# MARKET ACTION REPORT

# City: Carmel Valley

Price Range: All | Properties: Single Family

### **Ben and Carole Heinrich**

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December 2011

Market Profile & Trends Overview		Trending versus*:					Trending versus*:	
	<u>Month</u>	LM	L3M	PYM	LY	YTD	Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,074,500	1		1				
Average List Price of all Current Listings	\$1,737,769	1		1				
December Median Sales Price	\$630,000	1	1	1	1	\$699,975	$\longleftrightarrow$	1
December Average Sales Price	\$606,886	1	1	1	1	\$861,420	1	1
Total Properties Currently for Sale (Inventory)	70	1		1				
December Number of Properties Sold	11	1		1		128		
December Average Days on Market (Solds)	139	1	1	1	1	132	$\longleftrightarrow$	1
Asking Price per Square Foot (based on New Listings)	\$292	1	1	1	1	\$428	1	1
December Sold Price per Square Foot	\$282	1		1		\$336		1
December Month's Supply of Inventory	6.4	1	1	1	1	11.1	1	1
December Sale Price vs List Price Ratio	93.3%	1	1	1	1	93.3%	1	1

<sup>\*</sup> 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)

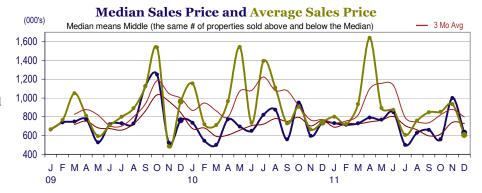
### **Property Sales**

December Property sales were 11, down 21.4% from 14 in December of 2010 and 22.2% higher than the 9 sales last month. December 2011 sales were at their lowest level compared to December of 2010 and 2009. December YTD sales of 128 are running 3.8% behind last year's year-to-date sales of 133.



### **Prices**

The Median Sales Price in December was \$630,000, down 14.7% from \$738,500 in December of 2010 and down 37.0% from \$1,000,000 last month. The Average Sales Price in December was \$606,886, down 18.2% from \$742,279 in December of 2010 and down 35.0% from \$934,222 last month. December 2011 ASP was at the lowest level compared to December of 2010 and 2009.



### Total Inventory & Month's Supply of Inventory (MSI)

### 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 40 20 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 N D 10

### **Inventory & MSI**

The Total Inventory of Properties available for sale as of December was 70, down 14.6% from 82 last month and down 34.0% from 106 in December of last year. December 2011 Inventory was at its lowest level compared with December of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2011 MSI of 6.4 months was at its lowest level compared with December of 2010 and 2009.

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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

December was 139, up 27.5% from 109 days last month

and up 19.8% from 116 days in December of last year. The December 2011 DOM was at a mid level compared

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**Market Time** 

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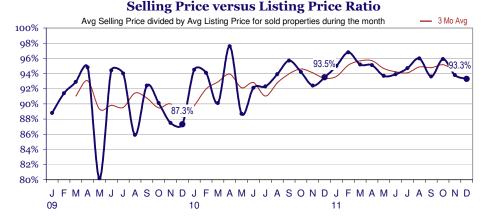
December 2011

### **Days On Market for Sold Properties**



### Selling Price per Square Foot





### 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 December 2011 was 9, down 40.0% from 15 last month and up 125.0% from 4 in December of last year.



# Selling Price per Square Foot

with December of 2010 and 2009.

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 December 2011 Selling Price per Square Foot of \$282 was down 10.9% from \$317 last month and down 2.7% from 290 in December of last year.

# 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 December 2011 Selling Price vs Original List Price of 93.3% was down from 93.8% last month and down from 93.5% in December of last year.