PulseFactors™
expert advice on condominiums - san francisco

PULSE OF THE MARKET©

December 2009

2009 Wrap
Factoids and Translations

Quality people providing quality information so buyers and sellers can make quality decisions - faster.
http://PulseFactors.com

- "It was a dark and stormy night..." – little did we know
- The Millennium Tower debuts – the high-end gets a queen
- The Infinity's sales rate exceeds one condominium per day – proving that discounting matters
- After a long labor, *PulseFactors.com* launches – shameless self-promotion (but we know you love us anyway).
- The penthouse at the St. Regis lists for mega bucks – a one-of-a-kind is naturally very pricey.
- 'Short Sale' enters the Realtor's lexicon (joining short-sighted, short fuse, and losing your shorts) – these are times that try men's souls
- Lenders hold the cards – banks are the new sellers (and Realtors used to complain about stubborn, unrealistic sellers in the good old days!)
- Hong Kong buyer reportedly pays $9,200/sq. ft for a condominium on the 88th floor, but it's really $12,000/sq. ft and on the 46th floor – It's the Hong Kong way.
- The DOW hits 10,000 – The worst is probably behind us
- We survived 2009 – Let us be thankful for the good stuff and do better in 2010.
- We hope you enjoy the holidays, good health and prosperity in the New Year – The *PulseFactors* Team

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