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NEWS - FOR IMMEDIATE RELEASE

SAN DIEGO COUNTY POSTS AN IMPRESSIVE 42% INCREASE IN NEW HOME SALES, SECOND QUARTER, 2008

San Diego, California, July, 2008 - Despite headlines touting pending national economic doom, there are signs that the new home market in San Diego County may have reached bottom. After four consecutive quarters of marked sales volume decline beginning in the first quarter of 2007, net sales volume recovered this quarter to post an impressive 42 percent increase, reported MarketPointe Realty Advisors, **Residential Trends**.

The new home attached sector was responsible for the bulk of the overall volume increase gaining more than 74 percent this quarter to 586 net sales while the detached sector chipped in with a 16 percent increase to 476 net sales. "We have been hesitant to claim the San Diego market has hit bottom and is on the mend. But with the second quarter new home sales findings, we are sighing relief here at MarketPointe Realty Advisors, and are hoping for the positive trend to continue," said Russ Valone, President.

Central San Diego and South County submarkets posted the highest percentage of attached new home sales this quarter coming in at 32 and 25 percent respectively. In the detached new home market, the I78 and I15 corridor submarkets posted the highest sales numbers with a combined total of roughly 60 percent of sales.

MarketPointe Realty Advisors provides new housing market statistics throughout California via its **Residential Trends** 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).