

City: Cupertino



Daniel Pizano

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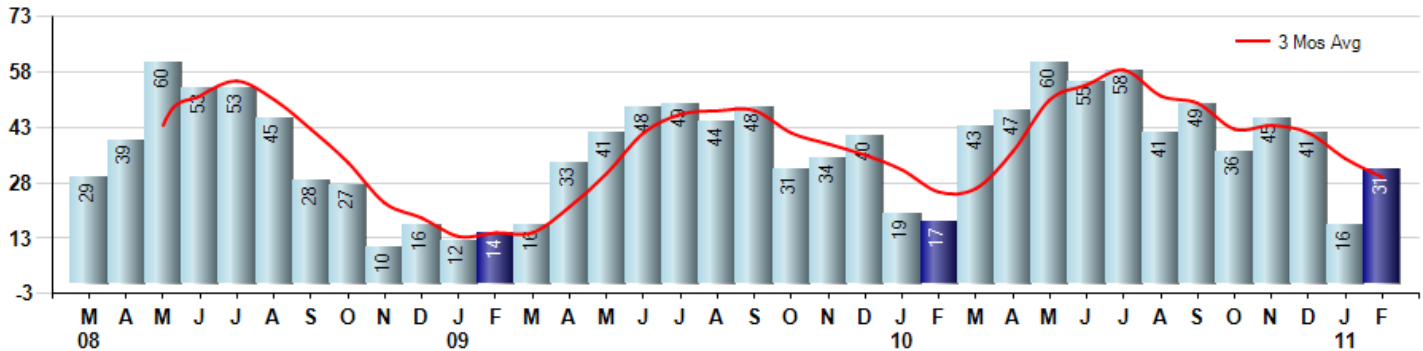
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$998,000	↑		↑				
Average List Price of all Current Listings	\$1,156,450	↓		↑				
February Median Sales Price	\$832,000	↓	↓	↓	↓	\$864,062	↓	↓
February Average Sales Price	\$938,894	↓	↓	↔	↓	\$953,765	↓	↓
Total Properties Currently for Sale (Inventory)	67	↑		↓				
February Number of Properties Sold	31	↑		↑		47	↑	
February Average Days on Market (Solds)	47	↓	↑	↑	↑	49	↓	↑
Asking Price per Square Foot (based on New Listings)	\$611	↑	↑	↑	↑	\$566	↓	↓
February Sold Price per Square Foot	\$548	↔	↔	↓	↓	\$549	↓	↓
February Month's Supply of Inventory	2.2	↓	↓	↓	↓	3.0	↓	↑
February Sale Price vs List Price Ratio	99.5%	↑	↑	↓	↑	98.7%	↔	↓

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

Property Sales

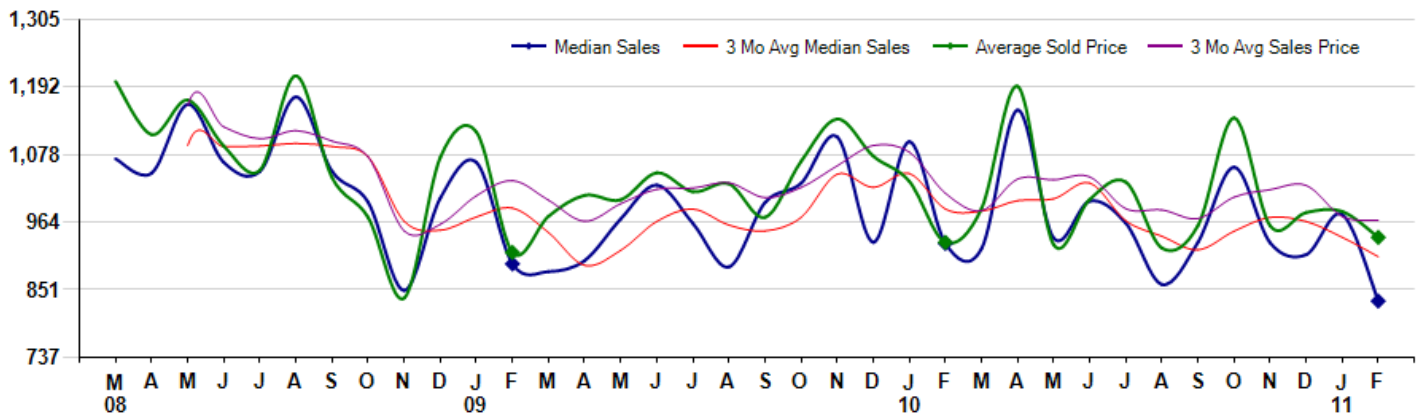
February Property sales were 31, up 82.4% from 17 in February of 2010 and 93.8% higher than the 16 sales last month. February 2011 sales were at their highest level compared to February of 2010 and 2009. February YTD sales of 47 are running 30.6% ahead of last year's year-to-date sales of 36.



Prices

The Median Sales Price in February was \$832,000, down -10.4% from \$929,000 in February of 2010 and down -14.9% from \$977,638 last month. The Average Sales Price in February was \$938,894, up 0.9% from \$930,647 in February of 2010 and down -4.4% from \$982,577 last month. February 2011 ASP was at highest level 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 MLSListings, 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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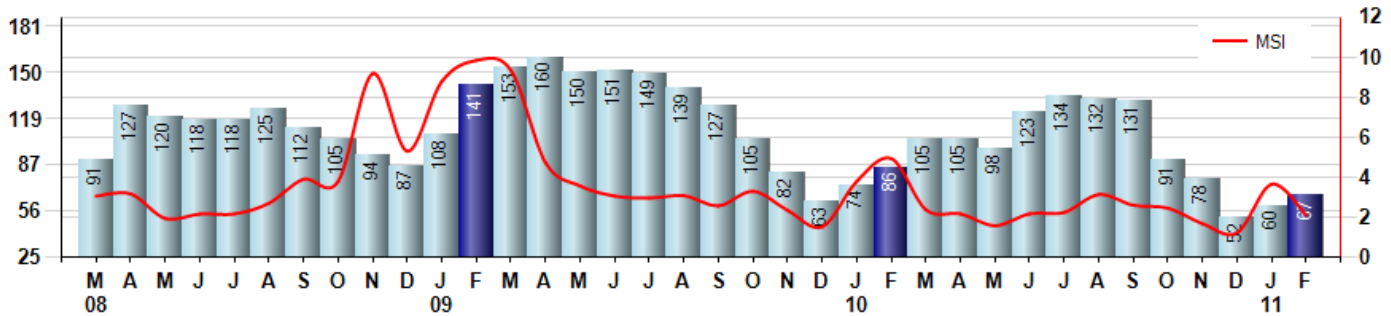
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Inventory & MSI

The Total Inventory of Properties available for sale as of February was 67, up 11.7% from 60 last month and down -22.1% from 86 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 2.2 months was at its lowest level compared with February of 2010 and 2009.

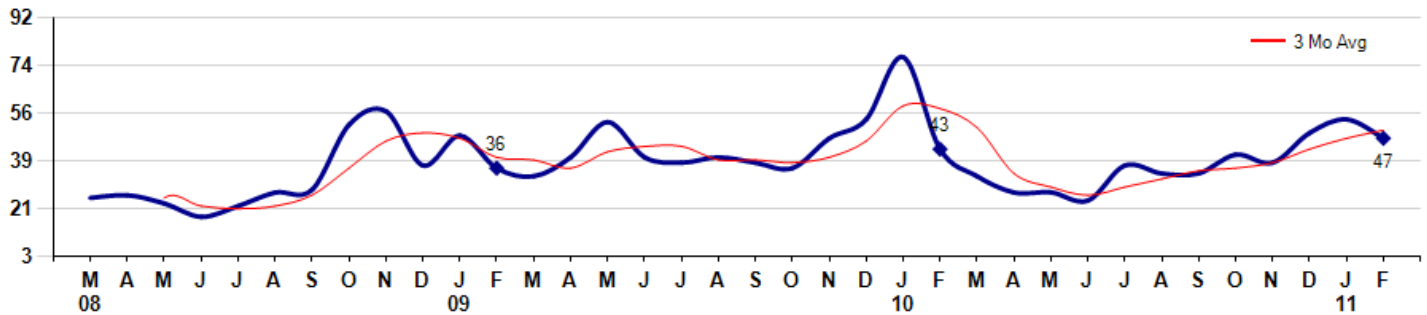
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 47, down -13.0% from 54 days last month and up 9.3% from 43 days in February of last year. The February 2011 DOM was at its highest level compared with February of 2010 and 2009.

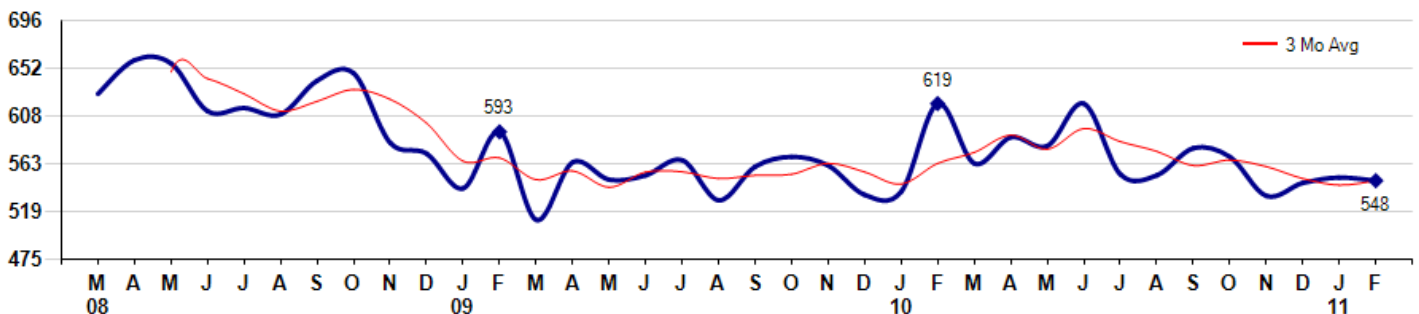
Average Days on Market (Listing to Contract) for properties sold during the month



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 \$548 was down -0.5% from \$551 last month and down -11.5% from \$619 in February of last year.

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



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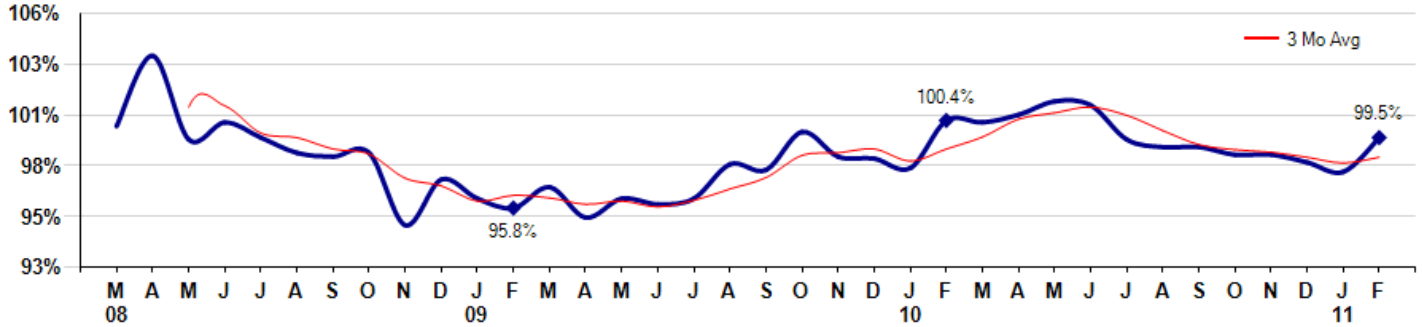


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Selling Price vs Original Listing Price

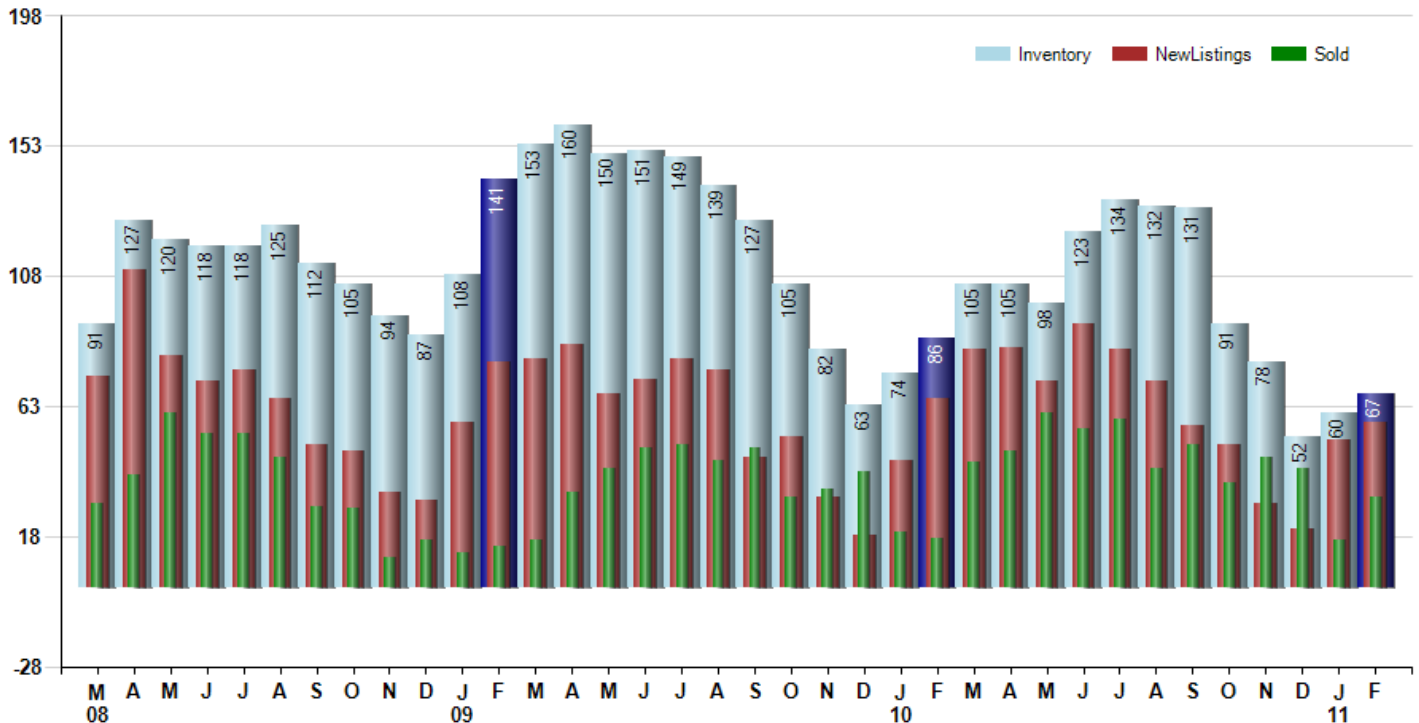
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 99.5% was up from 97.7% last month and down from 100.4% 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 57, up 11.8% from 51 last month and down -12.3% from 65 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	29	39	60	53	53	45	28	27	10	16	12	14	16	33	41	48	49	44	48	31	34	40	19	17	43	47	60	55	58	41	49	36	45	41	16	31
3 Mo. Roll Avg			43	51	55	50	42	33	22	18	13	14	14	21	30	41	46	47	47	41	38	35	31	25	26	36	50	54	58	51	49	42	43	41	34	29

	(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	1,071	1,047	1,163	1,065	1,050	1,175	1,050	998	850	1,005	1,065	894	882	900	970	1,027	963	890	998	1,030	1,108	931	1,100	929	920	1,153	938	1,000	963	860	931	1,057	930	910	978	832
3 Mo. Roll Avg			1,094	1,092	1,093	1,097	1,092	1,074	966	951	973	988	947	892	917	966	987	960	950	972	1,045	1,023	1,046	987	983	1,001	1,004	1,030	967	941	918	949	973	966	939	907

	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	91	127	120	118	118	125	112	105	94	87	108	141	153	160	150	151	149	139	127	105	82	63	74	86	105	105	98	123	134	132	131	91	78	52	60	67
MSI	3	3	2	2	2	3	4	4	9	5	9	10	10	5	4	3	3	3	3	3	2	2	4	5	2	2	2	2	2	3	3	3	2	1	4	2

	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	25	26	23	18	22	27	28	52	57	37	48	36	33	40	53	40	38	40	38	36	47	54	77	43	33	27	27	24	37	34	34	41	38	49	54	47
3 Mo. Roll Avg			25	22	21	22	26	36	46	49	47	40	39	36	42	44	44	39	39	38	40	46	59	58	51	34	29	26	29	32	35	36	38	43	47	50

	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	628	659	656	612	615	609	640	647	583	573	541	593	512	565	549	553	567	530	561	570	562	535	538	619	564	588	580	619	554	553	578	570	534	546	551	548
3 Mo. Roll Avg			648	642	628	612	621	632	623	601	566	569	549	557	542	556	556	550	553	554	564	556	545	564	574	590	577	596	584	575	562	567	561	550	544	548

	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	1.001	1.038	0.994	1.003	0.995	0.987	0.985	0.987	0.949	0.973	0.963	0.958	0.969	0.953	0.963	0.960	0.963	0.981	0.978	0.998	0.985	0.984	0.979	1.004	1.003	1.007	1.014	1.012	0.994	0.990	0.990	0.986	0.986	0.982	0.977	0.995
3 Mo. Roll Avg			1.011	1.012	0.997	0.995	0.989	0.986	0.974	0.970	0.962	0.965	0.963	0.960	0.962	0.959	0.962	0.968	0.974	0.986	0.987	0.989	0.983	0.989	0.995	1.005	1.008	1.011	1.007	0.999	0.991	0.989	0.987	0.985	0.982	0.985

	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	73	110	80	71	75	65	49	47	33	30	57	78	79	84	67	72	79	75	45	52	31	18	44	65	82	83	71	91	82	71	56	49	29	20	51	57
Inventory	91	127	120	118	118	125	112	105	94	87	108	141	153	160	150	151	149	139	127	105	82	63	74	86	105	105	98	123	134	132	131	91	78	52	60	67
Sales	29	39	60	53	53	45	28	27	10	16	12	14	16	33	41	48	49	44	48	31	34	40	19	17	43	47	60	55	58	41	49	36	45	41	16	31

	(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	1,201	1,112	1,170	1,092	1,052	1,210	1,040	973	837	1,073	1,116	914	975	1,010	1,002	1,048	1,016	1,029	973	1,067	1,138	1,076	1,033	931	988	1,193	927	1,003	1,032	921	959	1,140	959	981	983	939
3 Mo. Roll Avg			1,161	1,125	1,105	1,118	1,101	1,074	950	961	1,009	1,034	1,001	966	996	1,020	1,022	1,031	1,006	1,023	1,059	1,093	1,082	1,013	984	1,037	1,036	1,041	987	985	971	1,007	1,019	1,026	974	967

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