

# Trulia Trends report: June 2007

A monthly snapshot of what people are searching for on [www.trulia.com](http://www.trulia.com) and real estate trends

## What are home buyers searching for online?

### 10 hottest cities on Trulia

May 2007

1. New York, NY
2. Chicago, IL
3. San Francisco, CA
4. Brooklyn, NY
5. Los Angeles, CA
6. Philadelphia, PA
7. San Diego, CA
8. Jacksonville, FL
9. Houston, TX
10. Austin, TX

Data based on property views on [trulia.com](http://trulia.com) in May 07.



### Typical American Viewed Property

Single Family Home  
3.2 beds  
2.2 baths  
\$276,900 median list price  
1,880 sqft

Data based on all properties viewed on [trulia.com](http://trulia.com) in May 07.

This month's Trulia Trends report takes a look at national price trends and consumer search behavior on [www.trulia.com](http://www.trulia.com) in May 2007.

While the list of hottest cities across the U.S. maintained most of its regulars, Texas newcomers Houston and Austin came in at spots nine and ten, while Orlando, FL and Queens, NY dropped off the list, falling three and four spots respectively. At the top of the list, Manhattan nudged Chicago out of its one month reign in the #1 spot.

Taking a look at price changes, Nixa, MO is the biggest gainer month-over-month with a 16% increase in median list prices from April to May. Florida again dominates the list with Sarasota and Ponte Vedra Beach both showing increases in median list prices, while Jupiter, Palm Beach Gardens, and Miami Beach each dropped double digits. The City of Brotherly Love joins this month's Movers and Shakers list, dropping 12% in median list prices month-over-month.

Like the past two months, the West Coast remains relatively stable and absent from the Price Movers and Shakers list.

### Movers and Shakers

Apr 07 to May 07

#### Top 5 biggest winners in median list price

CITY	STATE	MEDIAN LIST PRICE	% M-O-M CHANGE
Nixa	MO	\$107,450	+15.91%
Sarasota	FL	\$385,000	+14.41%
Peoria	IL	\$119,500	+9.13%
Ponte Vedra Beach	FL	\$599,900	+9.09%
Greeley	CO	\$194,700	+8.17%

#### Top 5 biggest losers in median list price

Jupiter	FL	\$399,900	-11.13%
York	PA	\$179,900	-11.34%
Philadelphia	PA	\$210,000	-12.46%
Palm Beach Gardens	FL	\$396,250	-13.67%
Miami Beach	FL	\$499,000	-13.82%

Data based on median list prices on [trulia.com](http://trulia.com) in Apr 07 and May 07.

## Looking at national consumer search behavior and pricing trends

The top ten homes viewed on Trulia this month were all from coastal states, ranging from a \$285,000 two bedroom apartment on Madison Avenue in East Harlem to a three floor penthouse bordering Central Park with 360-degree views of Manhattan for 256x that amount at \$70 million.

- The biggest steals this month were found in a location not known for its affordable housing prices – The Big Apple. For less than \$300,000, home buyers can purchase a studio steps away from Carnegie Hall or a two bedroom in East Harlem.
- The three bedroom 1914 model home in Glen Rock, NJ has the lowest price per bedroom ratio with each bedroom costing roughly \$253,000. The highest price per bedroom ratio goes to the 5th Avenue penthouse with a price per bedroom ratio of \$14 million each.
- The dreamers were out in force this month, with three homes priced higher than \$50 million on the list. Two of those were in the City by the Bay, including a \$55 million hilltop mansion with views of the Golden Gate Bridge and Bay from almost every room and a \$65 million “Gold Coast Masterpiece in the making” priced at \$3,154 per square foot.

Taking a look at consumer search behavior, we have a diverse group on this month’s Movers and Shakers list. Notably absent from the list are any West Coast cities, suggesting that home searching is more stable there versus the rest of the country. College towns Evanston, IL and Cambridge, MA saw big gains from April to May, perhaps indicating intent to purchase nearby by graduation.

The biggest losers in search queries from April to May came primarily from the South and Southeast, with Indianapolis being the sole Midwestern representative with an 18% month-over-month drop in search queries.

### Movers and Shakers

Apr 07 to May 07

#### Top 5 biggest winners in search queries

CITY	STATE	% M-O-M CHANGE
Garland	TX	+32%
Cambridge	MA	+30%
Frisco	TX	+30%
Evanston	IL	+27%
West Lafayette	IN	+27%

#### Top 5 biggest losers in search queries

Wilmington	NC	-21%
Nashville	TN	-21%
Augusta	GA	-20%
Chesapeake	VA	-19%
Indianapolis	IN	-18%

Data based on property views on [trulia.com](http://trulia.com) in Apr 07 and May 07.

## Top 10 most viewed properties on Trulia

May 2007



**New York, NY**

**\$70,000,000**

[5br / 7ba](#)

Brown Harris Stevens



**San Francisco, CA**

**\$65,000,000**

[20,608 sqft](#)

Coldwell Banker Residential Brokerage



**Glen Rock, NJ**

**\$759,900**

[3br / 1ba](#)

Weichert Realtors



**New York, NY**

**\$285,000**

[2br / 1ba](#)

Century 21



**San Francisco**

**\$499,000**

[2br / 1ba 1,872 sqft](#)

Help-U-Sell Real Estate



**San Francisco, CA**

**\$55,000,000**

[7br / 7ba](#)

Pacific Union GMAC Real Estate



**Berkeley, CA**

**\$599,950**

[2br / 2ba 1,788 sqft](#)

Prudential California Realty



**New York, NY**

**\$289,000**

[studio](#)

Brown Harris Stevens



**New York, NY**

**\$569,000**

[studio 555 sqft](#)

Core Group Marketing



**Waltham, MA**

**\$314,500**

[2br / 1.5 ba 1,532 sqft](#)

Boston West Homes

Data based on the top 10 most viewed properties on [trulia.com](http://trulia.com) in May 07.

## 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 May 1 - May 31, 2007 on trulia.com

### Most viewed properties on Trulia

The 10 properties displayed are the most viewed properties on trulia.com from May 1 - May 31, 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 May 1 - May 31, 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 May 1 - May 31, 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 May 1 - May 31, 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 May 1 - May 31, 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.

## About Trulia

Trulia, Inc ([www.trulia.com](http://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.