

**Redfish Emerging Markets, LLC**  
*Helping Good Investors Make Better Decisions*

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FOR IMMEDIATE RELEASE

## **HUNTING FOR REAL ESTATE'S HEALTHY MARKETS**

### Don't Paint Today's Housing Woes with Too Broad a Brush

Bozeman, MT, April 7, 2008 – Not a day goes by without another report detailing the woes and weakness of real estate markets around the country. News sources detail rising mortgage default rates, falling home values, trembling credit markets and evaporating equity in markets around the country. Yet a real estate market research group, Redfish Emerging Markets, whose principle focus is to find recovering real estate markets around the country, says the media's portrayal of universal real estate doom and gloom is simply not accurate. Redfish Emerging Markets CEO and founder Mark McGlothlin, MD (ret.) argues that his team's data suggests that there are single family home and multifamily (apartment) real estate markets that are in fact quite healthy even today.

McGlothlin's conclusions are drawn from study of the more than 280 markets his team tracks in their database. In a recent interview he noted "There is no question that there are many single family as well as multifamily markets that are in genuine trouble around the country, with significant valuation losses, oversupply, weak credit markets dramatically impacting sales, and there are families that are tragically walking away from their homes. However, there are a surprising number of real estate markets that are quite healthy, with robust sales, reasonable inventory numbers, and many with valuations that have continued to rise despite the turbulent real estate seas of 2007 and early 2008."

To provide examples McGlothlin noted that many communities experienced rising median home values during 2007 as compared to 2006 including Midland/Odessa, TX, Rochester, MN, Anchorage, AK, Salt Lake City, UT, Seattle, WA, and Ogden, UT – "the median home value rose more than 10% in these communities during a period when most communities were showing losses or at best no growth in their median home prices. Likewise there are multifamily markets where the fundamentals look extremely promising as we plow through 2008."

Given the current tumult in real estate markets around the country, Redfish Emerging Markets' real estate database has been the focus of considerable interest. The database project was begun over 5 years as the founder (McGlothlin) sought to develop a tool to track multifamily real estate markets around the country with an eye to identifying markets that were in or entering a recovery phase (an emerging market). Multiple database modifications, revisions, and improvements took place during the years following, with a decision made in the fall of 2007 to make the database available to real estate investors, brokers, media and other interested parties.

Redfish Emerging Markets' formal launch of their website and data product array is slated for the week of 7-11 April 2008 ([www.redfishemergingmarkets.com](http://www.redfishemergingmarkets.com)). The Redfish Emerging Markets team is perhaps most excited about the utility of their two newsletters, the Multifamily Emerging Market Report (inaugural issue April 2008) and the Single Family Emerging Market Report (inaugural issue May 2008), in which they will share updated results of their ongoing market analysis and research. The team also offers a blog on their website detailing current emerging market, economic, and related real estate information.

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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](mailto:media@redfishemergingmarkets.com).

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