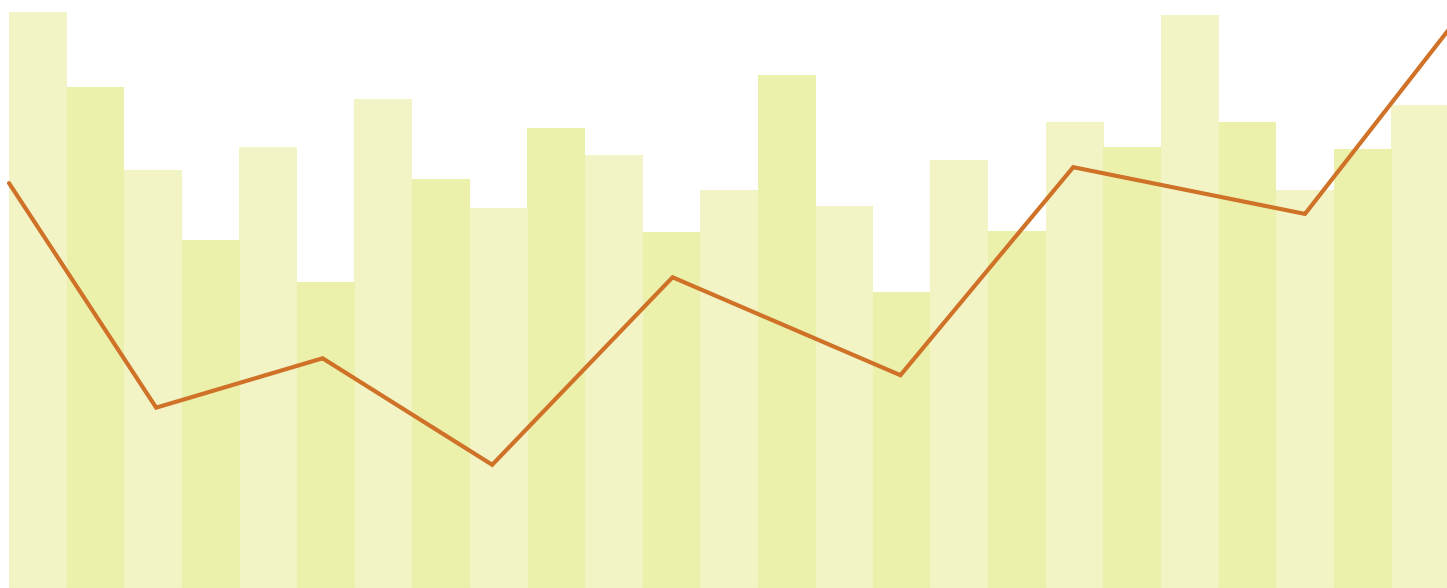


# oodle Index Report

2006 – The year in review



## Philadelphia

The Oodle Index tracks local, real-time market trends in cars, real estate and apartment rentals based on millions of classified listings posted in Philadelphia. In this report you will read about key trends in 2006 in Philadelphia and how Philadelphia compares to other major cities in the United States.

To receive more information or to request an interview, please contact: [press@oodle.com](mailto:press@oodle.com).

### The Oodle Index

Data for the Oodle Index is calculated nationwide from the hundreds of millions of classified listings published in over 75,000 sources. Oodle tracks and analyzes this data at the city and neighborhood level. As opposed to quarterly indices such as those available in the real estate market, the Oodle Index is updated on a daily basis, reporting trends in real-time.

Currently, Oodle Index reports are available for 12 of the top markets in the United States: Atlanta, Boston, Chicago, Dallas/Fort Worth, Los Angeles, New York City, Orlando, Philadelphia, Phoenix, Seattle, San Francisco and Washington, D.C.

### Philly: Sedan Central

With seven mid-sized sedans on Philadelphia's most popular used car list, it seems that Philadelphia residents cannot get enough of them. Comparatively, only four sedans make the national top 10 list.

What are people driving in other cities (if not a sensible sedan)? Nationally, trucks reign; three of the nation's five most popular vehicles are trucks. Chicagoans cherish American-branded cars while New Yorkers crave foreign-branded cars. In Orlando, drivers sport convertibles whereas in San Francisco and Los Angeles, motorists line up for luxury vehicles.

### The 4th Largest Resale Market

Looking for a 1915 Ford Model T? Chances are you'll find it as Philadelphia's auto market is the fourth largest in the nation. Following New York City, Chicago, and Los Angeles, on any given day 125,000 used cars are for sale in Philadelphia.

### Resale Car Prices: High, High, High

In Philadelphia, prices for the 10 most popular cars were all more expensive than the national average for similar vehicles. Average prices in Philadelphia were also higher than other major cities including New York. For example, in Philadelphia and New York City, the same three models were the most popular, yet prices on these models varied by as much as \$1,100.<sup>2</sup>

What accounts for steep prices on used cars in Philadelphia? Maybe Philadelphians drive their cars less than most Americans. Perhaps the used car market is less competitive. Or maybe it's just a good question for Philadelphia car buyers to ask the next time they visit their dealer.

### Most Popular Used Cars in Philadelphia 2006

#### Philadelphia

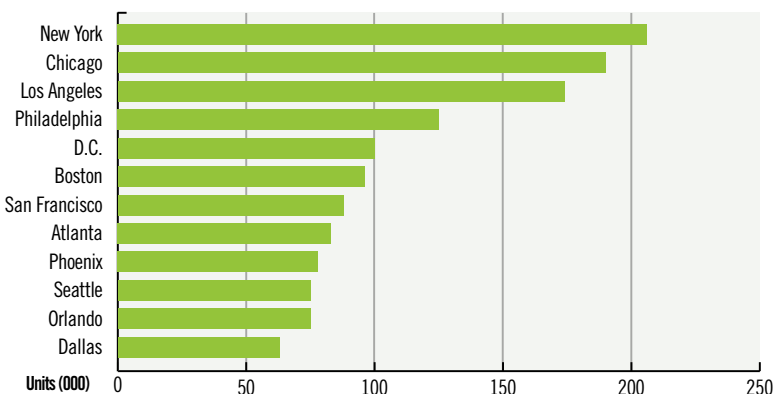
1. Honda Accord
2. Toyota Camry
3. Ford Explorer
4. Nissan Altima
5. Ford Taurus
6. Honda Civic
7. Jeep Grand Cherokee
8. Dodge Ram
9. BMW 3-Series
10. Ford F150

#### United States

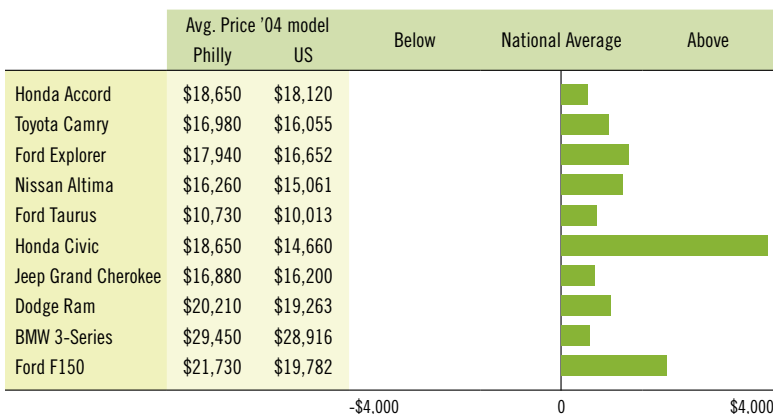
1. Ford F150
2. Chevrolet Silverado
3. Ford Taurus
4. Honda Accord
5. Dodge Ram
6. Ford Explorer
7. Chevrolet Impala
8. Jeep Grand Cherokee
9. Toyota Camry
10. Ford Mustang

### Number of Cars Listed for Resale

(Dec. 31st, 2006)



### Philadelphia Car Prices vs. National Car Prices 2006



### New York Prices Lower Than Philadelphia Prices

Model '04	Avg. in Philadelphia	Avg. in New York City	Potential Savings
Honda Accord	\$18,650	\$18,060	\$590
Toyota Camry	\$16,980	\$15,790	\$1,190
Ford Explorer	\$17,940	\$17,200	\$740

1. All car data is based on listings within Philadelphia and an approximate 50-mile radius. For a complete list of cities covered, see [www.oodle.com](http://www.oodle.com).

2. The Honda Accord (#1), The Toyota Camry (#2), and the Ford Explorer (#3) were the three most popular cars in both Philadelphia and New York City.

# Oodle Index Housing Market Philadelphia<sup>3</sup>

## Philadelphia Real Estate Market Attractive

In Philadelphia, during Q4, home prices rose slightly while rental prices fell. These two trends demonstrate that the Philadelphia real estate market is attractively stable. Potential buyers are trading-in rental properties for homes they can own. As demand for rentals has fallen, prices have dropped and, correspondingly, as demand for real estate has increased, prices have risen.

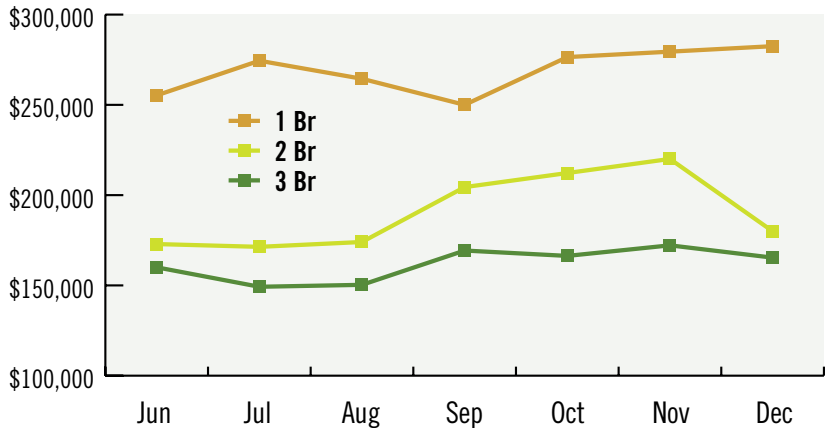
## Philadelphia Homes Affordable

These trends fly in the face of Q4 trends in other major cities where real estate prices fell while rental prices rose.

Why are Philadelphia trends so different? Perhaps because Philadelphia homes are viewed as “affordable.” An average two-bedroom home at \$214,070 is a stone’s throw from the national average of \$219,400. Maybe people are moving across state lines to trade-up; a one-bedroom in New York City costs about two times that of a three-bedroom in Philadelphia.

Whatever the reason, these trends bode well for Philadelphia home buyers. Maybe it’s time to hop the Amtrak to New York City, buy a car, and with the money saved, put a down payment on a new home.

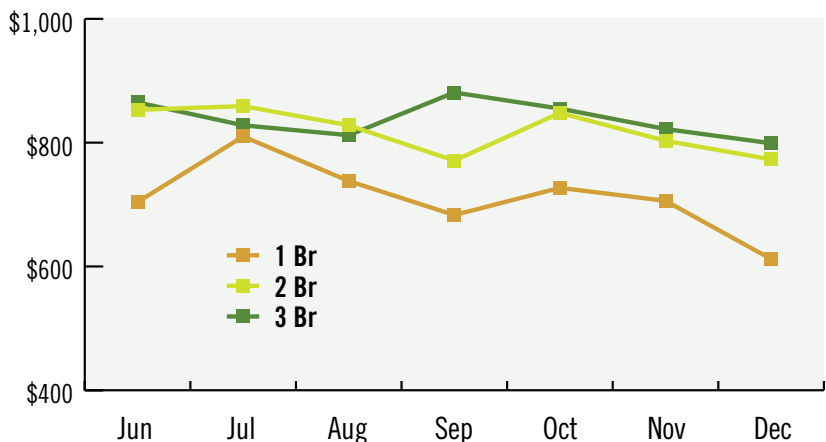
Philadelphia Real Estate Prices 2006



Philadelphia	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$156,400	\$156,290	\$167,970	7.0%
2 Br	\$176,600	\$183,300	\$214,070	14.4%
3 Br	\$255,250	\$262,960	\$279,480	5.9%

National	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$238,600	\$236,500	\$223,000	-6.1%
2 Br	\$247,300	\$240,600	\$219,400	-9.7%
3 Br	\$267,800	\$254,300	\$239,900	-6.0%

Philadelphia Apartment Rental Prices 2006



Philadelphia	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$750	\$740	\$680	-8.8%
2 Br	\$850	\$820	\$810	-1.2%
3 Br	\$870	\$840	\$830	-1.2%

Big City <sup>4</sup>	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$1,140	\$1,160	\$1,220	4.9%
2 Br	\$1,540	\$1,520	\$1,610	5.6%
3 Br	\$1,830	\$1,820	\$1,900	4.2%

3. All real estate and rental data is based on apartment, condo, and house listings within the city of Philadelphia.

4. Rental data is calculated based on the average of the 12 cities surveyed in the Oodle Index: Atlanta, Boston, Chicago, Dallas/Fort Worth, Los Angeles, New York City, Orlando, Philadelphia, Phoenix, Seattle, San Francisco, and Washington D.C.