

MLS Area: Blossom Valley

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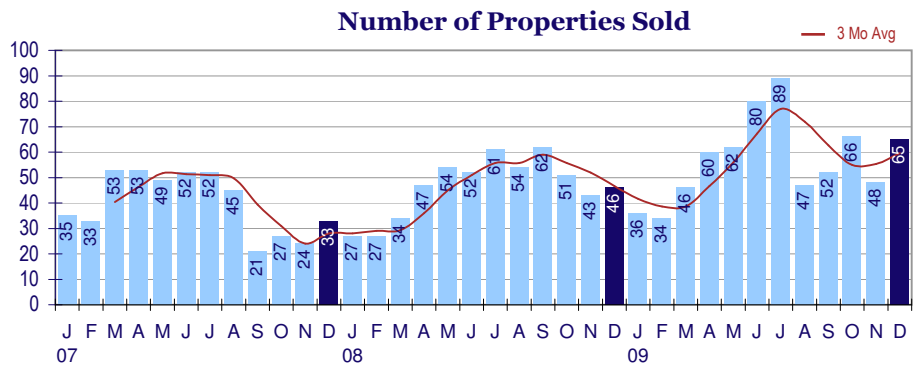
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$528,944	↔		↓				
Average List Price of all Current Listings	\$542,905	↔		↓				
December Median Sales Price	\$519,000	↑	↑	↑	\$0		↓	
December Average Sales Price	\$517,681	↑	↔	↑	\$0		↓	
Total Properties Currently for Sale (Inventory)	66	↓		↓				
December Number of Properties Sold	65	↑		↑	685	↑		
December Average Days on Market (Solds)	42	↓	↓	↓	0		↓	
Asking Price per Square Foot (based on New Listings)	\$308	↓	↔	↑	\$0		↓	
December Sold Price per Square Foot	\$307	↓	↓	↓	\$0		↓	
December Month's Supply of Inventory	1.0	↓	↓	↓	3.3	↓	↓	
December Sale Price vs List Price Ratio	100.1%	↓	↔	↑	0.0%		↓	

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

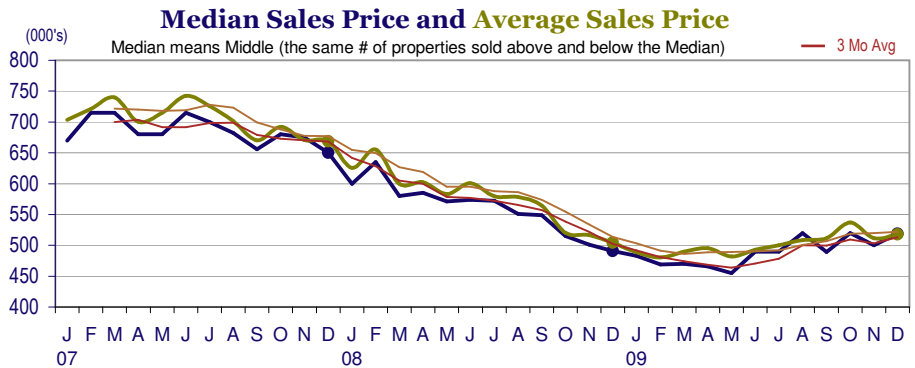
Property Sales

December Property sales were 65, up 41.3% from 46 in December of 2008 and 35.4% higher than the 48 sales last month. December 2009 sales were at their highest level compared to December of 2008 and 2007. December YTD sales of 685 are running 22.8% ahead of last year's year-to-date sales of 558.



Prices

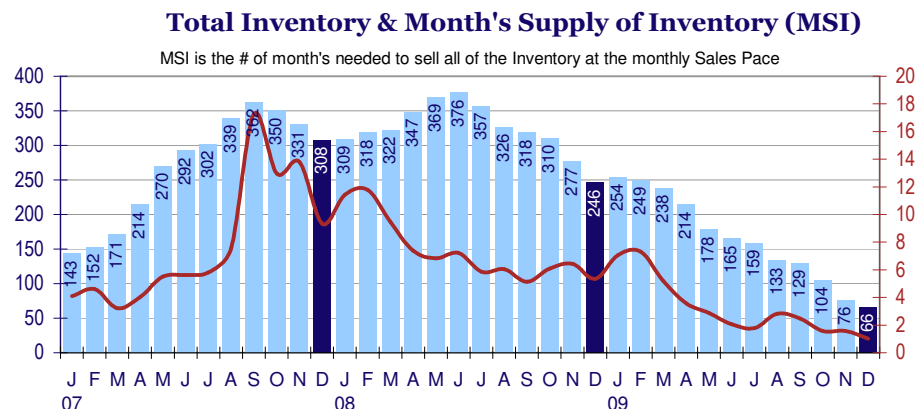
The Median Sales Price in December was \$519,000, up 5.7% from \$491,000 in December of 2008 and up 3.8% from \$500,000 last month. The Average Sales Price in December was \$517,681, up 2.7% from \$504,150 in December of 2008 and up 1.2% from \$511,501 last month. December 2009 ASP was at a mid range compared to December of 2008 and 2007.



Inventory & MSI

The Total Inventory of Properties available for sale as of December was 66, down -13.2% from 76 last month and down -73.2% from 246 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 1.0 months was at its lowest level compared with December of 2008 and 2007.



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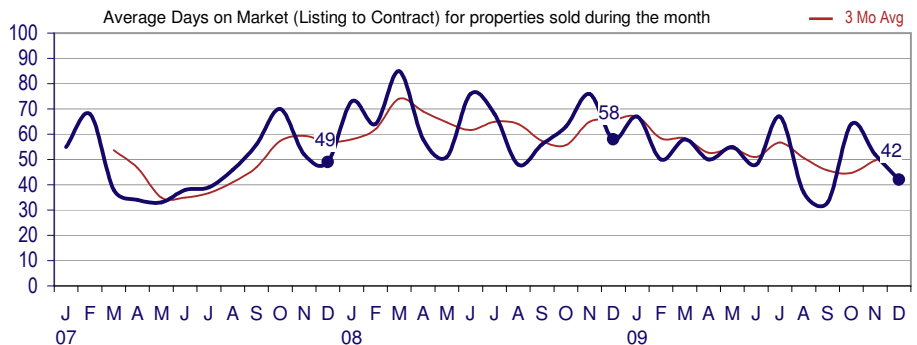
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Market Time

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 42, down -19.2% from 52 days last month and down -27.6% from 58 days in December of last year. The December 2009 DOM was at its lowest level compared with December of 2008 and 2007.

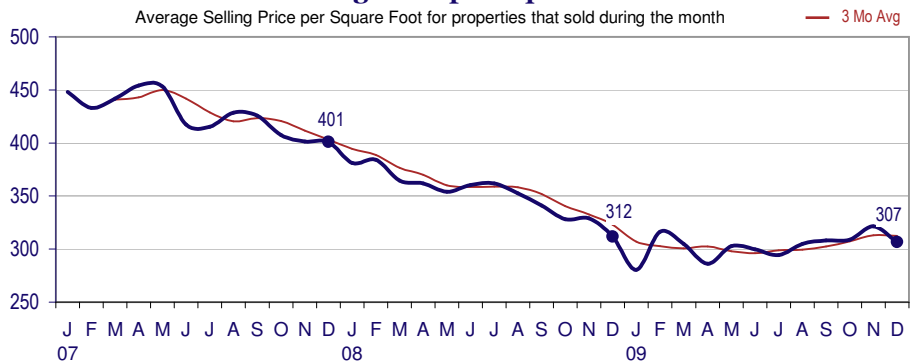
Days On Market for Sold Properties



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 \$307 was down -4.6% from \$322 last month and down -1.6% from 312 in December of last year.

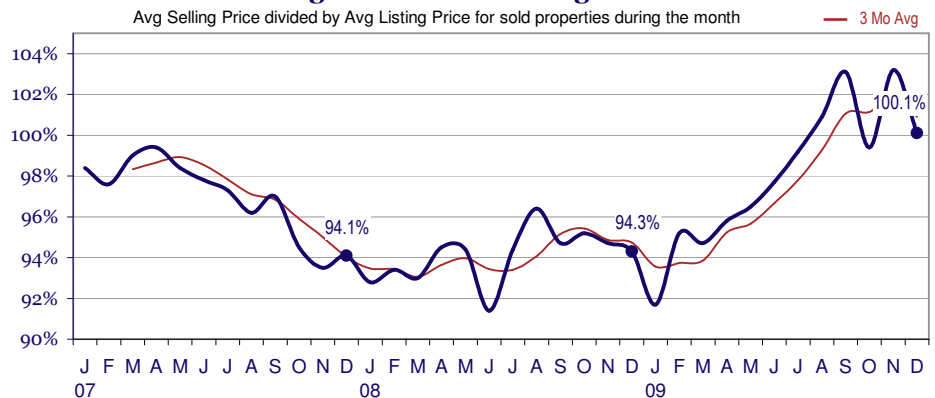
Selling Price per Square Foot



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 100.1% was down from 103.2% last month and up from 94.3% in December of last year.

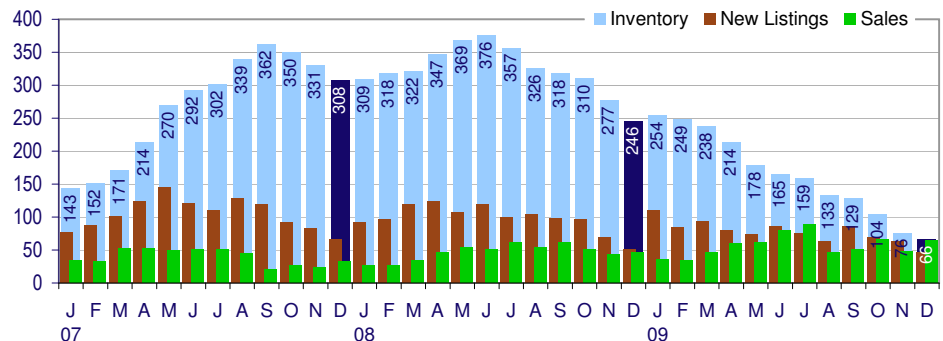
Selling Price versus Listing Price Ratio



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 47, down -25.4% from 63 last month and down -9.6% from 52 in December of last year.

Inventory / New Listings / Sales



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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	35	33	53	53	49	52	52	45	21	27	24	33	27	27	34	47	54	52	61	54	62	51	43	46	36	34	46	60	62	80	89	47	52	66	48	65
3 Mo. Roll Avg			40	46	52	51	51	50	39	31	24	28	28	29	29	36	45	51	56	56	59	56	52	47	42	39	39	47	56	67	77	72	63	55	55	60

(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	670	715	715	680	680	715	700	682	656	680	675	650	600	635	580	585	571	574	572	551	549	515	501	491	483	469	470	466	455	490	490	520	489	520	500	519
3 Mo. Roll Avg			700	703	692	692	698	699	679	673	670	668	642	628	605	600	579	577	572	566	557	538	522	502	492	481	474	468	464	470	478	500	500	510	503	513

	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	143	152	171	214	270	292	302	339	362	350	331	308	309	318	322	347	369	376	357	326	318	310	277	246	254	249	238	214	178	165	159	133	129	104	76	66
MSI	4	5	3	4	6	6	6	8	17	13	14	9	11	12	9	7	7	7	6	6	5	6	6	5	7	7	5	4	3	2	2	3	2	2	2	1

	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	55	68	38	34	33	38	39	46	56	70	52	49	73	64	85	58	51	76	68	48	56	63	76	58	67	50	58	50	55	48	67	37	33	64	52	42
3 Mo. Roll Avg			54	47	35	35	37	41	47	57	59	57	58	62	74	69	65	62	65	64	57	56	65	66	67	58	58	53	54	51	57	51	46	45	50	53

	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	448	433	442	454	453	417	415	429	426	408	401	401	381	384	365	362	354	360	362	352	341	328	329	312	280	316	305	286	303	300	294	305	308	309	322	307
3 Mo. Roll Avg			441	443	450	442	429	420	423	421	412	403	395	389	377	370	360	359	359	358	352	340	333	323	307	303	301	302	298	296	299	300	302	307	313	312

	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	0.976	0.990	0.994	0.984	0.978	0.973	0.962	0.970	0.945	0.935	0.941	0.928	0.934	0.930	0.945	0.944	0.914	0.944	0.964	0.947	0.952	0.947	0.943	0.917	0.952	0.947	0.958	0.965	0.977	0.992	1.009	1.031	0.994	1.032	1.001
3 Mo. Roll Avg			0.983	0.987	0.989	0.985	0.978	0.971	0.968	0.959	0.950	0.940	0.935	0.934	0.931	0.936	0.940	0.934	0.934	0.941	0.952	0.954	0.949	0.947	0.936	0.937	0.939	0.952	0.957	0.967	0.978	0.993	1.011	1.011	1.019	1.009

	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	77	88	102	124	145	121	110	128	119	92	83	67	92	97	119	125	107	120	100	104	98	97	69	52	110	84	93	80	74	86	76	63	87	69	63	47
Inventory	143	152	171	214	270	292	302	339	362	350	331	308	309	318	322	347	369	376	357	326	318	310	277	246	254	249	238	214	178	165	159	133	129	104	76	66
Sales	35	33	53	53	49	52	52	45	21	27	24	33	27	27	34	47	54	52	61	54	62	51	43	46	36	34	46	60	62	80	89	47	52	66	48	65

(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	704	721	740	700	715	743	726	702	670	692	671	669	625	655	600	602	583	601	579	578	564	520	517	504	489	481	490	496	482	493	500	508	512	537	512	518
3 Mo. Roll Avg			721	720	718	719	728	723	699	688	678	677	655	650	627	619	595	595	588	586	574	554	534	514	503	491	486	489	489	490	492	500	507	519	520	522

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