

Redfish Emerging Markets, LLC
Helping Good Investors Make Better Decisions

Contact: Mark McGlothlin, CEO
 Jess, PR Director
Tel: 406.451.1655
Email: media@redfishemergingmarkets.com

FOR IMMEDIATE RELEASE

We Need a New Frame of Reference to Talk About Housing

Bozeman, MT, 1 October, 2008 - Redfish Emerging Markets, LLC, a Bozeman based real estate market research company specializing in helping homeowners and investors identify and track emerging or recovering real estate markets around the country, released this morning the October data for their **Homeowners' Market Fundamentals Index**.

CEO Mark McGlothlin, MD noted during an interview this morning -

“The nation’s residential real estate woes remain at the core of the credit crisis impacting the markets today. Real estate news from many communities around the nation is sobering, and produces ample reason to worry. But we need to think about and discuss what it will take to foster recovery in individual housing markets, and that requires a much broader perspective than just thinking about price.

As we shared a month ago, we think it’s time to turn the discussion from focusing on single family price losses to looking with a sharper, more discerning eye at the wide array of factors which foster healthy housing markets.

As we look toward the slow, drawn out, deliberate process of recovery in housing across the country, there are many factors besides asset price which will impact recovery. Additional key factors will include the health and vitality of a community’s job market, population growth as a housing demand driver, well balanced demographics, a healthy rental market, as well as a number of single family housing metrics in addition to price - such as current unsold inventory, affordability, and supply growth relative to demand.

The discussion simply can’t focus on price alone as all these factors are absolutely critical in terms of housing recovery at the individual market level - which is where the rubber meets the road. We’re measuring and ranking individual market efforts and success at bringing together what’s needed for recovery.”

The team at Redfish Emerging Markets has devised the **Homeowners' Market Fundamentals Index** - a proprietary market ranking tool that ranks five important areas for each real estate market, with a specific goal of interpreting the data from the viewpoint of a homeowner or potential homeowner. The five categories include population demographics, employment and job growth, economic development efforts by the community, single family market metrics, and rental market metrics. The team collects data in over 180 different categories to process using their proprietary algorithm. The **Homeowners' Market Fundamentals Index** will be released monthly on the first Wednesday of the month, and may be viewed on the team’s website at www.RedfishEmergingMarkets.com.

Redfish Emerging Markets also provides market rankings for both multifamily and single family investors seeking to deploy assets in emerging / recovering markets around the country.

#

If you’d like more information about this topic, or to schedule an interview with or presentation by McGlothlin and the Redfish Emerging Markets team, please call Jess at 406.451.1655 or email Jess at media@redfishemergingmarkets.com.