

Economic and Market Watch Report

3rd Quarter, 2009



*Click on a County to view economic and real estate information at the county and zip code level

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The Kanawha Valley Multiple Listing Service, Inc.

Economic and Market Watch Report

The Kanawha Valley Multiple Listing Service, Inc. (KVMLS) has been providing multiple listing services to its participants since its inception in 1965. KVMLS is one of the largest Multiple Listing Service's (MLS) in West Virginia, delivering MLS data to over 650 participants and subscribers. Our service area includes all of Kanawha, Putnam, Jackson, Lincoln, Boone and portions of Clay, Cabell, Fayette, Mason, Nicholas, Wayne Wood, and Wirt Counties.

The Kanawha Valley Multiple Listing Service, Inc. is committed to providing our REALTOR® members with superior industry information and the tools necessary to succeed in today's real estate market.

KVMLS is pleased to offer another member service benefit and introduce the Economic and Market Watch Report to our members that is designed to assist REALTORS® by identify current and future economic and real estate trends that affects their industry.

For more information please do not hesitate to contact Marlena R Cain at 304-344-9851, e-mail marlena.mullins@kvrealtors.com or visit our web-site at www.kvrealtors.com.

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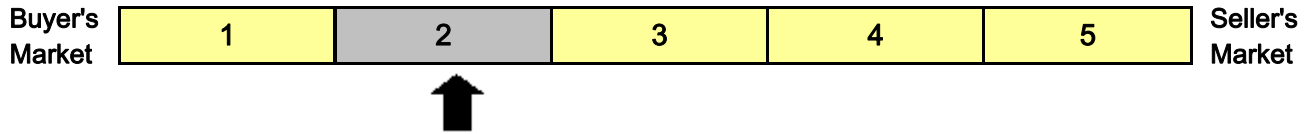
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Jackson County, WV



Labor Market :

Employment declined by 58 jobs in July and August. The job losses brought about an increase in the average monthly unemployment rate from 13% in the second quarter to 13.1% for the second two months of the third quarter. Job losses are ticking upwards, creating a drag on buyer confidence and demand in Jackson County. However, historically low mortgage rates have created a favorable buying environment for those with a job.

Housing Market :

	Q2' 09	Q3' 09	Q4' 09 (Forecast)
Average Price	\$127,900	\$161,600	↓
# Homes on the Market *	126	122	↑
# Homes Sold **	26	26	↓
# New Homes Built ***	NA	NA	↑
Avg # of Days on Market ****	130	123	↑

* Available as of Sep. 30, 2009.

** May not add to total of zip codes.

*** During the first two months of 3rd quarter.

**** Days on market is defined as the difference between the list date and contract date.

Town Name	Average Price	Price Change (1 Year)	Total # Homes Sold (Quarter)	% Change in # Homes Sold (1 Year)	Average Days on Market	% of Asking Price
Cottageville	\$250,000	204.88%	1	-66.67%	57	107.1%
Evans	\$275,700	160.34%	5	25.00%	43	87.8%
Kenna / Kentuck	\$147,000	241.86%	2	100.00%	89	97.4%
Millwood	\$74,900	-45.53%	1	-66.67%	84	100.0%
Ravenswood / Sherman	\$142,600	22.61%	4	-60.00%	107	97.1%
Ripley / Fairplain	\$116,200	-10.75%	12	9.09%	186	93.1%
Sandyville	\$240,000	84.62%	1	-75.00%	10	98.0%



Kanawha County, WV

Buyer's Market	1	2	3	4	5	Seller's Market
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Labor Market :

A total of 377 jobs were created during July and August. The new jobs in Kanawha County were offset by a proportional increase in the number of job seekers. The net result was no change in the average monthly unemployment rate for the first two months of the third quarter from the 6.9% rate of the second quarter. The new jobs should help demand. Coupled with historically low mortgage rates, these two patterns should help to keep the market moving.

Housing Market :

	Q2' 09	Q3' 09	Q4' 09 (Forecast)
Average Price	\$148,300	\$141,500	↔
# Homes on the Market *	1,068	1,110	↑
# Homes Sold **	322	372	↔
# New Homes Built ***	6	5	↑
Avg # of Days on Market ****	78	90	↑

* Available as of Sep. 30, 2009.

** May not add to total of zip codes.

*** During the first two months of 3rd quarter.

**** Days on market is defined as the difference between the list date and contract date.

Town Name	Average Price	Price Change (1 Year)	Total # Homes Sold (Quarter)	% Change in # Homes Sold (1 Year)	Average Days on Market	% of Asking Price
Alum Creek	\$63,800	-56.30%	2	-33.33%	126	95.3%
Belle / Shrewsbury	\$122,600	27.97%	4	33.33%	80	92.3%
Charleston- Downtown	\$134,300	3.39%	62	-8.82%	90	92.4%
Clendenin	\$128,800	46.20%	4	-33.33%	97	95.7%
Cross Lanes	\$119,800	-11.85%	41	32.26%	81	95.1%
Dunbar	\$93,500	24.67%	24	20.00%	46	93.1%
Elkview	\$135,900	-7.86%	20	0.00%	145	92.6%
Hernshaw	\$85,000	N/A	1	N/A	59	94.5%
Kanawha City	\$193,100	-1.78%	21	-34.38%	66	92.4%
Malden / Rand	\$82,300	-7.53%	5	0.00%	212	97.1%
Marmet	\$120,000	62.60%	1	-75.00%	0	100.0%

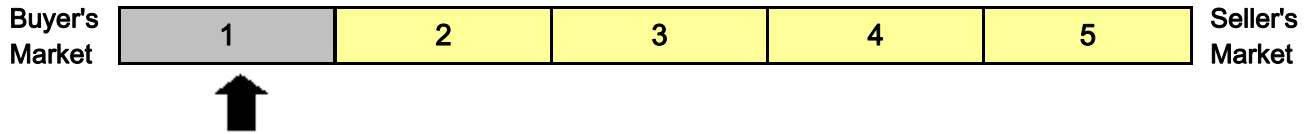


Kanawha County, WV

Town Name	Average Price	Price Change (1 Year)	Total # Homes Sold (Quarter)	% Change in # Homes Sold (1 Year)	Average Days on Market	% of Asking Price
Montgomery	\$30,000	N/A	1	N/A	21	101.0%
Nitro	\$91,200	-30.65%	19	58.33%	90	93.2%
Saint Albans	\$112,800	14.29%	62	19.23%	95	94.1%
Sissonville	\$161,000	57.23%	3	-62.50%	125	96.2%
South Charleston	\$127,600	3.82%	19	0.00%	43	94.4%
South Hills	\$205,500	-17.10%	55	5.77%	93	93.6%
Spring Hill	\$214,800	8.10%	25	-26.47%	130	94.2%
Tornado	\$101,500	-41.33%	3	200.00%	64	97.3%



Lincoln County, WV



Labor Market :

In the first two months of the third quarter, 32 jobs were added to the payrolls of Lincoln County. As a result of these new jobs, the average monthly unemployment rate fell from 10.9% during the second quarter to 10.7% for July and August. This steady job creation may help to maintain demand for home purchases. Favorable mortgage rates should support this trend.

Housing Market :

	Q2' 09	Q3' 09	Q4' 09 (Forecast)
Average Price	\$67,500	\$48,000	↔
# Homes on the Market *	12	11	↑
# Homes Sold **	2	1	↔
# New Homes Built ***	NA	NA	↑
Avg # of Days on Market ****	80	150	↑

* Available as of Sep. 30, 2009.

** May not add to total of zip codes.

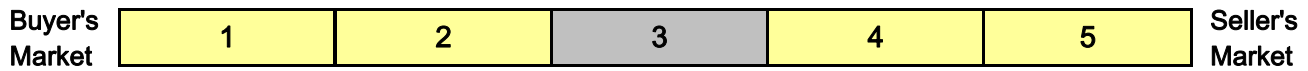
*** During the first two months of 3rd quarter.

**** Days on market is defined as the difference between the list date and contract date.

Town Name	Average Price	Price Change (1 Year)	Total # Homes Sold (Quarter)	% Change in # Homes Sold (1 Year)	Average Days on Market	% of Asking Price
Hamlin	\$48,000	-65.17%	1	-50.00%	150	87.3%



Putnam County, WV



Labor Market :

In the first two months of the third quarter, 113 jobs were added to the payrolls of Putnam County. As a result of these new jobs, the average monthly unemployment rate fell from 7.1% during the second quarter to 6.7% for July and August. This steady job creation may help to maintain demand for home purchases. Favorable mortgage rates should support this trend.

Housing Market :

	Q2' 09	Q3' 09	Q4' 09 (Forecast)
Average Price	\$184,600	\$196,100	↔
# Homes on the Market *	426	419	↑
# Homes Sold **	156	190	↔
# New Homes Built ***	18	20	↑
Avg # of Days on Market ****	89	73	↑

* Available as of Sep. 30, 2009.

** May not add to total of zip codes.

*** During the first two months of 3rd quarter.

**** Days on market is defined as the difference between the list date and contract date.

Town Name	Average Price	Price Change (1 Year)	Total # Homes Sold (Quarter)	% Change in # Homes Sold (1 Year)	Average Days on Market	% of Asking Price
Bancroft	\$98,000	-9.68%	1	-50.00%	125	85.2%
Buffalo	\$141,700	18.08%	3	0.00%	20	96.9%
Eleanor	\$138,300	7.21%	3	50.00%	99	96.3%
Fraziers Bottom / Pliny	\$150,500	26.68%	2	0.00%	50	95.6%
Hometown	\$132,000	N/A	1	N/A	184	94.4%
Hurricane	\$204,300	-5.50%	102	21.43%	88	95.8%
Leon / Robertsburg	\$65,300	-76.25%	2	100.00%	137	91.4%
Liberty	\$126,300	-24.37%	4	100.00%	147	90.6%
Poca / Lanham	\$102,100	-34.13%	9	0.00%	41	90.7%
Red House	\$126,000	-60.00%	1	-66.67%	32	97.0%
Scott Depot	\$216,900	15.68%	45	32.35%	49	96.7%
Winfield	\$212,200	15.51%	17	13.33%	52	97.9%



Local Report

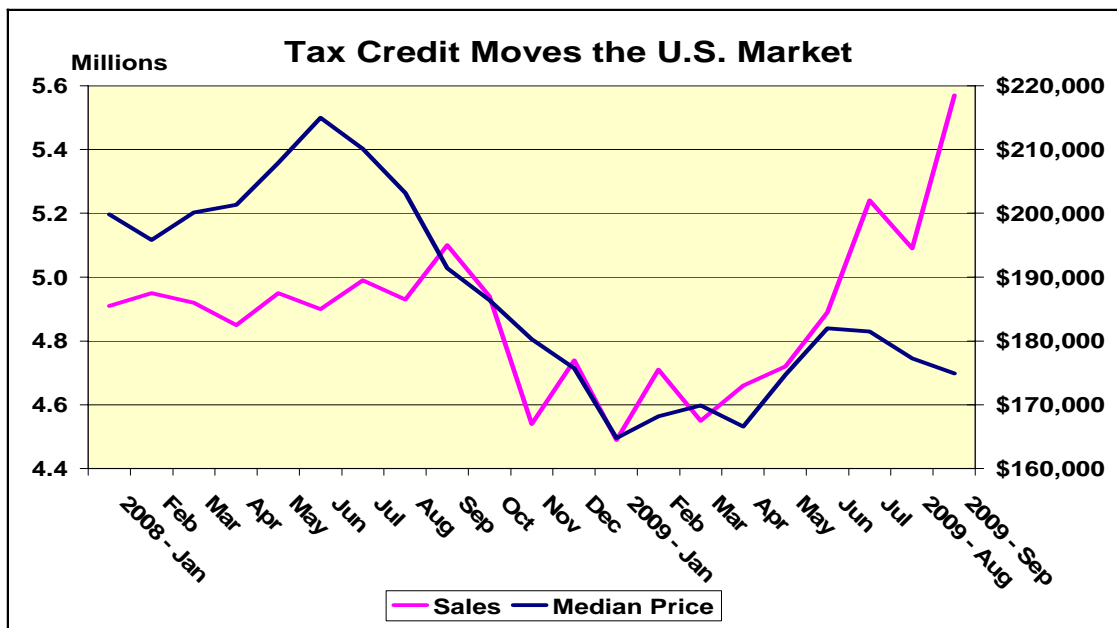
Others

Town Name	Average Price	Price Change (1 Year)	Total # Homes Sold (Quarter)	% Change in # Homes Sold (1 Year)	Average Days on Market	% of Asking Price
OTHER	\$140,500	-25.46%	45	0.00%	92	96.3%

What's Driving Your Market?

By Ken Fears
Manger, Regional Economics

We all know that this is one of the strongest buyers' markets in years, possibly decades. But there is a lot of confusion about what is driving it; the \$8,000 first-time home buyer tax credit, falling prices, record low mortgage rates, or improved confidence?



It is hard to say which factor sparked this summer's up-tick. By most accounts, though, the majority of first-time home buyers who purchased knew about the first-time home buyer tax credit and were eager to take advantage of it. Given that the share of first time buyers is at its highest levels in years, it's fair to assume that the recent improvement is owed in large part to this credit. However, the current tax credit is far from perfect and what's more, it is set to expire in November.

The first-time homebuyer tax credit allows a new buyer a refund of \$8,000 in their taxes if they purchase a home. However, since the only way to get the money from the credit is to file with the IRS after the purchase, a buyer cannot use the \$8,000 for closing. The Treasury and HUD have made efforts to get state governments to create programs that would enable buyers to use the credit money at the time of purchase. In effect, the HUD suggested that state governments make zero-interest loans to first-time buyers for \$8,000. The first time buyers would then pay back these loans when they receive their credit from the IRS. Unfortunately, given the current environment of tight budgets, few state governments created such programs. Thus, the \$8,000 may help new buyers to afford improvements and new appliances after a purchase, an added economic boost, but it doesn't help to facilitate the transaction.

A second issue with the current tax credit is that it is relatively small. Here in the market covered by the Kanawha Valley Board of Realtors®, the average selling price is \$152,012. Even though this credit money cannot be used at close, it could be used to reduce the principal by 6.6% for the average mortgage (assuming a down payment of 20%) or 5.5% of the average mortgage insured by the FHA (assuming a 3.5% down payment). This translates to a reduction of a buyer's monthly payment from \$ 683 to \$ 647 under the private financing situation or from \$ 824 to \$ 780 under the FHA situation.

Even if your buyer doesn't qualify to use the first time buyer tax credit, your buyer will still benefit. Purchases by first-time buyers unlock equity for trade up buyers to make their purchase. Furthermore, the sheer volume of sales stimulated by this tax credit helps to stabilize prices, boosting buyer confidence and easing access to PMI.

By most accounts, the current first-time homebuyer tax credit has helped stimulate demand in the housing market at a time when it was necessary to bring down high inventory levels and stabilize prices. But the program suffers from two big problems. With the tax credit expiring in November and calls for its renewal, there is also the opportunity for improvement.

Help for a Sustainable Recovery

by Lawrence Yun, *NAR Chief Economist*

While we listen to the animated discussions surrounding the health care debate, war strategies, flu vaccines and Nobel Peace Prizes, the federal budget deficit continues to rise. There is certainly no delight in watching the budget deficit soar. The \$1.4 trillion deficit in the 2009 fiscal year to September is the highest ever in U.S. history – both in sheer dollar figures as well as the highest since the Second World War if measured in relation to the overall economic pie. It’s a huge burden to future generations.

Why should we be concerned? Because continuing high budget deficits could easily cause interest rates to rise much sooner – and possibly quite sharply. Yes, there will be arguments about what federal programs work and which ones just bleed money. But Washington needs to come out with a credible plan to reduce the deficit over time.

Meanwhile, price correction – and over-correction – have wreaked havoc on the broader economy. Wall Street balance sheets were bleeding heavily before the big help from the \$700 billion TARP funding. Property owners felt it, too: foreclosures spiked, strategic defaults rose among financially capable but underwater homeowners, and appraisals became messier. Most importantly in terms of economic impact, the bulk of American families have experienced a major hit to their wealth accumulation — by more than \$4 trillion in the past three years. The economy will have a difficult time gaining firm footing without government life support if home values continue to fall.

One area where federal taxpayer dollars have been effectively utilized is that first-time homebuyer tax credit. The key to any future sustainable economic recovery lies in home values stabilizing or, better yet, a return to a historical home price appreciation rate of 3 to 5 percent each year. The bubble prices crash landed, but all the excesses have already been removed. In fact, one could legitimately argue that home values have overshot downward. Price-to-income ratio is now below the historical average. The monthly mortgage payment for a middle income person buying a middle priced home is well below its historical norm.

A review of the latest data strongly suggests that the homebuyer tax credit has had its intended impact of significantly stimulating home sales. From about 4.5 million annualized home sales pace in the few months prior to the stimulus, sales have jumped to 5.1 million in recent months. That is a change of 600,000 additional existing-home sales. New home sales have risen from the mid 300,000 to low 400,000 range over the similar period. The rise in sales has been concentrated in the lower-priced home segment largely because first-time buyers are looking to stay, rightly, well within their budget.

Housing inventories, while still higher than desired levels, have been trimmed. The latest 8-month supply of existing-home inventory is much better than the double-digit figures of last year. Home values have likewise moved in an “improving” direction. Broadly speaking, they are down from one year ago, but the declines have been less steep in recent months compared to the pre-stimulus times. The median existing-home price as of August was down 12.5 percent compared to a nearly 20 percent decline early in the year. In short, sales have risen and home prices are on the verge of stabilizing.

But the housing stimulus package is set to expire. A settlement, and not the contract signing to buy, must occur by the end of November. Some first-time buyers who are signing contracts to buy in October just may make the deadline. It would be pity if the housing market which is just on the cusp of a self-sustaining recovery rolls downhill again. That could happen if potential buyers step back and inventory returns to an upward climb. Falling home values – independent of whether it is over-

correcting or not – will bring back all the associated collateral damage.

A much happier scenario would be that the buying momentum continues for few additional quarters so that inventory falls back down to the normal 5 to 7 months, a level consistent with home value stabilization. Once that is accomplished, the consumer “fear factor” of waiting and waiting for a lower price later will no longer be part of the home buying decision. We will have reached a point of housing market self-sustainability. Consumer confidence will be lifted. The wealth impact of consumers opening up wallets for general consumer goods will steadily turn positive. Thus, the broader economy also gets set for a sustainable recovery without needing further stimulus dollars.

For that happy scenario to play out, a time extension on the home buyer tax credit is critically needed. At a cost of about \$10 billion (if extended through the middle of next year), the housing market will likely have recovered nicely with the broader economy on track for a solid robust expansion. That \$10 billion price tag is rather modest compared to the \$700 billion in TARP funding and \$800 billion of the broader economic stimulus package that was passed early in the year (with debate still raging over the effectiveness of that broad spending bill). Moreover, the cost of \$10 billion is a static measure that does not take into account job creations and increased tax revenue from rising economic activity. Actually, if we take into consideration all of the economic dynamic responses, the homebuyer tax credit can be argued as a net positive revenue generator for the federal government.








There is nothing like economic growth to dent budget deficits. If the economy was already at full capacity, the housing stimulus would simply be moving dollars from one sector of the economy to another. But as is fully visible out in the streets, we are nowhere near full capacity. Factory capacity utilization was 69.6 percent in August, compared to an 80 percent rate that should be the case in normal economic times. On the job market front, the country is facing a double-digit unemployment rate rather than the healthy 5 or 6 percent unemployment rate. Therefore, there is a plenty of room for growth for a win-win situation for the housing market and other sectors of the economy.

Despite these vast potential benefits to the economy from extending the homebuyer tax credit, valid questions should nonetheless be asked. Is there any pent-up demand remaining? Will the tax credit just go to the people who would have bought a home anyway and thereby will simply pocket the \$8,000 check? Well, the following table shows a compelling case for tapping the financially healthy renter population.

In 2000, before the housing market boom, there were 11.5 million renter households who had the necessary income to buy a median priced home at prevailing market conditions. Today, the pool of renters who can buy a median priced home is over 16 million. Just nudging even a small share – say 5 percent – of these financially healthy renters into buying via a tax credit check will mean 800,000 additional home sales. That number is sufficiently meaningful to get the inventory down to the level of home value stabilization. The housing market will then be on the path to a self-sustaining recovery.

After what we have been through this decade, it would be quite nice to observe a return of a “boring” housing market with annual price growth of a steady and normal 3 to 5 percent - without any of the fits, frenzy, and panic. A faster and firmer recovery can happen if the tax credit is opened up to more buyers by making it apply to *any buyers* – just first-timers – and by raising the income limit for qualification. It would also contribute to healthy economic activity – a sustained recovery – and thus help to put a dent in the deficit. In short – it’s a win/win. NAR is working hard to get that homebuyer tax credit extended. You can help – by calling, writing or emailing your Congressional representatives. It’s good for home buyers, it’s good for REALTORS®, and it’s good for the U.S. economy.

This table reflects data available through July 3rd of 2009.

Monthly Indicator	Recent Statistics	Likely Direction Over the Next Six Months	Forecast
<p>Existing Home Sales slipped 2.7% in August to a seasonally adjusted annual rate of 5.10 million units – 3.4% above their sales level in August of 2008. The national median sales price for an existing home was \$177,700. The inventory of existing homes available for sale at the end of August fell to 3.62 million units – an 8.5-month supply at the current sales pace.</p>	Aug 09 5,100 Jul 09 5,240 Aug 08 4,930		The strength of recovery depends on tax credit extension
<p>New Home Sales rose slightly in August, posting a seasonally adjusted annual rate of 429,000 units – 0.7% ahead of July’s revised rate of 426,000. New home inventory continued to decline to a 7.3 month supply at the current sales rate. That is down 3.9% from the previous month and more than 34% off its year-ago level.</p>	Aug 09 429 July 09 426 Aug 08 444		To rise from rock bottom levels
<p>Housing Starts also posted a small increase in August, registering 598,000 units – up 1.5% from July’s level of 589,000. Despite the rise in August, starts were still 29.6% below their level a year ago. Building permits – generally a reliable indicator of future starts – posted a seasonally adjusted annual rate of 579,000 – 2.7% above July’s level.</p>	Aug 09 598 July 09 589 Aug 08 849		A long way to go until full recovery but still trending up
<p>Housing Affordability continued at very healthy levels. NAR’s Housing Affordability Index (HAI) posted a reading of 159.1 in August – up from July’s reading of 155.5 and significantly higher than the 125.8 reading in August of 2008.</p>	Aug 09 159.1 July 09 155.5 Aug 08 125.8		No meaningful changes to income, home value, or mortgage rates
<p>Mortgage Rates remain at historic lows. The average rate on a 30-year fixed mortgage loan was 5.42% in June. While an increase from May’s average rate of 4.86%, it is well below the 6.32% average in June of 2008. As the economy begins to turn the corner, look for mortgage rates to inch upward although remaining well below 6% for the foreseeable future.</p>	Sept 09 5.06% Aug 09 5.19% Sept 08 6.04%		Slowly inching higher
<p>Employment The economy shed 263,000 jobs in September – a larger number than anticipated and a sign that despite other encouraging figures on the economy, the job market remains a drag on a more robust economic recovery. The unemployment rate rose to 9.8% – its highest level since June of 1983.</p>	June 09 -263 May 09 -201 12-month total: -5,843		Finally to get a net gain in few months after more than 7 million job cuts
<p>Economic Growth The U.S. economy showed some improvement in the 2nd quarter of this year. Real GDP growth registered -0.7% – a significant increase from the -6.4% figure in the 1st quarter. Going forward, GDP growth should turn positive in the 3rd quarter, but consumer spending activity may be tempered by the still-worrisome job market.</p>	2009:II -0.7% 2009:I -6.4% 2008:II -1.5%		Production recovery intact

Notes: All rate are seasonally adjusted. New home sales, existing home sales, and housing starts are shown in thousands. Employment growth is shown as month-to-month change in thousands. Inflation is shown as the month-to-month change in the Consumer Price Index. Sources: NAR, Bureau of the Census, Bureau of Labor Statistics, Freddie Mac, and the Mortgage Bankers Association