

Redfish Emerging Markets, LLC
Helping Good Investors Make Better Decisions

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FOR IMMEDIATE RELEASE

**Healthy Housing Markets -
It's Not Just the Price That Matters**

Bozeman, MT, September 10, 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, announced this morning a market ranking index for homeowners or those considering purchase of a home.

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

“During our study of real estate markets over the past five years we have become more and more impressed with a simple fact - the health and vitality of single family home real estate markets, and their ability to recover, is based upon so many more factors than just pricing. Yet price or valuation losses are all you ever hear about from the media, and from many analysts looking at housing issues.

Healthy and robust single family home markets share many key features: sustainable population growth, higher percentages of family households, population and socioeconomic diversity, robust job growth, unemployment at or below the national average, a diverse employer base, strong economic development efforts and resource commitment, as well as a plethora of indicators from the rental and homeowner real estate markets.

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.”

The team at Redfish Emerging Markets has created and released today their **Homeowners' Market Fundamentals Index** - a proprietary market ranking tool that ranks five important areas for each real estate market. 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.

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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.