

ALAMEDA COUNTY

A market overview of single-family detached home sales

Q1
2010

UNIT SALES



MEDIAN PRICE**



Increase in Short Sales, Fewer Bank REOs

Mean More Stable Home Prices During First Quarter

A steep decline in the inventory of bank-owned properties and an increased willingness by banks to accept short sale offers helped elevate the median sales price of homes sold during the first quarter of 2010 in some parts of Alameda County, according to a report by the research division of Prudential California Realty based on an analysis of MLS data.

Although sales of existing single-family detached homes were down 21 percent following an especially robust fourth quarter and were 9 percent below the REO-driven levels of a year ago, the Alameda County housing market continued to show signs of stability. Countywide, the median sales price declined a modest 3 percent from \$415,582 in the fourth quarter of last year to \$404,358 in the first quarter of 2010. However, the first quarter median price was a healthy 28 percent higher than the first quarter 2009 median sales price of \$315,843.

The trend toward more stable home prices continued from the fourth quarter in just under half of Alameda County communities and in all but three communities on an annualized basis. Pent-up demand and extremely favorable listing prices compared with a year ago helped boost the median sales price by 25 percent from the previous quarter in Piedmont, while the median price rose by 10 percent from the fourth

quarter in more affordable Hayward. Communities experiencing single-digit quarter-over-quarter median price increases included Pleasanton (+9%), Fremont (+5%), Alameda (+3%) and Union City (+2%). Compared with a year ago, the first quarter median sales price was sharply higher in Oakland (+43%), Fremont (+27%), Hayward (+15%), Union City (+13%), Alameda (+11%) and Livermore (+10%).

Unit sales, which had skyrocketed in the fourth quarter as buyers took advantage of federal tax incentives, fell dramatically on a quarterly basis in every community. However, home sales climbed compared with a year ago in Pleasanton (+64%), Fremont (+43%), Berkeley (+33%), Castro Valley (+24%), Dublin (+20%), Albany (+20%) and Piedmont (+10%).

Tighter inventory caused the average number of days a home was on the market before sale to decline from 57 days a year ago to 45 days in the opening quarter of 2010 – the lowest figure in the nine-county Bay Area.

Looking ahead, increased competition during the peak sales season should continue to push home prices higher absent a significant increase in inventory. Buyers who plan to occupy a home after purchase will be bolstered by the HUD/FHA 203k loan that offers a loan with a low down payment bundled with a home renovation allowance.

M A R K E T C O M P A R I S O N									
City	Homes Sold Q1/10	Homes Sold Q1/09	% Change	Avg DOM* Q1/10	Avg DOM* Q1/09	Change '10/'09 (days)	Median Price Q1/10	Median Price Q1/09	% Change
Alameda	54	48	13	61	54	7	\$616,000	\$552,500	11
Albany	12	10	20	49	27	22	\$513,000	\$560,000	-8
Berkeley	73	55	33	47	50	-3	\$635,000	\$601,000	6
Castro Valley	88	71	24	51	58	-7	\$458,500	\$425,000	8
Dublin	73	61	20	35	65	-30	\$582,000	\$542,057	7
Fremont	262	183	43	39	55	-16	\$599,500	\$472,000	27
Hayward	299	390	-23	47	56	-9	\$298,000	\$260,000	15
Livermore	163	170	-4	46	62	-16	\$435,000	\$397,000	10
Newark	72	75	-4	57	53	4	\$384,500	\$374,000	3
Oakland	517	739	-30	47	63	-16	\$200,000	\$139,900	43
Piedmont	11	10	10	25	74	-49	\$1,256,000	\$1,563,500	-20
Pleasanton	108	66	64	48	87	-39	\$730,250	\$776,607	-6
San Leandro	143	196	-27	48	54	-6	\$338,000	\$330,000	2
San Lorenzo	58	63	-8	31	51	-20	\$321,500	\$303,888	6
Union City	95	99	-4	38	53	-15	\$459,000	\$408,000	13

* Days on market 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.

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

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.