

HOME BUILDING MARKET SNAPSHOT 3rd Quarter 2009

Weighted Average New Home Price

Attached: \$ 460,387

Detached: \$ 623,010

Number of New Homes Sales

3Q 2009: 828

2Q 2009: 871

1Q 2009: 443

SubMarkets with Most Sales:

San Diego Central: 25.0%

South County: 21.6%

Hwy 78 Corridor: 21.5%

TOP SELLING PROJECTS (3rd Q 2009)

TOP 3 ATTACHED

Project / Developer

Balboa Ridge/Maisel Presley

Aria/Aria Marketing Group

Villa Taviana/Aslan

TOP 3 DETACHED PROJECTS (3rd Q 2009)

Project / Developer

Maybeck @ 4S Ranch/William Lyon Homes

Lake Rancho Viejo/K. Hovnanian

Rockledge @ La Costa Oaks/ColRich Communities

(see page 2)



Local Permit Activity
10 months of 2009
source: Construction Industry Research Board

COUNTY: SAN DIEGO (73)

<- NEW HOUSING UNITS ->

PLACE NAME	SINGLE- FAMILY	MULTI- FAMILY	TOTAL UNITS
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Carlsbad	122	16	138
Chula Vista	160	53	213
Coronado	29	0	29
Del Mar	4	0	4
El Cajon	4	0	4
Encinitas	36	2	38
Escondido	101	0	101
Imperial Beach	1	0	1
La Mesa	0	0	0
Lemon Grove	2	0	2
National City	9	0	9
Oceanside	53	157	210
Poway	47	0	47
San Diego	287	740	1027
San Diego County Unincorporated Area #	442	0	442
San Marcos	38	105	143
Santee	143	0	143
Solana Beach	3	0	3
Vista	2	0	2
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COUNTY TOTALS	1483	1073	2556

