Heartland MLS Statistics - Missouri Total Month of October 2012

| | Jackson Co. | Clay/Ray Co. | Platte Co. | Cass Co. | Other Co. | Heartland |
|----------------------------|-------------|--------------|------------|-----------|-----------|-----------|
| Current Inventory | 4,506 | 1,975 | 899 | 713 | 779 | 14,230 |
| New Listings This Month | 1,094 | 502 | 227 | 154 | 139 | 3,501 |
| Show for Backup This Month | 185 | 80 | 30 | 31 | 8 | 601 |
| Pending Contracts | | | | | | |
| Current Month 2012 | 639 | 246 | 123 | 109 | 78 | 2,044 |
| Current Month 2011 | 569 | 259 | 122 | 78 | 59 | 1,860 |
| Difference | 70 | -13 | 1 | 31 | 19 | 184 |
| % Change | 12% | -5% | 1% | 40% | 32% | 10% |
| Year To Date 2012 | 7,695 | 3,394 | 1,484 | 1,061 | 725 | 25,443 |
| Year To Date 2011 | 6,765 | 2,986 | 1,201 | 913 | 666 | 21,816 |
| Difference | 930 | 408 | 283 | 148 | 59 | 3,627 |
| % Change | 14% | 14% | 24% | 16% | 9% | 17% |
| Closed Sales | | | | | | |
| Current Month 2012 | 803 | 331 | 144 | 96 | 87 | 2,435 |
| Current Month 2011 | 621 | 282 | 122 | 84 | 64 | 1,974 |
| Difference | 182 | 49 | 22 | 12 | 23 | 461 |
| % Change | 29% | 17% | 18% | 14% | 36% | 23% |
| Year To Date 2012 | 7,412 | 3,277 | 1,395 | 1,005 | 692 | 24,341 |
| Year To Date 2011 | 6,530 | 2,846 | 1,148 | 879 | 639 | 20,967 |
| Difference | 882 | 431 | 247 | 126 | 53 | 3,374 |
| % Change | 14% | 15% | 22% | 14% | 8% | 16% |
| Average Sale Price | | | | | | |
| Current Month 2012 | \$132,841 | \$151,415 | \$188,246 | \$148,890 | \$92,177 | \$168,890 |
| Current Month 2011 | \$118,342 | \$131,196 | \$193,024 | \$131,311 | \$93,876 | \$156,569 |
| Difference | 14,498 | 20,218 | -4,777 | 17,580 | -1,699 | 12,321 |
| % Change | 12% | 15% | -2% | 13% | -2% | 8% |
| Year To Date 2012 | \$124,027 | \$146,320 | \$191,486 | \$143,457 | \$104,485 | \$167,048 |
| Year To Date 2011 | \$112,340 | \$134,799 | \$186,905 | \$137,728 | \$92,254 | \$156,451 |
| Difference | 11,687 | 11,521 | 4,582 | 5,729 | 12,231 | 10,597 |
| % Change | 10% | 9% | 2% | 4% | 13% | 7% |

Pending Contracts = Pending or Sold status and Contract date within time period specified

Closed Sales = Sold status with Settlement Date within time period Specified

Show for Backup Contracts = Show for Backup status and Contract date within time period specified

Heartland MLS Statistics - Missouri New Homes Month of October 2012

| | Jackson Co. | Clay/Ray Co. | Platte Co. | Cass Co. | Other Co. | Heartland |
|----------------------------|-------------|--------------|------------|-----------|-----------|-----------|
| Current Inventory | 241 | 218 | 140 | 49 | 15 | 1,112 |
| New Listings This Month | 33 | 52 | 34 | 7 | 0 | 232 |
| Show for Backup This Month | 6 | 1 | 2 | 0 | 1 | 14 |
| Pending Contracts | | | | | | |
| Current Month 2012 | 32 | 31 | 18 | 6 | 0 | 194 |
| Current Month 2011 | 20 | 25 | 19 | 5 | 2 | 129 |
| Difference | 12 | 6 | -1 | 1 | 0 | 65 |
| % Change | 60% | 24% | -5% | 20% | 0% | 50% |
| Year To Date 2012 | 358 | 391 | 207 | 83 | 1 | 2,166 |
| Year To Date 2011 | 208 | 304 | 166 | 72 | 7 | 1,535 |
| Difference | 150 | 87 | 41 | 11 | -6 | 631 |
| % Change | 72% | 29% | 25% | 15% | -86% | 41% |
| Closed Sales | | | | | | |
| Current Month 2012 | 31 | 46 | 19 | 7 | 0 | 187 |
| Current Month 2011 | 12 | 27 | 15 | 5 | 0 | 131 |
| Difference | 19 | 19 | 4 | 2 | 0 | 56 |
| % Change | 158% | 70% | 27% | 40% | 0% | 43% |
| Year To Date 2012 | 297 | 374 | 180 | 75 | 2 | 1,863 |
| Year To Date 2011 | 192 | 279 | 153 | 61 | 5 | 1,439 |
| Difference | 105 | 95 | 27 | 14 | -3 | 424 |
| % Change | 55% | 34% | 18% | 23% | -60% | 29% |
| Average Sale Price | | | | | | |
| Current Month 2012 | \$300,879 | \$305,066 | \$357,601 | \$273,107 | | \$330,396 |
| Current Month 2011 | \$254,549 | \$218,726 | \$364,029 | \$210,261 | | \$303,961 |
| Difference | 46,330 | 86,341 | -6,429 | 62,846 | | 26,435 |
| % Change | 18% | 39% | -2% | 30% | | 9% |
| Year To Date 2012 | \$283,352 | \$268,598 | \$300,227 | \$248,799 | \$193,277 | \$314,085 |
| Year To Date 2011 | \$262,575 | \$247,622 | \$325,810 | \$242,267 | \$201,463 | \$307,191 |
| Difference | 20,777 | 20,976 | -25,583 | 6,532 | -8,186 | 6,893 |
| % Change | 8% | 8% | -8% | 3% | -4% | 2% |

Pending Contracts = Pending or Sold status and Contract date within time period specified

Closed Sales = Sold status with Settlement Date within time period Specified

Show for Backup Contracts = Show for Backup status and Contract date within time period specified

Heartland MLS Statistics - Missouri Resale Month of October 2012

| | Jackson Co. | Clay/Ray Co. | Platte Co. | Cass Co. | Other Co. | Heartland |
|----------------------------|-------------|--------------|------------|-----------|-----------|-----------|
| Current Inventory | 4,265 | 1,757 | 759 | 664 | 764 | 13,118 |
| New Listings This Month | 1,061 | 450 | 193 | 147 | 139 | 3,269 |
| Show for Backup This Month | 179 | 79 | 28 | 31 | 7 | 587 |
| Pending Contracts | | | | | | |
| Current Month 2012 | 607 | 215 | 105 | 103 | 78 | 1,850 |
| Current Month 2011 | 549 | 234 | 103 | 73 | 57 | 1,731 |
| Difference | 58 | -19 | 2 | 30 | 21 | 119 |
| % Change | 11% | -8% | 2% | 41% | 37% | 7% |
| Year To Date 2012 | 7,337 | 3,003 | 1,277 | 978 | 724 | 23,277 |
| Year To Date 2011 | 6,557 | 2,682 | 1,035 | 841 | 659 | 20,281 |
| Difference | 780 | 321 | 242 | 137 | 65 | 2,996 |
| % Change | 12% | 12% | 23% | 16% | 10% | 15% |
| Closed Sales | | | | | | |
| Current Month 2012 | 772 | 285 | 125 | 89 | 87 | 2,248 |
| Current Month 2011 | 609 | 255 | 107 | 79 | 64 | 1,843 |
| Difference | 163 | 30 | 18 | 10 | 23 | 405 |
| % Change | 27% | 12% | 17% | 13% | 36% | 22% |
| Year To Date 2012 | 7,115 | 2,903 | 1,215 | 930 | 690 | 22,478 |
| Year To Date 2011 | 6,338 | 2,567 | 995 | 818 | 634 | 19,528 |
| Difference | 777 | 336 | 220 | 112 | 56 | 2,950 |
| % Change | 12% | 13% | 22% | 14% | 9% | 15% |
| Average Sale Price | | | | | | |
| Current Month 2012 | \$126,093 | \$126,615 | \$162,504 | \$139,121 | \$92,177 | \$155,455 |
| Current Month 2011 | \$115,658 | \$121,928 | \$169,051 | \$126,314 | \$93,876 | \$146,093 |
| Difference | 10,435 | 4,686 | -6,547 | 12,807 | -1,699 | 9,362 |
| % Change | 9% | 4% | -4% | 10% | -2% | 6% |
| Year To Date 2012 | \$117,376 | \$130,567 | \$175,377 | \$134,962 | \$104,228 | \$154,862 |
| Year To Date 2011 | \$107,789 | \$122,537 | \$165,546 | \$129,932 | \$91,393 | \$145,343 |
| Difference | 9,587 | 8,030 | 9,831 | 5,030 | 12,835 | 9,519 |
| % Change | 9% | 7% | 6% | 4% | 14% | 7% |

Pending Contracts = Pending or Sold status and Contract date within time period specified
Closed Sales = Sold status with Settlement Date within time period Specified
Show for Backup Contracts = Show for Backup status and Contract date within time period specified