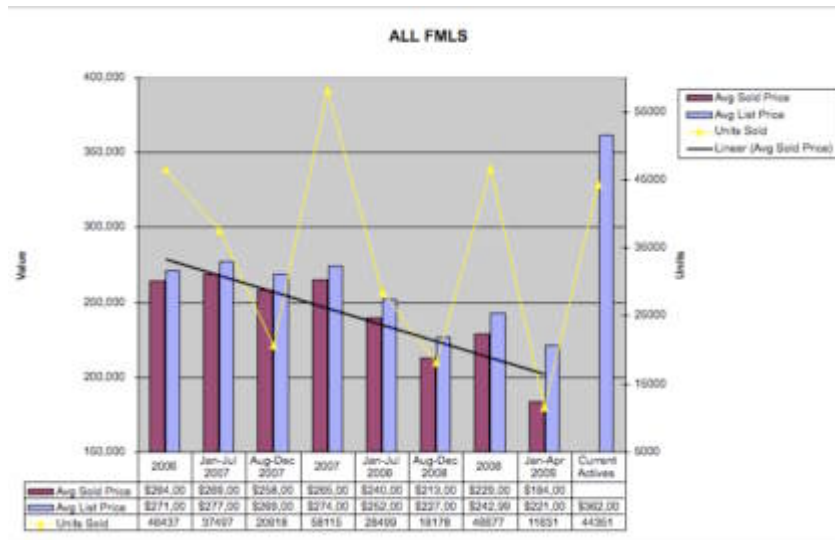




MARKET TRENDS

I have completed a detailed analysis of the the following markets for single family homes: East Cobb County, West Cobb County, Cherokee County, Roswell/Alpharetta (Fulton County) and the entire Atlanta area using data from the FMLS system.



The chart above shows the information for the entire Atlanta metro area. You can get the detailed analysis for each market by visiting my website at www.northatlantarealestatevoice.com.

A Quick Summary

In all of these markets, we have seen a clear trend in average sold prices dropping since the peak in 2007. We also see that while the average list (or asking) price of homes has fallen, the gap between the actual sales price and list price has increased each year. So, sellers are still trying push price when the market has clearly shown that buyers are looking for bargains and fair values.

Issue Highlights

- Market Trends
- GA Home Buyer Tax Credit
- Appraisals VS BPOs
- Featured Listings

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In addition, the charts show that the number of homes sold has dropped dramatically with 2009 being projected to have between 30%-50% fewer homes sold than the last few years. These figures bear out what I am seeing. There are less buyers out there and the ones buying are looking for well priced homes in good condition. Lastly, the analyses will show you the trend in average days on market and the absorption rate or months of inventory available.

While all of this information is sobering, I believe we are at the bottom and will see a pick up in activity in the second half of the year. I'm not predicating when or how fast things will turn around but there is palpable sense that the best deals are going fast and we will start to see a movement towards a more balanced market. Please feel free to call me with any questions.

GA HOME BUYER TAX CREDIT (H.B. 261) SIGNED INTO LAW

Governor Sonny Perdue signed a watered down version of H.B. 261 into law on May 11, 2009. The bill was originally passed as a \$3600 state tax credit. The signed bill, and new law, allows for **ANY** home buyer to receive up to an \$1,800 state credit over three years. The law applies to homes bought in a six month period starting June 1, 2009 through November 30, 2009.



Georgia's revenues have been continually lower than projected and the state has been looking for ways to balance the budget. With that in mind, I am happy that the Governor did let this bill die. So, anyone closing on a home in the June - November time frame will be potentially able to receive this credit. And, if you're a first time homebuyer, you can add this to the \$8,000 federal tax credit. But remember, both of these credits will expire on November 30, 2009.

"The housing tax credit is a strategic investment that strikes at the root of this economic downturn. Much of the financial turmoil we have seen stems from a severe downturn in housing," Governor Perdue said. "Families interested in buying a home will now have an additional incentive to act."

The bill provides an income tax credit for the purchase of a single family residence during the next six months. The amount of the credit will be the lesser of \$1,800 or 1.2 percent of the purchase price. A taxpayer may claim one-third of the credit available in each taxable year, and may carry forward unclaimed amounts.

For first time homebuyers, the state credit would be in addition to the federal tax credit authorized by the American Recovery and Reinvestment Act.

I AM NEVER TOO BUSY FOR YOU OR ANY OF YOUR REFERRALS

I am constantly working on new systems and services that I believe will allow me to continue to exceed your expectations and reach my goal to have a business that is 100% referral based.

If you have a friend, family member or neighbor that has a real estate need, please consider referring them to me. I promise to give them unparalleled service and attention just as you experienced.

**Did you know that I can help a friend or family member anywhere in US?
Through the Re/Max referral network, I can locate a local agent for anyone in the US.**

Who can I help for you?

OPINIONS OF VAUE - APPRAISALS VS. BROKER PRICE OPINIONS

A real estate licensee is prohibited from preparing an "appraisal" unless he or she also holds the appropriate appraisal classification. Appraisers are regulated by the Georgia Real Estate Appraisers Board (GREAB). A licensee may provide an "Opinion of Value," so long as it is not conditioned upon some circumstance such as obtaining the listing if the value is determined to be in a certain price range. A licensee may also be paid for developing the opinion of value. Sometimes the opinion of value is referred to as a BPO or Broker Price Opinion or Broker Property Opinion. No matter what it is called, it is merely an opinion and does not carry the weight or authenticity of an appraisal.

Although a broker or any licensee is trained to research comparable sales and be familiar with the market, a real estate licensee does not receive extensive and specialized training regarding valuing properties. A professional appraiser uses more complex valuation methods and is required to obtain experience in valuing different types of properties. An appraiser may use several approaches to value and apply a weighted average as appropriate: The most common approaches to valuation include:

1. Income Approach
2. Cost Approach
3. Comparable Sales Approach

The law provides that a real estate licensee, "in the ordinary course of real estate brokerage business," may offer an opinion of value "to a potential seller, purchaser, landlord, tenant, or third party as to the recommended listing, lease, rental, or purchase price of real estate or real property" [O.C.G.A. § 43-39A-24]. Georgia allows the licensee to perform an opinion of value provided it is merely an opinion and is not contingent upon some service. In addition to being in compliance with license laws, the licensee must also consider the ethical question as to whether he/she is qualified or has the experience to provide such an opinion. It may be best to refer the request to a professional appraiser.

By nature, real estate agents want to be helpful especially if their assistance will insure the specific real estate transaction will close. However, an occasional review of the type of support a licensee can provide has merit. In general terms, if the services are for the client, the licensee can provide many real estate services, but must be careful to be accurate and not go beyond his/her level of expertise, exaggerate or make unfounded promises. If the services are for the customer, the licensee must be very careful to provide only ministerial services. In other words, if the licensee must use his/her discretion, analysis or judgment, it is not ministerial and therefore cannot be done for the customer without the potential for dual agency. Opinions are often construed as giving advice. The real estate licensee is seen as an expert in the field of real estate and must be careful when offering opinions especially when it may be a subject beyond their level of expertise.

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You can also go to www.sendmelistingsnow.com to have home listings sent to you as soon as they are listed - *before others see them!*

CURRENT LISTINGS - Call for Current Price & Incentives

KENNESAW - 4 BD/3.5 BTH



E COBB - 4 BD/2.5 BTH/SUNRM



MARIETTA - 2 BD/2 BTH/TWNHOME



KENNESAW - 5BD/5.5 BTH/BSMNT E COBB - 4 BD/2.5 BTH/POOL/BSMNT ROSWELL - 5 BD/2.5 BTH/BSMNT



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