

City: Hollister

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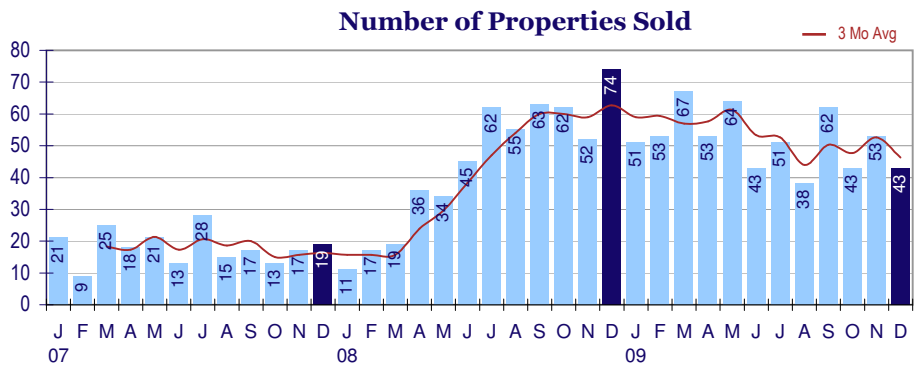
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$360,000	↓		↑				
Average List Price of all Current Listings	\$461,944	↓		↑				
December Median Sales Price	\$250,000	↓	↓	↓	\$0		↓	
December Average Sales Price	\$271,807	↓	↓	↑	\$0		↓	
Total Properties Currently for Sale (Inventory)	76	↓		↓				
December Number of Properties Sold	43	↓		↓	621	↑		
December Average Days on Market (Solds)	21	↓	↓	↓	0		↓	
Asking Price per Square Foot (based on New Listings)	\$155	↓	↓	↑	\$0		↓	
December Sold Price per Square Foot	\$159	↑	↑	↓	\$0		↓	
December Month's Supply of Inventory	1.8	↑	↓	↓	3.0	↓	↓	
December Sale Price vs List Price Ratio	100.9%	↑	↑	↑	0.0%		↓	

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

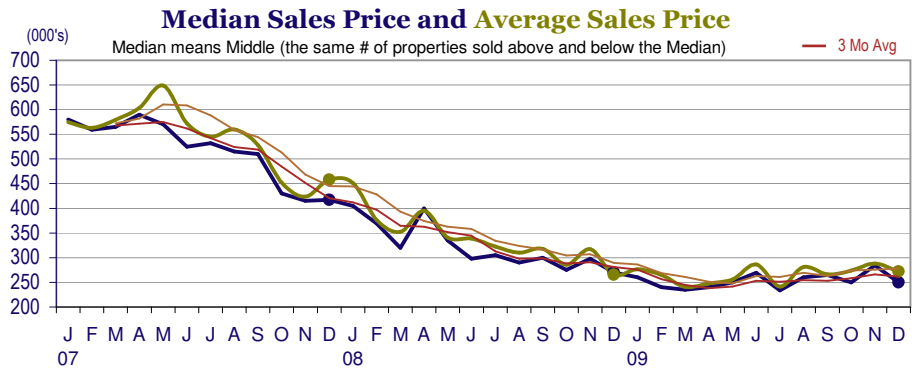
Property Sales

December Property sales were 43, down -41.9% from 74 in December of 2008 and -18.9% lower than the 53 sales last month. December 2009 sales were at a mid level compared to December of 2008 and 2007. December YTD sales of 621 are running 17.2% ahead of last year's year-to-date sales of 530.



Prices

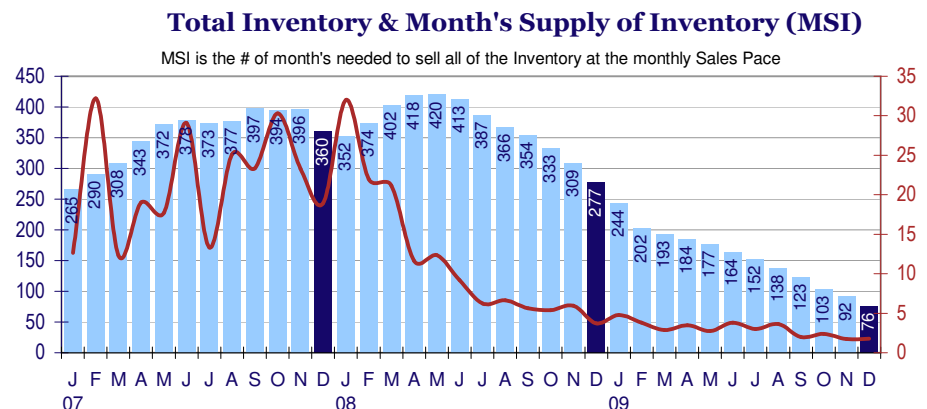
The Median Sales Price in December was \$250,000, down -7.4% from \$270,000 in December of 2008 and down -12.0% from \$284,000 last month. The Average Sales Price in December was \$271,807, up 2.4% from \$265,389 in December of 2008 and down -5.6% from \$288,023 last month. December 2009 ASP was at a mid range compared to December of 2008 and 2007.



Inventory & MSI

The Total Inventory of Properties available for sale as of December was 76, down -17.4% from 92 last month and down -72.6% from 277 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 1.8 months was at its lowest level compared with December of 2008 and 2007.



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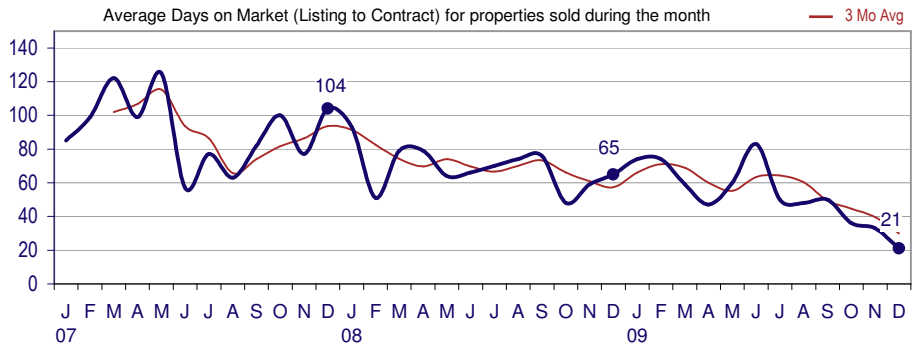
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Market Time

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 21, down -36.4% from 33 days last month and down -67.7% from 65 days in December of last year. The December 2009 DOM was at its lowest level compared with December of 2008 and 2007.

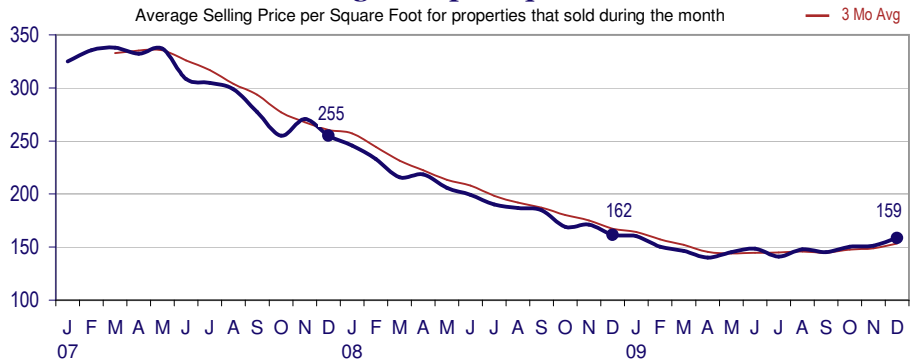
Days On Market for Sold Properties



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 \$159 was up 5.0% from \$151 last month and down -1.8% from 162 in December of last year.

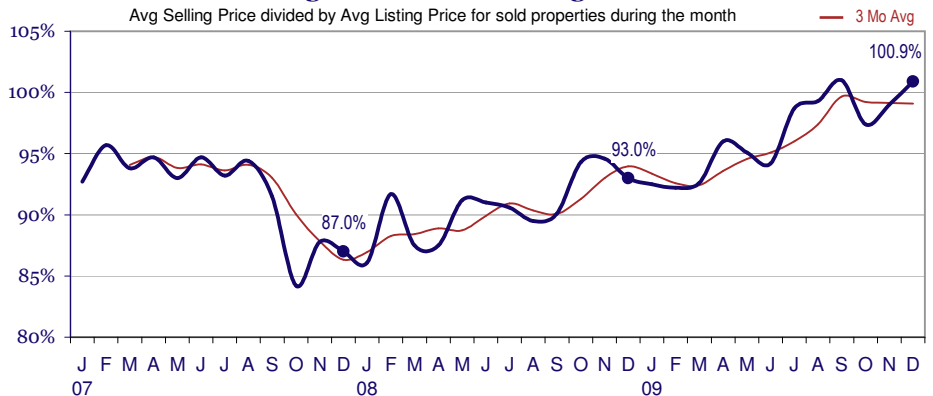
Selling Price per Square Foot



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 100.9% was up from 99.0% last month and up from 93.0% in December of last year.

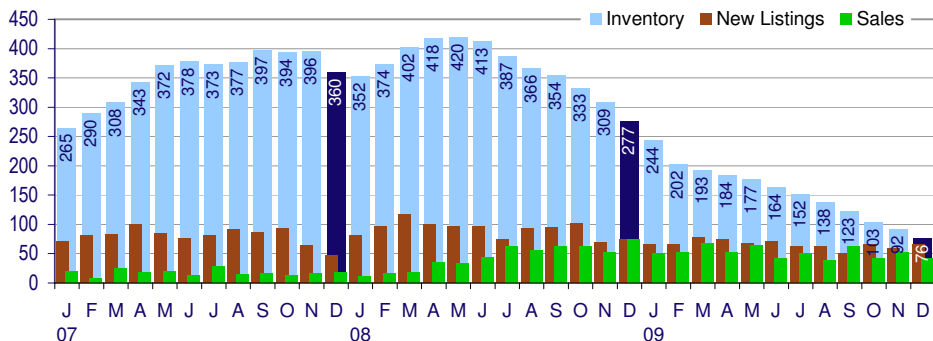
Selling Price versus Listing Price Ratio



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 66, up 10.0% from 60 last month and down -12.0% from 75 in December of last year.

Inventory / New Listings / Sales



City: Hollister

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	21	9	25	18	21	13	28	15	17	13	17	19	11	17	19	36	34	45	62	55	63	62	52	74	51	53	67	53	64	43	51	38	62	43	53	43
3 Mo. Roll Avg			18	17	21	17	21	19	20	15	16	16	16	16	16	24	30	38	47	54	60	60	59	63	59	59	57	58	61	53	53	44	50	48	53	46

(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	580	559	565	590	570	525	532	515	510	430	415	417	405	369	320	400	335	298	305	290	300	275	298	270	260	240	235	240	250	270	234	260	265	250	284	250
3 Mo. Roll Avg			568	571	575	562	542	524	519	485	452	421	412	397	365	363	352	344	313	298	298	288	291	281	276	257	245	238	242	253	251	254	253	258	266	261

	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	265	290	308	343	372	378	373	377	397	394	396	360	352	374	402	418	420	413	387	366	354	333	309	277	244	202	193	184	177	164	152	138	123	103	92	76
MSI	13	32	12	19	18	29	13	25	23	30	23	19	32	22	21	12	12	9	6	7	6	5	6	4	5	4	3	3	3	4	3	4	2	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	85	99	122	99	125	57	77	63	82	100	77	104	93	51	79	79	64	66	70	74	76	48	59	65	74	74	59	47	60	83	50	48	50	36	33	21
3 Mo. Roll Avg			102	107	115	94	86	66	74	82	86	94	91	83	74	70	74	70	67	70	73	66	61	57	66	71	69	60	55	63	64	60	49	45	40	30

	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	325	335	338	332	337	308	305	299	277	255	271	255	246	233	216	219	206	199	190	187	185	169	171	162	160	150	147	140	145	149	141	148	145	150	151	159
3 Mo. Roll Avg			333	335	336	326	317	304	294	277	268	260	257	245	232	222	213	208	198	192	187	180	175	167	164	157	152	146	144	145	145	146	145	148	149	153

	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	0.927	0.957	0.938	0.947	0.930	0.947	0.932	0.944	0.915	0.842	0.878	0.870	0.861	0.917	0.875	0.875	0.912	0.910	0.906	0.895	0.901	0.943	0.946	0.930	0.925	0.922	0.926	0.960	0.951	0.942	0.987	0.993	1.010	0.974	0.990	1.009
3 Mo. Roll Avg			0.941	0.947	0.938	0.941	0.936	0.941	0.930	0.900	0.878	0.863	0.870	0.883	0.884	0.889	0.887	0.899	0.909	0.904	0.901	0.913	0.930	0.940	0.934	0.926	0.924	0.936	0.946	0.951	0.960	0.974	0.997	0.992	0.991	0.991

	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	72	81	84	100	86	76	82	92	87	93	65	47	82	96	118	101	96	98	75	94	95	102	69	75	66	66	78	74	67	72	63	62	51	66	60	66
Inventory	265	290	308	343	372	378	373	377	397	394	396	360	352	374	402	418	420	413	387	366	354	333	309	277	244	202	193	184	177	164	152	138	123	103	92	76
Sales	21	9	25	18	21	13	28	15	17	13	17	19	11	17	19	36	34	45	62	55	63	62	52	74	51	53	67	53	64	43	51	38	62	43	53	43

(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	575	563	580	604	649	572	545	560	528	452	424	458	451	376	352	395	341	339	322	310	318	285	318	265	277	265	241	248	256	286	241	281	266	274	288	272
3 Mo. Roll Avg			572	582	611	608	589	559	544	513	468	445	444	428	393	375	363	358	334	324	317	305	307	289	287	269	261	251	248	263	261	269	263	274	276	278

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