

City: Highland Park



Price Range: All | Properties: Single Family - Condo - TwnHm

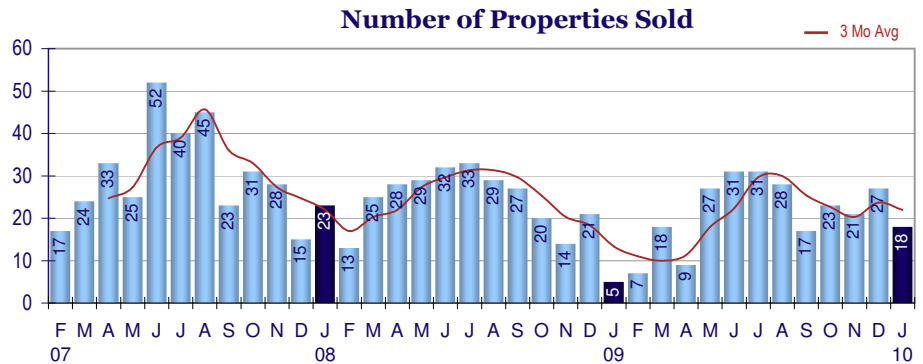
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$599,000	0%		-19%				
Average List Price of all Current Listings	\$1,020,591	8%		-0%				
January Median Sales Price	\$550,000	29%	23%	-12%	21%	\$550,000	-12%	21%
January Average Sales Price	\$550,278	-12%	1%	-5%	-3%	\$550,278	-5%	-3%
Total Properties Currently for Sale (Inventory)	401	-5%		-2%				
January Number of Properties Sold	18	-33%		260%		18	260%	
January Average Days on Market (Solds)	150	18%	2%	3%	17%	150	3%	17%
Asking Price per Square Foot (based on New Listings)	\$144	21%	-33%	-38%	-39%	\$144	-38%	-39%
January Sold Price per Square Foot	\$120	-38%	-34%	-44%	-45%	\$120	-44%	-44%
January Month's Supply of Inventory	22.3	43%	11%	-73%	-30%	22.3	-73%	-30%
January Sale Price vs List Price Ratio	82.3%	.1%	1.2%	.2%	1.5%	80.9%	-2.3%	-2%

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

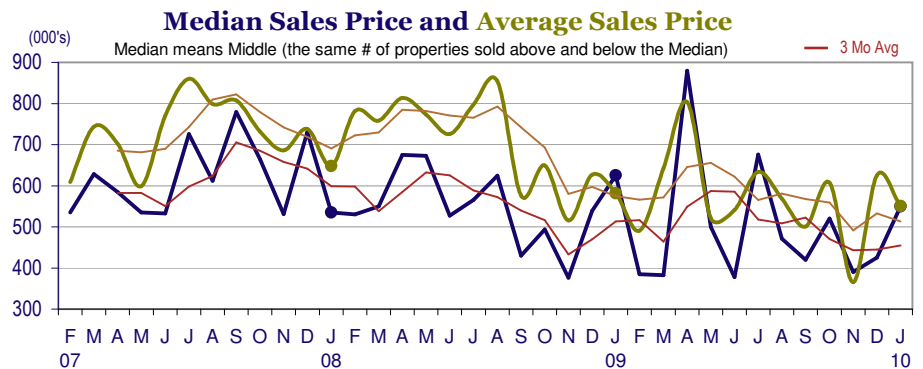
Property Sales

January Property sales were 18, up 260.0% from 5 in January of 2009 and -33.3% lower than the 27 sales last month. January 2010 sales were at a mid level compared to January of 2009 and 2008. January YTD sales of 18 are running 260.0% ahead of last year's year-to-date sales of 5.



Prices

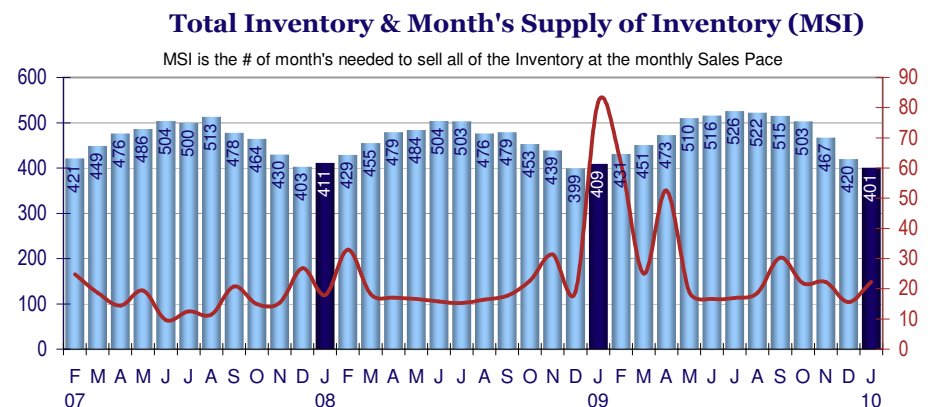
The Median Sales Price in January was \$550,000, down -12.0% from \$625,000 in January of 2009 and up 29.4% from \$425,000 last month. The Average Sales Price in January was \$550,278, down -5.5% from \$582,000 in January of 2009 and down -12.0% from \$625,217 last month. January 2010 ASP was at the lowest level compared to January of 2009 and 2008.



Inventory & MSI

The Total Inventory of Properties available for sale as of January was 401, down -4.5% from 420 last month and down -2.0% from 409 in January of last year. January 2010 Inventory was at its lowest level compared with January of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The January 2010 MSI of 22.3 months was at a mid level compared with January of 2009 and 2008.



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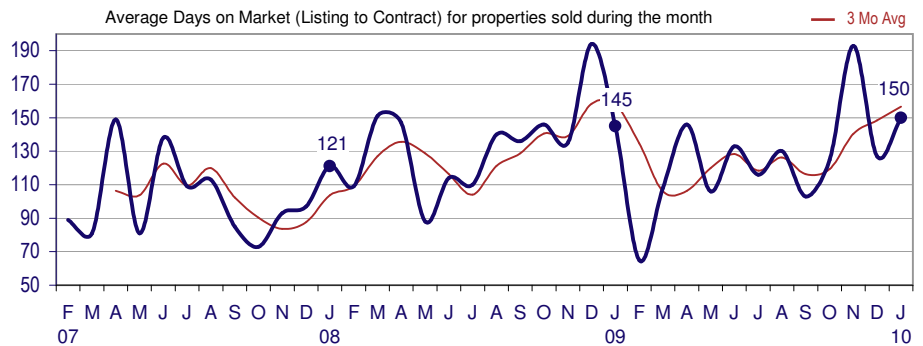


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Market Time

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 January was 150, up 18.1% from 127 days last month and up 3.4% from 145 days in January of last year. The January 2010 DOM was at a mid level compared with January of 2009 and 2008.

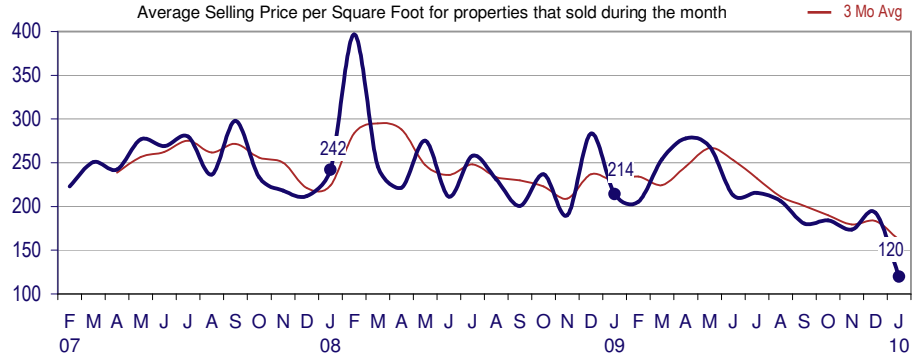
Days On Market for Sold Properties



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 January 2010 Selling Price per Square Foot of \$120 was down -38.0% from \$193 last month and down -44.1% from 214 in January of last year.

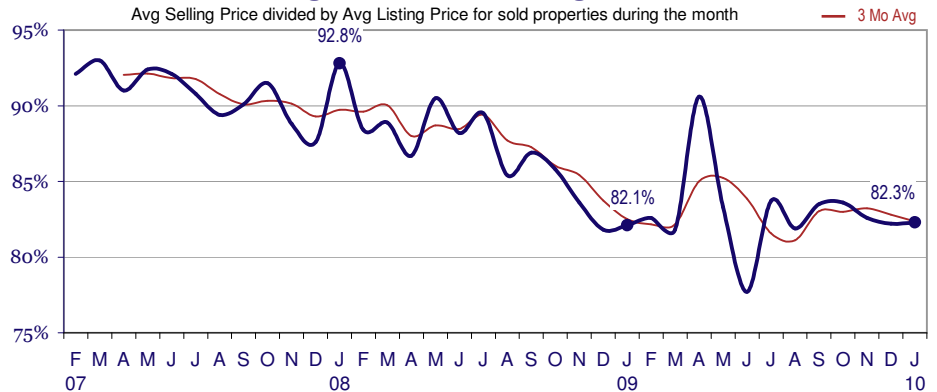
Selling Price per Square Foot



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 January 2010 Selling Price vs Original List Price of 82.3% was up from 82.2% last month and up from 82.1% in January of last year.

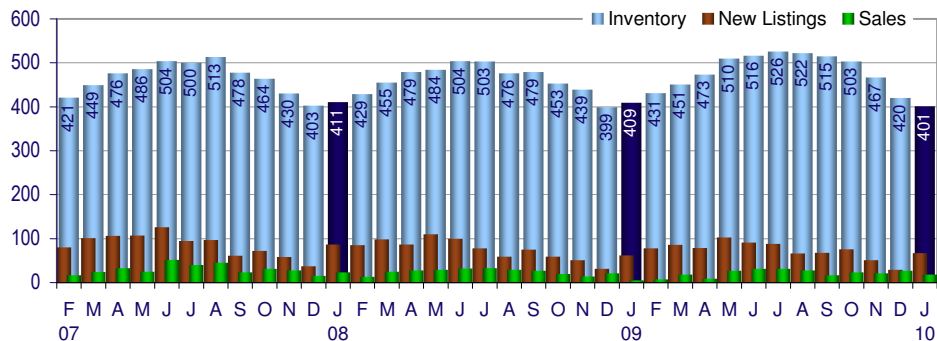
Selling Price versus Listing Price Ratio



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 January 2010 was 67, up 131.0% from 29 last month and up 8.1% from 62 in January of last year.

Inventory / New Listings / Sales



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	F 07	M	A	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
Homes Sold	17	24	33	25	52	40	45	23	31	28	15	23	13	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	31	28	17	23	21	27	18
3 Mo. Roll Avg			25	27	37	39	46	36	33	27	25	22	17	20	22	27	30	31	31	30	25	20	18	13	11	10	11	18	22	30	30	25	23	20	24	22

(000's)	F 07	M	A	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
Median Sale Price	535	629	585	535	533	726	612	779	665	531	730	535	530	550	675	673	528	565	625	430	494	377	539	625	385	383	880	500	378	676	471	420	520	390	425	550
3 Mo. Roll Avg			583	583	551	598	624	706	685	658	642	599	598	538	585	633	625	589	572	540	516	433	470	514	516	464	549	588	586	518	508	522	470	443	445	455

	F 07	M	A	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
Inventory	421	449	476	486	504	500	513	478	464	430	403	411	429	455	479	484	504	503	476	479	453	439	399	409	431	451	473	510	516	526	522	515	503	467	420	401
MSI	25	19	14	19	10	13	11	21	15	15	27	18	33	18	17	17	16	15	16	18	23	31	19	82	62	25	53	19	17	17	19	30	22	22	16	22

	F 07	M	A	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
Days on Market	89	81	149	81	138	109	113	85	73	93	97	121	109	151	147	88	114	110	140	136	146	135	194	145	65	108	146	106	133	116	130	103	125	193	127	150
3 Mo. Roll Avg			106	104	123	109	120	102	90	84	88	104	109	127	136	129	116	104	121	129	141	139	158	158	135	106	106	120	128	118	126	116	119	140	148	157

	F 07	M	A	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
Price per Sq Ft	223	251	242	277	269	280	236	298	234	218	212	242	397	246	222	275	211	258	231	201	237	190	283	214	205	254	278	268	213	215	206	180	184	173	193	120
3 Mo. Roll Avg			239	257	263	275	262	271	256	250	221	224	284	295	288	248	236	248	233	230	223	209	237	229	234	225	246	267	253	232	211	201	190	179	183	162

	F 07	M	A	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
Sale to List Price	0.921	0.930	0.910	0.924	0.921	0.908	0.894	0.901	0.915	0.888	0.876	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	0.826	0.822	0.823
3 Mo. Roll Avg			0.920	0.921	0.918	0.918	0.908	0.901	0.903	0.901	0.893	0.897	0.896	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	0.832	0.828	0.824

	F 07	M	A	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
New Listings	80	101	106	107	126	95	97	61	72	58	37	87	85	98	87	110	100	78	59	75	59	51	31	62	78	86	79	103	91	88	66	68	76	51	29	67
Inventory	421	449	476	486	504	500	513	478	464	430	403	411	429	455	479	484	504	503	476	479	453	439	399	409	431	451	473	510	516	526	522	515	503	467	420	401
Sales	17	24	33	25	52	40	45	23	31	28	15	23	13	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	31	28	17	23	21	27	18

(000's)	F 07	M	A	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
Avg Sale Price	609	744	702	599	770	861	799	808	732	686	738	648	782	759	813	773	726	797	854	576	649	516	627	582	491	642	804	521	541	634	568	501	608	365	625	550
3 Mo. Roll Avg			685	681	690	743	810	822	779	742	718	691	723	730	785	782	771	765	792	742	693	581	597	575	566	572	646	656	622	565	581	568	559	491	533	514

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