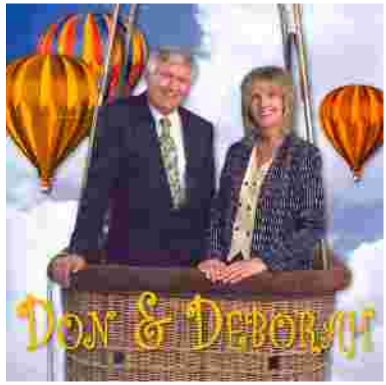
What we do for you . . .

You can always find the most up-to-date **News on the Home Front** newsletter on our website. **Go to...** **AdvantagePointRealty.com**

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



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Our Marketing Brief….

The spring sales have left us as we head into summer and the two month vacation period of July and August. The Federal $8,000 tax credit is gone leaving the California $10,000 tax credit, good over a three year period. The average person would not gain too much with this program as their state taxes are not high.

There continues to be incentive programs coming and going. Most local first time home buyer programs are out of money, but there is a new one lasting but sixty days...the provisions of which are not totally available as yet. Stay tuned!

The local market has dropped off slightly and inventory has spiked upward. This might be a symptom of the time of year and banks letting their properties out for sale at the same pace. This means the competition is less and those who are real serious have a better chance at a decent property and low interest rates. Even short sales are being handled by most banks in a more timely manner.

We are doing both short sale listings and the regular ones as well as continuing to represent buyers. The government continues to throw new things at us, but we have been able to keep up with it. Call us if we can be of help!

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 June 2010

Data for Sacramento County and the City of West Sacramento

SALE PRICE BRACKET BASED ON FINAL SALES

Selling Price	Single-Family Residential	% of Total	Condo/ PUD	% of Total	Residential Income	Residential Lots/Land	Other Residential*
$29,999 and under	1	0.1%	3	1.9%	0	0	0
$30,000 - $39,999	4	0.2%	9	5.8%	0	1	0
$40,000 - $49,999	11	0.6%	12	7.7%	1	0	0
$50,000 - $59,999	13	0.7%	11	7.1%	1	0	4
$60,000 - $69,999	23	1.3%	7	4.5%	2	0	6
$70,000 - $79,999	34	1.9%	11	7.1%	0	1	5
$80,000 - $89,999	42	2.4%	11	7.1%	0	1	4
$90,000 - $99,999	55	3.1%	2	1.3%	3	0	3
$100,000 - $119,999	97	5.5%	25	16.1%	5	1	2
$120,000 - $139,999	165	9.3%	21	13.5%	7	2	3
$140,000 - $159,999	157	8.8%	9	5.8%	6	1	4
$160,000 - $179,999	166	9.3%	4	2.6%	8	0	5
$180,000 - $199,999	148	8.3%	4	2.6%	8	1	1
$200,000 - $249,999	343	19.3%	16	10.3%	13	1	2
$250,000 - $299,999	211	11.9%	5	3.2%	6	1	0
$300,000 - $349,999	122	6.9%	1	0.6%	4	0	0
$350,000 - $399,999	74	4.2%	2	1.3%	1	0	0
$400,000 - $449,999	32	1.8%	0	0.0%	0	0	1
$450,000 - $499,999	26	1.5%	0	0.0%	0	0	1
$500,000 - $549,000	17	1.0%	0	0.0%	0	0	0
$550,000 - $599,000	12	0.7%	2	1.3%	0	0	0
$600,000 - $999,999	20	1.1%	0	0.0%	0	0	1
$1,000,000 and over	4	0.2%	0	0.0%	0	0	1
Total	1,777	100%	155	100%	65	10	43

Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET		
(SFR, condo, PUD only) Financing Method	# of Units	% of Total	# of Units	% of Total	(SFR, condo, PUD only) Days on Market (DOM)	# of Units	% of Total
Cash	410	21.3%	427	23.3%	0 - 30	1,000	51.9%
Conventional	712	36.9%	664	36.3%	31 - 60	314	16.3%
FHA	642	33.3%	615	33.6%	61 - 90	207	10.7%
VA	43	2.2%	38	2.1%	91 - 120	140	7.3%
Other †	120	6.2%	86	4.7%	121 - 180	120	6.2%
Total	1,927	100.0%	1,830	100.0%	181+	146	7.6%
					Total	1,927	100.0%

* half-plex, 2-on-1, mobile home

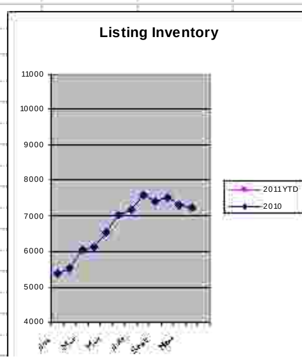
† includes: cal vet, contract of sale, creative, farm home loan, owner financing.

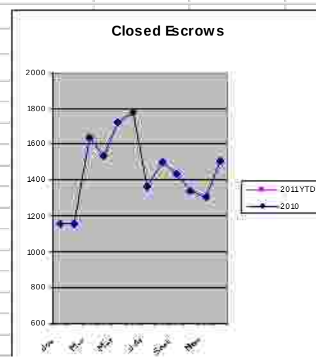
Median DOM:	28
Average DOM:	60
Average DOM 1 - 180 Days:	41
Average DOM 181+ Days:	282

	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

JUNE 2010 – Placer County

RESIDENTIAL ONLY *(Single Family Homes)*

Preliminary Report

	Current Month	*Last Month*	*% Change*	*Last Year*	*% Change*
New Listings Published	727	591	23.0%	613	18.6%
Listing Inventory	2,514	2,386	5.4%	2,281	10.2%
Number of New Escrows	293	314	-6.7%	330	-11.2%
Number of Closed Escrows	480	429	11.9%	407	17.9%
Dollar Volume of Closed Escrows	$157,942,733	$141,349,620	11.7%	$140,704,554	12.3%
Median[1]	$262,803	$251,500	4.5%	$277,000	-5.1%
Mean[2]	$329,047	$333,372	-1.3%	$345,711	-4.8%
Mode[3]	$250,000 - $299,999	$200,000 TO $249,999	NA	$250,000 TO $299,999	NA

NEWS on the home front

From Don & Deborah

FOR IMMEDIATE RELEASE: July 10, 2010
(RESIDENTIAL RESALE STATISTICS June 2010)

Month-to-month and year-to-year increase in sales volume, median price

June home sales increased 3.3% from 1,720 in May to 1,777. Year to year, the current figure is 1.9% higher than the 1,744 units reported in June 2009. Conventional sales – non REO or short sales – make up a majority (38% or 675 units) of all sales this month. This is 3.4% more than the 632 REO units sold (35.6%) Short sales round out the remainder of sales, accounting for 26.4%, or 470 units, of the total. The median sales price continued to increase, rising 2.1% from $190,000 to $194,000. The current figure is 7.8% higher than the $180,000 median price last year. The $200,000 - $249,999 price range mode accounts for a majority (19.3% or 343 units) of the 1,777 total sales this month, while homes under $100,000 totaled 183 (10.2%) units.

The Total Listing Inventory has recently been split up to more accurately display the current market. Active Listings numbered 4,485 properties and Active Short Sales Contingent showed 2,369. 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 change slightly, from 2.4 Months to 2.5 Months. This figure represents the amount of time – in months – it would take to deplete the Active Listing Inventory (4,485) given the current number of closed escrows (1,777). According to MetroList® MLS data, the average home spent 60 days on market (from the time it was listed to the time escrow was opened) and was 1,751 square feet. Of the 1,777 sales this month, 157 (8.8%) had 2 bedrooms or fewer, 919 (51.7%) had 3 bedrooms, 548 (30.8%) were 4 bedroom properties and 148 properties (8.3%) had 5+ bedrooms.

Condominium Resale Market

Sacramento condominium sales increased 40% from 110 last month to 154 this month. Compared with last year, sales are up 32.8% from the 116 units sold in June 2009. REO properties made up 36.4% (56) of all sales while short sales accounted for 30.5% (47) of the sales. Conventional sales rounded out the remainder of the total, accounting for 33.1% or 51 sales. The condominium median sales price decreased 2.3% month-to-month from $108,000 to $105,500. This current price is down 4.7% from the $110,750 median sales price of June 2009. The total listing inventory decreased (1%) month-to-month from 695 listings to 688 listings. Of these 688 listings, 209 (30.3%) were listed as Active Short Sale Contingent, leaving the actual Active Listing Inventory at 479 units. This calculates to a Housing Market Supply of 3.1 Months, a 31.1% decrease from the 4.5 Months figure last month.