



# ZipRealty, Inc. Second Quarter 2010 Home Hunter Report

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## Table of Contents

|                                   |    |
|-----------------------------------|----|
| Introduction                      | 3  |
| Methodology                       | 4  |
| Disclaimer                        | 4  |
| Top 25 Cities Searched            | 5  |
| Hottest and Coldest Zip Codes     |    |
| Top 10 Hottest and Top 10 Coldest | 7  |
| Atlanta                           | 8  |
| Austin                            | 8  |
| Bakersfield/Fresno                | 8  |
| Baltimore                         | 9  |
| Boston                            | 9  |
| Charlotte                         | 9  |
| Chicago                           | 10 |
| Dallas                            | 10 |
| Denver                            | 10 |
| Hartford                          | 11 |
| Houston                           | 11 |
| Jacksonville                      | 11 |
| Las Vegas                         | 12 |
| Miami                             | 12 |
| Minneapolis/St. Paul              | 12 |
| Naples                            | 13 |
| New York Metro                    | 13 |
| Norfolk                           | 13 |
| Orange County                     | 14 |
| Orlando                           | 14 |
| Philadelphia Metro                | 14 |
| Phoenix                           | 15 |
| Raleigh-Durham                    | 15 |
| Richmond, Va.                     | 15 |
| Sacramento                        | 16 |
| Salt Lake City                    | 16 |
| San Diego                         | 16 |
| San Francisco Bay Area            | 17 |
| Seattle                           | 17 |
| Southern California               | 17 |
| Tampa                             | 18 |
| Tucson                            | 18 |
| Washington DC                     | 18 |
| Search Data by Market             | 20 |



## **Introduction**

Overall, ZipRealty tracked data from 5,400 cities within 33 markets to identify the most searched cities by ZipRealty.com users. The greater Phoenix area continues to be the most highly searched region nationwide. Seven of the top 10 most-searched cities nationwide are located in the Phoenix area. The Las Vegas communities of Summerlin and Henderson, and the Florida city of Orlando, round out the Top 10.

ZipRealty also tracks hot and cold ZIP codes in each market through the [Offer Evaluator](#) online tool on ZipRealty.com. The tool tracks the ratio, in percentage form, of how offers submitted by buyers and accepted by sellers compare to the original list prices of homes. This ratio helps 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 ZipRealty collects sales and list data for all ZIP codes in markets in which the company operates, for this report only ZIP codes where a minimum 30 transactions have occurred in the past quarter are listed and compared. Below are the cities that fell into the hottest and coldest ZIP codes.

**Hot Zips:** Berkeley, Calif., (94703); Loop – Chicago, Ill., (606063); Oakland, Calif., (94621); Oakland, Calif., (94603); Forest Park, Ga. (30297); San Jose, Calif., (95122); Rodeo, Calif., (94572); North Las Vegas, Nev., (89030); Adelanto, Calif., ( 92301); San Jose, Calif., (95111).

**Cold Zips:** Bokeelia, Fla., (33922); Jupiter, Fla., (33477); Minooka, Ill., (60447); Osterville, Mass., (02655); Boca Raton, Fla., (33496); Highland Beach, Fla., (33487); Delray Beach, Fla., (33483); Palm Beach, Fla., (33480); Alva, Fla., (33920); Winchester, Conn., (06098).



## **Methodology**

Each quarter, ZipRealty pulls real estate data from the Multiple Listing Services (MLS) offered in 33 of the 35 major U.S. metropolitan areas in which the real estate brokerage operates. The markets included in this report are: Atlanta, Austin, Bakersfield/Fresno, Baltimore, Boston, Charlotte, Chicago, Dallas, Denver, Hartford, Houston, Jacksonville, Las Vegas, Miami, Minneapolis/St. Paul, Naples, New York Metro, Norfolk, Orange County, Orlando, Philadelphia Metro, Phoenix, Raleigh-Durham, Richmond, Va., Sacramento, Salt Lake City, San Diego, San Francisco Bay Area, Seattle, Southern California, Tampa, Tucson, 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 second quarter of 2010, beginning April 1 and through June 30.

## **Disclaimer**

This "Home Hunter" 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, refer to ZipRealty's earnings releases and periodic reports as they are made public. For the company's next earnings call please check the [Investor Relations page](#) on [ZipRealty.com](#).



### **Top 25 Cities Searched**

ZipRealty.com is one of the top-five ranked real estate destinations on the web, according to [Hitwise](#), a third-party measurement firm. The Top 25 list highlights the most popular cities searched by ZipRealty.com users. During the second quarter, cities that have been hit hard with distressed properties topped the most popularly searched cities/neighborhoods by home seekers.

Arizona, Las Vegas and Florida continue to dominate searches by ZipRealty.com users, with Phoenix proper again taking the top spot and the region claiming seven of the top 10 searched cities. ZipRealty.com users also show continued interest in the Las Vegas and Florida markets, with 12 cities or communities in the greater Las Vegas area and cities in Florida included in the top 25 most-searched list.

### Top 25 Cities Searched

| <b>Rank</b> | <b>CITY</b>                          |
|-------------|--------------------------------------|
| 1           | Phoenix, Ariz.                       |
| 2           | Scottsdale, Ariz.                    |
| 3           | Chandler, Ariz.                      |
| 4           | Orlando, Fla.                        |
| 5           | Mesa, Ariz.                          |
| 6           | Gilbert, Ariz.                       |
| 7           | Las Vegas – Summerlin, Nev.          |
| 8           | Glendale, Ariz.                      |
| 9           | Henderson - Green Valley, Nev.       |
| 10          | Tempe, Ariz.                         |
| 11          | Atlanta, Ga.                         |
| 12          | Kissimmee, Fla.                      |
| 13          | Henderson - Anthem/Seven Hills, Nev. |
| 14          | Las Vegas - Red Rock CC, Nev.        |
| 15          | Las Vegas - Rhodes Ranch, Nev.       |
| 16          | Dallas, Texas                        |
| 17          | Las Vegas - Spring Valley, Nev.      |
| 18          | Las Vegas - The Lakes, Nev.          |
| 19          | Peoria, Ill.                         |
| 20          | Las Vegas - Silverado Ranch, Nev.    |
| 21          | Fort Lauderdale, Fla.                |
| 22          | Las Vegas - Coronado Ranch           |
| 23          | Houston, Texas                       |
| 24          | Carlsbad, Calif.                     |
| 25          | Las Vegas - Southern Highlands, Nev. |



## **Hot and Cold Zip Codes**

The chart shows the 10 hottest ZIP codes (i.e., areas where homes are selling the most over list price) and 10 coldest ZIP codes (i.e., areas where homes are selling the most under list price) that ZipRealty monitors. The hottest markets are primarily in the Golden State, with seven ZIP codes in California occupying the Top 10 “Hot Markets” list this quarter. The Loop in Chicago, Forest Park, Georgia and North Las Vegas round out the Top Ten. Ninety-one of the Top 100 zip codes were in California. The San Francisco Bay Area had six ZIP codes in the Top 10 on the “Hot” list.

The “Cold Markets” are primarily located in Florida, with seven ZIP codes on the list.

### **Top 10 Hot and Cold Zip Codes for 31 individual markets:**

| CITY                 | ZIP   | % of asking |
|----------------------|-------|-------------|
| Berkeley, Calif.     | 94703 | 107.73%     |
| Chicago, Ill. – Loop | 60603 | 106.56%     |
| Oakland, Calif.      | 94621 | 105.93%     |
| Oakland, Calif.      | 94603 | 104.33%     |
| Forest Park, Ga.     | 30297 | 104.03%     |
| San Jose, Calif.     | 95122 | 103.86%     |
| Rodeo, Calif.        | 94572 | 103.42%     |
| Las Vegas, Nev.      | 89030 | 103.41%     |
| Adelanto, Calif.     | 92301 | 103.11%     |
| San Jose, Calif.     | 95111 | 103.03%     |
| CITY                 | ZIP   | % of asking |
| Bokeelia, Fla.       | 33922 | 84.18%      |
| Jupiter, Fla.        | 33477 | 84.02%      |
| Minooka, Ill.        | 60447 | 83.84%      |
| Osterville, Mass.    | 02655 | 83.82%      |
| Boca Raton, Fla.     | 33496 | 83.73%      |
| Highland Beach, Fla. | 33487 | 83.61%      |
| Delray Beach, Fla.   | 33483 | 82.67%      |
| Palm Beach, Fla.     | 33480 | 82.61%      |
| Alva, Fla.           | 33920 | 75.95%      |
| Winchester, Conn.    | 06098 | 71.61%      |

**Hottest/Coldest ZIP Codes by Metro, Q2 2010**

| District: Atlanta             |       |         |
|-------------------------------|-------|---------|
| CITY                          | ZIP   | %       |
| Forest Park                   | 30297 | 104.03% |
| Riverdale                     | 30296 | 101.02% |
| Riverdale                     | 30274 | 100.27% |
| Jonesboro                     | 30238 | 98.81%  |
| Marietta                      | 30008 | 98.34%  |
| Jasper                        | 30143 | 90.65%  |
| Marietta                      | 30067 | 90.45%  |
| Atlanta                       | 30327 | 90.08%  |
| Ballground                    | 30107 | 89.16%  |
| Gainesville                   | 30501 | 88.82%  |
| District: Austin              |       |         |
| CITY                          | ZIP   | %       |
| Del Valle                     | 78617 | 100.02% |
| Austin - North Central        | 78728 | 98.53%  |
| Austin - Northeast            | 78753 | 98.46%  |
| Austin - South                | 78749 | 98.43%  |
| Manor                         | 78653 | 98.41%  |
| South Lake Travis             | 78734 | 94.09%  |
| Lago Vista                    | 78645 | 93.99%  |
| Spicewood                     | 78669 | 93.67%  |
| Austin - Westlake/West Austin | 78746 | 92.82%  |
| Wimberley                     | 78676 | 92.09%  |
| District: Bakersfield/Fresno  |       |         |
| CITY                          | ZIP   | %       |
| Winton                        | 95388 | 102.02% |
| Delhi                         | 95315 | 100.86% |
| Los Banos                     | 93635 | 100.36% |
| Kerman                        | 93630 | 99.78%  |
| Fresno                        | 93702 | 99.75%  |
| Shafter                       | 93263 | 95.34%  |
| Exeter                        | 93221 | 94.90%  |
| Fresno                        | 93701 | 94.72%  |
| Chowchilla                    | 93610 | 93.76%  |
| Fresno                        | 93711 | 93.71%  |

**District: Baltimore**

| CITY             | ZIP   | %      |
|------------------|-------|--------|
| Prince Frederick | 20678 | 99.69% |
| Windsor Mill     | 21244 | 99.16% |
| North Beach      | 20714 | 99.16% |
| Laurel           | 20724 | 99.19% |
| Hanover          | 21076 | 98.74% |
| Towson           | 21208 | 93.15% |
| Baltimore        | 21216 | 93.08% |
| Annapolis        | 21401 | 92.97% |
| Cockeysville     | 21030 | 92.16% |
| Baltimore        | 21223 | 90.09% |

**District: Boston**

| CITY       | ZIP   | %       |
|------------|-------|---------|
| Ayer       | 01432 | 100.32% |
| Brockton   | 02302 | 98.77%  |
| Hyde Park  | 02136 | 98.74%  |
| Tyngsboro  | 01879 | 98.62%  |
| Chelmsford | 01824 | 98.61%  |
| Westport   | 02790 | 91.04%  |
| Wareham    | 02571 | 90.47%  |
| Rockport   | 01966 | 89.27%  |
| Dennis     | 02638 | 85.26%  |
| Osterville | 02655 | 83.82%  |

**District: Charlotte**

| CITY                      | ZIP   | %      |
|---------------------------|-------|--------|
| Charlotte - North         | 28216 | 97.98% |
| Dallas                    | 28034 | 97.42% |
| Pineville                 | 28134 | 97.37% |
| Charlotte - West          | 28278 | 97.07% |
| Charlotte - Northeast     | 28269 | 96.74% |
| Charlotte - South         | 28226 | 91.98% |
| Lake Norman - Mooresville | 28117 | 91.75% |
| Belmont                   | 28012 | 91.58% |
| Albemarle                 | 28001 | 90.84% |
| Monroe                    | 28112 | 89.96% |

**District: Chicago**

| CITY          | ZIP   | %       |
|---------------|-------|---------|
| Loop          | 60603 | 106.56% |
| Gage Park     | 60632 | 100.96% |
| Loop          | 60601 | 100.45% |
| North Center  | 60613 | 99.83%  |
| West Pullman  | 60628 | 99.60%  |
| Harvey        | 60426 | 88.89%  |
| Lake Forest   | 60045 | 88.31%  |
| Highland Park | 60035 | 87.80%  |
| Fox Lake      | 60020 | 86.97%  |
| Minooka       | 60447 | 83.84%  |

**District: Dallas**

| CITY               | ZIP   | %       |
|--------------------|-------|---------|
| Lancaster          | 75134 | 101.71% |
| Arlington          | 76018 | 99.83%  |
| Savannah           | 76227 | 99.75%  |
| Dallas             | 75249 | 99.44%  |
| Providence Village | 76227 | 99.35%  |
| Greenville         | 75401 | 92.49%  |
| Irving             | 75038 | 92.43%  |
| Quinlan            | 75474 | 92.05%  |
| Sanger             | 76266 | 91.82%  |
| Decatur            | 76234 | 91.28%  |

**District: Denver**

| CITY               | ZIP   | %       |
|--------------------|-------|---------|
| Denver - Northeast | 80239 | 100.64% |
| Westminster        | 80234 | 99.75%  |
| Denver - Northeast | 80249 | 99.62%  |
| Denver - Other     | 80221 | 99.50%  |
| Thornton           | 80233 | 99.40%  |
| Denver - Southeast | 80218 | 94.06%  |
| Denver - Southeast | 80206 | 93.67%  |
| Castle Rock        | 80108 | 93.43%  |
| Denver - Southeast | 80231 | 92.36%  |
| Pine               | 80470 | 90.58%  |

**District: Hartford**

| CITY          | ZIP   | %      |
|---------------|-------|--------|
| E Hampton     | 06424 | 99.44% |
| Colchester    | 06415 | 97.82% |
| Enfield       | 06082 | 97.56% |
| Windsor Locks | 06096 | 97.53% |
| Vernon        | 06066 | 97.49% |
| Madison       | 06443 | 92.31% |
| Weston        | 06883 | 92.16% |
| Stratford     | 06615 | 91.76% |
| Greenwich     | 06830 | 90.05% |
| Winchester    | 06098 | 71.61% |

**District: Houston**

| CITY      | ZIP   | %      |
|-----------|-------|--------|
| Houston   | 77053 | 99.74% |
| Houston   | 77067 | 98.93% |
| Houston   | 77066 | 98.79% |
| Houston   | 77034 | 98.70% |
| Pasadena  | 77505 | 98.67% |
| Hockley   | 77447 | 92.35% |
| Houston   | 77024 | 91.53% |
| Houston   | 77019 | 91.14% |
| Pasadena  | 77506 | 91.11% |
| Woodlands | 77389 | 89.66% |

**District: Jacksonville**

| CITY                                | ZIP   | %      |
|-------------------------------------|-------|--------|
| Jacksonville - Cedar Hills          | 32222 | 98.21% |
| Jacksonville - Mandarin             | 32258 | 98.04% |
| Jacksonville - Argyle/Oakleaf Plant | 32244 | 97.90% |
| Jacksonville - Other                | 32258 | 97.89% |
| Jacksonville - Oceanway/Pecan Park  | 32218 | 97.61% |
| Palatka                             | 32177 | 90.85% |
| St. Augustine - Beaches             | 32080 | 89.85% |
| Jacksonville - Other                | 32210 | 89.70% |
| Ponte Vedra Beach                   | 32082 | 89.42% |
| Ponte Vedra                         | 32082 | 88.08% |

**District: Las Vegas**

| CITY                              | ZIP   | %       |
|-----------------------------------|-------|---------|
| North Las Vegas - North Las Vegas | 89030 | 103.41% |
| Las Vegas - Sunrise Mountain      | 89115 | 101.52% |
| Las Vegas - Downtown              | 89106 | 100.71% |
| North Las Vegas - North Las Vegas | 89081 | 100.38% |
| Las Vegas - Sunrise Mountain      | 89156 | 100.35% |
| Las Vegas - Summerlin             | 89107 | 95.64%  |
| Henderson - Anthem/Seven Hills    | 89012 | 95.32%  |
| Las Vegas - Summerlin             | 89145 | 94.94%  |
| Las Vegas - Red Rock CC           | 89135 | 92.09%  |
| Las Vegas - Downtown              | 89109 | 91.41%  |

**District: Miami**

| CITY           | ZIP   | %       |
|----------------|-------|---------|
| Coconut Creek  | 33063 | 101.09% |
| Homestead      | 33032 | 99.97%  |
| Miramar        | 33025 | 99.94%  |
| Hialeah        | 33016 | 99.66%  |
| Hialeah        | 33015 | 99.16%  |
| Jupiter        | 33477 | 84.02%  |
| Boca Raton     | 33496 | 83.73%  |
| Highland Beach | 33487 | 83.61%  |
| Delray Beach   | 33483 | 82.67%  |
| Palm Beach     | 33480 | 82.61%  |

**District: Minneapolis/St. Paul**

| CITY                        | ZIP   | %       |
|-----------------------------|-------|---------|
| Otsego                      | 55301 | 100.61% |
| Brooklyn Center             | 55430 | 100.52% |
| Brooklyn Center             | 55429 | 100.50% |
| Brooklyn Park               | 55444 | 99.86%  |
| St. Paul                    | 55130 | 99.86%  |
| Minnetonka                  | 55305 | 94.43%  |
| Minneapolis - Central       | 55404 | 93.71%  |
| Edina                       | 55424 | 93.58%  |
| Edina                       | 55439 | 93.41%  |
| Minneapolis - Calhoun Isles | 55405 | 91.47%  |

**District: Naples**

| CITY         | ZIP   | %      |
|--------------|-------|--------|
| Lehigh Acres | 33973 | 99.45% |
| Lehigh Acres | 33976 | 98.90% |
| Naples       | 34116 | 98.00% |
| Lehigh Acres | 33971 | 97.84% |
| Cape Coral   | 33909 | 97.81% |
| Naples       | 34102 | 89.30% |
| Naples       | 34114 | 89.26% |
| Naples       | 34103 | 89.03% |
| Bokeelia     | 33922 | 84.18% |
| Alva         | 33920 | 75.95% |

**District: New York Metro**

| CITY           | ZIP   | %      |
|----------------|-------|--------|
| Larchmont      | 10538 | 97.77% |
| Centereach     | 11720 | 97.12% |
| Northport      | 11768 | 96.85% |
| East Northport | 11731 | 96.74% |
| Mastic         | 11950 | 96.60% |
| Hampton Bays   | 11946 | 91.60% |
| Tarrytown      | 10591 | 91.51% |
| Howard Beach   | 11414 | 90.85% |
| Corona         | 11368 | 90.02% |
| Great Neck     | 11021 | 89.66% |

**District: Norfolk**

| CITY                           | ZIP   | %      |
|--------------------------------|-------|--------|
| Suffolk - Northeast            | 23435 | 98.89% |
| Virginia Beach - Southeast     | 23454 | 98.79% |
| Suffolk - Central              | 23434 | 98.75% |
| Hampton - Mercury North        | 23666 | 98.57% |
| Chesapeake - South             | 23320 | 98.49% |
| Poquoson                       | 23662 | 95.46% |
| Norfolk - West                 | 23508 | 95.44% |
| Virginia Beach - North Central | 23452 | 94.72% |
| Virginia Beach - Northeast     | 23451 | 93.54% |
| Hampton - West                 | 23669 | 93.24% |

**District: Orange County**

| CITY           | ZIP   | %       |
|----------------|-------|---------|
| Anaheim        | 92802 | 100.71% |
| Garden Grove   | 92840 | 100.48% |
| Anaheim        | 92801 | 100.31% |
| Orange         | 92868 | 100.23% |
| Anaheim        | 92807 | 100.15% |
| Seal Beach     | 90740 | 94.15%  |
| Laguna Woods   | 92637 | 93.94%  |
| Corona Del Mar | 92625 | 93.30%  |
| Laguna Beach   | 92651 | 91.24%  |
| Newport Coast  | 92657 | 90.46%  |

**District: Orlando**

| CITY        | ZIP   | %       |
|-------------|-------|---------|
| Orlando     | 32811 | 100.51% |
| Kissimmee   | 34759 | 99.41%  |
| Kissimmee   | 34758 | 99.41%  |
| Orlando     | 32822 | 99.22%  |
| Orlando     | 32835 | 99.20%  |
| Leesburg    | 34788 | 90.21%  |
| Lake Wales  | 33898 | 89.58%  |
| Winter Park | 32789 | 88.82%  |
| Orlando     | 32805 | 86.81%  |
| Orlando     | 32827 | 86.37%  |

**District: Philadelphia Metro**

| CITY                       | ZIP   | %      |
|----------------------------|-------|--------|
| Norristown                 | 19403 | 98.59% |
| Downingtown                | 19335 | 98.38% |
| Levittown                  | 19054 | 98.34% |
| Temple                     | 19560 | 98.29% |
| Boothwyn                   | 19061 | 98.26% |
| Philadelphia - Center City | 19103 | 90.34% |
| Camden                     | 08104 | 90.05% |
| Philadelphia - Center City | 19107 | 89.70% |
| Reading                    | 19602 | 89.41% |
| Philadelphia - Lower North | 19121 | 89.26% |

**District: Phoenix**

| CITY            | ZIP   | %       |
|-----------------|-------|---------|
| Queen Creek     | 85240 | 101.61% |
| Phoenix         | 85035 | 101.40% |
| Phoenix         | 85043 | 100.74% |
| El Mirage       | 85335 | 100.58% |
| Phoenix         | 85037 | 100.41% |
| Scottsdale      | 85255 | 91.72%  |
| Scottsdale      | 85262 | 89.47%  |
| Carefree        | 85377 | 89.34%  |
| Paradise Valley | 85253 | 88.31%  |
| Wickenburg      | 85390 | 85.95%  |

**District: Raleigh**

| CITY                             | ZIP   | %      |
|----------------------------------|-------|--------|
| Cameron                          | 28326 | 99.51% |
| Cary/Morrisville/Apex            | 27560 | 98.28% |
| Cary/Holly Springs/Fuquay Varina | 27540 | 98.17% |
| Cary/Holly Springs/Fuquay Varina | 27539 | 98.11% |
| Rolesville/Wake Forest           | 27616 | 98.05% |
| Raleigh - Center                 | 27607 | 93.67% |
| Chapel Hill                      | 27514 | 93.40% |
| Sanford                          | 27330 | 93.08% |
| Durham - Central                 | 27712 | 93.00% |
| Creedmoor                        | 27522 | 92.24% |

**District: Richmond, Va.**

| CITY            | ZIP   | %       |
|-----------------|-------|---------|
| Charlottesville | 22911 | 100.82% |
| Henrico         | 23228 | 99.17%  |
| Glen Allen      | 23060 | 98.48%  |
| Palmyra         | 22963 | 97.86%  |
| Richmond        | 23236 | 97.76%  |
| Midlothian      | 23113 | 94.43%  |
| Richmond        | 23222 | 94.31%  |
| Richmond        | 23238 | 93.47%  |
| Petersburg      | 23805 | 93.28%  |
| Charlottesville | 22901 | 92.20%  |

**District: Sacramento**

| CITY                | ZIP   | %       |
|---------------------|-------|---------|
| Sacramento/Franklin | 95832 | 102.66% |
| Rio Linda           | 95673 | 102.63% |
| Stockton            | 95210 | 102.13% |
| Stockton            | 95203 | 101.73% |
| Modesto             | 95351 | 101.61% |
| Loomis              | 95650 | 95.31%  |
| Grass Valley        | 95949 | 94.90%  |
| Auburn              | 95602 | 94.13%  |
| Shingle Springs     | 95682 | 93.93%  |
| East Sacramento     | 95825 | 87.45%  |

**District: Salt Lake City**

| CITY                 | ZIP   | %       |
|----------------------|-------|---------|
| Cedar Hills          | 84062 | 101.62% |
| Magna                | 84044 | 100.13% |
| Spanish Fork         | 84660 | 100.08% |
| Farmington           | 84025 | 100.04% |
| West Haven           | 84401 | 99.68%  |
| Rose Park            | 84104 | 94.38%  |
| Cottonwood           | 84121 | 94.19%  |
| Millcreek - East     | 84109 | 94.18%  |
| Holladay - Northeast | 84124 | 93.82%  |
| Sandy                | 84092 | 92.02%  |

**District: San Diego**

| CITY                | ZIP   | %       |
|---------------------|-------|---------|
| Chula Vista         | 91911 | 101.89% |
| SD - Paradise Hills | 92139 | 101.52% |
| SD - Otay Mesa      | 92154 | 101.45% |
| Vista               | 92083 | 101.13% |
| SD - Encanto        | 92114 | 100.91% |
| Oceanside           | 92054 | 94.86%  |
| Del Mar             | 92014 | 93.81%  |
| Coronado            | 92118 | 93.26%  |
| La Jolla            | 92037 | 93.04%  |
| Rancho Santa Fe     | 92067 | 91.79%  |

**District: San Francisco Bay Area**

| CITY        | ZIP   | %       |
|-------------|-------|---------|
| Berkeley    | 94703 | 107.73% |
| Oakland     | 94621 | 105.93% |
| Oakland     | 94603 | 104.33% |
| San Jose    | 95122 | 103.86% |
| San Jose    | 95111 | 103.03% |
| Alamo       | 94507 | 93.79%  |
| Tiburon     | 94920 | 92.46%  |
| Healdsburg  | 95448 | 91.88%  |
| Sausalito   | 94965 | 91.41%  |
| South Beach | 94105 | 90.76%  |

**District: Seattle**

| CITY                                    | ZIP   | %       |
|---|-------|---------|
| Fife                                    | 98424 | 100.11% |
| Tacoma - Eastside                       | 98404 | 100.00% |
| Marysville                              | 98270 | 99.89%  |
| Federal Way                             | 98003 | 99.61%  |
| Lacey                                   | 98513 | 99.61%  |
| Mercer Island                           | 98040 | 93.50%  |
| Camano Island                           | 98282 | 93.36%  |
| Bellevue                                | 98004 | 93.07%  |
| Blaine                                  | 98230 | 92.63%  |
| Seattle - Madison Park/Montlake (98112) | 98112 | 91.73%  |

**District: Southern California**

| CITY                    | ZIP   | %       |
|-------------------------|-------|---------|
| Adelanto                | 92301 | 103.11% |
| Arleta                  | 91331 | 102.77% |
| Canoga Park             | 91304 | 102.68% |
| Los Angeles             | 90022 | 102.62% |
| Chino                   | 91708 | 102.59% |
| Beverly Hills           | 90210 | 91.79%  |
| Palm Springs            | 92262 | 91.64%  |
| Los Angeles             | 90077 | 91.45%  |
| Westwood - Century City | 90024 | 90.70%  |
| Indian Wells            | 92210 | 88.12%  |

**District: Tampa**

| CITY               | ZIP   | %      |
|--------------------|-------|--------|
| Wesley Chapel      | 33545 | 98.77% |
| Riverview          | 33579 | 98.16% |
| Zephyrhills        | 33545 | 97.98% |
| Ruskin             | 33570 | 97.56% |
| Gibsonton          | 33534 | 97.41% |
| Clearwater         | 33767 | 89.68% |
| Belleair           | 33756 | 89.18% |
| Indian Rocks Beach | 33785 | 87.88% |
| Tampa              | 33605 | 85.94% |
| Saint Petersburg   | 33704 | 85.61% |

**District: Tucson**

| CITY               | ZIP   | %      |
|--------------------|-------|--------|
| Tucson - South     | 85756 | 99.38% |
| Tucson - Southwest | 85757 | 98.38% |
| Tucson - West      | 85713 | 98.34% |
| Tucson - Southwest | 85746 | 98.24% |
| Sahuarita          | 85629 | 98.19% |
| Tucson - Central   | 85716 | 93.51% |
| Tucson - North     | 85750 | 93.41% |
| Green Valley       | 85614 | 92.42% |
| Tucson - North     | 85718 | 91.99% |
| Marana             | 85658 | 91.05% |

**District: Washington, D.C.**

| CITY           | ZIP   | %       |
|----------------|-------|---------|
| Manassas       | 20109 | 101.61% |
| Manassas       | 20110 | 100.91% |
| Centreville    | 20121 | 100.49% |
| Sterling       | 20164 | 100.38% |
| Dumfries       | 22026 | 100.25% |
| Fredericksburg | 22401 | 95.12%  |
| Washington     | 20007 | 94.29%  |
| Mclean         | 22102 | 94.22%  |
| Great Falls    | 22066 | 93.01%  |
| Washington     | 20019 | 92.90%  |



### **Search Data by Market**

ZipRealty tracked the most popular areas searched for by ZipRealty.com users within 14 individual regions. ZipRealty may define these area boundaries by towns, neighborhoods, or ZIP codes, depending on the most accurate data available for each individual region.

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.

### **Top Searches by District Second Quarter 2010** **City/Town/Neighborhood**

#### **Boston**

- 1 Cambridge
- 2 Boston
- 3 Newton
- 4 Arlington
- 5 Quincy
- 6 Braintree
- 7 Medford
- 8 Lexington
- 9 Melrose
- 10 Brookline

#### **Chicago**

- 1 Naperville
- 2 Orland Park
- 3 Lincoln Park
- 4 Arlington Heights
- 5 Tinley Park
- 6 Downers Grove
- 7 Schaumburg
- 8 Oak Lawn
- 9 Near North Side
- 10 Des Plaines

**Dallas**

- 1 Dallas
- 2 Plano
- 3 Arlington
- 4 Fort Worth
- 5 Frisco
- 6 Carrollton
- 7 Grand Prairie
- 8 Irving
- 9 Richardson
- 10 Grapevine

**Las Vegas**

- 1 Las Vegas - Summerlin
- 2 Henderson - Green Valley
- 3 Henderson - Anthem/Seven Hills
- 4 Las Vegas - Red Rock CC
- 5 Las Vegas - Rhodes Ranch
- 6 Las Vegas - Spring Valley
- 7 Las Vegas - The Lakes
- 8 Las Vegas - Silverado Ranch
- 9 Las Vegas - Coronado Ranch
- 10 Las Vegas - Southern Highlands

**Los Angeles**

- 1 Santa Monica
- 2 Pasadena
- 3 Los Angeles
- 4 Burbank
- 5 Glendale
- 6 Beverly Hills
- 7 Sherman Oaks
- 8 Long Beach
- 9 Culver City
- 10 Studio City

**Miami**

- 1 Fort Lauderdale
- 2 Miami
- 3 Boca Raton
- 4 Miami Beach
- 5 Hollywood
- 6 Miramar
- 7 Pembroke Pines
- 8 Coral Springs
- 9 Aventura
- 10 Coral Gables

**Minneapolis/St. Paul**

- 1 St. Paul
- 2 Blaine
- 3 Maple Grove
- 4 Plymouth
- 5 Eagan
- 6 Brooklyn Park
- 7 Minneapolis - Central
- 8 Bloomington
- 9 Edina
- 10 Minneapolis - Calhoun Isles

**New York Region**

- 1 White Plains
- 2 Yonkers
- 3 New Rochelle
- 4 Bronxville
- 5 Bayside
- 6 Scarsdale
- 7 Tarrytown
- 8 Queens Village
- 9 Mamaroneck
- 10 Bronx North

**Orange County**

- 1 Irvine
- 2 Huntington Beach
- 3 Orange
- 4 Anaheim
- 5 Costa Mesa
- 6 Newport Beach
- 7 Fullerton
- 8 Tustin
- 9 Garden Grove
- 10 Fountain Valley

**Phoenix**

- 1 Phoenix
- 2 Scottsdale
- 3 Chandler
- 4 Mesa
- 5 Gilbert
- 6 Glendale
- 7 Tempe
- 8 Peoria
- 9 Surprise
- 10 Queen Creek

**San Francisco and Peninsula**

- 1 San Mateo
- 2 Pacific Heights
- 3 Noe Valley
- 4 Nob Hill
- 5 Russian Hill
- 6 Marina
- 7 North Beach
- 8 Daly City
- 9 Haight Ashbury
- 10 Lower Pacific Heights

**San Francisco Bay Area -- East Bay**

- 1 Fremont
- 2 Oakland
- 3 Pleasanton
- 4 Walnut Creek
- 5 Hayward
- 6 San Ramon
- 7 Berkeley
- 8 Dublin
- 9 Alameda
- 10 Concord

**San Francisco Bay Area – Silicon Valley**

- 1 Santa Clara
- 2 Sunnyvale
- 3 San Jose - Willow Glen
- 4 San Jose - West
- 5 Mountain View
- 6 San Jose - Almaden Valley
- 7 San Jose - Evergreen
- 8 San Jose - Blossom Valley
- 9 San Jose - Cambrian
- 10 San Jose - North Valley

**Seattle**

- 1 Bellevue
- 2 Seattle - Green Lake/Wallingford (98103)
- 3 Bothell
- 4 Seattle - Ballard/Fremont (98107)
- 5 Kirkland
- 6 Seattle - West Seattle (98116)
- 7 Auburn
- 8 Kent
- 9 Seattle - Queen Anne (98119)
- 10 Seattle - Queen Anne/Lake Union (98109)

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