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The PINELLAS REALTOR[®] ORGANIZATION Releases Real Estate Marketplace Statistics for January, 2010

Clearwater, FL (February 19, 2010) – The PINELLAS REALTOR[®] ORGANIZATION today released marketplace statistics for Pinellas County for the month of January, 2010.

Single family sales posted a healthy 15% increase from 438 units this year compared to 381 units last year. Single family listings dropped 18.3% but there was a slight increase of 7.9% in active listings from December to January. The median price, at \$130,000, for single family homes increased 4.5% from January 2009.

Single Family	January 2010		January 2009		% Difference
	Units Sold	Median Price	Units Sold	Median Price	
Non-Distressed	244	\$160,000	204	\$173,000	-7.5%
Pre-foreclosure/Short sale	99	\$140,550	61	\$124,500	+12.9%
Bank owned/REO	95	\$83,750	141	\$65,000	+28.8%

The most active market lies in the moderate and lower price ranges. Nearly 88% of the homes sold were sold at a price below \$250,000, with 45% in the \$100,000 to \$249,999 range and another 42% below \$100,000. At the high end 1.1% of sales were over \$1 million. All cash transactions at 40% are still the predominant form of financing. New conventional loans accounted for 31% and new FHA loans for 23% of traditional lending instruments.

Condominium sales were the big story in January, with a whopping 65% increase over January 2009. Condo listings fell by nearly 18% from last year. Just as with single family, the number of listings rose a little (5.9%) from December to January. This increase is not the beginning of a trend but is a slight build-up of inventory over the holidays.

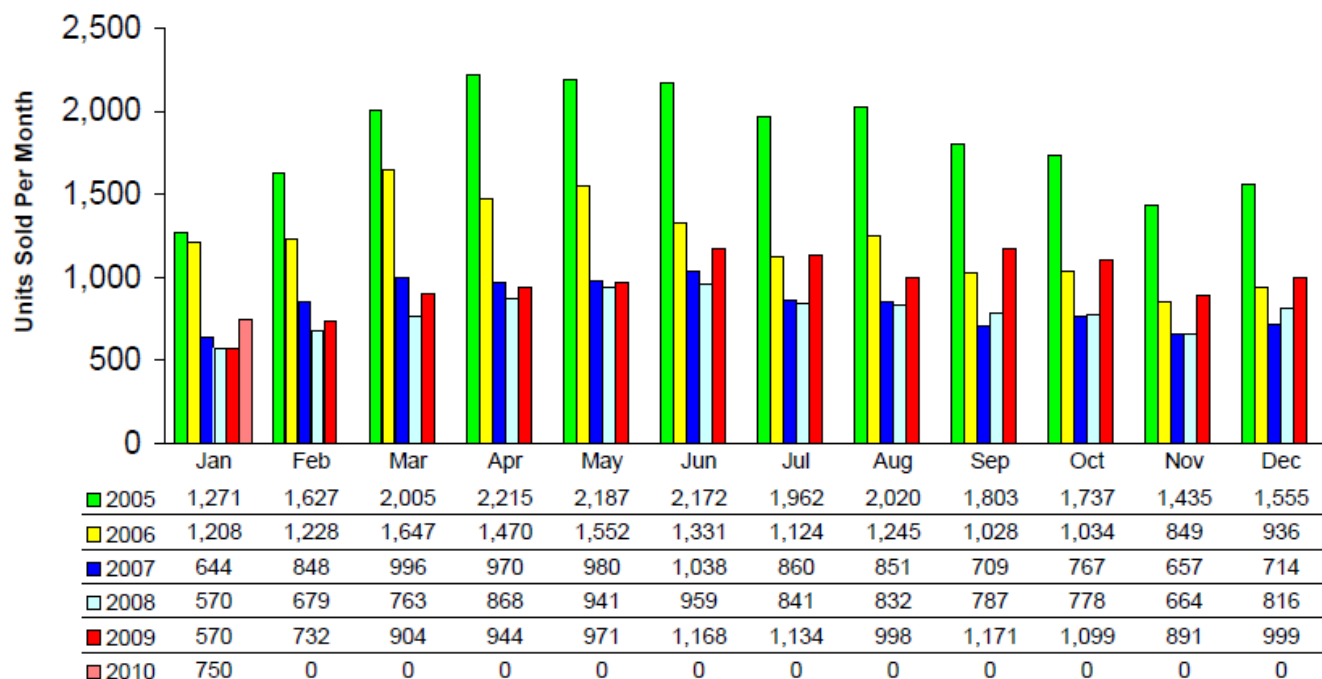
For condos the median sales price was \$113,000, a decline of 9.6% from January 2009. Condo prices have not stabilized as much as single family yet, but still median prices in the \$113,000 - \$118,000 range occurred in February, April, October, and November last year.

Condo	January 2010		January 2009		% Difference
	Units Sold	Median Price	Units Sold	Median Price	
Non-Distressed	213	\$115,000	153	\$125,000	-8%
Preforeclosure/Short sale	53	\$115,000	25	\$160,000	-28.1%
Bank owned/REO	48	\$86,950	29	\$112,500	-22.7%

Most of the activity was in the under \$100,000 price range with 45.29% of the sales. \$100,000-\$250,000 accounted for 41.6% of sales. At the highest range, 1% of the properties sold for \$1 million or more. Nearly 70% of all condo sales were all cash transactions, with 24% new conventional loans.

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2005 - 2010 Residential Unit Sales



January Monthly Market Comparison

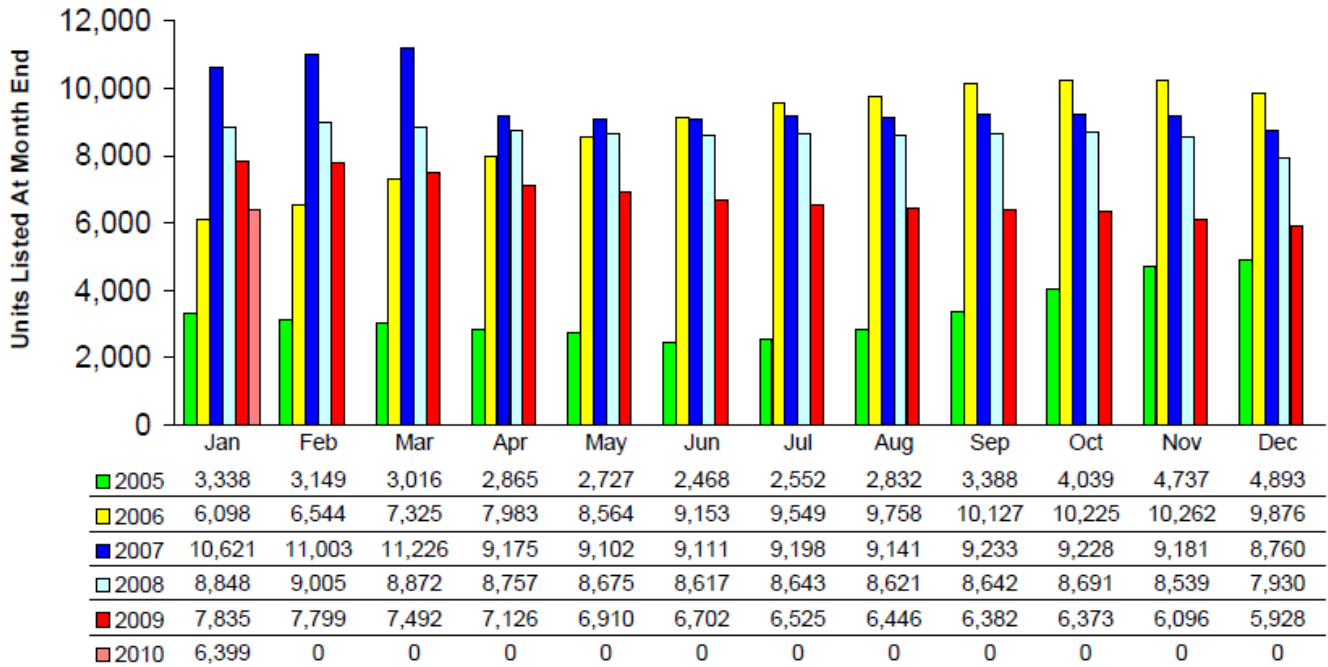
Pinellas Residential

	January 2009	January 2010	% Change
Total Property Sales	570	750	31.6%
Total Dollar Volume	\$109,495,000	\$129,609,600	18.4%
Average Sales Price	\$192,100	\$172,800	-10%
Median Sales Price	124,700	\$125,000	.2%
Total Active Listings	14,536	11,902	-18.1%
Total Pending Listings	877	1,478	68.5%
Month Supply of Inventory	20.2	10	-50.5%

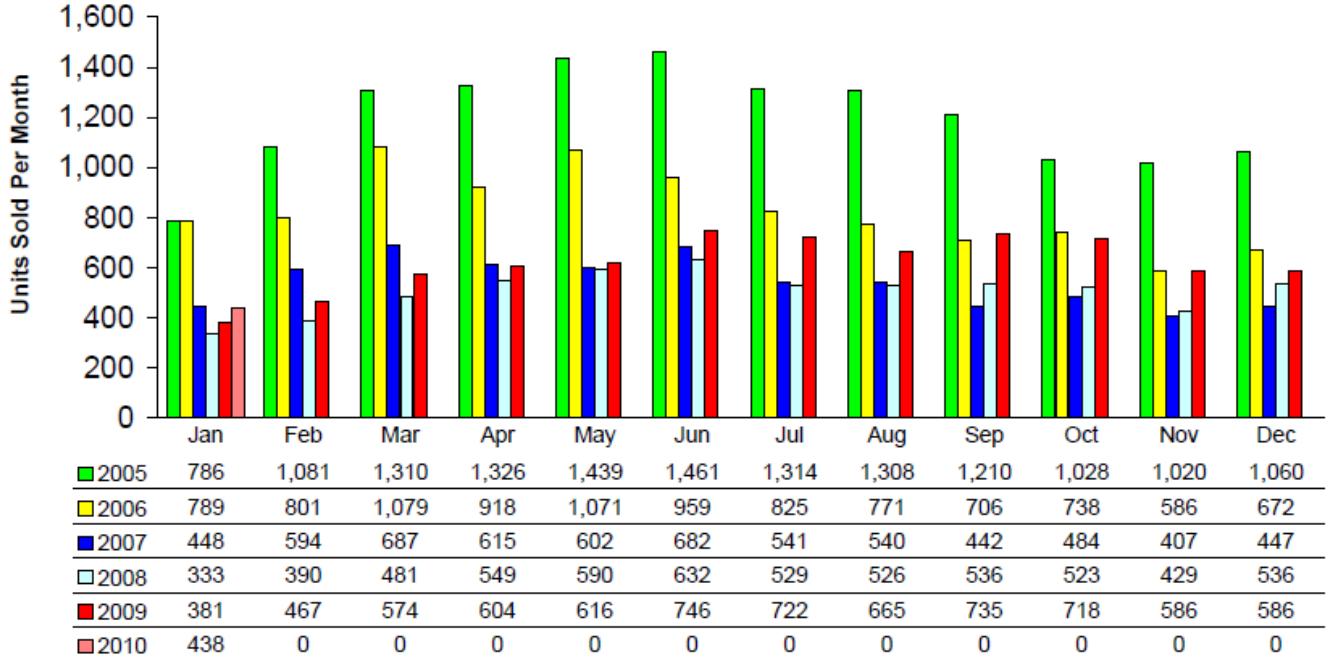
Pinellas Single Family

	January 2009	January 2010	% Change
Total Property Sales	381	438	15%
Total Dollar Volume	\$72,838,000	\$80,205,400	10.1%
Average Sales Price	\$191,200	\$183,100	-4.2%
Median Sales Price	\$124,500	\$130,100	4.4%
Total Active Listings	8,848	6,399	-28.6%
Total Pending Listings	569	858	33.7%
Month Supply of Inventory	16.9	8.7	-48.5%

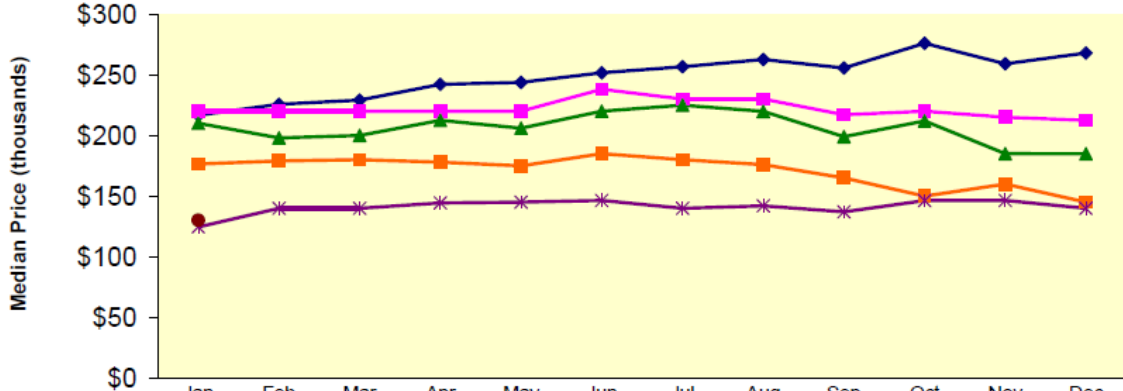
2005 - 2010 Single Family Unit Listings



2005 - 2010 Single Family Unit Sales

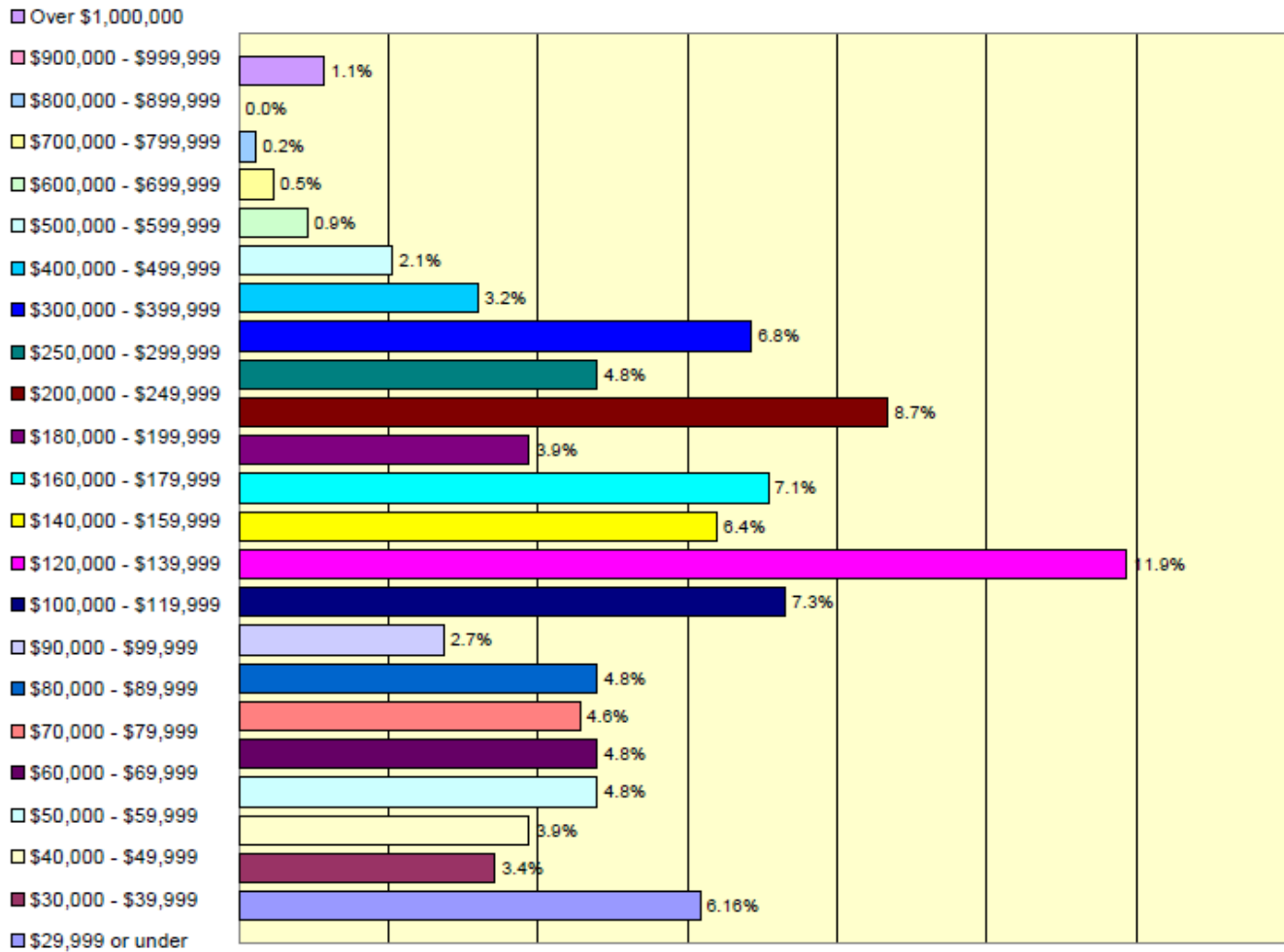


Pinellas 2005 - 2010 Single Family Sales Median Price Comparison



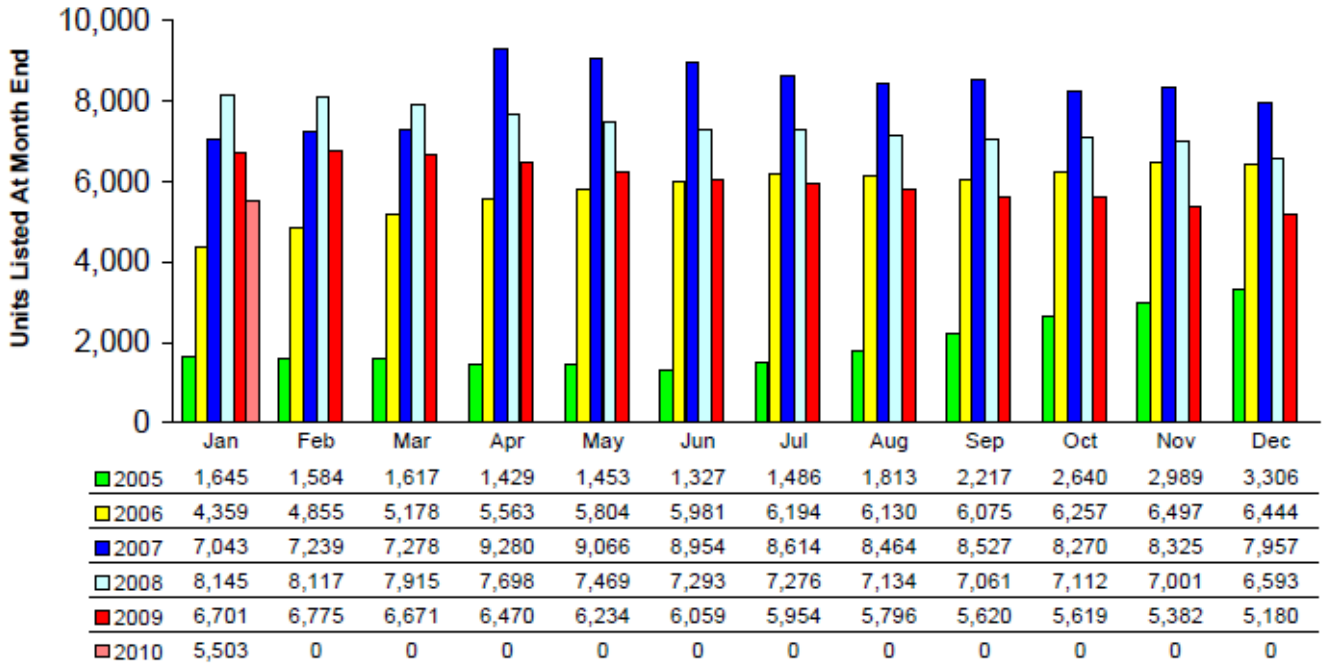
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
◆ 2005	\$217	\$226	\$229	\$242	\$244	\$252	\$257	\$263	\$256	\$276	\$259	\$268
■ 2006	\$220	\$220	\$220	\$220	\$220	\$238	\$230	\$230	\$217	\$220	\$215	\$213
▲ 2007	\$210	\$198	\$200	\$213	\$206	\$220	\$225	\$220	\$199	\$212	\$185	\$185
■ 2008	\$177	\$179	\$180	\$178	\$175	\$185	\$180	\$176	\$165	\$150	\$160	\$145
* 2009	\$125	\$140	\$140	\$144	\$145	\$147	\$140	\$142	\$137	\$146	\$147	\$140
● 2010	\$130											

2010 January Single Family Sales - Price Class Analysis

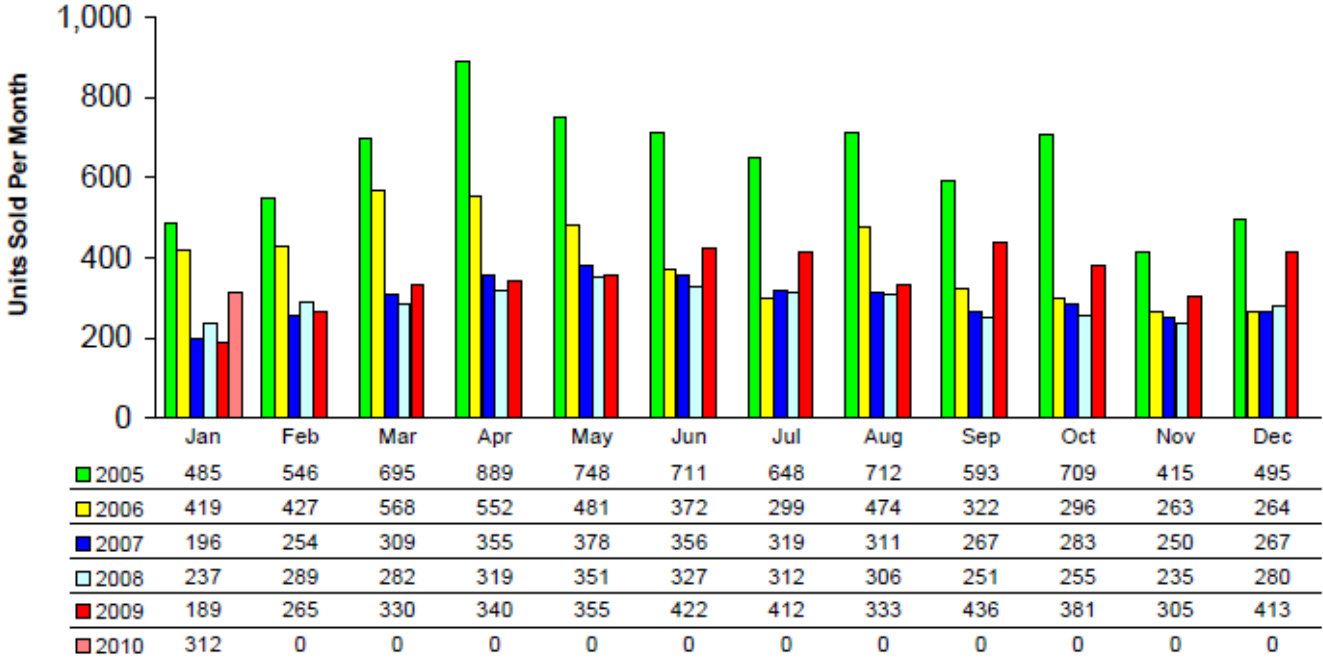


Pinellas Condo	January 2009	January 2010	% Change
Total Property Sales	189	312	65.1%
Total Dollar Volume	\$36,657,000	\$49,404,100	34.8%
Average Sales Price	\$193,900	158,300	-18.4%
Median Sales Price	\$125,000	\$113,000	-9.6%
Total Active Listings	6,701	5,503	-17.9%
Total Pending Listings	287	587	104.5%
Month Supply of Inventory	25.6	11.2	-56.4%

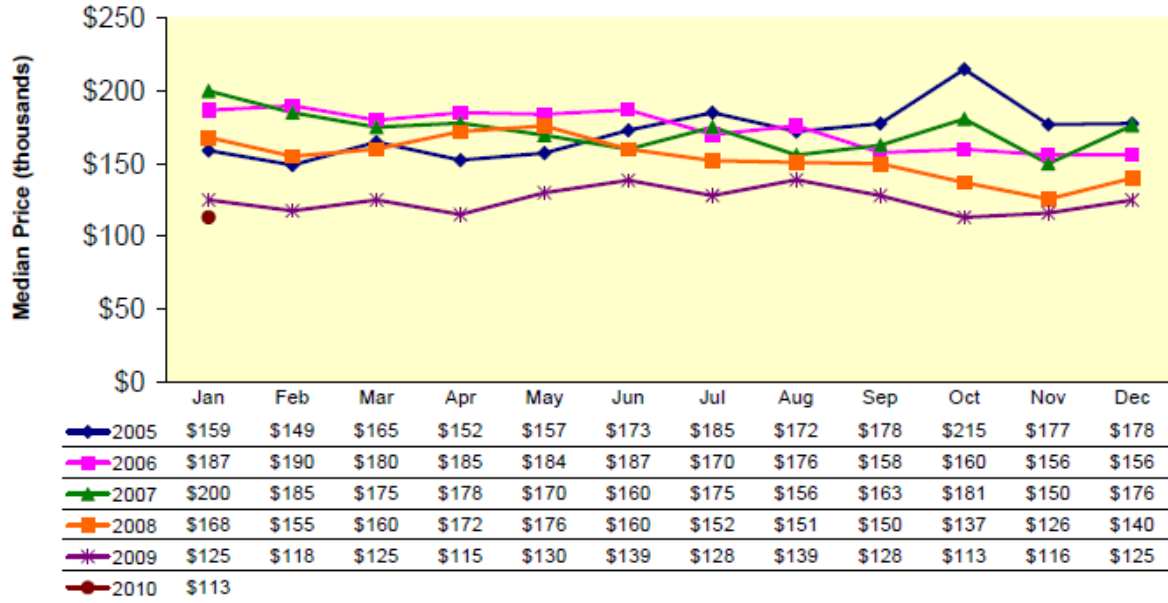
2005 - 2010 Condo Unit Listings



2005 - 2010 Condo Unit Sales



Pinellas 2005 - 2010 Condo Sales Median Price Comparison



2010 January Condo Sales - Price Class Analysis

