

HouseValues, Inc.
Form 4
August 24, 2005

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
Nelson Michael Allen

(Last) (First) (Middle)
11332 NE 122ND WAY
(Street)

KIRKLAND, WA 98034

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
HouseValues, Inc. [SOLD]

3. Date of Earliest Transaction (Month/Day/Year)
08/23/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
____ Officer (give title below) _____ Other (specify below)
Chief Technology Officer

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	08/23/2005		M		10,400 A \$ 0.07	225,343	D
Common Stock	08/23/2005		S		300 D \$ 13.31	225,043	D
Common Stock	08/23/2005		S		100 D \$ 13.22	224,943	D
Common Stock	08/23/2005		S		300 D \$ 13.16	224,643	D
Common Stock	08/23/2005		S		400 D \$ 13.18	224,243	D

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Common Stock	08/23/2005	S	1,700	D	\$ 13.2	222,543	D
Common Stock	08/23/2005	S	400	D	\$ 13.21	222,143	D
Common Stock	08/23/2005	S	600	D	\$ 13.26	221,543	D
Common Stock	08/23/2005	S	1,100	D	\$ 13.24	220,443	D
Common Stock	08/23/2005	S	300	D	\$ 13.25	220,143	D
Common Stock	08/23/2005	S	200	D	\$ 13.27	219,943	D
Common Stock	08/23/2005	S	200	D	\$ 13.28	219,743	D
Common Stock	08/23/2005	S	400	D	\$ 13.29	219,343	D
Common Stock	08/23/2005	S	200	D	\$ 13.35	219,143	D
Common Stock	08/23/2005	S	100	D	\$ 13.36	219,043	D
Common Stock	08/23/2005	S	300	D	\$ 13.4	218,743	D
Common Stock	08/23/2005	S	300	D	\$ 13.44	218,443	D
Common Stock	08/23/2005	S	100	D	\$ 13.5	218,343	D
Common Stock	08/23/2005	S	200	D	\$ 13.51	218,143	D
Common Stock	08/23/2005	S	191	D	\$ 13.54	217,952	D
Common Stock	08/23/2005	S	600	D	\$ 13.76	217,352	D
Common Stock	08/23/2005	S	1,109	D	\$ 13.75	216,243	D
Common Stock	08/23/2005	S	100	D	\$ 13.74	216,143	D
Common Stock	08/23/2005	S	500	D	\$ 13.77	215,643	D
Common Stock	08/23/2005	S	100	D	\$ 13.8	215,543	D
	08/23/2005	S	100	D		215,443	D

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Common Stock					\$			
					13.91			
Common Stock	08/23/2005		S	100	D	\$	215,343	D
					14.07			
Common Stock	08/23/2005		S	300	D	\$	215,043	D
					14.1			
Common Stock	08/23/2005		S	100	D	\$	214,943	D
					14.08			

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
Option (Right to Buy)	\$ 0.07	08/23/2005		M	10,400	10/20/2001	10/20/2010	Common Stock	10,400

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Nelson Michael Allen 11332 NE 122ND WAY KIRKLAND, WA 98034			Chief Technology Officer	

Signatures

Jacqueline Davidson, VP Finance
08/24/2005

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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