

Trulia Trends report: September 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

August 2007

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

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

Movers and Shakers

July 07 to Aug 07

Top 5 biggest winners in median list price

CITY	STATE	MEDIAN LIST PRICE	% M-O-M CHANGE
Montgomery	TX	\$245,000	+24%
Salem	OR	\$282,591	+16%
Conroe	TX	\$223,490	+12%
Keller	TX	\$244,180	+9%
Athens	GA	\$194,450	+8%

Top 5 biggest losers in median list price

Montgomery	AL	\$139,900	-10%
Arlington	VA	\$539,900	-9%
Loveland	CO	\$233,500	-9%
Shelby Township	MI	\$259,900	-8%
Los Angeles	CA	\$689,000	-7%

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



Typical American Viewed Property

Single Family Home
3.2 beds
2.2 baths
\$299,900 median list price
1,977 sqft

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

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

For the third consecutive month, Chicago and Manhattan held the top two spots of most searched cities in the country. Brooklyn, Los Angeles and Philadelphia knocked San Francisco down three spots to number six. Jacksonville reclaimed its place at number nine, replacing fellow Floridian, Lake Mary. Finally, Queens returns to the Top 10 after taking a summer vacation.

Taking a look at price changes, Texas continues to reign supreme with three cities--Montgomery, Conroe and Keller--making the list of top five biggest price movers. Athens, Georgia rounded out the top five despite that state's increase in foreclosures. Four of the five cities on the list of Shakers, or biggest declines in median list price, posted a month-over-month decrease of more than eight percent. California returns to the list, with Los Angeles posting a 6.8 percent drop in median list prices since July.

The average month-over-month change in median list price remains relatively steady. In August, the top five gainers averaged a month-over-month increase of 13.51 percent, down slightly from a July high of 14.34 percent, but up from 11.34 percent in May.

National consumer search behavior and pricing trends

Home buyers had an eclectic taste in real estate in the month of August, as evidenced by the price range of most viewed properties on Trulia.com. From the Beverly Hills beauty priced just below \$25 million to the lakeside charmer in Mayock, North Carolina priced at \$169,900, there truly is something for every budget.

- Only one home on the Top 10 list was above the seven-figure mark. The stunning six-bedroom, nine-bath Mediterranean home in Beverly Hills, with a current listing price of \$24.9 million, was the only home in the West to make the list.
- Lake Mary, Florida remains popular with house hunters as two homes priced under \$435,000 made our Top 10. These homes come with lots of extras like a sun room or lanai, patio and pool.
- Those looking for something less expensive won't have to sacrifice comfort or character. Take a look at the waterfront home in Sodus Point, New York, listed just under \$180,000, with a wraparound deck, 40' dock, boat hoists—and boats! The brand new ranch home in Mayock, North Carolina listed at \$169,900 also doesn't disappoint with a large lot and central air conditioning.

New Orleans, recently reported in the media to be one of the next real estate markets to stabilize, posted a 31% increase in consumer searches in the month of August. Real estate vultures may be shopping in foreclosure-ravaged Modesto, as that city posted a 25% increase in searches.

Movers and Shakers

July 07 to Aug 07

Top 5 biggest winners in search queries

CITY	STATE	% M-O-M CHANGE
New Orleans	LA	+31%
Port Saint Lucie	FL	+30%
Modesto	CA	+25%
Asheville	NC	+25%
Minneapolis	MN	+24%

Top 5 biggest losers in search queries

Silverdale	WA	-87%
Middleton	WI	-77%
Montecito	CA	-77%
Milton	MA	-77%
Corrales	CO	-76%

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

Top 10 most viewed properties on Trulia

August 2007



Brooklyn, NY

\$689,000
1br / 1.5ba

postlets.com



Louisville, CO

\$449,000
3br / 4ba

RE/MAX of Boulder Inc.



Beverly Hills, CA

\$24,950,000
9br / 15ba 15,000 sqft

Coldwell Banker



Norfolk, VA

\$319,900
3br / 2 ba 1,951 sqft

Rose & Womble Realty



Moyock, NC

\$169,900
3br / 2ba 1,248 sqft

Rose & Womble Realty



Lake Mary, FL

\$434,900
4br / 2.5ba 2,479 sqft

ERA



Detroit, MI

\$399,900
4br / 3.2ba 4,000 sqft

Century 21 Today, Inc



Sodus Point, NY

\$179,900
3br / 1 ba

Coldwell Banker Prime Properties



Cherry Hill, NJ

\$299,900
3br / 2 ba

Prudential Fox & Roach REALTORS



Lake Mary, FL

\$286,900
4br / 3ba 1,891 sqft

USlister.com

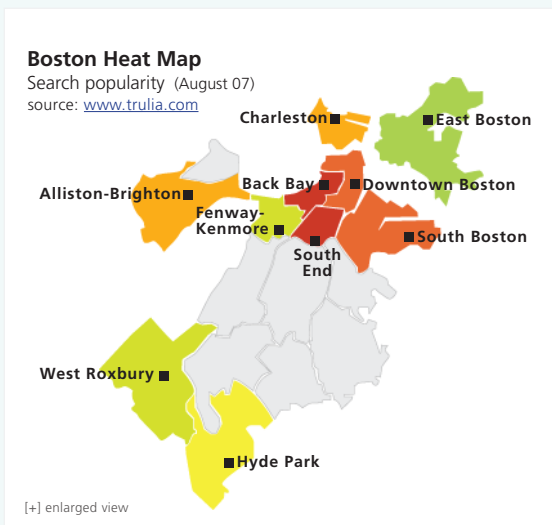
Data based on the top 10 most viewed properties on trulia.com in August 07.

Spotlight on Boston

Hottest Boston neighborhoods by search popularity August 2007

NEIGHBORHOODS

1. Back Bay
2. South End
3. South Boston
4. Downtown Boston
5. Alliston-Brighton
6. Charlestown
7. Hyde Park
8. West Roxbury
9. Fenway-Kenmore
10. East Boston



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

Summer is drawing to a close, school is back in session and brilliant fall foliage will soon be painting the New England states. With more than 100 colleges and universities and more than 250,000 students, the city of Boston is featured in this month's spotlight.

Back Bay, one of Boston's most upscale neighborhoods, was the most searched Boston neighborhood in August. Median sales price in Back Bay is up 18.2 percent over last year, showing that some areas have defied the real estate slump. South End was next on the list of most popular neighborhoods. Densely populated South Boston, or "Southie", was third most popular. Median sales price in South End and South Boston was up 8.8 percent and 7.2 percent, respectively, over the previous year.

Most of the homes on the list of Most Viewed Properties were in the Back Bay neighborhood. Common amenities here include hardwood floors, upgraded kitchens and baths and brick exteriors. Average listing prices in Back Bay range from \$745 per square foot for a six-bedroom mansion to \$525 per square foot for a one-bedroom with a separate studio.

Most viewed Boston properties on Trulia

August 2007



Back Bay
[\\$4,200,000](#)
[6br / 6.5ba](#) [6,988 sqft](#)
 Coldwell Banker



Back Bay
[\\$459,000](#)
[1br / 1ba](#) [720sqft](#)
 Coldwell Banker



Back Bay
[\\$529,000](#)
[1br / 1ba](#) [730 sqft](#)
 Coldwell Banker



Back Bay
[\\$499,000](#)
[2br / 2ba](#) [950 sqft](#)
 RE/MAX Landmark REALTORS



Back Bay
[\\$449,000](#)
[2br / 1ba](#) [605 sqft](#)
 Prudential Real Estate



Downtown Boston
[\\$225,000](#)
[studio](#) [306 sqft](#)
 Keller Williams Realty



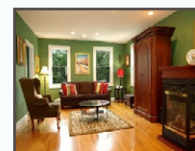
Mattapan
[\\$329,000](#)
[3br / 1ba](#) [1,221 sqft](#)
 RE/MAX Marquis Group



Back Bay
[\\$299,000](#)
[1br / 1ba](#) [380 sqft](#)
 GMAC



Downtown Boston
[\\$950,000](#)
[7br / 4ba](#) [2,000 sqft](#)
 Coldwell Banker



East Boston
[\\$449,900](#)
[2br / 1.5ba](#)
 Coldwell Banker

Data based on the top 10 most viewed Boston properties on trulia.com in Aug 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 August 1 - August 30, 2007 on trulia.com

Most viewed properties on Trulia

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

MILLER SAMUEL INC.
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.