MARKET ACTION REPORT							Octob	0er 2011	
<i>City; Carmel Valley</i> Price Range: All Properties: Single Family	Ben and Carole Heinrich The Heinrich Team 831-626-2434 team@theheinrichteam.com www.TheHeinrichTeam.com					COLDWCLL BANKCR B RESIDENTIAL BROKERAGE			
		Trending versus*:					Trending versus*:		
Market Profile & Trends Overview	<u>Month</u>	LM	L3M	PYM	LY	YTD	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	1	Ļ	
October Average Sales Price	\$933,886	1	1	1		\$890,212		Ļ	
Total Properties Currently for Sale (Inventory)	84			Ļ					
October Number of Properties Sold	11			1		106	1		
October Average Days on Market (Solds)	90		↓			132		Ļ	
Asking Price per Square Foot (based on New Listings)	\$417	1	1	1		\$432		Ļ	
October Sold Price per Square Foot	\$362	1	1	1		\$345			
October Month's Supply of Inventory	7.6	1		1		11.7		Ļ	
October Sale Price vs List Price Ratio	96.5%	1	1	1	1	93.3%	1	1	

* 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)

18

16

14

12

10

8

6

4 2 0 N D J F

08 09

(000's)

1,600

1,400

1,200

1,000

800

600 400

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. Number of Properties Sold



3 Mo Avg

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.



MAMJJASONDJFMAMJJASO

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.

MSI is the # of month's needed to sell all of the Inventory at the monthly Sales Pace 180 70 160 60 140 50 120 40 100 80 30 60 20 40 10 20 0 0 N D J F M A M J J A S O N D J F M A M J J A S O N D J F M A M J J A S O 08 09 10 11

Median Sales Price and Average Sales Price

Median means Middle (the same # of properties sold above and below the Median)

NDJFMAMJJASONDJF

Copyright © | Price Range: All | Property Types: Single Family

Data is provided courtesy of MLS Listings Inc. and may not reflect all relevant real estate activity

does not warrant or guarantee the accuracy of this information. It is the responsibility of any buyer or seller to verify any and all information relevant to such consumer's real estate transaction

MARKET ACTION REPORT



Price Range: All | Properties: Single Family

Ben and Carole Heinrich

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



RESIDENTIAL BROKERAGE

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.



Selling Price per Square Foot

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 versus Listing Price Ratio

Avg Selling Price divided by Avg Listing Price for sold properties during the month 3 Mo Avg 100% 96 5% 98% 96% 94% 92% 90% 88% 86% 84% 82% 80% N D J F M A M J J A S O N D J F M A M J J A S O N D J F M A M J J A S O 08 09 10 11

Inventory / New Listings / Sales 180 ■ Inventory ■ New Listings ■ Sales 160 140 120 100 80 60 40 20 0 N D J F M A M J J A S O N D J F M A M J J A S O N D J F M A M J J A S O 08 09 10 11

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.

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.

Copyright © | Price Range: All | Property Types: Single Family

Data is provided courtesy of MLS Listings Inc. and may not reflect all relevant real estate activity.

does not warrant or guarantee the accuracy of this information. It is the responsibility of any buyer or seller to verify any and all information relevant to such consumer's real estate transaction

Days On Market for Sold Properties