

County: Santa Clara

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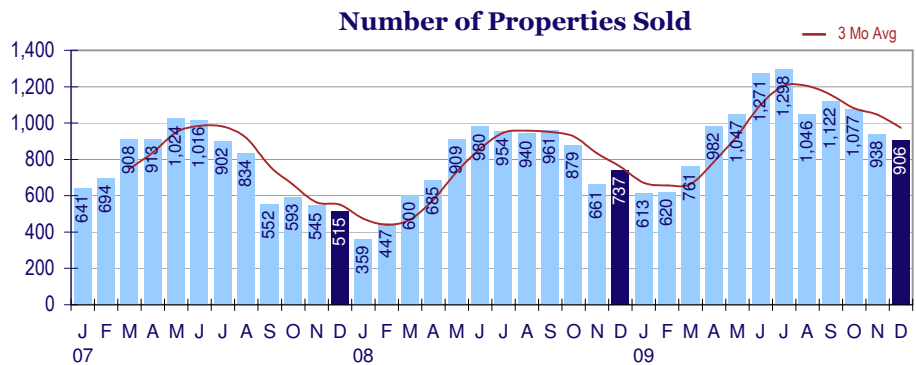
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$758,944	↑		↑				
Average List Price of all Current Listings	\$1,246,847	↑		↑				
December Median Sales Price	\$565,200	↓	↓	↑	↑	\$0		↓
December Average Sales Price	\$707,450	↓	↔	↑	↑	\$0		↓
Total Properties Currently for Sale (Inventory)	1,616	↓		↓				
December Number of Properties Sold	906	↓		↑		11,681	↑	
December Average Days on Market (Solds)	51	↑	↔	↓	↓	0		↓
Asking Price per Square Foot (based on New Listings)	\$344	↓	↓	↔	↑	\$0		↓
December Sold Price per Square Foot	\$377	↓	↓	↑	↑	\$0		↓
December Month's Supply of Inventory	1.8	↓		↓	↓	4.1	↓	↓
December Sale Price vs List Price Ratio	98.7%	↑	↑	↑	↑	0.0%		↓

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

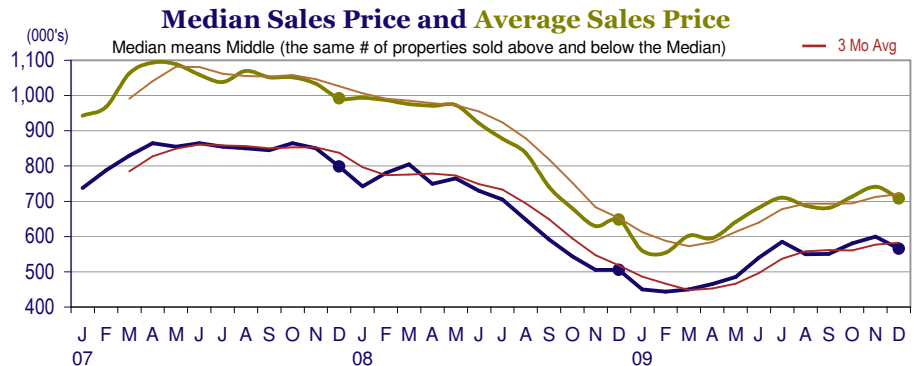
Property Sales

December Property sales were 906, up 22.9% from 737 in December of 2008 and -3.4% lower than the 938 sales last month. December 2009 sales were at their highest level compared to December of 2008 and 2007. December YTD sales of 11,681 are running 28.2% ahead of last year's year-to-date sales of 9,112.



Prices

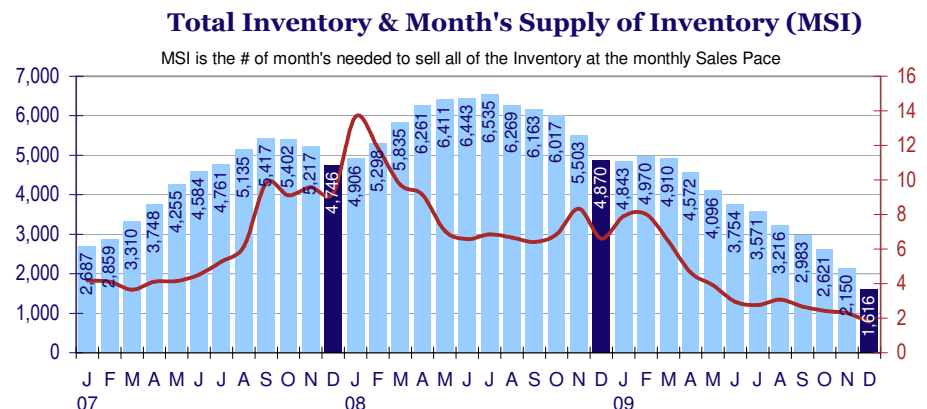
The Median Sales Price in December was \$565,200, up 11.9% from \$505,000 in December of 2008 and down -5.8% from \$600,000 last month. The Average Sales Price in December was \$707,450, up 9.2% from \$648,072 in December of 2008 and down -4.6% from \$741,312 last month. December 2009 ASP was at a mid range compared to December of 2008 and 2007.



Inventory & MSI

The Total Inventory of Properties available for sale as of December was 1,616, down -24.8% from 2,150 last month and down -66.8% from 4,870 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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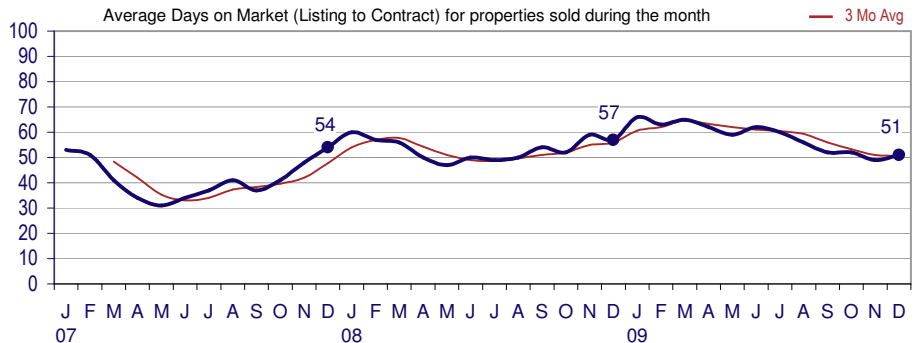
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Market Time

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 51, up 4.1% from 49 days last month and down -10.5% from 57 days in December of last year. The December 2009 DOM was at its lowest level compared with December of 2008 and 2007.

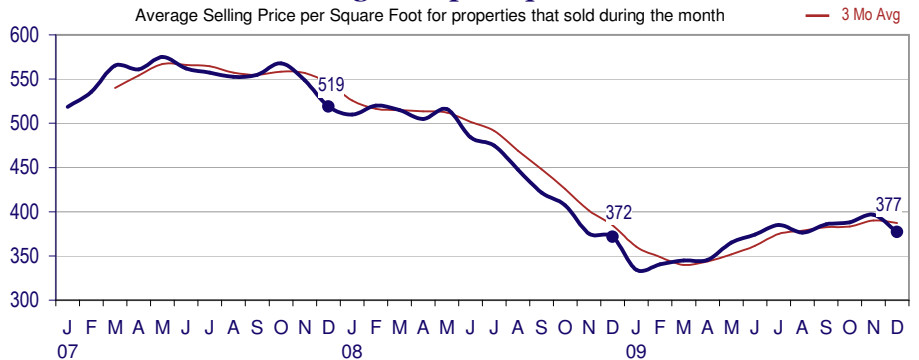
Days On Market for Sold Properties



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 \$377 was down -4.9% from \$397 last month and up 1.5% from 372 in December of last year.

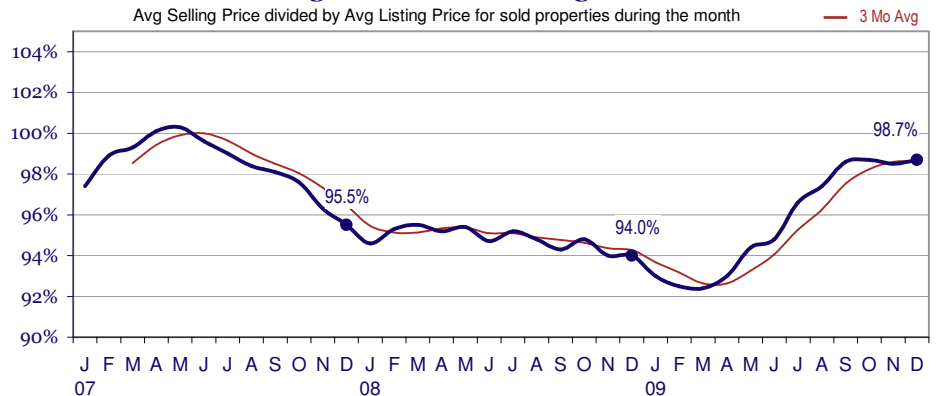
Selling Price per Square Foot



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 98.7% was up from 98.5% last month and up from 94.0% in December of last year.

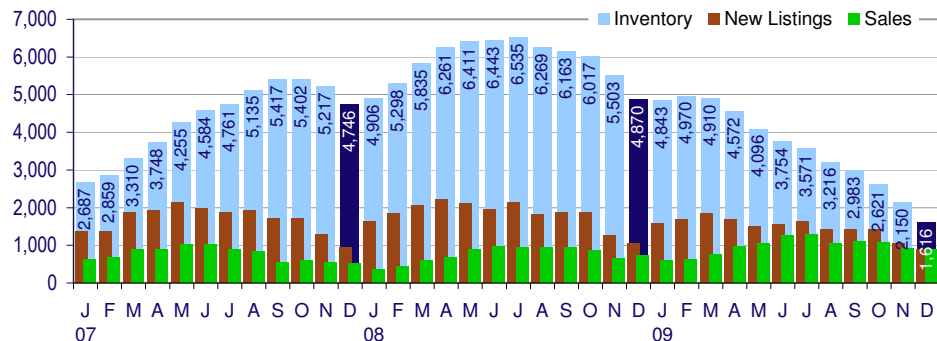
Selling Price versus Listing Price Ratio



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 889, down -16.6% from 1,066 last month and down -16.1% from 1,059 in December of last year.

Inventory / New Listings / Sales



County: Santa Clara

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	641	694	908	913	1024	1016	902	834	552	593	545	515	359	447	600	685	909	980	954	940	961	879	661	737	613	620	761	982	1047	1271	1298	1046	1122	1077	938	906
3 Mo. Roll Avg			748	838	948	984	981	917	763	660	563	551	473	440	469	577	731	858	948	958	952	927	834	759	670	657	665	788	930	1100	1205	1205	1155	1082	1046	974

(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	738	788	829	865	855	865	855	850	845	865	850	799	742	780	805	750	765	730	705	648	592	543	505	505	450	444	450	465	485	540	585	550	551	581	600	565
3 Mo. Roll Avg			785	827	850	862	858	857	850	853	853	838	797	774	776	778	773	748	733	694	648	594	547	518	487	466	448	453	467	497	537	558	562	561	577	582

	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	2687	2859	3310	3748	4255	4584	4761	5135	5417	5402	5217	4746	4906	5298	5835	6261	6411	6443	6535	6269	6163	6017	5503	4870	4843	4970	4910	4572	4096	3754	3571	3216	2983	2621	2150	1616
MSI	4	4	4	4	4	5	5	6	10	9	10	9	14	12	10	9	7	7	7	7	6	7	8	7	8	8	6	5	4	3	3	3	3	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	53	51	41	34	31	34	37	41	37	41	48	54	60	57	56	50	47	50	49	50	54	52	59	57	66	63	65	62	59	62	60	56	52	52	49	51
3 Mo. Roll Avg			48	42	35	33	34	37	38	40	42	48	54	57	58	54	51	49	49	50	51	52	55	56	61	62	65	63	62	61	60	59	56	53	51	51

	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	518	536	565	561	575	562	557	553	555	568	548	519	510	520	515	505	516	484	475	448	422	407	375	372	334	341	345	346	365	374	385	376	386	388	397	377
3 Mo. Roll Avg			540	554	567	566	565	557	555	558	557	545	526	516	515	513	512	502	492	469	448	426	401	385	360	349	340	344	352	362	375	379	382	383	390	387

	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	0.974	0.989	0.993	1.001	1.003	0.996	0.990	0.984	0.981	0.976	0.963	0.955	0.946	0.953	0.955	0.952	0.954	0.947	0.952	0.948	0.943	0.948	0.940	0.940	0.930	0.925	0.924	0.930	0.944	0.948	0.966	0.974	0.986	0.987	0.985	0.987
3 Mo. Roll Avg			0.985	0.994	0.999	1.000	0.996	0.990	0.985	0.980	0.973	0.965	0.955	0.951	0.951	0.953	0.954	0.951	0.951	0.949	0.948	0.946	0.944	0.943	0.937	0.932	0.926	0.926	0.933	0.941	0.953	0.963	0.975	0.982	0.986	0.986

	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	1365	1373	1889	1925	2134	1987	1887	1942	1723	1732	1308	945	1629	1851	2054	2225	2122	1965	2137	1819	1889	1872	1262	1059	1589	1678	1852	1697	1514	1559	1637	1418	1421	1433	1066	889
Inventory	2687	2859	3310	3748	4255	4584	4761	5135	5417	5402	5217	4746	4906	5298	5835	6261	6411	6443	6535	6269	6163	6017	5503	4870	4843	4970	4910	4572	4096	3754	3571	3216	2983	2621	2150	1616
Sales	641	694	908	913	1024	1016	902	834	552	593	545	515	359	447	600	685	909	980	954	940	961	879	661	737	613	620	761	982	1047	1271	1298	1046	1122	1077	938	906

(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	943	968	1063	1094	1089	1059	1038	1070	1052	1052	1034	992	994	988	975	971	973	921	878	837	740	680	630	648	560	555	603	595	642	681	710	688	681	713	741	707
3 Mo. Roll Avg			991	1041	1082	1081	1062	1056	1053	1058	1046	1026	1007	991	986	978	973	955	924	878	818	752	683	653	613	587	572	584	613	639	678	693	693	694	712	721

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