

Winter  2012

the market

AN ANNUAL REPORT ON HOUSING ACTIVITY AND
PRICE LEVELS IN THE SAINT LOUIS CENTRAL CORRIDOR



janet  mc afee
REAL ESTATE



Janet Horlacher
Principal
Ted Thornhill
President

Their Finest Hour

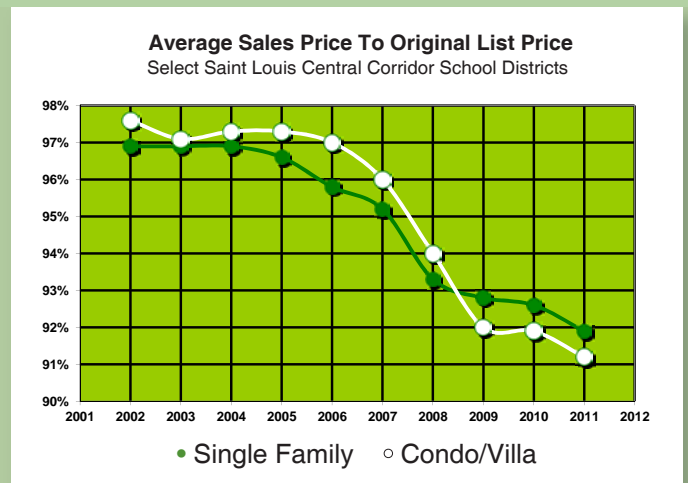
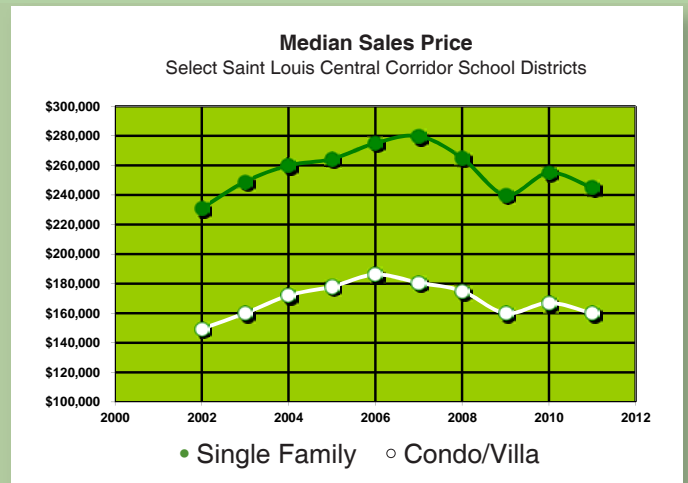
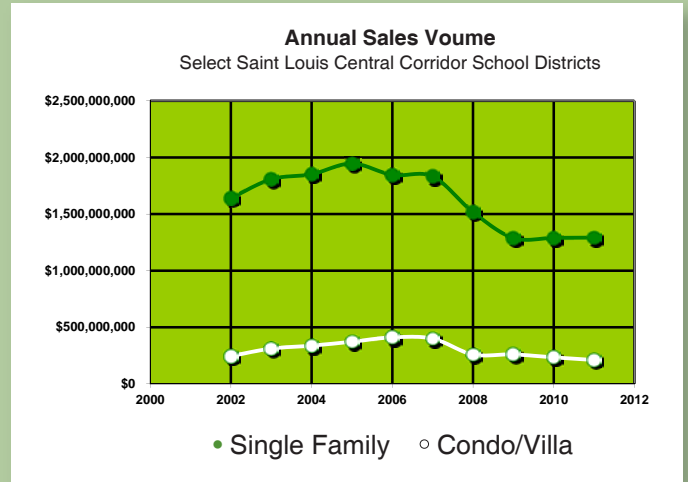
“Against the most challenging real estate market in the last decade, the agents of Janet McAfee Real Estate overcame every obstacle to successfully advocate for their clients. Their dedication, courage and collective achievement propelled the firm to again, outperform the market. 2011 will be celebrated as a year of perseverance and accomplishment.”

In light of zero sales growth, record inventory levels, lower prices and reduced returns, virtually every home sale in 2011 became a complex transaction requiring expert guidance, superior problem solving and strong negotiation skills. The need for experienced, professional representation was validated with every sale.

Looking forward to 2012, the housing forecast remains uncertain. On the positive side, we just completed two years of stability in total sales volume (adjacent top chart). Low interest rates, recent positive employment trends and continued positive GNP numbers are encouraging. Yet, inventory levels, foreclosures, short-sales and the alarming number of upside down households (owing more than the value of their homes) will all serve to slow the near-term recovery. Regardless, it continues to be a great time to be a buyer.

We are well-positioned to serve our clients in 2012. We renewed our significant investment in the relocation segment of our business which includes a full-time director, impressive global affiliations and an aggressive marketing plan. We continue to invest in best-in-class digital technology to extend our internet presence to smart phones and tablets. Look for us in Ladue News, Town & Style, Webster-Kirkwood Times and West End Word. Finally, we return an experienced management team, a talented staff and the finest professional agents in the business.

It would be our great pleasure to help you sell your present home or purchase your dream home in 2012.



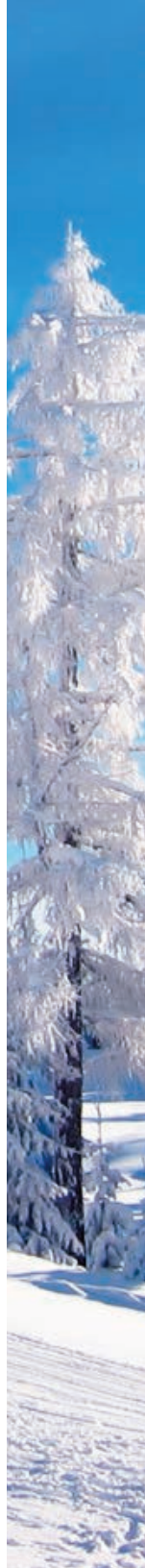
Single Family Home Sale Statistics

School District	2011 Closed Sales Volume	Change Versus 2010	2011 Median Sales Price	Change Versus 2010	2011 Median Sold DOM*	Current Active Listings	Current Months of Inventory
Brentwood	\$22,664,878	-18%	\$206,000	0%	71	33	7.8
Central West End	\$39,030,024	-1%	\$141,250	16%	71	100	10.1
Clayton	\$83,358,625	31%	\$581,000	0%	67	34	6.6
Kirkwood	\$164,229,680	14%	\$273,315	8%	74	191	6.8
Ladue	\$199,248,679	-1%	\$490,000	-10%	74	163	8.9
Lafayette	\$117,876,665	-12%	\$365,000	5%	68	173	10.8
Maplewood	\$20,475,619	-24%	\$134,750	-6%	65	64	9.3
Marquette	\$125,202,740	-9%	\$291,000	1%	79	181	8.5
Parkway Central	\$69,749,682	-7%	\$295,000	-3%	62	84	7.4
Parkway North	\$54,618,178	-11%	\$200,500	0%	70	92	7.4
Parkway South	\$70,063,671	-6%	\$194,900	-9%	64	102	7.3
Parkway West	\$135,965,578	5%	\$262,000	-5%	65	131	7.3
University City	\$79,750,007	4%	\$159,900	-12%	60	149	6.9
Webster Groves	\$110,603,540	-4%	\$195,000	-5%	62	142	6.5
All Above Districts	\$1,292,837,566	0%	\$245,000	-4%	68	1,639	

Select Condominium and Villa Sales

School District	2011 Closed Sales Volume	Change Versus 2010	2011 Median Sales Price	Change Versus 2010	2011 Median Sold DOM*	Current Active Listings	Current Months of Inventory
Central West End	\$36,671,747	-75%	\$180,000	-9%	104	120	18.4
Clayton	\$60,144,680	34%	\$362,000	25%	120	68	10.9
Kirkwood	\$14,217,987	15%	\$142,923	13%	133	48	10.1
Marquette	\$14,111,020	-23%	\$145,250	-24%	111	57	12.8
Parkway Central	\$27,309,688	-24%	\$177,750	-28%	112	61	8.1
All 14 Districts	\$211,176,990	-11%	\$160,000	-4%	112	594	

* DOM= Days On Market





Select Current Listings



GLOBAL AFFILIATIONS