



/ Area 17: Ooltewah/Snow Hill

Market Comparison: Year by Year

2001 – 2002

Number of Listings

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2001 A	6	5	9	4	15	15	7	20	9	16	18	9
2002 A	9	7	8	29	12	17	13	17	7	9	13	10
%Diff A	33.33%	28.57%	-12.50%	86.21%	-25.00%	11.76%	46.15%	-17.65%	-28.57%	-77.78%	-38.46%	10.00%
2001 P	2	0	0	1	2	1	2	0	1	1	1	3
2002 P	3	4	6	2	3	3	7	5	2	2	3	4
%Diff P	33.33%	100.00%	100.00%	50.00%	33.33%	66.67%	71.43%	100.00%	50.00%	50.00%	66.67%	25.00%
2001 S	1	0	0	3	3	5	5	1	1	0	3	4
2002 S	0	8	6	4	5	6	12	6	7	2	2	5
%Diff S	-100.00%	100.00%	100.00%	25.00%	40.00%	16.67%	58.33%	83.33%	85.71%	100.00%	-50.00%	20.00%
2001 W	1	1	0	0	2	2	2	3	2	2	0	2
2002 W	3	1	3	3	5	7	3	5	1	4	4	0
%Diff W	66.67%	0.00%	100.00%	100.00%	60.00%	71.43%	33.33%	40.00%	-100.00%	50.00%	100.00%	-100.00%
2001 X	0	1	0	1	0	0	0	0	4	1	3	78
2002 X	3	1	5	3	5	4	3	5	8	11	6	8
%Diff X	100.00%	0.00%	100.00%	66.67%	100.00%	100.00%	100.00%	100.00%	50.00%	90.91%	50.00%	-875.00%

Dollar Volume of Sold Listings

	2001	2002	Diff	Chg
JAN	\$55,000	\$0	-55,000	0.00%
FEB	\$0	\$1,825,400	1,825,400	100.00%
MAR	\$0	\$1,391,800	1,391,800	100.00%
APR	\$690,000	\$1,022,500	332,500	32.52%
MAY	\$649,100	\$1,593,200	944,100	59.26%
JUN	\$783,900	\$2,187,900	1,404,000	64.17%
JUL	\$958,750	\$3,156,500	2,197,750	69.63%
AUG	\$350,000	\$1,412,250	1,062,250	75.22%
SEP	\$211,000	\$1,432,000	1,221,000	85.27%
OCT	\$0	\$206,800	206,800	100.00%
NOV	\$904,000	\$686,500	-217,500	-31.68%
DEC	\$1,021,500	\$1,147,000	125,500	10.94%

2002 – 2003

Number of Listings

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2002 A	9	7	8	29	12	17	13	17	7	9	13	10
2003 A	15	13	13	12	14	9	8	8	9	14	7	9
%Diff A	40.00%	46.15%	38.46%	-141.67%	14.29%	-88.89%	-62.50%	-112.50%	22.22%	35.71%	-85.71%	-11.11%
2002 P	3	4	6	2	3	3	7	5	2	2	3	4
2003 P	3	4	3	8	5	9	5	4	6	5	2	1
%Diff P	0.00%	0.00%	-100.00%	75.00%	40.00%	66.67%	-40.00%	-25.00%	66.67%	60.00%	-50.00%	-300.00%
2002 S	0	8	6	4	5	6	12	6	7	2	2	5
2003 S	5	7	5	4	12	15	9	6	8	5	3	6
%Diff S	100.00%	-14.29%	-20.00%	0.00%	58.33%	60.00%	-33.33%	0.00%	12.50%	60.00%	33.33%	16.67%
2002 W	3	1	3	3	5	7	3	5	1	4	4	0
2003 W	0	5	2	1	2	2	4	1	3	3	2	1
%Diff W	-100.00%	80.00%	-50.00%	-200.00%	-150.00%	-250.00%	25.00%	-400.00%	66.67%	-33.33%	-100.00%	100.00%
2002 X	3	1	5	3	5	4	3	5	8	11	6	8
2003 X	5	5	6	3	4	4	6	7	7	3	2	6
%Diff X	40.00%	80.00%	16.67%	0.00%	-25.00%	0.00%	50.00%	28.57%	-14.29%	-266.67%	-200.00%	-33.33%

Dollar Volume of Sold Listings

	2002	2003	Diff	Chg
JAN	\$0	\$968,500	968,500	100.00%
FEB	\$1,825,400	\$1,432,900	-392,500	-27.39%
MAR	\$1,391,800	\$1,717,500	325,700	18.96%
APR	\$1,022,500	\$728,000	-294,500	-40.45%
MAY	\$1,593,200	\$2,690,986	1,097,786	40.79%
JUN	\$2,187,900	\$3,237,025	1,049,125	32.41%
JUL	\$3,156,500	\$1,611,200	-1,545,300	-95.91%
AUG	\$1,412,250	\$1,661,800	249,550	15.02%
SEP	\$1,432,000	\$1,532,238	100,238	6.54%
OCT	\$206,800	\$1,207,000	1,000,200	82.87%
NOV	\$686,500	\$1,812,000	1,125,500	62.11%
DEC	\$1,147,000	\$1,660,300	513,300	30.92%

2003 – 2004

Number of Listings

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2003 A	15	13	13	12	14	9	8	8	9	14	7	9
2004 A	11	10	7	13	14	20	18	15	8	18	13	10
%Diff A	-36.36%	-30.00%	-85.71%	7.69%	0.00%	55.00%	55.56%	46.67%	-12.50%	22.22%	46.15%	10.00%
2003 P	3	4	3	8	5	9	5	4	6	5	2	1
2004 P	1	6	1	3	5	8	7	4	3	3	3	2
%Diff P	-200.00%	33.33%	-200.00%	-166.67%	0.00%	-12.50%	28.57%	0.00%	-100.00%	-66.67%	33.33%	50.00%
2003 S	5	7	5	4	12	15	9	6	8	5	3	6
2004 S	3	6	11	7	3	17	9	9	8	7	10	4
%Diff S	-66.67%	-16.67%	54.55%	42.86%	-300.00%	11.76%	0.00%	33.33%	0.00%	28.57%	70.00%	-50.00%
2003 W	0	5	2	1	2	2	4	1	3	3	2	1
2004 W	4	2	2	3	5	2	2	4	3	3	2	2
%Diff W	100.00%	-150.00%	0.00%	66.67%	60.00%	0.00%	-100.00%	75.00%	0.00%	0.00%	0.00%	50.00%
2003 X	5	5	6	3	4	4	6	7	7	3	2	6
2004 X	7	5	3	5	3	2	6	0	1	4	6	4
%Diff X	28.57%	0.00%	-100.00%	40.00%	-33.33%	-100.00%	0.00%	-100.00%	-600.00%	25.00%	66.67%	-50.00%

Dollar Volume of Sold Listings

	2003	2004	Diff	Chg
JAN	\$968,500	\$971,400	2,900	0.30%
FEB	\$1,432,900	\$1,126,900	-306,000	-27.15%
MAR	\$1,717,500	\$2,114,400	396,900	18.77%
APR	\$728,000	\$1,226,000	498,000	40.62%
MAY	\$2,690,986	\$705,900	-1,985,086	-281.21%
JUN	\$3,237,025	\$4,900,357	1,663,332	33.94%
JUL	\$1,611,200	\$2,026,700	415,500	20.50%
AUG	\$1,661,800	\$2,653,400	991,600	37.37%
SEP	\$1,532,238	\$2,176,963	644,725	29.62%
OCT	\$1,207,000	\$2,494,500	1,287,500	51.61%
NOV	\$1,812,000	\$2,987,258	1,175,258	39.34%
DEC	\$1,660,300	\$2,005,600	345,300	17.22%

2004 – 2005

Number of Listings

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2004 A	11	10	7	13	14	20	18	15	8	18	13	10
2005 A	44	21	18	18	44	12	32	18	23	22	19	17
%Diff A	75.00%	52.38%	61.11%	27.78%	68.18%	-66.67%	43.75%	16.67%	65.22%	18.18%	31.58%	41.18%
2004 P	1	6	1	3	5	8	7	4	3	3	3	2
2005 P	11	9	10	13	12	11	14	20	8	17	12	5
%Diff P	90.91%	33.33%	90.00%	76.92%	58.33%	27.27%	50.00%	80.00%	62.50%	82.35%	75.00%	60.00%
2004 S	3	6	11	7	3	17	9	9	8	7	10	4
2005 S	5	13	18	25	14	16	21	24	17	17	23	11
%Diff S	40.00%	53.85%	38.89%	72.00%	78.57%	-6.25%	57.14%	62.50%	52.94%	58.82%	56.52%	63.64%
2004 W	4	2	2	3	5	2	2	4	3	3	2	2
2005 W	6	4	2	1	7	4	6	3	5	3	4	2
%Diff W	33.33%	50.00%	0.00%	-200.00%	28.57%	50.00%	66.67%	-33.33%	40.00%	0.00%	50.00%	0.00%
2004 X	7	5	3	5	3	2	6	0	1	4	6	4
2005 X	5	3	4	2	5	11	9	1	2	6	2	7
%Diff X	-40.00%	-66.67%	25.00%	-150.00%	40.00%	81.82%	33.33%	100.00%	50.00%	33.33%	-200.00%	42.86%

Dollar Volume of Sold Listings

	2004	2005	Diff	Chg
JAN	\$971,400	\$1,195,300	223,900	18.73%
FEB	\$1,126,900	\$6,115,241	4,988,341	81.57%
MAR	\$2,114,400	\$3,421,790	1,307,390	38.21%
APR	\$1,226,000	\$6,000,500	4,774,500	79.57%
MAY	\$705,900	\$3,302,991	2,597,091	78.63%
JUN	\$4,900,357	\$2,903,880	-1,996,477	-68.75%
JUL	\$2,026,700	\$4,931,850	2,905,150	58.91%
AUG	\$2,653,400	\$7,225,609	4,572,209	63.28%
SEP	\$2,176,963	\$3,316,297	1,139,334	34.36%
OCT	\$2,494,500	\$3,551,785	1,057,285	29.77%
NOV	\$2,987,258	\$5,203,917	2,216,659	42.60%
DEC	\$2,005,600	\$2,239,300	233,700	10.44

2005 – 2006

Number of Listings

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2005 A	44	21	18	18	44	12	32	18	23	22	19	17
2006 A	15	25	21	29	47	32	41	37	26	27	25	26
%Diff A	-193.33%	16.00%	14.29%	37.93%	6.38%	62.50%	21.95%	51.35%	11.54%	18.52%	24.00%	34.62%
2005 P	11	9	10	13	12	11	14	20	8	17	12	5
2006 P	9	9	14	6	9	11	6	5	10	6	8	4
%Diff P	-22.22%	0.00%	28.57%	-116.67%	-33.33%	0.00%	-133.33%	-300.00%	20.00%	-183.33%	-50.00%	-25.00%
2005 S	5	13	18	25	14	16	21	24	17	17	23	11
2006 S	9	12	18	14	15	17	18	17	8	11	12	11
%Diff S	44.44%	-8.33%	0.00%	-78.57%	6.67%	5.88%	-16.67%	-41.18%	-112.50%	-54.55%	-91.67%	0.00%
2005 W	6	4	2	1	7	4	6	3	5	3	4	2
2006 W	2	3	4	1	6	9	10	9	1	8	6	3
%Diff W	-200.00%	-33.33%	50.00%	0.00%	-16.67%	55.56%	40.00%	66.67%	-400.00%	62.50%	33.33%	33.33%
2005 X	5	3	4	2	5	11	9	1	2	6	2	7
2006 X	6	4	5	5	8	8	6	4	6	8	7	19
%Diff X	16.67%	25.00%	20.00%	60.00%	37.50%	-37.50%	-50.00%	75.00%	66.67%	25.00%	71.43%	63.16%

Dollar Volume of Sold Listings

	2005	2006	Diff	Chg
JAN	\$1,195,300	\$1,911,400	716,100	37.46%
FEB	\$6,115,241	\$2,949,500	-3,165,741	-107.33%
MAR	\$3,421,790	\$4,281,950	860,160	20.09%
APR	\$6,000,500	\$4,299,974	-1,700,526	-39.55%
MAY	\$3,302,991	\$4,237,540	934,549	22.05%
JUN	\$2,903,880	\$4,352,325	1,448,445	33.28%
JUL	\$4,931,850	\$4,799,783	-132,067	-2.75%
AUG	\$7,225,609	\$3,524,950	-3,700,659	-104.98%
SEP	\$3,316,297	\$1,825,345	-1,490,952	-81.68%
OCT	\$3,551,785	\$2,443,200	-1,108,585	-45.37%
NOV	\$5,203,917	\$5,648,897	444,980	7.88%
DEC	\$2,239,300	\$2,500,600	261,300	10.45%

2006 – 2007

Number of Listings

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2006 A	15	25	21	29	47	32	41	37	26	27	25	26
2007 A	39	43	54	45	43	55	44	51	27	36	30	22
%Diff A	61.54%	41.86%	61.11%	35.56%	-9.30%	41.82%	6.82%	27.45%	3.70%	25.00%	16.67%	-18.18%
2006 P	9	9	14	6	9	11	6	5	10	6	8	4
2007 P	7	6	15	12	10	17	15	22	5	8	14	9
%Diff P	-28.57%	-50.00%	6.67%	50.00%	10.00%	35.29%	60.00%	77.27%	-100.00%	25.00%	42.86%	55.56%
2006 S	9	12	18	14	15	17	18	17	8	11	12	11
2007 S	4	12	17	16	16	19	24	27	13	10	12	20
%Diff S	-125.00%	0.00%	-5.88%	12.50%	6.25%	10.53%	25.00%	37.04%	38.46%	-10.00%	0.00%	45.00%
2006 W	2	3	4	1	6	9	10	9	1	8	6	3
2007 W	6	12	17	6	11	19	15	13	19	21	23	11
%Diff W	66.67%	75.00%	76.47%	83.33%	45.45%	52.63%	33.33%	30.77%	94.74%	61.90%	73.91%	72.73%
2006 X	6	4	5	5	8	8	6	4	6	8	7	19
2007 X	7	9	21	11	17	8	21	17	24	12	8	14
%Diff X	14.29%	55.56%	76.19%	54.55%	52.94%	0.00%	71.43%	76.47%	75.00%	33.33%	12.50%	-35.71%

Dollar Volume of Sold Listings

	2006	2007	Diff	Chg
JAN	\$1,911,400	\$1,153,000	-758,400	-65.78%
FEB	\$2,949,500	\$3,513,131	563,631	16.04%
MAR	\$4,281,950	\$3,543,100	-738,850	-20.85%
APR	\$4,299,974	\$3,916,400	-383,574	-9.79%
MAY	\$4,237,540	\$3,602,900	-634,640	-17.61%
JUN	\$4,352,325	\$5,392,518	1,040,193	19.29%
JUL	\$4,799,783	\$6,222,625	1,422,842	22.87%
AUG	\$3,524,950	\$6,153,689	2,628,739	42.72%
SEP	\$1,825,345	\$3,197,335	1,371,990	42.91%
OCT	\$2,443,200	\$2,969,050	525,850	17.71%
NOV	\$5,648,897	\$2,655,500	-2,993,397	-112.72%
DEC	\$2,500,600	\$4,456,450	1,955,850	43.89%

2007 – 2008

Number of Listings

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2007 A	39	43	54	45	43	55	44	51	27	36	30	22
2008 A	35	30	26	43	36	35	30	35	30	30	25	17
%Diff A	-11.43%	-43.33%	-107.69%	-4.65%	-19.44%	-57.14%	-46.67%	-45.71%	10.00%	-20.00%	-20.00%	-29.41%
2007 P	7	6	15	12	10	17	15	22	5	8	14	9
2008 P	8	5	9	14	17	9	17	17	9	7	4	4
%Diff P	12.50%	-20.00%	-66.67%	14.29%	41.18%	-88.89%	11.76%	-29.41%	44.44%	-14.29%	-250.00%	-125.00%
2007 S	4	12	17	16	16	19	24	27	13	10	12	20
2008 S	10	11	16	22	26	16	16	20	11	14	7	8
%Diff S	60.00%	-9.09%	-6.25%	27.27%	38.46%	-18.75%	-50.00%	-35.00%	-18.18%	28.57%	-71.43%	-150.00%
2007 W	6	12	17	6	11	19	15	13	19	21	23	11
2008 W	14	16	10	10	8	19	13	13	14	8	8	14
%Diff W	57.14%	25.00%	-70.00%	40.00%	-37.50%	0.00%	-15.38%	0.00%	-35.71%	-162.50%	-187.50%	21.43%
2007 X	7	9	21	11	17	8	21	17	24	12	8	14
2008 X	28	16	10	13	14	10	23	18	19	12	18	20
%Diff X	75.00%	43.75%	-110.00%	15.38%	-21.43%	20.00%	8.70%	5.56%	-26.32%	0.00%	55.56%	30.00%

Dollar Volume of Sold Listings

	2007	2008	Diff	Chg
JAN	\$1,153,000	\$2,340,950	1,187,950	50.75%
FEB	\$3,513,131	\$2,929,550	-583,581	-19.92%
MAR	\$3,543,100	\$4,036,098	492,998	12.21%
APR	\$3,916,400	\$4,805,397	888,997	18.50%
MAY	\$3,602,900	\$6,030,300	2,427,400	40.25%
JUN	\$5,392,518	\$4,536,104	-856,414	-18.88%
JUL	\$6,222,625	\$5,113,926	-1,108,699	-21.68%
AUG	\$6,153,689	\$4,589,850	-1,563,839	-34.07%
SEP	\$3,197,335	\$2,975,076	-222,259	-7.47%
OCT	\$2,969,050	\$3,301,800	332,750	10.08%
NOV	\$2,655,500	\$1,649,794	-1,005,706	-60.96%
DEC	\$4,456,450	\$2,218,800	-2,237,650	-100.85%

2008 – 2009

Number of Listings

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
2008 A	35	30	26	43	36	35	30	33
2009 A	39	28	37	38	34	43	45	35
%Diff A	10.26%	-7.14%	29.73%	-13.16%	-5.88%	18.60%	33.33%	5.71%
2008 P	8	5	9	14	17	9	17	16
2009 P	12	10	13	13	13	13	14	11
%Diff P	33.33%	50.00%	30.77%	-7.69%	-30.77%	30.77%	-21.43%	-45.45%
2008 S	10	11	16	22	26	16	16	15
2009 S	11	12	15	15	12	20	23	13
%Diff S	9.09%	8.33%	-6.67%	-46.67%	-116.67%	20.00%	30.43%	-15.38%
2008 W	14	16	10	10	8	19	13	12
2009 W	14	11	15	15	7	13	17	10
%Diff W	0.00%	-45.45%	33.33%	33.33%	-14.29%	-46.15%	23.53%	-20.00%
2008 X	28	16	10	13	14	10	23	16
2009 X	19	10	15	6	10	11	14	16
%Diff X	-47.37%	-60.00%	33.33%	-116.67%	-40.00%	9.09%	-64.29%	0.00%

Dollar Volume of Sold Listings

	2008	2009	Diff	Chg
JAN	\$2,340,950	\$3,029,751	688,801	22.73%
FEB	\$2,929,550	\$2,290,465	-639,085	-27.90%
MAR	\$4,036,098	\$3,895,976	-140,122	-3.60%
APR	\$4,805,397	\$3,161,822	-1,643,575	-51.98%
MAY	\$6,030,300	\$2,933,550	-3,096,750	-105.56%
JUN	\$4,536,104	\$5,320,770	784,666	14.75%
JUL	\$5,113,926	\$5,751,100	637,174	11.08%
AUG	\$3,623,400	\$4,194,053	570,653	13.61%

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Prepared by JOEL PRINCE of THE PRINCIPLE GROUP, INC