

# **The 2012 Reno/Sparks Residential Resale Market Report**

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# The Great Depression Millionaires



Colonel Sanders



Bill Hewlett & Dave Packard



Joseph P. Kennedy

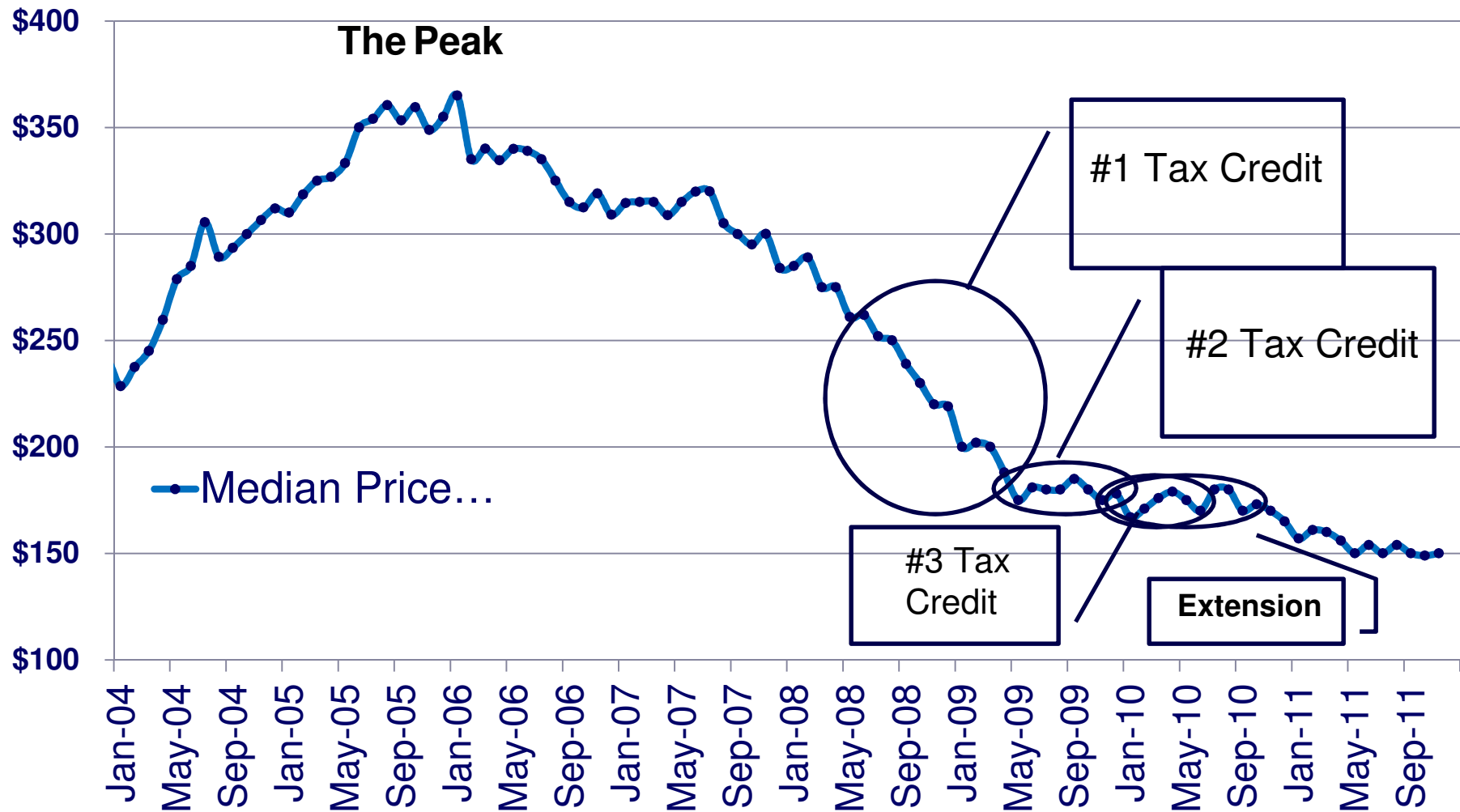
# What's Driving Our Market or Holding it Back?

- 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?

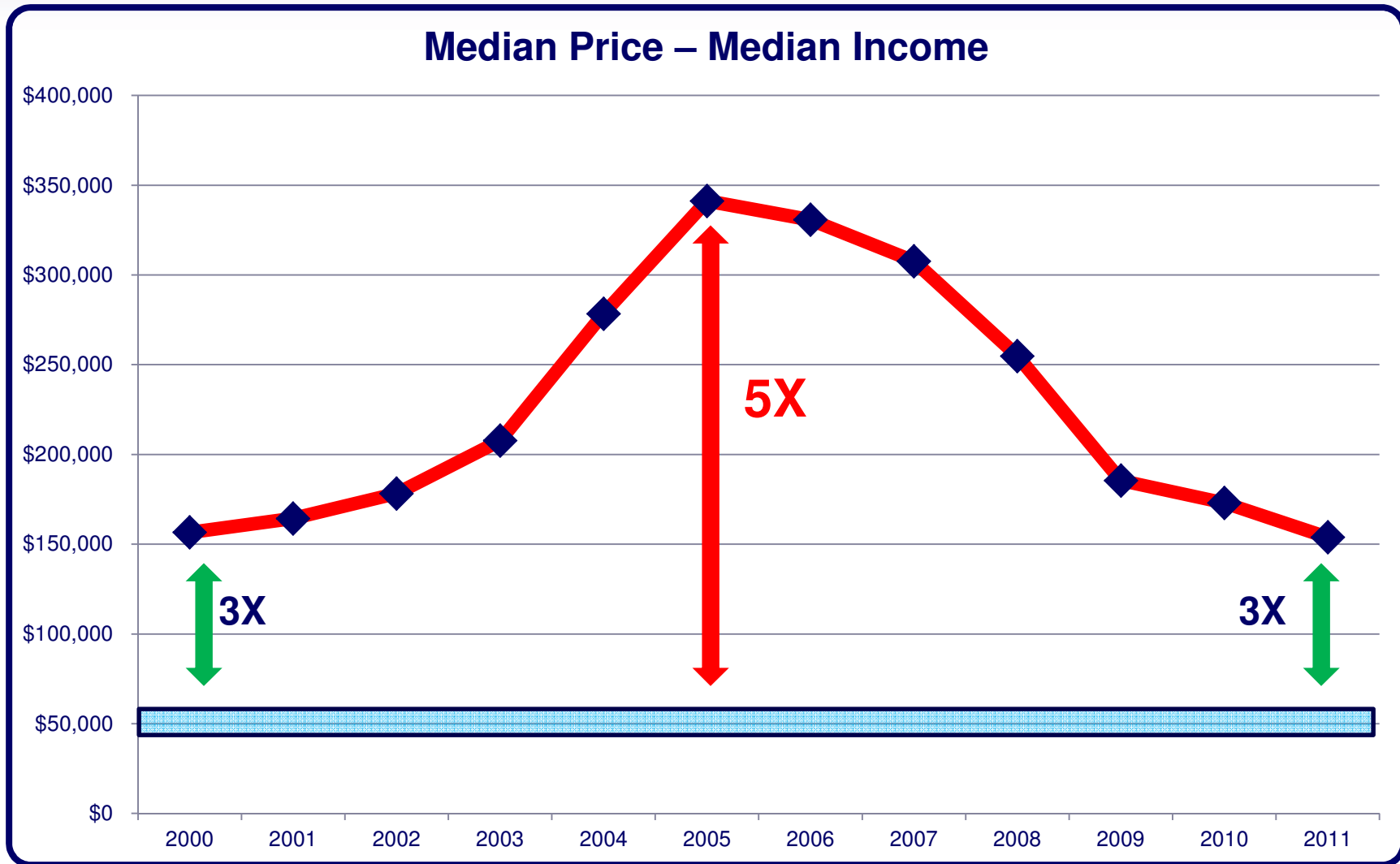
# Single Family Home Price Trends



# What's Driving Our Market or Holding it Back?

- Is it Affordability?

# Current Home Prices Mean...Affordability



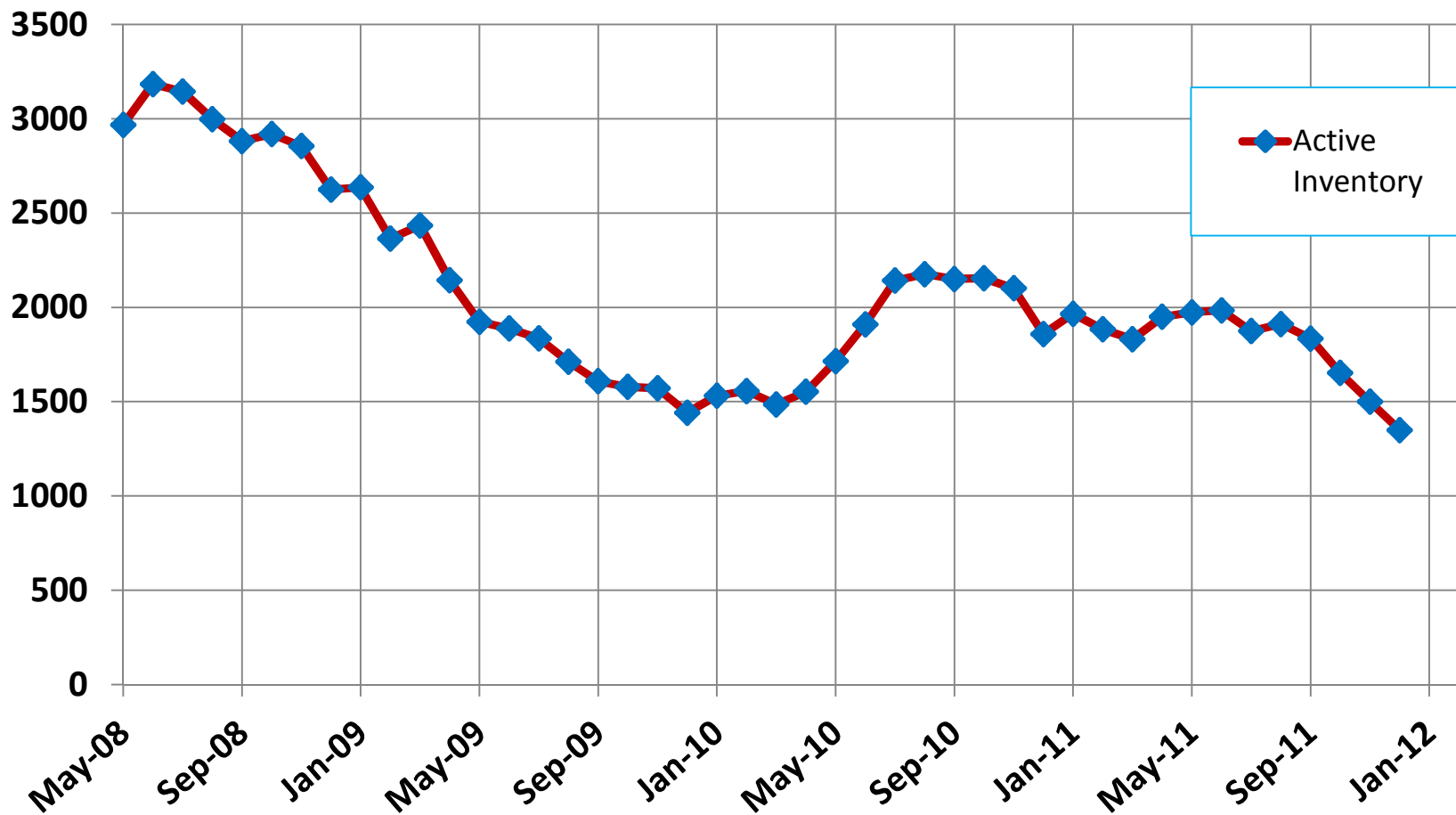
# Who Can Afford to Buy?

- 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

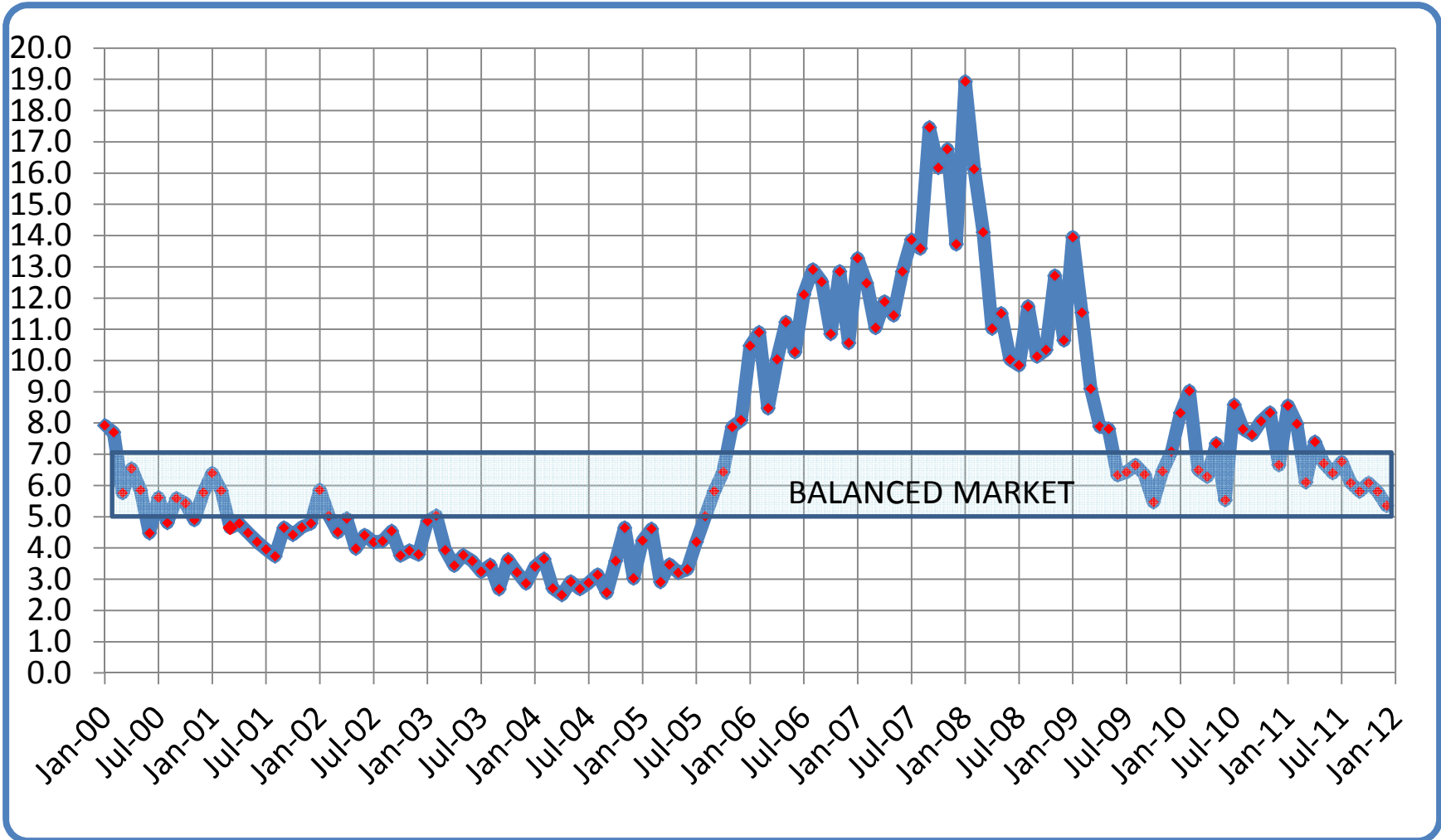
# What's Going On Now In Our Market?

❖ **Is it Inventory?**

## Active Inventory



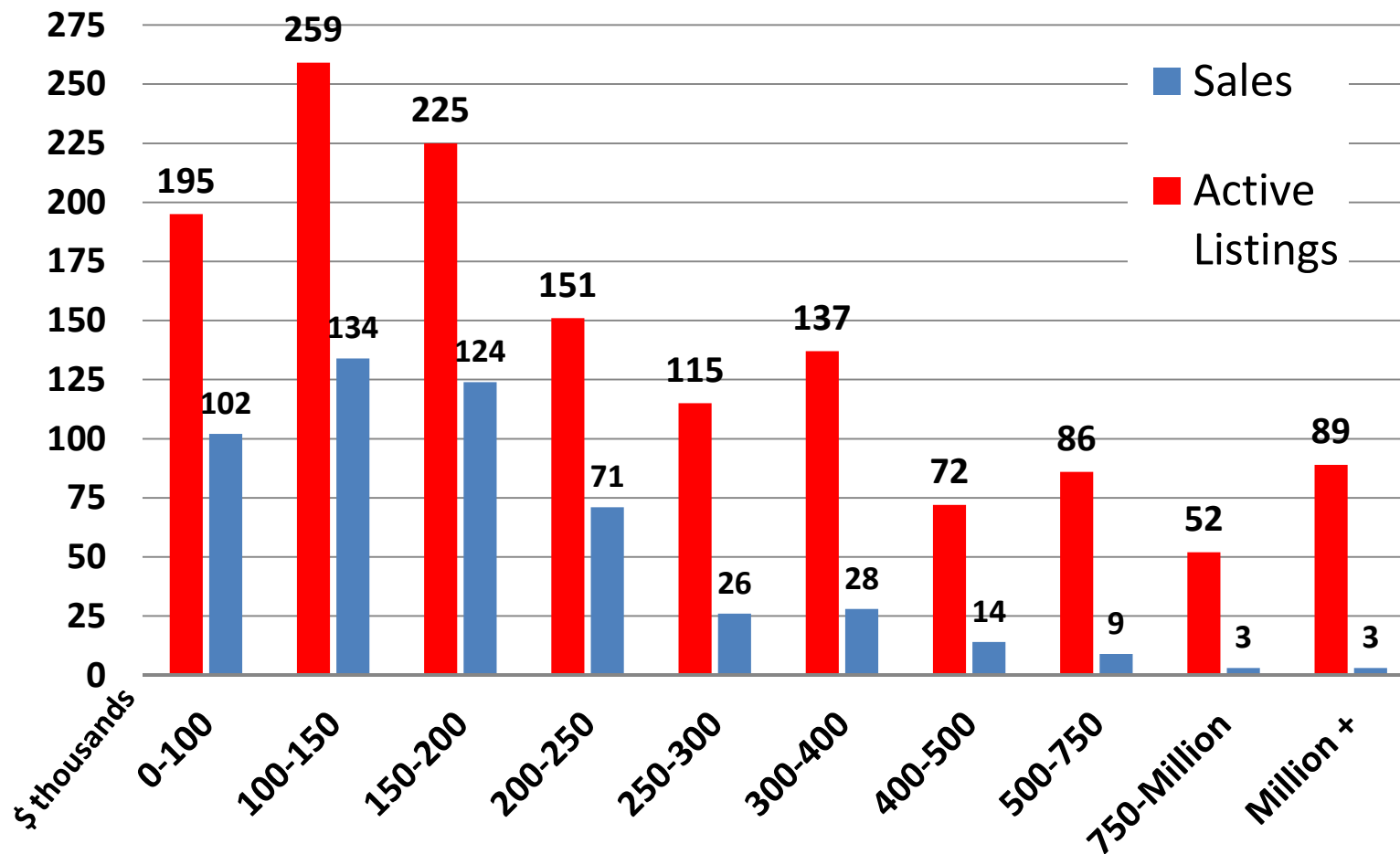
# Market Absorption – Months of Inventory



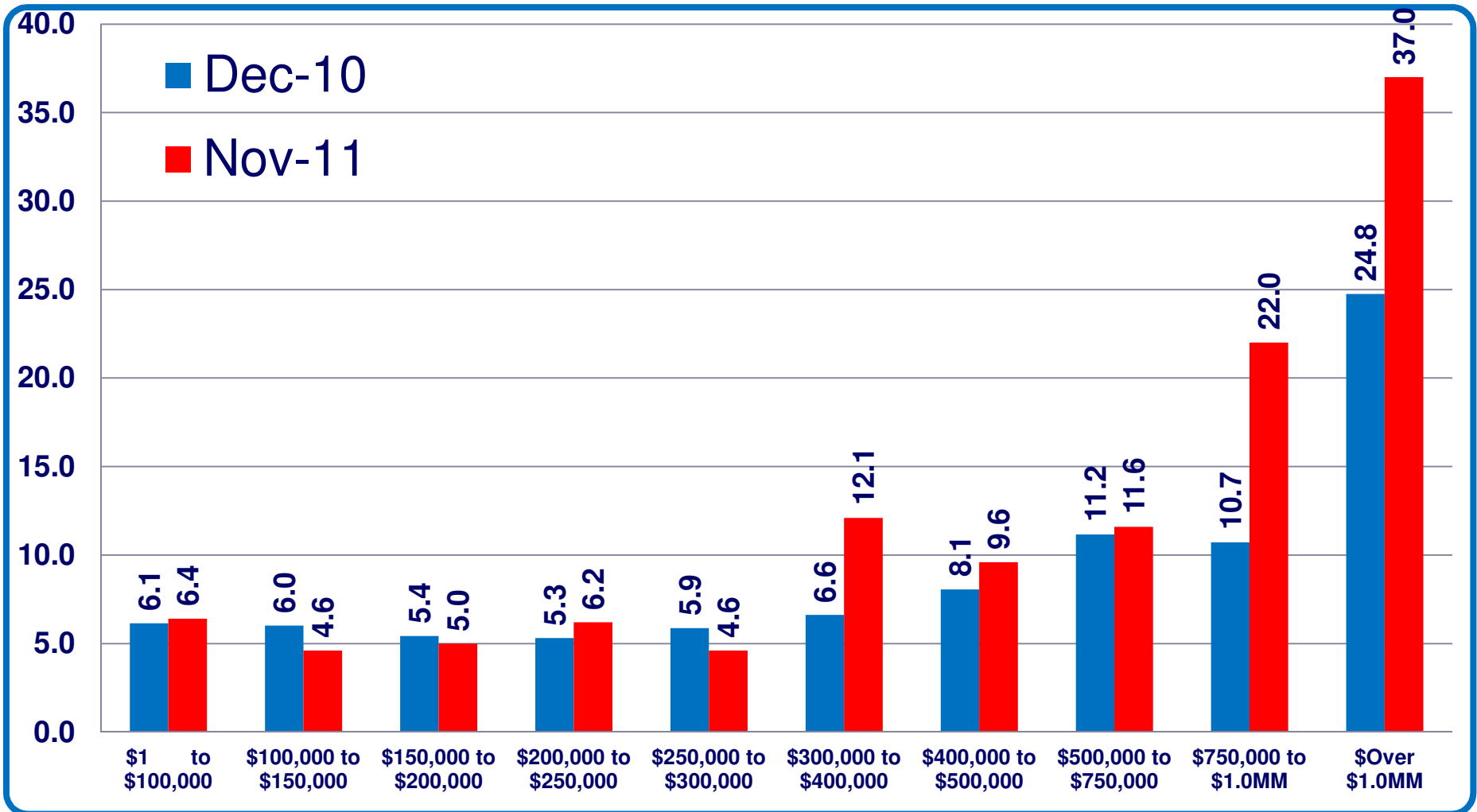
# What's Going On Now In Our Market?

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

## Active Listings vs. Sold by Price December 2011



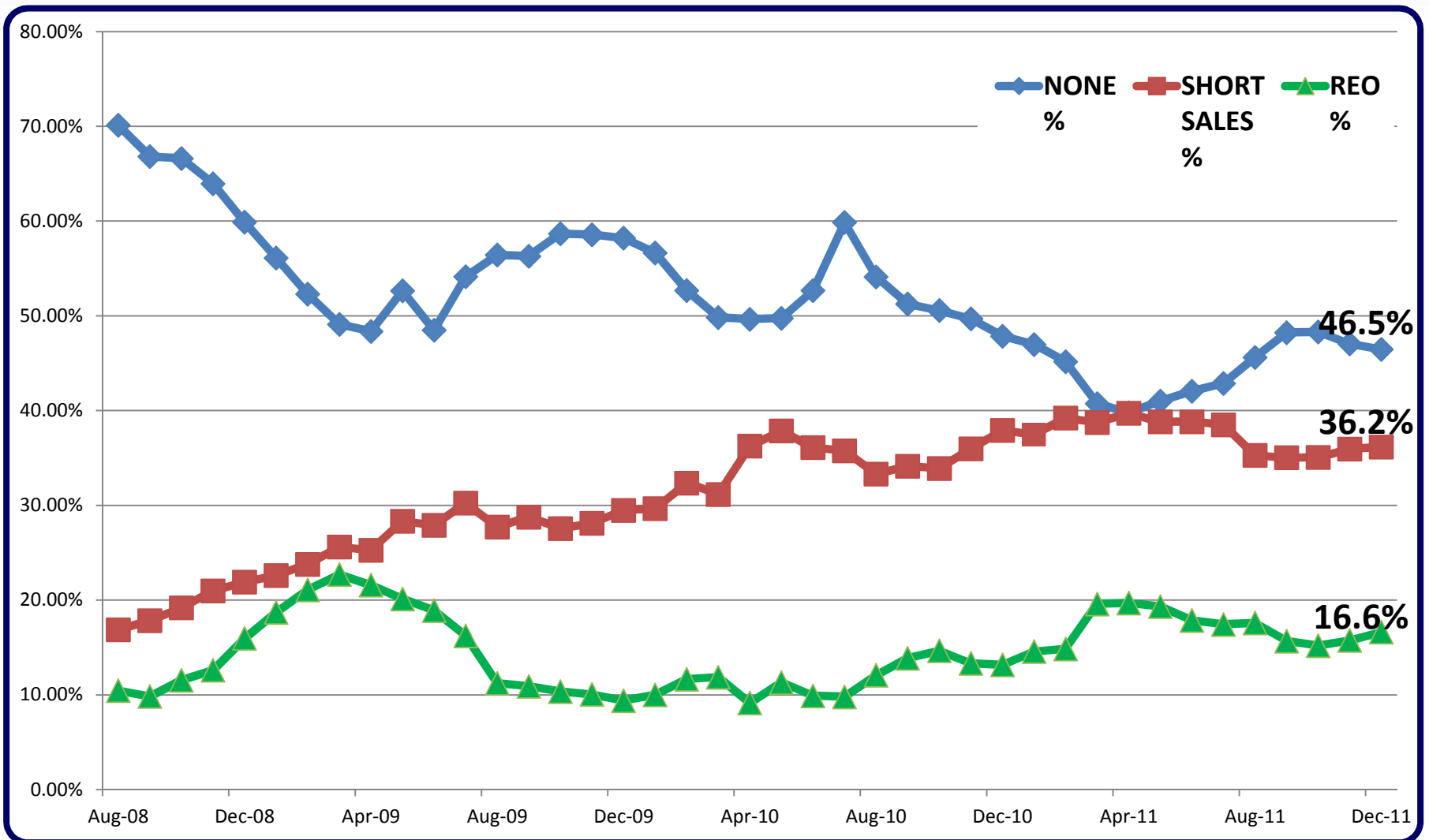
# Market Absorption by Price Range



# What's Going On Now In Our Market?

❖ **Is it Mix of Inventory?**

# Active Listings by Mix

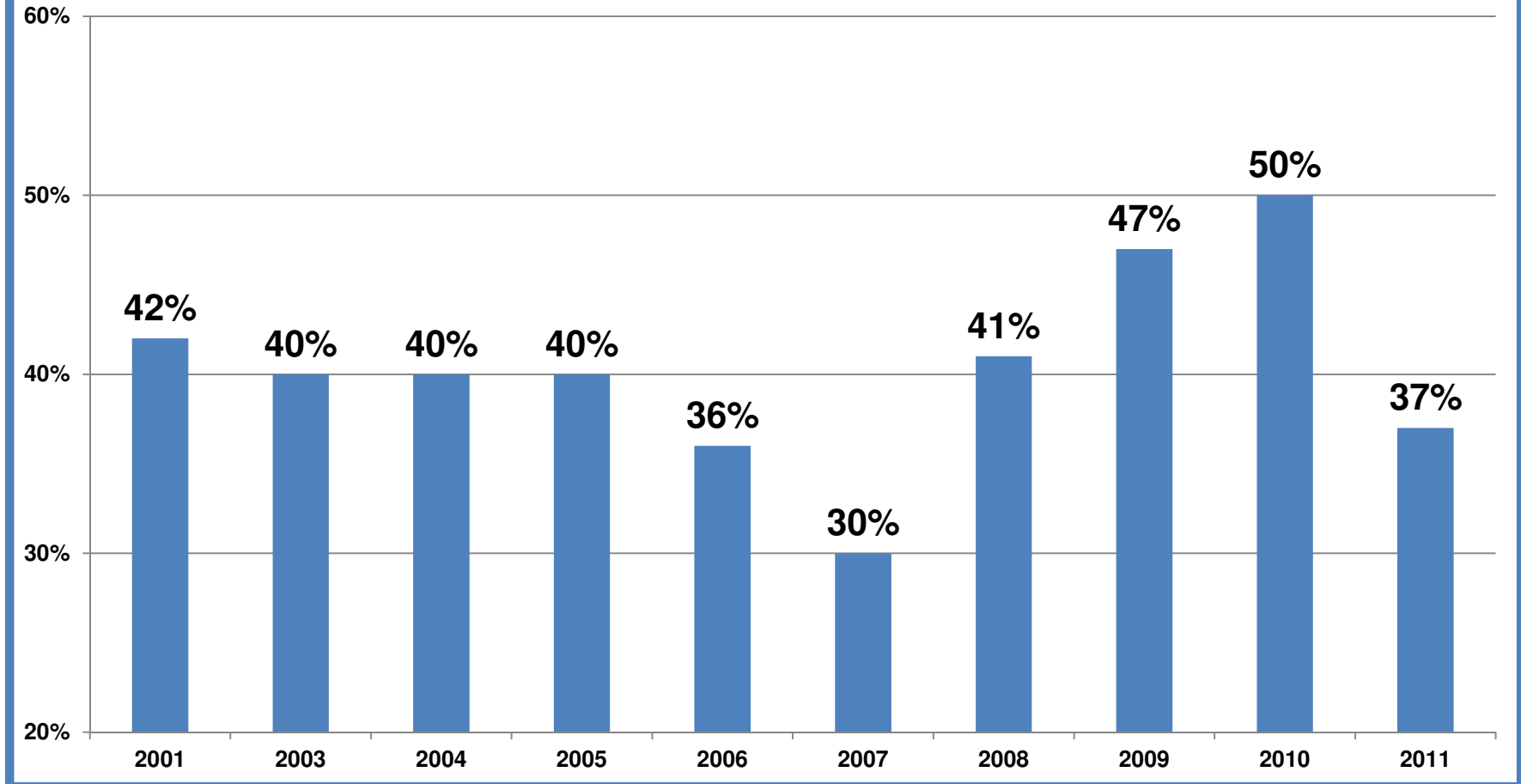


# What's Going On Now In Our Market?

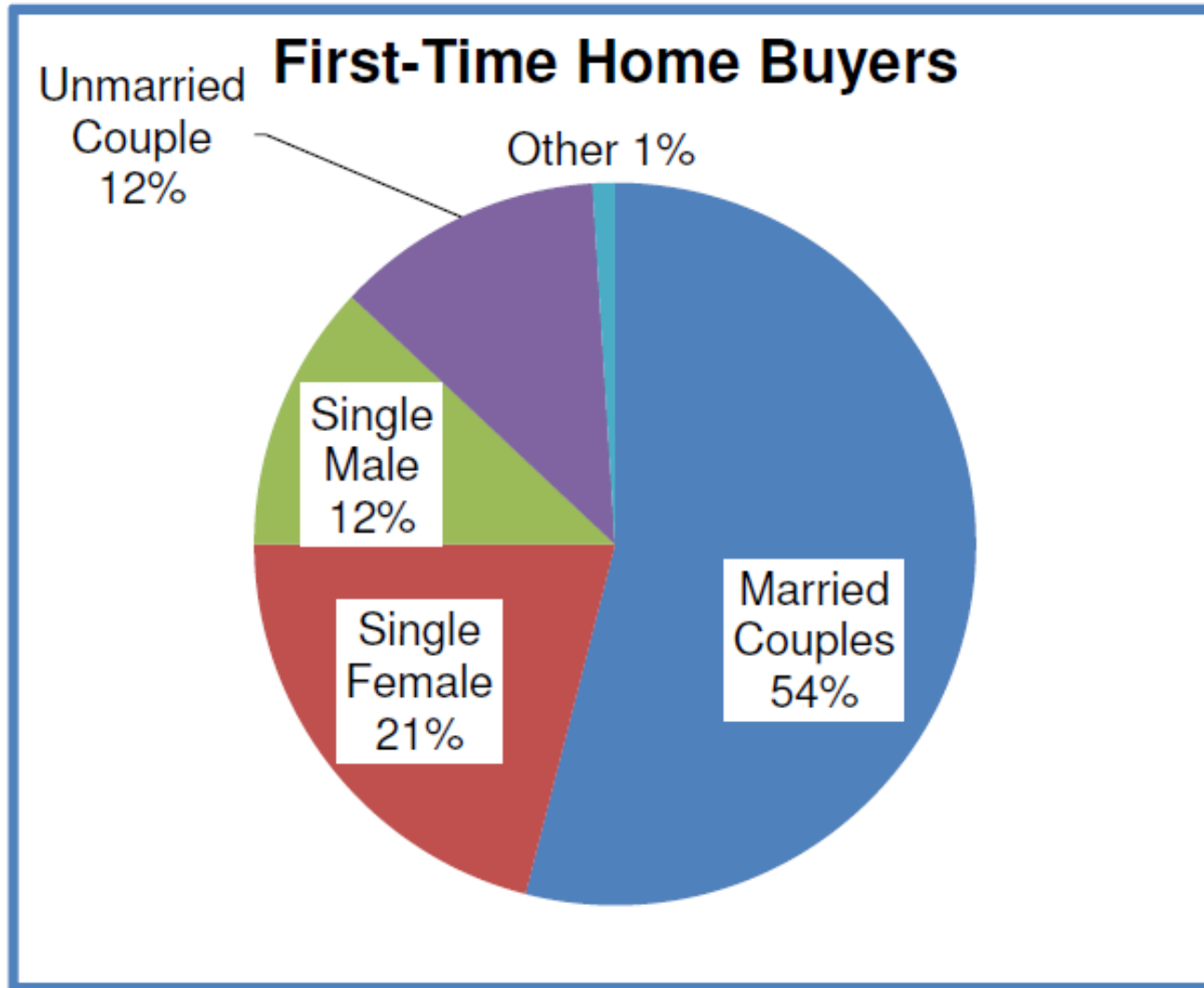
❖ Who's buying?

# History of Who's Buying

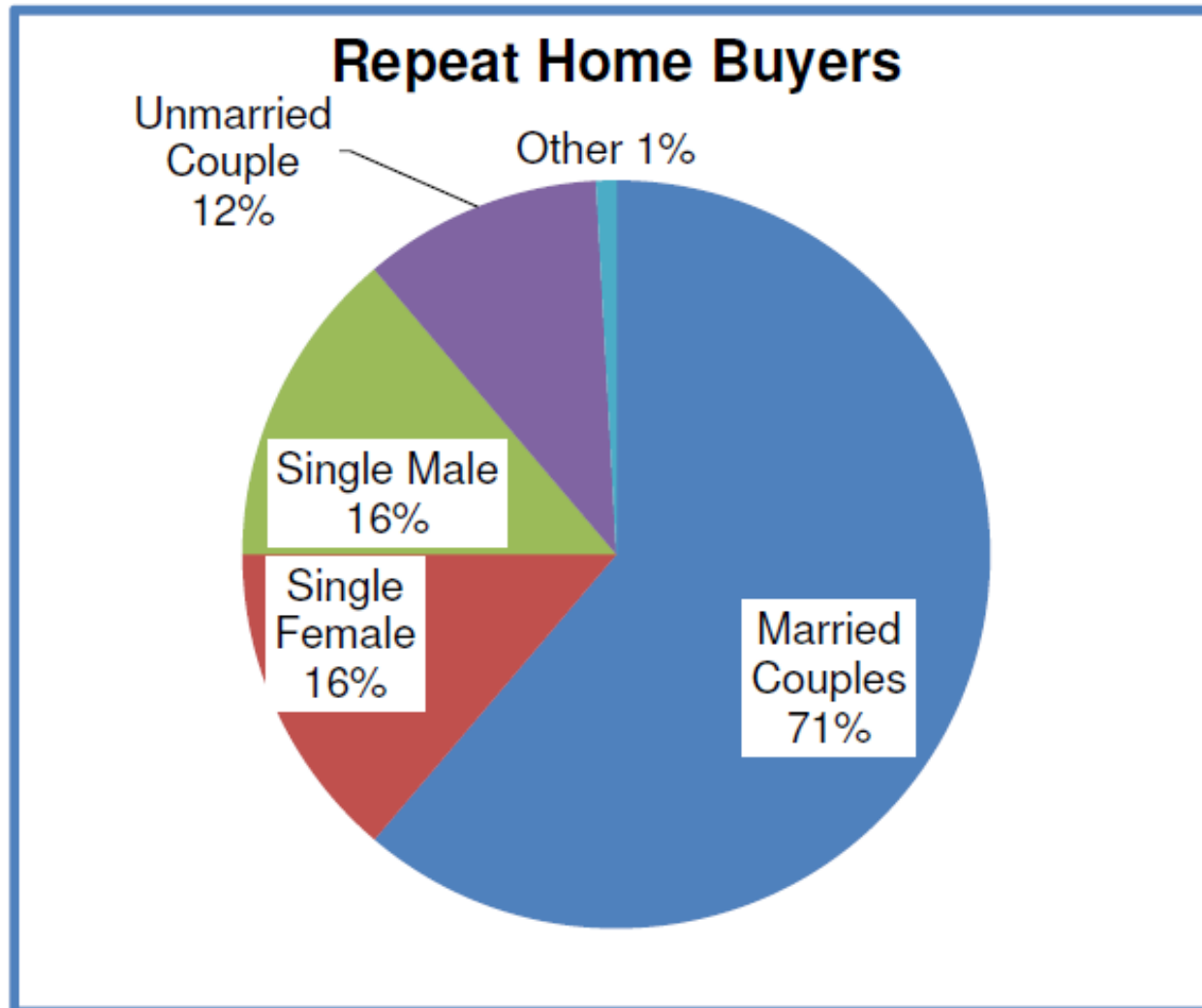
## First-Time Home Buyers



# The Who's Buying Demographic

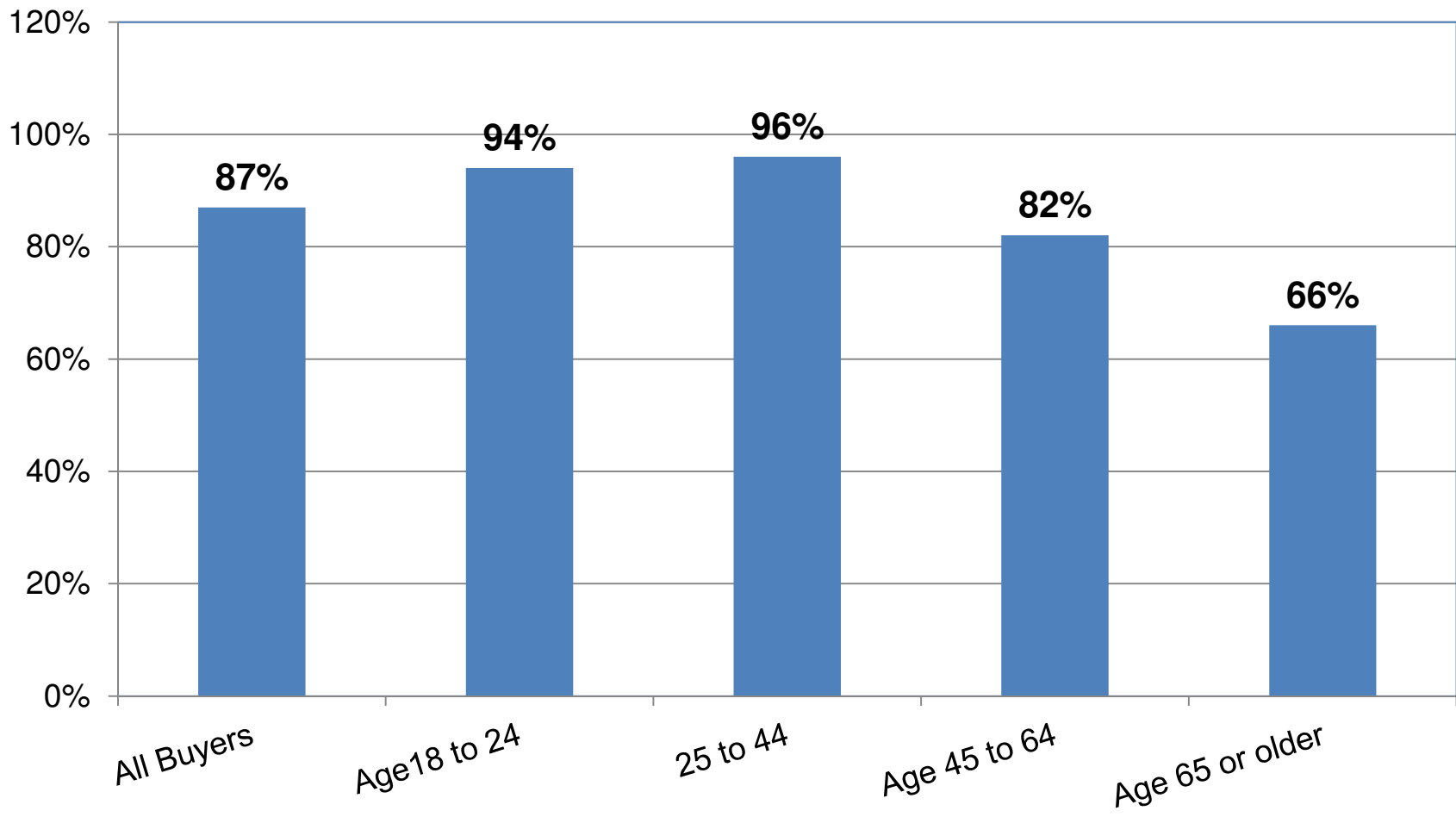


# The Who's Buying Demographic



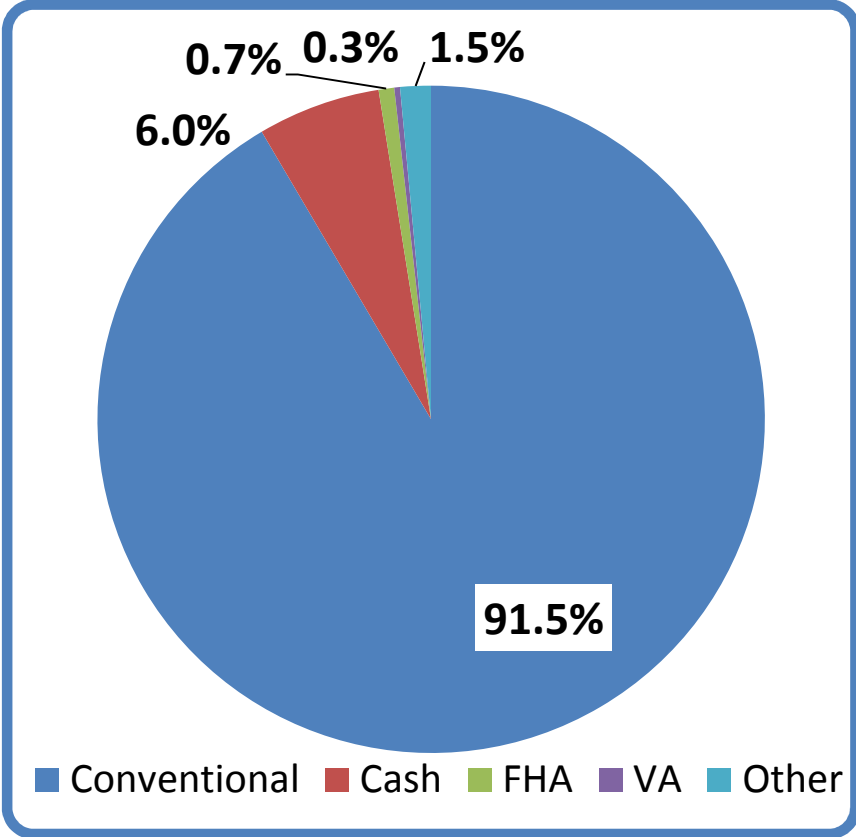
# The Who's Buying Demographic

## Buyers Who Financed Their Home Purchase, by Age

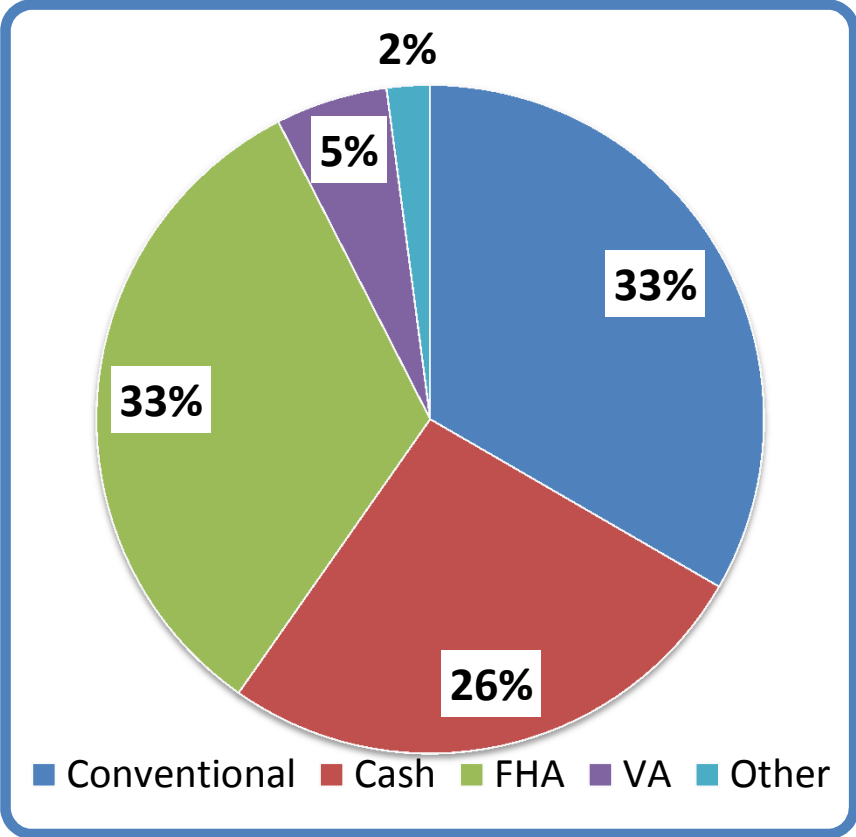


# Financing May be Clue Into Whose Buying

## 2005 Financing Methods



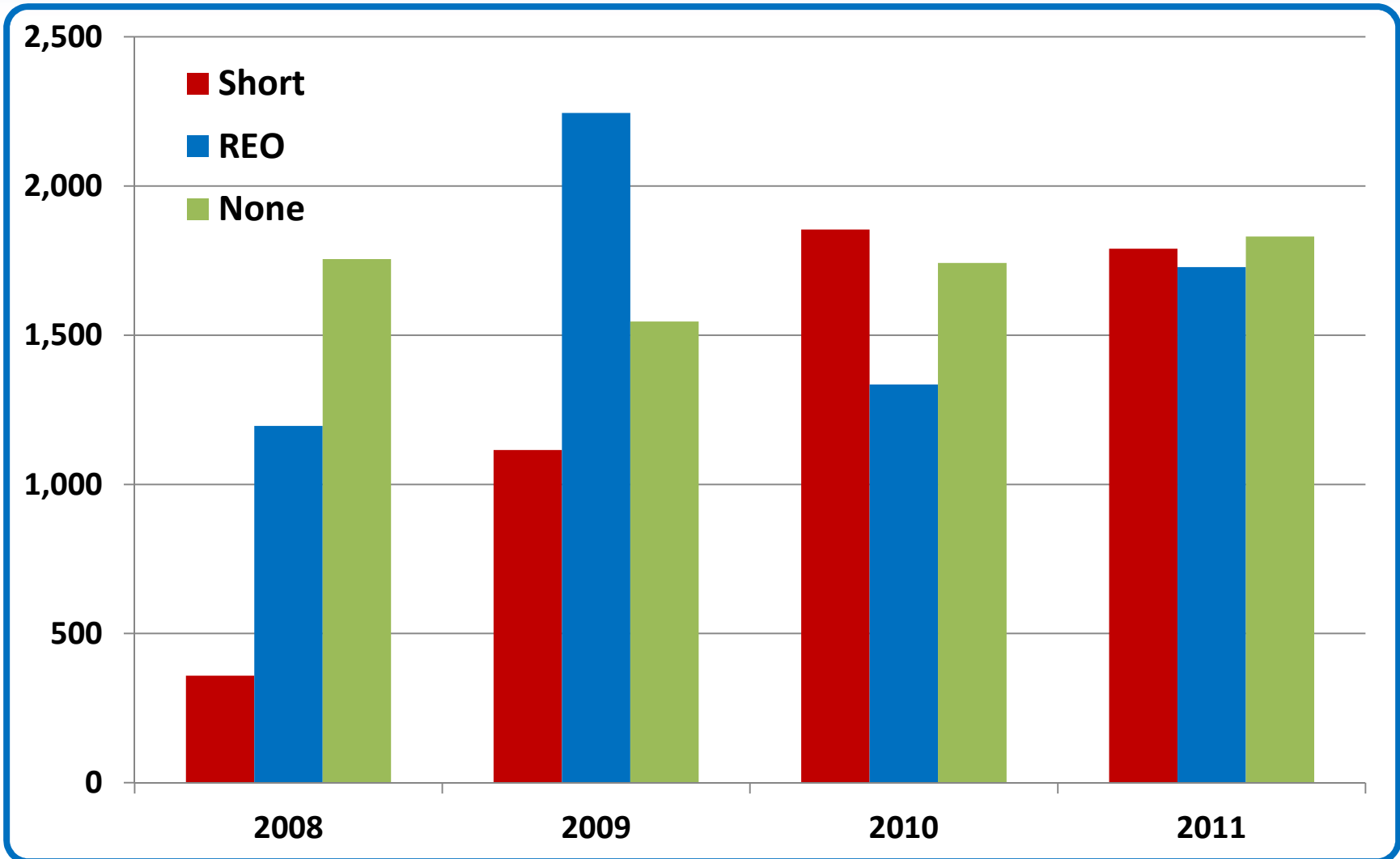
## 2011 Financing Methods



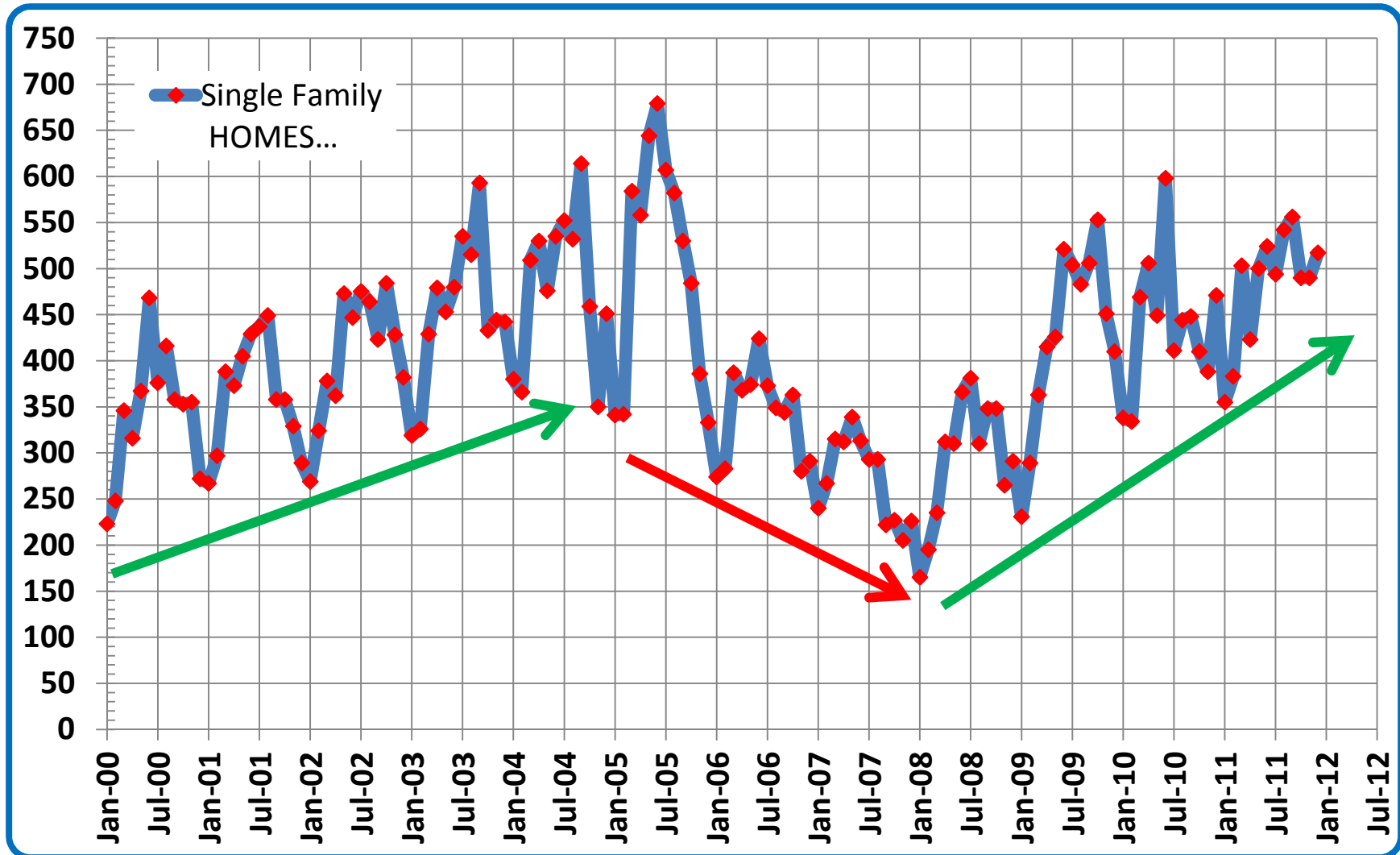
# What's Going On Now In Our Market?

❖ **What are they buying?**

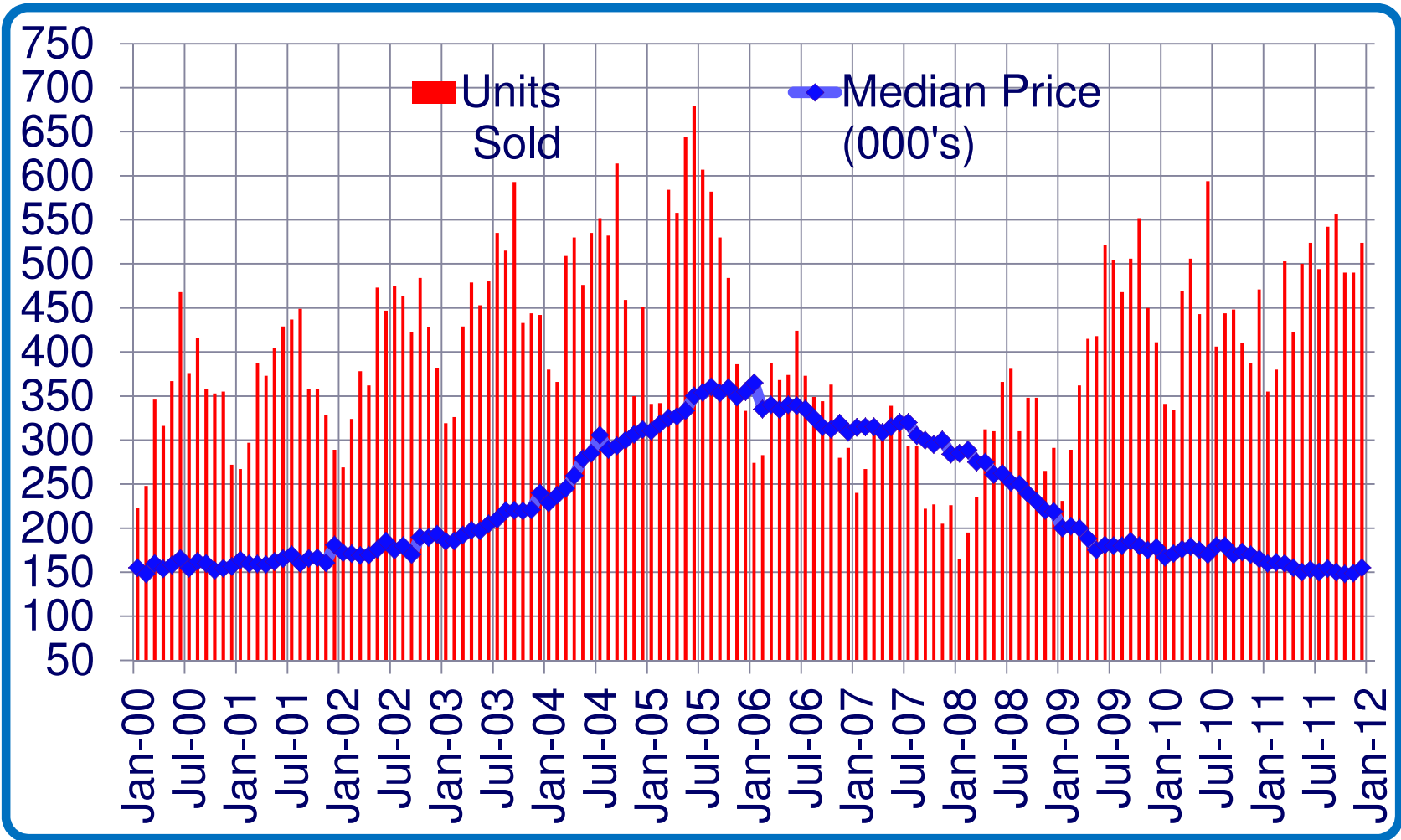
## 2008 – 2011 Homes Sales Mix



# 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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