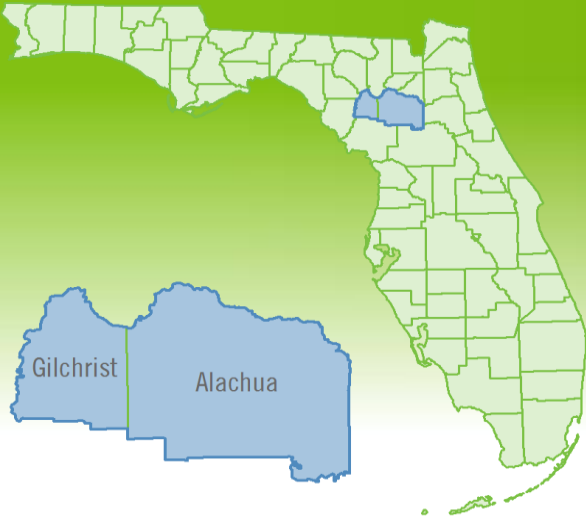


Monthly Market Detail - August 2015

Single Family Homes

Gainesville MSA



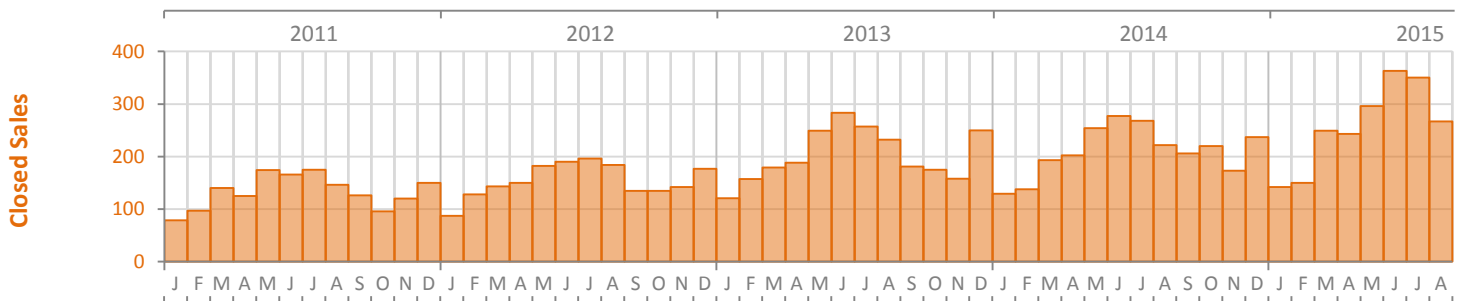
Summary Statistics	August 2015	August 2014	Percent Change Year-over-Year
Closed Sales	267	222	20.3%
Paid in Cash	70	69	1.4%
New Pending Sales	257	237	8.4%
New Listings	283	307	-7.8%
Median Sale Price	\$174,500	\$188,650	-7.5%
Average Sale Price	\$209,800	\$207,403	1.2%
Median Days on Market	80	92	-13.0%
Average Percent of Original List Price Received	94.0%	94.2%	-0.2%
Pending Inventory	385	385	0.0%
Inventory (Active Listings)	1,265	1,449	-12.7%
Months Supply of Inventory	5.2	7.1	-26.2%

Closed Sales

The number of sales transactions which closed during the month

Economists' note: Closed Sales are one of the simplest—yet most important—indicators for the residential real estate market. When comparing Closed Sales across markets of different sizes, we recommend using the year-over-year percent changes rather than the absolute counts. Realtors® and their clients should also be wary of month-to-month comparisons of Closed Sales because of potential seasonal effects.

Month	Closed Sales	Percent Change Year-over-Year
August 2015	267	20.3%
July 2015	350	30.6%
June 2015	363	31.0%
May 2015	296	16.5%
April 2015	243	20.3%
March 2015	249	29.0%
February 2015	150	8.7%
January 2015	142	10.1%
December 2014	237	-5.2%
November 2014	173	9.5%
October 2014	220	25.7%
September 2014	206	13.8%
August 2014	222	-4.3%

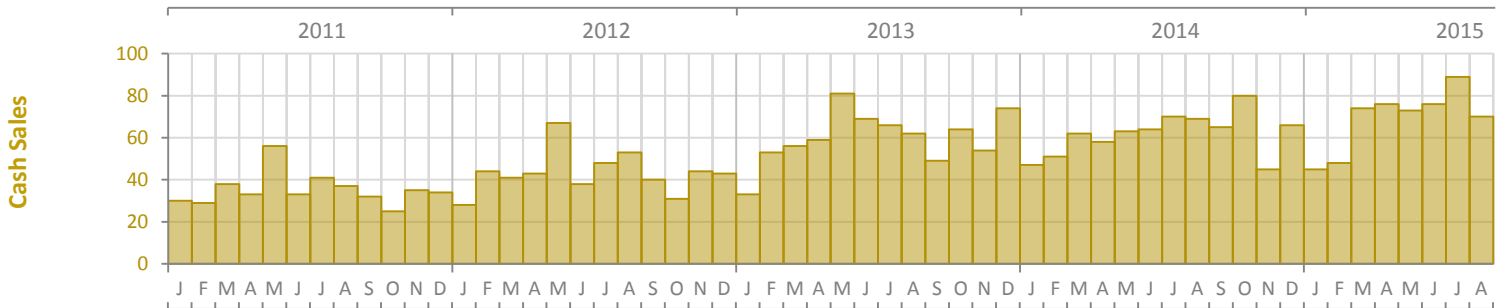


Cash Sales

The number of Closed Sales during the month in which buyers exclusively paid in cash

Economists' note: Cash Sales can be a useful indicator of the extent to which investors are participating in the market. Why? Investors are far more likely to have the funds to purchase a home available up front, whereas the typical homebuyer requires a mortgage or some other form of financing. There are, of course, many possible exceptions, so this statistic should be interpreted with care.

Month	Cash Sales	Percent Change Year-over-Year
August 2015	70	1.4%
July 2015	89	27.1%
June 2015	76	18.8%
May 2015	73	15.9%
April 2015	76	31.0%
March 2015	74	19.4%
February 2015	48	-5.9%
January 2015	45	-4.3%
December 2014	66	-10.8%
November 2014	45	-16.7%
October 2014	80	25.0%
September 2014	65	32.7%
August 2014	69	11.3%

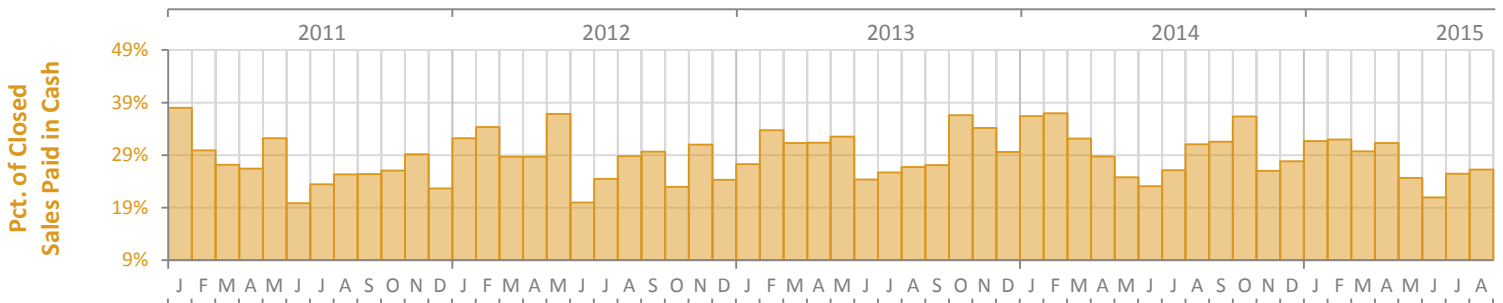


Cash Sales as a Percentage of Closed Sales

The percentage of Closed Sales during the month which were Cash Sales

Economists' note: This statistic is simply another way of viewing Cash Sales. The remaining percentages of Closed Sales (i.e. those not paid fully in cash) each month involved some sort of financing, such as mortgages, owner/seller financing, assumed loans, etc.

Month	Percent of Closed Sales Paid in Cash	Percent Change Year-over-Year
August 2015	26.2%	-15.6%
July 2015	25.4%	-2.6%
June 2015	20.9%	-9.4%
May 2015	24.7%	-0.6%
April 2015	31.3%	8.9%
March 2015	29.7%	-7.5%
February 2015	32.0%	-13.4%
January 2015	31.7%	-13.0%
December 2014	27.8%	-5.9%
November 2014	26.0%	-23.9%
October 2014	36.4%	-0.6%
September 2014	31.6%	16.6%
August 2014	31.1%	16.3%

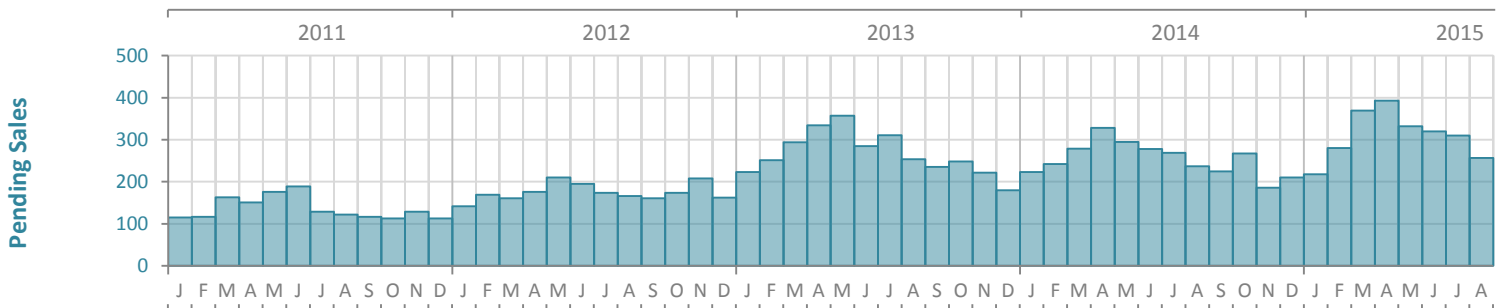


New Pending Sales

The number of property listings that went from "Active" to "Pending" status during the month

Economists' note: Because of the typical length of time it takes for a sale to close, economists consider Pending Sales to be a decent indicator of potential future Closed Sales. It is important to bear in mind, however, that not all Pending Sales will be closed successfully. So, the effectiveness of Pending Sales as a future indicator of Closed Sales is susceptible to changes in market conditions such as the availability of financing for homebuyers and the inventory of distressed properties for sale.

Month	New Pending Sales	Percent Change Year-over-Year
August 2015	257	8.4%
July 2015	310	15.2%
June 2015	320	15.1%
May 2015	332	12.5%
April 2015	393	19.8%
March 2015	369	32.3%
February 2015	280	15.7%
January 2015	218	-2.2%
December 2014	210	16.7%
November 2014	186	-16.2%
October 2014	267	7.7%
September 2014	225	-4.3%
August 2014	237	-6.7%

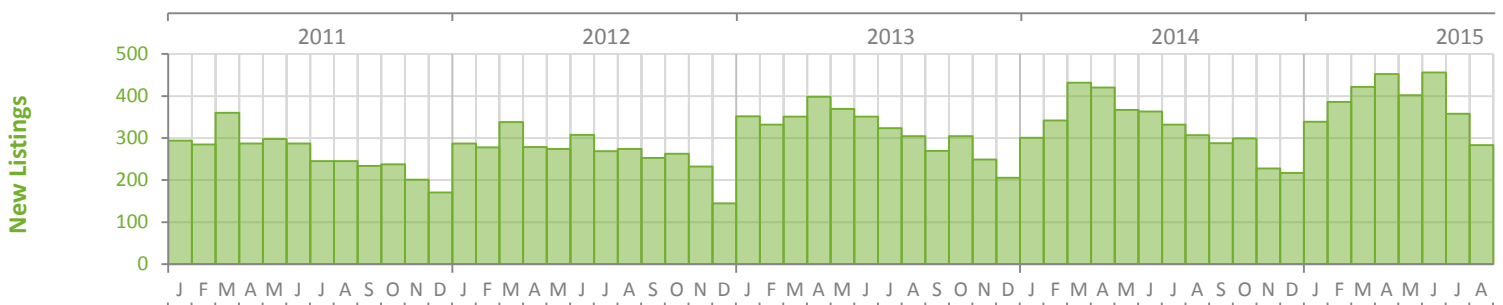


New Listings

The number of properties put onto the market during the month

Economists' note: In a recovering market, we expect that new listings will eventually rise as sellers raise their estimations of value. But this increase will take place only after the market has turned up, so New Listings are a *lagging* indicator of the health of the market. Also be aware of properties which have been withdrawn from the market and then relisted. These are not really New Listings.

Month	New Listings	Percent Change Year-over-Year
August 2015	283	-7.8%
July 2015	358	7.8%
June 2015	456	25.6%
May 2015	402	9.5%
April 2015	452	7.6%
March 2015	422	-2.3%
February 2015	386	12.9%
January 2015	339	12.6%
December 2014	217	5.3%
November 2014	228	-8.4%
October 2014	299	-2.0%
September 2014	288	6.7%
August 2014	307	0.7%

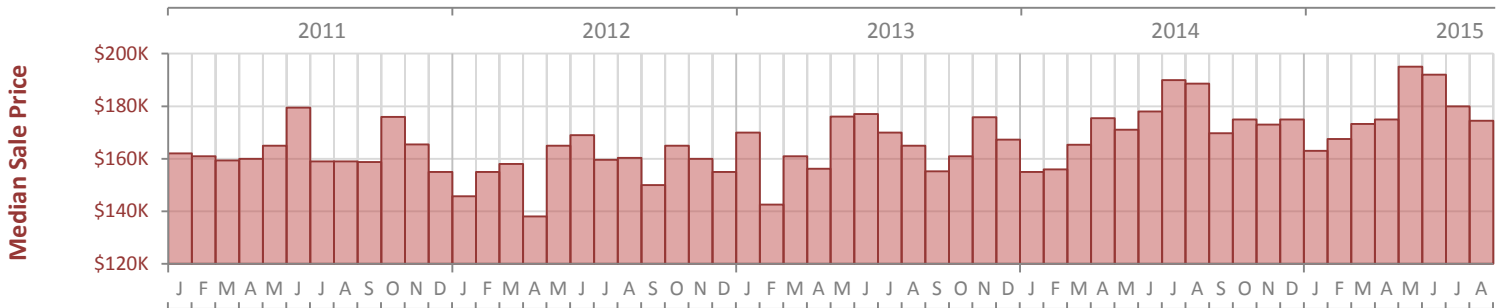


Median Sale Price

The median sale price reported for the month (i.e. 50% of sales were above and 50% of sales were below)

Economists' note: Median Sale Price is our preferred summary statistic for price activity because, unlike Average Sale Price, Median Sale Price is not sensitive to high sale prices for small numbers of homes that may not be characteristic of the market area.

Month	Median Sale Price	Percent Change Year-over-Year
August 2015	\$174,500	-7.5%
July 2015	\$180,000	-5.2%
June 2015	\$192,000	7.9%
May 2015	\$195,000	14.0%
April 2015	\$175,000	-0.3%
March 2015	\$173,300	4.8%
February 2015	\$167,500	7.4%
January 2015	\$163,000	5.2%
December 2014	\$175,000	4.6%
November 2014	\$173,000	-1.6%
October 2014	\$175,000	8.7%
September 2014	\$169,750	9.3%
August 2014	\$188,650	14.3%

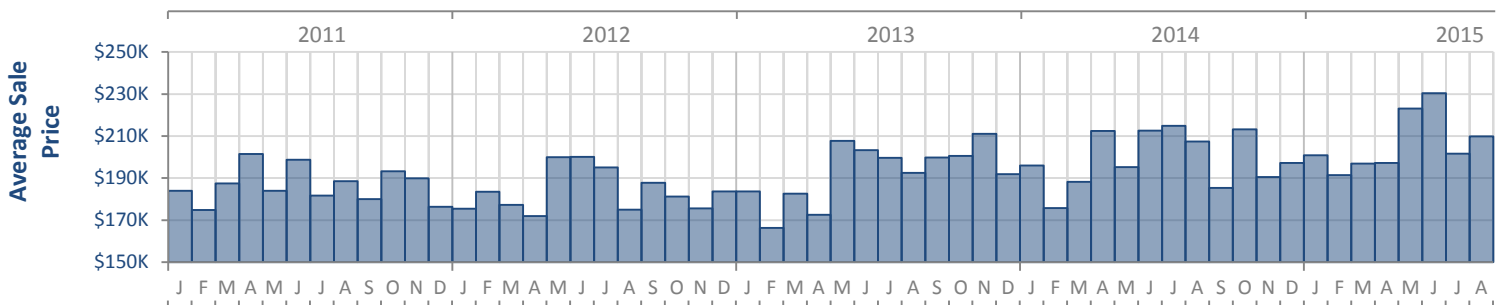


Average Sale Price

The average sale price reported for the month (i.e. total sales in dollars divided by the number of sales)

Economists' note: As noted above, we prefer Median Sale Price over Average Sale Price as a summary statistic for home prices. However, Average Sale Price does have its uses—particularly when it is analyzed alongside the Median Sale Price. For one, the relative difference between the two statistics can provide some insight into the market for higher-end homes in an area.

Month	Average Sale Price	Percent Change Year-over-Year
August 2015	\$209,800	1.2%
July 2015	\$201,671	-6.2%
June 2015	\$230,338	8.3%
May 2015	\$223,064	14.2%
April 2015	\$197,254	-7.1%
March 2015	\$196,954	4.7%
February 2015	\$191,402	8.9%
January 2015	\$200,893	2.5%
December 2014	\$197,217	2.8%
November 2014	\$190,507	-9.7%
October 2014	\$213,273	6.4%
September 2014	\$185,307	-7.2%
August 2014	\$207,403	7.8%

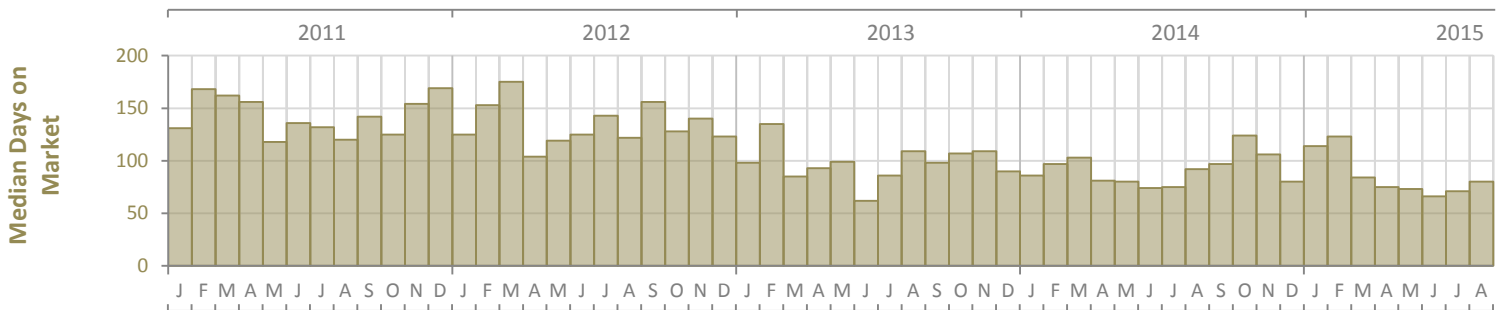


Median Days on Market

The median number of days that properties sold during the month were on the market

Economists' note: Median Days on Market is the amount of time the "middle" property selling this month was on the market. That is, 50% of homes selling this month took *less* time to sell, and 50% of homes took *more* time to sell. We use the median rather than the average because the median is not particularly sensitive to sales of homes that took an unusually large amount of time to sell relative to the vast majority of homes in the market.

Month	Median Days on Market	Percent Change Year-over-Year
August 2015	80	-13.0%
July 2015	71	-5.3%
June 2015	66	-10.8%
May 2015	73	-8.8%
April 2015	75	-7.4%
March 2015	84	-18.4%
February 2015	123	26.8%
January 2015	114	32.6%
December 2014	80	-11.1%
November 2014	106	-2.8%
October 2014	124	15.9%
September 2014	97	-1.0%
August 2014	92	-15.6%

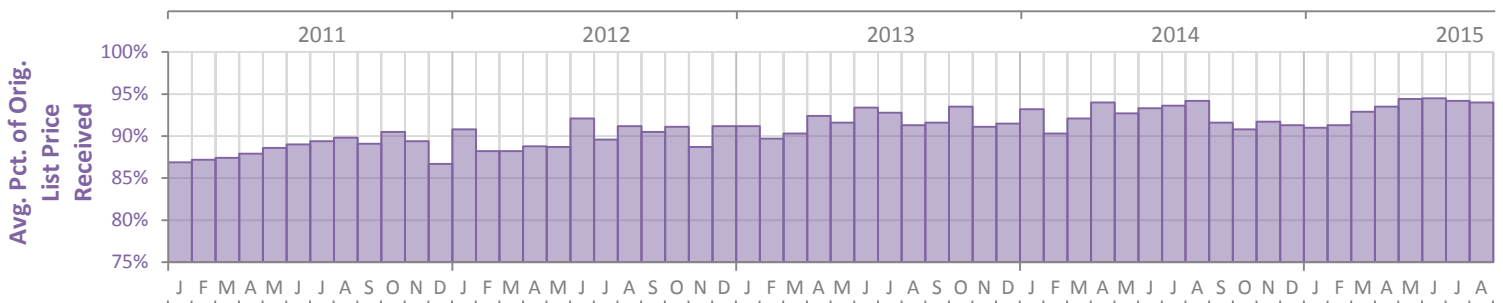


Average Percent of Original List Price Received

The average of the sale price (as a percentage of the original list price) across all properties selling during the month

Economists' note: The Average Percent of Original List Price Received is an indicator of market conditions, in that in a recovering market, the measure rises as buyers realize that the market may be moving away from them and they need to match the selling price (or better it) in order to get a contract on the house. This is usually the last measure to indicate a market that has shifted from down to up, and is another *lagging* indicator.

Month	Avg. Pct. of Orig. List Price Received	Percent Change Year-over-Year
August 2015	94.0%	-0.2%
July 2015	94.2%	0.6%
June 2015	94.5%	1.3%
May 2015	94.4%	1.8%
April 2015	93.5%	-0.5%
March 2015	92.9%	0.9%
February 2015	91.3%	1.1%
January 2015	91.0%	-2.4%
December 2014	91.3%	-0.2%
November 2014	91.7%	0.7%
October 2014	90.8%	-2.9%
September 2014	91.6%	0.0%
August 2014	94.2%	3.2%

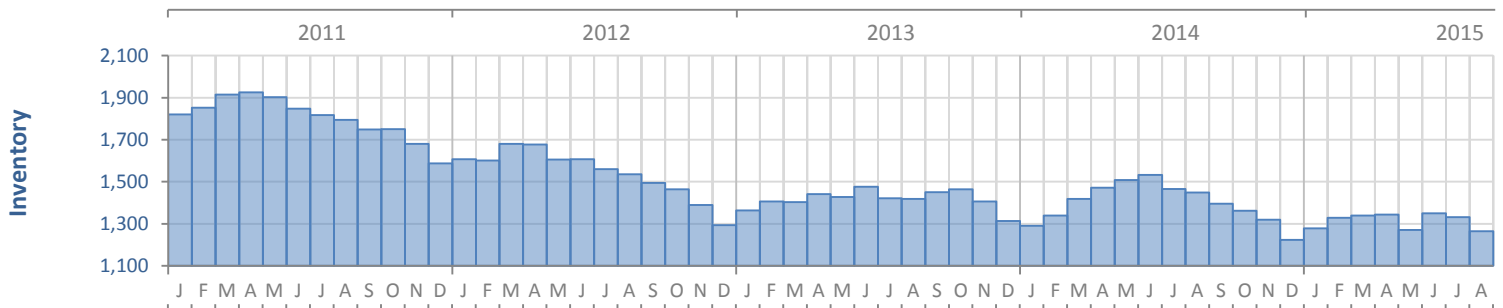


Inventory (Active Listings)

The number of property listings active at the end of the month

Economists' note: There are a number of ways to calculate Inventory, so these numbers may not match up to others you see in your market. We calculate Inventory by counting the number of active listings on the last day of the month, and hold this number to compare with the same month the following year.

Month	Inventory	Percent Change Year-over-Year
August 2015	1,265	-12.7%
July 2015	1,331	-9.2%
June 2015	1,350	-11.9%
May 2015	1,271	-15.7%
April 2015	1,344	-8.7%
March 2015	1,340	-5.6%
February 2015	1,328	-0.9%
January 2015	1,278	-0.9%
December 2014	1,223	-6.9%
November 2014	1,320	-6.1%
October 2014	1,362	-7.0%
September 2014	1,396	-3.8%
August 2014	1,449	2.1%

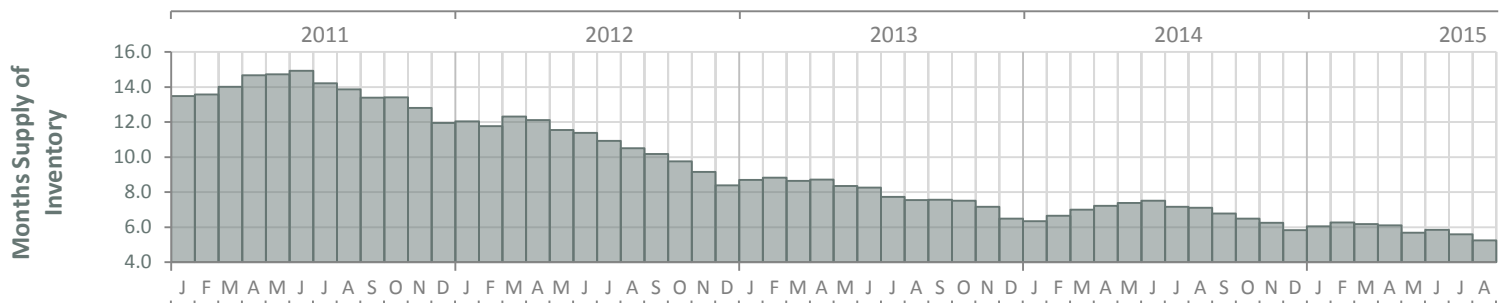


Months Supply of Inventory

An estimate of the number of months it will take to deplete the current Inventory given recent sales rates

Economists' note: This is an indicator of the state of the market, whether it is a buyers' market or a sellers' market. The benchmark for a balanced market (favoring neither buyer nor seller) is 5.5 Months of Inventory. Higher numbers indicate a buyers' market, lower numbers a sellers' market.

Month	Months Supply	Percent Change Year-over-Year
August 2015	5.2	-26.2%
July 2015	5.6	-21.8%
June 2015	5.9	-22.2%
May 2015	5.7	-23.0%
April 2015	6.1	-15.4%
March 2015	6.2	-11.6%
February 2015	6.3	-5.8%
January 2015	6.1	-4.6%
December 2014	5.8	-10.2%
November 2014	6.3	-12.6%
October 2014	6.5	-13.5%
September 2014	6.8	-10.4%
August 2014	7.1	-5.9%

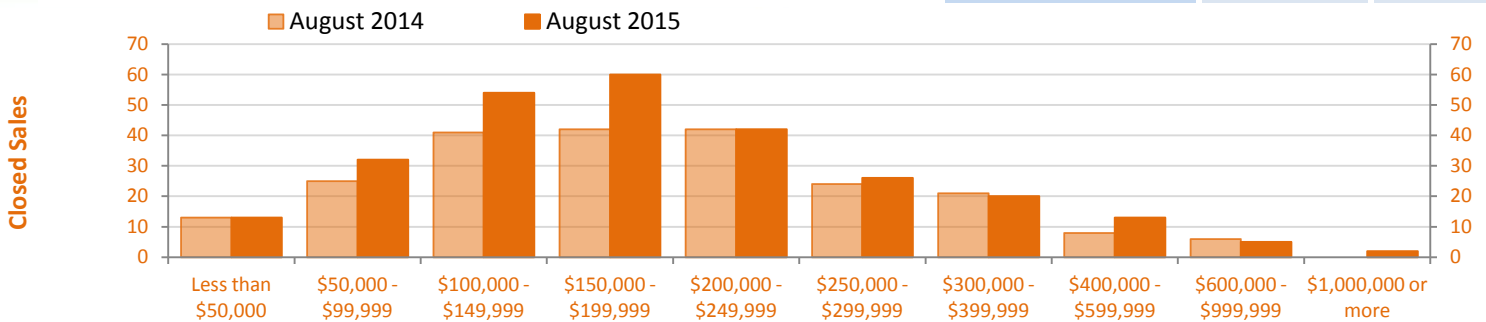


Closed Sales by Sale Price

The number of sales transactions which closed during the month

Economists' note: Closed Sales are one of the simplest—yet most important—indicators for the residential real estate market. When comparing Closed Sales across markets of different sizes, we recommend using the year-over-year percent changes rather than the absolute counts. Realtors® and their clients should also be wary of month-to-month comparisons of Closed Sales because of potential seasonal effects.

Sale Price	Closed Sales	Percent Change Year-over-Year
Less than \$50,000	13	0.0%
\$50,000 - \$99,999	32	28.0%
\$100,000 - \$149,999	54	31.7%
\$150,000 - \$199,999	60	42.9%
\$200,000 - \$249,999	42	0.0%
\$250,000 - \$299,999	26	8.3%
\$300,000 - \$399,999	20	-4.8%
\$400,000 - \$599,999	13	62.5%
\$600,000 - \$999,999	5	-16.7%
\$1,000,000 or more	2	N/A

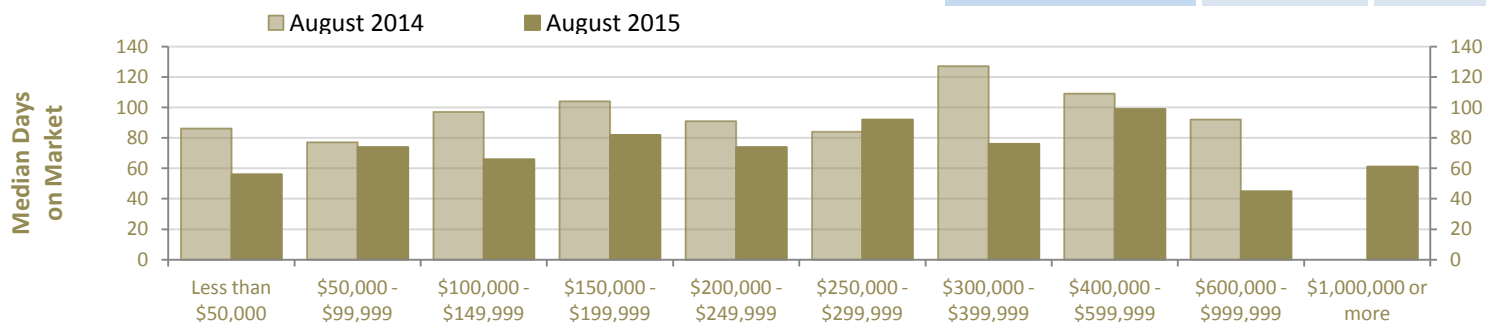


Median Days on Market by Sale Price

The median number of days that properties sold during the month were on the market

Economists' note: Median Days on Market is the amount of time the "middle" property selling this month was on the market. That is, 50% of homes selling this month took less time to sell, and 50% of homes took more time to sell. We use the median rather than the average because the median is not particularly sensitive to sales of homes that took an unusually large amount of time to sell relative to the vast majority of homes in the market.

Sale Price	Median Days on Market	Percent Change Year-over-Year
Less than \$50,000	56	-34.9%
\$50,000 - \$99,999	74	-3.9%
\$100,000 - \$149,999	66	-32.0%
\$150,000 - \$199,999	82	-21.2%
\$200,000 - \$249,999	74	-18.7%
\$250,000 - \$299,999	92	9.5%
\$300,000 - \$399,999	76	-40.2%
\$400,000 - \$599,999	99	-9.2%
\$600,000 - \$999,999	45	-51.1%
\$1,000,000 or more	61	N/A

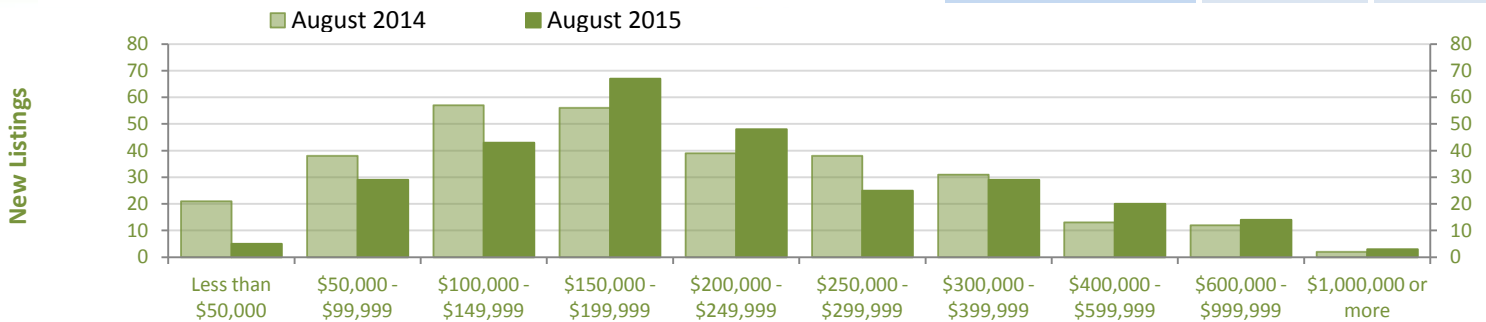


New Listings by Initial Listing Price

The number of properties put onto the market during the month

Economists' note: In a recovering market, we expect that new listings will eventually rise as sellers raise their estimations of value. But this increase will take place only after the market has turned up, so New Listings are a lagging indicator of the health of the market. Also be aware of properties which have been withdrawn from the market and then relisted. These are not really New Listings.

Initial Listing Price	New Listings	Percent Change Year-over-Year
Less than \$50,000	5	-76.2%
\$50,000 - \$99,999	29	-23.7%
\$100,000 - \$149,999	43	-24.6%
\$150,000 - \$199,999	67	19.6%
\$200,000 - \$249,999	48	23.1%
\$250,000 - \$299,999	25	-34.2%
\$300,000 - \$399,999	29	-6.5%
\$400,000 - \$599,999	20	53.8%
\$600,000 - \$999,999	14	16.7%
\$1,000,000 or more	3	50.0%

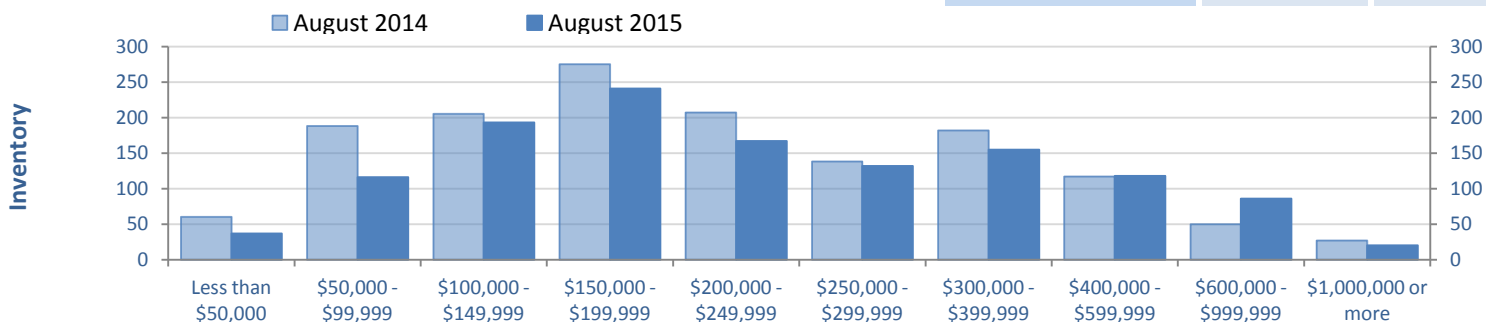


Inventory by Current Listing Price

The number of property listings active at the end of the month

Economists' note: There are a number of ways to calculate Inventory, so these numbers may not match up to others you see in your market. We calculate Inventory by counting the number of active listings on the last day of the month, and hold this number to compare with the same month the following year.

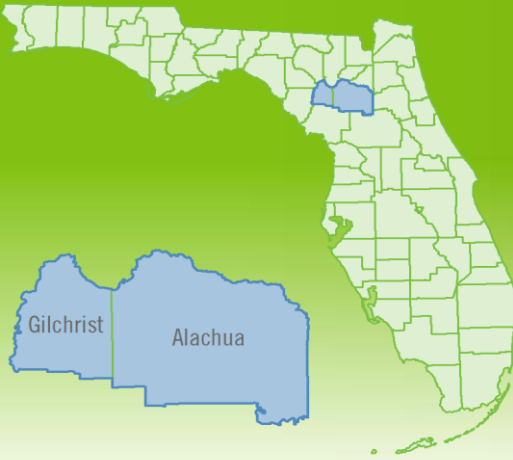
Current Listing Price	Inventory	Percent Change Year-over-Year
Less than \$50,000	37	-38.3%
\$50,000 - \$99,999	116	-38.3%
\$100,000 - \$149,999	193	-5.9%
\$150,000 - \$199,999	241	-12.4%
\$200,000 - \$249,999	167	-19.3%
\$250,000 - \$299,999	132	-4.3%
\$300,000 - \$399,999	155	-14.8%
\$400,000 - \$599,999	118	0.9%
\$600,000 - \$999,999	86	72.0%
\$1,000,000 or more	20	-25.9%



Monthly Distressed Market - August 2015

Single Family Homes

Gainesville MSA



		August 2015	August 2014	Percent Change Year-over-Year
Traditional	Closed Sales	225	166	35.5%
	Median Sale Price	\$184,000	\$216,250	-14.9%
Foreclosure/REO	Closed Sales	35	43	-18.6%
	Median Sale Price	\$107,500	\$117,000	-8.1%
Short Sale	Closed Sales	7	13	-46.2%
	Median Sale Price	\$118,000	\$132,000	-10.6%

