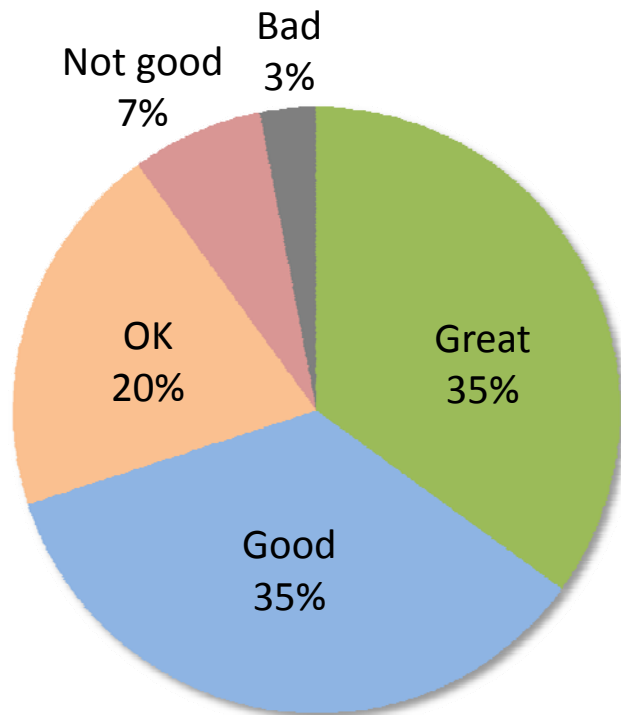


2010 Prudential Real Estate Outlook Survey
Chart Summary

Many think the time to buy is now

In general do you think now is a(n) ___ time for people to buy a home?



Who thinks now is an OK, good, or even great time to buy?

99% of those who have purchased a home since 2009

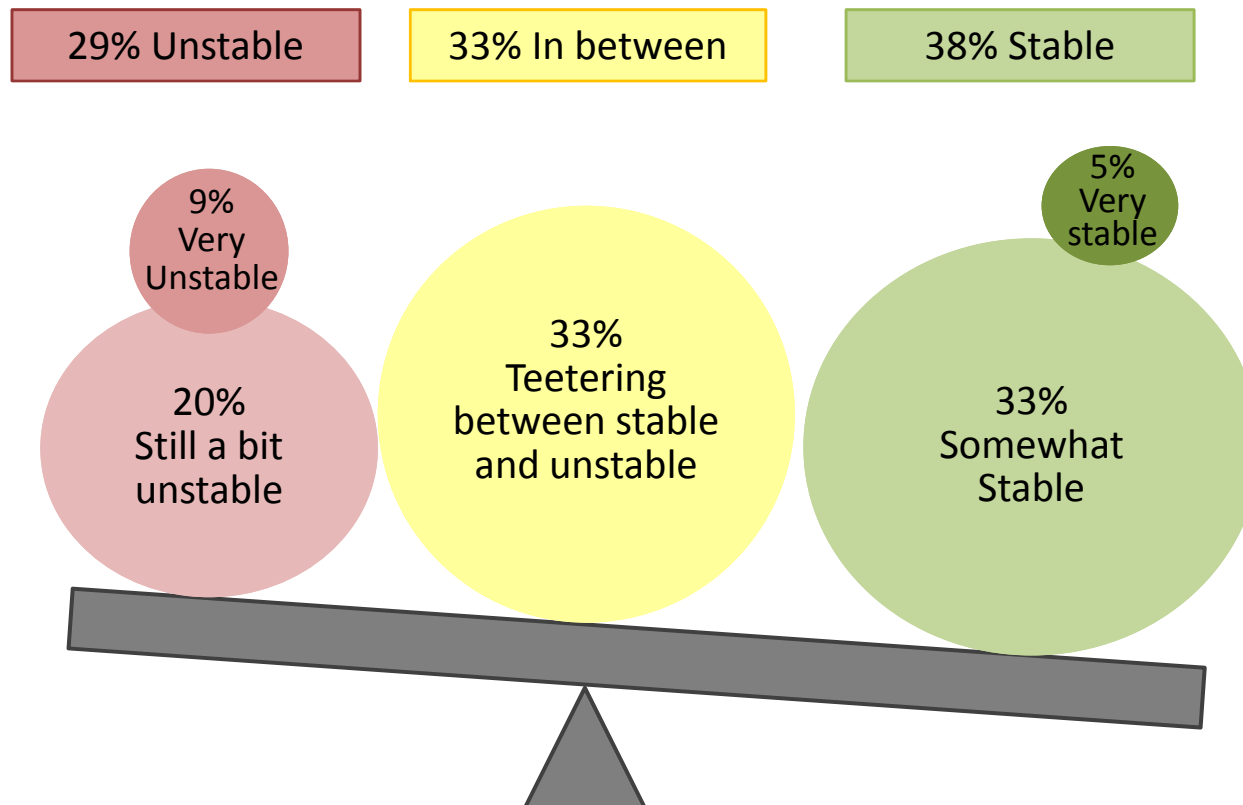
92% of all current homeowners

84% of current renters

Consumers see the market moving toward stability

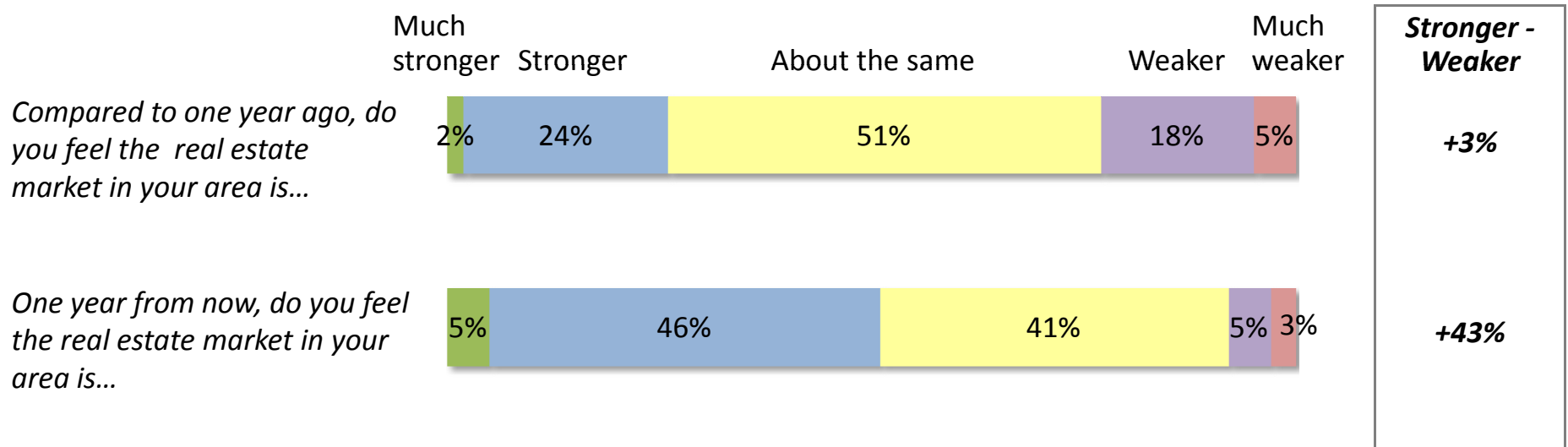
- The number of consumers who believe the real estate market is stable outnumbers the percent who believe the market is unstable.

Do you feel the real estate market in your area is ...



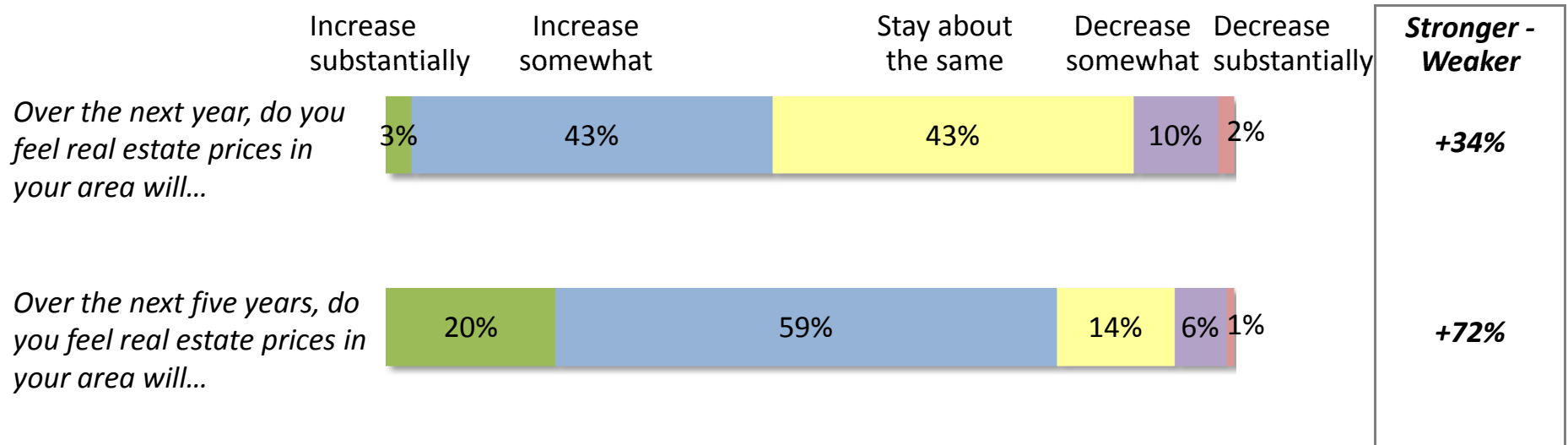
Most believe the real estate market is on an upward trajectory

- 26% believe the real estate market is stronger than it was a year ago.
- One year from now, 51% expect the real estate market to be stronger, while just 7% expect it to be weaker.



Consumers see potential for appreciation in the short and longer term

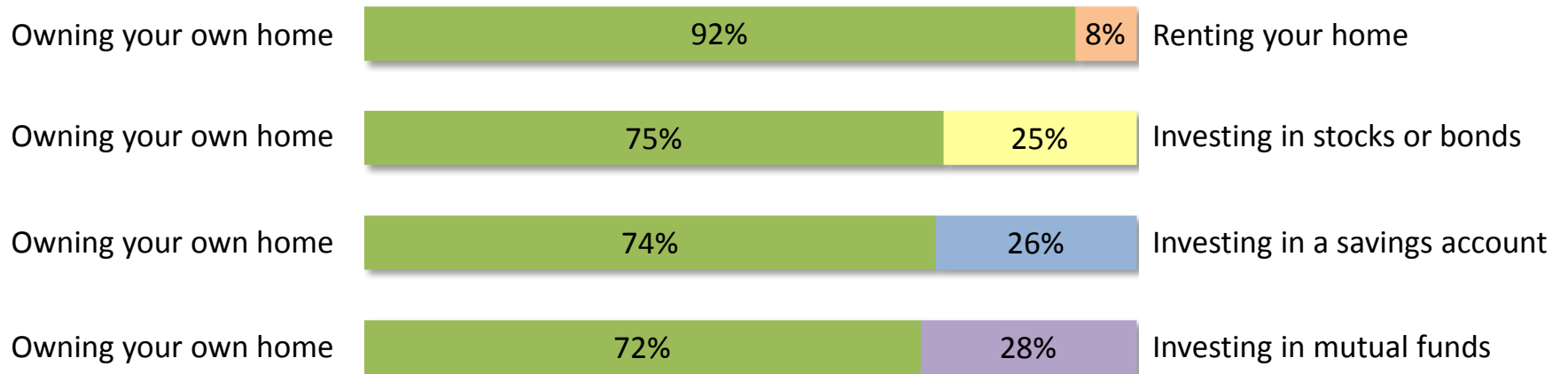
- 46% expect real estate prices to increase over the next year, while just 12% expect them to decline.
- Over five years, 79% expect prices to increase – 20% to increase substantially.



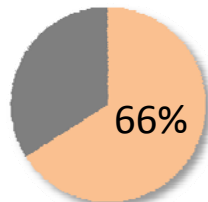
Nearly all still see housing as a solid long-term investment

- Despite market volatility, more than 9-in-10 still feel owning their home is a better long-term investment than renting.
- More than 7-in-10 feel investing in their own home is better than investing in stocks, bonds, savings accounts, or mutual funds.

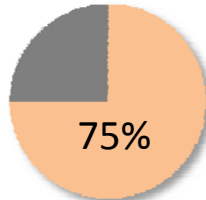
Owning your own home is one of many investment choices you can make. Over the long-term, which do you feel is a better investment choice for your personal needs?



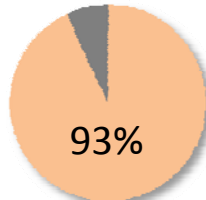
Even current renters see the value in owning



Renters indicating they've at least casually shopped for a home since 2009.



Renters who think buying is a better investment in the long term.

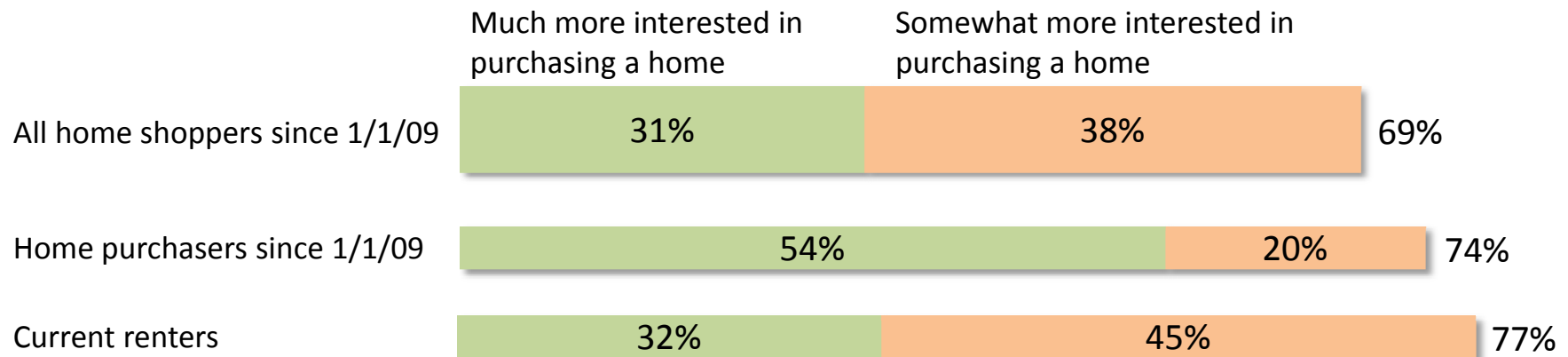


Renters who think today's prices will increase or stay the same.

The home buyers tax credits have spurred interest in real estate

- Nearly 7-in-10 recent home shoppers indicate that the tax credits made them more interested in purchasing home.
- Among those who actually purchased, 54% say the tax credits made them much more interested.
- Current renters, many of whom could qualify for the first-time homebuyer credit, indicate heightened interest in ownership due to the credit.

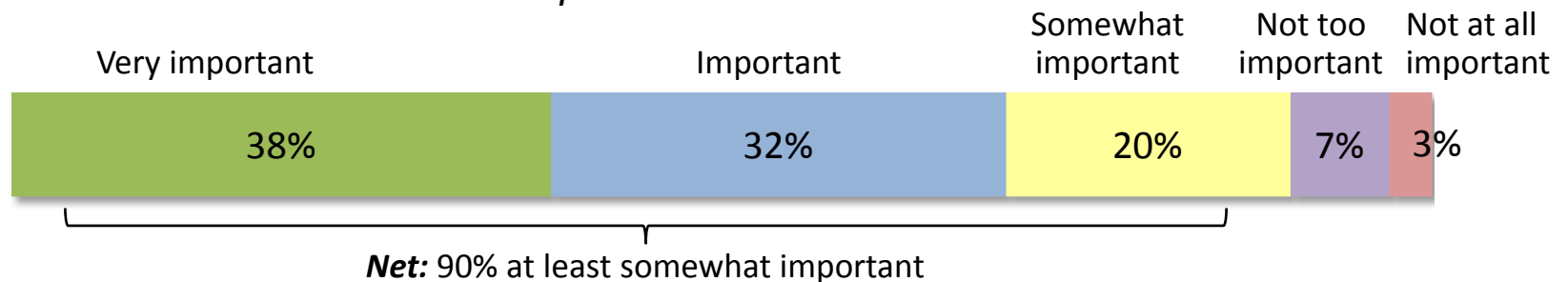
Did the home buyer tax credits make you....?



The tax credits are widely viewed as a success

- 9-in-10 believe the homebuyers tax credits have been at least “somewhat important” to the success of the real estate market.
- Consumers believe the tax credits have helped not only first-time buyers but also the housing market overall, home sellers, and existing homeowners.

How important do you feel the homebuyers tax credits have been to the recent uptick in real estate sales?



*Have the homebuyer tax credits helped....?
(% Helped)*

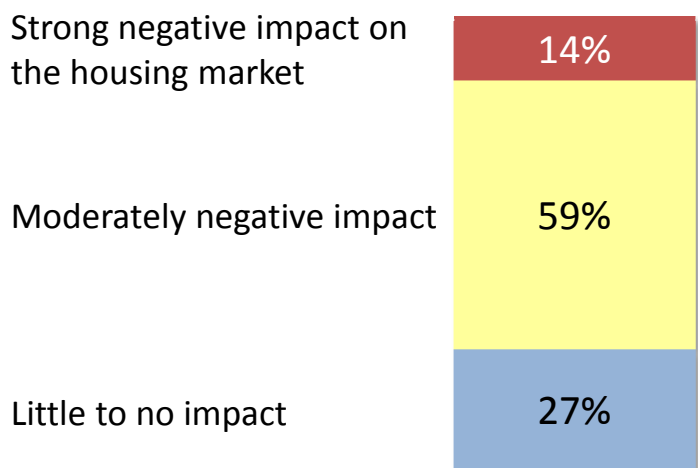


Concerns about the expiration of the tax credit are not echoed by current shoppers

- Nearly three-quarters of consumers believe the expiration of the tax credits will have a negative impact on the housing market...
- But just 8% of consumers indicate that the expiration will make them much less interested in purchasing a home. Nearly two-thirds say it will have little to no effect.

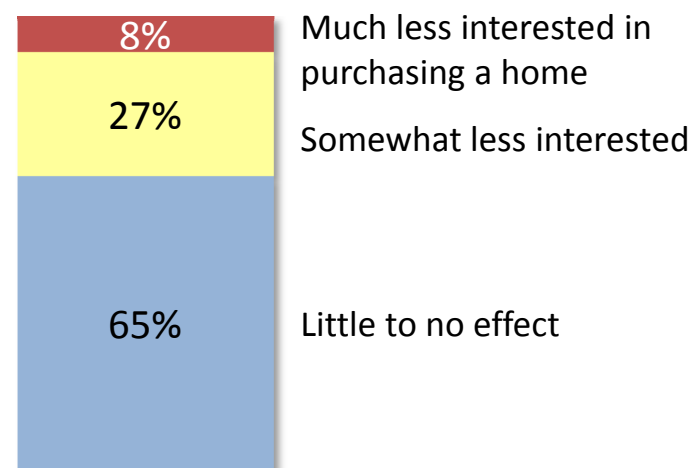
What the General Public Thinks

Do you think the expiration of the tax credit will have a....?



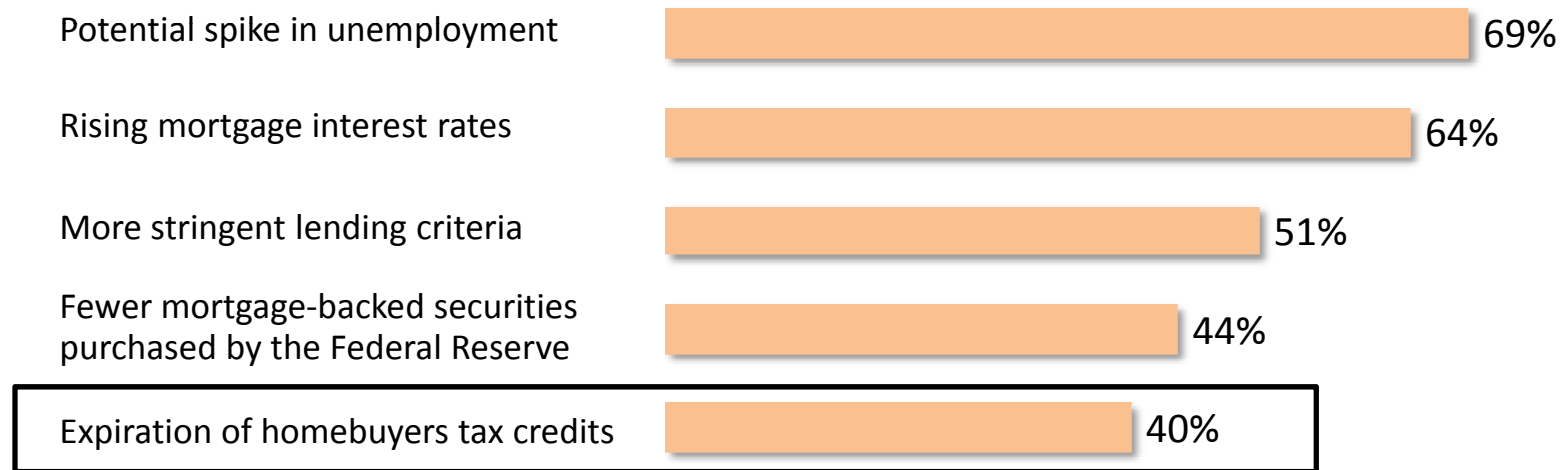
What Current Home Shoppers Say

Will the expiration of the tax credit make you....?



In reality, factors like unemployment and mortgage rates are more impactful

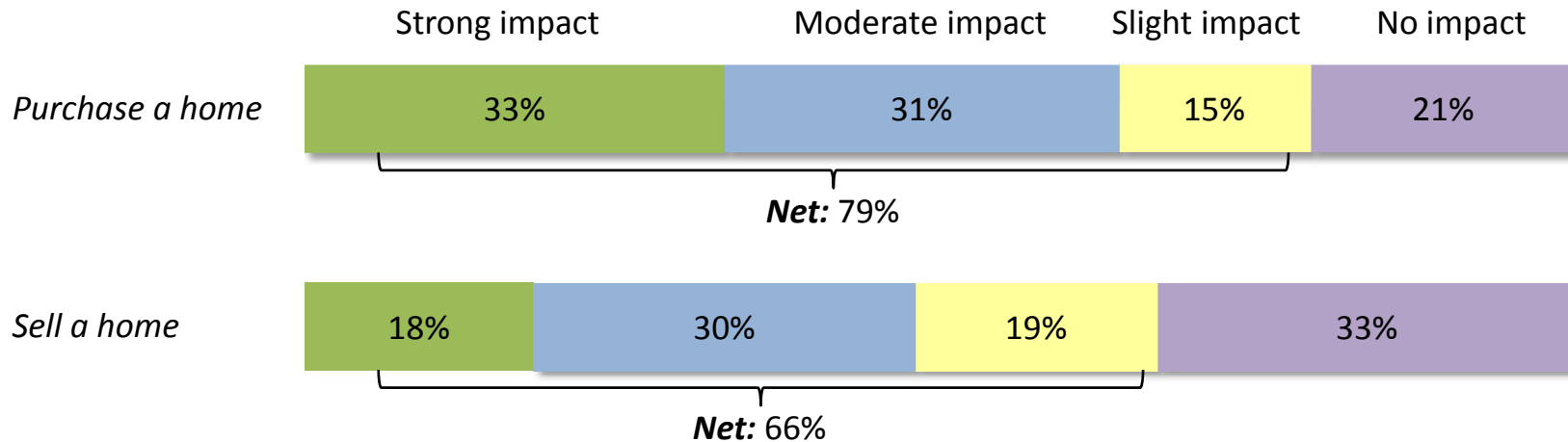
*How concerned are you about the following negatively impacting the value of real estate over the next year?
(% Concerned or Very Concerned)*



Mortgage rates have a strong impact on the decision to buy or sell

- 9-in-10 believe the homebuyers tax credits have been at least “somewhat important” to the success of the real estate market.
- Consumers believe the tax credits have helped not only first-time buyers but also the housing market overall, home sellers, and existing homeowners.

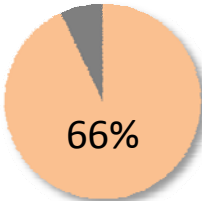
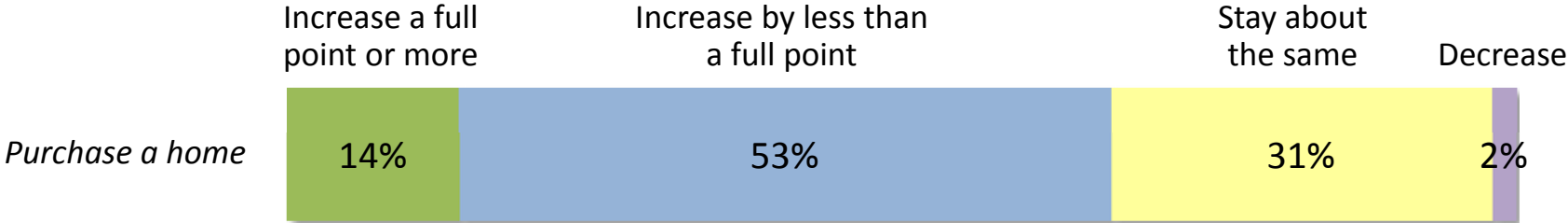
How much impact do mortgage rates have on your decision to....



Current rates help make today's market attractive

- 98% think today's interest rates are unlikely to go lower.
- More than nine-in-ten recent purchasers indicate that interest rates had an impact on their decision to purchase a home.

Over the next few months, do you think interest rates will....



Recent purchasers who indicate mortgage interest rates had an impact on their decision to purchase now.