



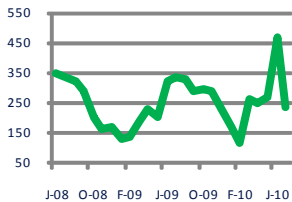
The Long & Foster[®] Market Minute[™]



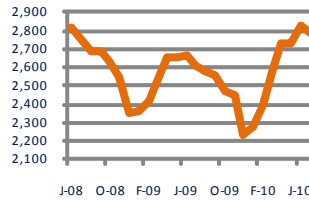
Focus On: Mercer County, New Jersey

July, 2010

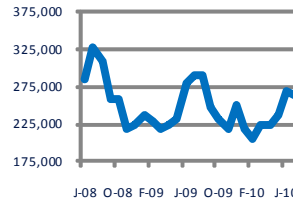
Units Sold
240



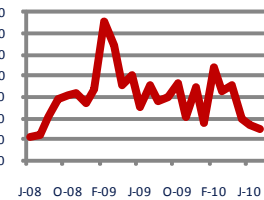
Active Inventory
2,789



Median Sale Price
\$265,350



Days On Market
75



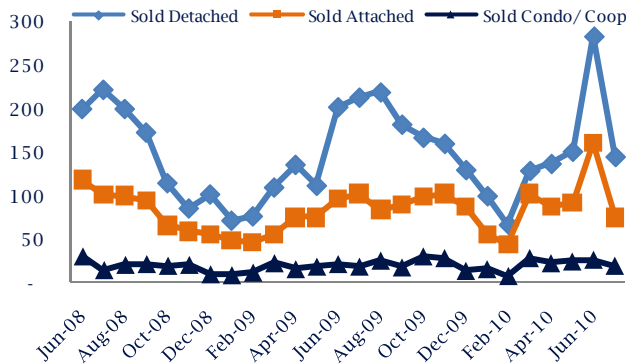
Down - 28%
Vs. Year Ago

Up 7%
Vs. Year Ago

Down - 9%
Vs. Year Ago

Down - 22%
Vs. Year Ago

Units Sold*



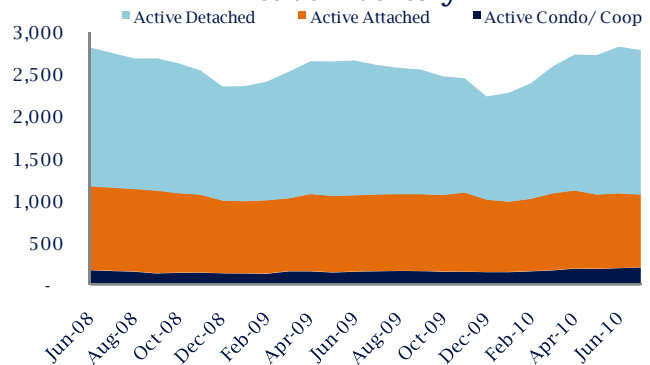
Units Sold

There was a decrease in total units sold in July, with 240 sold this month in Mercer County versus 470 last month, a decrease of 49%. This month's total units sold was lower than at this time last year, a decrease of 28% versus July, 2009. The current month's total is lower than the twelve month average of 268.

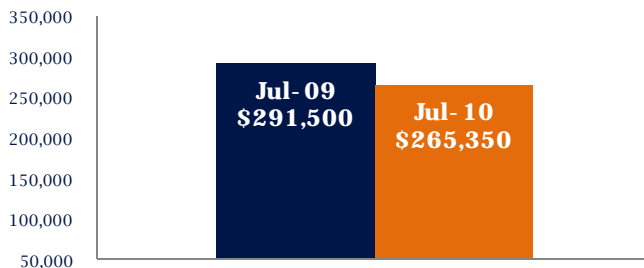
Active Inventory

Versus last year, the total number of homes available this month is higher by 178 units or 7%. The total number of active inventory this July was 2,789 compared to 2,611 in July, 2009. This month's total of 2,789 is lower than the previous month's total supply of available inventory of 2,829, a decrease of 1%.

Active Inventory*



Median Sale Price



Median Sale Price

Last July, the median sale price in Mercer County was \$291,500. This July, the median sale price was \$265,350, a decrease of 9% or \$26,150 compared to last year. The current median sold price is 2% lower than in June.

Median sale price is the middle sale price in a given month. The same number of properties are above & below the median.

*Detached, Attached, and Condo varies by local area Multiple Listing Service (MLS) definition. For more information regarding your specific market, contact one of Long & Foster's knowledgeable and experienced sales associates. Information included in this report is based on data supplied by TREND and its member Association(s) of REALTORS, who are not responsible for its accuracy. Does not reflect all activity in the marketplace. "Information contained in this report is deemed reliable but not guaranteed, should be independently verified, and does not constitute an opinion of TREND or Long & Foster Real Estate, Inc."





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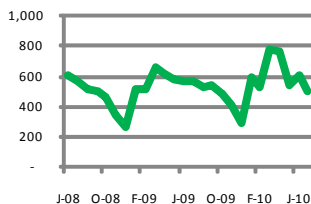


Focus On: Mercer County, New Jersey

July, 2010

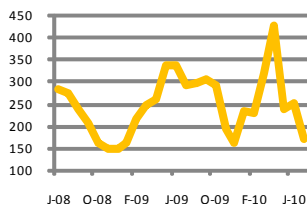
New Listings

506



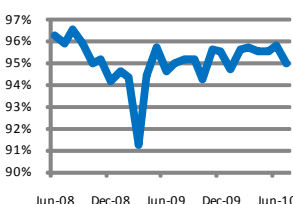
Current Contracts

170



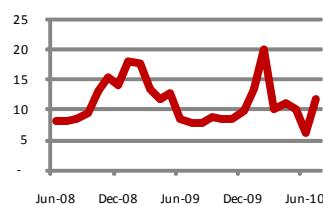
Sold Vs. List Price

95.0%



Months of Supply

11.6



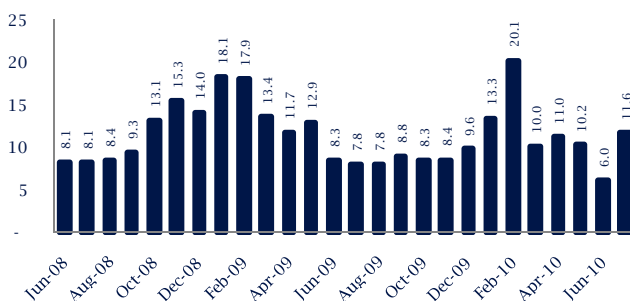
Down - 11%
Vs. Year Ago

Down - 42%
Vs. Year Ago

No Change
Vs. Year Ago

Up 49%
Vs. Year Ago

Months Of Supply



Months Of Supply

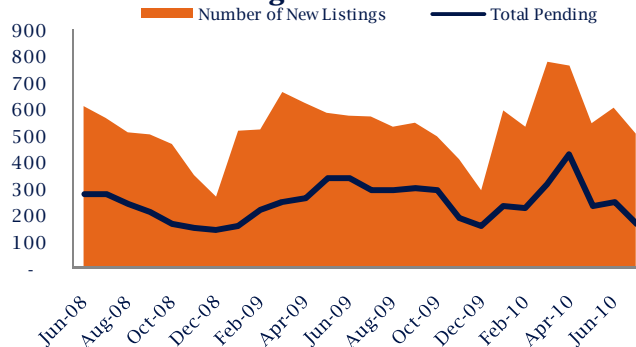
In July, there was 11.6 months of supply available in Mercer County, compared to 7.8 in July, 2009. That is an increase of 49% versus a year ago.

Months of supply is calculated by dividing current inventory by current sales. It indicates how many months would be needed to sell all of the inventory available at the current rate of demand.

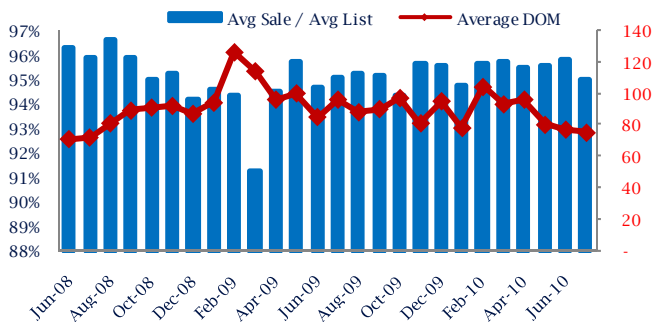
New Listings & Current Contracts

This month there were 506 homes newly listed for sale in Mercer County compared to 570 in July, 2009, a decrease of 11%. There were 170 current contracts pending sale this July compared to 294 a year ago. The number of current contracts is 33% lower than last month.

New Listings & Current Contracts



Sale Price/ List Price & DOM



Sale Price to List Price Ratio

In July, the average sale price in Mercer County was 95.0% percent of the average list price, which is the same as at this time last year.

Days On Market

This month, the average number of days on market was 75, lower than the average last year, which was 96, a decrease of 22%.

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