

MARKET REPORT

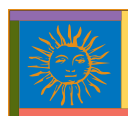
FOUNTAIN HILLS, AZ REAL ESTATE | MID-YEAR 2015



Sonoran Lifestyle Real Estate is pleased to present this Mid-Year, 2015 analysis of our local, Fountain Hills, Arizona real estate market. As a sales team committed to our community, we always look forward to an opportunity to better understand the dynamics of this very vibrant real estate economy. We are proud of our hometown community with its world-class atmosphere and are grateful for the opportunity to help you understand it better.

As we pass the half-way mark on 2015, the Fountain Hills real estate market reflects the cautious growth that pervades the rest of the country, with a 10% increase in the number of sales during the mid-year 2015, compared to mid-year 2014. There were a total 468 combined sales of Homes, Condos and Homesites, with \$177,621,891 in volume during the first half of 2015.

The Fountain Hills market (year over year) has seen 12% fewer single family homes & patio homes being sold under \$400,000, and there are strong indications that price growth may likely follow ...



SONORAN
LIFESTYLE
REAL ESTATE

FOUNTAIN HILLS

BY THE NUMBERS ...

468

TOTAL TRANSACTIONS

TOTAL AVERAGE SALE PRICE
OF SINGLE FAMILY AND PATIO HOMES:

\$507,644

COMBINED INCREASE IN SALES

+10%

2015 VS. 2014 MID-YEAR

↑ 22%

INCREASE SALES OF CONDOS

\$193,483

AVERAGE PRICE OF CONDOS

↓ 12%

HOME SALES
UNDER \$400,000
FEWER



SONORAN
LIFESTYLE
REAL ESTATE



Average Prices of **Single Family & Patio Homes** at \$507,644 saw only modest appreciation of 1% (June 30, year-over-year), while **Condos and Townhomes** actually saw a 5% reduction in average price to \$193,483. Yet, sales of condominiums increased drastically by 22% with 150 units sold and \$29 million in sales, a pace only seen one other time since 2008. Coupled with a reduction of 12% fewer single family homes & patio homes sold under \$400,000, and there are strong indications that price growth may likely follow for the lower price range of inventory.

“Fountain Hills real estate market reflects the cautious growth that pervades the rest of the country, with a 10% increase in the number of sales during the mid-year 2015, compared to mid-year 2014.”

There were 41 **Custom Homesite** sales which seem to be enjoying a renewed interest, with a 26% increase in sales and a 19% increase in price at \$194,683. This is also reflected in the number of new homes currently being built in the community.

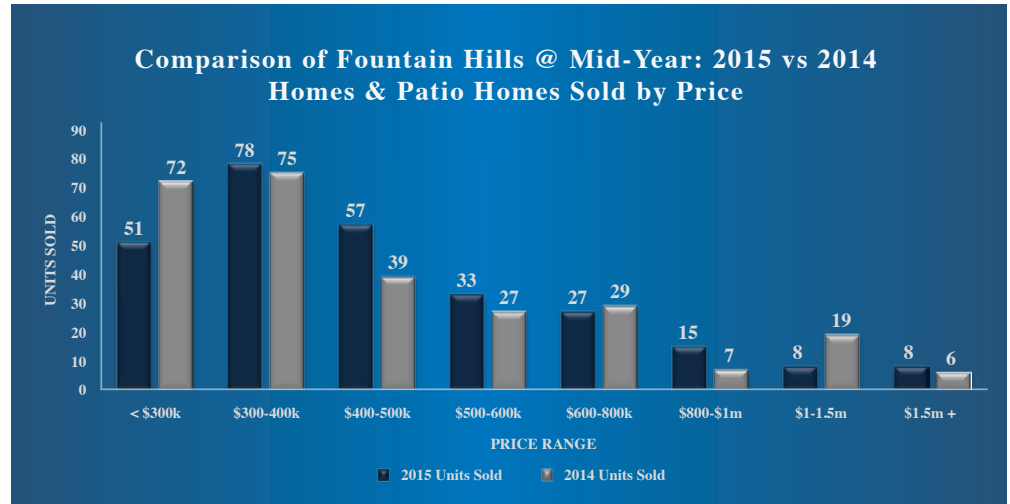
While some markets – even a few in Arizona – are experiencing rapid growth and are reminiscent of the boom times of ten years ago, Fountain Hills is more balanced. One of the factors that provide this balance is our mix of buyer profiles. During parts of the year, our market is made up largely of empty-nester, pre or post retirees looking for their spot in the sun. Many of these are Westerners or Mid-Westerners who generally purchase good quality homes based on style, convenience and value. At other times, buyers might be locals attempting to downsize or upsize, and may be willing to purchase a home that needs some updating and sweat equity. Sometimes, buyers are investors looking for a good rental property investment that moves their money from the financial markets into something a bit more tangible. Fortunately, the product for each of these profiles is varied. And, fortunately, there is a balance of homes available for all of them.

Market times for homes in Fountain Hills have come down a bit since the stabilization days of 2012-2013. Depending on the price range and type

of home, market times will generally range from 3-6 months. The exception is, and always has been, the homes over \$1.2 million whose timeframes will extend out to 6-12 months on average. No secret there, yet those homes are still moving at an impressive rate. Sometimes, market segments will experience either sluggishness or rapid absorption, and for a brief period may appear to either be the "dog" of the hour or the hottest thing going. These trends are ever-changing, and factor into the "balance" our market seems currently to enjoy.

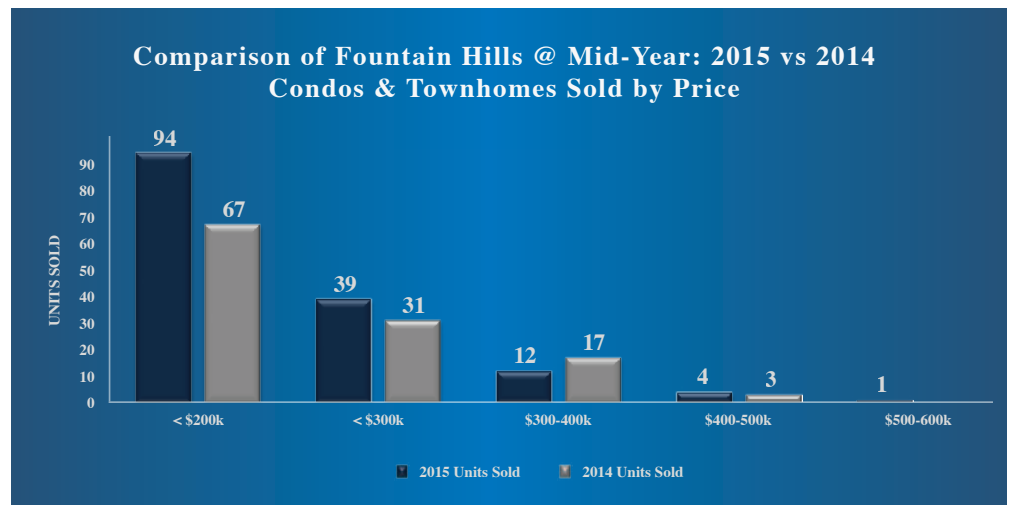
MARKET REPORT

FOUNTAIN HILLS, AZ REAL ESTATE
MID-YEAR 2015

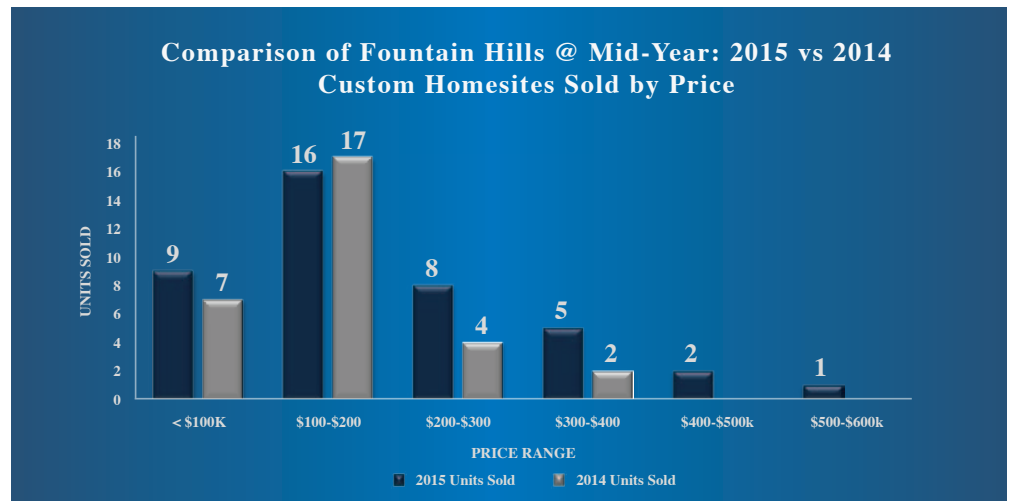


A LOOK BACK 22% LOWER

JUNE 30, 2012
THE AVG PRICE OF
HOMES & PATIO HOMES
WAS \$392,608 ...
CURRENTLY \$507,644!



And balance is a wonderful thing! Anyone involved in real estate through the boom years can tell a myriad of stories about overzealous investing, bad decisions and missed expectations. A balanced market allows savvy buyers an opportunity to expect a reasonable return on investment – if sound principals are involved in the buying decision. That's where an experienced Realtor will come in handy, providing guidance about factors that will affect long-term ownership.



Welcome to Fountain Hills

Stunning sunrises and 300 days of sunshine; friendly people and lots of fun activities to share with them; a healthy lifestyle of creative local eateries and outdoor recreation, beautiful scenery, flowers and critters found nowhere else in the world. That's Fountain Hills and we're delighted to share it with you!

Incorporated as a town in 1989, the community has a total area of 18.2 square miles. With a population of 22,235, the density of 1.9 person per acre is one of the lowest in Maricopa County! The hilly terrain with its beautiful arroyos and canyons provides dramatic views of the eastern mountain ranges including the Mazatzals, Goldfields, McDowells and Superstitions.

The boundaries of the community are completely natural, with mountains, Indian Communities and the McDowell Mountain Regional Park the backdrop for this world-class community. Of course, the World Famous Fountain is its centerpiece, providing a reminder at the top of every hour throughout the daytime of how lucky folks are to live and work here.



About Sonoran Lifestyle Real Estate

Sonoran Lifestyle Real Estate is a specialty real estate firm focused on high intensity residential marketing and property management in Fountain Hills, Arizona. The company also assists clients in Scottsdale, Rio Verde, Goldfield Ranch and the Valley of the Sun. In these lifestyle-oriented markets, a high degree of familiarity with the product, the people and the local environment is necessary to achieve success. The sales team is experienced and effective, always willing to go the extra mile for clients that become, more often than not, good friends!

Situated in the heart of Fountain Hills, only ½ block from the World Famous Fountain, Sonoran Lifestyle offers a unique office environment that is elegant and comfortable, designed with state of the art technology to quickly educate clients about the unique character of the community. We invite you to take advantage of the company's extensive array of tools, including the "Market Report" as well as the "Sonoran Lifestyle Relocation Guide" and its insert "150 Ways to Enjoy the Sonoran Desert Lifestyle", a publication designed to promote the area, its activities and its real estate.

For more information about homes, condos, rental properties or homesites in Fountain Hills, AZ, please contact one of our local associates. Be sure to check out our Relocation Guide at: www.MoveToFountainHills.com.

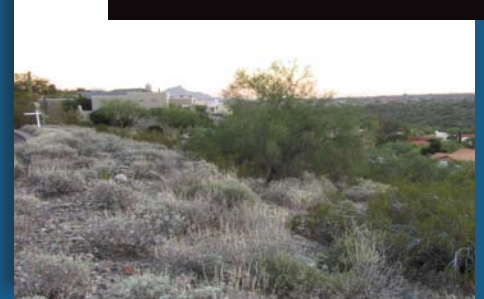
SHOWCASE

CUSTOM HOMES



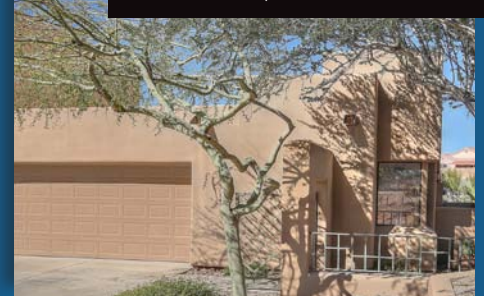
MLS #5196835 | \$522,400

HOMESITES

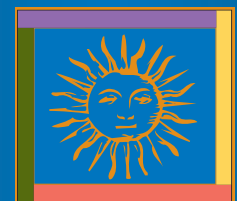


MLS #5215821 | \$155,000

CONDOS/TOWNHOMES



MLS #5234738 | \$339,900



**SONORAN
LIFESTYLE
REAL ESTATE**

Sonoran Lifestyle Real Estate
16824 E. Avenue of the Fountains
Fountain Hills, AZ 85268
480-816-5557

www.SonoranLifestyle.com
FountainHills@SonoranLifestyle.com