

City: Carmel Valley

**Ben and Carole Heinrich**

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Price Range: All | Properties: Single Family

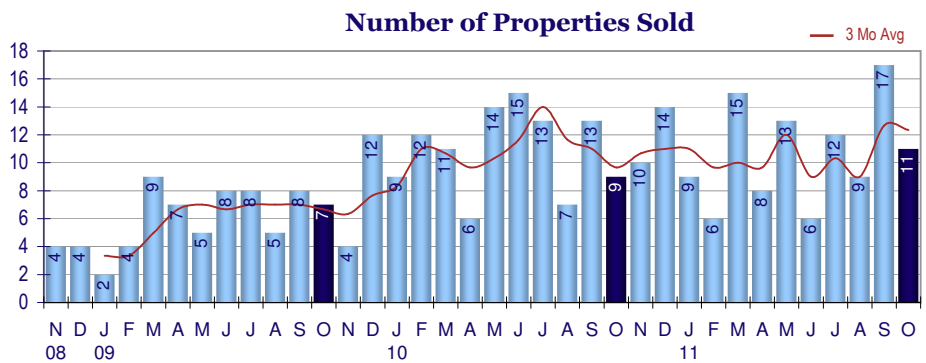
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,049,000	↓		↓				
Average List Price of all Current Listings	\$1,661,141	↓		↓				
October Median Sales Price	\$585,000	↓	↓	↓	↓	\$712,500	↑	↓
October Average Sales Price	\$933,886	↑	↑	↑	↔	\$890,212	↓	↓
Total Properties Currently for Sale (Inventory)	84	↓		↓				
October Number of Properties Sold	11	↓		↑		106	↓	
October Average Days on Market (Solds)	90	↓	↓	↓	↓	132	↓	↓
Asking Price per Square Foot (based on New Listings)	\$417	↑	↑	↑	↓	\$432	↓	↓
October Sold Price per Square Foot	\$362	↑	↑	↑	↓	\$345	↓	↓
October Month's Supply of Inventory	7.6	↑	↓	↓	↓	11.7	↓	↓
October Sale Price vs List Price Ratio	96.5%	↑	↑	↑	↑	93.3%	↑	↑

\* 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

October Property sales were 11, up 22.2% from 9 in October of 2010 and 35.3% lower than the 17 sales last month. October 2011 sales were at their highest level compared to October of 2010 and 2009. October YTD sales of 106 are running 2.8% behind last year's year-to-date sales of 109.



## Prices

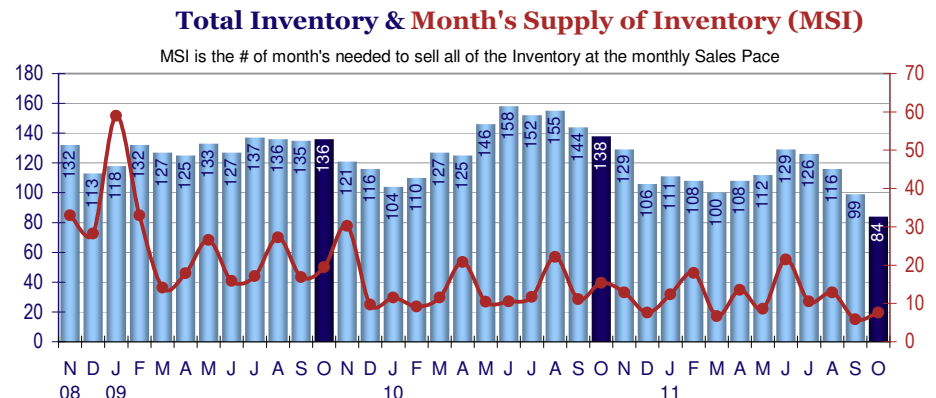
The Median Sales Price in October was \$585,000, down 38.4% from \$950,000 in October of 2010 and down 11.4% from \$660,000 last month. The Average Sales Price in October was \$933,886, up 3.1% from \$905,428 in October of 2010 and up 10.0% from \$848,732 last month. October 2011 ASP was at a mid range compared to October of 2010 and 2009.



## Inventory & MSI

The Total Inventory of Properties available for sale as of October was 84, down 15.2% from 99 last month and down 39.1% from 138 in October of last year. October 2011 Inventory was at its lowest level compared with October of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2011 MSI of 7.6 months was at its lowest level compared with October of 2010 and 2009.



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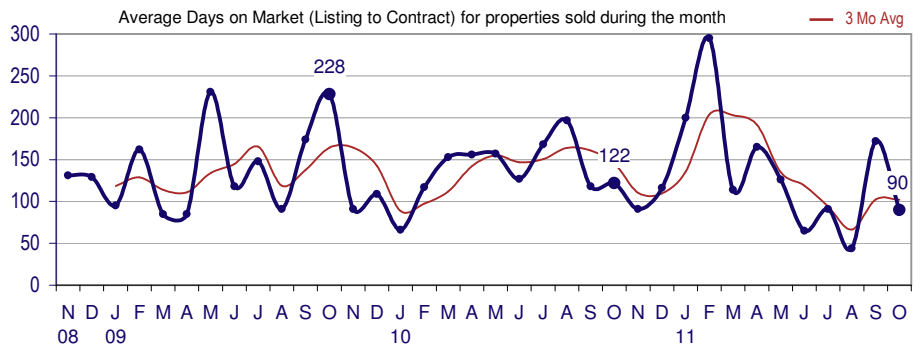


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## Market Time

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 October was 90, down 47.7% from 172 days last month and down 26.2% from 122 days in October of last year. The October 2011 DOM was at its lowest level compared with October of 2010 and 2009.

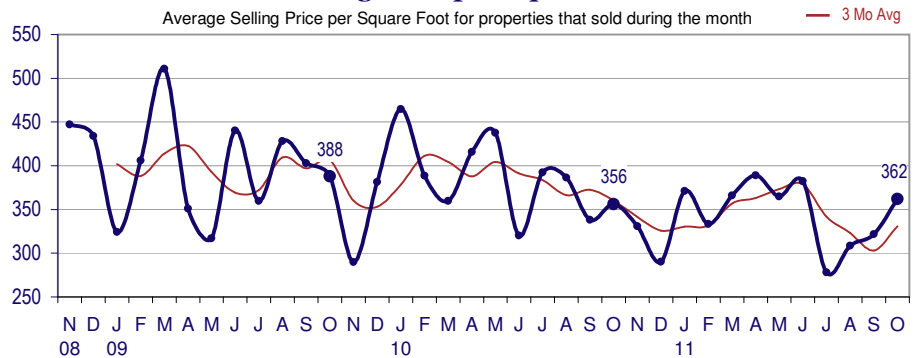
## Days On Market for Sold Properties



## 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 October 2011 Selling Price per Square Foot of \$362 was up 12.5% from \$322 last month and up 1.6% from 356 in October of last year.

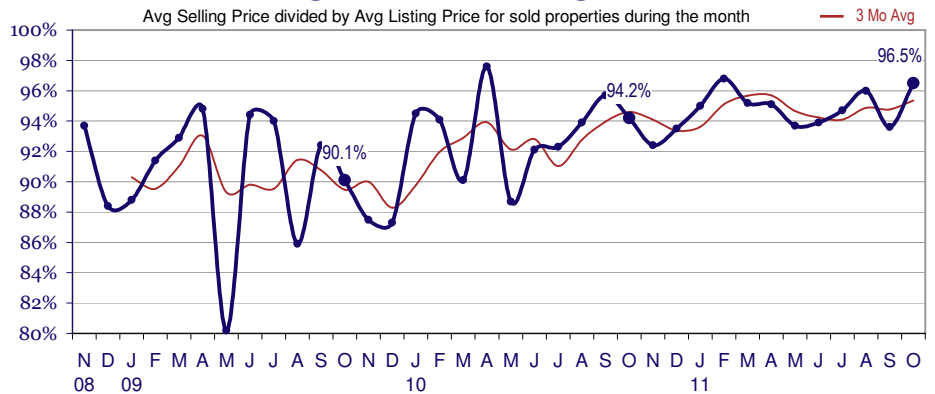
## Selling Price per Square Foot



## 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 October 2011 Selling Price vs Original List Price of 96.5% was up from 93.6% last month and up from 94.2% in October 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 October 2011 was 13, up 44.4% from 9 last month and down 7.1% from 14 in October of last year.

## Inventory / New Listings / Sales

