AMARILLO, TEXAS
SINGLE FAMILY HOUSING MARKET STATISTICS
Quarter Ending September 30, 2010

	3rd Quarter 2010	Year-to-date 2010
Total No. Of MLS Sales	633	2046
% Change MLS Sales From Previous Year	-15.49%	0.20%
Average MLS Sales Price	$150,849	$143,486
% Change Avg MLS Sales Price From Previous Year	8.93%	2.04%
Median MLS Sales Price	$127,900	$125,000
% Change Median MLS Sales Price From Previous Year	3.65%	0.64%
Sales Price to Listed Price Ratio	95.88%	96.52%
Average Days On Market	104	104
Average Days On Market (Year Ago)	96	100
Median Days On Market	83	82
Median Days on Market (Year Ago)	80	82
Total No. MLS Listings	1,491	1,491
Listings Increase (Decrease) from one year ago	82	82
Average MLS Listed Price/% Change from Previous Year	$210,732/7.49%	$210,732/7.49%
Median List Price/% Change from Previous Year	$144,900/(6.52%)	$144,900/(6.52%)
Average Age of Current MLS Inventory (Days)	96	96
Median Age of Current MLS Inventory (Days)	78	78
Number of Months of Available Inventory	7.07	6.56

Subdivision Activity - YTD September 30, 2010

Subdivision	Active Listings	# Sold	MLS Avg. Sold Price	Price Per SF	Sales/List Ratio	Days on Market	Months of Inventory
0101 - Bivins	35	39	$111,667.51	$67.09	96.73%	131	8.08
0102 - Westlawn	21	17	$92,105.88	$62.27	95.38%	70	11.12
0103 - Country Club I	19	14	$84,470.29	$60.64	95.60%	75	12.21
0104 - Avonbell	8	17	$87,688.24	$67.92	96.92%	96	4.24
0105 - Cntry Club II/Avondale	30	59	$92,371.76	$66.56	97.25%	96	4.58
0106 - Owners	5	10	$78,350.00	$59.45	93.06%	84	4.50
0112 - West Hills	27	15	$115,483.33	$67.27	94.10%	91	16.20
0113 - Quail Creek	5	11	$204,527.27	$87.56	95.02%	101	4.09
0121 - Tascosa Country Club	2	5	$456,400.00	$108.82	92.10%	203	3.60
0122 - Westcliff	20	25	$198,404.58	$92.84	97.00%	98	7.20
0131 - La Paloma	20	16	$337,156.25	$109.60	97.02%	120	11.25
0132 - The Woodlands	14	27	$275,846.30	$106.99	96.95%	125	4.67
0200 - Oliver Eakle/AC	20	26	$96,577.73	$65.27	95.36%	116	6.92
0201 - Wolflin	57	64	$170,123.31	$82.68	95.00%	102	8.02
0202 - Lawrence Park	12	19	$89,774.05	$56.66	95.79%	117	5.68
0203 - Olsen	27	49	$139,125.33	$71.54	95.70%	100	4.96
0204 - Belmar	9	25	$155,728.88	$70.67	95.96%	90	3.24
0205 - Puckett West	4	18	$139,991.67	$75.16	97.66%	63	2.00
0210 - Paramount/Mays	28	39	$126,375.64	$73.79	96.82%	93	6.46
0211 - Ridgecrest	25	39	$126,656.67	$75.78	96.59%	95	5.77
0212 - Puckett	35	36	$178,982.86	$72.82	96.55%	83	8.75
0213 - Sleepy Hollow	33	55	$206,532.10	$85.83	95.62%	121	5.40
0220 - Western Plateau	19	35	$126,039.86	$70.31	96.88%	88	4.89
0221 - City Park	8	28	$159,739.29	$88.01	97.78%	67	2.57
0222 - Colonies	41	32	$422,590.32	$131.99	94.42%	117	11.53
0230 - Glendale	4	16	$127,103.13	$79.09	97.92%	93	2.25
0231 - Southpark/Windsor	14	32	$189,352.59	$82.02	97.60%	93	3.94
0233 - Estacado	17	31	$145,095.57	$77.44	97.06%	98	4.94
0234 - Greenways	44	33	$286,528.71	$115.01	97.78%	110	12.00
0235 - Hillside Terrace	38	59	$167,200.39	$97.22	98.94%	111	5.80
0240 - Westover	21	22	$173,079.55	$90.23	97.93%	106	8.59
0241 - Westover Village	23	44	$245,889.03	$108.68	98.03%	126	4.70
0410 - McCarty	6	2	$113,400.00	$68.85	100.00%	58	27.00
0413 - Tradewinds	35	54	$118,714.88	$86.44	97.70%	116	5.83
0420 - S Georgia/Shores	11	21	$98,471.48	$74.41	98.27%	62	4.71
0430 - Scotsman	18	24	$139,576.09	$78.29	97.07%	88	6.75
0433 - Pheasant Run/Foxridge	34	46	$144,913.89	$89.58	98.01%	86	6.65
0441 - City View	30	64	$160,375.40	$94.32	98.73%	102	4.22

Price Range Comparisons - YTD September 30, 2010

Price Range	Active Listings	YTD # Sold	Avg. Sales Price	Price Per SF	List to Sales Price Ratio	Days On Market	Months of Inventory
Less Than 29999	17	71	$21,301.76	$17.82	87.18%	79	2.15
30,000 - 39,999	20	71	$33,698.76	$28.01	90.49%	94	2.54
40,000 - 49,999	35	68	$44,751.29	$37.17	93.57%	108	4.63
50,000 - 59,999	41	67	$54,825.00	$42.19	94.12%	106	5.51
60,000 - 69,999	81	106	$64,744.44	$52.13	95.62%	98	6.88
70,000 - 79,999	74	105	$74,448.83	$55.39	94.56%	111	6.34
80,000 - 89,999	79	97	$84,442.42	$64.15	96.54%	90	7.33
90,000 - 99,999	70	102	$94,583.33	$67.60	95.91%	88	6.18
100,000 - 119,999	149	251	$109,522.45	$72.64	96.77%	99	5.34
120,000 - 139,999	159	269	$129,684.74	$77.46	97.80%	104	5.32
140,000 - 159,999	129	181	$150,182.66	$81.01	97.37%	95	6.41
160,000 - 179,999	92	132	$168,951.20	$84.29	97.47%	107	6.27
180,000 - 199,999	87	138	$189,756.88	$86.39	97.16%	104	5.67
200,000 - 249,999	130	171	$222,712.95	$92.49	96.38%	125	6.84
250,000 - 299,999	108	88	$271,922.27	$102.72	96.41%	116	11.05
300,000 - 399,999	93	72	$342,427.28	$112.27	96.70%	141	11.63
400,000 - 499,999	42	22	$435,077.27	$119.72	95.31%	114	17.18
500,000 Or More	82	18	$772,887.50	$167.46	93.48%	160	41.00

First Equity, Realtors

Amarillo Housing Market Commentary

YTD September 30, 2010

"We may be at the bottom…"

In our last commentary we described the first half of 2010 as "tax credit driven" with the caveat that the rest of the year would under-perform the same time period from 2009, resulting in an annual shortfall on closed transactions between 5% and 10%. We expect to look back and identify the 3rd or 4th quarter of 2010 as being the low point of our local housing market in terms of closed transactions.

Well, third quarter numbers performed as expected relative to the number of closed transactions and inventory increases:

Third quarter closed transactions were (15.49%) behind third quarter closings in 2009 resulting in YTD closings being just 0.20% above YTD 2009. (Note: YTD June 2010 was up 8.63% from 2009).

The amount of available inventory increased 82 units from September 30, 2009 or an increase of 5.8%, but the number of months of available inventory remained near equilibrium at 6.56 months.

However, better-than-expected numbers were associated with average and median prices. Because of a strong increase in third quarter average and median prices (8.93% and 3.65%, respectively), the year-to-date average price increase stands at 2.04% from YTD 2009 and the median price is 0.64% ahead of YTD 2009.

Likewise, foreclosure numbers improved slightly. Through the October 5, 2010 Foreclosure Sale, total foreclosures in 2010 as compared to the 5 Year Average declined to 27.63% from 30% through the July Foreclosure Sale. Additionally, the YTD comparison between 2010 and 2009 shows foreclosures up 14.39% as opposed to 16% in our June commentary.

Typically, single family housing rental activity information is not included in our commentaries; however, during the 3rd quarter we've noticed an increase in both demand for single family rentals and available homes for rent. Much of the demand for rentals we've experienced at our firm is tied directly to incoming transferees being unable to sell their existing home from their point of transfer. Likewise, increased rental inventory has resulted from once-listed properties not selling. However, as the housing market continues to recover nationally, a ready-made group of buyers will exist in our market.

From a local economy perspective, the ingredients for a stable to growing housing market remain in place as (1) job creation continues to out-pace layoffs, (2) housing prices, in most price ranges and subdivisions are stable and in many cases appreciating, and (3) interest rates remain at historically low levels. Other positive signs include recovering retail sales and increased prices and production in both the energy and agriculture sectors of the economy.

The biggest obstacles to the recovery of our local housing market remain factors outside of the local market; namely consumer confidence and government miscues related to fiscal and regulatory policy. Just when it appeared the local housing market had bottomed out, the politicians in Washington and Austin threw out a speed bump by driving lenders to "voluntarily" freeze foreclosure activity. Foreclosed homes under contract for sale in all parts of the country are now at risk of not selling and further stifling the fragile national housing recovery if potential homebuyers and investors are discouraged from buying because of the turmoil, even if the property is not affected by any foreclosure processing problems. This is a case of election-year politics as the ultimate outcome isn't going change in that it will be only a small percentage of homeowners who were foreclosed on in error. In the meantime, another layer of uncertainty is added to the market.

However, we remain optimistic that the mid-term elections will send clear messages to Washington and Austin that the electorate desires limited government and fiscal responsibility. If so, we expect an immediate boost in confidence in both the residential and commercial real estate markets. For way too long, uncertainty about tax, regulatory, and fiscal policies have chilled both investor and homebuyer activity.