

# Trulia Trends report: October 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

September 2007

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

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

### Movers and Shakers

Aug 07 to Sep 07

Top 5 biggest winners in median list price

CITY	STATE	MEDIAN LIST PRICE	% M-O-M CHANGE
Minocqua	WI	\$279,850	+9.9%
Port Orange	FL	\$240,000	+9.1%
Denver	CO	\$265,000	+8.2%
Honolulu	HI	\$560,000	+7.9%
Trenton	NJ	\$139,900	+7.7%

Top 5 biggest losers in median list price

Naples	FL	\$400,000	-8.0%
Columbus	GA	\$159,900	-7.0%
Gainesville	FL	\$199,999	-6.6%
Bronx	NY	\$450,000	-6.3%
Park City	UT	\$825,000	-5.4%

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



### Typical American Viewed Property

Single Family Home  
3.2 beds  
2.2 baths  
\$310,000 median list price  
1,890 sqft

Data based on all properties viewed on [trulia.com](http://trulia.com) in Sep 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 September 2007.

Chicago, Manhattan and Brooklyn retained their positions as the top three most searched cities in the month of September. Los Angeles slipped past Philadelphia to round out the top five and San Francisco held firm at number six. San Jose knocked Jacksonville off of the list for the number nine slot.

Taking a look at price changes, Texas was absent from the list of biggest price movers this month after spending the past five months in the Top 5. The major cities of Denver, Colorado and Honolulu, Hawaii posted slight increases in median list price, a possible indication that the number of homes on the market may be declining as those markets slowly progress to a more stable state. Port Orange, Florida also posted an increase in median list price, but Naples and Gainesville, Florida weren't so lucky. List prices in those cities were down 6.5 percent and 8 percent, respectively, from August as sellers vie for buyers in an attempt to move product. List prices also fell in Columbus, Georgia and Bronx, New York as those regions continue to struggle with an increasing number of foreclosures.

In September, the "Typical American Viewed Property" was a three-bedroom, two-bathroom single-family home with 1,890 square feet, listed at \$310,000. However, many of the homes on the top 10 list of "most viewed homes" were well below that price point. In fact, all of the homes were listed below \$1 million, giving further credence to the findings of our recent survey that Trulia users are an active and engaged group of serious home buyers/sellers.

## National consumer search behavior and pricing trends

Some highlights from the list of most viewed homes in the month of September on Trulia.com include:

- The most expensive home to make our list was a four-bedroom, three-bathroom two-story home listed at \$940,000 in Campbell, California. This home comes with an attached two-car garage, formal living and dining rooms and a large yard.
- A log cabin in Somerville, Texas was one of the less-expensive homes to make the top 10 list. This three-bedroom, two-bathroom home is within two minutes of Lake Somerville, has a covered front and back porch and is priced at only \$45,000.
- Golf aficionados will love the two-bedroom, two-bathroom home in The Villages, Florida. Situated near the Orange Blossom Hills Country Club, this home comes turn-key with a golf cart included for only \$119,000!
- One of the more expensive homes to make our list was the six-bedroom, five-bath two-story home in Detroit, Michigan. This home, built in 1913, has all the original hardware, an updated kitchen and a large sunroom and is priced at \$229,000.

Three major cities - Minneapolis, Indianapolis and Denver – saw increases in consumer searches of more than 30 percent in September. Consumer search behavior was down in the Massachusetts cities of Milton and Springfield, by 27 percent and 32 percent, respectively.

### Movers and Shakers

Aug 07 to Sep 07

Top 5 biggest winners in search queries

CITY	STATE	% M-O-M CHANGE
Saint Petersburg	FL	+53%
Minneapolis	MN	+39%
Indianapolis	IN	+32%
Denver	CO	+32%
Lubbock	TX	+31%

Top 5 biggest losers in search queries

Lake Mary	FL	-32%
Springfield	MA	-32%
Suwanee	GA	-31%
Milton	MA	-27%
Louisville	CO	-26%

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

## Top 10 most viewed properties on Trulia

September 2007



Detroit, MI  
**\$229,000**  
[6br / 5ba](#)  
 realestateone.com



Campbell, CA  
**\$940,000**  
[4br / 3ba 2,399 sqft](#)  
 Coldwell Banker Residential



The Villages, FL  
**\$119,000**  
[2br / 2ba 1,400 sqft](#)  
 ERA



Queens, NY  
**\$680,000**  
[2br / 2 ba](#)  
 Century 21 Realty



Suwanee, GA  
**\$144,900**  
[3br / 2ba](#)  
 Atlanta Real Estate



Brooklyn, NY  
**\$515,000**  
[2br / 1ba 970 sqft](#)  
 Fillmore Real Estate



Asheville, NC  
**\$125,000**  
[studio / 1ba 300 sqft](#)  
 Ron Armstrong Asheville RE



Somerville, TX  
**\$45,000**  
[2br / 1 ba 1,151 sqft](#)  
 Coldwell Banker



Louisville, CO  
**\$575,000**  
[5br / 4 ba 4,020 sqft](#)  
 Coldwell Banker Residential



Chicago, IL  
**\$158,000**  
[1br / 1ba](#)  
 @properties.com

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

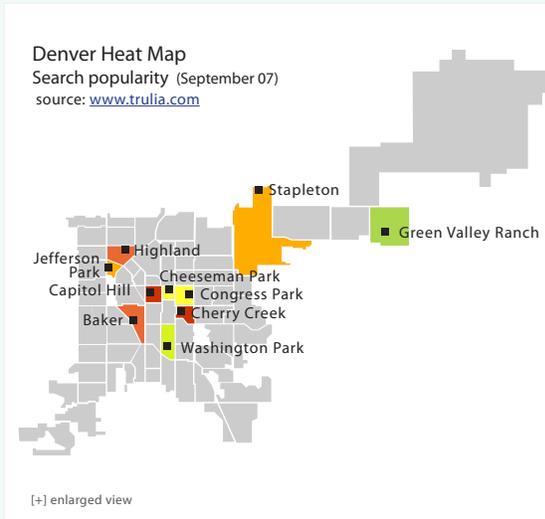
## Spotlight on Denver

### Hottest Denver neighborhoods by search popularity

September 2007

#### NEIGHBORHOODS

1. Cherry Creek
2. Capitol Hill
3. Highland
4. Baker
5. Stapleton
6. Jefferson Park
7. Congress Park
8. Cheesman Park
9. Washington Park
10. Green Valley Ranch



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

With a World Series in its future, there's no doubt the Mile High City is riding high, so this month we are focusing our Trulia Spotlight on Denver. With great upscale shopping, numerous bike paths and parks, Cherry Creek is one of Denver's most popular neighborhoods; it was also the most popular with Denver home buyers last month. Capitol Hill, with its assortment of bars, clubs, art galleries and coffee shops, was second most popular. And ghosts weren't enough to scare house hunters away from the Cheesman Park neighborhood. Once an Arapaho Indian burial ground, the area now known as Cheesman Park was granted to the city of Denver in 1859 for use as the city cemetery. Cheesman Park made our Top 10 list at number eight.

The Most Viewed Properties in Denver for the month of September ranged in price from the \$235,500 to \$525,000. For less than \$300,000, you can buy a three-bedroom, two-bathroom single-family home in Sunny-side, with a new kitchen, basement and wine storage. Or, you can get a charming two-bedroom, one-bath-room single family brick home in Highland. This home offers a tranquil setting with its large, lush garden and gazebo and is located just west of Lower Downtown (LoDo), recently named as one of CNN Money's "Best Places to Retire".

### Most viewed Denver properties on Trulia

September 2007



Sunny Side  
\$269,000  
3br / 2ba 1,604 sqft  
 Help-U-Sell Real Estate



South Lake  
\$235,500  
3br / 2ba 1,719 sqft  
 Homes.com



Congress Park  
\$369,000  
2br / 1ba 1,544 sqft  
 postlets.com



Highland  
\$268,900  
2br / 1ba 1,618 sqft  
 Help-U-Sell Real Estate



Capitol Hill  
\$350,000  
3br / 2ba 1,522 sqft  
 Coldwell Banker



Cherry Creek  
\$525,000  
3br / 3ba 2,100 sqft  
 Coldwell Banker

Data based on the top 10 most viewed Boston properties on [trulia.com](http://trulia.com) in Sep 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 September 1 - September 30, 2007 on trulia.com

### Most viewed properties on Trulia

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

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## 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.