

MLS Area: Willow Glen #10

**Daniel Pizano**

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Price Range: All | Properties: Single Family

## Market Profile & Trends Overview

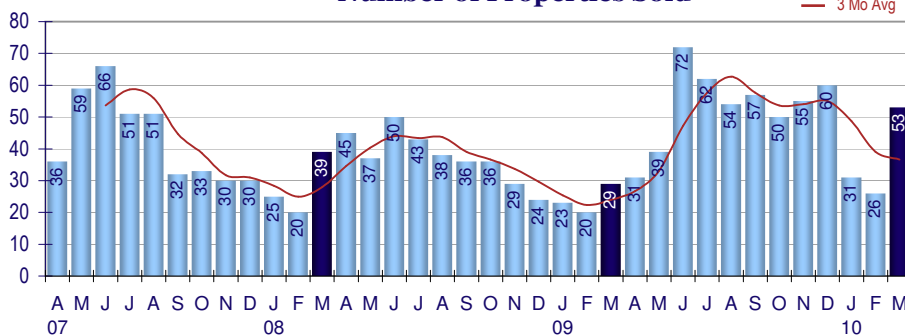
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$799,000	↑		↑				
Average List Price of all Current Listings	\$951,707	↑		↑				
March Median Sales Price	\$767,500	↑	↑	↑	\$727,450	↑	↑	
March Average Sales Price	\$844,390	↑	↑	↑	\$765,555	↑	↑	
Total Properties Currently for Sale (Inventory)	177	↑		↓				
March Number of Properties Sold	53	↑		↑	110	↑		
March Average Days on Market (Solds)	44	↔	↓	↓	44	↓	↓	
Asking Price per Square Foot (based on New Listings)	\$441	↑	↑	↔	\$424	↑	↑	
March Sold Price per Square Foot	\$429	↑	↑	↑	\$405	↑	↔	
March Month's Supply of Inventory	3.3	↓	↓	↓	4.9	↓	↓	
March Sale Price vs List Price Ratio	99.5%	↑	↑	↑	98.7%	↑	↑	

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2009) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

## Property Sales

March Property sales were 53, up 82.8% from 29 in March of 2009 and 103.8% higher than the 26 sales last month. March 2010 sales were at their highest level compared to March of 2009 and 2008. March YTD sales of 110 are running 52.8% ahead of last year's year-to-date sales of 72.

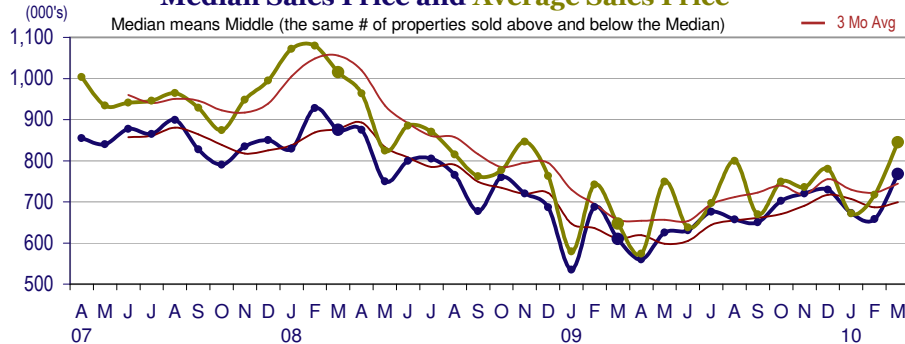
### Number of Properties Sold



## Prices

The Median Sales Price in March was \$767,500, up 25.8% from \$610,000 in March of 2009 and up 16.6% from \$658,000 last month. The Average Sales Price in March was \$844,390, up 30.6% from \$646,741 in March of 2009 and up 17.8% from \$716,808 last month. March 2010 ASP was at a mid range compared to March of 2009 and 2008.

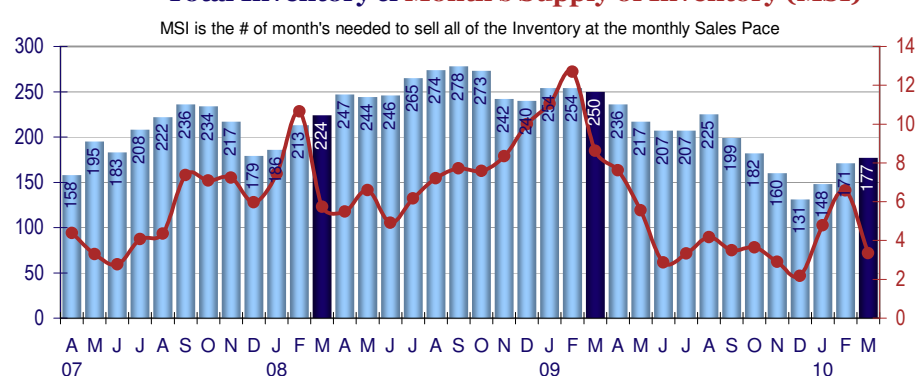
### Median Sales Price and Average Sales Price



## Inventory & MSI

The Total Inventory of Properties available for sale as of March was 177, up 3.5% from 171 last month and down -29.2% from 250 in March of last year. March 2010 Inventory was at its lowest level compared with March of 2009 and 2008.

### Total Inventory & Month's Supply of Inventory (MSI)



A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The March 2010 MSI of 3.3 months was at its lowest level compared with March of 2009 and 2008.

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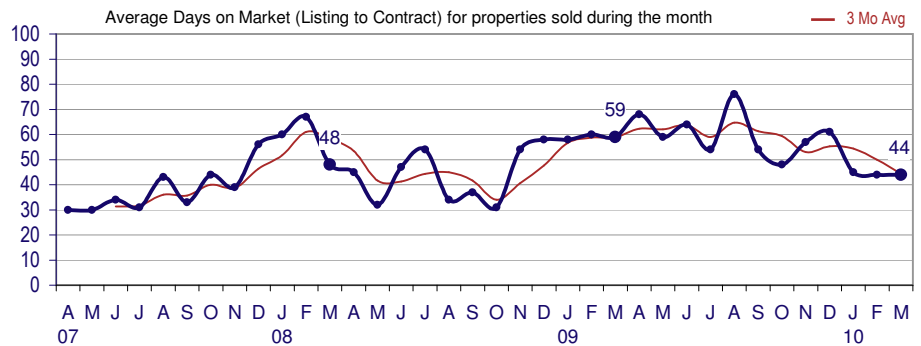


Price Range: All | Properties: Single Family

## 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 March was 44, equal to 44 days last month and down -25.4% from 59 days in March of last year. The March 2010 DOM was at its lowest level compared with March of 2009 and 2008.

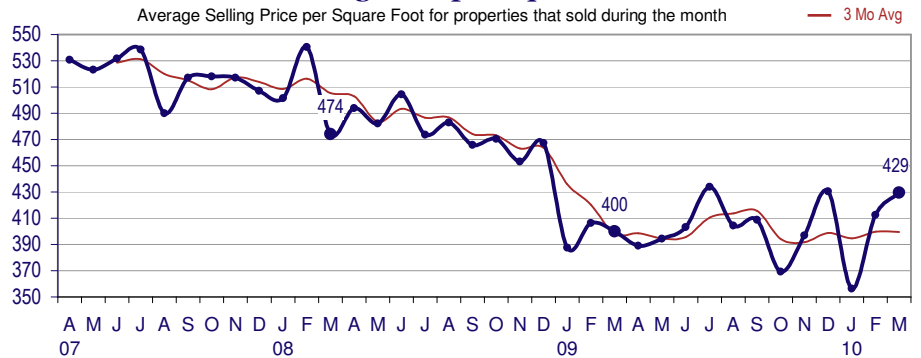
## Days On Market for Sold Properties



## 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 March 2010 Selling Price per Square Foot of \$429 was up 4.1% from \$413 last month and up 7.3% from 400 in March of last year.

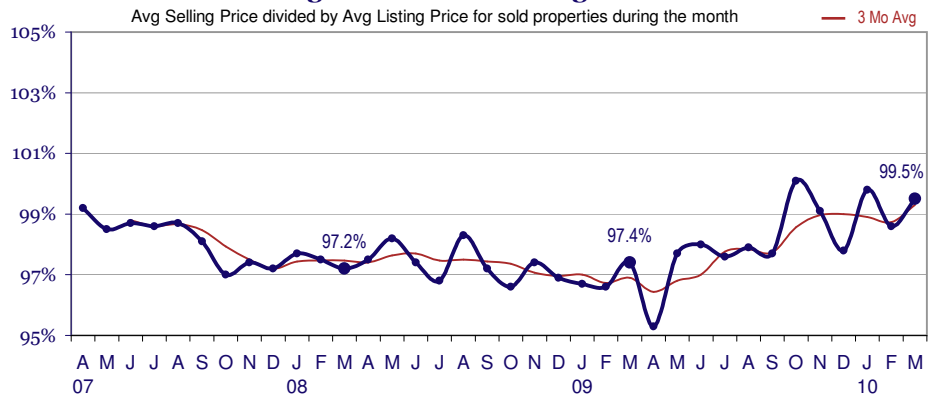
## Selling Price per Square Foot



## 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 March 2010 Selling Price vs Original List Price of 99.5% was up from 98.6% last month and up from 97.4% in March of last year.

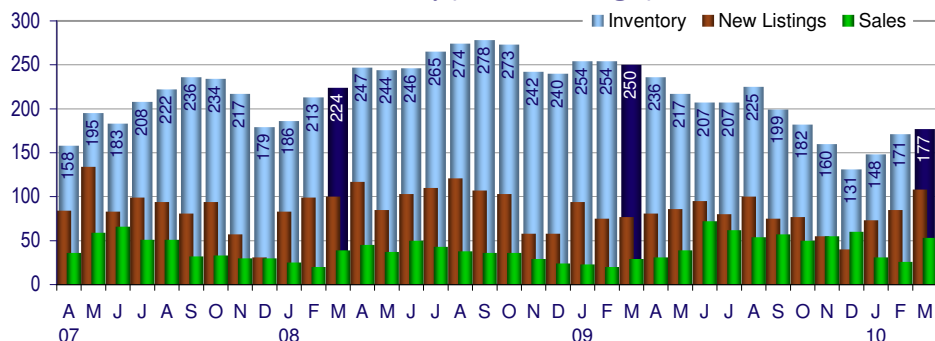
## Selling Price versus Listing Price Ratio



## 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 March 2010 was 108, up 27.1% from 85 last month and up 40.3% from 77 in March of last year.

## Inventory / New Listings / Sales



## MLS Area: Willow Glen #10

Price Range: All | Property Types: Single Family

	A 07	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	J 10	F	M
Homes Sold	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	72	62	54	57	50	55	60	31	26	53
3 Mo. Roll Avg			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	58	63	58	54	54	55	49	39	37

(000's)	A 07	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	J 10	F	M
Median Sale Price	855	840	877	865	899	828	790	834	851	829	928	875	875	750	800	805	765	678	760	720	687	535	688	610	560	625	631	676	658	650	703	720	730	673	658	768
3 Mo. Roll Avg			857	861	880	864	839	817	825	838	869	877	893	833	808	785	790	749	734	719	722	647	636	611	619	598	605	644	655	661	670	691	717	707	687	699

	A 07	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	J 10	F	M
Inventory	158	195	183	208	222	236	234	217	179	186	213	224	247	244	246	265	274	278	273	242	240	254	254	250	236	217	207	207	225	199	182	160	131	148	171	177
MSI	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	4	3	2	5	7	3

	A 07	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	J 10	F	M
Days on Market	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	64	54	76	54	48	57	61	45	44	44
3 Mo. Roll Avg			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	55	54	50	44

	A 07	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	J 10	F	M
Price per Sq Ft	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	403	434	404	409	369	397	431	356	413	429
3 Mo. Roll Avg			529	531	520	515	508	517	514	509	516	505	503	483	493	487	487	474	473	463	464	436	420	398	399	395	396	410	414	416	394	392	399	395	400	399

	A 07	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	J 10	F	M
Sale to List Price	0.992	0.985	0.987	0.986	0.987	0.981	0.970	0.974	0.972	0.977	0.975	0.972	0.975	0.982	0.974	0.968	0.983	0.972	0.966	0.974	0.969	0.967	0.966	0.974	0.953	0.977	0.980	0.976	0.979	0.977	1.001	0.991	0.978	0.998	0.986	0.995
3 Mo. Roll Avg			0.988	0.986	0.987	0.985	0.979	0.975	0.972	0.974	0.975	0.975	0.974	0.976	0.977	0.975	0.975	0.974	0.974	0.971	0.970	0.970	0.967	0.969	0.964	0.968	0.970	0.978	0.978	0.977	0.986	0.990	0.990	0.989	0.987	0.993

	A 07	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	J 10	F	M
New Listings	84	134	83	99	94	81	94	57	31	83	99	100	117	85	103	110	121	107	103	58	58	94	75	77	81	86	95	80	100	75	77	55	40	73	85	108
Inventory	158	195	183	208	222	236	234	217	179	186	213	224	247	244	246	265	274	278	273	242	240	254	254	250	236	217	207	207	225	199	182	160	131	148	171	177
Sales	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	72	62	54	57	50	55	60	31	26	53

(000's)	A 07	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	J 10	F	M
Avg Sale Price	1003	934	942	946	965	928	874	948	995	1072	1080	1015	964	824	885	871	815	762	777	846	763	580	742	647	574	749	638	697	800	670	749	736	780	672	717	844
3 Mo. Roll Avg			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	722	739	718	755	729	723	744

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