Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



December 2011

There's no way to be certain what 2012 will bring. However, a few things do seem clear enough to make some assessments. First, 2011 was not the recovery year it was expected to be. It was yet another "transition year" for most. Second, multi-decade low mortgage rates and suppressed home prices coalesced to form an attractive purchase environment. And buyers did just what their name implies. This has driven down inventory levels in many locales, which—thirdly—nudged the market balance toward equilibrium. Here's how the final month of 2011 concluded the year.

New Listings in the Greater Greenville region decreased 14.5 percent to 720. Pending Sales were down 26.8 percent to 290. Inventory levels shrank 17.3 percent to 6,048 units, extending the signature trend of 2011.

Home prices finished the year on an up note. The Median Sales Price increased 4.7 percent to \$135,000. Days on Market increased 6.5 percent to 122 days. Absorption rates improved as Months Supply of Inventory was down 13.8 percent to 11.0 months.

Ultimately, the upcoming spring market should be a major tell about the future direction of housing. Sellers are seeing multiple-offer situations; buyers are seeing sub-4.0 percent loans; supply-demand trends are more balanced. When it gets down to it, that's a stable foundation and a far cry from 2009. While the fundamentals are better, the foreclosure situation and political unknowns remain wildcards. For now, enjoy the fresh canvas.

Quick Facts

+ 1.8%	+ 4.7%	- 17.3%
Change in Closed Sales	Change in Median Sales Price	Change in Inventory

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Click on desired metric to jump to that page.



Market Overview

Key market metrics for the current month and year-to-date figures.

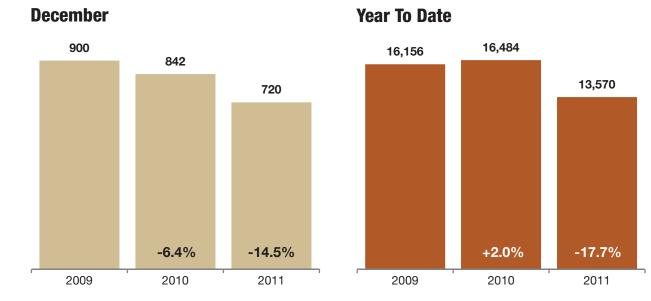


Key Metrics	Historical Sparklines	12-2010	12-2011	+/-	YTD 2010	YTD 2011	+/-
New Listings	12-2008 12-2019 12-2010 12-2011	842	720	- 14.5%	16,484	13,570	- 17.7%
Pending Sales		396	290	- 26.8%	6,878	6,601	- 4.0%
Closed Sales		491	500	+ 1.8%	6,835	6,666	- 2.5%
Days on Market Until Sale	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	115	122	+ 6.5%	103	114	+ 10.6%
Median Sales Price		\$128,950	\$135,000	+ 4.7%	\$140,000	\$140,000	0.0%
Average Sales Price		\$158,445	\$160,951	+ 1.6%	\$168,946	\$169,072	+ 0.1%
Percent of List Price Received		93.2%	93.6%	+ 0.4%	94.8%	94.5%	- 0.3%
Housing Affordability Index	\sim	208	215	+ 3.3%	195	209	+ 7.1%
Inventory of Homes for Sale		7,311	6,048	- 17.3%			
Months Supply of Homes for Sale	12-2008 12-2009 12-2010 12-2011 12-2008 12-2009 12-2010 12-2011	12.8	11.0	- 13.8%			

New Listings

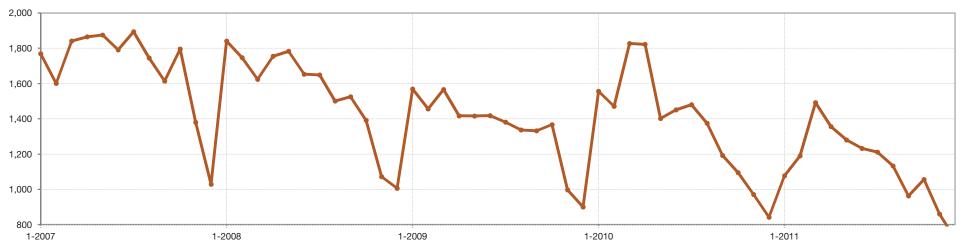
A count of the properties that have been newly listed on the market in a given month.





Month	Prior Year	Current Year	+/-
January	1,556	1,077	-30.8%
February	1,471	1,190	-19.1%
March	1,827	1,492	-18.3%
April	1,822	1,356	-25.6%
Мау	1,402	1,280	-8.7%
June	1,451	1,232	-15.1%
July	1,480	1,211	-18.2%
August	1,375	1,133	-17.6%
September	1,192	963	-19.2%
October	1,095	1,056	-3.6%
November	971	860	-11.4%
December	842	720	-14.5%
12-Month Avg	1,374	1,131	-17.7%

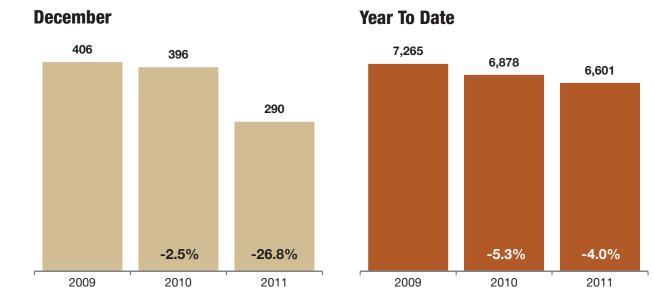
Historical New Listing Activity



Pending Sales

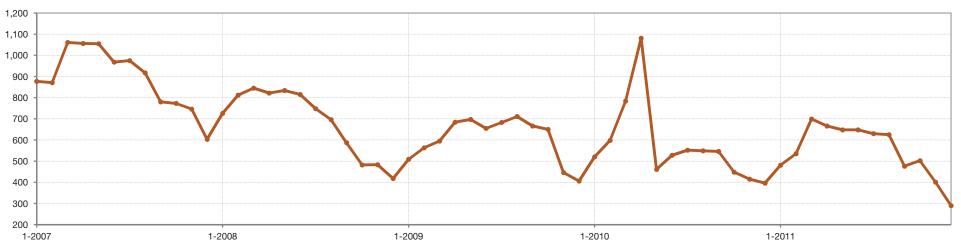
A count of the properties on which contracts have been accepted in a given month.





Month	Prior Year	Current Year	+/-
January	520	481	-7.5%
February	598	535	-10.5%
March	784	699	-10.8%
April	1,081	666	-38.4%
Мау	461	648	+40.6%
June	528	648	+22.7%
July	552	630	+14.1%
August	549	625	+13.8%
September	546	476	-12.8%
October	448	502	+12.1%
November	415	401	-3.4%
December	396	290	-26.8%
12-Month Avg	573	550	-4.0%

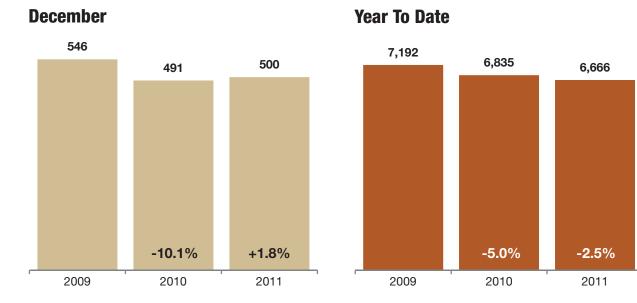
Historical Pending Sales Activity



Closed Sales

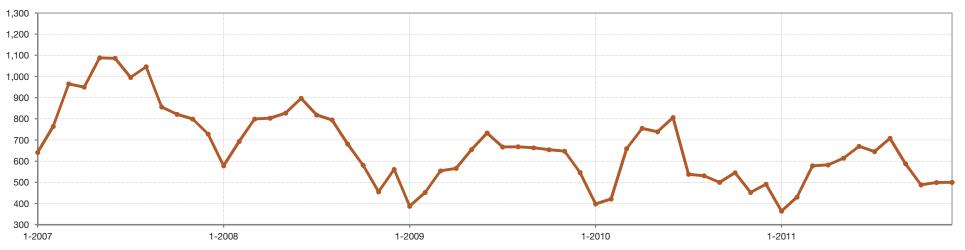
A count of the actual sales that have closed in a given month.





Month	Prior Year	Current Year	+/-
January	398	364	-8.5%
February	421	430	+2.1%
March	659	578	-12.3%
April	755	582	-22.9%
Мау	739	614	-16.9%
June	806	670	-16.9%
July	538	645	+19.9%
August	531	708	+33.3%
September	500	588	+17.6%
October	545	488	-10.5%
November	452	499	+10.4%
December	491	500	+1.8%
12-Month Avg	570	556	-2.5%

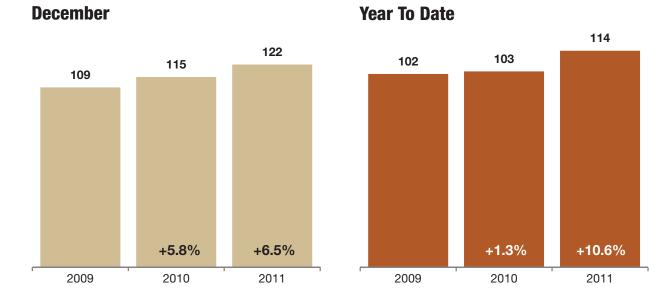
Historical Closed Sales Activity



Days on Market Until Sale

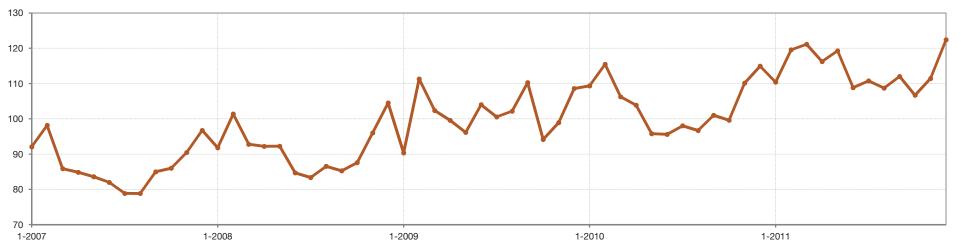
Average number of days between when a property is listed and when an offer is accepted in a given month.





Month	Prior Year	Current Year	+/-
January	109	110	+1.0%
February	115	120	+3.6%
March	106	121	+14.0%
April	104	116	+11.9%
Мау	96	119	+24.5%
June	96	109	+13.9%
July	98	111	+13.0%
August	97	109	+12.4%
September	101	112	+10.9%
October	100	107	+7.1%
November	110	111	+1.2%
December	115	122	+6.5%
12-Month Avg	105	115	+10.1%

Historical Days on Market Until Sale



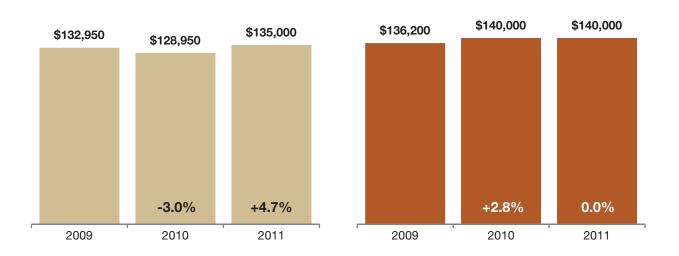
Median Sales Price

Median price point for all closed sales, not accounting for seller concessions, in a given month.



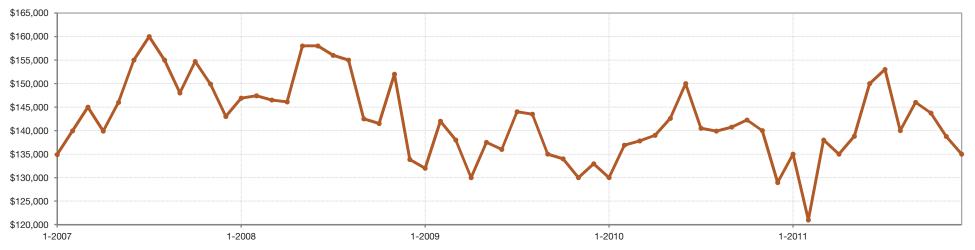
December

Year To Date



Month	Prior Year	Current Year	+/-
January	\$130,000	\$135,000	+3.8%
February	\$136,900	\$121,000	-11.6%
March	\$137,800	\$138,000	+0.1%
April	\$139,000	\$135,000	-2.9%
Мау	\$142,600	\$138,800	-2.7%
June	\$150,000	\$150,000	0.0%
July	\$140,500	\$153,000	+8.9%
August	\$139,900	\$140,000	+0.1%
September	\$140,750	\$146,000	+3.7%
October	\$142,250	\$143,720	+1.0%
November	\$140,000	\$138,750	-0.9%
December	\$128,950	\$135,000	+4.7%
12-Month Med	\$140,000	\$140,000	0.0%

Historical Median Sales Price



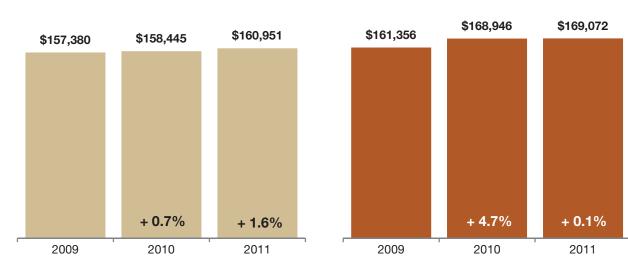
Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.



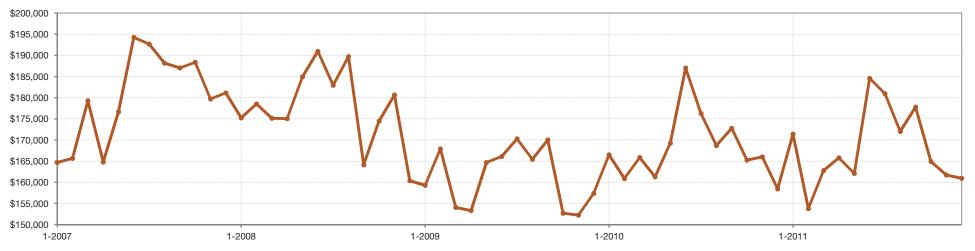
December

Year To Date



Month	Prior Year	Current Year	+/-
January	\$166,509	\$171,403	+2.9%
February	\$160,896	\$153,783	-4.4%
March	\$165,849	\$162,790	-1.8%
April	\$161,300	\$165,775	+2.8%
Мау	\$169,248	\$162,088	-4.2%
June	\$187,023	\$184,559	-1.3%
July	\$176,279	\$180,933	+2.6%
August	\$168,700	\$172,022	+2.0%
September	\$172,789	\$177,780	+2.9%
October	\$165,247	\$164,926	-0.2%
November	\$166,013	\$161,733	-2.6%
December	\$158,445	\$160,951	+1.6%
12-Month Avg	\$168,946	\$169,072	+0.1%

Historical Average Sales Price



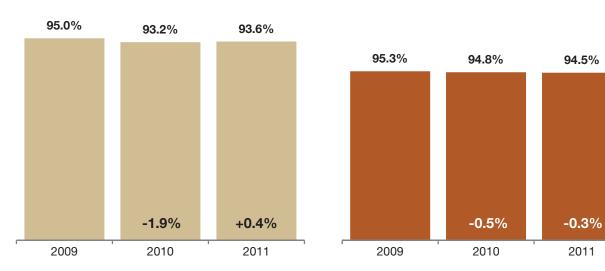
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



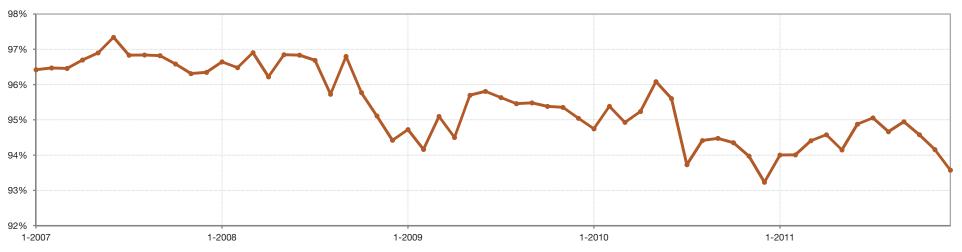
December

Year To Date



Month	Prior Year	Current Year	+/-
January	94.7%	94.0%	-0.8%
February	95.4%	94.0%	-1.4%
March	94.9%	94.4%	-0.5%
April	95.2%	94.6%	-0.7%
Мау	96.1%	94.1 %	-2.0%
June	95.6%	94.9%	-0.8%
July	93.7%	95.1 %	+1.4%
August	94.4%	94.7 %	+0.3%
September	94.5%	94.9%	+0.5%
October	94.4%	94.6 %	+0.2%
November	94.0%	94.2 %	+0.2%
December	93.2%	93.6%	+0.4%
12-Month Avg	94.8%	94.5%	-0.3%

Historical Percent of List Price Received



Housing Affordability Index

This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. A higher number means greater affordability.

Year To Date

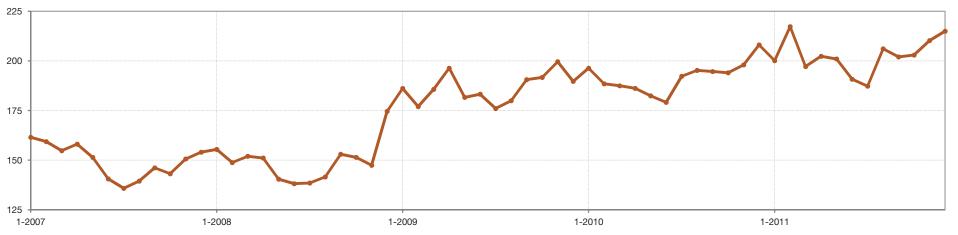


208 215 190 186 195 186 495 190 +9.7% +3.3% +3.3% 2009 2010

Month	Prior Year	Current Year	+/-
January	196	200	+1.9%
February	188	217	+15.3%
March	187	197	+5.2%
April	186	202	+8.7%
Мау	182	201	+10.2%
June	179	191	+6.5%
July	192	187	-2.6%
August	195	206	+5.6%
September	195	202	+3.8%
October	194	203	+4.6%
November	198	210	+6.2%
December	208	215	+3.3%
12-Month Avg	192	203	+5.7%

Historical Housing Affordability Index

December



209

+7.1%

2011

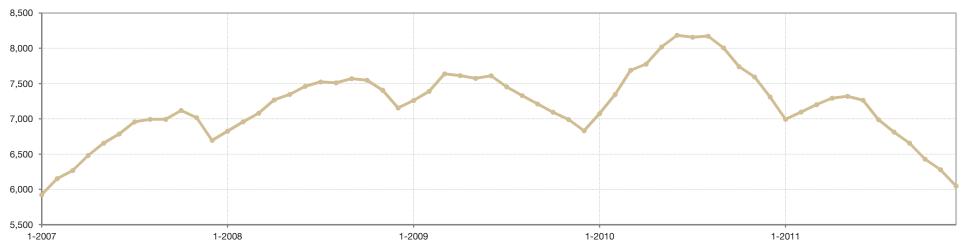
Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.



Dece	mber			Month	Prior Year	Current Year	+/-
		- 014		January	7,074	6,993	-1.1%
	6,831	7,311		February	7,345	7,096	-3.4%
	0,001		6,048	March	7,688	7,201	-6.3%
			0,040	April	7,776	7,293	-6.2%
				Мау	8,018	7,319	-8.7%
				June	8,185	7,264	-11.3%
				July	8,157	6,988	-14.3%
				August	8,172	6,813	-16.6%
				Septembe	er 8,005	6,656	-16.9%
				October	7,739	6,429	-16.9%
		.7.00/	17.00/	Novembe	r 7,593	6,279	-17.3%
		+7.0%	-17.3%	Decembe	r 7,311	6,048	-17.3%
	2009	2010	2011	12-Month	Avg 7,755	6,865	-11.5%

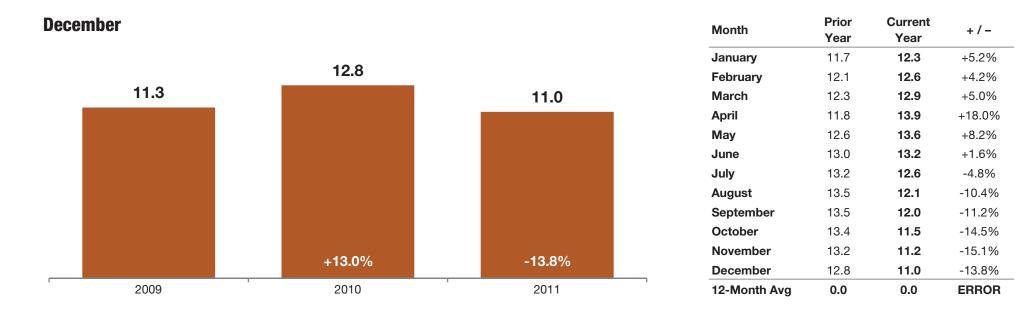
Historical Inventory of Homes for Sale



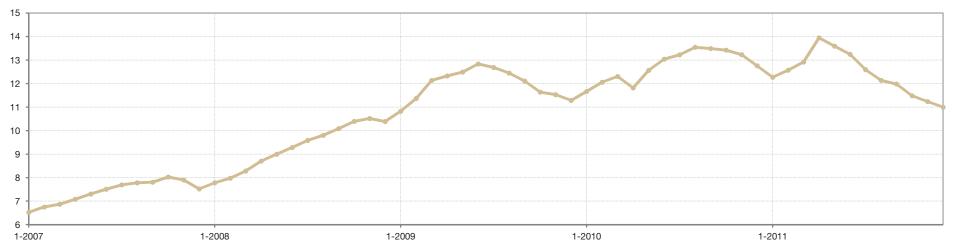
Months Supply of Inventory

The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.





Historical Months Supply of Inventory



All data from the Greater Greenville Association of REALTORS® Multiple Listing Service. Provided by South Carolina REALTORS®. Powered by 10K Research and Marketing. | Click for Cover Page | 12

Housing Supply Overview

A RESEARCH TOOL PROVIDED BY THE GREATER GREENVILLE ASSOCIATION OF REALTORS®



December 2011

Now that 2011 is fully in the books, it's important to discern which market segments performed well and which encountered additional challenges. This not only sheds light on consumer behavior, but also provides a preliminary look at what 2012 might have in store. For the 12-month period spanning January 2011 through December 2011, Closed Sales in the Greater Greenville region were down 2.5 percent overall. The price range with the largest gain in sales was the \$75,000 and Below range, where they increased 3.4 percent.

The overall Median Sales Price remained flat at \$140,000.The property type with the smallest price decline was the Single-Family segment, where prices decreased 0.4 percent to \$141,500. The price range that tended to sell the quickest was the \$75,000 and Below range at 103 days; the price range that tended to sell the slowest was the \$200,001 and Above range at 124 days.

Market-wide, inventory levels were down 17.3 percent. The property type that lost the least inventory was the Condo segment, where it decreased 15.4 percent. That amounts to 10.7 months supply for Single-Family homes and 14.6 months supply for Condos.

Quick Facts

+ 3.4%	+ 6.5%	- 2.0%
Price Range With the Strongest Sales:	Bedroom Count With Strongest Sales:	Property Type With Strongest Sales:
\$75,000 and Below	4 Bedrooms or More	Single-Family Homes

Closed Sales	2
Days on Market Until Sale	3
Median Sales Price	4
Percent of List Price Received	5
Inventory of Homes for Sale	6
Months Supply of Inventory	7

Click on desired metric to jump to that page.

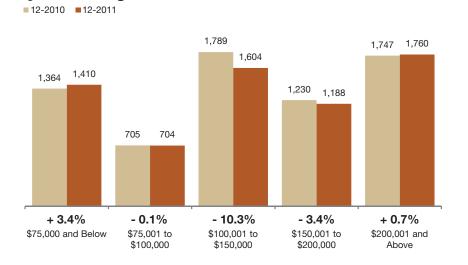


Closed Sales

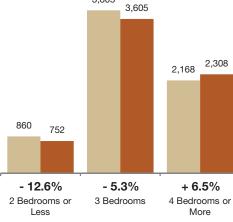
By Price Range

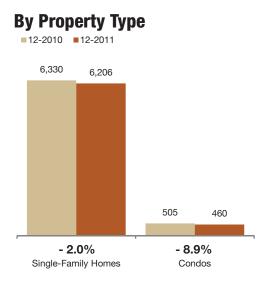
A count of the actual sales that have closed. Based on a rolling 12-month total.





By Bedroom Count 12-2010 12-2011 3,805





All Properties

Single-Family Homes

Condos

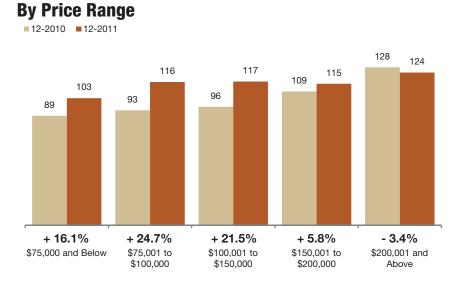
By Price Range	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
\$75,000 and Below	1,364	1,410	+ 3.4%	1,281	1,307	+ 2.0%	83	103	+ 24.1%
\$75,001 to \$100,000	705	704	- 0.1%	617	611	- 1.0%	88	93	+ 5.7%
\$100,001 to \$150,000	1,789	1,604	- 10.3%	1,617	1,487	- 8.0%	172	117	- 32.0%
\$150,001 to \$200,000	1,230	1,188	- 3.4%	1,161	1,126	- 3.0%	69	62	- 10.1%
\$200,001 and Above	1,747	1,760	+ 0.7%	1,654	1,675	+ 1.3%	93	85	- 8.6%
All Price Ranges	6,835	6,666	- 2.5%	6,330	6,206	- 2.0%	505	460	- 8.9%

By Bedroom Count	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
2 Bedrooms or Less	860	752	- 12.6%	596	518	- 13.1%	264	234	- 11.4%
3 Bedrooms	3,805	3,605	- 5.3%	3,577	3,399	- 5.0%	228	206	- 9.6%
4 Bedrooms or More	2,168	2,308	+ 6.5%	2,155	2,288	+ 6.2%	13	20	+ 53.8%
All Bedroom Counts	6,835	6,666	- 2.5%	6,330	6,206	- 2.0%	505	460	- 8.9%

Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.





By Property Type

118

113

+ 4.0%

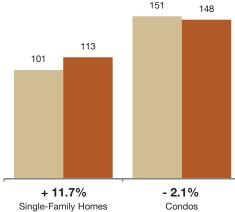
4 Bedrooms or

More

112

99





All Properties

Single-Family Homes

+ 12.6%

3 Bedrooms

By Bedroom Count

■12-2010 ■12-2011

126

109

Condos

By Price Range	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
\$75,000 and Below	89	103	+ 16.1%	87	101	+ 15.2%	112	134	+ 20.3%
\$75,001 to \$100,000	93	116	+ 24.7%	89	113	+ 27.0%	123	138	+ 12.0%
\$100,001 to \$150,000	96	117	+ 21.5%	93	115	+ 23.8%	129	143	+ 11.1%
\$150,001 to \$200,000	109	115	+ 5.8%	104	113	+ 8.8%	192	155	- 19.2%
\$200,001 and Above	128	124	- 3.4%	123	121	- 1.4%	223	177	- 20.8%
All Price Ranges	105	115	+ 10.1%	101	113	+ 11.7%	151	148	- 2.1%

+ 15.7%

2 Bedrooms or

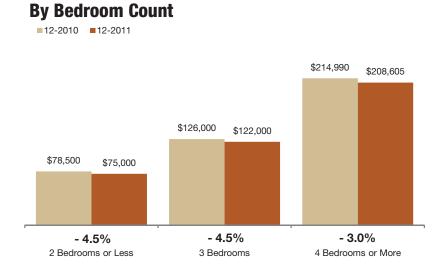
Less

By Bedroom Count	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
2 Bedrooms or Less	109	126	+ 15.7%	86	109	+ 27.6%	162	164	+ 1.2%
3 Bedrooms	99	112	+ 12.6%	96	110	+ 14.6%	142	131	- 7.7%
4 Bedrooms or More	113	118	+ 4.0%	113	118	+ 3.7%	82	131	+ 59.6%
All Bedroom Counts	105	115	+ 10.1%	101	113	+ 11.7%	151	148	- 2.1%

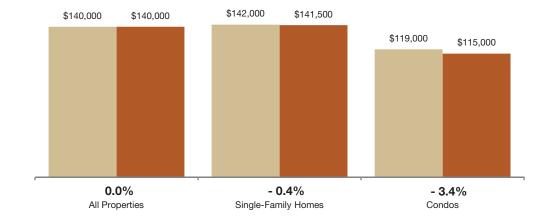
Median Sales Price

Median price point for all closed sales	, not accounting for seller concessions.	Based on a rolling 12-month median.
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By Property Type 12-2010 12-2011



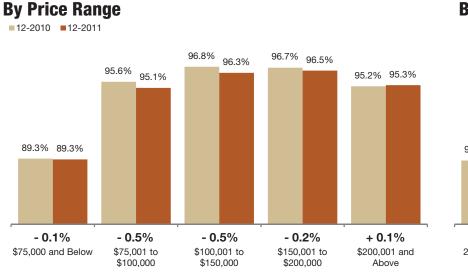
	All Properties			Sing	le-Family Ho	omes	Condos		
By Bedroom Count	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
2 Bedrooms or Less	\$78,500	\$75,000	- 4.5%	\$60,000	\$59,000	- 1.7%	\$109,850	\$96,000	- 12.6%
3 Bedrooms	\$126,000	\$122,000	- 3.2%	\$126,000	\$122,000	- 3.2%	\$130,000	\$124,125	- 4.5%
4 Bedrooms or More	\$214,990	\$208,605	- 3.0%	\$215,000	\$209,900	- 2.4%	\$119,500	\$154,376	+ 29.2%
All Bedroom Counts	\$140,000	\$140,000	0.0%	\$142,000	\$141,500	- 0.4%	\$119,000	\$115,000	- 3.4%

Percent of List Price Received

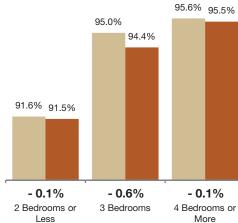
not accounting for seller concessions. Based on a rolling 12-month average.

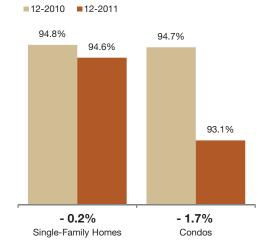
Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold,

greater greenville



By Bedroom Count





All Properties

Single-Family Homes

Condos

		•		`	-				
By Price Range	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
\$75,000 and Below	89.3%	89.3%	- 0.1%	89.1%	89.4%	+ 0.3%	93.3%	88.1%	- 5.6%
\$75,001 to \$100,000	95.6%	95.1%	- 0.5%	95.5%	95.3%	- 0.2%	96.3%	93.5%	- 2.9%
\$100,001 to \$150,000	96.8%	96.3%	- 0.5%	96.9%	96.3%	- 0.6%	95.5%	96.2%	+ 0.7%
\$150,001 to \$200,000	96.7%	96.5%	- 0.2%	96.8%	96.6%	- 0.2%	95.4%	94.7%	- 0.7%
\$200,001 and Above	95.2%	95.3%	+ 0.1%	95.3%	95.4%	+ 0.0%	92.7%	93.4%	+ 0.8%
All Price Ranges	94.8%	94.5%	- 0.3%	94.8%	94.6%	- 0.2%	94.7%	93.1%	- 1.7%

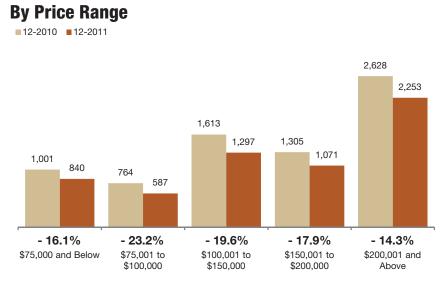
By Bedroom Count	12-2010	12-2011	Change		12-2010	12-2011	Change	12-2010	12-2011	Change
2 Bedrooms or Less	91.6%	91.5%	- 0.1%	1 [90.3%	91.3%	+ 1.1%	94.6%	92.0%	- 2.7%
3 Bedrooms	95.0%	94.4%	- 0.6%		95.0%	94.4%	- 0.6%	94.8%	94.1%	- 0.7%
4 Bedrooms or More	95.6%	95.5%	- 0.1%		95.6%	95.5%	- 0.1%	97.9%	95.1%	- 2.9%
All Bedroom Counts	94.8%	94.5%	- 0.3%		94.8%	94.6%	- 0.2%	94.7%	93.1%	- 1.7%

room Count By Property Type

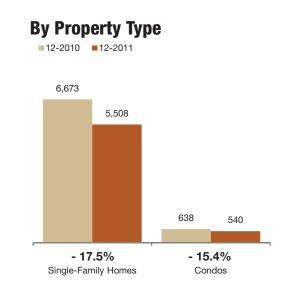
Inventory of Homes for Sale

The number of properties available for sale in active status at the end of the most recent month. Based on one month of activity.





By Bedroom Count 12-2010 12-2011 3,767 3,020 2,516 2,147 1,021 878 - 14.0% - 19.8% - 14.7% 2 Bedrooms or 3 Bedrooms 4 Bedrooms or Less More



All Properties

Single-Family Homes

Condos

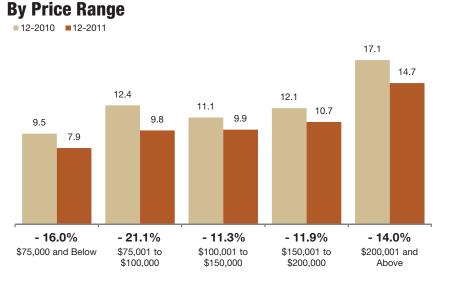
		-		-	-				
By Price Range	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
\$75,000 and Below	1,001	840	- 16.1%	932	782	- 16.1%	69	58	- 15.9%
\$75,001 to \$100,000	764	587	- 23.2%	647	485	- 25.0%	117	102	- 12.8%
\$100,001 to \$150,000	1,613	1,297	- 19.6%	1,428	1,143	- 20.0%	185	154	- 16.8%
\$150,001 to \$200,000	1,305	1,071	- 17.9%	1,211	991	- 18.2%	94	80	- 14.9%
\$200,001 and Above	2,628	2,253	- 14.3%	2,455	2,107	- 14.2%	173	146	- 15.6%
All Price Ranges	7,311	6,048	- 17.3%	6,673	5,508	- 17.5%	638	540	- 15.4%

By Bedroom Count	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
2 Bedrooms or Less	1,021	878	- 14.0%	669	569	- 14.9%	352	309	- 12.2%
3 Bedrooms	3,767	3,020	- 19.8%	3,508	2,810	- 19.9%	259	210	- 18.9%
4 Bedrooms or More	2,516	2,147	- 14.7%	2,490	2,127	- 14.6%	26	20	- 23.1%
All Bedroom Counts	7,311	6,048	- 17.3%	6,673	5,508	- 17.5%	638	540	- 15.4%

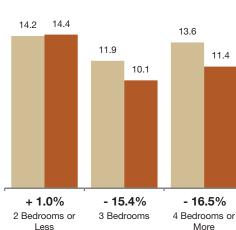
Months Supply of Inventory

The inventory of homes for sale at the end of the most recent month, **based on one month of activity**, divided by the average monthly pending sales from the last 12 months.



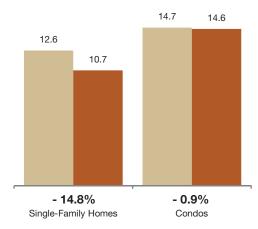


By Bedroom Count





12-2010 12-2011



All Properties

Single-Family Homes

Condos

		-			-				
By Price Range	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
\$75,000 and Below	9.5	7.9	- 16.0%	9.4	7.8	- 16.9%	10.1	10.2	+ 1.4%
\$75,001 to \$100,000	12.4	9.8	- 21.1%	11.9	9.3	- 21.8%	16.0	12.8	- 20.1%
\$100,001 to \$150,000	11.1	9.9	- 11.3%	10.9	9.4	- 13.5%	13.4	15.1	+ 13.3%
\$150,001 to \$200,000	12.1	10.7	- 11.9%	12.0	10.4	- 13.1%	13.6	15.0	+ 10.4%
\$200,001 and Above	17.1	14.7	- 14.0%	16.9	14.5	- 14.3%	20.6	18.6	- 9.3%
All Price Ranges	12.8	11.0	- 13.8%	12.6	10.7	- 14.8%	14.7	14.6	- 0.9%

By Bedroom Count	12-2010	12-2011	Change	12-2010	12-2011	Change	12-2010	12-2011	Change
2 Bedrooms or Less	14.2	14.4	+ 1.0%	13.6	13.5	- 1.2%	15.5	16.3	+ 5.6%
3 Bedrooms	11.9	10.1	- 15.4%	11.8	9.9	- 16.0%	13.4	12.7	- 5.5%
4 Bedrooms or More	13.6	11.4	- 16.5%	13.6	11.3	- 16.4%	17.3	10.0	- 42.3%
All Bedroom Counts	12.8	11.0	- 13.8%	 12.6	10.7	- 14.8%	14.7	14.6	- 0.9%