

MLS Area: Willow Glen

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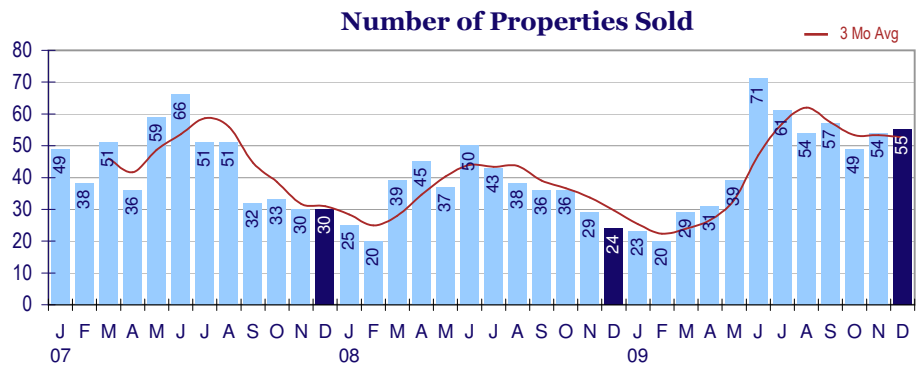
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$872,000	↔		↑				
Average List Price of all Current Listings	\$1,061,425	↔		↓				
December Median Sales Price	\$730,000	↔	↓	↑	\$0		↓	
December Average Sales Price	\$780,245	↑	↑	↑	\$0		↓	
Total Properties Currently for Sale (Inventory)	100	↓		↓				
December Number of Properties Sold	55	↑		↑	543	↑		
December Average Days on Market (Solds)	63	↑	↑	↑	0		↓	
Asking Price per Square Foot (based on New Listings)	\$366	↓	↓	↓	\$0		↓	
December Sold Price per Square Foot	\$429	↑	↑	↓	\$0		↓	
December Month's Supply of Inventory	1.8	↓	↓	↓	5.6	↓	↓	
December Sale Price vs List Price Ratio	93.1%	↓	↓	↑	0.0%		↓	

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

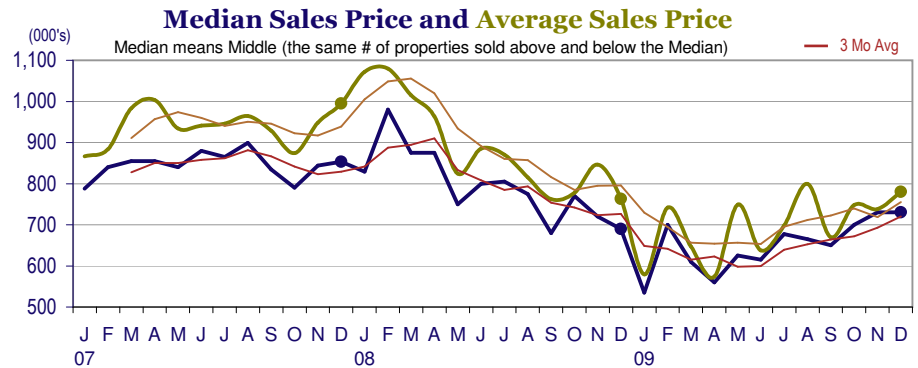
Property Sales

December Property sales were 55, up 129.2% from 24 in December of 2008 and 1.9% higher than the 54 sales last month. December 2009 sales were at their highest level compared to December of 2008 and 2007. December YTD sales of 543 are running 28.7% ahead of last year's year-to-date sales of 422.



Prices

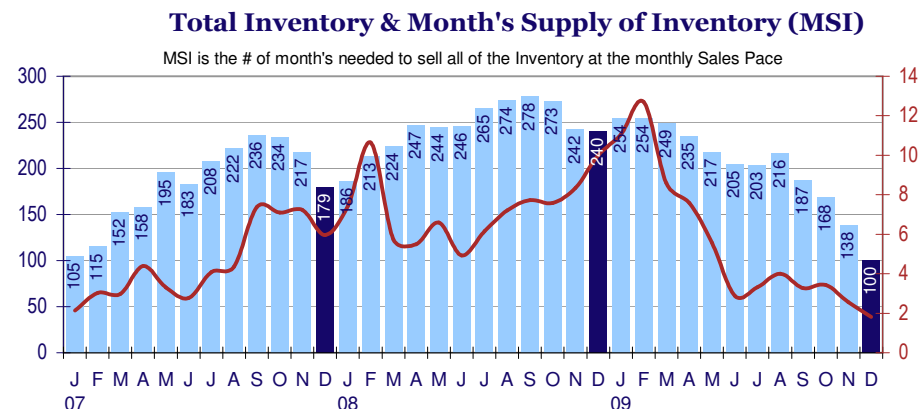
The Median Sales Price in December was \$730,000, up 5.8% from \$690,000 in December of 2008 and equal to \$730,000 last month. The Average Sales Price in December was \$780,245, up 2.3% from \$762,996 in December of 2008 and up 5.7% from \$737,971 last month. December 2009 ASP was at a mid range compared to December of 2008 and 2007.



Inventory & MSI

The Total Inventory of Properties available for sale as of December was 100, down -27.5% from 138 last month and down -58.3% from 240 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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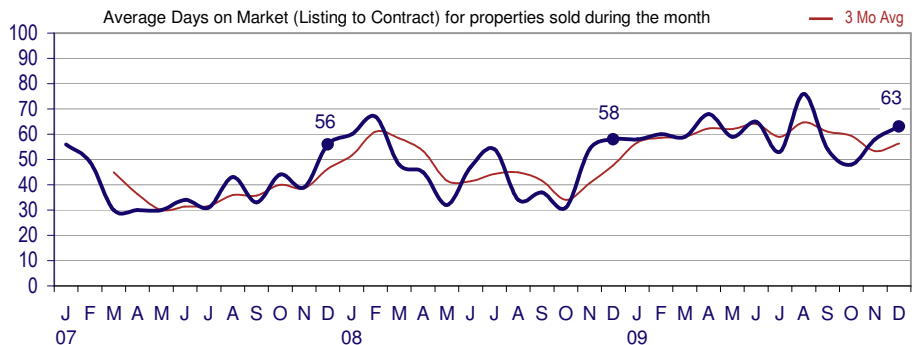
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Market Time

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 63, up 8.6% from 58 days last month and up 8.6% from 58 days in December of last year. The December 2009 DOM was at a mid level compared with December of 2008 and 2007.

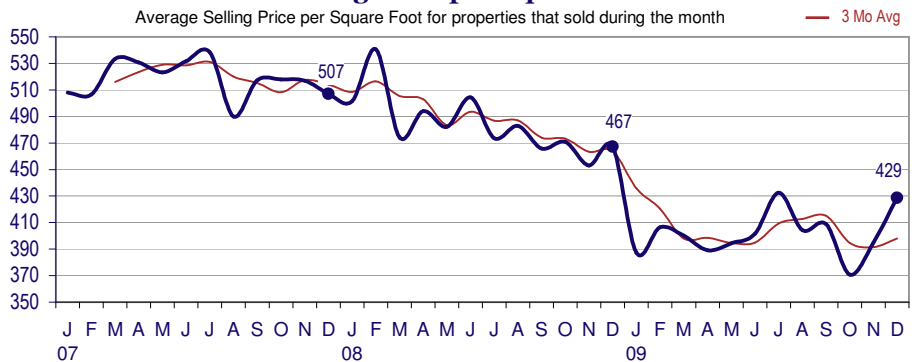
Days On Market for Sold Properties



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 \$429 was up 8.6% from \$395 last month and down -8.3% from 467 in December of last year.

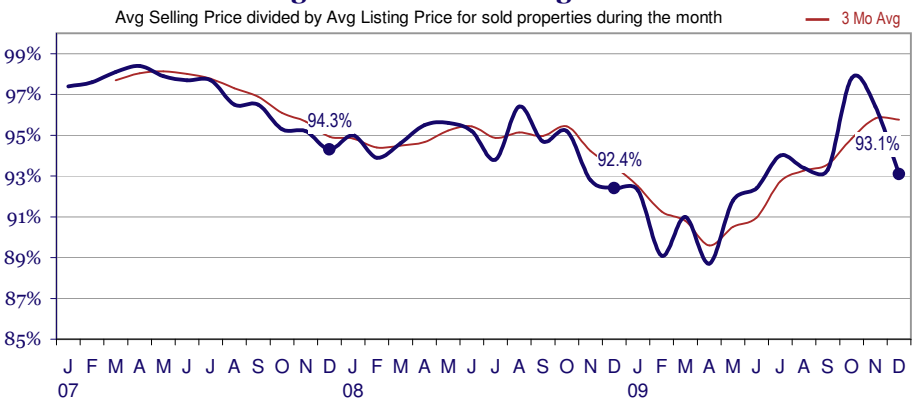
Selling Price per Square Foot



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 93.1% was down from 96.4% last month and up from 92.4% in December of last year.

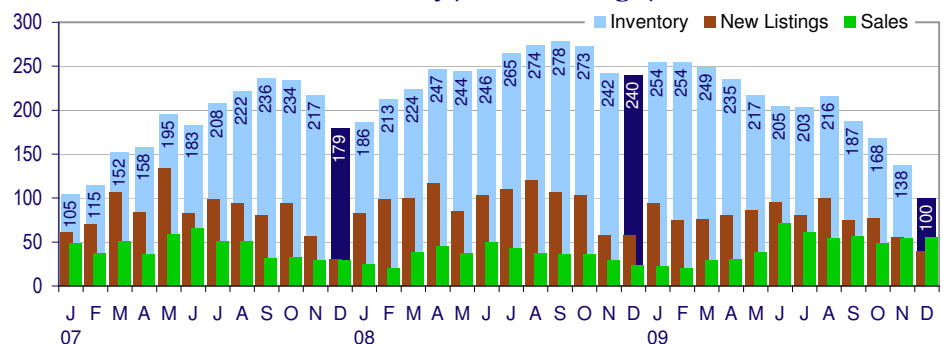
Selling Price versus Listing Price Ratio



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 40, down -27.3% from 55 last month and down -31.0% from 58 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	49	38	51	36	59	66	51	51	32	33	30	30	25	20	39	45	37	50	43	38	36	36	29	24	23	20	29	31	39	71	61	54	57	49	54	55
3 Mo. Roll Avg			46	42	49	54	59	56	45	39	32	31	28	25	28	35	40	44	43	44	39	37	34	30	25	22	24	27	33	47	57	62	57	53	53	53

(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	788	840	855	855	840	880	865	899	835	790	844	853	829	980	875	875	750	800	805	775	680	770	720	690	535	700	610	560	625	615	678	665	650	700	730	730
3 Mo. Roll Avg			828	850	850	858	862	881	866	841	823	829	842	887	895	910	833	808	785	793	753	742	723	727	648	642	615	623	598	600	639	653	664	672	693	720

	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	105	115	152	158	195	183	208	222	236	234	217	179	186	213	224	247	244	246	265	274	278	273	242	240	254	254	249	235	217	205	203	216	187	168	138	100
MSI	2	3	3	4	3	3	4	4	7	7	7	6	7	11	6	5	7	5	6	7	8	8	8	10	11	13	9	8	6	3	3	4	3	3	3	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	56	49	30	30	30	34	31	43	33	44	39	56	60	67	48	45	32	47	54	34	37	31	54	58	58	60	59	68	59	65	53	76	54	48	58	63
3 Mo. Roll Avg			45	36	30	31	32	36	36	40	39	46	52	61	58	53	42	41	44	45	42	34	41	48	57	59	59	62	62	64	59	65	61	59	53	56

	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	508	506	533	531	523	532	538	490	517	518	517	507	502	541	474	494	482	504	474	483	466	471	453	467	387	406	400	389	394	402	433	404	409	371	395	429
3 Mo. Roll Avg			516	523	529	529	531	520	515	508	517	514	509	516	505	503	483	493	487	487	474	473	463	464	436	420	398	399	395	395	409	413	415	395	391	398

	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	0.976	0.981	0.984	0.979	0.977	0.977	0.965	0.965	0.953	0.952	0.943	0.950	0.939	0.946	0.955	0.956	0.952	0.938	0.964	0.947	0.952	0.928	0.924	0.923	0.891	0.910	0.887	0.918	0.924	0.940	0.934	0.933	0.978	0.964	0.931
3 Mo. Roll Avg			0.977	0.980	0.981	0.980	0.978	0.973	0.969	0.961	0.957	0.949	0.948	0.944	0.945	0.947	0.952	0.954	0.949	0.951	0.950	0.954	0.942	0.935	0.925	0.913	0.908	0.896	0.905	0.910	0.927	0.933	0.936	0.948	0.958	0.958

	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	61	70	107	84	134	83	99	94	81	94	57	31	83	99	100	117	85	103	110	121	107	103	58	58	94	75	76	81	86	95	80	100	75	77	55	40
Inventory	105	115	152	158	195	183	208	222	236	234	217	179	186	213	224	247	244	246	265	274	278	273	242	240	254	254	249	235	217	205	203	216	187	168	138	100
Sales	49	38	51	36	59	66	51	51	32	33	30	30	25	20	39	45	37	50	43	38	36	36	29	24	23	20	29	31	39	71	61	54	57	49	54	55

(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	866	884	983	1003	934	942	946	965	928	874	948	995	1072	1080	1015	964	824	885	871	815	762	778	846	763	580	742	647	574	749	638	699	800	670	748	738	780
3 Mo. Roll Avg			911	957	974	960	940	951	946	922	917	939	1005	1049	1056	1020	934	891	860	857	816	785	795	795	730	695	656	654	656	653	695	712	723	739	719	756

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