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**October Residential
Real Estate Holds Steady**

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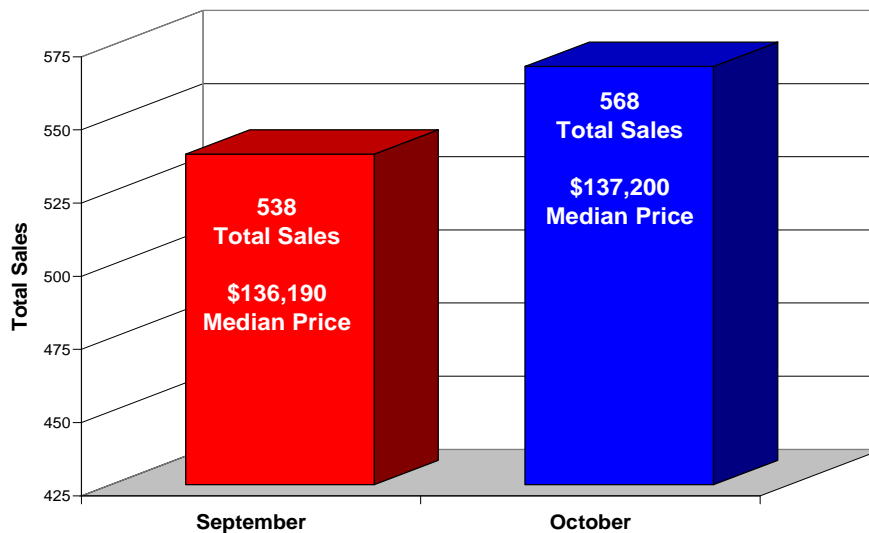
The local real estate market held steady in the month of October. According to figures released by the Multiple Listing Service (MLS) of the Chattanooga Association of REALTORS[®], home sales from September to October rose slightly. While off from the record setting year of 2006, the real estate market in Northwest Georgia and Southeast Tennessee remains healthy. Total sales of all home types in the month of October were 568, which represents more than a 5.5 percent increase over the previous month's reports.

The median price, the price at which half sold for more and half sold for less, came in at \$137,200. Median prices remained virtually unchanged from both the previous month and year as the region continues to remain one of the nation's most affordable, especially considering the nation's average median of over \$207,800, according to figures released by the National Association of REALTORS[®].

"We're coming off a record year for real estate," says Dan Griess, President of the MLS of the Chattanooga Association of REALTORS[®], "But market conditions have remained strong. It's a buyer's and investor's market but home prices are sustaining, which is a positive sign for all consumers."

"For too long we've been seeing reports of a national industry downturn permeate our real estate psyche and it's only confusing consumers. Buyers and sellers need to identify their local conditions because every market is different," contends Chattanooga Association of REALTORS[®] President, Jason Farmer. "And right now our local market is holding steady."

September vs. October Comparison



Though the past few years have seen consistent increases in sales, area REALTORS[®] are still enjoying a healthy market despite the current slowing of sales. One of the strongest factors is the area's median price, which has hovered around \$140,000 in 2007 and outpaces previous years. With home sales historically slowing down in the final months, conditions will continue to be on the side of buyers as inventory levels remain high.

"The buyer forecast remains favorable," adds Farmer. "There's a lot of choice right now in terms of home and neighborhood types and even with the credit crunch and tighter standards being enforced by lenders, people are still able to qualify for loans."

"The pent-up demand is only rising. Our region can and will continue to grow," believes Griess. "As more businesses and people discover all that Chattanooga has to offer, you can be confident in the local market."

"Homeownership is a sound way to build equity. The vast majority doesn't buy just to turn around and flip it. They have a need for shelter. It's a secure, long-term investment and helps grow our community," confirms Farmer.