

The Home Sales Real Estate Report The Woodlands | February 2014

Listing Inventory Month By Month
Home Sales Month By Month
Average Sold Price / Median Sold Price – Month By Month
Average Price Per Square Foot – Month By Month
Average Days On Market – Month By Month
Months Supply of For Sale Inventory – Month By Month
Sold Price To List Price % - By Broker

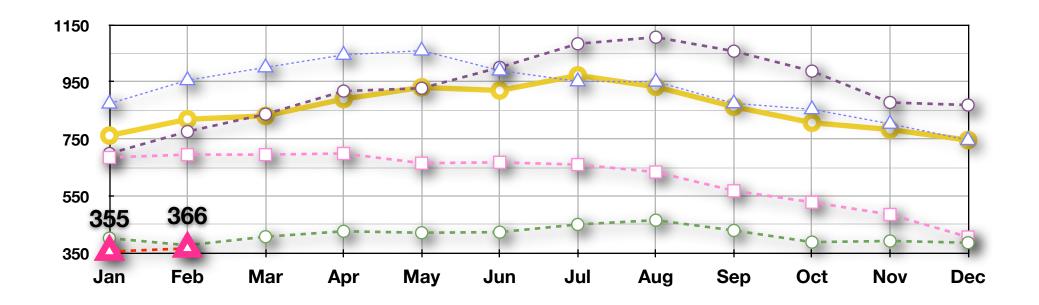


GARY GREENE

281-367-3531

The Woodlands Texas Real Estate Report

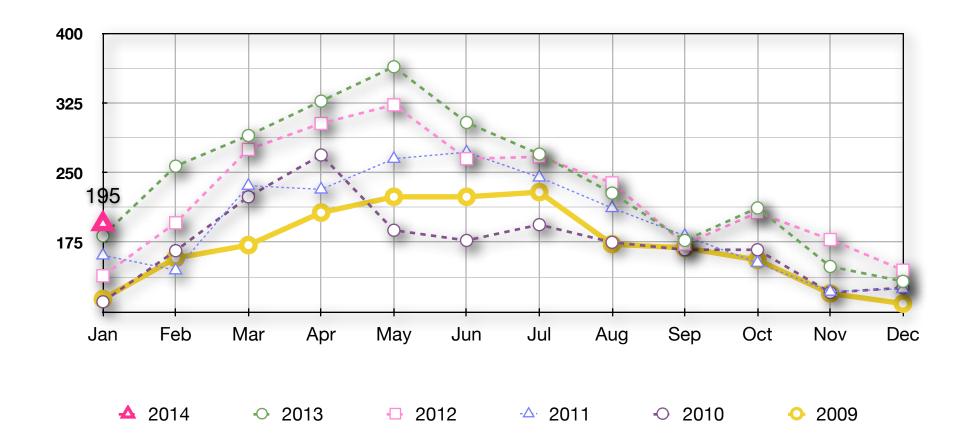
Unsold Listing Inventory - Month to Month / 2009 to 2014



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014	355	366										
2013	402	377	407	426	421	423	454	465	429	388	392	386
2012	685	695	695	699	665	668	660	634	568	528	485	406
2011	874	956	1001	1045	1060	990	952	951	875	854	803	746
2010	699	776	837	918	928	1001	1084	1107	1058	988	878	869
2009	762	819	831	890	931	920	973	933	863	807	783	746

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Properties Placed Under Contract - Month to Month / 2010 to 2014



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014	195											
2013	182	257	290	327	364	304	270	228	177	212	149	133
2012	139	196	275	303	323	265	267	239	173	207	178	145
2011	161	145	236	232	265	272	245	212	182	153	122	125
2010	111	166	224	269	188	177	194	175	167	167	121	126

The Woodlands Texas Homes Sold Report

Average Sold Price	Median Sold Price	•	Sold Price To List Price %	Total Number Sold		
2013: \$411,346	\$310,000	37 days	98%	2,686		
2012: \$364,760	\$280,000	58 days	97%	2,461		

Courtesy of Better Homes And Gardens Real Estate Gary Greene
The Woodlands, TX | 281-367-3531 | 9000 Forest Crossing Drive
Data obtained from the Houston Association Of Realtors Multiple Listing Service

Magnolia Texas Homes Sold Report

Average Sold Price	Median Sold Price		Sold Price To List Price %	Total Number Sold		
2013: \$286,405	\$249,900	63 days	97%	609		
2012: \$280,352	\$250,000	85 days	96%	506		

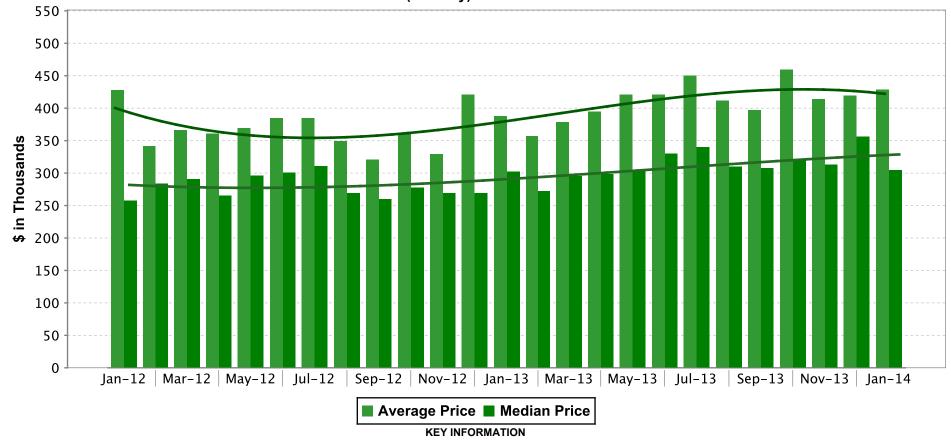
Courtesy of Better Homes And Gardens Real Estate Gary Greene
The Woodlands, TX | 281-367-3531 | 9000 Forest Crossing Drive
Data obtained from the Houston Association Of Realtors Multiple Listing Service - Zip Code 77354

Spring Texas Homes Sold Report

Average Sold Price	Median Sold Price	•	Sold Price To List Price %	Total Number Sold
2013: \$228,166	\$182,000	48 days	97%	1,145
2012: \$199,698	\$165,950	68 days	97%	852

Courtesy of Better Homes And Gardens Real Estate Gary Greene
The Woodlands, TX | 281-367-3531 | 9000 Forest Crossing Drive
Data obtained from the Houston Association Of Realtors Multiple Listing Service

Sold Average vs. Median Price 2 Years (Monthly) 01/01/12 - 01/31/14



	Monthly Change	Monthly %	Total Change	Total % Change
Average	3,019.31	0.85	72,463.55	20.46
Median	2,321.77	0.86	55,722.46	20.75

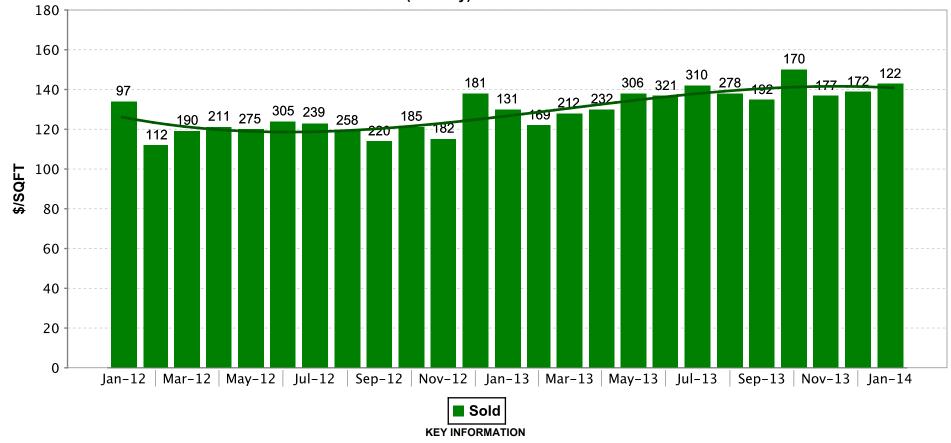


MLS: HAR Period: 2 Years (Monthly) Price: All Construction Type: All Bedrooms: All Bathrooms: All Lot Size: All Property Types: Single-Family: (Free Standing, Patio Home) Sq Ft: All Sublocations: 107

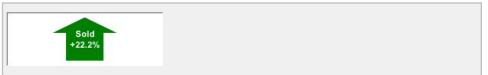
Sold Average vs. Median Price 2 Years (Monthly) 01/01/12 - 01/31/14

Time Period	# Properties Sold	Sold Average \$	Sold Median \$	Average \$ - Median \$	Median \$ as % of Average \$	Sold Avg DOM
Jan-14	122	428,730	305,000	123,730	71.1	46
Dec-13	172	419,476	356,000	63,476	84.9	43
Nov-13	177	414,448	313,000	101,448	75.5	47
Oct-13	170	459,404	321,500	137,904	70.0	35
Sep-13	192	397,010	308,000	89,010	77.6	32
Aug-13	278	411,555	309,900	101,655	75.3	27
Jul-13	310	450,251	340,495	109,756	75.6	27
Jun-13	321	421,217	330,000	91,217	78.3	28
May-13	306	420,921	305,000	115,921	72.5	32
Apr-13	232	395,125	298,869	96,256	75.6	38
Mar-13	212	378,783	295,250	83,533	78.0	45
Feb-13	169	357,056	272,000	85,056	76.2	54
Jan-13	131	387,824	302,500	85,324	78.0	65
Dec-12	181	420,754	269,500	151,254	64.0	68
Nov-12	182	329,625	269,230	60,395	81.7	52
Oct-12	185	361,076	277,700	83,376	76.9	47
Sep-12	220	320,877	260,000	60,877	81.0	47
Aug-12	258	349,057	269,600	79,457	77.2	53
Jul-12	239	384,803	310,500	74,303	80.7	56
Jun-12	305	384,889	301,000	83,889	78.2	48
May-12	275	369,610	295,950	73,660	80.1	63
Apr-12	211	360,656	265,375	95,281	73.6	68
Mar-12	190	366,555	291,000	75,555	79.4	65
Feb-12	112	341,316	283,850	57,466	83.2	76
Jan-12	97	428,281	258,000	170,281	60.2	78

Average \$/SQFT (Sold) 2 Years (Monthly) 01/01/12 - 01/31/14



	Monthly Change	Monthly %	Total Change	Total % Change
Sold \$/SQFT	1.08	0.93	25.86	22.24



MLS: HAR Period: 2 Years (Monthly) Price: All Construction Type: All Bedrooms: All Bathrooms: All Lot Size: All Property Types: Single-Family: (Free Standing, Patio Home) Sq Ft: All

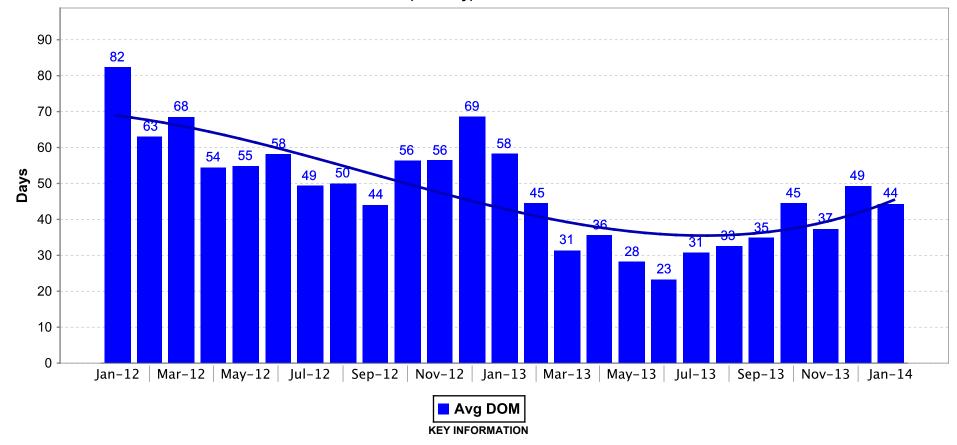
Sublocations: 107

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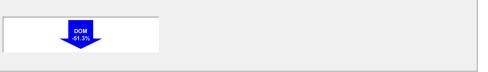
Average \$/SQFT (Sold) 2 Years (Monthly) 01/01/12 - 01/31/14

		FOR SA	LE		U	INDER CON	TRACT			SOLD				EXPIRE	D			NEW LISTI	NGS	
Time			Avg	\$/			Avg	\$/			Avg	\$/			Avg	\$/			Avg	\$/
Period	#	Avg \$	SQFT	SQFT	#	Avg \$	SQFT	SQFT	#	Avg \$	SQFT	SQFT	#	Avg \$	SQFT	SQFT	#	Avg \$	SQFT	SQFT
Jan-14	624	761,280	3,733	204	191	466,629	3,081	151	122	428,730	2,998	143	59	906,946	4,032	225	233	641,307	3,421	187
Dec-13	592	730,741	3,701	198	122	416,250	2,976	140	172	419,476	3,001	139	79	711,413	3,744	190	144	513,476	3,156	163
Nov-13	632	729,505	3,682	198	138	422,997	2,968	141	177	414,448	3,033	137	46	956,860	3,919	244	166	544,974	3,094	176
Oct-13	727	676,296	3,622	187	193	440,782	3,056	144	170	459,404	3,062	150	68	529,626	3,385	156	214	510,408	3,155	162
Sep-13	745	667,374	3,602	185	166	420,380	2,906	145	192	397,010	2,934	135	66	681,384	3,681	185	205	514,950	3,175	163
Aug-13	827	638,471	3,547	180	213	431,212	3,007	143	278	411,555	2,983	138	74	601,867	3,527	171	282	453,962	3,019	150
Jul-13	853	643,163	3,586	179	247	440,715	2,987	148	310	450,251	3,168	142	61	651,862	3,907	167	334	503,242	3,239	155
Jun-13	847	629,477	3,572	176	273	414,339	3,023	137	321	421,217	3,078	137	55	718,497	4,062	177	330	432,529	3,100	140
May-13	898	630,664	3,579	176	341	459,771	3,150	146	306	420,921	3,042	138	40	478,052	3,424	140	375	448,299	3,087	145
Apr-13	860	648,018	3,628	179	289	458,835	3,114	147	232	395,125	3,030	130	48	551,411	3,408	162	377	520,687	3,291	158
Mar-13	795	633,946	3,611	176	261	411,851	3,036	136	212	378,783	2,956	128	51	696,018	3,911	178	341	457,985	3,178	144
Feb-13	707	651,691	3,656	178	223	391,553	3,007	130	169	357,056	2,932	122	30	853,851	4,231	202	241	491,281	3,231	152
Jan-13	710	633,778	3,641	174	181	384,271	2,995	129	131	387,824	2,981	130	63	604,479	3,755	161	241	479,955	3,271	147
Dec-12	678	639,079	3,607	177	135	449,520	3,044	148	181	420,754	3,038	138	74	517,532	3,223	161	134	401,628	3,046	132
Nov-12	767	609,599	3,528	173	164	358,522	2,846	126	182	329,625	2,868	115	59	496,401	3,420	147	185	412,382	3,048	135
Oct-12	855	604,853	3,498	173	188	379,984	2,971	128	185	361,076	2,962	121	85	640,480	3,400	188	234	432,854	3,033	143
Sep-12	864	596,232	3,491	171	165	364,915	2,881	127	220	320,877	2,825	114	78	500,917	3,349	150	184	430,691	3,061	141
Aug-12	1,005	565,168	3,434	165	233	363,086	2,936	123	258	349,057	2,932	119	92	516,278	3,416	151	295	394,563	2,998	131
Jul-12	1,038	555,607	3,441	161	244	349,618	2,952	118	239	384,803	3,138	123	84	473,993	3,391	140	317	419,405	3,133	134
Jun-12	1,061	560,375	3,442	163	239	393,790	3,019	130	305	384,889	3,110	124	101	561,128	3,488	161	332	447,964	3,174	141
May-12	1,111	537,568	3,417	157	288	378,998	3,070	123	275	369,610	3,077	120	94	449,500	3,341	135	356	386,156	3,075	126
Apr-12	1,117	546,732	3,445	159	280	407,276	3,155	129	211	360,656	2,989	121	82	449,947	3,199	141	371	425,061	3,140	135
Mar-12	1,093	542,182	3,443	157	256	390,933	3,090	127	190	366,555	3,091	119	91	434,328	3,186	136	373	401,800	3,100	130
Feb-12	986	553,273	3,472	159	180	357,360	2,973	120	112	341,316	3,058	112	86	447,314	3,269	137	252	409,191	3,113	131
Jan-12	955	566,091	3,530	160	130	393,509	3,106	127	97	428,281	3,188	134	91	517,030	3,607	143	239	433,827	3,248	134

Average DOM for Under Contract Properties 2 Years (Monthly) 01/01/12 - 01/31/14



	Monthly Change	Monthly %	Total Change	Total % Change
DOM	-1.38	-2.14	-33.10	-51.25



MLS: HAR Period: 2 Years (Monthly) Price: All Construction Type: All Bedrooms: All Bathrooms: All Lot Size: All Property Types: Single-Family: (Free Standing, Patio Home) Sq Ft: All Sublocations: 107

BrokerMetrics® 1 of 2 02/08/14

Average DOM for Under Contract Properties 2 Years (Monthly) 01/01/12 - 01/31/14

Period	Contract		A CD O M
		Avg DOM	Avg CDOM
Jan-14	191	44	72
Dec-13	122	49	62
Nov-13	138	37	53
Oct-13	193	45	62
Sep-13	166	35	59
Aug-13	213	33	44
Jul-13	247	31	47
Jun-13	273	23	42
May-13	341	28	38
Apr-13	289	36	63
Mar-13	261	31	51
Feb-13	223	45	67
Jan-13	181	58	87
Dec-12	135	69	100
Nov-12	164	56	80
Oct-12	188	56	83
		44	71
Sep-12	165		
Aug-12	233	50	67
Jul-12	244	49	70
Jun-12	239	58	91
May-12	288	55	92
Apr-12	280	54	82
Mar-12	256	68	113
Feb-12	180	63	92
Jan-12	130	82	144



The Woodlands Texas Real Estate Report

Months Supply Of "For Sale" Listing Inventory – February 5th, 2014

Q. Is it a Seller's Market? A. Yes.

According to real estate economists a six-month supply of For Sale Inventory represents a balanced market. Over six months of For Sale Inventory indicates a buyer's market. Less than six months of inventory in considered a seller's market. As we can see from these inventory numbers below we are locked into a Hercules strong seller's market. Here's a break down by price.

PRICE RANGE. MONTHS SUPPLY OF LISTING INVENTORY

\$000,000 - \$200,000	.07
\$200,001 - \$300,000	1.0
\$300,001 - \$400,000	1.1
\$400,001 - \$500,000	1.6
\$500,001 - \$600,000	1.4
\$600,001 - \$700,000	2.6
\$700,001 - \$800,000	3.9
\$800,001 - \$900,000	4.0
\$900,001 - \$1,000,000	3.5
\$1,000,001+	7.8
All Price Ranges	1.6

What does this mean?

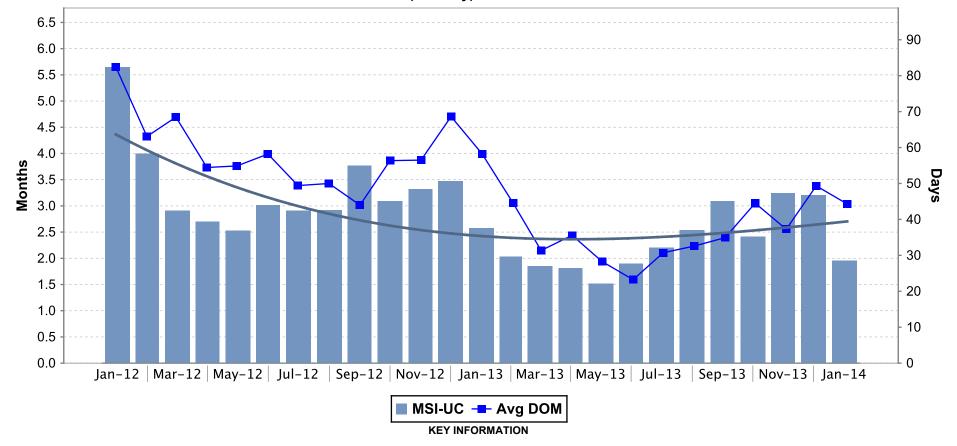
For buyers: When you find something you love, don't hesitate to submit an offer. If you snooze you lose out.

For sellers: If you were thinking of selling, due to lack of inventory and an abundance of qualified buyers, now is a safe and opportune time to sell. Three key factors that impact salability are merchandising (staging), massive broadcast marketing and savvy pricing. Choose the best broker to help you position your property aggressively in today's market and you'll sell your property for HIGHEST possible price and the BEST possible terms. Ignore these salability factors even in a strong seller's market the property will languish unsold.

Closing thoughts.

While mulling over these inventory numbers, keep in mind these figures represent big averages across <u>The Woodlands</u>. Real estate is hyper local in nature and market conditions for your specific property, in your specific neighborhood may be different that the big average you see above. To find out what's happening in your neighborhood, contact us and we'll provide you with an up to the minute, on-target Months Supply of Inventory report. Give us a call and we'll send you your free report – pronto.

Months Supply of Inventory (UC Calculation) 2 Years (Monthly) 01/01/12 - 01/31/14



MSI-UC -0.06 -1.68 -1.43 -40.43



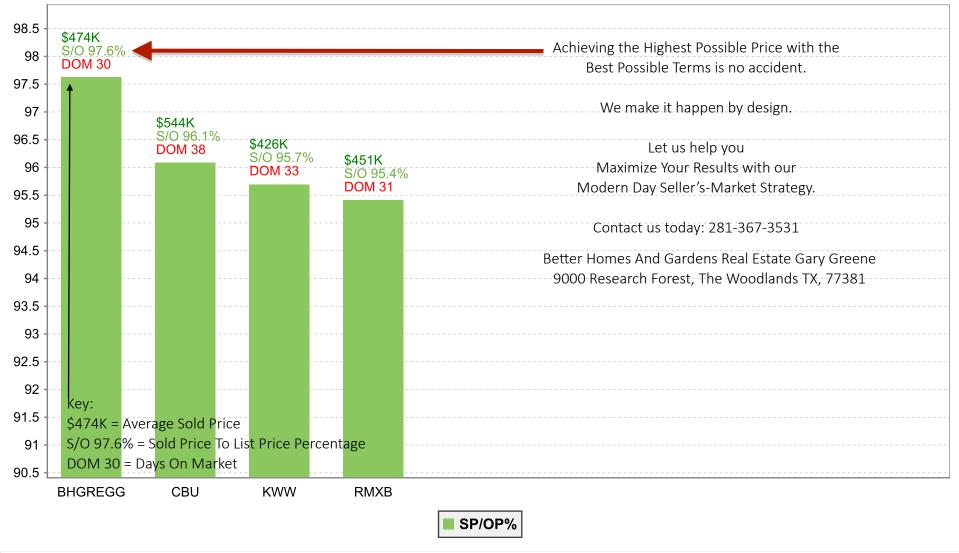
MLS: HAR
Period: 2 Years (Monthly)
Price: All
Construction Type: All
Bedrooms: All
Bedrooms: All
Bathrooms: All
Sq Ft: All
Sublocations:

107

Months Supply of Inventory (UC Calculation) 2 Years (Monthly) 01/01/12 - 01/31/14

Time Period	MSI	NAR MSI	# For Sale Last Day of Month	# Under Contract	# Sold
			·		
Jan-14	2.0	3.1	374	191	122
Dec-13	3.2	2.3	391	122	172
Nov-13	3.2	2.5	448	138	177
Oct-13	2.4	2.7	466	193	170
Sep-13	3.1	2.7	513	166	192
Aug-13	2.5	1.9	540	213	278
Jul-13	2.2	1.8	545	247	310
Jun-13	1.9	1.6	519	273	321
May-13	1.5	1.7	517	341	306
Apr-13	1.8	2.3	523	289	232
Mar-13	1.9	2.3	483	261	212
Feb-13	2.0	2.7	454	223	169
Jan-13	2.6	3.6	466	181	131
Dec-12	3.5	2.6	469	135	181
Nov-12	3.3	3.0	544	164	182
Oct-12	3.1	3.1	582	188	185
Sep-12	3.8	2.8	621	165	220
Aug-12	2.9	2.6	680	233	258
Jul-12	2.9	3.0	710	244	239
Jun-12	3.0	2.4	721	239	305
May-12	2.5	2.7	729	288	275
Apr-12	2.7	3.6	755	280	211
Mar-12	2.9	3.9	746	256	190
Feb-12	4.0	6.4	720	180	112
Jan-12	5.6	7.6	734	130	97
Juli-12	5.0	0.1	7 34	100	31

Market Share Totals Sold Price to Original Price (List Side) (By CMS By Broker)



MLS: HAR Date: 07/01/2013 - 12/31/2013 Type: CMS Status: Sold Price: All Construction Type: All Bedrooms: All Bathrooms: All

Property Types: Single-Family: (Free Standing, Patio Home)

Sublocations: 107 The Woodlands, TX

BrokerMetrics® 1 of 2 01/05/14

What 2014 Homebuyers Need-To-Know to WIN in a *Sizzling Seller's Market* like The Woodlands, Texas

The Woodlands Texas | Months Supply of Inventory Real Estate Report

Month's Supply of "For Sale" Listing Inventory – December 28th, 2013

IT'S NO SECRET! IT'S A MUSCLE BOUND SELLER'S MARKET!

Real estate economists tell us that six months supply of available For Sale Listing Inventory represents a balanced real estate market. The smaller the Months Supply Of Inventory the more muscular the Seller's Market.

PRICE RANGE	MONTHS SUPPLY OF INVENTORY		
Less than \$200,000	•••••	.07	
\$200,000 - \$300,000	•••••	.09	
\$300,001 - \$400,000	•••••	.09	
\$400,001 - \$500,000	•••••	1.7	
\$500,001 - \$600,000	•••••	1.4	
\$600,001 - \$700,000	•••••	2.6	
\$700,001 - \$800,000	•••••	3.9	
\$800,001 - \$900,000	•••••	4.0	
\$900,001 - \$1,000,000	•••••	3.5	
more than \$1,000,001	••••••	7.7	

2013 will go down as the most sizzling Seller's Market on record. 2014 will trump 2013 with new record breaking activity, challenge and triumph.

The prepared buyer will WIN. We'd like to help you WIN.

Here's the situation: Real estate economists tell us that six months supply of available For Sale Listing Inventory represents a balanced real estate market. Take a look at the Months Supply of Inventory picture to the right.

Here are 3 tips for finding the best property for you and yours in a sizzling sellers market.

TIP #1: FIRST-TO-KNOW LIGHTNING ALERTS

When selection is thin and swift selling, being the First-To-Know about hot new inventory is an advantage for you.

Here's how First-To-Know Lightning Alerts work. Tell us everything you're looking for in your new home (style, design, location, amenities, schools, etc.). We condense your needs into a concise Buyer-Needs profile (protecting your identity and private information) and program our software to match your buyer-needs to fire off an instant alert heartbeats after it appears on the Multiple Listing Service (MLS).

Your instant alerts include photos and detailed property information sent directly to your email inbox. The service is free. To get your personalized First-To-Know Lightning Alerts delivered directly to your email box contact your favorite Gary Greene Pro at 281-367-3531.

TIP #2: POCKET LISTINGS AND PRIVATE SALES

We're seeing off-the-MLS-radar properties selling via Pocket Listing whisper campaigns and real estate agent grapevine networks. Knowing about private off-MLS listing inventory is an advantage for you. Here's how Pocket Listings work. Prior to mass marketing via the MLS, Pocket Listings are privately promoted by the listing agent to a network of select agents via email broadcast, text message, phone calls and personal conversations. When a match is made private viewing appointments are conveniently coordinated, offers are negotiated, contracts are signed, escrow opened and everyone proceeds smilling to closing. Welcome to the neighborhood.:-)

Also, we exchange Pocket Listing, Private Sale and Coming Soon properties via our Better Homes And Gardens Real Estate Gary Greene company wide online bulletin board, which connects over eight hundred pro real estate agents throughout the Greater Houston Area.

Using First-To-Know- Lightning Alerts and plugging yourself into the Coming Soon and Pocket Listings property information network will help you find out about hot new listings inventory before your less informed and unconnected home buying competitors

If you'd like more information about how to tap into the Pocket Listing agent network contact your favorite Gary Greene agent directly or call them at the office: 281-367-3531.

TIP #3: BUYER-NEEDS NETWORK STRATEGY

This strategy is sort of like the Pocket Listing Strategy for sellers, except it works for Buyers. Do you see a pattern developing? One of the keys to your success is tapping into a pool of available inventory that is unknown to the disconnected.

Here's how the Buyer-Needs Network Strategy works. Tell us everything you're looking for in your new home (style, design, location, amenities, schools, etc.). We condense your needs into a concise Buyer-Needs profile (protecting your identity and private information) and broadcast your Buyer-Needs request to top performing listing agents who may have Pocket Listing inventory, private sale opportunities and "Coming Soon" listings that match what you're looking for. Buyer-Needs are broadcast via eMail, text message, phone calls, personal conversations. Also, we exchange Buyer-Needs via our Better Homes And

Gardens Real Estate Gary Greene company wide online bulletin board, which connects over eight hundred pro real estate agents throughout the Greater Houston Area.

Using the Lightning Alert and Buyer-Needs Network Strategies will help you find out about hot new listings inventory before your less informed and unconnected home buying competitors.

To discuss how to get started and tap into insider information, contact your trusted Gary Greene agent directly or call them at the office: 281-367-3531.

Here are 5 Tips On How to write a winning offer in sizzling seller's market.

Congratulations. Now that you've found the best property for you and yours, you've won half the battle. The next challenge to be conquered is submitting a winning offer. We've helped thousands of buyers win in multiple offers and other competitive situations. As a result, we know what works and what flops. Here's a list of proven tips to help you and yours write a winning offer.

TIP #1: UNDERSTAND THE MARKET. SEE WHAT THE SELLER IS SEEING:

Low inventory. • Rising prices. • Multiple offers. • Fast sales. • Construction cranes everywhere. • Daily news about how awesome the local real estate market economy. • Thousands of qualified homebuyers moving to the area.

TIP #2: MOVE FAST.

When you find your dream home don't hem-haw. Be a bullet. Squeeze the trigger and submit your offer swiftly before competing buyers snatches it from your grasp.

TIP #3: DON'T GO FOR THE STEAL! SEAL THE DEAL.

Full price and over list price offers are common in this seller's market. Don't be embarrassed to offer full price or more when

necessary. Keep in mind; your mortgage company will complete a property value appraisal. If the property doesn't appraise for the contract price you can always bail or renegotiate.

TIP #4: STAND OUT.

Sweeten the terms of your offer without paying more. **Here's how:** Offer a larger down payment. • Make a bigger earnest money deposit. • Amp up the Option Fee. • Shorten trigger point deadlines and exit clauses for things like the Option Period and days for financing approval. • Provide the seller with written mortgage pre-approval from your lender. • Include a flexible and seller friendly closing date. • Consider a possible seller lease back. • Share a personal letter to the seller sharing a little bit about yourself and your situation sometimes helps the seller choose one bidding buyers offer over the other.

TIP #5: REPAIR REALITIES.

After your contract is executed you'll have an opportunity to have the property inspected. Because you're not buying a brand new home it's common to turn up a long or short list of items that aren't perfect. Understand that in a seller's market a seller is less inclined to pay for the repair of cosmetic items. Have your agent get a bid on the inspection items you'd like to have completed. If the seller won't pay for them don't get angry or take your eyes off your prize, your real estate agent will have the names and numbers of reputable repair and home improvement people who can get the job done for you fast and affordably. Don't lose out because the seller won't make the property perfect or spend a few hundred dollars in cosmetic type repairs. If you like it, own it.

The bottom line for buyers: Use these tips and you'll successfully navigate seller's market realities with a smile and success. Good luck, speed and grace. If we can be helpful contact one of our Pro agents directly or call 281-367-3531.

Note: Market data provided by Houston Association Of Realtors, Multiple Listings Service.

Better

Homes

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9000 Forest Crossing, The Woodlands, TX

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