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NEWS - FOR IMMEDIATE RELEASE

**SECOND QUARTER NEW HOME SALES RESULTS ALLOW US TO PONDER,
IS THE SAN DIEGO COUNTY NEW HOME MARKET ON THE MEND?**

San Diego, California, July, 2008 -. After experiencing the lowest quarterly output in more than 17 years last quarter, this quarter responded with a 42 percent sales volume increase in the new home market to 1,062 total net sales, a hefty 74 percent increase in the attached new home product, and 16 percent increase in the detached new home market, according to **MarketPointe Realty Advisors**.

With a net decline of 27 active projects this quarter, the 146 actively selling projects in the attached sector posted an increase of 74 percent from last quarter. However, compared to the last two years, the current quarter's attached volume is 47 percent fewer than the second quarter of 2007 and 73 percent less than the second quarter of 2006.

The number of actively selling detached projects decreased this quarter to 144. Despite this decline in active developments, sales volume in the sector increased 16 percent. Compared to the first quarters of the last two years, sales volume in the current quarter is 38 percent less than the second quarter of last year and 42 percent fewer than the second quarter of 2006.

"A large part of the sales volume increase can be directly attributed to the decline in home price," said Robert Martinez, Director of Research, MarketPointe Realty Advisors, Inc. Overall weighted average price fell 13 percent this quarter to \$500,976. Comparatively, this quarter's overall average price is roughly 12 percent below the average of the same quarter of last year but is just 2 percent below the average of the second quarter of 2006. Pricing in the detached market fell 11 percent this quarter, the attached market decreased by 13 percent.

MarketPointe Realty Advisors provides new housing market statistics throughout California via its **ResidentialTrends** new-home database and its **LandTracker** proposed development database, as well as site specific, tailored housing market research and consulting services. Comprehensive "**Housing Market Overviews**" providing new home sales, pricing, housing inventory trends, future housing supply, and new and leading developments are available for regions across California by going to www.marketpointe.com/landing/. Phone San Diego at 619-233-3781, Orange County at 714-528-2554, Sacramento at 916-710-1396; [url:www.marketpointe.com](http://www.marketpointe.com).