

City: *Campbell*

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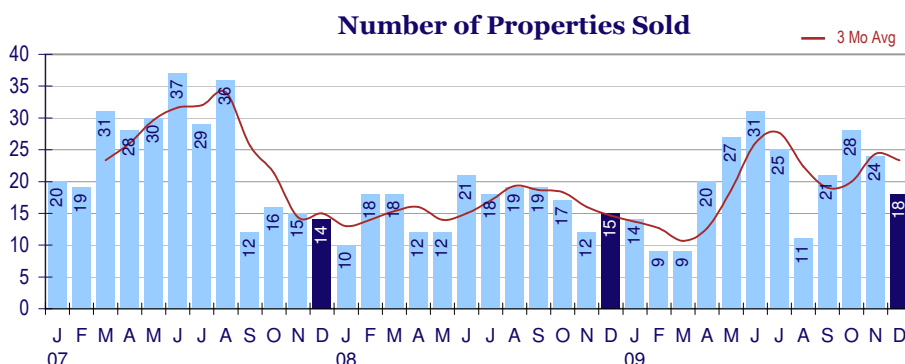
Market Profile & Trends Overview

	Month	Trending versus*:				Trending versus*:		
		LM	L3M	PYM	LY	YTD	Prior YTD	Prior Year
Median List Price of all Current Listings	\$749,000	↑		↓				
Average List Price of all Current Listings	\$890,054	↓		↓				
December Median Sales Price	\$700,000	↑	↓	↑	↔	\$0		↓
December Average Sales Price	\$790,611	↑	↑	↑	↑	\$0		↓
Total Properties Currently for Sale (Inventory)	37	↓		↓				
December Number of Properties Sold	18	↓		↑		237	↑	
December Average Days on Market (Solds)	30	↓	↓	↓	↓	0		↓
Asking Price per Square Foot (based on New Listings)	\$485	↑	↑	↑	↑	\$0		↓
December Sold Price per Square Foot	\$421	↓	↔	↑	↔	\$0		↓
December Month's Supply of Inventory	2.1	↓	↑	↓	↓	4.7	↓	↓
December Sale Price vs List Price Ratio	95.5%	↑	↑	↑	↑	0.0%		↓

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

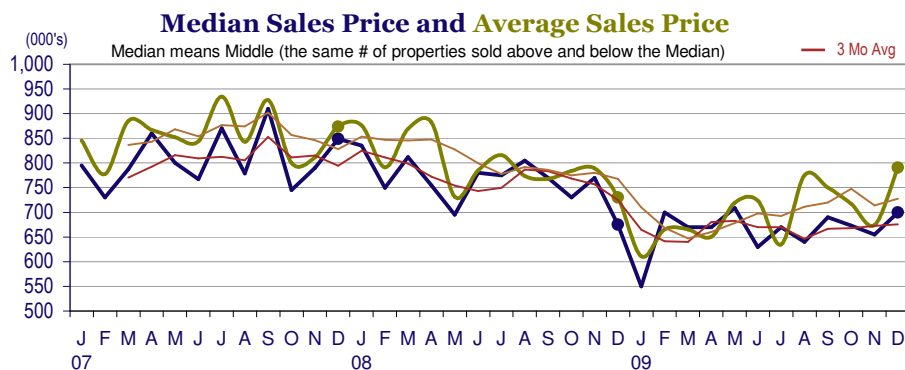
Property Sales

December Property sales were 18, up 20.0% from 15 in December of 2008 and -25.0% lower than the 24 sales last month. December 2009 sales were at their highest level compared to December of 2008 and 2007. December YTD sales of 237 are running 24.1% ahead of last year's year-to-date sales of 191.



Prices

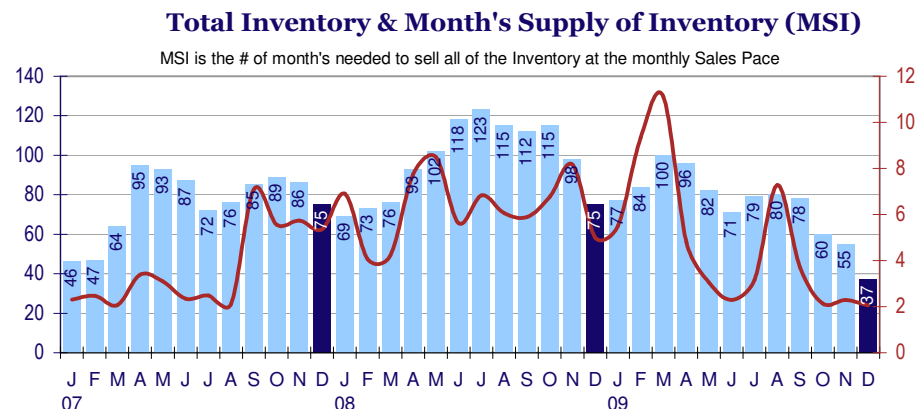
The Median Sales Price in December was \$700,000, up 3.7% from \$675,000 in December of 2008 and up 6.9% from \$655,000 last month. The Average Sales Price in December was \$790,611, up 8.3% from \$730,133 in December of 2008 and up 17.2% from \$674,444 last month. December 2009 ASP was at a mid range compared to December of 2008 and 2007.



Inventory & MSI

The Total Inventory of Properties available for sale as of December was 37, down -32.7% from 55 last month and down -50.7% from 75 in December of last year. December 2009 Inventory was at its lowest level compared with December of 2008 and 2007.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2009 MSI of 2.1 months was at its lowest level compared with December of 2008 and 2007.



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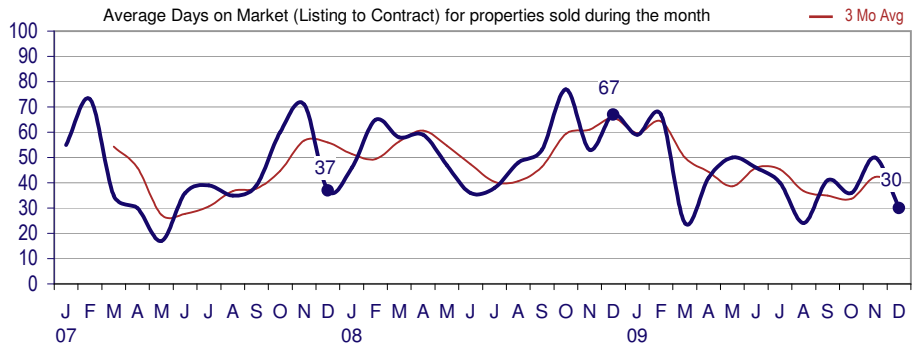
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Market Time

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 December was 30, down -40.0% from 50 days last month and down -55.2% from 67 days in December of last year. The December 2009 DOM was at its lowest level compared with December of 2008 and 2007.

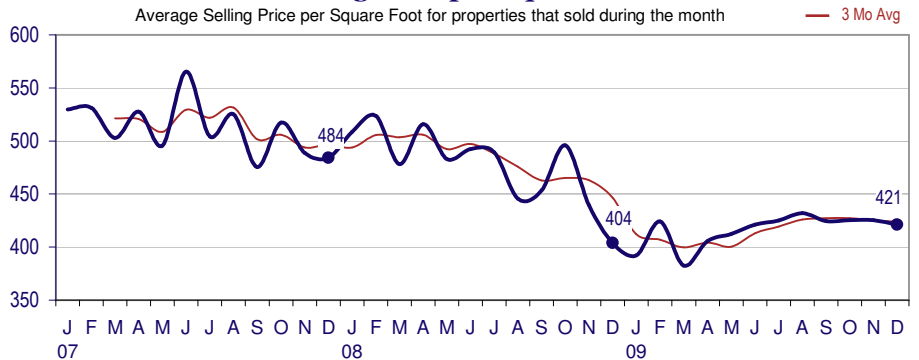
Days On Market for Sold Properties



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 December 2009 Selling Price per Square Foot of \$421 was down -1.0% from \$425 last month and up 4.2% from 404 in December of last year.

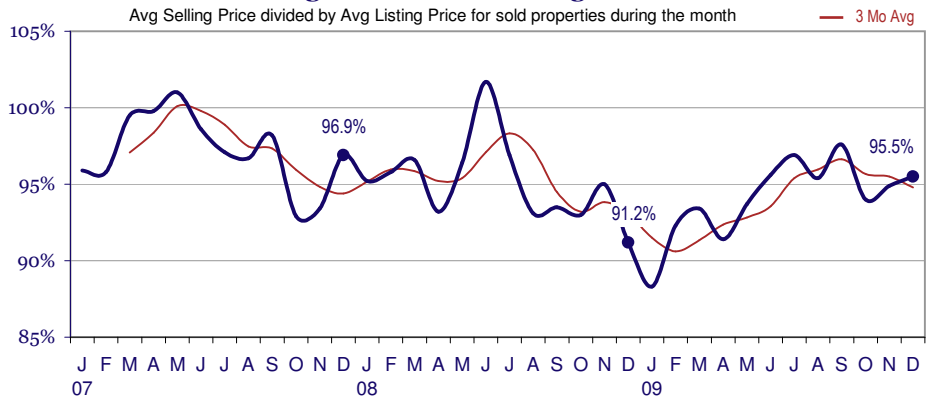
Selling Price per Square Foot



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 December 2009 Selling Price vs Original List Price of 95.5% was up from 94.9% last month and up from 91.2% in December of last year.

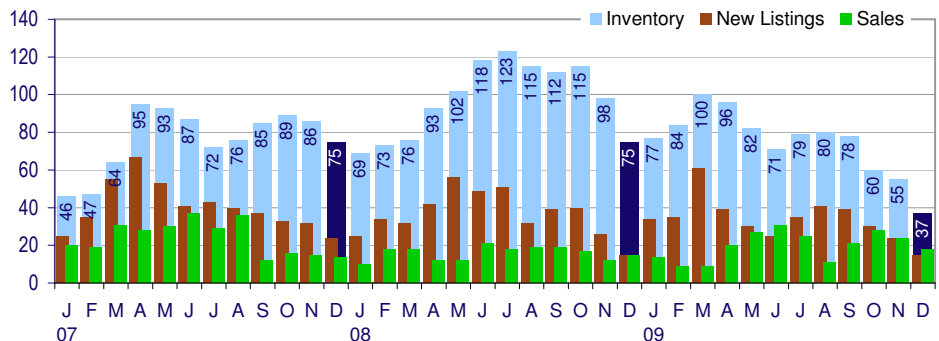
Selling Price versus Listing Price Ratio



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 December 2009 was 15, down -37.5% from 24 last month and equal to 15 in December of last year.

Inventory / New Listings / Sales



City: Campbell

Price Range: All | Property Types: Single Family

	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D
Homes Sold	20	19	31	28	30	37	29	36	12	16	15	14	10	18	18	12	12	21	18	19	19	17	12	15	14	9	9	20	27	31	25	11	21	28	24	18
3 Mo. Roll Avg			23	26	30	32	32	34	26	21	14	15	13	14	15	16	14	15	17	19	19	18	16	15	14	13	11	13	19	26	28	22	19	20	24	23

(000's)	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D
Median Sale Price	795	730	787	860	800	767	870	779	910	745	790	849	835	750	812	755	695	780	775	805	770	730	770	675	550	700	670	670	709	630	670	640	690	673	655	700
3 Mo. Roll Avg			771	792	816	809	812	805	853	811	815	795	825	811	799	772	754	743	750	787	783	768	757	725	665	642	640	680	683	670	670	647	667	668	673	676

	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D
Inventory	46	47	64	95	93	87	72	76	85	89	86	75	69	73	76	93	102	118	123	115	112	115	98	75	77	84	100	96	82	71	79	80	78	60	55	37
MSI	2	2	2	3	3	2	2	2	7	6	6	5	7	4	4	8	9	6	7	6	6	7	8	5	6	9	11	5	3	2	3	7	4	2	2	2

	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D
Days on Market	55	73	35	30	17	36	39	35	39	60	71	37	46	65	58	59	47	36	38	48	53	77	53	67	59	67	24	42	50	46	40	24	41	36	50	30
3 Mo. Roll Avg			54	46	27	28	31	37	38	45	57	56	51	49	56	61	55	47	40	41	46	59	61	66	60	64	50	44	39	46	45	37	35	34	42	39

	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D
Price per Sq Ft	530	531	503	528	496	565	505	525	475	517	489	484	509	524	478	516	483	492	489	446	453	496	440	404	392	424	383	406	412	421	425	432	425	425	421	
3 Mo. Roll Avg			521	521	509	530	522	532	502	506	494	497	494	505	503	506	492	497	488	476	463	465	463	447	412	407	400	404	400	413	420	426	427	427	425	424

	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D
Sale to List Price	0.959	0.958	0.995	0.998	1.010	0.986	0.971	0.967	0.982	0.929	0.934	0.969	0.952	0.958	0.966	0.932	0.964	1.017	0.969	0.931	0.935	0.930	0.950	0.912	0.883	0.923	0.934	0.914	0.937	0.956	0.969	0.954	0.976	0.940	0.949	0.955
3 Mo. Roll Avg			0.971	0.984	1.001	0.998	0.989	0.975	0.973	0.959	0.948	0.944	0.952	0.960	0.959	0.952	0.954	0.971	0.983	0.972	0.945	0.932	0.938	0.931	0.915	0.906	0.913	0.924	0.928	0.936	0.954	0.960	0.966	0.957	0.955	0.948

	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D
New Listings	25	35	55	67	53	41	43	40	37	33	32	24	25	34	32	42	56	49	51	32	39	40	26	15	34	35	61	39	30	25	35	41	39	30	24	15
Inventory	46	47	64	95	93	87	72	76	85	89	86	75	69	73	76	93	102	118	123	115	112	115	98	75	77	84	100	96	82	71	79	80	78	60	55	37
Sales	20	19	31	28	30	37	29	36	12	16	15	14	10	18	18	12	12	21	18	19	19	17	12	15	14	9	9	20	27	31	25	11	21	28	24	18

(000's)	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D
Avg Sale Price	846	778	885	867	852	844	935	843	928	800	811	873	876	791	869	883	731	785	816	774	768	784	789	730	611	666	665	651	719	724	635	775	750	717	674	791
3 Mo. Roll Avg			836	843	868	854	877	874	902	857	846	828	854	847	845	848	828	800	777	792	786	775	780	768	710	669	647	661	678	698	693	711	720	748	714	728

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