

MARKET ACTION REPORT

September 2011

City: *Pebble Beach*

Ben and Carole Heinrich

The Heinrich Team
831-626-2434
team@theheinrichteam.com
www.TheHeinrichTeam.com



Price Range: All | Properties: Single Family

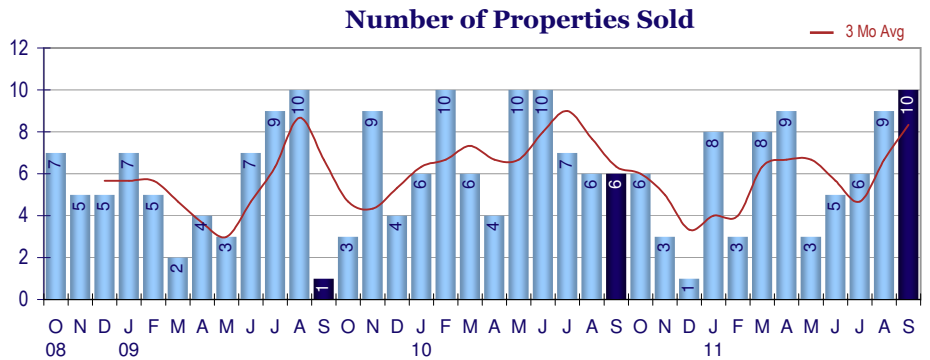
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,995,000	↓		↓				
Average List Price of all Current Listings	\$3,685,259	↑		↑				
September Median Sales Price	\$855,000	↓	↓	↓	↓	\$1,120,000	↑	↑
September Average Sales Price	\$936,320	↓	↓	↓	↓	\$1,823,895	↓	↓
Total Properties Currently for Sale (Inventory)	119	↓		↑				
September Number of Properties Sold	10	↑		↑		61	↓	
September Average Days on Market (Solds)	108	↓	↓	↓	↓	138	↑	↑
Asking Price per Square Foot (based on New Listings)	\$637	↓	↓	↓	↓	\$675	↓	↓
September Sold Price per Square Foot	\$391	↓	↓	↓	↓	\$556	↓	↓
September Month's Supply of Inventory	11.9	↓	↓	↓	↓	19.9	↑	↓
September Sale Price vs List Price Ratio	94.5%	↔	↑	↑	↑	89.5%	↑	↑

* 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

September Property sales were 10, up 66.7% from 6 in September of 2010 and 11.1% higher than the 9 sales last month. September 2011 sales were at their highest level compared to September of 2010 and 2009. September YTD sales of 61 are running 6.2% behind last year's year-to-date sales of 65.



Prices

The Median Sales Price in September was \$855,000, down 19.1% from \$1,057,500 in September of 2010 and down 1.7% from \$870,000 last month. The Average Sales Price in September was \$936,320, down 9.1% from \$1,029,983 in September of 2010 and down 30.6% from \$1,348,878 last month. September 2011 ASP was at a mid range compared to September of 2010 and 2009.



Inventory & MSI

The Total Inventory of Properties available for sale as of September was 119, down 4.0% from 124 last month and up 2.6% from 116 in September of last year. September 2011 Inventory was at a mid level compared with September of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The September 2011 MSI of 11.9 months was at its lowest level compared with September of 2010 and 2009.



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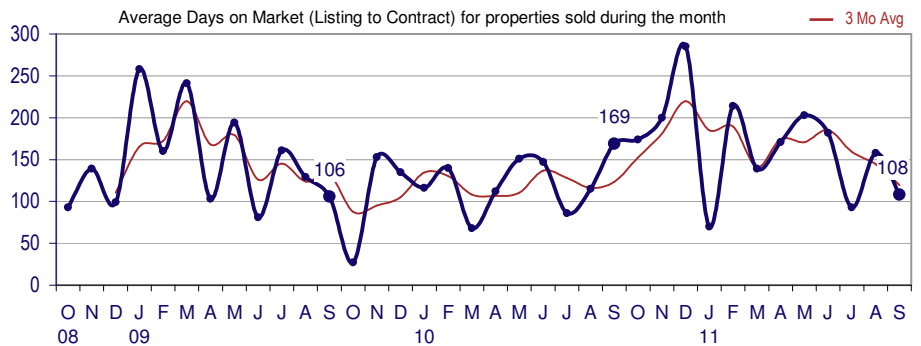


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Market Time

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 September was 108, down 31.6% from 158 days last month and down 36.1% from 169 days in September of last year. The September 2011 DOM was at a mid level compared with September of 2010 and 2009.

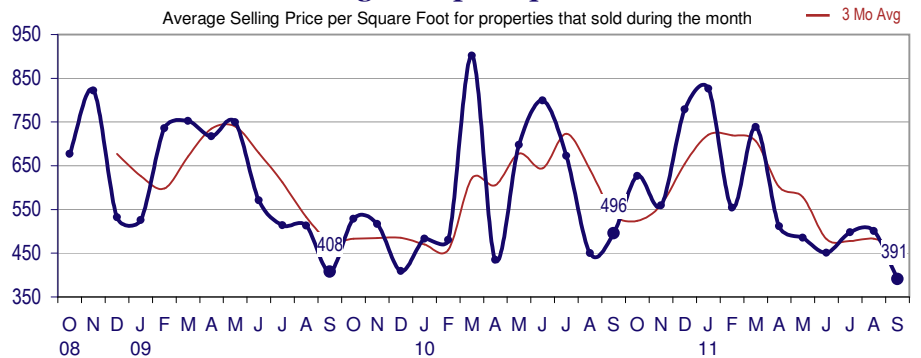
Days On Market for Sold Properties



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 September 2011 Selling Price per Square Foot of \$391 was down 21.9% from \$501 last month and down 21.1% from 496 in September of last year.

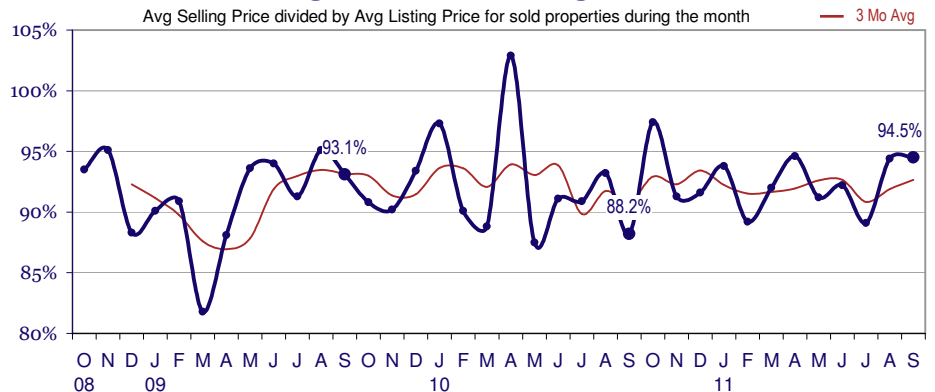
Selling Price per Square Foot



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 September 2011 Selling Price vs Original List Price of 94.5% was up from 94.4% last month and up from 88.2% in September 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 September 2011 was 13, down 62.9% from 35 last month and equal to 13 in September of last year.

Inventory / New Listings / Sales

