



FOR RELEASE: November 24, 2008

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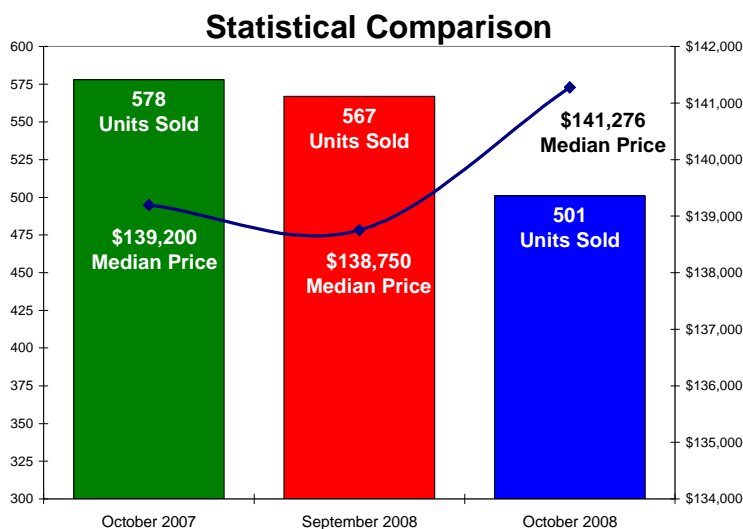
## Housing Continues to Lag but Market Conditions Remain Positive

CHATTANOOGA, TN – November, 24, 2008 – Weakened confidence in the nation’s economy continues to take its toll on the local real estate market. According to figures from the Multiple Listing Service (MLS) of the Chattanooga Association of REALTORS®, October housing sales fell 13.3 percent compared to the previous year and 11.6 percent compared to last month, for a total of 501 units sold. The latest decline in sales volume has pushed the year off 2007’s sales total by only 16 percent, 2007 was the region’s third best year in real estate.

“As the economy continues to adjust, buyers and sellers are taking a ‘wait and see’ approach,” stated Pam Duffy, President of the Chattanooga Association of REALTORS®. “People are trying to time the market but it’s really an impossible notion. You can no more time the real estate market than you can time the stock market.”

“We fully understand people second guessing decisions on making a move in real estate – buying a home is probably going to amount to someone’s biggest transaction in a life time,” adds MLS President Randy Durham. “But if you look at the conditions we have in the greater Chattanooga area, you’ll see a different picture than the national headlines paint. This is an affordable market, the housing inventory is filled with choice and banks are lending money.”

A key indicator in any real estate market is median price, the price at which half of all housing units sell for more and half sell for less. The Southeast Tennessee and Northwest Georgia market has been able to maintain a steady median price because unsustainable increases that decimated other markets did not occur locally. For the month of October, the median price of all units sold was \$141,276, which is actually a slight statistical increase of 1.5 percent over the same time last year and a little less than 2 percent increase compared to September. From the national perspective, the aggregate median price released by the National Association of REALTORS® for October was about \$183,300.



“Affordability reigns supreme in the local market; it’s a great incentive for those looking to move up to a bigger home or for first-time buyers. Renters should especially be looking at this market and realize they can be paying their own mortgage instead of someone else’s and start building a nest egg and realize the numerous benefits of homeownership,” said Duffy.

Homeownership is not a quick-in, quick-out investment. When purchased for the long term, housing is one of the safest investments consumers can make. In addition to the savings accumulated through a buildup of equity and tax advantages, a home provides shelter and security, even fostering involvement in the community. Plus incentives like the temporary first-time homebuyer tax credit, continues to show why this is the right time and the right market for consumers.

Confirms Durham: “More people ought to be taking advantage of these market conditions. Dollar for dollar, the rate of return on real estate is substantial and it’s generally unaffected by volatile movements in the stock market. Across the nation we’ve got a serious consumer confidence issue, but for those who understand their own financial and living situation can look at the state of our real estate and see they need to be working with a REALTOR®.”

“Sure, we’re heading into a traditionally slower sales period as we enter into the colder months but the housing market will improve. As more jobs and people come into our area, those who got into a home now will be looking back five or ten years from now knowing they made the right decision,” believes Duffy.

To learn why this is the Right Time, Right Market, the Chattanooga Association of REALTORS® wants people to visit [www.RightTimeRightMarket.com](http://www.RightTimeRightMarket.com), an informative Web site with up-to-date information about the state of the Northwest Georgia and Southeast Tennessee real estate market while also offering helpful tips on buying or selling a home, information on renting versus owning a home, information on the temporary tax credit for first-time homebuyers, and area facts for those relocating or retiring to the greater Chattanooga area.

The Chattanooga Association of REALTORS®, the region’s premier voice for real estate, is made up of over 1,900 real estate professionals engaged in every aspect of real estate throughout Southeast Tennessee and Northwest Georgia.

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