



e-newsletter: winter

YOUR PERSONAL TAOS CONNECTION

Taos, New Mexico

#1 Real Estate Company in the Taos Area

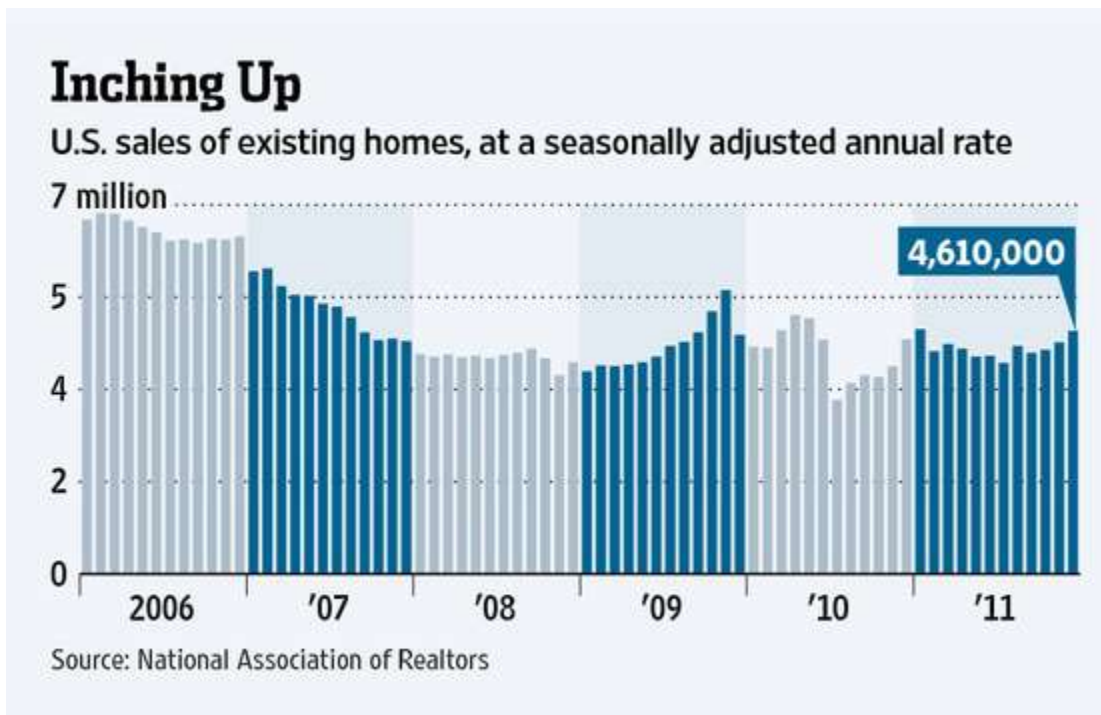


This newsletter will give you a chance to glance at 2011 in several formats.

NATIONAL MARKET: Wall Street Journal

[WSJ.com - Home Resales Climb *](#)

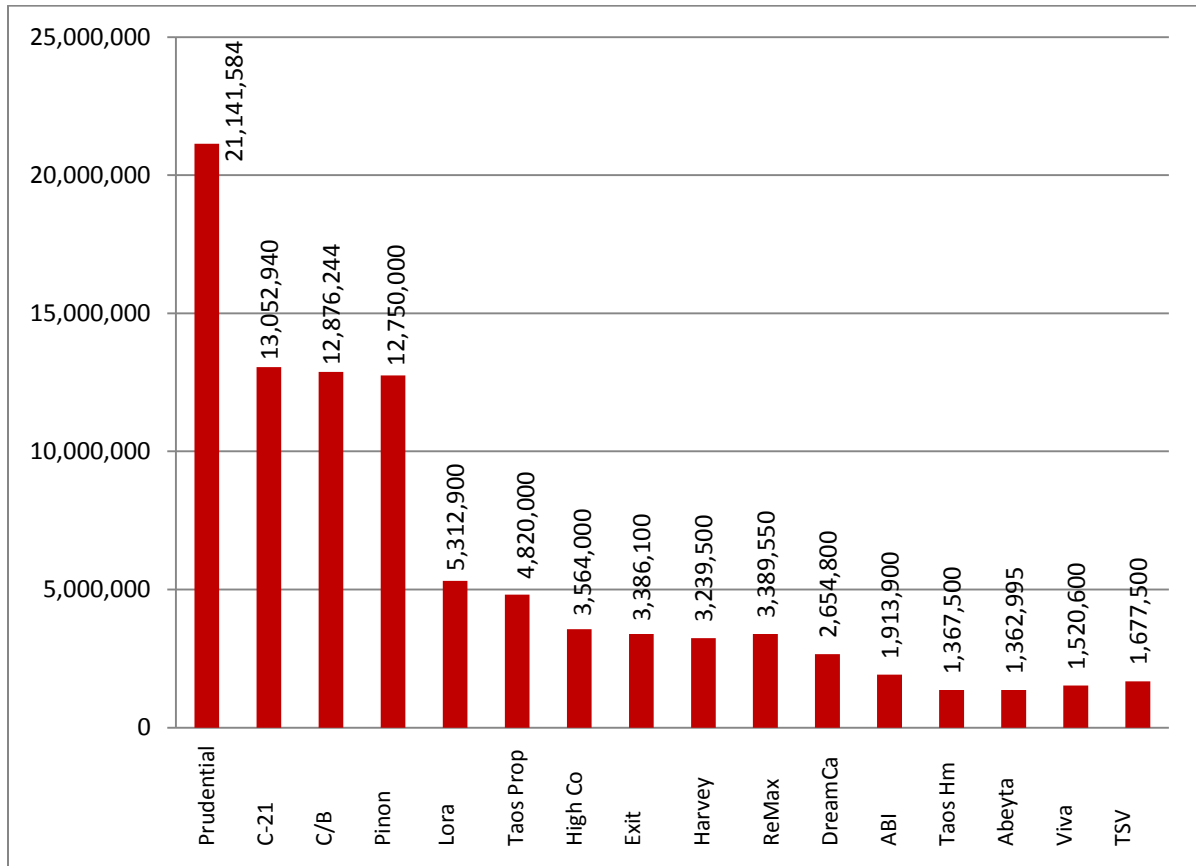
Good Chart! Why? 1. 2011 saw no great decreases as in 2010. 2. We ended the year where we started the year. 3. The last 4 months of the year consistently headed up. 4. This could be the stabilization of the market we have been looking for.



LOCAL TRENDS: "Do Business with the Professionals Doing the Business"

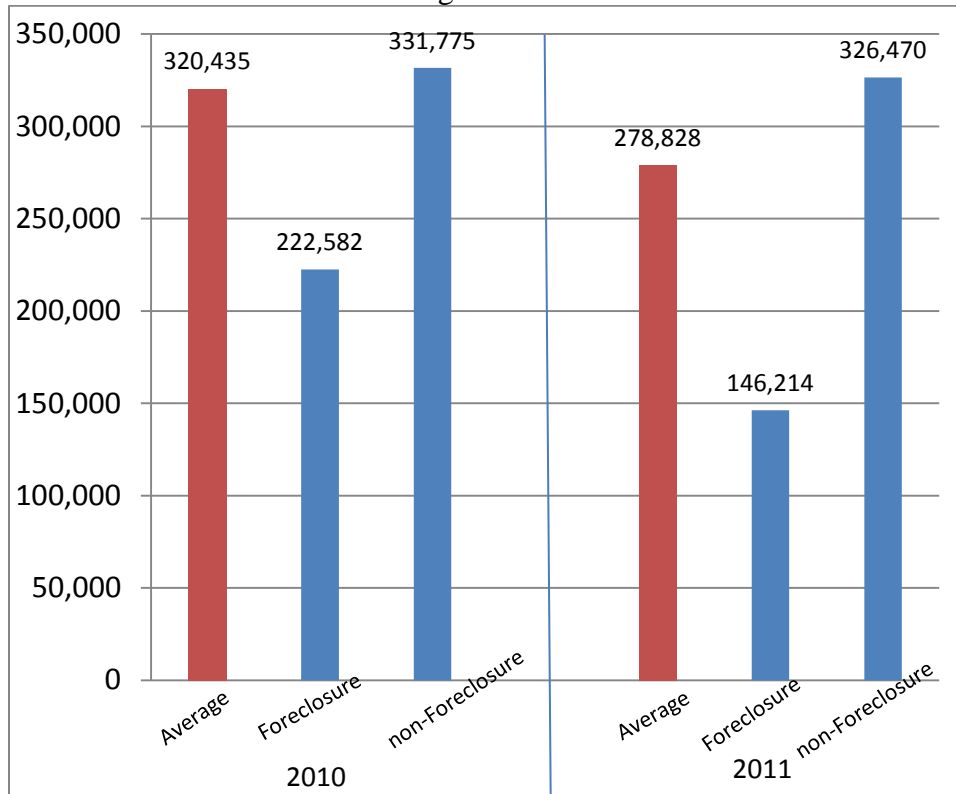
In depth local charts on the Taos MLS for 2011 are located on our company website:
www.prudentialtaosrealestate.com/why_graphs.php

Sales Volume- Taos MLS 33 Active Offices 2011



Prudential has maintained market share because we have held to the real estate market that serves non-foreclosed properties as our bread and butter. We service the buyer who is in the foreclosure market, but also service him to a broader realm of listings. The charts below show that the Foreclosure market is dropping in average sales price to \$146,214 down by 52% from 2010. Whereas, you compare the Non-foreclosure properties, the average sales price is leveling off with a mere 2% drop from 2010. Learning to separate these two markets, we can track the average sales price closer.

Foreclosure / Non-Foreclosure
Taos MLS Single Family
Average Sales Price



PRUDENTIAL PRESS RELEASE

Below is the press release received by all Prudential Real Estate Affiliates on December 6, 2011 informing us that Prudential Financial had sold their Real Estate Division to Brookfield Relocation. As franchise owners, we are looking to convention in March to meet Brookfield and see what benefits and changes there will be. As a seller and buyer, the only change will be the yard sign out front.

BROOKFIELD RESIDENTIAL PROPERTY SERVICES ANNOUNCES ACQUISITION OF PRUDENTIAL REAL ESTATE AND RELOCATION SERVICES

(Chicago, IL) December 6, 2011 – Today Brookfield Residential Property Services (“Brookfield”), a Brookfield Asset Management Inc. affiliate, announced that it has purchased Prudential Real Estate and Relocation Services (“PRERS”), a recognized leader in employee relocation and real estate franchising from Prudential Financial, Inc. The addition of PRERS to Brookfield’s existing residential real estate franchising and employee relocation

services, establishes Brookfield as the world's second largest employee relocation services provider and the third largest residential real estate franchising business.

Under a licensing agreement, Prudential Real Estate brokerage affiliates will be able to continue to use the Prudential brand based on the terms of their franchise agreements.

Through its various brands, Brookfield's residential real estate franchisees are now present in all 50 U.S. states, 10 Canadian provinces, Mexico and Portugal, with a network of approximately 80,000 real estate agents, 2,800 real estate brokerage locations and more than \$150 billion in annual residential real estate transactions.

"Today, Prudential's real estate and relocation services businesses join a global company with a track record of over 100 years of success," said Earl Lee, President of Prudential Real Estate and Relocation Services. "We're excited to become part of a company that is focused on and deeply immersed in the real estate sector and is in the business for the long-term."

LOCAL NEWS

"READY TO GO" videos from Prudential:

Bringing you tips to help you with your real estate needs. This current video is about making the first and lasting impression. Put yourself in the eyes of the potential Buyer as they step into your home.

<https://mc.rltools.com/p/b37dc916ca70aa252684fc7710636074>

TAOS MAKING THE NEWS

Our Taos in the International News with our own Diane Enright being quoted about our 2nd home market and the \$3.2 million property highlighted is Prudential's Lisa Davis' listing in Canon.

We're making the news!

<http://www.ft.com/cms/s/2/c68cb686-3d09-11e1-ae07-00144feabdc0.html>

PROPERTY MANAGEMENT SERVICES

Property Management for long-term rentals is part of Prudential Taos Real Estate. Finding tenants for our clients' properties is something we have done for 24 years. We have found that many properties are becoming rentals because they are slow selling, yet expenses don't go away.

We have the services of handyman, contractor, bill paying, credit checks, security, and emergency contacts under one umbrella. With web advertising, including a rental division on the www.PrudentialTaosRealEstate.com, we can make connections.

Hire the people you have trusted. We can save you time, work and stress. You are shielded from tenant concerns, Prudential being your contact. We look forward to a professional relationship between Company and property owner as well as Company and tenant. As a service industry, the team at Prudential Taos Real Estate is here to accommodate your property needs.

"Do business with the real estate professionals who are doing the business."

Information

Taos Multiple Listing Service:

(MLS) from the website, www.PrudentialTaosRealEstate.com enabling you to experience "one-stop" shopping and total view of all properties currently listed in Taos and its surrounding areas.

Prudential website:

www.PrudentialTaosRealEstate.com is updated on a daily basis bringing you the real estate offered by Prudential Taos Real Estate "up, front and personal". Virtual tours of many of our properties are all on the site. Residential, land, commercial and investment properties are all featured.

Real Estate Guide:

Featuring all current Prudential listings in a magazine format. Perfect as a reference guide including a calendar of events for the upcoming season and trends affecting the real estate market. This guide can be seen at: www.PrudentialTaosRealEstate.com



Prudential Taos Real Estate is the leader in Taos real estate to provide RealBiz360 **virtual tours** of residential and commercial listings. These property "videos" are posted on our website, www.PrudentialTaosRealEstate.com, and www.realtor.com. New tours are added on a regular basis and new listings are added daily, so check the website often to see what's new! Please come and visit us soon! Call us toll free: 1-800-530-8899



What is **GREEN**? Solar energy, passive & active, recycled materials, off- the grid, sustainable. It is about being friendly with your environment and being pro-active in thinking about the future. All of us can help to sustain our environment. It is available and affordable. Rain catchment systems taking gray water to your garden & trees, tram walls capturing heat with southern exposure windows, vent & heat mass, alternative/recycle building materials such as tires, pumice, rastra block & strawbale, all are adaptable means of being energy efficient.

Look for our green logo throughout our publications and websites. It will take you one step closer to economic, ecologic and sustainable living.

All the Beautiful Properties are at One Address:
www.PrudentialTaosRealestate.com

Contact

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Links

www.realtor.com; www.skitaos.org; www.taosvacationguide.com