

City: Hollister

**Daniel Pizano**

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



Price Range: All | Properties: Single Family

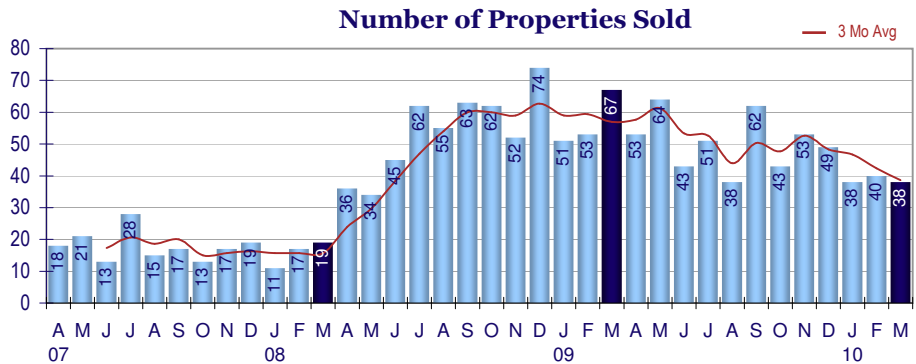
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$337,650	↑		↑				
Average List Price of all Current Listings	\$446,845	↑		↑				
March Median Sales Price	\$265,000	↓	↔	↑	\$269,000	↑	↑	
March Average Sales Price	\$274,404	↓	↓	↑	\$300,845	↑	↑	
Total Properties Currently for Sale (Inventory)	100	↓		↓				
March Number of Properties Sold	38	↓		↓	116	↓		
March Average Days on Market (Solds)	47	↓	↑	↓	51	↓	↓	
Asking Price per Square Foot (based on New Listings)	\$162	↑	↑	↑	\$160	↑	↑	
March Sold Price per Square Foot	\$157	↓	↓	↑	\$163	↑	↑	
March Month's Supply of Inventory	2.6	↓	↓	↓	3.0	↓	↓	
March Sale Price vs List Price Ratio	103.4%	↑	↑	↑	100.7%	↑	↑	

\* 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)

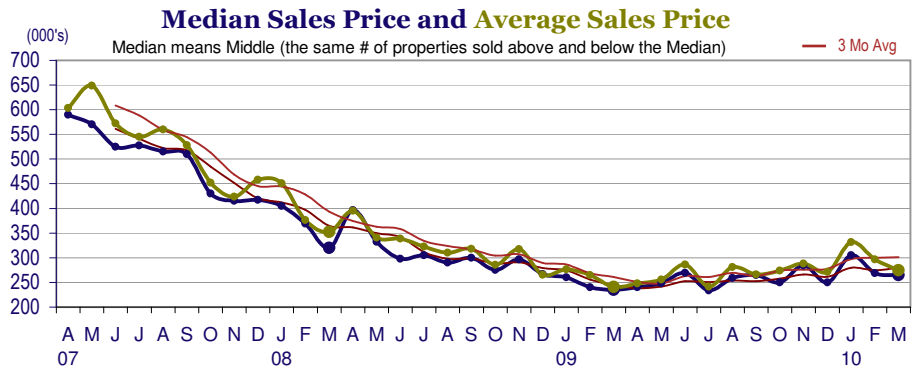
## Property Sales

March Property sales were 38, down -43.3% from 67 in March of 2009 and -5.0% lower than the 40 sales last month. March 2010 sales were at a mid level compared to March of 2009 and 2008. March YTD sales of 116 are running -32.2% behind last year's year-to-date sales of 171.



## Prices

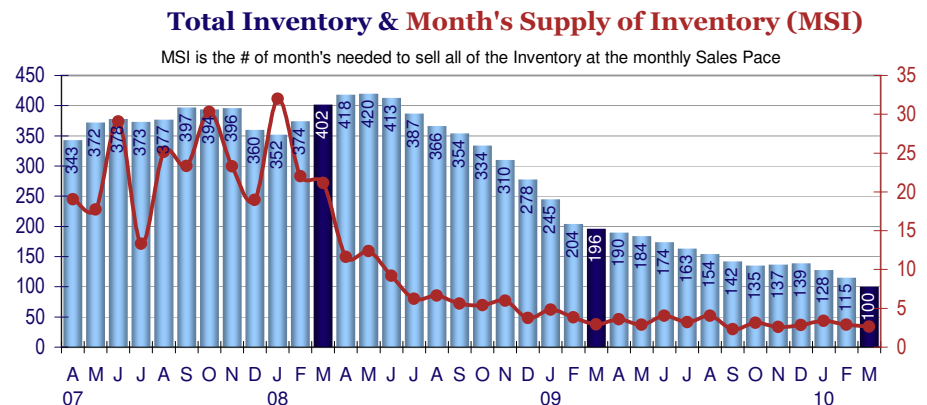
The Median Sales Price in March was \$265,000, up 12.8% from \$235,000 in March of 2009 and down -1.5% from \$269,000 last month. The Average Sales Price in March was \$274,404, up 13.8% from \$241,022 in March of 2009 and down -7.4% from \$296,418 last month. March 2010 ASP was at a mid range compared to March of 2009 and 2008.



## Inventory & MSI

The Total Inventory of Properties available for sale as of March was 100, down -13.0% from 115 last month and down -49.0% from 196 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 2.6 months was at its lowest level compared with March of 2009 and 2008.



City: *Hollister*

**Daniel Pizano**

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

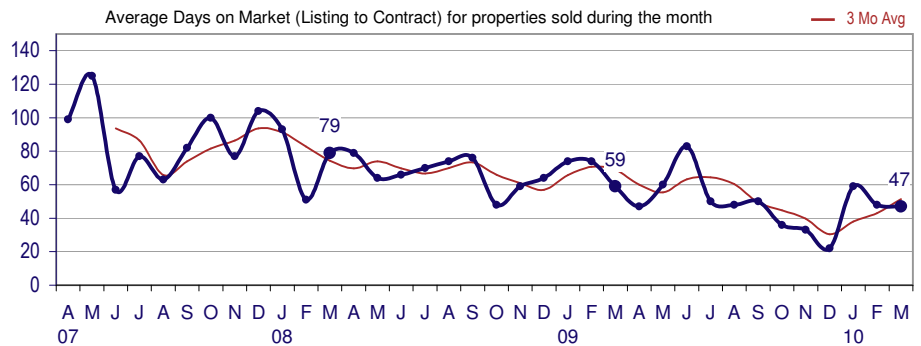


Price Range: All | Properties: Single Family

## 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, down -2.1% from 48 days last month and down -20.3% from 59 days in March of last year. The March 2010 DOM was at its lowest level compared with March of 2009 and 2008.

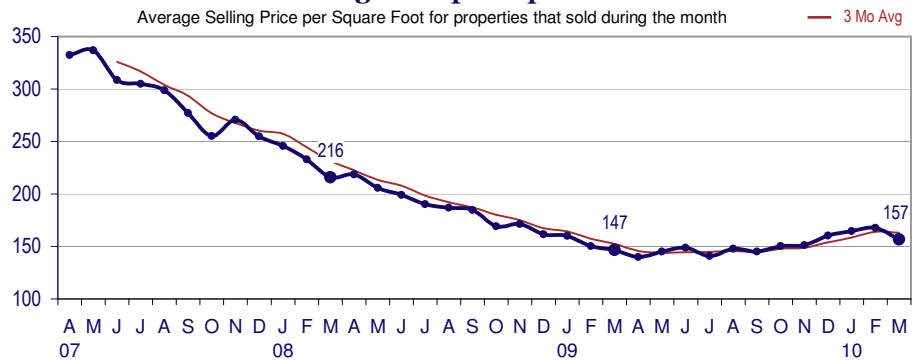
## Days On Market for Sold Properties



## 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 \$157 was down -6.5% from \$168 last month and up 7.0% from 147 in March of last year.

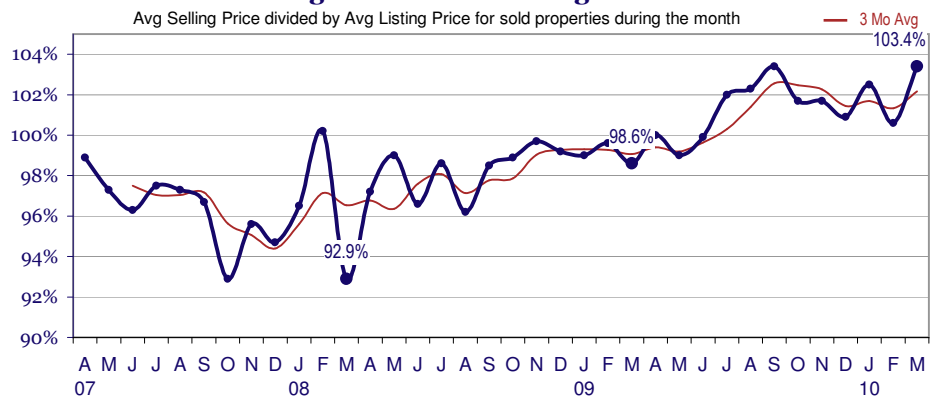
## Selling Price per Square Foot



## 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 103.4% was up from 100.6% last month and up from 98.6% in March of last year.

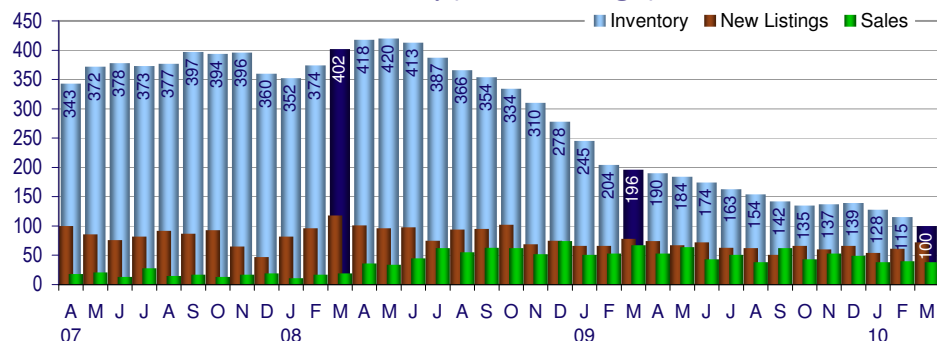
## Selling Price versus Listing Price Ratio



## 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 72, up 18.0% from 61 last month and down -7.7% from 78 in March of last year.

## Inventory / New Listings / Sales



## City: Hollister

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	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	49	38	40	38
3 Mo. Roll Avg			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	48	47	42	39

(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	590	570	525	528	515	510	430	415	417	405	369	320	396	333	298	305	290	300	275	297	267	260	240	235	240	249	270	234	259	265	250	284	250	305	269	265
3 Mo. Roll Avg			562	541	523	518	485	452	421	412	397	365	362	350	342	312	298	298	288	291	279	274	256	245	238	241	253	251	254	253	258	266	261	280	275	280

	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	343	372	378	373	377	397	394	396	360	352	374	402	418	420	413	387	366	354	334	310	278	245	204	196	190	184	174	163	154	142	135	137	139	128	115	100
MSI	19	18	29	13	25	23	30	23	19	32	22	21	12	12	9	6	7	6	5	6	4	5	4	3	4	3	4	3	4	2	3	3	3	3	3	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	99	125	57	77	63	82	100	77	104	93	51	79	79	64	66	70	74	76	48	59	64	74	74	59	47	60	83	50	48	50	36	33	22	59	48	47
3 Mo. Roll Avg			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	38	43	51

	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	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	160	165	168	157
3 Mo. Roll Avg			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	154	159	164	163

	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	0.989	0.973	0.963	0.975	0.973	0.967	0.929	0.956	0.947	0.965	1.002	0.929	0.972	0.990	0.966	0.986	0.962	0.985	0.989	0.997	0.992	0.990	0.996	0.986	1.000	0.990	0.999	1.020	1.023	1.034	1.017	1.017	1.009	1.025	1.006	1.034
3 Mo. Roll Avg			0.975	0.970	0.970	0.972	0.956	0.951	0.944	0.956	0.971	0.965	0.968	0.964	0.976	0.981	0.971	0.978	0.979	0.990	0.993	0.993	0.993	0.991	0.994	0.992	0.996	1.003	1.014	1.026	1.025	1.023	1.014	1.017	1.013	1.022

	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	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	54	61	72
Inventory	343	372	378	373	377	397	394	396	360	352	374	402	418	420	413	387	366	354	334	310	278	245	204	196	190	184	174	163	154	142	135	137	139	128	115	100
Sales	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	49	38	40	38

(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	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	271	332	296	274
3 Mo. Roll Avg			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	297	300	301

Copyright © Coldwell Banker Residential Brokerage | Price Range: All | Property Types: Single Family

Data is provided courtesy of RE Infolink and may not reflect all relevant real estate activity. Coldwell Banker Residential Brokerage does not warrant or guarantee the accuracy of this information. It is the responsibility of any buyer or seller to verify any and all information relevant to such consumer's real estate transaction.