

The Dirt on the Market

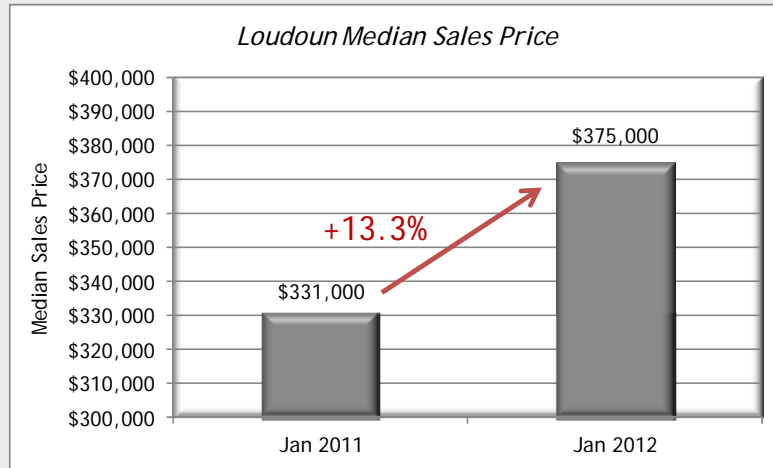
Emerging Housing Trends Analyzed by Rosemary deButts

January Highlights

- Loudoun County's highest priced property sold for \$1,500,000 in Sterling;
- 41 percent of homes sold in 30 days or less;
- Four homes sold for more than \$1,000,000;
- Loudoun's sellers grossed 95.5 percent of their original asking price; and
- About 28 percent of Loudoun's sales were short sales or bank-owned properties.

Median Sales Price Up 13%

Not only did Loudoun's monthly sales total increase in January 2012 compared to January 2011 (291 and 271 units respectively, +7.4 percent), the median sales price in Loudoun County also advanced 13.3 percent, up from \$331,000 to \$375,000 last month.



ATOKA PROPERTIES' NEW HOME

Inside this issue:

Sales by Area	2
Median Sales Prices by Area	2
Days on Market	3
Featured Listing Fast Facts	4
Featured Listing Fast Facts	5
Contact Info: Rosemary deButts	6



ATOKA PROPERTIES

115 North 21st Street, Purcellville

Atoka Properties, a division of Middleburg Real Estate, moved its headquarters to the Pancoast Building (circa 1909) on February 1, 2012. It is located on North 21st Street near Nichol's Hardware Store. We are pleased to be part of the downtown Purcellville revitalization and welcome your inquiries and visits.

Please stop by!

Leesburg Posts Big Gains

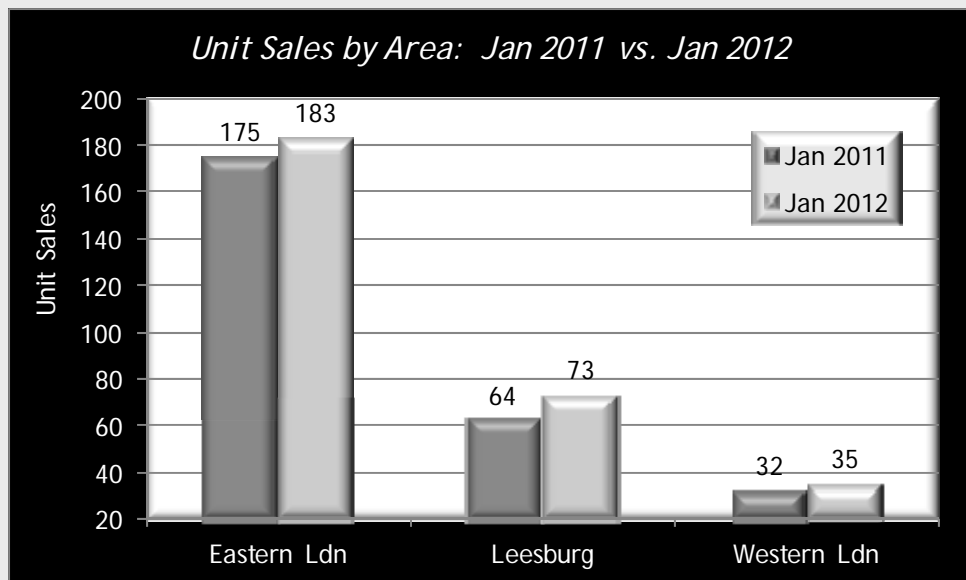
The graphs below illustrate the monthly sales and median sales prices in January 2012 compared to January 2011 for the three Loudoun County submarkets.

All three areas saw advances in unit sales compared to the same time last year with Leesburg posting a 14 percent gain.

Unlike the other two submarkets, western Loudoun had a 10 percent decline in

its median sales price month-over-year. Eastern Loudoun's median increased 13 percent and Leesburg's median posted an enormous **47 percent** gain on a month-over-year basis.

They say,
 "All real estate is local."
 Therefore, you need to *Know the Market* when it's time to buy or sell your home.





Need a New Ride?

The NADA predicts “used cars will become more expensive as demand outpaces supply” in 2012. If pent up demand has a new car in your future but you have an old one to sell, call Rosemary’s husband, Jimmy deButts. He is an expert at appraising and selling used cars. He also specializes in locating hard-to-find antique and exotic cars, like the classic Packard shown here.

Until May 31st, Jimmy will appraise your car at no cost or obligation to you (a \$300 value).

Let Jimmy help you price your car to sell.

Packard: One of the finest motorcars ever built



Jimmy deButts 703/431-9115; jimmydebutts72@gmail.com

Average Days on Market Falls 22 Percent

“Leesburg’s housing market showed significant improvement in January 2012.”

Last January the average days on market in Loudoun County was 87 days. This year though, the January average was only 68 days – a decline of 21.8 percent.

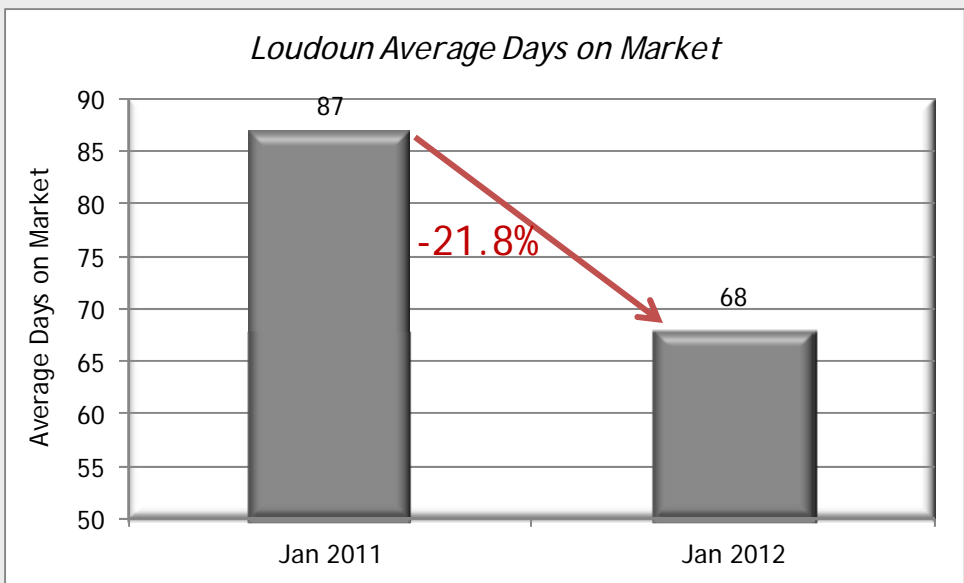
days last January to 71 days in January 2012.

declined 26.1 percent compared to last January—from 136 days to 100 days, on average.

The days on market in western Loudoun

Eastern Loudoun’s average declined from 72 to 61 days month-over-year (-15.4 percent).

In Leesburg, the average declined 31.9 percent from 104



Featured Listing:

17317 Pickwick Drive in Purcellville

This lovely home, located close to Purcellville's newest shopping centers, restaurants, Loudoun Valley High School and an easy jump to the Bypass, is coming to the market in early March. Located in the highly sought-after Villages of Purcellville neighborhood, it features four bedrooms with two+ baths. Numerous updates include new flooring and lighting, appliances, counters and baths.

Call for more information:

540/338-2212



Sub Markets

Fast Facts	Sub Markets								
	Eastern Loudoun			Leesburg			Western Loudoun		
	Jan 2011	Jan 2012	Change	Jan 2011	Jan 2012	Change	Jan 2011	Jan 2012	Change
Sales	175	183	4.6%	64	73	14.1%	32	35	9.4%
Median Sales Price	\$331,000	\$375,000	13.3%	\$265,000	\$389,000	46.8%	\$409,000	\$369,000	-9.8%
Average Days on Market	72	61	-15.4%	104	71	-31.9%	136	100	-26.1%
Distressed Sales	41.7%	24.6%	-17.1%	42.2%	37.0%	-5.2%	34.4%	25.7%	-8.7%
Close Price Ratio	95.6%	96.3%	0.6%	90.0%	94.8%	4.8%	87.8%	92.9%	5.1%
Avg Seller Contribution	\$3,307	\$4,645	40.4%	\$3,639	\$3,902	7.2%	\$4,529	\$3,653	-19.3%
Detached Sales	82	77	-6.1%	29	38	31.0%	29	32	10.3%
Attached Sales	84	96	14.3%	21	22	4.8%	3	3	0.0%
Condo Sales	9	10	11.1%	14	13	-7.1%	0	0	NA
Avg Detached Close Price	\$477,764	\$533,352	11.6%	\$479,491	\$595,944	24.3%	\$508,126	\$407,885	-19.7%
Avg Attached Close Price	\$290,023	\$331,001	14.1%	\$251,957	\$302,248	20.0%	\$300,000	\$195,167	-34.9%
Avg Condo Close Price	\$172,206	\$182,495	6.0%	\$168,701	\$184,393	9.3%	NA	NA	NA

Featured Listing: 37591 Cecilia Lane in Purcellville



This custom home on a large and lovingly landscaped lot features the best of Purcellville. The home has 2,452 square feet above ground plus a fully finished basement — ready for your mother-in-law or nanny. Grand features include a library loft, balconies, hardwood flooring, crown molding, a jetted tub and a side load garage. Finally, it is within walking distance of the middle and high schools.

For details, contact Rosemary deButts 540/338-2212 or 540/454-6792

rosemary@atokaproperties.com

<i>Fast Facts</i>	<i>Loudoun County</i>		
	Jan 2011	Jan 2012	Change
Sales	271	291	7.4%
Median Sales Price	\$331,000	\$375,000	13.3%
Average Days on Market	87	68	-21.8%
Distressed Sales	41.0%	27.8%	-13.1%
Close Price Ratio	93.1%	95.5%	2.4%
Avg Seller Contribution	\$3,530	\$4,339	22.9%
Detached Sales	140	147	5.0%
Attached Sales	108	121	12.0%
Condo Sales	23	23	0.0%
Avg Detached Close Price	\$484,411	\$522,220	7.8%
Avg Attached Close Price	\$282,899	\$322,406	14.0%
Avg Condo Close Price	\$170,074	\$183,568	7.9%

<i>Close Price</i>	<i>Loudoun County</i>		
	Jan 2011	Jan 2012	Change
<\$200,000	42	31	-26.2%
\$200-\$399K	127	128	0.8%
\$400-\$599K	70	86	22.9%
\$600-\$799K	27	37	37.0%
\$800-\$999K	4	5	25.0%
\$1M or more	1	4	300.0%

“Sales of more expensive homes increased while sales of less expensive homes decreased.”

Know the Market

The Loudoun market is poised to take off this year with low interest rates, easing credit standards, stabilizing prices, declining distressed sales, and enormous pent-up demand. If now is the time for you to buy or sell your home, count on me to provide you with the market know-how you need to navigate an ever-changing market.

If now is not the time for you to buy or sell a home, I would very much appreciate referrals to your friends and family.



www.housinganalyst.net

Rosemary deButts, Realtor

ATOKA PROPERTIES

115 North 21st Street

Purcellville, Virginia 20132

Direct: 540/338-2212

Cell: 540/454-6792

Office: 540/338-7770

rosemary@atokaproperties.com

All market data provided by Metropolitan Regional Information Systems (MRIS)

