

Trulia Trends report: August 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

July 2007

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

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

Movers and Shakers

June 07 to July 07

Top 5 biggest winners in median list price

CITY	STATE	MEDIAN LIST PRICE	% M-O-M CHANGE
South Bend	IN	\$103,900	+18%
Henderson	NV	\$444,990	+16%
Muncie	IN	\$68,900	+15%
Irving	TX	\$178,700	+12%
Grand Prairie	TX	\$196,345	+11%

Top 5 biggest losers in median list price

Davie	FL	\$400,000	-19%
Anderson	SC	\$64,900	-11%
Akron	OH	\$85,000	-11%
Port Orange	FL	\$219,900	-11%
Englewood	FL	\$269,900	-10%

Data based on median list prices on trulia.com in June 07 and July 07.



Typical American Viewed Property

Single Family Home
3.2 beds
2.1 baths
\$262,900 median list price
1,911 sqft

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

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

This month's top ten list of hottest cities remained relatively unchanged over the previous month with Chicago, Manhattan and San Francisco holding strong and steady in the top three. Los Angeles and Brooklyn jockeyed for position to round out the top five while Jacksonville slipped completely off the list to number 11 and was replaced by Lake Mary, Florida at number nine.

Taking a look at price changes, the top five biggest price movers were mostly from the central U.S. and the three Florida cities of Davie, Port Orange and Englewood were in the bottom five. The average month-over-month gain in median list price has steadily increased over the past 90 days. In May, the top five gainers averaged a month-over-month increase of 11.34 percent; that figure rose to 13.52 percent in June, and again to 14.34 percent in July.

The West Coast has regained relative stability once again as it dropped from the Movers and Shakers list.

Looking at national consumer search behavior and pricing trends

Home buyers in the major metro areas of the U.S. must have been on summer vacation in July as Philadelphia and Brooklyn were the only two urban centers with homes on the top 10 most popular properties list.

- All of the homes on the Top 10 list were below the seven-figure mark. As summer comes to a close, perhaps 7-digit buyers are off to their second homes instead of house hunting.
- The 'burbs were popular with Trulia users in July. Two homes in Louisville, Colorado - 20 miles north of Denver - made the Top 10, as did homes on the outskirts of Madison, Wisconsin and Orlando, Florida. And they won't have a shortage of things to do as these areas are located near one of several lakes, open spaces, trails, tot lots or dog parks.
- The most expensive home is a two-bedroom, two-bath single family home that sits on just over a quarter-acre near the Inland Empire in Claremont, California and is listed at \$460 per square foot.
- The cheapest home on the Top 10 list comes in at \$66 per square foot. This five-year-old, 3-bedroom, Holly Springs, North Carolina single-family home near Harris Lake sits on nearly an acre of land, and has loads of closet space.

Taking a look at consumer search behavior, cities in the East reigned supreme with Albuquerque being the only city in the West to make the cut of biggest increase in search queries. The Western cities of Yuma, Arizona and Denver, Colorado saw the biggest decline in month-over-month searches.

Movers and Shakers

June 07 to July 07

Top 5 biggest winners in search queries

CITY	STATE	% M-O-M CHANGE
Columbia	SC	+89%
West Chester	PA	+57%
Boston	MA	+29%
New Orleans	LA	+23%
Albuquerque	NM	+22%

Top 5 biggest losers in search queries

Yuma	AZ	-52%
Denver	CO	-48%
Corpus Christi	TX	-41%
Fairfax	VA	-41%
Valdosta	GA	-39%

Data based on property views on trulia.com in June 07 and July 07.

Top 10 most viewed properties on Trulia

July 2007



Brooklyn, NY

\$479,999

1br / 1ba

postlets.com



Louisville, CO

\$289,000

3br / 3ba 2,016 sqft

RE/MAX of Boulder



Louisville, CO

\$369,000

4br / 3ba 2,386 sqft

Steven Johnson



Middleton, WI

\$599,900

3br / 2.5ba 2,939 sqft

Keller Williams Realty



Lake Mary, FL

\$434,900

4br / 2.5ba 2,479 sqft

ERA



Middleton, WI

\$324,900

4br / 3 ba 2,611 sqft

homes.com



Claremont, CA

\$849,900

2br / 2ba 1,849 sqft

sellmodern.com



Philadelphia, PA

\$174,000

1br / 1ba 492 sqft

Plumer & Associates, Inc.



Holly Springs, NC

\$112,500

3br / 2ba 1,700 sqft

Market Realty



Lake Mary, FL

\$330,000

3br / 2ba 1,452 sqft

homes.com

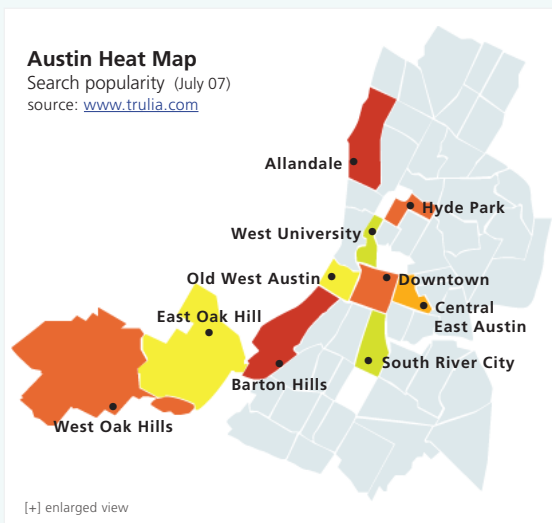
Data based on the top 10 most viewed properties on trulia.com in July 07.

Spotlight on Austin

Hottest Austin neighborhoods by search popularity July 2007

NEIGHBORHOODS

1. Barton Hills
2. Allandale
3. Hyde Park
4. Downtown
5. West Oak Hills
6. Central East Austin
7. Old West Austin
8. East Oak Hill
9. South River City
10. West University



Data based on Austin properties viewed on trulia.com in July 07.

Home to the infamous South by Southwest (SXSW) film, music and multimedia festival, nearly 200 live music venues and Stevie Ray Vaughan, the Live Music Capital of the World steals the show in this month's spotlight.

The list of most viewed homes in Austin is as diverse as its culture – from the cozy one-bedroom home in East Central Austin listed at \$89,000 to the 1934 three-bedroom charmer in Hyde Park listed at \$290,995 – proving there is something for everyone.

House hunters are migrating south according to month-over-month search behavior. Two of the northernmost neighborhoods, North Lamar and Windsor Hills, saw the greatest decline in search queries. Seven of the top ten hottest neighborhoods, as determined by search popularity, were south of the Capitol building.

The notably trendy Downtown and Old West Austin were the most expensive areas on the list, with homes in the low \$700,000 average listing price range. Older homes in the quaint West University area were also popular and comparatively less expensive, with an average listing price of \$175,000.

Most viewed Austin properties on Trulia

July 2007



Hyde Park

\$290,995
3br / 2ba

Keller Williams Realty



Central East Austin

\$254,000
2br / 2ba 925sqft

Keller Williams Realty



Parker Lane

\$125,000
2br / 2ba 943 sqft

Coldwell Banker



Central East Austin

\$205,000
2br / 2ba 912 sqft

Remax Downtown Austin



Central East Austin

\$89,000
1br / 1ba 448 sqft

Coldwell Banker



Austin

\$274,900
3br / 2.5ba 1,596 sqft

Keller Williams Realty

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

Movers and Shakers

June 07 to July 07

Top 3 biggest winners in search queries

NEIGHBORHOOD	% CHANGE
Rosewood	+250%
Chestnut	+192%
Montopolis	+186%

Top 3 biggest losers in search queries

North Lamar	-85%
St. Edwards	-70%
Windsor Hills	-59%

What's hot in Austin?

Consumer search behavior
 July 2007

Average Austin search

Single Family Home
 3.16 br / 2.6 ba
 \$349,000 median list price
 2,016 sqft

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 July 1 - July 31, 2007 on trulia.com

Most viewed properties on Trulia

The 10 properties displayed are the most viewed properties on trulia.com from July 1 - July 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 July 1 - July 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 July 1 - July 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 July 1 - July 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 July 1 - July 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.

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.