



## e-newsletter: Summer 2008

**YOUR PERSONAL TAOS CONNECTION**

Taos, New Mexico

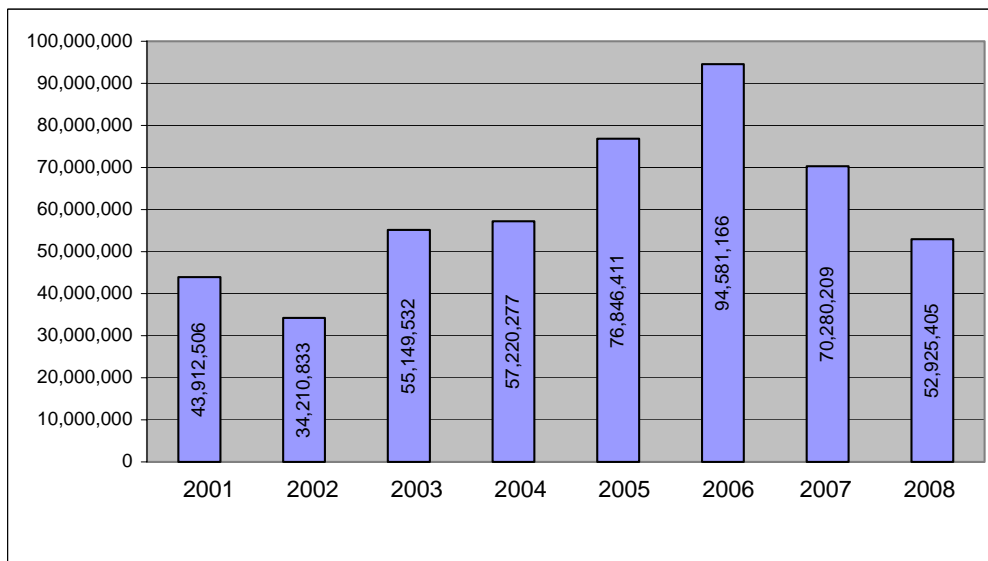
*#1 Real Estate Company in the Taos Area*

## Featured Listing

## Market Trends

When you chart out the units sold and the sales volume, the bell curve goes the wrong way for Taos County MLS sold YTD. The height of the market was 2005, with total single family units sold from January 1, 2005 – June 20, 2005 was 144. In the first half of the year for 2008, only 78 homes had sold. The sales volume is decreasing (see chart below) in spite of the average sales price of single family homes increasing 10% since 12/31/07 to \$419,495. This translates that the number of buyers is extremely down. It is a buyers market with mortgage rates low (with good credit), with fresh inventories and with sale prices as low as they will go. The current quote is “buy within the bottom of the market”.

Total Taos MLS Jan 01 2001-June 30, 2008  
(no Angel Fire, Black Lake, Chama, Red River, other)  
**Sales Volume**



## What's New at Prudential Taos Real Estate?

### New newsprint marketing strategy:

You will notice that Prudential Taos Real Estate no longer has a full page advertisement in the Taos News. With the ever increasing knowledge of the consumer from online home searches, we are shifting our newsprint advertising to a marketing strategy on the web. It is not that we have no presence in the Taos News, it is different. It directs potential clients to our website where you will find Highlighted Listings on our Home Page making available detailed information. Local print advertising will remain with The Enchanted Homes and Prudential Taos Real Estate guides catering to the 2<sup>nd</sup> home buyer who has arrived in Taos. These publications have a longer shelf life, are more accessible and have a clasier look than the newspaper.

In 1995 2% of Buyers used the internet to search for a home  
In 2007 84% of Buyers used the internet to search for a home.  
3 out of 4 Buyers drove by or viewed a home they saw online.  
Twice as many buyers found their home online in 2006 than 2003.  
Buyers cited the internet as the most useful tool when looking for a home.  
More buyers found their new home on the internet than:  
Newspaper,  
Homebooks,  
Direct connection with seller and,  
Yard signs combined.  
Between TV, internet, and radio, 94% of adults are reached  
Newspaper circulation numbers peaked in 1990.  
Since then the US population has continued to grow.  
And newspaper circulation has continued to decline.  
But newspaper ad rates have increased an average of 4% every year.  
3% of Buyers find their home in the newspaper.

NAR stats compiled by Prudential Carolina

## LOCAL NEWS

**Tourism in Taos:** The Visitor Center is run by the Town of Taos, The Taos County Chamber of Commerce is a separate organization in its now separate location. With this separation, The Town of Taos has a Public Relations Coordinator, Cathy Connelly. Historically, marketing had been done on many levels in many departments. Currently, Ms Connelly groups and coordinates marketing strategies for efficiency and effectiveness including the Town of Taos, the Taos Gallery Association, the Taos County Chamber of Commerce and the Taos Tourism Council. Resulting in having a master plan for Taos on the local, state, and national level, an increased budget has been put in place. We

are seeing grants for local projects, info websites, radio spots, PR releases as well as in-kind press releases picked up by the Travel Channel. Taos is getting a shot in the arm with a leader like Ms. Connelly.

## Information

### Taos Multiple Listing Service:

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

### My website:

[www.PrudentialTaosRealEstate.com](http://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:

Published twice a year, 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](http://www.PrudentialTaosRealEstate.com) as well as this newsletter.



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](http://www.PrudentialTaosRealEstate.com), and [www.realtor.com](http://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](http://www.PrudentialTaosRealEstate.com)**

## Contact Prudential Taos Real Estate

- 314A Paseo del Pueblo Norte, Taos, NM 87571
- Phone 575-758-1924
- Fax 575-758-4833
- Toll free 1-800-530-8899
- marny@newmex.com

## Links

- [www.PrudentialTaosRealEstate.com](http://www.PrudentialTaosRealEstate.com)
- [www.realtor.com](http://www.realtor.com)
- [www.skitaos.org](http://www.skitaos.org)
- [www.taosvacationguide.com](http://www.taosvacationguide.com)