

BEACHAM

Insider

Your Monthly Market Update From
The Best People in Atlanta Real Estate™



**BEACHAM
& COMPANY,**
REALTORS®

3284 Northside Parkway
Suite 100
Atlanta, GA 30327
404.261.6300
www.beacham.com

BUCKHEAD HOME SALES ONE OF FEW BRIGHT SPOTS IN FOURTH QUARTER OF 2010

The metro Atlanta real estate market sagged over the last six months of 2010 after many homebuyers closed on homes earlier in the year to take advantage of the federal homebuyer tax credit that expired in June.

Through the first half of 2010, metro Atlanta home sales were up 15% over 2009, but by the end of 2010 sales were down 7%. Buckhead experienced a similar drop in sales in the second half of 2010, particularly in the third quarter, but still managed to finish the year up 7% after being up 30% at mid-year.

The fourth quarter was critical to Buckhead ending the year in positive territory. Single family detached home sales in Buckhead were up 6% from the fourth quarter of 2009, while prices were up 3% to an average of \$820,471. Another bright spot in the fourth quarter was Vinings, where single family detached home sales were up 70% (from 10 sales to 17), although Vinings prices declined 12%. Meanwhile, metro Atlanta home sales were down 21% in the fourth quarter as prices fell 3%.

Despite a step in the right direction, both the Buckhead and metro Atlanta real estate markets remain significantly off their 2006-2007 highs. Buckhead home sales (units sold) are down 35% from 2007, while metro Atlanta is down 33%. Prices in Buckhead are down 17% from 2007, while metro Atlanta prices are down 25%.

In 2010 sales of single family detached homes from \$750,000-\$1,000,000 in Buckhead were up 36% from 2009. The \$500,000-\$750,000 price point grew 15%.

After four years of declining sales and prices however, there are signs that buyers could ever so slightly be losing their hold on the market. The National Association of Realtors, Freddie Mac, and Case-Shiller predict national home prices will begin to rise in the second half of 2011. Locally, home prices have

been moving up and down in a very narrow range for the last two years, suggesting a bottom. A recent *Wall Street Journal* article likened the stalemate developing between buyers and sellers as a “shootout at the OK Corral.”

“What we’re seeing is affluent buyers showing confidence in the real estate market, with a significant percentage paying cash because

cont. on page 2



What's Hot

Sales of \$2 million-plus single family homes in Buckhead (MLS Area 21) were up 67% in 2010 over 2009. Nearly half (40%) of those sales occurred in the fourth quarter.

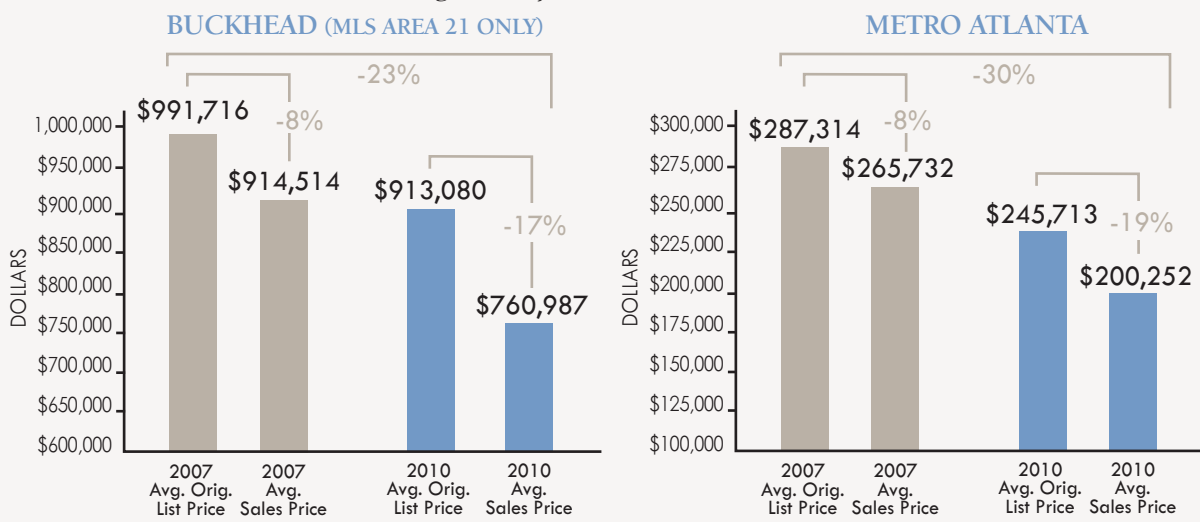


What's Not

In the MLS area that includes zip codes 30308 and 30309 and most of 30306 and 30324, the number of single family detached home sales priced more than \$500,000 in 2010 dropped 24% from 2009 and was down 63% from 2007.

Average Original List Price to Average Sales Price Comparison (2007 vs. 2010)

Single Family Detached Home Sales



FACTOID

Nationally, 28% of sales were all-cash transactions last year, according to the National Association of Realtors. The rate was 14% in October 2008, when the trade group began tracking the measure.

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The information contained herein is believed to be accurate but is not warranted and is subject to errors and changes. Dac Carver, Managing Broker. Equal Housing Opportunity.

THANKS ATLANTA!

Beacham & Co. top selling office for third year in a row

Beacham & Company finished 2010 in a familiar spot – first. The independent, locally owned firm was once again the top selling office in Buckhead by dollar volume sold in 2010, a position the company has maintained since 2008. The firm was founded in November 2006. Overall, company sales volume in 2010 was up 40% over 2009.

By an even wider margin, Beacham & Company was the top office in metro Atlanta for sales of homes priced \$1 million or more in 2010 and the top selling company of homes priced \$2 million or more.

Dac Carver, Vice President and Managing Broker, gave credit to the firm's agents who sell nearly twice as much real estate per year on average than the next closest company.

"Our agents are exceptionally knowledgeable and experienced individuals who have a track record of delivering consistent results for their clients," Carver said. "They are the best in the business and prove it every year."

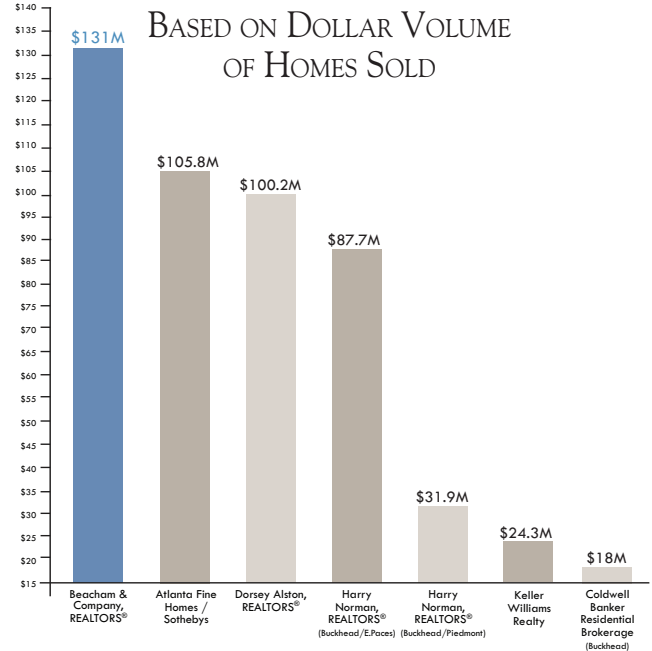
Carver also lauded the firm's marketing, including its award-winning website and network of internet lead generating websites, the nationally recognized publication *The Beacham Series*, and magazine-quality collateral materials.

"One of the main reasons this company was started was so that our agents could have marketing materials that are worthy of the properties they represent," Carver said. "It is extremely gratifying when buyers tell us they couldn't throw away a listing brochure because it was so beautiful or that our magazine has a permanent home on their coffee table."

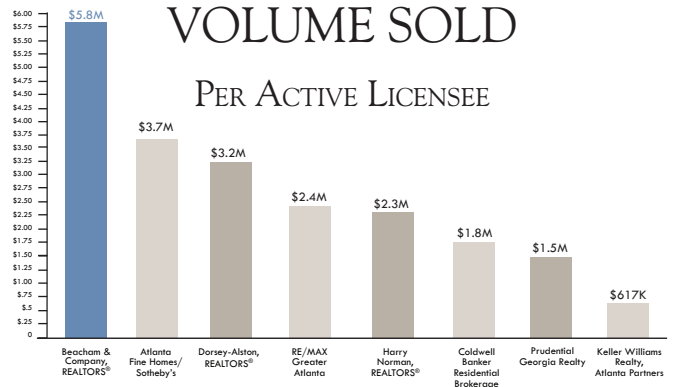
2010 Milestones

- #1 Office for Listings Sold in Buckhead (2010, 2009, 2008)
- #1 Office for Sales \$1 Million-Plus (2010, 2009, 2008, 2007)
- #1 Company for Sales \$2 Million-Plus (2010, 2009, 2008, 2007)
- #1 Average Dollar Volume Sold Per Active Licensee (2010, 2009, 2008, 2007)
- #1 Average Sales Price (2010, 2009, 2008, 2007)
- 40% Sales Growth in 2010

#1 OFFICE IN METRO ATLANTA FOR SALES \$1 MILLION+



AVERAGE DOLLAR VOLUME SOLD PER ACTIVE LICENSEE



cont. from page 1, "Buckhead home sales one of few bright spots"

they see more value in real estate than stocks or other investments right now," said Dac Carver, Managing Broker of Beacham & Company, Realtors. "In the timeline of any bubble and bust, you reach two points - at the top, when everyone wants in on the action and at the bottom, when buyers with cash swoop in and take advantage of the deals. Right now, in Buckhead at least, we have the appearance of being in the latter stage."

The challenge to continuing that forward momentum is not just getting sellers to realize that 2007 prices are gone and aren't coming back any time soon, but also getting some of them to realize that they overpaid even at the height of the boom and that not every renovation or improvement to their property since then has added any value to the price of the home."



For loan prequalification, please contact Jack Levin at 404.388.4427 or jack.levin@regions.com



For insurance information, please contact Denise Willoughby at 678.942.1412 or denise.willoughby@rutherford.com

Beacham blog ranked #5 real estate blog in the world



“This Photographer’s Life,” an internet blog started 16 months ago by Blayne Beacham, Director of Creative Services for Beacham & Company, is now the fifth most read real estate blog in the world according to BlogRankings.com.

Ms. Beacham, who is also the principal photographer for Beacham & Company, initially used her blog as a place to share stories about photographing luxury homes in Atlanta. Readers came to the blog because they were interested in getting “behind the scenes tours” of houses listed with Beacham & Company. Ms. Beacham’s love for art and photography quickly resonated with her readers, who began returning over and over to look at the photographs and comment on the stories.

“I share more than real estate statistics on my blog,” Ms. Beacham says, “I share my opinions and what I love. The blog has a personality and a spirit, which is why so many people read it.”

Since Ms. Beacham’s first post in October 2009, almost 90,000 people have visited the blog.

Glennis Beacham, founder of Beacham & Company, said that her daughter has made her a believer in the value of blogging.

“It is amazing how many people stop me to talk about Blayne’s blog,” Glennis said. “I was skeptical when she first came to me with the idea but it has proven to be a marketing homerun.”

Ms. Beacham makes it a personal goal to respond to each and every comment. She develops personal relationships with readers, and spends hours finding out the answers to questions such as “what paint color did the seller use in the living room?” Such dedication lets Beacham & Company clients know the firm is doing something special to market their home, and it lets blog readers know that Ms. Beacham cares about the time they spend to ask the questions.

Ms. Beacham feels one of the most successful things she does on the blog is offer a free ad in “The Beacham Series” magazine. People send in entries for their companies. Beacham & Company agents vote on

New Georgia law changes property tax assessment procedures in favor of homeowners

Changes in Georgia law making property tax assessment procedures uniform for all counties in Georgia went into effect on Jan. 1, 2011. The changes are a huge “win” for property owner rights.

Here are the highlights of the changes:

- All homeowners have the right to file a Real Property Return by April 1 to establish the taxable value of their home.
- If a home was sold in 2010 the taxable value for 2011 will be the sales price at closing.
- Counties are now also required to include distressed sales (short sales and foreclosures) when determining taxable value. Because counties must consider these sales, all homeowners have the right and ability to challenge their valuation.
- Non-homestead properties that are valued at more than \$1 million have the right to use a hearing officer to evaluate appeals.

If you are interested in appealing your property taxes, we recommend Campbell & Brannon Property Tax Services, LLC. Campbell & Brannon charges a \$500 administration fee and 25% of the savings on the first year property taxes (after an appeal, property taxes are frozen for three years).

To contact Campbell & Brannon, call 404-924-7040, or visit their website at www.campbellandbrannon.com.



iPhone and iPad use of Beacham website up 100%+ in 2010

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- Map properties by GPS
- Push listing and price alerts to your phone



the entries and we narrow it down to 5 entries. Then those companies get their customers to visit the blog and the Beacham & Company Facebook page to vote.

“We had more than 600 people visit the blog and Facebook page during the last contest. Those are people who may not have ordinarily visited, but now they know who we are.”

To visit the Beacham & Company blog, please visit www.thisphotographerslife.com.

SINGLE FAMILY DETACHED HOMES
4TH QUARTER 2010 VS. Q4 2009 AND Q4 2007~YTD 2010 VS. YTD 2009 and YTD 2007

	Q4/10 Closings	Q4/09 Closings	Diff	% Change	Q4/07 Closings	Diff	% Change	2010 Closings	2009 Closings	Diff	% Change	2007 Closings	Diff	% Change
Alpharetta West/Roswell (13)	219	280	-61	-22%	231	-12	-5%	1063	1,039	24	2%	1444	-381	-26%
Alpharetta East (14)	279	318	-39	-12%	348	-69	-20%	1273	1,216	57	5%	1888	-615	-28%
Buckhead (21) & 30327 of (22)	170	161	9	6%	167	3	2%	664	622	42	7%	916	-252	-28%
Buckhead N. of Chastain/Sandy Springs (132)	45	49	-4	-8%	28	17	61%	173	172	1	1%	170	3	2%
Ansley Park/Midtown/Virginia Highlands (23)	91	111	-20	-18%	117	-26	-22%	378	407	-29	-7%	598	-212	-37%
Brookhaven-DeKalb/Chamblee (51)	96	150	-54	-36%	134	-38	-28%	464	498	-34	-7%	676	-220	-31%
Vinings proper (71)	17	10	7	70%	18	-1	-6%	70	49	21	43%	76	-6	-8%
Marietta/East Cobb (83)	120	131	-11	-8%	116	4	3%	518	483	35	7%	732	-214	-29%
Dunwoody (121)	64	94	-30	-32%	91	-27	-30%	349	321	28	9%	511	-162	-32%
Sandy Springs North (131)	40	52	-12	-23%	40	0	0%	212	193	19	10%	254	-42	-17%
TOTAL	1141	1356	-215	-16%	1290	-149	-12%	5,164	5,000	164	3%	7265-2167	-30%	
FMLS TOTAL	9,353	11,770	-2,417	-21%	11,188	-1,835	-16%	41,470	44,752	-3,282	-7%	57,218-15,748	-33%	

	Q4/10 Avg. Price	Q4/09 Avg. Price	% Change	Q4/07 Avg. Price	% Change	2010 Avg. Price	2009 Avg. Price	% Change	2007 Avg. Price	% Change
Alpharetta West/Roswell (13)	\$363,221	\$394,602	-8%	\$418,180	-13%	\$381,688	\$405,858	-6%	\$447,847	-15%
Alpharetta East (14)	\$353,797	\$345,493	2%	\$394,369	-10%	\$364,218	\$355,963	2%	\$406,905	-10%
Buckhead (21) & 30327 of (22)	\$820,471	\$796,208	3%	\$960,744	-12%	\$765,545	\$806,622	-5%	\$924,114	-17%
Buckhead N. of Chastain/Sandy Springs (132)	\$827,758	\$784,823	5%	\$765,313	8%	\$795,345	\$798,738	0%	\$907,396	-12%
Ansley Park/Midtown/Virginia Highlands (23)	\$463,323	\$431,998	7%	\$577,068	-20%	\$474,223	\$451,212	5%	\$550,671	-14%
Brookhaven-DeKalb/Chamblee (51)	\$328,017	\$357,878	-8%	\$453,222	-28%	\$361,719	\$366,000	-1%	\$443,742	-18%
Vinings proper (71)	\$391,450	\$445,990	-12%	\$813,518	-52%	\$475,518	\$375,811	27%	\$622,215	-24%
Marietta/East Cobb (83)	\$354,460	\$356,309	-1%	\$477,812	-26%	\$374,248	\$386,345	-3%	\$458,128	-18%
Dunwoody (121)	\$388,246	\$421,797	-8%	\$492,220	-21%	\$428,327	\$453,485	-6%	\$495,244	-14%
Sandy Springs North (131)	\$409,194	\$389,921	5%	\$555,999	-26%	\$431,129	\$431,827	0%	\$548,787	-21%
TOTAL	\$454,900	\$442,253	3%	\$527,956	-14%	\$451,283	\$453,534	0%	\$525,815	-14%
FMLS TOTAL	\$192,254	\$198,415	-3%	\$251,596	-24%	\$200,252	\$197,562	1%	\$265,732	-25%

CONDOMINIUMS AND TOWNHOMES
4TH QUARTER 2010 VS. Q4 2009 AND Q4 2007~YTD 2010 VS. YTD 2009 and YTD 2007

	Q4/10 Closings	Q4/09 Closings	Diff	% Change	Q4/07 Closings	Diff	% Change	2010 Closings	2009 Closings	Diff	% Change	2007 Closings	Diff	% Change
Alpharetta West/Roswell (13)	65	104	-39	-38%	118	-53	-45%	362	352	10	3%	576	-214	-37%
Alpharetta East (14)	46	69	-23	-33%	59	-13	-22%	205	200	5	3%	330	-125	-38%
Buckhead (21) & 30327 of (22)	199	195	4	2%	243	-44	-18%	800	709	91	13%	1,313	-513	-39%
Ansley Park/Midtown/Virginia Highlands (23)	159	251	-92	-37%	221	-62	-28%	742	754	-12	-2%	1,164	-422	-36%
East Atlanta (24)	19	25	-6	-24%	30	-11	-37%	82	74	8	11%	169	-87	-51%
Brookhaven-DeKalb/Chamblee (51)	44	56	-12	-21%	71	-27	-38%	203	199	4	2%	335	-132	-39%
Decatur/West DeKalb (52)	87	111	-24	-22%	109	-22	-20%	358	375	-17	-5%	594	-236	-40%
Vinings proper (71)	39	60	-21	-35%	64	-25	-39%	162	180	-18	-10%	258	-96	-37%
Smyrna/Vinings (72)	83	132	-49	-37%	112	-29	-26%	370	426	-56	-13%	516	-146	-28%
Dunwoody (121)	46	65	-19	-29%	37	9	24%	178	189	-11	-6%	233	-55	-24%
TOTAL	787	1,068	-281	-26%	1,064	-277	-26%	3,462	3,458	4	0%	5,488-2,026	-37%	
FMLS TOTAL	1,767	2,343	-576	-25%	2,166	-399	-18%	7,648	7,722	-74	-1%	10,711-3,063	-29%	

	Q4/10 Avg. Price	Q4/09 Avg. Price	% Change	Q4/07 Avg. Price	% Change	2010 Avg. Price	2009 Avg. Price	% Change	2007 Avg. Price	% Change
Alpharetta West/Roswell (13)	\$175,941	\$183,631	-4%	\$212,612	-17%	\$169,931	\$192,342	-12%	\$211,114	-20%
Alpharetta East (14)	\$178,320	\$187,358	-5%	\$223,590	-20%	\$182,383	\$192,356	-5%	\$230,747	-21%
Buckhead (21) & 30327 of (22)	\$253,255	\$230,084	9%	\$250,595	1%	\$239,418	\$224,432	7%	\$255,003	-6%
Ansley Park/Midtown/Virginia Highlands (23)	\$160,628	\$191,245	-19%	\$258,123	-38%	\$171,958	\$196,985	-13%	\$243,938	-30%
East Atlanta (24)	\$148,574	\$172,930	-16%	\$232,726	-36%	\$171,509	\$185,485	-8%	\$225,246	-24%
Brookhaven-DeKalb/Chamblee (51)	\$150,184	\$202,710	-35%	\$251,102	-40%	\$187,273	\$211,742	-12%	\$254,523	-26%
Decatur/West DeKalb (52)	\$172,720	\$145,398	16%	\$194,852	-11%	\$176,475	\$164,480	7%	\$193,159	-9%
Vinings proper (71)	\$262,596	\$222,838	15%	\$328,212	-20%	\$250,665	\$236,997	6%	\$324,941	-23%
Smyrna/Vinings (72)	\$140,409	\$153,094	-9%	\$175,794	-20%	\$153,780	\$159,528	-4%	\$182,186	-16%
Dunwoody (121)	\$128,579	\$190,341	-48%	\$222,239	-42%	\$171,460	\$197,469	-13%	\$215,062	-20%
TOTAL	\$187,858	\$189,756	-1%	\$236,077	-20%	\$186,959	\$196,523	-5%	\$233,697	-20%
FMLS TOTAL	\$134,670	\$151,876	-11%	\$193,762	-30%	\$143,386	\$150,811	-5%	\$195,446	-27%

ABOUT THE BELLWETHERS

The accompanying statistical grid labeled "Beacham Bellwethers" is a tracking index devised by Beacham & Company to chart the sales activity of metro Atlanta's most affluent neighborhoods and to compare their sales activity to the metro area as a whole.

The term "bellwether" is used to describe something that serves to create or influence trends or to presage future happenings. In the stock market, a bellwether is the stock of a company that is regarded as a leader in its given industry. The performance of a bellwether stock is said to reflect the performance of the industry in general.

There are 10 metro Atlanta communities that make up the Beacham Bellwethers. These 10 communities were selected because they are the only communities in metro Atlanta where the average sales price for a single family home was greater than \$400,000 in 2007. For the condo and townhome Bellwethers, a combination of affluent and high volume closing areas is used. The borders of these communities conform to the MLS grid and not city or zip code lines, but their descriptions are an accurate representation of the area they encompass.

For the most part, we compare sales data year-over-year instead of month-to-month because the real estate market experiences seasonal fluctuations that make month-to-month comparisons misleading. For instance, June is the busiest closing month of the year but February is traditionally one of the slowest. By comparing productivity from the same month a year earlier, a more accurate measure of the health of the housing market can be obtained.