



Your Real Estate Revolution

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Movoto Releases October 2007 California Home Market Statistics

Redwood City, CA — November 7, 2007 — www.movoto.com, the spot on the internet to find and buy a home in Northern and Southern California, today released the company's monthly California home inventory report. Movoto's report is drawn from nine different local California multiple listing services and gives a snapshot of local inventories of homes for sale, average list prices, time on market and inventory of distressed properties.

October market data continues to show a general slowing in the California real estate market. Across the state, home for sale inventories are down, list prices are declining, time on market is increasing and distressed properties make up an increasing share of homes for sale.

Home for Sale inventories are generally down across Movoto's coverage area with 15 of 17 counties showing a month to month decrease in active listings. Given the recent fires, it may not be surprising that for sale inventory showed the largest drop in San Diego County. A greater than 2% drop in inventory occurred in 5 other counties. It may be that sellers are seeing that homes are moving slowly and are delaying bringing their homes to market.

Movoto California Home Market Inventory Report: September 30, 2007			
County	Total Homes on Market Sept. 30, 2007	Total Homes on Market October 31, 2007	Inventory Change
Northern California			
<i>Alameda</i>	7,100	6,987	-1.6%
<i>Contra Costa</i>	8,329	8,203	-1.5%
<i>Monterey</i>	2,892	2,803	-3.1%
<i>San Benito</i>	527	527	0.0%
<i>San Francisco</i>	1,673	1,646	-1.6%
<i>San Mateo</i>	2,633	2,571	-2.4%
<i>Santa Clara</i>	6,801	6,760	-0.6%
<i>Santa Cruz</i>	1,492	1,430	-4.2%
Southern California			
<i>Los Angeles</i>	42,332	42,380	0.1%
<i>Orange</i>	18,087	17,768	-1.8%
<i>Riverside</i>	22,542	22,388	-0.7%
<i>San Bernardino</i>	16,478	16,191	-1.7%
<i>San Diego</i>	20,980	19,534	-6.9%
Sacramento California Area			
<i>Placer</i>	3,136	3,031	-3.3%
<i>Sacramento</i>	11,448	11,333	-1.0%
<i>San Joaquin</i>	6,492	6,450	-0.6%
<i>Yolo</i>	1,080	1,037	-4.0%



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Average list price showed a month over month decline from September to October in 15 out of 17 California counties. The largest declines were in San Mateo and Sacramento Counties. Lower list prices combined with a general reduction in inventory indicate that sellers are having increasing difficulty selling their properties.

Movoto California Home Market Inventory Report: September 30, 2007				
County	Total Homes on Market	Average List Price Sep. 30, 2007	Average List Price Oct. 31, 2007	List Price Percent Change
Northern California				
<i>Alameda</i>	6,987	\$631,019	\$617,922	-2.1%
<i>Contra Costa</i>	8,203	\$620,222	\$601,533	-3.0%
<i>Monterey</i>	2,803	\$993,161	\$971,956	-2.1%
<i>San Benito</i>	527	\$684,828	\$675,438	-1.4%
<i>San Francisco</i>	1,646	\$1,133,328	\$1,135,868	0.2%
<i>San Mateo</i>	2,571	\$1,066,470	\$1,030,051	-3.4%
<i>Santa Clara</i>	6,760	\$856,082	\$844,873	-1.3%
<i>Santa Cruz</i>	1,430	\$875,859	\$864,301	-1.3%
Southern California				
<i>Los Angeles</i>	42,380	\$749,681	\$743,620	-0.8%
<i>Orange</i>	17,768	\$886,880	\$867,420	-2.2%
<i>Riverside</i>	22,388	\$464,466	\$452,098	-2.7%
<i>San Bernardino</i>	16,191	\$416,733	\$408,258	-2.0%
<i>San Diego</i>	19,534	\$735,174	\$721,368	-1.9%
Sacramento California Area				
<i>Placer</i>	3,031	\$595,044	\$597,036	0.3%
<i>Sacramento</i>	11,333	\$366,386	\$353,990	-3.4%
<i>San Joaquin</i>	6,450	\$401,480	\$388,937	-3.1%
<i>Yolo</i>	1,037	\$458,341	\$449,884	-1.8%



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Continuing the trend from September, total days on market (DOM) increased in 13 of 17 counties across Northern and Southern California and remained steady in the other 4 counties. 13 counties now have more than 50% of their inventory greater than 60 days old and 5 counties have more than 60% of their inventory greater than 60 days old.

Movoto California Home Market Inventory Report: October 31, 2007						
			Percentage of Homes on the Market:			
County	Total Homes on Market	Average List Price	Less Than 30 Days	30 to 60 Days	60 to 90 Days	More than 90 Days
<i>Alameda</i>	6,987	\$617,922	23%	23%	18%	29%
<i>Contra Costa</i>	8,203	\$601,533	22%	22%	18%	38%
<i>Monterey</i>	2,803	\$971,956	14%	14%	14%	55%
<i>San Benito</i>	527	\$675,438	17%	17%	17%	45%
<i>San Francisco</i>	1,646	\$1,135,868	27%	27%	14%	24%
<i>San Mateo</i>	2,571	\$1,030,051	23%	23%	16%	33%
<i>Santa Clara</i>	6,760	\$844,873	22%	22%	18%	32%
<i>Santa Cruz</i>	1,430	\$864,301	18%	18%	15%	48%
Southern California						
<i>Los Angeles</i>	42,380	\$743,620	20%	20%	18%	39%
<i>Orange</i>	17,768	\$867,420	19%	19%	17%	43%
<i>Riverside</i>	22,388	\$452,098	18%	18%	17%	44%
<i>San Bernardino</i>	16,191	\$408,258	20%	20%	18%	41%
<i>San Diego</i>	19,534	\$721,368	21%	21%	18%	40%
Sacramento California Area						
<i>Placer</i>	3,031	\$597,036	21%	21%	16%	40%
<i>Sacramento</i>	11,333	\$353,990	22%	22%	16%	35%
<i>San Joaquin</i>	6,450	\$388,937	21%	21%	16%	41%
<i>Yolo</i>	1,037	\$449,884	16%	16%	18%	43%



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“Distressed Properties” share of the market increased across all counties reported. For the 2nd month in a row, the largest gain in distressed properties was in Contra Costa County with a 3.9 percentage point increase in distressed properties. Alameda County followed closely with a 3.7 percentage point increase. Only two Counties had increases of less than 1 percentage point: Yolo and Placer Counties in the Sacramento area. Overall growth in distressed inventory has accelerated in October, not boding well for the typically slow end of the year selling season.

Movoto California Home Market Inventory Report: October 31, 2007					
			Percentage of Homes on the Market:		
County	Total Homes on Market	Average List Price	Distressed Properties Sep. 30, 2007	Distressed Properties Oct. 31, 2007	Down/Up
Northern California					
<i>Alameda</i>	6,987	\$617,922	16.7%	20.4%	↑
<i>Contra Costa</i>	8,203	\$601,533	24.9%	28.8%	↑
<i>Monterey</i>	2,803	\$971,956	16.4%	18.3%	↑
<i>San Benito</i>	527	\$675,438	20.1%	22.2%	↑
<i>San Francisco</i>	1,646	\$1,135,868	7.6%	9.7%	↑
<i>San Mateo</i>	2,571	\$1,030,051	10.7%	13.1%	↑
<i>Santa Clara</i>	6,760	\$844,873	12.7%	14.7%	↑
<i>Santa Cruz</i>	1,430	\$864,301	11.0%	12.1%	↑
Southern California					
<i>Los Angeles</i>	42,380	\$743,620	12.3%	14.6%	↑
<i>Orange</i>	17,768	\$867,420	16.9%	20.0%	↑
<i>Riverside</i>	22,388	\$452,098	15.2%	17.9%	↑
<i>San Bernardino</i>	16,191	\$408,258	10.9%	13.0%	↑
<i>San Diego</i>	19,534	\$721,368	13.7%	15.6%	↑
Sacramento California Area					
<i>Placer</i>	3,031	\$597,036	6.1%	7.0%	↑
<i>Sacramento</i>	11,333	\$353,990	12.4%	13.8%	↑
<i>San Joaquin</i>	6,450	\$388,937	11.3%	13.4%	↑
<i>Yolo</i>	1,037	\$449,884	8.3%	8.6%	↑

Movoto defines distressed properties as any property that has an agent note in the MLS that defines the property as “Bank Owned”, “In Foreclosure”, “Short Sale” (where the owner is trying to sell at a price below the mortgage balance to avoid foreclosure) or “REO” (a term used to indicate the property is bank owned).

Contact Mark Brandemuehl (mbrandemuehl@movoto.com) at Movoto for detailed city or zip code level statistics for the counties mentioned in this report.



Data Collection Methodology:

- MLS (Multiple Listing Service) data is analyzed for each county covered and reported as of October 31, 2007.
- Though Movoto believes these statistics are essentially accurate, the data may not fully reflect actual homes on the market data in any area. MLS data display rules, errors in entry of data into the MLS and other difficulties in gathering and processing data may cause minor inaccuracies.

About Movoto

Founded in 2005, Redwood City based Movoto (www.movoto.com) is a full-service real estate brokerage led by an experienced management team of licensed real estate industry veterans and internet technology experts with a shared vision of empowering real estate consumers. www.movoto.com provides first time and experienced buyers with the Internet's most comprehensive "start to finish" home buying solution. Movoto enables home buyers and sellers with easy access to an unrivaled quantity of data, statistics and proprietary real estate information that is bolstered by an extensive network of hand-picked and trustworthy independent real estate professionals with local market expertise.