



# HOME DELIVERY

## Residential Real Estate Trends, Issues and News for Consumers

The National Association of REALTORS® distributes *Home Delivery* every month to real estate, personal finance and consumer journalists as a resource for background or story ideas.

### It's a Beautiful Day in the Neighborhood

At REALTOR.com's new "Find a Neighborhood" site, home buyers and real estate investors now have another tool to add to their online arsenal of research resources.

Site visitors can now learn how many homes are for sale in a given market or defined geographic area, research the rental market, collect demographic data, and even learn about lifestyle profiles in specific neighborhoods.

People who are considering a move can also literally find out if it's a beautiful day in the neighborhood by studying the area's weather index and historical climate data, and can zoom in on specific locations using satellite imagery.

To learn more about local real estate markets across the country, visit

<http://neighborhoods.realtor.com/>.

#### Story Springboard

- Lifestyles of the middle class and unknown "Find a Neighborhood" incorporates psychographic data from Claritas to give visitors insight into the lifestyle preferences of area residents. Visit the site to learn if your community harbors Fast Track Families; includes Big Fish, Small Pond-ers or is inhabited by Urban Achievers. Talk to Realtors® to get their insights into a local community's character.

### What's in a Number?

It seems everyone – homeowners, buyers, sellers, and investors alike – have been wondering what's happening to home prices. Are they falling, rising, or stabilizing? But consumers may be confused over sometimes contradictory reports.

For example, why does NAR's monthly median home price index tend to be higher than recent prices reported in the Case-Shiller index? The details are in the data.

Case-Shiller tracks 20 metro areas; many of these are in California and Florida. It also gives greater weight to more expensive homes – a price decrease in a \$1 million home is 10 times greater than a decrease in a \$100,000 home.

NAR metro price series tracks 150 metro areas, and all home values are treated equally.

#### Story Springboard

- Price perspective NAR's most recent data showed that two-thirds of the metropolitan markets have seen positive growth in home prices, but based on a recent Case-Shiller report that 17 markets had seen price declines, some headlines suggested that home prices in a majority of markets had decreased. Talk to home buyers and sellers to find out what they think about the health of their local real estate market, and evaluate whether those perceptions are in line with current conditions.

### Voices of Real Estate Speak Out

This year, the 2008 NAR Leadership Team is convening in cyberspace.

On the just-launched NAR Voices of Real Estate blog, NAR's president, president-elect, past president and others share their insights and perspectives on the real estate industry, the association and life on the road as a leader in the country's largest trade association. The blog is also a forum for member feedback.

To learn more about what NAR's leadership really thinks, visit <http://narblog1.realtors.org/mvtype/president/>.

#### Story Springboard

- Raise your voices The association's leaders aren't the only Realtors® on the Voices of Real Estate blog; members are encouraged to post their feedback and comments, as well. Recent topics include Realtor® perspectives on succeeding in a challenging market, making a difference in someone's life by helping them become a homeowner, and talking to consumers about real estate realities in their own markets. Visit the blog not only to hear the voices of NAR's leadership, but also to listen to the chorus of Realtors® in today's market.

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