



FOR IMMEDIATE RELEASE

ENID HOME VALUES INCREASE BY 3.25 PERCENT IN 2007

*OAR's "Good Thing You're in Oklahoma" Campaign
To Present the Facts About the Oklahoma and Local Real Estate Markets*

OKLAHOMA CITY, Oklahoma, March 6, 2008 -- Home values in Enid increased in 2007 by three percent, according to a report released today by the Enid Metro Association of REALTORS®. The report, based on local and statewide polling sponsored by the Oklahoma Association of REALTORS® (OAR) contradicts national media coverage on a national residential housing downturn.

The report is part of the OAR's "Good Thing You're in Oklahoma" campaign, a research-based effort to inform home buyers and sellers about the facts in Oklahoma's housing market.

Enid residential real estate bucked the national trend in both home values and sales volume in '07. The average sale price for an existing home in Enid rose by 3.25 percent last year, from \$100,939 in 2006 to \$104,217 in 2007. Statewide, the average sale price for an existing home in Oklahoma increased by 4.24 percent in 2007, from \$143,669 in 2006 to \$149,758 in 2007.

"While the real estate industry in some parts of the country is facing some serious challenges, today's report underscores the fact that home ownership throughout Oklahoma continues to be an affordable, stable and secure investment," said Tammy McCullar, OAR president. "Our 'Good Thing You're in Oklahoma' campaign is designed to present the facts about the Oklahoma housing market, which remains an affordable, stable and secure source of value as a long-term investment."

Since 2002, the average sales price of an existing home in Enid has risen by an average of 6.48 percent per year. The average sales price for an existing home in Enid in 2007 reflects almost a 37 percent increase from the 2002 average sales price for an existing home of \$76,122.

"Obviously, the sub-prime mortgage situation has impacted virtually every community. Still, we believe it's important that Enid residents know the facts about our community. The most important fact emerging from our research is that home ownership remains a bargain, compared to almost any housing market in the nation, and a great investment in terms of the increasing value of our residential property," said Kurt Young, 2008 president of the Enid Metro Association of REALTORS® – one of the 25 OAR local boards in the state. "We've had four robust years of sales activity since 2004, and we believe 2008 will be another great year for both buyers and sellers in our area."

Home sales were up slightly in 2007 based on a year-on-year comparison. The Enid Metro Association of REALTORS® reported sales of 1,014 existing homes in the Enid metro MLS (multiple listing service) area in 2007. The average annual sales total of existing homes in Enid over the three-year period of 2005-2007 is 7.14 percent higher than the average sales total in the previous three-year "window," 2002 through 2004. An average of 1,020 homes sold per year from 2005-2007, compared to 952 homes sold per year between 2002- 2004.

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The 2007 increase in home values in the Enid area and across Oklahoma is in sharp contrast to the national home real estate picture. The National Association of REALTORS® recently reported that the national median existing home price for all housing types decreased by 1.4 percent in 2007, from \$221,900 in 2006 to \$218,900 last year.

McCullar says homeowners in our state should be confident about the value of their homes, given that 2007 marked the seventh year in a row in which Oklahoma home values have appreciated. The Association's consumer Web site, *WhyRealtorsWork.com*, will be a source of information regarding the benefits and value of home ownership throughout the "Good Thing You're in Oklahoma" campaign.

"Comparing our local board and statewide reports to the national picture is a great reminder that real estate is local," said McCullar. "It's also a reinforcement of OAR's belief that Oklahoma is one of the most affordable states to live and work in and that our outlook for the coming year should be as positive as ever."

The Oklahoma Association of REALTORS® is a professional trade association that represents nearly 11,000 of Oklahoma's real estate professionals involved in all aspects of the real estate industry. The term REALTOR® is a registered trademark, which identifies real estate professionals who subscribe and adhere to a strict code of ethics as members of the National Association of REALTORS®. These REALTORS® are also members of OAR as well as their local board or association of REALTORS®, including the more than 130 real estate professionals who are members of the Enid Board of REALTORS®.

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**OKLAHOMA ASSOCIATION OF REALTORS®
2002-2007 SUMMARY
HOMES SOLD AND AVERAGE SALES PRICES IN ENID MLS**

Year	Homes Sold In Enid	Average Sale Price	Annual Change (%) In Avg. Sale Price
2002	897	\$76,122	--
2003	922	\$80,326	5.52%
2004	1037	\$83,416	3.85%
2005	1007	\$90,923	9.00%
2006	1039	\$100,939	11.02%
2007	1014	\$104,217	3.25%

GOOD THING YOU'RE IN OKLAHOMA GENERAL TALKING POINTS

BIG PICTURE TALKING POINTS

Oklahoma's housing market is bucking the national trend. While sales are down nationally 23 percent, our state saw the third best year on record for home sales in 2007.

Home values in Oklahoma also increased by 4.2 percent last year.

However, polling conducted by the Oklahoma Association of REALTORS® shows that media coverage of the national downturn is impacting Oklahomans' perception of our housing market.

The "Good Thing You're in Oklahoma" campaign is designed to change that perception with facts and figures proving that Oklahoma real estate has grown steadily in value in recent years and will continue in 2008!

LOCAL TALKING POINTS

Facts to share in Enid:

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Statewide, the average sales price for an existing home in Oklahoma increased by 4.24 percent in 2007, from \$143,669 in 2006 to \$149,758 in 2007.

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While home values around the country have risen and fallen dramatically in recent years, Oklahoma's real estate has avoided these sharp increases and declines. Slow and steady is how we've come out on top in this race.