

Press Release
Cincinnati Area Board of Realtors®

The following press release was sent to the local media today at 10:20 a.m.

December 22, 2010

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1,092 Homes Sold Last Month; 15,688 Sold Through November

Home sales continued their 2010 advancement in November, with 1,092 homes sold (closed) last month, and 15,668 for the first 11 months of the year. That represented decreases of 31% and 10%, respectively, from comparable periods one year ago.

Looking forward, November real estate contracts written – but not yet closed – were down only 2.3% from a year ago.

Another favorable note: November home sale prices increased by 0.78% from a year ago, and 5.2% year to date.

Tim Mahoney, president of the Cincinnati Area Board of Realtors, said “We would like to have seen more sales activity this year, but with a “less-than-stellar” jobs situation nationwide, we’re fortunate the local market wasn’t hit hard in housing sales, as were many parts of the nation.”

Mahoney continued, “I think the public realizes that mortgage rates have bottomed, and if prospective home buyers are serious about buying, they’ll appreciate that today’s rates near 5% are still attractive.”

Local mortgage rates over the past 6 years, from a mid-December viewpoint, are as follows:

2010 – 5.05%	2007 – 6.25%
2009 – 5.06%	2006 – 6.35%
2008 – 5.08%	2005 – 6.41%

“A continuation of improvement in the Ohio unemployment rate should help the housing market,” said Mahoney. The November, seasonally adjusted jobless rate in Ohio was 9.8%. It peaked at 10.8% one year ago. Not seasonally adjusted unemployment rates are somewhat lower for the nation, Ohio and southwest Ohio.

Locally, the public has **49%** more home buying power than the nation, when you factor in (1) the median home price, (2) monthly mortgage payment, and (3) median annual income. Cincinnati wins in all three categories (*from a nationwide third quarter 2010 study shown on the next page*):

-- more on page 2 --

**Summary of Single Family and Condominium Sales
Multiple Listing Service of Greater Cincinnati
Cincinnati Area Board of Realtors®**

November Home Sales

	<u>Closings</u>	<u>Gross Volume</u>	<u>Average Price</u>
Nov. 2010	1,092	\$161,667,446	\$148,047
Nov. 2009	<u>1,587</u>	<u>\$233,130,794</u>	<u>\$146,900</u>
Variance	-31.19%	-30.65%	+0.78%

Year-to-Date Home Sales

	<u>Closings</u>	<u>Gross Volume</u>	<u>Average Price</u>
Jan-Nov. 2010	15,688	\$2,486,091,478	\$158,471
Jan-Nov. 2009	<u>17,492</u>	<u>\$2,634,451,906</u>	<u>\$150,609</u>
Variance	-10.31%	-5.63%	+5.22%

Nationwide, November home sales were up 5.6% from October on a seasonally adjusted basis, but down 27.9% from November 2009.

More Buying Power

Real estate experts say that trying to buy a home at the lowest possible price is understandable, but **affordability is the one of the best metrics for helping you decide when to buy**. In simple terms, if the cost of owning your own home is even close to renting, and you can afford the costs, then buying a home is the way to go.

	<u>Nation</u>	<u>Cincinnati Area</u>
1) Median-priced home	\$177,900	\$137,250
2) Monthly mortgage payment (based on a 20% down payment)	\$745	\$562
3) Median annual income	\$ 61,652	\$ 69,500
Overall Home Affordability Index*	172	257 (a 49% improvement; higher is better)

*An index score of "100" means a qualified home buyer with a median income has exactly enough income for an 80% mortgage on a median-priced home. [The illustration above is from the July-September 2010 time period.]

The above comparison shows Home Affordability for Greater Cincinnati has never been better. The Cincinnati area was favorable in all three measured components and, correspondingly, the overall Home Affordability Index. Comparing Cincinnati's affordability index of **257** vs. **172** for the nation means that local buyers have **49% more buying power** than the average national buyer!

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