

PROP 90

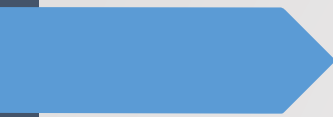
January 27, 2015

Prepared by Kimberly Beal



<http://edcar.org>





Prop 90 Effective in February 2010 Assessor's Approved Applications

- ▶ August 1, 2014 Assessor's report identified 210 approved applications
- ▶ As of November 25, 2014, there were 242 approved applications where the applicant had purchased a replacement property in El Dorado County
- ▶ Of the 242 properties, 240 were home sales and 2 were lot sales where Buyer subsequently built/placed a home on the lot
- ▶ Of the 240 home sales, 207 (85.5%) were posted in Metrolist Multiple Listing Service (MLS), covering the western slope of the county
- ▶ Of the 207 home sales in MLS, 5 properties have a second residence
- ▶ Of the 207 home sales, 13 (6.3%) were REO or Short-Sales
- ▶ Of the 207 home sales, 106 (51.2%) were financed, and 101 (48.8%) were purchased with Cash





Prop 90 Buyers

242 Properties Purchased 3/1/10 - 11/25/14

- ▶ Average purchase price of 240 home sales \$491,691
- ▶ Average size of 242 homes 2,698 SF
- ▶ Average year the 242 homes were constructed 1996
- ▶ 150 (62%) one story homes, 92 (38%) split-level, two stories or more
- ▶ Average parcel size 2.52 acres;
152 (62.8%) parcels sized under 1 acre, 90 (37.2%) parcels sized 1+ acres



Comparison of Prop 90 Home Sales to MLS Home Sales 2010 to 2014

Year	Prop 90 Approved Home Purchases **	Prop 90 Average Replacement Sales Price **	Metrolist MLS Number Of Home Sales	Metrolist MLS Average Sales Price	Number of Prop 90 Sales/MLS Sales
2010*	42	\$504,935	2090	\$336,410	2.01%
2011	47	\$457,628	2396	\$295,969	1.96%
2012	57	\$444,302	2759	\$310,887	2.07%
2013	63	\$522,729	2725	\$374,421	2.31%
2014*	31	\$549,452	2352	\$401,603	1.32%
Total	240 ***	\$491,691	12,322	\$346,097	1.95%

* 2010 – Assessor data from 3/1/10 to 12/31/10, EDCAR data full calendar year

* 2014 - Assessor data from 1/1/14 to 11/25/14, EDCAR data from 1/1/14 to 11/30/14

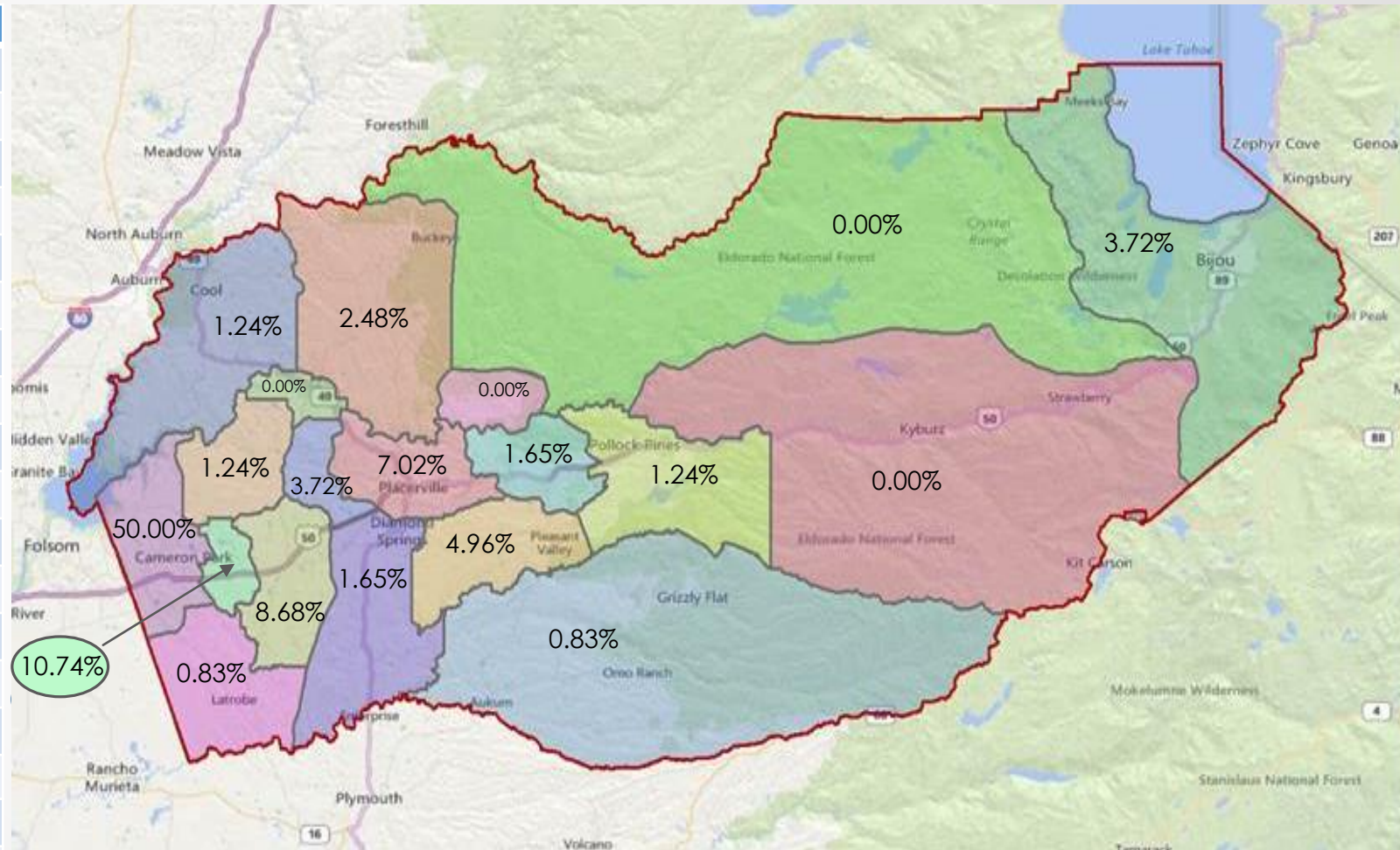
** The year an application was approved may vary from the date the replacement property was purchased

*** 9 Home Sales in Tahoe basin, outside the coverage area of Metrolist MLS



MLS Area Zones – Location of 242 Homes

MLS Area Zones	No.	%
12601-Greater Cameron Park	26	10.74%
12602-El Dorado Hills	121	50.00%
12603-Shingle Springs	21	8.68%
12604-Rescue/Luneman	3	1.24%
12605-Latrobe/Shingle Springs South	2	0.83%
12701-Greater Placerville	17	7.02%
12702-El Dorado/Diamond Springs	4	1.65%
12703-Pleasant Valley/Placerville South	12	4.96%
12704-Somerset/Mt Aukum/South County	2	0.83%
12705-Coloma/Lotus	0	0.00%
12706-Greenstone/Gold Hill/Placerville West	9	3.72%
12707-Mosquito/Swansboro	0	0.00%
12801-Camino/Cedar Grove	4	1.65%
12802-Pollock Pines	3	1.24%
12803-American River Canyon	0	0.00%
12901-Georgetwn/Garden Vly/Greenwd/Kelsey	6	2.48%
12902-Cool/Pilot Hill	3	1.24%
12903-North Country	0	0.00%
13301-South Lake Tahoe	9	3.72%
Total Prop 90 Properties	242	100.00%

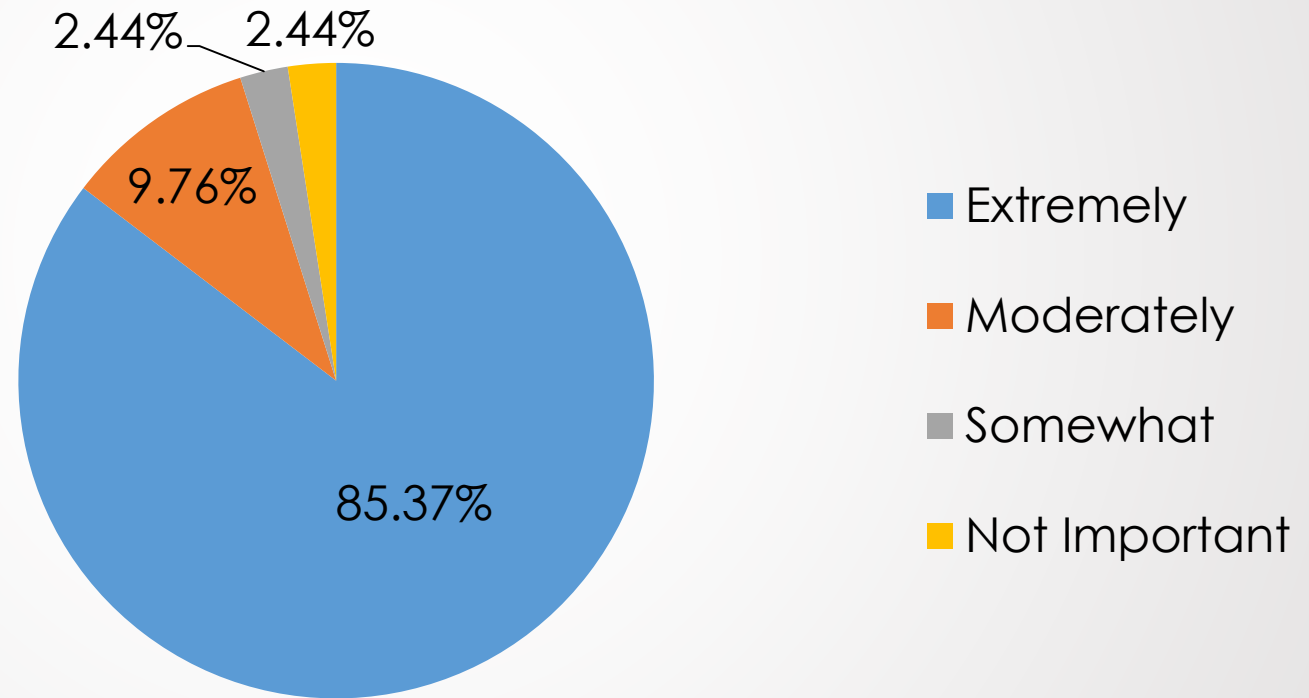




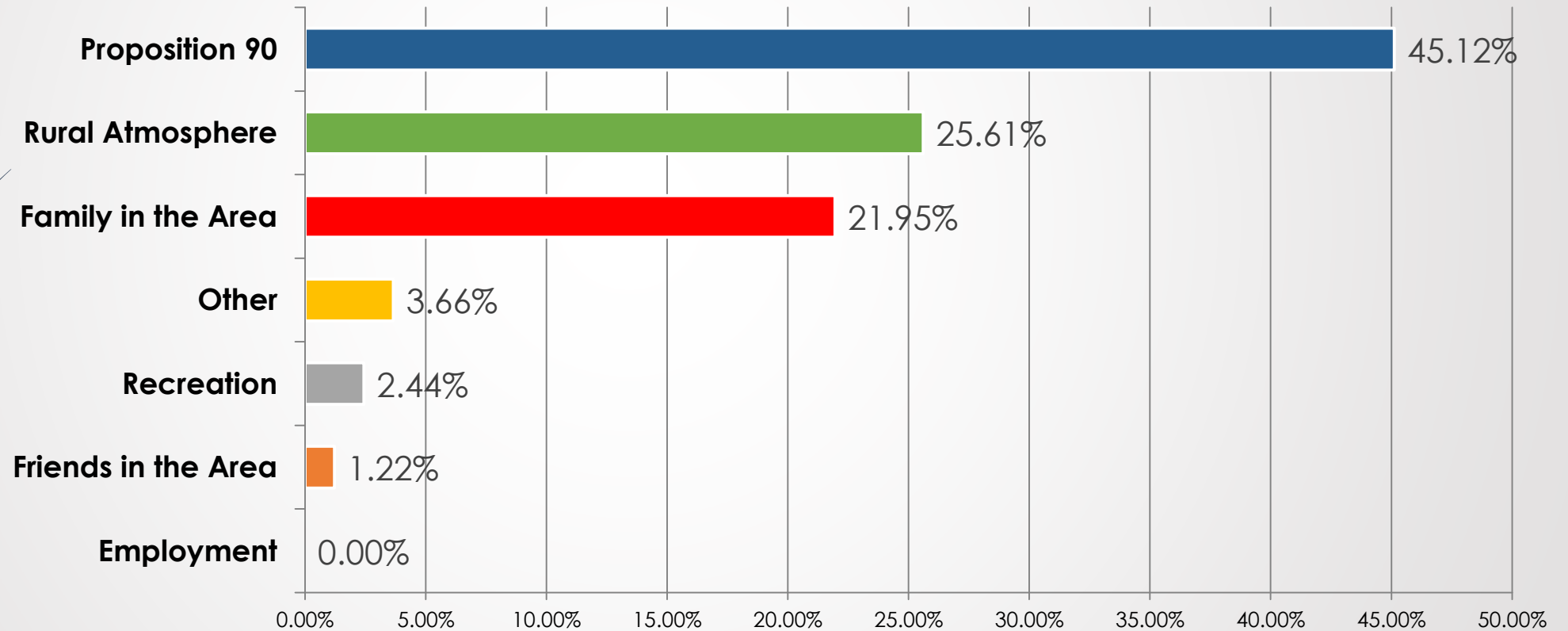
Survey of Prop 90 Buyers

- ▶ Online Survey, 10 Questions
- ▶ Email sent to 171 Realtors found in MLS records of 207 Home Sales
Realtors asked to forward Survey to their Prop 90 Buyers
- ▶ 41 completed Surveys
- ▶ Result of all 41 Surveys follow

Question: When making your decision to buy a home in El Dorado County, what level of importance was given to your ability to use Proposition 90?



Question: What were the two most important reasons you purchased a home in El Dorado County?

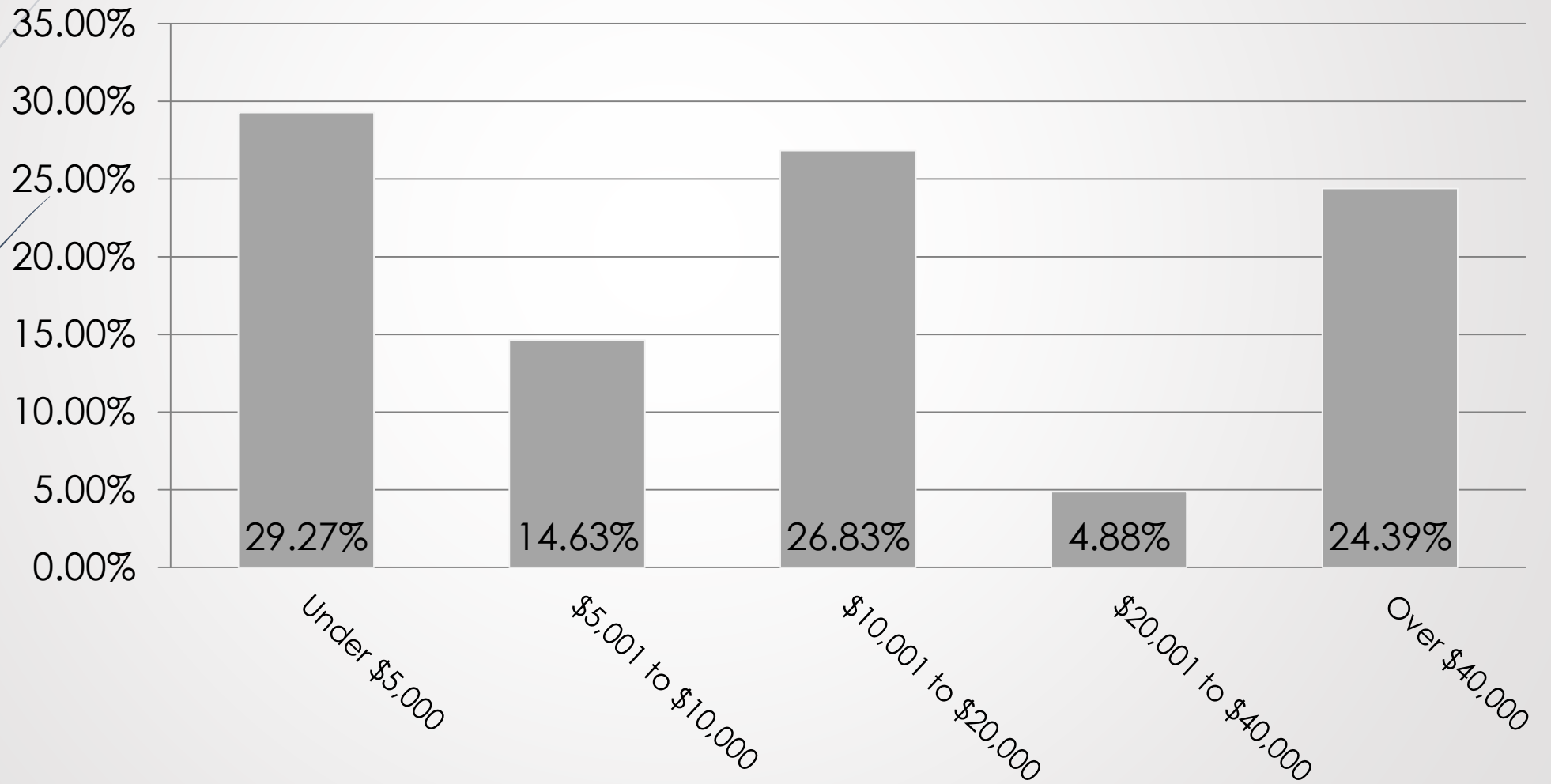


Question: What improvements have you made to the property?

- ▶ 25 - Remodel or Updated
- ▶ 3 - Addition
- ▶ 7 - Solar Conversion
- ▶ 2 - New Windows
- ▶ 1 - New Roof
- ▶ 11 - New HVAC
- ▶ 12 - Flooring
- ▶ 21 - Landscape
- ▶ 2 - Built-in Pool
- ▶ 13 - Other



Question: How much money did you spend on improvements to the property?



Improvements

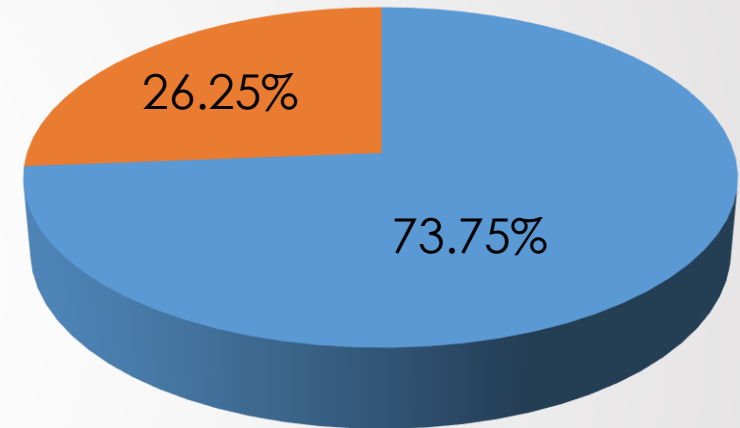
- ▶ **Question:** Where practical, did you select El Dorado County based contractors and home improvement companies for the work performed on your property?
 - ▶ Yes - 39
 - ▶ No - 2
- ▶ **Question:** Where practical did you purchase materials for your property at stores located in El Dorado County?
 - ▶ Yes - 37
 - ▶ No - 4



Retirement

- ▶ Owner (41)
 - ▶ **Question:** Are you retired?
 - ▶ Yes - 32
 - ▶ No - 9
 - ▶ 6 Work From Home *
- ▶ Second Owner (39)
 - ▶ **Question:** If more than one person owns the home, are they retired?
 - ▶ Yes - 27
 - ▶ No - 12
 - ▶ 7 Work From Home *

* **Question:** If working do you work from home?

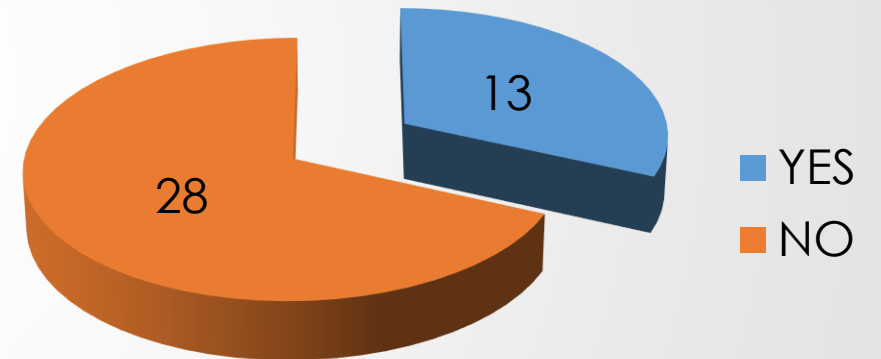


■ Retired ■ Working

Family & Friends

Question: Since moving to El Dorado County, have members of your family or your friends purchased a home in El Dorado County?

31.71% said YES



Summary and Conclusions

- ▶ 242 Prop 90 Buyers purchased property in El Dorado County, 3/1/10 to 11/25/14
- ▶ The 240 Home Sales represent 1.95% of the home sales reported in MLS
- ▶ The average Prop 90 sales price of \$461,691 is much greater than the average price of all home sales of \$346,097. Over the course of the last decade the average price of homes in El Dorado County peaked at \$578,118 in July 2006, and fell to their lowest at \$274,343 in October 2011.
- ▶ Prop 90 aided in the liquidity of homes in El Dorado County by facilitating 240 sale transactions
- ▶ Of the Survey respondents, over 85% indicated Prop 90 was extremely important in their purchase decision. And for 45% of the respondents it was the most important reason indicated for their purchase of a home in El Dorado County.
- ▶ Prop 90 users stimulated additional economic activity by improving their properties in a variety of ways, with over half spending more than \$10,000 in improvements. And Prop 90 users spent their money overwhelmingly in our local community.
- ▶ 32% of the Prop 90 Buyers have stimulated family and friends to move to El Dorado County
- ▶ The El Dorado County Association of Realtors believes Prop 90 gives the county an economically competitive edge in the marketplace and is good for the economy. We encourage you to extend Prop 90 beyond April 1, 2015.

