

**HOW MUCH IS YOUR LOCATION WORTH? COLDWELL BANKER RELEASES ANNUAL HOME PRICE COMPARISON INDEX**  
***Midwest Continues to Rank as the Nation's Most Affordable Region***

**NORTHBROOK, Ill. (Sept. 24, 2009)** – If you've ever wondered about the price difference between a home in La Jolla, Calif., and a similar one in Naperville, Ill., it's about \$1.7 million. This is according to Coldwell Banker's annual Home Price Comparison Index (HPCI), an international survey which compares the prices of similarly sized homes in 310 U.S. markets and 67 international cities.

This year's study reveals that Chicago remains the most expensive market in Illinois. The "typical" Windy City home still costs about \$768,333, as compared to the most affordable Illinois city on the list – Joliet, where a similar sized home sells for \$176,536. Residents in Bloomington, Galena and Deerfield, Ill., might not realize how much their homes are worth; despite current economic conditions homes values in these three cities were some of the few in the country that rose last year.

Joliet isn't the only city with bragging rights in the Midwest though. Six of the top ten most affordable markets are in the Midwest, with Grayling, Mich., ranking as the country's most affordable market. Miles away, California featured eight of the country's most expensive housing markets with La Jolla, Calif., ranking as the most expensive with an average home price of \$2,125,000.

"The HPCI shows us that the Chicago real estate market remains strong and that the Midwest continues to be one of the most affordable places to own a home," says Fran Broude, President and CEO of Coldwell Banker Residential Brokerage. "With so much being written and said about housing during the recession, this survey allows consumers to recognize that real estate remains an extremely local business. Whether you live in Paris, France or Chicago, the HPCI is a great tool for those who are relocating, considering relocating or who are just curious to see what their home may be worth in another town."

Here's how the Chicagoland area fared in the survey:

<b>CITY</b>	<b>2008 AVERAGE PRICE</b>	<b>INDEX</b>
Chicago	\$768,333	212
Deerfield	\$591,112	163
Barrington	\$475,000	131
Naperville	\$340,810	94
<b>CITY</b>	<b>2008 AVERAGE PRICE</b>	<b>INDEX</b>
Orland Park	\$ 272,100	75
Carol Stream	\$ 274,333	76

Schaumburg	\$ 282,050	78
Flossmoor	\$225,075	62

The HPCI study also finds that area home prices are comparable to several vacation destinations. Several sister cities include:

CITY	2008 AVERAGE PRICE	SISTER CITY	2008 AVERAGE PRICE (USD)
Flossmoor	\$225,075	Monterrey, Mexico	\$188,435
Schaumburg	\$ 282,050	Cairo, Egypt	\$273,393
Carol Stream	\$ 274,333	San Juan, PR	\$311,750
Naperville	\$340,810	San Jose, Costa Rica	\$269,500
Deerfield	\$591,112	Bucharest, Romania	\$1,371,528

**Methodology – 2009 Coldwell Banker Home Price Comparison Index:**

Coldwell Banker Real Estate LLC conducts its Home Price Comparison Index study by compiling survey data from Coldwell Banker offices throughout the United States, Puerto Rico, Canada and a sampling of other countries where the Coldwell Banker system has a market presence. Companies within the Coldwell Banker system submit data based on the average sales price of comparable listings through July 2009, a comparative market analysis of homes previously evaluated for the 2008 HPCI. The criteria for the HPCI subject home is: single-family dwelling, 2,200 square feet (approximately)<sup>2</sup> four bedrooms, two and one-half baths, family room (or equivalent) and two-car garage in neighborhoods/zip codes within a market that is typical for corporate middle-management transferees.

Through the comprehensive HPCI section on the Coldwell Banker web site (<http://hpci.coldwellbanker.com>), prospective homebuyers and sellers can calculate what similar homes may be worth in other areas and gather preliminary intelligence about the affordability of housing from one market to another.

**About Coldwell Banker Residential Brokerage**

Coldwell Banker Residential Brokerage, a leading residential real estate brokerage company serving Chicagoland, Northwest Indiana, Southeast Wisconsin and Southwest Michigan, operates 58 offices with more than 3,800 sales associates. Coldwell Banker Residential Brokerage is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit [www.coldwellbankeronline.com](http://www.coldwellbankeronline.com).