

Mill District Residential Buildings	Avg \$/Sq Foot: Active Listings	Avg \$/Sq Foot: Sold Listings	Avg Days on Market: Actives	Avg Days on Market: Solds
200 Park Ave. (Park Ave Lofts)	\$281	N/A	150	N/A
117 Portland Ave. S. (North Star Lofts)	\$315	\$416	264	13
600 2nd St. S. (Stone Arch Lofts)	\$329	\$352	100	165
700 2nd St. S. (Washburn Lofts)	\$674	\$465	391	5
750 2nd St. S. (Humboldt Lofts)	\$375	\$285	91	219

Other Downtown Residential Buildings	Avg \$/sq ft: Active Listings	Available Price Range
Bridgewater	\$273	\$200,000-1,790,000
The Ivy	\$438	\$899,000
Carlyle	\$398	\$250,000-2,100,000
The Phoenix	\$390	\$349,990-3,999,990
The Whitney	\$340	\$349,900-978,000
Zenith	\$386	\$220,000-1,350,000

*All stats have been gathered from Northstar MLS, from January to December 2009. They are deemed reliable but not guaranteed.

Ask the Expert:

Brian Call, Rubicon Mortgage



The Role of Your Local Bank in Upper Bracket Home Financing



More than ever, who you chose to bank with may play a critical role in structuring financing in the purchase of a home. Conforming mortgages, with a limit of \$417,000, are securitized into mortgage-backed securities and publicly traded in the form of bonds. This market

provides an unlimited supply of funds for financing a home under Fannie Mae, Freddie Mac, or FHA agency guidelines when the amount financed is at or below \$417,000. But what happens when your home purchase requires more than \$417,000?

For upper bracket homes, the role of your local bank can be critical in a number of ways in helping to provide you reasonable options should you be considering a home purchase. For one, banks primarily fund their loans through

internal deposits and are not restricted with lending limits outside of Federal regulatory guidelines. If you have a large amount of money on deposit with your bank, or choose to open a new bank relationship and fund depository accounts, there is a greater likelihood that your bank will stretch with you on a new home purchase.

In addition, a "simultaneous" transaction in a home purchase has become more common; where a homebuyer finances a portion of their home through a conforming mortgage loan of \$417,000, and simultaneously closes on a home equity loan or line of credit through a bank for amounts exceeding \$417,000. Again, your past relationship with your bank or your openness to initiate funded accounts with a new bank is an important factor in home financing.

As a dedicated business partner to Cindy's team, I couldn't be more excited about her move into a new office in the downtown market. Cindy's professionalism is unmatched, and I am proud to extend luxury financing solutions to her clientele as part of our business partnership.

Should you have any questions, feel free to contact me at 612-242-0460 or briancall@rubiconmortgagellc.com.

Contact us to inquire about downtown real estate and current private listings. Ninety percent of Cynthia's business is through referrals and repeat clientele. Thank you for your loyalty.

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Happy New Year from the Cynthia Froid Group!

This is our first official "group" newsletter and we are thrilled to be writing it! We are incredibly thankful for the support we have received in forming our group and establishing our new downtown office.

The office is located at 709 2nd Street South in downtown Minneapolis, located across from the Mill City Museum, Guthrie Theater and Spoonriver restaurant. We are in the process of unpacking and getting settled, and look forward to officially opening for business on January 4th, 2010. Please look for an invitation to our Grand Opening Celebration in January!

Our primary mission is to provide our clients the highest level of residential real estate services. Our areas of expertise include private real estate, purchasing and selling, relocation services and executive leasing. We will provide a convenient range of services to our clients:

- In-house mortgage broker, title & closing services, and notary
- Resource for current market information
- Venue for neighborhood events, group events, clubs and meetings

With 27 years of combined experience selling premier downtown properties, we offer the most accurate and timely market information for those interested in purchasing, selling or renting in any area of downtown.



We are extremely fortunate to be in the position to grow our business and open new doors. We depend on your continued business and referrals in 2010 and beyond.

Wishing you and your family a happy holiday season and health and prosperity in 2010.

- Cindy Froid, Betsy Lucas, Holly Holt, Kate Tande

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Notable Exclusive Listings

Washburn Lofts #30

Classic Washburn "pied-a-terre"
1759 square feet
1 bedroom, 1.5 bath, 2 parking spots
City view, corner floor plan
Exquisite finishes throughout



\$999,900

Stone Arch Lofts #401

Raging river view
1915 square feet
2 bedroom, 2 bath, 2 parking spots
Full river view, corner floor plan
Fireplace, hardwood floors



\$749,900

Humboldt Lofts #506

New York sophistication
1680 square feet
2 bedroom, 2 bath, 1 parking spot
City view with balcony
Designer Siematic kitchen



\$574,900

Park Avenue Lofts #114

Gardeners Delight
2454 square feet
3 bedroom, 2.5 bath, 2 parking spots
Private garden, corner plan,
private entry



\$624,900

Stone Arch Lofts #108

Two level living
2060 square feet
2 bedroom, 2.5 bath, 2 parking spots
Hardwood floors, fireplace, patio
Private gated entry



\$474,900

Humboldt Lofts #701

Mill Ruins and Guthrie views
2389 square feet
2 bedrooms plus den, 2 bath,
2 parking spots
Corner plan, very private, 12
foot windows



\$699,900

North Star Lofts #407

Historic Urban Retreat
1350 square feet
2 bedroom, 1 bath, 1 parking spot
City and partial river views
Hardwood floors, original brick walls



\$424,900

1400 W 47th Street

Lake Harriet Colonial
4351 square feet
4 bedroom, 3.5 bath, 2 car garage
Private perennial gardens,
fireplace, sunroom



\$1,195,000

Meet the Team



Cynthia Froid

612-578-1303
cfroid@kw.com

Cindy started her real estate career in 1996 in the Mill District with her first project called the North Star Lofts. She has since gone on to sell out all five of the award winning riverfront properties developed by Brighton Development.

She has found her niche in Private Real Estate, responding to her clients' need for a more discreet way to buy and sell real estate. She is a proud sponsor of the Mill City Farmers Market and supports such vital organizations as Mill City Commons, MacPhail Center for the Arts and Friends of the Riverfront.



Holly Holt

612-481-1906
hollyholt@kw.com

Holly has been selling real estate throughout the Twin Cities for seven years and is thrilled to say she is one of the lucky few who really love what they do. Coming from a background in social work and the hospitality industry, Holly prides herself with the level of service she provides and her clients all agree: she is there for them every step of the way.

Although Holly has sold homes as far east as Stillwater and as far South as Red Wing, her areas of focus include the Mill District, Downtown, South and NE Minneapolis. Proud and delighted to be a member of the Cynthia Froid Group, Holly is able and happy to help with any of your housing needs!



Elisabeth Lucas

612-327-5905
elisabeth@elisabeth-lucas.com

Elisabeth "Betsy" Lucas quickly developed a love for urban living in 1999 when she and her husband moved into the North Star Lofts. It was the beginning of the burgeoning Mill District neighborhood and the start of her career in real estate.

In 2002, Betsy joined Cynthia Froid and the late Shel Hoffman in marketing the next phases of residential development along the Mississippi River. A former Minneapolis Public School teacher and a Minneapolis native, Betsy offers a wealth of knowledge of the city neighborhoods and all they have to offer.



Kate Tande

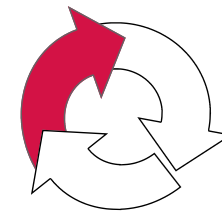
612-336-4043
ktande@kw.com

Kate Tande joined Cindy in March 2009 as her executive administrative assistant. Kate has been a licensed realtor since 2003, and brings a keen knowledge and understanding of the real estate market. She provides careful attention to detail and shares Cindy's passion for providing superior client care.

Kate is excited and proud to be a member of the Cynthia Froid Group. She and her husband Jason reside in Edina with their son and are expecting their second child in April 2010.

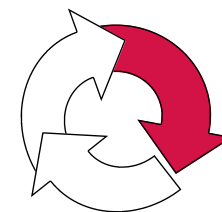
Market Cycle

Real estate values are driven by one interdependent relationship, supply and demand. The natural market drive to balance supply and demand produces a dynamic cycle within the real estate market. Within this market cycle there are three distinct phases. Most experts agree that we are at the end of the declining stage and we are starting to see signs that the market is entering phase 3.



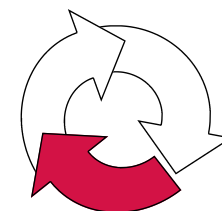
Phase 1 - Expansion

Because the previous phase of the market was characterized as a period of excessive demand, this phase is depicted by construction. In other words supply, catching up to and (in most cases) exceeding demand. Because growth places heavy demand on materials and labor, this condition is also depicted as an inflationary phase. It's good to be a seller early on in this phase of the market cycle.



Phase 2 - Decline

Because the previous phase of the market was characterized as a period of inflation, the market is less attractive to businesses looking to relocate or expand. Many jobs are lost to other domestic and foreign markets due to the high cost of living. With the job losses, and likely overbuilding, there is far more supply than demand, resulting in declining occupancy levels, rents and values.



Phase 3 - Absorption

Because the previous phase of the market was characterized by declining values, the market offers a lower cost of living. In an effort to bring back the economy, new government incentives are offered to businesses looking to relocate or expand. The economy starts adding jobs, which translates to increased demand, occupancy levels, rents and values. Early on in this phase is a good time to acquire income-producing property.

The Scoop

Number of ACTIVE listings
downtown as of 12/21/09:

\$2 million+
Units available: 4
Avg \$/sq foot: \$669
Avg days on market: 316

\$1 million-1,999,999
Units available: 9
Avg \$/sq foot: \$496
Avg days on market: 310

\$750k-999,999
Units available: 16
Avg \$/sq foot: \$390
Avg days on market: 302

\$500k-749,999
Units available: 37
Avg \$/sq foot: \$314
Avg days on market: 269

\$350k-499,999
Units available: 64
Avg \$/sq foot: \$268
Avg days on market: 264

\$250k-349,999
Units available: 86
Avg \$/sq foot: \$236
Avg days on market: 232

\$150k-249,999
Units available: 114
Avg \$/sq foot: \$215
Avg days on market: 234