KELLY KELLEY'S EXECUTIVE SUMMARY

Monday May 7, 2012

GALVESTON, TX 77551 Single Family Homes



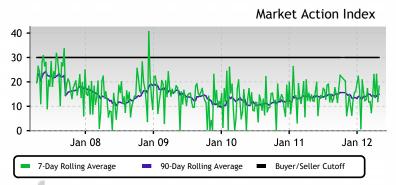
This Week

The median list price in GALVESTON, TX 77551 this week is \$149,000.

Inventory is tightening and days-on-market is falling. But demand as measured by the Market Action Index is also trending down. The market is not giving strong up or down signals from these data.

Supply and Demand

 The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.



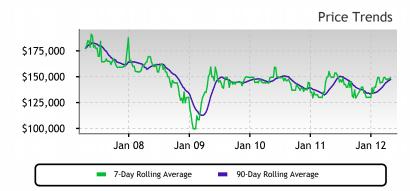
The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory. Index above 30 implies Seller's Market conditions. Below 30, conditions favor the buyer.

Quartiles

Real-Time Market Profile		Trend		
Median List Price	\$ 149,000	* *		
Asking Price Per Square Foot	\$ 92	* *		
Average Days on Market (DOM)	197	+ +		
Percent of Properties with Price Decrease	42 %			
Percent Relisted (reset DOM)	n/a			
Percent Flip (price increased)	3 %			
Median House Size (sq ft)	1720			
Median Lot Size 4,501	- 6,500 sqft			
Median Number of Bedrooms	3.0			
Median Number of Bathrooms	2.0			
Market Action Index Strong Buyer's	14.9	++		
No change ▲ Strong upward trend ▲ Slight upward trend ↓				

Price

 We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.



Characteristics per Quartile

Investigate the market in quartiles where each quartile is 25% of homes ordered by price.

	Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
U	Top/First	\$ 419,900	2976	0.25 - 0.50 acre	4.0	3.0	52	19	1	0	223	Most expensive 25% of properties
	Upper/Second	\$ 174,250	1762	4,501 - 6,500 sqft	3.0	2.0	40	20	0	2	116	Upper-middle 25% of properties
	Lower/Third	\$ 129,900	1543	4,501 - 6,500 sqft	3.0	2.0	47	20	1	2	280	Lower-middle 25% of properties
В	ottom/Fourth	\$ 77,000	1147	Less than 4,500 sqft	3.0	1.0	47	20	0	2	171	Least expensive 25% of properties

KELLY KELLEY | PRUDENTIAL GARY GREENE | 281.794.9463