

## MLS Area: Blossom Valley #12



**Daniel Pizano**

Top 5% of Coldwell Banker Worldwide  
 (408) 460-8401  
 www.asanjosestateagent.com  
 Your Friend & Resource in Real Estate



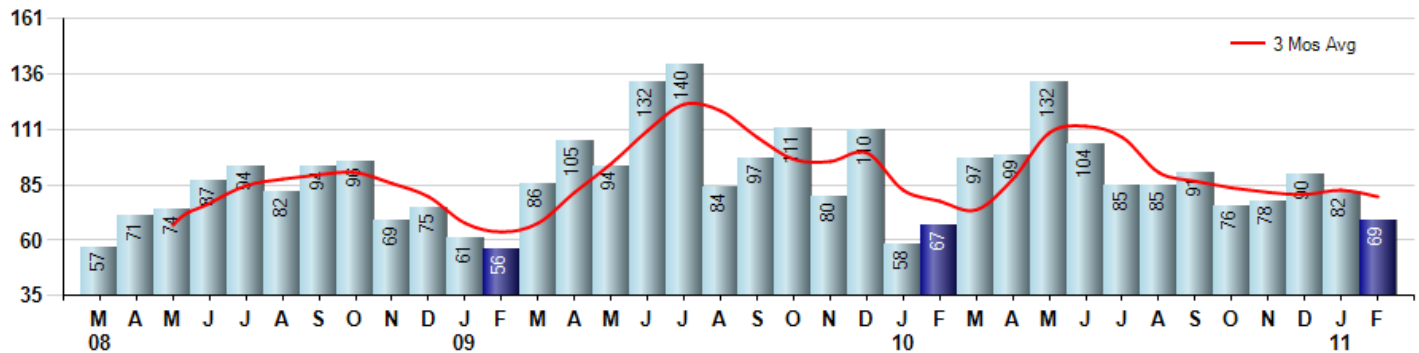
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$389,194	↔		↑				
Average List Price of all Current Listings	\$383,183	↑		↑				
February Median Sales Price	\$381,000	↓	↓	↓	↓	\$385,000	↓	↓
February Average Sales Price	\$364,086	↓	↓	↓	↓	\$372,556	↓	↓
Total Properties Currently for Sale (Inventory)	308	↓		↓				
February Number of Properties Sold	69	↓		↑		151	↑	
February Average Days on Market (Solds)	57	↓	↓	↑	↑	65	↑	↑
Asking Price per Square Foot (based on New Listings)	\$270	↑	↑	↓	↓	\$266	↓	↓
February Sold Price per Square Foot	\$255	↓	↓	↓	↓	\$258	↓	↓
February Month's Supply of Inventory	4.5	↑	↑	↓	↓	4.2	↓	↓
February Sale Price vs List Price Ratio	98.9%	↑	↑	↓	↓	98.5%	↓	↓

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

### Property Sales

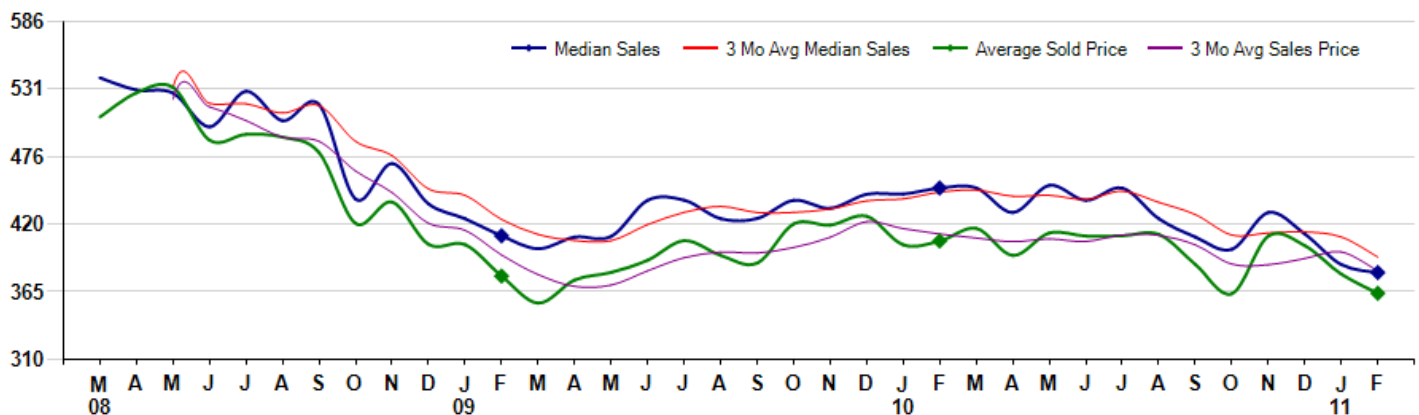
February Property sales were 69, up 3.0% from 67 in February of 2010 and -15.9% lower than the 82 sales last month. February 2011 sales were at their highest level compared to February of 2010 and 2009. February YTD sales of 151 are running 20.8% ahead of last year's year-to-date sales of 125.



### Prices

The Median Sales Price in February was \$381,000, down -15.3% from \$450,000 in February of 2010 and down -1.7% from \$387,500 last month. The Average Sales Price in February was \$364,086, down -10.5% from \$406,751 in February of 2010 and down -4.1% from \$379,684 last month. February 2011 ASP was at the lowest level compared to February of 2010 and 2009.

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



Based on information from MLSListings, Inc. for the period 3/1/2008 through 2/28/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



## MLS Area: Blossom Valley #12



**Daniel Pizano**

Top 5% of Coldwell Banker Worldwide  
 (408) 460-8401  
 www.asanjoserealestateagent.com  
 Your Friend & Resource in Real Estate



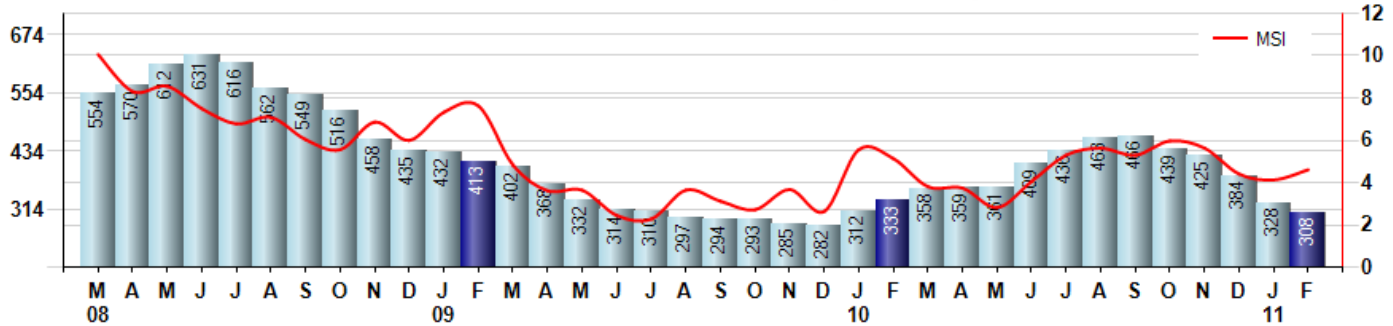
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

### Inventory & MSI

The Total Inventory of Properties available for sale as of February was 308, down -6.1% from 328 last month and down -7.5% from 333 in February of last year. February 2011 Inventory was at the lowest level compared to February of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The February 2011 MSI of 4.5 months was at its lowest level compared with February of 2010 and 2009.

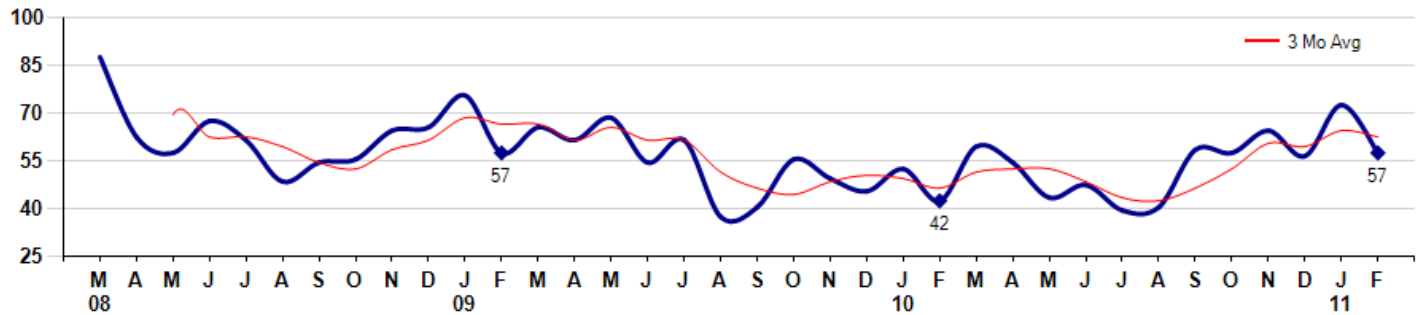
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 February was 57, down -20.8% from 72 days last month and up 35.7% from 42 days in February of last year. The February 2011 DOM was at a mid range compared with February of 2010 and 2009.

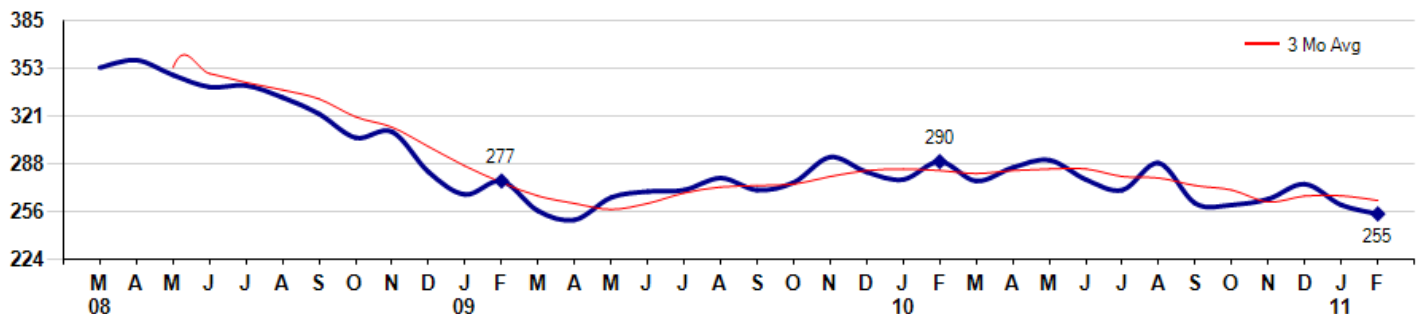
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 February 2011 Selling Price per Square Foot of \$255 was down -2.3% from \$261 last month and down -12.1% from \$290 in February of last year.

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



Based on information from MLSListings, Inc. for the period 3/1/2008 through 2/28/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



## MLS Area: Blossom Valley #12



**Daniel Pizano**

Top 5% of Coldwell Banker Worldwide  
 (408) 460-8401  
[www.asanjoserealestateagent.com](http://www.asanjoserealestateagent.com)  
 Your Friend & Resource in Real Estate

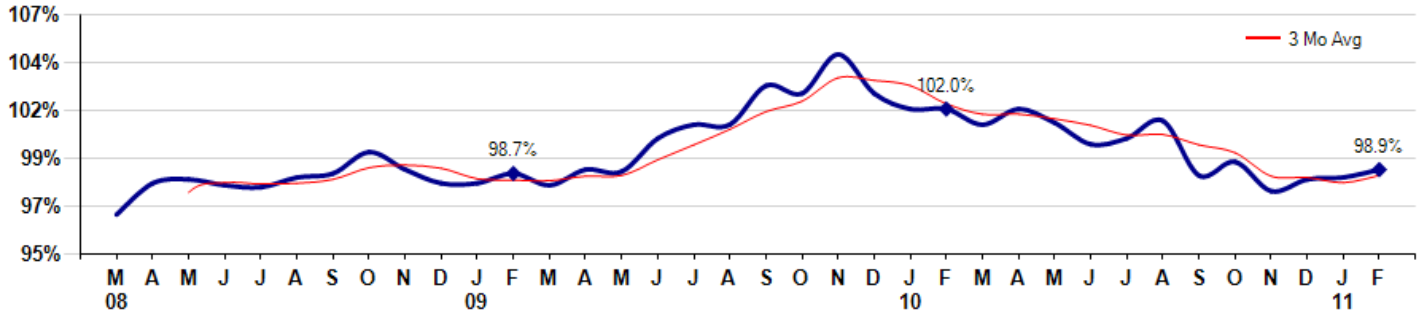


Price Range: ALL | Properties: Single Family Home, Townhome, Condo

### Selling Price vs Original Listing Price

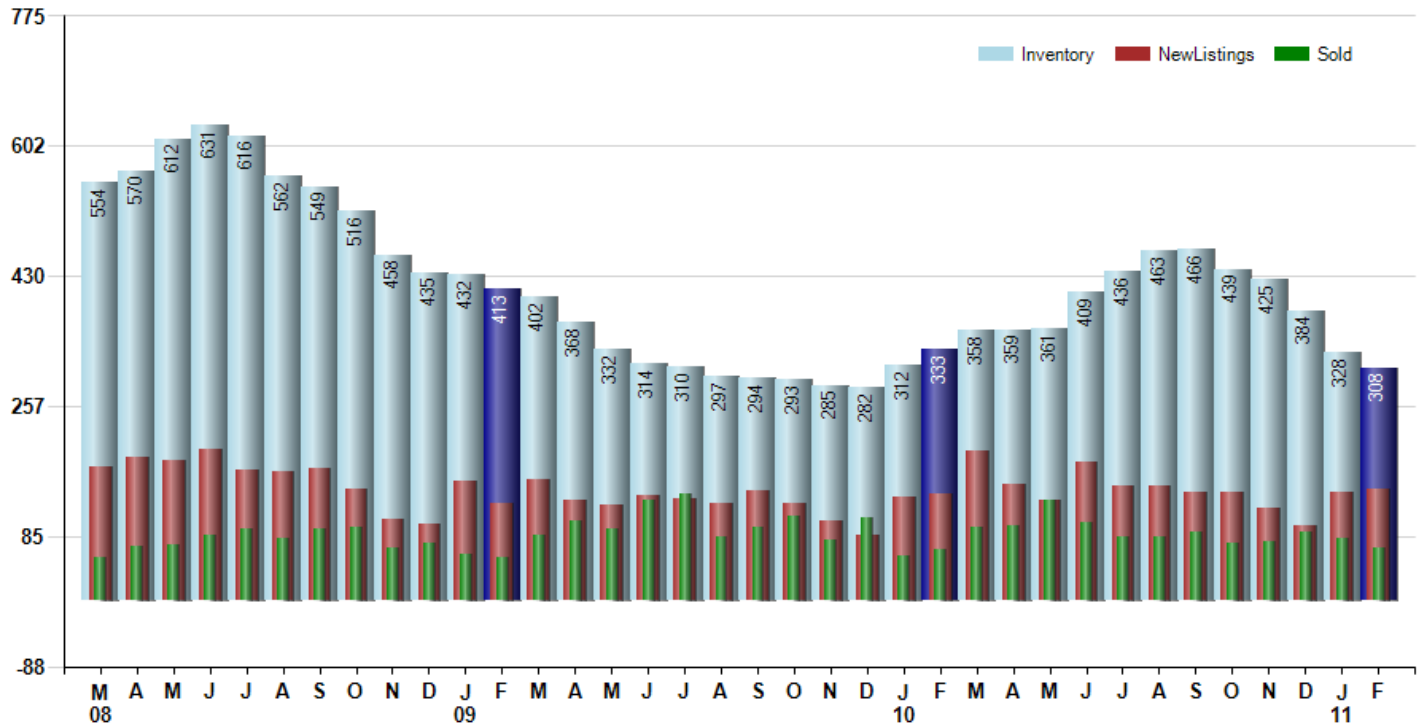
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 98.9% was up from 98.5% last month and down from 102.0% in February 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 February 2011 was 147, up 2.8% from 143 last month and up 3.5% from 142 in February of last year.



Based on information from MLSListings, Inc. for the period 3/1/2008 through 2/28/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



# MARKET ACTION REPORT

February 2011

## MLS Area: Blossom Valley #12



**Daniel Pizano**  
 Top 5% of Coldwell Banker Worldwide  
 (408) 460-8401  
 www.asanjosealestateagent.com  
 Your Friend & Resource in Real Estate



Price Range: ALL | Properties: Single Family Home, Townhome, Condo

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Homes Sold	57	71	74	87	94	82	94	96	69	75	61	56	86	105	94	132	140	84	97	111	80	110	58	67	97	99	132	104	85	85	91	76	78	90	82	69
3 Mo. Roll Avg			67	77	85	88	90	91	86	80	68	64	68	82	95	110	122	119	107	97	96	100	83	78	74	88	109	112	107	91	87	84	82	81	83	80

	(000's) M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Median Sale Price	540	530	528	500	529	505	518	441	470	437	425	411	401	410	411	440	440	425	425	440	434	445	445	450	450	430	452	440	450	425	410	400	430	413	388	381
3 Mo. Roll Avg			533	519	519	511	517	488	476	449	444	424	412	407	407	420	430	435	430	430	433	440	441	447	448	443	444	441	447	438	428	412	413	414	410	394

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Inventory	554	570	612	631	616	562	549	516	458	435	432	413	402	368	332	314	310	297	294	293	285	282	312	333	358	359	361	409	436	463	466	439	425	384	328	308
MSI	10	8	8	7	7	7	6	5	7	6	7	7	5	4	4	2	2	4	3	3	4	3	5	5	4	4	3	4	5	5	5	6	5	4	4	4

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Days On Market	87	62	57	67	61	48	54	55	64	65	75	57	65	61	68	54	61	37	40	55	49	45	52	42	59	54	43	47	39	40	58	57	64	56	72	57
3 Mo. Roll Avg			69	62	62	59	54	52	58	61	68	66	66	61	65	61	61	51	46	44	48	50	49	46	51	52	52	48	43	42	46	52	60	59	64	62

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Price per Sq Ft	353	358	348	340	341	333	322	306	310	283	268	277	257	251	266	270	271	279	271	276	293	283	278	290	277	286	291	278	271	289	262	261	265	275	261	255
3 Mo. Roll Avg			353	349	343	338	332	320	313	300	287	276	267	262	258	262	269	273	274	275	280	284	285	284	282	284	285	285	280	279	274	271	263	267	267	264

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Sale to List Price	0.966	0.982	0.984	0.981	0.980	0.985	0.987	0.998	0.989	0.982	0.982	0.987	0.981	0.989	0.988	1.005	1.012	1.012	1.032	1.028	1.048	1.028	1.020	1.020	1.012	1.020	1.013	1.002	1.005	1.014	0.986	0.993	0.978	0.984	0.985	0.989
3 Mo. Roll Avg			0.977	0.982	0.982	0.982	0.984	0.990	0.991	0.990	0.984	0.984	0.983	0.986	0.986	0.994	1.002	1.010	1.019	1.024	1.036	1.035	1.032	1.023	1.017	1.017	1.015	1.012	1.007	1.007	1.002	0.998	0.986	0.985	0.982	0.986

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
New Listings	176	190	185	201	173	171	174	148	108	102	157	128	159	133	127	139	134	129	146	128	105	87	137	142	199	153	132	184	151	151	143	143	123	98	143	147
Inventory	554	570	612	631	616	562	549	516	458	435	432	413	402	368	332	314	310	297	294	293	285	282	312	333	358	359	361	409	436	463	466	439	425	384	328	308
Sales	57	71	74	87	94	82	94	96	69	75	61	56	86	105	94	132	140	84	97	111	80	110	58	67	97	99	132	104	85	85	91	76	78	90	82	69

	(000's) M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Avg Sale Price	508	528	532	489	494	492	479	421	439	404	404	378	356	375	381	391	407	395	389	421	420	427	404	407	417	395	413	411	411	412	388	364	411	403	380	364
3 Mo. Roll Avg			523	516	505	491	488	464	446	421	415	395	379	370	371	382	393	398	397	401	410	423	417	412	409	406	408	406	412	411	404	388	387	392	398	382

Based on information from MLS Listings, Inc. for the period 3/1/2008 through 2/28/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.

