



*Palouse Region
Real Estate
Market Trends*

January 2012



MISSION STATEMENT

The primary goal of Team Idaho Real Estate is to provide the highest quality of service to our Customers and Clients. Our mission is to provide real estate service to the public, through a team approach. This approach means that each and every REALTOR® and staff member works together to increase the overall productivity of the company, thus providing the ultimate assistance to the Sellers, Buyers, Owners and Tenants who utilize our services.

We will strive to operate in a fiscally responsible manner in the daily operation of our business. To this end, the company will hire only the most qualified personnel in all aspects of our profession, and provide them with the highest quality support, marketing materials, training, and management.

MARKETING APPROACH

Team Idaho commits itself to an aggressive marketing approach, utilizing proven and innovative techniques to project our image to the public. Advertising is done on our personal Website and virtual tours, in all local newspapers, and local monthly real estate publications. We have an in-house marketing specialist available to all staff and agents.



Why start your business here?

The table below shows several important reasons moving to Idaho makes sense.

<u>2010 Census</u>	<u>Idaho</u>	<u>Oregon</u>	<u>Washington</u>
Individual Income Tax	7.8%	11%	No
Overall Property Tax	2.3%	3.01%	2.77%
2010 Corporate Tax Index Rank (least)	17 th	31 st	33 rd
Health Insurance (lowest cost)	1 st	24 th	45 th
Inheritance Tax	No	Yes	Yes
Energy Cost (cents per Kilowatt)	6.47cents	7.63cents	6.62cents
Labor Cost (minimum wage per hour)	\$7.25	\$8.40	\$8.55
Cost of Living Index (100=us average)	12 th (92)	28 th (114.1)	35 th (104.5)

Moscow is surrounded by the luscious Palouse rolling hills, rivers, lakes, and mountains within a stone's throw. All great reasons to locate to the area, but not as important as our two neighboring state universities that sit only 8.6 miles apart. The atmosphere and community these Universities have created, help attract students and professors alike. This area grows on people quickly, it's no wonder why so many decide to put down roots. Come check out the Palouse for yourself and see why everyone who lives here, loves their home.





2011 Regional Residential Sales Stats

Single Family & Single Family Rural Only
(excludes all manufactured homes & condos)

Location	# Sales	Avg Sales Price	Avg Dys On Mrkt
Moscow	187	\$218,478	171
Viola	4	\$132,315	103
Troy	14	\$173,399	177
Deary	9	\$178,333	138
Genesee	2	\$95,350	270
Potlatch	11	\$150,954	145
Kendrick	1	\$35,000	393
Helmer	0	\$0	0
Bovill	1	\$138,000	210
Elk River	1	\$82,000	467

* Numbers per Latah County Multiple Listing Service

WHAT MAKES IDAHO GREAT

* Idaho ranks fourth nationally in percentage of population growth 21.1 % from April 2000-2010, making Idaho the 4th fastest growing state in the nation.

* Idaho's climate is diverse and influenced by weather patterns off the Pacific Ocean. These patterns give Idaho snow in winter, rain in spring, hot sunny days in summer and beautiful golden colors in the fall.

* Based on average housing costs, utilities, health care, transportation, groceries and other services, Idaho's cost of living is the sixth lowest among the 50 states.

* According to FBI statistics, Idaho's crime rate is the lowest in the West. The rate of serious crime is 21.3 percent less than the national average.

* Much of Idaho's surface water flows out of the high mountains and is generally of high quality. Air quality is good throughout the year with the exception of winter temperature inversions and the effects of pollen in a few locations.

* Sources:
www.visitIdaho.org
www.census.gov
www.fbi.gov



PALOUSE REGION'S LARGEST EMPLOYERS

(Some figures may represent a combination
of both FT &PT)

Business's

1. Washington State University
2. University of Idaho
3. Schweitzer Engineering Laboratories, Inc.
4. Gritman Medical Center
5. City of Pullman WA
6. Pullman Regional Hospital
7. Moscow School District
8. Whitman County WA
9. Pullman School District
10. Bennett Lumber Products
11. Latah County ID
12. City of Moscow ID
13. Best Western University Inn
14. Winco Foods
15. Northwest River Supplies

Average Years Salary Per Worker

	2000	2011
Average HH income	\$23,816	\$30,641
Construction	\$22,818	\$32,139
Manufacturing	\$31,272	\$43,388
Government	\$30,789	\$38,561
Trade	\$18,853	\$24,795
Finance, Insurance & Real Estate	\$21,542	\$29,397
Educational & Health Services	\$22,225	\$27,327
Leisure	\$9,404	\$10,455
Hospitality		

* Numbers per Latah County Work Force Trends

2010 Regional Residential Sales Stats*

Single Family & Single Family Rural Only
(excludes all manufactured homes & condos)

Location	# Sales	Avg Sales Price	Avg Dys On Mrkt
Moscow	172	\$224,975	147
Viola	2	\$190,000	362
Troy	18	\$144,586	207
Deary	12	\$163,616	170
Genesee	8	\$161,737	266
Potlatch	25	\$147,349	196
Kendrick	3	\$119,000	249
Helmer	0	\$0	0
Bovill	3	\$36,500	187
Elk River	0	\$0	0

* Numbers per Latah County Multiple Listing Service

2009 Regional Residential Sales Stats*

Single Family & Single Family Rural Only
(excludes all manufactured homes & condos)

Location	# Sales	Avg Sales Price	Avg Dys On Mrkt
Moscow	278	\$190,896	143
Viola	5	\$251,700	213
Troy	20	\$199,596	181
Deary	14	\$149,778	171
Genesee	10	\$169,960	182
Potlatch	20	\$148,772	198
Kendrick	3	\$450,000	222
Helmer	1	\$65,000	144
Bovill	1	\$40,000	422
Elk River	0	\$0	0

* Numbers per Latah County Multiple Listing Service

EMPLOYMENT CHARACTERISTICS 2010

	1998	2000	2002	2011
Civilian Labor Force	15,126	17,665	16,611	17,174
Unemployed	501	740	750	1,351
% Unempl. Labor Force	4.2	4.2	4.5	7.9
Employed	14,573	16,683	15,861	15,823

Per Capita Income

Latah County	\$19,473	\$20,033	\$21,084	\$29,933
State of Idaho	21,612	22,371	23,737	31,857
United States	26,893	27,843	29,469	39,635

Latah County

RESIDENTIAL STATISTICS*

Single Family & Single Family Rural Only
(excludes all manufactured homes & condos)

	2011	2010	2009	2008
Homes Sold	233	243	216	307
No. Days On Market	170	165	173	138
Average Sales Price	\$205,834	\$201,999	\$208,189	\$211,589
Total Sales	\$47,959,452	\$49,085,809	\$62,011,176	\$64,746,350

* Numbers per Latah County Multiple Listing Service



LATAH COUNTY: THE YEAR IN REVIEW

* In 2011, Bloomberg Businessweek magazine named Moscow the best place in Idaho to raise children. The magazine noted that Moscow schools perform better than the state average as measured by Onboard Informatics.

* Voters in the Moscow School District approved a \$1.97 million increase to the indefinite-term, supplemental maintenance and operations levy by about 58 percent.

* PNW Arms purchased the former D8 building in Potlatch helping to create many new jobs in the area. The company was started in Isaquah, WA in 2009 and quickly outgrew its suburban facility.

* The new Moscow business, Viral Science hopes to prove that high-tech business and down-home values can coexist. Viral Science conducts pharmaceutical compliance testing on products with animal additives for human use, such as flu shots that frequently contain bovine serums, cell cultures, or eggs. Viral Science's 10 employees will soon be working in a custom-designed, 7,500 square foot building near Downtown Moscow.

*Source:

Moscow Chamber of Commerce
Latah Economic Development Council
www.businessweek.com (top places to live)



CITY OF MOSCOW BUILDING PERMITS 1979 - 2011

Year	Single Family Units	Duplexes	Multi-Family Units	Total Units
2011	23	1	6	30
2010	26	3	4	33
2009	20	2	10	32
2008	52	10	36	88
2007	50	11	23	84
2006	79	56	165	300
2005	63	38	188	289
2004	61	48	140	249
2003	46	36	17	99
2002	54	22	160	236
2001	46	8	35	89
2000	46	10	43	99
1999	32	4	8	44
1998	37	2	21	60
1997	33	6	46	85
1996	75	6	75	156
1995	55	10	166	231
1994	47	16	108	171
1993	64	24	110	198
1992	70	16	104	190
1991	47	2	14	63
1990	45	6	14	65
1989	20	4	0	24
1988	17	4	0	21
1987	15	0	8	23
1986	18	10	48	76
1985	28	4	73	105
1984	34	22	97	153
1983	28	16	85	129
1982	12	4	23	39
1981	35	16	14	65
1980	42	8	52	102

* Numbers per City of Moscow Bldg Department

YEAR-TO-YEAR COMPARISON REPORT

Residential sales from 1/1/2011 - 12/31/2011

		Qty Sold	% Chg	Volume Sold	% Chg	Average Sale	% Chg
MOSCOW	Current Period	231		\$42,859,874		\$185,540	
	One Year Ago	218		\$42,494,560		\$194,929	
	Increase / (Decrease)	13	6%	\$365,314	1%	(\$9,389)	-5%
TROY	Current Period	15		\$2,512,592		\$167,506	
	One Year Ago	19		\$2,656,050		\$139,792	
	Increase / (Decrease)	(4)	-21%	(\$143,458)	-5%	\$27,714	20%
POTLATCH	Current Period	11		\$1,660,500		\$150,954	
	One Year Ago	25		\$3,683,749		\$147,349	
	Increase / (Decrease)	(14)	-56%	(\$2,023,249)	-55%	\$3,605	2%
GENESEE	Current Period	2		\$190,700		\$95,350	
	One Year Ago	9		\$1,638,900		\$182,100	
	Increase / (Decrease)	(7)	-78%	(\$1,448,200)	-88%	(\$86,750)	-48%
DEARY	Current Period	9		\$1,605,000		\$178,333	
	One Year Ago	12		\$1,963,400		\$163,616	
	Increase / (Decrease)	(3)	-25%	(\$358,400)	-18%	\$14,717	9%
BOVILL	Current Period	1		\$138,000		\$138,000	
	One Year Ago	3		\$109,500		\$36,500	
	Increase / (Decrease)	(2)	-67%	\$28,500	26%	\$101,500	278%
VIOLA	Current Period	4		\$529,260		\$132,315	
	One Year Ago	2		\$380,000		\$190,000	
	Increase / (Decrease)	2	100%	\$149,260	39%	(\$57,685)	-30%
HELMER	Current Period	0		\$0		\$0	
	One Year Ago	0		\$0		\$0	
	Increase / (Decrease)	0		\$0		\$0	
TOTAL	Current Period	273		\$49,495,926		\$131,000	
	One Year Ago	288		\$52,926,159		\$131,786	
	Increase / (Decrease)	(15)	-5%	(\$3,430,233)	-6%	(\$786)	-0.05%

* Numbers per Latah County Multiple Listing Service



Meet Our Team!

"Our Team Brings You Home!"

www.teamIDAHOrealestate.com



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Also Providing Property Management Services! Please Call 882-5484 For More Information

RESIDENTIAL | LOTS/LAND | COMMERCIAL | INVESTMENT | PROPERTY MANAGEMENT

Quick Resource Guide

MOSCOW PUBLIC SCHOOLS

Lena Whitmore Elementary School, 110 South Blaine St.	208-882-2621
McDonald Elementary School, 2323 East D St.	208-882-0228
Russell Elementary School, 119 North Adams St.	208-882-2715
West Park Elementary School, 510 South Home St.	208-882-2714
Moscow Junior High School, 1410 East D St.	208-882-3577
Moscow High School, 401 East 3rd St.	208-882-2591
Administrative Business Office, 410 East D St.	208-882-1120
Moscow Charter School 1723 East F St.	208-883-3195
Palouse Prairie Charter School 1500 Levick St.	208-882-3684

Private/Alternative Schools

Logos School, 110 Baker St.	208-882-1226
Logos Secondary School, 110 Baker St.	208-882-3544
St. Mary's Catholic Elementary, 412 N. Monroe	208-882-2121
St. Rose's Catholic School, 412 N. Howard	208-882-4014
Moscow Alternative High School, 401 E. 3rd St.	208-882-2591
Paradise Creek Regional Alternative School, 1314 S. Main	208-882-3687

TROY SCHOOLS

Troy School District #287, 102 W. 5th St	208-835-3791
Troy High School, 337 Big Meadow Rd	208-835-2361
Troy Elementary School, 335 Big Meadow Rd	208-835-4261

GENESEE SCHOOLS

Genesee Public School District #282	208-285-1161
Genesee High School, 330 W. Ash	208-285-1162

POTLATCH SCHOOLS

Potlatch Jr/Sr High School, 130 6th St.	208-875-1231
Potlatch Elementary School	208-875-1331

DEARY/BOVILL SCHOOLS

Whitepine School District #288, 102 W. 5th St	208-877-1408
Deary High School, 502 1st St	208-877-1151
Deary Elementary School	208-887-1151
Bovill Elementary School, 410 3rd Ave	208-826-3314

ELK RIVER

Elk River Public School	208-842-2218
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UTILITY SERVICES

City of Moscow	
206 East 3rd Street	208-883-7000
City of Deary	
300 3rd Avenue	208-887-1582
City of Troy	
517 South Main	208-835-2741
City of Genesee	
140 East Walnut	208-285-1621
City of Potlatch	
Highway 6	208-875-0708
City of Bovill	
100 Railroad Rd	208-826-3603
City of Elk River	
112 South 2nd St	208-826-3209
Avista Utilities	800-223-5884 (residential, commercial, industrial)

Clearwater Power	208-743-1502 (rural power)
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ADDITIONAL RESOURCES:

Latah County Courthouse	208-882-8580
Moscow Job Service	208-882-7571
Drivers Licensing	208-883-7216
Vehicle Licensing	208-883-7211
Moscow Chamber	208-882-1800

