

**CITY OF MADISON
INTERDEPARTMENTAL CORRESPONDENCE**

TO: Community Development Authority
FROM: Percy Brown, CDA Deputy Executive Director
DATE: July 3, 2012
SUBJECT: Economic Development Status Report for the month of
June 2012

WEST BROADWAY REDEVELOPMENT AREA

Lake Point Condominium Project: Attached please find the real estate marketing and monthly project report.

RESERVOIR AND DUPLEXES

The Reservoir and Duplex are fully occupied.

MONONA SHORES

The occupancy at Monona Shores remained at a historic high of 99% in June. Please see attached Monthly Owner's Report for more details.

REVIVAL RIDGE APARTMENTS

There is one vacancy at Revival Ridge with one pending application.

LOAN STATUS REPORT

See attached.

LOAN AND GRANT LOSSES REPORT

See attached.

Percy Brown, Manager
Office of Economic Revitalization



Lynn Holley Real Estate Marketing Report

Lake Point Condos
June 2012

MLS Condo Statistics for June 2012

E15 Condo MLS Sales – E15 is the MLS geo code for Lake Point area

- 17 active listings
- Average list price \$95,688
- One sale in June
- Sale price \$60,000

Market Statistics All MLS

Statistics for: Class=CD AND Date Range=06/01/2012-06/30/2012 AND Area=E15; As Of: 7/5/2012

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	17	\$95,688	215
CD	All	17	\$95,688	215
CD	0-2	8	\$56,562	216
CD	3	9	\$130,466	213
CD	4+	0	\$0	0

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	2	1	50.00%	\$66,900	\$60,000	89.69%	23	\$142,500	0.00%
CD	All	2	1	50.00%	\$66,900	\$60,000	89.69%	23	\$142,500	0.00%
CD	0-2	0	1	0.00%	\$66,900	\$60,000	89.69%	23	\$0	0.00%
CD	3	2	0	0.00%	\$0	\$0	0.00%	0	\$142,500	0
CD	4+	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

East Madison Condo Sales – June 2012

- 34 sales
- Average sale price \$137,647
- 311 currently on the market
- Average list price \$186,754

Market Statistics All MLS

Statistics for: Class=CD AND Date Range=06/01/2012-06/30/2012 AND Area=E01, E02, E03, E04, E05, E06, E07, E08, E09, E10, E11, E12, E13, E14, E16, E15; As Of: 7/5/2012

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	311	\$186,754	262
CD	All	311	\$186,754	262
CD	0-2	227	\$165,266	280
CD	3	79	\$226,400	220
CD	4+	5	\$535,900	116

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	37	34	91.89%	\$143,722	\$137,647	95.77%	183	\$136,640	48.65%
CD	All	37	34	91.89%	\$143,722	\$137,647	95.77%	183	\$136,640	48.65%
CD	0-2	19	28	155.56%	\$140,476	\$134,485	95.74%	186	\$129,480	72.22%
CD	3	18	6	33.33%	\$158,870	\$152,400	95.93%	171	\$159,957	27.78%
CD	4+	1	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

Sold East Madison Condos - June 2012

Address	Beds	# Full Baths	# 1/2 Bath	FinsqFt	Master BedRm Lvl	Condo Project Name	Price/FinsqFt	Price	Condo Fee
1016 N Sunnyvale Ln	2	1	0	920 M		Hunt Club	\$43.48	\$40,000	160
1010 N Sunnyvale Ln	1	1	0	750 U		Hunt Club Condominiu	\$60.00	\$45,000	160
517 East Bluff	3	1	1	1084 U		East Bluff	\$44.28	\$48,000	155
6439 Bridge Rd	2	2	0	1136 M		The Landing	\$52.82	\$60,000	248
1625 Kings Mill Way	1	1	0	780 M		Richmond Hill Terr	\$83.33	\$65,000	200
409 East Bluff	3	1	1	1284 U		East Bluff	\$54.44	\$69,900	155
1629 KINGS MILL WAY	2	2	0	1128 M		Richmond Hill Terrac	\$62.06	\$70,000	195
4330 Melody Ln	2	1	0	960 M		Stonebridge Condos	\$77.71	\$74,600	175
1 GOLF COURSE RD	2	1	1	1300 M		Cherokee Garden	\$61.54	\$80,000	208
128 LAKEWOOD GARDEN'	2	1	1	915 U		LAKWOOD GARDENS	\$90.71	\$83,000	94
700 Herndon Dr	2	2	0	1114 M		Alta Green	\$85.28	\$95,000	190
5831 Lupine Ln	2	2	0	1208 M		Ambassador Condos	\$80.30	\$97,000	135
141 Metro Terr	2	2	0	1218 M		Town Center	\$82.10	\$100,000	185
702 Herndon Dr	2	2	0	1100 M		Alta Green Condos	\$94.55	\$104,000	190
1516 Wheeler Rd	3	2	0	1530 M		Cherokee Garden	\$78.43	\$120,000	268
1517 Golf View Rd	2	2	0	1310 M		Cherokee Garden Cond	\$95.42	\$125,000	239
802 Williamson St	1	1	0	762 M		The Livingston	\$168.24	\$128,200	151
5417 Patriot Dr	2	2	0	1594 M		Patriot Hill	\$84.38	\$134,500	165
1618 S Golf Glen	2	2	0	1550 M		Cherokee Garden	\$94.13	\$145,900	288
100 FEMRITE Dr	2	2	0	1220 M		Monona Woodlands	\$121.72	\$148,500	220
311 N HANCOCK ST	1	1	0	722 M		Nichols Station	\$207.62	\$149,900	200
813 Harrington Dr	2	3	0	1902 M		Harrington Place	\$80.97	\$154,000	180
53 Cherokee Cir	2	2	0	1960 M		Cherokee II	\$82.65	\$162,000	273
808 Williamson St	1	1	0	686 M		The Livingston	\$236.88	\$162,500	136
123 N Blount St	2	2	0	1070 M		DAS KRONENBERG	\$163.55	\$175,000	361
311 N HANCOCK ST	2	2	0	1080 M		NICHOLS STATION	\$180.56	\$195,000	221
1037 WILLIAMSON ST	2	1	1	1149 U		Third Lake Ridge	\$174.06	\$200,000	218
6329 Merritt Ridge	3	3	0	2476 M		Birchwood Ridge	\$86.43	\$214,000	230
60 GOLF COURSE RD	3	1	1	3013 M		Cherokee Town Hms	\$72.19	\$217,500	210
519 N Pinckney St	2	1	0	1243 M		Hobbs/Van Vleck	\$176.99	\$220,000	317
1037 Williamson St	2	1	1	1341 M		Third Lake Ridge	\$169.28	\$227,000	246
629 E Mifflin St	2	2	0	1041 M		The Colony	\$230.07	\$239,500	155
1009 Severson Dr	3	3	0	2472 M		Maywick Estates	\$99.11	\$245,000	150
201 Blair St	2	2	0	1371 U		Blair House	\$207.88	\$285,000	255

East Madison Condo Sales 1400-1800 square feet, June 2012

- Three sales
- Average sale price \$133,466
- 75 currently on the market
- Average list price \$183,838

Market Statistics All MLS										
Statistics for: Class=CD AND Date Range=06/01/2012-06/30/2012 AND Area=E01, E02, E03, E04, E05, E06, E07, E08, E09, E10, E11, E12, E13, E14, E15 AND FinSqFt=1400-1800; As Of: 7/5/2012										
Class	Bedrooms		Current Active		Avg List Price		Avg DOM			
All	All		75		\$183,838		271			
CD	All		75		\$183,838		271			
CD	0-2		42		\$214,497		380			
CD	3		32		\$146,690		124			
CD	4+		1		\$84,900		373			

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	12	3	25.00%	\$142,466	\$133,466	93.68%	110	\$149,349	16.67%
CD	All	12	3	25.00%	\$142,466	\$133,466	93.68%	110	\$149,349	16.67%
CD	0-2	3	2	66.67%	\$146,200	\$140,200	95.90%	37	\$175,000	0
CD	3	9	1	11.11%	\$135,000	\$120,000	88.89%	258	\$140,799	22.22%
CD	4+	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

East Madison Condo Sales up to 700 square feet

- One sale in June
- Sale price \$162,500
- 15 current active listings
- Average list price \$76,980

Market Statistics All MLS										
Statistics for: Class=CD AND Date Range=06/01/2012-06/30/2012 AND Area=E01, E02, E03, E04, E05, E06, E07, E08, E09, E10, E11, E12, E13, E14, E15 AND FinSqFt<700; As Of: 7/5/2012										
Class	Bedrooms		Current Active		Avg List Price		Avg DOM			
All	All		15		\$76,980		219			
CD	All		15		\$76,980		219			
CD	0-2		15		\$76,980		219			
CD	3		0		\$0		0			
CD	4+		0		\$0		0			

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	1	1	100.00%	\$169,900	\$162,500	95.64%	97	\$138,425	400.00%
CD	All	1	1	100.00%	\$169,900	\$162,500	95.64%	97	\$138,425	400.00%
CD	0-2	1	1	100.00%	\$169,900	\$162,500	95.64%	97	\$138,425	400.00%
CD	3	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%
CD	4+	0	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

West Madison MLS Condo Sales June 2012

- 68 sales
- Average sale price \$159,432
- 530 condos currently on the market
- Average list price \$227,039

Market Statistics All MLS

Statistics for: Class=CD AND Date Range=05/01/2012-06/30/2012 AND Area=W01, W02, W03, W04, W05, W06, W07, W08, W09, W10, W11, W12, W13, W14, W15, W16, W17; As Of: 7/5/2012

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	530	\$227,039	263
CD	All	530	\$227,039	263
CD	0-2	383	\$208,063	245
CD	3	140	\$265,598	308
CD	4+	7	\$494,085	381

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	65	68	104.62%	\$167,711	\$159,432	95.06%	130	\$185,189	40.00%
CD	All	65	68	104.62%	\$167,711	\$159,432	95.06%	130	\$185,189	40.00%
CD	0-2	43	56	130.23%	\$160,469	\$151,904	94.66%	141	\$180,843	34.88%
CD	3	21	12	57.14%	\$201,508	\$194,562	96.55%	81	\$185,521	47.62%
CD	4+	1	0	0.00%	\$0	\$0	0.00%	0	\$252,400	100.00%



Reporting Details [« back](#)

1805 Conservation Place, Madison WI

Summary Week of Jul 1, 2012 - Jul 5, 2012 %change week-over-week

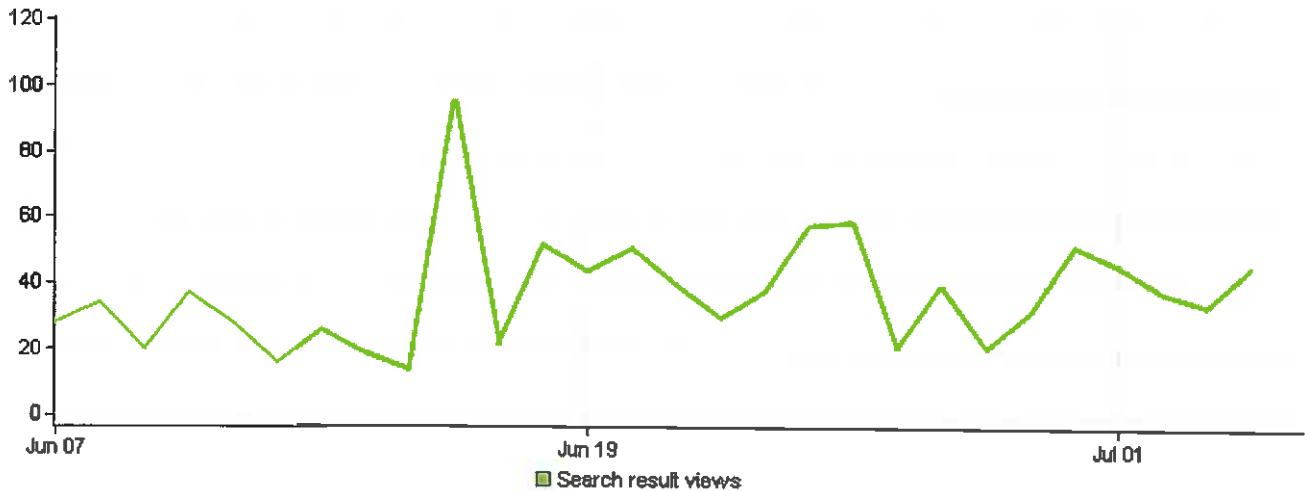
Leads 0 0%	Search Results Views 164 -8%	Property Detail Views 4 -43%
----------------------	--	--

Competitive Listing Radar

Address	Featured	Property Details Views
1811 Lake Point Dr Madison, WI	Not Featured	1,239
54 Waunona Woods Ct Madison, WI	Not Featured	678

Page Views

Search results | [Property detail](#)



Weekly Stats Comparison

Report Week	Leads	Search Results Views	Property Detail Views
THIS WEEK JUL 01, 2012 - JUL 05, 2012	0	164	4
JUN 24, 2012 - JUN 30, 2012	0	283	8
JUN 17, 2012 - JUN 23, 2012	0	277	16
JUN 10, 2012 - JUN 16, 2012	0	236	24
TOTAL LIFETIME	0	5,674	272

Client Listing Reports



Reporting Details « back

5369 Garden View Court, Madison WI

Summary Week of Jul 1, 2012 - Jul 5, 2012 %change week-over-week

Leads 0 0% **Search Results Views** 327 -18% **Property Detail Views** 2 -78%

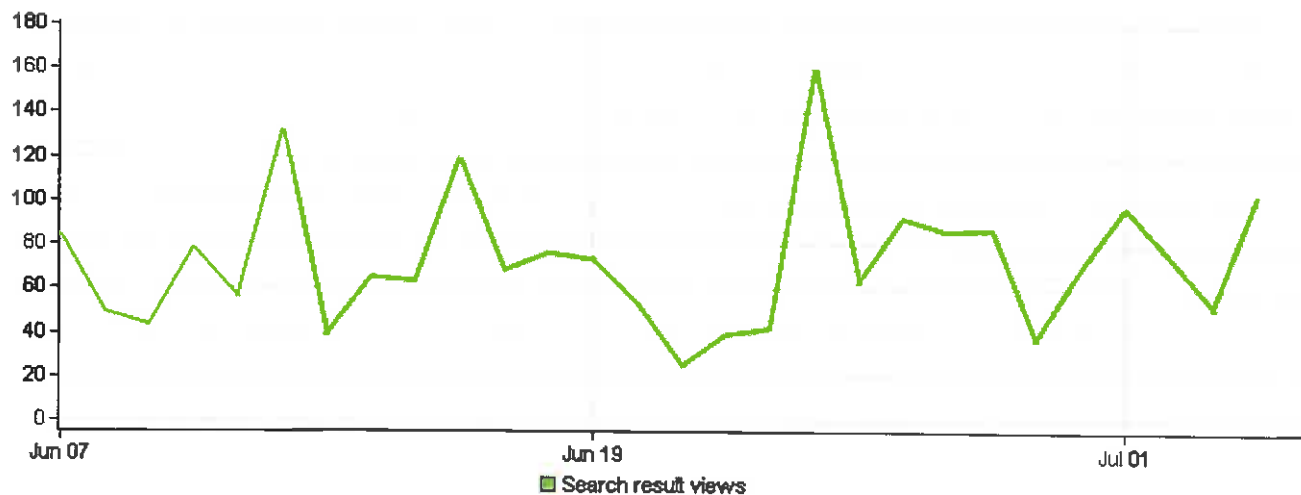
Get Quality Leads with Trulia Insight
 70% of initial leads will be included with Trulia Pro. Upgrade Now.
 Starting in 2012

Competitive Listing Radar

Address	Featured	Property Details Views
5335 Garden View Ct Madison, WI	Not Featured	125
1509 Martin St Madison, WI	Not Featured	89
1001 N Sunnyvale Ln Madison, WI	Featured	1,157
1039 S Sunnyvale Ln Madison, WI	Featured	647
1629 Kings Mill Way Madison, WI	Not Featured	131

Page Views

Search results | [Property detail](#)



Weekly Stats Comparison

Report Week	Leads	Search Results Views	Property Detail Views
THIS WEEK JUL 01, 2012 - JUL 05, 2012	0	327	2
JUN 24, 2012 - JUN 30, 2012	0	594	11
JUN 17, 2012 - JUN 23, 2012	0	376	5
JUN 10, 2012 - JUN 16, 2012	0	552	5

Hit Counts on the MLS

Below are the number of hits, or clicks, on the Multiple Listing Service by agents or by prospective buyers for representative condos and townhomes. Numbers are for the listing period to date.

Agent Hit Counts:

Garden View: 165

Townhome: 132

Buyer Hit Counts:

Garden View: 96

Townhome: 88



Lynn Holley
 3 Point Place
 Madison, WI 53719, US
 (608) 219-8955
 lynn@holleydevelopment.co



ONLINE MARKETING SUMMARY

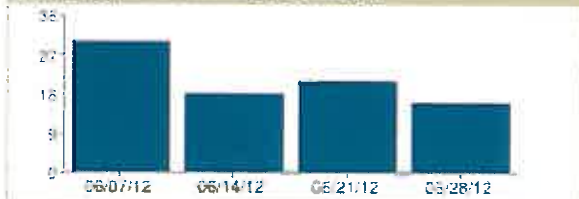
November 17, 2011 - July 05, 2012

5353 Garden View Ct
 Madison, WI 53713, US

MLS # 1640835 | \$43,500



Number of Views - Last 4 Weeks



Top Cities

City	Click-Throughs (Visits)
Madison, WI	2
Columbus, OH	1

Terms Used

Property Views - occurs when a consumer views the full property detail page on the website for the specific listing.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing.

Inquiry - a consumer starts an email interaction with the broker or agent about the property.

Top Cities - displays where the consumers live who are looking at your listing based on click-throughs.

Websites That Provide "Views" and "Visits" Data

Websites	Property Views	Click-Throughs (Visits)
REALTOR.com	96	Not Applicable
Zillow Network	57	0
Trulia	53	2
wisconsinhomes.com	32	0
Keller Williams	14	0
HomeFinder.com	13	2
HotPads	9	0
Homes.com	6	0
AOL Real Estate	1	Not Applicable
FreedomSoft	1	0
TOTAL	282	4

Your Listing Is Also Displayed On

CLRSearch	CondoCompare.com	DataSphere
Digggy	DreamHomeListings	eLookyLoo
Foreclosure.com	FrontDoor	Gooplex
GovListed.com	GuldanceRealty	Harmon Homes
Home2.me	Homes&Land	Homes By Lander
HomesInYourTown	HomeTourConnect	HomeWinks
HouseHunt.com	HUD Seeker	IAS Properties
Juwal	LakeHomesUSA	LandAndFarm
LearnMoreNow.com	LiquidusMedia	LotNetwork
MyREALTY.com	New Home Source	OfferRunway
Property Pursult	Property Shark	RealEstateCentral
RealEstateMarketplace.org	RealQuest Express	RealtyStore
RealtyTrac	Relocation.com	RentRange
The Real Estate Book	USALifestyleRealEstate	USHUD.com
Vast	Vertical Brands	





Lynn Holley
 3 Point Place
 Madison, WI 53719, US
 (608) 219-8955
 lynn@holleydevelopment.co



ONLINE MARKETING SUMMARY

November 17, 2011 - July 05, 2012

5361 Garden View Ct
 Madison, WI 53713, US

MLS # 1640902 | \$43,500



Number of Views - Last 4 Weeks



Inquiries

Your property has received 1 inquiry.

Top Cities

City	Click-Throughs (Visits)
Madison, WI	3
Alhambra, CA	1
Appleton, WI	1

Terms Used

Property Views - occurs when a consumer views the full property detail page on the website for the specific listing.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing.

Inquiry - a consumer starts an email interaction with the broker or agent about the property.

Top Cities - displays where the consumers live who are looking at your listing based on click-throughs.

Websites That Provide "Views" and "Visits" Data

Websites	Property Views	Click-Throughs (Visits)
REALTOR.com	107	Not Applicable
Zillow Network	77	1
wisconsinhomes.com	34	0
Trulia	34	3
Keller Williams	19	0
Homes.com	12	2
HotPads	10	0
HomeFinder.com	4	0
AOL Real Estate	1	Not Applicable
USHUD.com	1	0
TOTAL	299	6

Your Listing Is Also Displayed On

CLRSearch	CondoCompare.com	DataSphere
Diggy	DreamHomeListings	eLookyLoo
Foreclosure.com	FreedomSoft	FrontDoor
Gooplex	GovListed.com	GuidanceRealty
Harmon Homes	Home2.me	Homes&Land
Homes By Lender	HomesInYourTown	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwal	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LotNetwork	MyREALTY.com	New Home Source
OfferRunway	Property Pursuit	Property Shark
RealEstateCentral	RealEstateMarketplace.org	RealQuest Express
RealtyStore	RealtyTrac	Relocation.com
RentRange	The Real Estate Book	USALifestyleRealEstate
Vast	Vertical Brands	

POWERED BY LISTHUB





Lynn Holley
 3 Point Place
 Madison, WI 53719, US
 (608) 219-8955
 lynn@holleydevelopment.co



ONLINE MARKETING SUMMARY

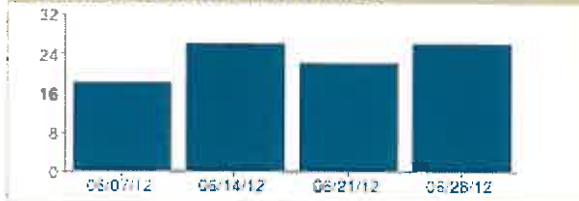
November 17, 2011 - July 05, 2012

5369 Garden View Ct
 Madison, WI 53713, US

MLS # 1640904 | \$43,500



Number of Views - Last 4 Weeks



Top Cities

City	Click-Throughs (Visits)
Maquoketa, IA	2
Beloit, WI	1
Madison, WI	1

Terms Used

Property Views - occurs when a consumer views the full property detail page on the website for the specific listing.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing.

Inquiry - a consumer starts an email interaction with the broker or agent about the property.

Top Cities - displays where the consumers live who are looking at your listing based on click-throughs.

Websites That Provide "Views" and "Visits" Data

Websites	Property Views	Click-Throughs (Visits)
REALTOR.com	97	Not Applicable
Zillow Network	92	2
wisconsinhomes.com	59	0
Trulia	48	2
Keller Williams	14	0
HotPads	10	0
HomeFinder.com	8	1
Homes.com	8	1
USHUD.com	3	0
AOL Real Estate	2	Not Applicable
TOTAL	341	6

Your Listing Is Also Displayed On

CLRSearch	CondoCompare.com	DataSphere
Diggy	DreamHomeListings	eLookyLoo
Foreclosure.com	FreedomSoft	FrontDoor
Gooplex	GovListed.com	GuidanceRealty
Harmon Homes	Home2.me	Homes&Land
Homes By Lender	HomesInYourTown	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwal	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidMedia
LotNetwork	MyREALTY.com	New Home Source
OfferRunway	Property Pursuit	Property Shark
RealEstateCentral	RealEstateMarketplace.org	RealQuest Express
RealtyStore	RealtyTrac	Relocation.com
RentRange	The Real Estate Book	USALifestyleRealEstate
Vast	Vertical Brands	

POWERED BY **LISTWAD**





Lynn Holley
 3 Point Place
 Madison, WI 53719, US
 (608) 219-8955
 lynn@holleydevelopment.co



ONLINE MARKETING SUMMARY

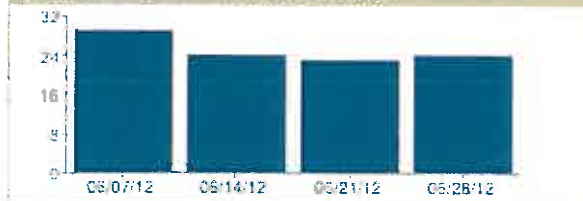
November 16, 2011 - July 05, 2012

1805 Conservation Pl
 Madison, WI 53713, US

MLS # 1640833 | \$129,900



Number of Views - Last 4 Weeks



Inquiries

Your property has received 1 inquiry.

Top Cities

City	Click-Throughs (Visits)
Madison, WI	6
Potomac, MD	2
Beaver Dam, WI	1

Terms Used

Property Views - occurs when a consumer views the full property detail page on the website for the specific listing.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing.

Inquiry - a consumer starts an email interaction with the broker or agent about the property.

Top Cities - displays where the consumers live who are looking at your listing based on click-throughs.

Websites That Provide "Views" and "Visits" Data

Websites	Property Views	Click-Throughs (Visits)
Zillow Network	226	10
REALTOR.com	168	Not Applicable
Trulia	114	3
Homes.com	73	2
wisconsinhomes.com	52	0
Keller Williams	44	0
HotPads	32	1
HomeFinder.com	5	0
New Home Source	4	0
AOL Real Estate	2	Not Applicable
TOTAL	720	16

Your Listing Is Also Displayed On

CLRSearch	CondoCompare.com	DataSphere
Diggay	DreamHomeListings	eLookyLoo
Foreclosure.com	FreedomSoft	FrontDoor
Gooplex	GovListed.com	GuidanceRealty
Harmon Homes	Home2.me	Homes&Land
Homes By Lender	HomesInYourTown	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwai	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LotNetwork	MyREALTY.com	OfferRunway
Property Pursult	Property Shark	RealEstateCentral
RealEstateMarketplace.org	RealQuest Express	RealtyStore
RealtyTrac	Relocation.com	RentRange
The Real Estate Book	USALifestyleRealEstate	USHUD.com
Vast	Vertical Brands	

POWERED BY





Lynn Holley
 3 Point Place
 Madison, WI 53719, US
 (608) 219-8955
 lynn@holleydevelopment.co



ONLINE MARKETING SUMMARY

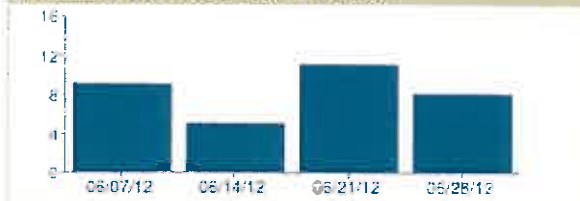
November 17, 2011 - July 05, 2012

1811 Conservation Pl
 Madison, WI 53713, US

MLS # 1640836 | \$139,900



Number of Views - Last 4 Weeks



Top Cities

City	Click-Throughs (Visits)
Madison, WI	2
Brea, CA	1
District Heights, MD	1

Terms Used

Property Views - occurs when a consumer views the full property detail page on the website for the specific listing.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing.

Inquiry - a consumer starts an email interaction with the broker or agent about the property.

Top Cities - displays where the consumers live who are looking at your listing based on click-throughs.

Websites That Provide "Views" and "Visits" Data

Websites	Property Views	Click-Throughs (Visits)
REALTOR.com	166	Not Applicable
Zillow Network	107	2
Homes.com	47	1
wisconsinhomes.com	29	0
Keller Williams	26	0
HomeFinder.com	22	4
Trulia	16	4
HotPads	9	0
New Home Source	3	0
AOL Real Estate	1	Not Applicable
TOTAL	426	11

Your Listing Is Also Displayed On

CLRSearch	CondoCompare.com	DataSphere
Diggy	DreamHomeListings	eLookyLoo
Foreclosure.com	FreedomSoft	FrontDoor
Gooplex	GovListed.com	GuldanceRealty
Harmon Homes	Home2.me	Homes&Land
Homes By Lender	HomesInYourTown	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwal	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LotNetwork	MyREALTY.com	OfferRunway
Property Pursult	Property Shark	RealEstateCentral
RealEstateMarketplace.org	RealQuest Express	RealtyStore
RealtyTrac	Relocation.com	RentRange
The Real Estate Book	USALifestyleRealEstate	USHUD.com
Vaet	Vertical Brands	

POWERED BY **ListHub**





Lynn Holley
 3 Point Place
 Madison, WI 53719, US
 (608) 219-8955
 lynn@holleydevelopment.co



ONLINE MARKETING SUMMARY

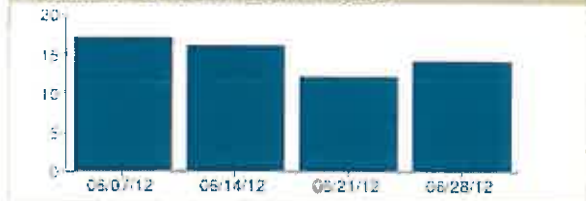
November 17, 2011 - July 05, 2012

1817 Conservation Pl
 Madison, WI 53713, US

MLS # 1640907 | \$129,900



Number of Views - Last 4 Weeks



Top Cities

City	Click-Throughs (Visits)
Madison, WI	6
Summerland Key, FL	3
Cedar Rapids, IA	1

Terms Used

Property Views - occurs when a consumer views the full property detail page on the website for the specific listing.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing.

Inquiry - a consumer starts an email interaction with the broker or agent about the property.

Top Cities - displays where the consumers live who are looking at your listing based on click-throughs.

Websites That Provide "Views" and "Visits" Data

Websites	Property Views	Click-Throughs (Visits)
Zillow Network	108	7
REALTOR.com	87	Not Applicable
wisconsinhomes.com	42	0
Homes.com	28	3
Trulia	28	1
Keller Williams	26	0
HotPads	8	1
AOL Real Estate	2	Not Applicable
HomeFinder.com	1	0
TOTAL	330	12

Your Listing Is Also Displayed On

CLRSearch	CondoCompare.com	DataSphere
Diggy	DreamHomeListings	eLookyLoo
Foreclosure.com	FreedomSoft	FrontDoor
Gooplex	GovListed.com	GuidanceRealty
Harmon Homes	Home2.me	Homes&Land
Homes By Lender	HomesInYourTown	HomeTourConnect
HomeWinks	HouseHunt.com	HUD Seeker
IAS Properties	Juwal	LakeHomesUSA
LandAndFarm	LearnMoreNow.com	LiquidusMedia
LoiNetwork	MyREALTY.com	New Home Source
OffarRunway	Property Pursult	Property Shark
RealEstateCentral	RealEstateMarketplace.org	RealQuest Express
RealtyStore	RealtyTrac	Relocation.com
RentRange	The Real Estate Book	USALifestyleRealEstate
USHUD.com	Vast	Vertical Brands

POWERED BY **ListHub**





Lynn Holley
 3 Point Place
 Madison, WI 53719, US
 (608) 219-8955
 lynn@holleydevelopment.com



ONLINE MARKETING SUMMARY

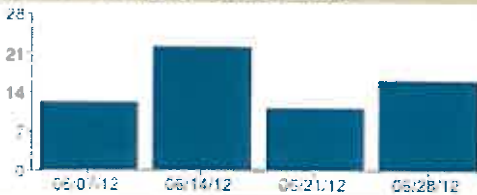
November 18, 2011 - July 05, 2012

1819 Conservation Pl
 Madison, WI 53713, US

MLS # 1640908 | \$129,900



Number of Views - Last 4 Weeks



Top Cities

City	Click-Throughs (Visits)
Madison, WI	8
Lake Hiawatha, NJ	1
Las Vegas, NV	1

Terms Used

Property Views - occurs when a consumer views the full property detail page on the website for the specific listing.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing.

Inquiry - a consumer starts an email interaction with the broker or agent about the property.

Top Cities - displays where the consumers live who are looking at your listing based on click-throughs.

Websites That Provide "Views" and "Visits" Data

Websites	Property Views	Click-Throughs (Visits)
wisconsinhomes.com	120	0
Zillow Network	106	5
REALTOR.com	77	Not Applicable
Homes.com	31	3
Keller Williams	30	0
HotPads	22	2
Trulia	20	1
AOL Real Estate	7	Not Applicable
New Home Source	4	0
HomeFinder.com	3	0
RealEstateCentral	2	0
RealtyStore	2	0
HUD Seeker	1	0
TOTAL	425	11

Your Listing Is Also Displayed On

CLRSearch	CondoCompare.com	DataSphere
Diggey	DreamHomeListings	eLookyLoo
Foreclosure.com	FreedomSoft	FrontDoor
Gooplex	GovListed.com	GuidanceRealty
Hamon Homes	Home2.me	Homes&Land
Homes By Lander	HomesInYourTown	HomeTourConnect
HomeWinke	HouseHunt.com	IAS Properties
Juwal	LakeHomesUSA	LandAndFarm
LearnMoreNow.com	LiquidusMedia	LotNetwork
MyREALTY.com	OfferRunway	Property Pursuit
Property Shark	RealEstateMarketplace.org	RealQuest Express
RealtyTrac	Relocation.com	RentRange
The Real Estate Book	USALifestyleRealEstate	USHUD.com
Vast	Vertical Brands	

POWERED BY **ListHub**



Showing Feedback for June

June 14, 2012: 1811 Conservation Place

COMMENTS/RECOMMENDATIONS: "Client seemed to like it, asked a lot about the development, history, and what we were willing to do. Curious about buying unfinished, said he would have to find a lender willing and that might be difficult. He said he would give some thought and let me or Lynn know if he had more questions."

June 28, 2012: 5335 Garden View

COMMENTS/RECOMMENDATIONS: "Buyer will be writing offer pending approval of grant funds from movin' out."

June 30, 2012: 5369 Garden View

COMMENTS/RECOMMENDATIONS: Client liked the property, but is considering a different location further on the west side near his buddy.

PROJECT REPORT

Prepared for: Community Development Authority of Madison, WI

Prepared by: SPL Beverly, LLC

Date: July 6 2012

Report #:



July 6, 2012-Lake Point Condominiums Monthly Report

Inventory

6 Townhomes

5 Conversion Unit Apartments

Contracts

2 townhomes under contract

2 solid prospects

PROJECT OVERVIEW

Traffic has been somewhat limited of late, however we are seeing some decent Lake Point buying prospects. Credit challenges remain the Garden View buyer's theme. The scheduled closing at the end of June for 1813 did not happen due to a buyer credit card balance in excess of \$800.00. Procedure dictates a re-submittal of the loan application is the next step, which has been completed.

Site Work

- 1) Epoxy injections for the Garden View basement cracks is being monitored during rains to understand whether the extreme rains triggered the leaks in the previous report or there are a few problem areas to be dealt with.
- 2) The stairway deck repair is underway. We will be conducting site reports next week during the work.
- 3) The drainage issue on Garden View court will be reviewed at the end of July.
- 4) Per the electrician's review, the common electrical panel servicing the basement is overloaded with the 20+ washers and dryers. Several electricians are bidding expansion and upgrade of the basement service.

Conversion Units

The inventory is in sound shape. Three units remain unfinished.

Townhomes

The inventory is in sound shape. Four units remain unfinished.

Marketing

The Keller Williams report is attached.

Monthly Owner's Report for the Month of June, 2012
The New Monona Shores Apartment Homes

Operations and Marketing:

Occupancy:

Month end occupancy stayed at 99% in June. There was 1 vacancy, a market rate 1-bedroom unit, which is leased for 7/15/12 move-in.

There are also 8 apartments on notice to vacate between 7/31 & 8/31/12.

During the month of June, only 1 household was denied housing, bringing the year to date total to 19.

Resident Functions:

Nothing new to report in June.

New Resident Services:

A newly revised Referral Reward Program began in April, where anyone who refers a qualified resident who moves into the property can receive a \$200 gift card. There was one referral in June.

Due to the extreme heat and drought, helpful information was posted to all of the residents.

A new non-profit, Freshmobile, a mobile fresh food market, is now off the ground, whereby they'll be visiting the neighborhood. This will begin the first week in July. Flyers have been distributed to all of the Monona Shores residents.

Cost/Time Savings Ideas:

The Resident Retention Plan has reduced turn-over, thus lowering the overall maintenance expenses at the property.

Three buildings have been power washed by in-house staff, saving the property a significant amount of money.

Street Rent Changes:

Nothing new to report.

Capital Improvements:

During the month of June, we replaced 1 carpet, 2 intercom panels.

Security/Crime Incidents: Nothing serious to report other than a few noise complaints and a fight.

Marketing: Web site advertising continues to be the number one source of traffic. Following in a close second is drive by traffic. The property consistently has great curb appeal. The office continues to be open with regular office hours Mon. – Fri. and staff is also available during weekend hours by appointment.

We continue to make contact with past “model” residents, who might consider moving back.

Staff continues to regularly check Craig’s List and follow up on people who list their needs when searching for housing. This generates some traffic for the site. Despite the junk mail, it’s worth the time and effort.

We’re still offering flexible leases with new move-ins and renewals, as long as they expire during the rental season, primarily, April through August.

Local Market Conditions: Nothing new to report this month.

Local Development: Nothing new to report this month.

60 day Objectives

- The main focus for the staff remains obtaining qualified rentals and maintaining occupancy 95% or higher. Including notices to vacate, we currently have 8 units to lease.
- Revise Retention Plan. Review Marketing Plan and revise as needed.
- Staff will be concentrating their efforts in finishing the majority of recertifications and/or renewals in the coming months. They will also spend a lot of energy working on accounts receivable.
- The 2012 budget is pending city staff approval. We hope to have a final approval soon.
- We continue to stay up-to-date with HUD changes that are applicable to the AHTC program and comply with any necessary form revisions and compliance procedures. At the same time, the same is true for any landlord tenant laws that may change from time to time. Noteworthy were the changes made last December and also those made 3/31/12.

Maintenance:

- June shattered records for high temperatures and lack of precipitation. As a result, the landscapers have not been able to mow and the lawn has gone dormant and the DNR placed a burning ban on 11 Wisconsin counties, including Dane.
- Resident work orders continue to be completed within 24 hours, unless of course there is an emergency situation or a part that needs to be ordered.
- Pre-inspections of units vacating 7/31/12 will be completed during the first few weeks of July so that the maintenance and management team can prepare their plan to turn the units quickly, thus minimizing vacancy loss as much as possible.
- Summer preventive maintenance is in full swing.
- Staff will begin bidding out several capital projects in the coming months. Asphalt bids will be discussed with the Waunona Woods Board of Directors and management company.

Personnel:

One temporary maintenance/grounds staff member was replaced by another individual. He is working 2 days/week and is available if we need him for additional hours. Thus far, we've received a number of nice comments about him from the residents!

Other Misc. Administration:

BMC staff members attended a legal seminar and received some valuable information concerning some ambiguity and errors in the last landlord/tenant law changes. These items *may* be addressed if another session is called in 2012.

**HOUSING REHABILITATION LOAN
STATUS FOR THE MONTH OF JUNE,
2012**

<u>Program:</u>	<u>No:</u>	<u>Unit:</u>
New Applications		
Deferred Payment/HOME	3	
Homebuyers Assistance Loan	3	3
Installment Loan (City)	2	
TOTALS:	8	3
Applications in Initial Processing		
Deferred Payment/HOME	4	2
Installment Loan (City)	3	2
TOTALS:	7	4
Applications in Bidding Stage		
Deferred Payment/HOME	4	3
Installment Loan (City)	5	6
TOTALS:	9	9
Projects Approved But Not Closed		
Deferred Payment/HOME	1	1
Installment Loan (City)	1	1
TOTALS:	2	2
Projects Under Construction		
Deferred Payment/HOME	7	7
Homebuyers Assistance Loan	2	3
Installment Loan (City)	6	7
TOTALS:	15	17
Projects Completed this Year		
Deferred Payment/HOME	3	3
Homebuyers Assistance Loan	1	1
Installment Loan (City)	5	5
TOTALS:	9	9

**STATUS REPORT FOR THE MONTH OF JUNE 2012
HOUSING REHABILITATION LOANS**

PROGRAM	FUNDS AVAILABLE BEGINNING IN 2012	SOURCE OF REMAINING FUNDS AVAILABLE		ADJUSTED TOTAL FUNDS FOR 2012	LOANS CLOSED THIS MONTH		LOANS CLOSED YEAR TO DATE		REMAINING 2012 FUNDS AVAILABLE	LOANS APPROVED BUT NOT CLOSED		ADJUSTED TOTAL AVAILABLE	ADDITIONAL LOANS COMMITTED BUT NOT CLOSED		UNCOMMITTED LOAN FUNDS AVAILABLE		
		TRANSFERRED YEAR TO DATE	LOAN FUNDS TRANSFERRED THIS MONTH		NO. UNITS	DOLLAR AMOUNT	NO. UNITS	DOLLAR AMOUNT		NO. UNITS	DOLLAR AMOUNT		NO. UNITS	DOLLAR AMOUNT		NO. UNITS	DOLLAR AMOUNT
Installment (City)sr-56	\$711,289		-\$238,000	\$473,289	2/2	\$33,500	6/6	\$95,300	\$377,989	1/1	\$9,500	\$368,489	5/6	\$97,500	\$270,989		
Deferred (City)																	
Deferred (CDBG)	\$55,000			\$55,000					\$55,000			\$55,000			\$55,000		
Deferred (HOME)	\$411,750			\$411,750			4/4	\$58,000	\$353,750	1/1	\$10,000	\$343,750	5/5	\$95,000	\$248,750		
Homebuyer (HBA)sr-61	\$174,944			\$174,944	1/1	\$40,000	2/2	\$80,000	\$94,944	2/2	\$80,000	\$14,944			\$14,944		
TOTAL	\$1,352,983			\$1,114,983	2/2	\$73,500	12/12	\$233,300	\$881,683	4/4	\$99,500	\$782,183	10/11	\$192,500	\$589,683		

DOWN PAYMENT ASSISTANCE LOANS

PROGRAM	BEGINNING FUNDS AVAILABLE IN 2012	SOURCE OF REMAINING FUNDS AVAILABLE		ADJUSTED FUNDS AVAILABLE	LOANS CLOSED THIS MONTH		LOANS CLOSED YTD		REMAINING FUNDS AVAILABLE	LOANS COMMITTED BUT NOT CLOSED		UNCOMMITTED LOAN FUNDS AVAILABLE		
		TRANSFERRED YEAR TO DATE	LOAN FUNDS TRANSFERRED THIS MONTH		Home-Buy		Home-Buy			Home-Buy			Home-Buy	
					Number	\$ Amount	Number	\$ Amount		Number	\$ Amount		Number	\$ Amount
Home-Buy	Home-Buy													
	\$60,647	\$3,100	+\$238,000	\$301,747	7	\$49,000	25	\$149,000	\$201,747	5	\$35,000	\$127,747		
				\$301,747	7	\$49,000	25	\$149,000	\$201,747	5	\$35,000	\$127,747		

CDA Loan and Grant Losses Report for the Month of June 2012

Loan & Grant Programs	In Default			Delinquent			Judgement			In Negotiation			In Bankruptcy			In Foreclosure			Written Off			Comment
	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	No.	% of Total	Dollar Amount	
Rehabilitation	2	0.01	\$48,400	2	0.01	\$54,150									4	0.01	\$63,850					
Down Payment Assistance	1	0.01	\$6,200												2	0.01	\$6,300	1			\$6,200	Deceased
Capital Revolving Fund																						
Façade Improvement																						
TOTAL	3	0.01	\$54,600	2	0.01	\$54,150	0		\$0	0		\$0	0		6	0.01	\$70,150	1			\$6,200	