



Prudential

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FOR IMMEDIATE RELEASE

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Atlantic County Housing Prices Increased 5.7 Percent in the First Nine Months of 2007; 18.6 Percent Decrease in the Number of Residential Homes Sold

Ocean City sold 541 properties in first nine months of 2007 at an average selling price of \$625,106, a 4.3 percent decrease from the first nine months of 2006

DEVON, PA – Atlantic County average home prices increased 5.7 percent to \$339,717 in the first nine months of 2007, according to Prudential Fox & Roach, REALTORS® HomExpert Market Report®. The average sale price in the first nine months of 2006 was \$321,521.

In the first nine months of 2007, the county saw 2,669 homes sold, an 18.6 percent decrease, compared to 3,279 homes sold in the first nine months of 2006. The average number of days a home remained on the market increased from 83 days in the first nine months of 2006 to 101 days in the first nine months of 2007.

Longport Borough posted the highest average sale price in the first nine months of 2007 at \$1,382,500 followed by Margate City at \$660,983, Brigantine City at \$529,538, Ventnor City at \$513,842 and Linwood City at \$432,074.

Galloway Township posted the highest number of homes sold in the first nine months of 2007 at 431, followed by Egg Harbor Township at 397, Hamilton Township 275, Atlantic City at 248 and Brigantine City at 212 homes sold.

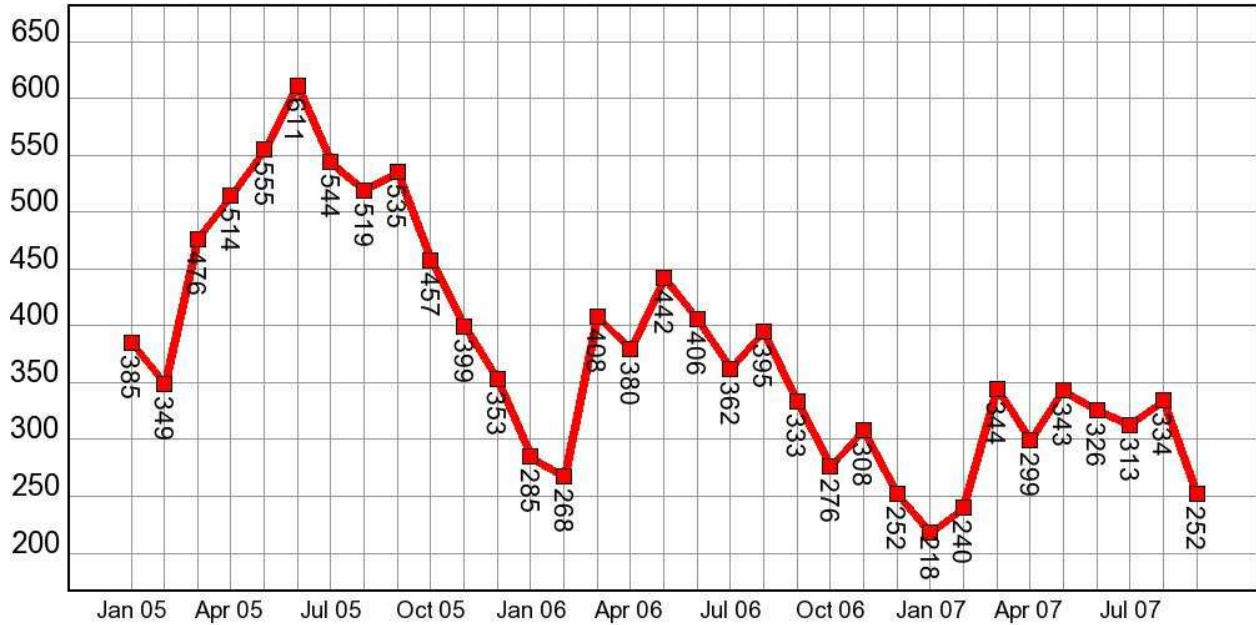
Other HomExpert Market Report® findings:

- Ocean City in Cape May County sold 541 homes in the first nine months of 2007 up 15.4 percent from 469 homes sold in the first nine months of 2006. The average sales price for the first nine months of 2007 was \$625,106 and the average number of days a home stayed on the market was 153 during the same time period.

*Editor's Note: Additional charts and graphs available upon request. Top areas listed include 20 or more sales in the first nine months of 2007. Days on Market (DOM) data measures the number of days a property is listed from initial list date in the multiple listing service (MLS) until the property goes under contract.

Market Trends™

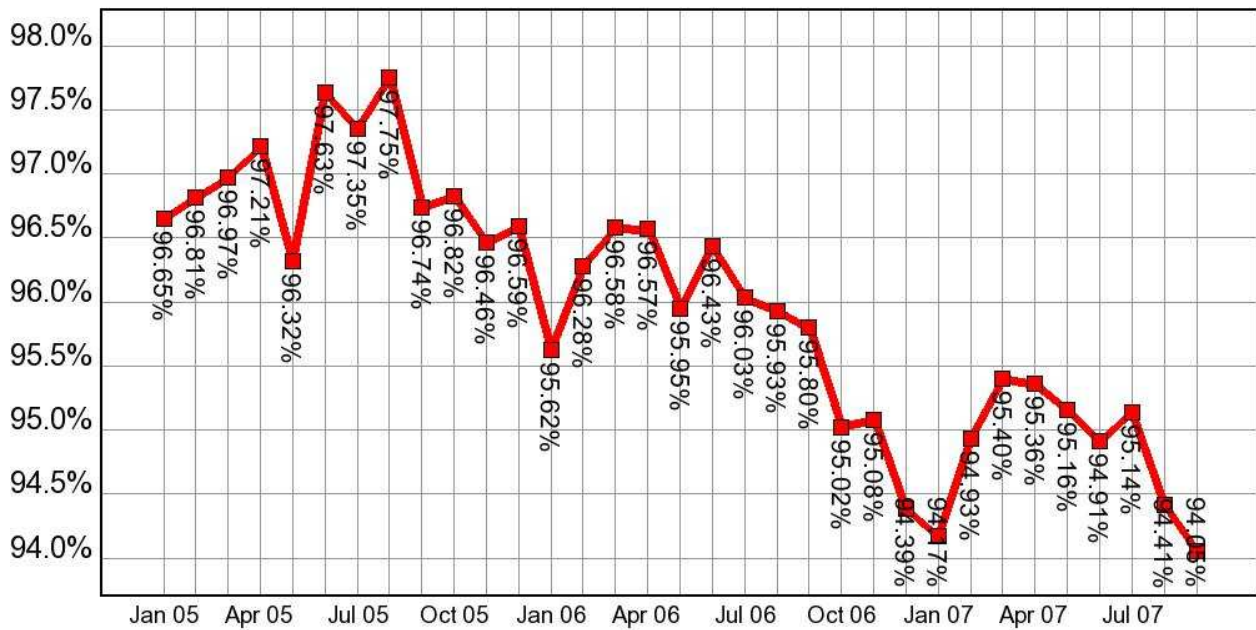
Units sold



Description: Trend of units sold from January 2005 through September 2007

Market Trends™

Average asked to sold ratio



Description: The average asked to sold ratio from January 2005 through September 2007

About Prudential Fox & Roach, REALTORS®

Prudential Fox & Roach, REALTORS®, the nation's fourth largest provider of home services, is an independently owned and operated member of the Prudential Real Estate Affiliate, Inc. and the largest Prudential affiliate in the country. As the Tri-State area's real estate leader, the company has more than 64 sales locations and 4,000 associates. Through its affiliate, the Trident Group, the company provides one-stop shopping and facilitated services to its clients including mortgage financing and title, property and casualty insurance. Visit our Website at www.prufoxroach.com.

About HomExpert Data®

The HomExpert Market Report® and HomExpert Pending Home Sales Index® are exclusive products of the Prudential Fox & Roach, REALTORS' Research Division. Findings are compiled using the company's exclusive HomExpert Data, which analyzes TREND Multiple Listing Service (MLS) data and provides the timeliest information available in the industry. The HomExpert Market Report offers exclusive analysis of real estate activity regionally, by county, MLS area or zip code across the Prudential Fox & Roach service area, while the HomExpert Pending Home Sales Index forecasts market activity based on pending home sales.

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