

What we do for you . . .

You can always find the most up-to-date **News on the Fine East** newsletter on our website.

Also ...

Find the following information about your own neighborhood or any community in the USA!

- Neighborhood Information
- Home Sales Statistics
- Demographic Profiles include:
 - Average Age
 - Average Income
 - Schools
 - Housing
 - Crime
 - and more!

To get started go to www.AdvantagePointRealty.com and click on the "Neighborhoods" button for local and other area information.

If you would like a free no-obligation bi-monthly newsletter, featuring home sale alerts for any neighborhood of your choice, call **916-944-0445** or email us at:



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Our Marketing Brief....

We have called attention to what this market is all about from time to time. To reiterate:

The banks will usually have three broker price opinions (BPOs) done by three different real estate companies and come up with a sales price. They mostly list their REOs on the high side and wait thirty days or so and then start dropping the price until they get an offer close to the listed price. If the price is dropped beyond the so called market value they will get multiple offers which will probably cause the price to be bid upwards. The better areas will bring more action.

Banks know that this market is hot and will not take a low ball offer! They will just wait it out until the market value is reached and then take the best offer. Usually it is all cash or large down payment offers first and then government offer last. It still comes down to the bottom line and a fast close.

Short sales are a little different. The listing broker is looking for any offer to present to the bank. The owner can accept an offer, but only with the lender's final approval of price and terms. It takes longer to close a short sale than a bank sale.

There is definitely a certain strategy needed to be successful in this market....and we know how it is done. Call us!

About Don & Deborah

Don Richier, Broker
B.S. Business Administration
Deborah Richier, Broker
B.S. Business Marketing

Award-Winning Agents
Experience that counts...
Over 40 combined years!

✎ Outstanding Lifetime Masters Club
✎ Certified Residential Specialist (CRS)
✎ Top Producers
✎ Formerly with Re/Max 15 years

MLS STATISTICS for January 2009

Data for Sacramento County and the City of West Sacramento

SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	Last Month	Change	Last Year	Change
New Listings Published	1,988	1,819	9.3%	3,138	-36.6%
Total Listing Inventory	5,935	6,462	-8.2%	8,963	-33.8%
Number of New Escrows	1,832	1,764	3.9%	1,290	42.0%
Number of REO Sales <small>(new feature)</small>	1,168	1,402	-16.7%	N/A*	
Total Number of Closed Escrows	1,542	1,932	-20.2%	739	108.7%
Month's Inventory	3.8 Months	3.3 Months	15.2%	12.1 Months	-68.6%
Dollar Value of Closed Escrows	\$294,307,444	\$388,393,265	-24.2%	\$204,306,864	44.1%
Median	\$169,000	\$180,000	-6.1%	\$255,000	-33.7%
Mean	\$190,861	\$201,032	-5.1%	\$276,464	-31.0%
Mode	\$200,000 - \$249,000	\$200,000 - \$249,000		\$250,000 - \$299,000	

Year-to-Date Statistics	01/01/09 to 01/31/09	01/01/09 to 01/31/09		01/01/08 to 1/31/2008	Change
	SAR monthly data, compiled	MetroList YTD data			
Number of Closed Escrows	1,542	1,542		739	108.7%
Dollar Value of Closed Escrows	\$294,307,444	\$294,307,444		\$204,306,864	44.1%
Median	\$169,000	\$169,000		\$255,000	-33.7%
Mean	\$190,861	\$190,861		\$246,464	-22.6%

CONDOMINIUM / PUD RESALES

Monthly Statistics	Current Month	Last Month	Change	Last Year	Change
New Listings Published	172	142	21.1%	232	-26%
Total Listing Inventory	520	531	-2.1%	729	-29%
Number of New Escrows	108	102	5.9%	99	9%
Number of REO Sales <small>(new feature)</small>	65	81	-19.8%	N/A*	
Number of Closed Escrows	81	124	-34.7%	36	125%
Dollar Value of Closed Escrows	\$9,136,960	\$15,572,484	-41.3%	\$5,248,807	74%
Median	\$95,000	\$93,000	2.2%	\$143,000	-34%
Mean	\$112,802	\$125,585	-10.2%	\$145,800	-23%
Mode	\$100,000 - \$119,999	\$40,000 - \$49,999		\$140,000 - \$179,999	

Year-to-Date Statistics	01/01/09 to 01/31/09	01/01/09 to 01/31/09		01/01/08 to 1/31/2008	Change
	SAR monthly data, compiled	MetroList YTD Data			
Number of Closed Escrows	81	81		36	125.0%
Dollar Value of Closed Escrows	\$9,136,960	\$9,136,960		\$5,248,807	74.1%
Median	\$95,000	\$95,000		\$143,000	-33.6%
Mean	\$112,802	\$112,802		\$145,800	-22.6%

Median: The midpoint at which an equal number of homes sold above and below this value.

Mean: The arithmetic average of the total number of residential sales divided into total residential sales dollar volume.

Mode: The price range within which the most number of homes were sold.

*To ensure the greatest possible accuracy, SAR, with the assistance of MetroList, has refined its search methods. Last year's reported listing inventory covered a date range rather than all homes on the market at a specific date. 08/2008

This representation is based in whole or in part on data supplied by MetroList. MetroList does not guarantee, nor is it in any way responsible for, its accuracy. Data maintained by MetroList does not reflect all real estate activity in the market. All information provided is deemed reliable, but it is not guaranteed and should be independently verified. For the most current statistical information, visit www.sacrealtor.org - a about us - statistics

Median Price for Single-Family Detached Homes												
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2006	\$367,900	\$373,000	\$374,500	\$365,000	\$379,000	\$380,000	\$374,000	\$371,000	\$363,000	\$360,000	\$357,000	\$355,000
2007	\$355,000	\$367,500	\$350,000	\$355,000	\$350,000	\$339,950	\$340,000	\$324,500	\$320,000	\$305,893	\$299,450	\$280,000
2008	\$255,000	\$255,900	\$254,896	\$236,888	\$230,250	\$220,000	\$216,500	\$218,000	\$194,950	\$195,100	\$184,944	\$180,000
2009	\$169,000	\$167,000	\$167,500	\$167,100	\$180,000	\$180,000	\$180,000	\$190,000	\$183,000	\$185,000	\$187,000	\$187,500
2010	\$170,000	\$179,900	\$182,000	\$185,000	\$190,000	\$194,000	\$185,000	\$186,000	\$180,000	\$179,500	\$180,000	\$179,000

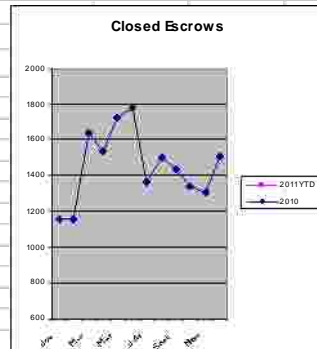
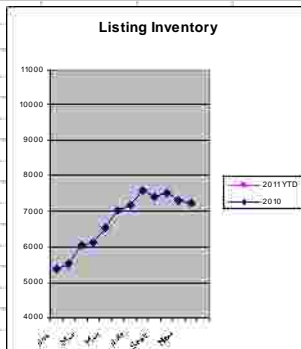
2011 YTD

Listing Inventory for Detached Single Family Homes												
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2006	5174	4966	5899	5549	6507	6874	5832	6293	5829	5194	4663	4133
2007	4926	4672	5405	5313	5565	5494	5592	10,260	10,043	10088	9967	8965
2008	8963	8731	8861	8612	7902	8414	7880	7225	7124	7304	6643	6462
2009	5935	5692	6266	5377	5063	5339	5327	4987	5273	5392	5096	5425
2010	5379	5515	6027	6096	6525	7019	7155	7588	7400	7517	7316	7221

2011 YTD

Closed Escrows for Single-Family Detached Homes												
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2006	895	912	1388	1191	1311	1313	1094	1186	1106	1075	968	967
2007	823	778	1022	861	940	965	867	902	707	770	814	805
2008	739	870	1069	1450	1654	1883	1979	1871	2020	2103	1716	1932
2009	1542	1575	1725	1707	1733	1744	1848	1683	1631	1716	1439	1648
2010	1159	1156	1640	1536	1720	1777	1363	1496	1433	1341	1302	1504

2011 YTD



MLS STATISTICS

JANUARY 2009 – Placer County

RESIDENTIAL ONLY (Single Family Homes)

Preliminary Report

	Current Month	Last Month	% Change	Last Year	% Change
New Listings Published.....	621	448	38.6%	826	-24.8%
Listing Inventory.....	2,173	2,145	1.3%	2,178	-0.2%
Number of New Escrows.....	263	224	17.4%	277	-5.1%
Number of Closed Escrows.....	253	319	-20.7%	211	19.9%
Dollar Volume of Closed Escrows...	\$79,659,834	\$107,304,555	-25.8%	\$109,333,199	-27.1%
Median ¹	\$270,000	\$295,000	-8.5%	\$430,000	-37.2%
Mean ²	\$314,860	\$336,378	-6.4%	\$518,167	-39.2%
Mode ³	\$250,000 to \$299,999	\$300,000 to \$349,999	NA	\$500,000 to \$749,999	NA



From Don & Deborah

Sacramento sees record January home sales

An unusually active January kept sales above average for the month. The following information, compiled by the Sacramento Association of REALTORS®, is collected from the MetroList® multiple listing services and covers Sacramento County and the City of West Sacramento. January closed with 1,542 single family home sales, the most ever recorded by the Association during the month of January. Month-to-month, this figure represents a 20.2% decrease from December's 1,932 sales, but a 108% increase over the 739 sales of January 2008. Of the 1,542 sales recorded this month, 1,168 were listed as REO properties. This accounts for over 75% of all sales.

The large number of distressed property sales in the area is continuing to pull down the Sacramento median sales price. January recorded a median price of \$169,000, a figure 6.1% below the \$180,000 median price last month. Compared to the median price of January 2008, \$255,000, the current figure marks a 44.1% drop. According to SAR historical data, this is the lowest median sales price since May 2001, when the median sales price was \$169,718. New listings increase month-to-month, recording 1,998, 9.3% over December's 1,819. Total listings for the month decreased from 6,462 in December to 5,935, an 8.2% change. Compared year-to-year, the current figure is 33.8% below the 8,963 listings recorded in January 2008. The Housing Market Supply figure remains low at 3.8 months, but marks a 15.2% increase over December's figure of 3.3 months. This figure represents the amount of time – in months – it would take to deplete the total listing inventory given the current rate of sales.

Sacramento continues to be one of the more active markets in the state, but the recent streak of increased sales may subside. Oscar Wei, C.A.R. Senior Research Analyst, published the recent 2008 Housing Market Wrap-Up. This report noted the state-wide increase in sales and stated that “with the economy deteriorating and the financial system struggling to stay above water, distressed properties with deeply-discounted prices will continue to affect the market.” This report, on par with the conditions of the Sacramento market, concludes that “home prices may not show clear signs of stability until the mid of 2009.” The graph below reflects the drastic change in January sales from year-to-year.

Month/

Year	Jan-00	Jan-01	Jan-02	Jan-03	Jan-04	Jan-05	Jan-06	Jan-07	Jan-08	Jan-09
Home Sales	819	1,003	1,150	1,204	1,234	1,256	895	751	739	1,542
Year-to-Year Change		22.5%	14.7%	4.7%	2.5%	1.8%	-	-	-1.6%	108.7%
Median Price	\$130,000	\$151,000	\$178,925	\$217,500	\$254,900	\$335,500	\$367,900	\$355,000	\$255,000	\$169,000
Year-to-Year Change		16.2%	18.5%	21.6%	17.2%	31.6%	9.7%	-3.5%	30.7%	-