



# **ZipRealty, Inc. Fourth Quarter 2008 Home Hunter Report**

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Available online at

[http://www.ziprealty.com/pdf/2008\\_4Q\\_HomeHunterReport.pdf](http://www.ziprealty.com/pdf/2008_4Q_HomeHunterReport.pdf)

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## **Introduction**

Overall, ZipRealty tracked data from 5,400 cities within 31 markets to identify the most searched cities by ZipRealty users. Four of the top 10 cities searched were in the Phoenix area; the cities of Orlando, Las Vegas, Atlanta, Houston, Irvine and Fort Lauderdale round out the first 10 on the list.

ZipRealty also tracks hot and cold zip codes in each of our markets through an online tool on the ZipRealty site that we call Offer Evaluator. We track the ratio, in percentage form, of how offers submitted by buyers and accepted by sellers compares to the original list prices of homes. This ratio helps us to identify which zip codes are “hot” – with accepted offers coming in higher than the list price – and “cold” – with offers coming in less than the list price.

While we have sales and list data for all zip codes in markets where we operate, for this report we list and compare data for zip codes where at a minimum of 10 transactions have occurred in the past quarter. Below are the cities that fell into the hottest and coldest zip codes.

**Hot Zips:** Charlotte – Southeast, N.C. (28212); Chino Hills, Calif. (91709); Corona, N.Y. (11368); Miami, Fla. (33130); Edina, Minn. (55435); South Gate, Calif. (90280); York County North, Va. (23690); Chicago--Loop, Ill. (60605); Waddell, Ariz. (85355)

**Cold Zips:** Tampa, Fla. (33607); Harvey, Ill. (60426); Hollywood, Fla. (33023); Calabasas, Calif. (91302); Fort Pierce, Fla. (34949); West Garfield Park, Ill. (60624); Coconut Grove, Fla. (33133); Ponte Vedra Beach, Fla. (32082); Clearwater, Fla. (33767) and (33756)



## **Methodology**

Each quarter, ZipRealty pulls real estate data from the Multiple Listing Services offered in 31 of the 35 major U.S. metropolitan areas in which the real estate brokerage operates. These markets are: Atlanta, Austin, Baltimore, Bakersfield, Boston, Charlotte, Chicago, Dallas, Denver, Hartford, Houston, Jacksonville, Las Vegas, Long Island, Los Angeles, Miami, Minneapolis, Naples, Norfolk, Orange County, Orlando, Palm Beach, Philadelphia, Phoenix, Raleigh-Durham, Richmond, Sacramento, Salt Lake City, San Diego, San Francisco – Bay Area, Seattle, Tampa, Tucson, Westchester County, and Washington D.C. The metropolitan areas ZipRealty cites as part of its monthly report are defined by the brokerage, and may differ from standard Designated Market Areas (DMA). The data pulled and cited within this report is for the fourth quarter of 2008, beginning October 1 and through December 31.

## **Disclaimer**

This “Home Hunters” quarterly report is intended to convey information on the general market conditions where ZipRealty operates, not on ZipRealty's operating results. ZipRealty's operating results may be materially different from the general trends shown in this report. Please do not draw any conclusions about ZipRealty's operating results based on the information contained in this report but, instead, to refer to ZipRealty's earnings releases and periodic reports as they are made public. Our next earnings call is Thursday, March 12, 2009, at 5 p.m. Eastern Standard Time.



### **Top 25 Cities Searched**

ZipRealty site is one of the top-five ranked real estate destinations on the web, and the home buyers on ZipRealty.com in late 2008 created the Top 25 list. Sunshine and Sunbelt cities topped most popularly searched cities by home seekers. Overall, 24 of the top 25 most searched U.S. cities by were in the sunbelt states of the Southwest, e.g., California (Irvine, Chula Vista, Huntington Beach, Pasadena, Fremont), Arizona (Phoenix, Scottsdale Chandler, Mesa, Gilbert, Glendale), Texas (Houston, Dallas, Austin) and Nevada (Henderson-Green Valley, Henderson-Anthem/Seven Hills) or the sunshine state of Florida (Orlando, Fort Lauderdale Miami, Miami Beach, Kissimmee, Naples, Boca Raton). Atlanta, Ga. was the only exception to that trend.

### **Top 25 Cities Searched**

<b>Rank</b>	<b>CITY</b>
1	Phoenix, Ariz.
2	Scottsdale, Ariz.
3	Orlando, Fla.
4	Las Vegas – Summerlin, Nev.
5	Chandler, Ariz.
6	Atlanta, Ga.
7	Mesa, Ariz.
8	Houston, Texas
9	Irvine, Calif.
10	Fort Lauderdale, Fla.
11	Gilbert, Ariz.
12	Henderson - Green Valley, Nev.
13	Chula Vista, Calif.
14	Huntington Beach, Calif.
15	Miami, Fla.
16	Miami Beach, FLA.
17	Dallas, Texas
18	Kissimmee, Fla.
19	Henderson - Anthem/Seven Hills, Nev.
20	Naples, Fla.
21	Boca Raton, Fla.
22	Glendale, Ariz.
23	Pasadena, Calif.
24	Austin – Central, Texas
25	Fremont, Calif.

**Hot and Cold Zipcodes**

ZipRealty tracks by zip code the ratio, in percentage form, of how offers submitted by buyers and accepted by sellers compares to the original list prices of homes. This ratio helps us to identify which zip codes are hot – with accepted offers coming in higher than the list price – and cold – with offers coming in less than the list price.

The chart shows the 10 hottest zip codes and 10 coldest zip codes that ZipRealty monitors. The “Hot Markets” are spread out in a variety of markets North Carolina to California. The “Cold Markets” are primarily in Florida with seven of the ten coming from the Sunshine state. Following the Top 10 Hot and Cold Zip Codes is the breakdown of 31 individual markets.

**Data:**

All Districts		
CITY	ZIP	%
Charlotte - Southeast	28212	122.21%
Chino Hills	91709	116.79%
Corona	11368	115.22%
Miami	33130	113.27%
Edina	55435	109.27%
Miami	33193	107.82%
South Gate	90280	107.02%
York County North	23690	105.12%
Loop	60605	103.82%
Waddell	85355	103.81%
Tampa	33607	83.67%
Harvey	60426	82.96%
Hollywood	33023	82.40%
Calabasas	91302	82.25%
Fort Pierce	34949	81.75%
West Garfield Park	60624	81.53%
Coconut Grove	33133	81.34%
Ponte Vedra Beach	32082	80.62%
Clearwater	33767	79.85%
Clearwater	33756	69.54%

District: Atlanta

CITY	ZIP	%
Atlanta	30349	97.94%
Snellville	30039	97.43%
Hiram	30141	96.69%
Kennesaw	30144	96.66%
Riverdale	30296	96.65%
Union City	30291	96.65%
Atlanta	30310	88.36%
Atlanta	30328	88.11%
Atlanta	30314	87.89%
Atlanta	30311	85.96%
Duluth	30097	85.52%

District: Austin

CITY	ZIP	%
Austin - South	78748	98.86%
Hutto	78634	98.17%
Austin - North Central	78758	98.04%
Austin - Southeast	78744	97.92%
Austin - Northwest	78729	97.70%
Austin - Central	78703	92.11%
Spicewood	78669	91.69%
South Lake Travis	78734	91.55%
Austin - Westlake/West Austin	78735	91.15%
Austin - Westlake/West Austin	78746	87.73%

District: Bakersfield

CITY	ZIP	%
Delhi	95315	101.28%
Bakersfield	93312	99.17%
Winton	95388	98.92%
Fresno	93727	98.75%
Bakersfield	93307	98.42%
Fresno	93702	93.64%
Bakersfield	93305	93.57%
Fresno	93728	93.27%
Fresno	93706	91.95%
Bakersfield	93301	90.85%

**District: Baltimore**

CITY	ZIP	%
Manassas Park	20111	101.41%
Sterling	20164	101.17%
Manassas	20109	100.34%
Woodbridge	22193	100.34%
Fredericksburg	22405	100.26%
Clifton	20124	92.46%
Washington	20012	91.59%
Annapolis	21401	91.45%
Baltimore	21223	91.16%
Great Falls	22066	88.42%

**District: Boston**

CITY	ZIP	%
Mattapan	02126	100.85%
Cambridge	02138	99.33%
Southbridge	01550	98.85%
Waterfront	02109	98.84%
Lawrence	01843	98.04%
Wilmington	01887	92.08%
Worcester	01603	91.85%
Hull	02045	91.70%
Duxbury	02332	91.67%
East Boston	02128	91.24%

**District: Charlotte**

CITY	ZIP	%
Charlotte - Southeast	28212	122.21%
Matthews	28105	97.16%
Charlotte - West	28278	96.80%
Indian Trail	28079	96.63%
Charlotte - East	28213	96.61%
Lake Norman - Cornelius	28031	92.88%
Waxhaw	28173	92.88%
Gastonia	28052	92.44%
Charlotte - South	28226	91.80%
Lake Norman - Mooresville	28117	91.26%

District: Chicago

CITY	ZIP	%
Loop	60605	103.82%
Near South Side	60605	102.70%
Near South Side	60616	102.30%
Loop	60601	98.60%
Shorewood	60404	98.60%
North Chicago	60064	88.29%
Englewood	60621	86.28%
West Englewood	60636	84.40%
Harvey	60426	82.96%
West Garfield Park	60624	81.53%

District: Dallas

CITY	ZIP	%
Richardson	75081	102.71%
Arlington	76010	99.82%
Dallas	75238	99.26%
Arlington	76018	98.57%
Fort Worth	76134	98.44%
Arlington	76016	92.18%
Corsicana	75110	91.72%
Terrell	75160	91.06%
Dallas	75232	89.93%
Dallas	75216	89.01%

District: Denver

CITY	ZIP	%
Denver - Northeast	80216	101.03%
Denver - Other	80229	100.35%
Denver - Northeast	80239	100.09%
Thornton	80229	99.90%
Aurora - South	80017	99.71%
Denver - Southeast	80203	94.62%
Denver - Southwest	80236	94.47%
Denver - Southeast	80206	94.46%
Denver - Southeast	80209	94.45%
Denver - Southeast	80222	93.86%

District: Hartford

CITY	ZIP	%
W Hartford	06117	98.11%
Windsor Locks	06096	97.38%
Bloomfield	06002	97.31%
E Hartford	06108	97.31%
E Hampton	06424	97.22%
Milford	06460	92.24%
Southbury	06488	92.15%
Clinton	06413	92.12%
Waterbury	06708	91.77%
Madison	06443	91.13%

District: Houston

CITY	ZIP	%
Katy	77084	99.73%
Deer Park	77536	98.89%
Houston	77034	98.50%
Conroe	77303	98.28%
Conroe	77385	98.27%
Sugar Land	77479	91.78%
Cypress	77433	91.67%
Magnolia	77355	91.63%
Houston	77047	91.35%
Woodlands	77389	89.53%

District: Jacksonville

CITY	ZIP	%
Orange Park	32073	96.23%
Jacksonville - Normandy	32221	96.12%
World Golf Village Area	32092	95.80%
Jacksonville - Argyle/Oakleaf Plant	32244	95.73%
Jacksonville - Cedar Hills	32210	95.63%
Jacksonville - College Park/Ribault	32208	90.76%
Jacksonville - Paxon	32254	90.69%
Jacksonville Beach	32250	90.07%
Jacksonville - College Park/Ribault	32209	87.39%
Ponte Vedra Beach	32082	80.62%

**District: Las Vegas**

CITY	ZIP	%
Las Vegas - Summerlin	89134	102.47%
Las Vegas - East Las Vegas	89142	101.60%
Las Vegas - Sunrise Mountain	89115	100.69%
North Las Vegas - Aliante	89031	100.44%
Las Vegas - East Las Vegas	89122	100.24%
Las Vegas - Downtown	89169	92.78%
Las Vegas - Paradise	89118	92.57%
Las Vegas - Downtown	89106	92.37%
Las Vegas - Downtown	89109	89.73%
Las Vegas - Red Rock CC	89135	88.29%

**District: Miami**

CITY	ZIP	%
Miami	33130	113.27%
Miami	33193	107.82%
Homestead	33032	98.84%
Miami	33177	98.56%
Miami	33187	96.67%
Fort Lauderdale	33304	84.32%
Miami Beach	33140	84.03%
Hollywood	33023	82.40%
Fort Pierce	34949	81.75%
Coconut Grove	33133	81.34%

**District: Minneapolis**

CITY	ZIP	%
Edina	55435	109.27%
Brooklyn Park	55445	99.29%
Brooklyn Park	55443	98.38%
Maplewood	55109	98.23%
New Hope	55428	98.15%
Minneapolis - Southwest	55410	93.36%
Eden Prairie	55347	93.14%
Edina	55436	92.91%
Minneapolis - Phillips	55407	92.23%
Chaska	55318	87.00%

**District: Naples**

CITY	ZIP	%
Cape Coral	33993	97.20%
Cape Coral	33909	96.01%
Cape Coral	33991	95.94%
Lehigh Acres	33976	95.80%
Cape Coral	33990	95.34%
North Fort Myers	33903	86.93%
Fort Myers	33905	86.78%
Fort Myers	33912	86.64%
Naples	34110	86.11%
Naples	34108	84.32%

**District: New York**

CITY	ZIP	%
Corona	11368	115.22%
Holbrook	11741	96.91%
Shirley	11967	96.00%
Central Islip	11722	95.98%
Ronkonkoma	11779	95.92%
Ossining	10562	91.50%
Woodside	11377	91.19%
Riverhead	11901	90.22%
East Elmhurst	11369	89.07%
West Hempstead	11552	88.95%

**District: Norfolk**

CITY	ZIP	%
York County North	23690	105.12%
Chesapeake - Central	23324	99.11%
Virginia Beach - Southwest	23462	98.80%
Virginia Beach - Northwest	23455	98.78%
Virginia Beach - South Central	23452	98.68%
Newport News - South	23607	94.13%
Virginia Beach - Southeast	23456	92.87%
Virginia Beach - Northeast	23454	92.57%
Portsmouth - Central	23704	91.61%
Virginia Beach - Northeast	23451	89.42%

District: Orlando

CITY	ZIP	%
Orlando	32824	97.28%
Saint Cloud	34769	97.25%
Orlando	32829	97.22%
Saint Cloud	34772	96.92%
Ocoee	34761	96.81%
Orlando	32839	88.68%
Leesburg	34748	88.58%
Winter Park	32789	88.36%
Altamonte Springs	32714	87.91%
Longwood	32779	87.09%

District: Philadelphia

CITY	ZIP	%
Philadelphia - Olney-Oak Lane	19150	97.65%
West Chester	19382	97.39%
Glenside	19038	97.37%
Willow Grove	19090	97.29%
Newark	19713	97.27%
Philadelphia - West	19143	91.59%
Philadelphia - Kensington Area	19134	90.52%
Philadelphia - Upper North	19140	89.10%
Camden	08104	88.47%
Philadelphia - West	19139	88.26%

District: Phoenix

CITY	ZIP	%
Waddell	85355	103.81%
Tolleson	85353	99.87%
Surprise	85388	99.81%
Queen Creek	85243	99.18%
Laveen	85339	98.83%
Sun Lakes	85248	91.64%
Scottsdale	85255	91.05%
Mesa	85215	90.35%
Scottsdale	85262	88.47%
Paradise Valley	85253	86.81%

District: Raleigh

CITY	ZIP	%
Raleigh - Center	27601	103.06%
Smithfield	27577	98.06%
Raleigh - NC State Area	27603	98.04%
Holly Springs	27540	97.69%
Youngsville	27596	97.61%
Pittsboro	27312	94.30%
Franklinton	27525	94.20%
Chapel Hill	27517	93.80%
Hillsborough	27278	93.64%
Louisburg	27549	93.05%

District: Richmond

CITY	ZIP	%
Glen Allen	23059	97.64%
Richmond	23228	97.53%
Midlothian	23114	97.48%
Richmond	23235	97.25%
Mechanicsville	23116	97.12%
Richmond	23238	95.12%
Hopewell	23860	95.10%
Richmond	23220	94.54%
Chesterfield	23838	93.83%
Richmond	23224	93.29%

District: Sacramento

CITY	ZIP	%
Sacramento/Foothill Farms	95842	102.57%
Mountain House	95391	102.31%
Riverbank	95367	102.21%
Sacramento/Florin	95828	101.89%
Citrus Heights	95621	101.53%
Sacramento/Elder Creek	95824	95.52%
Davis	95618	95.36%
Yuba City	95993	95.25%
Sacramento/Arden	95864	94.70%
Loomis	95650	93.90%

District: Salt Lake City

CITY	ZIP	%
West Haven	84401	100.50%
Salt Lake City - Northwest	84116	98.95%
Roy	84067	98.89%
West Valley City - Hunter	84120	98.88%
Ogden	84401	98.84%
Provo	84604	94.12%
Sandy	84092	94.10%
Millcreek - East	84109	93.46%
Cottonwood	84121	93.27%
Orem	84097	93.18%

District: San Diego

CITY	ZIP	%
Lemon Grove	91945	101.39%
Chula Vista	91915	101.34%
SD - Mira Mesa	92126	101.20%
Oceanside	92058	100.70%
SD - Encanto	92114	100.59%
SD - Carmel Valley	92130	95.07%
Valley Center	92082	95.03%
SD - Pacific Beach	92109	94.26%
La Jolla	92037	93.33%
Coronado	92118	92.31%

District: San Francisco Bay Area

CITY	ZIP	%
San Jose - East Valley	95122	102.74%
Hayward	94545	101.21%
East Palo Alto	94303	100.93%
San Pablo	94806	100.86%
San Jose - East Valley	95148	100.75%
Redwood City	94062	93.79%
Oakland	94605	93.68%
Rio Vista	94571	93.45%
Sonoma	95476	93.40%
Healdsburg	95448	92.07%

District: Seattle

CITY	ZIP	%
Everett	98201	101.07%
Mount Vernon	98273	101.06%
Auburn	98002	100.33%
Lake Stevens	98258	100.01%
Covington	98042	99.81%
Stanwood	98292	92.90%
Sequim	98382	92.89%
Bellevue	98006	92.67%
Bellevue	98004	92.39%
Mercer Island	98040	91.10%

District: Southern California

CITY	ZIP	%
Chino Hills	91709	116.79%
South Gate	90280	107.02%
Moreno Valley	92551	102.08%
Perris	92571	101.47%
Canyon Country	91351	101.28%
Claremont	91711	92.23%
Coto De Caza	92679	91.61%
Newport Beach	92660	90.04%
Laguna Beach	92651	90.01%
Calabasas	91302	82.25%

District: Tampa

CITY	ZIP	%
Gibsonton	33534	97.07%
Riverview	33569	97.04%
Land O Lakes	34638	96.30%
Spring Hill	34609	96.24%
New Port Richey	34654	95.86%
Odessa	33556	87.50%
Largo	33774	84.77%
Tampa	33607	83.67%
Clearwater	33767	79.85%
Clearwater	33756	69.54%

District: Tucson

CITY	ZIP	%
Tucson - Southwest	85757	98.09%
Marana	85658	98.00%
Tucson - Northwest	85742	97.62%
Tucson - Northwest	85743	97.02%
Tucson - Southeast	85730	96.97%
Tucson - Northeast	85749	93.73%
Tucson - North	85750	93.53%
Tucson - Central	85719	92.97%
Green Valley	85614	92.66%
Tucson - North	85718	92.03%

**More Information**

If you would like to receive more detailed data for a specific market that was not included in the report, or have questions, please email ZipRealty's Director of Marketing John Oldham at [JOldham@ZipRealty.com](mailto:JOldham@ZipRealty.com) or call 510-735-2805.

**Media Contacts**

ZipRealty, Inc. Media Relations Contact

John Oldham, Director of Marketing

2000 Powell Street, Suite 300

Emeryville, CA 94608

Email: [JOldham@ZipRealty.com](mailto:JOldham@ZipRealty.com)

Phone: 510-735-2805

Allison and Partners Contact

Marielle Covington

Email: [Ziprealty@allisonpr.com](mailto:Ziprealty@allisonpr.com)

Phone: 415-277-4929