

City: San Jose

**Daniel Pizano**

International Diamond Society, e-PRO

408.460.8401

daniel.pizano@cbnocal.com

www.danielpizano.com



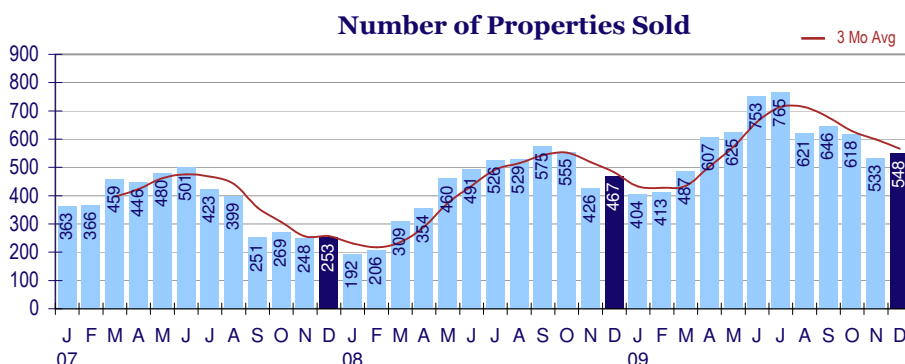
## Market Profile & Trends Overview

	Month	Trending versus*:				Trending versus*:		
		LM	L3M	PYM	LY	YTD	Prior YTD	Prior Year
Median List Price of all Current Listings	\$589,000	↑		↑				
Average List Price of all Current Listings	\$726,653	↑		↑				
December Median Sales Price	\$495,000	↓	↔	↑	↑	\$0		↓
December Average Sales Price	\$549,891	↔	↑	↑	↑	\$0		↓
Total Properties Currently for Sale (Inventory)	788	↓		↓				
December Number of Properties Sold	548	↑		↑		7,020	↑	
December Average Days on Market (Solds)	51	↑	↔	↓	↓	0		↓
Asking Price per Square Foot (based on New Listings)	\$304	↓	↓	↔	↑	\$0		↓
December Sold Price per Square Foot	\$327	↓	↔	↔	↑	\$0		↓
December Month's Supply of Inventory	1.4	↓	↓	↓	↓	3.6	↓	↓
December Sale Price vs List Price Ratio	100.0%	↔	↑	↑	↑	0.0%		↓

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

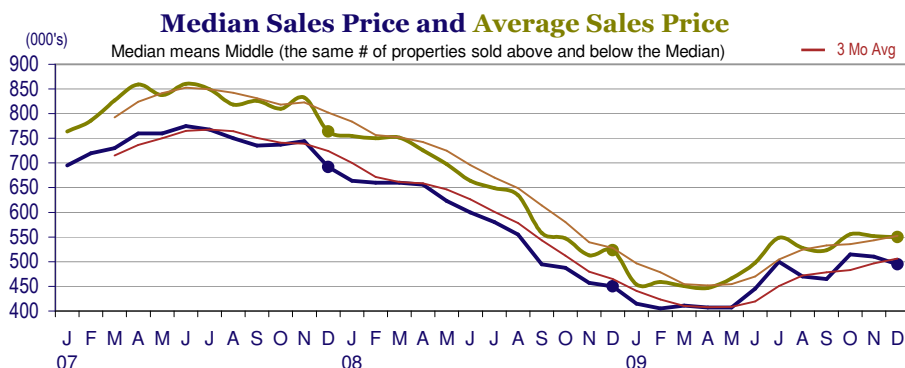
## Property Sales

December Property sales were 548, up 17.3% from 467 in December of 2008 and 2.8% higher than the 533 sales last month. December 2009 sales were at their highest level compared to December of 2008 and 2007. December YTD sales of 7,020 are running 37.9% ahead of last year's year-to-date sales of 5,090.



## Prices

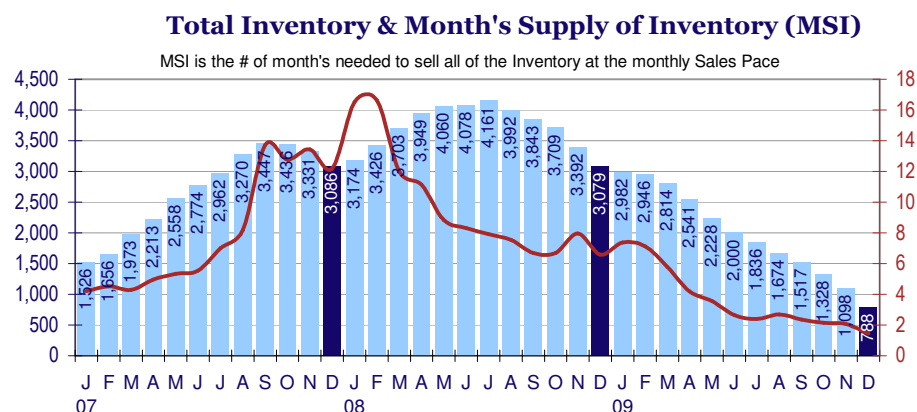
The Median Sales Price in December was \$495,000, up 10.0% from \$450,000 in December of 2008 and down -2.9% from \$510,000 last month. The Average Sales Price in December was \$549,891, up 5.1% from \$523,274 in December of 2008 and down -0.4% from \$552,034 last month. December 2009 ASP was at a mid range compared to December of 2008 and 2007.



## Inventory & MSI

The Total Inventory of Properties available for sale as of December was 788, down -28.2% from 1,098 last month and down -74.4% from 3,079 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 1.4 months was at its lowest level compared with December of 2008 and 2007.



City: San Jose

**Daniel Pizano**

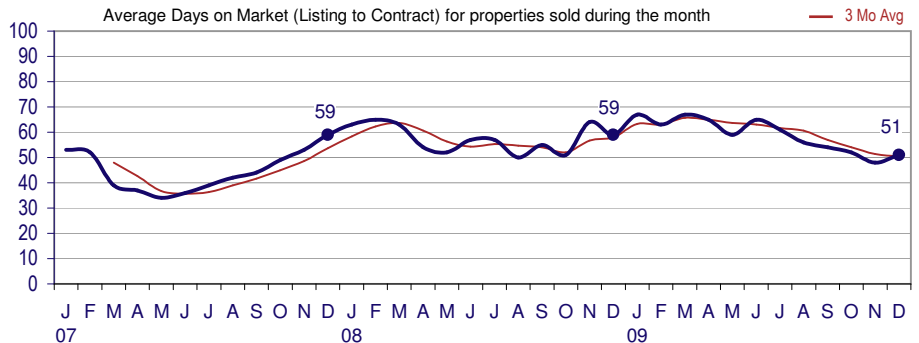
International Diamond Society, e-PRO  
 408.460.8401  
 daniel.pizano@cbtnorcal.com  
 www.danielpizano.com



## 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 51, up 6.3% from 48 days last month and down -13.6% from 59 days in December of last year. The December 2009 DOM was at its lowest level compared with December of 2008 and 2007.

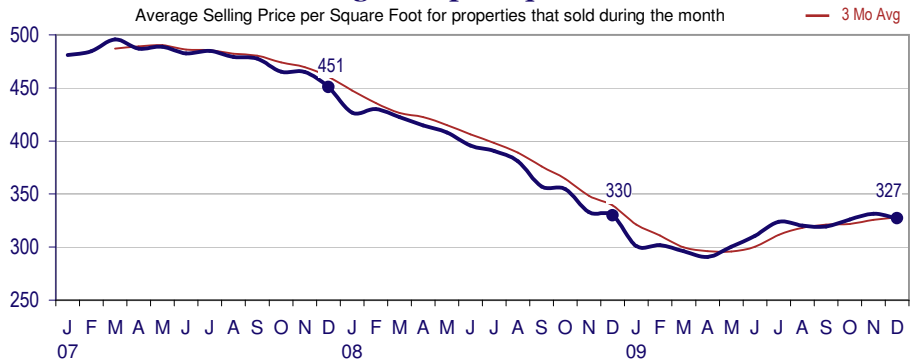
## Days On Market for Sold Properties



## 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 \$327 was down -1.2% from \$331 last month and down -0.8% from 330 in December of last year.

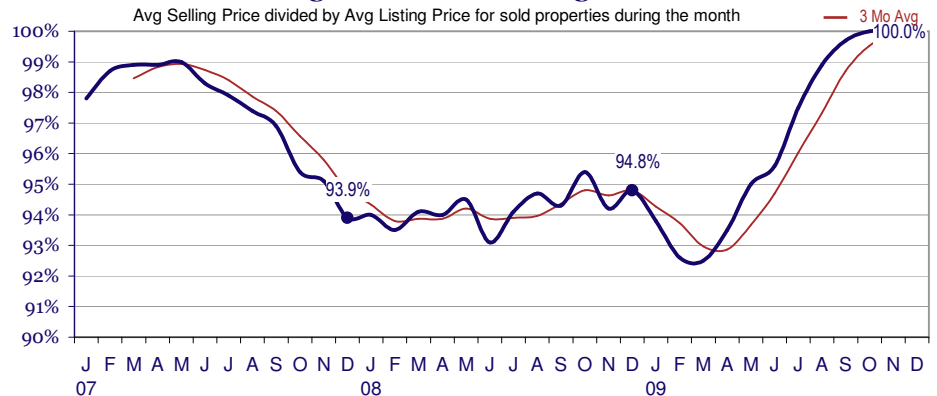
## Selling Price per Square Foot



## 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 100.0% was equal to 100.0% last month and up from 94.8% in December of last year.

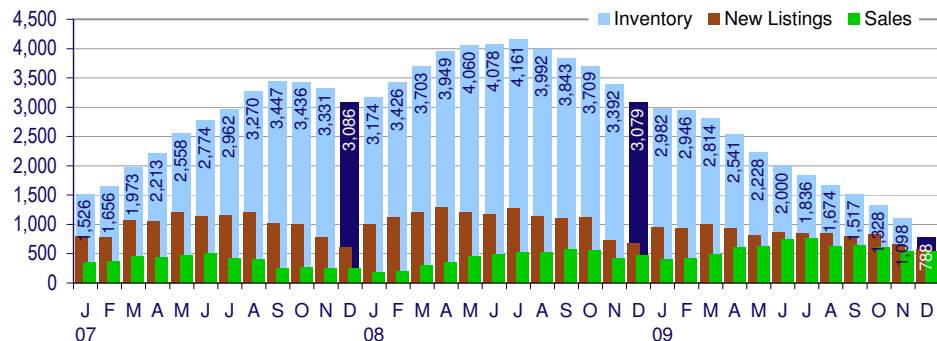
## Selling Price versus Listing Price Ratio



## 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 578, down -12.2% from 658 last month and down -15.4% from 683 in December of last year.

## Inventory / New Listings / Sales



## City: San Jose

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	363	366	459	446	480	501	423	399	251	269	248	253	192	206	309	354	460	491	526	529	575	555	426	467	404	413	487	607	625	753	765	621	646	618	533	548
3 Mo. Roll Avg			396	424	462	476	468	441	358	306	256	257	231	217	236	290	374	435	492	515	543	553	519	483	432	428	435	502	573	662	714	713	677	628	599	566

(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	695	720	730	760	760	775	768	750	735	738	744	692	664	660	660	656	623	600	580	555	495	488	457	450	415	405	411	407	407	445	500	470	465	515	510	495
3 Mo. Roll Avg			715	737	750	765	768	764	751	741	739	725	700	672	661	659	646	626	601	578	543	513	480	465	441	423	410	408	408	420	451	472	478	483	497	507

	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	1526	1656	1973	2213	2558	2774	2962	3270	3447	3436	3331	3086	3174	3426	3703	3949	4060	4078	4161	3992	3843	3709	3392	3079	2982	2946	2814	2541	2228	2000	1836	1674	1517	1328	1098	788
MSI	4	5	4	5	5	6	7	8	14	13	13	12	17	17	12	11	9	8	8	8	7	7	8	7	7	6	4	4	3	2	3	2	2	2	1	

	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	53	52	39	37	34	36	39	42	44	49	53	59	63	65	63	54	52	57	57	50	55	51	64	59	67	63	67	65	59	65	61	56	54	52	48	51
3 Mo. Roll Avg			48	43	37	36	36	39	42	45	49	54	58	62	64	61	56	54	55	55	54	52	57	58	63	63	66	65	64	63	62	61	57	54	51	50

	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	481	485	496	487	489	482	485	479	478	465	465	451	427	430	422	415	408	396	391	381	357	355	333	330	301	302	296	291	300	310	324	320	319	326	331	327
3 Mo. Roll Avg			487	489	490	486	485	482	481	474	469	460	447	436	426	422	415	406	398	389	376	364	348	339	321	311	300	296	296	301	312	318	321	322	326	328

	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	0.978	0.987	0.989	0.989	0.990	0.983	0.979	0.974	0.969	0.954	0.951	0.939	0.940	0.935	0.941	0.940	0.945	0.931	0.941	0.947	0.943	0.954	0.942	0.948	0.938	0.926	0.925	0.935	0.950	0.956	0.975	0.989	0.997	1.000	1.000	1.000
3 Mo. Roll Avg			0.985	0.988	0.989	0.987	0.984	0.979	0.974	0.966	0.958	0.948	0.943	0.938	0.939	0.939	0.942	0.939	0.939	0.940	0.944	0.948	0.946	0.948	0.943	0.937	0.930	0.929	0.937	0.947	0.960	0.973	0.987	0.995	0.999	1.000

	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	790	783	1068	1053	1211	1142	1152	1200	1029	999	777	607	1001	1121	1212	1299	1203	1175	1286	1147	1108	1127	735	683	945	939	1010	933	816	865	858	844	794	825	658	578
Inventory	1526	1656	1973	2213	2558	2774	2962	3270	3447	3436	3331	3086	3174	3426	3703	3949	4060	4078	4161	3992	3843	3709	3392	3079	2982	2946	2814	2541	2228	2000	1836	1674	1517	1328	1098	788
Sales	363	366	459	446	480	501	423	399	251	269	248	253	192	206	309	354	460	491	526	529	575	555	426	467	404	413	487	607	625	753	765	621	646	618	533	548

(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	764	786	827	859	838	860	849	818	826	810	832	764	755	750	752	725	698	664	649	635	558	547	513	523	454	459	451	447	466	498	548	528	523	555	552	550
3 Mo. Roll Avg			792	824	841	852	849	843	831	818	823	802	784	756	752	742	725	696	670	649	614	580	539	528	497	479	454	452	455	470	504	525	533	535	543	552

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.