



research highlights

LEADING THE WAY...[®] IN REAL ESTATE RESEARCH.



November 2014 Issue

Market @ a Glance

| Market @ A Glance | | | | | | |
|---|------------------|----------------|-------------|-----------|-------------------------|----------------------|
| California | Reporting Period | Current Period | Last Period | Year Ago | Change from Last Period | Change from Year Ago |
| Existing Home Sales (SAAR) * | September-14 | 396,440 | 394,700 | 413,850 | 0.4% | -4.2% |
| Median Home Price * | September-14 | \$460,940 | \$480,280 | \$428,290 | -4.0% | 7.6% |
| Unsold Inventory Index (months) * | September-14 | 4.2 | 4.0 | 3.6 | 5.0% | 16.7% |
| Median Time on Market (days) * | September-14 | 39.2 | 38.5 | 29.8 | 1.8% | 31.5% |
| Traditional Housing Affordability Index (HAI) * | 2014 Q2 | 30% | 33% | 36% | -3.0% | -6.0% |
| 30-year fixed-rate mortgage (FRM) ** | September-14 | 4.16% | 4.12% | 4.49% | 0.04% | -0.33% |

SOURCES * CALIFORNIA ASSOCIATION OF REALTORS[®], ** Federal Home Loan Mortgage Corp.

➡ Click image for a larger view.

<http://www.car.org/marketdata/marketglance/>

➡ To view the current sales & price statistics

<http://www.car.org/marketdata/data/countysalesactivity/>

➡ To view current affordability index

<http://www.car.org/marketdata/data/haitraditional/>

➡ To view current distressed sales stats

<http://www.car.org/marketdata/data/distressedsales/>

Upcoming Webinar: “2014 Annual Housing Market Survey – An Overview of the California Housing Market”

Date: Thursday, December 4, 2014

Time: 2:00 PM – 3:00 PM PST

Register here: <http://www.car.org/marketdata/videos/>, space is limited.

The Annual Housing Market Survey offers a comprehensive look of the recent developments in the California housing market. In this webinar, C.A.R. Research and Economics department will share with you our latest survey finding including insights on first-time buyers and international buyers, financial aspects of the housing environment, sales trends of the distressed and non-distressed markets, and statistics on other consumer demographics.

Press Releases:

CA home sales maintain pace as price gains temper and market balances

California home sales remained steady in September, as home price gains eased back from an unusually high increase in August.

Read more <http://www.car.org/newsstand/newsreleases/2014releases/sep2014sales>

Pending home sales reverse five-month decline to tick higher

California pending home sales rose higher in September to post the first increase in six months, reversing the sales drop usually observed between August and September. Meanwhile, equity home sales made up nine in 10 home sales for the fourth straight month.

Read more <http://www.car.org/newsstand/newsreleases/2014releases/sep2014pending>

Millennials haven't written off homeownership; more than half expect to buy within five years

Contrary to popular belief, millennials still highly value homeownership, and a majority expect to buy a home in the next five years. More than half (54 percent) gave homeownership an importance rating of “8” or higher on a scale of 1-10, with 1 being “not at all important” and 10 being “extremely important.”

➡ Read more

<http://www.car.org/newsstand/newsreleases/2014releases/2014millennialsurvey>

➡ For presentation <http://www.car.org/marketdata/surveys/othersurvey/>

➡ For recording <http://www.car.org/marketdata/videos/>

Get Ahead of the Market:

2015 California Housing Market Forecast

The annual California housing market and economic outlook examines where the market has been and where it is expected to go in the upcoming year. Existing single family homes sales are projected to decrease 8.2 percent from 2013 and are forecasted to increase 5.8 percent in 2015. Also, the annual median price for 2014 is expected to rise 11.8 percent year over year and will further increase by 5.8 percent in 2015.

➡ For presentation <http://www.car.org/marketdata/marketforecast/>

2014 Baby Boomers Survey

As the largest segment of our population approaches retirement and their “Golden Years,” what will the impact be on the housing market? Will they downsize and move to urban centers? Will they stay put as their children move back in with them? Do they have to postpone retirement? How were they affected by the recent recession? C.A.R.’s 2014 Baby Boomer Survey will answer these questions and lots more about this generation.

➡ For presentation <http://www.car.org/marketdata/surveys/other/>

➡ For recording <http://www.car.org/marketdata/videos/>

Housing Matters Blog

Research and Economics shares the most up-to-date information about the California’s housing market in our blog. We also give insights on the general economic conditions and how the overall picture affects the real estate industry and its consumers.

Read blog <http://apps2.car.org/socialblogs/>

Share with Clients:

Market Snapshot: Millennials—The Home Buyers of Tomorrow

The 2014 California Association of REALTORS® Millennials Survey looked at those born between 1980 and 1996, or 18 to 34 year olds, who currently live in California. The Survey focused on renters and home owners and found that one in five are homeowners, 41 percent are renters and 36 percent live with their parents.

Read more <http://www.car.org/marketdata/marketsnapshot/>

Research Infographics

Download the latest housing market and survey infographics. Share these with your colleagues and clients.

Download infographics <http://www.car.org/marketdata/graphics>

County Market Updates

This all- in- one page is your county's housing trends at a glance. Indicators provided are sales, median prices, inventory indicators, and so much more! Use this information to establish yourself as the market expert with hard facts to explain market conditions to your clients.

Download updates <http://www.car.org/marketdata/marketupdate/>

In the News

➡ House prices forecast to rise just 5.2%

<http://www.ocregister.com/articles/percent-637672-year-sales.html>

➡ U.S. to ease repurchase demands on bad mortgages

<http://www.latimes.com/business/la-fi-fannie-freddie-loans-20141021-story.html>

➡ Housing market slowing down, fewer millennials buying homes

<http://www.fresnobee.com/2014/10/17/4184565/housing-market-slowing-down-fewer.html>

➡ As housing market recovers, roadblocks remain

<http://www.thebusinessjournal.com/news/real-estate/14520-as-housing-market-recovers-roadblocks-remain>

➡ Websites aim to be the TurboTax for selling your home – without an agent

<http://www.ocregister.com/articles/agent-639638-home-fizber.html>

➡ 2014 Multifamily Forecast Report

<http://lusk.usc.edu/sites/default/files/USC%20Casden%20Multifamily%20Forecast%202014.pdf>

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