

## City: Gilroy



**Daniel Pizano**

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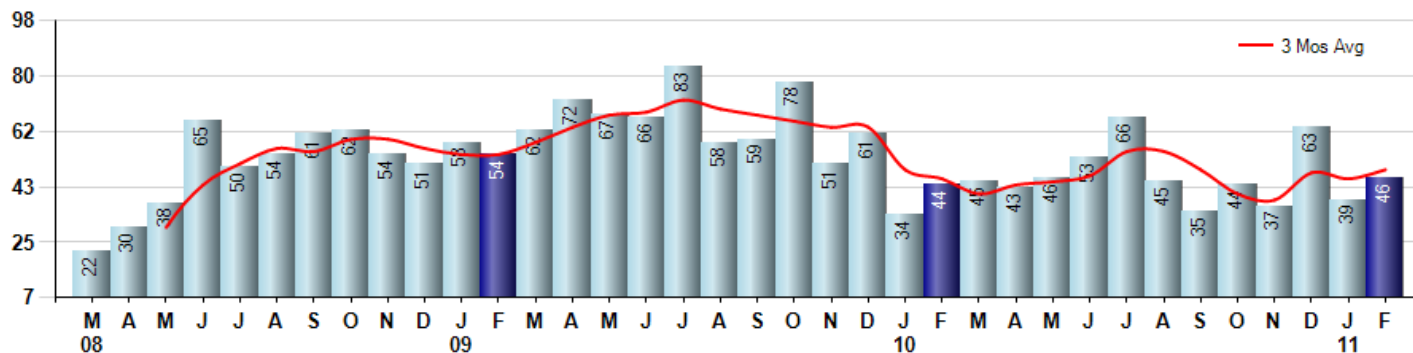
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$399,950	↔		↓				
Average List Price of all Current Listings	\$592,856	↑		↓				
February Median Sales Price	\$350,000	↓	↓	↓	↓	\$375,000	↔	↓
February Average Sales Price	\$430,783	↔	↔	↓	↔	\$431,327	↔	↔
Total Properties Currently for Sale (Inventory)	187	↓		↓				
February Number of Properties Sold	46	↑		↑		85	↑	
February Average Days on Market (Solds)	75	↑	↑	↑	↑	66	↑	↑
Asking Price per Square Foot (based on New Listings)	\$211	↑	↔	↓	↓	\$205	↓	↓
February Sold Price per Square Foot	\$210	↑	↑	↓	↔	\$207	↓	↓
February Month's Supply of Inventory	4.1	↓	↓	↓	↓	4.9	↓	↓
February Sale Price vs List Price Ratio	99.1%	↓	↑	↓	↓	98.1%	↓	↓

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

### Property Sales

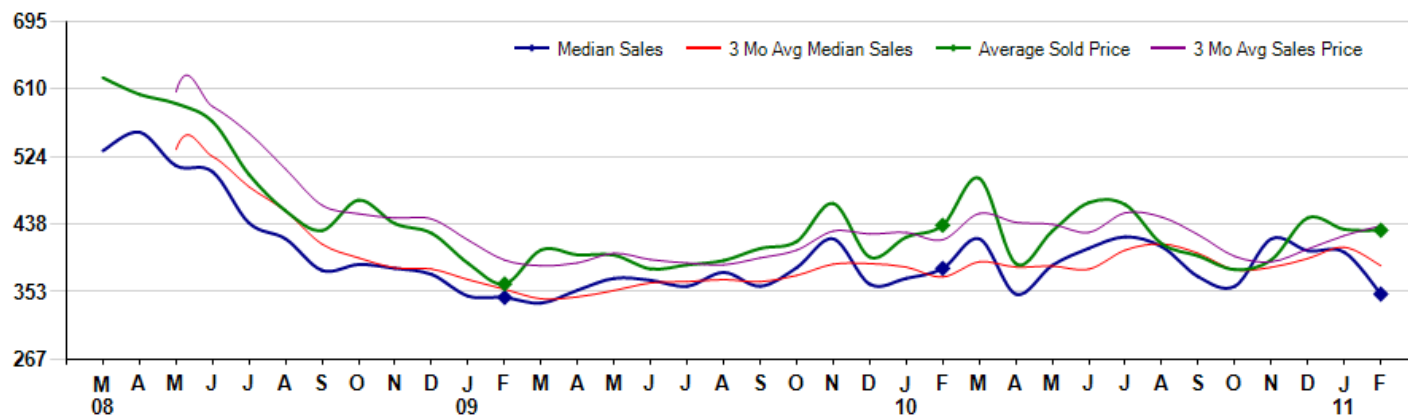
February Property sales were 46, up 4.5% from 44 in February of 2010 and 17.9% higher than the 39 sales last month. February 2011 sales were at a mid level compared to February of 2010 and 2009. February YTD sales of 85 are running 9.0% ahead of last year's year-to-date sales of 78.



### Prices

The Median Sales Price in February was \$350,000, down -8.5% from \$382,500 in February of 2010 and down -13.2% from \$403,000 last month. The Average Sales Price in February was \$430,783, down -1.5% from \$437,183 in February of 2010 and down -0.3% from \$431,968 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 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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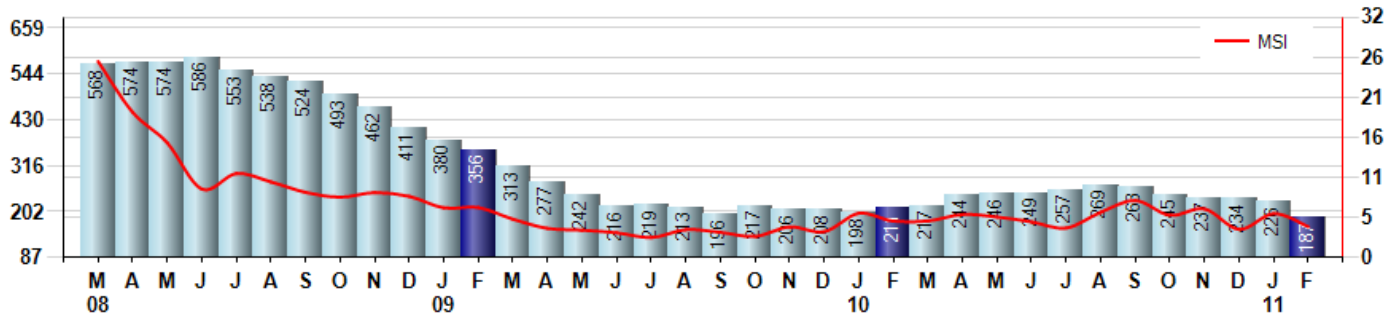
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### Inventory & MSI

The Total Inventory of Properties available for sale as of February was 187, down -17.3% from 226 last month and down -11.4% from 211 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.

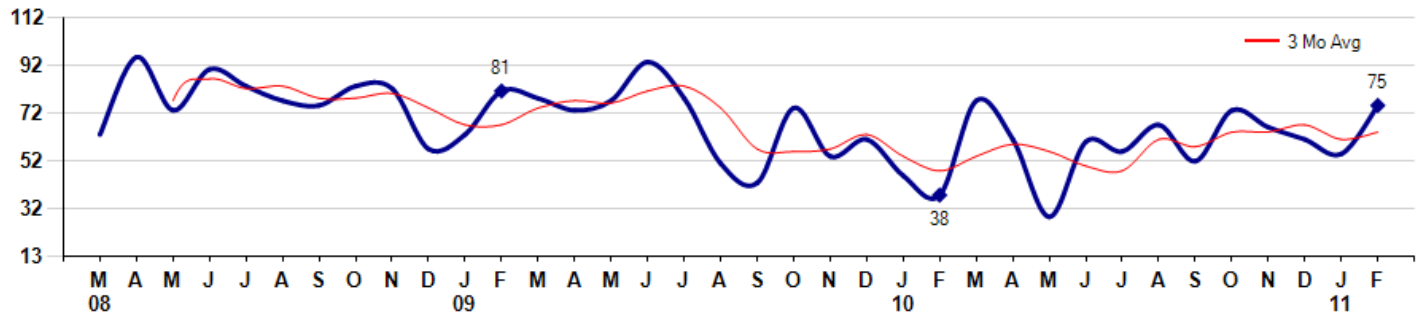
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 75, up 36.4% from 55 days last month and up 97.4% from 38 days in February of last year. The February 2011 DOM was at a mid range compared with February of 2010 and 2009.

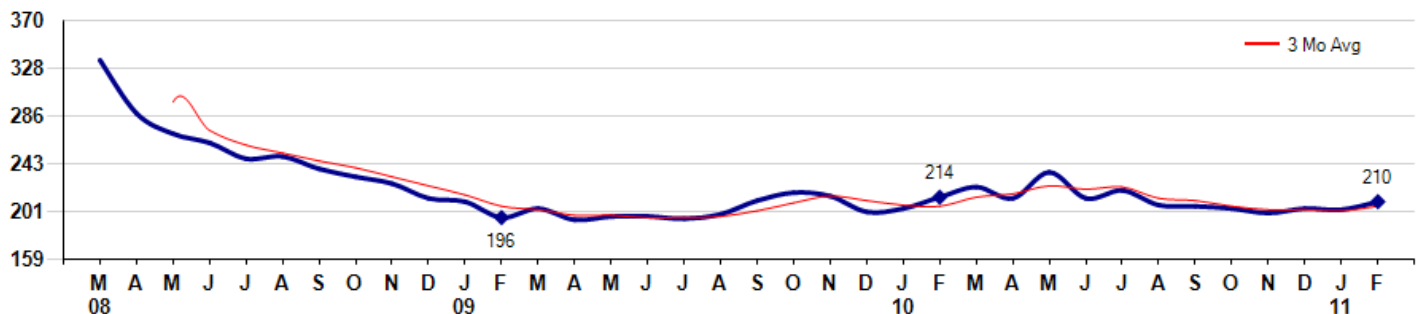
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 \$210 was up 3.4% from \$203 last month and down -1.9% from \$214 in February of last year.

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



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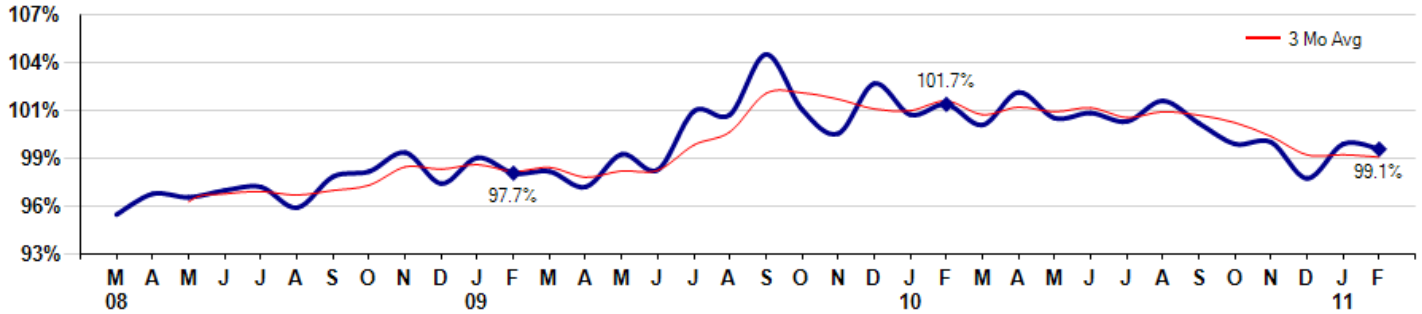


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### Selling Price vs Original Listing Price

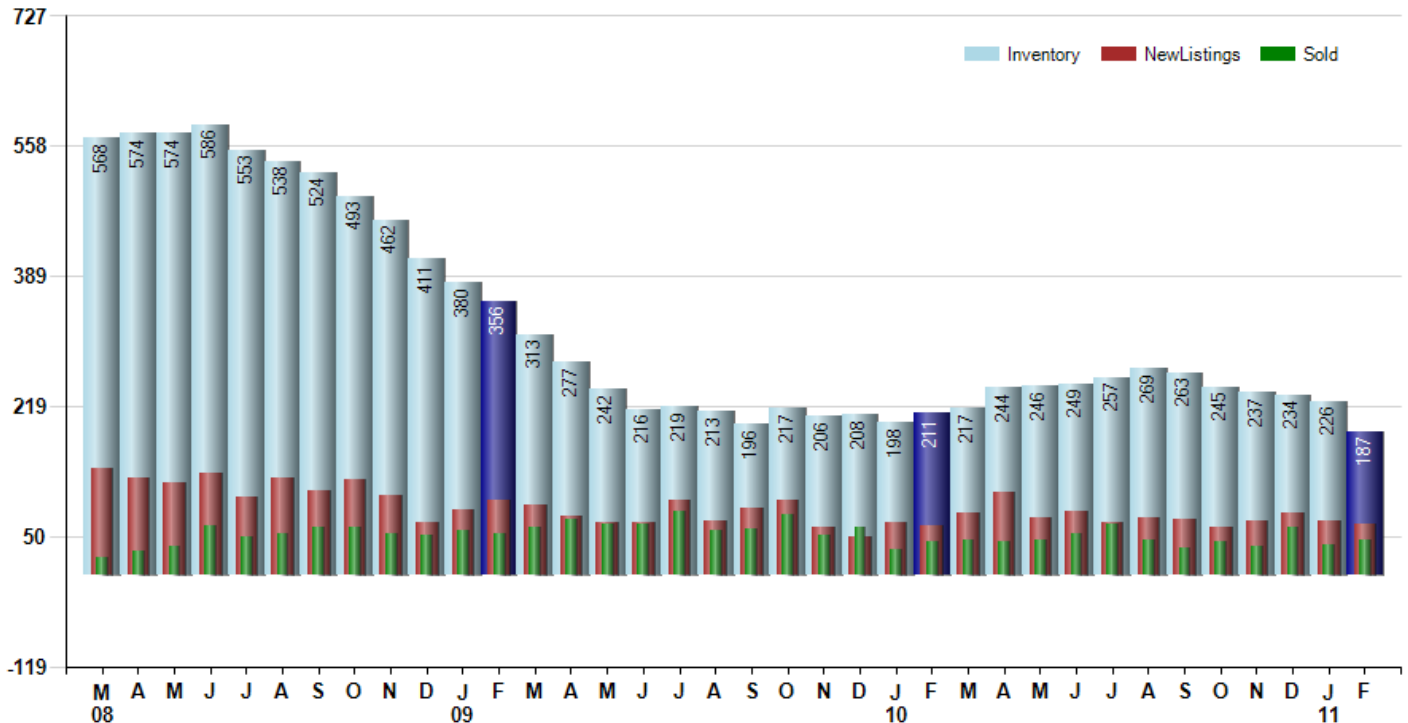
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 99.1% was down from 99.4% last month and down from 101.7% 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 67, down 5.6% from 71 last month and up 3.1% from 65 in February of last year.



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# MARKET ACTION REPORT

February 2011

City: *Gilroy*



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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	22	30	38	65	50	54	61	62	54	51	58	54	62	72	67	66	83	58	59	78	51	61	34	44	45	43	46	53	66	45	35	44	37	63	39	46
3 Mo. Roll Avg			30	44	51	56	55	59	59	56	54	54	58	63	67	68	72	69	67	65	63	63	49	46	41	44	45	47	55	55	49	41	39	48	46	49

	(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	532	555	513	505	440	420	380	388	383	375	348	346	339	355	370	368	360	378	360	384	420	363	370	383	420	350	387	408	423	410	372	360	420	405	403	350
3 Mo. Roll Avg			533	524	486	455	413	396	383	382	368	356	344	346	355	364	366	368	366	374	388	389	384	372	391	384	386	382	406	414	402	381	384	395	409	386

	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	568	574	574	586	553	538	524	493	462	411	380	356	313	277	242	216	219	213	196	217	206	208	198	211	217	244	246	249	257	269	263	245	237	234	226	187
MSI	26	19	15	9	11	10	9	8	9	8	7	7	5	4	4	3	3	4	3	3	4	3	6	5	5	6	5	5	4	6	8	6	6	4	6	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	63	95	73	90	83	77	75	83	82	57	63	81	78	73	77	93	78	51	43	74	54	61	46	38	77	61	29	60	56	67	52	73	66	61	55	75
3 Mo. Roll Avg			77	86	82	83	78	78	80	74	67	67	74	77	76	81	83	74	57	56	57	63	54	48	54	59	56	50	48	61	58	64	64	67	61	64

	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	335	288	270	262	248	250	239	232	226	213	210	196	204	194	197	197	195	199	211	218	215	201	204	214	223	213	236	213	220	207	206	204	200	204	203	210
3 Mo. Roll Avg			298	273	260	253	246	240	232	224	216	206	203	198	198	196	196	197	202	209	215	211	207	206	214	217	224	221	223	213	211	206	203	203	202	206

	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	0.953	0.965	0.963	0.967	0.969	0.957	0.975	0.978	0.989	0.971	0.986	0.977	0.978	0.969	0.988	0.979	1.013	1.011	1.046	1.014	1.000	1.029	1.011	1.017	1.005	1.024	1.009	1.012	1.007	1.019	1.006	0.994	0.995	0.974	0.994	0.991
3 Mo. Roll Avg			0.960	0.965	0.966	0.964	0.967	0.970	0.981	0.979	0.982	0.978	0.980	0.975	0.978	0.979	0.993	1.001	1.023	1.024	1.020	1.014	1.013	1.019	1.011	1.015	1.013	1.015	1.009	1.013	1.011	1.006	0.998	0.988	0.988	0.986

	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	138	127	120	132	102	126	110	125	103	68	84	98	90	77	68	68	98	70	87	98	62	50	69	65	81	108	74	82	68	75	73	61	71	81	71	67
Inventory	568	574	574	586	553	538	524	493	462	411	380	356	313	277	242	216	219	213	196	217	206	208	198	211	217	244	246	249	257	269	263	245	237	234	226	187
Sales	22	30	38	65	50	54	61	62	54	51	58	54	62	72	67	66	83	58	59	78	51	61	34	44	45	43	46	53	66	45	35	44	37	63	39	46

	(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	624	603	591	568	501	456	430	469	439	427	389	363	406	400	399	382	387	393	408	417	465	397	422	437	497	389	430	466	463	414	398	381	393	447	432	431
3 Mo. Roll Avg			606	587	554	508	462	452	446	445	418	393	386	390	402	394	389	387	396	406	430	426	428	419	452	441	438	428	453	448	425	398	391	407	424	436

Based on information from MLSTeam, 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.

