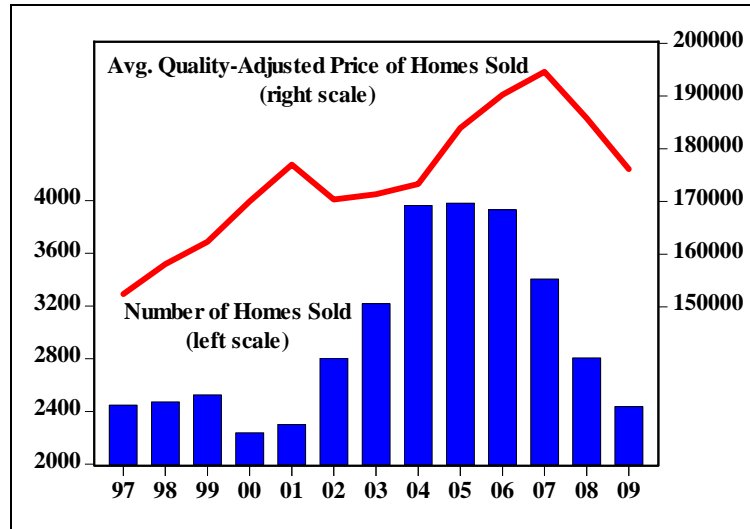


Greensboro Annual Housing Report, 2009

Current Outlook

The number of existing, single-family homes sold in the Greensboro area of Guilford County totaled 2,472 in 2009.¹ The number sold was down -15.0 percent compared to the level of sales recorded in 2008. Over the past two years, sales have declined at an average annual rate of -15.9 percent per year.

Number and Prices of Existing Homes Sold, 1997 – 2009



At the end of the 4th quarter of 2009, the inventory of homes on the Greensboro market was 2,107, or 0.852 times the number of homes sold during the year. The inventory/sales ratio is up from what it was at the end of 2008. At the current sales pace, it will take 10.2 months to exhaust the inventory. The number of existing homes offered for sale was down -7.1 percent from what it was at the end of 2008.

The quality-adjusted price of the average home sold in 2009 was down -5.2 percent from 2008. The average quality-adjusted price of an existing home in Greensboro was \$176,127. By comparison, over the past year, consumer prices nationally have declined -0.2 percent.

The average unadjusted price of homes sold in Greensboro in 2009 was \$197,122, down -2.4 percent from 2008. The unadjusted price is higher and the fall in prices less rapid because home buyers have been buying newer, larger homes (that is, higher quality homes).

Nationally, the pace of existing home sales has risen 3.3 percent over the past year.² Average home prices are down -9.9 percent across the nation and -8.6 percent in the South. The national inventory of unsold homes is up 2.4 percent from 2008 and will take 8.5 months to sell at the existing pace of sales.

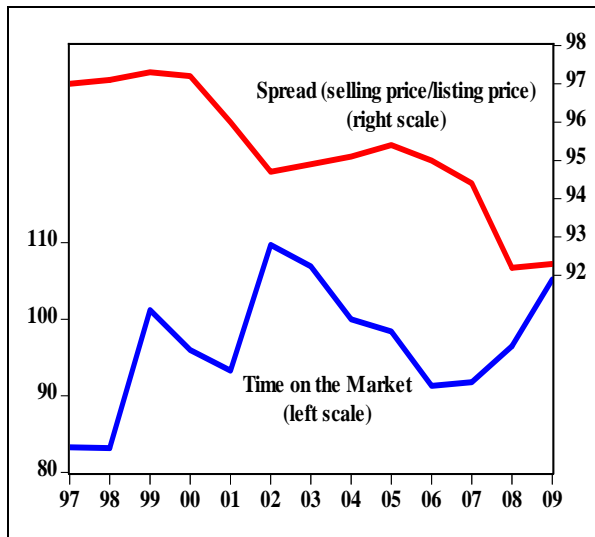
Among other indicators of housing demand, the average time on the market for existing homes sold was 105.2 days, up 9.0 percent from the average in 2008. The sale-list price spread, which shows the ratio of selling to listing price, was slightly higher at 92.3 percent, indicating a modest decrease in the level of discounting in the market. Over the past year, time on the market has risen, but the spread has increased, showing that the time to sell a home has risen, but sellers are getting a slightly higher percentage of their listing price.

¹ The Greensboro area of Guilford County includes all of Guilford County except High Point and Jamestown.

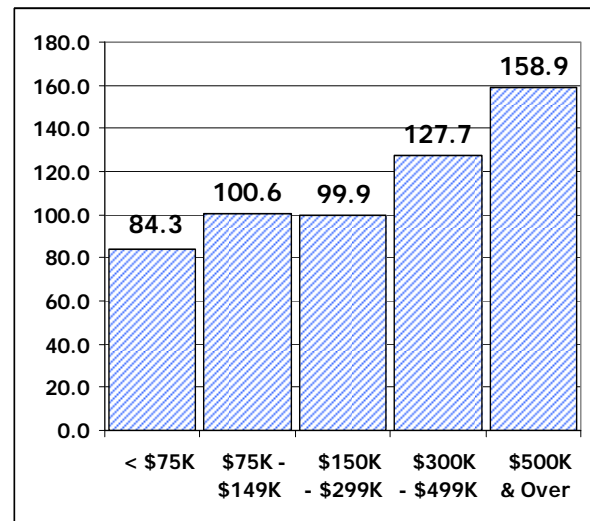
² This percentage is calculated using National Assn. of Realtors® data.

Time on the market (TOM) is higher for the highest priced homes (see the bar graph shown directly below).

Existing Homes, 1997 – 2009



Time on the Market by Price Category (2009)



Housing affordability is an important factor shaping housing demand. The affordability index gained 20.0 percent this year, because of falling home prices and lower mortgage rates.

Existing Home Sales Data

	2009	2008	2007	% Chg 2008-09	Avg. Ann. % Chg 2007-09
Adj. Avg. Home Price	\$176,127	\$185,770	\$194,563	-5.2%	-4.9%
Avg. Home Price	\$197,122	\$201,887	\$190,488	-2.4%	1.7%
Time on Market (days)	105.2	96.5	91.8	9.0%	7.0%
Spread: (sale price/list price)	92.3	92.2	94.4	0.1%	-1.1%
Consumer Price Index (CPI-U)	214.6	215.0	207.3	-0.2%	1.7%
No. of Homes Sold					
< \$75K	322	366	282	-12.0%	6.9%
\$75K - \$149K	786	933	1,131	-15.8%	-16.6%
\$150K - \$299K	966	1,084	1,349	-10.9%	-15.4%
\$300K - \$499K	309	402	563	-23.1%	-25.9%
\$500K & Over	89	122	167	-27.0%	-27.0%
Inventory, end of year					
Inventory, end of year	2,107	2,267	2,224	-7.1%	-2.7%
Inventory/Sales	0.852	0.780	0.637	9.3%	15.7%
Affordability Index	109.8	91.5	81.4	20.0%	16.1%

The Neighborhood Distribution of Existing Home Sales

In 2009, the largest number of sales of existing homes occurred in zip code 27410. This neighborhood, which is in northwest Greensboro, had a total of 370 sales. It was followed by zip code 27406 in south Greensboro which recorded a total of 311 sales. The Summerfield area in the northwestern section of the county (zip code 27358) recorded the highest average price of homes sold, with 111 sales averaging \$370,678. It was followed by the neighboring Stokesdale area (zip 27357) with 48 sales averaging \$312,467. The highest inventory to sales ratio was in zip code 27263 (in southwest Guilford Co.), with a ratio of 24.0 mos. It was followed by zip code 27298 (in southeast Guilford Co.) with a ratio of 20.0 months. The lowest ratio was in zip code 27215 where at the existing pace of sales it will take just 3.1 months to sell the listing in this area. Zip code 27215 is in the eastern section of the county.

The Neighborhood Distribution of Existing Home Sales, 2009

Zip	Price Range	No. Sales	Avg. Price	Spread	TOM	Inventory End of Qtr.	Inv./Sales
27214	< \$75K	3	\$49,133	96.8	31.3	1	0.33
27214	\$75K - \$149K	32	\$112,083	89.4	117.1	18	0.56
27214	\$150K - \$299K	46	\$222,212	95.6	115.7	26	0.57
27214	\$300K - \$499K	8	\$327,925	95.2	95.4	20	2.50
27214	\$500K & Over	0	n.a	n.a	n.a	3	n.a
27214	Total	89	\$186,283	93.4	111.5	68	0.80
27215	< \$75K	0	n.a	n.a	n.a	n.a	n.a
27215	\$75K - \$149K	4	\$141,350	96.2	151.5	1	0.25
27215	\$150K - \$299K	18	\$175,147	96.5	69.2	3	0.17
27215	\$300K - \$499K	0	n.a	n.a	n.a	1	n.a
27215	\$500K & Over	1	\$570,668	82.7	529.0	1	1.00
27215	Total	23	\$186,466	95.9	103.5	6	0.30
27233	< \$75K	0	n.a	n.a	n.a	n.a	n.a
27233	\$75K - \$149K	0	n.a	n.a	n.a	n.a	n.a
27233	\$150K - \$299K	3	\$111,667	86.0	92.7	3	1.00
27233	\$300K - \$499K	3	\$207,833	97.1	253.0	4	1.33
27233	\$500K & Over	0	n.a	n.a	n.a	n.a	n.a
27233	Total	6	\$159,750	91.5	172.8	7	1.20
27235	< \$75K	1	\$17,364	86.8	2.0	n.a	n.a
27235	\$75K - \$149K	2	\$90,000	107.8	68.5	1	0.50
27235	\$150K - \$299K	22	\$247,091	94.6	141.7	11	0.50
27235	\$300K - \$499K	10	\$381,039	94.0	63.6	15	1.50
27235	\$500K & Over	1	\$520,000	69.3	187.0	4	4.00
27235	Total	36	\$276,289	91.9	113.3	31	0.90
27249	< \$75K	8	\$53,513	86.1	65.3	5	0.63
27249	\$75K - \$149K	16	\$126,093	96.8	163.7	8	0.50
27249	\$150K - \$299K	12	\$190,600	94.9	128.3	13	1.08
27249	\$300K - \$499K	1	\$342,000	97.7	169.0	6	6.00
27249	\$500K & Over	0	n.a	n.a	n.a	n.a	n.a
27249	Total	37	\$137,156	93.9	131.1	32	0.90
27263	< \$75K	2	\$58,000	81.7	77.0	n.a	n.a
27263	\$75K - \$149K	2	\$119,950	93.4	293.5	4	2.00
27263	\$150K - \$299K	0	n.a	n.a	n.a	4	n.a
27263	\$300K - \$499K	0	n.a	n.a	n.a	n.a	n.a
27263	\$500K & Over	0	n.a	n.a	n.a	n.a	n.a
27263	Total	4	\$88,975	87.5	185.3	8	2.00

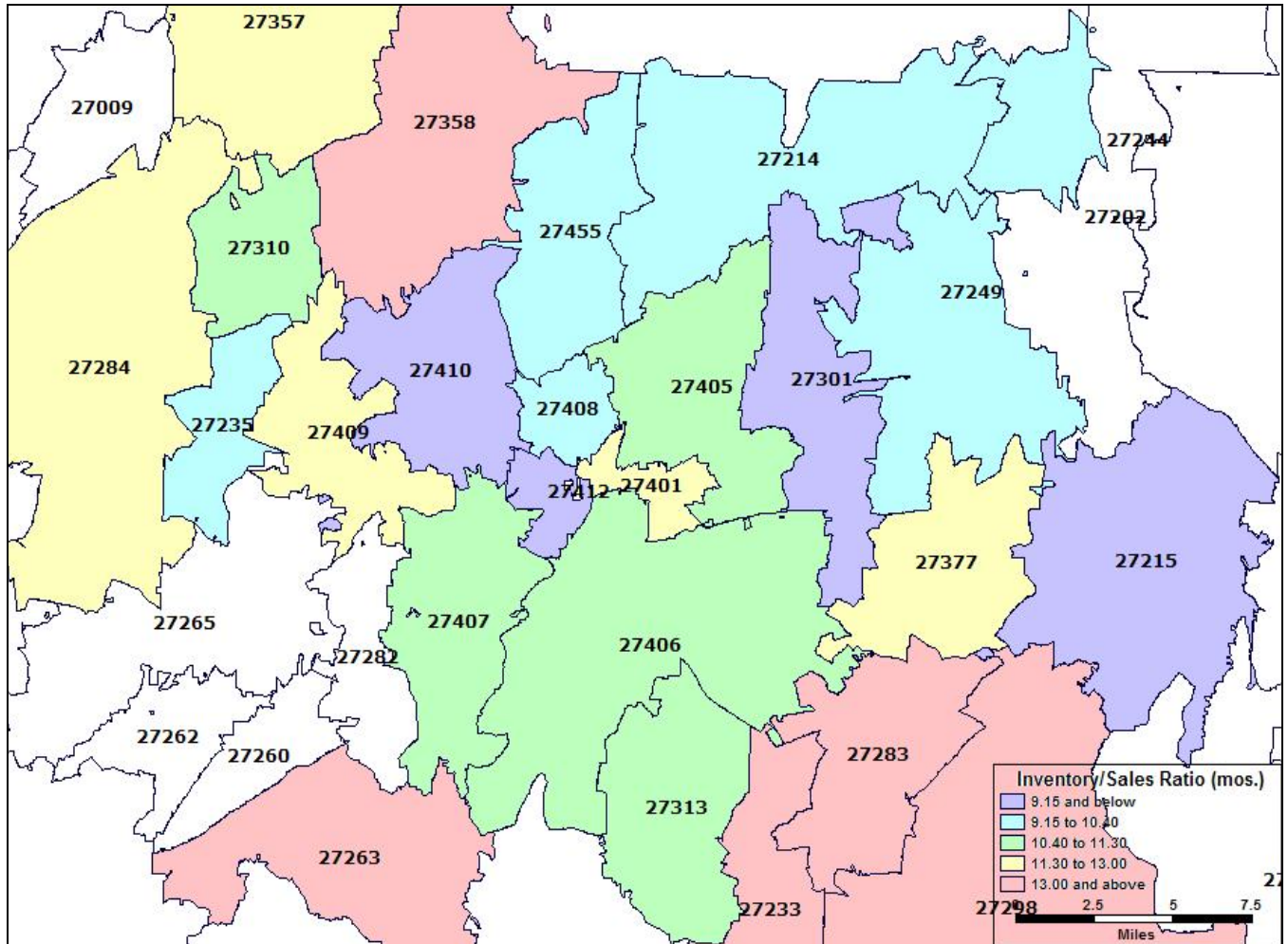
The Neighborhood Distribution of Existing Home Sales, continued

Zip	Price Range	No. Sales	Avg. Price	Spread	TOM	Inventory	
						End of Qtr.	Inv./Sales
27283	< \$75K	1	\$41,750	73.4	123.0	1	1.00
27283	\$75K - \$149K	8	\$114,623	90.5	111.6	4	0.50
27283	\$150K - \$299K	9	\$180,600	93.1	131.1	6	0.67
27283	\$300K - \$499K	0	n.a	n.a	n.a	11	n.a
27283	\$500K & Over	0	n.a	n.a	n.a	n.a	n.a
27283	Total	18	\$143,563	90.9	122.0	22	1.20
27284	< \$75K	0	n.a	n.a	n.a	n.a	n.a
27284	\$75K - \$149K	2	\$105,000	95.4	64.0	n.a	n.a
27284	\$150K - \$299K	5	\$228,470	91.1	102.0	2	0.40
27284	\$300K - \$499K	11	\$359,443	93.8	136.2	10	0.91
27284	\$500K & Over	1	\$617,500	98.0	40.0	8	8.00
27284	Total	19	\$311,775	93.5	114.5	20	1.10
27298	< \$75K	0	n.a	n.a	n.a	n.a	n.a
27298	\$75K - \$149K	1	\$129,000	103.3	30.0	n.a	n.a
27298	\$150K - \$299K	4	\$184,750	92.2	191.8	8	2.00
27298	\$300K - \$499K	1	\$325,000	97.0	46.0	1	1.00
27298	\$500K & Over	0	n.a	n.a	n.a	1	n.a
27298	Total	6	\$198,833	94.9	140.5	10	1.70
27301	< \$75K	n.a	n.a	n.a	n.a	n.a	n.a
27301	\$75K - \$149K	26	\$116,475	92.7	80.7	11	0.42
27301	\$150K - \$299K	53	\$183,483	94.8	100.0	46	0.87
27301	\$300K - \$499K	0	n.a	n.a	n.a	3	n.a
27301	\$500K & Over	0	n.a	n.a	n.a	n.a	n.a
27301	Total	79	\$161,430	94.1	93.7	60	0.80
27310	< \$75K	3	\$51,223	81.6	78.0	n.a	n.a
27310	\$75K - \$149K	5	\$121,700	90.6	53.6	1	0.20
27310	\$150K - \$299K	25	\$233,012	95.1	90.1	16	0.64
27310	\$300K - \$499K	41	\$378,305	93.4	135.7	30	0.73
27310	\$500K & Over	7	\$599,143	95.5	91.1	27	3.86
27310	Total	81	\$270,918	82.2	99.8	74	0.90
27313	< \$75K	1	\$39,000	65.1	75.0	n.a	n.a
27313	\$75K - \$149K	7	\$123,571	95.1	88.7	3	0.43
27313	\$150K - \$299K	9	\$205,556	92.8	100.1	7	0.78
27313	\$300K - \$499K	0	n.a	n.a	n.a	5	n.a
27313	\$500K & Over	0	n.a	n.a	n.a	1	n.a
27313	Total	17	\$162,000	92.1	93.9	16	0.90
27357	< \$75K	0	n.a	n.a	n.a	n.a	n.a
27357	\$75K - \$149K	10	\$118,390	94.3	184.7	4	0.40
27357	\$150K - \$299K	19	\$226,553	94.9	118.8	18	0.95
27357	\$300K - \$499K	10	\$381,100	94.2	208.0	16	1.60
27357	\$500K & Over	9	\$633,222	91.4	197.7	10	1.11
27357	Total	48	\$312,467	94.0	165.9	48	1.00
27358	< \$75K	0	n.a	n.a	n.a	n.a	n.a
27358	\$75K - \$149K	9	\$120,089	90.5	110.2	3	0.33
27358	\$150K - \$299K	29	\$229,378	95.3	79.2	19	0.66
27358	\$300K - \$499K	58	\$386,576	92.7	131.8	48	0.83
27358	\$500K & Over	15	\$732,740	90.1	209.1	59	3.93
27358	Total	111	\$370,678	92.9	126.8	129	1.20
27377	< \$75K	0	n.a	n.a	n.a	1	n.a
27377	\$75K - \$149K	12	\$124,462	92.7	130.6	9	0.75
27377	\$150K - \$299K	33	\$207,040	90.5	118.8	21	0.64
27377	\$300K - \$499K	7	\$366,571	95.7	199.1	14	2.00
27377	\$500K & Over	0	n.a	n.a	n.a	4	n.a
27377	Total	52	\$209,459	91.7	132.3	49	0.90

The Neighborhood Distribution of Existing Home Sales, continued

Zip	Price Range	No. Sales	Avg. Price	Spread	TOM	Inventory End of Qtr.	Inv./Sales
27401	< \$75K	37	\$42,803	82.0	83.8	34	0.92
27401	\$75K - \$149K	18	\$106,677	96.1	109.8	25	1.39
27401	\$150K - \$299K	18	\$207,592	94.1	69.3	14	0.78
27401	\$300K - \$499K	0	n.a	n.a	n.a	3	n.a
27401	\$500K & Over	0	n.a	n.a	n.a	1	n.a
27401	Total	73	\$99,185	88.5	86.7	77	1.1
27403	< \$75K	37	\$44,412	84.5	76.2	23	0.62
27403	\$75K - \$149K	31	\$114,485	91.4	87.7	32	1.03
27403	\$150K - \$299K	59	\$209,292	94.8	71.6	29	0.49
27403	\$300K - \$499K	14	\$335,679	94.7	86.8	12	0.86
27403	\$500K & Over	1	\$610,000	96.1	37.0	2	2.00
27403	Total	142	\$156,620	90.7	77.3	98	0.7
27405	< \$75K	95	\$43,990	81.5	90.0	76	0.80
27405	\$75K - \$149K	153	\$115,236	94.7	111.9	129	0.84
27405	\$150K - \$299K	33	\$174,566	96.7	170.0	36	1.09
27405	\$300K - \$499K	0	n.a	n.a	n.a	4	n.a
27405	\$500K & Over	n.a	n.a	n.a	n.a	n.a	n.a
27405	Total	281	\$98,117	90.5	111.3	245	0.9
27406	< \$75K	92	\$49,755	83.9	83.3	64	0.70
27406	\$75K - \$149K	144	\$113,833	93.7	99.1	112	0.78
27406	\$150K - \$299K	72	\$200,025	93.6	123.8	95	1.32
27406	\$300K - \$499K	3	\$335,833	100.2	102.7	15	5.00
27406	\$500K & Over	0	n.a	n.a	n.a	1	n.a
27406	Total	311	\$116,973	90.9	100.2	287	0.9
27407	< \$75K	31	\$52,560	86.7	95.6	20	0.65
27407	\$75K - \$149K	102	\$116,501	93.7	106.5	81	0.79
27407	\$150K - \$299K	78	\$195,361	95.2	116.0	54	0.69
27407	\$300K - \$499K	11	\$370,464	92.3	152.3	29	2.64
27407	\$500K & Over	6	\$690,167	94.7	198.8	25	4.17
27407	Total	228	\$162,135	93.2	112.9	209	0.9
27408	< \$75K	3	\$61,250	88.2	88.7	n.a	n.a
27408	\$75K - \$149K	77	\$123,419	94.5	78.4	28	0.36
27408	\$150K - \$299K	59	\$203,320	95.0	82.3	48	0.81
27408	\$300K - \$499K	16	\$382,750	92.8	106.6	18	1.13
27408	\$500K & Over	23	\$655,783	92.8	110.1	42	1.83
27408	Total	178	\$239,922	92.7	85.0	136	0.8
27409	< \$75K	1	\$50,000	55.6	112.0	3	3.00
27409	\$75K - \$149K	14	\$113,534	92.7	74.4	10	0.71
27409	\$150K - \$299K	10	\$196,080	94.7	87.6	12	1.20
27409	\$300K - \$499K	4	\$338,500	95.6	195.8	6	1.50
27409	\$500K & Over	0	n.a	n.a	n.a	n.a	n.a
27409	Total	29	\$170,837	92.5	97.0	31	1.1
27410	< \$75K	4	\$64,350	82.6	65.5	1	0.25
27410	\$75K - \$149K	57	\$130,167	93.1	72.2	14	0.25
27410	\$150K - \$299K	248	\$203,825	95.5	83.9	146	0.59
27410	\$300K - \$499K	53	\$374,251	94.1	105.0	48	0.91
27410	\$500K & Over	8	\$705,063	91.3	122.0	34	4.25
27410	Total	370	\$225,524	93.8	85.0	243	0.7
27455	< \$75K	3	\$64,000	83.4	63.3	3	1.00
27455	\$75K - \$149K	51	\$127,639	96.2	87.8	21	0.41
27455	\$150K - \$299K	102	\$207,760	95.3	94.0	53	0.52
27455	\$300K - \$499K	60	\$384,893	94.4	132.6	66	1.10
27455	\$500K & Over	17	\$601,859	94.3	181.9	46	2.71
27455	Total	233	\$262,739	95.1	108.6	189	0.8

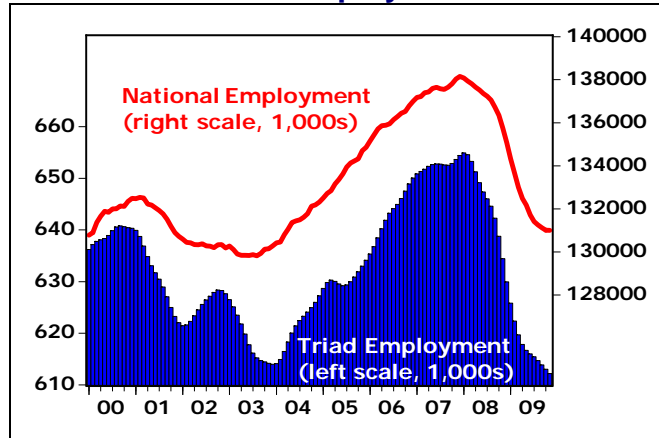
Inventory-Sales Ratios by Zip Code



Economic Trends in the Piedmont Triad

Economic conditions in the eight-county Piedmont Triad region deteriorated during 2009.³ Total nonagricultural wage and salary employment in the Piedmont Triad was down -4.4 percent. During the year, the region lost 28,500 jobs. In comparison, at the national level, employment dropped -3.0 percent during the year, registering a loss of 4,078,000 jobs.

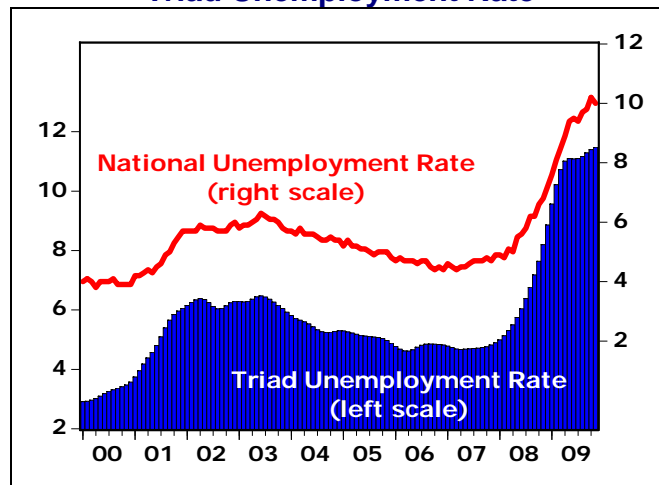
Triad Employment



Employment was lower in every sector of the Triad economy during 2009 except for education and healthcare and government, where employment rose 2.3 and 1.1 percent respectively. The largest percentage declines in employment were registered in construction (-16.1%), information systems (-8.9%), and transportation (-8.1%).

The unemployment rate in the Triad averaged 10.9 percent in the Triad during 2009, up from 6.5 percent in 2008. At the national level, the unemployment rate averaged 9.2 percent, up from 5.8 percent in 2008.

Triad Unemployment Rate



Residential building permits represent plans for future construction. Permits were down -32.2 percent in the Triad during the year, in comparison to a -37.2 percent drop nationally.

The number of real estate foreclosures in the Triad was down -0.8 percent in 2009 compared to 2008. There were 9,035 foreclosures in the Triad and 3,692 in Guilford County. Statewide, foreclosures rose 17.4 percent in 2009.

³ The Triad is defined as the eight-county area that is composed of the Burlington MSA, the Greensboro/High Point MSA, and the Winston-Salem MSA. Annual comparisons of economic data are tabulated taking averages through November for 2009.

Longer-Term Trends

The population of the Triad totaled 1.39 million in 2008, growing at an average annual rate of 1.3 percent since 2000. Guilford County's population was 472,216 in 2008, rising 1.4 percent annually since 2000. The pace of population growth in the Triad accelerated in 2008, with population growing 1.6 percent from 2007 to 2008. The rate of population growth in Guilford County also increased in 2008, growing more rapidly than the nation, but slower than the state.

Population Change in the Triad & the Nation, 2008-2000

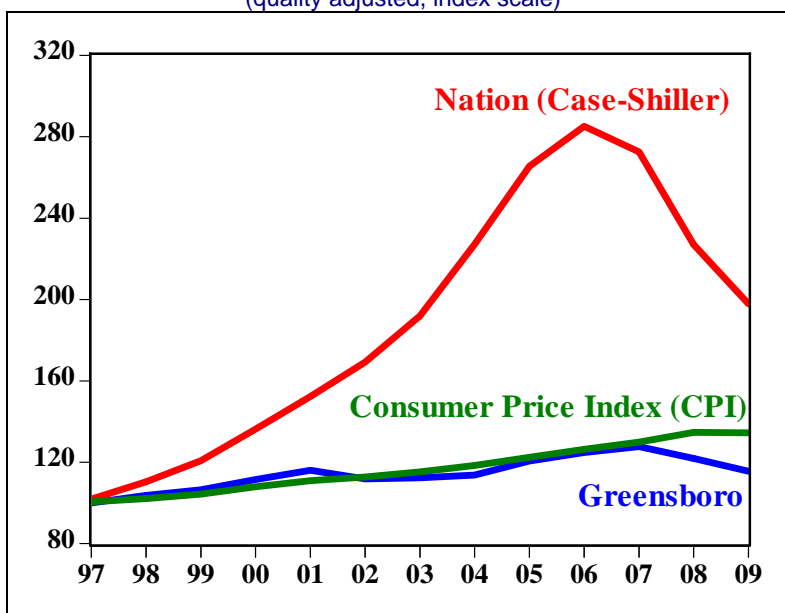
Area	Population 2008	Percent Change 2008-07	Percent Change 2008-00
Alamance County	148,053	2.25%	1.56%
Davidson County	158,166	1.34%	0.90%
Davie County	40,971	1.50%	2.05%
Forsyth County	343,028	1.60%	1.44%
Guilford County	472,216	1.76%	1.44%
Randolph County	141,186	1.20%	0.99%
Stokes County	46,171	0.51%	0.40%
Yadkin County	37,954	0.74%	0.54%
Triad	1,387,745	1.59%	1.30%
North Carolina	9,222,414	2.00%	1.72%
United States	304,059,724	0.92%	0.97%

Source: Census Bureau

Since 1997, existing home prices in Greensboro have risen at an average annual rate of 1.2 percent, lagging the consumer price index (CPI), which has increased an average of 2.4 percent annually. The appreciation of housing prices in Greensboro has lagged substantially the rise in housing prices nationally. For the nation as a whole, existing home prices have risen at a 5.7 percent annual rate from 1997 to 2009, according to the S&P Case-Shiller 10-City Home Price Index.

Existing Housing Prices in Greensboro & the Nation

(quality adjusted, index scale)



In 2009, the average existing home that was sold had 2,105 square feet of floor space. It was 1.5 stories high, had 2.4 bathrooms, and 1.3 garage parking spaces. The average home had 0.86 fireplaces. The average age of existing homes sold was 24.8 years. Seventy-five percent of exiting homes sold were in the city limits of Greensboro, and 32 percent of all homes were in the northwest part of Guilford County. A total of 2,472 single-family homes were sold through Triad MLS in the Greensboro area of Guilford County.

Characteristics of Existing Homes Sold, 2009

Square Footage	2,105
Floors	1.5
Baths	2.4
Garage Spaces	1.3
Fireplaces	0.86
Age	24.8
In the City	75%
Northwest	32%
Number Sold	2,472

Methodology

The *Greensboro Housing Report* uses data from the Triad MLS to track the pace of housing activity in Guilford County, excluding High Point and Jamestown. Average home price numbers reflect quality-adjusted averages. These averages are constructed using the multiple regression approach. Among the independent variables in the analysis are: square footage, number of baths, age, and other amenities of the structure. This approach to calculating quality-adjusted prices is discussed in: G. D. Jud & T. G. Seaks, "Sample Selection Bias in Estimating Housing Sales Prices," *Journal of Real Estate Research*, Vol. 9, No. 3, (1994), pp. 289-298.

The affordability index measures changes in the income-payment ratio. The loan payment is calculated as the monthly payment necessary to finance a 90 percent, 30-year loan on the average house price at prevailing interest rates. The income measure is average household income, as reported by the U.S. Department of Commerce, Bureau of Economic Analysis. The sales-list price spread is the ratio of selling price to listing price.

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