

# MARKET ACTION REPORT

December 2014

MLS Area: Indian Springs, pine Canyon #78, Las Palmas Ranch #99, Pasadera, laguna Seca, bay Ridge, hidden Hill #75, San Benancio, Harper Cyn, Corral De Tierra, Rim #98, Spreckels #138, Undeveloped Area #76

Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo



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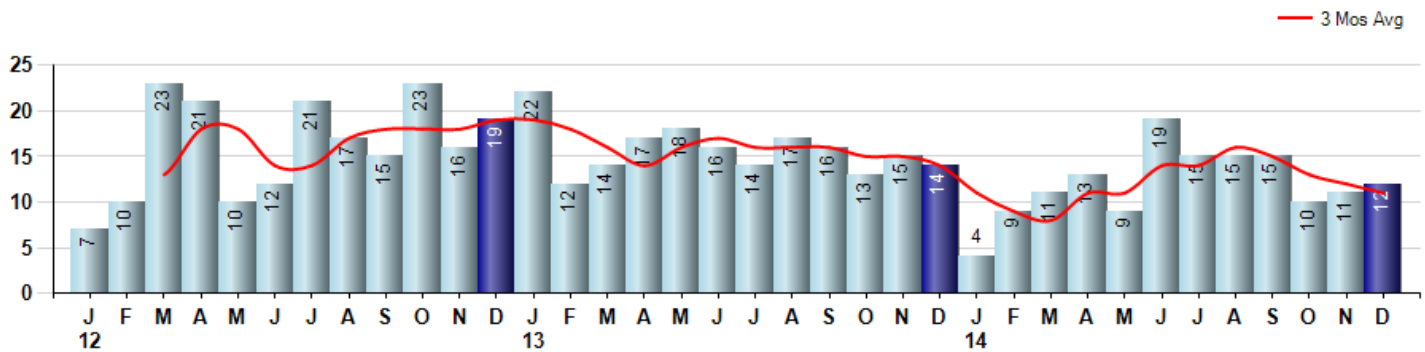
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Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$941,500	↑		↓				
Average List Price of all Current Listings	\$1,434,497	↑		↑				
December Median Sales Price	\$827,500	↑	↑	↑	↑	\$715,000	↑	↑
December Average Sales Price	\$895,478	↑	↑	↑	↑	\$855,897	↑	↑
Total Properties Currently for Sale (Inventory)	72	↓		↑				
December Number of Properties Sold	12	↑		↓		143	↓	
December Average Days on Market (Solds)	106	↑	↑	↑	↑	74	↓	↓
Asking Price per Square Foot (based on New Listings)	\$338	↓	↓	↑	↑	\$349	↑	↑
December Sold Price per Square Foot	\$298	↓	↓	↑	↑	\$304	↑	↑
December Month's Supply of Inventory	6.0	↓	↓	↑	↑	6.6	↑	↑
December Sale Price vs List Price Ratio	95.4%	↓	↓	↓	↓	96.5%	↔	↔

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

## Property Sales

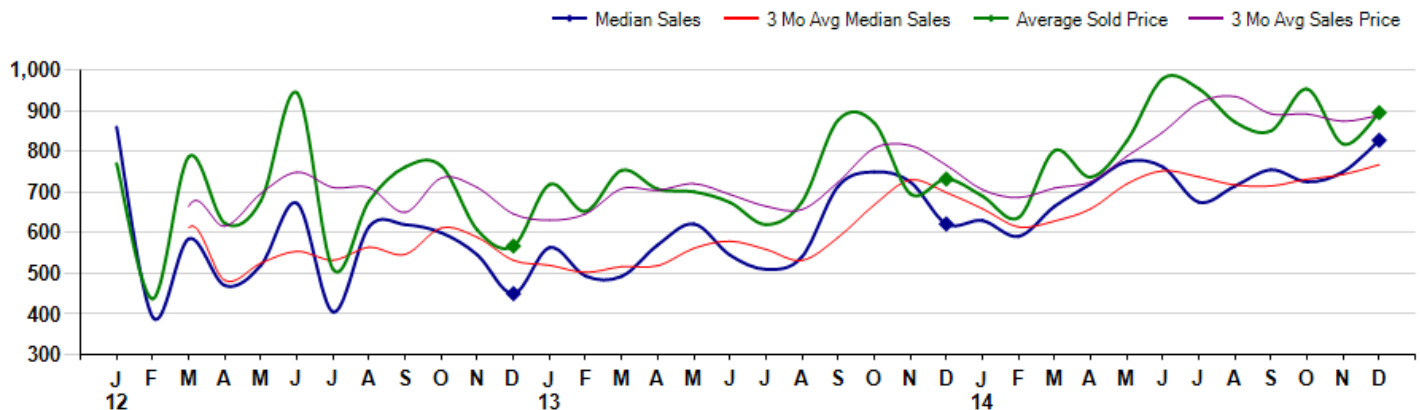
December Property sales were 12, down -14.3% from 14 in December of 2013 and 9.1% higher than the 11 sales last month. December 2014 sales were at their lowest level compared to December of 2013 and 2012. December YTD sales of 143 are running -23.9% behind last year's year-to-date sales of 188.



## Prices

The Median Sales Price in December was \$827,500, up 33.1% from \$621,500 in December of 2013 and up 10.3% from \$750,000 last month. The Average Sales Price in December was \$895,478, up 22.3% from \$732,100 in December of 2013 and up 9.4% from \$818,318 last month. December 2014 ASP was at highest level compared to December of 2013 and 2012.

Median means Middle (the same # of properties sold above and below Median) (000's)



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Based on information from MLSListings, Inc for the period 1/1/2012 through 12/31/2014. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Sotheby's Residential Brokerage does not guarantee the data accuracy. Data maintained by theMLS's may not reflect all real estate activity in the market.



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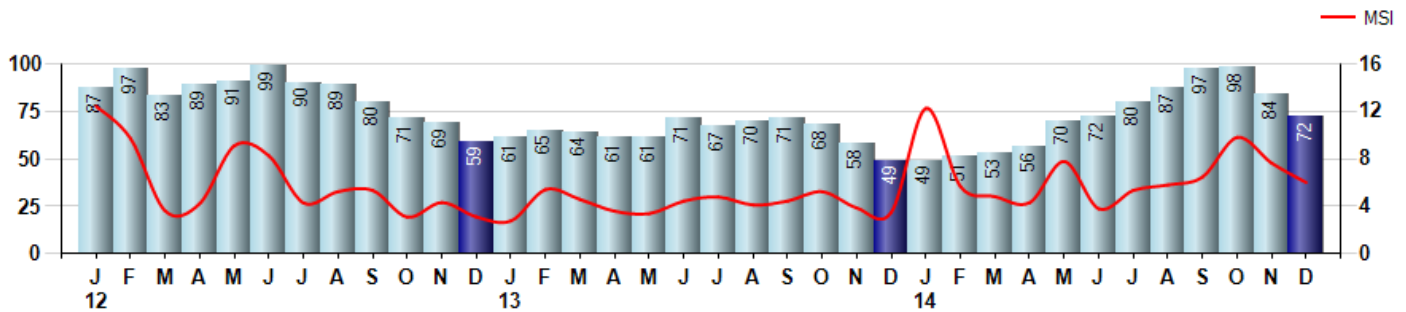
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## Inventory & MSI

The Total Inventory of Properties available for sale as of December was 72, down -14.3% from 84 last month and up 46.9% from 49 in December of last year. December 2014 Inventory was at highest level compared to December of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2014 MSI of 6.0 months was at its highest level compared with December of 2013 and 2012.

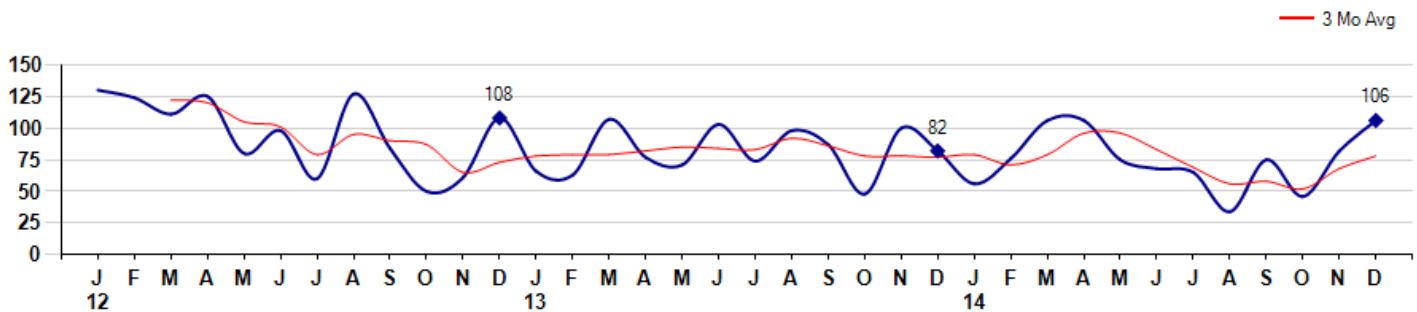
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



## 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 December was 106, up 29.3% from 82 days last month and up 29.3% from 82 days in December of last year. The December 2014 DOM was at a mid range compared with December of 2013 and 2012.

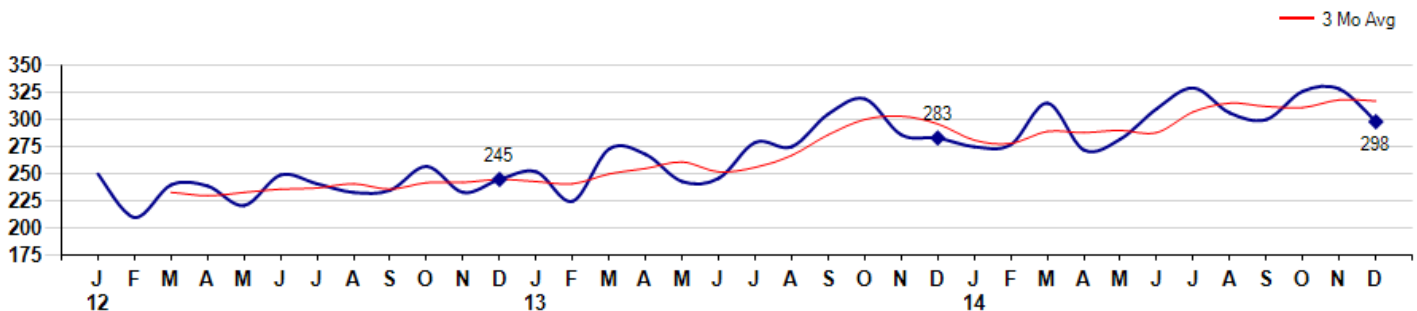
Average Days on Market(Listing to Contract) for properties sold during the month



## 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 December 2014 Selling Price per Square Foot of \$298 was down -9.1% from \$328 last month and up 5.3% from \$283 in December of last year.

Average Selling Price per Square Foot for properties that sold during the month



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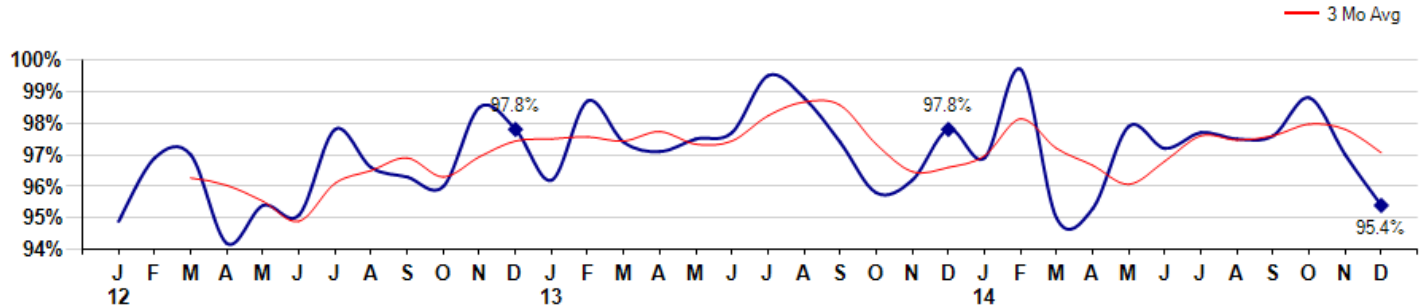
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## Selling Price vs Listing Price

The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their 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 2014 Selling Price vs List Price of 95.4% was down from 97.0% last month and down from 97.8% in December of last year.

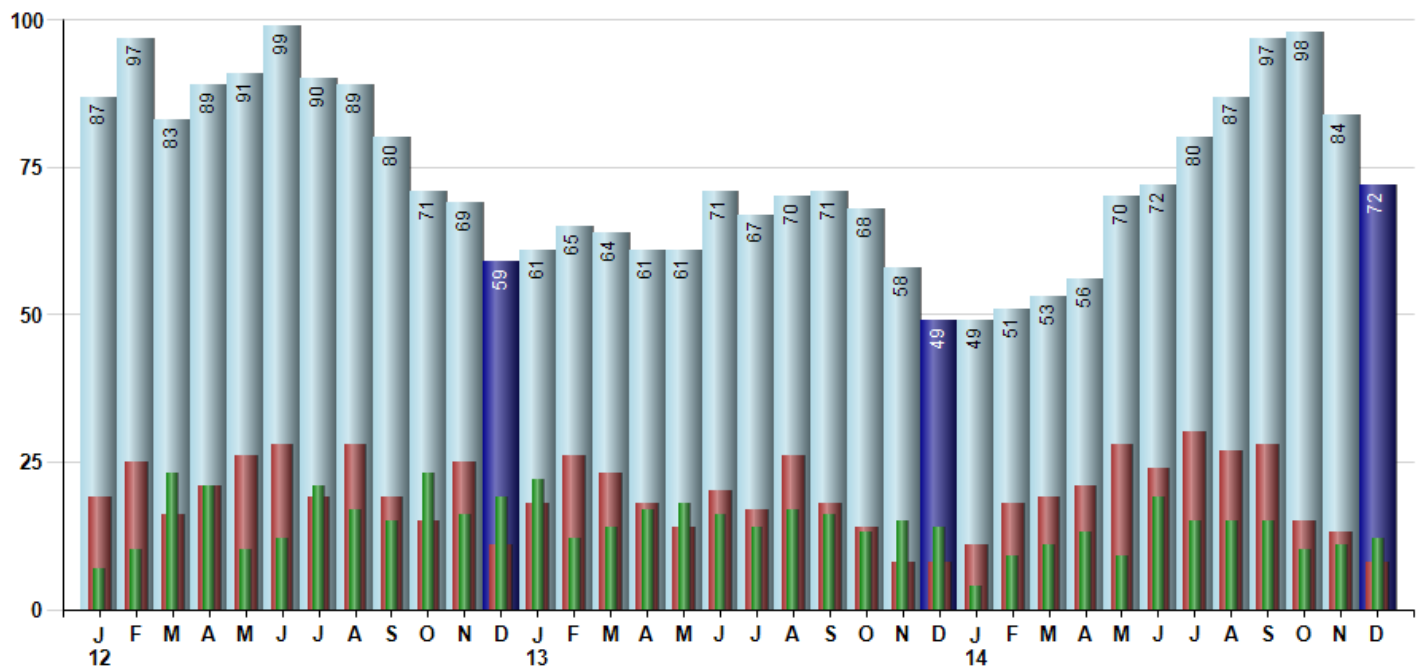
Avg Selling Price divided by Avg Listing Price for sold properties during the month



## 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 2014 was 8, down -38.5% from 13 last month and equal to 8 in December of last year.

Inventory NewListings Sold



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	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D
Homes Sold	7	10	23	21	10	12	21	17	15	23	16	19	22	12	14	17	18	16	14	17	16	13	15	14	4	9	11	13	9	19	15	15	15	10	11	12
3 Mo. Roll Avg			13	18	18	14	14	17	18	18	18	19	19	18	16	14	16	17	16	16	16	15	15	14	11	9	8	11	11	14	14	16	15	13	12	11

(000's)	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D
MedianSalePrice	860	393	585	470	520	673	405	615	620	600	546	450	564	493	493	570	622	545	510	541	715	750	725	622	630	591	665	720	775	762	675	715	755	725	750	828
3 Mo. Roll Avg			613	483	525	554	533	564	547	612	589	532	520	502	516	519	561	579	559	532	589	668	730	699	659	614	629	659	720	752	737	717	715	732	743	768

	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D
Inventory	87	97	83	89	91	99	90	89	80	71	69	59	61	65	64	61	61	71	67	70	71	68	58	49	49	51	53	56	70	72	80	87	97	98	84	72
MSI	12	10	4	4	9	8	4	5	5	3	4	3	3	5	5	4	3	4	5	4	4	5	4	4	12	6	5	4	8	4	5	6	6	10	8	6

	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D
Days On Market	130	124	111	125	80	98	60	127	84	50	61	108	66	63	107	77	71	103	74	98	87	48	100	82	56	76	106	106	75	68	65	34	75	46	82	106
3 Mo. Roll Avg			122	120	105	101	79	95	90	87	65	73	78	79	79	82	85	84	83	92	86	78	78	77	79	71	79	96	96	83	69	56	58	52	68	78

	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D
Price per Sq Ft	250	210	240	239	221	249	241	233	235	257	233	245	252	225	273	268	243	246	279	275	305	319	286	283	275	277	315	272	282	310	329	306	300	326	328	298
3 Mo. Roll Avg			233	230	233	236	237	241	236	242	242	245	243	241	250	255	261	252	256	267	286	300	303	296	281	278	289	288	290	288	307	315	312	311	318	317

	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D
Sale to List Price	0.949	0.969	0.970	0.942	0.954	0.951	0.978	0.966	0.963	0.960	0.985	0.978	0.962	0.987	0.974	0.971	0.975	0.977	0.995	0.988	0.974	0.958	0.962	0.978	0.969	0.997	0.950	0.953	0.979	0.972	0.977	0.975	0.976	0.988	0.970	0.954
3 Mo. Roll Avg			0.963	0.960	0.955	0.949	0.961	0.965	0.969	0.963	0.969	0.974	0.975	0.976	0.974	0.977	0.973	0.974	0.982	0.987	0.986	0.973	0.965	0.966	0.970	0.981	0.972	0.967	0.961	0.968	0.976	0.975	0.976	0.980	0.978	0.971

	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D
New Listings	19	25	16	21	26	28	19	28	19	15	25	11	18	26	23	18	14	20	17	26	18	14	8	8	11	18	19	21	28	24	30	27	28	15	13	8
Inventory	87	97	83	89	91	99	90	89	80	71	69	59	61	65	64	61	61	71	67	70	71	68	58	49	49	51	53	56	70	72	80	87	97	98	84	72
Sales	7	10	23	21	10	12	21	17	15	23	16	19	22	12	14	17	18	16	14	17	16	13	15	14	4	9	11	13	9	19	15	15	15	10	11	12

(000's)	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D
Avg Sale Price	770	437	787	623	679	944	510	678	762	765	607	567	719	653	754	707	701	675	620	676	877	870	696	732	690	637	802	737	826	980	954	872	851	954	818	895
3 Mo. Roll Avg			665	616	697	749	711	711	650	735	711	646	631	646	708	705	721	694	665	657	724	808	815	766	706	686	710	725	788	847	920	935	893	892	874	889

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