

Introducing A New Residential Real Estate Index: The Cal-Culator

Written by Australian Business

ATLANTA, GA, September 12, 2013 **/24-7PressRelease/** -- Atlanta has a new metric for measuring the health of the Atlanta residential real estate market, thanks in part to Georgia's largest non-bank mortgage lender. Southeast Mortgage's President and CEO Cal Haupt is lending his expertise, and his name, to the creation of The Cal-Culator.

The Cal-Culator report will be distributed to media outlets prior to being published on Southeast Mortgage's Thought Leadership blog on SaportaReport.com, Atlanta's authoritative civic website.

The monthly Cal-Culator number rating will be based on a variety of factors including mortgage rate trends, single-family housing starts, the inventory of Atlanta homes, consumer confidence and the Atlanta economy. Haupt will be consulting numerous sources, such as the S&P Case-Shiller Home Price Indices, Atlanta's On Numbers Economic Index, the Conference Board Consumer Confidence Index and more.

"The Atlanta housing market is always changing and evolving. We wanted an easy-to-understand index that would help guide Atlanta residents to make smarter real estate market decisions," said Haupt. "Homebuyers usually want to know where they are in the economic cycle before making a large real estate investment. I hope the Cal-Culator will assist them in their due diligence."

The inaugural month of the Cal-Culator for August 2013 was ranked a 5.1 due to continued momentum in the recovering Atlanta housing industry. In comparison, the Cal-Culator would have rated March 2012, when the BusinessInsider.com wrote that Atlanta had the worst housing market in the country, a 1.5. Atlanta's housing peak in 2004 would have received a 9. The Cal-Culator for August 2013 can be viewed at <http://saportareport.com/leadership/homemortgages/>.

About Southeast Mortgage Southeast Mortgage, founded in 1993, is the largest non-bank lender in the Southeast. A regional HUD lender with 10 branches doing business in Georgia, Florida, Alabama and South Carolina, Southeast is a full-service Georgia mortgage lender offering FHA Loans, VA Loans, and conventional loans. Southeast assists its customers with first time home loans, as well as refinancing customers' current, primary residences, second homes or investment properties. Southeast offers the following services: fixed rate loans, adjustable rate mortgages (ARM), interest only loans, jumbo loans, FHA, VA and USDA loans, and rate and term/cash-out refinancing. Southeast Mortgage is also the only mortgage lender to guarantee its customers an eight-day close on mortgages.