

MARKET ACTION REPORT

January 2012

City: *Pebble Beach*

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Price Range: All | Properties: Single Family

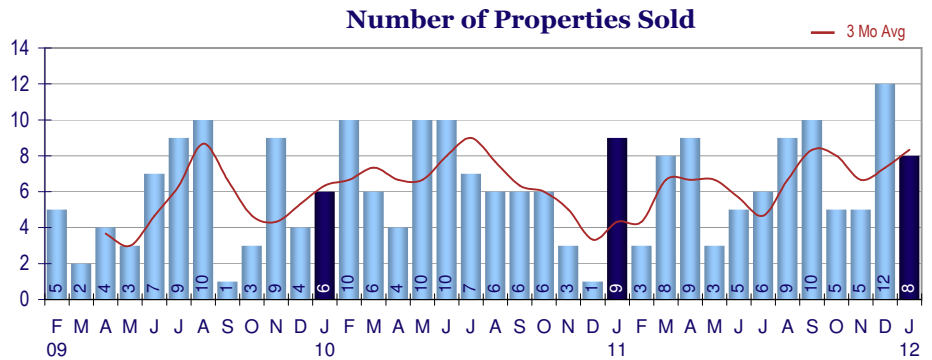
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$2,395,000	↑		↑				
Average List Price of all Current Listings	\$3,599,709	↑		↑				
January Median Sales Price	\$2,166,505	↑	↑	↓	↑	\$2,166,505	↓	↑
January Average Sales Price	\$2,974,534	↑	↑	↓	↑	\$2,974,534	↓	↑
Total Properties Currently for Sale (Inventory)	87	↓		↓				
January Number of Properties Sold	8	↓		↓		8	↓	
January Average Days on Market (Solds)	268	↑	↑	↑	↑	268	↑	↑
Asking Price per Square Foot (based on New Listings)	\$756	↑	↑	↑	↑	\$756	↑	↑
January Sold Price per Square Foot	\$551	↑	↑	↓	↑	\$551	↓	↑
January Month's Supply of Inventory	10.9	↑	↓	↓	↓	10.9	↓	↓
January Sale Price vs List Price Ratio	94.4%	↓	↑	↑	↑	88.6%	↓	↓

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2011) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

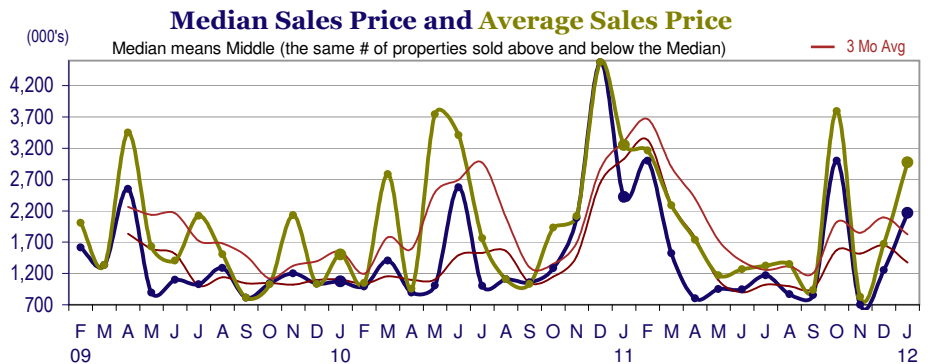
Property Sales

January Property sales were 8, down 11.1% from 9 in January of 2011 and 33.3% lower than the 12 sales last month. January 2012 sales were at a mid level compared to January of 2011 and 2010. January YTD sales of 8 are running 11.1% behind last year's year-to-date sales of 9.



Prices

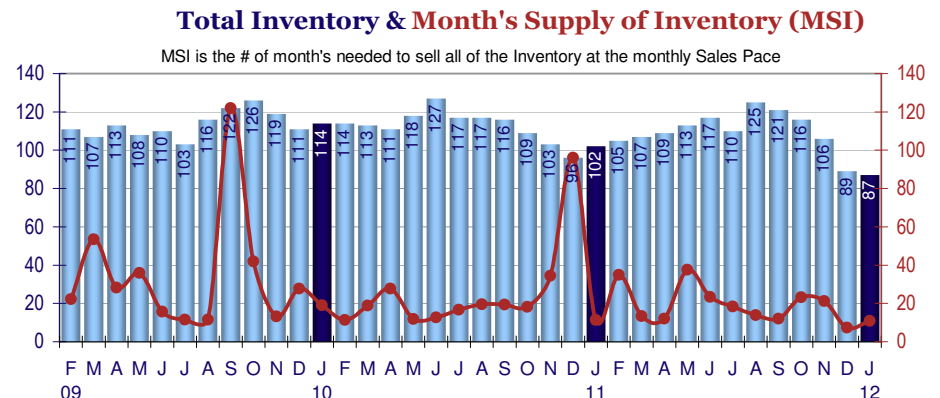
The Median Sales Price in January was \$2,166,505, down 10.7% from \$2,425,000 in January of 2011 and up 73.1% from \$1,251,500 last month. The Average Sales Price in January was \$2,974,534, down 8.6% from \$3,253,111 in January of 2011 and up 77.7% from \$1,673,583 last month. January 2012 ASP was at a mid range compared to January of 2011 and 2010.



Inventory & MSI

The Total Inventory of Properties available for sale as of January was 87, down 2.2% from 89 last month and down 14.7% from 102 in January of last year. January 2012 Inventory was at its lowest level compared with January of 2011 and 2010.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The January 2012 MSI of 10.9 months was at its lowest level compared with January of 2011 and 2010.



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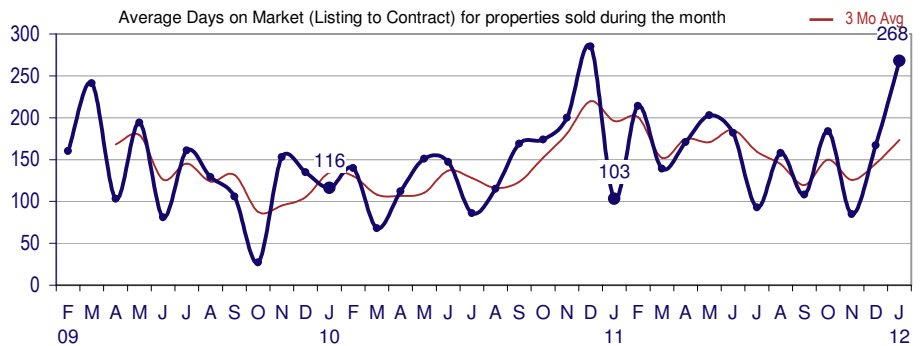


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Market Time

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 January was 268, up 60.5% from 167 days last month and up 160.2% from 103 days in January of last year. The January 2012 DOM was at a mid level compared with January of 2011 and 2010.

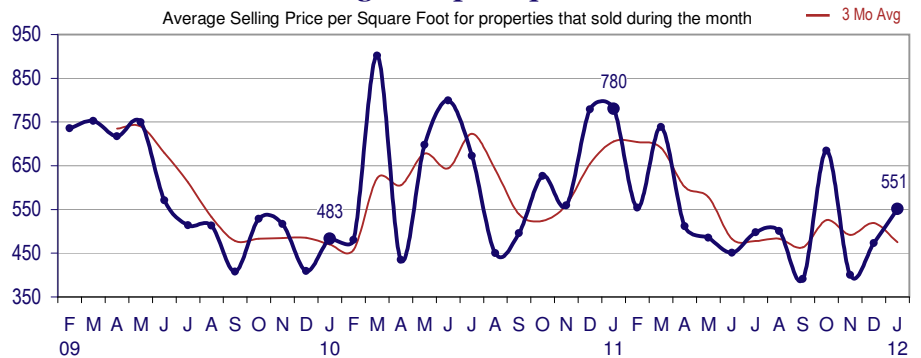
Days On Market for Sold Properties



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 January 2012 Selling Price per Square Foot of \$551 was up 16.5% from \$473 last month and down 29.4% from 780 in January of last year.

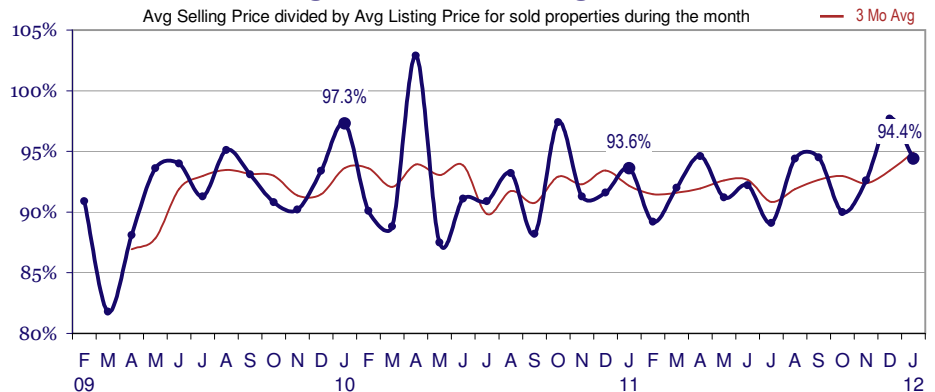
Selling Price per Square Foot



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 January 2012 Selling Price vs Original List Price of 94.4% was down from 97.7% last month and up from 93.6% in January 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 January 2012 was 17, up 466.7% from 3 last month and down 39.3% from 28 in January of last year.

Inventory / New Listings / Sales

