

# 2013

## Atlanta Real Estate Summit

**“A Look At Improving  
Conditions In 2012...**

**And What To Expect  
In 2013 And Beyond.”**

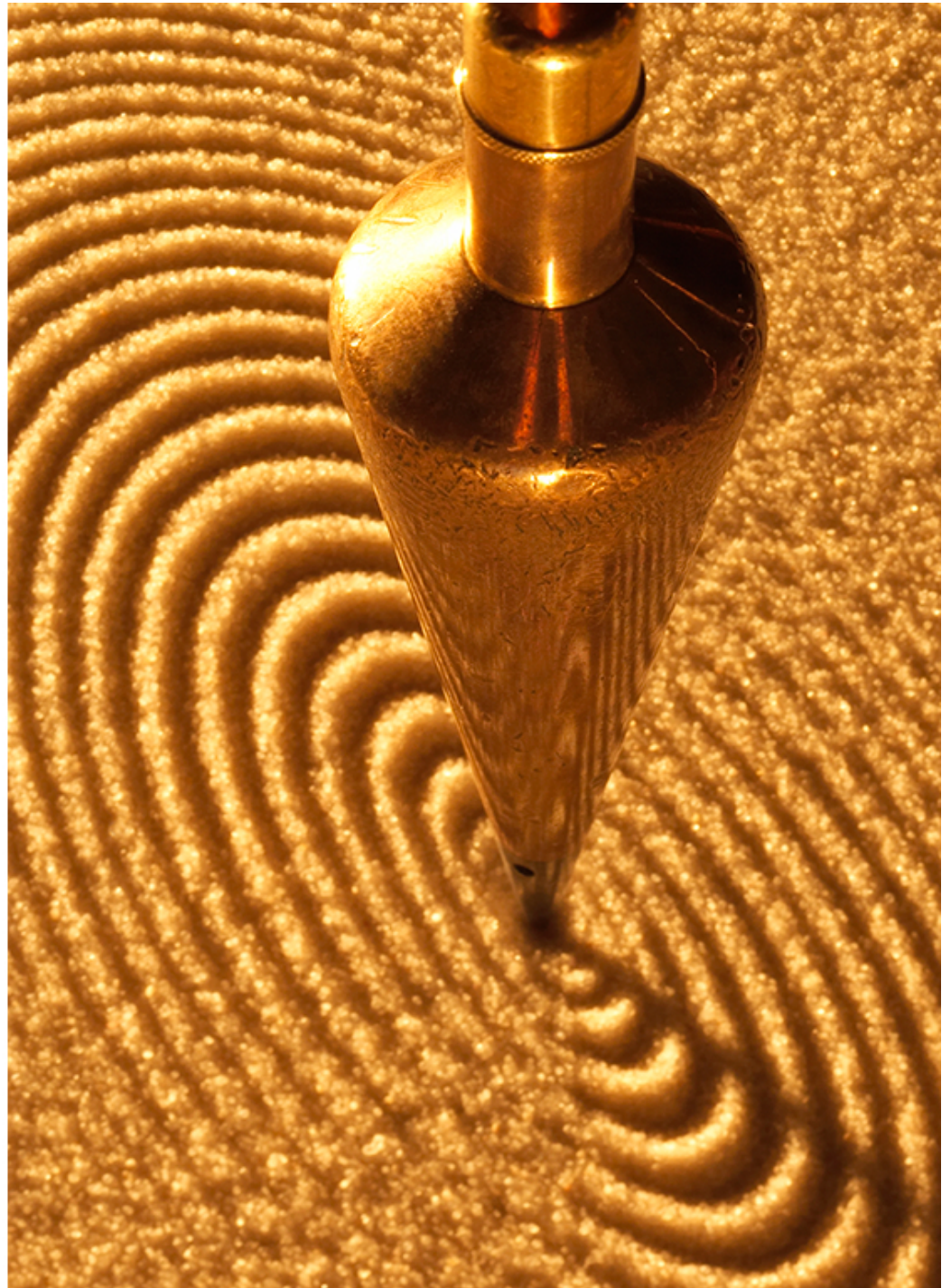
Presented By:

**Shaun Rawls   &   Dan Forsman**

*Atlanta  
Board of  
REALTORS*

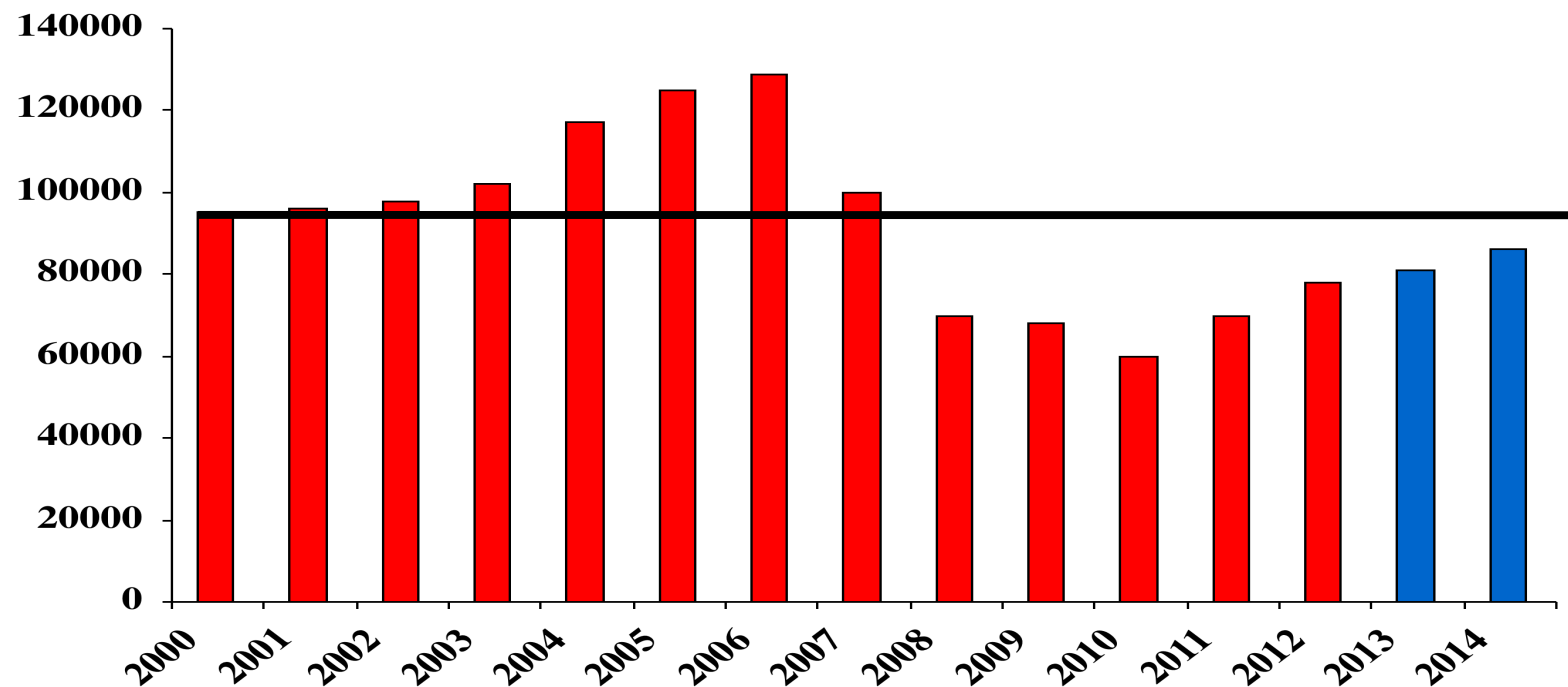
125th Anniversary  
**ATLANTA  
BUSINESS  
CHRONICLE**

 **RealValuator®**



## Metro Atlanta Homes Sold

(All FMLS counties)



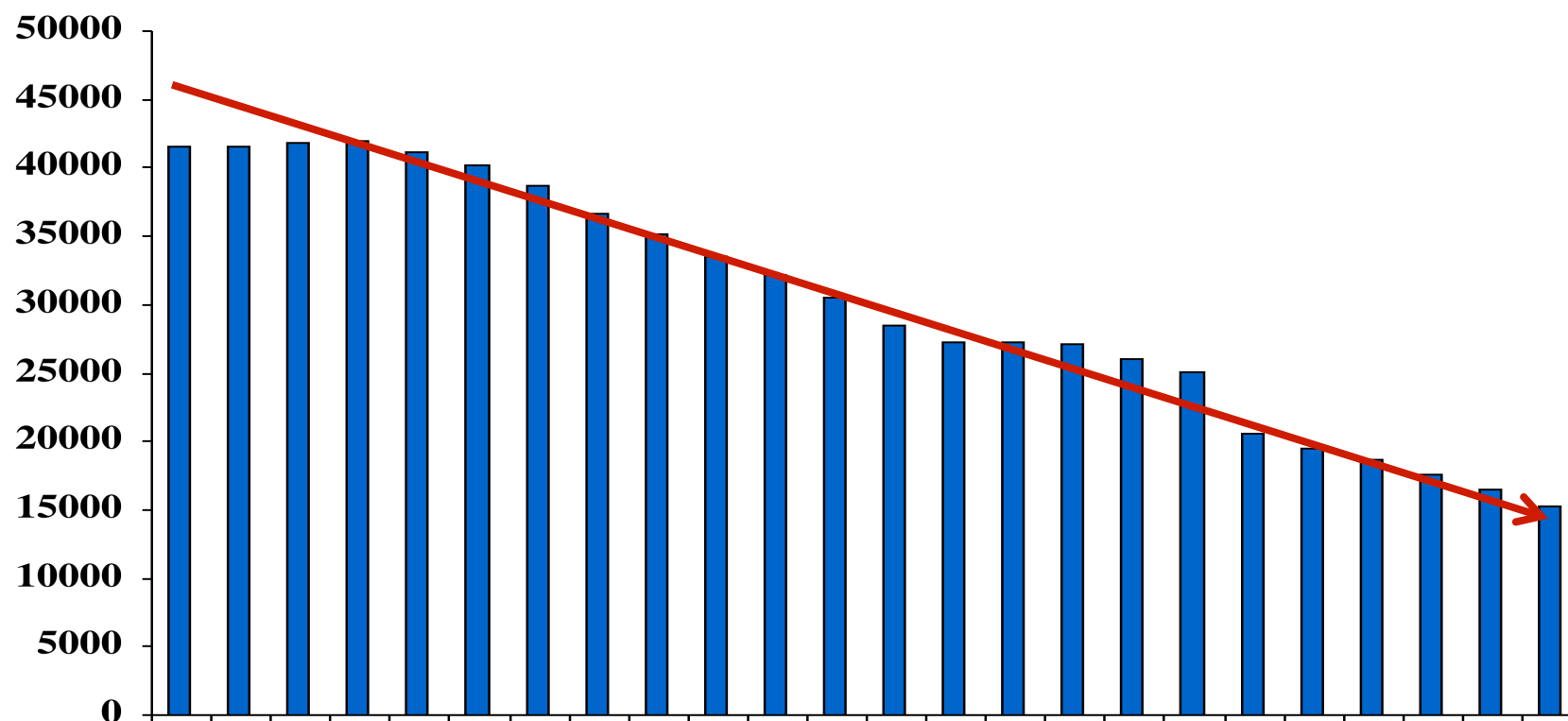
**A historically normal market sees 85,000 homes sold.**

**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.**

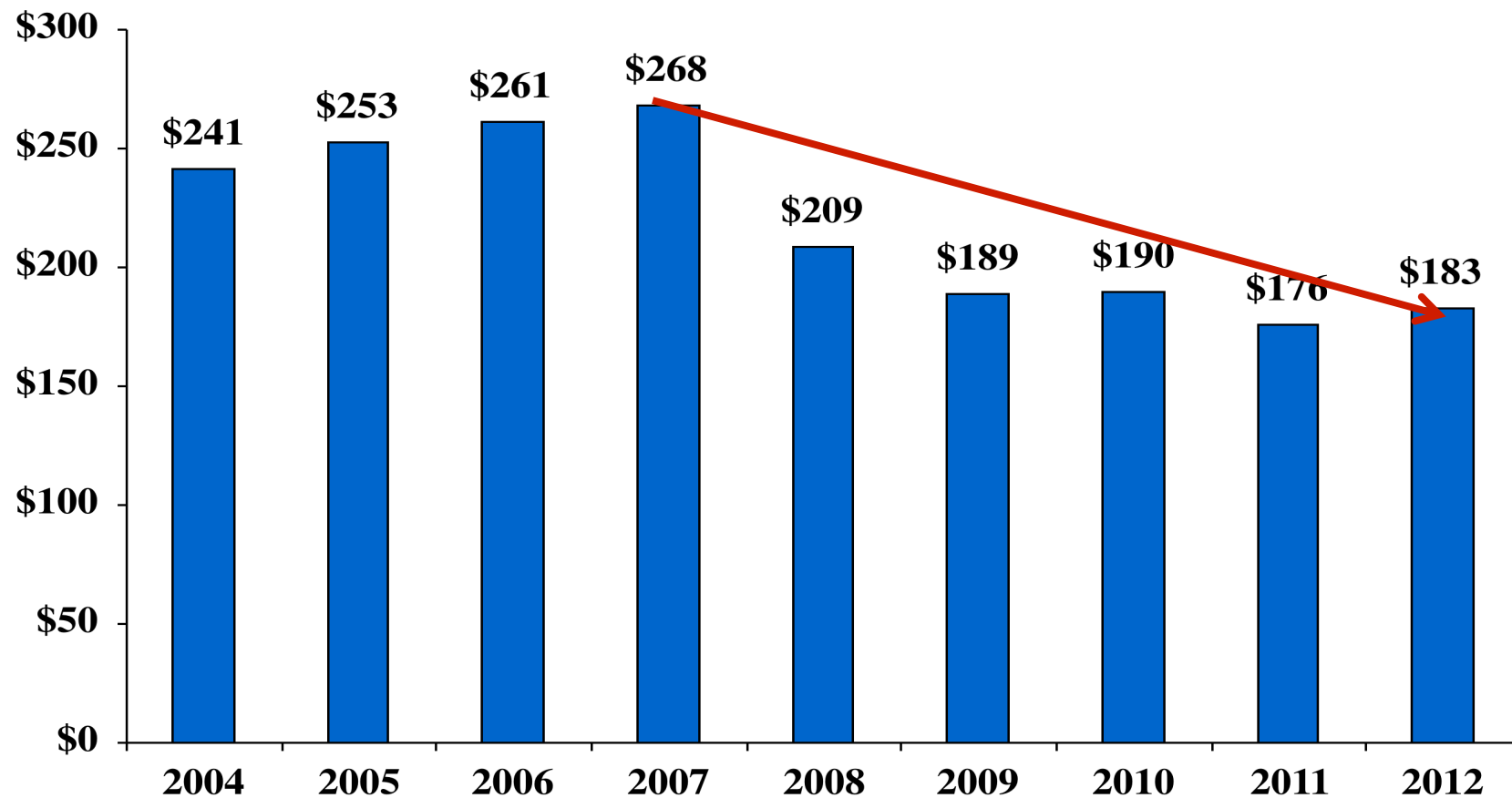
## Listed Inventory December 2010 – December 2012

### Residential Detached – All FMLS Counties



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

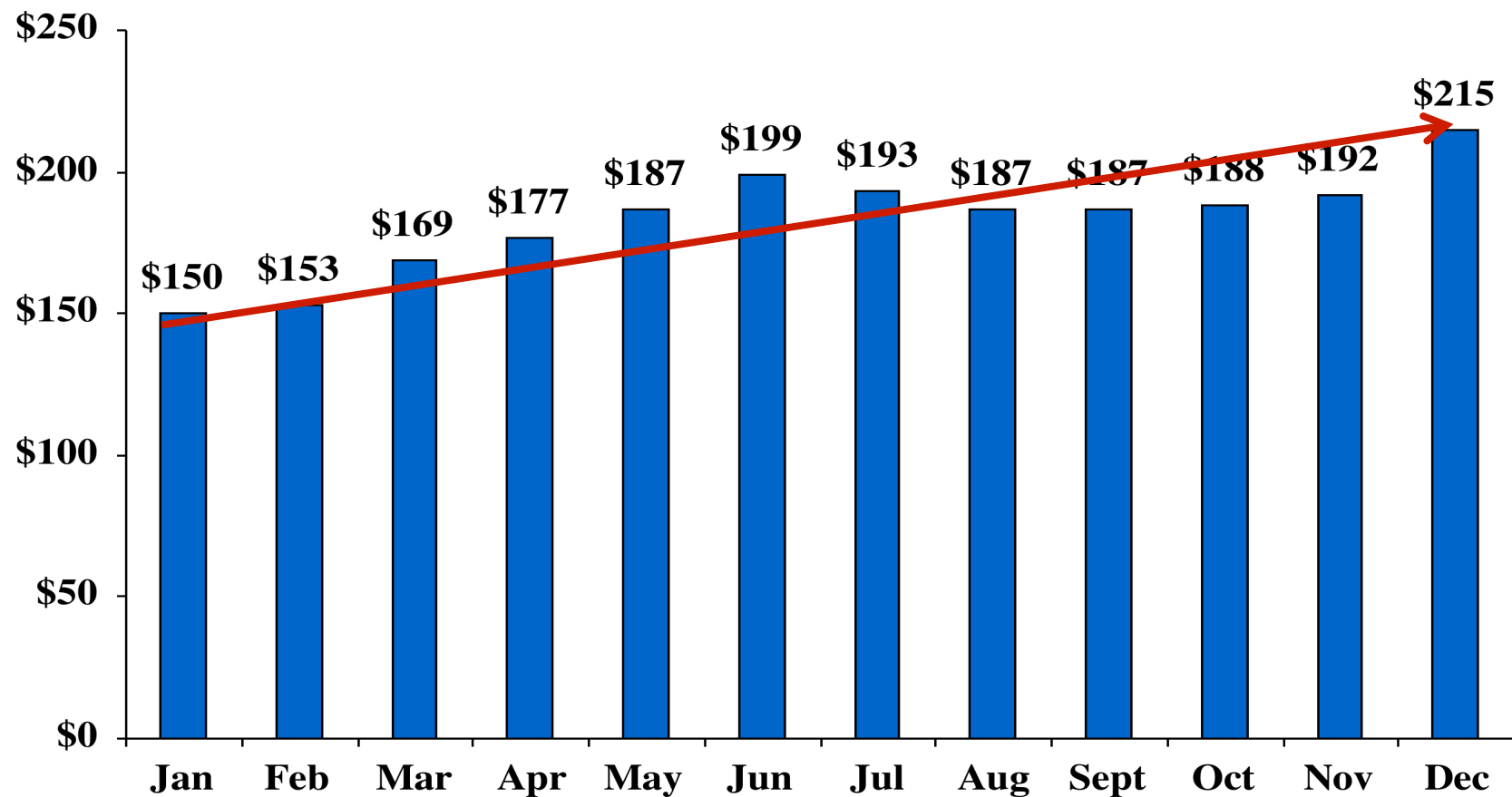
## Metro Atlanta Average Sale Price Trend 2004-2012



**Average annual sales price was down 32% from the peak**

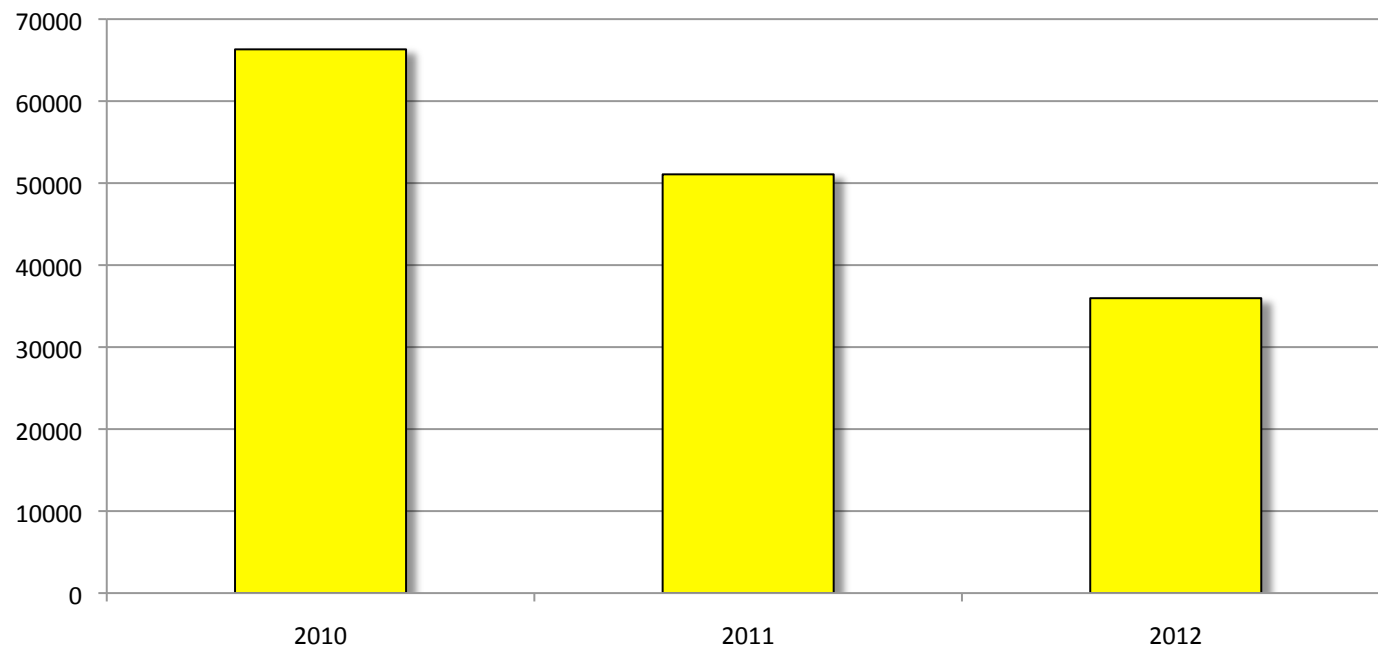


## Metro Atlanta 2012 Average Sale Price Trend



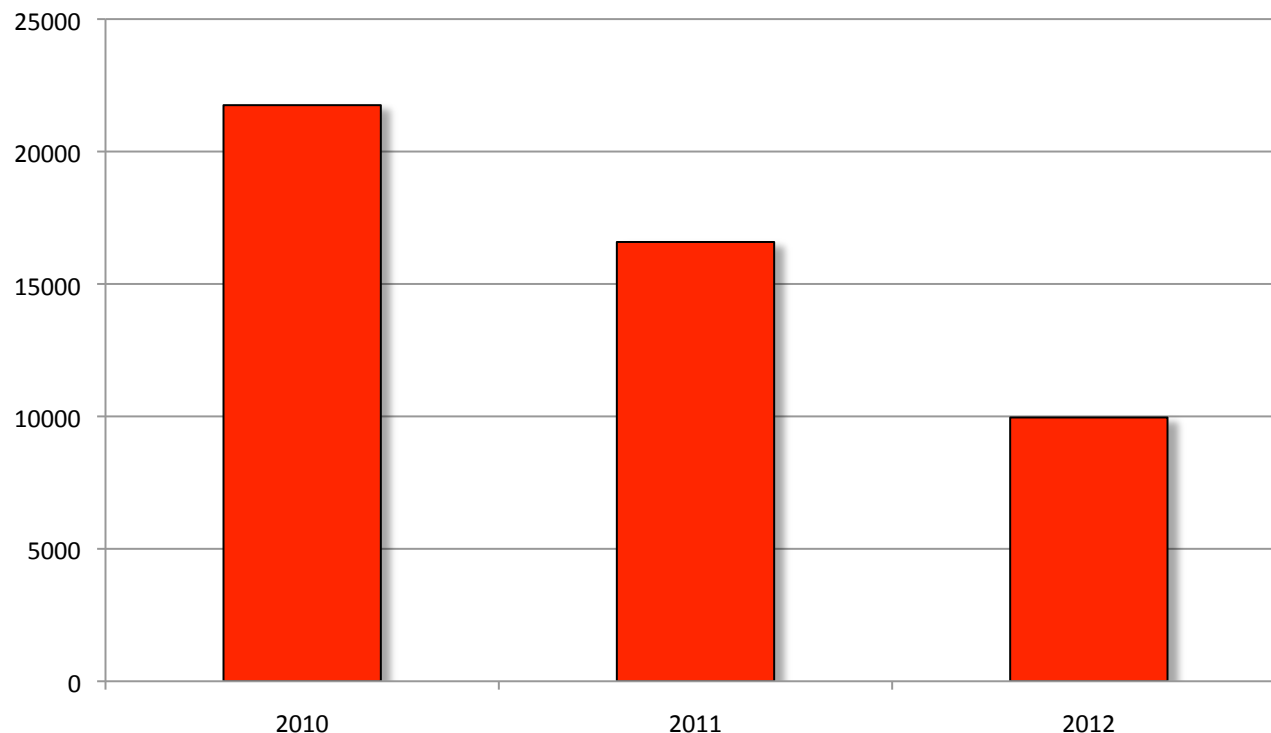
**Average sales price increased 43% In 2012**

## Metro Atlanta Annual Pre-Foreclosure Count



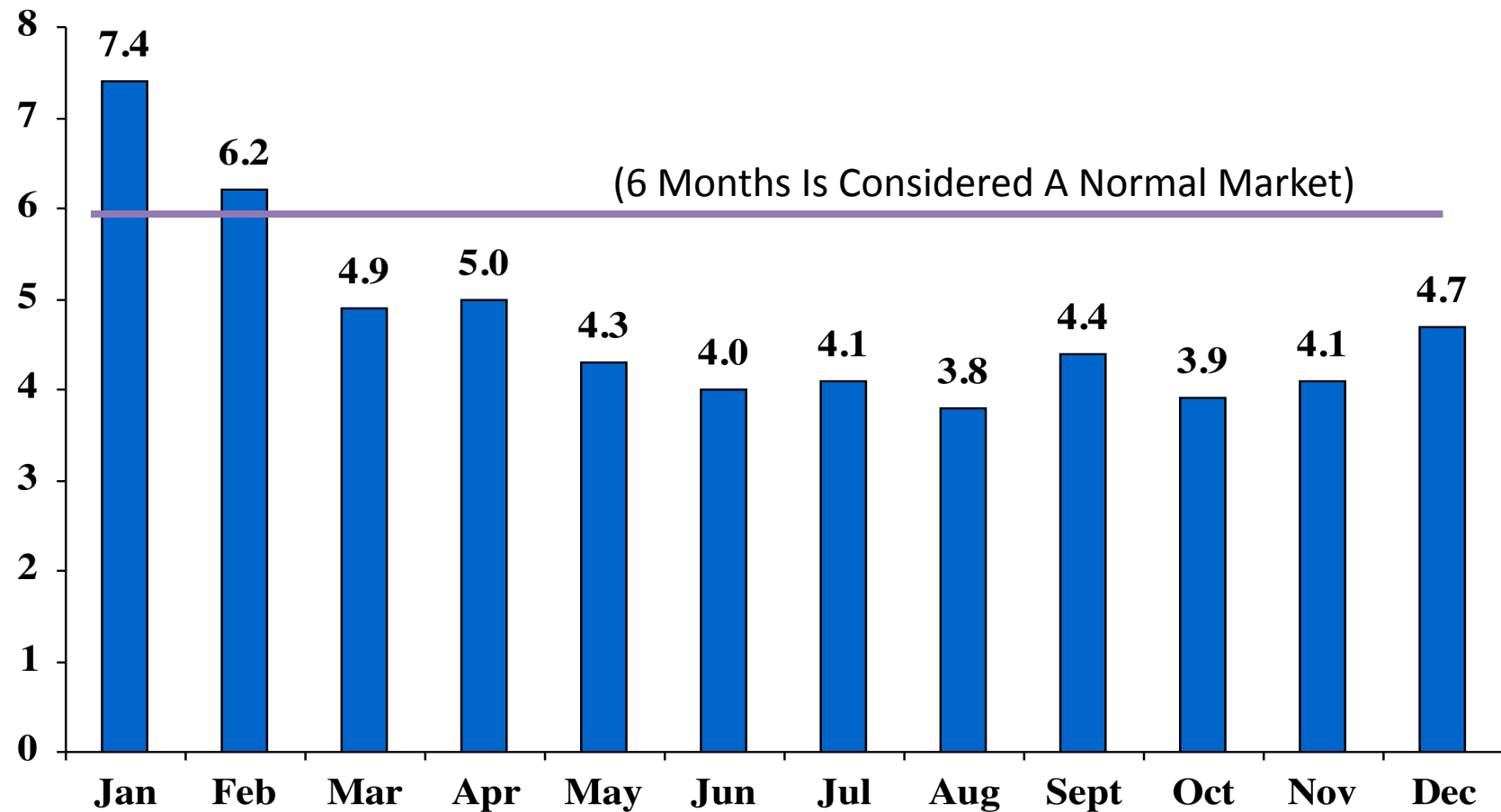
**Pre-Foreclosure Notices dropped 23% in 2011 and 30 % in 2012.**

## 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%.**

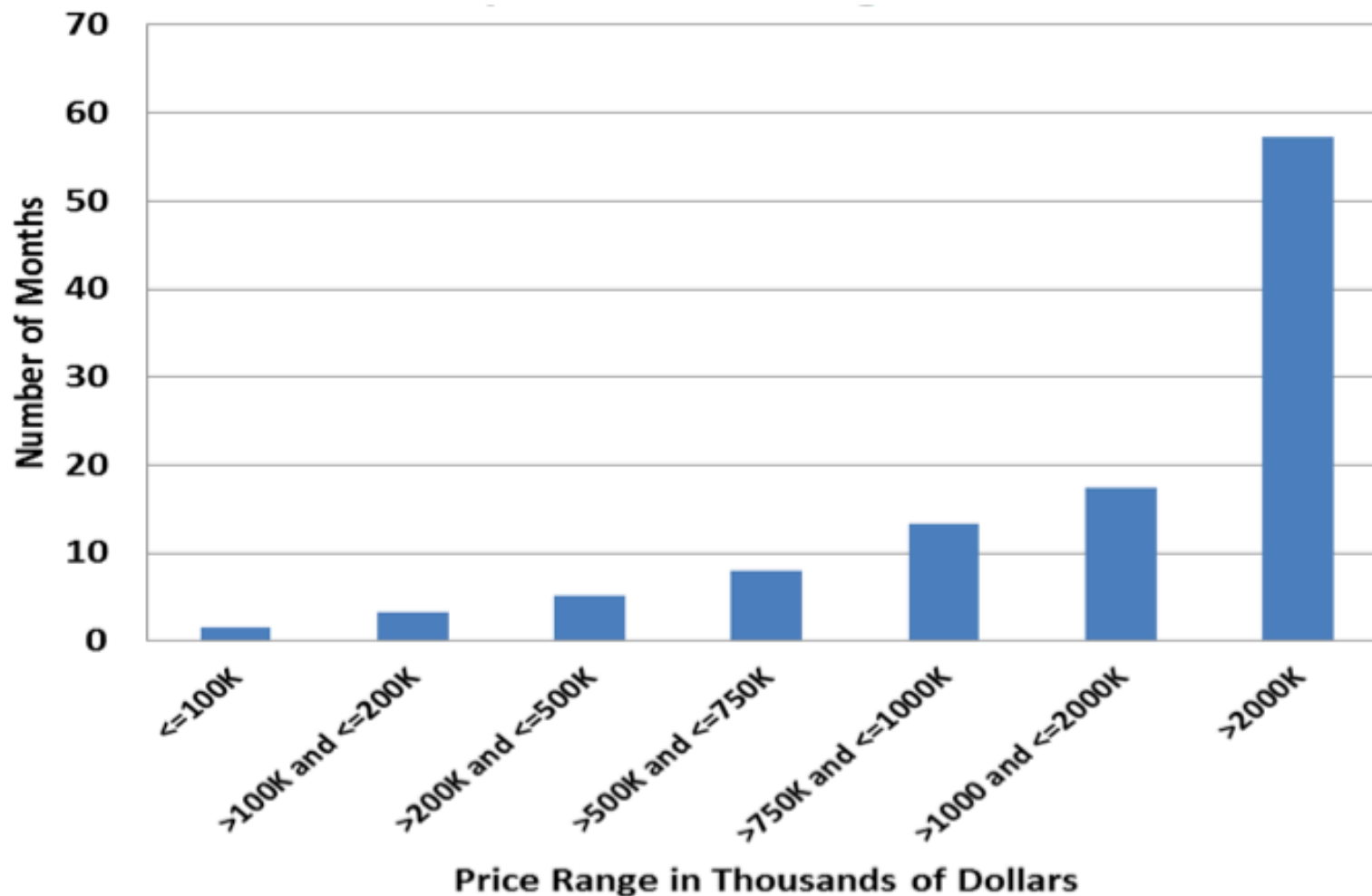
## Metro Atlanta 2012 Months Of Supply



**Months Of Supply fell 36% in 2012**

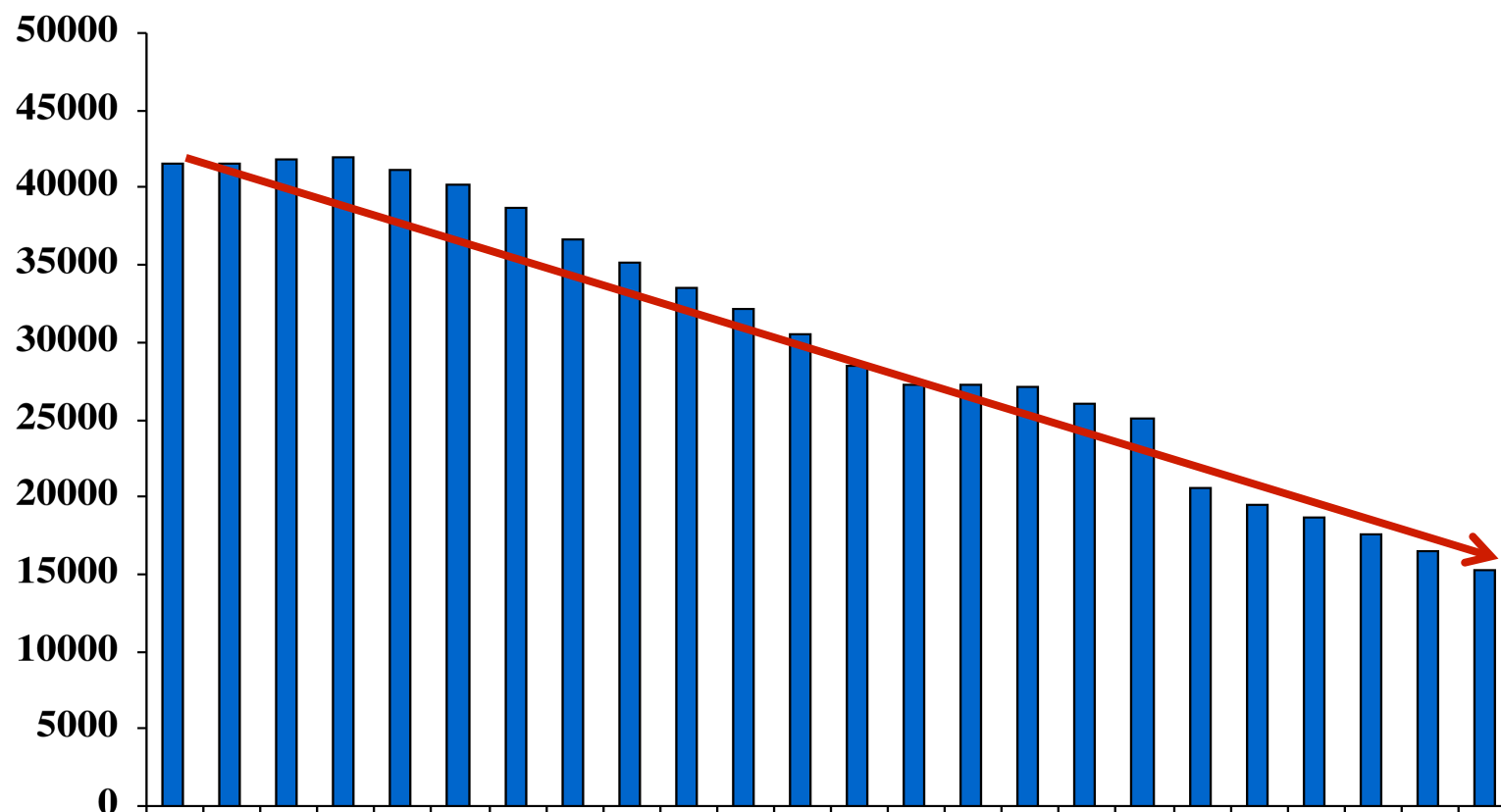


## Metro Atlanta Current Months Of Supply By Price Ranges



**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**

