

THE LUXURY HOUSING REPORT

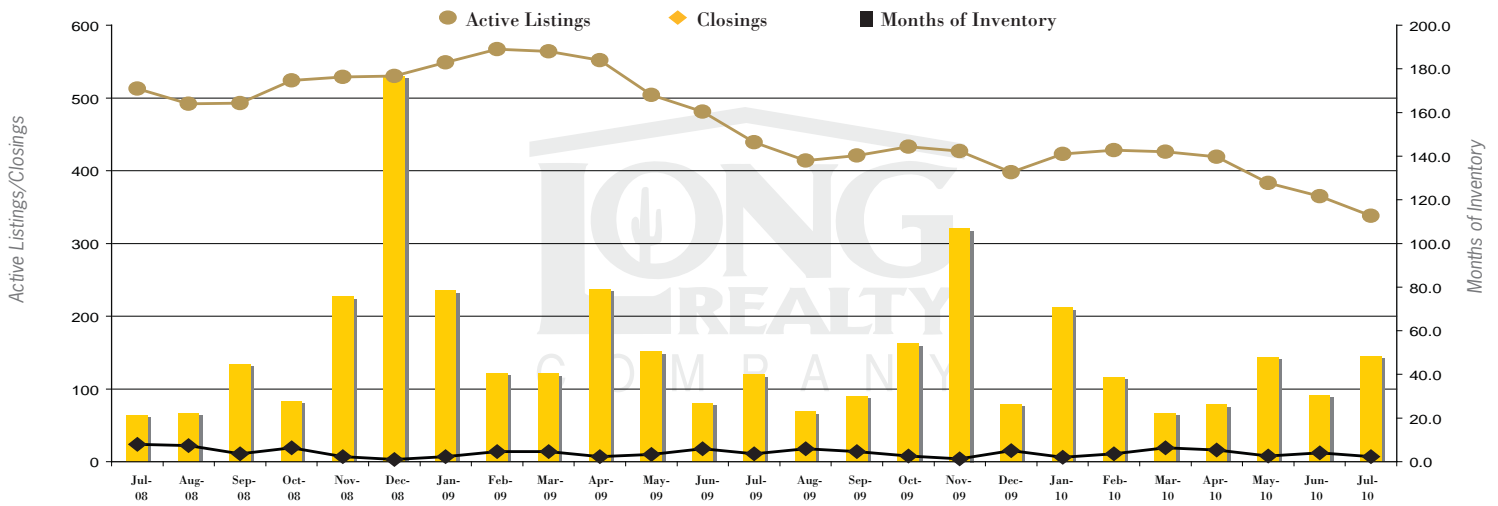
Tucson | August 2010

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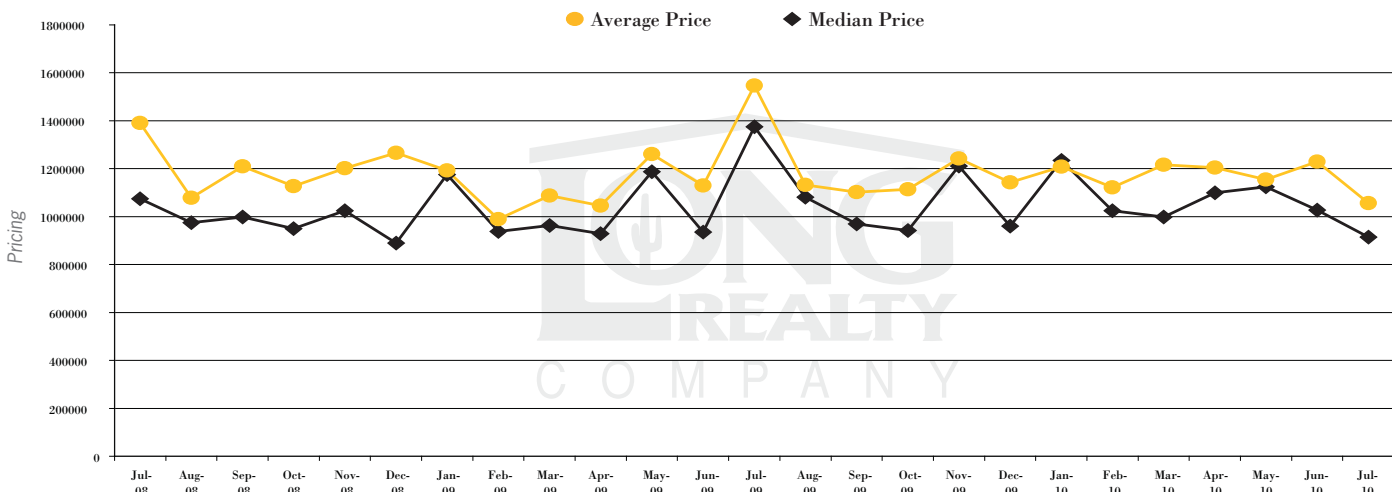
As of July 2010 active luxury inventory was 338, a 23% decrease from July 2009. There were 7 luxury closings in July 2010, 36% below July 2009. Luxury months of inventory was 48.3, up from 39.9 in July 2009. Median price of luxury sold homes was \$915,000 for the month of July 2010, down 33% from July 2009. There were 15 new luxury properties under contract in July 2010, down 6% from July 2009.

MONTHS OF INVENTORY, ACTIVE LISTINGS AND CLOSINGS



These statistics are based on information obtained from the TARMLS using Brokermetrics software for all closed residential volume \$800,000 or higher on 08/04/10. Information is believed to be reliable, but not guaranteed. Months of Inventory (MOI) reflect the time period required to sell all the properties on the market given the number of closed transactions in the preceding month, provided no new product becomes available. This is an excellent benchmark to show the velocity of transactions in relation to the market inventories. This measurement is a broad one and will vary (in some cases dramatically) by price range, location and type of property.

MEDIAN AND AVERAGE PRICE (CLOSED SALES)



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NEW LUXURY PROPERTIES UNDER CONTRACT



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LUXURY PROPERTY PRICE BANDED MARKET REPORT

Price Band	Homes Sold/Closed							Months of Inventory
	Jul-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	
\$800,000 - 899,999	72	3	4	3	2	2	2	36.0
\$900,000 - 999,999	49	3	6	2	0	3	2	24.5
\$1,000,000 - \$1,249,999	71	4	2	6	5	4	2	35.5
\$1,250,000 - \$1,499,999	52	0	2	2	0	0	0	N/A
\$1,500,000 - \$1,749,999	20	1	2	1	0	1	1	20.0
\$1,750,000 - \$1,999,999	27	1	2	0	1	1	0	N/A
\$2,000,000 - and over	63	0	1	2	0	1	0	N/A

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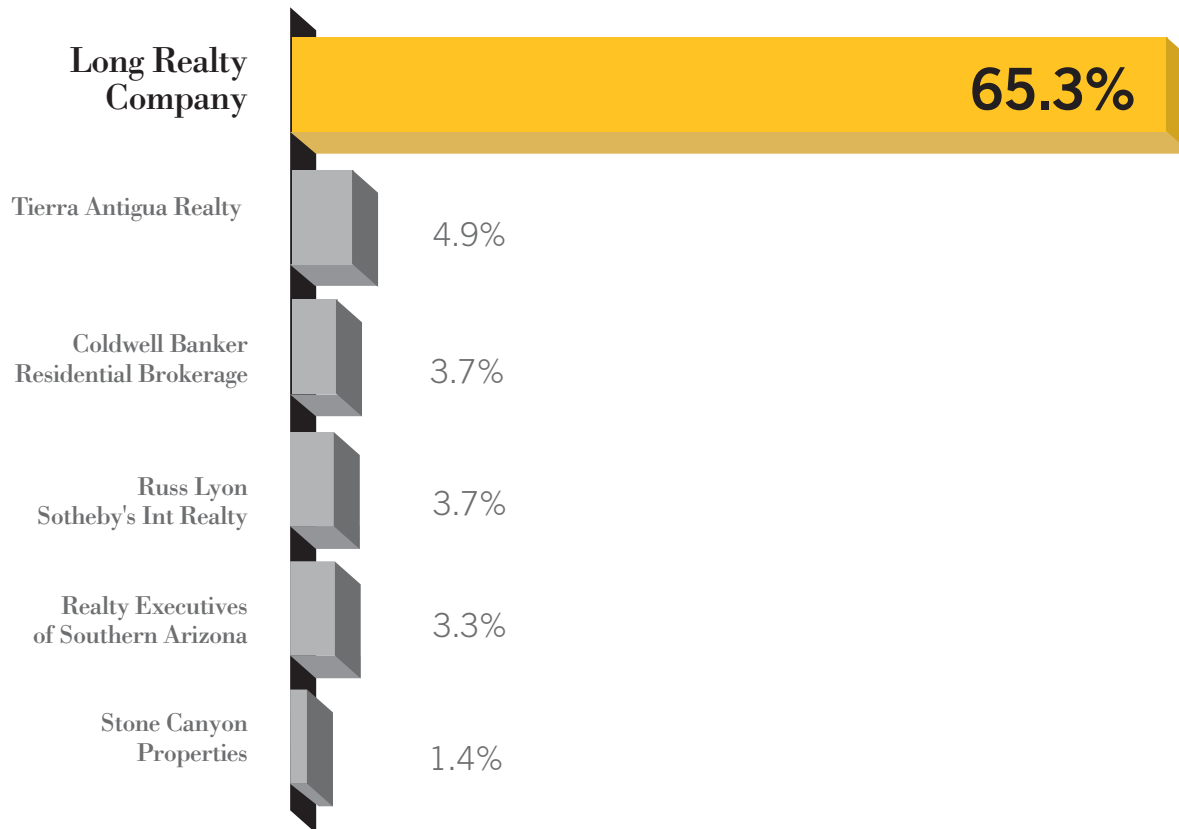
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APRIL 2009 - MARCH 2010 LUXURY MARKET SHARE SCORECARD



Data obtained 08/04/2010 from TARMLS using Brokermetrics software for all closed residential volume \$800,000 or higher between 08/01/10 - 07/31/10 and is deemed to be correct.

OUR INTERNATIONAL LUXURY AFFILIATIONS



Long Realty Company's luxury listings are proudly featured on:

*LongRealty.com
wsj.com (Wall Street Journal)
LuxuryPortfolio.com
LuxuryRealEstate.com*

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