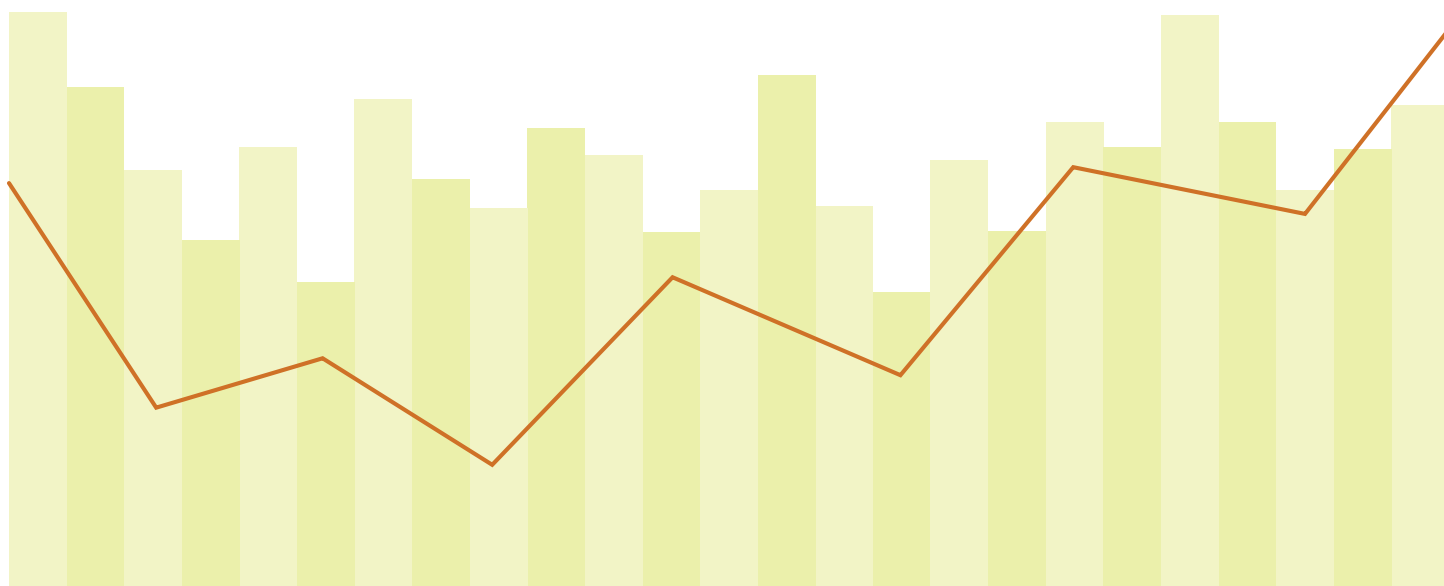




Index Report

2006 – The year in review



San Francisco

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

To receive more information or to request an interview, please contact: 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 cities 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.

Oodle Index Automobile Market San Francisco¹

San Francisco: Resale Luxury

Maybe you don't think 'luxury' and 'resale' go together. When it comes to the San Francisco market, you'd be wrong. Topping the list of the most popular used cars in San Francisco is the BMW 3-Series, with over 1,300 used Bimmers listed for sale in the last month. Coming in sixth place was the 5-Series BMW, and in seventh place, the Mercedes E-Class. Of the top 12 United States markets surveyed in the Oodle Index², only in San Francisco do the E-Class and the 5-Series even make the top 10! Other markets favor the Honda Accord (#1 in Atlanta, Dallas, New York City, Philadelphia, and Washington, D.C.), the Honda Civic, and the Ford Explorer.

San Francisco Cars More Expensive Than Those in Other Cities

Not surprisingly, given their penchant for expensive cars, those in San Francisco can expect to pay a little more for used cars than shoppers in other parts of the country. The average price for a '04 3-Series in San Francisco was \$29,620 versus the national average of \$28,920. Honda Accord prices in San Francisco also edged out all seven of the other cities in which the Accord was on the top 10 list, with an average price of \$18,750 or \$600 above the national average.²

The take home for San Francisco residents? It may be worth driving to Tracy or even Los Angeles to get a better deal when buying a used car.

Most Popular Used Cars in San Francisco 2006

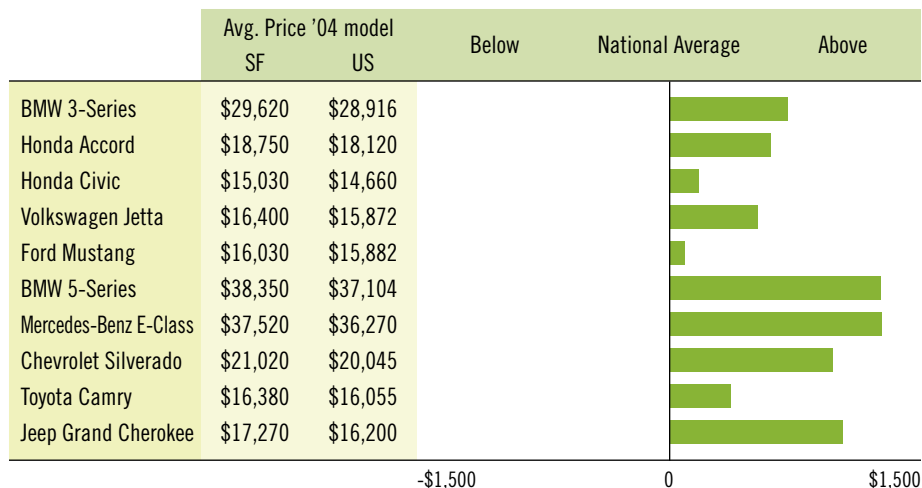
San Francisco

1. BMW 3-Series
2. Honda Accord
3. Honda Civic
4. VW Jetta
5. Ford Mustang
6. BMW 5-Series
7. Mercedes E-Class
8. Chevrolet Silverado
9. Toyota Camry
10. Grand Cherokee

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

San Francisco Car Prices vs. National Car Prices 2006



1. All car data is based on listings within the San Francisco Bay Area, which includes the city of San Francisco and an approximate 50-mile radius. For a complete list of cities covered, see www.oodle.com.

2. Atlanta, Boston, Chicago, Dallas, Los Angeles, New York City, Orlando, Philadelphia, Phoenix, San Francisco, Seattle,

Oodle Index Housing Market San Francisco³

San Francisco Housing: The Sky's the Limit...or Is It?

'The sky's the limit' is how it must feel to some new home buyers in San Francisco. The Oodle Index reports that San Francisco is the most expensive city to buy a home in the nation. Eclipsing the prices for a one-, two-, or three-bedroom home in Los Angeles and New York City, San Francisco is 'top of the charts.' The average price of a one-bedroom home in San Francisco last quarter was \$581,900, compared to the average price in Los Angeles of \$501,300 and in New York City of \$456,050. How much will that two-bedroom home run you? Over \$700,000 in San Francisco, compared to approximately \$650,000 or approximately \$550,000 in Los Angeles and New York City, respectively.

The prices in San Francisco reflect not only desirable real estate and high demand, but also limited supply in comparison to other cities. Compared to New York City, San Francisco is a small city; the number of homes for sale in New York City in Q4 was significantly higher than the number available in San Francisco.

So what's in store for future prices in San Francisco?

Increasing Rental Prices Suggest Weakness in the Real Estate Market

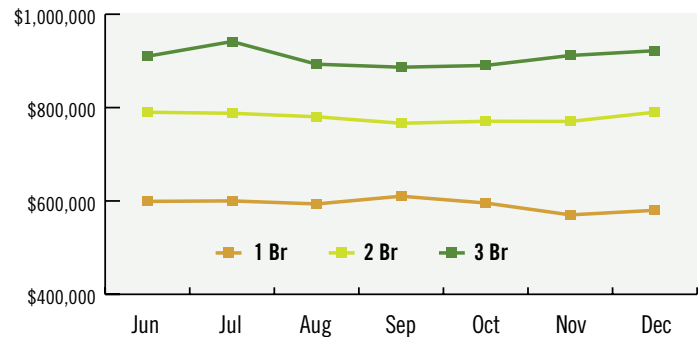
The Oodle Index found that San Francisco rental prices have been rising over the last three quarters and continue to rise. As potential buyers opt to rent not buy, the rental market is becoming tighter. Eventually, this reduction in demand for real estate should drive further price adjustments (downwards). Prices for one- and two-bedroom properties for sale in the city have already started to come down slightly. This trend is in keeping with national trends where one- and two-bedroom homes have dropped 6.1 percent and 9.7 percent respectively.

Three-bedroom Homes – An Anomaly

Counter to prices in the one- and two-bedroom markets, the prices for three-bedroom homes in San Francisco continue to push upwards. Average prices last quarter topped \$900,000. The three-bedroom market may lag the one- and two-bedroom markets. Alternately, it just may be subject to different trends. Whereas in some cities, the one, two- and three-bedroom markets overlap, in San Francisco, the three-bedroom market is in a completely separate price bracket. As such, it may stay strong while the one- and two-bedroom markets, featuring more new condos but less willing potential buyers, undergoes a correction.

What are the takeaways for potential home buyers in San Francisco? Watch the rental market. If rental prices continue to climb or stabilize at current levels – it's a sign that soon buyers will be able to bid on their dream home without competing against other potential buyers.

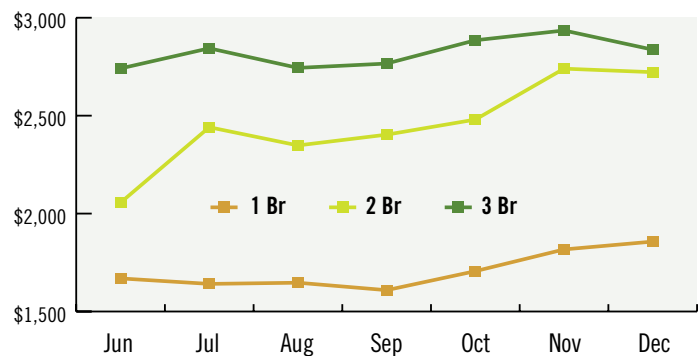
San Francisco Real Estate Prices 2006



San Francisco	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$599,600	\$601,300	\$581,900	-3.3%
2 Br	\$785,300	\$778,200	\$777,000	-0.2%
3 Br	\$901,300	\$906,950	\$907,900	0.1%

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%

San Francisco Apartment Rental Prices 2006



San Francisco	Q2	Q3	Q4	%Change (Q3/Q4)
1 Br	\$1,630	\$1,630	\$1,790	8.9%
2 Br	\$2,200	\$2,400	\$2,650	9.4%
3 Br	\$2,620	\$2,780	\$2,890	3.8%

Big City ⁴	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 rental and real estate data is based on listings in the city of San Francisco.

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.