

MLS Area: Winnetka



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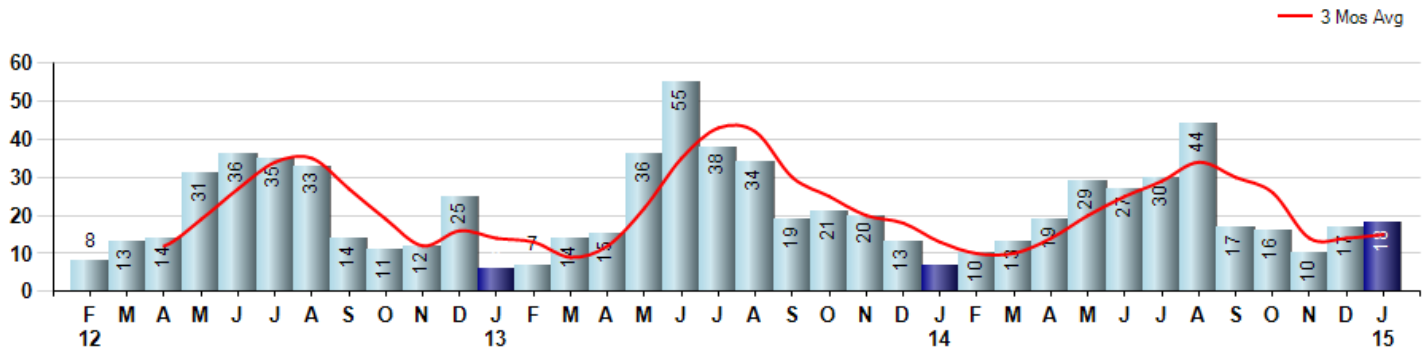
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,545,000	↓		↓				
Average List Price of all Current Listings	\$2,210,161	↑		↑				
January Median Sales Price	\$1,375,000	↑	↑	↑	↑	\$1,375,000	↑	↑
January Average Sales Price	\$1,419,088	↑	↑	↓	↑	\$1,419,088	↓	↑
Total Properties Currently for Sale (Inventory)	107	↔		↑				
January Number of Properties Sold	18	↑		↑		18	↔	
January Average Days on Market (Solds)	127	↑	↑	↑	↑	127	↑	↑
January Month's Supply of Inventory	5.9	↓	↓	↓	↓	5.9	↓	↓
January Sale Price vs List Price Ratio	93.4%	↓	↔	↑	↓	93.3%	↑	↓

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

Property Sales

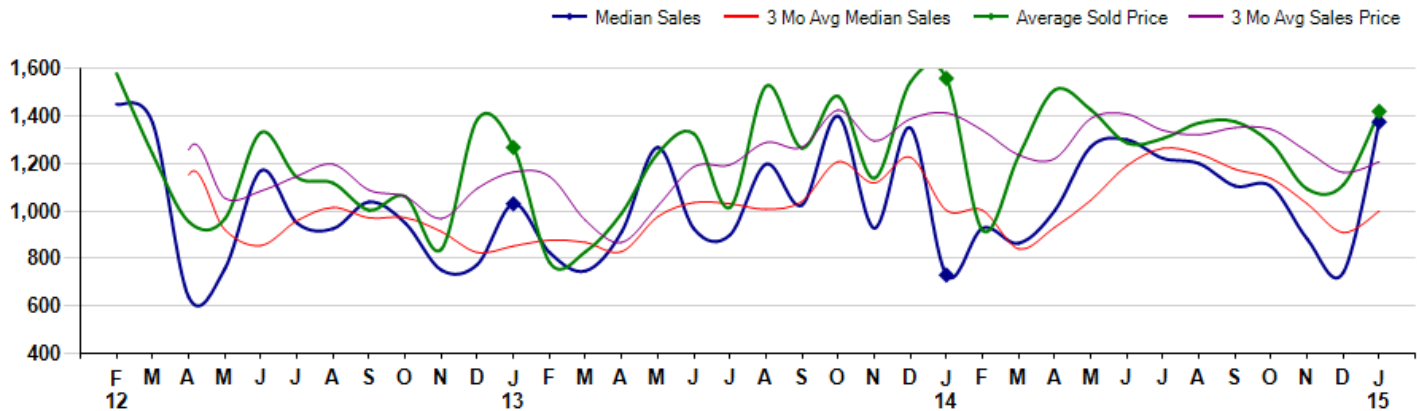
January Property sales were 18, up 157.1% from 7 in January of 2014 and 5.9% higher than the 17 sales last month. January 2015 sales were at their highest level compared to January of 2014 and 2013. January YTD sales of 18 are running 157.1% ahead of last year's year-to-date sales of 7.



Prices

The Median Sales Price in January was \$1,375,000, up 88.4% from \$730,000 in January of 2014 and up 85.8% from \$740,000 last month. The Average Sales Price in January was \$1,419,088, down -8.9% from \$1,558,070 in January of 2014 and up 27.9% from \$1,109,506 last month. January 2015 ASP was at a mid range compared to January of 2014 and 2013.

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



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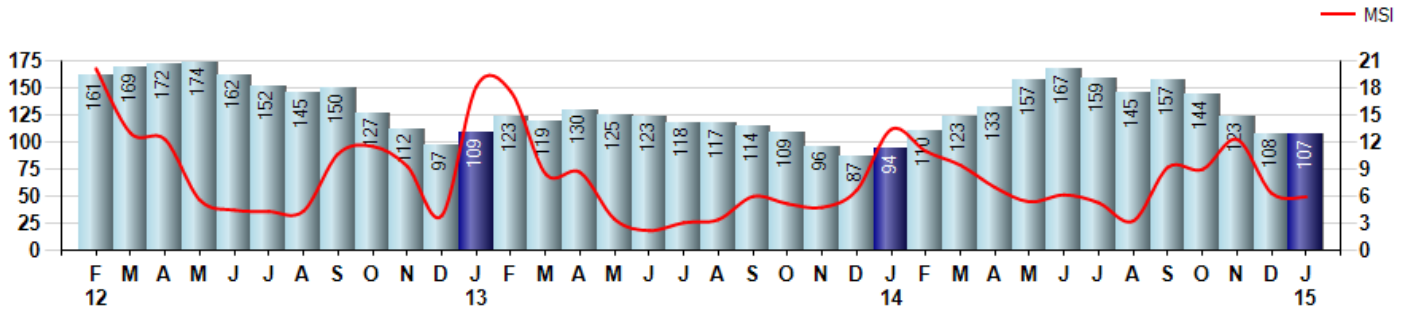
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Inventory & MSI

The Total Inventory of Properties available for sale as of January was 107, down -0.9% from 108 last month and up 13.8% from 94 in January of last year. January 2015 Inventory was at a mid range compared to January of 2014 and 2013.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The January 2015 MSI of 5.9 months was at its lowest level compared with January of 2014 and 2013.

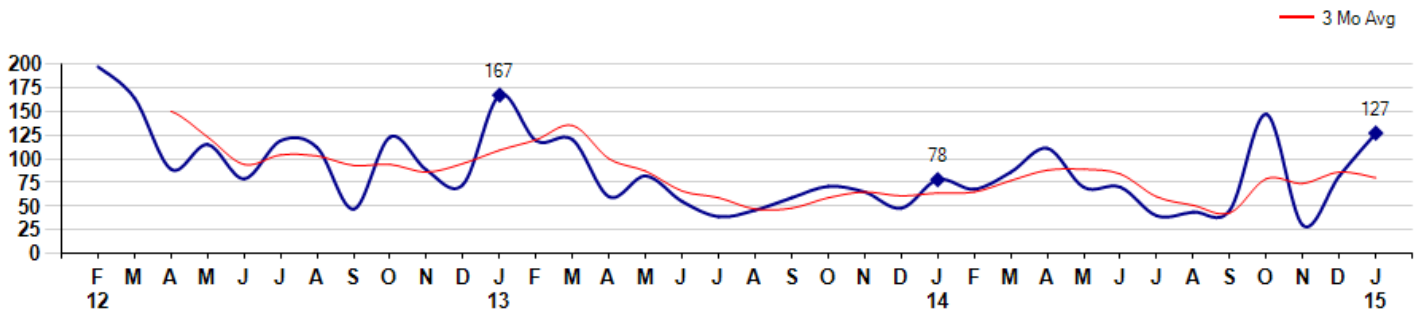
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 127, up 54.9% from 82 days last month and up 62.8% from 78 days in January of last year. The January 2015 DOM was at a mid range compared with January of 2014 and 2013.

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



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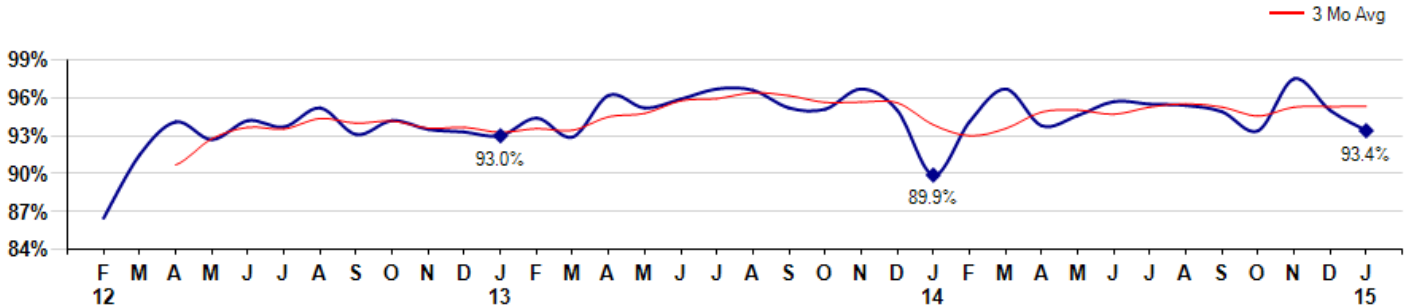


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Selling Price vs Listing Price

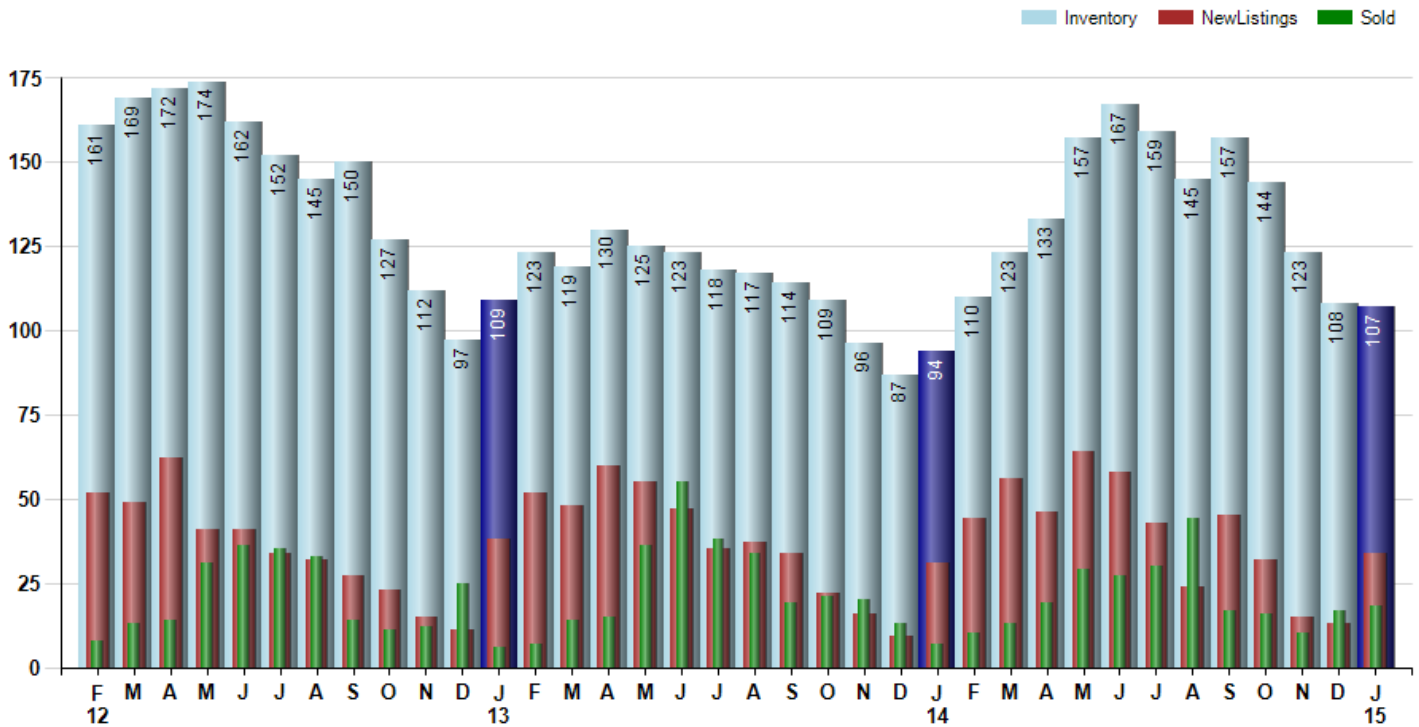
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The January 2015 Selling Price vs List Price of 93.4% was down from 95.0% last month and up from 89.9% in January of last year.

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



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 2015 was 34, up 161.5% from 13 last month and up 9.7% from 31 in January of last year.



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	F 12	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15
Homes Sold	8	13	14	31	36	35	33	14	11	12	25	6	7	14	15	36	55	38	34	19	21	20	13	7	10	13	19	29	27	30	44	17	16	10	17	18
3 Mo. Roll Avg			12	19	27	34	35	27	19	12	16	14	13	9	12	22	35	43	42	30	25	20	18	13	10	10	14	20	25	29	34	30	26	14	14	15

(000's)	F 12	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15
Median Sale Price	1,450	1,370	636	757	1,170	949	925	1,039	949	751	775	1,030	825	748	912	1,268	925	899	1,198	1,025	1,400	928	1,350	730	928	864	1,000	1,270	1,300	1,222	1,200	1,105	1,104	883	740	1,375
3 Mo. Roll Avg			1,152	921	854	959	1,015	971	971	913	825	852	877	868	828	976	1,035	1,030	1,007	1,040	1,208	1,118	1,226	1,003	1,003	841	931	1,045	1,190	1,264	1,241	1,176	1,136	1,031	909	999

	F 12	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15
Inventory	161	169	172	174	162	152	145	150	127	112	97	109	123	119	130	125	123	118	117	114	109	96	87	94	110	123	133	157	167	159	145	157	144	123	108	107
MSI	20	13	12	6	5	4	4	11	12	9	4	18	18	9	9	3	2	3	3	6	5	5	7	13	11	9	7	5	6	5	3	9	9	12	6	6

	F 12	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15
Days On Market	197	164	89	115	79	119	112	47	123	88	73	167	119	120	60	82	55	39	46	59	71	65	48	78	68	86	111	70	70	40	44	46	147	30	82	127
3 Mo. Roll Avg			150	123	94	104	103	93	94	86	95	109	120	135	100	87	66	59	47	48	59	65	61	64	65	77	88	89	84	60	51	43	79	74	86	80

	F 12	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15
Price per Sq Ft	330	289	272	281	325	324	285	268	327	290	279	284	335	196	332	287	364	352	317	329	315	308	334	427	261	348	317	389	342	295	350	358	290	328	342	369
3 Mo. Roll Avg			297	281	293	310	311	292	293	295	299	284	299	272	288	272	328	334	344	333	320	317	319	356	341	345	309	351	349	342	329	334	333	325	320	346

	F 12	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15
Sale to List Price	0.865	0.915	0.941	0.927	0.942	0.937	0.952	0.931	0.942	0.935	0.933	0.930	0.944	0.929	0.962	0.952	0.959	0.967	0.966	0.952	0.951	0.967	0.950	0.899	0.941	0.967	0.938	0.946	0.957	0.955	0.954	0.949	0.934	0.975	0.950	0.934
3 Mo. Roll Avg			0.907	0.928	0.937	0.935	0.944	0.940	0.942	0.936	0.937	0.933	0.936	0.934	0.945	0.948	0.958	0.959	0.964	0.962	0.956	0.957	0.956	0.939	0.930	0.936	0.949	0.950	0.947	0.953	0.955	0.953	0.946	0.953	0.953	0.953

	F 12	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15
New Listings	52	49	62	41	41	34	32	27	23	15	11	38	52	48	60	55	47	35	37	34	22	16	9	31	44	56	46	64	58	43	24	45	32	15	13	34
Inventory	161	169	172	174	162	152	145	150	127	112	97	109	123	119	130	125	123	118	117	114	109	96	87	94	110	123	133	157	167	159	145	157	144	123	108	107
Sales	8	13	14	31	36	35	33	14	11	12	25	6	7	14	15	36	55	38	34	19	21	20	13	7	10	13	19	29	27	30	44	17	16	10	17	18

(000's)	F 12	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15
Avg Sale Price	1,579	1,239	954	966	1,331	1,142	1,118	1,003	1,061	838	1,386	1,268	783	828	991	1,242	1,325	1,014	1,526	1,264	1,483	1,138	1,542	1,558	919	1,231	1,509	1,427	1,287	1,305	1,370	1,376	1,284	1,093	1,110	1,419
3 Mo. Roll Avg			1,257	1,053	1,084	1,146	1,197	1,087	1,061	967	1,095	1,164	1,145	960	867	1,020	1,186	1,194	1,288	1,268	1,424	1,295	1,387	1,412	1,340	1,236	1,219	1,389	1,407	1,339	1,321	1,351	1,344	1,251	1,162	1,207

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