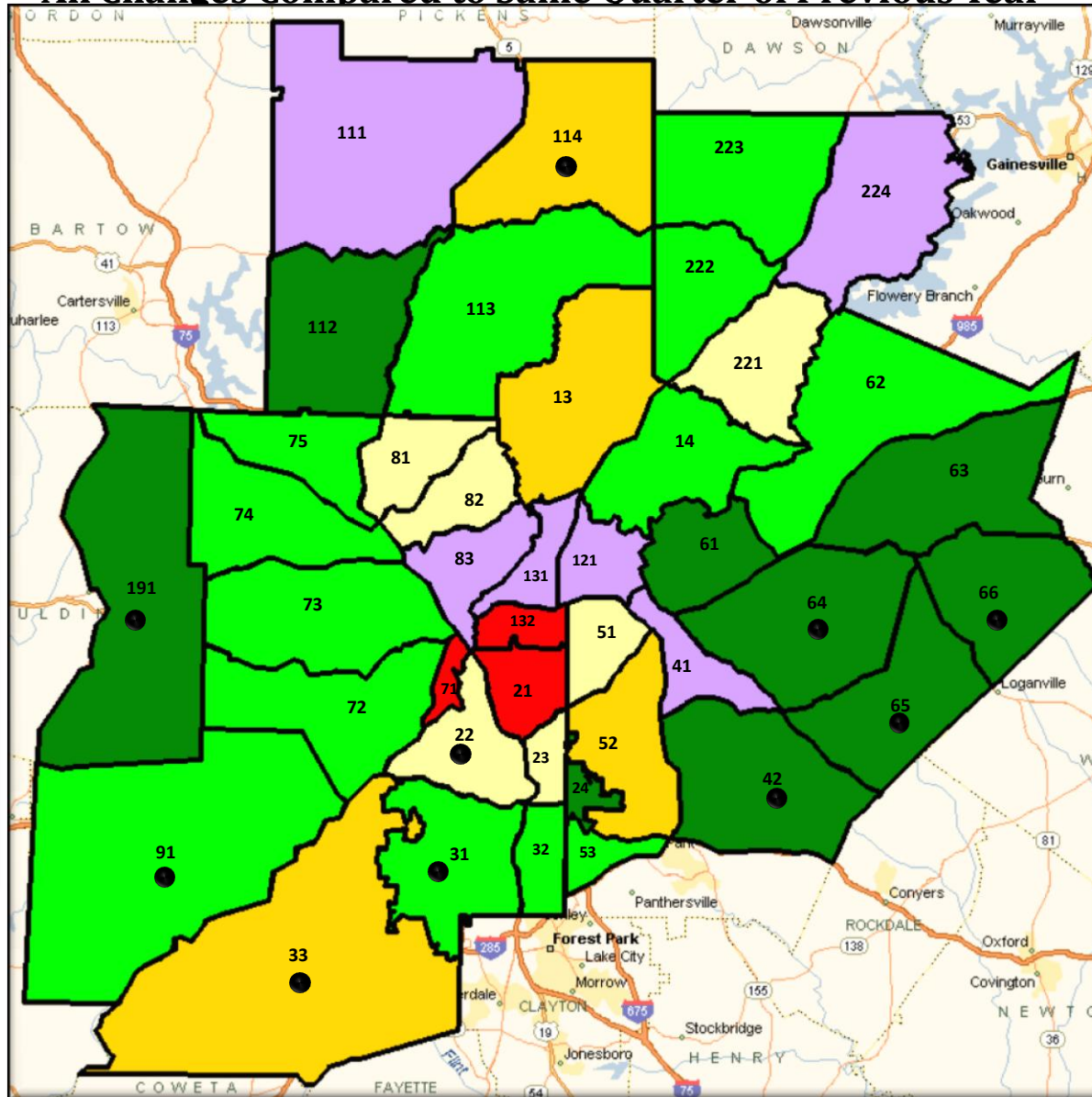
All Changes Compared to Same Quarter of Previous Year

## Months of Supply December, 2011:



**Metro Area Total:**  
6.4 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:**  
13 14 33 131

**Fulton ITP:**  
31 21 132  
32 22 23

**Gwinnett:**  
61 62 63  
64 65 66

**Paulding:**  
191

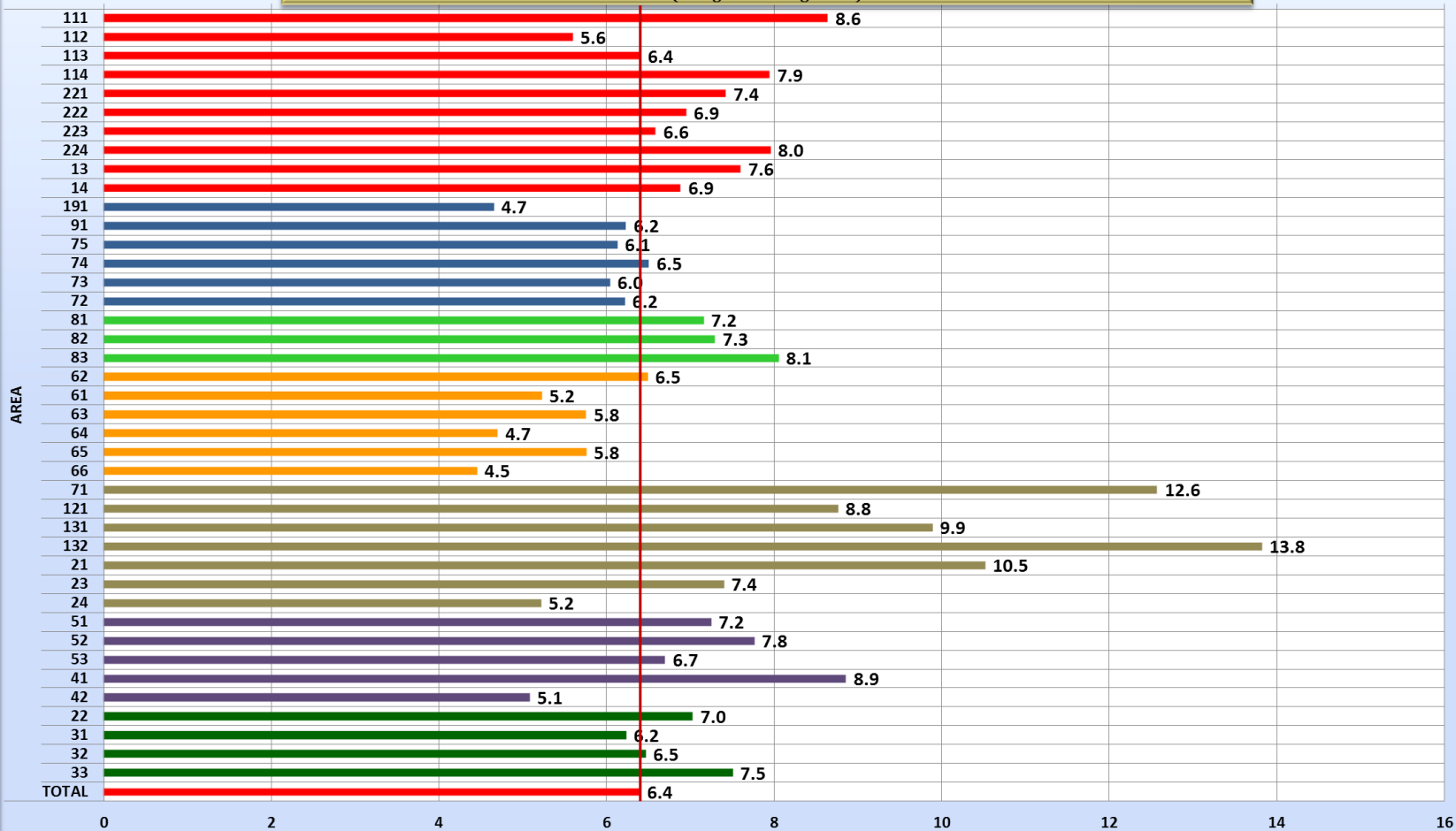
FMLS SF Detached residences data. Data believed to be accurate, but not warranted. Analysis includes previous listing period data where applicable. © 2012 ChartMaster Services, LLC. For exclusive use of participating Keller Williams Realty offices.



# 4Q 2011 Single Family Detached Residence Sales

## Months Supply of Listings - December, 2011

(Using 3-mos. Avg. Sales)

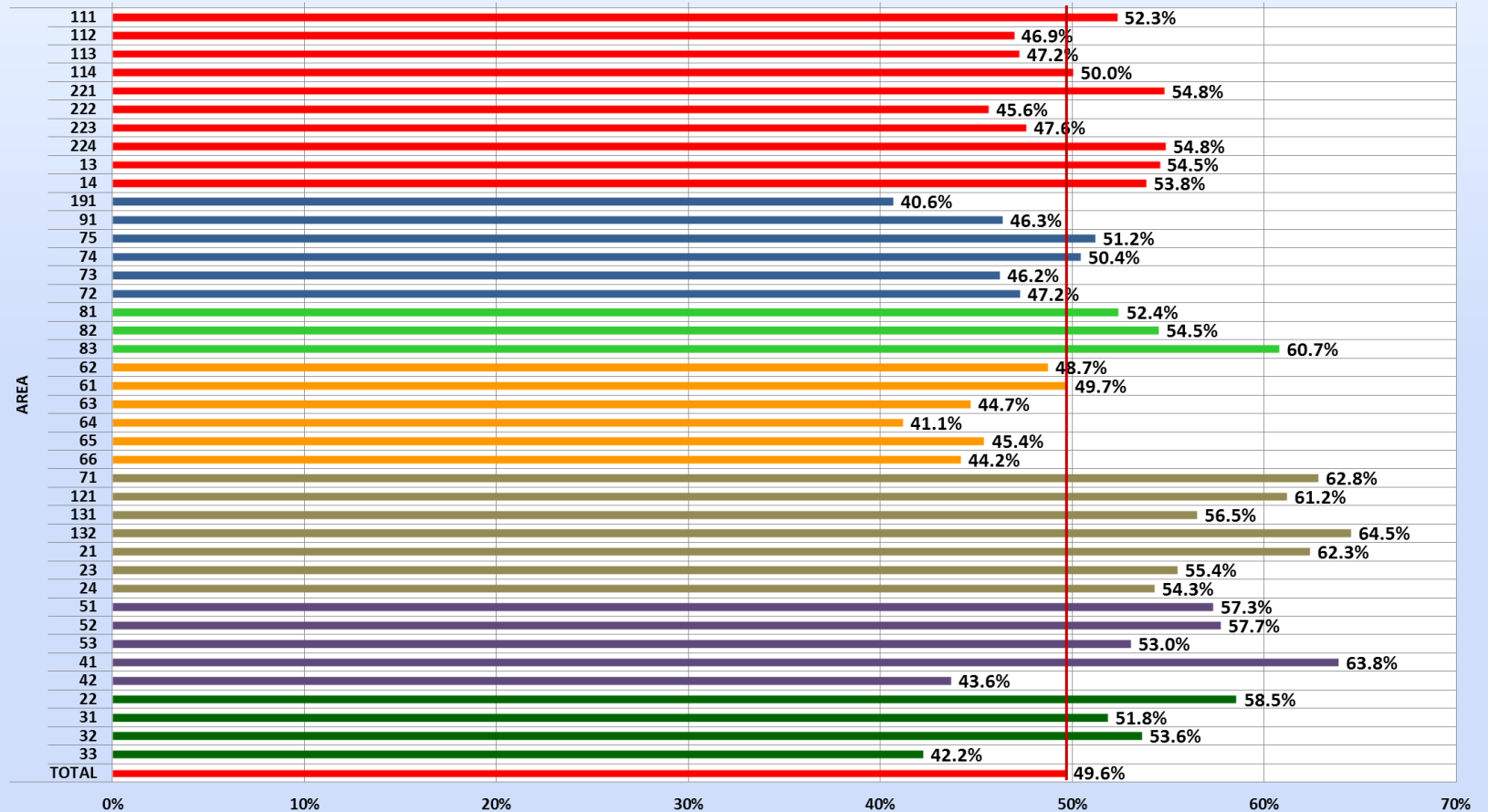


FMLS SF Detached residences data. Data believed to be accurate, but not warranted. Analysis includes previous listing period data where applicable. © 2012 Chartmaster Services, LLC. For exclusive use of participating Keller Williams Realty offices.

# 4Q 2011 Single Family Detached Residence Sales

## 4Q ONLY

### Failed Listings Percentage



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