What we do for you . . .

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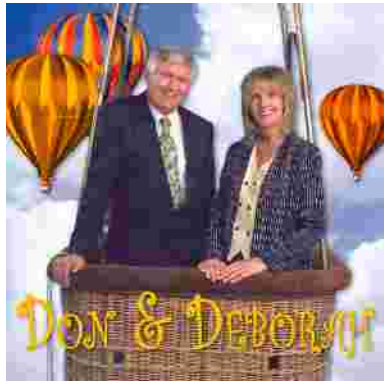
- MLS Access.
- Listing / Buyer Programs
- Information about Us



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Our Marketing Brief….

August was a little more lively than the months of June and July. The back to school crowd were out looking and most of those on vacations were back at work.

The real estate market seems to have bottomed out. Inventory has risen over the last few months as the buying frenzy has dropped off, but the banks keep releasing their pent up stock of homes they have taken back. There seems to be some indications that short sales have dropped off.

The demand for flipped properties has diminished as there is more competition between remodelers to sell their product than there was earlier in the year. If the properties are not priced right then they sit there unsold. The ninety day rule is also hurting sales. HUD is making it difficult for those sales under ninety days...requiring extensive repairs above and beyond the remodeled product.

The primary problem for real estate sales is the lack of confidence in our government to make the right changes to help our economy and get things moving again. The November election should be an eye opener. Economies usually do better after elections. Stay tuned!— Don and Deborah

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 August 2010

Data for Sacramento County and the City of West Sacramento

SALE PRICE BRACKET BASED ON FINAL SALES

Selling Price	Single-Fam Res.	% of Total	Condo/ PUD	% of Total	Res. Incme.	Res. Lots/Land	Other Res.*
$29,999 and under	2	0.1%	4	3.1%	0	2	0
$30,000 - $39,999	4	0.3%	16	12.5%	0	0	1
$40,000 - $49,999	12	0.8%	10	7.8%	0	1	1
$50,000 - $59,999	17	1.1%	9	7.0%	1	0	3
$60,000 - $69,999	29	1.9%	6	4.7%	2	2	8
$70,000 - $79,999	36	2.4%	10	7.8%	2	1	9
$80,000 - $89,999	46	3.1%	11	8.6%	2	0	1
$90,000 - $99,999	54	3.6%	9	7.0%	1	0	2
$100,000 - $119,999	105	7.0%	13	10.2%	7	1	11
$120,000 - $139,999	128	8.6%	9	7.0%	5	0	4
$140,000 - $159,999	136	9.1%	7	5.5%	4	1	5
$160,000 - $179,999	139	9.3%	9	7.0%	10	1	5
$180,000 - $199,999	117	7.8%	3	2.3%	9	0	3
$200,000 - $249,999	277	18.5%	8	6.3%	8	0	0
$250,000 - $299,999	150	10.0%	1	0.8%	8	1	4
$300,000 - $349,999	94	6.3%	1	0.8%	0	0	1
$350,000 - $399,999	59	3.9%	1	0.8%	2	0	1
$400,000 - $449,999	29	1.9%	1	0.8%	0	0	1
$450,000 - $499,999	23	1.5%	0	0.0%	1	0	0
$500,000 - $549,000	11	0.7%	0	0.0%	1	0	0
$550,000 - $599,000	7	0.5%	0	0.0%	0	0	0
$600,000 - $999,999	20	1.3%	0	0.0%	0	0	2
$1,000,000 and over	1	0.1%	0	0.0%	1	0	0
Total	1,496	100%	128	100%	64	10	62

Type of Financing	Current Month		Previous Month	
(SFR, condo, PUD only) Financing Method	# of Units	% of Total	# of Units	% of Total
Cash	464	28.6%	380	25.6%
Conventional	578	35.6%	554	37.3%
FHA	435	26.8%	402	27.1%
VA	47	2.9%	35	2.4%
Other †	100	6.2%	114	7.7%
Total	1,624	100.0%	1,485	100.0%

LENGTH OF TIME ON MARKET		% of Total		
(SFR & Condo) Days on Market	# of Units	Current Month	Last 4 Months	Last 12 Months
0 - 30	729	44.9%	50.2%	56.0%
31 - 60	327	20.1%	18.2%	15.8%
61 - 90	173	10.7%	10.4%	8.9%
91 - 120	135	8.3%	7.1%	5.8%
121 - 180	144	8.9%	7.1%	6.7%
181+	116	7.1%	7.0%	6.7%
Total	1,624	100.0%	100.0%	100.0%

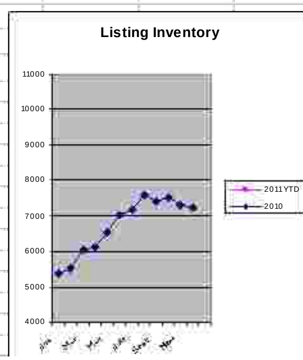
* half-plex, 2-on-1, mobile home
† includes: cal vet, contract of sale, creative, farm home loan, owner financing.

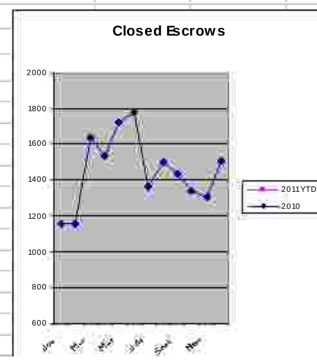
Median DOM:	35
Average DOM:	65
Average DOM 1 - 180 Days:	47.6
Average DOM 181+ Days:	276.5

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
				Median Price for Single-Family Detached Homes								
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												

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
				Listing Inventory for Detached Single Family Homes								
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												

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
				Closed Escrows for Single-Family Detached Homes								
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

AUGUST 2010 – Placer County

RESIDENTIAL ONLY *(Single Family Homes)*

Preliminary Report

	Current Month	*Last Month*	*% Change*	*Last Year*	*% Change*
New Listings Published..................	878	740	18.6%	567	54.9%
Listing Inventory..............................	2,589	2,574	0.6%	2,258	14.7%
Number of New Escrows..................	307	287	7.0%	318	-3.5%
Number of Closed Escrows............	429	399	7.5%	347	23.6%
Dollar Volume of Closed Escrows...	$143,191,044	$132,411,912	8.1%	$117,794,611	21.6%
Median[1]..	$260,000	$268,000	-3.0%	$280,000	-7.1%
Mean[2]..	$333,779	$331,859	0.6%	$339,466	-1.7%
Mode[3]..	$250,000 - $249,999	$250,000 TO $299,999	NA	$250,000 to $299,999	NA

NEWS on the home front

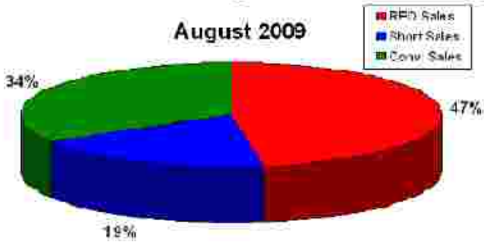
From Don & Deborah

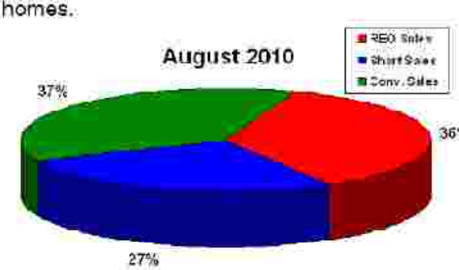
FOR IMMEDIATE RELEASE: September 13, 2010

(RESIDENTIAL RESALE STATISTICS August 2010)

Sales pick up after slow July, REO sales decreasing

August home sales breathed some life into the Sacramento housing market; increasing 9.8% from 1,363 to 1,496. This, however, is still 11.1% below the 1,683 home sales of August 2009. Of the sales this month, 541 units (or 36%) were REO properties, 398 units (27%) were short sales and 557 (37%) were conventional sales. There has been a change in the Sacramento market over the last year, shifting towards conventional and short sales. The charts below represent the type of sale (REO, short sale and conventional) in both August 2009 and August 2010. REO properties have dropped 24% from last year when they made up nearly 48% of all sales. Conventional sales have been on the rebound, slowly rising to make up a majority of all sales. Short sales have also been on the rise, signaling that lenders have been more enthusiastic about working with REALTORS® and getting buyers into homes.





The Sacramento median homes sales price rose slightly month-to-month, increasing .5% from $185,000 to $186,000. Compared with the same month last year ($190,000), the median home price has decreased 2.1%. The $200,000 - $249,999 price range mode still accounts for a majority (18.5% or 277 units) of the 1,496 total sales this month, while homes under $100,000 totaled 200 (13.3%) units. Financing options continue to change as record low mortgage rates become available for buyers. This month conventional financing made up a majority of all home and condo sales (578 or 35.6%) with cash (28.6%) and FHA financing (26.8%) making up the two other large categories. VA loans (47 or 2.9%) and other financing (100 or 6.2%) rounded out the remainder. The other category includes CalVet, contract of sale, creative, farm home loan and owner financing. The average length of time a home spent on the market before opening escrow was 65 days. Nearly half of all properties (45%) sold in 30 days or less. 116 properties (7.1%) had been on the market for more than 181 days and 17 of those properties had been on the market for more than a year before finally being sold in August. The median amount of days spent on the market was 35 – up from the 31 DOM in July.

The Total Listing Inventory has recently been split up to more accurately display the current market. Active Listings numbered 5,045 properties and Active Short Sales Contingent showed 2,021. Active Short Sale Contingent properties are short sale properties on which initial offers have been made and are not entirely "active." After breaking down Total Listing Inventory, we find that the Housing Market Supply figure is more accurately reflected. Month to month the Housing Market Supply figure for August was 3.4 Months. This figure represents the amount of time – in months – it would take to deplete the Active Listing Inventory (5,045) given the current number of closed escrows (1,496). According to MetroList® MLS data, the average home was 1,708 square feet. Of the 1,496 sales this month, 148 (9.8%) had 2 bedrooms or fewer, 819 (34.6%) had 3 bedrooms, 427 (28.5%) were 4 bedroom properties and 99 properties (6.6%) had 5+ bedrooms.

Condominium Resale Market

Sacramento condominium sales increased 4.9% from 122 last month to 128 this month. Compared with last year, sales are up 8.5% from the 118 units sold in August 2009. REO properties decreased, making up 55.5% (71) of all sales while short sales accounted for 23.4% (30) of the sales. Conventional sales rounded out the remainder of the total, accounting for 21.1% or 27 sales. The condominium median sales price increased slightly month-to-month with a .5% increase from $87,250 to $87,700. This current price is down 6% from the $93,300 median sales price of August 2009. The total listing inventory increased (1.9%) month-to-month from 729 listings to 743 listings. Of these 743 listings, 223 (30.1%) were listed as Active Short Sale Contingent, leaving the actual Active Listing Inventory at 520 units.