



e-newsletter: Summer 2010

YOUR PERSONAL TAOS CONNECTION

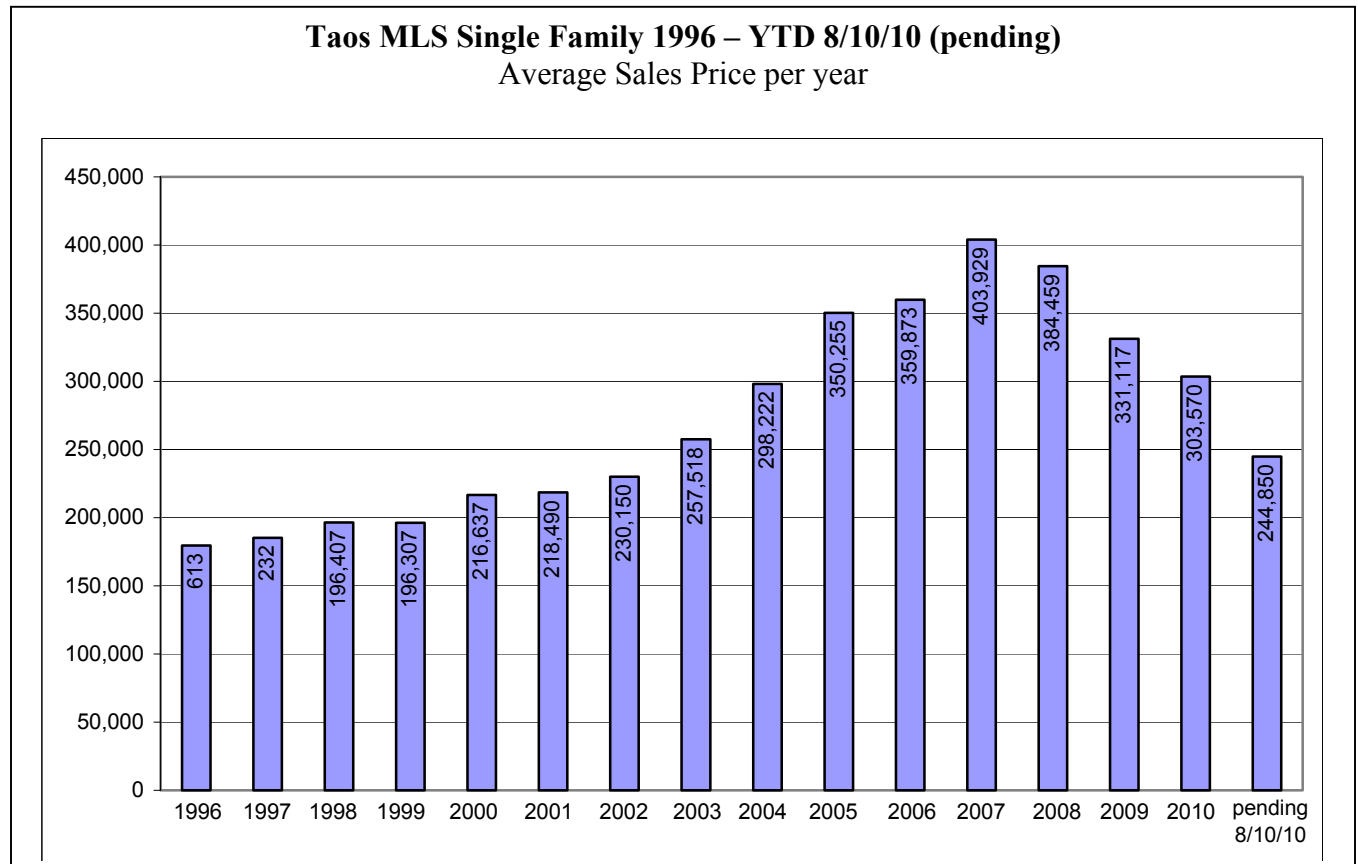
Taos, New Mexico

#1 Real Estate Company in the Taos Area

LOCAL MARKET TRENDS

ATTENTION BUYERS: If you haven't taken advantage of the lowest average prices in nearly a decade....what are you waiting for? We don't want to admit it, but the average listing price under contract today (8/10/10) has reached a low of \$244,850. Compare that to 2007 when the market reached its height just 3 years ago when it averaged \$403,929. Different times!

So what makes a buyer buy in today's market? Price. Location. Perfect conditions. The risk factors are less at the lower end of the market. Taking notice of consumers' habits, buyers of real estate are no different: they are watching the economy, spending cautiously, keeping a stash of cash handy, and waiting.

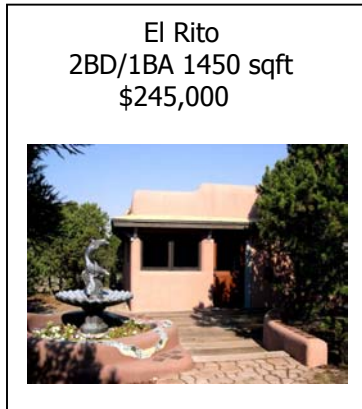


On the other hand, Prudential Taos Real Estate is selling listings at an average of \$359,000, and servicing buyers averaging \$459,000. Anything above \$375,000 has become an exception.

In the Pending Contract
Price Range in MLS
(\$244,000)

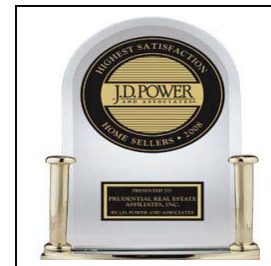
In the Average Listing Sold
Price Range @ Prudential
(\$359,000)

In the Average Buyer Sold
Price Range @ Prudential
(\$459,000)



PRUDENTIAL ANNOUNCEMENT

JD Power and Associates' 2010 Home Buyer/Seller Study announced that the Prudential Real Estate Affiliates ranks "Highest Overall Satisfaction for Home Sellers Among National Full Service Real Estate Firms". This is based on agents, marketing, office, and services.



"Affiliate to affiliate, our sales professionals are the local-market experts who market and price homes right, while providing attentive service. The more you know us, the more you love us," said Jim Mallozzi, CEO Prudential Real Estate and Relocation Services...."this designation demonstrates that our sales professionals are representing their customers with distinction."

According to the study, the Internet provides real estate consumers the ability to list a home for sale or research a market to purchase – it still does not replace the importance of a good sales professional with knowledge and expertise.

Congratulations to the 1,700 franchise offices and approximately 60,000 sales professionals across the nation.

"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