

SONOMA COUNTY

A market overview of single family home sales

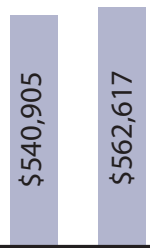
Q1
2007

UNIT SALES



Q1-07 Q1-06

MEDIAN PRICE



Q1-07 Q1-06

Sonoma County Buyers Hold Out for Price Adjustments in the First Quarter

Median prices across all housing types were down five percent, year-over-year, during the first quarter in Sonoma County, according to a report released by the research division of Prudential California Realty based on an analysis of MLS data. The decline in median price, the largest in the Bay Area, left sellers struggling to adjust pricing to market conditions while buyers continued to wait for a market bottom and further reductions.

Increased buyer leverage led to longer negotiations, with buyers walking away if concessions (such as closing costs and repairs) were not met. Sales softened (-17%, year-over-year) and homes lingered on the market upwards of 90 days across the county, particularly as new listings continued to accumulate (+14%, year-over-year) and buyers shopped around.

M A R K E T C O M P A R I S O N

City	Homes Sold Q1/07	Homes Sold Q1/06	% Change	Avg DOM Q1/07	Avg DOM Q1/06	Change 07/06 (days)	Median * Price Q1/07	Median Price Q1/06	% Change
Cloverdale	27	27	0	121	87	+34	\$480,000	\$505,000	-5
Healdsburg	38	29	+31	105	89	+16	\$600,000	\$669,000	-10
Petaluma	116	124	-6	107	58	+49	\$586,000	\$612,000	-4
Rohnert Park	44	62	-29	103	64	+39	\$502,000	\$537,250	-7
Santa Rosa	378	495	-24	101	69	+32	\$531,000	\$540,000	-2
Sebastopol	40	46	-13	103	67	+36	\$714,500	\$737,500	-3
Sonoma	55	73	-25	108	70	+38	\$650,000	\$660,000	-2
Windsor	61	70	-13	75	71	+4	\$535,000	\$613,995	-13

* The median home price for the entire county is the weighted mean of median home prices of cities within Sonoma County.

Days on market (DOM) is the number of days a property was listed on the market until it went under contract at its final listing price. This may not reflect previous listings. Data are sourced from multiple listing services and are deemed reliable but not guaranteed. All percentages rounded to nearest whole number.

Produced by the Prudential California Realty Research Division.