

City: *Gilroy*

**Daniel Pizano**

e-PRO, International Diamond Society  
 408-460-8401  
 www.DanielPizano.com  
 daniel.pizano@cbtnorcal.com



Price Range: All | Properties: Single Family

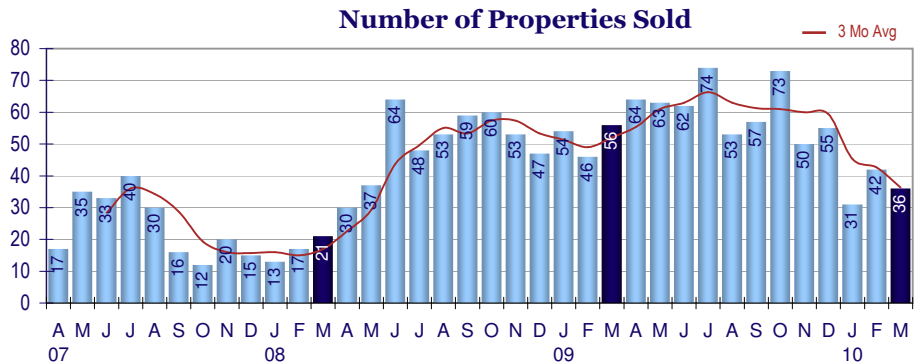
## Market Profile & Trends Overview

|  | Month     | Trending versus*: |     |     |    | YTD       | Trending versus*: |            |
|--|-----------|-------------------|-----|-----|----|-----------|-------------------|------------|
|  |           | LM                | L3M | PYM | LY |           | Prior YTD         | Prior Year |
| Median List Price of all Current Listings            | \$607,500 | ↑                 |     | ↑   |    |           |                   |            |
| Average List Price of all Current Listings           | \$838,251 | ↑                 |     | ↑   |    |           |                   |            |
| March Median Sales Price                             | \$436,760 | ↑                 | ↑   | ↑   | ↑  | \$407,900 | ↑                 | ↑          |
| March Average Sales Price                            | \$542,559 | ↑                 | ↑   | ↑   | ↑  | \$478,462 | ↑                 | ↑          |
| Total Properties Currently for Sale (Inventory)      | 129       | ↓                 |     | ↓   |    |           |                   |            |
| March Number of Properties Sold                      | 36        | ↓                 |     | ↓   |    | 109       | ↓                 |            |
| March Average Days on Market (Solds)                 | 82        | ↑                 | ↑   | ↑   | ↑  | 55        | ↓                 | ↓          |
| Asking Price per Square Foot (based on New Listings) | \$203     | ↓                 | ↓   | ↔   | ↓  | \$221     | ↑                 | ↑          |
| March Sold Price per Square Foot                     | \$229     | ↑                 | ↑   | ↑   | ↑  | \$218     | ↑                 | ↑          |
| March Month's Supply of Inventory                    | 3.6       | ↑                 | ↓   | ↓   | ↓  | 4.0       | ↓                 | ↓          |
| March Sale Price vs List Price Ratio                 | 100.5%    | ↓                 | ↑   | ↑   | ↑  | 99.5%     | ↑                 | ↑          |

\* 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)

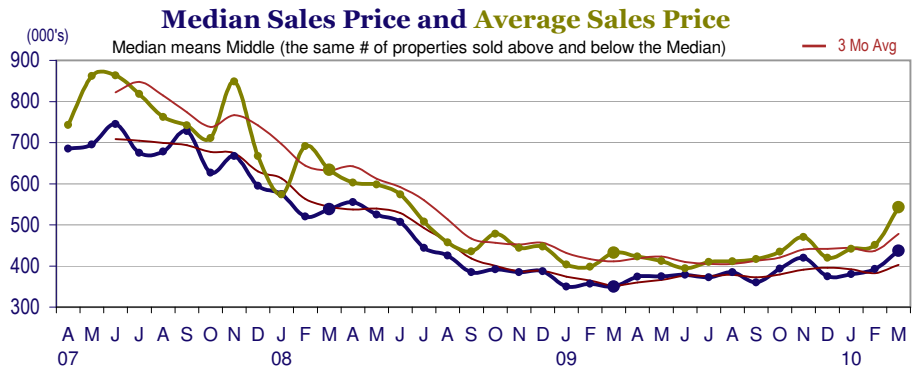
## Property Sales

March Property sales were 36, down -35.7% from 56 in March of 2009 and -14.3% lower than the 42 sales last month. March 2010 sales were at a mid level compared to March of 2009 and 2008. March YTD sales of 109 are running -30.1% behind last year's year-to-date sales of 156.



## Prices

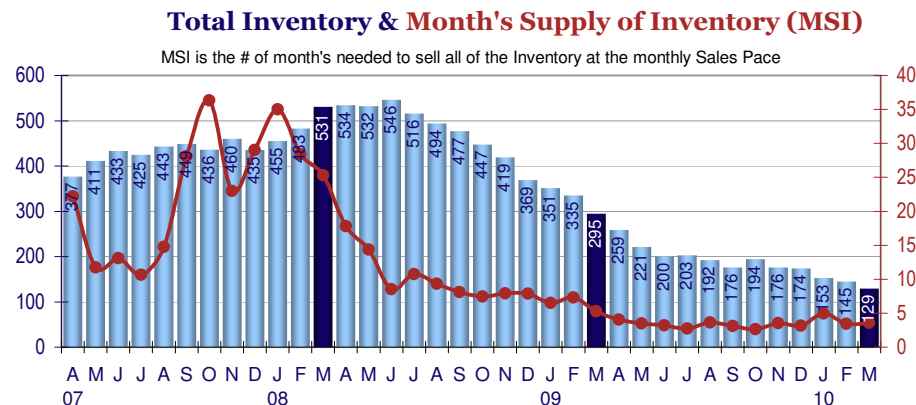
The Median Sales Price in March was \$436,760, up 24.8% from \$350,000 in March of 2009 and up 11.3% from \$392,500 last month. The Average Sales Price in March was \$542,559, up 25.5% from \$432,408 in March of 2009 and up 20.4% from \$450,751 last month. March 2010 ASP was at a mid range compared to March of 2009 and 2008.



## Inventory & MSI

The Total Inventory of Properties available for sale as of March was 129, down -11.0% from 145 last month and down -56.3% from 295 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 3.6 months was at its lowest level compared with March of 2009 and 2008.



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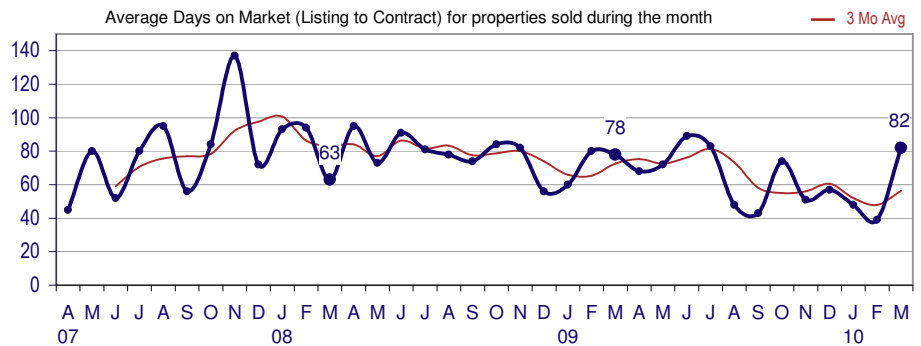


Price Range: All | Properties: Single Family

## 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 82, up 110.3% from 39 days last month and up 5.1% from 78 days in March of last year. The March 2010 DOM was at a mid level compared with March of 2009 and 2008.

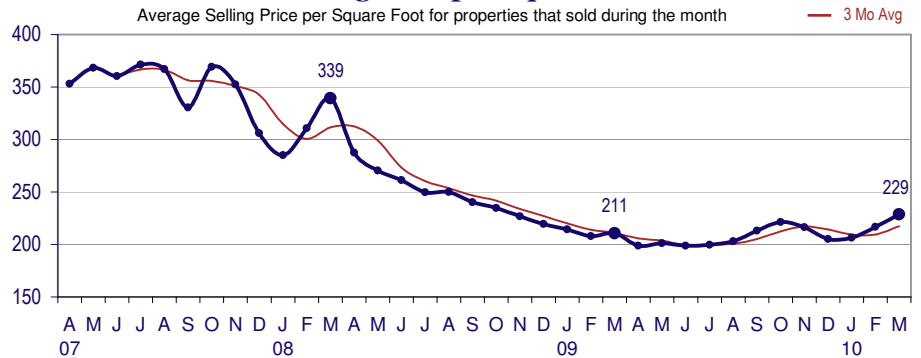
## Days On Market for Sold Properties



## 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 \$229 was up 5.5% from \$217 last month and up 8.5% from 211 in March of last year.

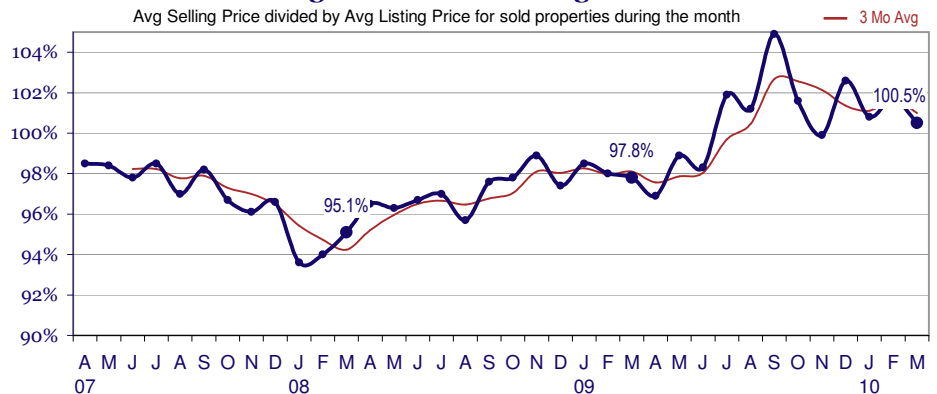
## Selling Price per Square Foot



## 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 100.5% was down from 101.7% last month and up from 97.8% in March of last year.

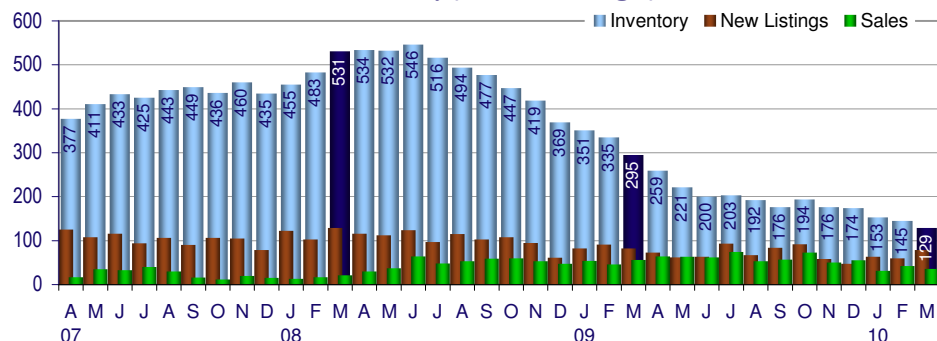
## Selling Price versus Listing Price Ratio



## 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 79, up 31.7% from 60 last month and down -3.7% from 82 in March of last year.

## Inventory / New Listings / Sales



## City: Gilroy

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     | 17   | 35 | 33 | 40 | 30 | 16 | 12 | 20 | 15 | 13   | 17 | 21 | 30 | 37 | 64 | 48 | 53 | 59 | 60 | 53 | 47 | 54   | 46 | 56 | 64 | 63 | 62 | 74 | 53 | 57 | 73 | 50 | 55 | 31   | 42 | 36 |
| 3 Mo. Roll Avg |      |    | 28 | 36 | 34 | 29 | 19 | 16 | 16 | 16   | 15 | 17 | 23 | 29 | 44 | 50 | 55 | 53 | 57 | 57 | 53 | 51   | 49 | 52 | 55 | 61 | 63 | 66 | 63 | 61 | 61 | 60 | 59 | 45   | 43 | 36 |

| (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 | 685  | 695 | 745 | 675 | 678 | 728 | 627 | 668 | 595 | 575  | 520 | 538 | 555 | 525 | 507 | 444 | 425 | 385 | 392 | 385 | 388 | 350  | 357 | 350 | 374 | 375 | 379 | 373 | 385 | 360 | 393 | 420 | 375 | 380  | 393 | 437 |
| 3 Mo. Roll Avg    |      |     | 708 | 705 | 699 | 694 | 678 | 674 | 630 | 613  | 563 | 544 | 538 | 539 | 529 | 492 | 459 | 418 | 400 | 387 | 388 | 374  | 365 | 352 | 360 | 366 | 376 | 375 | 379 | 373 | 379 | 391 | 396 | 392  | 383 | 403 |

|           | 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 | 377  | 411 | 433 | 425 | 443 | 449 | 436 | 460 | 435 | 455  | 483 | 531 | 534 | 532 | 546 | 516 | 494 | 477 | 447 | 419 | 369 | 351  | 335 | 295 | 259 | 221 | 200 | 203 | 192 | 176 | 194 | 176 | 174 | 153  | 145 | 129 |
| MSI       | 22   | 12  | 13  | 11  | 15  | 28  | 36  | 23  | 29  | 35   | 28  | 25  | 18  | 14  | 9   | 11  | 9   | 8   | 7   | 8   | 8   | 7    | 7   | 5   | 4   | 4   | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 5    | 3   | 4   |

|                | 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 | 45   | 80 | 52 | 80 | 95 | 56 | 84 | 137 | 72 | 93   | 94 | 63 | 95 | 73 | 91 | 81 | 78 | 74 | 84 | 82 | 56 | 60   | 80 | 78 | 68 | 72 | 89 | 83 | 48 | 43 | 74 | 51 | 57 | 48   | 39 | 82 |
| 3 Mo. Roll Avg |      |    | 59 | 71 | 76 | 77 | 78 | 92  | 98 | 101  | 86 | 83 | 84 | 77 | 86 | 82 | 83 | 78 | 79 | 80 | 74 | 66   | 65 | 73 | 75 | 73 | 76 | 81 | 73 | 58 | 55 | 56 | 61 | 52   | 48 | 56 |

|                 | 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 | 353  | 368 | 360 | 371 | 367 | 331 | 369 | 353 | 306 | 285  | 311 | 339 | 288 | 270 | 261 | 250 | 250 | 240 | 235 | 227 | 220 | 214  | 208 | 211 | 199 | 201 | 199 | 200 | 203 | 213 | 221 | 217 | 205 | 206  | 217 | 229 |
| 3 Mo. Roll Avg  |      |     | 361 | 367 | 366 | 356 | 351 | 343 | 315 | 301  | 312 | 313 | 299 | 273 | 260 | 254 | 247 | 242 | 234 | 227 | 220 | 214  | 211 | 206 | 204 | 200 | 200 | 201 | 205 | 212 | 217 | 214 | 209 | 209  | 217 |     |

|                    | 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 | 0.985 | 0.984 | 0.978 | 0.985 | 0.970 | 0.982 | 0.967 | 0.961 | 0.966 | 0.936 | 0.940 | 0.951 | 0.965 | 0.963 | 0.967 | 0.970 | 0.957 | 0.976 | 0.978 | 0.989 | 0.974 | 0.985 | 0.980 | 0.978 | 0.969 | 0.989 | 0.983 | 1.019 | 1.012 | 1.049 | 1.016 | 0.999 | 1.026 | 1.008 | 1.017 | 1.005 |
| 3 Mo. Roll Avg     |       |       | 0.982 | 0.982 | 0.978 | 0.979 | 0.973 | 0.970 | 0.965 | 0.954 | 0.947 | 0.942 | 0.952 | 0.960 | 0.965 | 0.967 | 0.965 | 0.968 | 0.970 | 0.981 | 0.980 | 0.983 | 0.980 | 0.981 | 0.976 | 0.979 | 0.980 | 0.997 | 1.005 | 1.027 | 1.026 | 1.021 | 1.014 | 1.011 | 1.017 | 1.010 |

|              | 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 | 125  | 108 | 116 | 94  | 106 | 90  | 106 | 105 | 79  | 122  | 103 | 129 | 116 | 112 | 124 | 97  | 115 | 103 | 108 | 95  | 61  | 82   | 91  | 82  | 73  | 62  | 63  | 93  | 67  | 84  | 92  | 58  | 47  | 63   | 60  | 79  |
| Inventory    | 377  | 411 | 433 | 425 | 443 | 449 | 436 | 460 | 435 | 455  | 483 | 531 | 534 | 532 | 546 | 516 | 494 | 477 | 447 | 419 | 369 | 351  | 335 | 295 | 259 | 221 | 200 | 203 | 192 | 176 | 194 | 176 | 174 | 153  | 145 | 129 |
| Sales        | 17   | 35  | 33  | 40  | 30  | 16  | 12  | 20  | 15  | 13   | 17  | 21  | 30  | 37  | 64  | 48  | 53  | 59  | 60  | 53  | 47  | 54   | 46  | 56  | 64  | 63  | 62  | 74  | 53  | 57  | 73  | 50  | 55  | 31   | 42  | 36  |

| (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 | 743  | 862 | 863 | 818 | 762 | 742 | 711 | 848 | 667 | 574  | 691 | 634 | 603 | 598 | 574 | 508 | 457 | 435 | 478 | 444 | 447 | 404  | 398 | 432 | 423 | 412 | 394 | 410 | 411 | 417 | 434 | 470 | 420 | 442  | 451 | 543 |
| 3 Mo. Roll Avg |      |     | 822 | 848 | 814 | 774 | 738 | 767 | 742 | 696  | 644 | 633 | 643 | 612 | 592 | 560 | 513 | 467 | 457 | 452 | 456 | 432  | 416 | 412 | 418 | 423 | 410 | 405 | 405 | 413 | 421 | 440 | 441 | 444  | 437 | 478 |