



HomeEncounter

Tampa Bay Residential Real Estate Report

Hillsborough, Pinellas and Pasco Counties
July 2008



Real Estate Sales Trends and Statistics for Tampa Bay

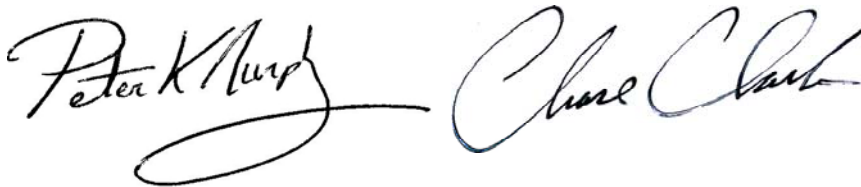
Hillsborough, Pasco and Pinellas Counties

The Residential Real Estate Report is a monthly publication of Home Encounter, LLC. Prepared with the utmost care and attention to detail, this Report analyzes all agent-facilitated residential resale real estate transactions that have occurred within the past month and provides facts and opinions related to our findings. All data is extracted from Mid-Florida Regional Multiple Listing Services Data and is to-the-date accurate.

The purpose of this Report is to provide a timely and accurate picture of the Tampa Bay real estate market for buyers and sellers of real estate as well as real estate brokers, mortgage bankers and appraisers who would benefit from our research.

This Report is prepared by Home Encounter Real Estate Consultants. Direct all questions to info@homeencounter.com.

Audited and Approved by:



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August 13th, 2008*

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August 13th, 2008*



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Real Estate Done Right



Executive Summary

Comparable Statistics Green Indicates Positive Trend, Red Indicates Negative Trend.

	Hillsborough			Pinellas			Pasco			Aggregate		
MarketTrack Projections	June	July	Δ	June	July	Δ	June	July	Δ	June	July	Δ
Projected Baseline Value (\$/sq.ft)	\$101	\$101	0.0%	\$143	\$143	0.0%	\$91	\$90	(1.1%)	\$119	\$119	0.0%
Market Rebound Date	Apr-10	Feb-10	2 mos	Nov-08	Nov-08	0 mo	Nov-08	Nov-08	0 mo	Mar-09	Feb-09	1 mos
All Residential Sales												
Total Sales	994	1,034	4.0%	888	846	(4.7%)	445	460	3.4%	2,327	2,340	0.6%
Average Sales Price per Square Foot	\$120	\$118	(1.7%)	\$149	\$145	(2.7%)	\$92	\$94	2.2%	\$126	\$123	(2.4%)
Average Negotiation Power (Amount Property Sells Below List Price)	5.7%	5.5%	(3.5%)	7.8%	7.4%	(5.1%)	6.0%	5.5%	(8.3%)	6.7%	6.3%	(5.4%)
Average Days Till Sale	157	151	(3.8%)	112	119	6.3%	124	113	(8.9%)	133	132	(0.8%)
Percent of Sales to Total Listings	7.1%	7.6%	7.0%	5.8%	5.7%	(1.7%)	6.3%	6.8%	7.9%	6.4%	6.7%	4.7%
Average Market Reasonability (Average Sales Price as a Percent of Average Active List Price)	77.4%	77.6%	0.3%	74.5%	72.9%	(2.1%)	72.4%	75.8%	4.7%	75.0%	74.1%	(1.2%)
All Residential Listings												
Total Listings	13,951	13,529	(3.0%)	15,298	14,810	(3.2%)	7,015	6,766	(3.5%)	36,264	35,105	(3.2%)
Average List Price Per Square Foot	\$155	\$152	(1.9%)	\$200	\$199	(0.5%)	\$127	\$124	(2.4%)	\$168	\$166	(1.2%)
Average Continuous Days on Market	193	203	5.2%	201	215	7.0%	204	214	4.9%	198	210	6.1%
New Residential Listings												
New Listings	2,186	2,453	12.2%	2,422	2,519	4.0%	1,118	1,194	6.8%	5,726	6,166	7.7%
Average List Price per square foot	\$142	\$143	0.7%	\$185	\$189	2.2%	\$121	\$115	(5.0%)	\$156	\$156	0.0%
Percent of New Listings to Total Listings	15.7%	18.1%	15.3%	15.8%	17.0%	7.6%	15.9%	17.6%	10.7%	15.8%	17.6%	11.4%

- The "Good" News:

- No change in projected baseline price.
- 1 month improvement in projected baseline date
- Total sales increased by 0.6%
- Total listings decreased by 3.2%
- New listings increased by 7.7% with no increase in average price of new listings.

- The "Bad" News:

- 2.4% decline in sale price
- 6.1% increase in average days on market

Average Home Prices declined by 2.4% in July

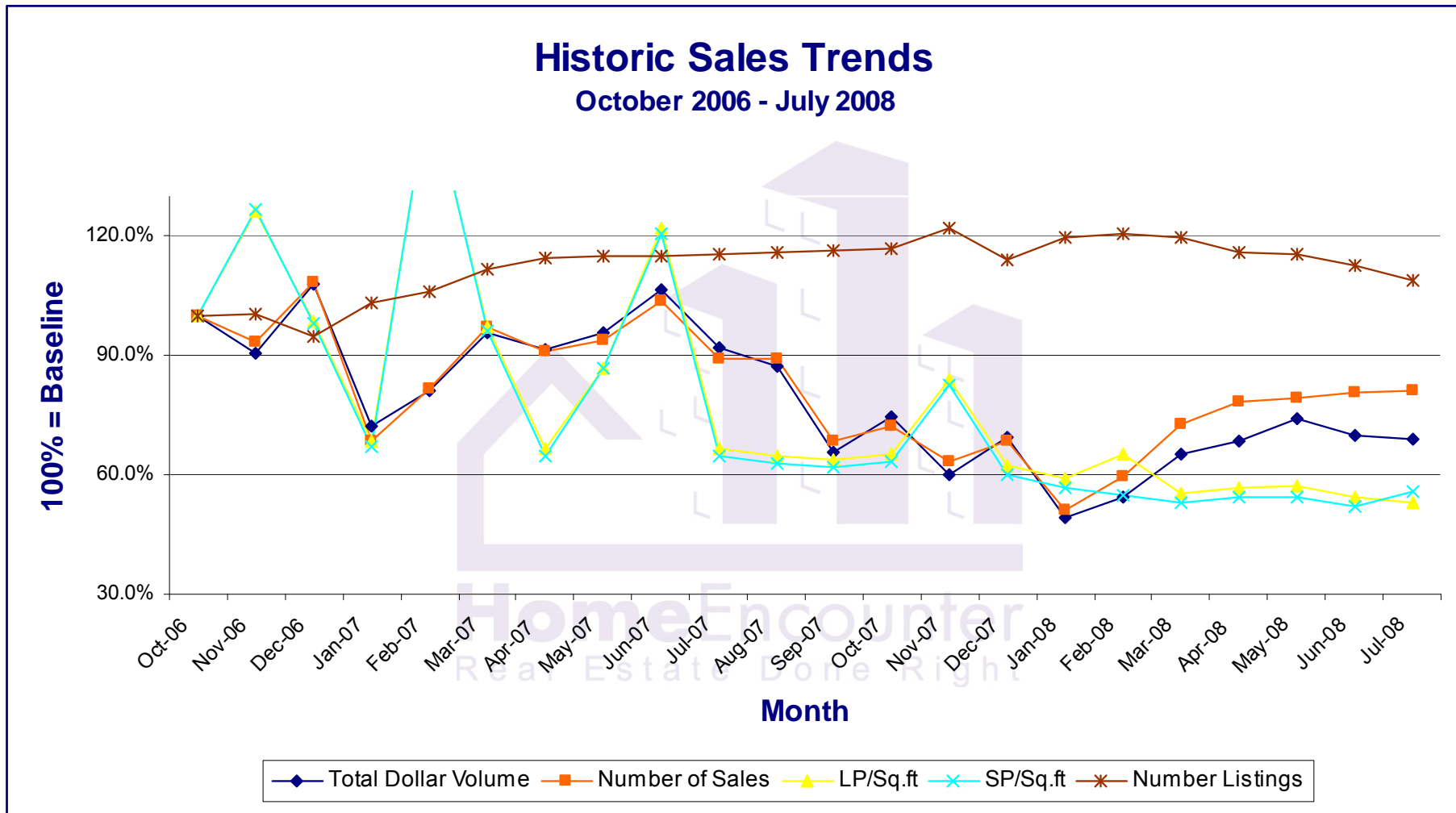
Since January 2008, home prices have declined by 10.2%

Since May 2008, home prices have declined by 6.1%

Since July 2006, home prices have declined by 25%

Executive Summary

Sales Trends



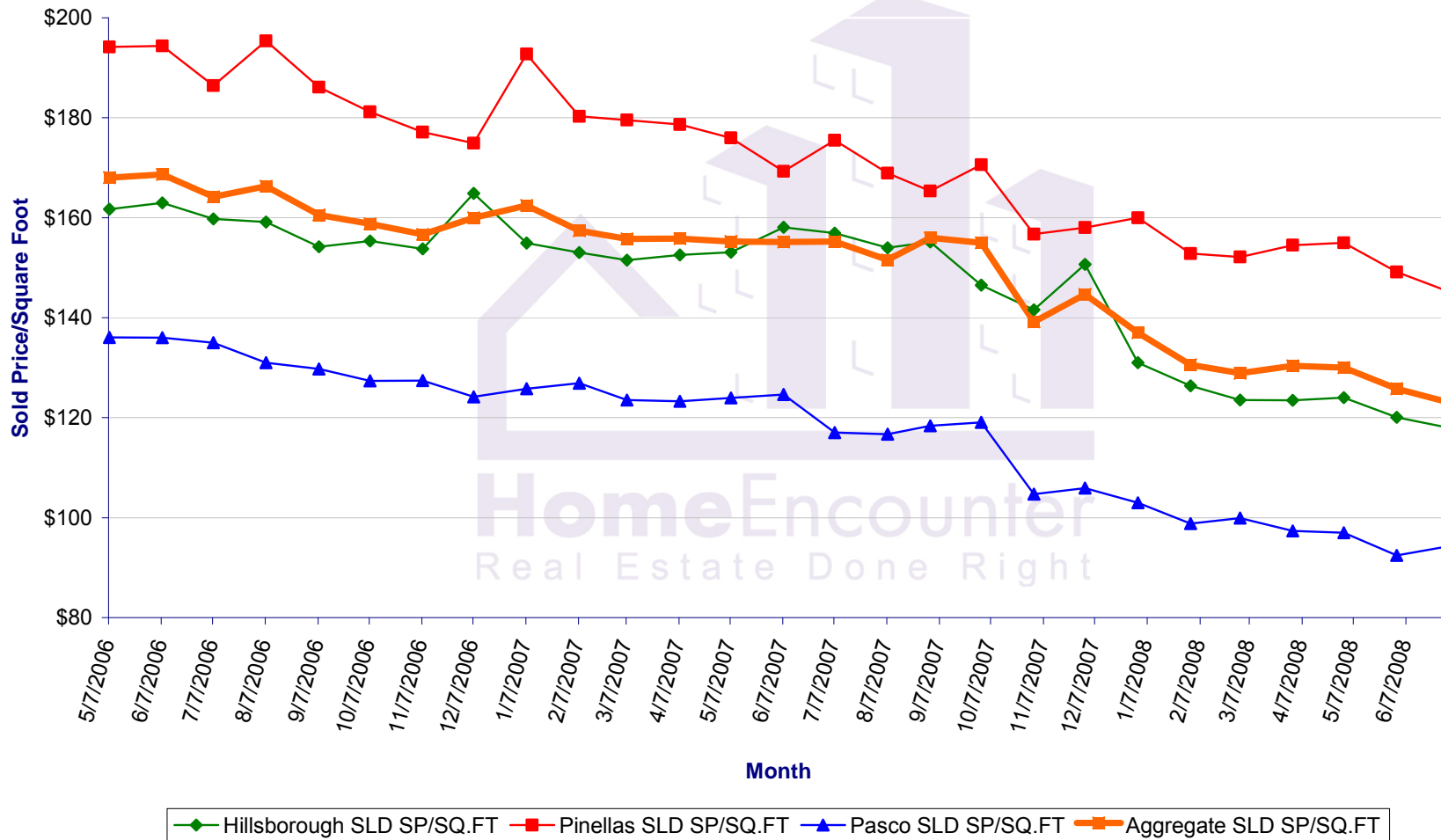
- The volume of sales increased by 0.6% from June to July 2008 compared with a 14.1% decrease in sales from June to July 2007.
- Total Dollar Volume of Sales is 23% below July 2007 levels.
- Total Number of Sales is 7.8% below July 2007 levels.
- The gap between the number of sales and the total dollar volume of sales continues to widen, indicating a market preference for low-priced homes
- Number of listings is at March 2007 levels

Executive Summary

Home Sales Prices

Home Sales Prices

April 2006 - July 2008



- Home prices declined 2.4% in July; 6.1% since May 2008; 10.2% since January 2008; 25% since July 2006

MarketTrack

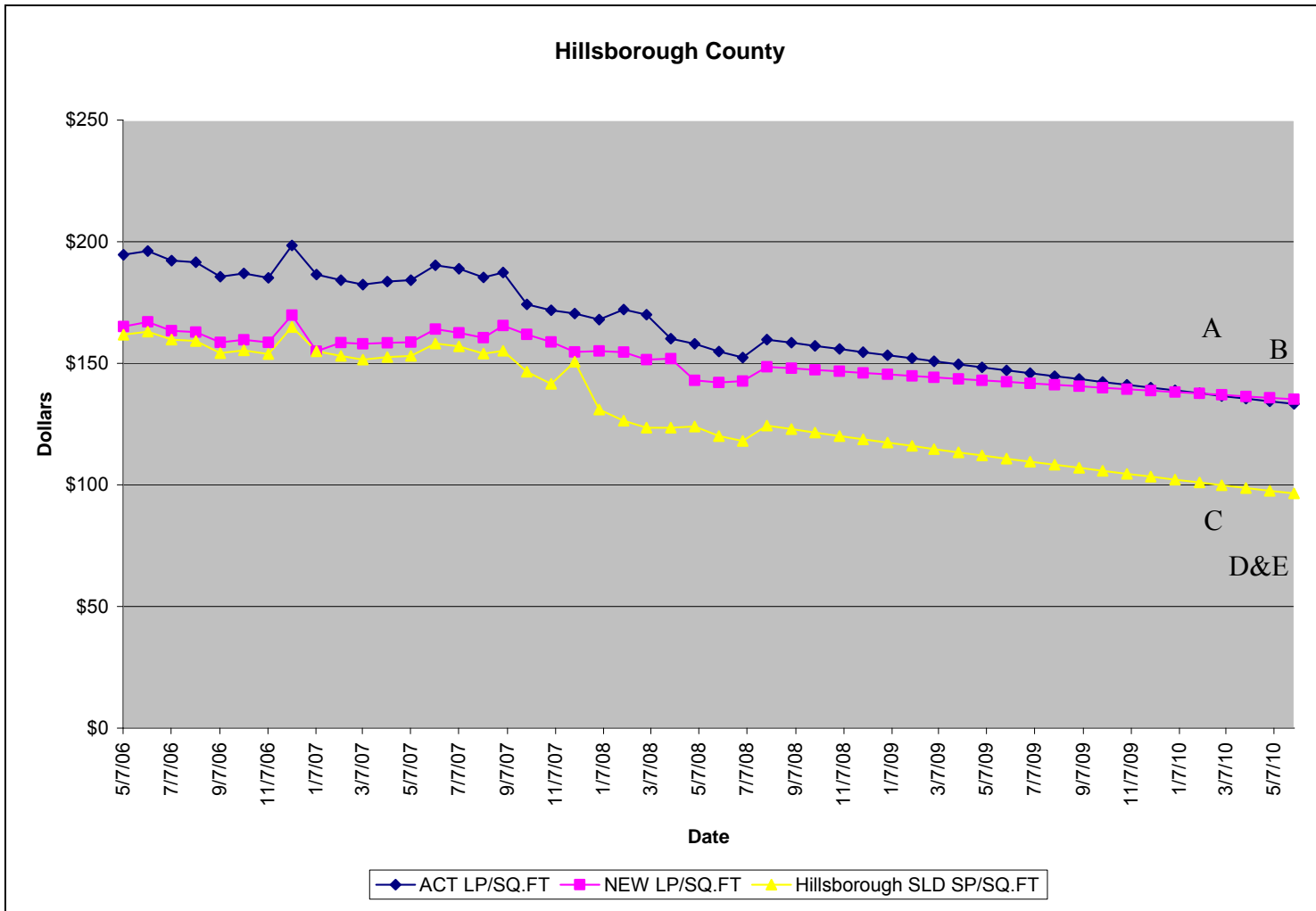
Market Decline and Recovery Projections Tampa Bay Residential Real Estate Report – July 2008

- Hillsborough County's projection of Market Baseline Value is unchanged from June and Market Baseline Date has improved by two months to February 2010. Home Encounter projects that **Hillsborough County's Market Baseline is 14.4% below current sales prices and 19 months out from July 2008.**
- Pinellas County's Projection of Market Baseline Value is unchanged from June and Market Baseline Date is unchanged at November 2008. Home Encounter projects that **Pinellas County's Market Baseline is 1.4% below current sales prices and 4 months out from July 2008.**
- Pasco County's Projection of Market Baseline Value is down by 1.1% from last month and Market Baseline Date is unchanged at November 2008. Home Encounter projects that **Pasco County's Market Baseline is 4.4% below current sales prices and 4 months out from July 2008.**
- Overall, Projection of Market Baseline Value is unchanged from June and Market Baseline Date has improved by 1 month to February 2009. Home Encounter projects the **Aggregate Market Baseline to be 3.3% below current sales prices and 7 months out from July 2008.**



MarketTrack

Hillsborough County



A. Average sales price per square foot – the truest measure of a property’s value – will continue to fall until February 2010.

B. After February 2010, new properties will enter the market at an average value that equals or is greater than the price of existing inventory.

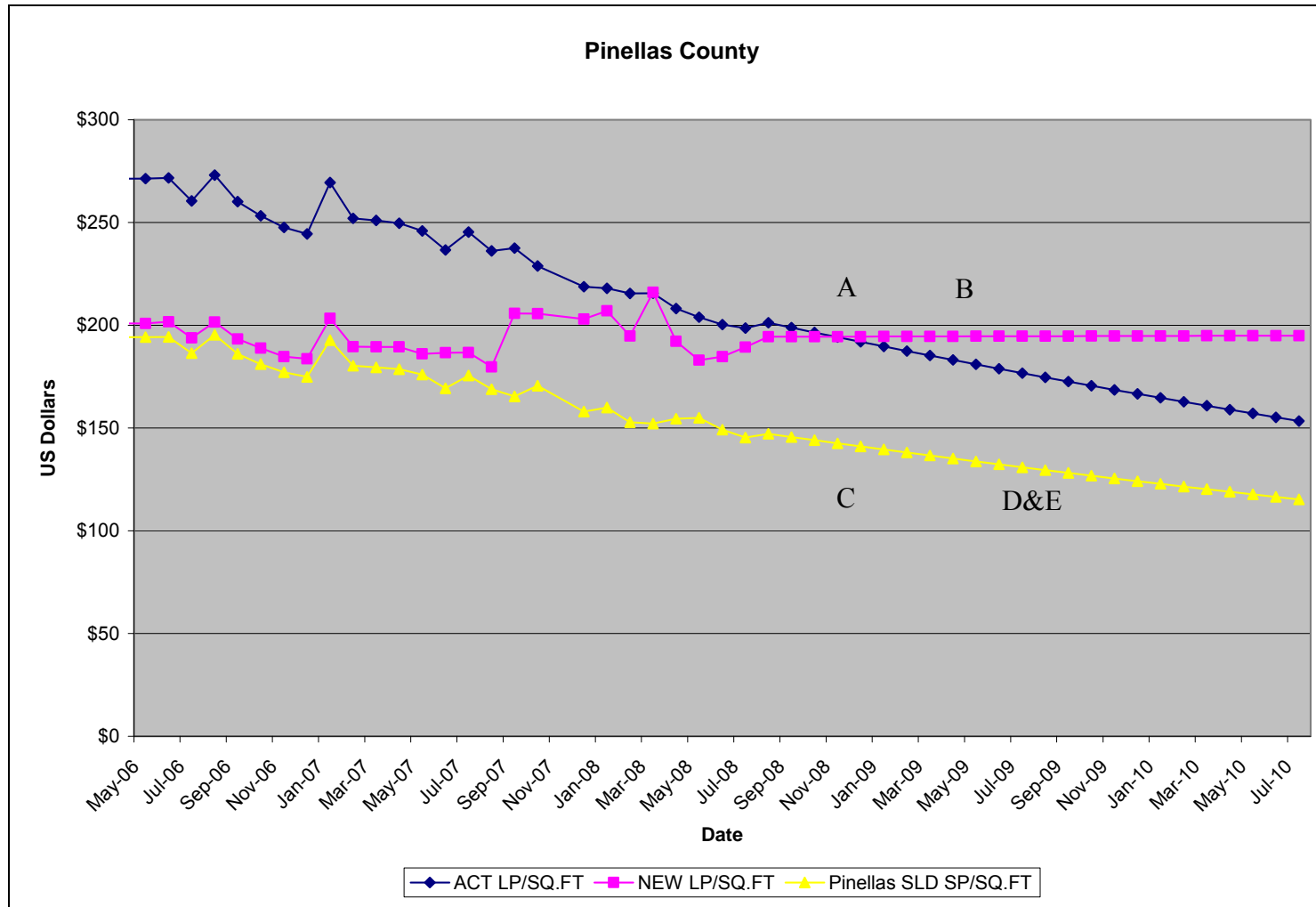
C. Average sales price per square foot for new listings will bottom out at \$101/sq.ft and will flat-line or begin to increase, depending on the rate of consumption of existing inventory and the population growth rate.

E. This trend will continue until inventory levels return to a healthier supply rate of 2-4 months of supply.

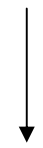
D. However, the 13 month supply of existing inventory will continue to sell at prices below \$101/sq.ft and will drag down the aggregate average sales price.

MarketTrack

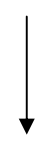
Pinellas County



A. Average sales price per square foot – the truest measure of a property’s value – will continue to **fall until November 2008.**

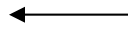


B. After **November 2008**, new properties will enter the market at an average value that equals or is greater than the price of existing inventory.

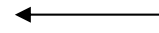


C. Average sales price per square foot for new listings will bottom out at **\$143/sq.ft** and will flat-line or begin to increase, depending on the rate of consumption of existing inventory and the population growth rate.

E. This trend will continue until inventory levels return to a healthier supply rate of 2-4 months of supply.

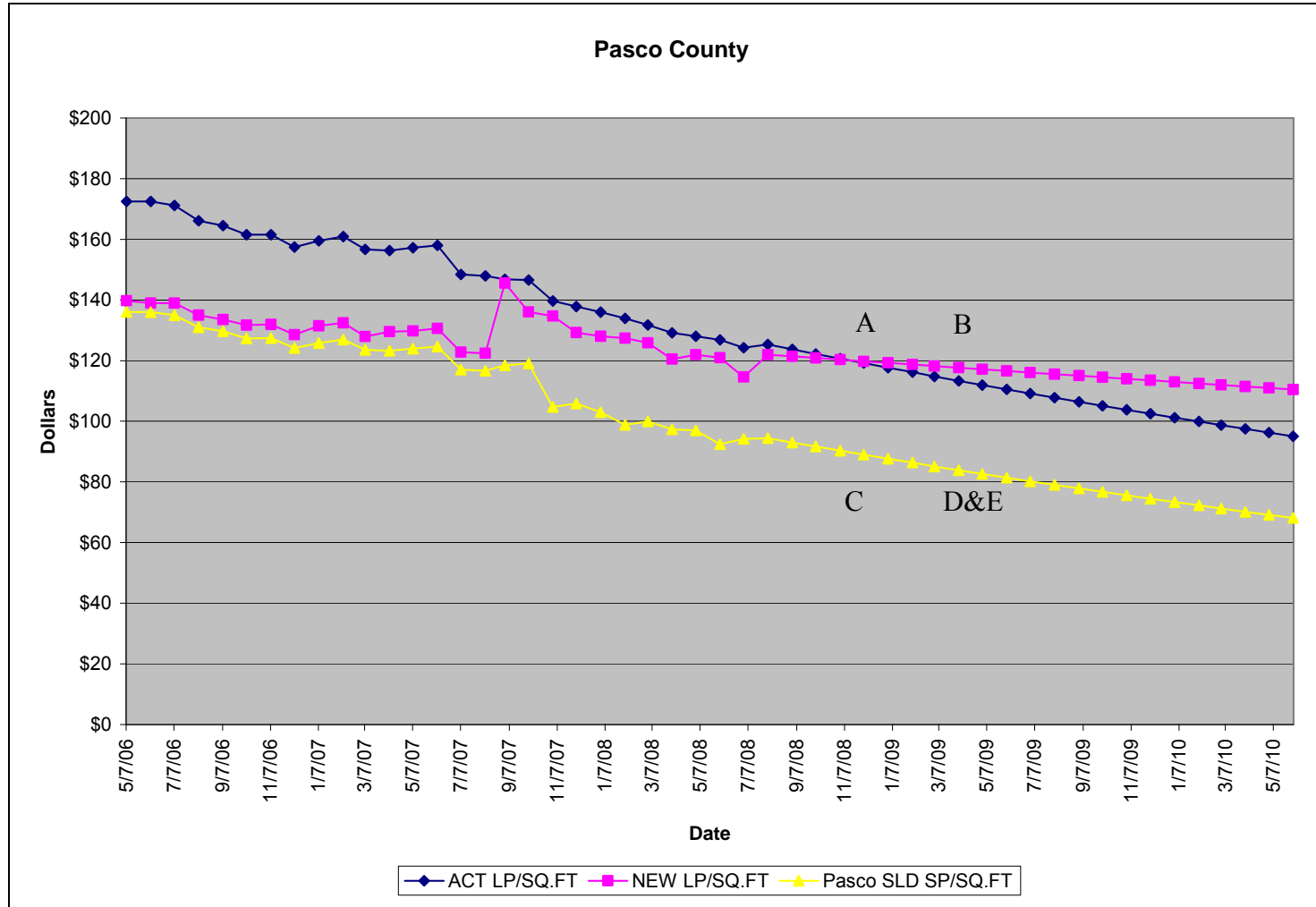


D. However, the **18 month supply of existing inventory** will continue to sell at prices below \$143/sq.ft and will drag down the aggregate average sales price.



MarketTrack

Pasco County



A. Average sales price per square foot – the truest measure of a property’s value – will continue to **fall until November 2008.**

B. After **November 2008**, new properties will enter the market at an average value that equals or is greater than the price of existing inventory.

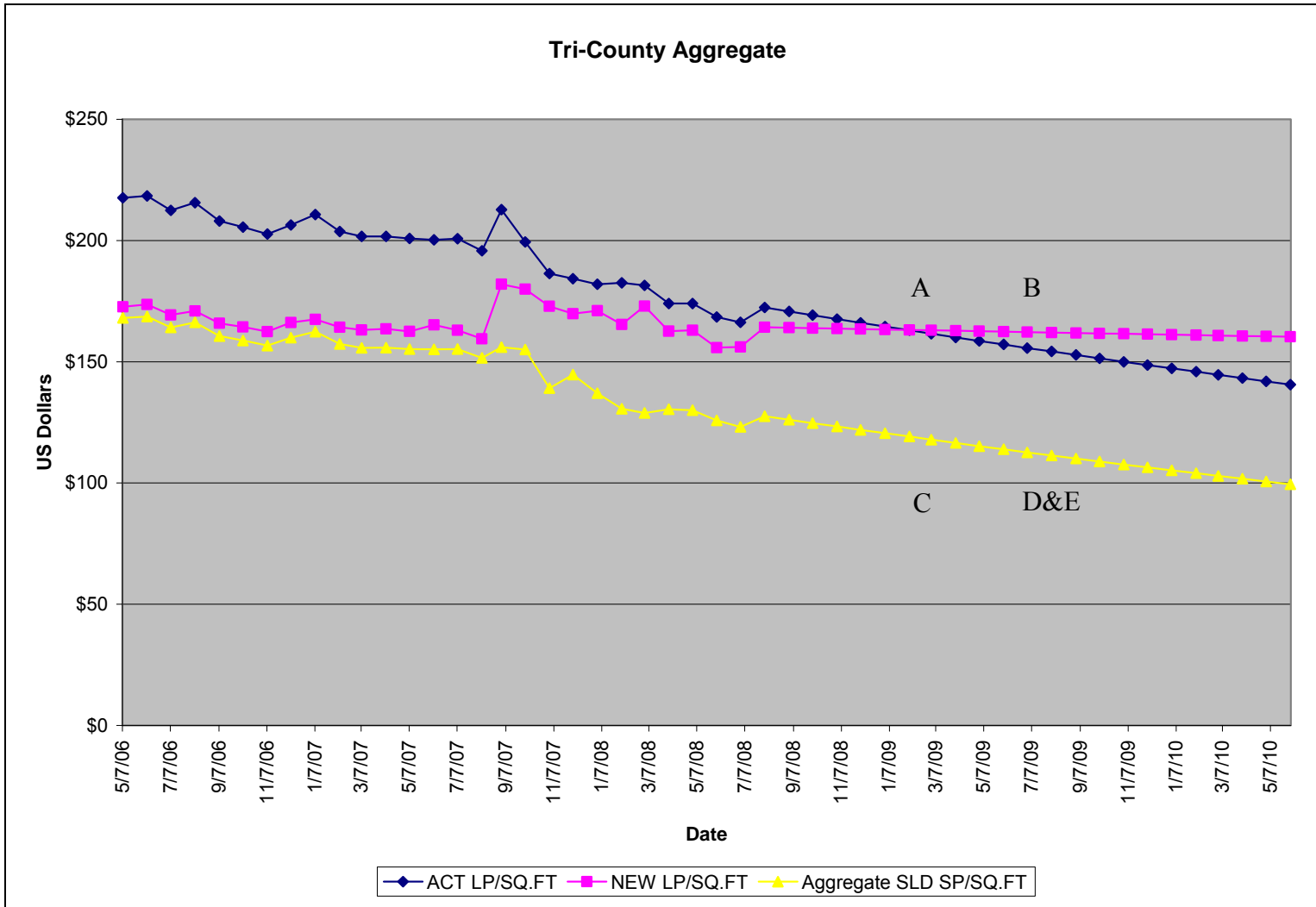
C. Average sales price per square foot for new listings will bottom out at **\$90/sq.ft** and will flat-line or begin to increase, depending on the rate of consumption of existing inventory and the population growth rate.

D. However, the **15 month supply of existing inventory** will continue to sell at prices below \$90/sq.ft and will drag down the aggregate average sales price.

E. This trend will continue until inventory levels return to a healthier supply rate of 2-4 months of supply.

MarketTrack

Tri-County Aggregate



A. Average sales price per square foot – the truest measure of a property’s value – will continue to **fall until February 2009**.

B. After **February 2009**, new properties will enter the market at an average value that equals or is greater than the price of existing inventory.

C. Average sales price per square foot for new listings will bottom out at **\$119/sq.ft** and will flat-line or begin to increase, depending on the rate of consumption of existing inventory and the population growth rate.

E. This trend will continue until inventory levels return to a healthier supply rate of 2-4 months of supply.

D. However, the **15 month supply of existing inventory** will continue to sell at prices below \$119/sq.ft and will drag down the aggregate average sales price.

ZipData

Tampa Bay Residential Real Estate Report – July 2008

- Only zip codes with both sales and listing activity are included in this report.
- Data is sorted by zip code
- Zip codes are ranked by six comparative measures. Each measure is followed by a rank.
 - Average Active List Price Per Square Foot. The relative price of active listings
 - Average Days to Sale. The relative time required for listings to sell
 - Average Sold Price per Square Foot. The relative sales price on the open market
 - Negotiation Power. The percentage below list price for which a property sells
 - Market Reasonable Test. Percent difference between sales price and active list price
 - Market Strength. A revised indicator that takes into account the quantity and the price of sales to quantify market strength
- Overall Rank is a summation of individual rankings. Sum-scores are ranked in descending order.



ZipData

Hillsborough County

- Hillsborough zip codes are ranked 1-47
- Zip codes that are appropriately priced sell in below-average time frames for prices that are reasonably close to asking price. This rule identifies healthier markets and holds true regardless of zip code demographics.

Zip Code	Average ACT LP/sq.ft	Rank	Average Days to Sale	Rank	Average SP/sq.ft	Rank	Negotiation Power	Rank	Market Reasonable	Rank	Market Strength	Rank	Overall Rank
33510	\$123	36	127	15	\$100	34	4%	20	82%	18	60.6	8	22
33511	\$119	39	139	24	\$104	29	3%	7	87%	9	58.1	14	14
33527	\$157	18	113	5	\$102	31	2%	4	65%	41	40.3	44	24
33534	\$109	44	179	39	\$93	37	9%	40	86%	15	60.6	9	41
33547	\$156	19	127	16	\$121	13	4%	17	77%	26	70.1	2	4
33548	\$193	10	149	28	\$252	2	11%	44	130%	1	65.6	4	3
33549	\$176	13	172	36	\$115	22	4%	15	65%	40	47.7	33	31
33556	\$251	4	166	34	\$159	7	10%	42	64%	42	45.6	35	32
33558	\$151	20	153	30	\$118	19	5%	24	78%	24	60.2	11	20
33559	\$168	14	179	38	\$142	10	7%	32	85%	16	60.7	7	13
33563	\$109	45	186	40	\$79	44	8%	35	72%	34	50.2	28	46
33565	\$217	7	188	41	\$120	17	3%	6	55%	45	41.8	42	30
33566	\$120	38	73	1	\$84	41	1%	2	70%	37	38.6	45	32
33567	\$149	22	126	12	\$86	40	2%	3	58%	44	34.5	47	36
33569	\$116	43	130	19	\$101	32	2%	5	87%	10	57.5	15	15
33570	\$195	9	118	7	\$96	36	3%	10	49%	47	42.9	40	26
33572	\$180	11	171	35	\$120	16	9%	41	67%	39	45.2	36	38
33573	\$107	46	204	43	\$84	43	10%	43	78%	22	55.7	18	45
33584	\$117	40	124	10	\$104	28	7%	33	89%	7	53.0	24	23
33592	\$217	6	490	46	\$250	3	25%	47	115%	2	96.0	1	7
33594	\$124	35	135	22	\$111	25	4%	16	90%	5	59.4	13	12
33598	\$160	16	381	45	\$121	15	5%	23	75%	29	43.8	38	34

ZipData

Hillsborough County

Zip Code	Average ACT LP/sq.ft	Rank	Average Days to Sale	Rank	Average SP/sq.ft	Rank	Negotiation Power	Rank	Market Reasonable	Rank	Market Strength	Rank	Overall Rank
33602	\$282	2	557	47	\$229	4	3%	8	81%	19	48.6	32	11
33603	\$135	26	126	13	\$104	30	8%	34	77%	28	51.4	25	29
33604	\$123	37	138	23	\$90	39	8%	37	73%	31	51.1	26	43
33605	\$124	33	127	14	\$77	46	5%	22	62%	43	41.2	43	44
33606	\$296	1	159	32	\$259	1	8%	36	87%	8	57.1	16	5
33607	\$151	21	231	44	\$136	12	17%	46	90%	6	54.6	21	27
33609	\$223	5	146	26	\$176	6	6%	28	79%	21	53.3	23	9
33610	\$102	47	96	3	\$54	47	11%	45	53%	46	37.2	46	47
33611	\$203	8	144	25	\$148	8	6%	26	73%	33	50.9	27	18
33612	\$116	41	124	11	\$78	45	5%	21	67%	38	50.0	29	42
33613	\$144	23	189	42	\$107	27	6%	27	74%	30	49.5	30	39
33614	\$130	29	131	20	\$92	38	3%	13	71%	36	43.2	39	37
33615	\$134	27	135	21	\$116	21	3%	12	86%	13	49.3	31	16
33616	\$179	12	153	29	\$137	11	9%	39	77%	27	59.4	12	21
33617	\$125	32	127	17	\$97	35	7%	31	78%	25	42.6	41	40
33618	\$165	15	173	37	\$121	14	6%	30	73%	32	54.8	19	25
33619	\$116	42	93	2	\$84	42	3%	9	72%	35	44.3	37	35
33624	\$128	30	116	6	\$101	33	4%	18	78%	23	55.8	17	18
33625	\$133	28	129	18	\$114	24	3%	14	86%	14	61.5	6	6
33626	\$159	17	120	8	\$145	9	6%	25	91%	4	66.0	3	1
33629	\$256	3	149	27	\$202	5	6%	29	79%	20	53.8	22	8
33634	\$139	24	157	31	\$117	20	9%	38	84%	17	54.6	20	27
33635	\$136	25	122	9	\$118	18	3%	11	87%	12	47.5	34	9
33637	\$124	34	108	4	\$115	23	0%	1	93%	3	60.5	10	2
33647	\$127	31	164	33	\$111	26	4%	19	87%	11	61.5	5	16

ZipData

Pinellas County

- Pinellas zip codes are ranked 1-54
- Zip codes that are appropriately priced sell in below-average time frames for prices that are reasonably close to asking price. This rule identifies healthier markets and holds true regardless of zip code demographics.

Zip Code	Average ACT LP/sq.ft	Rank	Average Days to Sale	Rank	Average SP/sq.ft	Rank	Negotiation Power	Rank	Market Reasonable	Rank	Market Strength	Rank	Overall Rank
33569	\$108	50	20	4	\$95	45	1%	1	88%	10	94.0	1	9
33626	\$220	10	10	2	\$101	41	7%	28	46%	53	48.0	34	29
33701	\$256	8	108	23	\$223	7	4%	7	87%	11	58.3	9	1
33702	\$155	26	85	13	\$133	16	8%	37	86%	13	52.4	22	12
33703	\$180	15	84	12	\$156	10	10%	46	87%	12	54.4	15	8
33704	\$240	9	75	8	\$202	9	7%	29	84%	16	52.9	20	3
33705	\$207	11	101	20	\$116	31	7%	26	56%	51	34.5	52	38
33706	\$380	4	125	38	\$280	5	7%	30	74%	40	45.3	41	22
33707	\$207	12	135	41	\$143	13	8%	36	69%	43	43.2	49	40
33708	\$322	6	143	45	\$215	8	9%	42	67%	45	43.5	48	40
33709	\$114	48	120	34	\$85	49	9%	43	74%	39	48.4	32	50
33710	\$143	31	109	26	\$112	37	7%	23	78%	28	51.0	26	31
33711	\$139	34	106	22	\$69	52	10%	50	50%	52	34.4	53	54
33712	\$116	47	109	24	\$69	51	7%	27	59%	50	45.5	40	49
33713	\$135	38	105	21	\$102	40	5%	11	76%	34	45.1	42	37
33714	\$125	43	117	32	\$99	42	7%	24	79%	25	46.2	38	46
33715	\$298	7	178	51	\$230	6	10%	48	77%	29	48.1	33	34
33716	\$163	22	192	52	\$122	26	5%	16	75%	37	44.4	44	42
33755	\$154	28	82	11	\$93	47	4%	6	60%	49	37.6	51	39
33756	\$181	14	118	33	\$150	11	9%	44	83%	18	50.3	28	19
33759	\$134	39	76	10	\$98	43	8%	31	73%	41	47.4	37	45
33760	\$134	40	197	53	\$134	14	12%	52	100%	4	58.0	10	33
33761	\$136	37	135	42	\$112	35	9%	41	82%	19	51.7	24	43
33762	\$158	24	127	39	\$146	12	6%	20	92%	8	53.5	18	11
33763	\$108	51	109	28	\$92	48	5%	15	85%	14	54.1	16	32

ZipData

Pinellas County

Zip Code	Average ACT LP/sq.ft	Rank	Average Days to Sale	Rank	Average SP/sq.ft	Rank	Negotiation Power	Rank	Market Reasonable	Rank	Market Strength	Rank	Overall Rank
33764	\$164	21	151	47	\$106	39	10%	45	65%	47	43.8	46	50
33765	\$122	45	93	18	\$113	34	3%	4	93%	7	69.9	3	9
33767	\$432	1	167	49	\$340	2	9%	40	79%	26	49.3	31	20
33770	\$170	18	123	37	\$129	21	8%	32	76%	32	49.6	30	30
33771	\$127	42	109	29	\$95	46	8%	34	74%	38	43.7	47	48
33772	\$138	35	121	35	\$115	33	4%	8	83%	17	53.0	19	17
33773	\$137	36	89	15	\$123	25	3%	3	90%	9	55.3	13	6
33774	\$159	23	139	44	\$120	28	7%	25	75%	36	50.8	27	36
33776	\$168	20	116	30	\$132	18	5%	14	79%	27	47.4	36	16
33777	\$154	27	96	19	\$118	30	6%	18	76%	30	47.9	35	23
33778	\$142	32	109	27	\$120	27	4%	5	85%	15	51.9	23	14
33781	\$124	44	109	25	\$84	50	11%	51	68%	44	43.9	45	53
33782	\$127	41	87	14	\$130	20	6%	22	102%	2	60.9	8	7
33785	\$381	3	227	54	\$291	4	9%	39	76%	31	44.9	43	34
33786	\$414	2	167	50	\$336	3	10%	49	81%	24	61.3	7	15
34653	\$96	53	19	3	\$96	44	13%	53	100%	3	64.1	5	25
34654	\$119	46	0	1	\$118	29	4%	10	99%	6	64.3	4	5
34655	\$112	49	92	17	\$112	35	4%	9	100%	5	55.9	12	12
34668	\$84	54	28	5	\$51	53	10%	47	61%	48	81.7	2	47
34677	\$152	29	166	48	\$125	23	5%	17	82%	21	52.7	21	23
34681	\$342	5	37	6	\$383	1	20%	54	112%	1	63.8	6	2
34683	\$158	25	131	40	\$129	22	6%	19	82%	22	50.3	29	21
34684	\$141	33	122	36	\$115	32	6%	21	82%	23	54.0	17	26
34685	\$150	30	144	46	\$123	24	5%	13	82%	20	54.8	14	17
34688	\$187	13	92	16	\$133	17	8%	35	71%	42	45.9	39	26
34689	\$169	19	137	43	\$110	38	3%	2	65%	46	39.8	50	43
34691	\$104	52	75	9	\$36	54	8%	33	35%	54	24.1	54	52
34695	\$176	16	64	7	\$134	15	5%	12	76%	33	57.2	11	4
34698	\$175	17	116	31	\$132	19	9%	38	75%	35	51.7	25	28

ZipData

Pasco County

- Pasco zip codes are ranked 1-26
- Zip codes that are appropriately priced sell in below-average time frames for prices that are reasonably close to asking price. This rule identifies healthier markets and holds true regardless of zip code demographics.

Zip Code	Average ACT LP/sq.ft	Rank	Average Days to Sale	Rank	Average SP/sq.ft	Rank	Negotiation Power	Rank	Market Reasonable	Rank	Market Strength	Rank	Overall Rank
33523	\$163	3	70	3	\$93	13	3%	2	57%	24	34.0	25	8
33525	\$181	2	134	16	\$102	9	6%	16	56%	25	39.0	24	17
33540	\$142	6	114	13	\$92	16	8%	23	65%	21	46.4	18	19
33541	\$125	11	135	17	\$92	15	8%	22	74%	15	46.1	19	22
33542	\$106	20	167	23	\$87	17	4%	6	82%	9	57.6	9	14
33543	\$123	13	146	21	\$102	8	5%	7	83%	8	62.9	5	4
33544	\$118	16	170	25	\$102	7	4%	3	87%	6	54.5	12	7
33549	\$122	14	144	20	\$103	6	6%	15	85%	7	66.3	4	5
33556	\$142	7	169	24	\$101	11	4%	4	71%	16	54.7	11	11
33559	\$151	4	143	19	\$102	10	6%	13	67%	19	77.8	1	5
33576	\$123	12	184	26	\$107	4	5%	8	87%	5	46.6	17	9
34606	\$105	21	136	18	\$96	12	9%	25	91%	1	68.2	3	13
34608	\$93	26	16	1	\$56	26	10%	26	60%	22	45.8	20	26
34609	\$109	19	39	2	\$83	19	6%	17	76%	13	69.6	2	9
34637	\$753	1	120	14	\$119	2	4%	5	16%	26	8.8	26	12
34638	\$120	15	100	10	\$106	5	2%	1	88%	3	60.2	6	1
34639	\$131	9	148	22	\$93	14	7%	21	71%	17	53.3	13	18
34652	\$149	5	71	4	\$131	1	7%	19	88%	4	57.7	8	2
34653	\$101	22	128	15	\$82	21	5%	10	80%	10	57.8	7	15
34654	\$112	17	97	9	\$83	18	5%	12	74%	14	45.6	21	16
34655	\$126	10	107	11	\$111	3	6%	14	88%	2	55.7	10	3
34667	\$139	8	92	8	\$83	20	9%	24	59%	23	39.7	23	24
34668	\$96	25	108	12	\$75	24	7%	20	79%	11	49.3	15	25
34669	\$111	18	79	6	\$76	23	7%	18	68%	18	46.9	16	22
34690	\$101	23	89	7	\$77	22	5%	11	76%	12	44.8	22	19
34691	\$98	24	73	5	\$66	25	5%	9	67%	20	49.4	14	19



ClosingRemarks

Tampa Bay Residential Real Estate Report – July 2008

Real Estate Done Right



ClosingRemarks

- **Sales Volume is Up... Slightly**

- Sales volumes increased 0.6% from June to July which is somewhat atypical of sales dynamics. June is typically the busiest month for sales in the Bay Area.

- **But Home Values are Down...**

- However, a continued decrease in sales prices has pulled home values down by another 2.4% from June to July 2008; 10.2% since January 2008; and 25% since July 2006.

- **Projections of Market Base-Line are Stable**

- Home Encounter's proprietary MarketTrack is still on track for a February 2009 baseline at an average home price of \$119/sq.ft – 3.3% below current levels.
- But the 15 month supply of inventory will prevent a wholesale recovery from occurring until well into 2010.

