



Dear Team,

February has picked up speed, indicating that the tax credits may be having a more significant impact than we had first projected. I am hearing stories of move-up buyers acting as a direct result of the \$6,500 credit, which we had not expected. In addition, with inventories shrinking, we are moving towards a balanced market in some price ranges. Behind that good news there still continues an underlying weakness with inventories still in the Buyer's Market range for most price ranges (Months Supply of Inventory moving from 8 months to 4 months under \$100,000 and from 24 to 9 months over \$100,000 Feb 09' vs. Feb 08').

We still project a slowing market the second half of this year and it will feel even slower than it really is because of comparisons to a very strong second half of 2009.

A new wild card in the process is the implementation of HAMP (Home Affordable Modification Program - for loan modifications) and HAFA (Home Affordable Foreclosure Alternative Program - for short sales) in April. These two Federal initiatives are designed to reduce the number of foreclosures and stream line the Short Sale process. Their success will depend on the lenders ability to shift, staff up and train to the new program. We expect it to be a slow start, but, if effective, they do offer the opportunity to help offset the effects of the growing "Shadow Inventory" of delinquent, bank inventory and not yet foreclosed properties.

Just as we were one of the first brokers to embrace the Short Sale, Foreclosure Resource (SFR) program last year, we are also the first to present a training program on HAMP and HAFA at the end of this month. Please be sure to sign up for one of the program dates.

For homeowners who are under financial pressure, it will be important to understand how HAMP and HAFA can help. The implementation details of each program are still being defined. We will be provide them as soon as they become available as well as at the educational programs.

Although the market is by no means robust, this will be the best spring in the past three years for Sellers and in relative terms the best values in years for Buyers. A rare perfect moment for all parties!

Here is our activity for February, generating more buyers and sellers than any other broker in the state.

Dan

Total Company Summary - February 2010

# of Buyers to Open Houses	2,205
# of Showing Appointments	16,383
# of Homes Sold/Leased	1,035
# of Web Inquires (Unique Visitors)	162,909
# of Mortgage/Title/Insurance Closings	377



\$100,000 or Less

Area	<u>Number of Homes Pending</u>			<u>Available Homes for Sale</u>		
	Feb 09	Feb 10	% Change	Feb 09	Feb 10	% Change
Oakland County	597	909	52.3%	4,435	2,937	-33.8%
Macomb County	592	915	54.6%	4,917	2,586	-47.4%
Livingston County	45	75	66.7%	341	204	-40.2%
Washtenaw County	62	69	11.3%	442	524	18.6%
Wayne County (- Detroit & G.P.)	495	714	44.2%	3,317	1,979	-40.3%
Detroit	1,020	928	-9.0%	6,255	3,716	-40.6%
Grosse Pointe(s)*	170	260	52.9%	1,529	822	-46.2%
Northwest Michigan**	58	93	60.3%	4,032	3,754	-6.9%
Total	3,039	3,963	30.4%	25,268	16,522	-34.6%

Area	<u>Median Sale Price</u>			<u>Ave Chance of Selling (in 30 days)</u>		
	Feb 09	Feb 10	% Change	Feb 09	Feb 10	% Change
Oakland County	\$39,500	\$45,000	13.9%	13%	31%	129.9%
Macomb County	\$24,000	\$29,900	24.6%	12%	35%	193.9%
Livingston County	\$64,900	\$57,500	-11.4%	13%	37%	178.6%
Washtenaw County	\$45,000	\$39,750	-11.7%	14%	13%	-6.1%
Wayne County (- Detroit & G.P.)	\$38,000	\$44,000	15.8%	15%	36%	141.8%
Detroit	\$5,475	\$7,000	27.9%	16%	25%	53.1%
Grosse Pointe(s)*	\$25,750	\$27,000	4.9%	11%	32%	184.5%
Northwest Michigan**	\$45,500	\$53,000	16.5%	1%	2%	72.2%
Total	24,650	31,587	28.1%	12%	24%	99.4%

Over \$100,000

Area	<u>Number of Homes Pending</u>			<u>Available Homes for Sale</u>		
	Feb 09	Feb 10	% Change	Feb 09	Feb 10	% Change
Oakland County	493	1,007	104.3%	10,320	7,180	-30.4%
Macomb County	229	475	107.4%	7,000	2,452	-65.0%
Livingston County	92	155	68.5%	1,821	1,262	-30.7%
Washtenaw County	129	161	24.8%	1,972	1,893	-4.0%
Wayne County (- Detroit & G.P.)	216	366	69.4%	3,973	2,318	-41.7%
Detroit	11	18	63.6%	769	505	-34.3%
Grosse Pointe(s)*	40	71	77.5%	1,556	697	-55.2%
Northwest Michigan**	85	107	25.9%	4,246	4,149	-2.3%
Total	1,295	2,360	82.2%	31,657	20,456	-35.4%

Area	<u>Median Sale Price</u>			<u>Ave Chance of Selling (in 30 days)</u>		
	Feb 09	Feb 10	% Change	Feb 09	Feb 10	% Change
Oakland County	\$180,000	\$175,000	-2.8%	5%	14%	193.6%
Macomb County	\$150,000	\$146,500	-2.3%	3%	19%	492.2%
Livingston County	\$162,500	\$161,500	-0.6%	5%	12%	143.1%
Washtenaw County	\$160,000	\$182,000	13.8%	7%	9%	30.0%
Wayne County (- Detroit & G.P.)	\$168,000	\$169,900	1.1%	5%	16%	190.4%
Detroit	\$135,500	\$209,500	54.6%	1%	4%	149.2%
Grosse Pointe(s)*	\$140,000	\$160,000	14.3%	3%	10%	296.3%
Northwest Michigan**	\$172,950	\$175,000	1.2%	2%	3%	28.8%
Total	167,382	167,876	0.3%	4%	12%	182.0%

Data Source: MiRealsource, Realcomp, TAAR, Ann Arbor Board & BrokerMetrics

Ave Chance reflects the % chance the average home will sell in the next 30 days under the current rate of sales

*Includes Eastpointe, Harper Woods and St. Clair Shores

** Includes Grand Traverse, Kalkaska, Antrim, Leelanau and Benzie counties, waterfront properties and vacant land