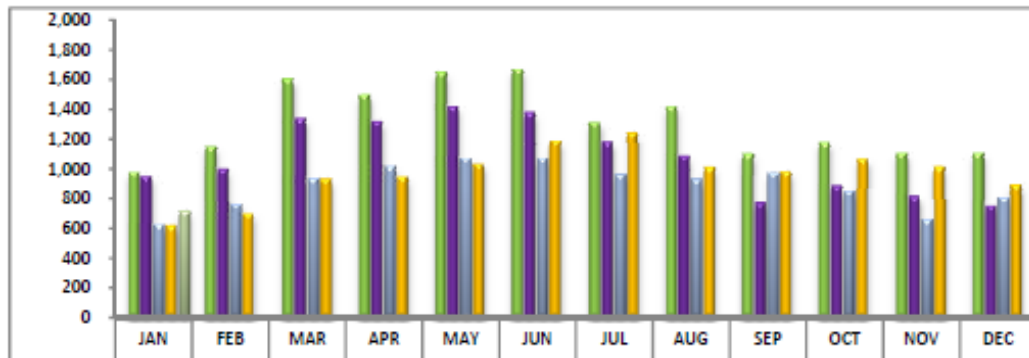




## The January Effect

The January effect is the underlying sales trend in the Tucson market based on the annual comparison of MLS sales activity. What's of interest is that based on the analysis regardless of the market, sales begin to increase at the start of the year and continue to climb through April. This is a leading indicator that the first four months of the year is a prime selling opportunity.

### Total Unit Sales - January 2010



2006	974	1,147	1,597	1,493	1,643	1,666	1,308	1,414	1,095	1,174	1,099	1,100
2007	947	999	1,339	1,318	1,418	1,378	1,182	1,084	769	884	810	753
2008	621	761	930	1,015	1,070	1,070	959	923	965	846	654	802
2009	615	694	925	939	1,029	1,185	1,235	1,008	979	1,063	1,011	886

If you have questions about the market trends and how they can impact your real estate decisions, buying or selling a home, give us a call and we can discuss a strategy.

Wayne

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