

The 2012 Reno/Sparks Residential Resale Market Report

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**RENO/SPARKS ASSOCIATION OF
REALTORS®**

The Great Depression Millionaires



Colonel Sanders



Bill Hewlett & Dave Packard



Joseph P. Kennedy

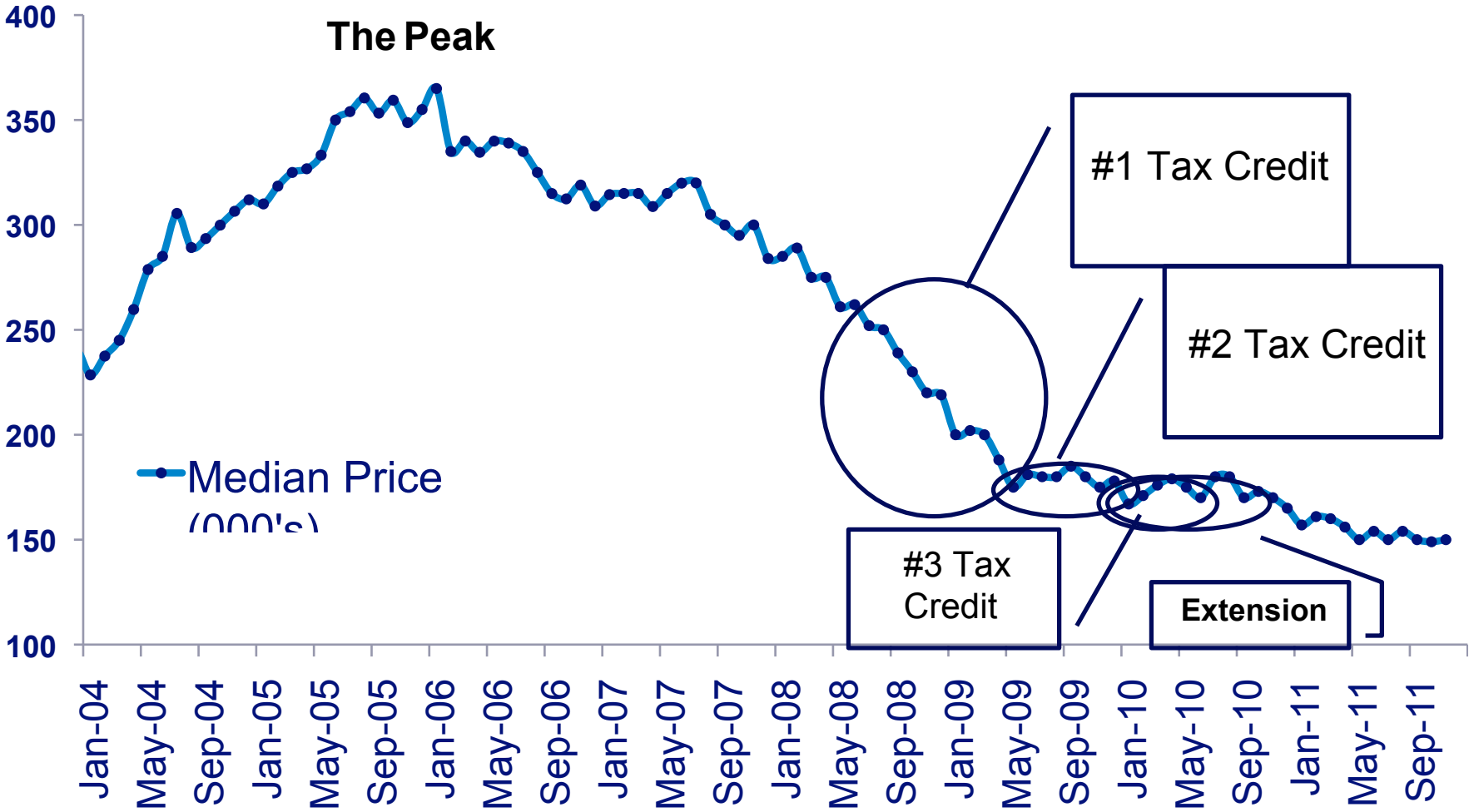
What's Driving Our Market or Holding it Back?

- Is it unemployment?
- Unemployment
 - The Great Depression
 - 25% jobless rate
 - 25% taking wage cuts or part time
 - The Great Recession (2010)
 - Reno MSA jobless rate 14.1
 - In 2011
 - Reno MSA jobless rate 12.7

What's Driving Our Market or Holding it Back?

- Is it “ Not enough Government Assistance?

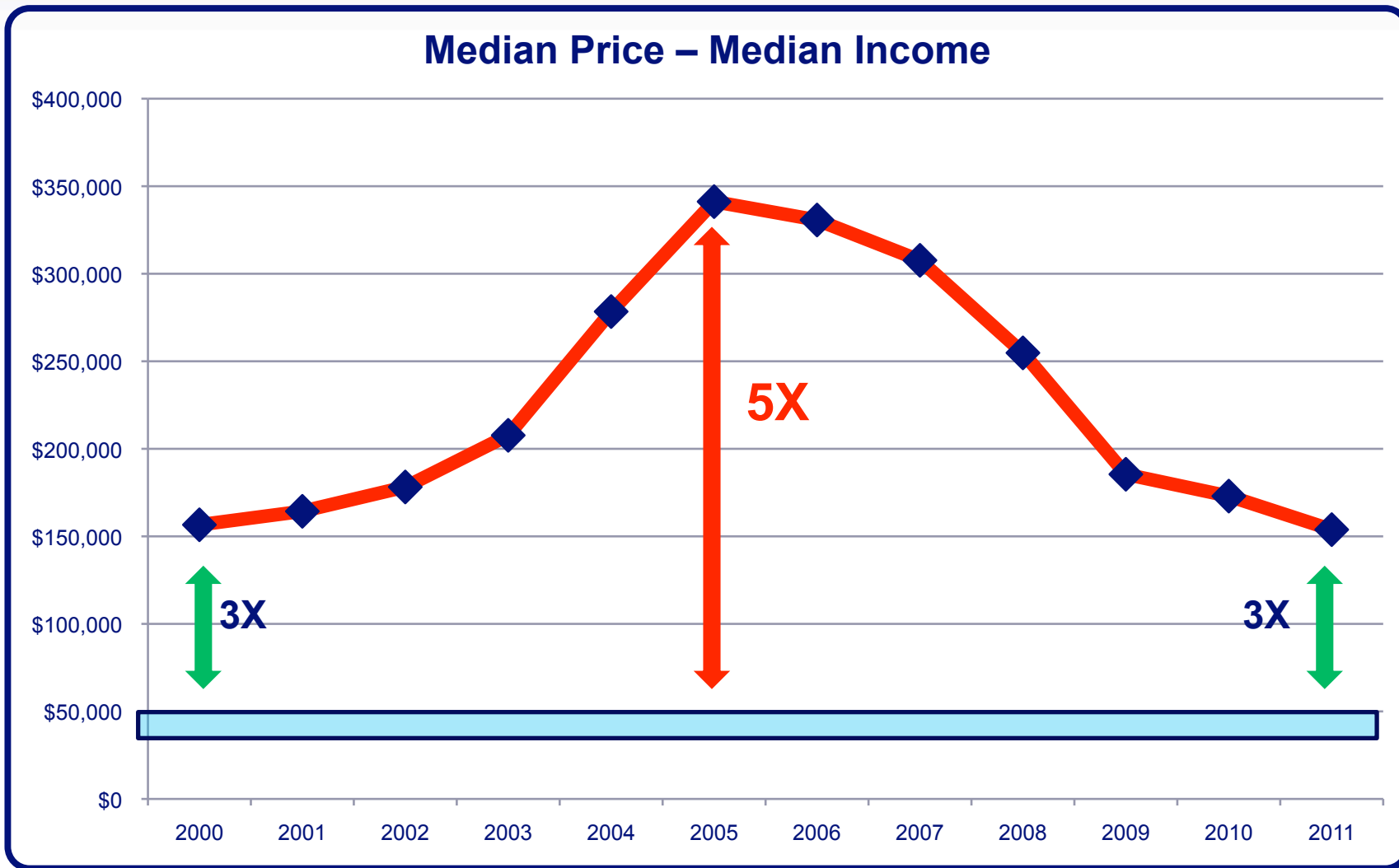
Single Family Home Price Trends



What's Driving Our Market or Holding it Back?

- Is it Affordability?

Current Home Prices Mean...Affordability



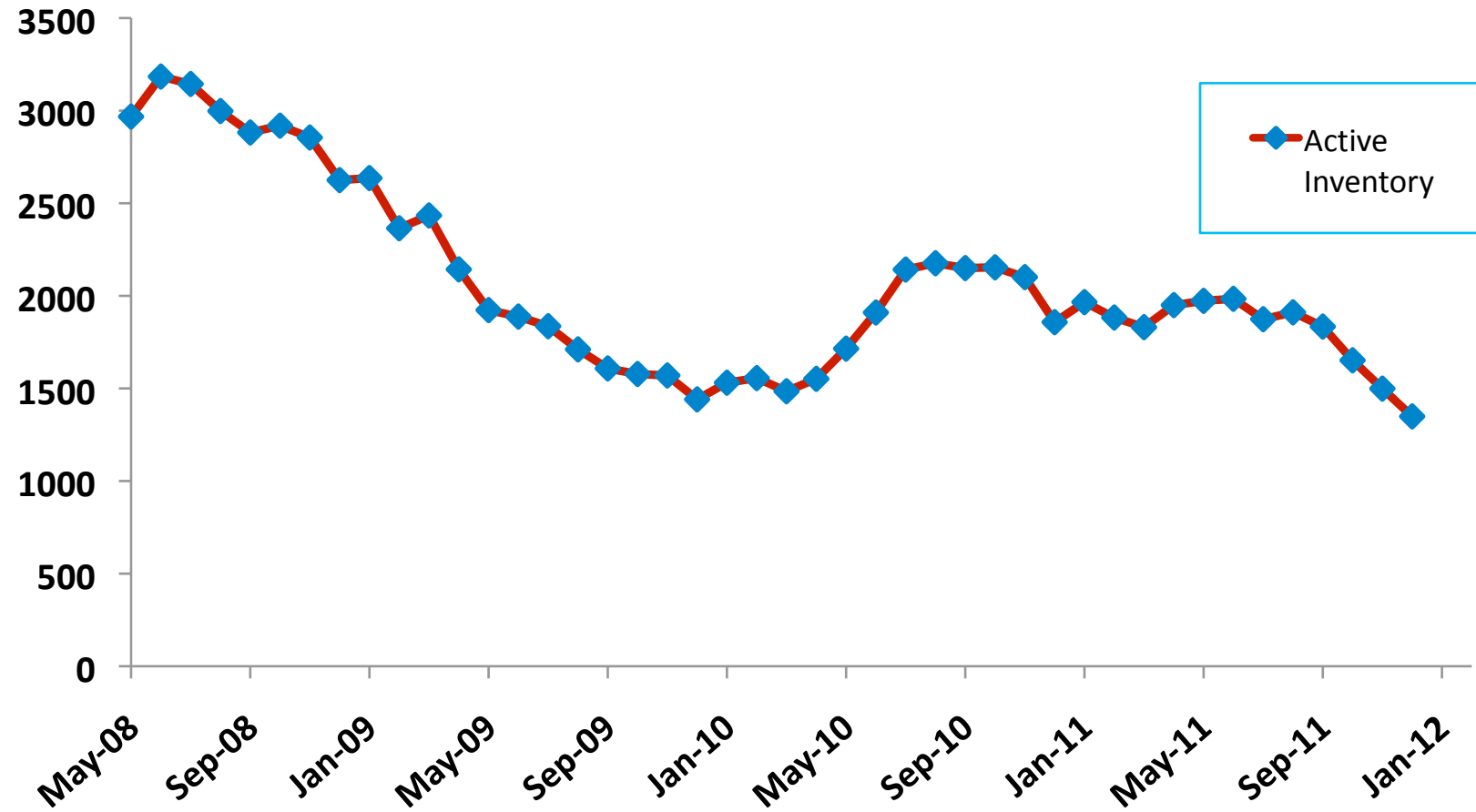
Who Can Afford to Buy?

- Median Price = \$150,000
- Down payment = \$5,250 + closing costs
- Loan amount = \$144,750.00
- Payment amount = \$716.00
- Two income family of \$10.00/hr. each

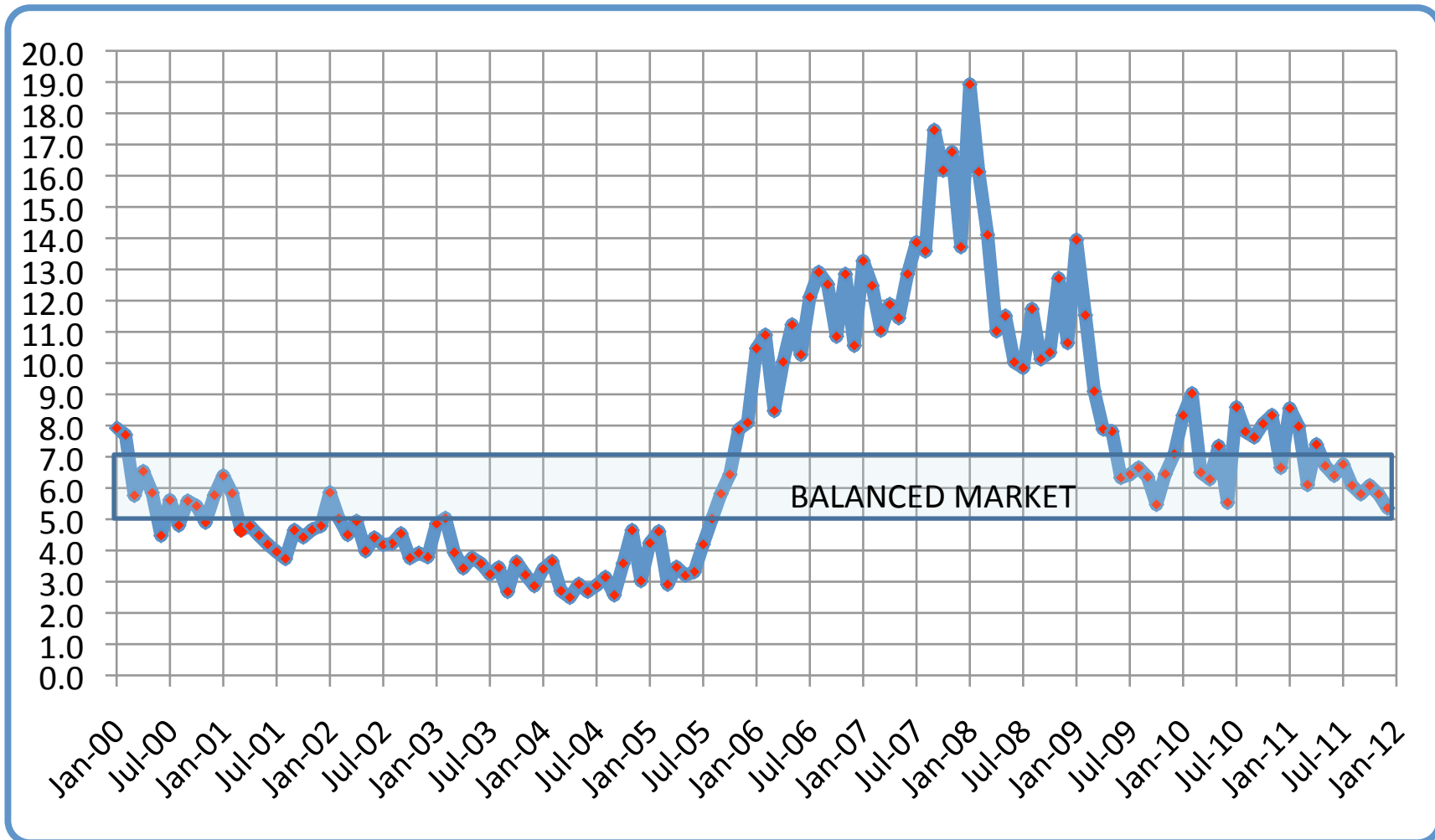
What's Going On Now In Our Market?

❖ **Is it Inventory?**

Active Inventory



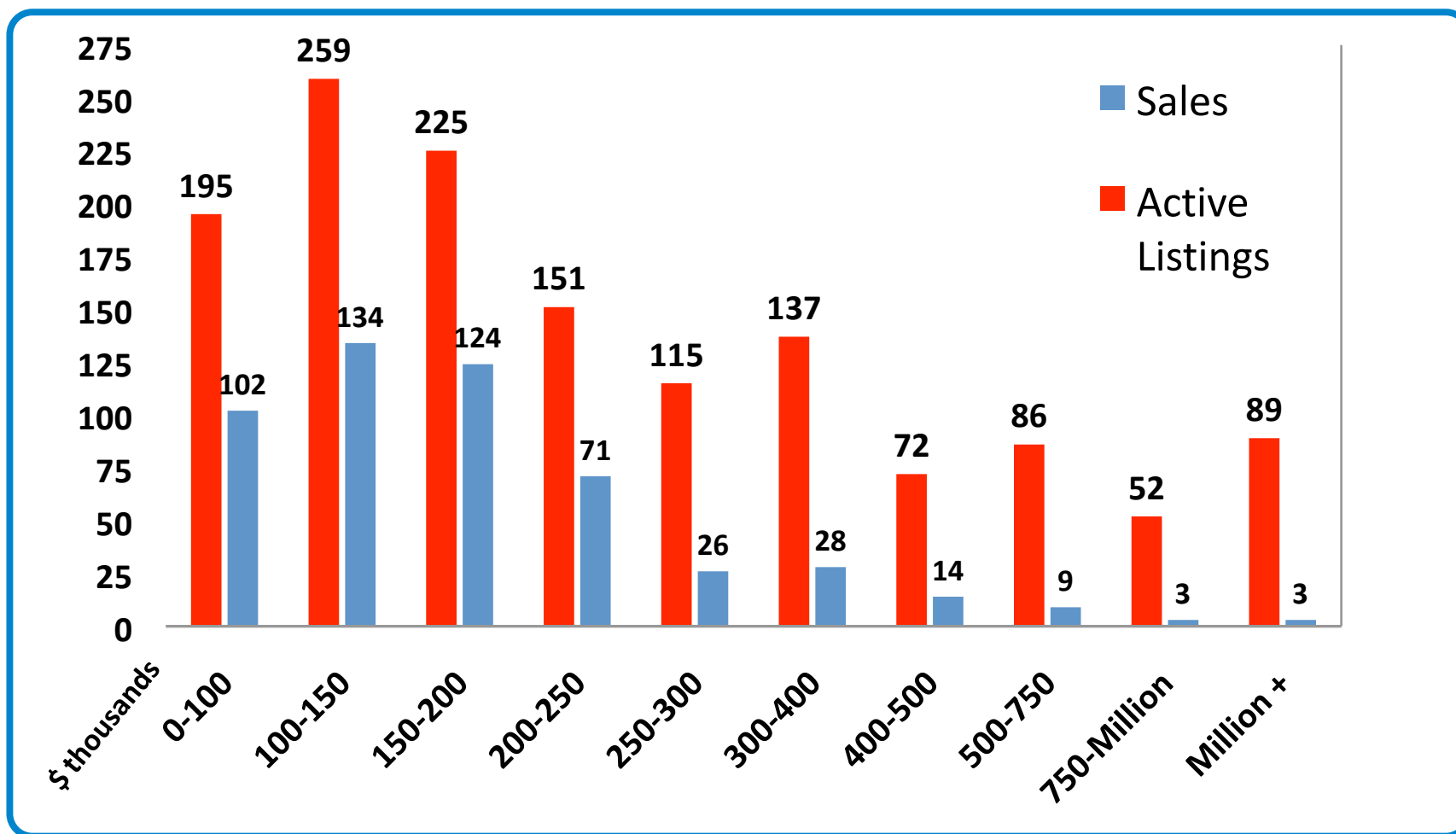
Market Absorption – Months of Inventory



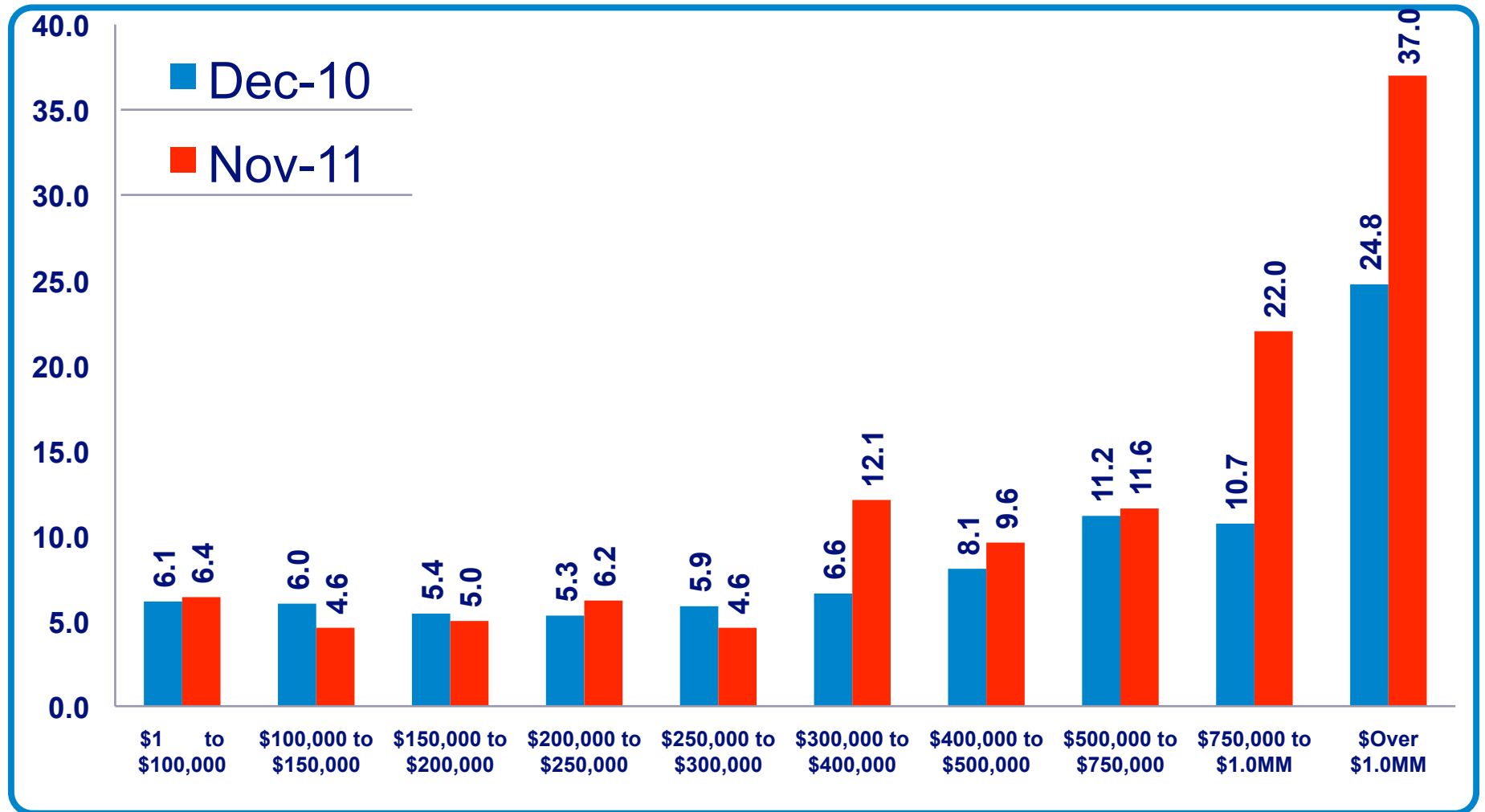
What's Going On Now In Our Market?

❖ **Is it Inventory at the right price?**

Active Listings vs. Sold by Price December 2011



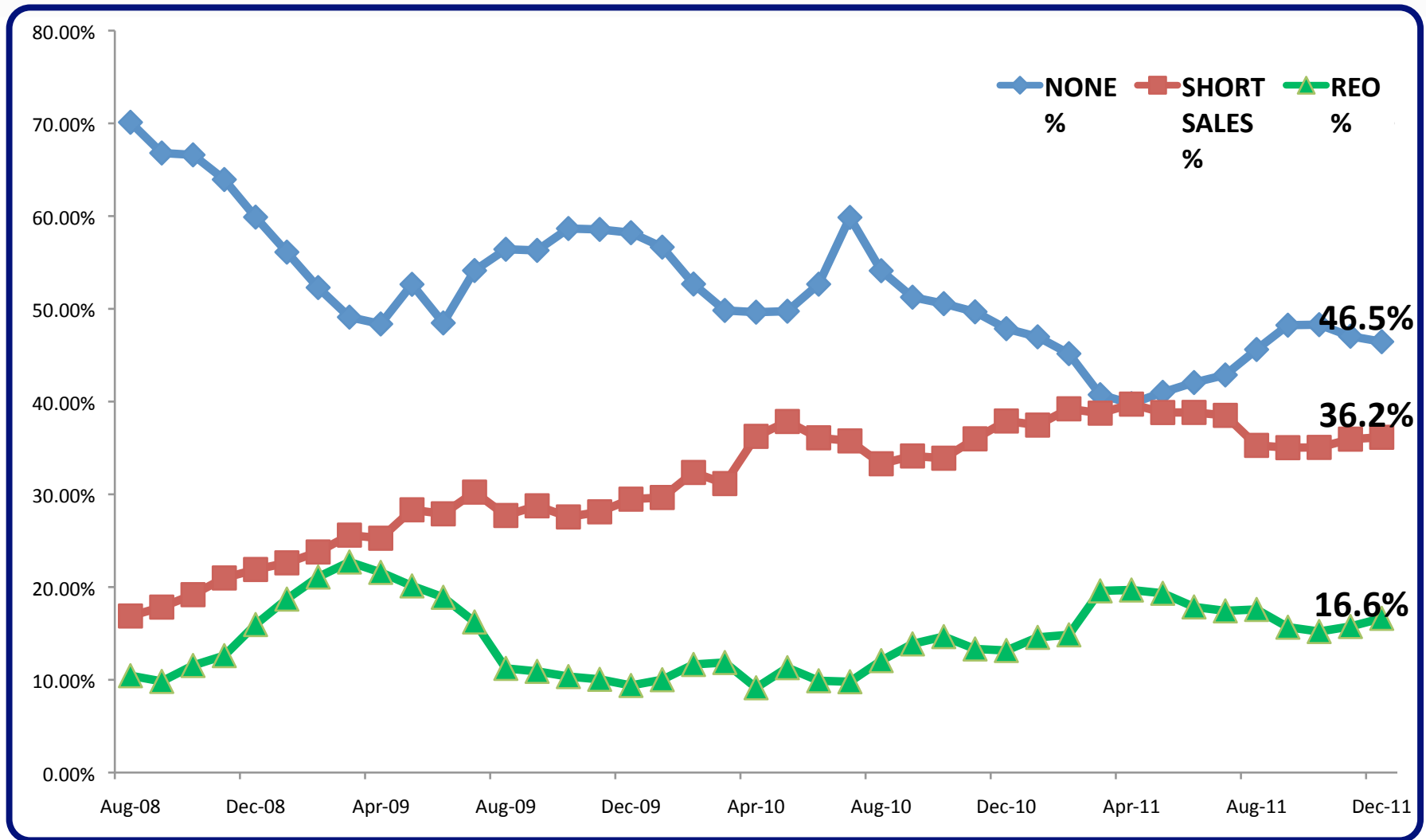
Market Absorption by Price Range



What's Going On Now In Our Market?

❖ **Is it Mix of Inventory?**

Active Listings by Mix

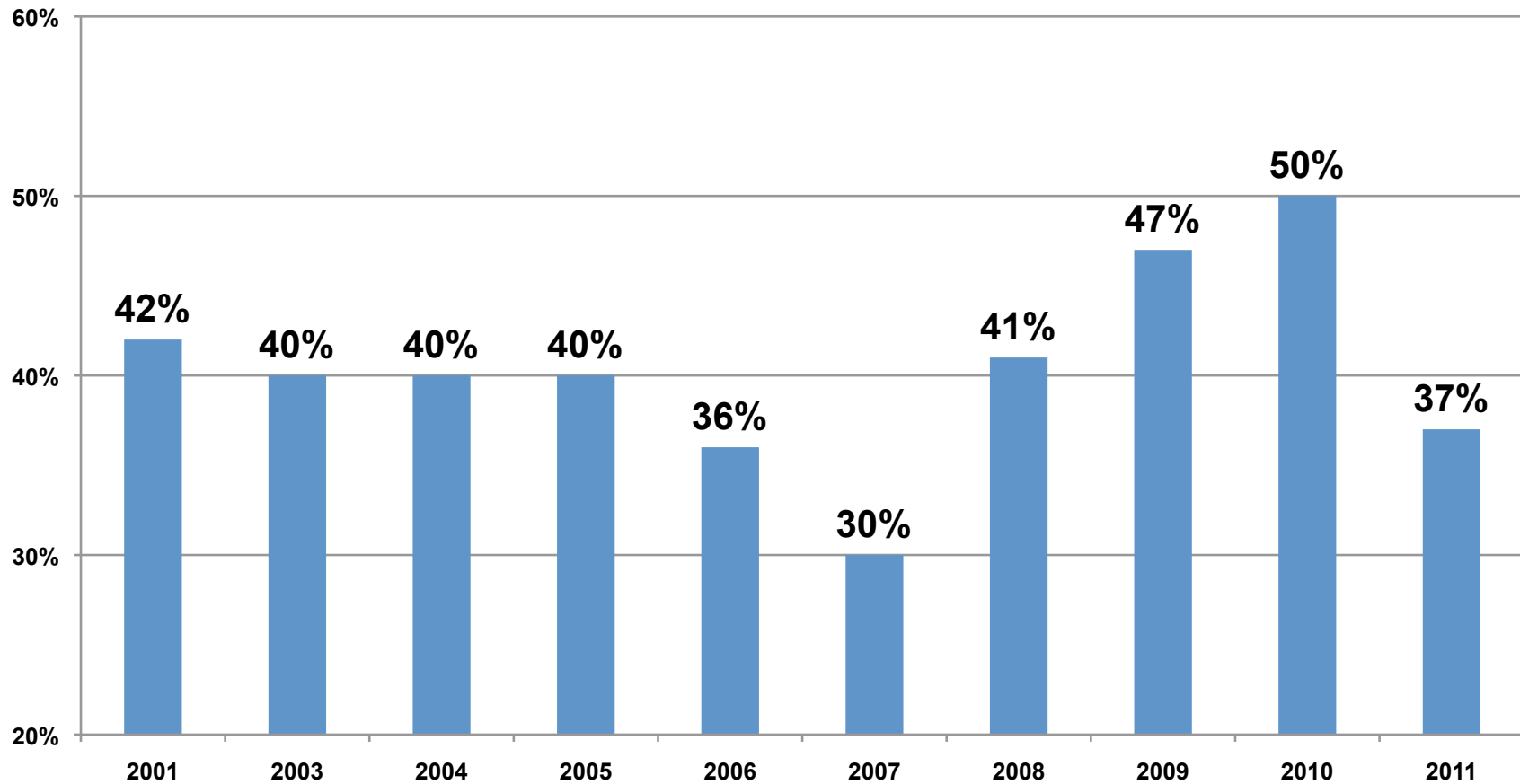


What's Going On Now In Our Market?

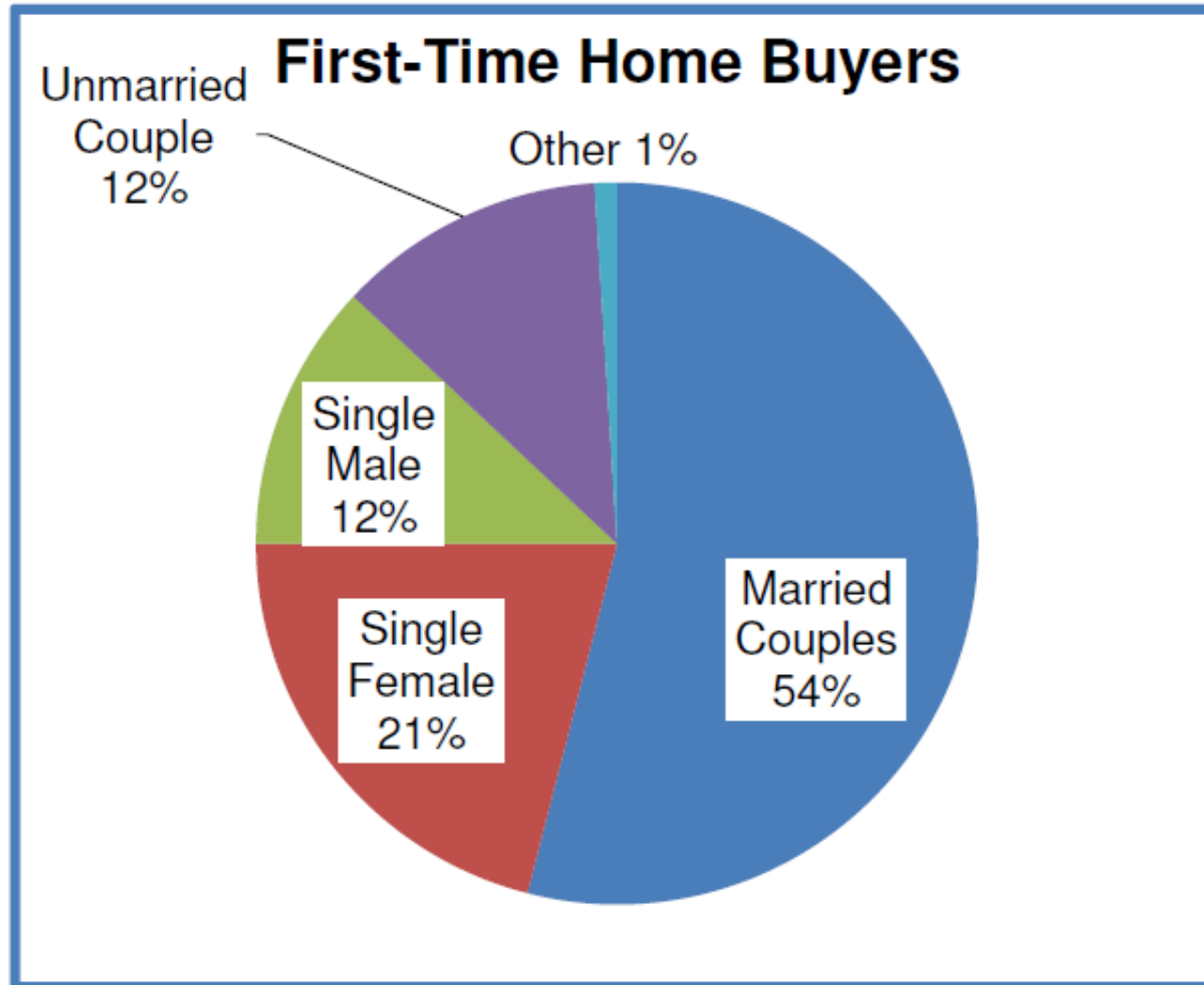
❖ Who's buying?

History of Who's Buying

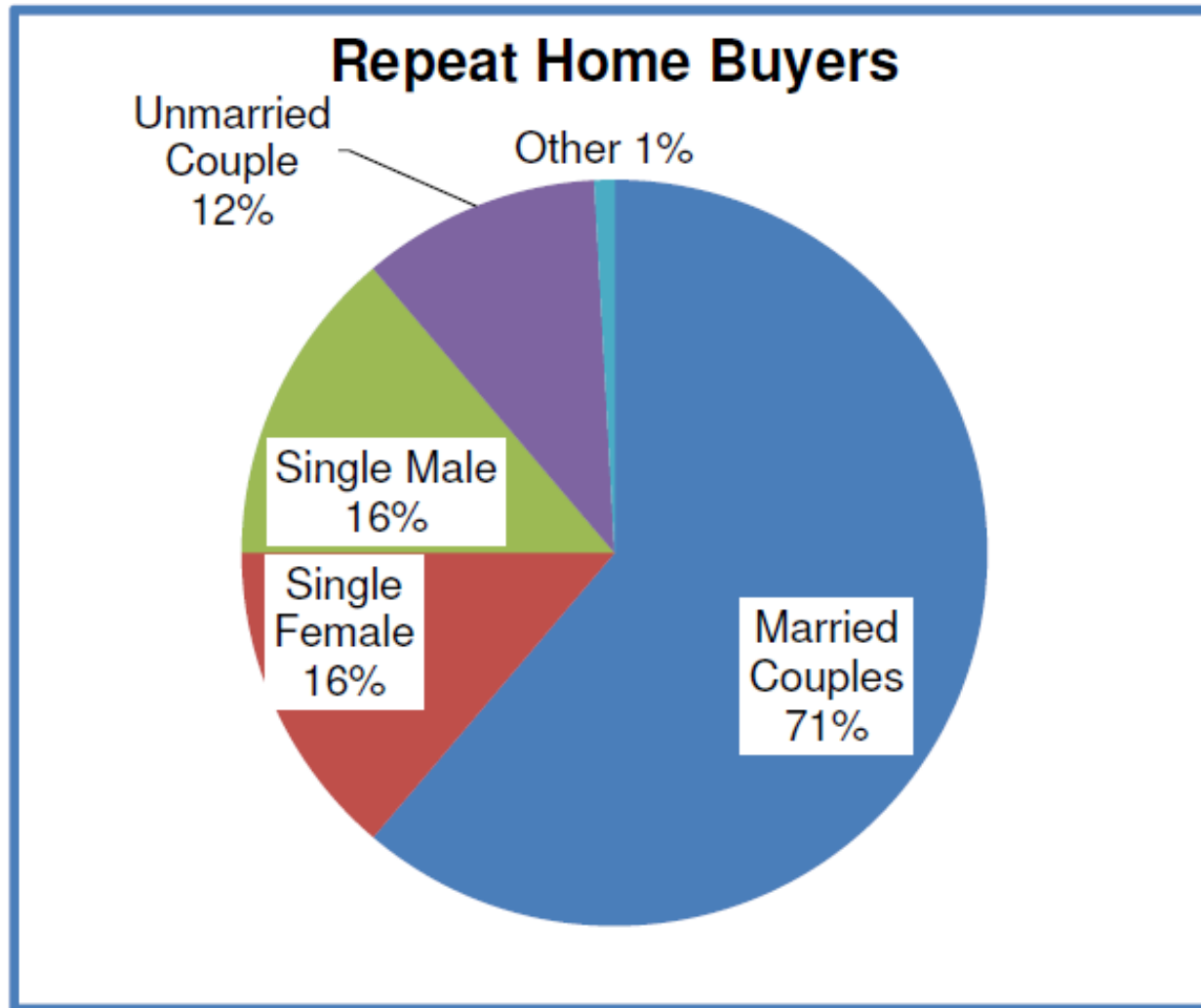
First-Time Home Buyers



The Who's Buying Demographic

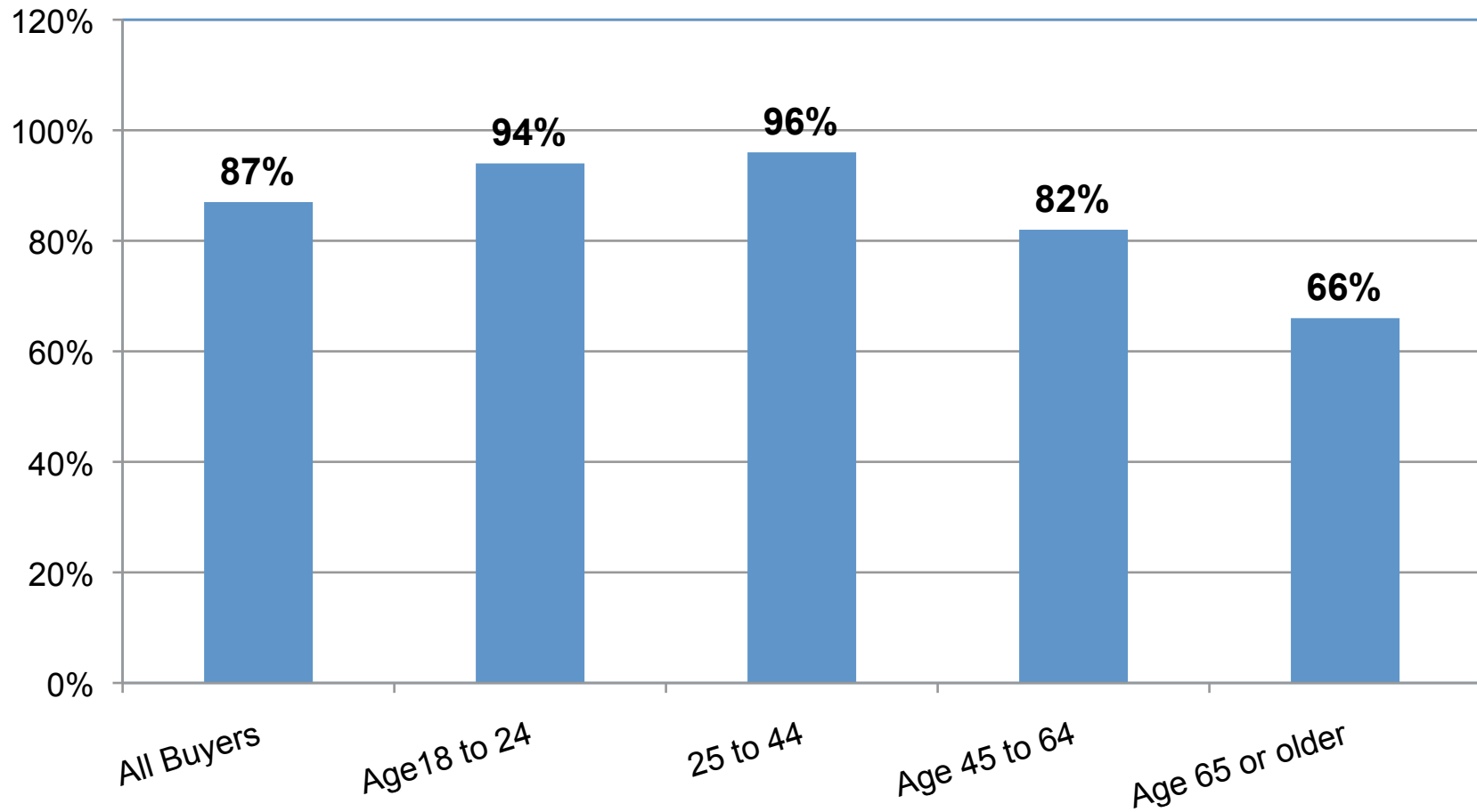


The Who's Buying Demographic



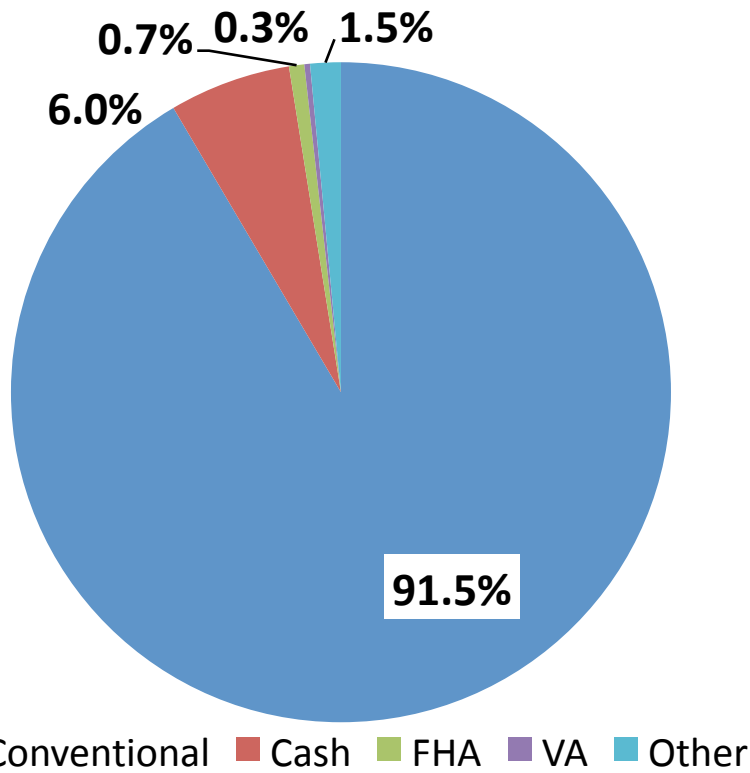
The Who's Buying Demographic

Buyers Who Financed Their Home Purchase, by Age

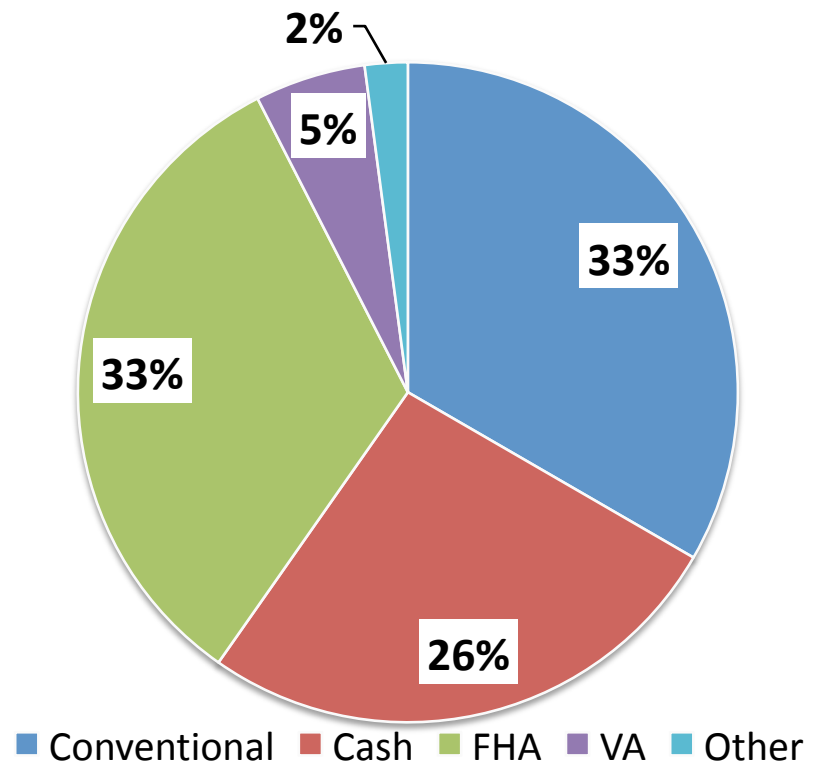


Financing May be Clue Into Whose Buying

2005 Financing Methods



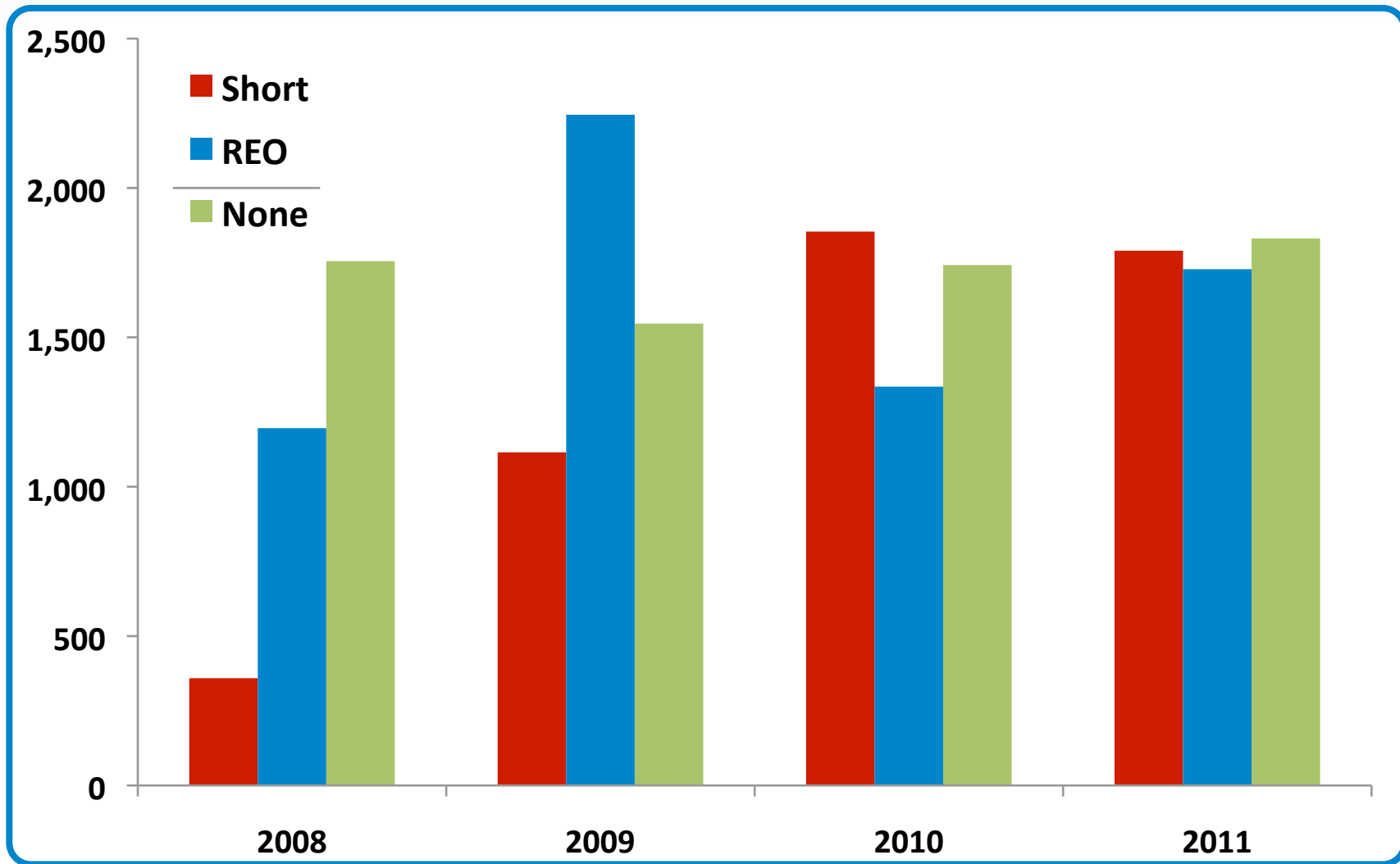
2011 Financing Methods



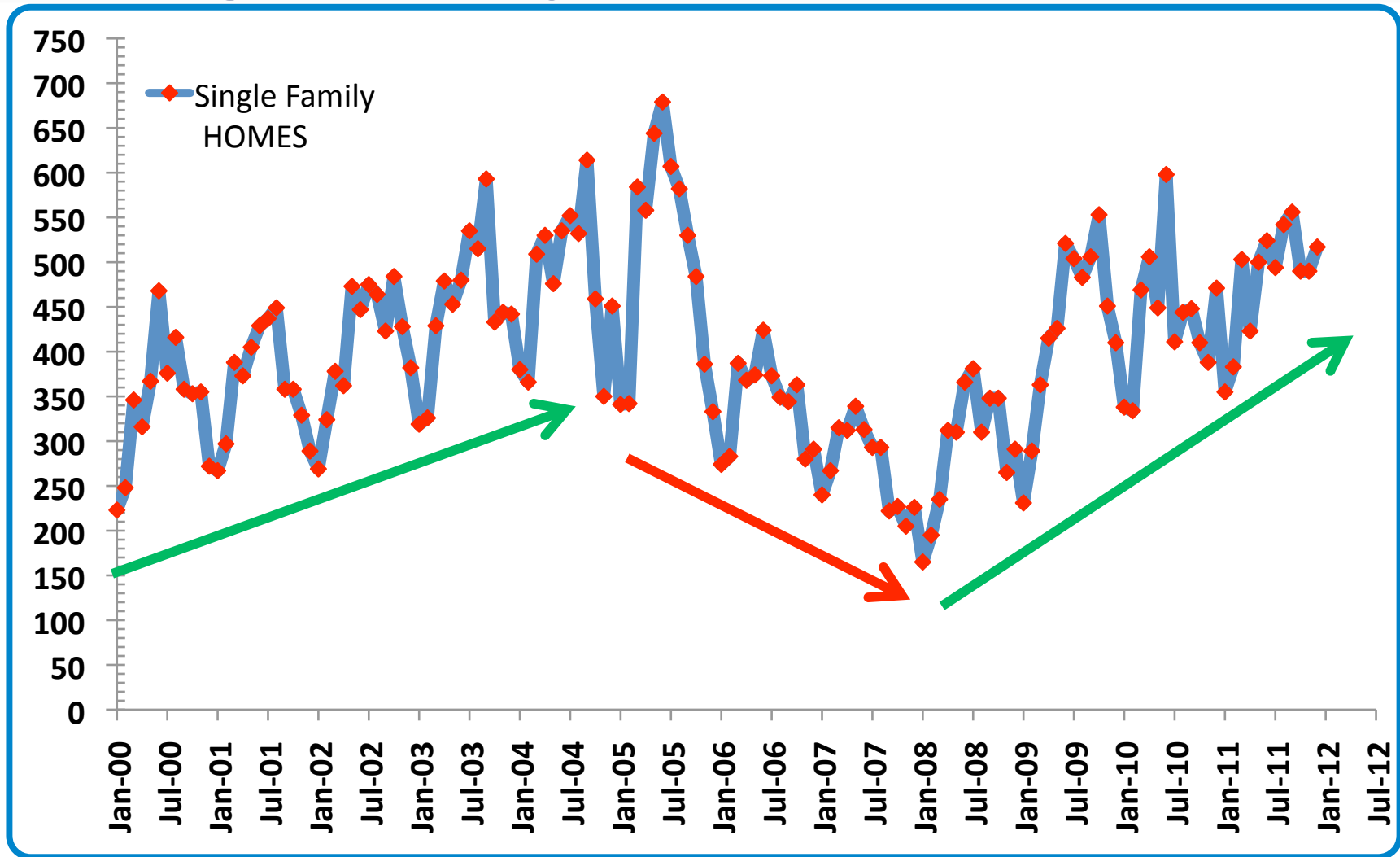
What's Going On Now In Our Market?

❖ **What are they buying?**

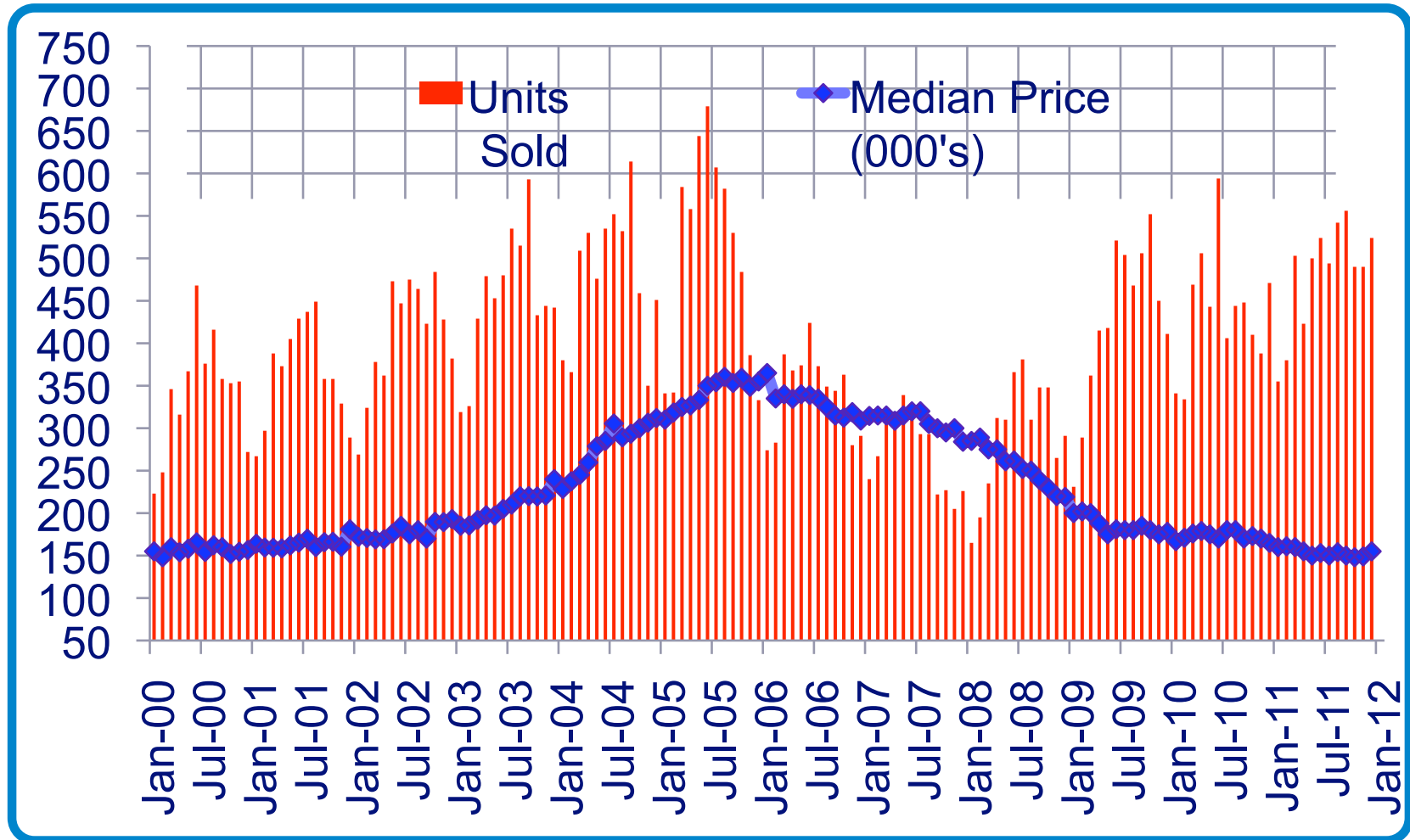
2008 – 2011 Homes Sales Mix



Single Family Home Sales Trends



Market Performance Summary



What will Impact Recovery?

- Consumer confidence
- Jobs, Jobs, Jobs
- What impact will AB284 have?
- HARP 2
- Presidential elections

Recovery and Stabilization

- Month over month record or near record sales
- Some stabilization in pricing without government influence
- Appearance of buyer/investor confidence
- Optimism for future outlook

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