

**MULTI-GENERATIONAL  
MULTI-CULTURAL**

**TIME**

**The  
Future  
Of  
Work**



**→ MOBILE!**

**March  
2013**

**EARLY  
SPRING**

MARKET SELLING SEASON



**Regulation & Litigation**



**Economic Trends**



**More Short Sales**

**FORECLOSURE**

**Appraisals  
Improve**



**Low Mortgage Rates  
For Now...**



**Inflation  
Coming!**

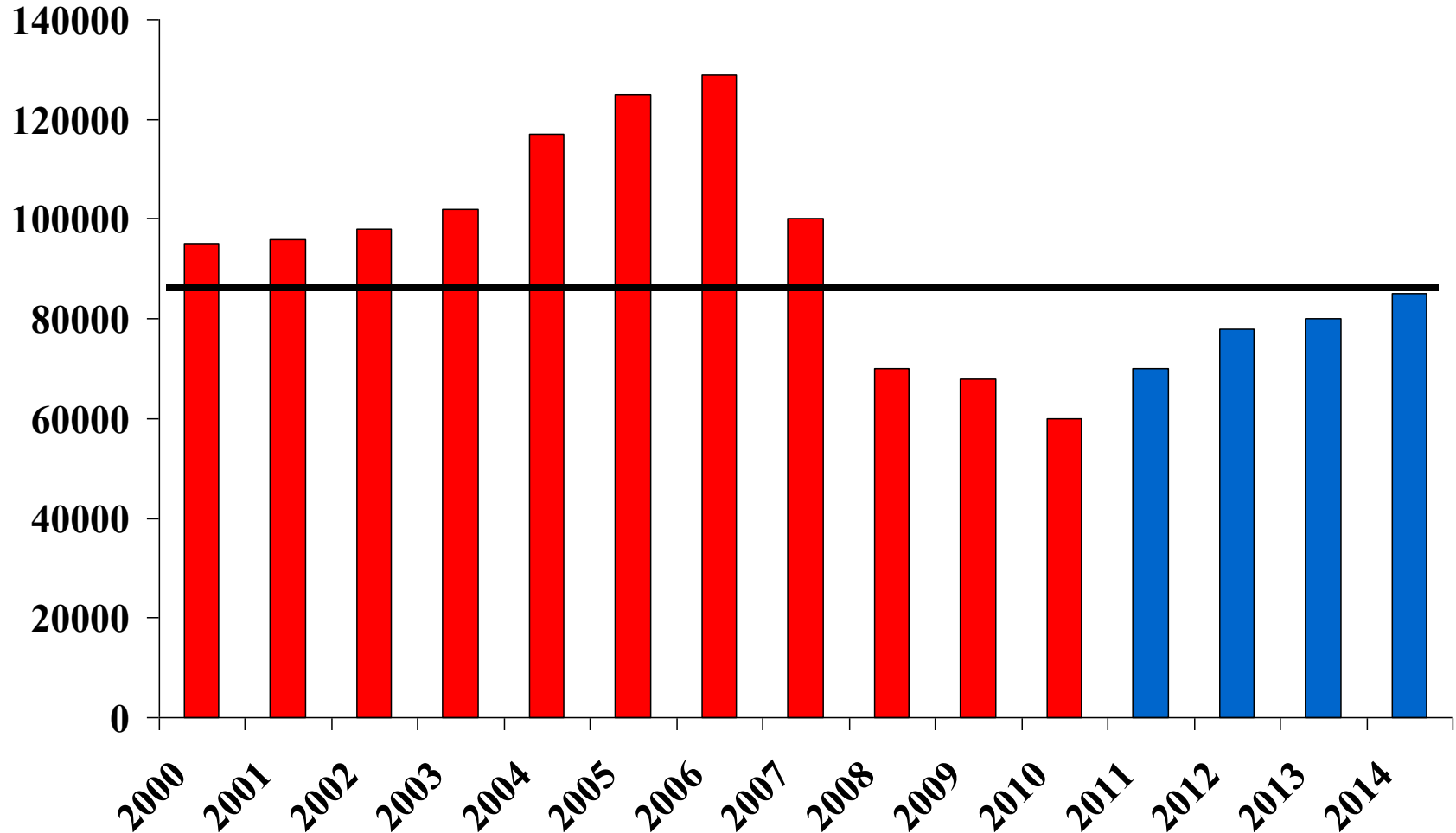
**Case-Shiller Reports...**



- Home Values Continue Recovery
- Still Down From Peak July 2007



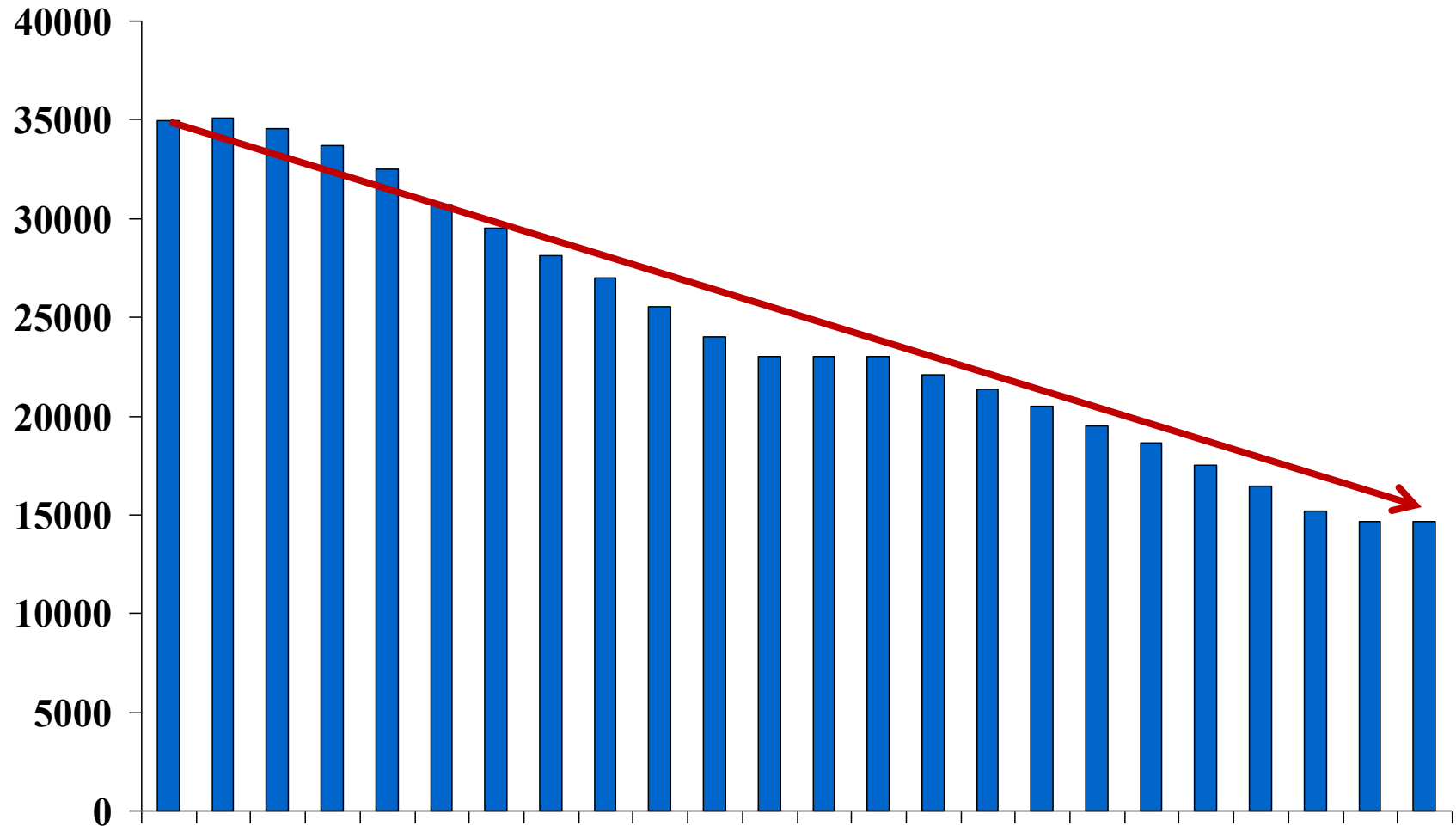
# Metro Atlanta Homes Sold



- **125,000 Homes Sold In 2006. 60,000 Homes Sold in 2010.**
- **SmartNumbers Predicts Normal Market Should Be 80,000 – 85,000 Sales.**
- **Expect To See 75,000-80,000 Homes Sold In 2013. Moving Back To Normal.**

# Listed Inventory February 2011 – February 2013

## Residential Detached - Metro Atlanta

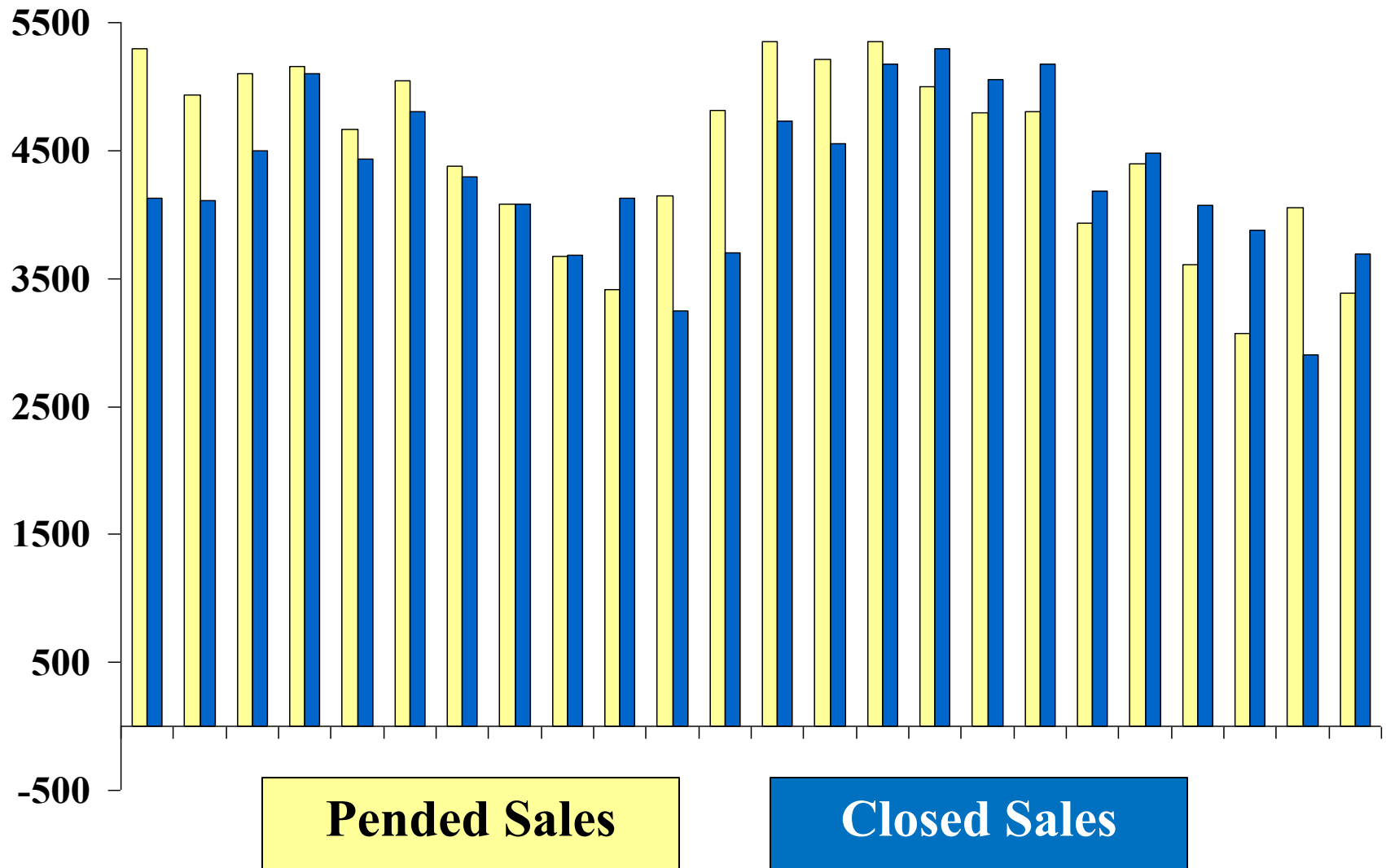


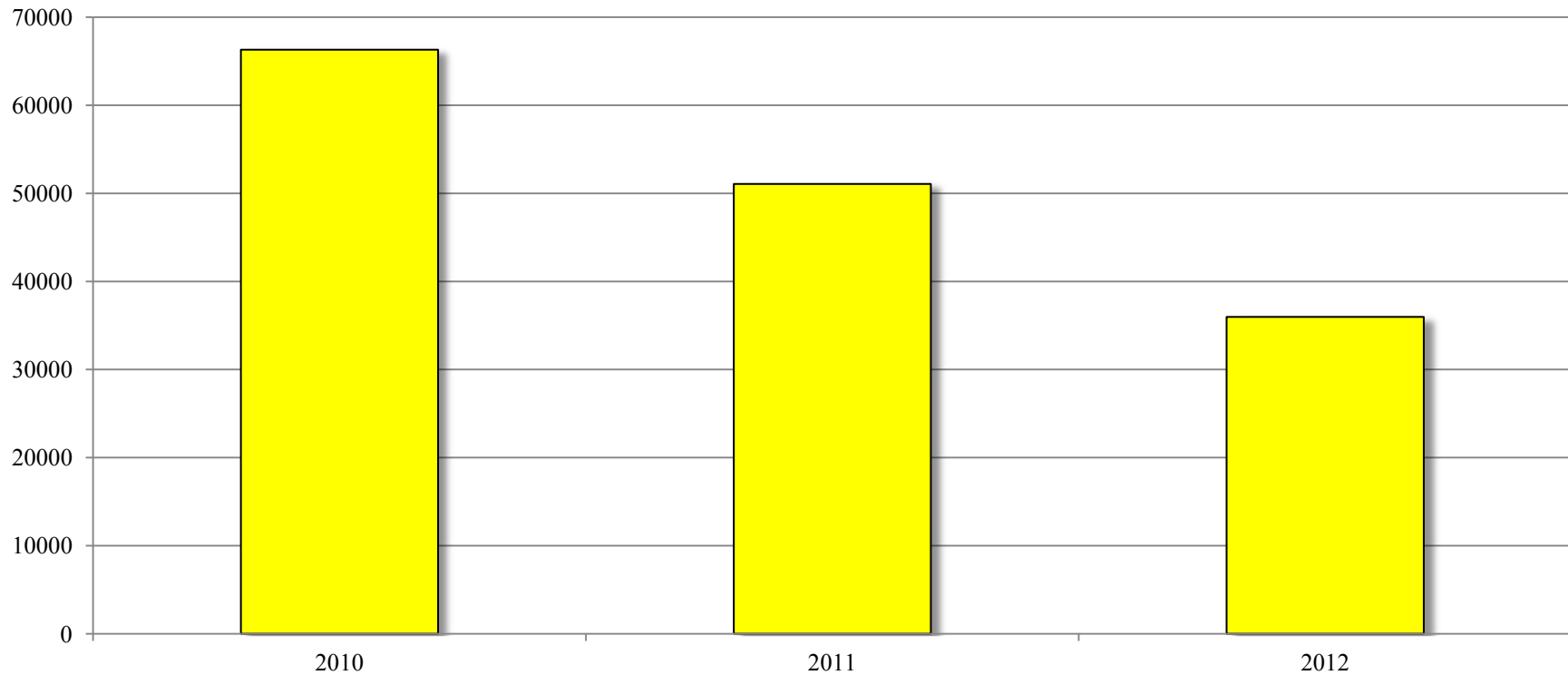
- Inventory Levels Down 38.7% from Feb 2012, 57.7% from Feb 2011

# **Pended & Closed Sales**

## **February 2011 – February 2013**

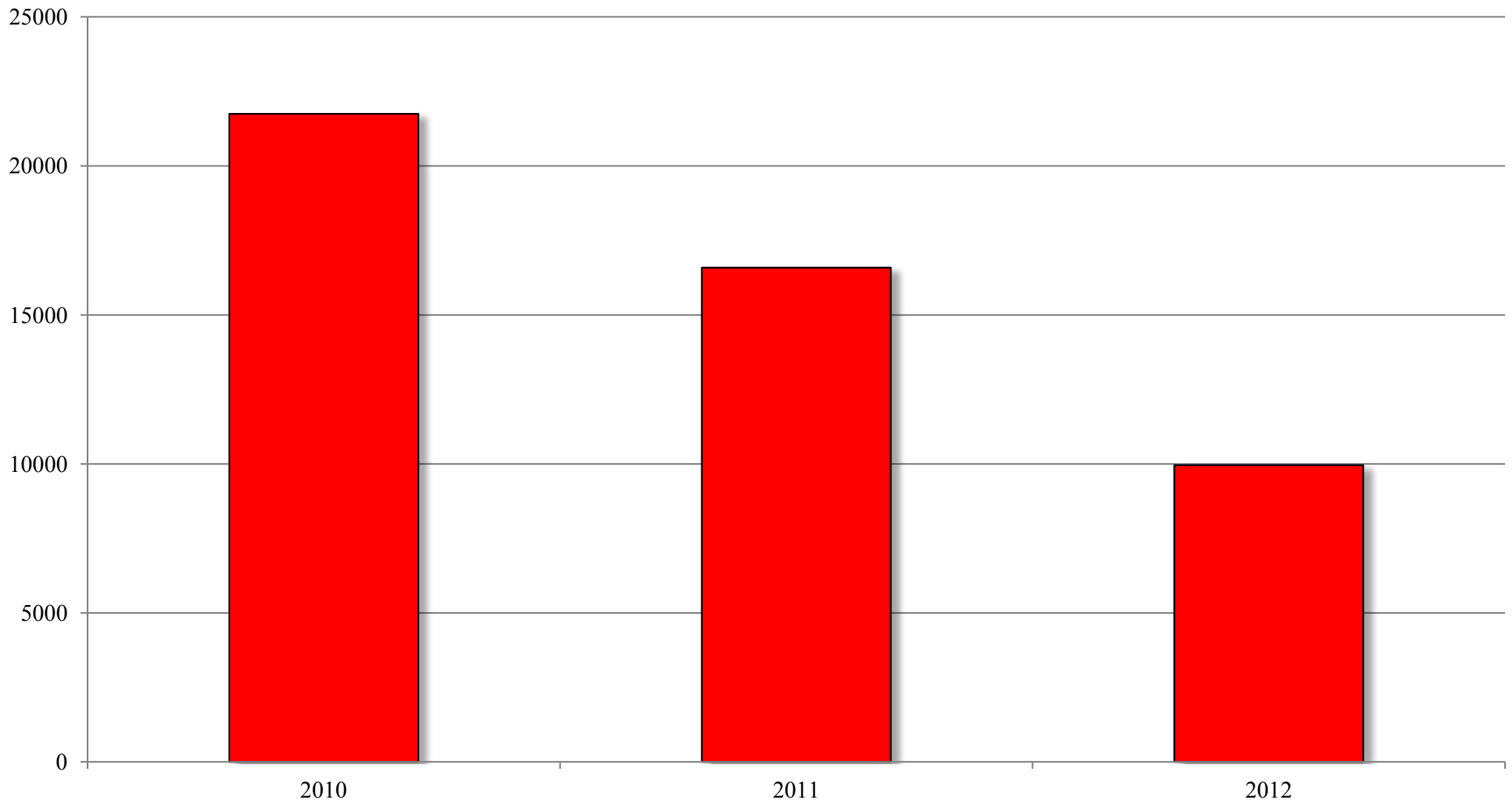
### **Residential Detached - Metro Atlanta**









(Source: RealValuator)

Pre-Foreclosures Dropped 23% in 2011  
and 30% in 2012.



(Source: RealValuator)

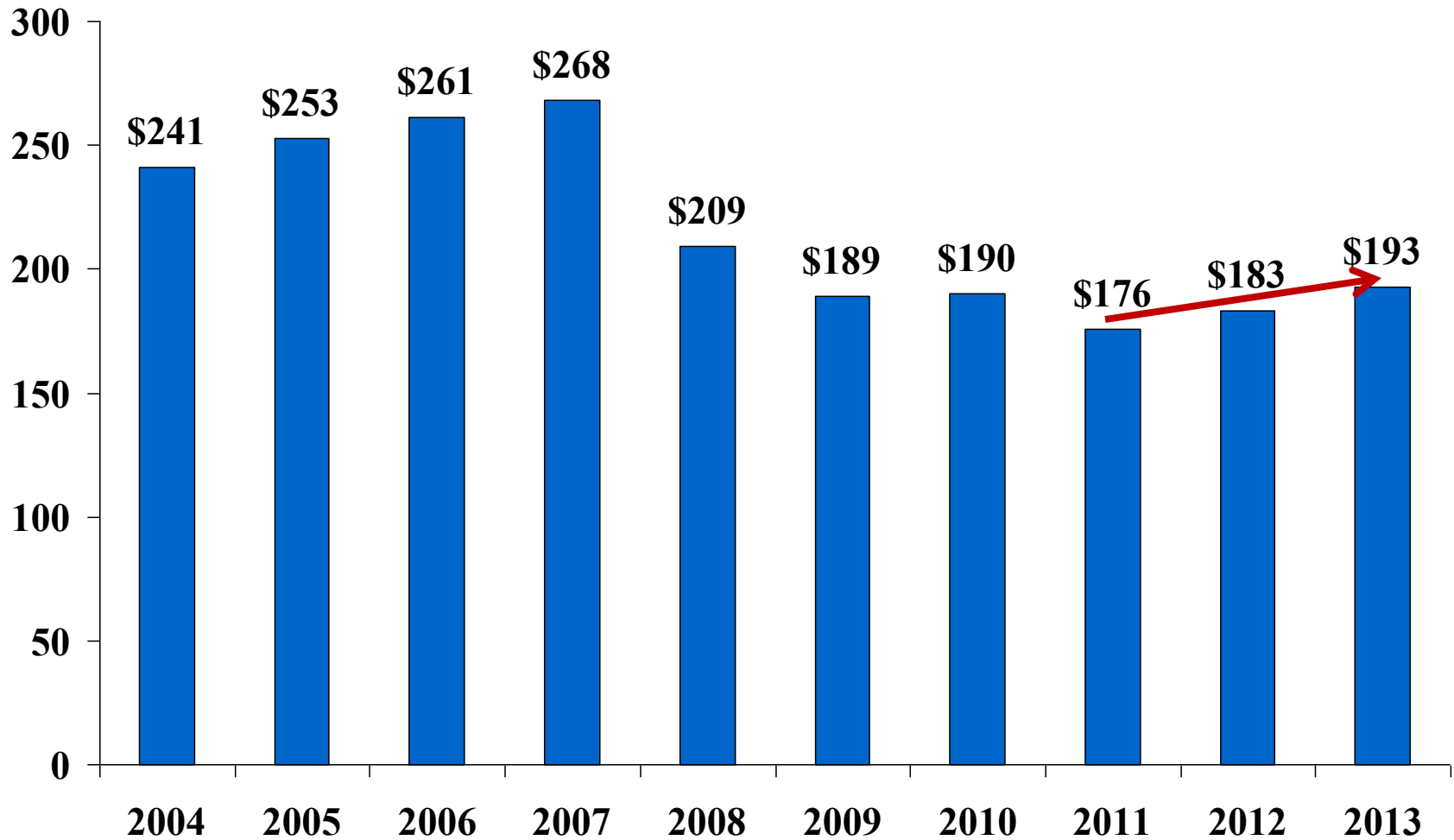
Foreclosures Dropped 40% In 2011  
And 24% In 2012.

 Pre-Foreclosures			 Foreclosures		 REO Sales		 Market Sales	
Date	Activity	Average Amount	Activity	Average Amount	Activity	Average Amount	Activity	Average Amount
Mar-12	5066	\$187,086	1821	\$118,682	2666	\$93,580	3511	\$194,661
Apr-12	4453	\$182,524	1772	\$125,735	2346	\$93,891	3437	\$203,913
May-12	5988	\$178,484	1512	\$121,623	2494	\$94,790	3858	\$211,430
Jun-12	4766	\$180,887	2164	\$132,935	2507	\$94,238	4176	\$226,911
Jul-12	6120	\$214,750	1687	\$131,930	2304	\$94,001	4023	\$221,495
Aug-12	3683	\$188,195	1213	\$154,510	2249	\$97,646	4353	\$207,725
Sep-12	4392	\$180,779	1061	\$162,963	1770	\$93,620	3404	\$208,995
Oct-12	4182	\$179,726	1326	\$167,437	1764	\$94,426	3697	\$210,955
Nov-12	3227	\$183,887	1019	\$159,481	1372	\$100,865	3344	\$200,983
Dec-12	2667	\$188,593	580	\$240,719	755	\$113,538	2495	\$208,868
Jan-13	3020	\$183,734	305	\$354,409	532	\$124,131	1735	\$182,164
Feb-13	1741	\$187,450	94	\$168,857	317	\$109,246	881	\$198,508
Totals	49305	\$186,341	14554	\$169,940	21076	\$100,331	38914	\$206,384

Source: RealValuator

**Distressed Properties Continue  
To Drop From Previous Months**

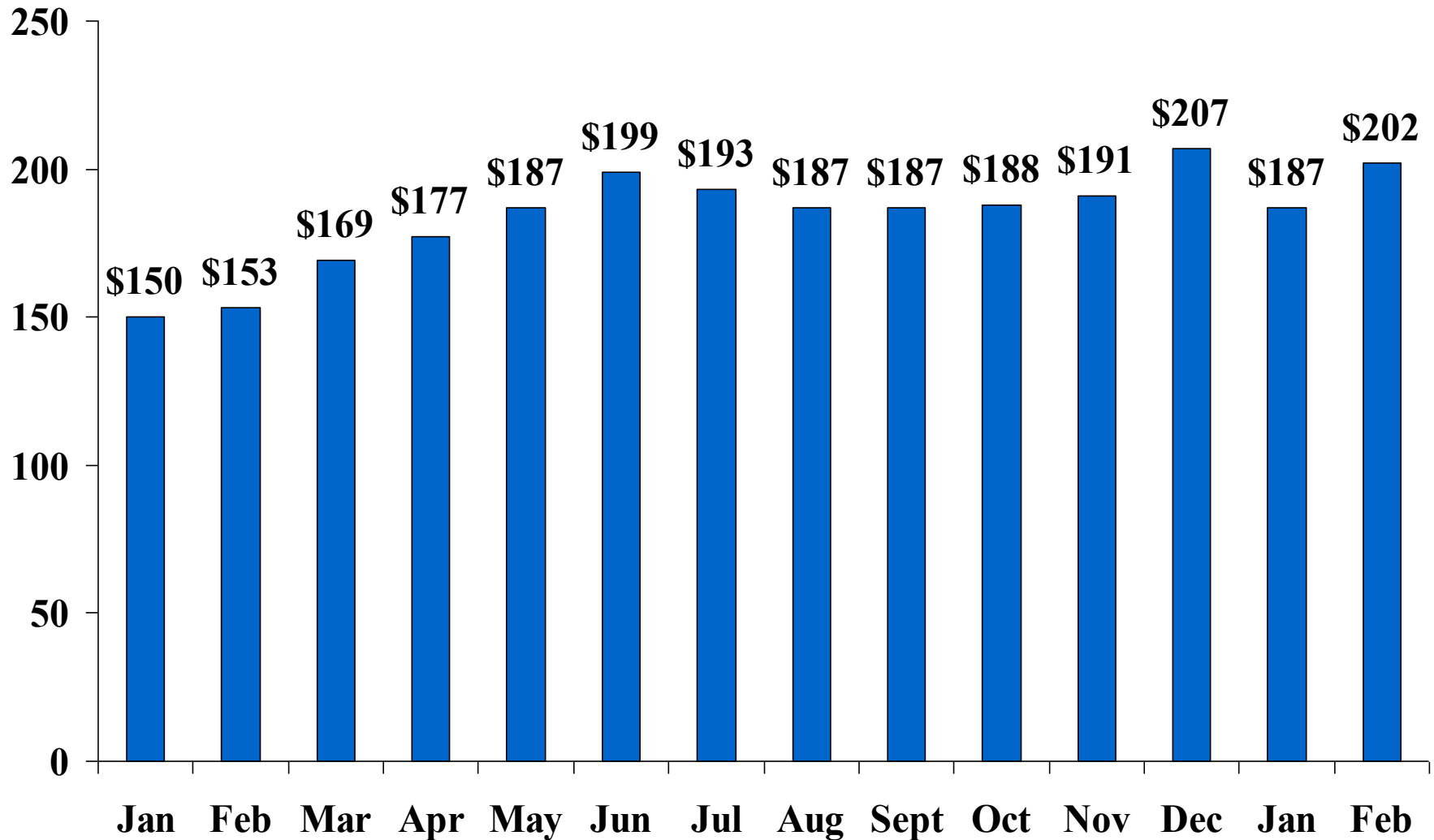
# Metro Atlanta Average Sale Price Trend



**Average Sales Price Increasing From Bottom Of 2011**

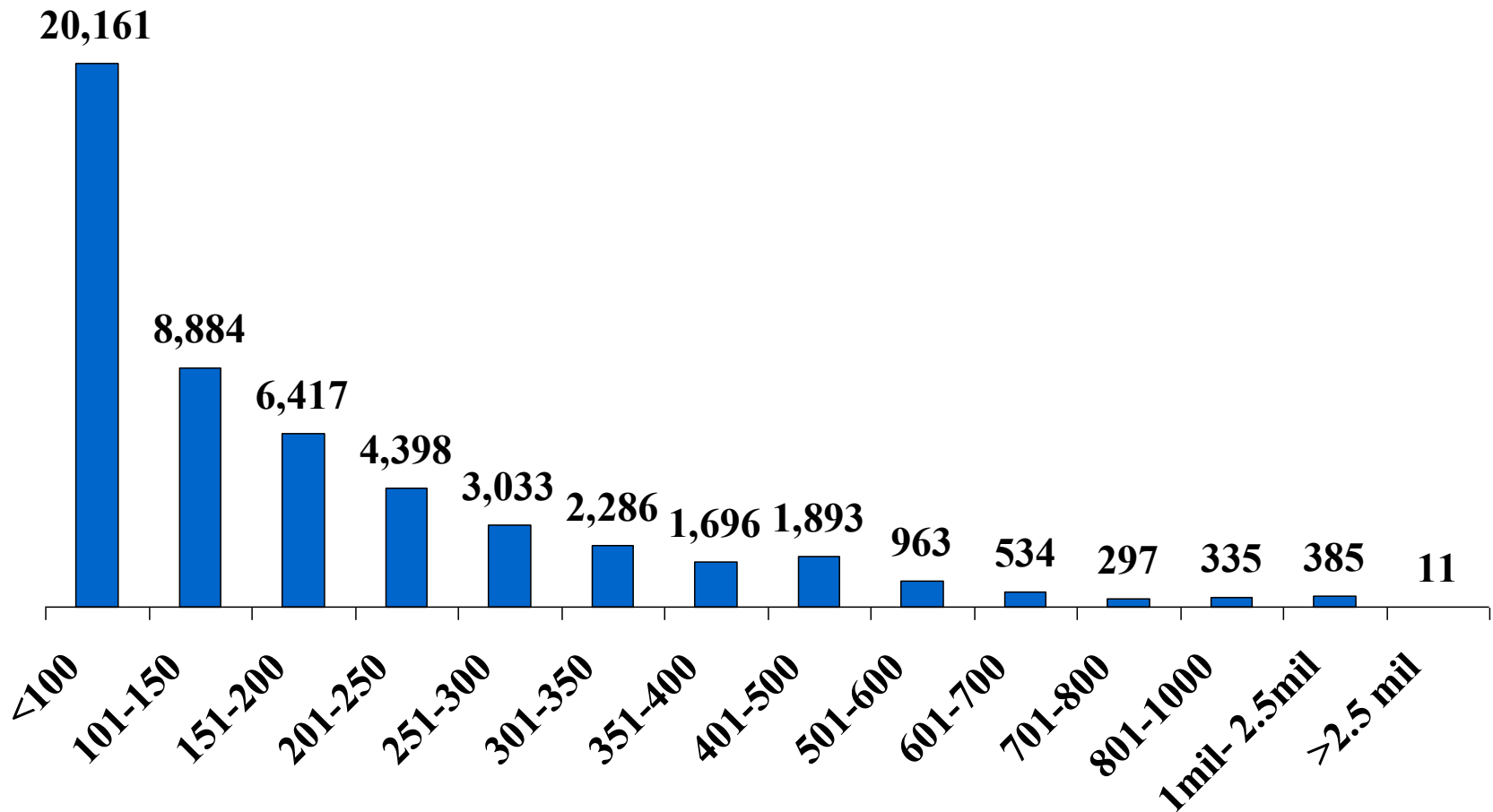


# Metro Atlanta - Average Sale Price Trend



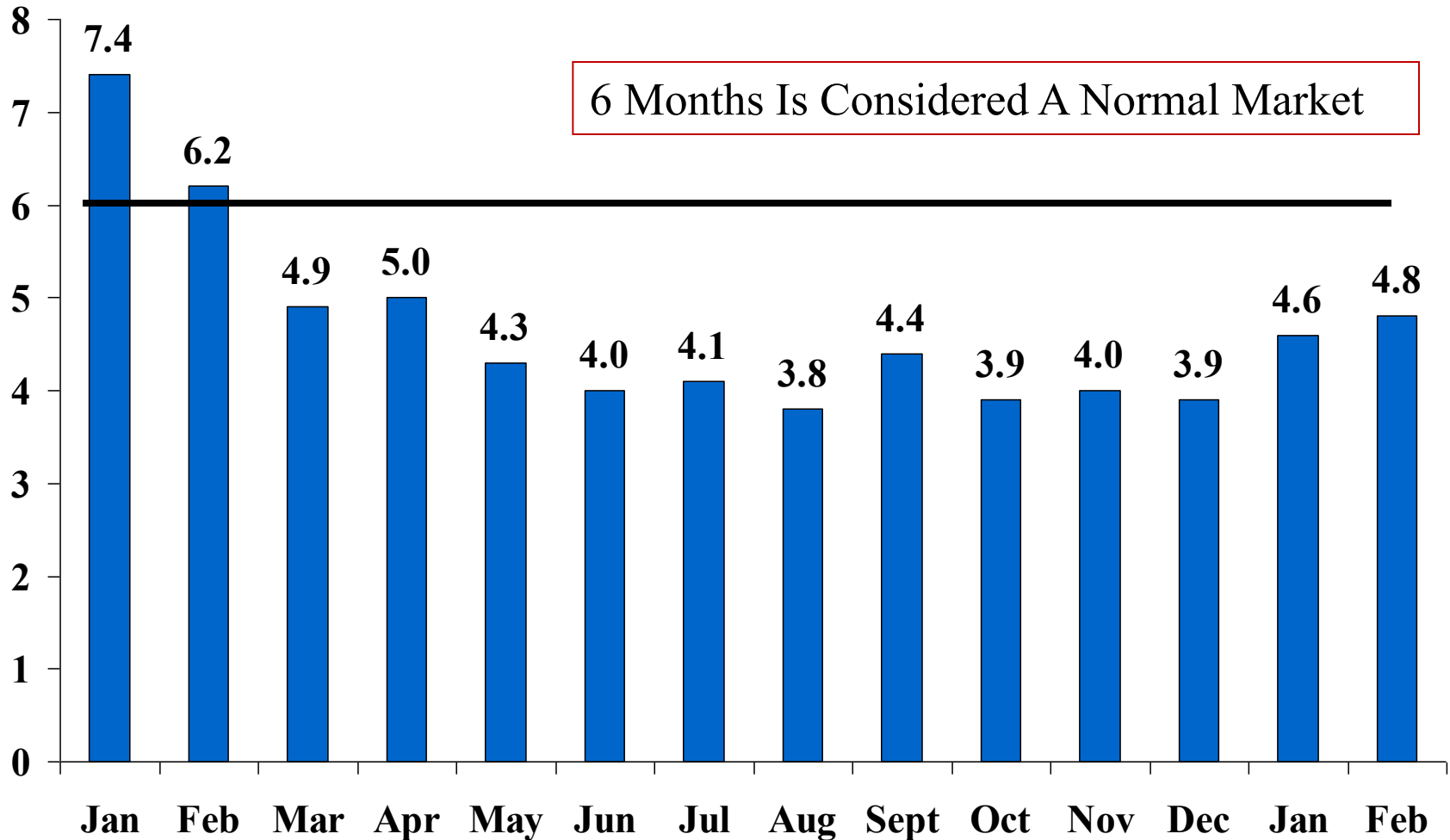
• **Average Sales Price Up 32% From February 2012.**

# January 2013 Price Distribution (Trailing 12 Months)

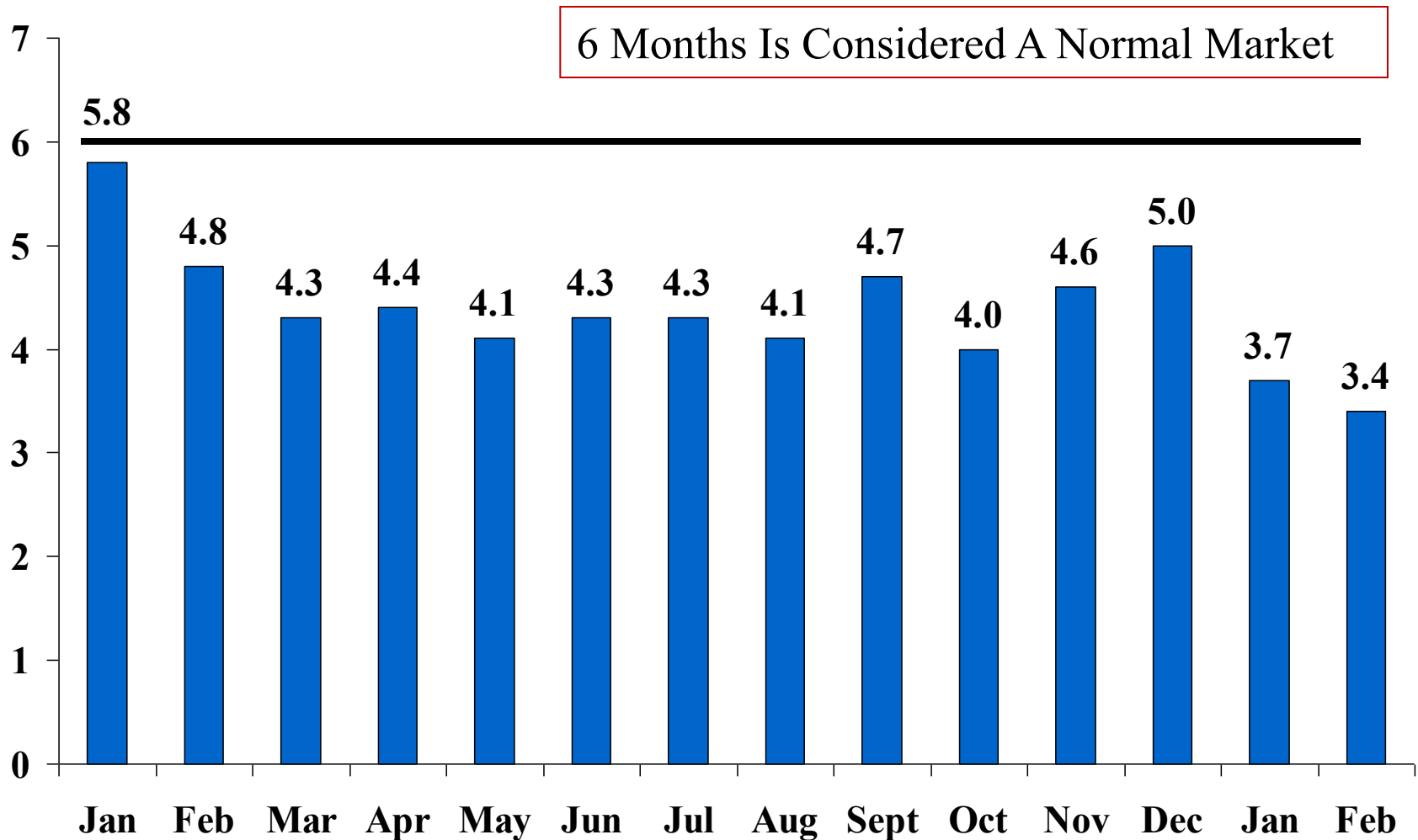


- **February 2013 – 39% Of Closings Under \$100,000. In 2010, This Was 55%. Normal Distribution For Sales Under \$100,000 Is 15%-20%.**

# Metro Atlanta – Months Of Supply (Based Upon Closed Sales)

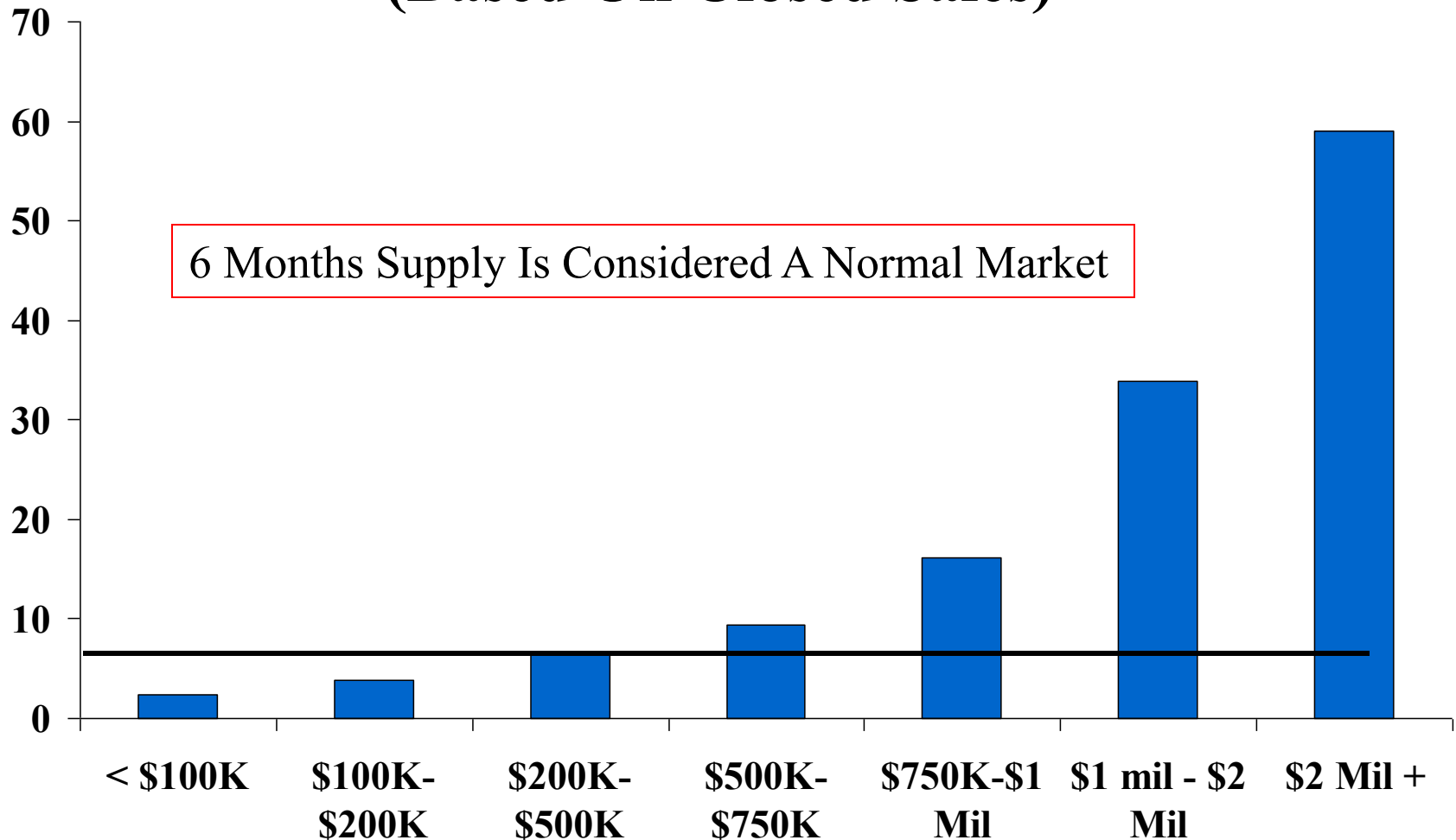


# Metro Atlanta – Months Of Supply (Based Upon Pended Sales)



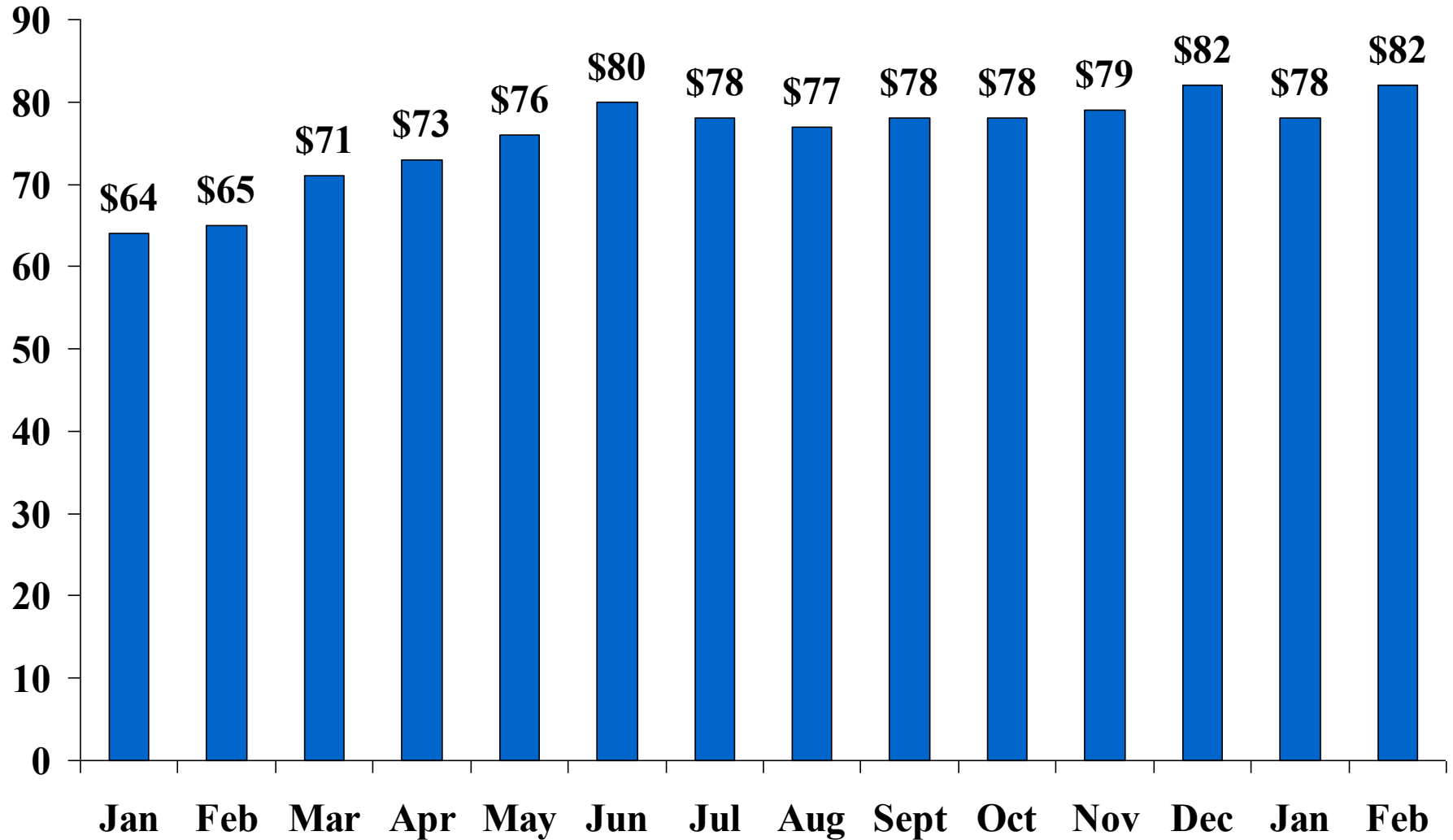
# Metro Atlanta Months of Inventory

## (Based On Closed Sales)

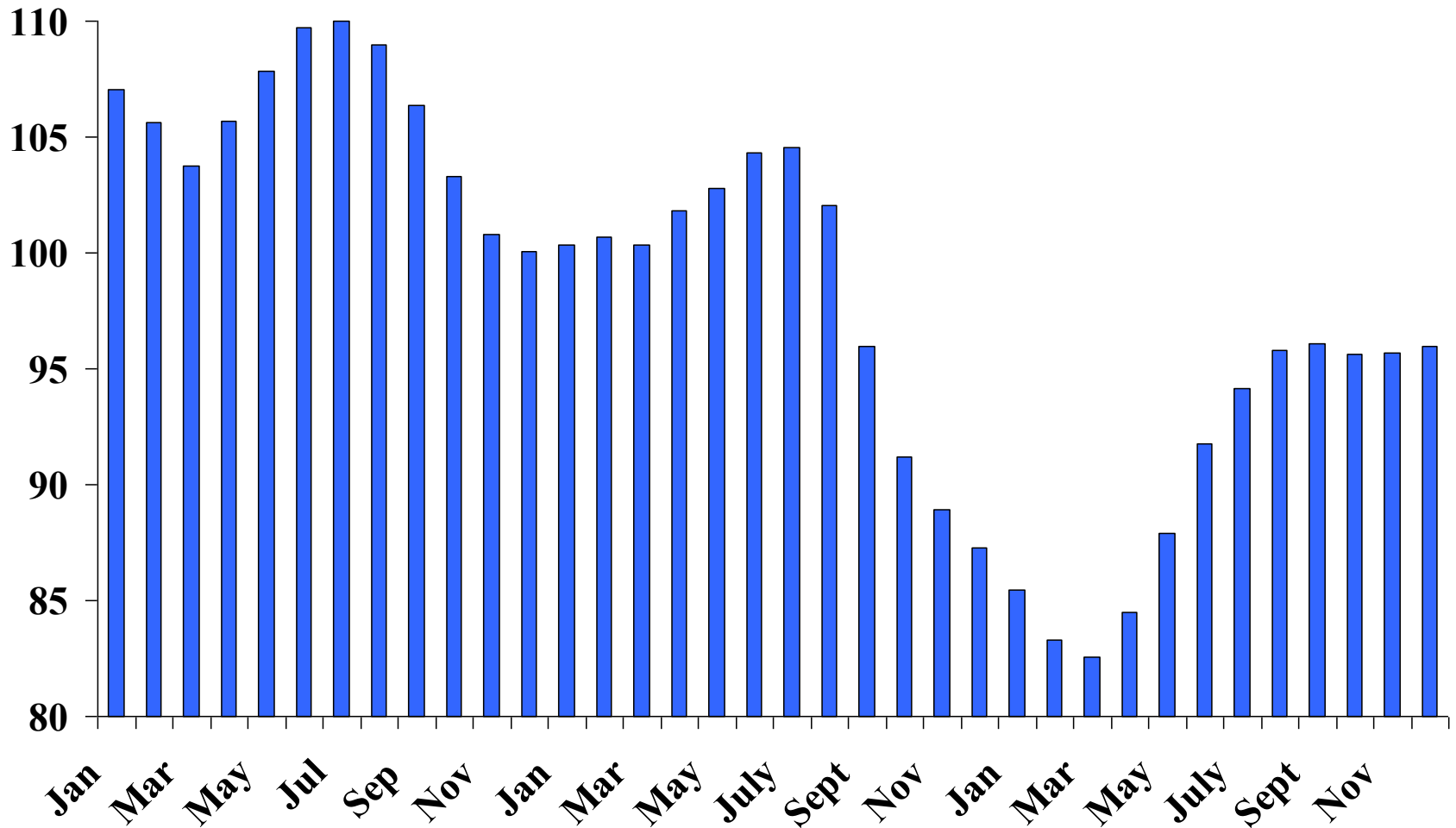


**It Is A Sellers Market Below \$500K In Most Areas.  
Still A Buyers Market Above \$500K In Most Areas.**

# Metro Atlanta - \$ Per Square Feet

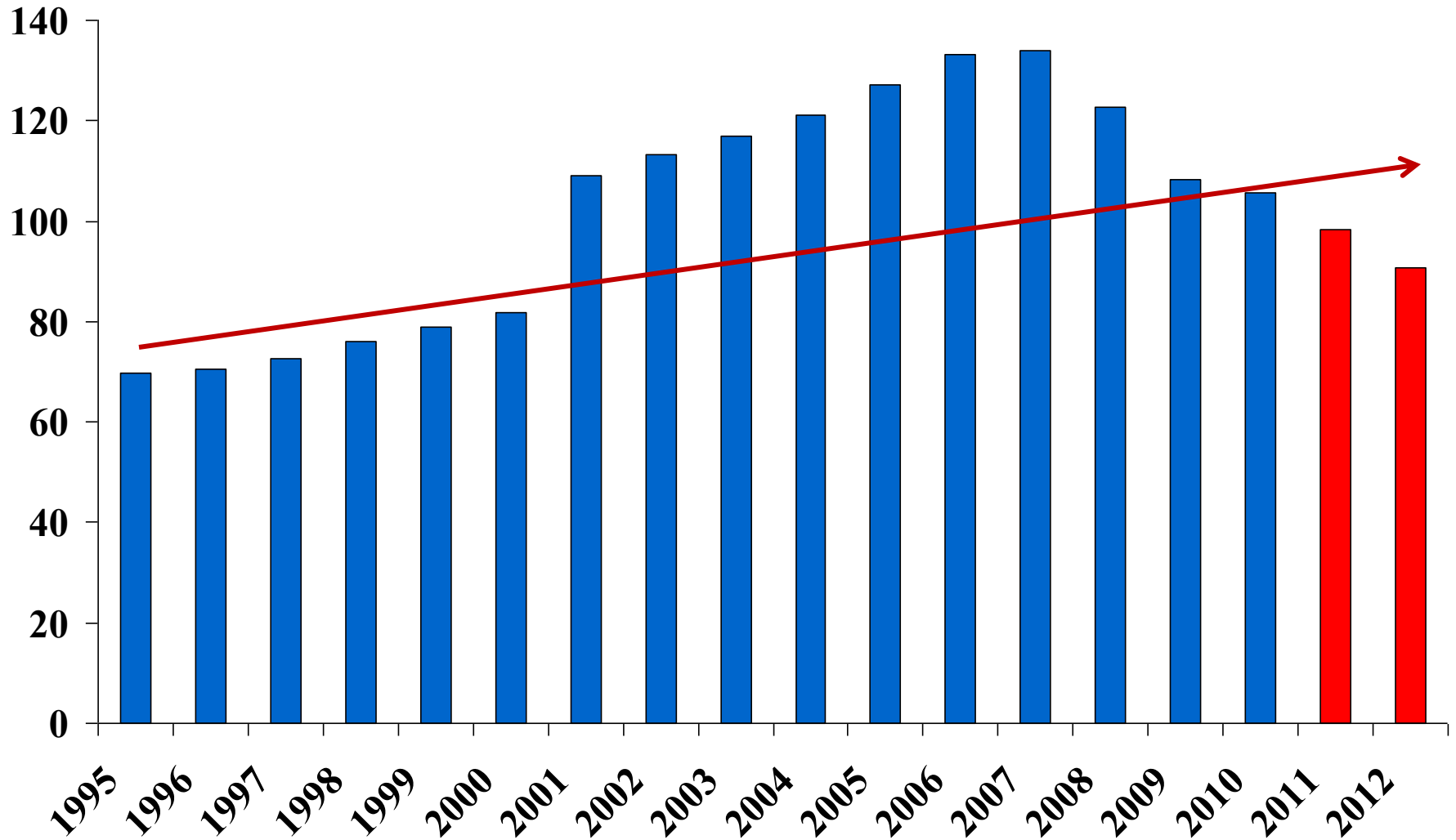


# Case-Shiller Index For Metro Atlanta



**Chart Shows Index Results January 2010 Through December 2012  
(As Reported February 2013)**

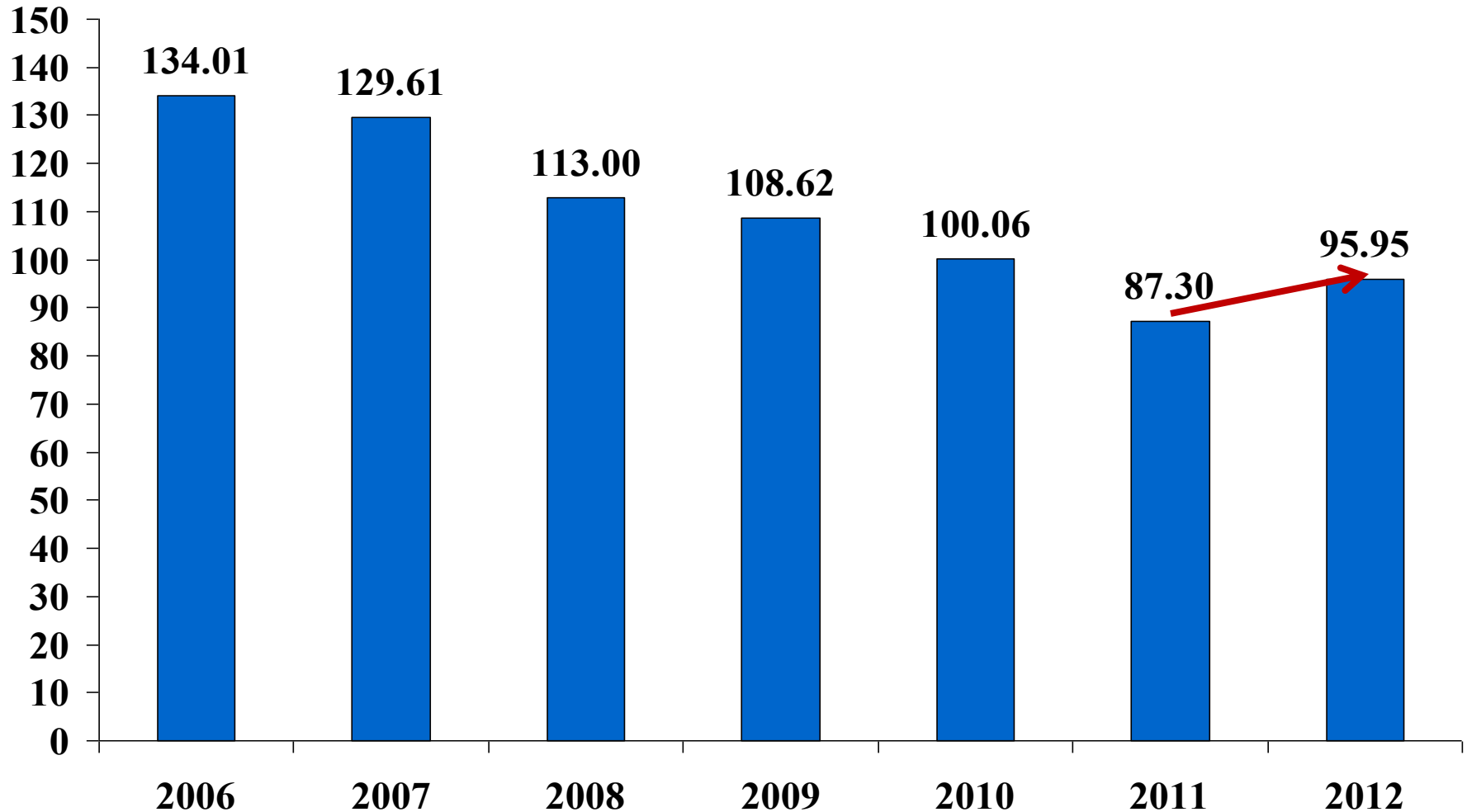
# Case-Shiller Home Values For Metro Atlanta



- Peak was July 2007.
- Current Home Values Remain Below The Normal Trend Line



# End Of The Year Case-Shiller Index (Metro Atlanta)

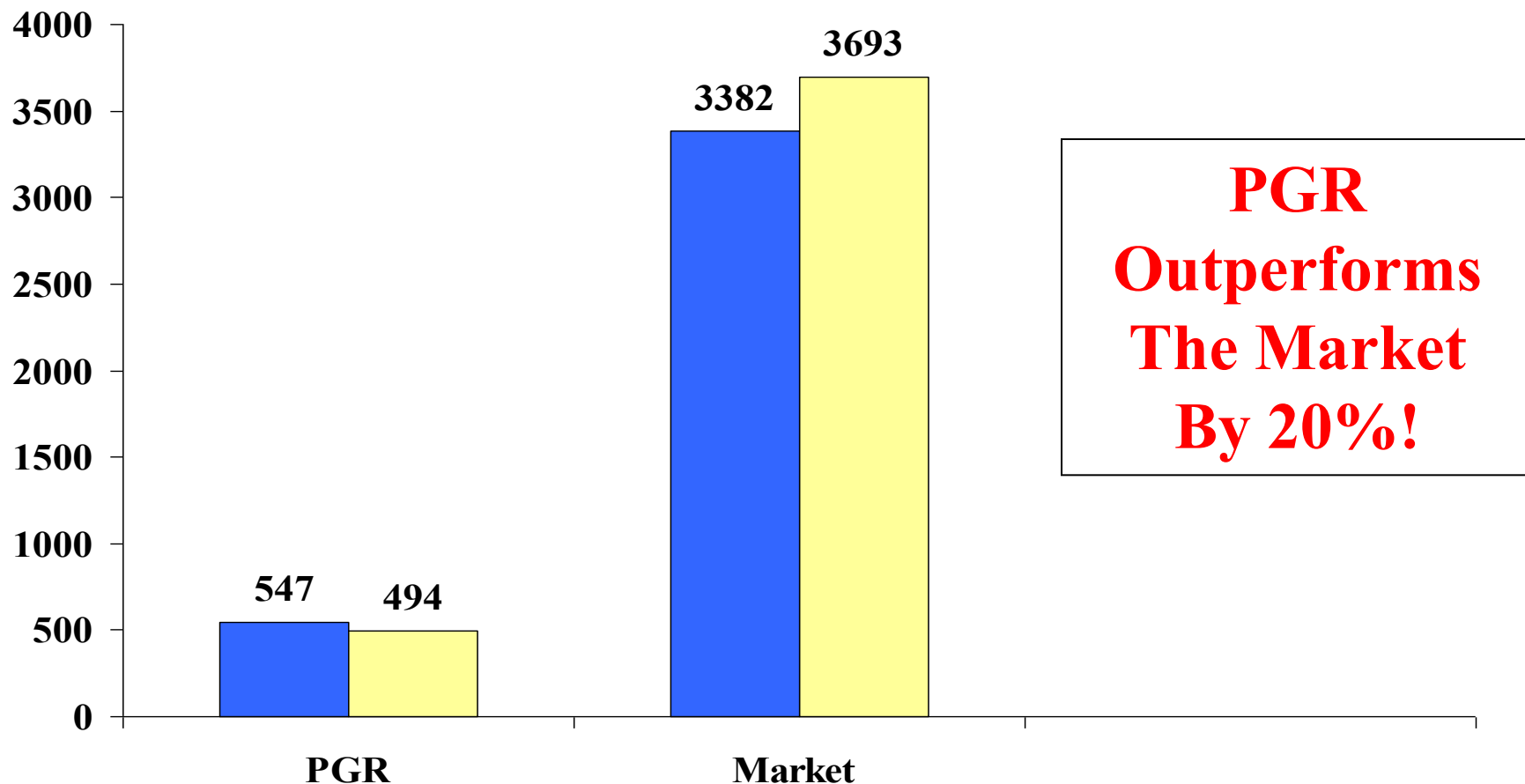


- Home Values Up 9.9% Compared To 2011

# Prudential Georgia Realty

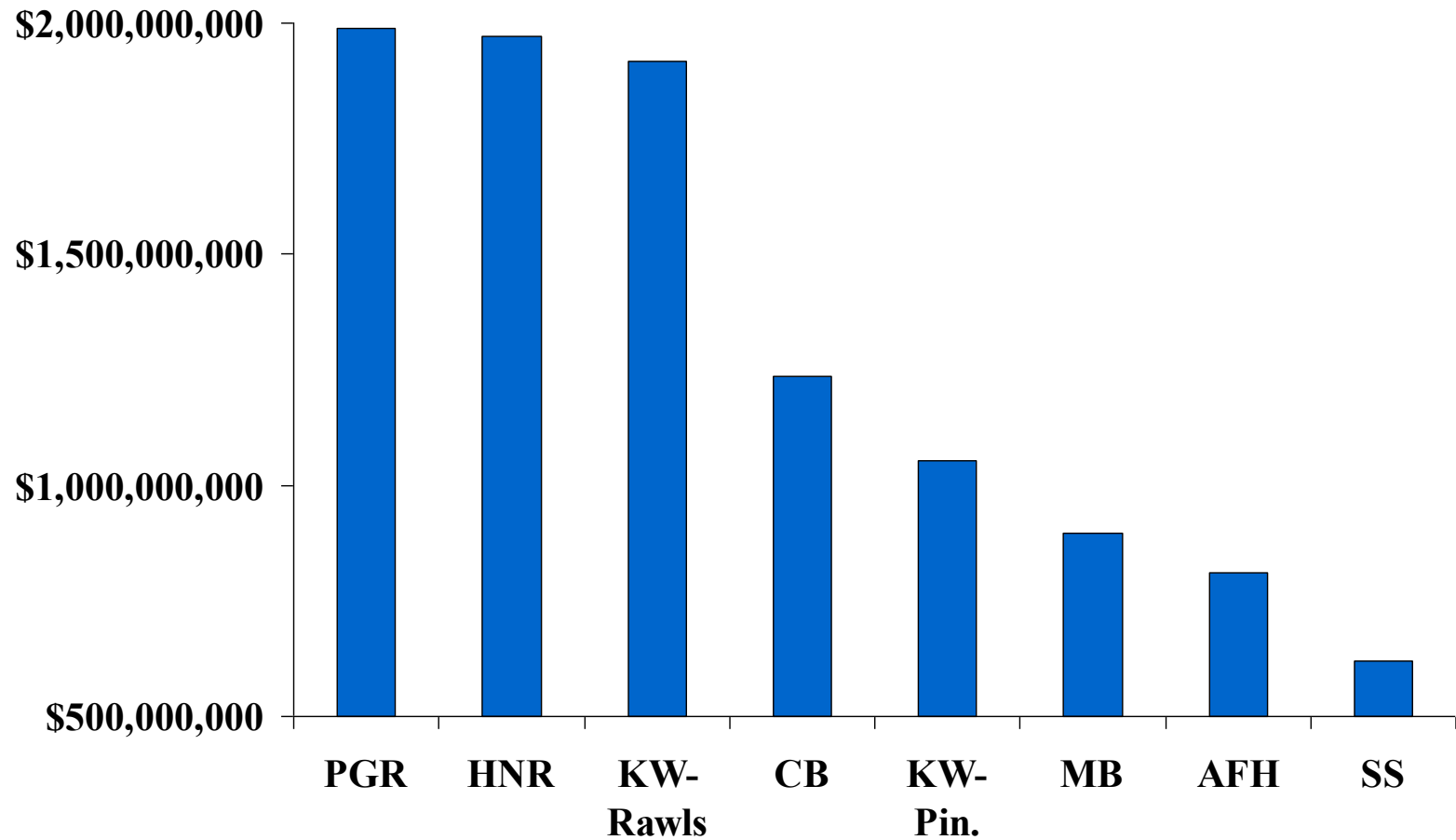
Ranked #1 In Homes Sold – 2009, 2010, 2011, 2012 and YTD 2013

# February 2012 Closings Vs. February 2011



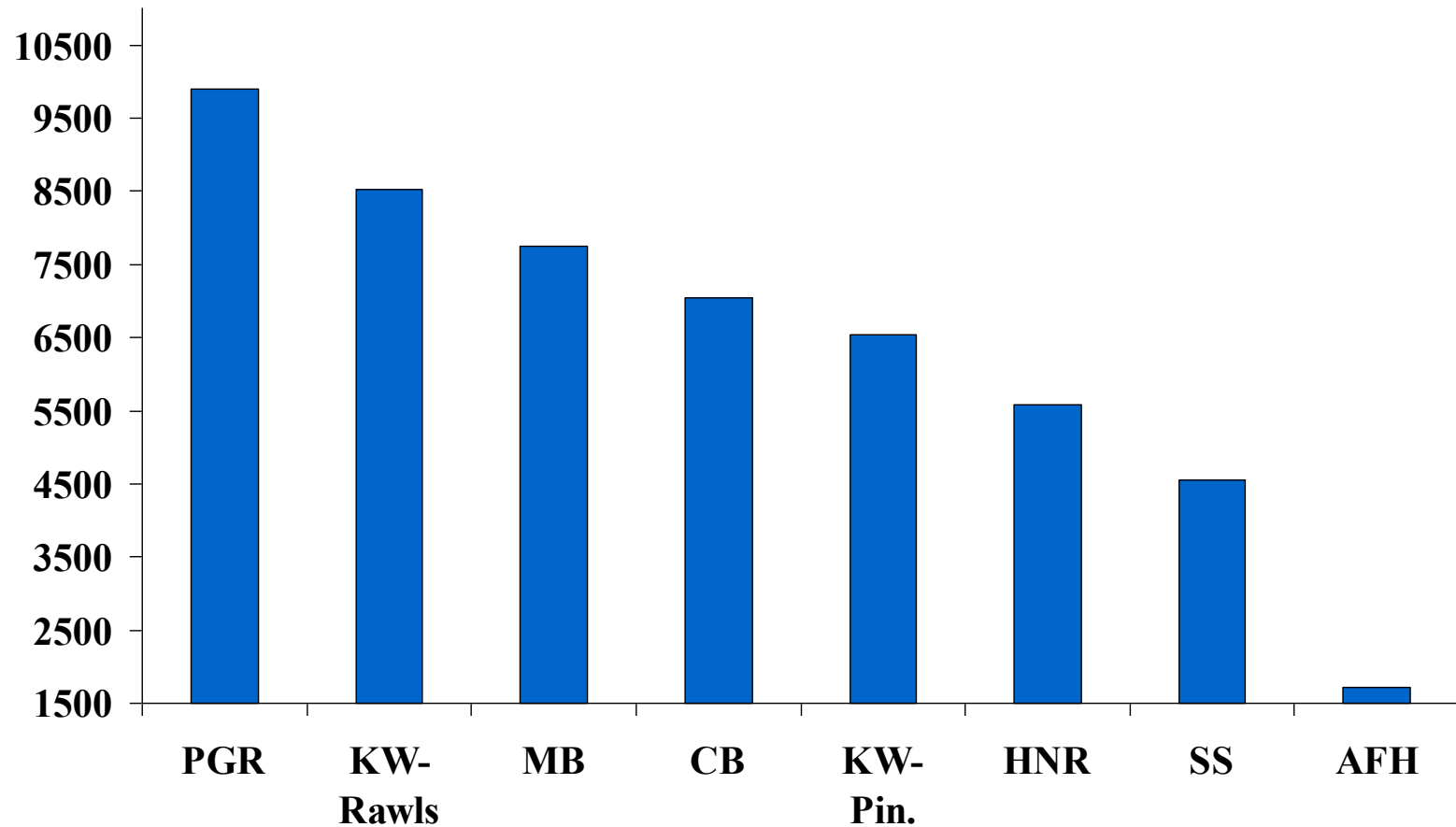
**PGR Up 11%. The Market Was Down 9%.**

# **2012 Rankings – Atlanta Business Chronicle (Based on Total Sales Volume)**



**Prudential Georgia Realty Ranked #1 – 2012, 2011, 2010!**

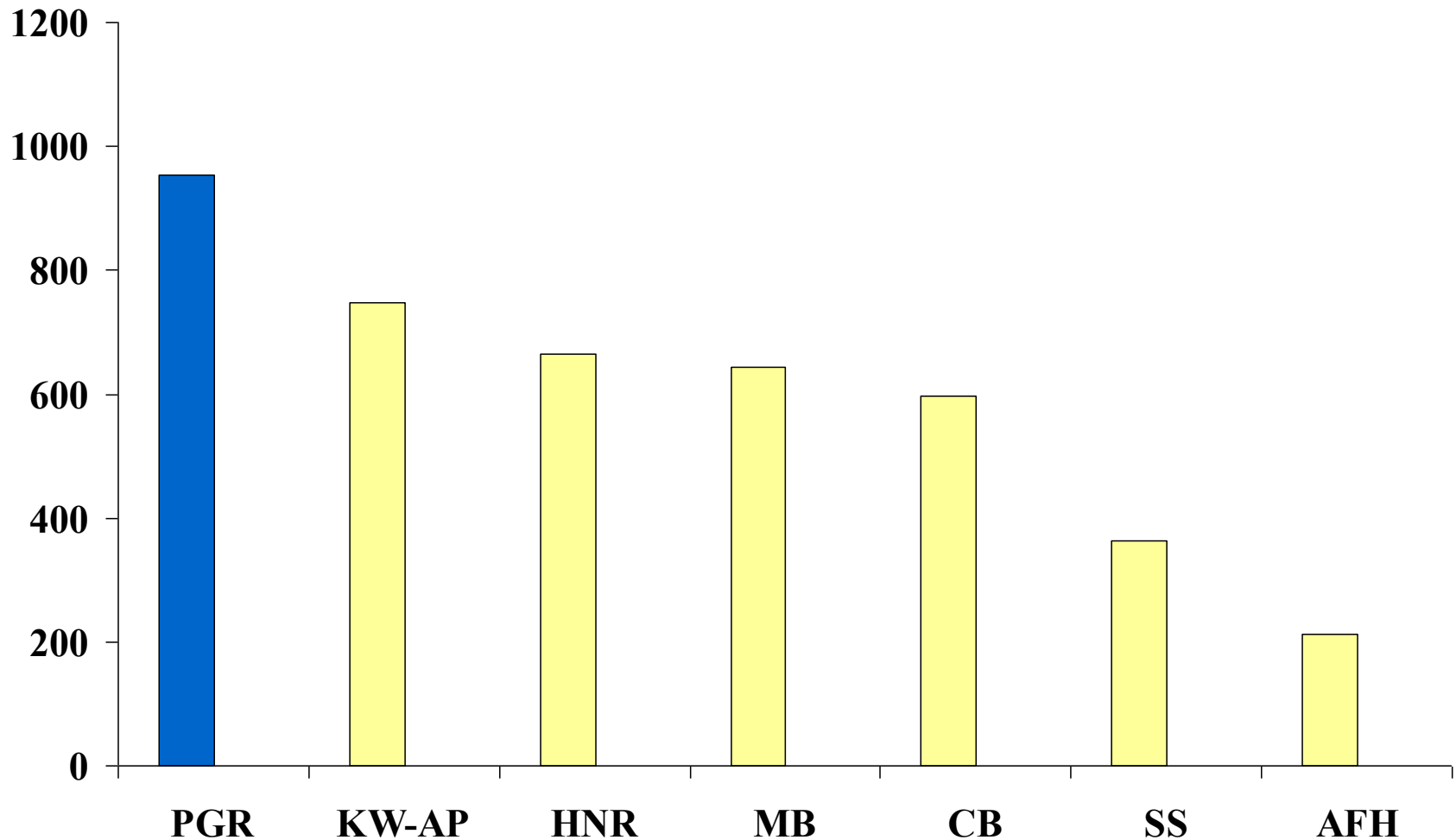
# **2012 Rankings – Atlanta Business Chronicle (Based on Transactions)**



**Prudential Georgia Realty Ranked #1 – 2012, 2011, 2010!**

# YTD Transactions – February 2013

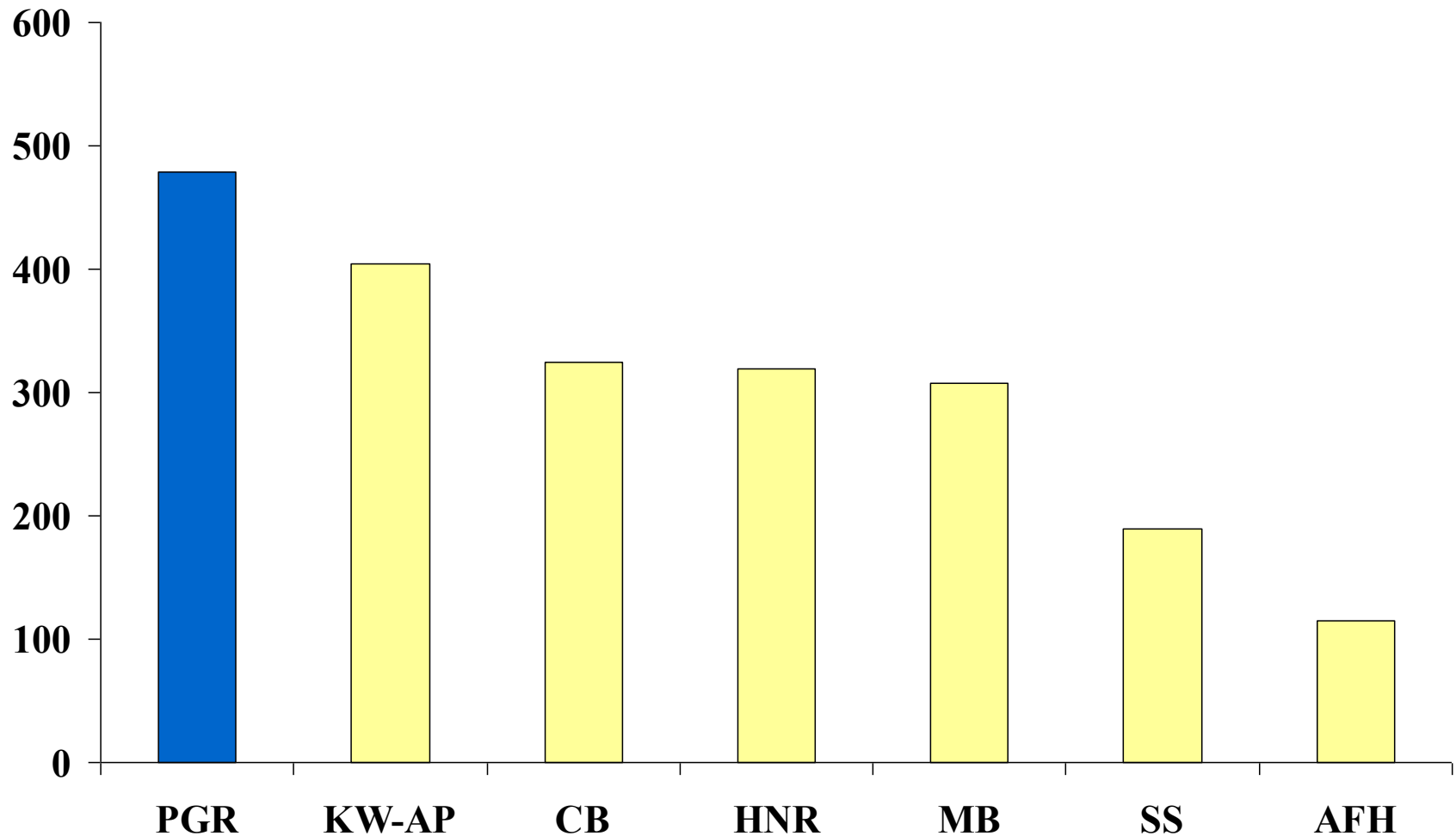
## FMLS Counties + Southern Crescent



Information Provided By Trendgraphix. PGR Numbers Internal.

# **YTD Listing Sales – February 2013**

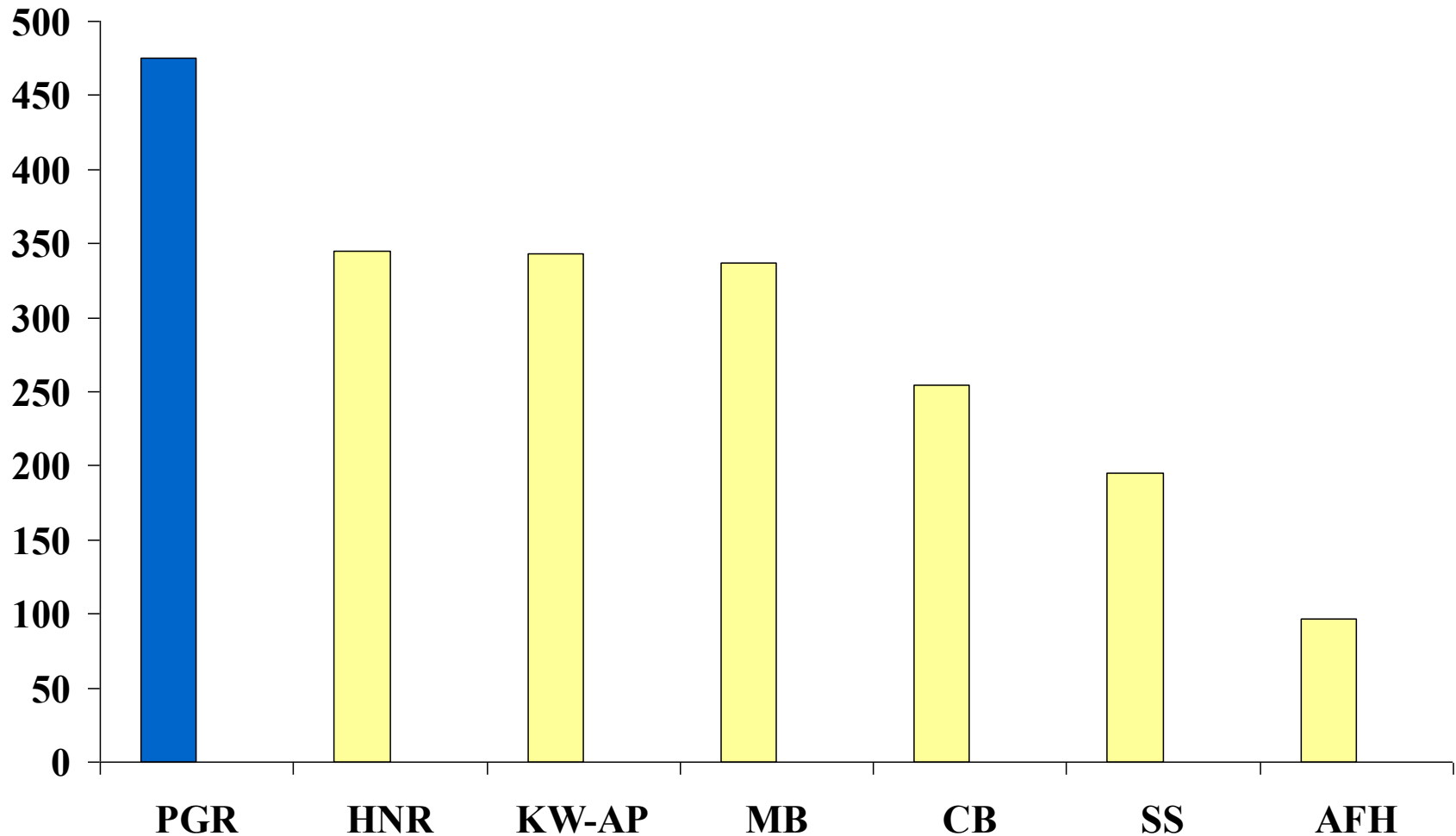
## **FMLS Counties + Southern Crescent**



**Information Provided By Trendgraphix.**

# Buyer Sales Units – February 2013

## FMLS Counties + Southern Crescent

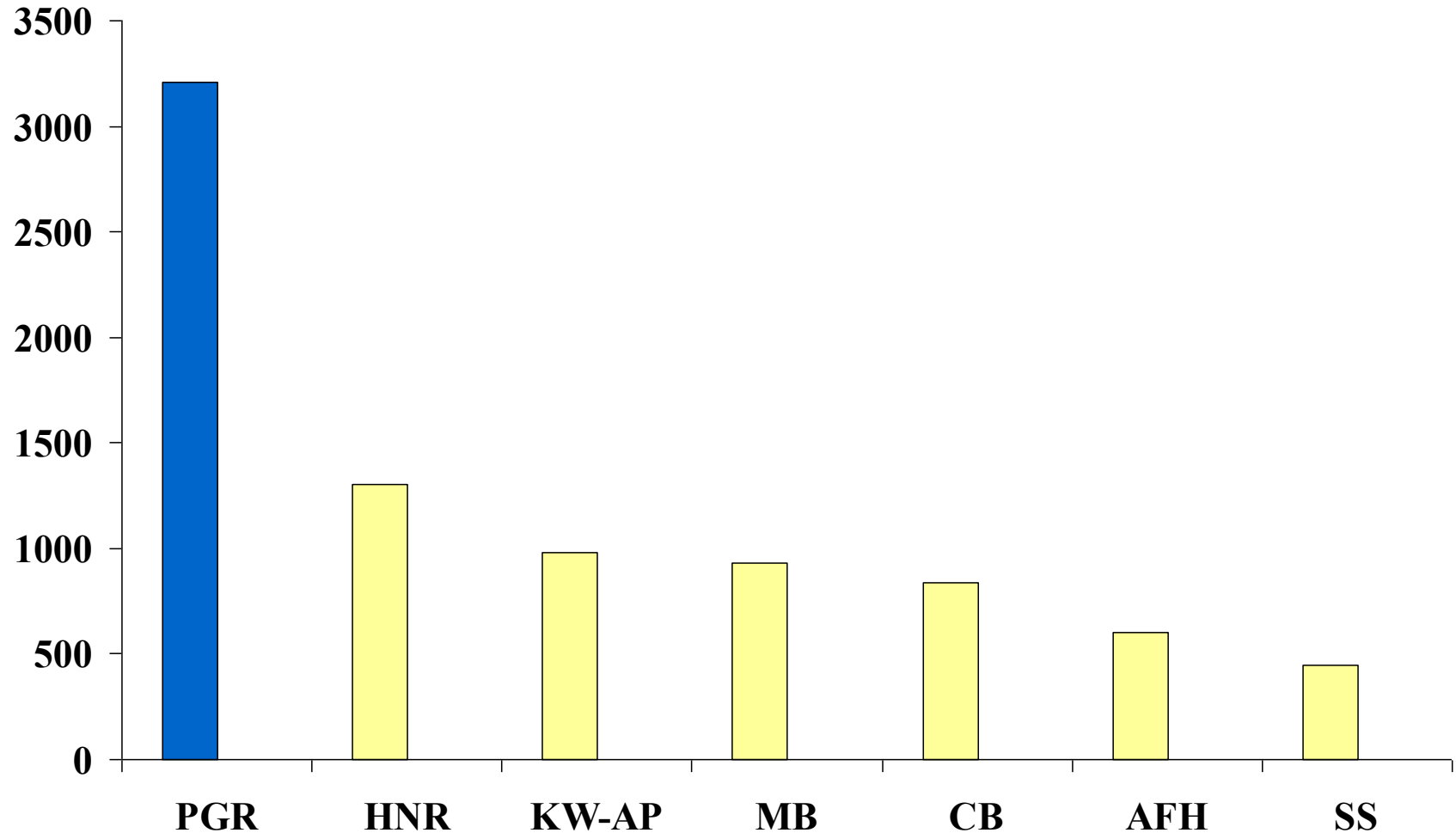


Information Provided By Trendgraphix.



# Current Listing Inventory – February 2013

## FMLS Counties + Southside



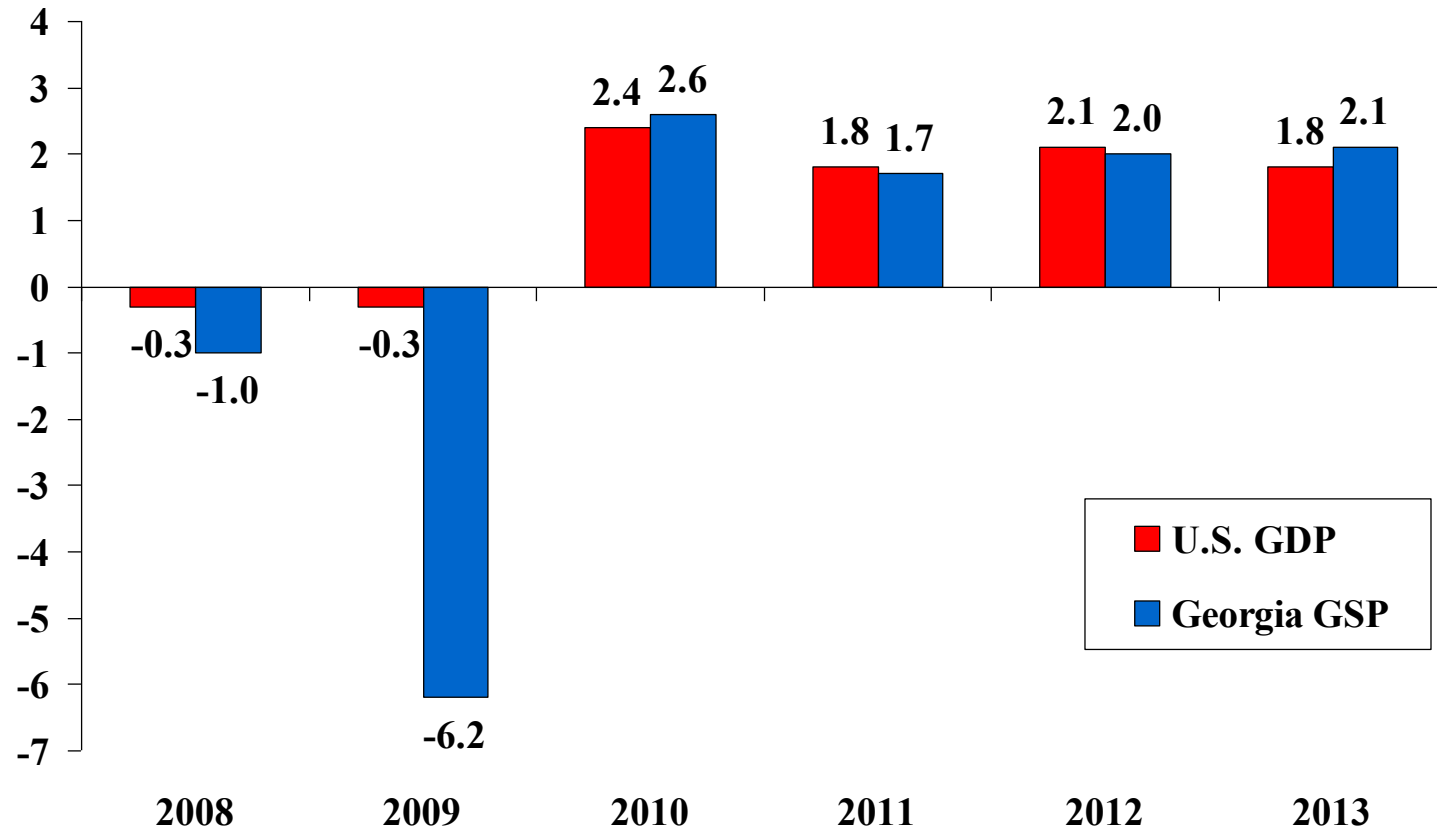
Information Provided By Trendgraphix. PGR Numbers Internal.



**Improving Economy  
in Georgia!**

# Georgia Economy Outperforming The National Economy In 2013

(Terry College of Business – University of Georgia)

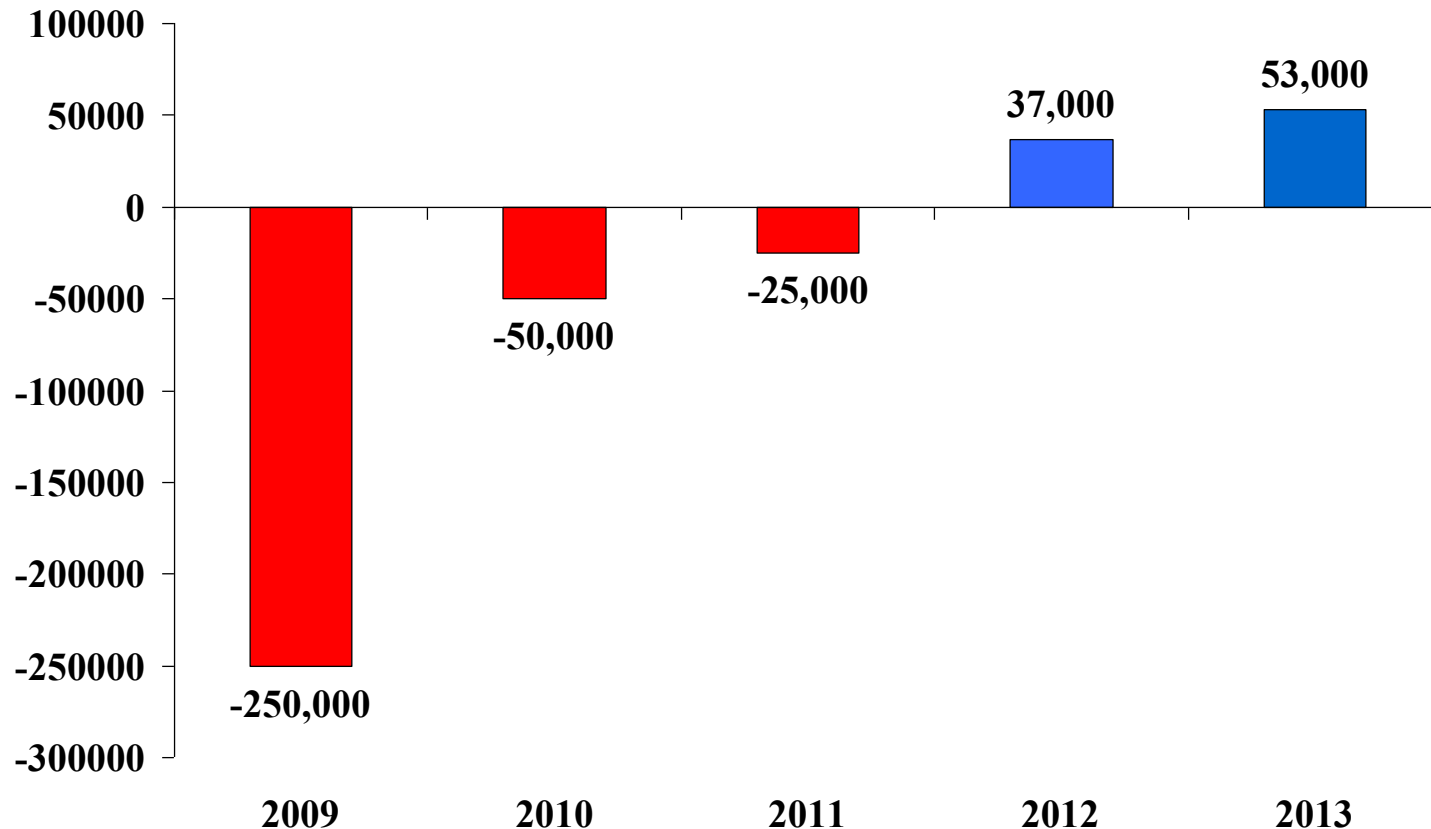




**More Jobs  
In Georgia!**

# More Jobs In Georgia

(Terry College of Business – University of Georgia)

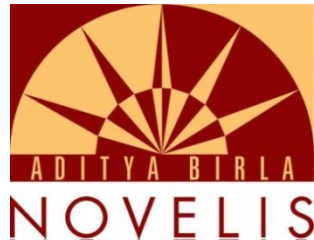


- Georgia Lost 325,000 Jobs In The Great Recession.
- 2012 Restarted Positive Job Growth Trend!



**Buyer Demand  
Will Be Higher**

# Major Group Moves



***Baxter***



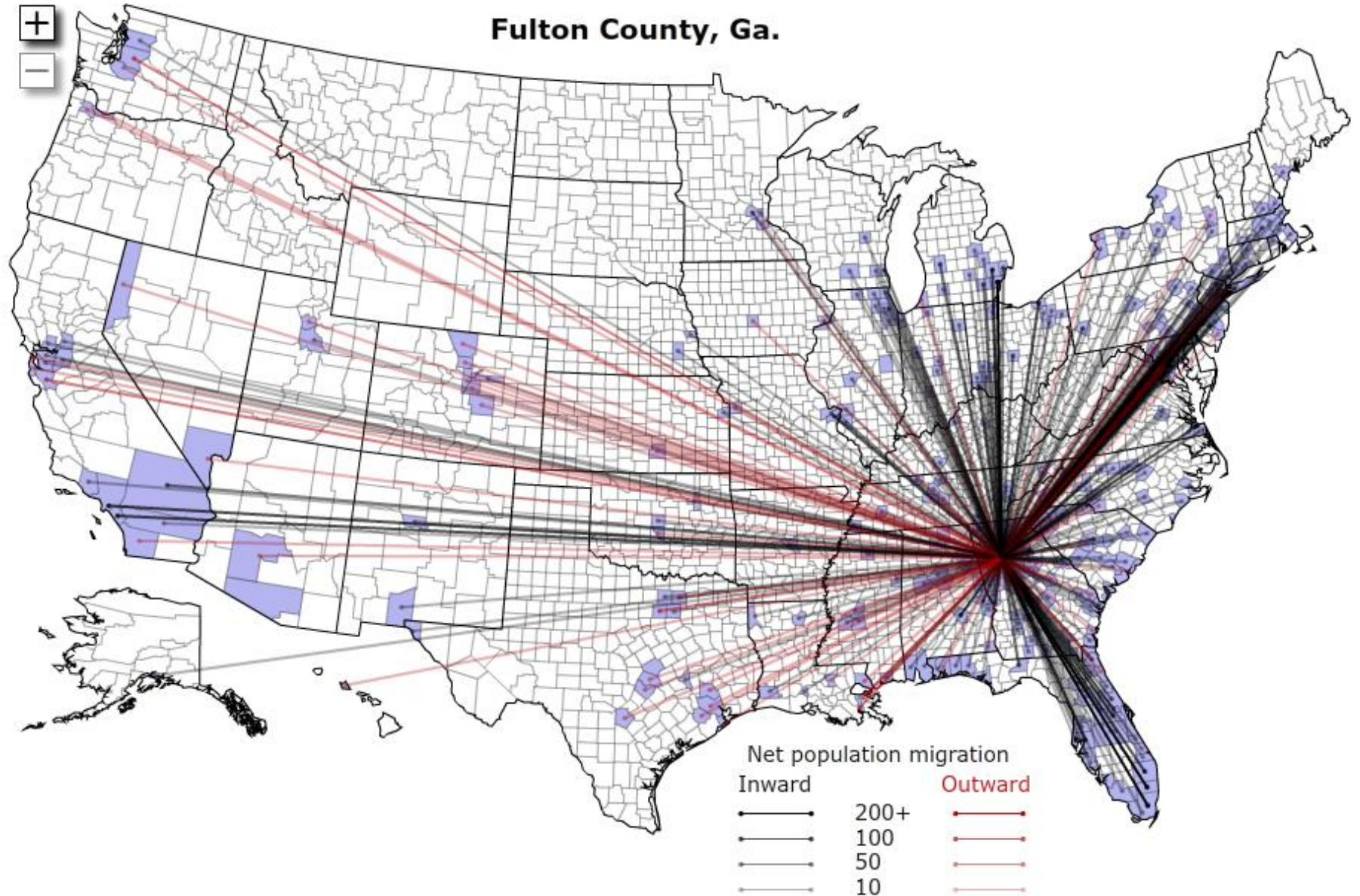
**PORSCHE**



# And More Coming ...



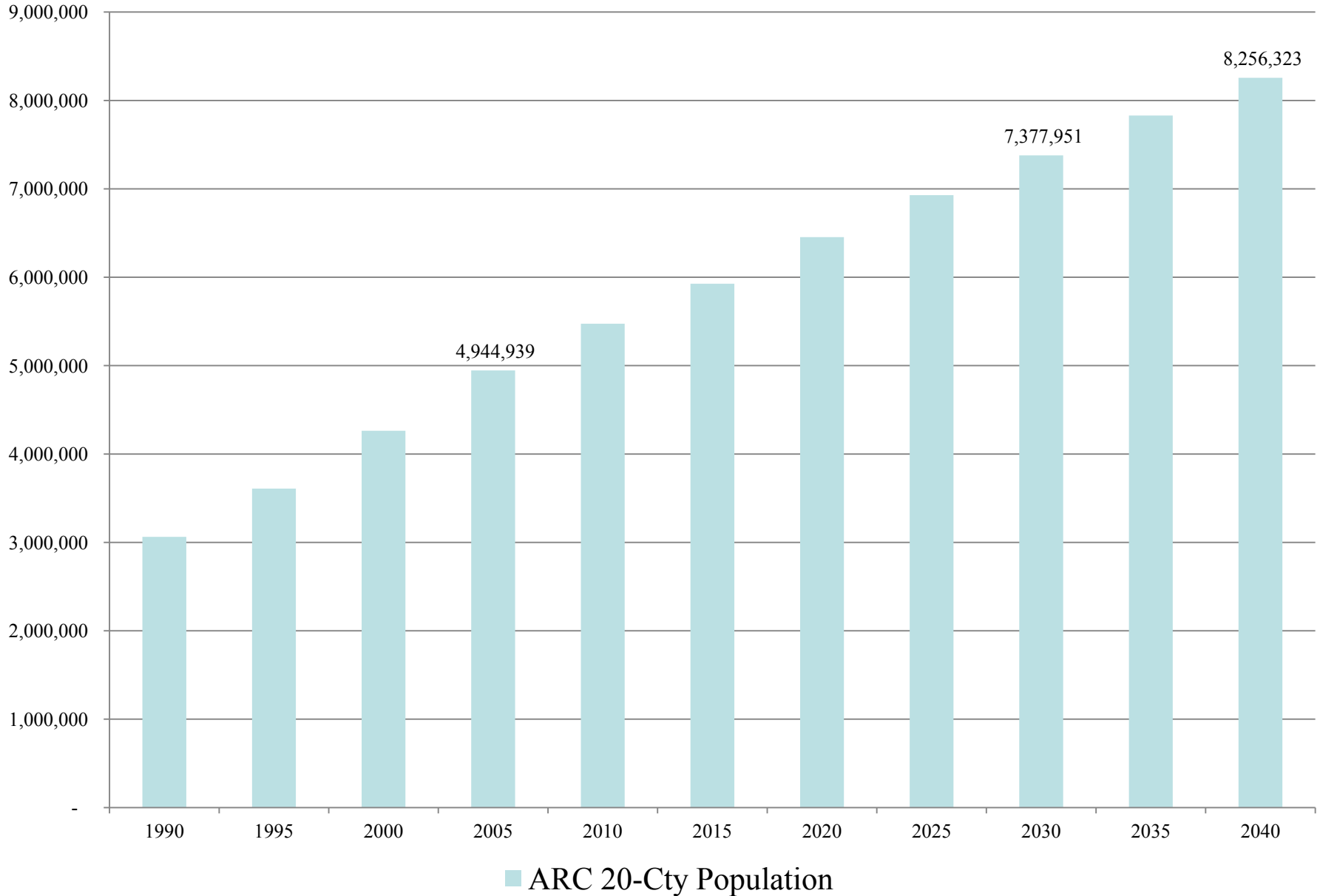
# Rustbelt To Sunbelt





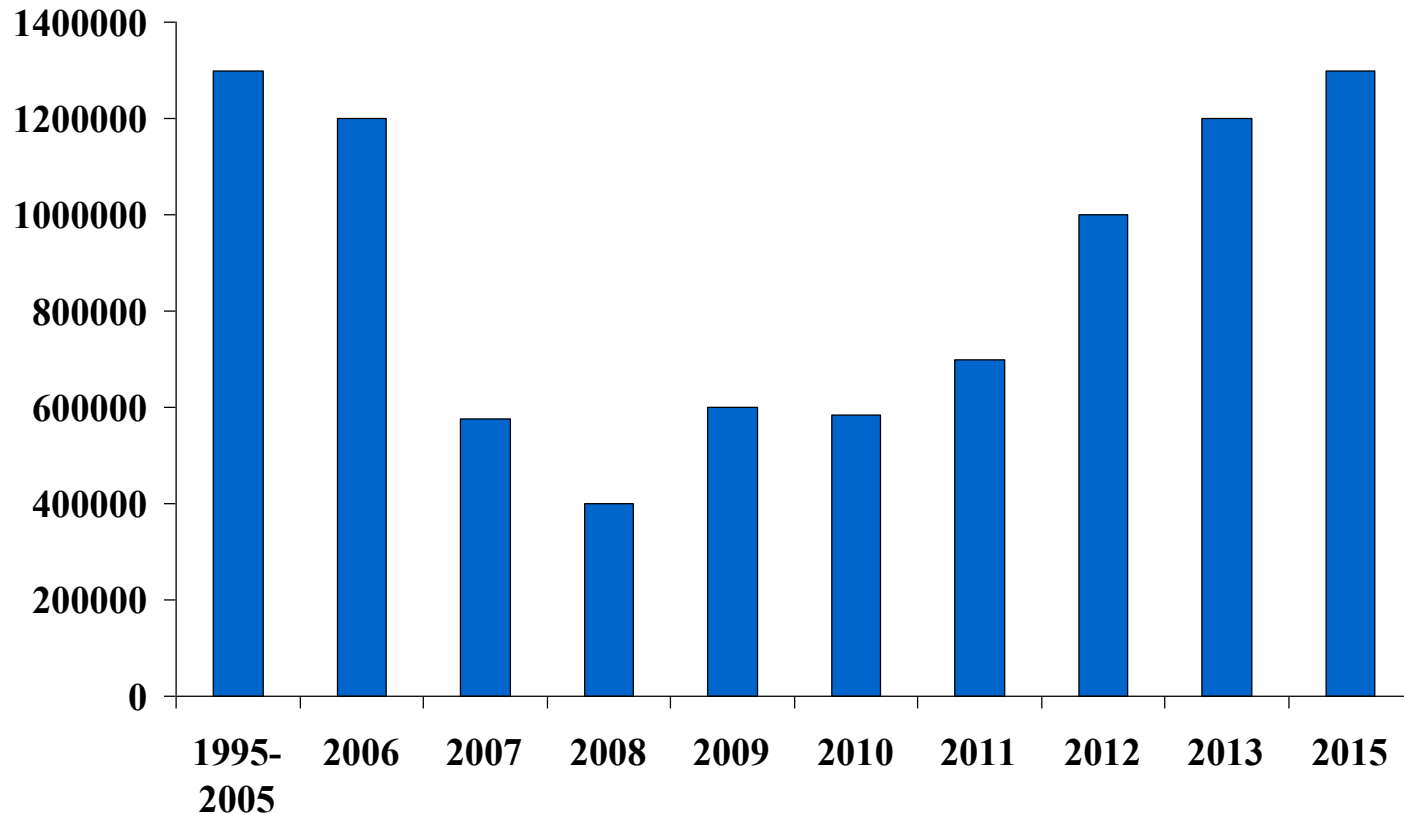
# Forecast Population Growth

*20-County Forecast Area*



# **U. S. Household Formation Trends**

## **Demand For 1st Time Buyers Will Be Strong!**



Source: U.S. Census, JCHS Household Growth Projections, Goldman Sachs

- **New Household Formation Dropped From 1.2 Mil (2006) To 400,000 (2008)**
- **Growing To 1.2 Million In 2013. Lots Of Pent-Up Demand.**
- **4 Million Students Per Year Graduate From College For Next 10 Years!**

# Baby Boomers Are Coming To Be Close To Their Children & Grandchildren.

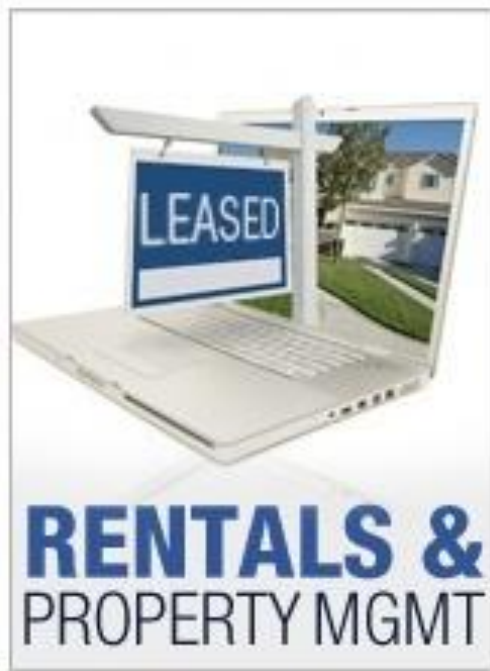
	Total Population	Rank of Share				
		Under 20	20-64	65+	25-39	45-59
Dallas	6,144,489	3	9	25	1	24
Atlanta	5,271,550	5	6	27	2	19
Phoenix	4,179,427	4	24	15	4	26
Denver	2,466,591	11	5	24	4	12
Riverside	4,081,371	1	27	22	5	27
Houston	5,629,127	2	10	26	6	21
Portland	2,174,631	19	7	19	7	7
Seattle	3,309,347	22	1	20	8	3
Sacramento						
Washington						
Los Angeles						
San Diego						
San Francisco						
Orlando						
Minneapolis						
Chicago						
New York						
Boston	4,482,857	23	8	9	18	10
Cincinnati	2,134,864	9	19	13	19	14
Baltimore	2,668,056	17	11	11	20	9
Detroit	4,467,592	13	18	12	21	5
Philadelphia	5,827,962	16	21	5	22	13
St. Louis	2,802,282	15	20	7	23	8
Miami	5,413,212	24	26	3	24	17
Tampa	2,723,949	25	25	1	25	16
Cleveland	2,096,471	20	23	4	26	2
Pittsburgh	2,355,712	27	22	2	27	1

**Metro Atlanta Has The:**

- #2 Population Age 25-39
- #5 Population Under 20

Source: Census Bureau

# **Investors See The Opportunity To Buy Low, Lease & Sell High For Single Family Properties!**

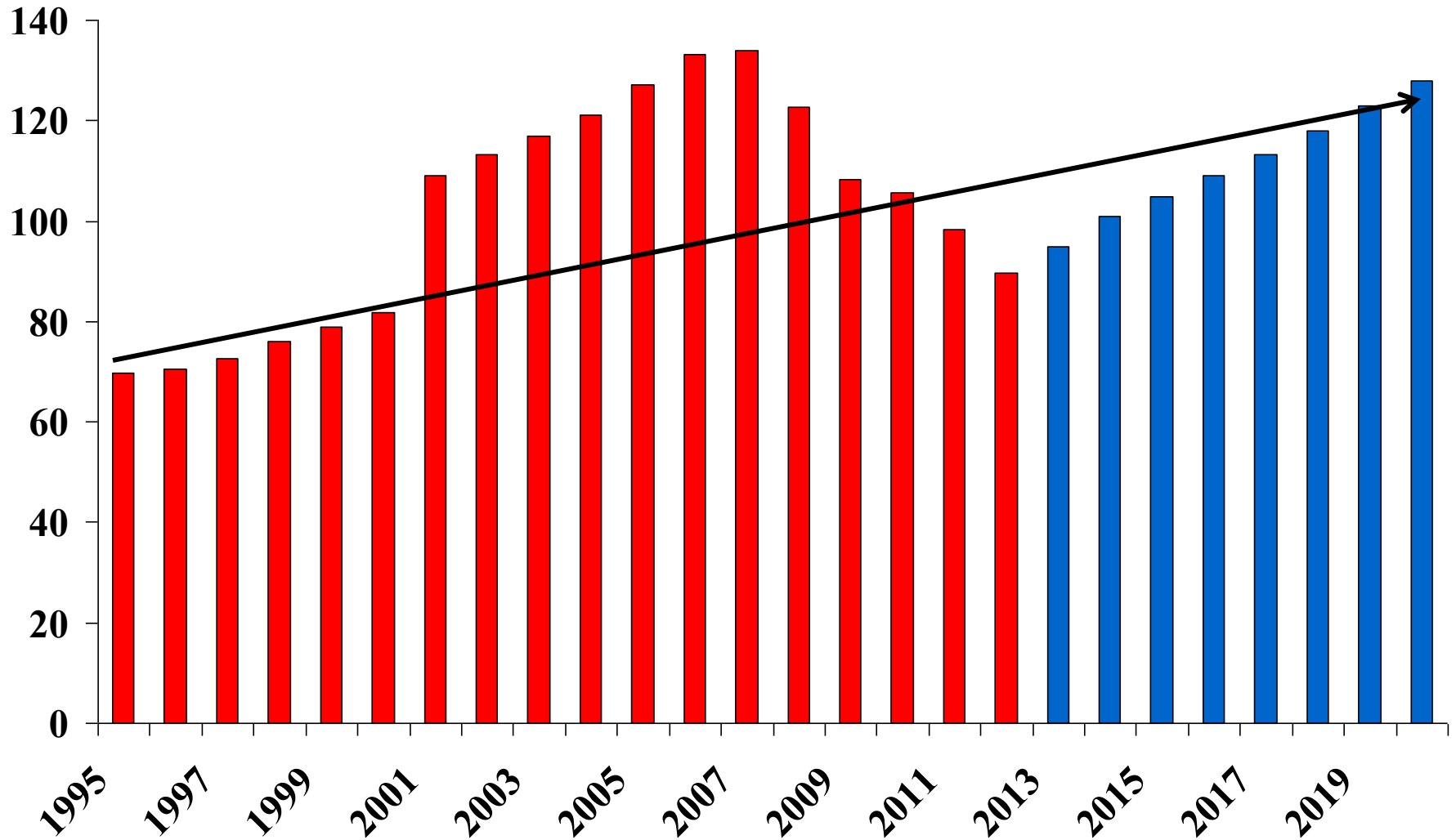


**This Is Causing A Shortage Of  
Inventory Under \$200,000.**



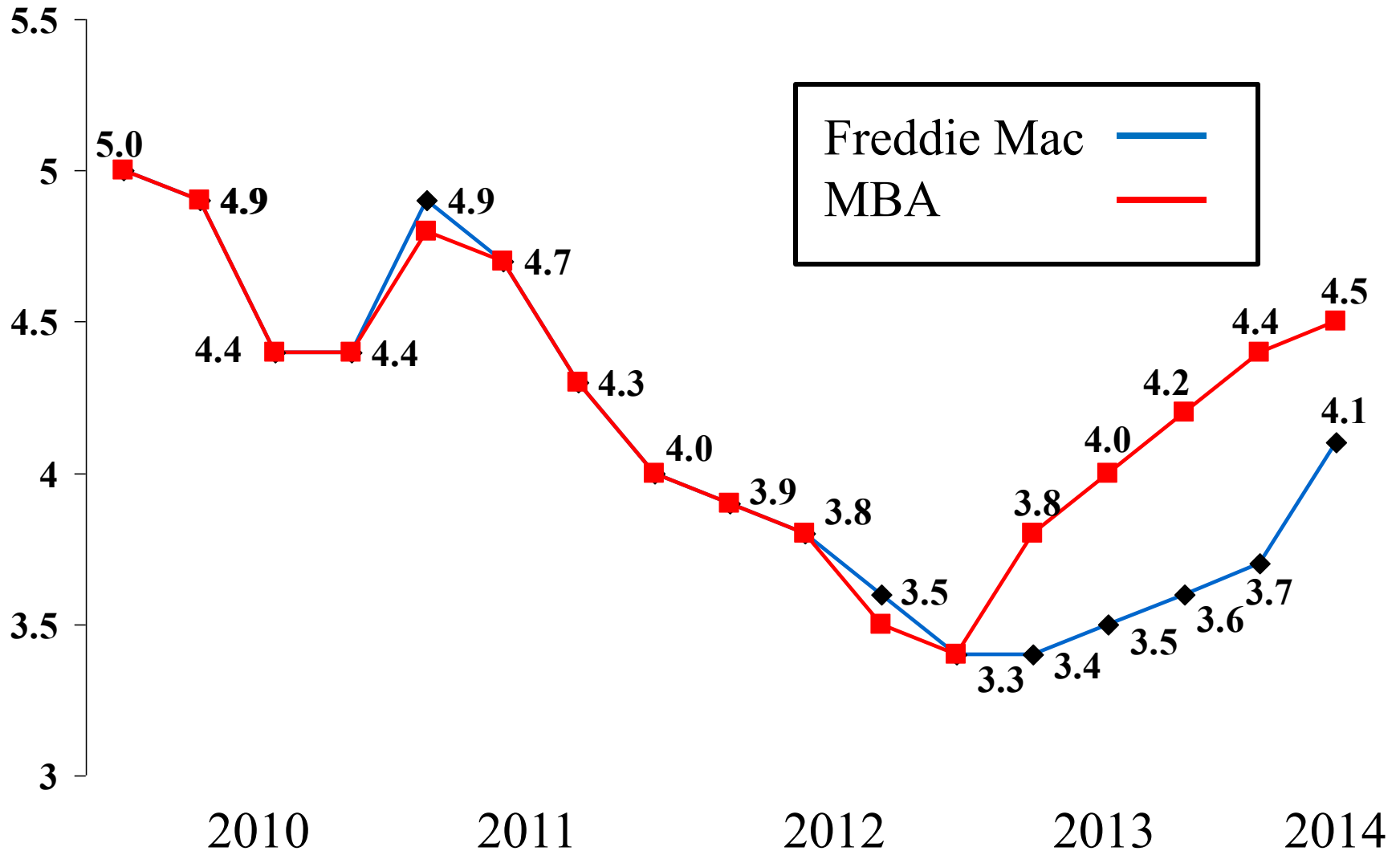
# **Home Affordability (Prices + Mortgage Rates)**

# Case-Shiller Home Values For Metro Atlanta

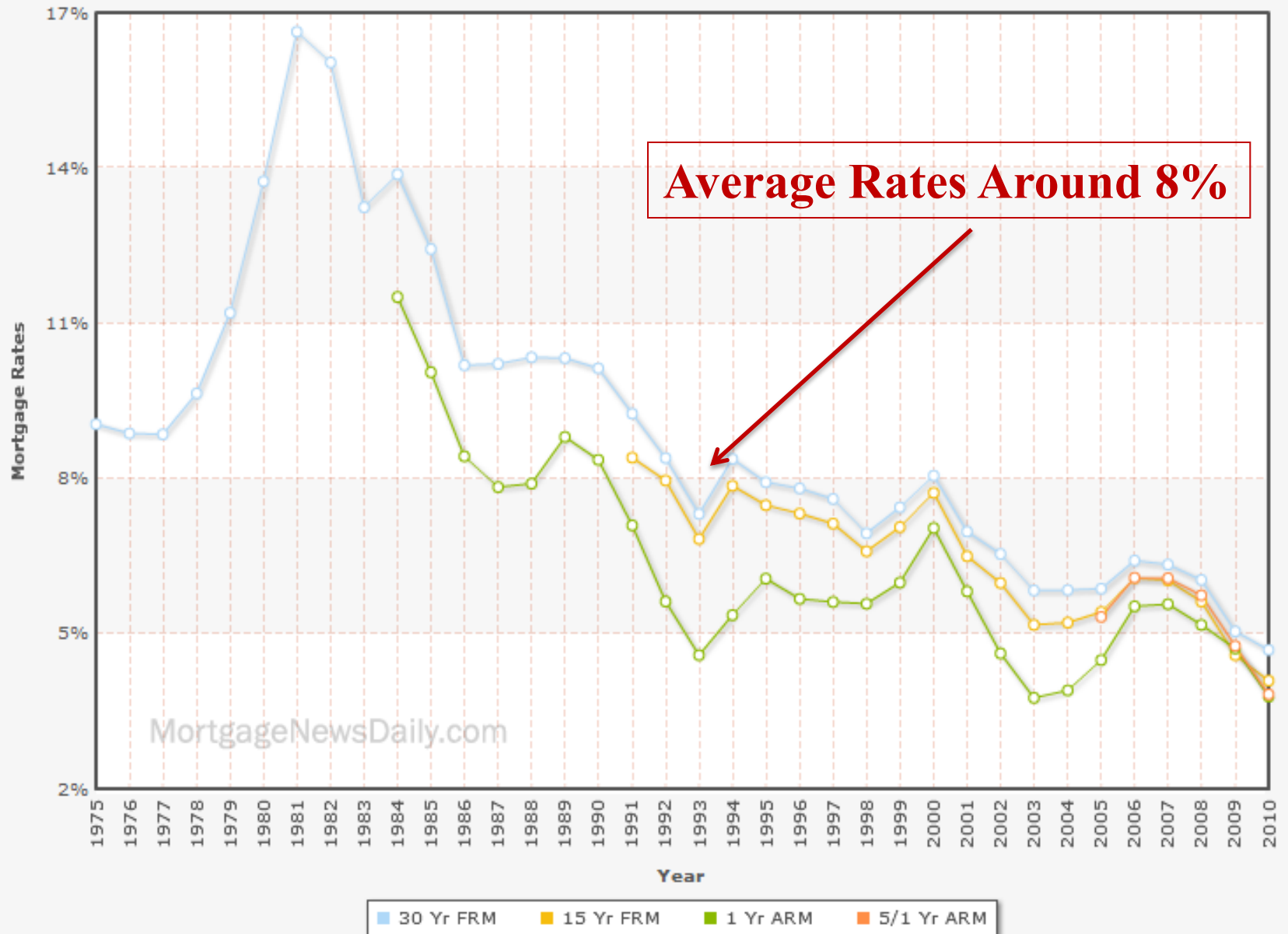


Peak was July 2007. Current Home Values Remain Below The Normal Trend Line. This Is Why Real Estate Is A Great Opportunity!

# Freddie Mac & Mortgage Bankers Association 30-Year Fixed Rate Forecast – January 2013 2010 – 2014 Quarterly Averages



## U.S. Average Weekly Mortgage Rates (36 Years)





**For Many Sellers...**  
**Now Is The Time To Act!**  
**Home Prices & Mortgage Rates**  
**Will Continue To Rise.**  
**If They Wait Too Long,**  
**The Home They Really Want**  
**May Be Too Expensive!**