

2013

Atlanta Real Estate Summit

**“A Look At Improving
Conditions In 2012...
And What To Expect
In 2013 And Beyond.”**

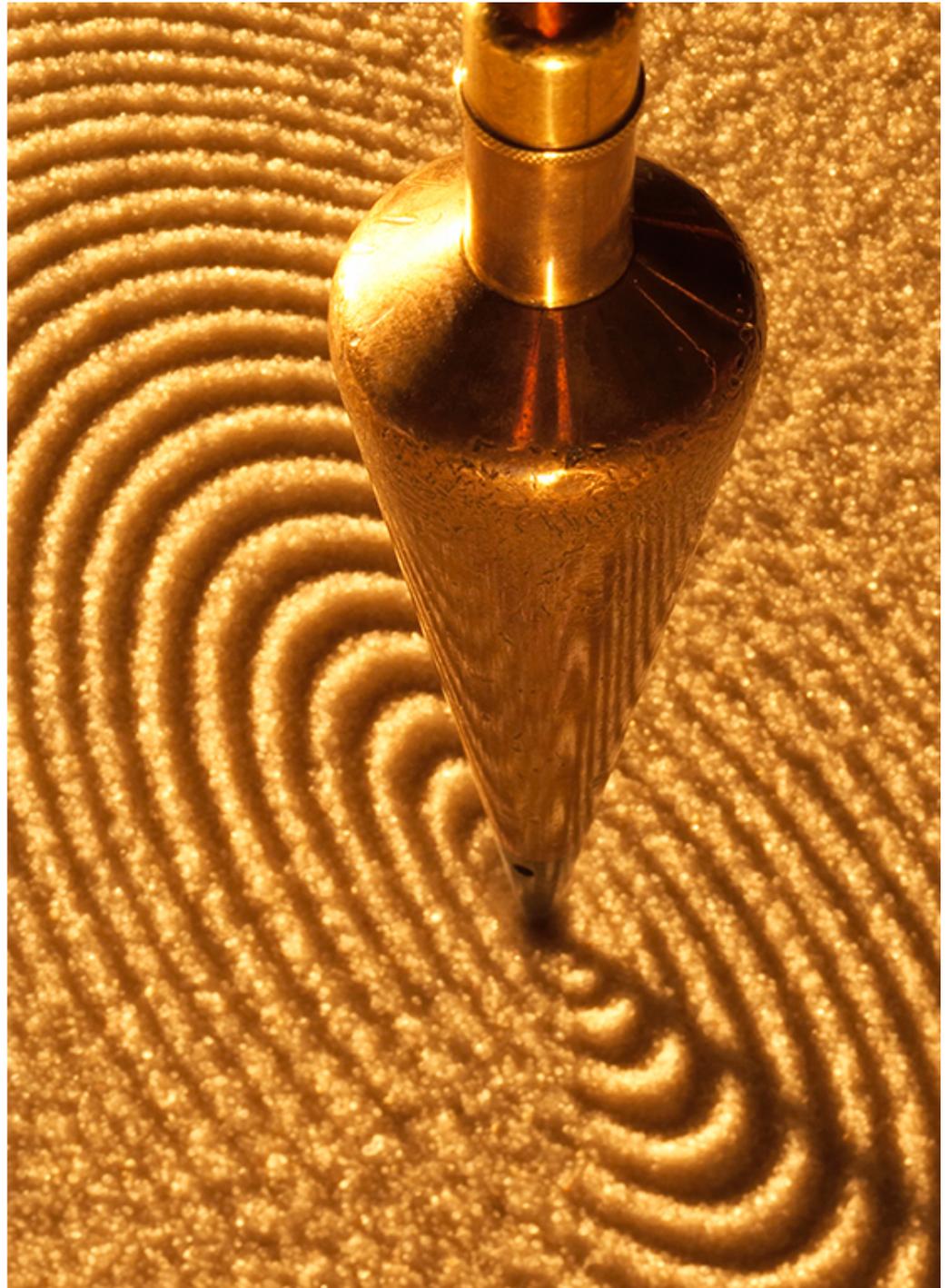
Presented By:

Shaun Rawls & Dan Forsman

*Atlanta
Board of
REALTORS*

125th Anniversary
**ATLANTA
BUSINESS
CHRONICLE**

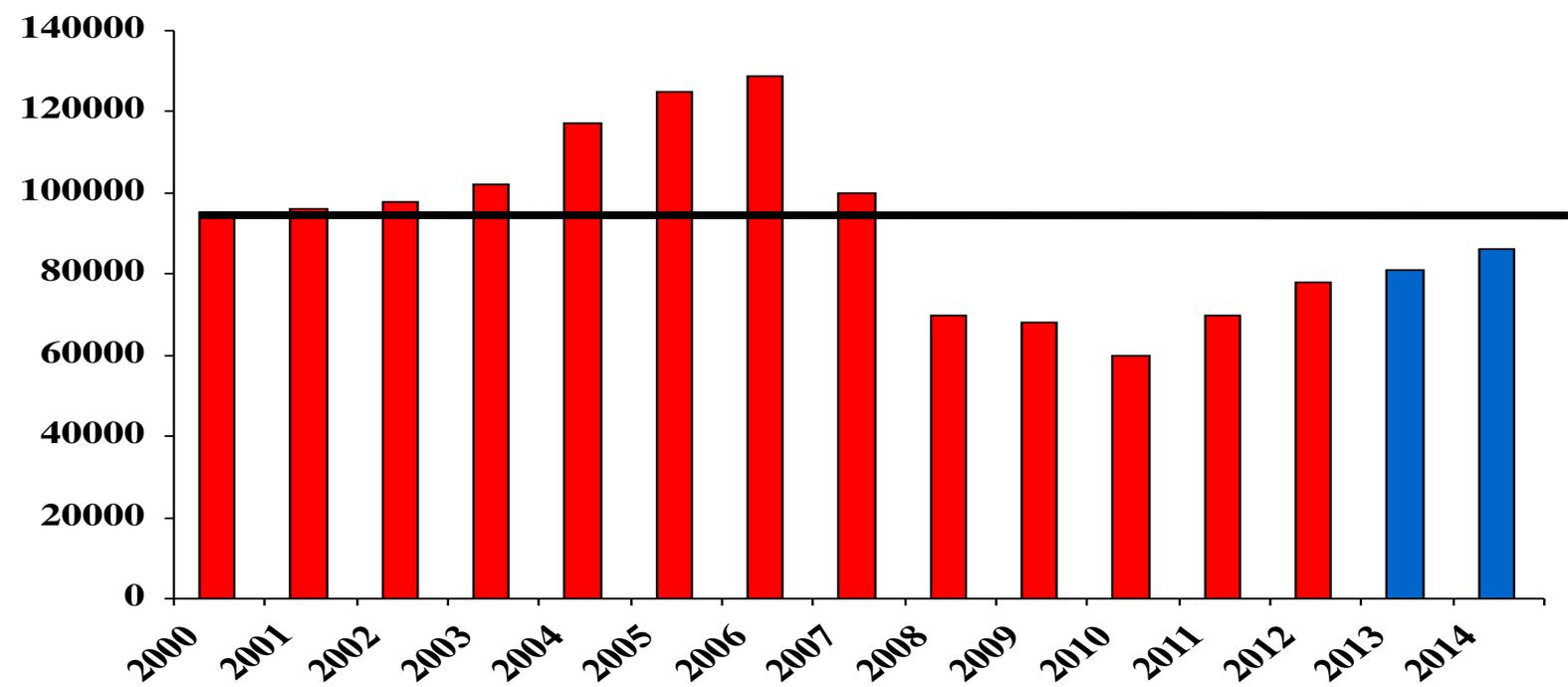
 **RealValuator®**





Metro Atlanta Homes Sold

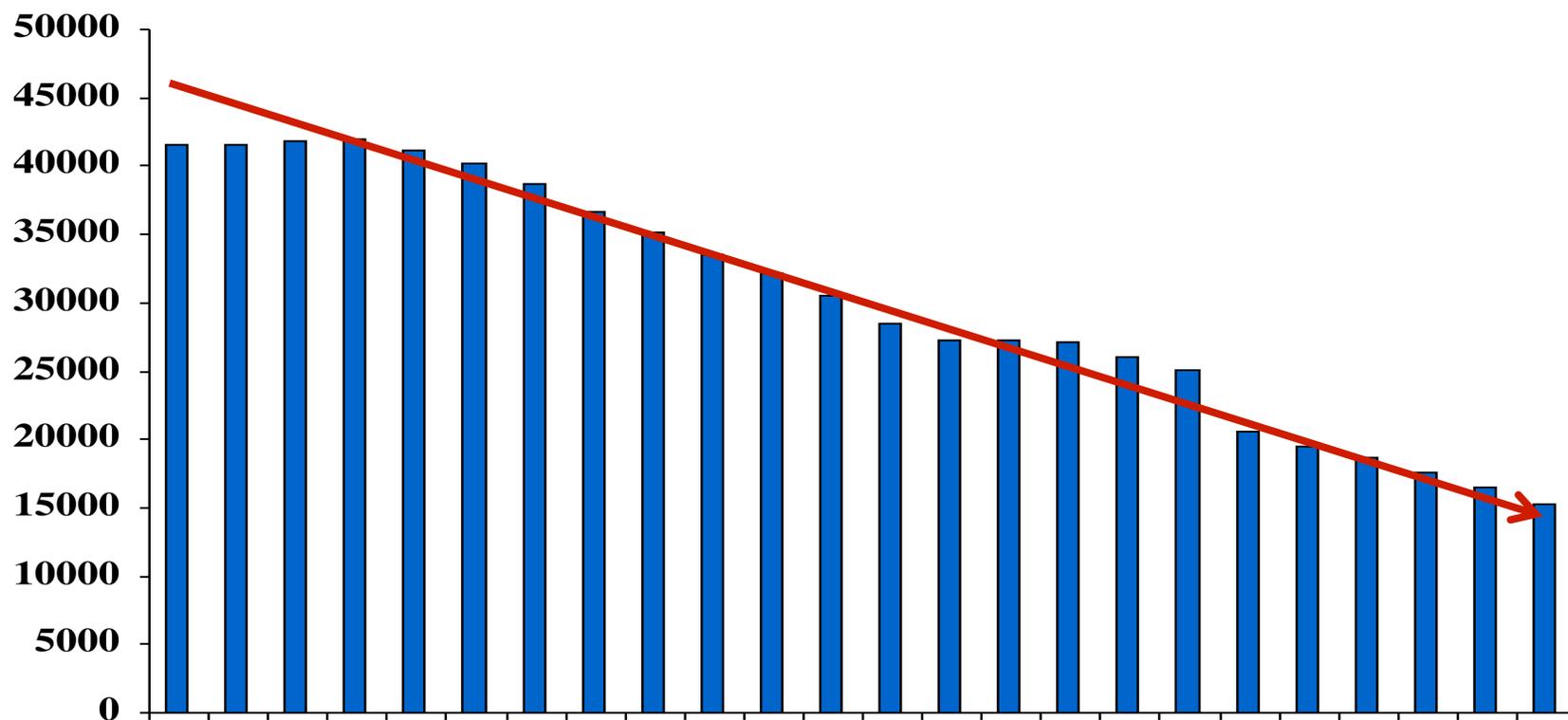
(All FMLS counties)



A historically normal market sees 85,000 homes sold.
We saw a peak of 125,000 homes sold in 2006 and 60,000 sales at the bottom in 2010.
We expect to move back to the norm in 2013 and beyond.

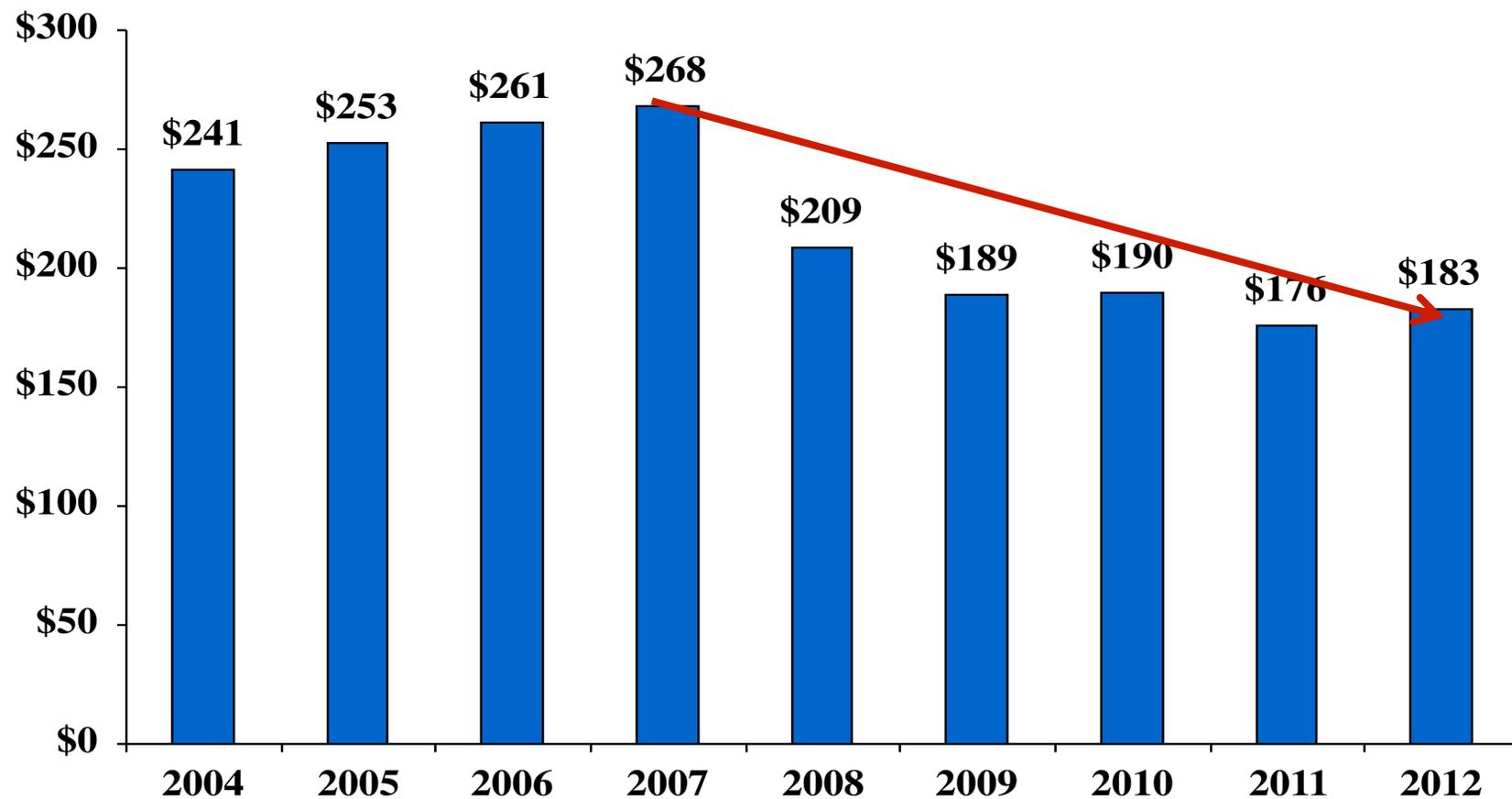
Listed Inventory December 2010 – December 2012

Residential Detached – All FMLS Counties



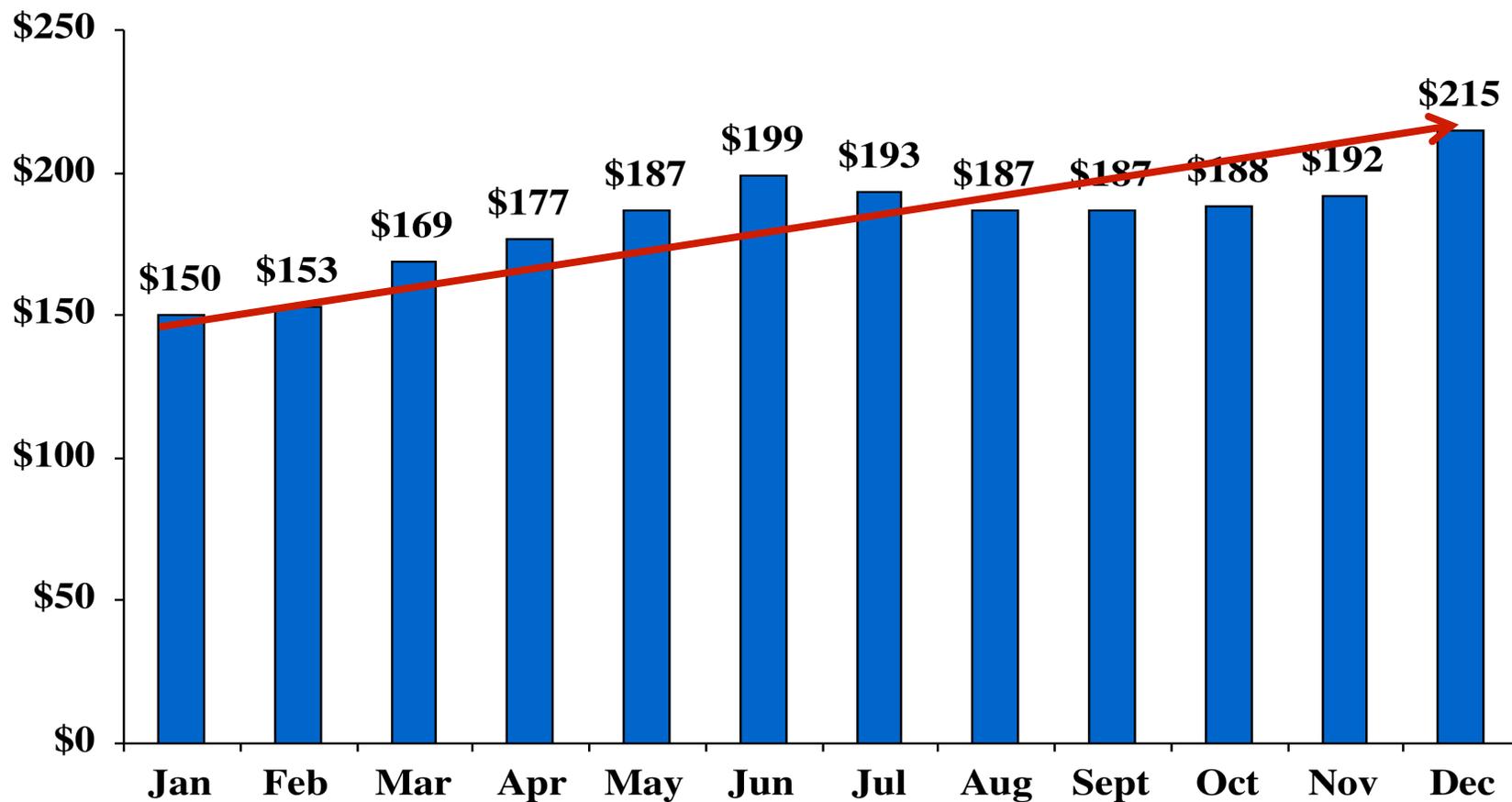
Inventory levels were down 40.5% from Dec 2011 and 57.3% from Dec 2010

Metro Atlanta Average Sale Price Trend 2004-2012



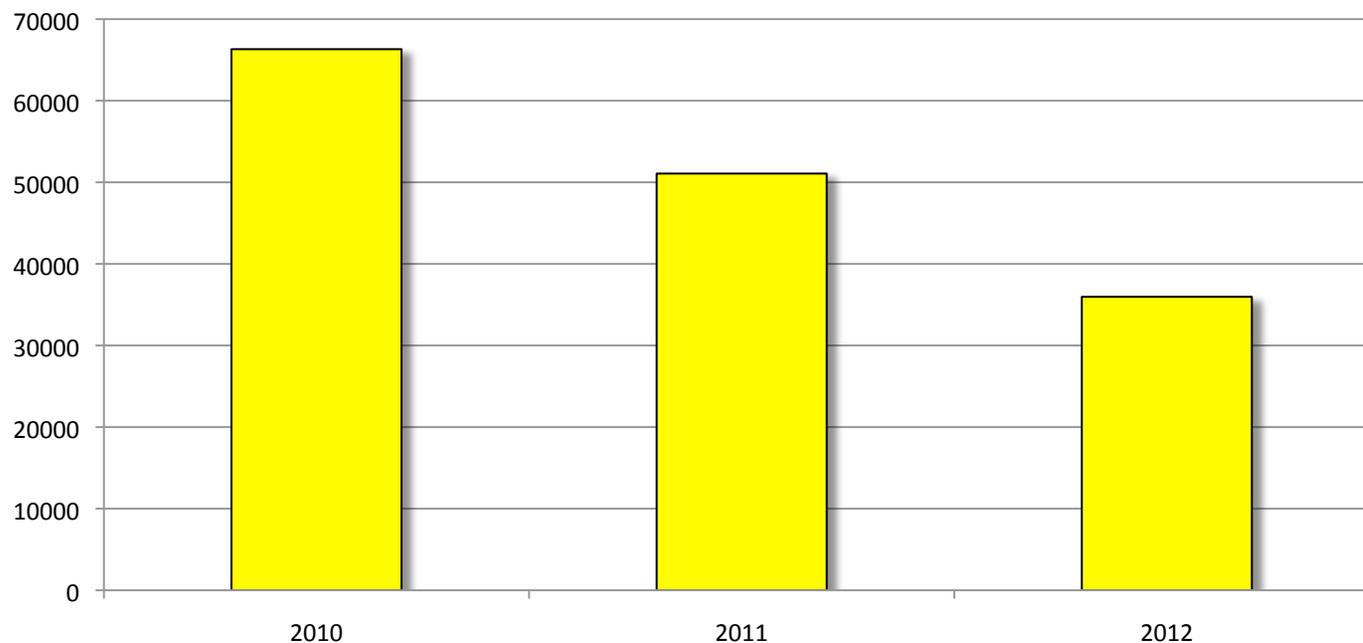
Average annual sales price was down 32% from the peak

Metro Atlanta 2012 Average Sale Price Trend



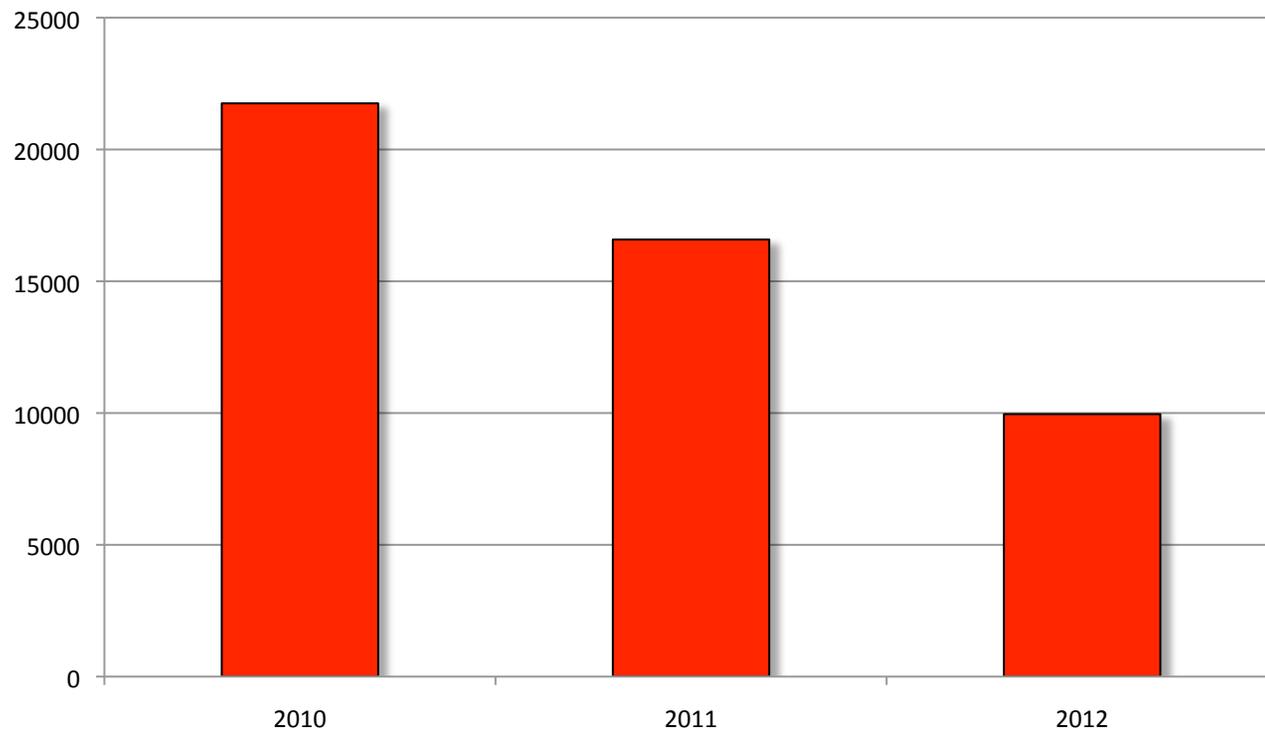
Average sales price increased 43% In 2012

Metro Atlanta Annual Pre-Foreclosure Count



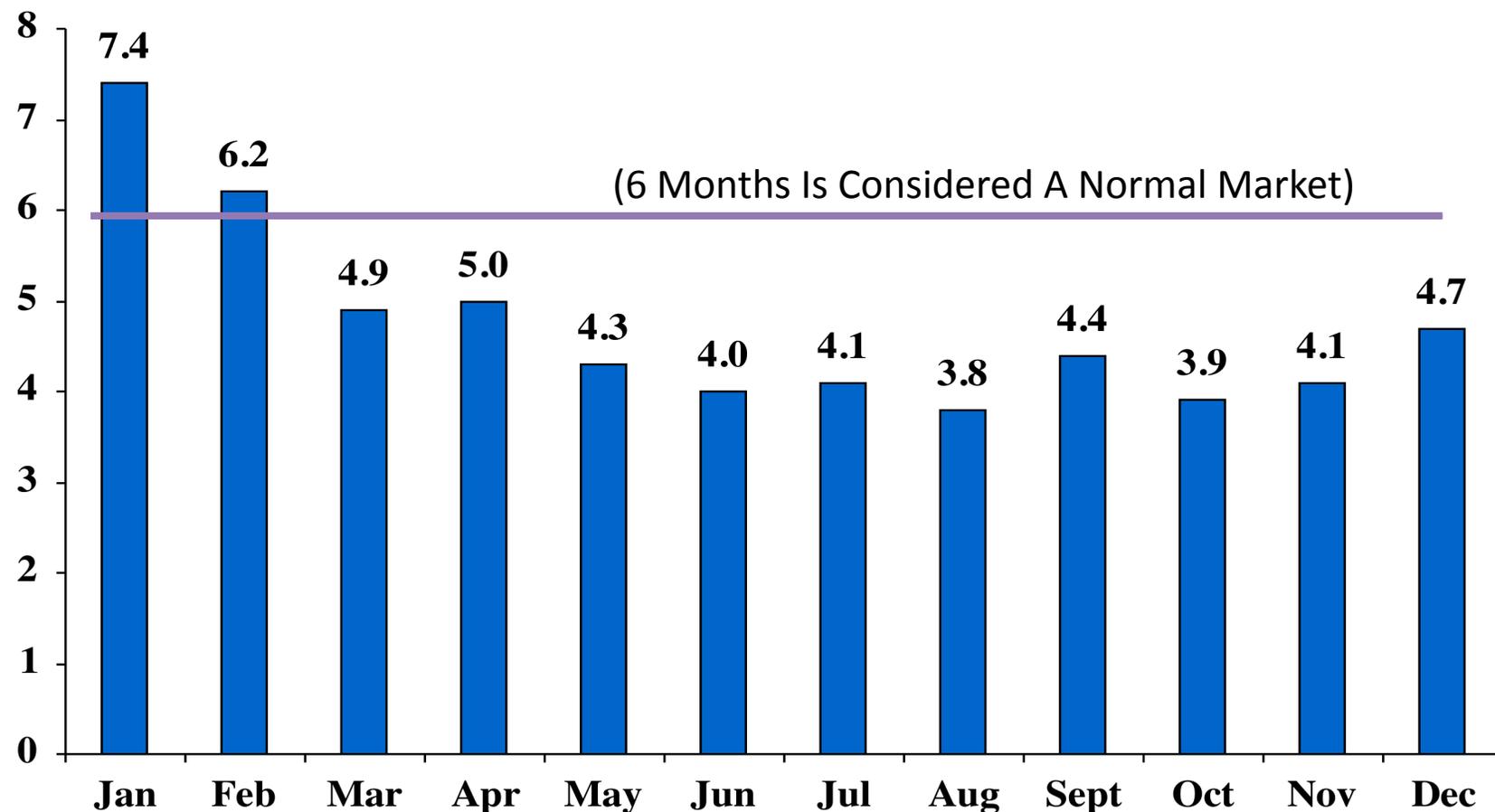
Pre-Foreclosure Notices dropped 23% in 2011 and 30 % in 2012.

Metro Atlanta Annual Foreclosure Count



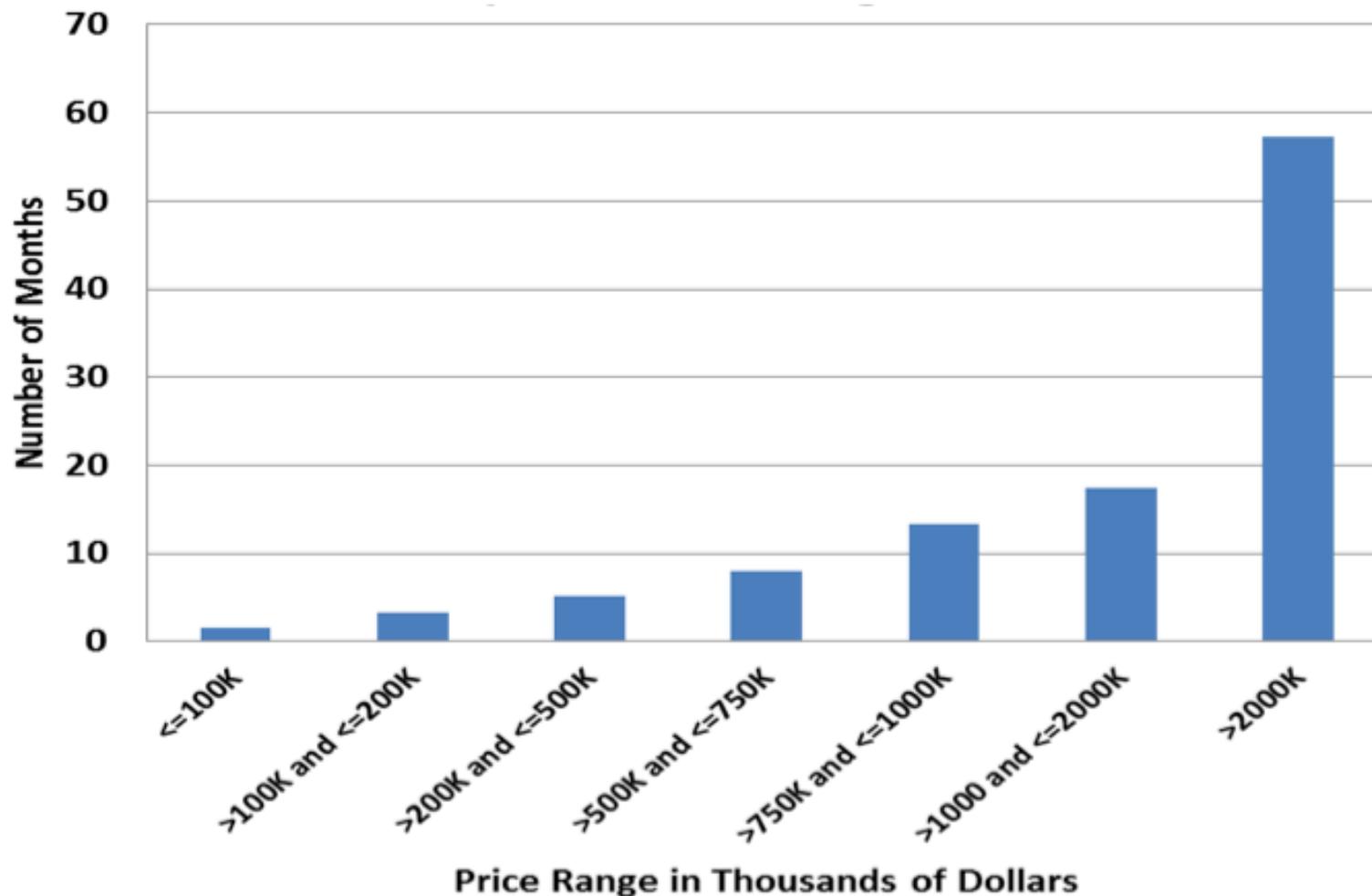
As expected from the reduced number of Pre-Foreclosure Notices, Banks Foreclosed on 24% fewer properties in 2011 than 2010. In 2012 foreclosures fell another 40%.

Metro Atlanta 2012 Months Of Supply



Months Of Supply fell 36% in 2012

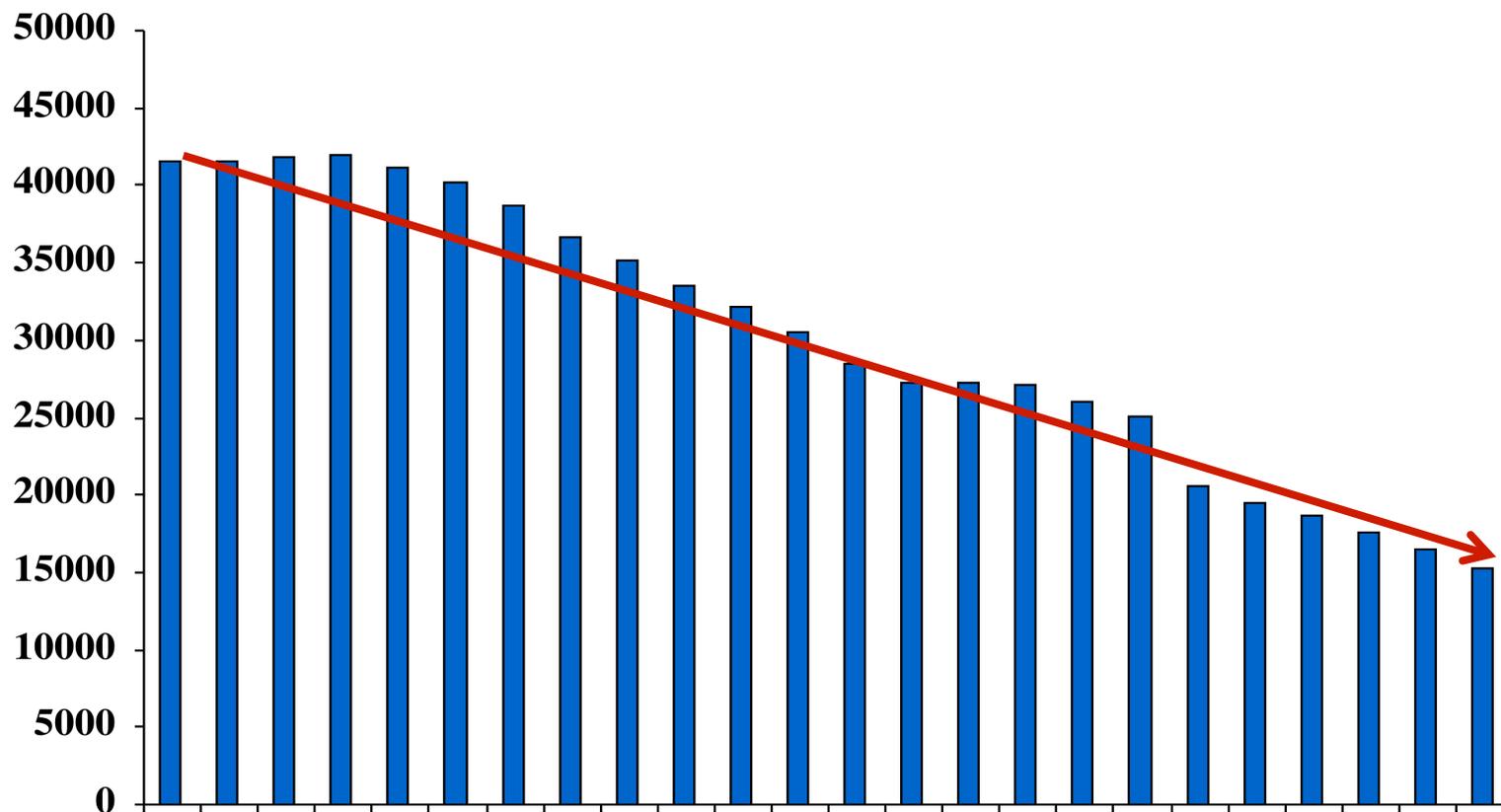
Metro Atlanta Current Months Of Supply By Price Ranges





2013

Listed Inventory December 2010 – December 2012 Residential Detached – All FMLS Counties



Inventory levels fell 40.5% from Dec 2011 and 57.3% from Dec 2010

Market Issues & Opportunities

- **Beware! More Emotion in the Market Moving Forward.**
- **Value Proposition & Commission Protection**
- **Idiots & Experts**
- **Anemic Levels of Homes for Sale**
- **More Margin for Error in Pricing Homes for Sale**
- **The Sleeping GIANT of Real Estate**



House On Fire!

We must have a sense of urgency for listings

Lead Generation

(Active, Passive & Consistent)



**Keeping Your Sales Pipeline Full
Is The Key To Financial Success!**

Business Strategy & Plan



- **Work Smarter!**
- **Be Focused**
- **Be Organized**
- **Be Efficient**
- **Measure & Optimize**
- **Be More Profitable**

Words of Wisdom

