

Prudential Gouger O'Neal & Saunders REAL ESTATE



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1 Quarter 2010

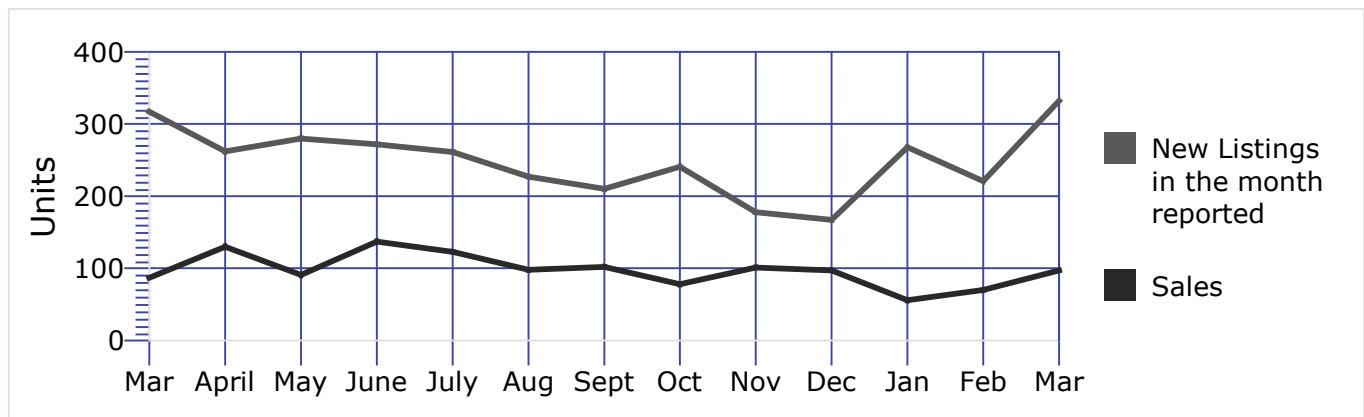
Volume No. 2

Market Matrix for Moore County and Surrounding Areas

Type	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale/List Ratio	DOM	Q 1 10
All	1,383	263	19.60%	\$259,204.00	\$239,799.00	92.51%	193	
RE	900	223	24.78%	\$272,949.00	\$253,860.00	93.01%	186	
LD	399	36	9.02%	\$116,916.00	\$102,501.00	87.67%	244	
Type	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale/List Ratio	DOM	Q 1 09
All	1,298	241	18.62%	\$222,492.00	\$211,378.00	95%	184	
RE	852	207	24.30%	\$237,276.00	\$226,730.00	95.56%	171	
LD	395	31	7.85%	\$133,725.00	\$119,559.00	89.41%	256	

Note: Listing numbers are a total of all properties remaining in listing inventory not only those listed within the quarter

Residential Properties Listed and Sold each Month 2009 - 2010



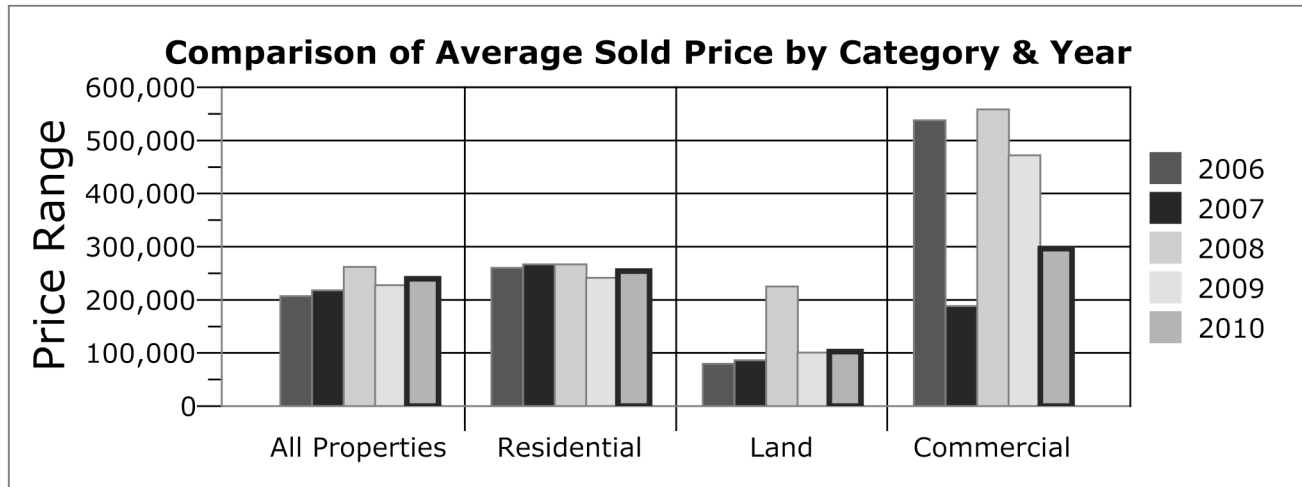
Residential	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
New Listings in the month reported	317	262	280	272	261	227	210	241	178	167	268	221	332
Sales	87	130	91	137	123	98	102	78	101	97	56	70	97

Market Notes

We currently have more foreclosures and short sales appearing in our market but less than most areas. We have excellent inventory in all price ranges Mortgage rates are low but rising. The \$8,000 tax credit for first time buyers and the repeat buyer benefit is nearing the deadline for use of April 30. After this credit expires we could see another market dip. The higher price range properties in our market continue to be affected by buyers not able to sell their homes in other markets; however, buyers are looking once again.

2010 Pending Trend Analysis for Residential Properties

Residential Only	Average	Median	Volume	Listing Count	Report Date
List Price:	\$287,854	\$227,000	\$42,026,689	146	Jan-10
Days on Market	184	154			
List Price:	\$280,527	\$236,200	\$42,079,131	150	Feb-10
Days on Market	157	131			
List Price:	\$269,521	\$218,500	\$49,052,877	182	Mar-10
Days on Market	161	120			
List Price:	\$251,846	\$216,700	\$47,850,905	190	Apr-10
Days on Market	161	97			



	All Properties	Residential	Land	Commercial
2006	206897	260253	79628	537558
2007	217812	266751	86586	188113
2008	262088	266534	225127	558200
2009	227483	241,522	100908	472236
2010	239799	253860	102501	296,666

Price Range Analysis of Residential Properties sold 08 vs 09 vs 2010

Price Range	2010 1st Qtr			2009 Year			2008 Year		
	# of Sales	Ave List	Ave Sold	# of Sales	Ave List	Ave Sold	# of Sales	Ave List	Ave Sold
Under \$100,000	18	69,816	63,711	77	72,850	65,411	144	71,620	66,234
\$100,001 - \$200,000	85	\$162,890	\$154,889	440	\$165,365	\$159,270	412	163,026	157,410
200,001 - 300,000	66	\$250,121	\$239,936	391	\$248,740	\$240,035	349	252,807	244,705
300,001 - 400,000	31	\$356,859	\$345,813	145	\$362,769	\$348,073	189	356,523	435,870
400,001 - 500,000	8	\$505,350	\$450,500	52	\$475,483	\$449,448	64	458,889	446,605
500,001 - 600,000	9	\$584,433	\$536,500	20	\$581,240	\$541,462	35	578,302	543,988
600,001 - 700,000	3	\$692,666	\$640,000	10	\$684,700	\$643,100	14	679,885	642,750
700,001 - 800,000	2	\$797,500	\$745,000	7	\$825,857	\$747,500	8	771,087	747,805
800,001 - 900,000	0			3	\$892,666	\$876,666	6	905,000	859,333
900,001 - 1,000,000	0			2	\$1,017,500	\$962,500	1	1,100,000	950,000
1,000,001 and over	3	\$1,881,333	\$1,433,333	7	\$1,648,285	\$1,365,357	9	1,711,555	1,606,736

All data from PSPAAR MLS. Information deemed reliable but not guaranteed.