

City: Palo Alto



Daniel Pizano

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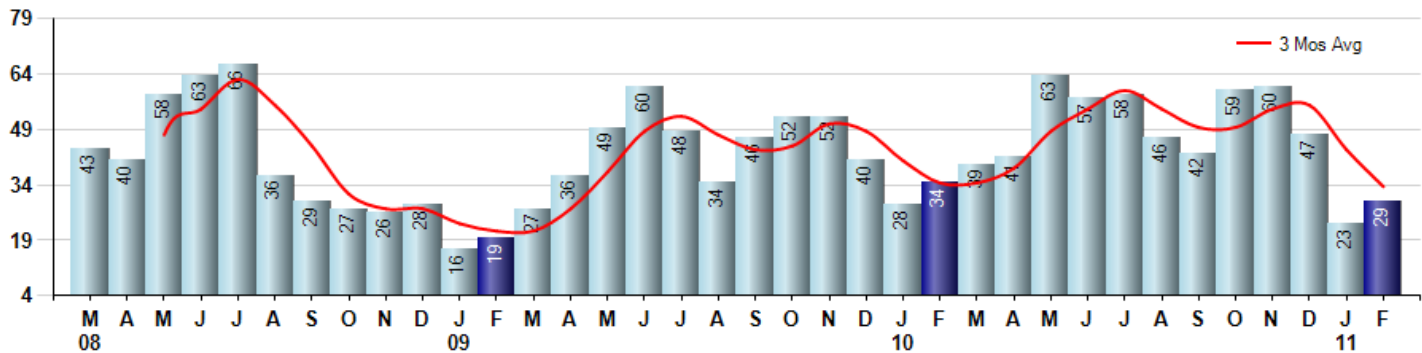
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,299,000	↓		↑				
Average List Price of all Current Listings	\$1,854,666	↔		↑				
February Median Sales Price	\$950,000	↓	↓	↓	↓	\$1,002,500	↓	↓
February Average Sales Price	\$1,509,831	↑	↑	↑	↑	\$1,403,471	↑	↔
Total Properties Currently for Sale (Inventory)	74	↑		↓				
February Number of Properties Sold	29	↑		↓		52	↓	
February Average Days on Market (Solds)	53	↓	↑	↑	↑	62	↔	↑
Asking Price per Square Foot (based on New Listings)	\$763	↑	↔	↑	↔	\$740	↑	↓
February Sold Price per Square Foot	\$714	↑	↓	↑	↓	\$706	↑	↓
February Month's Supply of Inventory	2.6	↓	↑	↓	↓	2.7	↓	↑
February Sale Price vs List Price Ratio	97.2%	↓	↓	↓	↓	98.4%	↑	↓

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

Property Sales

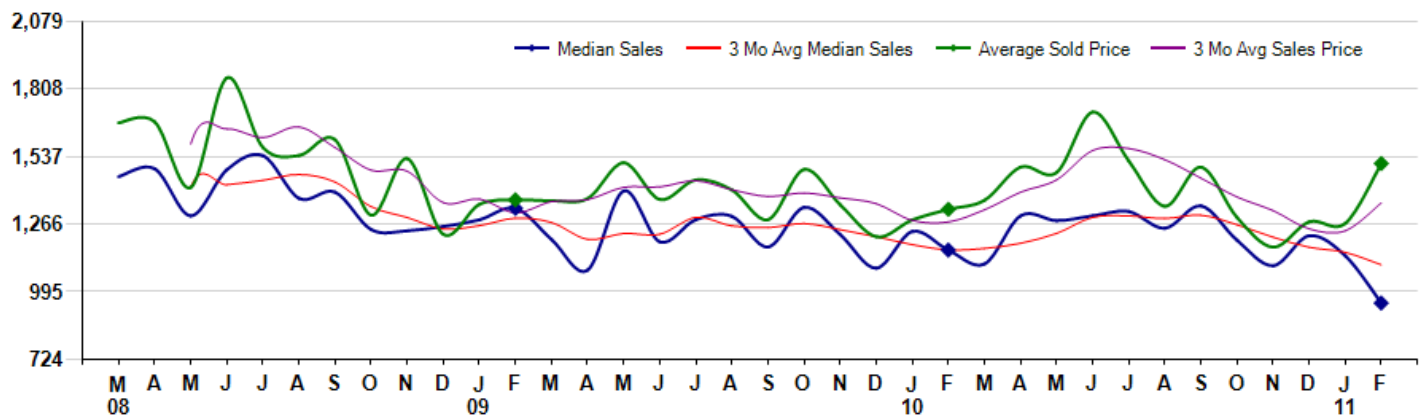
February Property sales were 29, down -14.7% from 34 in February of 2010 and 26.1% higher than the 23 sales last month. February 2011 sales were at a mid level compared to February of 2010 and 2009. February YTD sales of 52 are running -16.1% behind last year's year-to-date sales of 62.



Prices

The Median Sales Price in February was \$950,000, down -18.3% from \$1,162,500 in February of 2010 and down -16.7% from \$1,140,000 last month. The Average Sales Price in February was \$1,509,831, up 13.8% from \$1,326,164 in February of 2010 and up 18.9% from \$1,269,365 last month. February 2011 ASP was at highest level 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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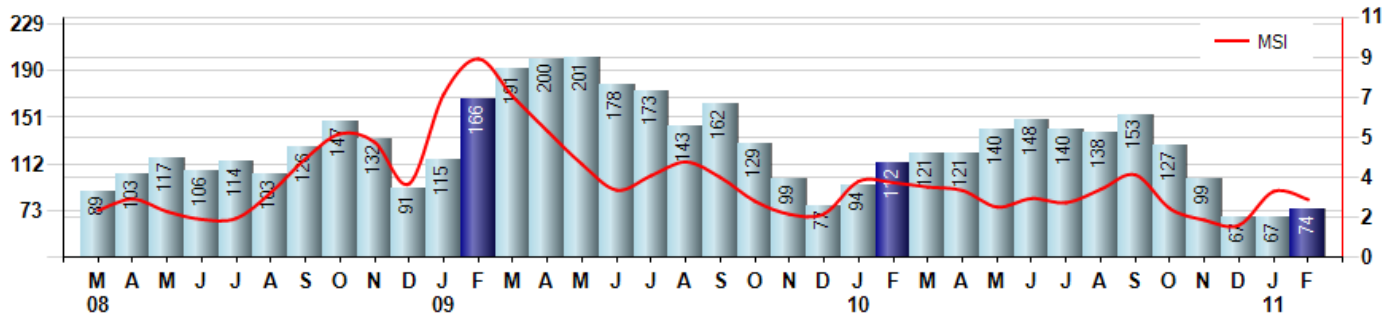
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Inventory & MSI

The Total Inventory of Properties available for sale as of February was 74, up 10.4% from 67 last month and down -33.9% from 112 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 2.6 months was at its lowest level compared with February of 2010 and 2009.

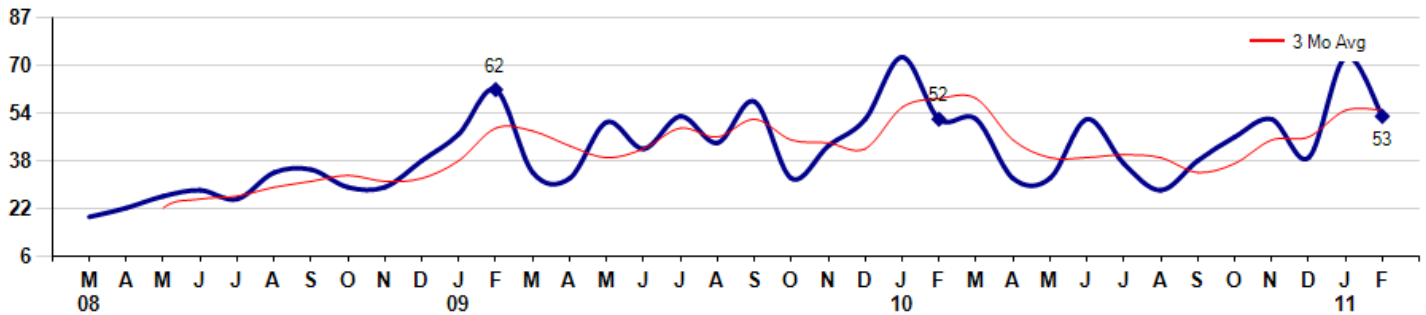
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 53, down -27.4% from 73 days last month and up 1.9% from 52 days in February of last year. The February 2011 DOM was at a mid range compared with February of 2010 and 2009.

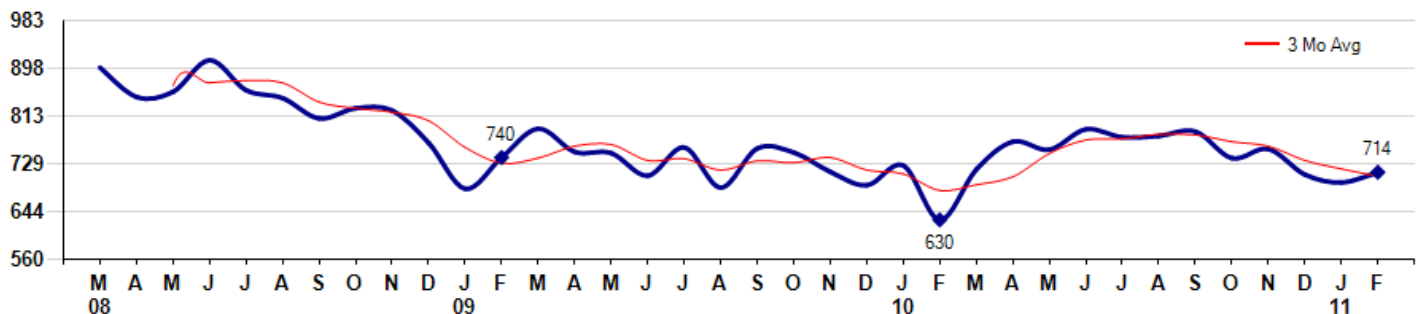
Average Days on Market (Listing to Contract) for properties sold during the month



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 \$714 was up 2.6% from \$696 last month and up 13.3% from \$630 in February of last year.

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



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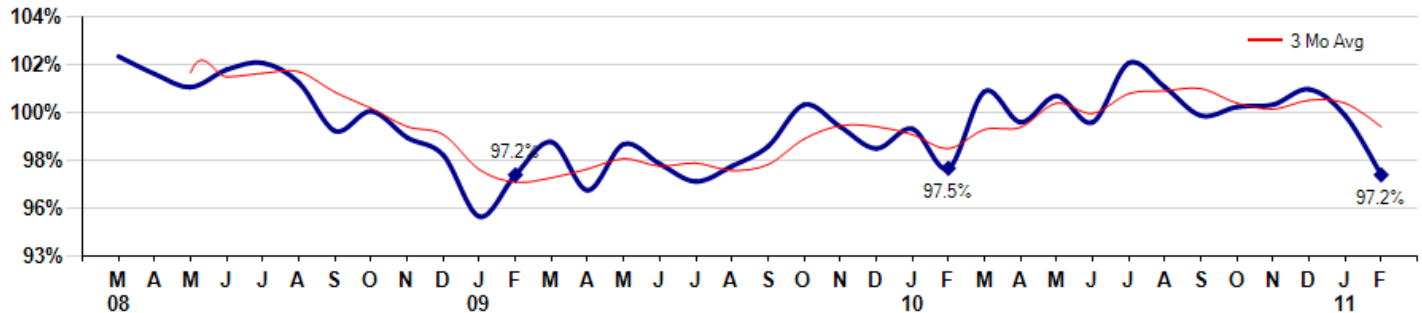


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Selling Price vs Original Listing Price

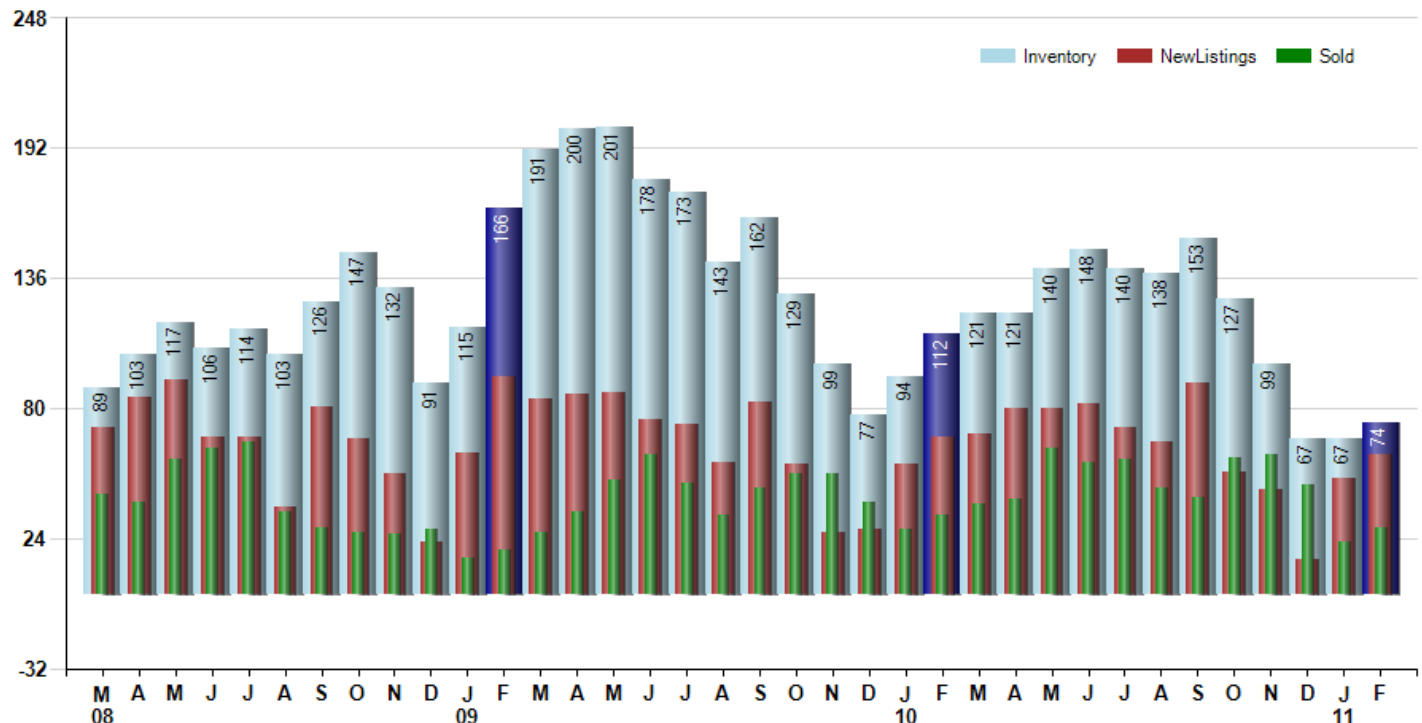
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 97.2% was down from 99.9% last month and down from 97.5% 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 60, up 20.0% from 50 last month and down -11.8% from 68 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	43	40	58	63	66	36	29	27	26	28	16	19	27	36	49	60	48	34	46	52	52	40	28	34	39	41	63	57	58	46	42	59	60	47	23	29
3 Mo. Roll Avg			47	54	62	55	44	31	27	27	23	21	21	27	37	48	52	47	43	44	50	48	40	34	34	38	48	54	59	54	49	49	54	55	43	33

	(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	1,457	1,489	1,300	1,485	1,542	1,370	1,395	1,245	1,240	1,258	1,284	1,330	1,205	1,083	1,400	1,196	1,285	1,298	1,175	1,334	1,225	1,090	1,238	1,163	1,107	1,300	1,281	1,300	1,318	1,250	1,340	1,202	1,100	1,220	1,140	950
3 Mo. Roll Avg			1,415	1,425	1,442	1,466	1,436	1,337	1,293	1,248	1,261	1,291	1,273	1,206	1,229	1,226	1,294	1,260	1,253	1,269	1,245	1,216	1,184	1,163	1,169	1,190	1,229	1,294	1,300	1,289	1,303	1,264	1,214	1,174	1,153	1,103

	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	89	103	117	106	114	103	126	147	132	91	115	166	191	200	201	178	173	143	162	129	99	77	94	112	121	121	140	148	140	138	153	127	99	67	67	74
MSI	2	3	2	2	2	3	4	5	5	3	7	9	7	6	4	3	4	4	4	2	2	2	3	3	3	3	2	3	2	3	4	2	2	1	3	3

	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	19	22	26	28	25	34	35	29	29	38	47	62	34	32	51	42	53	44	58	32	43	52	73	52	52	32	32	52	37	28	38	46	52	39	73	53
3 Mo. Roll Avg			22	25	26	29	31	33	31	32	38	49	48	43	39	42	49	46	52	45	44	42	56	59	59	45	39	39	40	39	34	37	45	46	55	55

	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	899	847	856	912	859	845	809	827	823	766	685	740	791	750	748	708	758	687	756	749	715	691	726	630	719	768	754	790	776	778	786	739	755	710	696	714
3 Mo. Roll Avg			867	872	876	872	838	827	820	805	758	730	739	760	763	735	738	718	734	731	740	718	711	682	692	706	747	771	773	781	780	768	760	735	720	707

	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	1.026	1.018	1.012	1.020	1.023	1.014	0.992	1.001	0.989	0.981	0.953	0.972	0.987	0.965	0.986	0.977	0.969	0.976	0.985	1.004	0.994	0.984	0.993	0.975	1.010	0.996	1.008	0.996	1.023	1.012	0.999	1.003	1.004	1.011	0.999	0.972
3 Mo. Roll Avg			1.019	1.017	1.018	1.019	1.010	1.002	0.994	0.990	0.974	0.969	0.971	0.975	0.979	0.976	0.977	0.974	0.977	0.988	0.994	0.994	0.990	0.984	0.993	0.994	1.005	1.000	1.009	1.010	1.011	1.005	1.002	1.006	1.005	0.994

	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	72	85	92	68	68	38	81	67	52	23	61	94	84	86	87	75	73	57	83	56	27	28	56	68	69	80	80	82	72	66	91	53	45	15	50	60
Inventory	89	103	117	106	114	103	126	147	132	91	115	166	191	200	201	178	173	143	162	129	99	77	94	112	121	121	140	148	140	138	153	127	99	67	67	74
Sales	43	40	58	63	66	36	29	27	26	28	16	19	27	36	49	60	48	34	46	52	52	40	28	34	39	41	63	57	58	46	42	59	60	47	23	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
Avg Sale Price	1,673	1,677	1,414	1,854	1,574	1,542	1,605	1,303	1,530	1,226	1,346	1,364	1,361	1,369	1,513	1,365	1,444	1,404	1,285	1,486	1,345	1,216	1,284	1,326	1,362	1,496	1,474	1,716	1,520	1,338	1,495	1,293	1,174	1,276	1,269	1,510
3 Mo. Roll Avg			1,588	1,648	1,614	1,656	1,574	1,483	1,479	1,353	1,367	1,312	1,357	1,365	1,414	1,416	1,441	1,405	1,378	1,392	1,372	1,349	1,282	1,275	1,324	1,395	1,444	1,562	1,570	1,525	1,451	1,376	1,321	1,248	1,240	1,352

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.

