

City: Lake Forest



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

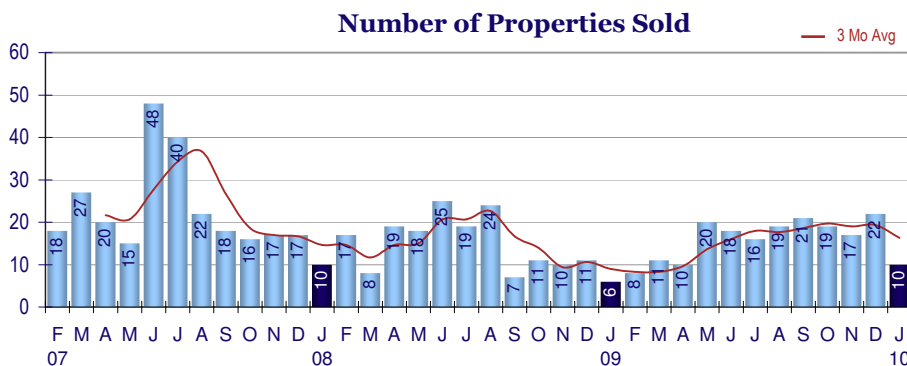
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,150,000	5%		-2%				
Average List Price of all Current Listings	\$1,723,938	-3%		-7%				
January Median Sales Price	\$677,500	6%	8%	-2%	-5%	\$677,500	-2%	-5%
January Average Sales Price	\$648,930	-24%	-23%	-5%	-33%	\$648,930	-5%	-33%
Total Properties Currently for Sale (Inventory)	356	0%		-1%				
January Number of Properties Sold	10	-55%		67%		10	67%	
January Average Days on Market (Solds)	100	-12%	-12%	-46%	-33%	100	-46%	-33%
Asking Price per Square Foot (based on New Listings)	\$0	-100%	-100%	-100%	-100%	\$0	-100%	-100%
January Sold Price per Square Foot	\$218	-4%	-11%	12%	-15%	\$218	12%	-15%
January Month's Supply of Inventory	35.6	121%	43%	-41%	18%	35.6	-41%	18%
January Sale Price vs List Price Ratio	87.2%	5.6%	5.2%	9.7%	10.0%	85.9%	8.0%	8.4%

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

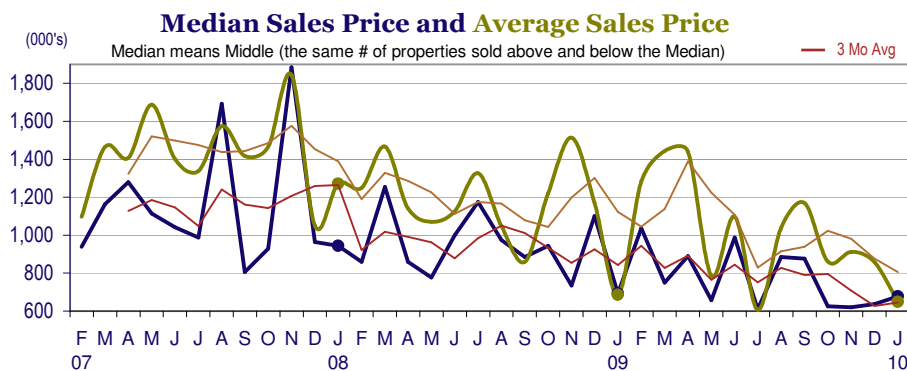
## Property Sales

January Property sales were 10, up 66.7% from 6 in January of 2009 and -54.5% lower than the 22 sales last month. January 2010 sales were at their highest level compared to January of 2009 and 2008. January YTD sales of 10 are running 66.7% ahead of last year's year-to-date sales of 6.



## Prices

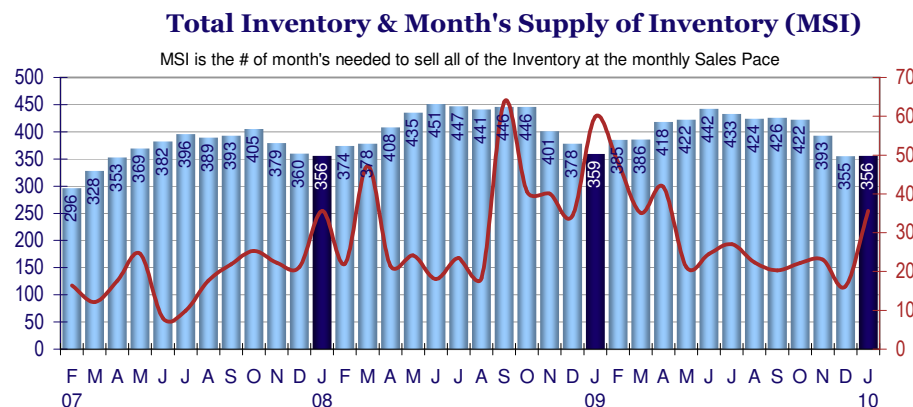
The Median Sales Price in January was \$677,500, down -2.3% from \$693,500 in January of 2009 and up 6.3% from \$637,500 last month. The Average Sales Price in January was \$648,930, down -5.3% from \$685,333 in January of 2009 and down -24.3% from \$857,166 last month. January 2010 ASP was at the lowest level compared to January of 2009 and 2008.



## Inventory & MSI

The Total Inventory of Properties available for sale as of January was 356, up 0.3% from 355 last month and down -0.8% from 359 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 35.6 months was at its lowest level compared with January of 2009 and 2008.



City: Lake Forest

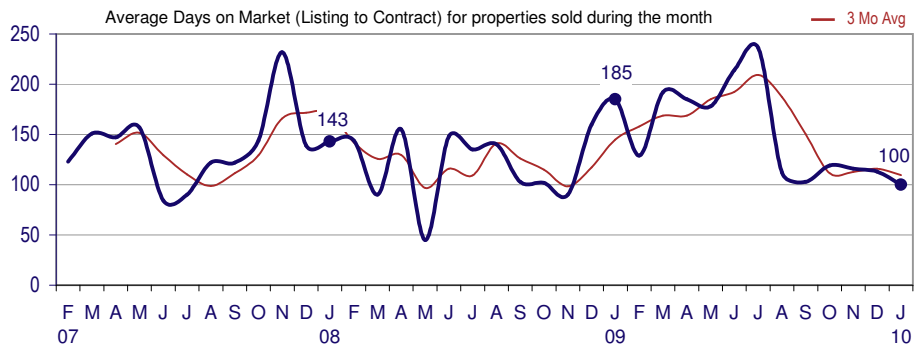


Price Range: All | Properties: Single Family - Condo - TwnHm

## 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 100, down -11.5% from 113 days last month and down -45.9% from 185 days in January of last year. The January 2010 DOM was at its lowest level compared with January of 2009 and 2008.

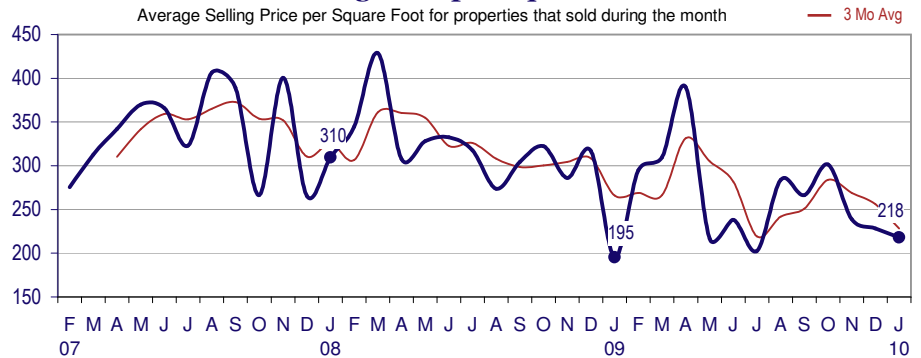
## Days On Market for Sold Properties



## 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 \$218 was down -4.4% from \$228 last month and up 11.7% from 195 in January of last year.

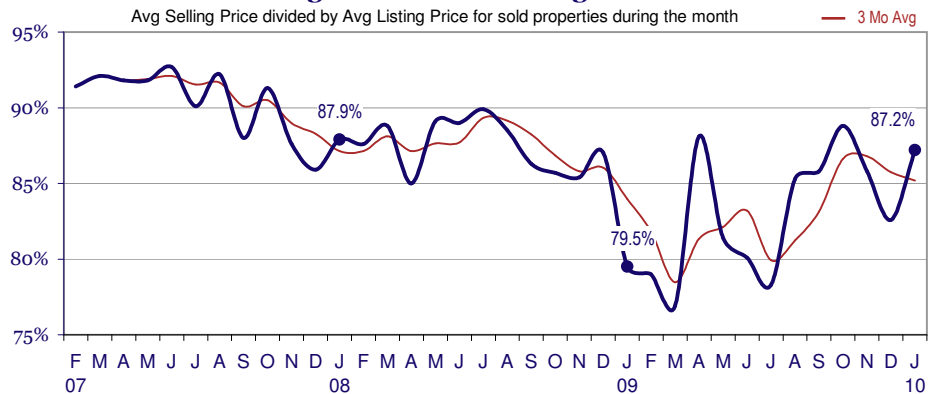
## Selling Price per Square Foot



## 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 87.2% was up from 82.6% last month and up from 79.5% in January of last year.

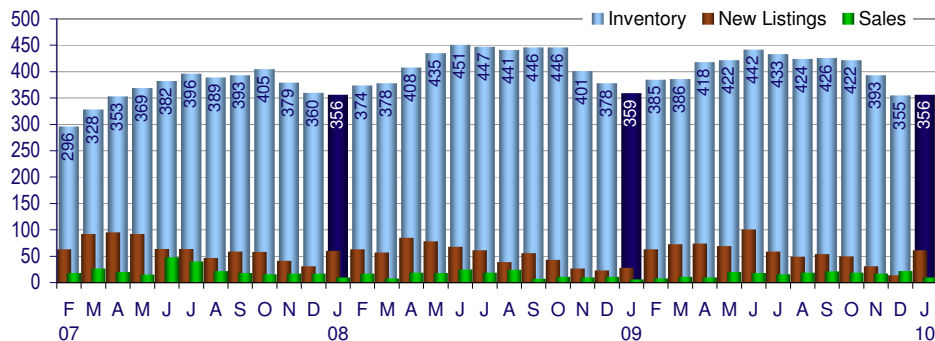
## Selling Price versus Listing Price Ratio



## 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 61, up 335.7% from 14 last month and up 117.9% from 28 in January of last year.

## Inventory / New Listings / Sales



## City: Lake Forest

Price Range: All | Property Types: Single Family - Condo - TwnHm

	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	18	27	20	15	48	40	22	18	16	17	17	10	17	8	19	18	25	19	24	7	11	10	11	6	8	11	10	20	18	16	19	21	19	17	22	10
3 Mo. Roll Avg			22	21	28	34	37	27	19	17	17	15	15	12	15	15	21	21	23	17	14	9	11	9	8	8	10	14	16	18	18	19	20	19	19	16

(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	939	1163	1280	1115	1043	988	1693	805	929	1886	965	944	859	1254	860	776	1000	1175	975	885	944	735	1100	694	1038	750	890	658	988	610	885	877	625	620	638	678
3 Mo. Roll Avg			1127	1186	1146	1048	1241	1162	1142	1207	1260	1265	923	1019	991	963	879	984	1050	1012	935	855	926	843	944	827	893	766	845	752	828	791	796	707	628	645

	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	296	328	353	369	382	396	389	393	405	379	360	356	374	378	408	435	451	447	441	446	446	401	378	359	385	386	418	422	442	433	424	426	422	393	355	356
MSI	16	12	18	25	8	10	18	22	25	22	21	36	22	47	21	24	18	24	18	64	41	40	34	60	48	35	42	21	25	27	22	20	22	23	16	36

	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	123	151	147	157	84	90	122	122	144	232	139	143	144	90	155	45	148	135	140	103	102	90	160	185	129	192	185	178	214	236	112	103	119	116	113	100
3 Mo. Roll Avg			140	152	129	110	99	111	129	166	172	171	142	126	130	97	116	109	141	126	115	98	117	145	158	169	169	185	192	209	187	150	111	113	116	110

	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	275	313	342	370	366	323	406	389	266	400	265	310	345	429	308	328	333	318	274	304	322	286	317	195	295	309	390	216	238	203	284	266	301	239	228	218
3 Mo. Roll Avg			310	342	359	353	365	373	354	352	311	325	307	361	360	355	323	326	308	299	300	304	308	266	269	266	331	305	282	219	242	251	284	269	256	228

	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	0.914	0.921	0.918	0.918	0.927	0.901	0.922	0.880	0.913	0.876	0.859	0.879	0.876	0.888	0.850	0.891	0.890	0.899	0.885	0.863	0.857	0.854	0.870	0.795	0.790	0.769	0.881	0.814	0.801	0.783	0.853	0.858	0.888	0.858	0.826	0.872
3 Mo. Roll Avg			0.918	0.919	0.921	0.915	0.917	0.901	0.905	0.890	0.883	0.871	0.871	0.881	0.871	0.876	0.877	0.893	0.891	0.882	0.868	0.858	0.860	0.840	0.818	0.785	0.813	0.821	0.832	0.799	0.812	0.831	0.866	0.868	0.857	0.852

	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	63	92	95	92	64	64	47	59	58	41	31	60	63	57	85	78	68	61	39	56	43	27	23	28	63	73	74	69	101	59	49	54	50	31	14	61
Inventory	296	328	353	369	382	396	389	393	405	379	360	356	374	378	408	435	451	447	441	446	446	401	378	359	385	386	418	422	442	433	424	426	422	393	355	356
Sales	18	27	20	15	48	40	22	18	16	17	17	10	17	8	19	18	25	19	24	7	11	10	11	6	8	11	10	20	18	16	19	21	19	17	22	10

(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	1098	1465	1407	1687	1401	1338	1574	1417	1466	1845	1050	1271	1248	1467	1141	1071	1126	1326	1048	860	1220	1514	1170	685	1283	1444	1440	786	1098	607	1039	1170	861	911	857	649
3 Mo. Roll Avg			1323	1520	1498	1475	1438	1443	1485	1576	1454	1389	1190	1329	1286	1226	1113	1174	1167	1078	1043	1198	1301	1123	1046	1137	1389	1223	1108	830	915	939	1023	981	876	806