

City: Monte Sereno



Daniel Pizano

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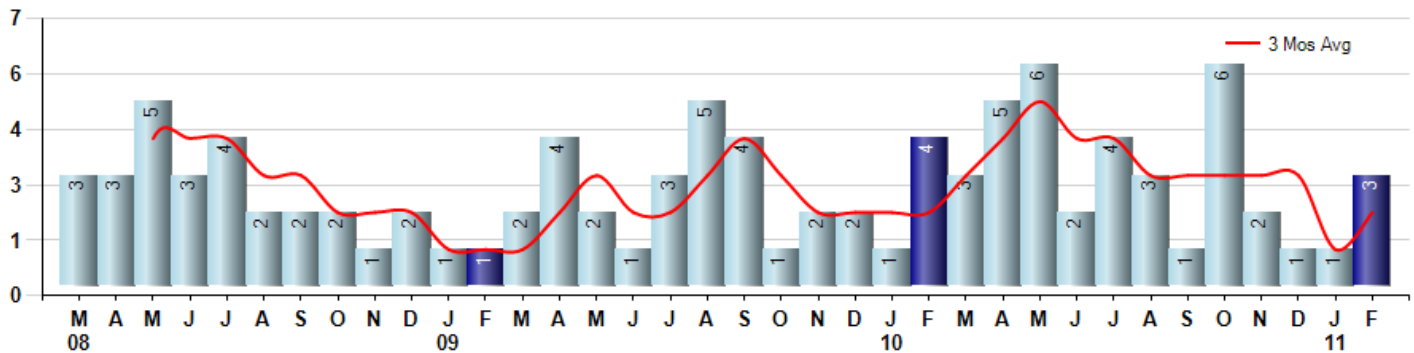
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$2,395,000	↓		↑				
Average List Price of all Current Listings	\$2,906,592	↓		↑				
February Median Sales Price	\$1,700,000	↑	↑	↓	↓	\$1,690,000	↓	↓
February Average Sales Price	\$1,801,667	↑	↓	↓	↓	\$1,695,000	↓	↓
Total Properties Currently for Sale (Inventory)	13	↑		↓				
February Number of Properties Sold	3	↑		↓		4	↓	
February Average Days on Market (Solds)	14	↔	↓	↓	↓	11	↓	↓
Asking Price per Square Foot (based on New Listings)	\$659	↓	↓	↑	↓	\$937	↑	↑
February Sold Price per Square Foot	\$523	↓	↓	↓	↓	\$572	↓	↓
February Month's Supply of Inventory	4.3	↓	↓	↓	↓	8.2	↓	↓
February Sale Price vs List Price Ratio	91.6%	↓	↓	↓	↓	93.2%	↑	↑

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

Property Sales

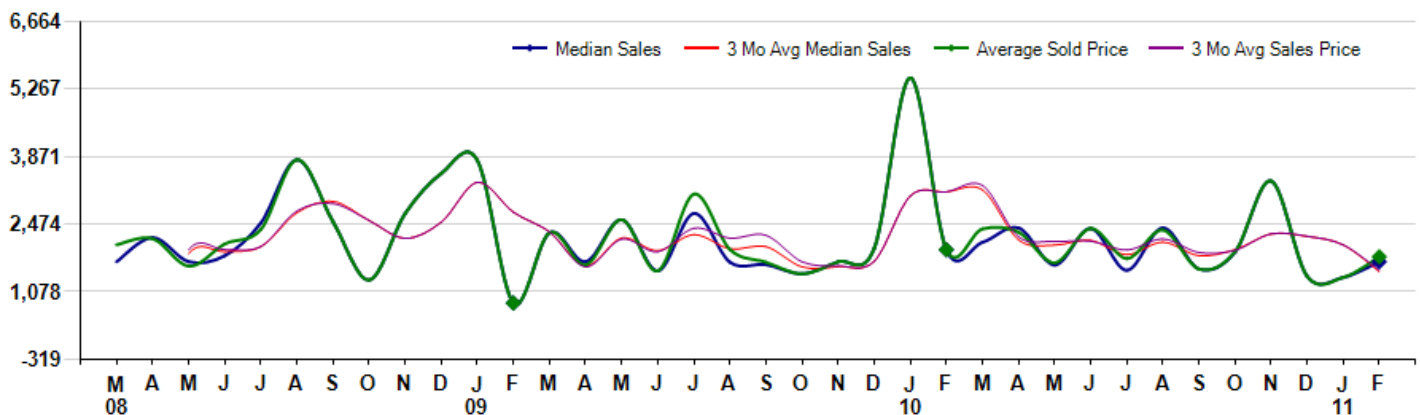
February Property sales were 3, down -25.0% from 4 in February of 2010 and 200.0% higher than the 1 sales last month. February 2011 sales were at a mid level compared to February of 2010 and 2009. February YTD sales of 4 are running -20.0% behind last year's year-to-date sales of 5.



Prices

The Median Sales Price in February was \$1,700,000, down -12.7% from \$1,947,500 in February of 2010 and up 23.6% from \$1,375,000 last month. The Average Sales Price in February was \$1,801,667, down -7.5% from \$1,948,750 in February of 2010 and up 31.0% from \$1,375,000 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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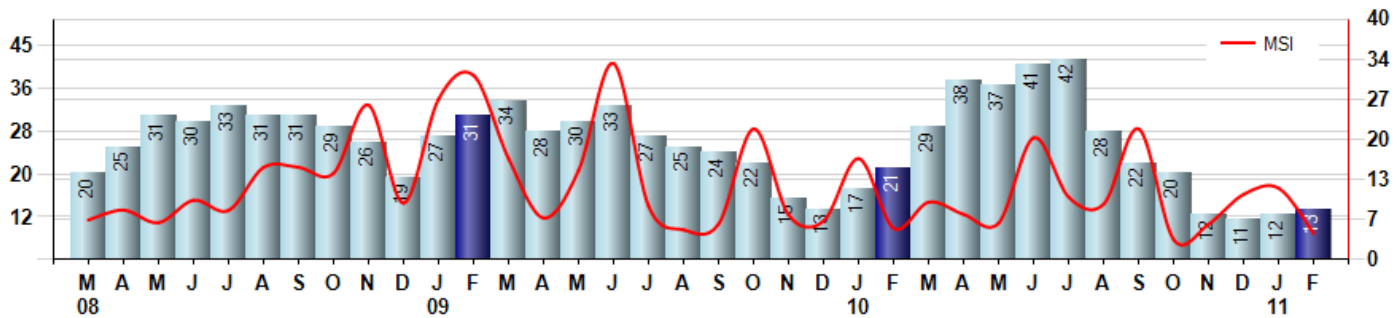
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Inventory & MSI

The Total Inventory of Properties available for sale as of February was 13, up 8.3% from 12 last month and down -38.1% from 21 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 4.3 months was at its lowest level compared with February of 2010 and 2009.

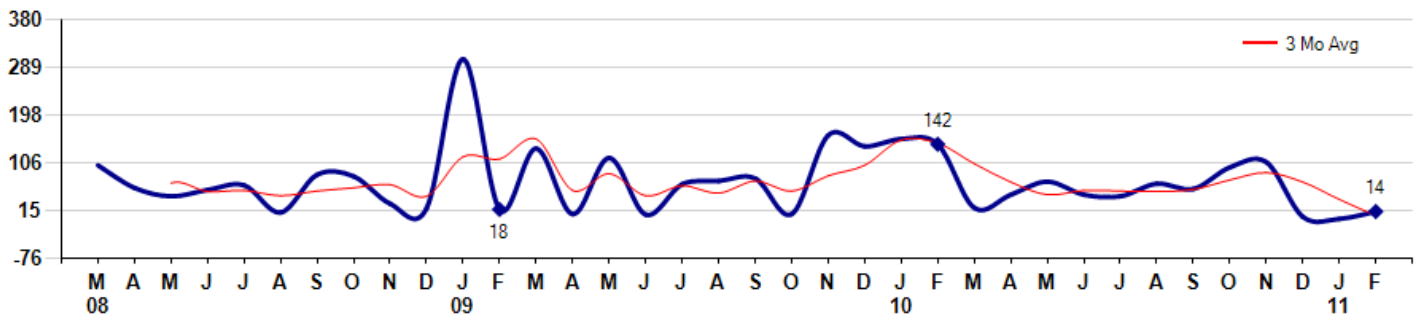
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 14, equal to 0 days last month and down -90.1% from 142 days in February of last year. The February 2011 DOM was at its lowest level compared with February of 2010 and 2009.

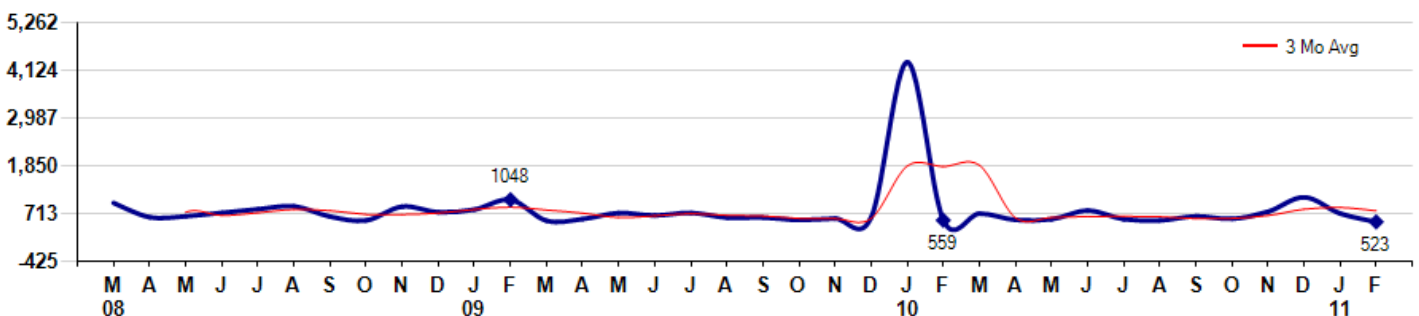
Average Days on Market (Listing to Contract) for properties sold during the month



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 \$523 was down -27.5% from \$721 last month and down -6.4% from \$559 in February of last year.

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



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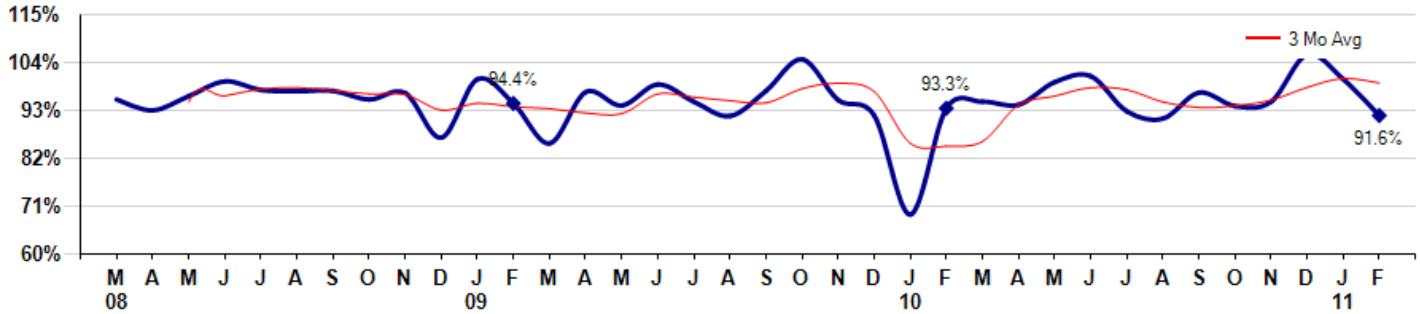


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Selling Price vs Original Listing Price

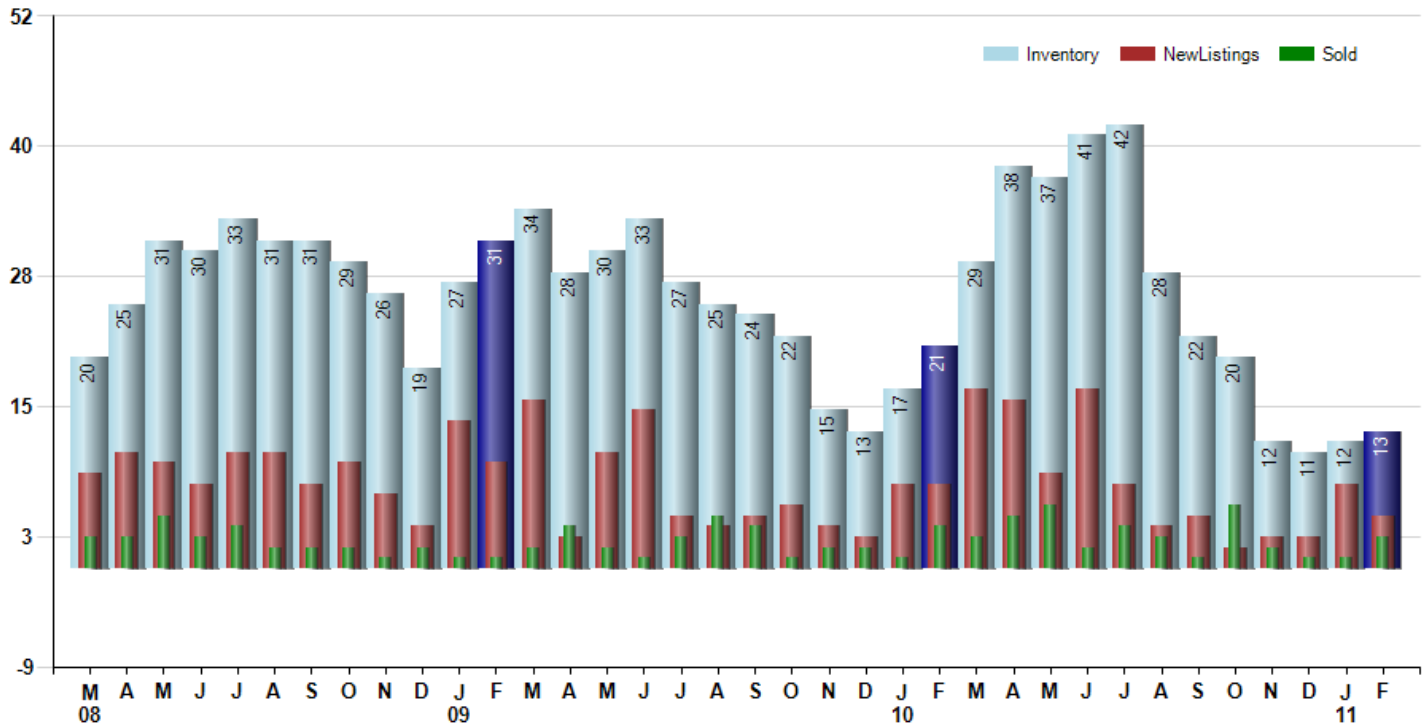
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 91.6% was down from 100.0% last month and down from 93.3% 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 5, down -37.5% from 8 last month and down -37.5% from 8 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	3	3	5	3	4	2	2	2	1	2	1	1	2	4	2	1	3	5	4	1	2	2	1	4	3	5	6	2	4	3	1	6	2	1	1	3
3 Mo. Roll Avg			4	4	4	3	3	2	2	2	1	1	1	2	3	2	2	3	4	3	2	2	2	3	4	5	4	4	3	3	3	3	3	1	2	

	(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	1,700	2,200	1,700	1,825	2,505	3,808	2,525	1,323	2,700	3,525	3,795	845	2,300	1,700	2,569	1,510	2,699	1,690	1,641	1,450	1,699	1,978	5,500	1,948	2,100	2,400	1,633	2,388	1,523	2,400	1,550	1,899	3,369	1,400	1,375	1,700
3 Mo. Roll Avg			1,867	1,908	2,010	2,713	2,946	2,552	2,182	2,516	3,340	2,722	2,313	1,615	2,190	1,926	2,259	1,966	2,010	1,594	1,597	1,709	3,059	3,142	3,183	2,149	2,044	2,140	1,848	2,103	1,824	1,950	2,272	2,222	2,048	1,492

	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	20	25	31	30	33	31	31	29	26	19	27	31	34	28	30	33	27	25	24	22	15	13	17	21	29	38	37	41	42	28	22	20	12	11	12	13
MSI	7	8	6	10	8	16	16	15	26	10	27	31	17	7	15	33	9	5	6	22	8	7	17	5	10	8	6	21	11	9	22	3	6	11	12	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	102	59	43	55	64	12	84	81	29	20	304	18	134	9	116	8	66	72	77	9	159	138	152	142	21	46	71	46	43	67	57	98	108	4	0	14
3 Mo. Roll Avg			68	52	54	44	53	59	65	43	118	114	152	54	86	44	63	49	72	53	82	102	150	144	105	70	46	54	53	52	56	74	88	70	37	6

	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	972	633	657	739	824	892	650	557	887	752	815	1,048	550	591	735	675	738	623	623	568	603	633	4,314	559	721	570	585	791	587	557	658	595	765	1,108	721	523
3 Mo. Roll Avg			754	676	740	818	789	700	698	732	818	872	804	730	625	667	716	679	661	605	598	601	1,850	1,835	1,865	617	625	649	654	645	601	603	673	823	865	784

	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	0.928	0.961	0.995	0.975	0.972	0.973	0.953	0.968	0.865	1.000	0.944	0.852	0.970	0.939	0.988	0.948	0.915	0.973	1.046	0.952	0.916	0.688	0.933	0.948	0.941	0.993	1.007	0.926	0.909	0.969	0.938	0.948	1.057	1.000	0.916
3 Mo. Roll Avg			0.947	0.961	0.977	0.981	0.973	0.966	0.965	0.929	0.944	0.936	0.932	0.922	0.920	0.966	0.958	0.950	0.945	0.978	0.990	0.971	0.852	0.846	0.856	0.941	0.961	0.980	0.975	0.947	0.935	0.939	0.952	0.981	1.002	0.991

	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	9	11	10	8	11	11	8	10	7	4	14	10	16	3	11	15	5	4	5	6	4	3	8	8	17	16	9	17	8	4	5	2	3	3	8	5
Inventory	20	25	31	30	33	31	31	29	26	19	27	31	34	28	30	33	27	25	24	22	15	13	17	21	29	38	37	41	42	28	22	20	12	11	12	13
Sales	3	3	5	3	4	2	2	2	1	2	1	1	2	4	2	1	3	5	4	1	2	2	1	4	3	5	6	2	4	3	1	6	2	1	1	3

	(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	2,050	2,177	1,607	2,068	2,370	3,808	2,525	1,323	2,700	3,525	3,795	845	2,300	1,634	2,569	1,510	3,096	1,952	1,690	1,450	1,699	1,978	5,500	1,949	2,378	2,310	1,678	2,388	1,765	2,353	1,550	1,909	3,369	1,400	1,375	1,802
3 Mo. Roll Avg			1,945	1,951	2,015	2,749	2,901	2,552	2,182	2,516	3,340	2,722	2,313	1,593	2,168	1,904	2,392	2,186	2,246	1,697	1,613	1,709	3,059	3,142	3,276	2,212	2,122	2,125	1,943	2,169	1,889	1,937	2,276	2,226	2,048	1,526

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.

