

City: *Cupertino*

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## Market Profile & Trends Overview

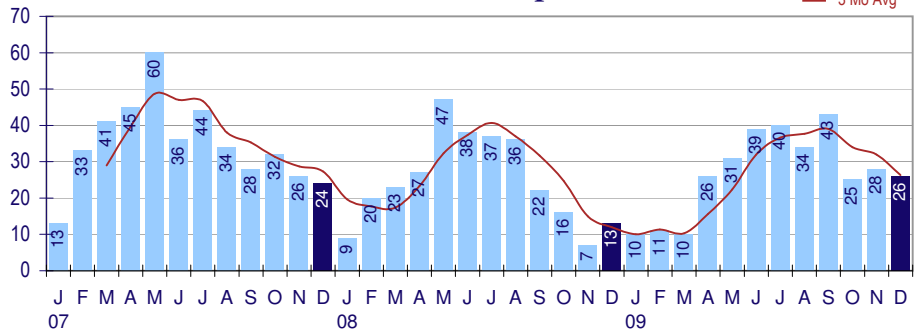
	Month	Trending versus*:				Trending versus*:		
		LM	L3M	PYM	LY	YTD	Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,294,000	↑		↑				
Average List Price of all Current Listings	\$1,609,214	↑		↑				
December Median Sales Price	\$1,030,000	↓	↓	↓	↓	\$0		↓
December Average Sales Price	\$1,201,303	↓	↑	↑	↑	\$0		↓
Total Properties Currently for Sale (Inventory)	34	↓		↓				
December Number of Properties Sold	26	↓		↑		323	↑	
December Average Days on Market (Solds)	64	↑	↑	↑	↑	0		↓
Asking Price per Square Foot (based on New Listings)	\$443	↓	↓	↓	↓	\$0		↓
December Sold Price per Square Foot	\$567	↓	↓	↓	↔	\$0		↓
December Month's Supply of Inventory	1.3	↓		↓	↓	4.6	↑	↑
December Sale Price vs List Price Ratio	95.0%	↑	↑	↑	↑	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 26, up 100.0% from 13 in December of 2008 and -7.1% lower than the 28 sales last month. December 2009 sales were at their highest level compared to December of 2008 and 2007. December YTD sales of 323 are running 9.5% ahead of last year's year-to-date sales of 295.

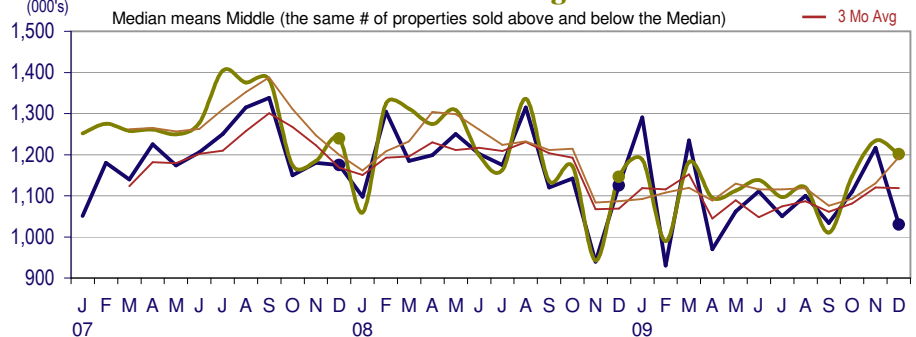
### Number of Properties Sold



## Prices

The Median Sales Price in December was \$1,030,000, down -8.4% from \$1,125,000 in December of 2008 and down -15.4% from \$1,216,800 last month. The Average Sales Price in December was \$1,201,303, up 4.8% from \$1,146,221 in December of 2008 and down -2.6% from \$1,233,798 last month. December 2009 ASP was at a mid range compared to December of 2008 and 2007.

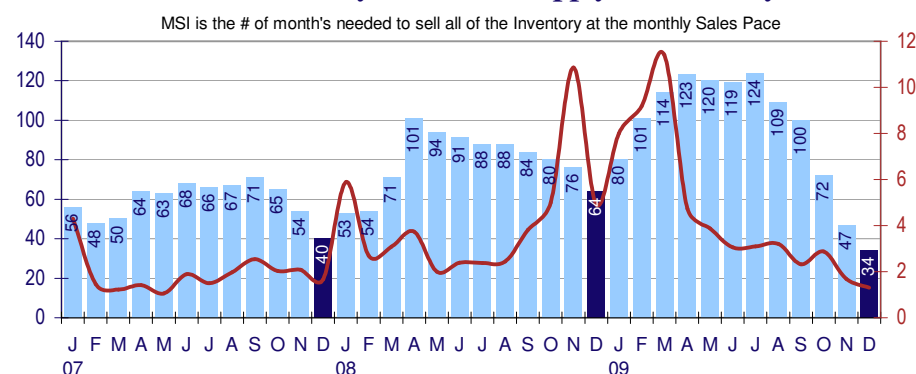
### Median Sales Price and Average Sales Price



## Inventory & MSI

The Total Inventory of Properties available for sale as of December was 34, down -27.7% from 47 last month and down -46.9% from 64 in December of last year. December 2009 Inventory was at its lowest level compared with December of 2008 and 2007.

### Total Inventory & Month's Supply of Inventory (MSI)



A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2009 MSI of 1.3 months was at its lowest level compared with December of 2008 and 2007.

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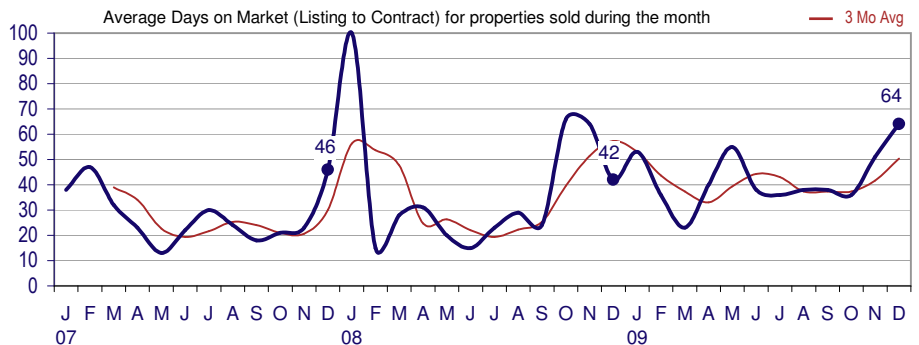
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## Market Time

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 64, up 25.5% from 51 days last month and up 52.4% from 42 days in December of last year. The December 2009 DOM was at a mid level compared with December of 2008 and 2007.

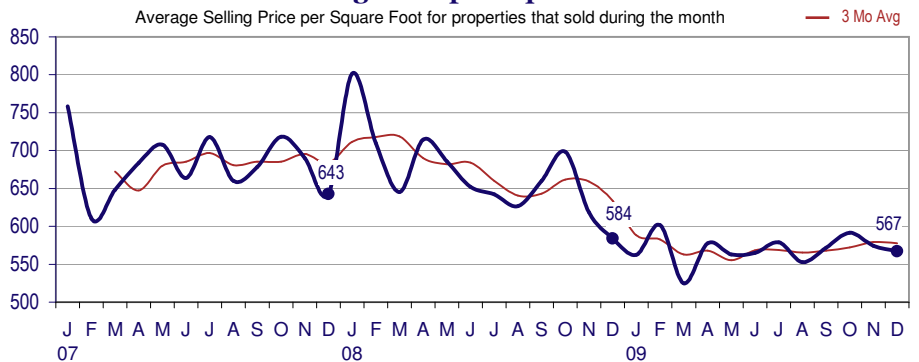
## Days On Market for Sold Properties



## 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 \$567 was down -1.2% from \$574 last month and down -2.9% from 584 in December of last year.

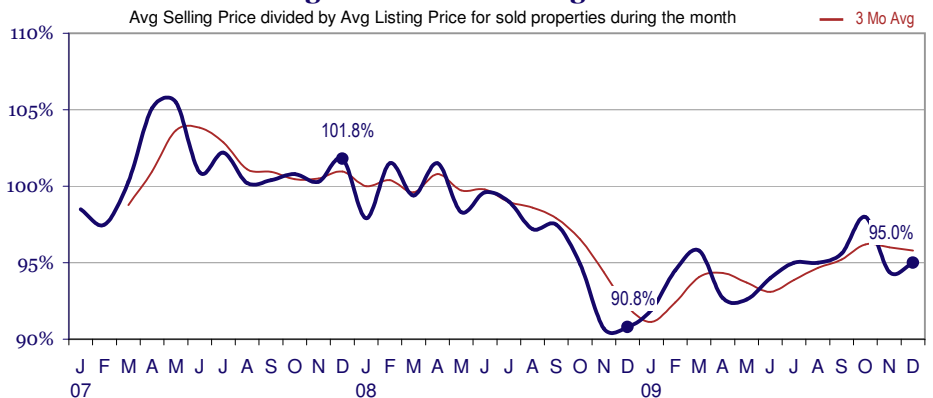
## Selling Price per Square Foot



## 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 95.0% was up from 94.4% last month and up from 90.8% in December of last year.

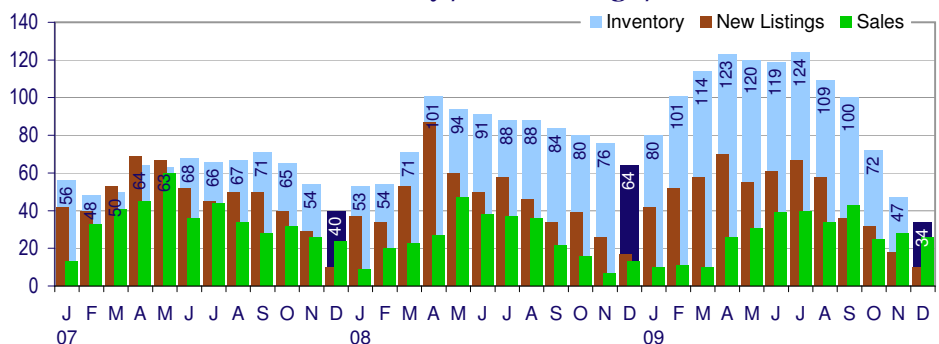
## Selling Price versus Listing Price Ratio



## 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 10, down -44.4% from 18 last month and down -41.2% from 17 in December of last year.

## Inventory / New Listings / Sales



## City: Cupertino

Price Range: All | Property Types: Single Family

	J07	F	M	A	M	J	J	A	S	O	N	D	J08	F	M	A	M	J	J	A	S	O	N	D	J09	F	M	A	M	J	J	A	S	O	N	D
Homes Sold	13	33	41	45	60	36	44	34	28	32	26	24	9	20	23	27	47	38	37	36	22	16	7	13	10	11	10	26	31	39	40	34	43	25	28	26
3 Mo. Roll Avg			29	40	49	47	47	38	35	31	29	27	20	18	17	23	32	37	41	37	32	25	15	12	10	11	10	16	22	32	37	38	39	34	32	26

(000's)	J07	F	M	A	M	J	J	A	S	O	N	D	J08	F	M	A	M	J	J	A	S	O	N	D	J09	F	M	A	M	J	J	A	S	O	N	D
Median Sale Price	1051	1180	1140	1225	1174	1206	1250	1315	1338	1150	1180	1175	1098	1305	1185	1199	1250	1202	1175	1315	1120	1142	940	1125	1291	930	1235	970	1062	1111	1050	1100	1034	1110	1217	1030
3 Mo. Roll Avg			1124	1182	1180	1202	1210	1257	1301	1268	1223	1168	1151	1193	1196	1230	1211	1217	1209	1231	1203	1192	1067	1069	1119	1115	1152	1045	1089	1048	1074	1087	1061	1081	1120	1119

	J07	F	M	A	M	J	J	A	S	O	N	D	J08	F	M	A	M	J	J	A	S	O	N	D	J09	F	M	A	M	J	J	A	S	O	N	D
Inventory	56	48	50	64	63	68	66	67	71	65	54	40	53	54	71	101	94	91	88	88	84	80	76	64	80	101	114	123	120	119	124	109	100	72	47	34
MSI	4	1	1	1	1	2	2	2	3	2	2	2	6	3	3	4	2	2	2	2	4	5	11	5	8	9	11	5	4	3	3	3	2	3	2	1

	J07	F	M	A	M	J	J	A	S	O	N	D	J08	F	M	A	M	J	J	A	S	O	N	D	J09	F	M	A	M	J	J	A	S	O	N	D
Days on Market	38	47	32	23	13	22	30	24	18	21	23	46	100	15	28	31	20	15	23	29	24	66	64	42	53	36	23	40	55	38	36	38	38	36	51	64
3 Mo. Roll Avg			39	34	23	19	22	25	24	21	21	30	56	54	48	25	26	22	19	22	25	40	51	57	53	44	37	33	39	44	43	37	37	37	42	50

	J07	F	M	A	M	J	J	A	S	O	N	D	J08	F	M	A	M	J	J	A	S	O	N	D	J09	F	M	A	M	J	J	A	S	O	N	D
Price per Sq Ft	758	610	648	684	708	664	718	660	678	718	690	643	801	710	645	714	686	652	642	627	660	699	619	584	562	602	525	578	563	565	579	553	572	592	574	567
3 Mo. Roll Avg			672	647	680	685	697	681	685	685	695	684	711	718	719	690	682	684	660	640	643	662	659	634	588	583	563	568	555	568	569	566	568	572	579	578

	J07	F	M	A	M	J	J	A	S	O	N	D	J08	F	M	A	M	J	J	A	S	O	N	D	J09	F	M	A	M	J	J	A	S	O	N	D
Sale to List Price	0.985	0.975	1.003	1.051	1.055	1.009	1.022	1.002	1.004	1.008	1.003	1.018	0.979	1.015	0.994	1.015	0.983	0.996	0.990	0.972	0.975	0.949	0.907	0.908	0.919	0.945	0.958	0.927	0.926	0.940	0.950	0.950	0.956	0.980	0.944	0.950
3 Mo. Roll Avg			0.988	1.010	1.036	1.038	1.029	1.011	1.009	1.005	1.005	1.010	1.000	1.004	0.996	1.008	0.997	0.998	0.990	0.986	0.979	0.965	0.944	0.921	0.911	0.924	0.941	0.943	0.937	0.931	0.939	0.947	0.952	0.962	0.960	0.958

	J07	F	M	A	M	J	J	A	S	O	N	D	J08	F	M	A	M	J	J	A	S	O	N	D	J09	F	M	A	M	J	J	A	S	O	N	D
New Listings	42	40	53	69	67	52	45	50	50	40	29	10	37	34	53	87	60	50	58	46	34	39	26	17	42	52	58	70	55	61	67	58	36	32	18	10
Inventory	56	48	50	64	63	68	66	67	71	65	54	40	53	54	71	101	94	91	88	88	84	80	76	64	80	101	114	123	120	119	124	109	100	72	47	34
Sales	13	33	41	45	60	36	44	34	28	32	26	24	9	20	23	27	47	38	37	36	22	16	7	13	10	11	10	26	31	39	40	34	43	25	28	26

(000's)	J07	F	M	A	M	J	J	A	S	O	N	D	J08	F	M	A	M	J	J	A	S	O	N	D	J09	F	M	A	M	J	J	A	S	O	N	D
Avg Sale Price	1251	1275	1258	1261	1249	1277	1404	1376	1383	1174	1185	1240	1060	1324	1312	1274	1309	1199	1163	1335	1136	1172	943	1146	1188	989	1181	1095	1113	1138	1097	1120	1011	1148	1234	1201
3 Mo. Roll Avg			1262	1265	1256	1263	1310	1352	1388	1311	1247	1200	1161	1208	1232	1304	1298	1261	1223	1232	1211	1214	1084	1087	1093	1108	1120	1089	1130	1115	1116	1118	1076	1093	1131	1194