MARKET ACTION REPORT February 2015

MLS Area: Highland Park

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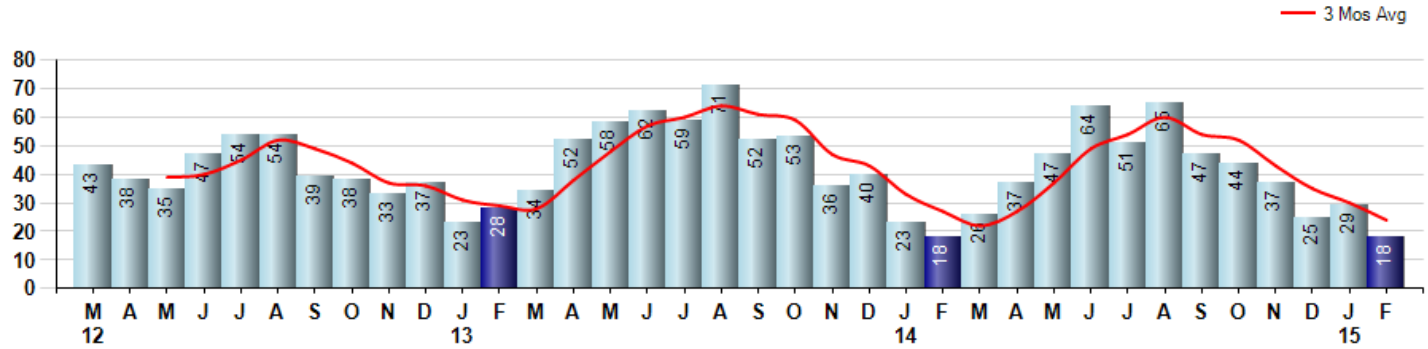
Price Range: $0 to $999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*: LM	L3M	PYM	LY	YTD	Trending Versus*: PriorYTD	PriorYear
Median List Price of all Current Listings	$666,950	↑		↓				
Average List Price of all Current Listings	$975,723	↑		↓				
February Median Sales Price	$681,250	↑	↑	↑	↑	$565,000	↑	↑
February Average Sales Price	$763,356	↑	↑	↑	↑	$593,096	↑	↑
Total Properties Currently for Sale (Inventory)	212	↑		↑				
February Number of Properties Sold	18	↓		↔		47	↑	
February Average Days on Market (Solds)	55	↓	↓	↑	↓	89	↑	↑
February Month's Supply of Inventory	11.8	↑	↑	↑	↑	9.3	↑	↑
February Sale Price vs List Price Ratio	96.2%	↑	↑	↓	↑	95.0%	↔	↑

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

Property Sales

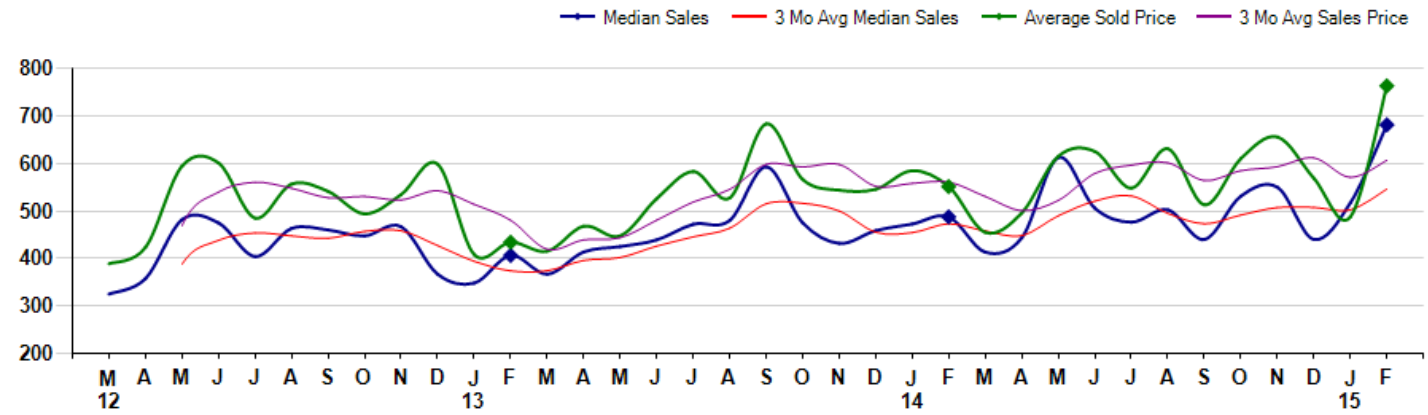
February Property sales were 18, equal to 18 in February of 2014 and -37.9% lower than the 29 sales last month. February 2015 sales were at their lowest level compared to February of 2014 and 2013. February YTD sales of 47 are running 14.6% ahead of last year's year-to-date sales of 41.



Prices

The Median Sales Price in February was $681,250, up 39.7% from $487,500 in February of 2014 and up 31.8% from $517,000 last month. The Average Sales Price in February was $763,356, up 38.5% from $551,350 in February of 2014 and up 56.6% from $487,418 last month. February 2015 ASP was at highest level compared to February of 2014 and 2013.

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



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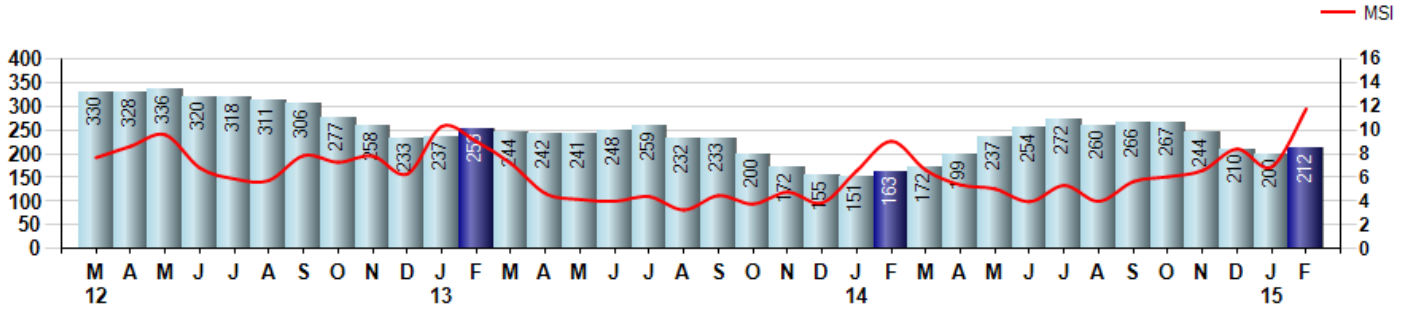
Inventory & MSI

The Total Inventory of Properties available for sale as of February was 212, up 6.0% from 200 last month and up 30.1% from 163 in February of last year. February 2015 Inventory was at a mid range compared to February of 2014 and 2013.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The February 2015 MSI of 11.8 months was at its highest level compared with February of 2014 and 2013.

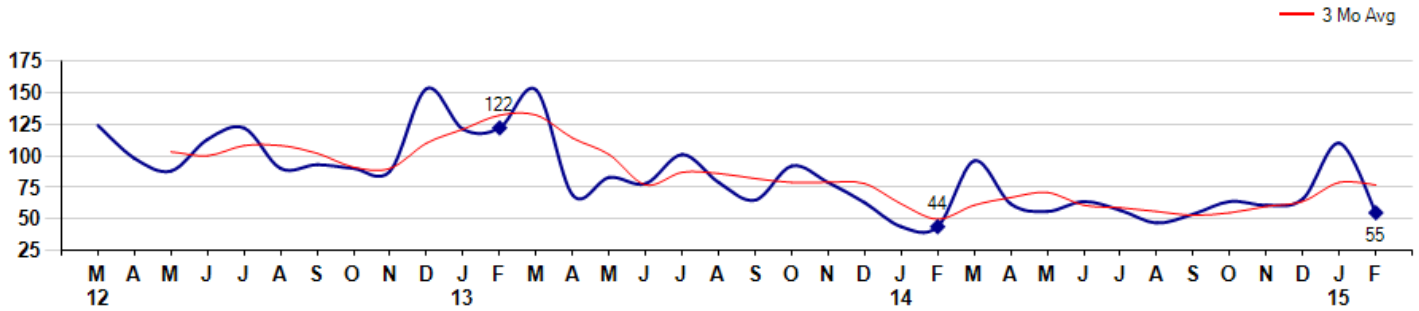
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 February was 55, down -50.0% from 110 days last month and up 25.0% from 44 days in February of last year. The February 2015 DOM was at a mid range compared with February of 2014 and 2013.

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



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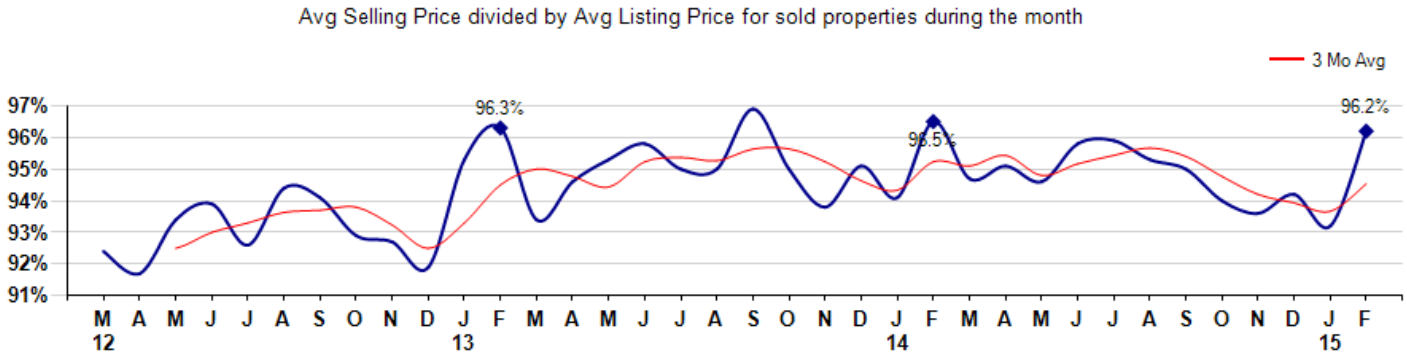
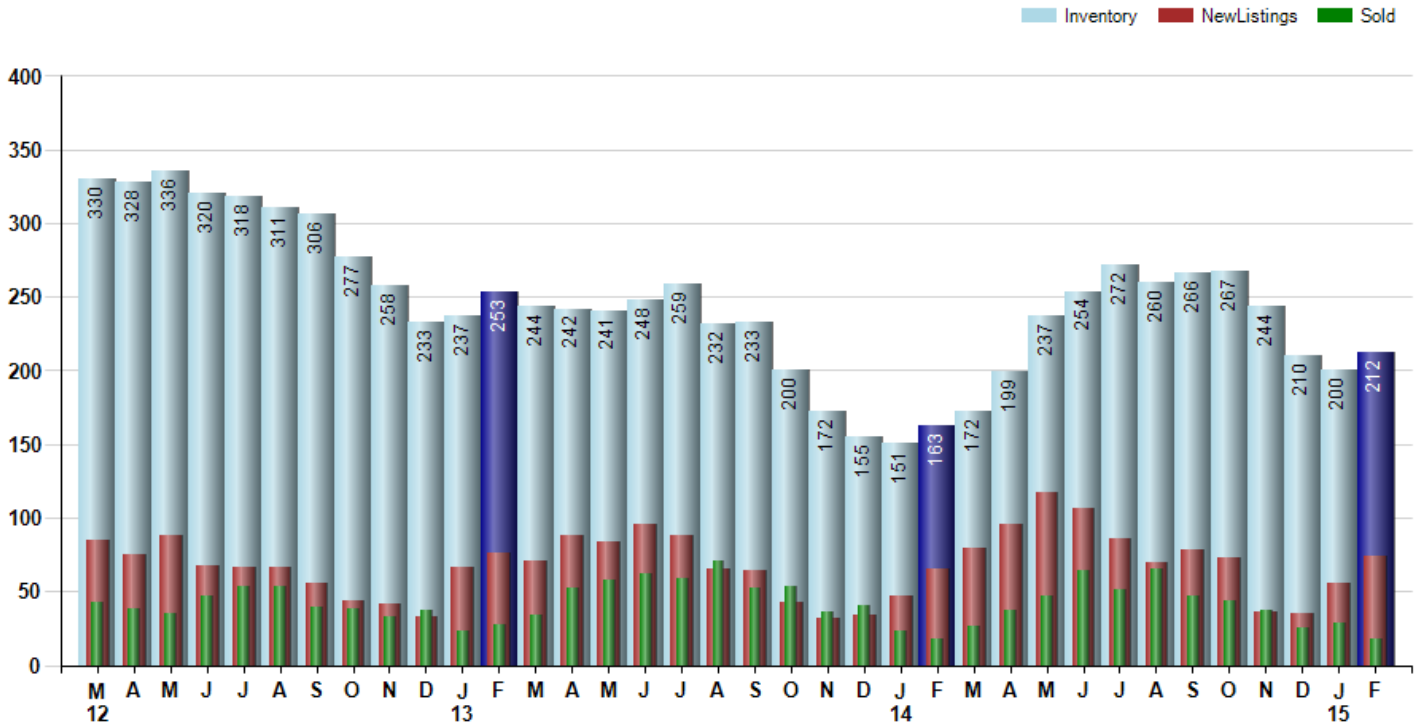
Selling Price vs Listing Price

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 February 2015 Selling Price vs List Price of 96.2% was up from 93.2% last month and down from 96.5% in February of last year.



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 February 2015 was 74, up 32.1% from 56 last month and up 13.8% from 65 in February of last year.



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	M 12	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	F
Homes Sold	43	38	35	47	54	54	39	38	33	37	23	28	34	52	58	62	59	71	52	53	36	40	23	18	26	37	47	64	51	65	47	44	37	25	29	18
3 Mo. Roll Avg			39	40	45	52	49	44	37	36	31	29	28	38	48	57	60	64	61	59	47	43	33	27	22	27	37	49	54	60	54	52	43	35	30	24

(000's)	M 12	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	F
MedianSalePrice	325	358	482	475	404	463	460	448	467	367	348	406	367	414	425	439	472	480	593	475	432	459	473	488	413	444	613	506	476	503	440	531	550	440	517	681
3 Mo. Roll Avg			388	438	454	447	442	457	458	427	394	374	374	396	402	426	445	464	515	516	500	455	454	473	458	448	490	521	532	495	473	491	507	507	502	546

	M 12	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	F
Inventory	330	328	336	320	318	311	306	277	258	233	237	253	244	242	241	248	259	232	233	200	172	155	151	163	172	199	237	254	272	260	266	267	244	210	200	212
MSI	8	9	10	7	6	6	8	7	8	6	10	9	7	5	4	4	4	3	4	4	5	4	7	9	7	5	5	4	5	4	6	6	7	8	7	12

	M 12	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	F
Days On Market	124	98	88	113	122	90	93	90	88	153	121	122	152	69	83	78	101	79	65	92	79	63	44	44	96	62	56	64	57	47	54	64	61	66	110	55
3 Mo. Roll Avg			103	100	108	108	102	91	90	110	121	132	132	114	101	77	87	86	82	79	79	78	62	50	61	67	71	61	59	56	53	55	60	64	79	77

	M 12	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	F
Price per Sq Ft	146	174	184	193	172	179	190	190	183	187	169	166	190	183	180	196	202	188	224	195	207	209	211	239	189	201	215	218	205	215	208	215	219	218	198	216
3 Mo. Roll Avg			168	184	183	181	180	186	188	187	180	174	175	180	184	186	193	195	205	202	209	204	209	220	213	210	202	211	213	213	209	213	214	217	212	211

	M 12	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	F
Sale to List Price	0.924	0.917	0.934	0.939	0.926	0.944	0.941	0.929	0.927	0.919	0.953	0.963	0.934	0.946	0.953	0.958	0.950	0.950	0.969	0.950	0.938	0.951	0.941	0.965	0.947	0.951	0.946	0.958	0.959	0.953	0.950	0.940	0.936	0.942	0.932	0.962
3 Mo. Roll Avg			0.925	0.930	0.933	0.936	0.937	0.938	0.932	0.925	0.933	0.945	0.950	0.948	0.944	0.952	0.954	0.953	0.956	0.956	0.952	0.946	0.943	0.952	0.951	0.954	0.948	0.952	0.954	0.957	0.954	0.948	0.942	0.939	0.937	0.945

	M 12	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	F
New Listings	85	75	88	68	67	66	56	44	42	33	66	76	71	88	84	96	88	65	64	43	32	34	47	65	79	96	117	107	86	70	78	73	36	35	56	74
Inventory	330	328	336	320	318	311	306	277	258	233	237	253	244	242	241	248	259	232	233	200	172	155	151	163	172	199	237	254	272	260	266	267	244	210	200	212
Sales	43	38	35	47	54	54	39	38	33	37	23	28	34	52	58	62	59	71	52	53	36	40	23	18	26	37	47	64	51	65	47	44	37	25	29	18

(000's)	M 12	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	F
Avg Sale Price	389	423	595	601	485	557	541	494	535	599	409	434	415	468	447	526	583	527	684	566	544	546	585	551	455	496	615	625	548	631	513	610	656	569	487	763
3 Mo. Roll Avg			469	540	560	548	528	531	523	542	514	480	419	439	444	480	519	545	598	592	598	552	558	561	530	501	522	579	596	601	564	585	593	612	571	607

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