

REsource

Your Market Intelligence Partners

NewsLetters

Targeted Communication

Most newsletters sent by agents are generic. They're as good in California as in Connecticut. Ours is precisely targeted to local market conditions.

Informative and Low-Cost

REsource newsletters provide valuable market information in text, numbers, and charts. They are packed with information, completely objective, and very reasonably priced.

Generate Referrals and Maintain Contact

REsource newsletters attract signups from people interested in keeping up with local market conditions. They are also used to maintain contact with clients and prospects.

Key Features

- Report by town and property type
- Text and charts for Sales, Prices, Inventory, and Market Time
- Customizable introductory message
- Company and agent branding
- Print or email

October, 2012

www.REsourceAnalytix.com

Volume 2 Issue 10

Your Town - Single Family Properties

October Headlines

Your Town

- Inventory is down 14.7% to 430.
- 3-month average days on market in October was 106. This is down 13.8% from 123 in October of 2011.
- YTD new listings are down by 5.1%.

Other Towns In Springfield County

- Price per square foot in Ridgefield in October was \$161. This is down 38.9% from \$264 in October of 2011.
- Unit sales in Redding are up by 150.0%.
- New listings in Weston are up 66.7% to 25.

[More Headlines ...](#)

Headlines are based on comparisons between this month and the same month last year unless otherwise stated.

Changes Favoring Buyers

| | October, 2012 | % Chg From Oct, 2011 |
|---------------------------|---------------|----------------------|
| Sales to List Price Ratio | 93.7% | -0.5% |
| Market Time (Days) | 115 | 8.5% |
| Price per Sq Ft | \$230 | 0.0% |

Changes Favoring Sellers

| | October, 2012 | % Chg From Oct, 2011 |
|-------------------------|---------------|----------------------|
| Unit Sales | 45 | 32.4% |
| Median Sale Price | \$420,000 | 11.9% |
| Inventory | 430 | -14.7% |
| Months of Supply | 10.5 | -21.3% |
| New Listings | 64 | -8.6% |
| Listings Under Contract | 53 | 51.4% |

Monthly changes may not accurately reflect long-term trends. [Click here](#) to see longer-term averages

[Click here to search for homes in Your Town](#)

Sales

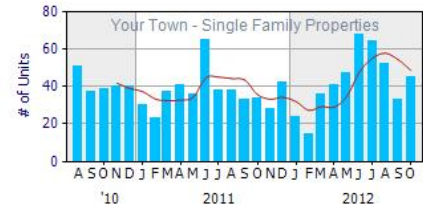
Unit sales in October were 45. This is up 32.4% from 34 in October of 2011. Sales/list price ratio in October moved down to 93.7% from 95.1% in September.

Prices

Median price in October was \$420,000. This is up 11.9% from \$375,500 in October of 2011. 3-month average median price of \$399,000 in October was down somewhat from \$420,000 in September and down modestly from \$422,500 in October of 2011.

Unit Sales

Number of homes sold.



People value good information about the real estate market. The media usually focus on the national picture and sensational (usually negative) stories.

Most real estate newsletters are pretty generic. Other than REsource, none focus on local market conditions.

Using advanced data warehouse and text generation technology, we have developed an informative and visually attractive newsletter that provides valuable market information, customized to local markets, at a very attractive price.

Many agents send recipes or simple reports of recent sales. You can send detailed market information that your clients and prospects will value much more.

REsource lets you provide the information buyers and sellers seek.

Our mission is to provide accurate and insightful information and analysis on local real estate markets in a form that is clear and easy to understand.

We are here to serve the information needs of real estate professionals, and through them their clients, in order to promote understanding of market conditions leading to sound pricing and investing decisions.