

City: Sunnyvale

**Daniel Pizano**

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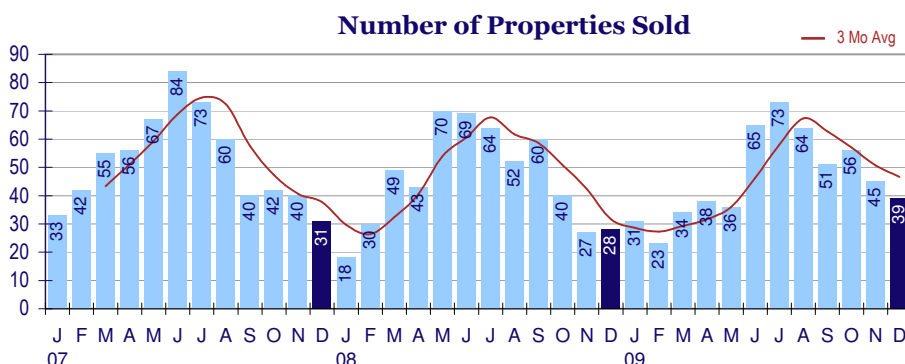
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$868,975	↑		↑				
Average List Price of all Current Listings	\$881,023	↑		↑				
December Median Sales Price	\$790,000	↑	↔	↑	↑	\$0		↓
December Average Sales Price	\$753,958	↑	↑	↑	↑	\$0		↓
Total Properties Currently for Sale (Inventory)	62	↓		↓				
December Number of Properties Sold	39	↓		↑		555	↔	
December Average Days on Market (Solds)	27	↓	↓	↓	↓	0		↓
Asking Price per Square Foot (based on New Listings)	\$488	↑	↔	↑	↓	\$0		↓
December Sold Price per Square Foot	\$492	↑	↔	↔	↑	\$0		↓
December Month's Supply of Inventory	1.6	↓	↓	↓	↓	3.3	↓	↓
December Sale Price vs List Price Ratio	99.6%	↑	↑	↑	↑	0.0%		↓

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

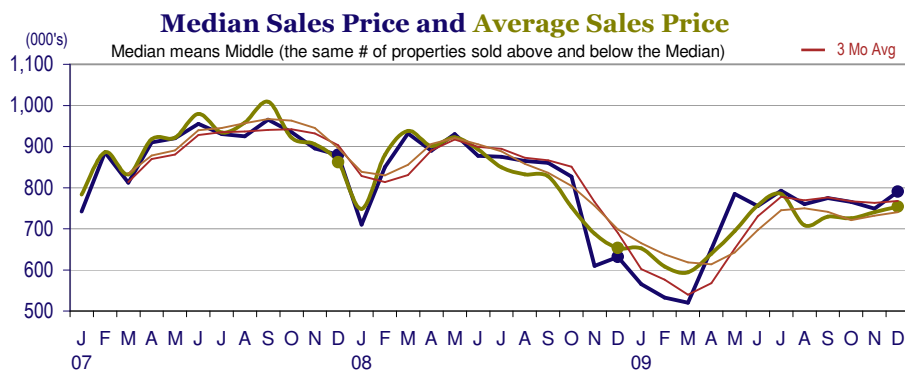
## Property Sales

December Property sales were 39, up 39.3% from 28 in December of 2008 and -13.3% lower than the 45 sales last month. December 2009 sales were at their highest level compared to December of 2008 and 2007. December YTD sales of 555 are running 0.9% ahead of last year's year-to-date sales of 550.



## Prices

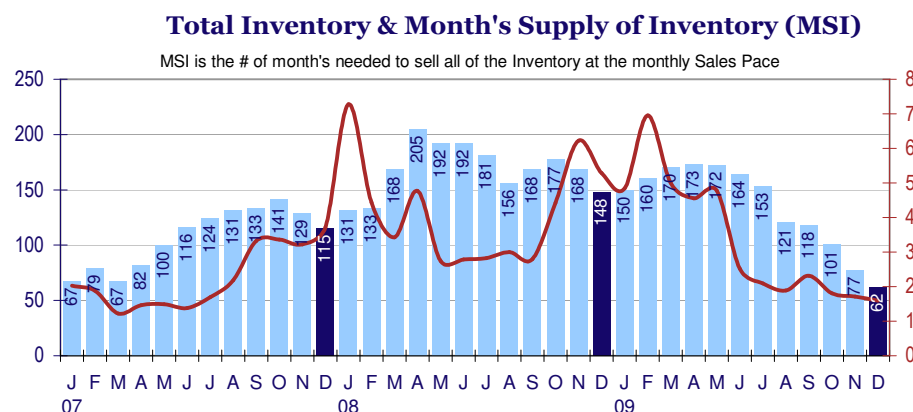
The Median Sales Price in December was \$790,000, up 25.1% from \$631,575 in December of 2008 and up 5.5% from \$749,000 last month. The Average Sales Price in December was \$753,958, up 15.4% from \$653,085 in December of 2008 and up 1.8% from \$740,829 last month. December 2009 ASP was at a mid range compared to December of 2008 and 2007.



## Inventory & MSI

The Total Inventory of Properties available for sale as of December was 62, down -19.5% from 77 last month and down -58.1% from 148 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 1.6 months was at its lowest level compared with December of 2008 and 2007.



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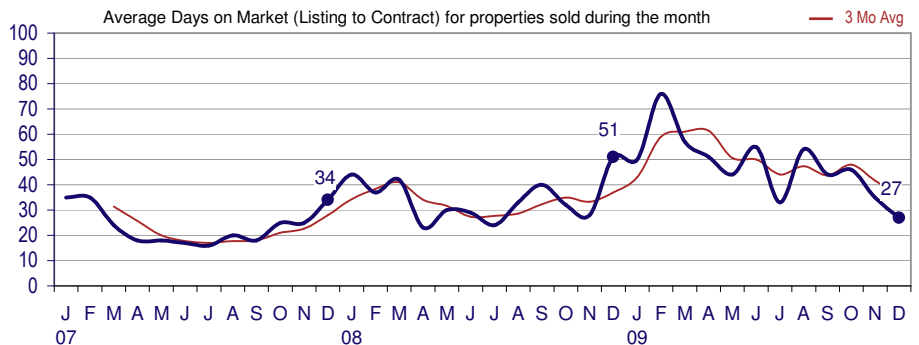
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## Market Time

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 27, down -22.9% from 35 days last month and down -47.1% from 51 days in December of last year. The December 2009 DOM was at its lowest level compared with December of 2008 and 2007.

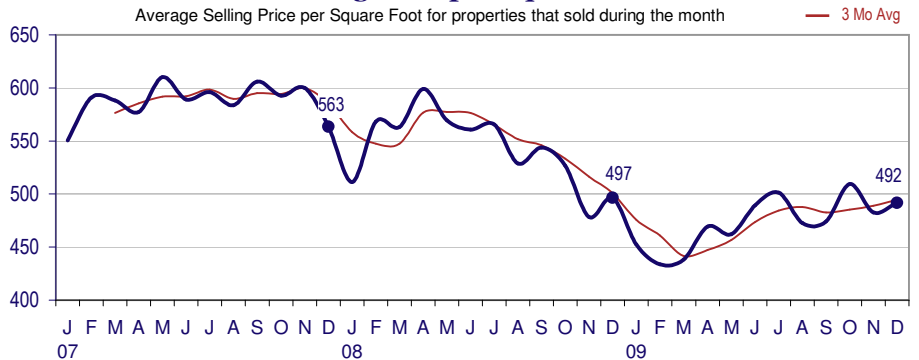
## Days On Market for Sold Properties



## 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 \$492 was up 1.9% from \$483 last month and down -1.0% from 497 in December of last year.

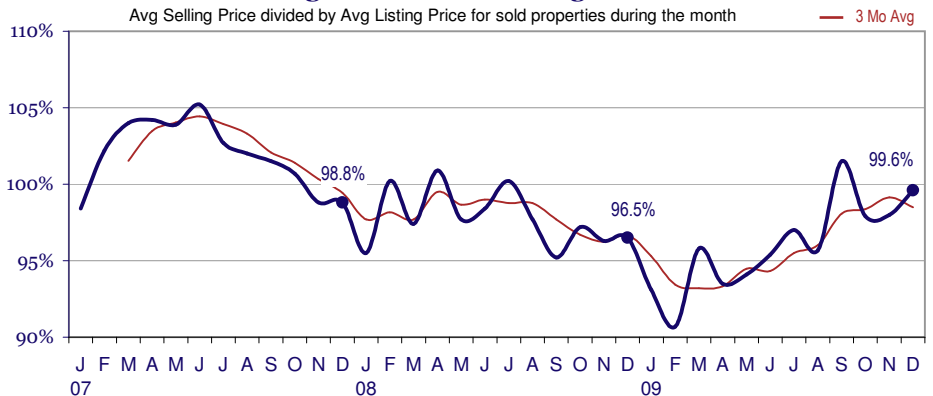
## Selling Price per Square Foot



## 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 99.6% was up from 98.0% last month and up from 96.5% in December of last year.

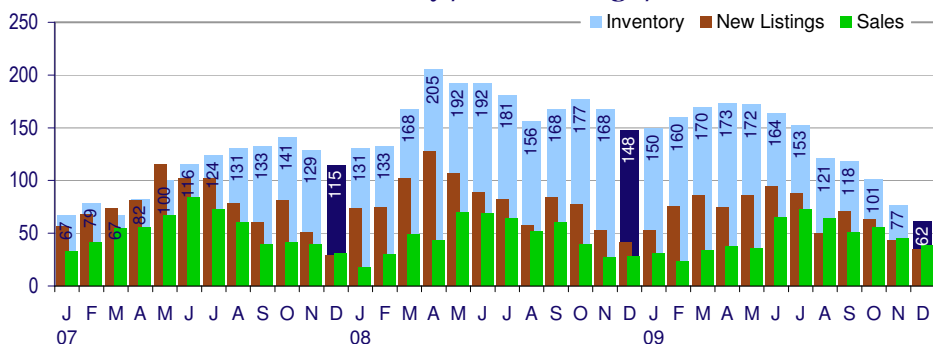
## Selling Price versus Listing Price Ratio



## 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 35, down -18.6% from 43 last month and down -16.7% from 42 in December of last year.

## Inventory / New Listings / Sales



## City: Sunnyvale

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	33	42	55	56	67	84	73	60	40	42	40	31	18	30	49	43	70	69	64	52	60	40	27	28	31	23	34	38	36	65	73	64	51	56	45	39
3 Mo. Roll Avg			43	51	59	69	75	72	58	47	41	38	30	26	32	41	54	61	68	62	59	51	42	32	29	27	29	32	36	46	58	67	63	57	51	47

(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	742	886	812	910	920	955	930	925	966	935	895	880	710	850	932	890	930	878	875	865	860	827	610	632	565	533	520	650	785	755	793	760	775	765	749	790
3 Mo. Roll Avg			813	869	881	928	935	937	940	942	932	903	828	813	831	891	917	899	894	873	867	851	766	690	602	577	539	568	652	730	778	769	776	767	763	768

	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	67	79	67	82	100	116	124	131	133	141	129	115	131	133	168	205	192	192	181	156	168	177	168	148	150	160	170	173	172	164	153	121	118	101	77	62
MSI	2	2	1	1	1	1	2	2	3	3	3	4	7	4	3	5	3	3	3	3	3	4	6	5	5	7	5	5	5	3	2	2	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	35	35	24	18	18	17	16	20	18	25	25	34	44	37	42	23	30	29	24	33	40	32	28	51	50	76	57	51	44	55	33	54	44	46	35	27
3 Mo. Roll Avg			31	26	20	18	17	18	18	21	23	28	34	38	41	34	32	27	28	29	32	35	33	37	43	59	61	61	51	50	44	47	44	48	42	36

	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	550	591	588	577	610	589	596	584	606	593	600	563	511	568	563	599	569	561	566	529	544	527	478	497	452	434	438	469	462	489	501	473	474	510	483	492
3 Mo. Roll Avg			577	585	592	592	598	590	595	594	600	585	558	548	548	577	577	576	565	552	546	533	516	501	476	461	442	447	457	474	484	488	483	485	489	495

	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	0.984	1.022	1.040	1.042	1.039	1.052	1.027	1.020	1.015	1.007	0.988	0.988	0.955	1.002	0.974	1.009	0.977	0.984	1.002	0.977	0.952	0.972	0.963	0.965	0.931	0.907	0.958	0.935	0.941	0.954	0.970	0.957	1.015	0.979	0.980	0.996
3 Mo. Roll Avg			1.015	1.035	1.040	1.044	1.039	1.033	1.021	1.014	1.003	0.994	0.977	0.982	0.977	0.995	0.987	0.990	0.988	0.988	0.977	0.967	0.962	0.967	0.953	0.934	0.932	0.933	0.945	0.943	0.955	0.960	0.981	0.984	0.991	0.985

	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	57	68	74	81	116	102	102	79	60	81	51	29	74	75	102	128	107	89	82	58	84	78	53	42	53	76	86	75	86	95	88	50	71	63	43	35
Inventory	67	79	67	82	100	116	124	131	133	141	129	115	131	133	168	205	192	192	181	156	168	177	168	148	150	160	170	173	172	164	153	121	118	101	77	62
Sales	33	42	55	56	67	84	73	60	40	42	40	31	18	30	49	43	70	69	64	52	60	40	27	28	31	23	34	38	36	65	73	64	51	56	45	39

(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	784	886	832	918	922	979	934	958	1009	922	905	862	749	880	938	901	923	893	849	832	828	753	688	653	653	608	594	639	695	757	785	709	730	726	741	754
3 Mo. Roll Avg			834	879	891	940	945	957	967	963	945	896	839	830	856	906	921	906	888	858	836	804	756	698	665	638	618	614	643	697	745	750	741	721	732	740

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