

MLS Area: Willow Glen #10



Daniel Pizano

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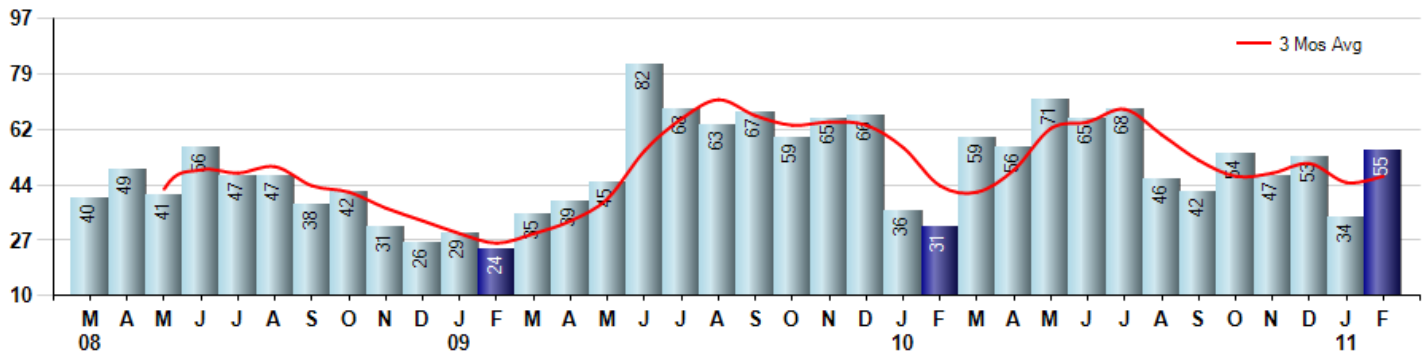
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$668,750	↑		↓				
Average List Price of all Current Listings	\$768,955	↑		↓				
February Median Sales Price	\$649,900	↑	↑	↑	↓	\$626,000	↔	↓
February Average Sales Price	\$691,156	↑	↑	↑	↓	\$668,843	↑	↓
Total Properties Currently for Sale (Inventory)	204	↑		↓				
February Number of Properties Sold	55	↑		↑		89	↑	
February Average Days on Market (Solds)	81	↑	↑	↑	↑	80	↑	↑
Asking Price per Square Foot (based on New Listings)	\$410	↑	↑	↓	↔	\$405	↓	↔
February Sold Price per Square Foot	\$384	↑	↑	↓	↓	\$371	↔	↓
February Month's Supply of Inventory	3.7	↓	↓	↓	↓	4.5	↓	↓
February Sale Price vs List Price Ratio	97.0%	↓	↓	↓	↓	97.2%	↓	↓

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

Property Sales

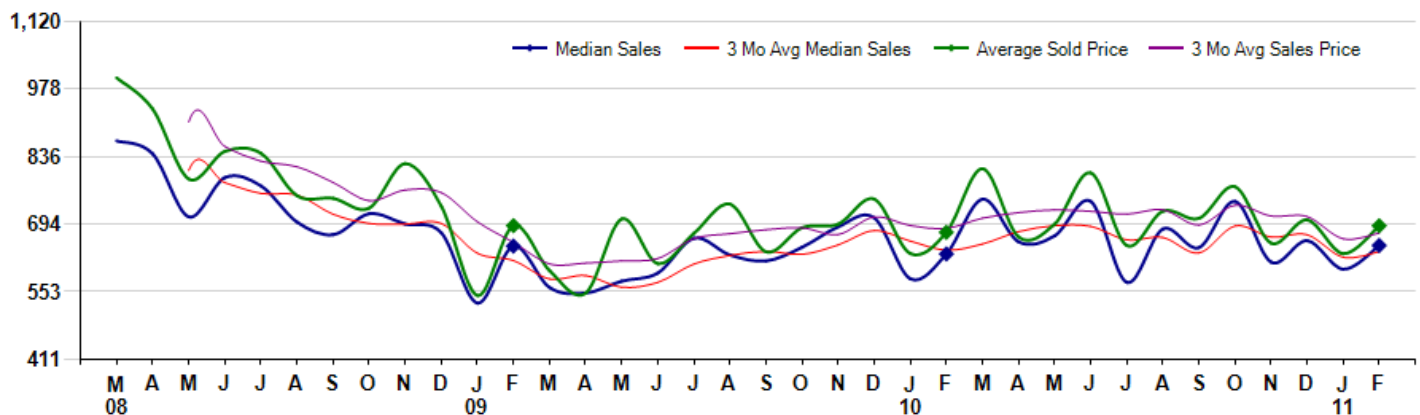
February Property sales were 55, up 77.4% from 31 in February of 2010 and 61.8% higher than the 34 sales last month. February 2011 sales were at their highest level compared to February of 2010 and 2009. February YTD sales of 89 are running 32.8% ahead of last year's year-to-date sales of 67.



Prices

The Median Sales Price in February was \$649,900, up 2.8% from \$632,000 in February of 2010 and up 8.3% from \$599,950 last month. The Average Sales Price in February was \$691,156, up 2.0% from \$677,452 in February of 2010 and up 9.2% from \$632,747 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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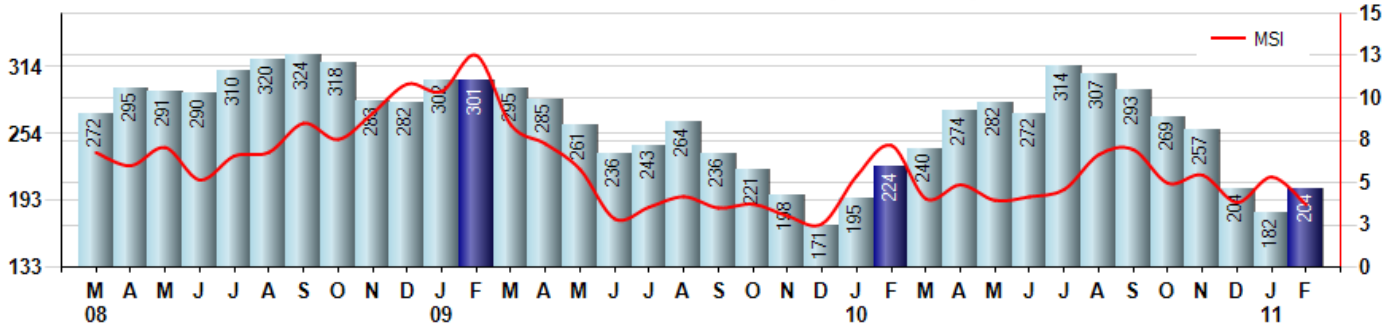
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Inventory & MSI

The Total Inventory of Properties available for sale as of February was 204, up 12.1% from 182 last month and down -8.9% from 224 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 3.7 months was at its lowest level compared with February of 2010 and 2009.

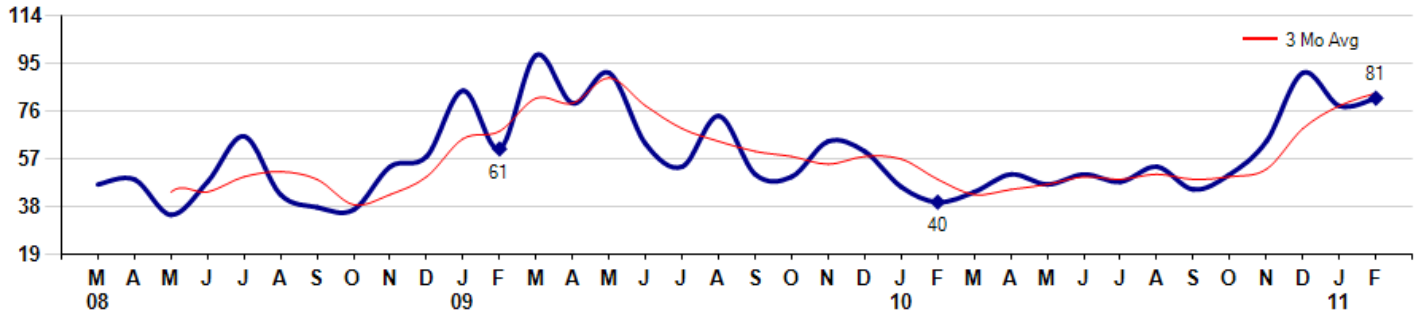
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 81, up 3.8% from 78 days last month and up 102.5% from 40 days in February of last year. The February 2011 DOM was at its highest level compared with February of 2010 and 2009.

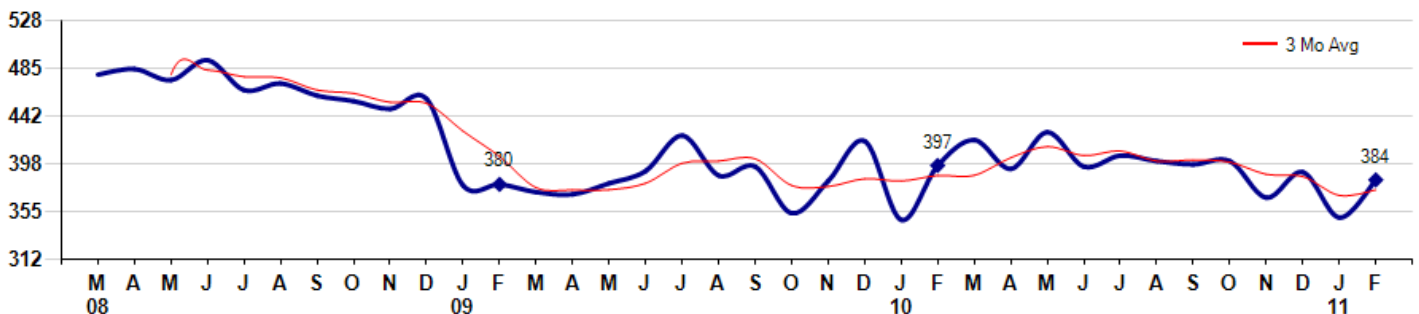
Average Days on Market (Listing to Contract) for properties sold during the month



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 \$384 was up 9.7% from \$350 last month and down -3.3% from \$397 in February of last year.

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



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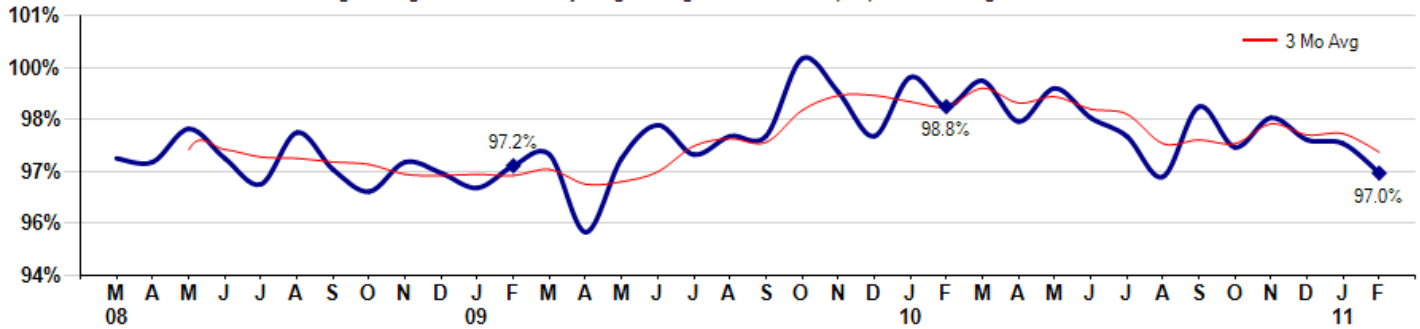


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Selling Price vs Original Listing Price

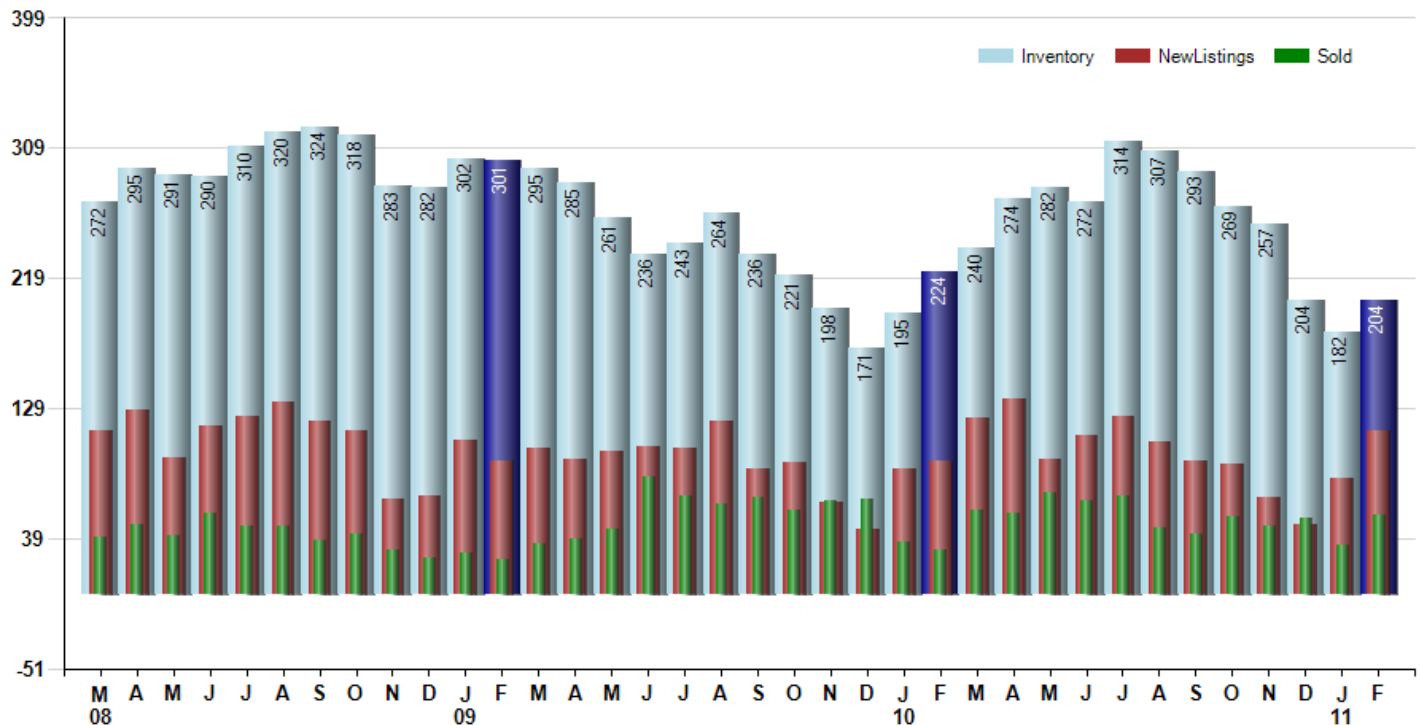
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 97.0% was down from 97.8% last month and down from 98.8% 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 113, up 41.3% from 80 last month and up 21.5% from 93 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	40	49	41	56	47	47	38	42	31	26	29	24	35	39	45	82	68	63	67	59	65	66	36	31	59	56	71	65	68	46	42	54	47	53	34	55
3 Mo. Roll Avg			43	49	48	50	44	42	37	33	29	26	29	33	40	55	65	71	66	63	64	63	56	44	42	49	62	64	68	60	52	47	48	51	45	47

	(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	870	843	710	793	775	699	673	717	695	677	529	649	562	550	575	592	665	630	618	646	689	708	580	632	747	658	670	743	573	685	646	743	615	660	600	650
3 Mo. Roll Avg			807	782	759	756	716	696	695	696	633	618	580	587	562	572	611	629	638	631	651	681	659	640	653	679	692	690	662	667	634	691	668	673	625	637

	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	272	295	291	290	310	320	324	318	283	282	302	301	295	285	261	236	243	264	236	221	198	171	195	224	240	274	282	272	314	307	293	269	257	204	182	204
MSI	7	6	7	5	7	7	9	8	9	11	10	13	8	7	6	3	4	4	4	4	3	3	5	7	4	5	4	4	5	7	7	5	5	4	5	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	47	49	35	48	66	43	38	37	54	58	84	61	98	79	91	63	54	74	51	50	64	60	46	40	44	51	47	51	48	54	45	51	64	91	78	81
3 Mo. Roll Avg			44	44	50	52	49	39	43	50	65	68	81	79	89	78	69	64	60	58	55	58	57	49	43	45	47	50	49	51	49	50	53	69	78	83

	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	479	484	474	492	465	471	460	455	448	457	379	380	373	371	381	392	424	388	396	354	383	419	348	397	420	394	427	396	406	401	398	401	368	391	350	384
3 Mo. Roll Avg			479	483	477	476	465	462	454	453	428	405	377	375	375	381	399	401	403	379	378	385	383	388	388	404	414	406	410	401	402	400	389	387	370	375

	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	0.974	0.973	0.982	0.974	0.967	0.981	0.971	0.965	0.973	0.970	0.966	0.972	0.975	0.954	0.974	0.983	0.975	0.980	0.980	1.001	0.992	0.980	0.996	0.988	0.995	0.984	0.993	0.985	0.980	0.969	0.988	0.977	0.985	0.979	0.978	0.970
3 Mo. Roll Avg			0.976	0.976	0.974	0.974	0.973	0.972	0.970	0.969	0.970	0.969	0.971	0.967	0.968	0.970	0.977	0.979	0.978	0.987	0.991	0.991	0.989	0.988	0.993	0.989	0.991	0.987	0.986	0.978	0.979	0.978	0.983	0.980	0.981	0.976

	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	114	128	95	117	123	133	120	114	66	68	107	93	101	94	99	102	101	120	87	92	64	45	87	93	122	136	94	110	123	106	93	90	67	49	80	113
Inventory	272	295	291	290	310	320	324	318	283	282	302	301	295	285	261	236	243	264	236	221	198	171	195	224	240	274	282	272	314	307	293	269	257	204	182	204
Sales	40	49	41	56	47	47	38	42	31	26	29	24	35	39	45	82	68	63	67	59	65	66	36	31	59	56	71	65	68	46	42	54	47	53	34	55

	(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	1,002	936	789	847	843	754	749	728	822	732	545	691	597	550	706	612	675	737	637	687	695	747	633	677	811	668	695	802	650	722	707	773	655	704	633	691
3 Mo. Roll Avg			909	858	827	815	782	744	766	761	700	656	611	613	617	622	664	675	683	687	673	710	692	686	707	719	725	722	716	725	693	734	712	711	664	676

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