

NO PLACE LIKE HOME

WINTER 2007

REAL ESTATE BY THE NUMBERS...

Homes For Sale 1335
 Avg. List Price \$216,193
 Avg. Days On Market 90
 30 yr. Fixed Rate 5.875%
 15 yr. Fixed Rate 5.375%
 3 yr. Adjustable 5.625%



*All Data as of MLS and RobEllsworth.com 11.29.07

HOW ARE NATIONAL REAL ESTATE TRENDS, EFFECTING OUR MARKET???

To make it simple, they are having no effect.

A main factors that have contributed to the fall of the real estate market in other areas have been:

- The rapid increase in prices
- The sub-prime lending problems

While other markets were experiencing

annual appreciation of 10-25%, our market has been plugging along at about 5.2%. When you factor in, inflation, our prices have remained relatively flat,

thus, we've continued to be a value, and not over-priced in many buyers eyes.

The sub-prime lending problem has been more perception than reality. Sub-prime home loans make up a very small percentage of the entire home mortgage industry, yet it's gotten the most media attention.

I like to base my real estate opinions on facts, not my per-

was just under that amount, and 2007 is on pace to be somewhere in the middle. In fact, in 2007, we have more sales YTD than the past year, but a much higher number of accepted contracts, that have yet to close. We're also seeing the average sales price increase, while our number of homes on the market are decreasing.

We have a very healthy and

Year	Active Listings	Homes Sold	Average Price	Contracts
2005	1351	3270	\$175,257	3278
2006	1527	3208	\$180,678	3259
2007	1349	3222	\$190,462	3328

ceptions. That is where this data table comes into play.

2005 was a record year in the Tri-Cities for home sales. 2006

strong real estate market, and based on the data, I think it will do nothing but get stronger over the next few years.

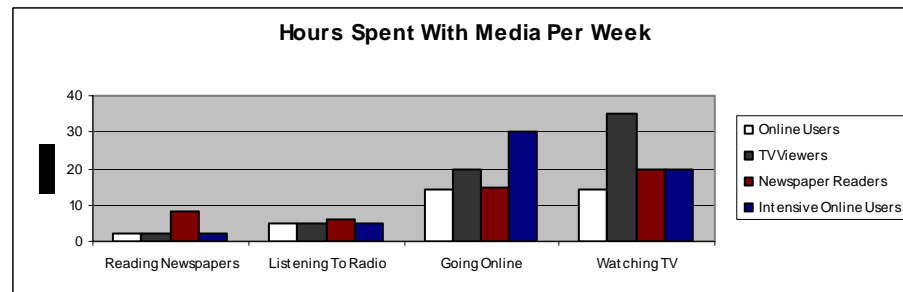
*all data is YTD as of 11.15, of each year

THE INTERNET EFFECT

Internet Broadcasting (www.ibsys.com), recently conducted a survey to see what

amount of time people are spending, with the four major media: newspaper, radio, internet and television.

While TV is still the king, internet is making a charge and has far surpassed radio and newspaper.



This trend is a major reason internet marketing of your home is so vital.



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