

MARKET ACTION REPORT

July 2011

City: Carmel Valley

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Price Range: All | Properties: Single Family

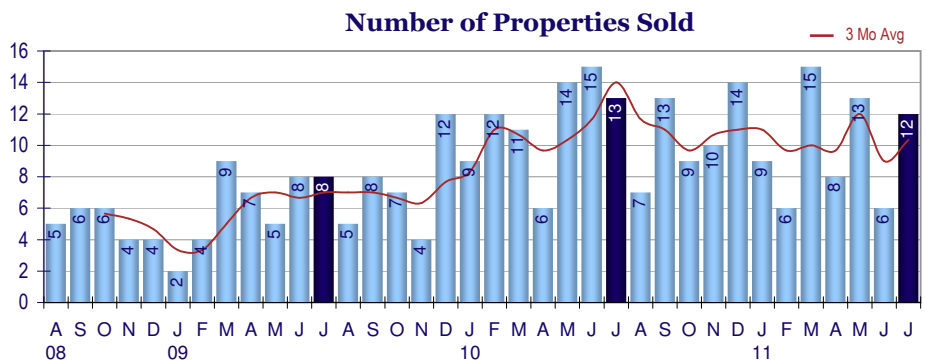
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,100,000	↓		↔				
Average List Price of all Current Listings	\$1,781,169	↓		↑				
July Median Sales Price	\$501,000	↓	↓	↓	\$730,000	↑	↑	
July Average Sales Price	\$606,750	↓	↓	↓	\$910,599	↓	↓	
Total Properties Currently for Sale (Inventory)	123	↓		↓				
July Number of Properties Sold	12	↑		↓	69	↓		
July Average Days on Market (Solds)	91	↑	↓	↓	141	↑	↑	
Asking Price per Square Foot (based on New Listings)	\$375	↓	↓	↓	\$453	↓	↔	
July Sold Price per Square Foot	\$278	↓	↓	↓	\$352	↓	↓	
July Month's Supply of Inventory	10.3	↓	↓	↓	13.0	↑	↔	
July Sale Price vs List Price Ratio	94.7%	↑	↑	↑	93.4%	↑	↑	

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2010) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

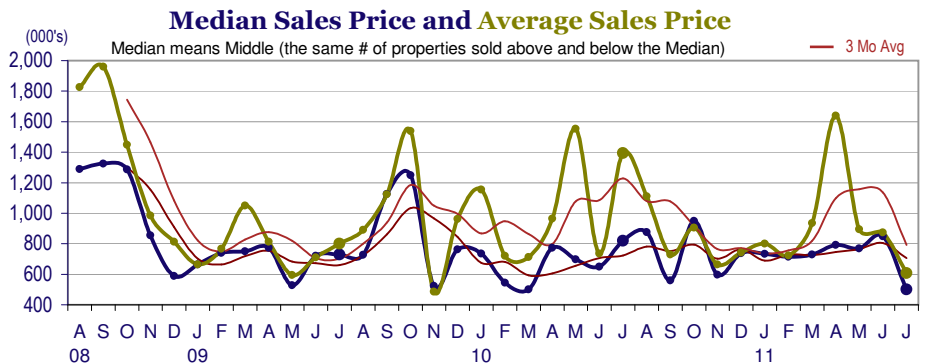
Property Sales

July Property sales were 12, down 7.7% from 13 in July of 2010 and 100.0% higher than the 6 sales last month. July 2011 sales were at a mid level compared to July of 2010 and 2009. July YTD sales of 69 are running 13.8% behind last year's year-to-date sales of 80.



Prices

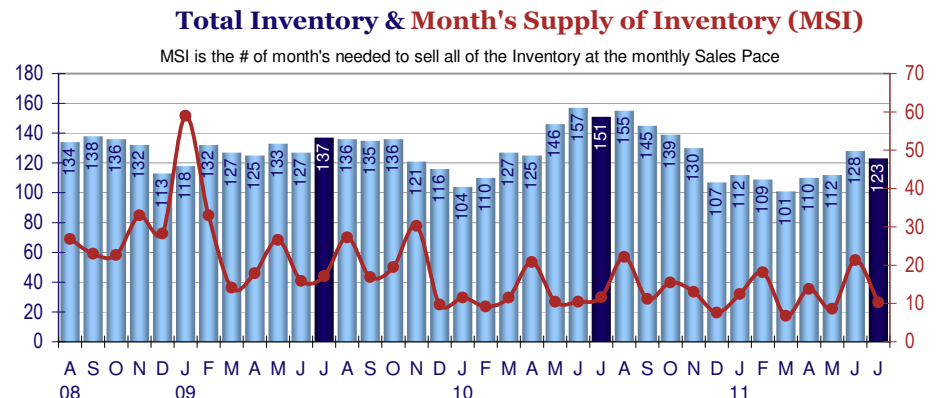
The Median Sales Price in July was \$501,000, down 38.9% from \$820,000 in July of 2010 and down 41.0% from \$849,500 last month. The Average Sales Price in July was \$606,750, down 56.5% from \$1,393,454 in July of 2010 and down 30.6% from \$873,917 last month. July 2011 ASP was at the lowest level compared to July of 2010 and 2009.



Inventory & MSI

The Total Inventory of Properties available for sale as of July was 123, down 3.9% from 128 last month and down 18.5% from 151 in July of last year. July 2011 Inventory was at its lowest level compared with July of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2011 MSI of 10.3 months was at its lowest level compared with July of 2010 and 2009.



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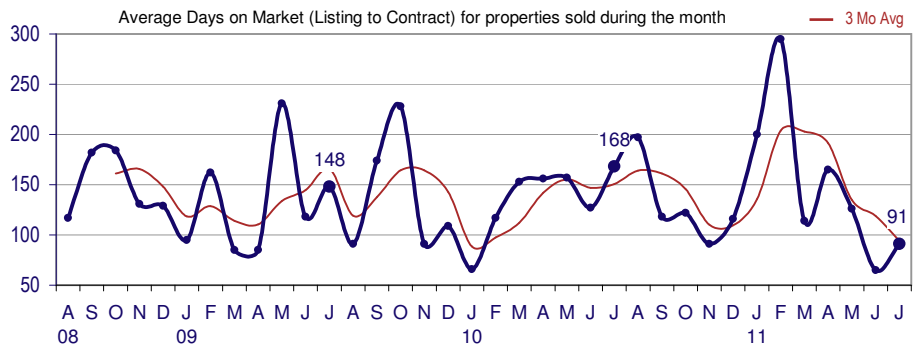


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Market Time

The average Days On Market (DOM) shows how many days the average Property is on the market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for July was 91, up 40.0% from 65 days last month and down 45.8% from 168 days in July of last year. The July 2011 DOM was at its lowest level compared with July of 2010 and 2009.

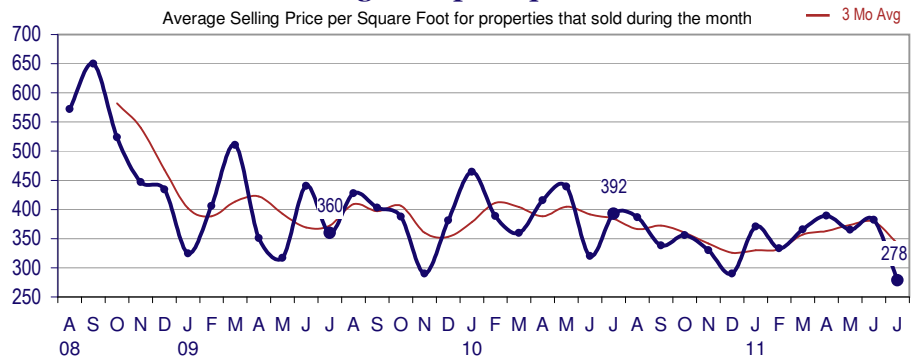
Days On Market for Sold Properties



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The July 2011 Selling Price per Square Foot of \$278 was down 27.2% from \$382 last month and down 29.1% from 392 in July of last year.

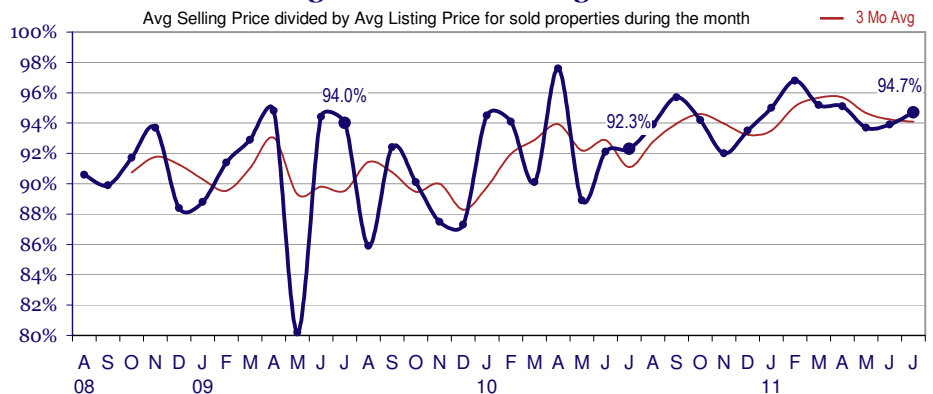
Selling Price per Square Foot



Selling Price vs Original Listing Price

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2011 Selling Price vs Original List Price of 94.7% was up from 93.9% last month and up from 92.3% in July of last year.

Selling Price versus Listing Price Ratio



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in July 2011 was 21, down 34.4% from 32 last month and down 16.0% from 25 in July of last year.

Inventory / New Listings / Sales

