

**September 2009**  
**Harrisonburg & Rockingham County**  
**Real Estate Market Report**

October 8, 2009

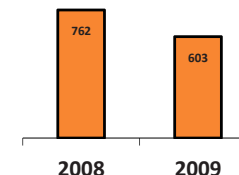
*provided courtesy of*  
**HarrisonburgHousing***today*.com  
*and Scott P. Rogers, Associate Broker,*  
*Coldwell Banker Funkhouser Realtors*

# HOME SALES REPORT

Harrisonburg & Rockingham County

October 8, 2009

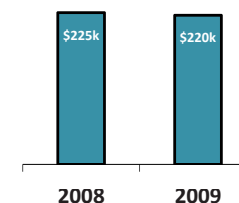
# Home Sales	2008	2009	% Change
September ▼	80	71	-11.25%
Year To Date ▼	762	603	-20.87%



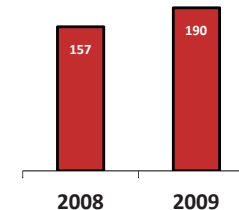
Median Sales Price	2008	2009	% Change
September ▲	\$199,942	\$203,000	1.53%
Year To Date ▼	\$197,900	\$190,000	-3.99%



Average Sales Price	2008	2009	% Change
September ▲	\$216,034	\$219,781	1.73%
Year To Date ▼	\$223,704	\$219,956	-1.68%



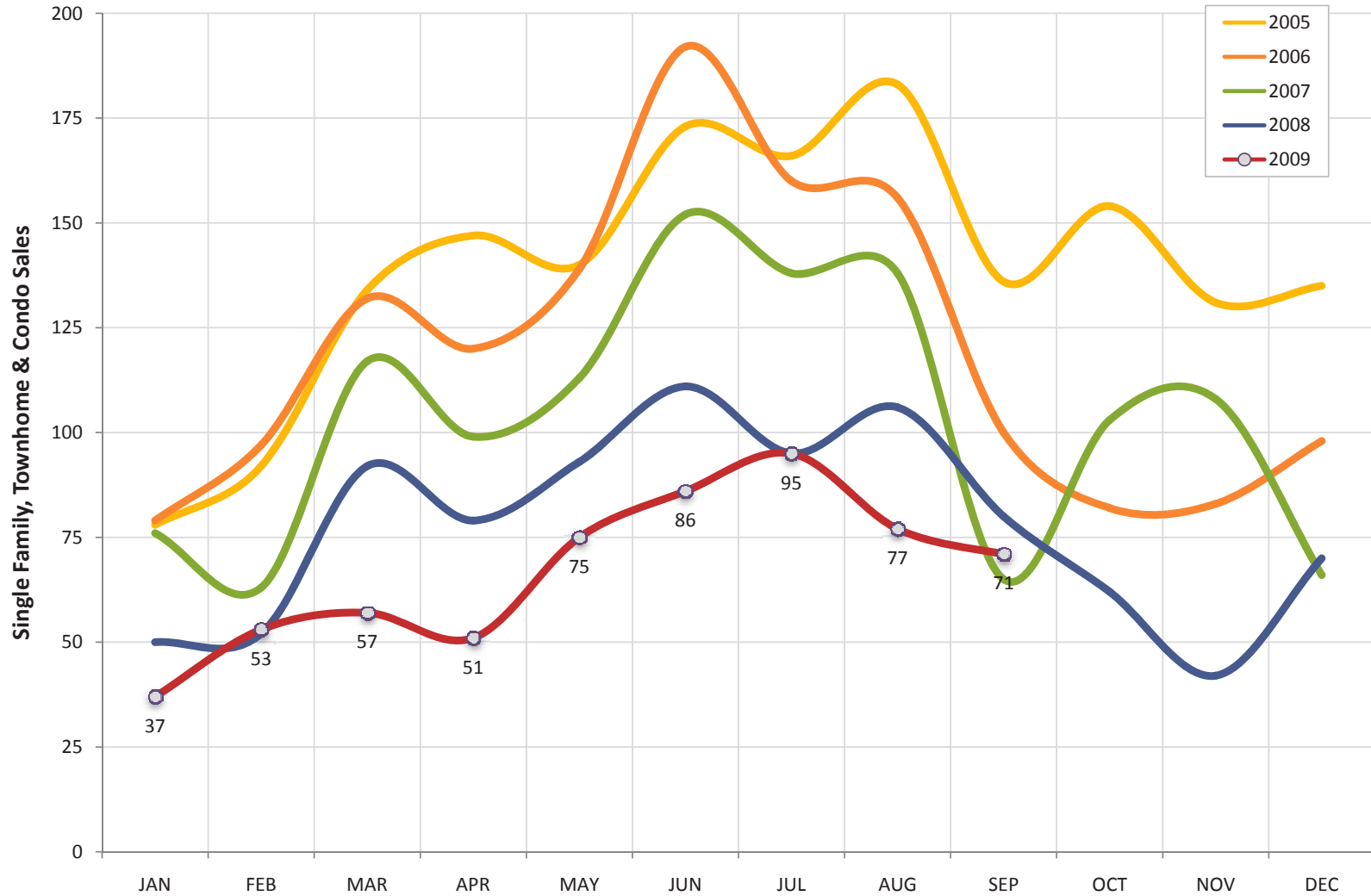
Average Days on Market	2008	2009	% Change
September ▲	200	219	9.50%
Year To Date ▲	167	189	13.17%



Perhaps as a result of the \$8,000 tax credit, this month we see that home sales were not as low as could be expected given the year-to-date trends. During the first nine months of this year, we have seen an overall decline of 21% in home sales, yet September 2009 versus September 2008 only shows a 11% decline. Furthermore,

both the median sales price and average sales price increased when comparing September 2009 sales to September 2008 sales. The year-to-date median and average sales prices are still showing declines (4%, 2%), so we won't call this a trend yet -- but hopefully a sign of positive changes to come.

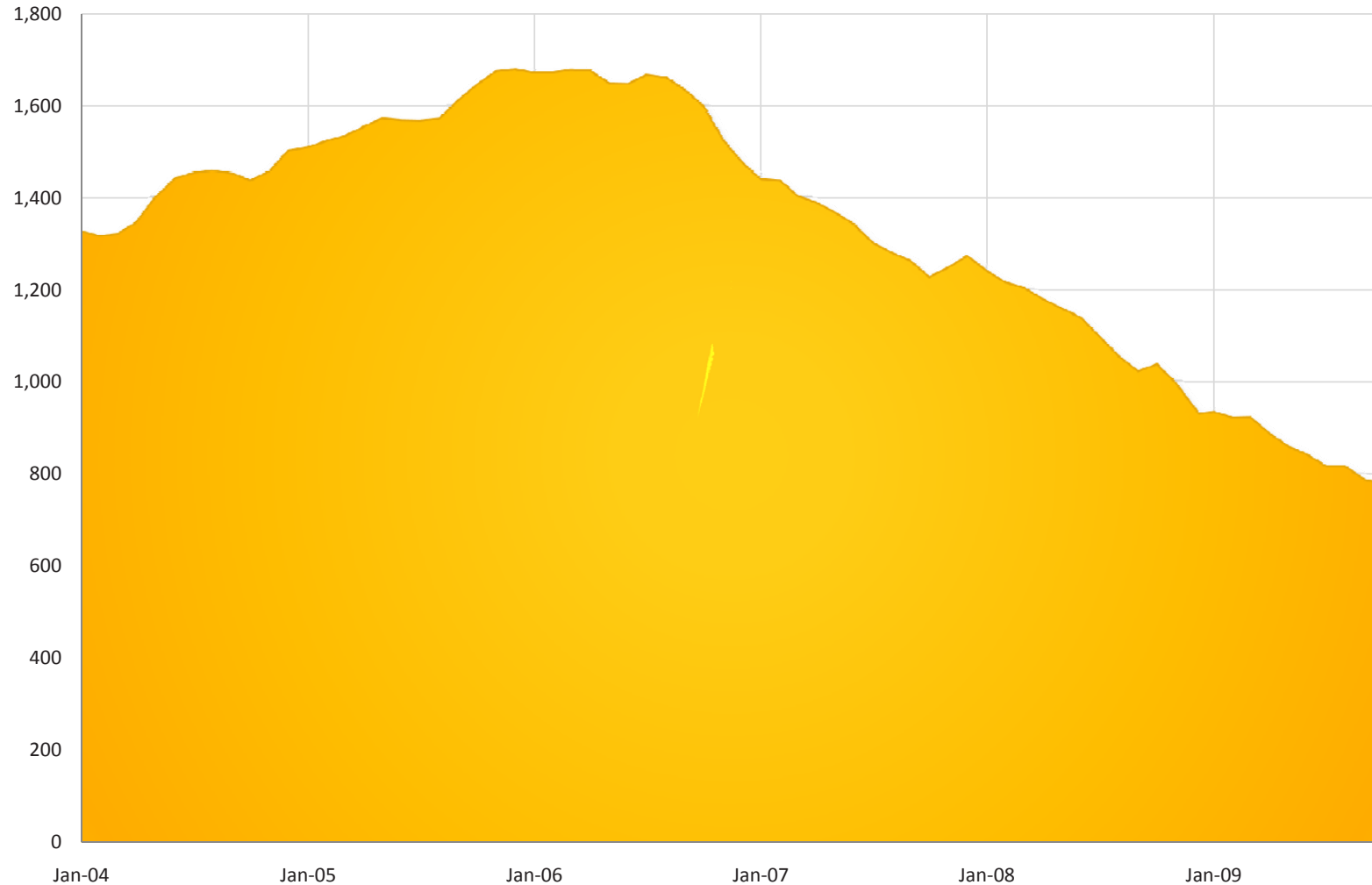
### Harrisonburg & Rockingham County Month-By-Month Home Sales History



Between 2005 and 2008, sales declined an average of 28% between August and September. This year, however, we have only seen an 8% decline in home sales. This, again, is likely an elevated number of home sales related to the \$8,000 tax credit to first time home buyers. The deadline for closing on a home as a first time

buyer to receive the \$8,000 tax credit is November 30th, thus we will likely continue to see relatively strong sales through October and November, at least in the lower price ranges, and as compared to previous years. Within the next month we should also know whether Congress will extend this tax credit.

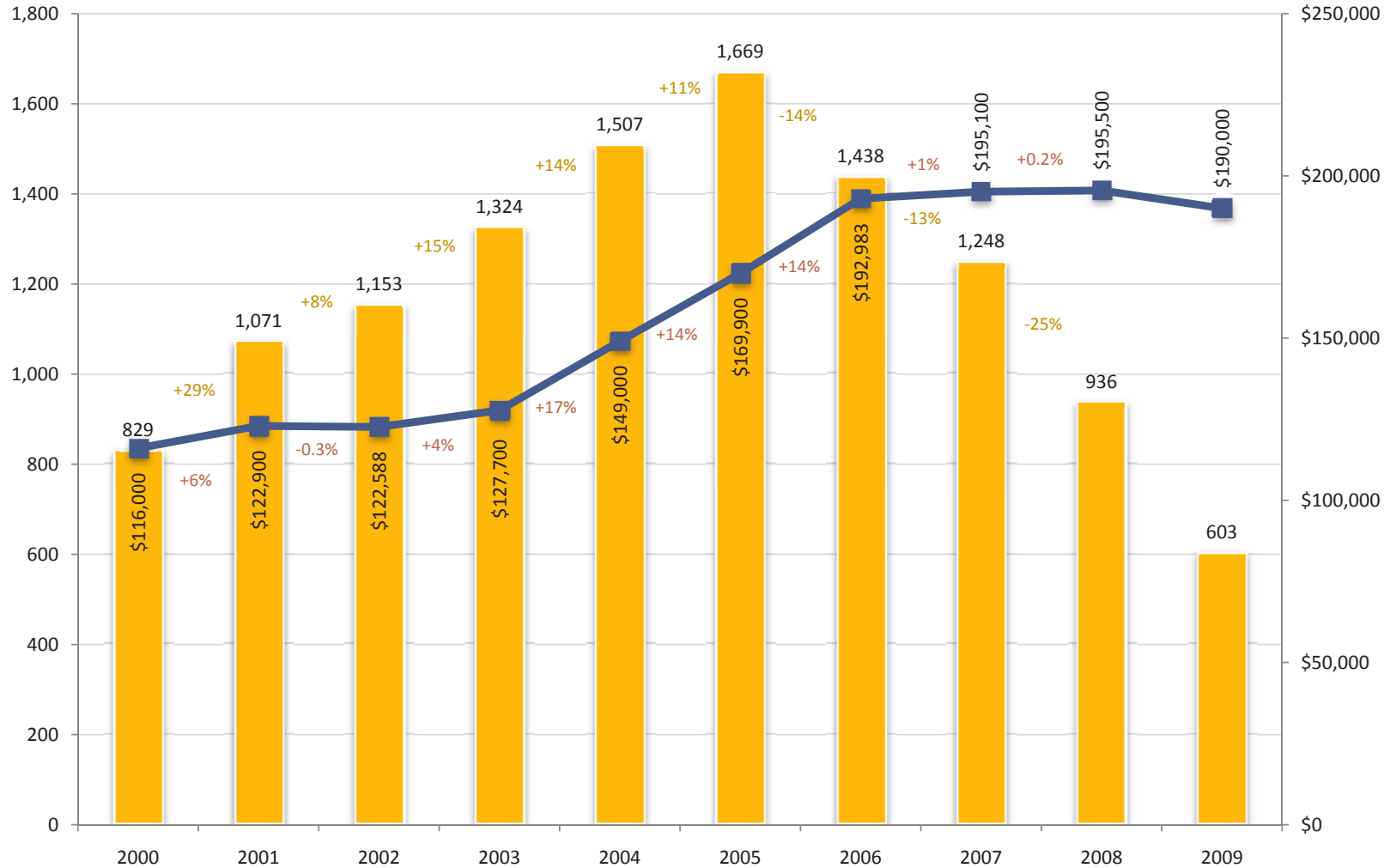
Harrisonburg & Rockingham County  
**Time-Adjusted Home Sales Trends :: All Homes**  
Sum of Preceding 12 Months



This graph tracks the overall pace of home sales in our market, after eliminating the seasonal increases and decreases that we always experience regardless of the annual pace of sales. Each data point on this graph represents the sum of the previous 12 months of home sales, thus the most recent data point is showing the

total number of home sales between October 1, 2008 and September 30, 2009. Home sales continue to decline when examined from this perspective, and I predict that we may see several more months of declines before this trendline (hopefully) stabilizes and starts to slowly increase.

### Harrisonburg & Rockingham County Home Sales & Price Trends Single Family Homes & Townhomes



This graph provides excellent overall insight into the performance of the residential real estate market in Harrisonburg and Rockingham County. We see, via the yellow bars, that the pace of home sales will likely again show a decline when 2009 draws to a close, though we are not likely to see another 25% decline as we experienced

between 2007 and 2008. The median sales price, shown with the blue line, continues to stay relatively stable, though with a slight decrease when comparing 2008 and 2009. This decrease is actually a bit larger when considering the changes in the context of moderate year to year inflation.

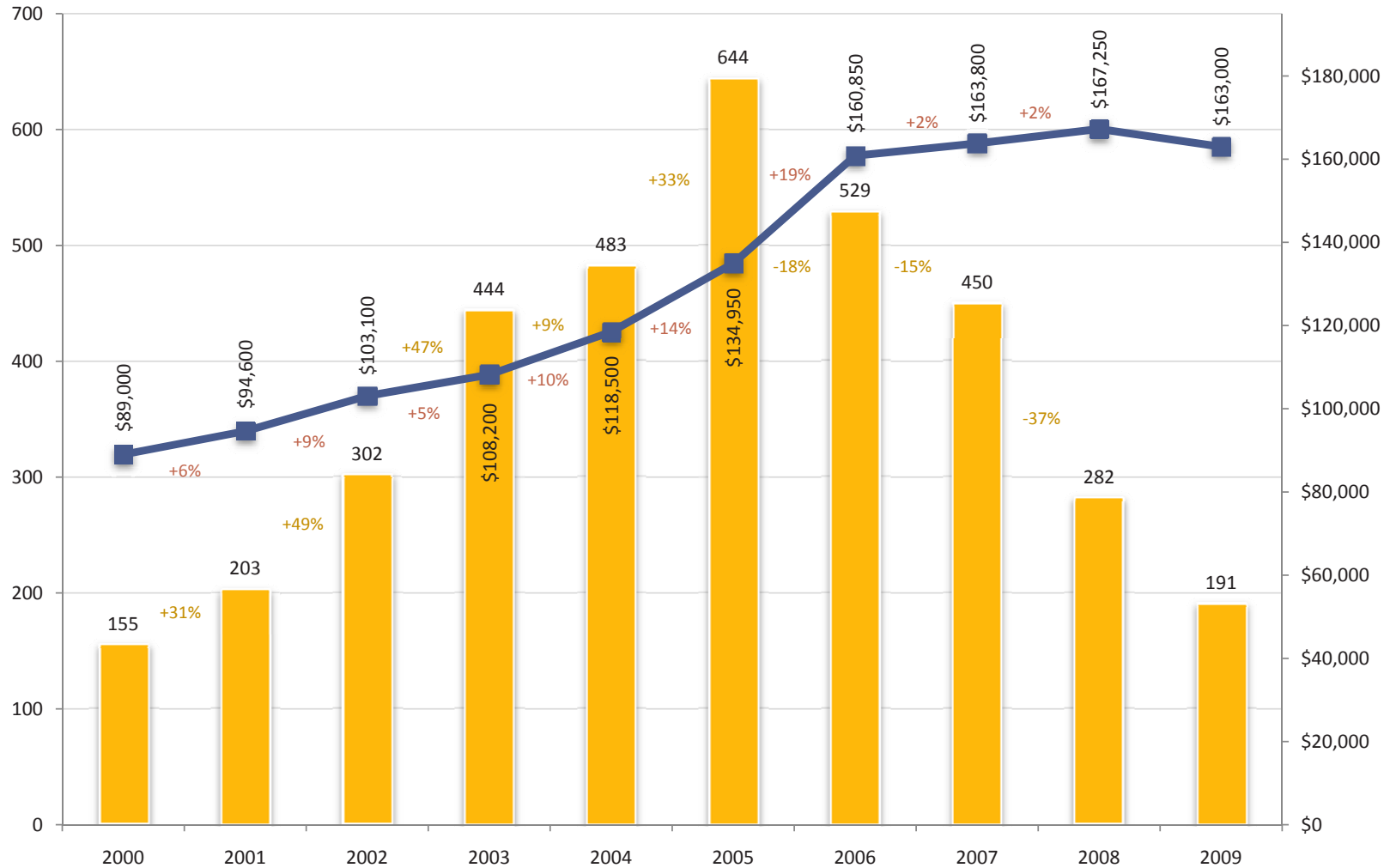
### Harrisonburg & Rockingham County Home Sales & Price Trends Single Family Homes



Single family homes continue to show a moderate decline in median sales price, as shown by the blue line in this graph. We have now seen an overall decline of 7.8% between 2006 and 2009 year-to-date. This averages out to an approximate 2.5% decline per year during this time frame. This decline is unfortunate for home owners,

but is quite mild within the context of sales price and value declines seen in most other parts of Virginia and the nation as a whole. The pace of single family homes also continues to slow, with only 412 home sales thus far this year, as compared to the total of 654 sales in 2008.

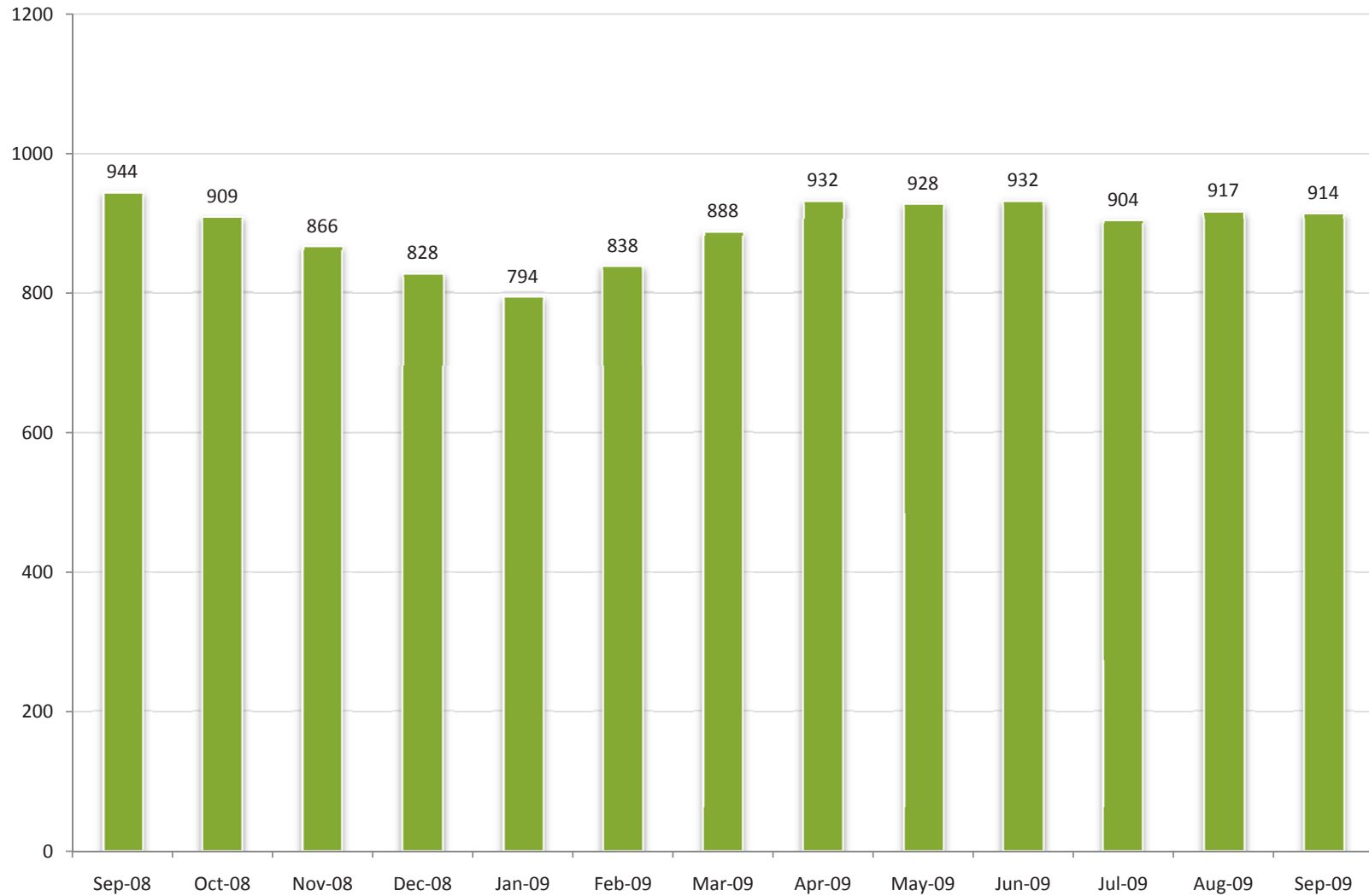
### Harrisonburg & Rockingham County Home Sales & Price Trends Townhomes



Between 2006 and 2008, townhomes in Harrisonburg and Rockingham County managed to escape the general sales price declines seen in the overall residential market. However, it appears that there will be a small downward shift in this median home price by the time 2009 comes to a close. Thankfully, however, there has been a

relatively small year-to-year shift in the number of townhomes in 2009 compared to 2008. This is in contrast to the staggering 37% decline in townhome sales between 2007 and 2008. This may be related to the \$8,000 tax credit for first time home buyers, as many first time buyers purchase townhomes.

### Harrisonburg & Rockingham County Inventory Levels

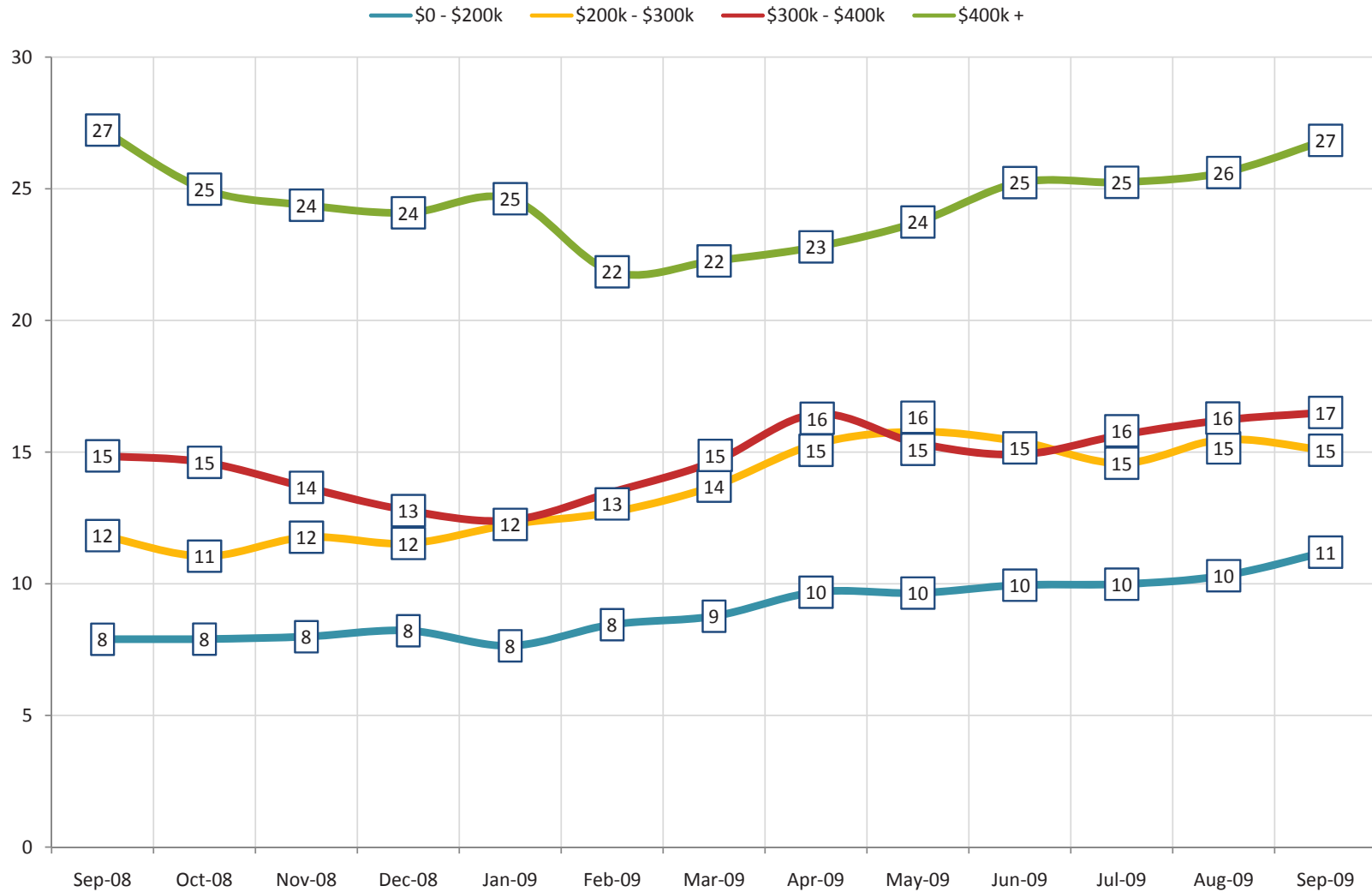


While our local market still has an excess of supply of homes for sale (as shown on the next page), we do still see a decline in overall inventory levels when comparing September 2009 to September 2008. Ultimately, however, we will need to see more of a decline to return to a closer balance between buyers and sellers. If last year's

trend is any indication, we should start to see steady declines in inventory as we move through October, November, December and January -- as many homeowners decide to take their homes off the market during this time frame. This will mean (perhaps only marginally) fewer choices for buyers.



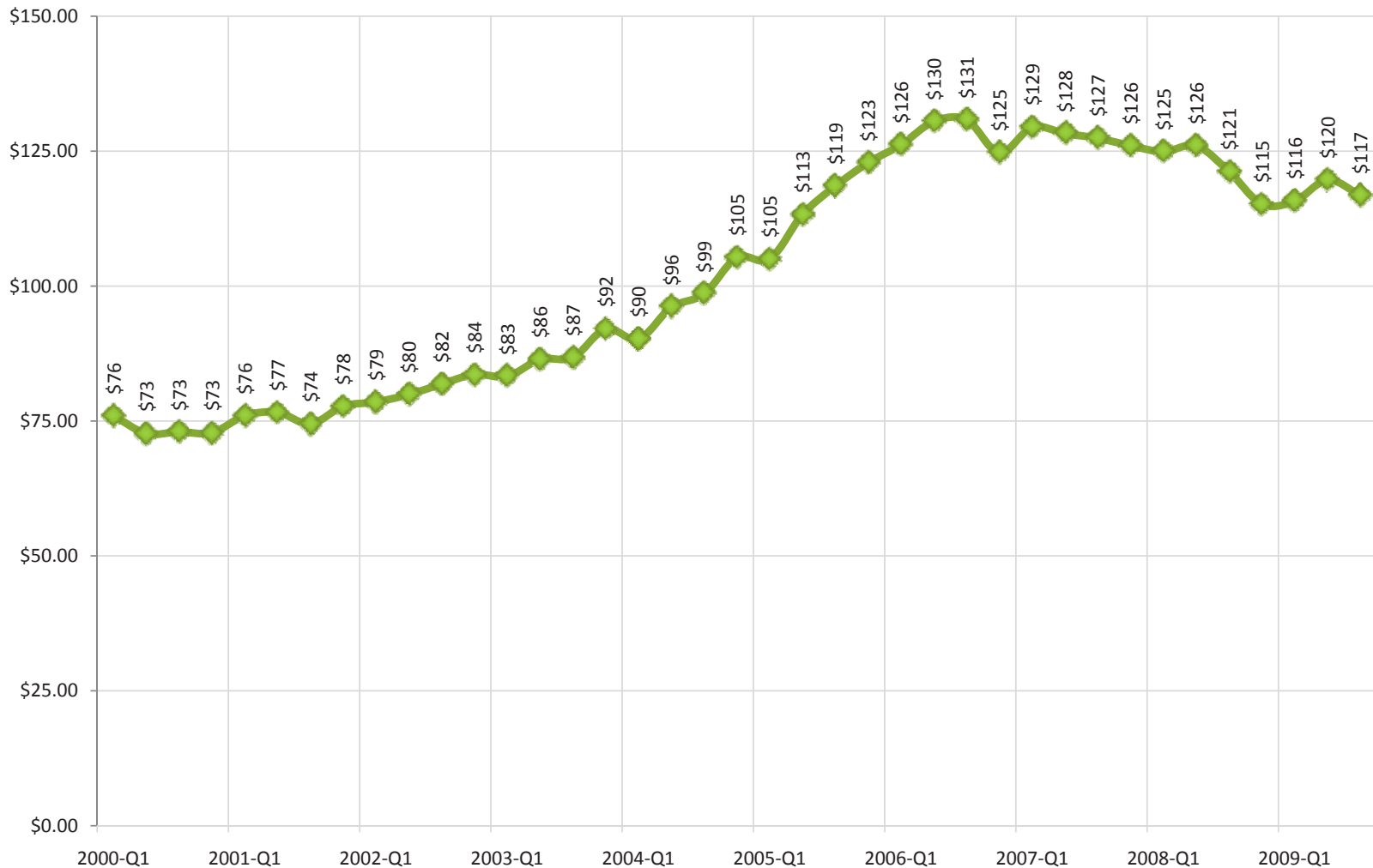
### Harrisonburg & Rockingham County Housing Supply Trends by Price Range



The supply levels shown above are calculated by comparing the number of homes currently on the market with the average number sold per month over the past year. This graph examines supply trends in several different price ranges, and as becomes quickly evident, the balance between buyers and sellers differs drastically depending

on the price range of the subject property. There is a gradually growing supply of sub-\$200k homes for sale, but this price range continues to have the healthiest balance between buyers and sellers. The most serious imbalance is in the \$400k+ price range where supply levels exceed two years.

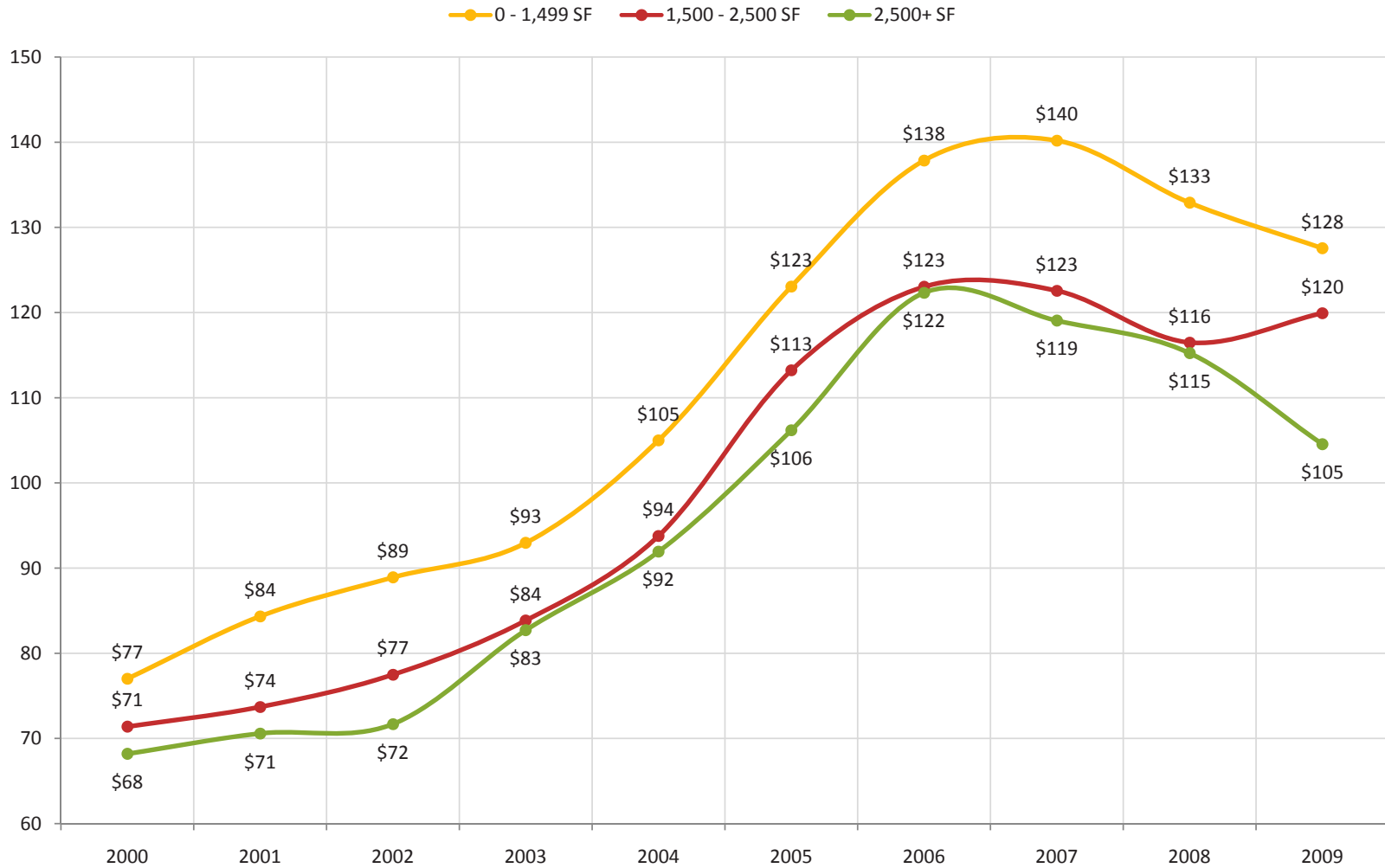
### Harrisonburg & Rockingham County Median Price Per Square Foot Trends Single Family Homes



Another measurement of value over time is shown in the median price per square foot of single family homes sold in Harrisonburg and Rockingham County -- pictured above. As can be seen, this value has gradually shifted down since 2006, as we saw in the median sales price of single family homes during this same time period. This

is not an absolute guide on what to expect to pay for a house in today's market, since this median value includes new homes, very old homes, homes with and without basements and garages, and many other variations of homes that could affect the oversimplified value judgement of price per square foot.

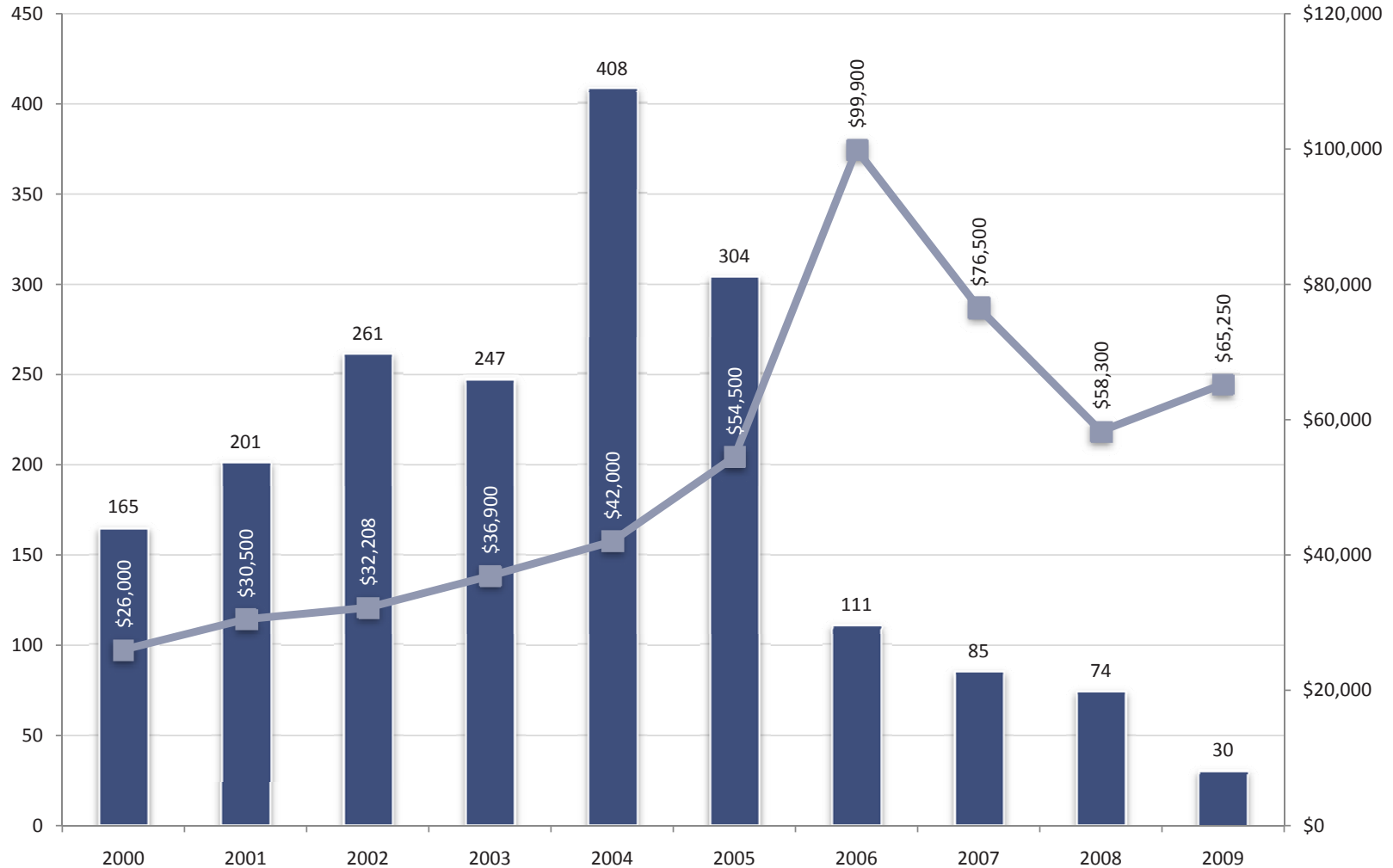
Harrisonburg & Rockingham County  
**Median Price Per Square Foot by Home Size**  
 Single Family Homes



Expect to pay a bit more per square foot for smaller homes --- it has been that way for almost 10 years now. The graph above shows how median price per square foot varies based on the size of the house in question. Interestingly, the median price per square foot of mid-sized and large homes have remained relatively closely paired

over the past nine years, but have separated quite dramatically over the past year. Price per square foot of the largest homes in our market is now just over \$100 per square foot, while the median price per square foot of mid-sized homes is much closer to the overall median value for this metric.

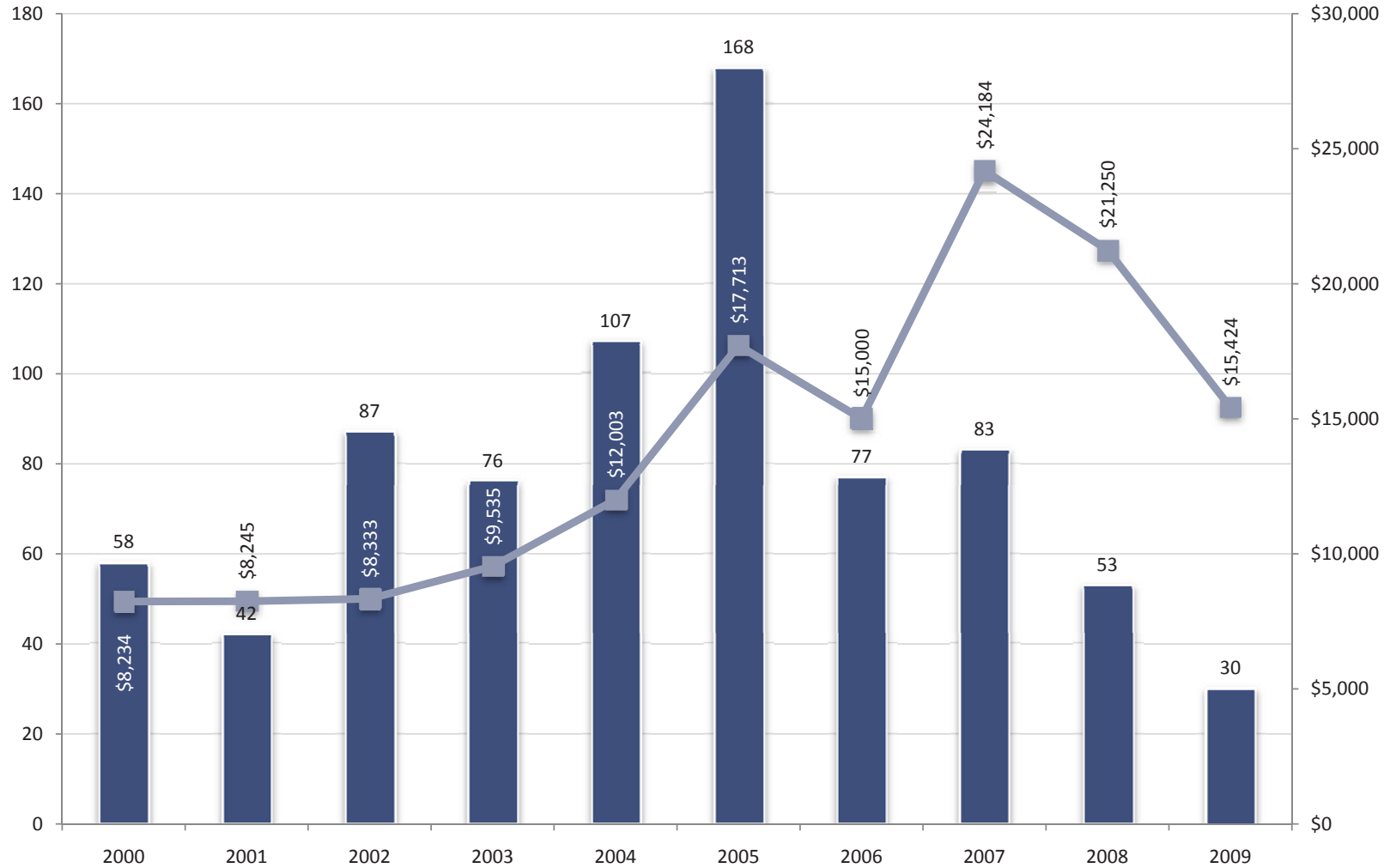
Harrisonburg & Rockingham County  
**Lot Sales & Median Prices**  
 less than 1 acre



The graph above illustrates the drastic decrease in lot sales that our local market has experienced over the past several years. With lot sizes smaller than one acre, most of these lots are in subdivisions, on public water and sewer. The main cause for this drastic decrease is that new construction has slowed -- most builders are no

longer buying building lots and building houses speculatively. Furthermore, many lot "end users" are no longer considering building, because of changing circumstances with their finances, or because of general economic and market uncertainties. The decrease in median lot prices is not surprising, given the large decrease in sales.

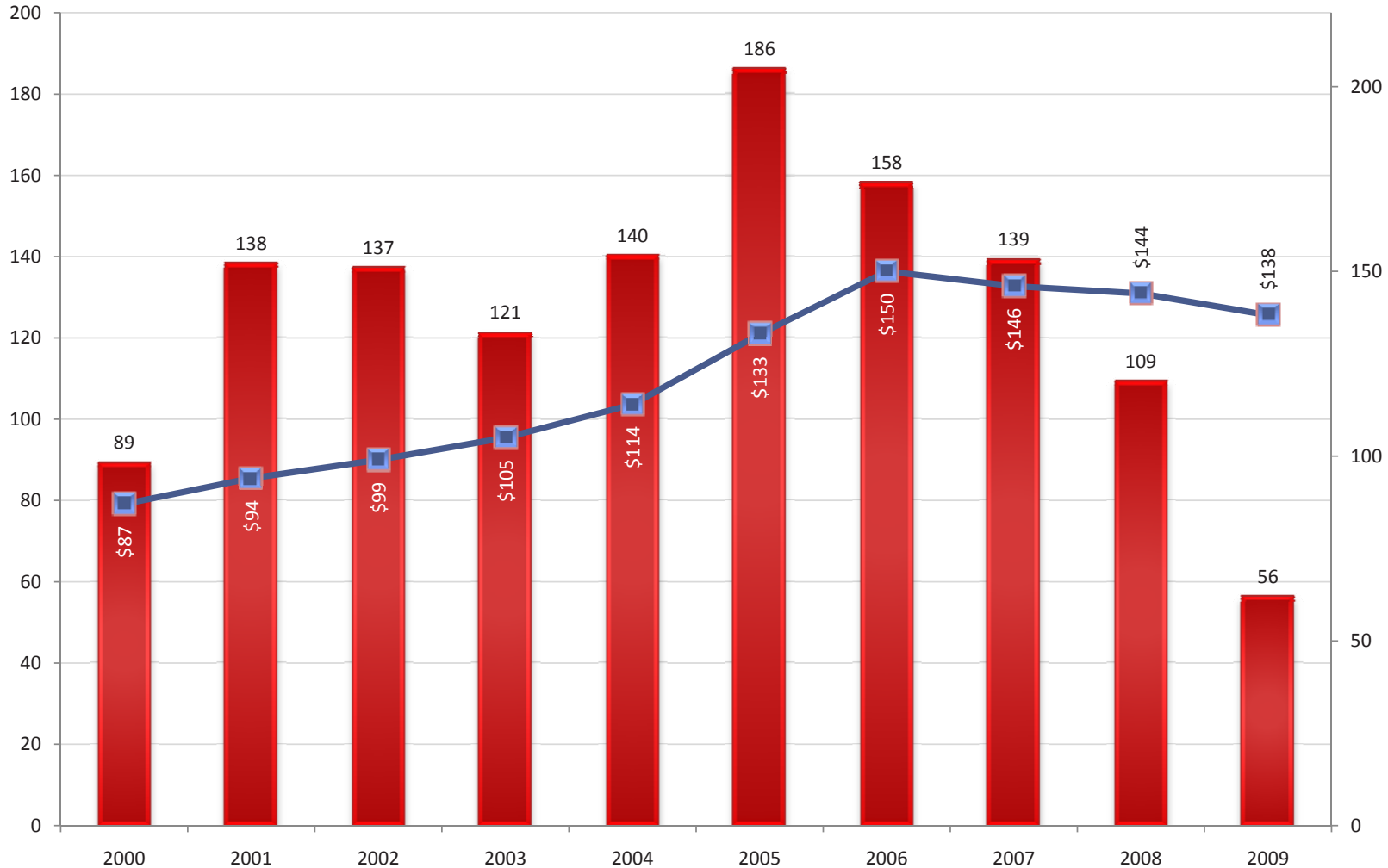
Harrisonburg & Rockingham County  
**Land Sales & Median Price Per Acre**  
 1 acre or more



Land sales of parcels larger than one acre have not decreased as significantly as small lot sales have. We continue to see a decline, but aside from the spike in land sales in 2005, there has always been quite a bit of variation in the number of land sales happening in a given year. Of note, however, the median price per acre of the

land that is selling has slipped tremendously over the past two years, from a high of \$24k per acre down to the current level of \$15k per acre. This is likely to slip a bit further if land sales continue to decline, or even if they continue to stay at their current low level.

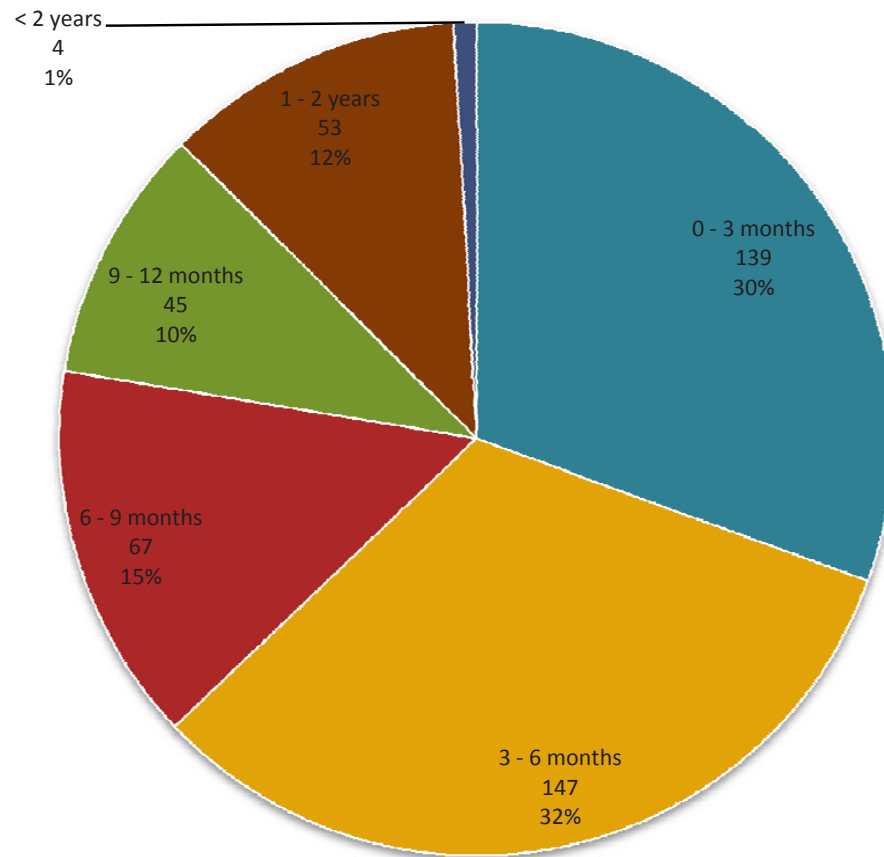
### Harrisonburg & Rockingham County New Construction Single Family Home Sales Trends Number of Sales, Median Price Per Square Foot



This graph isolates new or almost new single family homes that have sold for each of the past ten years. We have seen a steady decline in the number of new construction single family homes selling since 2005, but of note, the median price per square foot of these homes has not shifted as much as we might otherwise expect. While this

metric includes houses with significant variation in their characteristics (basement, garage, lot size), this price per square foot metric can likely be a helpful rule of thumb in discussing price per square foot or building costs with a builder.

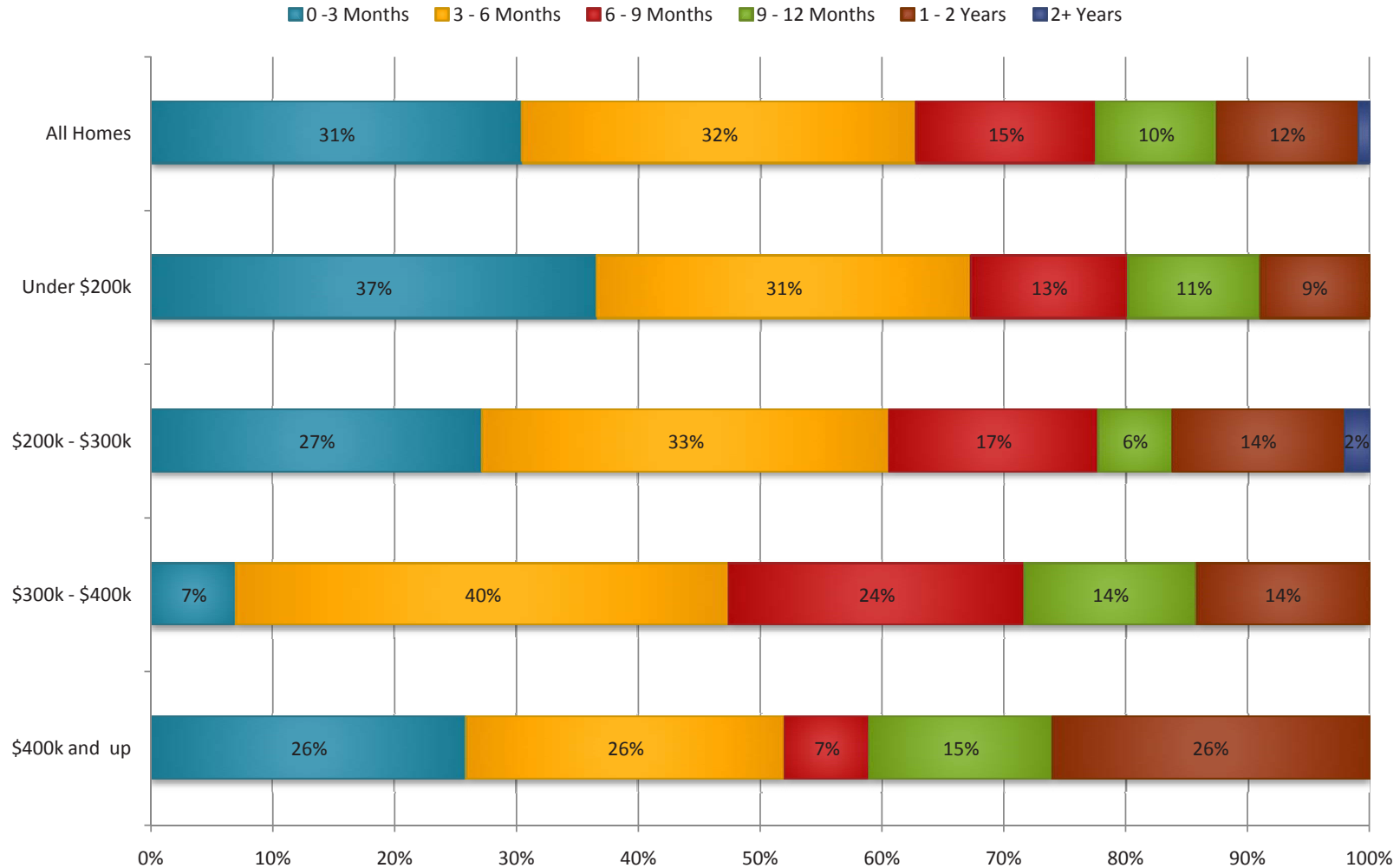
### Harrisonburg & Rockingham County Days on Market Analysis Residential Listings Sold Apr '09 - Sept '09



Most homes that sell (62%) are selling (and closing) within six months of coming onto the market. This, of course, does not factor in the many (many) homes that languish on the market and do not sell -- leading to a higher average days on market statistic. Given that it typically takes 45 - 60 days to move from a ratified contract to

the closing table, it is quite remarkable that a full 30% of home sales in the past six months have taken place within 3 months of the date when those properties came on the market. This means that they were under contract within the first 30 or 45 days of being listed, which is likely a surprising figure for many hopeful sellers.

Harrisonburg & Rockingham County  
**Days on Market Analysis by Price Range**  
 April 2009 - September 2009



The time that it takes to sell a home in today's market varies quite significantly based on the price range of the home in question. For example, a full 37% of homes that sold for less than \$200,000 sold in the first 90 days of being on the market, while only 7% of homes between \$300,000 and \$400,000 were able to sell in that same

time period. On the other end of the spectrum, only 9% of homes that sold for less than \$200,000 took more than a year to sell, but a full 26% of homes priced over \$400,000 took over a year to sell.