



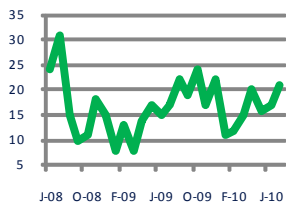
The Long & Foster[®] Market Minute[™]



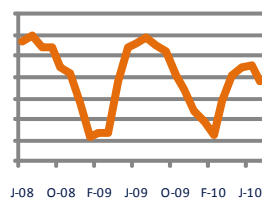
Focus On: Goochland County, Virginia

July, 2010

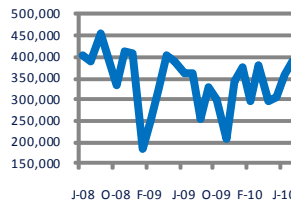
Units Sold
21



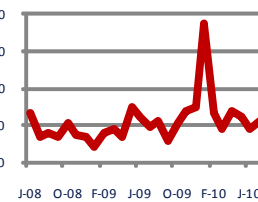
Active Inventory
277



Median Sale Price
\$392,000



Days On Market
97



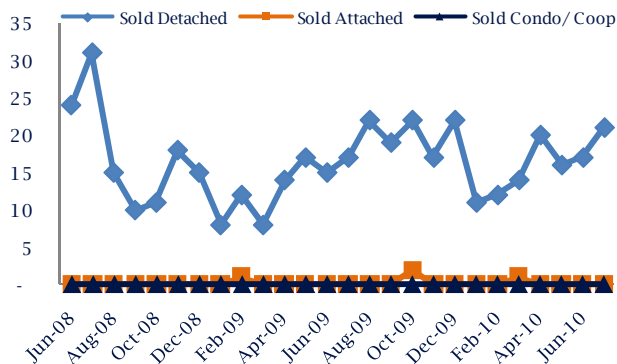
Up 24%
Vs. Year Ago

Down -13%
Vs. Year Ago

Up 9%
Vs. Year Ago

Up 11%
Vs. Year Ago

Units Sold*



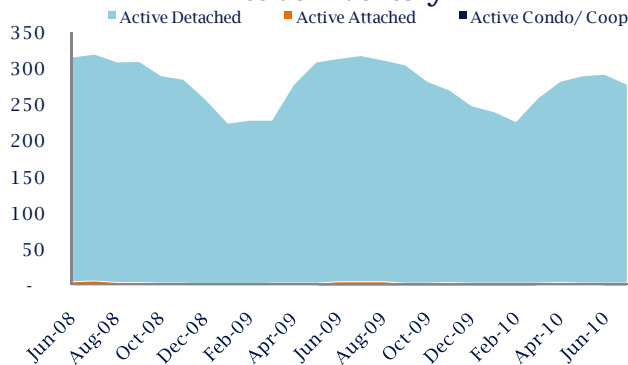
Units Sold

There was an increase in total units sold in July, with 21 sold this month in Goochland County versus 17 last month, an increase of 24%. This month's total units sold was higher than at this time last year, an increase of 24% versus July, 2009. The current month's total is higher than the twelve month average of 18.

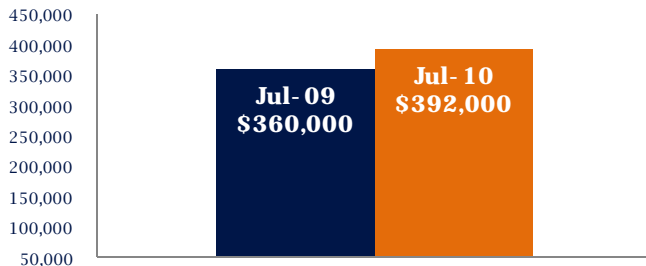
Active Inventory

Versus last year, the total number of homes available this month is lower by 40 units or 13%. The total number of active inventory this July was 277 compared to 317 in July, 2009. This month's total of 277 is lower than the previous month's total supply of available inventory of 291, a decrease of 5%.

Active Inventory*



Median Sale Price



Median Sale Price

Last July, the median sale price in Goochland County was \$360,000. This July, the median sale price was \$392,000, an increase of 9% or \$32,000 compared to last year. The current median sold price is 10% higher 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 CVR 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 CVR or Long & Foster Real Estate, Inc."





The Long & Foster[®] Market Minute[™]

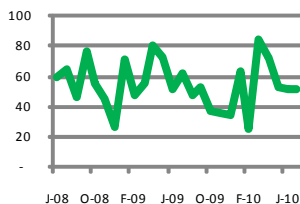


Focus On: Goochland County, Virginia

July, 2010

New Listings

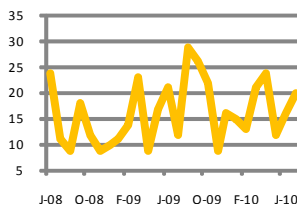
52



Down -16%
Vs. Year Ago

Current Contracts

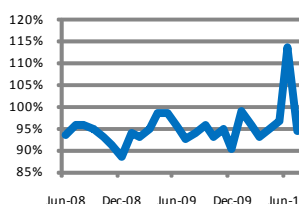
20



Up 67%
Vs. Year Ago

Sold Vs. List Price

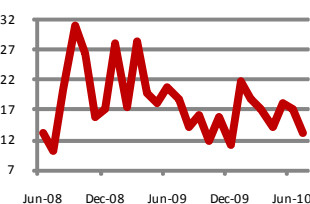
94.6%



Up 2.2%
Vs. Year Ago

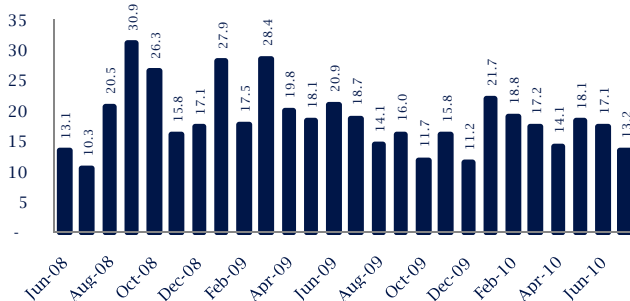
Months of Supply

13.2



Down -29%
Vs. Year Ago

Months Of Supply



Months Of Supply

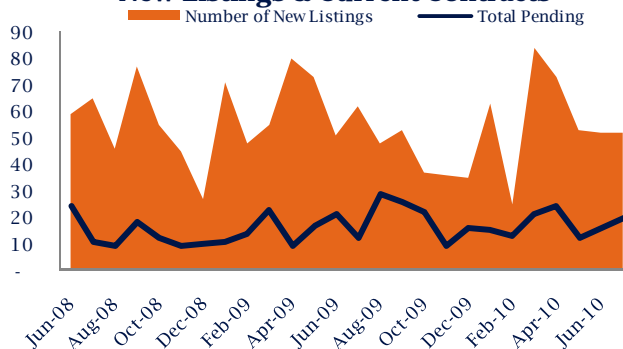
In July, there was 13.2 months of supply available in Goochland County, compared to 18.7 in July, 2009. That is a decrease of 29% versus a year ago.

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 52 homes newly listed for sale in Goochland County compared to 62 in July, 2009, a decrease of 16%. There were 20 current contracts pending sale this July compared to 12 a year ago. The number of current contracts is 25% higher 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 Goochland County was 94.6% percent of the average list price, which is 2.2% higher than at this time last year.

Days On Market

This month, the average number of days on market was 97, higher than the average last year, which was 87, an increase of 11%.

*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 CVR 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 CVR or Long & Foster Real Estate, Inc."

