

## MLS Area: Winnetka



**ART WILSON**  
 Broker, Realtor  
 847-363-1599  
 Art.Wilson@cbexchange.com



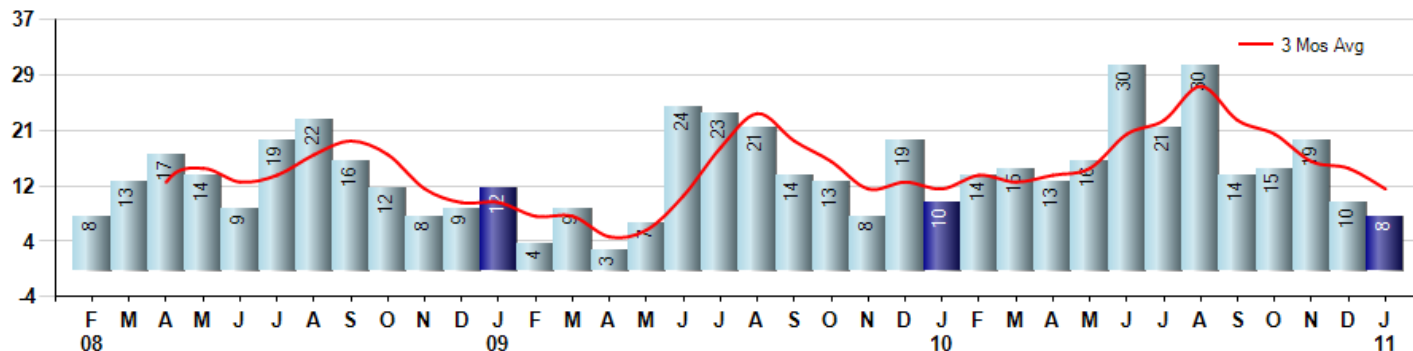
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,450,000	↔		↑				
Average List Price of all Current Listings	\$1,969,765	↑		↔				
January Median Sales Price	\$642,500	↓	↓	↓	↓	\$642,500	↓	↓
January Average Sales Price	\$863,116	↓	↓	↓	↓	\$863,116	↓	↓
Total Properties Currently for Sale (Inventory)	159	↓		↓				
January Number of Properties Sold	8	↓		↓		8	↔	
January Average Days on Market (Solds)	137	↑	↓	↓	↑	137	↓	↑
January Month's Supply of Inventory	19.9	↑	↑	↑	↑	19.9	↑	↑
January Sale Price vs List Price Ratio	84.3%	↑	↑	↑	↓	76.8%	↓	↓

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

### Property Sales

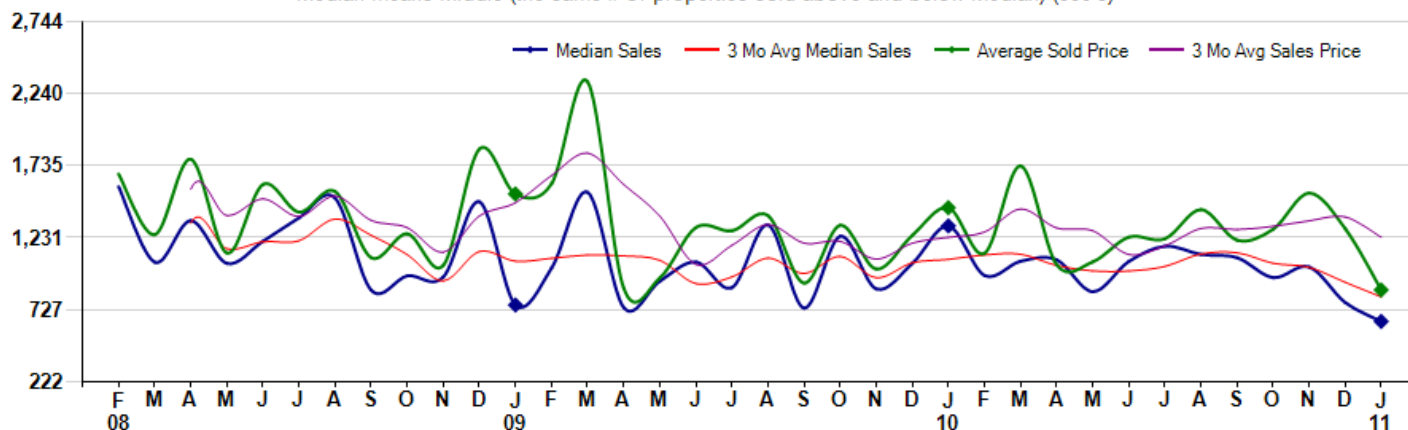
January Property sales were 8, down -20.0% from 10 in January of 2010 and -20.0% lower than the 10 sales last month. January 2011 sales were at their lowest level compared to January of 2010 and 2009. January YTD sales of 8 are running -20.0% behind last year's year-to-date sales of 10.



### Prices

The Median Sales Price in January was \$642,500, down -51.0% from \$1,312,500 in January of 2010 and down -17.1% from \$775,250 last month. The Average Sales Price in January was \$863,116, down -40.1% from \$1,440,350 in January of 2010 and down -33.3% from \$1,293,670 last month. January 2011 ASP was at the lowest level compared to January of 2010 and 2009.

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



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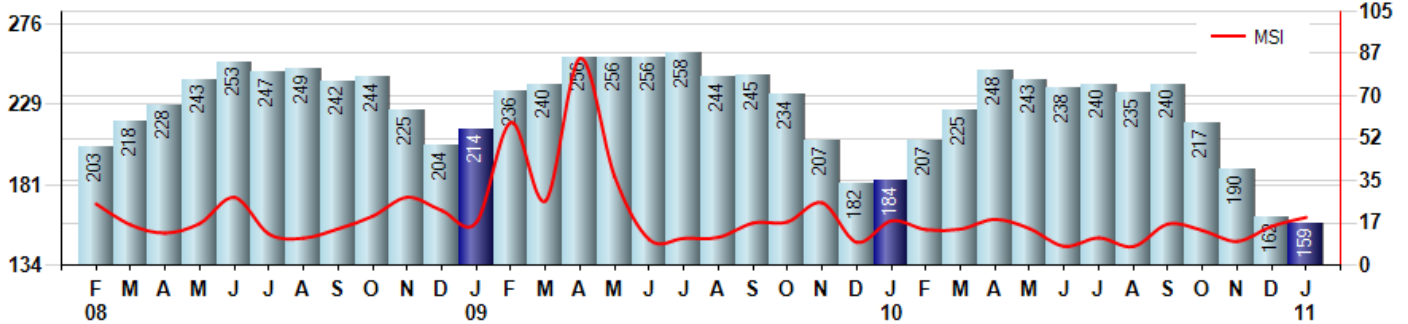
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### Inventory & MSI

The Total Inventory of Properties available for sale as of January was 159, down -1.9% from 162 last month and down -13.6% from 184 in January of last year. January 2011 Inventory was at the lowest level compared to January of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The January 2011 MSI of 19.9 months was at its highest level compared with January of 2010 and 2009.

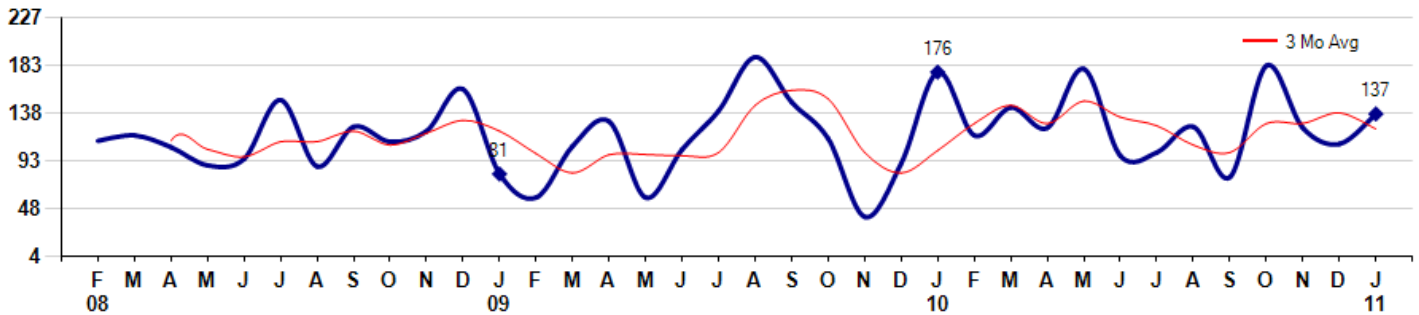
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 January was 137, up 25.7% from 109 days last month and down -22.2% from 176 days in January of last year. The January 2011 DOM was at a mid range compared with January of 2010 and 2009.

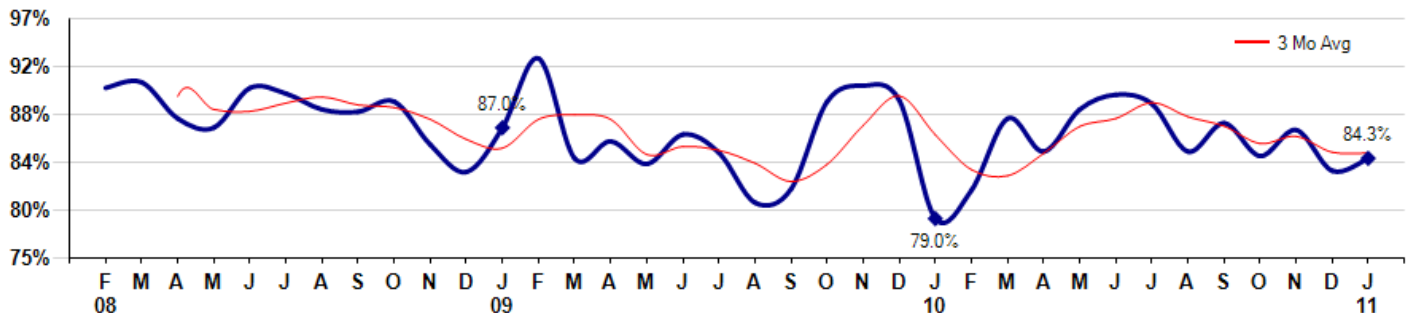
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 January 2011 Selling Price vs Original List Price of 84.3% was up from 83.2% last month and up from 79.0% in January of last year.

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



Based on information from Midwest Real Estate Data LLC for the period 2/1/2008 through 1/31/2011. 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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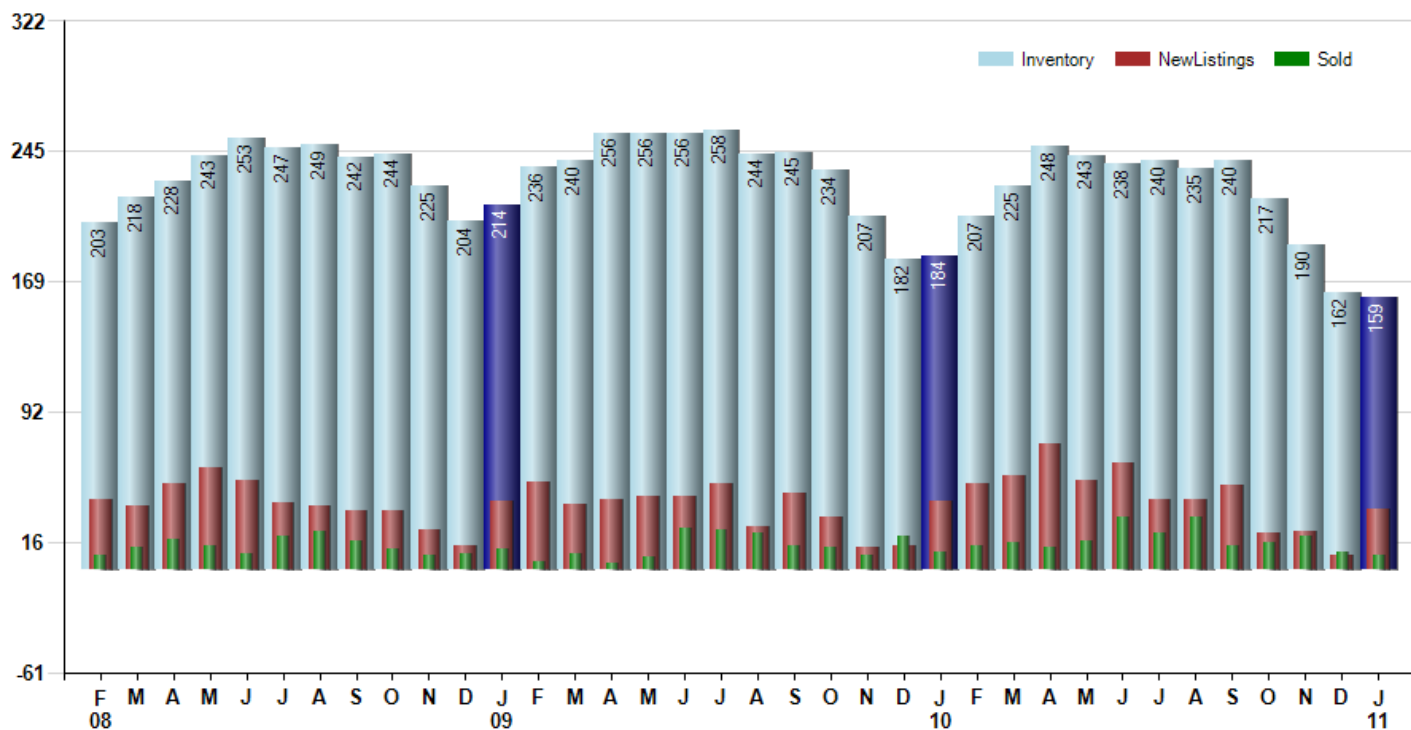
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### Inventory / New Listings / Sales

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 2011 was 35, up 337.5% from 8 last month and down -12.5% from 40 in January of last year.



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	F 08	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	J 11
Homes Sold	8	13	17	14	9	19	22	16	12	8	9	12	4	9	3	7	24	23	21	14	13	8	19	10	14	15	13	16	30	21	30	14	15	19	10	8
3 Mo. Roll Avg			13	15	13	14	17	19	17	12	10	10	8	8	5	6	11	18	23	19	16	12	13	12	14	13	14	15	20	22	27	22	20	16	15	12

(000's)	F 08	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	J 11
Median Sale Price	1,589	1,058	1,350	1,050	1,205	1,370	1,509	863	963	955	1,483	758	1,018	1,550	740	925	1,060	880	1,320	736	1,240	871	1,050	1,313	965	1,065	1,075	851	1,064	1,170	1,113	1,090	950	1,025	775	643
3 Mo. Roll Avg			1,332	1,153	1,202	1,208	1,361	1,247	1,111	927	1,133	1,065	1,086	1,108	1,103	1,072	908	955	1,087	979	1,099	949	1,054	1,078	1,109	1,114	1,035	997	997	1,028	1,115	1,124	1,051	1,022	917	814

	F 08	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	J 11
Inventory	203	218	228	243	253	247	249	242	244	225	204	214	236	240	256	256	256	258	244	245	234	207	182	184	207	225	248	243	238	240	235	240	217	190	162	159
MSI	25	17	13	17	28	13	11	15	20	28	23	18	59	27	85	37	11	11	12	18	18	26	10	18	15	15	19	15	8	11	8	17	14	10	16	20

	F 08	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	J 11
Days On Market	112	117	106	89	95	150	88	125	111	121	160	81	59	107	130	59	104	140	190	148	114	41	91	176	117	143	124	179	98	101	125	78	182	124	109	137
3 Mo. Roll Avg			112	104	97	111	111	121	108	119	131	121	100	82	99	99	98	101	145	159	151	101	82	103	128	145	128	149	134	126	108	101	128	128	138	123

	F 08	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	J 11
Price per Sq Ft	352	368	468	331	369	354	406	456	386	343	0	266	253	517	0	339	316	294	362	234	384	483	343	195	245	416	218	365	282	323	321	339	282	332	242	181
3 Mo. Roll Avg			396	389	389	351	376	405	416	395	243	203	173	345	257	285	218	316	324	297	327	367	403	340	261	285	293	333	288	323	309	328	314	318	285	252

	F 08	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	J 11
Sale to List Price	0.905	0.910	0.878	0.870	0.905	0.900	0.886	0.884	0.893	0.855	0.831	0.870	0.931	0.843	0.858	0.838	0.864	0.848	0.804	0.816	0.893	0.907	0.894	0.790	0.815	0.878	0.849	0.886	0.899	0.891	0.849	0.874	0.845	0.868	0.832	0.843
3 Mo. Roll Avg			0.898	0.886	0.884	0.892	0.897	0.890	0.888	0.877	0.860	0.852	0.877	0.881	0.877	0.846	0.853	0.850	0.839	0.823	0.838	0.872	0.898	0.864	0.833	0.828	0.847	0.871	0.878	0.892	0.880	0.871	0.856	0.862	0.848	0.848

	F 08	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	J 11
New Listings	41	37	50	59	52	39	37	34	34	23	14	40	51	38	41	43	43	50	25	44	30	13	14	40	50	55	73	52	62	41	41	49	21	22	8	35
Inventory	203	218	228	243	253	247	249	242	244	225	204	214	236	240	256	256	256	258	244	245	234	207	182	184	207	225	248	243	238	240	235	240	217	190	162	159
Sales	8	13	17	14	9	19	22	16	12	8	9	12	4	9	3	7	24	23	21	14	13	8	19	10	14	15	13	16	30	21	30	14	15	19	10	8

(000's)	F 08	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	J 11
Avg Sale Price	1,677	1,251	1,782	1,122	1,604	1,410	1,554	1,091	1,258	1,036	1,853	1,537	1,609	2,324	877	948	1,302	1,278	1,385	911	1,317	1,010	1,247	1,440	1,120	1,735	1,041	1,061	1,234	1,222	1,427	1,213	1,289	1,543	1,294	863
3 Mo. Roll Avg			1,570	1,385	1,503	1,379	1,523	1,352	1,301	1,128	1,382	1,475	1,666	1,823	1,603	1,383	1,042	1,176	1,322	1,192	1,205	1,080	1,192	1,233	1,269	1,432	1,299	1,279	1,112	1,172	1,295	1,287	1,310	1,348	1,375	1,233

