

## City: Morgan Hill



**Daniel Pizano**

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 (408) 460-8401  
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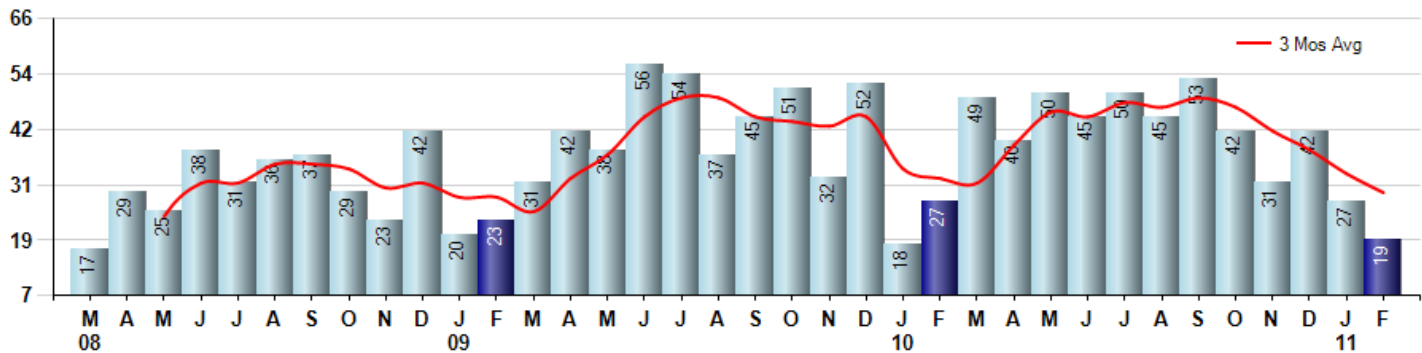
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$529,740	↔		↓				
Average List Price of all Current Listings	\$860,002	↑		↑				
February Median Sales Price	\$461,000	↑	↑	↓	↓	\$425,000	↓	↓
February Average Sales Price	\$490,806	↑	↓	↓	↓	\$468,548	↓	↓
Total Properties Currently for Sale (Inventory)	196	↓		↓				
February Number of Properties Sold	19	↓		↓		46	↑	
February Average Days on Market (Solds)	73	↑	↓	↑	↑	72	↑	↑
Asking Price per Square Foot (based on New Listings)	\$254	↓	↓	↓	↓	\$267	↓	↓
February Sold Price per Square Foot	\$229	↓	↓	↓	↓	\$246	↓	↓
February Month's Supply of Inventory	10.3	↑	↑	↑	↑	8.9	↓	↑
February Sale Price vs List Price Ratio	96.6%	↓	↓	↓	↓	96.9%	↔	↓

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

### Property Sales

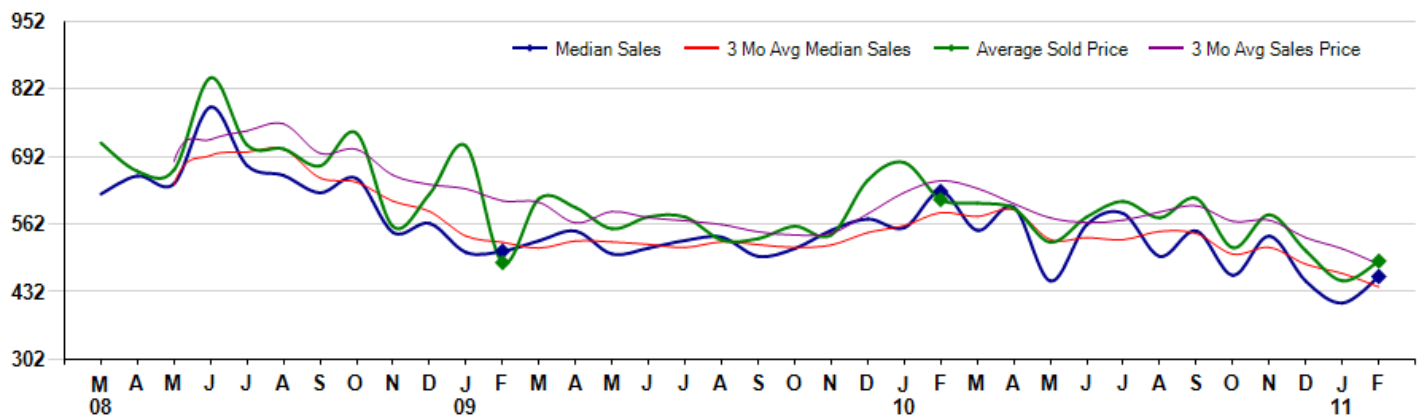
February Property sales were 19, down -29.6% from 27 in February of 2010 and -29.6% lower than the 27 sales last month. February 2011 sales were at their lowest level compared to February of 2010 and 2009. February YTD sales of 46 are running 2.2% ahead of last year's year-to-date sales of 45.



### Prices

The Median Sales Price in February was \$461,000, down -26.2% from \$625,000 in February of 2010 and up 12.4% from \$410,000 last month. The Average Sales Price in February was \$490,806, down -19.5% from \$609,385 in February of 2010 and up 8.4% from \$452,885 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 MLSTListings, 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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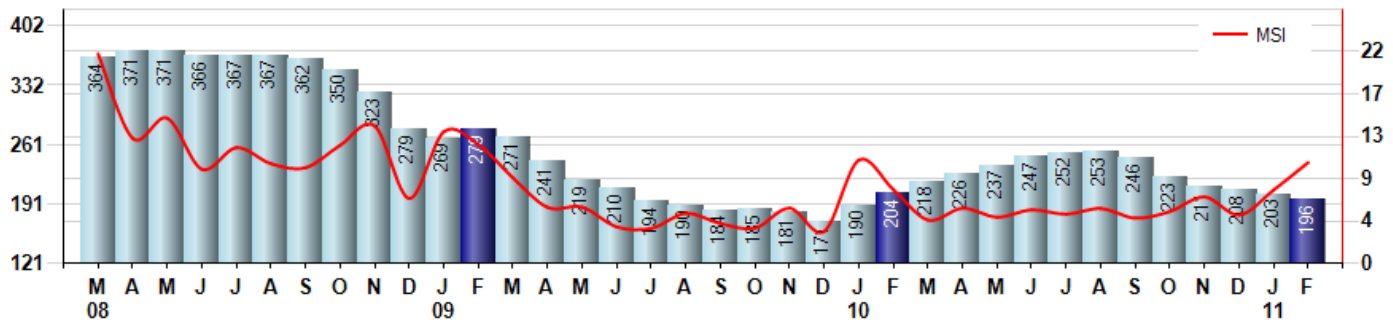
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### Inventory & MSI

The Total Inventory of Properties available for sale as of February was 196, down -3.4% from 203 last month and down -3.9% from 204 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 10.3 months was at a mid range compared with February of 2010 and 2009.

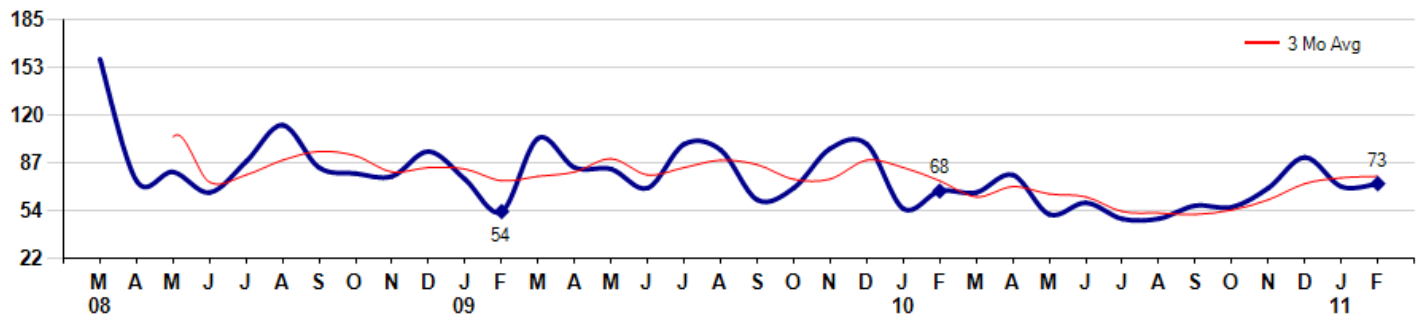
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 73, up 2.8% from 71 days last month and up 7.4% from 68 days in February of last year. The February 2011 DOM was at its highest level compared with February of 2010 and 2009.

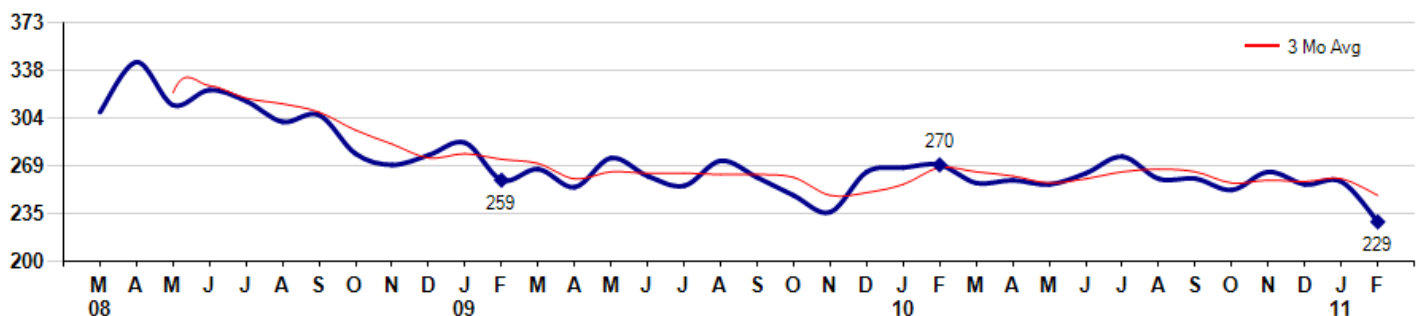
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 \$229 was down -11.2% from \$258 last month and down -15.2% from \$270 in February of last year.

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



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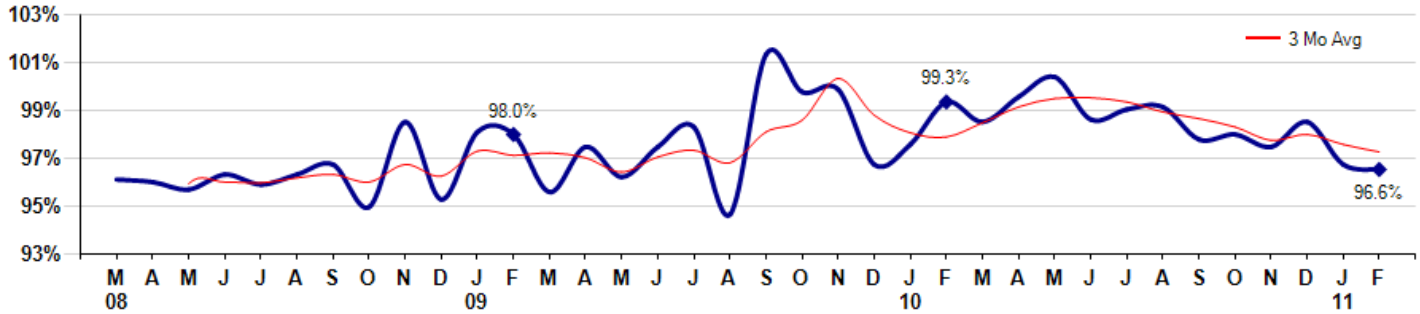


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### Selling Price vs Original Listing Price

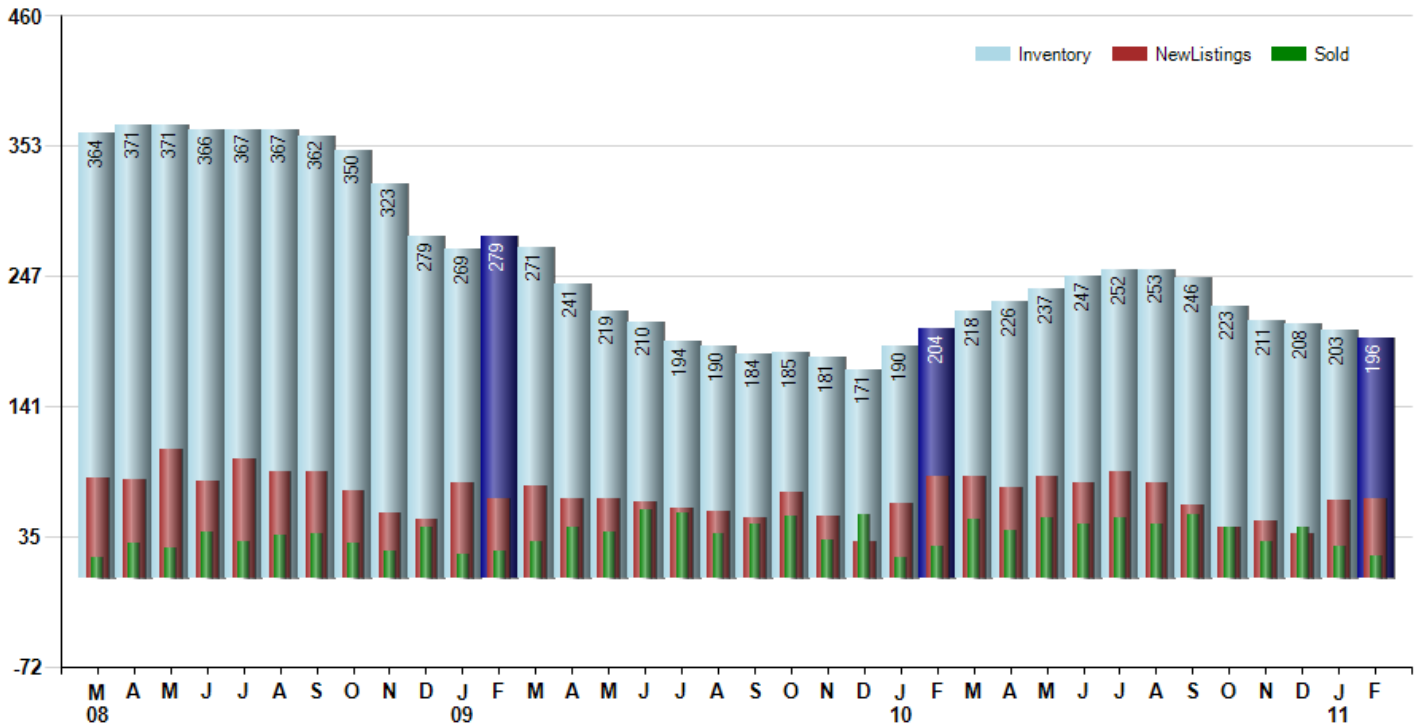
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 96.6% was down from 96.8% last month and down from 99.3% 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 65, up 1.6% from 64 last month and down -22.6% from 84 in February of last year.



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Homes Sold	17	29	25	38	31	36	37	29	23	42	20	23	31	42	38	56	54	37	45	51	32	52	18	27	49	40	50	45	50	45	53	42	31	42	27	19
3 Mo. Roll Avg			24	31	31	35	35	34	30	31	28	28	25	32	37	45	49	49	45	44	43	45	34	32	31	39	46	45	48	47	49	47	42	38	33	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	620	655	640	788	675	656	622	650	546	564	508	510	530	549	505	516	531	537	500	515	550	572	555	625	550	595	453	561	583	500	549	464	539	452	410	461
3 Mo. Roll Avg			638	694	701	706	651	643	606	587	539	527	516	530	528	523	517	528	523	517	522	546	559	584	577	590	532	536	532	548	544	504	517	485	467	441

	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	364	371	371	366	367	367	362	350	323	279	269	279	271	241	219	210	194	190	184	185	181	171	190	204	218	226	237	247	252	253	246	223	211	208	203	196
MSI	21	13	15	10	12	10	10	12	14	7	13	12	9	6	6	4	4	5	4	4	6	3	11	8	4	6	5	5	5	6	5	5	7	5	8	10

	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	158	75	81	67	88	113	84	80	78	95	76	54	104	84	83	70	100	96	62	70	97	100	56	68	67	79	52	60	49	49	58	57	70	91	71	73
3 Mo. Roll Avg			105	74	79	89	95	92	81	84	83	75	78	81	90	79	84	89	86	76	76	89	84	75	64	71	66	64	54	53	52	55	62	73	77	78

	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	308	344	313	324	316	301	306	278	270	277	286	259	267	254	275	262	255	273	261	248	236	265	268	270	257	259	256	264	276	260	260	252	265	256	258	229
3 Mo. Roll Avg			322	327	318	314	308	295	285	275	278	274	271	260	265	264	264	263	263	261	248	250	256	268	265	262	257	260	265	267	265	257	259	258	260	248

	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	0.962	0.961	0.958	0.964	0.960	0.964	0.968	0.951	0.985	0.954	0.981	0.980	0.987	0.975	0.963	0.975	0.983	0.948	1.012	0.997	0.998	0.968	0.976	0.993	0.985	0.995	1.003	0.986	0.990	0.991	0.978	0.980	0.975	0.985	0.968	0.966
3 Mo. Roll Avg			0.960	0.961	0.961	0.963	0.964	0.961	0.968	0.963	0.973	0.972	0.973	0.971	0.965	0.971	0.974	0.969	0.981	0.986	1.002	0.988	0.981	0.979	0.985	0.991	0.994	0.995	0.993	0.989	0.986	0.983	0.978	0.980	0.976	0.973

	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	82	81	106	80	98	87	88	72	54	49	79	66	76	65	66	63	58	55	50	70	51	30	62	84	84	74	84	79	88	78	60	42	47	37	64	65
Inventory	364	371	371	366	367	367	362	350	323	279	269	279	271	241	219	210	194	190	184	185	181	171	190	204	218	226	237	247	252	253	246	223	211	208	203	196
Sales	17	29	25	38	31	36	37	29	23	42	20	23	31	42	38	56	54	37	45	51	32	52	18	27	49	40	50	45	50	45	53	42	31	42	27	19

	(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	718	664	666	844	714	707	674	737	557	620	712	488	611	594	553	576	576	531	534	558	541	647	681	609	602	592	527	576	606	574	612	517	580	511	453	491
3 Mo. Roll Avg			683	725	742	755	698	706	656	638	630	607	604	564	586	574	568	561	547	541	544	582	623	646	631	601	574	565	570	585	597	567	570	536	515	485

