

MLS Area: Highland Park



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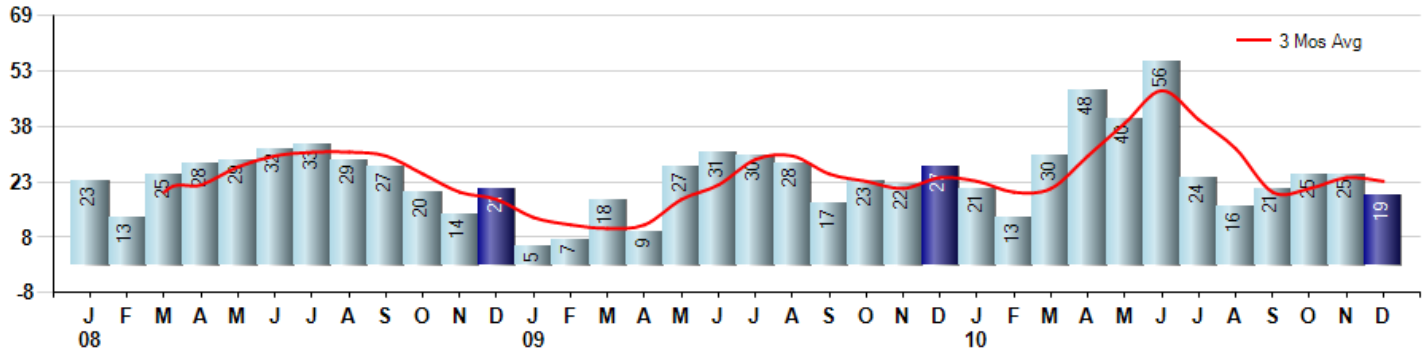
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$572,400	↓		↓				
Average List Price of all Current Listings	\$957,176	↔		↑				
December Median Sales Price	\$370,000	↓	↓	↓	↓	\$422,250	↓	↓
December Average Sales Price	\$426,079	↓	↓	↓	↓	\$547,052	↓	↓
Total Properties Currently for Sale (Inventory)	344	↓		↓				
December Number of Properties Sold	19	↓		↓		338	↑	
December Average Days on Market (Solds)	132	↑	↑	↑	↔	142	↑	↑
December Month's Supply of Inventory	18.1	↑	↑	↑	↓	17.6	↓	↓
December Sale Price vs List Price Ratio	82.9%	↓	↔	↑	↑	81.4%	↑	↑

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

Property Sales

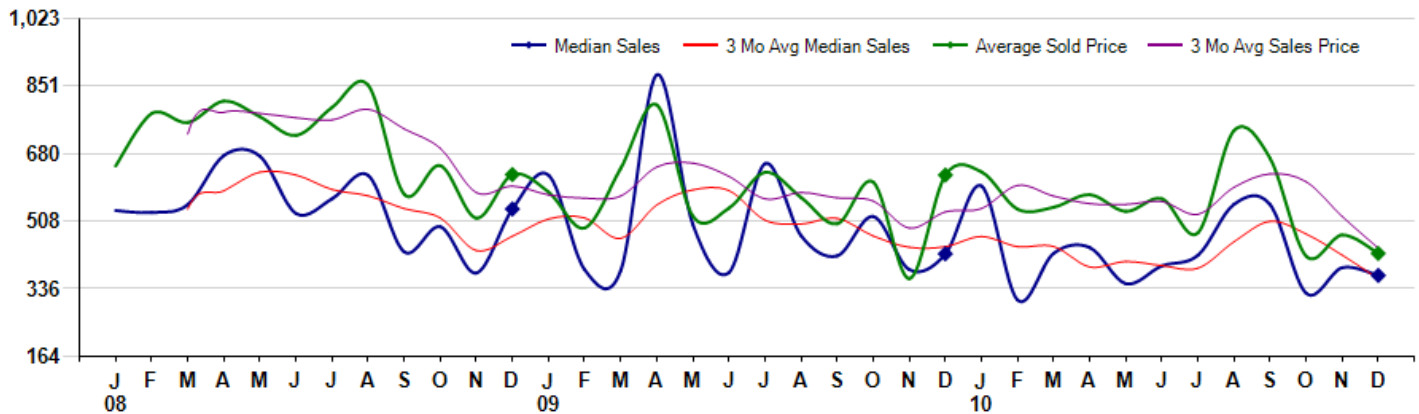
December Property sales were 19, down -29.6% from 27 in December of 2009 and -24.0% lower than the 25 sales last month. December 2010 sales were at their lowest level compared to December of 2009 and 2008. December YTD sales of 338 are running 38.5% ahead of last year's year-to-date sales of 244.



Prices

The Median Sales Price in December was \$370,000, down -12.9% from \$425,000 in December of 2009 and down -5.1% from \$390,000 last month. The Average Sales Price in December was \$426,079, down -31.9% from \$625,217 in December of 2009 and down -10.0% from \$473,190 last month. December 2010 ASP was at the lowest level compared to December of 2009 and 2008.

Median means Middle (the same # of properties sold above and below Median) (000's)



Based on information from Midwest Real Estate Data LLC for the period 1/1/2008 through 12/31/2010. 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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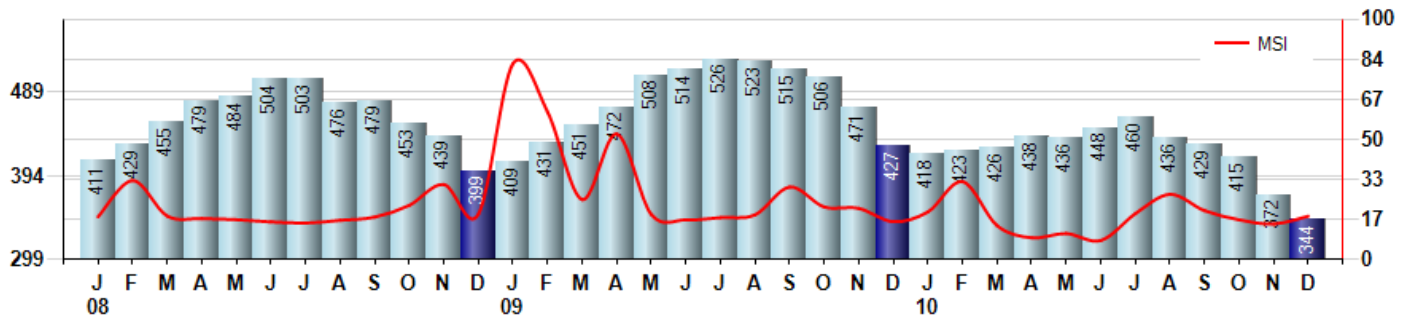
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Inventory & MSI

The Total Inventory of Properties available for sale as of December was 344, down -7.5% from 372 last month and down -19.4% from 427 in December of last year. December 2010 Inventory was at the lowest level compared to December of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2010 MSI of 18.1 months was at a mid range compared with December of 2009 and 2008.

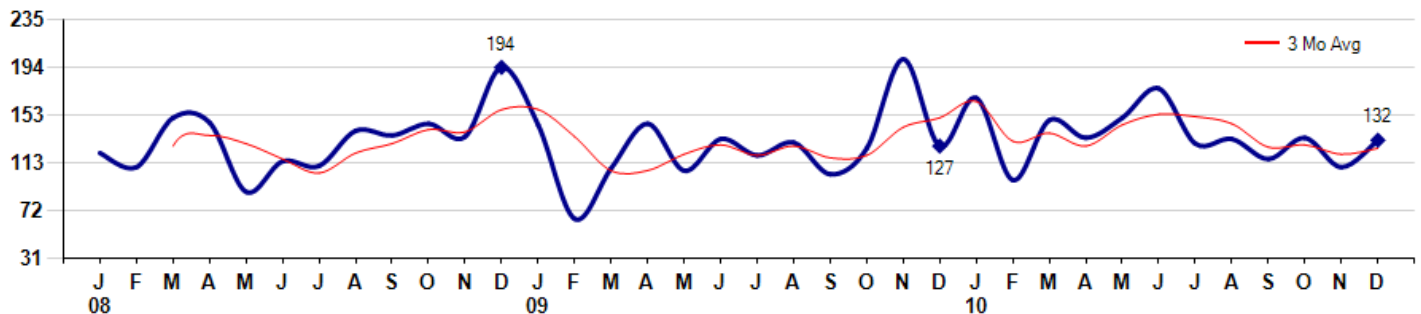
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 December was 132, up 21.1% from 109 days last month and up 3.9% from 127 days in December of last year. The December 2010 DOM was at a mid range compared with December of 2009 and 2008.

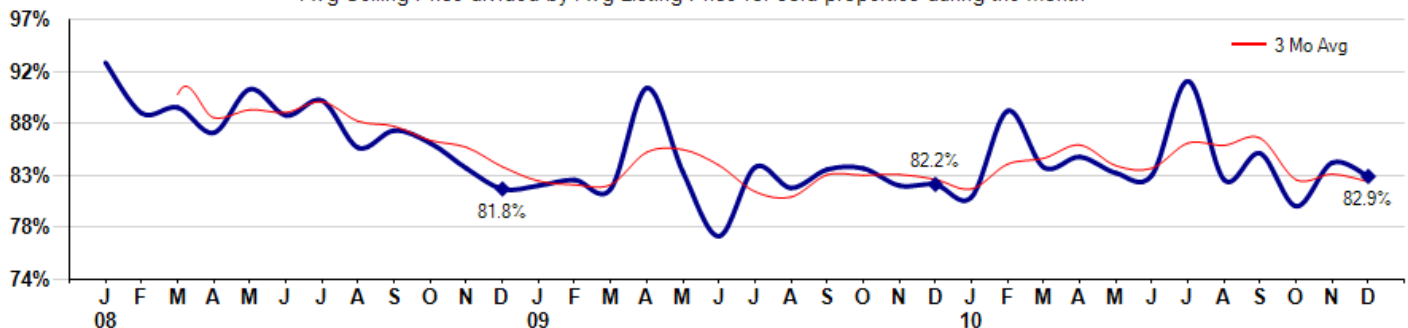
Average Days on Market (Listing to Contract) for properties sold during the month



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 December 2010 Selling Price vs Original List Price of 82.9% was down from 84.1% last month and up from 82.2% in December of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



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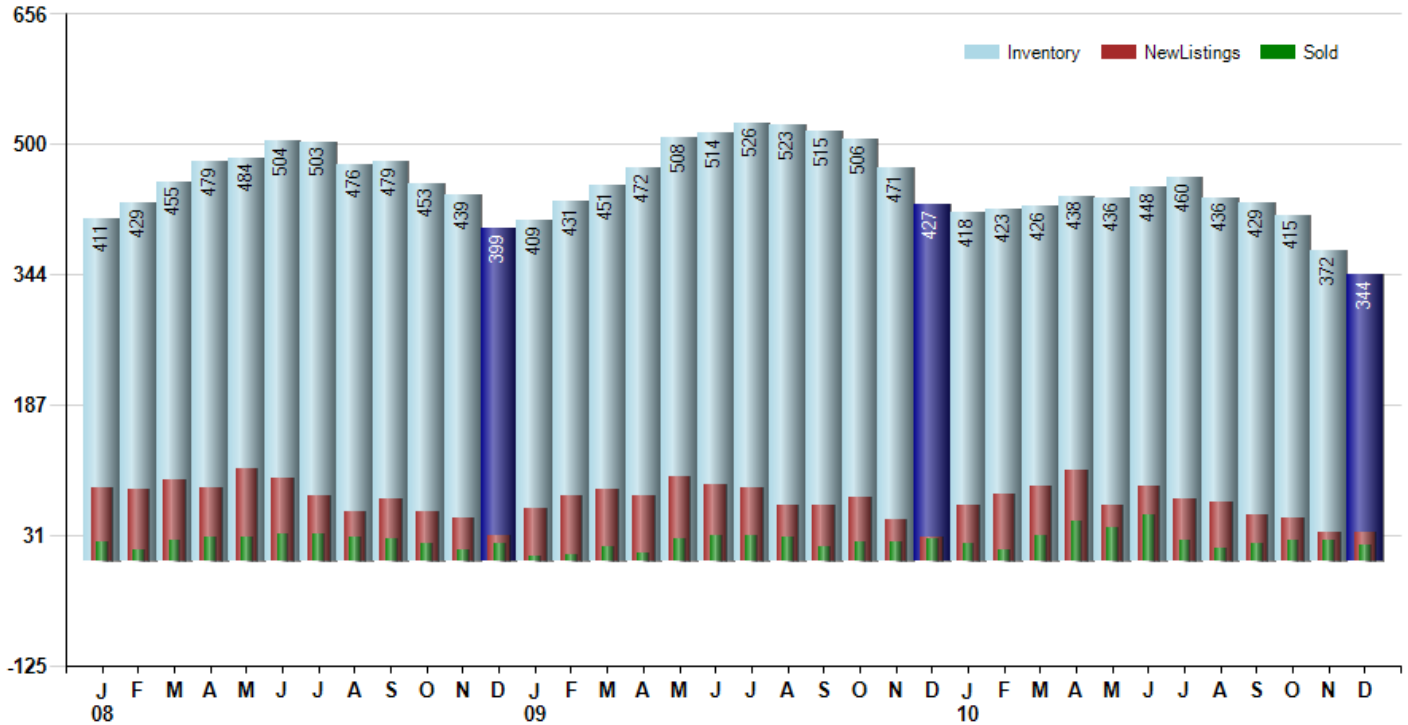
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Inventory / New Listings / Sales

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 December 2010 was 34, down -2.9% from 35 last month and up 17.2% from 29 in December of last year.



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MARKET ACTION REPORT

December 2010

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	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	A	M	J	J	A	S	O	N	D
Homes Sold	23	13	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	30	28	17	23	22	27	21	13	30	48	40	56	24	16	21	25	25	19
3 Mo. Roll Avg			20	22	27	30	31	31	30	25	20	18	13	11	10	11	18	22	29	30	25	23	21	24	23	20	21	30	39	48	40	32	20	21	24	23

(000's)	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	A	M	J	J	A	S	O	N	D
Median Sale Price	535	530	550	675	673	528	565	625	430	494	377	539	625	385	383	880	500	378	654	471	420	520	385	425	598	308	426	441	349	395	422	551	550	325	390	370
3 Mo. Roll Avg			538	585	633	625	589	572	540	516	433	470	514	516	464	549	588	586	511	501	515	470	442	443	469	443	444	392	406	395	388	456	508	475	422	362

	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	A	M	J	J	A	S	O	N	D
Inventory	411	429	455	479	484	504	503	476	479	453	439	399	409	431	451	472	508	514	526	523	515	506	471	427	418	423	426	438	436	448	460	436	429	415	372	344
MSI	18	33	18	17	17	16	15	16	18	23	31	19	82	62	25	52	19	17	18	19	30	22	21	16	20	33	14	9	11	8	19	27	20	17	15	18

	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	A	M	J	J	A	S	O	N	D
Days On Market	121	109	151	147	88	114	110	140	136	146	135	194	145	65	108	146	106	133	119	130	103	125	201	127	168	98	149	134	151	176	129	133	116	134	109	132
3 Mo. Roll Avg			127	136	129	116	104	121	129	141	139	158	158	135	106	106	120	128	119	127	117	119	143	151	165	131	138	127	145	154	152	146	126	128	120	125

	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	A	M	J	J	A	S	O	N	D
Price per Sq Ft	242	397	246	222	275	211	258	231	201	237	190	283	214	205	254	278	268	213	215	206	180	184	173	193	194	224	189	198	175	171	202	170	232	159	158	153
3 Mo. Roll Avg			295	288	248	236	248	233	230	223	209	237	229	234	224	246	267	253	232	211	200	190	179	183	187	204	202	204	187	181	183	181	201	187	183	157

	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	A	M	J	J	A	S	O	N	D
Sale to List Price	0.928	0.884	0.889	0.867	0.905	0.882	0.895	0.854	0.869	0.858	0.836	0.818	0.821	0.826	0.818	0.906	0.833	0.777	0.837	0.819	0.835	0.836	0.821	0.822	0.811	0.886	0.837	0.846	0.832	0.830	0.912	0.826	0.849	0.803	0.841	0.829
3 Mo. Roll Avg			0.900	0.880	0.887	0.885	0.894	0.877	0.873	0.860	0.854	0.837	0.825	0.822	0.822	0.850	0.852	0.839	0.816	0.811	0.830	0.830	0.831	0.826	0.818	0.840	0.845	0.856	0.838	0.836	0.858	0.856	0.862	0.826	0.831	0.824

	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	A	M	J	J	A	S	O	N	D
New Listings	87	85	98	87	110	100	78	59	75	59	51	31	62	78	85	78	102	91	88	66	67	76	50	29	67	80	89	109	66	89	75	71	55	52	35	34
Inventory	411	429	455	479	484	504	503	476	479	453	439	399	409	431	451	472	508	514	526	523	515	506	471	427	418	423	426	438	436	448	460	436	429	415	372	344
Sales	23	13	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	30	28	17	23	22	27	21	13	30	48	40	56	24	16	21	25	25	19

(000's)	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	A	M	J	J	A	S	O	N	D
Avg Sale Price	648	782	759	813	773	726	797	854	576	649	516	627	582	491	642	804	521	541	632	568	501	608	362	625	633	538	543	575	533	565	479	739	667	419	473	426
3 Mo. Roll Avg			730	785	782	771	765	792	742	693	581	597	575	566	572	646	656	622	565	581	567	559	490	532	540	599	572	552	551	558	526	594	628	608	520	439

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