

# MARKET ACTION REPORT

November 2011

City: *Pebble Beach*

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Price Range: All | Properties: Single Family

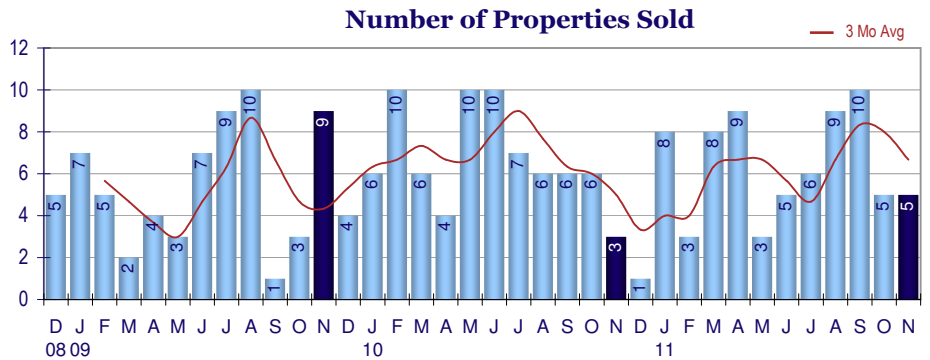
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$2,095,000	↑		↓				
Average List Price of all Current Listings	\$3,363,970	↓		↑				
November Median Sales Price	\$700,000	↓	↓	↓	\$1,100,000	↔	↔	
November Average Sales Price	\$827,400	↓	↓	↓	\$1,892,269	↓	↓	
Total Properties Currently for Sale (Inventory)	103	↓	↔					
November Number of Properties Sold	5	↔	↑		71	↓		
November Average Days on Market (Solds)	85	↓	↓	↓	138	↑	↑	
Asking Price per Square Foot (based on New Listings)	\$523	↓	↓	↓	\$659	↓	↓	
November Sold Price per Square Foot	\$400	↓	↓	↓	\$554	↓	↓	
November Month's Supply of Inventory	20.6	↓	↑	↓	20.3	↑	↓	
November Sale Price vs List Price Ratio	92.6%	↑	↑	↑	89.3%	↑	↑	

\* 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

November Property sales were 5, up 66.7% from 3 in November of 2010 and the same as the 5 sales last month. November 2011 sales were at a mid level compared to November of 2010 and 2009. November YTD sales of 71 are running 4.1% behind last year's year-to-date sales of 74.



## Prices

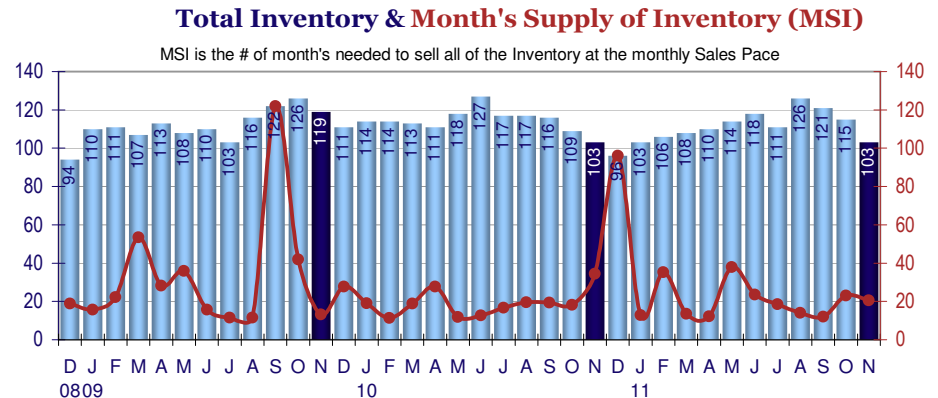
The Median Sales Price in November was \$700,000, down 66.4% from \$2,085,000 in November of 2010 and down 76.7% from \$3,000,000 last month. The Average Sales Price in November was \$827,400, down 60.9% from \$2,115,000 in November of 2010 and down 78.2% from \$3,791,300 last month. November 2011 ASP was at the lowest level compared to November of 2010 and 2009.



## Inventory & MSI

The Total Inventory of Properties available for sale as of November was 103, down 10.4% from 115 last month and equal to 103 in November of last year. November 2011 Inventory was at its lowest level compared with November of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The November 2011 MSI of 20.6 months was at a mid level compared with November of 2010 and 2009.



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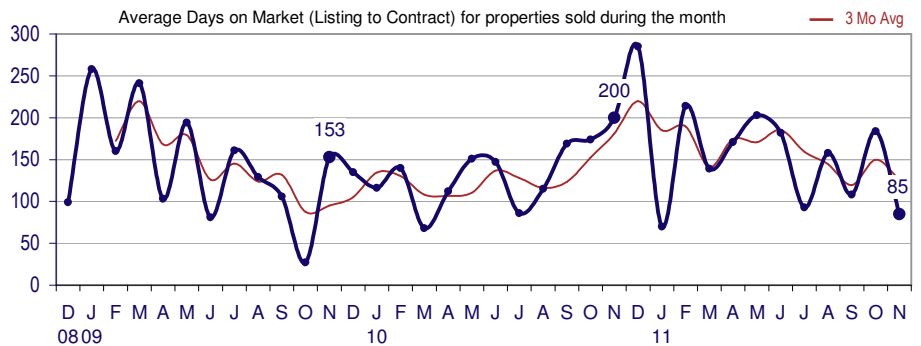


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## Market Time

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 November was 85, down 53.8% from 184 days last month and down 57.5% from 200 days in November of last year. The November 2011 DOM was at its lowest level compared with November of 2010 and 2009.

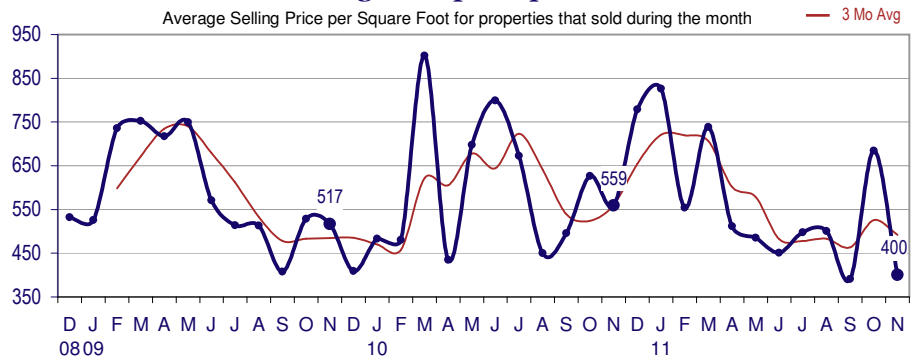
## Days On Market for Sold Properties



## 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 November 2011 Selling Price per Square Foot of \$400 was down 41.5% from \$684 last month and down 28.4% from 559 in November of last year.

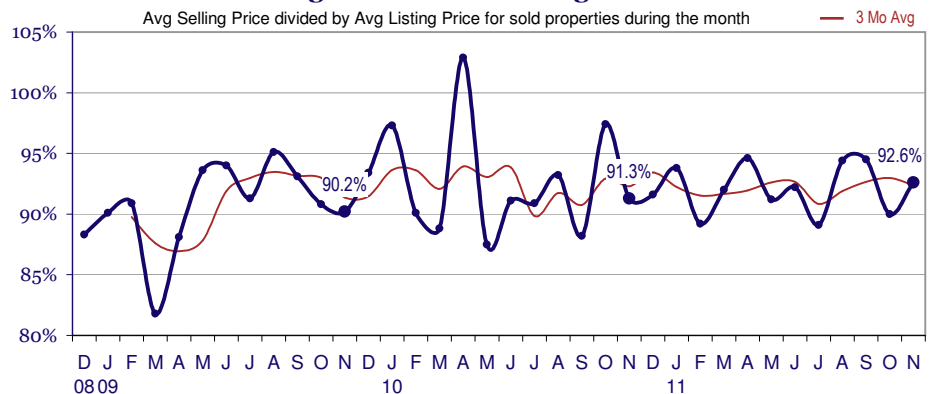
## Selling Price per Square Foot



## 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 November 2011 Selling Price vs Original List Price of 92.6% was up from 90.0% last month and up from 91.3% in November 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 November 2011 was 7, down 50.0% from 14 last month and down 46.2% from 13 in November of last year.

## Inventory / New Listings / Sales

