

City: *Campbell*

**Daniel Pizano**

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Price Range: All | Properties: Single Family

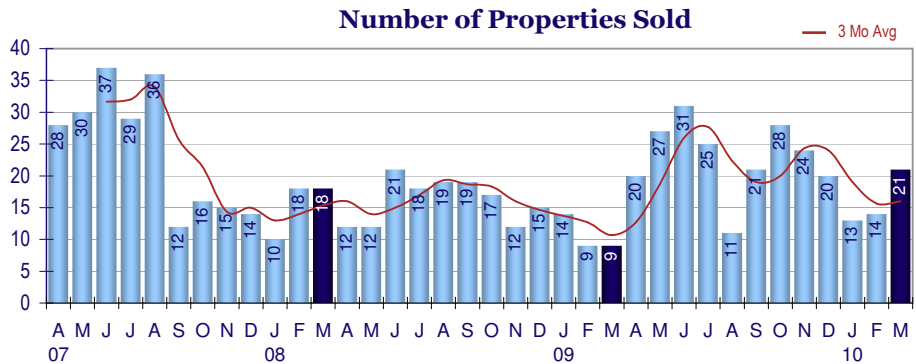
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$699,000	↔		↓				
Average List Price of all Current Listings	\$808,834	↑		↓				
March Median Sales Price	\$702,000	↑	↑	↑	\$680,000	↑		
March Average Sales Price	\$729,419	↑	↑	↑	\$695,433	↑	↔	
Total Properties Currently for Sale (Inventory)	65	↑		↓				
March Number of Properties Sold	21	↑		↑	48	↑		
March Average Days on Market (Solds)	47	↑	↑	↑	43	↓	↑	
Asking Price per Square Foot (based on New Listings)	\$451	↑	↑	↑	\$442	↑	↑	
March Sold Price per Square Foot	\$449	↑	↑	↑	\$435	↑	↑	
March Month's Supply of Inventory	3.1	↓	↓	↓	3.9	↓	↓	
March Sale Price vs List Price Ratio	99.2%	↓	↔	↑	99.1%	↑	↑	

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2009) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

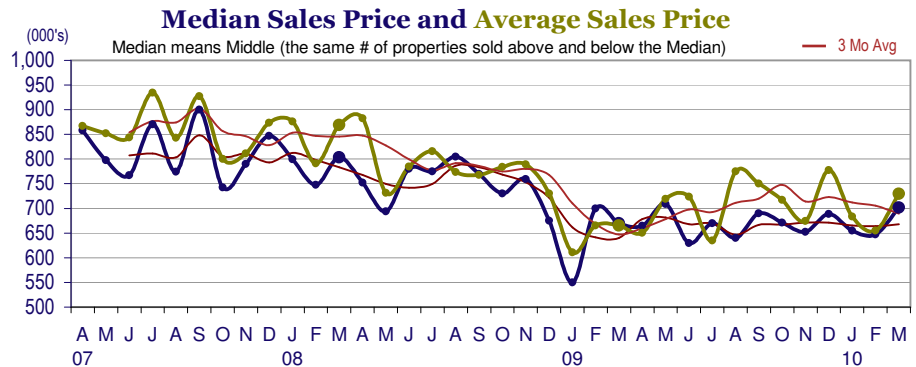
## Property Sales

March Property sales were 21, up 133.3% from 9 in March of 2009 and 50.0% higher than the 14 sales last month. March 2010 sales were at their highest level compared to March of 2009 and 2008. March YTD sales of 48 are running 50.0% ahead of last year's year-to-date sales of 32.



## Prices

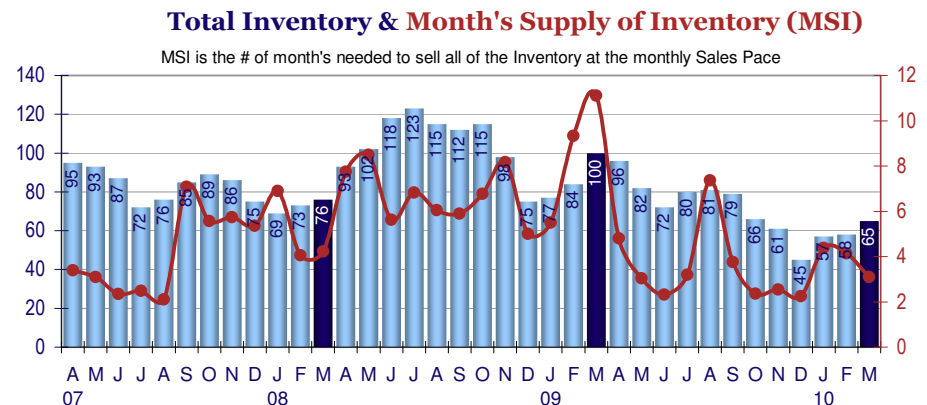
The Median Sales Price in March was \$702,000, up 4.8% from \$670,000 in March of 2009 and up 8.4% from \$647,500 last month. The Average Sales Price in March was \$729,419, up 9.7% from \$665,211 in March of 2009 and up 11.3% from \$655,214 last month. March 2010 ASP was at a mid range compared to March of 2009 and 2008.



## Inventory & MSI

The Total Inventory of Properties available for sale as of March was 65, up 12.1% from 58 last month and down -35.0% from 100 in March of last year. March 2010 Inventory was at its lowest level compared with March of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The March 2010 MSI of 3.1 months was at its lowest level compared with March of 2009 and 2008.



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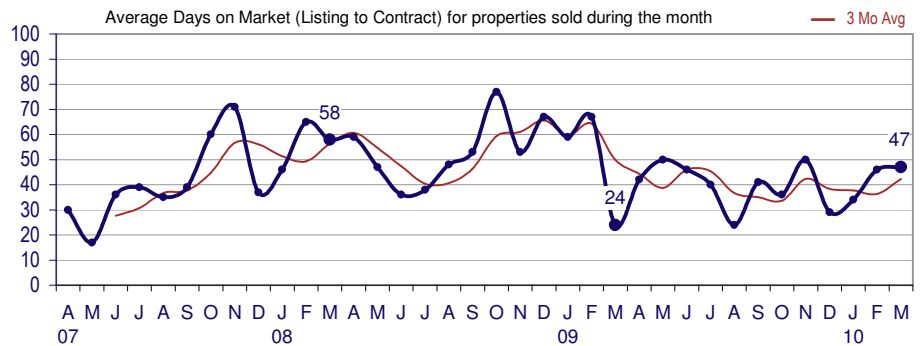


Price Range: All | Properties: Single Family

## 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 March was 47, up 2.2% from 46 days last month and up 95.8% from 24 days in March of last year. The March 2010 DOM was at a mid level compared with March of 2009 and 2008.

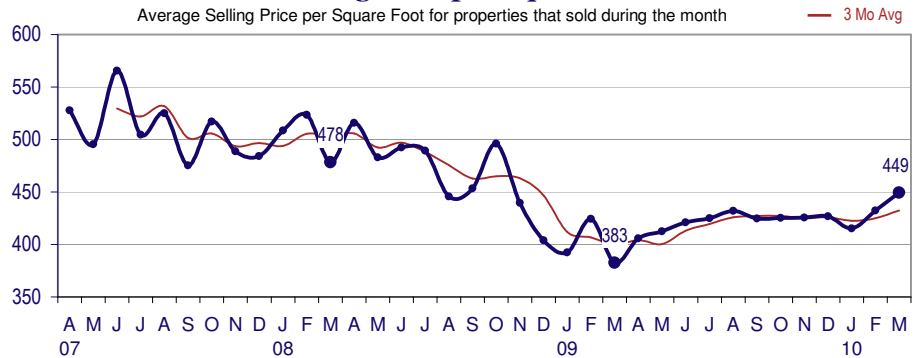
## Days On Market for Sold Properties



## 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 March 2010 Selling Price per Square Foot of \$449 was up 3.9% from \$432 last month and up 17.5% from 383 in March of last year.

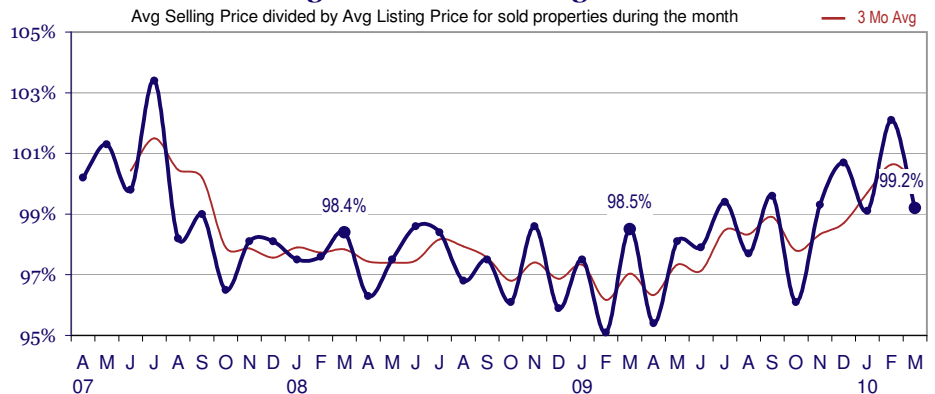
## Selling Price per Square Foot



## 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 March 2010 Selling Price vs Original List Price of 99.2% was down from 102.1% last month and up from 98.5% in March of last year.

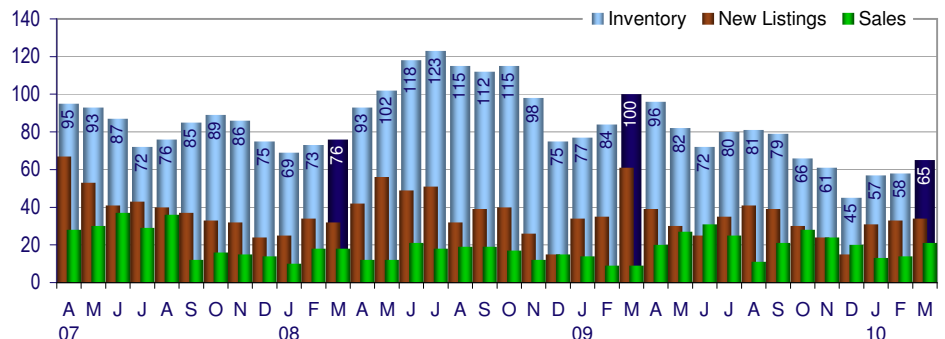
## Selling Price versus Listing Price Ratio



## 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 March 2010 was 34, up 3.0% from 33 last month and down -44.3% from 61 in March of last year.

## Inventory / New Listings / Sales



## City: Campbell

Price Range: All | Property Types: Single Family

	A 07	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	J 10	F	M
Homes Sold	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	20	13	14	21
3 Mo. Roll Avg			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	24	19	16	16

(000's)	A 07	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	J 10	F	M
Median Sale Price	858	798	767	870	774	900	743	790	847	800	748	804	753	694	780	775	805	770	730	760	675	550	700	670	665	709	630	670	640	690	672	653	689	655	648	702
3 Mo. Roll Avg			808	812	804	848	806	811	793	812	798	784	768	750	742	750	787	783	768	753	722	661	642	640	678	681	668	670	647	667	667	671	671	666	664	668

	A 07	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	J 10	F	M
Inventory	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	72	80	81	79	66	61	45	57	58	65
MSI	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	3	2	4	4	3

	A 07	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	J 10	F	M
Days on Market	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	29	34	46	47
3 Mo. Roll Avg			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	38	38	36	42

	A 07	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	J 10	F	M
Price per Sq Ft	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	425	427	415	432	449
3 Mo. Roll Avg			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	426	423	425	432

	A 07	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	J 10	F	M
Sale to List Price	1.002	1.013	0.998	1.034	0.982	0.990	0.965	0.981	0.981	0.975	0.976	0.984	0.963	0.975	0.986	0.984	0.968	0.975	0.961	0.986	0.959	0.975	0.951	0.985	0.954	0.981	0.979	0.994	0.977	0.996	0.961	0.993	1.007	0.991	1.021	0.992
3 Mo. Roll Avg			1.004	1.015	1.005	1.002	0.979	0.979	0.976	0.979	0.977	0.978	0.974	0.974	0.975	0.982	0.979	0.976	0.968	0.974	0.969	0.973	0.962	0.970	0.963	0.973	0.971	0.985	0.983	0.989	0.978	0.983	0.987	0.997	1.006	1.001

	A 07	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	J 10	F	M
New Listings	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	31	33	34
Inventory	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	72	80	81	79	66	61	45	57	58	65
Sales	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	20	13	14	21

(000's)	A 07	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	J 10	F	M
Avg Sale Price	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	778	684	655	729
3 Mo. Roll Avg			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	723	712	706	689

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