

County: Santa Clara



Daniel Pizano

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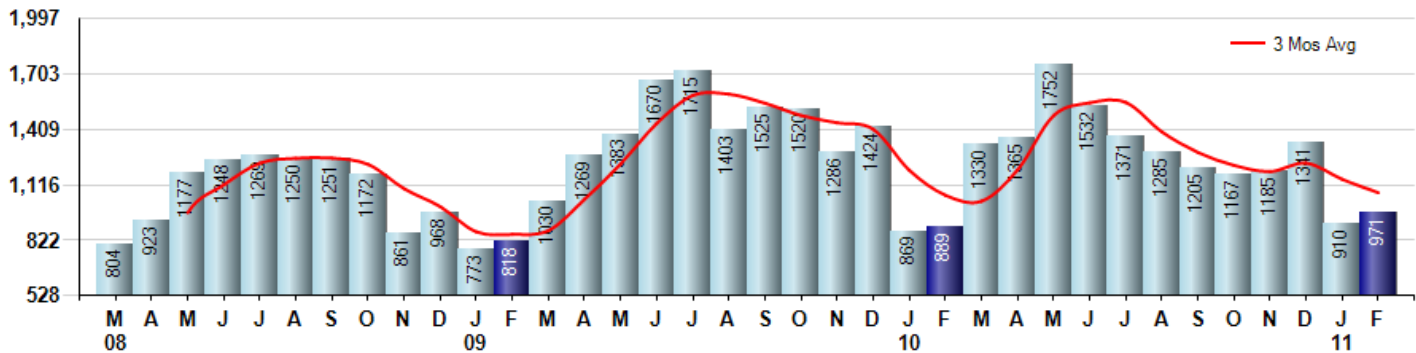
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$489,900	↑		↑				
Average List Price of all Current Listings	\$763,189	↑		↑				
February Median Sales Price	\$440,000	↓	↓	↓	↓	\$453,000	↓	↓
February Average Sales Price	\$571,708	↔	↓	↓	↓	\$570,857	↓	↓
Total Properties Currently for Sale (Inventory)	3,988	↓		↓				
February Number of Properties Sold	971	↑		↑		1,881	↑	
February Average Days on Market (Solds)	69	↔	↑	↑	↑	69	↑	↑
Asking Price per Square Foot (based on New Listings)	\$384	↑	↑	↑	↑	\$373	↓	↓
February Sold Price per Square Foot	\$338	↔	↓	↓	↓	\$338	↓	↓
February Month's Supply of Inventory	4.1	↓	↑	↓	↓	4.4	↓	↔
February Sale Price vs List Price Ratio	98.9%	↓	↑	↓	↔	98.3%	↓	↓

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

Property Sales

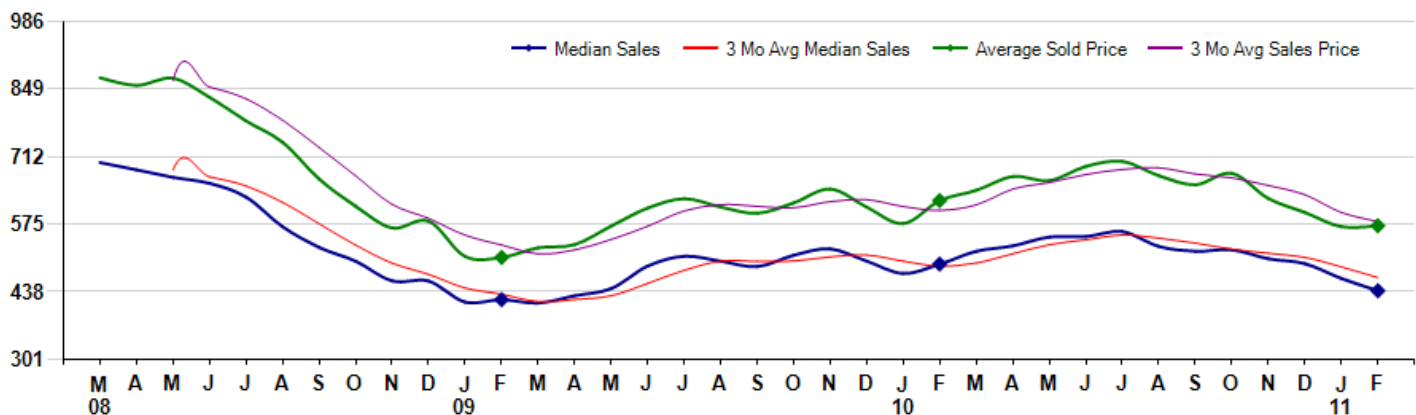
February Property sales were 971, up 9.2% from 889 in February of 2010 and 6.7% higher than the 910 sales last month. February 2011 sales were at their highest level compared to February of 2010 and 2009. February YTD sales of 1,881 are running 7.0% ahead of last year's year-to-date sales of 1,758.



Prices

The Median Sales Price in February was \$440,000, down -10.9% from \$494,000 in February of 2010 and down -5.4% from \$465,000 last month. The Average Sales Price in February was \$571,708, down -8.2% from \$622,782 in February of 2010 and up 0.3% from \$569,950 last month. February 2011 ASP was at a mid range compared to February of 2010 and 2009.

Median means Middle (the same # of properties sold above and below Median) (000's)



Based on information from MLSTListings, Inc. for the period 3/1/2008 through 2/28/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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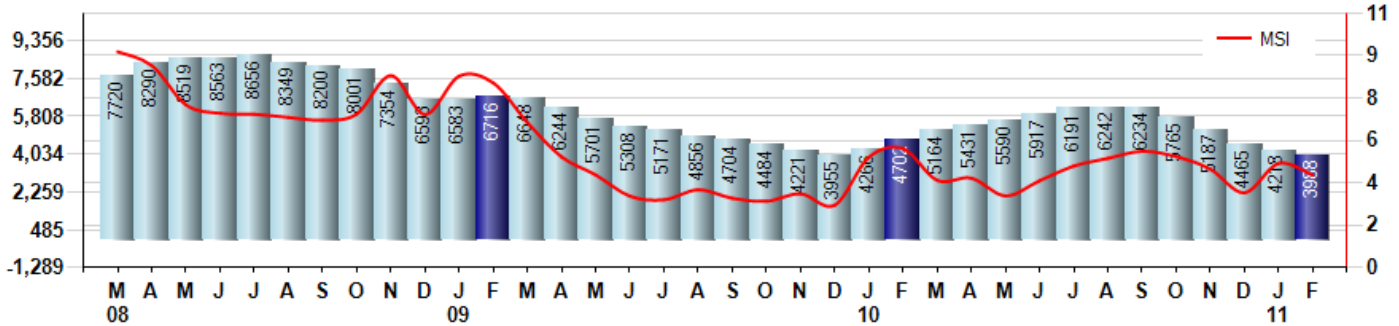
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Inventory & MSI

The Total Inventory of Properties available for sale as of February was 3,988, down -5.5% from 4,218 last month and down -15.2% from 4,702 in February of last year. February 2011 Inventory was at the lowest level compared to February of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The February 2011 MSI of 4.1 months was at its lowest level compared with February of 2010 and 2009.

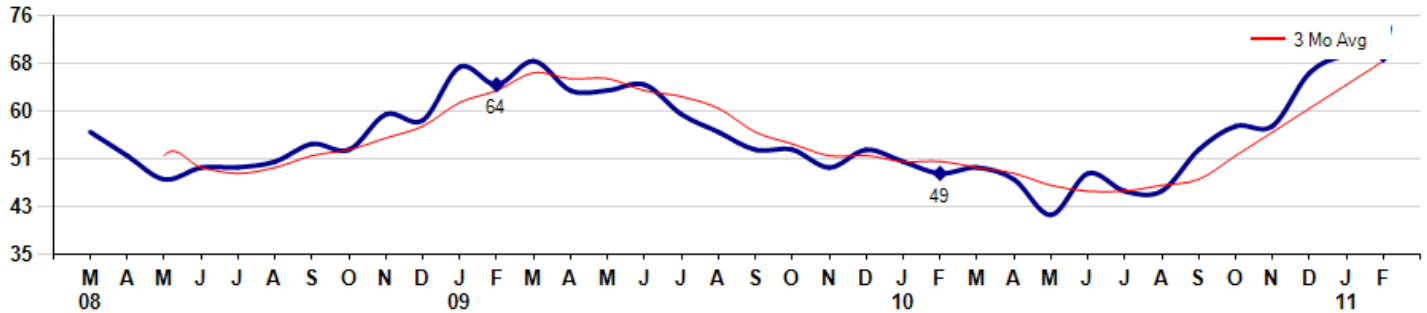
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 February was 69, equal to 69 days last month and up 40.8% from 49 days in February of last year. The February 2011 DOM was at its highest level compared with February of 2010 and 2009.

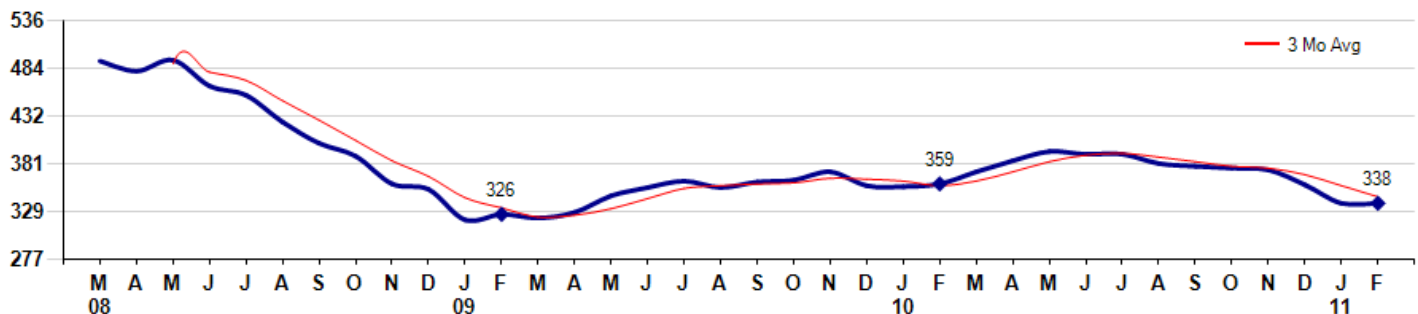
Average Days on Market (Listing to Contract) for properties sold during the month



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 February 2011 Selling Price per Square Foot of \$338 was equal to \$338 last month and down -5.8% from \$359 in February of last year.

Average Selling Price per Square Foot for properties that sold during the month



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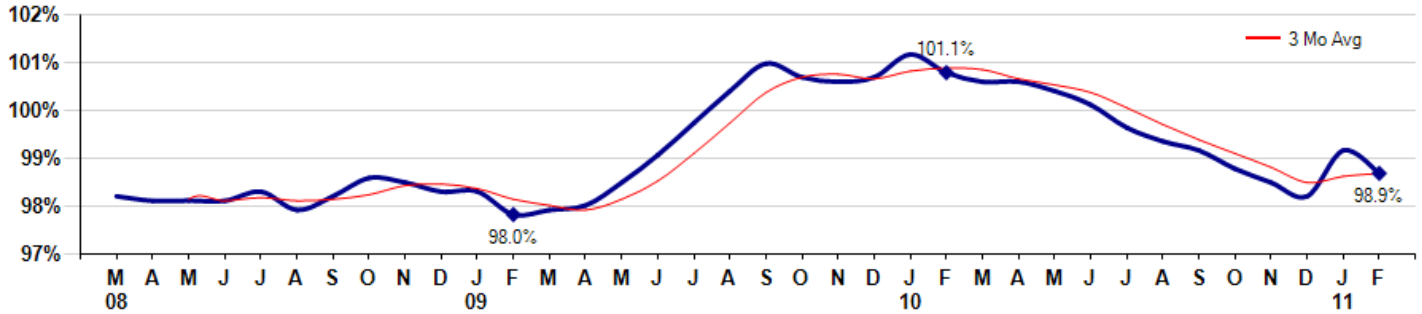


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Selling Price vs Original Listing Price

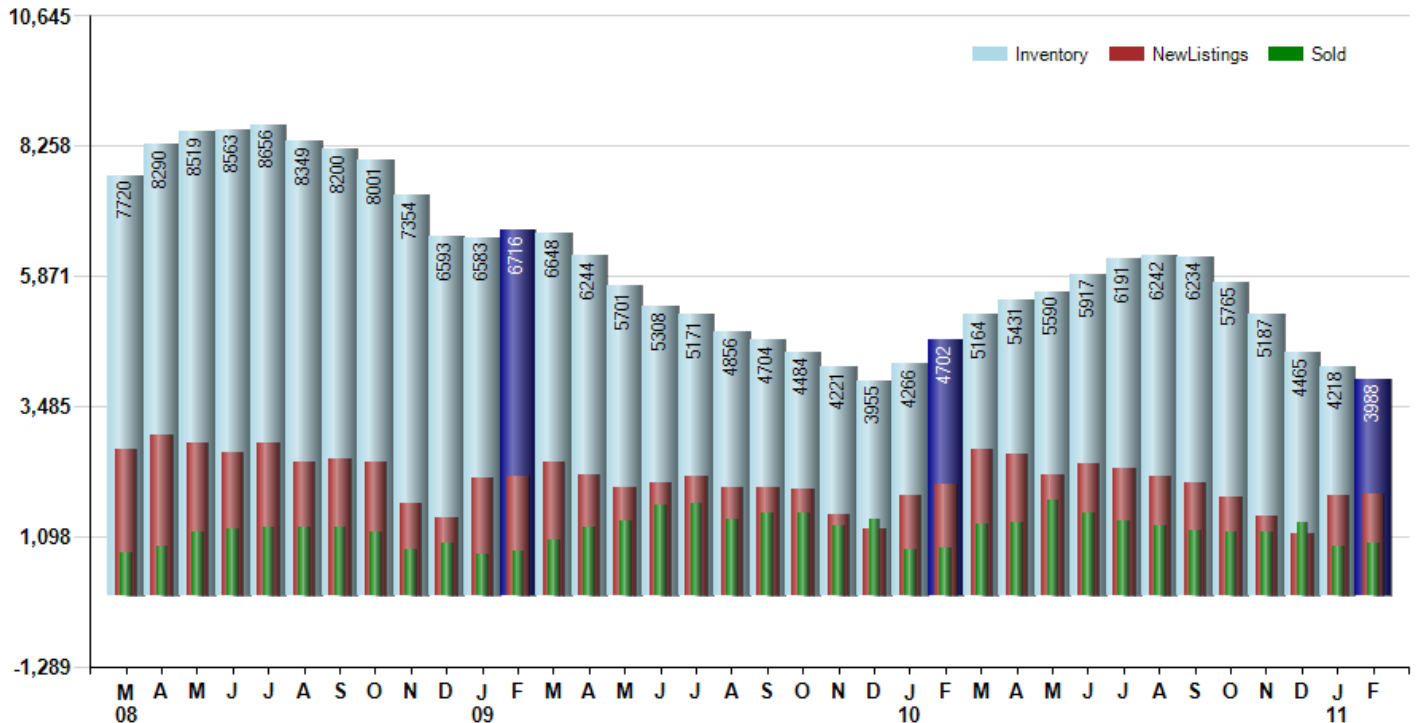
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 98.9% was down from 99.4% last month and down from 101.1% in February of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



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 February 2011 was 1862, up 1.6% from 1,833 last month and down -9.8% from 2,064 in February of last year.



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MARKET ACTION REPORT

February 2011

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	M 08	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	A	M	J	J	A	S	O	N	D	J 11	F
Homes Sold	804	923	1,177	1,248	1,269	1,250	1,251	1,172	861	968	773	818	1,030	1,269	1,383	1,670	1,715	1,403	1,525	1,520	1,286	1,424	869	889	1,330	1,365	1,752	1,532	1,371	1,285	1,205	1,167	1,185	1,341	910	971
3 Mo. Roll Avg			968	1,116	1,231	1,256	1,257	1,224	1,095	1,000	867	853	874	1,039	1,227	1,441	1,589	1,596	1,548	1,483	1,444	1,410	1,193	1,061	1,029	1,195	1,482	1,550	1,552	1,396	1,287	1,219	1,186	1,231	1,145	1,074

	(000's) M 08	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	A	M	J	J	A	S	O	N	D	J 11	F
Median Sale Price	700	685	670	658	630	570	528	500	460	460	417	422	415	430	444	490	510	500	489	512	525	500	475	494	520	531	549	550	560	530	520	523	505	495	465	440
3 Mo. Roll Avg			685	671	653	619	576	533	496	473	446	433	418	422	430	455	481	500	500	500	509	512	500	490	496	515	533	543	553	547	537	524	516	508	488	467

	M 08	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	A	M	J	J	A	S	O	N	D	J 11	F	
Inventory	7,720	8,290	8,519	8,563	8,656	8,349	8,200	8,001	7,354	6,593	6,583	6,716	6,648	6,244	5,701	5,308	5,171	4,856	4,704	4,484	4,221	3,955	4,266	4,702	5,164	5,431	5,590	5,917	6,191	6,242	6,234	5,765	5,187	4,465	4,218	3,988	
MSI	10	9	7	7	7	7	7	7	9	7	9	8	6	5	4	3	3	3	3	3	3	3	3	5	5	4	4	3	4	5	5	5	5	4	3	5	4

	M 08	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	A	M	J	J	A	S	O	N	D	J 11	F
Days On Market	56	52	48	50	50	51	54	53	59	58	67	64	68	63	63	64	59	56	53	53	50	53	51	49	50	48	42	49	46	46	53	57	57	66	69	69
3 Mo. Roll Avg			52	50	49	50	52	53	55	57	61	63	66	65	65	63	62	60	56	54	52	52	51	51	50	49	47	46	46	47	48	52	56	60	64	68

	M 08	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	A	M	J	J	A	S	O	N	D	J 11	F
Price per Sq Ft	492	481	493	465	455	426	403	389	359	353	320	326	322	328	346	355	362	355	361	363	372	357	356	359	372	384	394	391	391	381	378	376	374	358	338	338
3 Mo. Roll Avg			489	480	471	449	428	406	384	367	344	333	323	325	332	343	354	357	359	360	365	364	362	357	362	372	383	390	392	388	383	378	376	369	357	345

	M 08	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	A	M	J	J	A	S	O	N	D	J 11	F
Sale to List Price	0.984	0.983	0.983	0.983	0.985	0.981	0.984	0.988	0.987	0.985	0.985	0.980	0.981	0.982	0.987	0.993	1.000	1.007	1.013	1.010	1.009	1.010	1.015	1.011	1.009	1.009	1.007	1.004	0.999	0.996	0.994	0.990	0.987	0.984	0.994	0.989
3 Mo. Roll Avg			0.983	0.983	0.984	0.983	0.983	0.984	0.986	0.987	0.986	0.983	0.982	0.981	0.983	0.987	0.993	1.000	1.007	1.010	1.011	1.010	1.011	1.012	1.012	1.010	1.008	1.007	1.003	1.000	0.996	0.993	0.990	0.987	0.988	0.989

	M 08	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	A	M	J	J	A	S	O	N	D	J 11	F
New Listings	2,679	2,959	2,815	2,634	2,796	2,464	2,507	2,454	1,714	1,445	2,155	2,187	2,459	2,227	1,997	2,067	2,188	1,985	1,980	1,956	1,495	1,225	1,846	2,064	2,707	2,620	2,221	2,436	2,340	2,205	2,067	1,809	1,481	1,152	1,833	1,862
Inventory	7,720	8,290	8,519	8,563	8,656	8,349	8,200	8,001	7,354	6,593	6,583	6,716	6,648	6,244	5,701	5,308	5,171	4,856	4,704	4,484	4,221	3,955	4,266	4,702	5,164	5,431	5,590	5,917	6,191	6,242	6,234	5,765	5,187	4,465	4,218	3,988
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	(000's) M 08	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	A	M	J	J	A	S	O	N	D	J 11	F
Avg Sale Price	872	856	871	832	784	741	667	611	567	581	510	508	527	534	571	608	627	610	597	618	646	610	576	623	644	672	663	692	702	673	655	678	627	599	570	572
3 Mo. Roll Avg			866	853	829	786	731	673	615	587	553	533	515	523	544	571	602	615	611	608	621	625	611	603	614	646	659	676	686	689	677	669	653	635	599	580

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