

Trulia Trends report: December 2007

A monthly snapshot of what people are searching for on www.trulia.com and real estate trends

What are home buyers searching for online?

10 hottest cities on Trulia

November 2007

1. Manhattan, NY
2. Chicago, IL
3. Los Angeles, CA
4. San Francisco, CA
5. Brooklyn, NY
6. Philadelphia, PA
7. Austin, TX
8. San Diego, CA
9. San Jose, CA
10. Dallas, TX

Data based on property views on trulia.com in Nov 07.

Movers and Shakers

Oct 07 to Nov 07

Top 5 biggest gainers in median list price

CITY	STATE	MEDIAN LIST PRICE	% M-O-M CHANGE
Miami Beach	FL	\$549,000	+4.6%
San Antonio	TX	\$196,500	+2.6%
Ocala	FL	\$186,700	+2.3%
Tulsa	OK	\$120,250	+1.5%
McKinney	TX	\$252,445	+1.0%

Top 5 biggest fallers in median list price

Detroit	MI	\$83,896	-6.8%
Little Rock	AR	\$185,500	-6.8%
Port Saint Lucie	FL	\$223,200	-6.0%
Minneapolis	MN	\$225,000	-5.4%
Sacramento	CA	\$270,000	-5.2%

Data based on median list prices on trulia.com in Oct 07 and Nov 07.



Typical American Viewed Property

Single Family Home
3.2 beds
2.2 baths
\$276,845 median list price
1,979 sqft

Data based on all properties viewed on trulia.com in Nov 07.

This month's Trulia Trends report takes a look at national price trends and consumer search behavior on www.trulia.com in November 2007.

After an eight-month reign as "Most Popular City," the windy city of Chicago was bumped from the top spot down to number two by Manhattan – perhaps New Yorkers agree with the Trulia taxi banners that state "...paying rent sucks." San Francisco slipped to number four, while Brooklyn and Philadelphia held firmly at number five and six, respectively. Austin, San Diego and San Jose jockeyed for positions seven through nine and Dallas, Texas made its debut on the list at number ten.

Listing prices continue to fall, albeit by much smaller percentages than last month. Cities in the foreclosure-stricken markets of Detroit, Michigan, Port Saint Lucie, Florida and Sacramento, California are among those posting the biggest declines as sellers lower prices in an effort to compete with bank-owned properties.

National consumer search behavior and pricing trends

Consumer search behavior on Trulia.com continues to echo national trends in the real estate market. Riverside, California, Fort Lauderdale, Florida and Alpharetta, Georgia are among the cities with the highest number of foreclosures nationwide. Last month on Trulia.com, consumer searches for homes in those cities jumped anywhere from 76 percent to 87 percent over the previous month. Even Malibu, California posted an 83 percent increase in searches last month, proving that house hunters weren't chased away by the wildfires there that engulfed 5,000 acres and destroyed more than 50 homes.

The constant media coverage of the credit crisis and housing market turmoil didn't appear to faze luxury house hunters on Trulia in November. Half of the homes on the list of top 10 most-viewed properties were priced well over \$1 million

- The biggest--and most expensive--home to make our list was the historic 22,000 square-foot Milbank Mansion, a stone's throw from Central Park. Listed at \$59,000,000, this gorgeous Upper East Side home has 27 rooms and eight fireplaces; perfect for keeping cozy on a chilly New York night.
- The \$32,000,000 two-story eight-bedroom, 12-bathroom home in sunny Miami Beach, Florida also made our list. This 19,440 square foot "architectural masterpiece" is loaded with amenities, including a full-size tennis court, an infinity edge pool, a six-car garage and a separate guest house.
- The six-acre family-friendly estate in star-studded Beverly Hills, California is listed at \$29,000,000. It has a total of 10 bedrooms with separate "children's wing" with six bedrooms and a huge playroom in the finished attic. It's a perfect fit for the growing Spears family!

Movers and Shakers

Oct 07 to Nov 07

Top 5 biggest gainers in search queries

CITY	STATE	% M-O-M CHANGE
Riverside	CA	+87%
Tulsa	OK	+86%
Malibu	CA	+83%
Fort Lauderdale	FL	+80%
Alpharetta	GA	+76%

Top 5 biggest fallers in search queries

La Jolla	CA	-10%
Saratoga	CA	-7%
Cupertino	CA	-5.0%
Claremont	CA	-5.0%
Prescott	AZ	-4.0%

Data based on property views on trulia.com in Oct 07 and Nov 07.

Top 10 most viewed properties on Trulia

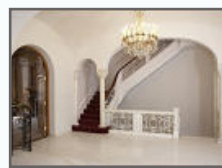
November 2007



Beverly Hills, CA
[\\$8,495,000](#)
[6br / 6.5ba](#)
 Coldwell Banker



Miami Beach, FL
[\\$32,000,000](#)
[8br / 12.5ba 19,440 sqft](#)
 Coldwell Banker



New York, NY
[\\$59,000,000](#)
[22,000 sqft](#)
 Brown Harris Stevens



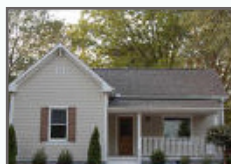
Beverly Hills, CA
[\\$29,000,000](#)
[10br / 15ba](#)
 The MLS Yellow Pages



Indianapolis, IN
[\\$4,600,000](#)
[3br / 3ba 2,489 sqft](#)
 Nestseekers



Detroit, MI
[\\$299,900](#)
[4br / 3ba](#)
 Century 21



Durham, NC
[\\$264,900](#)
[3br / 2ba 1,400 sqft](#)
 Prudential Carolinas Realty



Kildeer, IL
[\\$475,000](#)
[5br / 4ba 4,818 sqft](#)
 Baird&Warner



Somerville, TX
[\\$42,265](#)
[3br / 1ba 1,151 sqft](#)
 Coldwell Banker Residential



Dallas, TX
[\\$255,000](#)
[3br / 2ba 1,788](#)
 Mike Miller Group

Data based on the top 10 most viewed properties on trulia.com in November 07.



Spotlight on North Pole, AK

2007 has been a rough year for the jolly ol' man from the North, and, no, we're not referring to [Bill Gates](#). The August toy recall and lead paint scare, along with talk of [unionizing elves](#) nearly put him out of work--and into foreclosure. Scuttlebutt has it, he may be house hunting.

Since he's got a full [schedule](#), we decided to help him get a jumpstart on finding some new digs.

Top Homes in North Pole, AK



[\\$219,500](#) [3br / 1ba](#) [1,216 sqft](#)

Here is a three-bedroom, two-bathroom, gambrel-style home located a short walk from Chena Lake. It has two (toy) sheds, a horse corral and a dog pen -- perfect for boarding the reindeer.



[\\$339,000](#) [4br / 2ba](#)

In the off-season, he might enjoy this four-bedroom, three-bathroom home on the Chena Slough. It's perfect for fishing or canoeing in the summer months and it even comes with a greenhouse for keeping poinsettias and mistletoe alive year-round!



[\\$235,000](#) [3br / 1.5ba](#) [1,896 sqft](#)

This three-bedroom, one-bath home with a huge deck and great family room with wood-burning fireplace even comes with a detached garage that has a 1,000 square-foot attic for toy storage.



[\\$280,900](#) [4br / 3ba](#)

The Mrs. might fancy this 2,590 square-foot, three-story home that sits on nearly two acres and has a separate upstairs apartment -- a great retreat from all the toy-making.



[\\$220,000](#) [4br / 2ba](#) [1,872 sqft](#)

Our pick is the cedar-sided, two-story home with separate storage shed and outbuilding. It has an enormous deck and a Jacuzzi tub upstairs and a wood-burning stove downstairs in the family room -- perfect for unwinding after a long sleigh ride around the globe.

Trulia Trends report methodology

The Trulia Trends report is built from a compilation of data sources—mostly listing price information and consumer search behavior on trulia.com and other licensed data.

Hottest cities on Trulia

The 10 cities displayed are the cities that received the most property views from November 1 - November 30, 2007 on trulia.com

Most viewed properties on Trulia

The 10 properties displayed are the most viewed properties on trulia.com from November 1 - November 30, 2007.

Median sales price

Median sales price data for each city is licensed from county assessor records. The most recently available data was used for this report. Median sales price data for all cities includes 1, 2, 3, and 4 bedroom properties, all property types are included.

Average list price

Shows the average list price of homes listed on trulia.com from November 1 - November 30, 2007. Coverage for each state varies. Property types included are: single-family home, condo, townhouse, coop, apartment, loft, TIC, mobile/manufactured. Data includes primarily resale properties, not new developments or foreclosures.

Median list price

Shows the median list prices for all homes listed on trulia.com from November 1 - November 30, 2007. Coverage for each state varies. Property types included are: single-family home, condo, townhouse, coop, apartment, loft, TIC, mobile/manufactured. Data includes primarily resale properties, not new developments or foreclosures.

Typical American search

Averages all property views on trulia.com from November 1 - November 30, 2007 to determine what the "typical" user of trulia.com is looking for online.

Movers and shakers: search queries

Winners and losers in popularity were chosen from a list of 600 cities that have the highest volume of properties on trulia.com. Based on property views on trulia.com from November 1 - November 30, 2007

Movers and shakers: median list price

Winners and losers in median list price were chosen from a list of 100 cities that have the highest volume of properties on trulia.com. Price gain was measured as a percentage change.

Written in collaboration with

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REAL ESTATE APPRAISERS & CONSULTANTS

About Trulia

Trulia, Inc (www.trulia.com), a national residential real estate search engine, has revolutionized online home search by offering a rich, intuitive user experience that points consumers directly to listings on agent and broker Web sites. Trulia helps consumers find information on homes for sale, and provides real estate information at the hyper-local level to help consumers make better decisions in the home-buying process. Trulia was founded in San Francisco in 2005 by Pete Flint and Sami Inkinen.