

## MLS Area: Highland Park



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



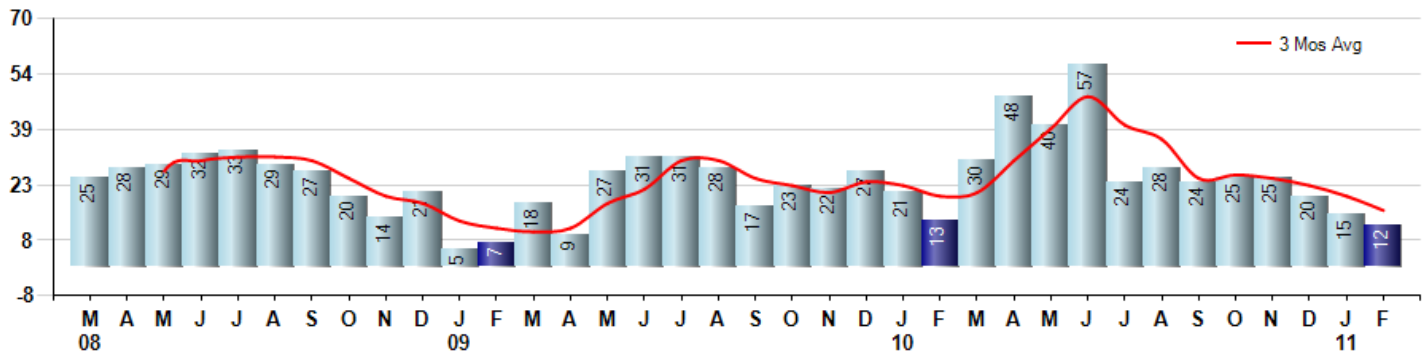
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$599,000	↑		↑				
Average List Price of all Current Listings	\$957,743	↔		↑				
February Median Sales Price	\$352,500	↓	↓	↑	↓	\$385,000	↓	↓
February Average Sales Price	\$463,333	↑	↑	↓	↓	\$423,802	↓	↓
Total Properties Currently for Sale (Inventory)	367	↔		↓				
February Number of Properties Sold	12	↓		↓		27	↓	
February Average Days on Market (Solds)	84	↓	↓	↓	↓	138	↓	↓
Asking Price per Square Foot (based on New Listings)	\$227	↓	↓	↔	↓	\$240	↓	↓
February Sold Price per Square Foot	\$180	↑	↑	↓	↔	\$165	↓	↓
February Month's Supply of Inventory	30.6	↑	↑	↓	↑	27.5	↑	↑
February Sale Price vs List Price Ratio	88.3%	↑	↑	↓	↑	84.8%	↑	↑

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

### Property Sales

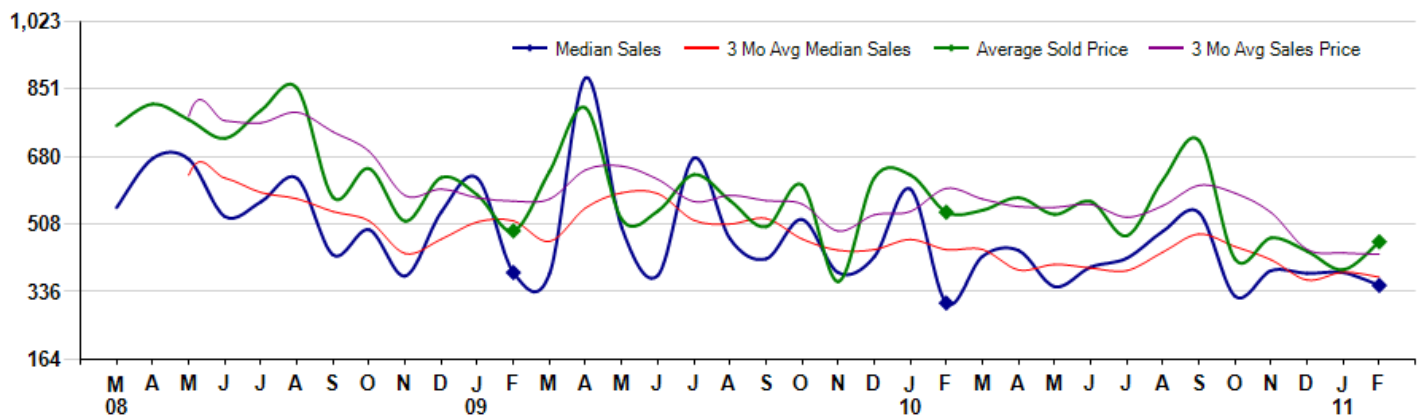
February Property sales were 12, down -7.7% from 13 in February of 2010 and -20.0% lower than the 15 sales last month. February 2011 sales were at a mid level compared to February of 2010 and 2009. February YTD sales of 27 are running -20.6% behind last year's year-to-date sales of 34.



### Prices

The Median Sales Price in February was \$352,500, up 14.6% from \$307,500 in February of 2010 and down -8.4% from \$385,000 last month. The Average Sales Price in February was \$463,333, down -14.0% from \$538,462 in February of 2010 and up 18.1% from \$392,177 last month. February 2011 ASP was at the lowest level compared to February of 2010 and 2009.

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



Based on information from Midwest Real Estate Data LLC for the period 3/1/2008 through 2/28/2011. 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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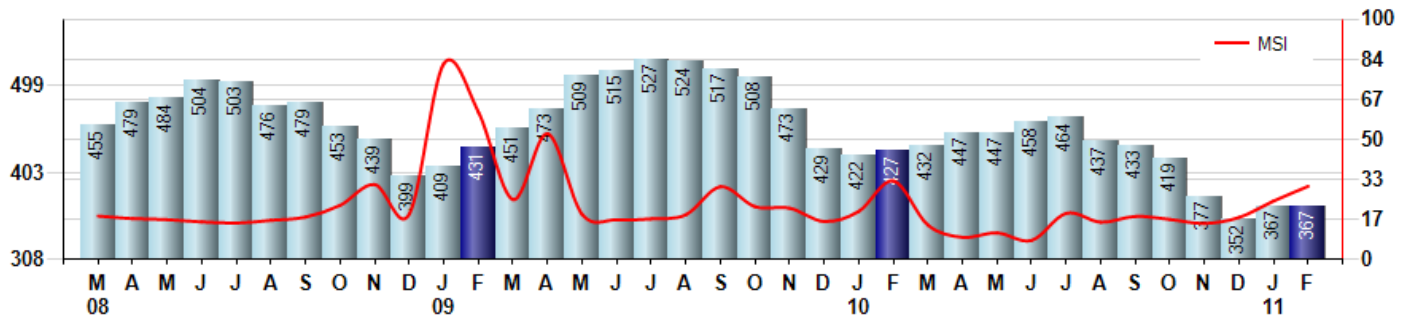
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### Inventory & MSI

The Total Inventory of Properties available for sale as of February was 367, equal to 367 last month and down -14.1% from 427 in February of last year. February 2011 Inventory was at the lowest level compared to February of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The February 2011 MSI of 30.6 months was at its lowest level compared with February of 2010 and 2009.

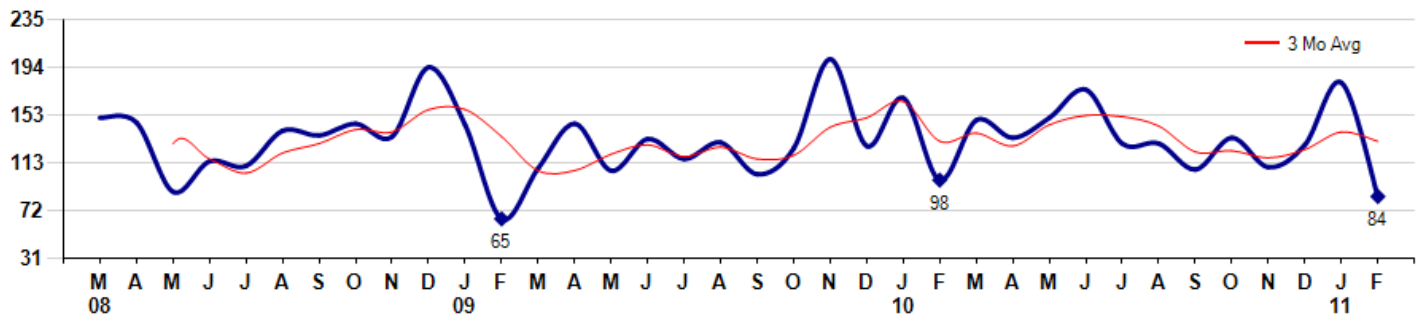
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 February was 84, down -53.6% from 181 days last month and down -14.3% from 98 days in February of last year. The February 2011 DOM was at a mid range compared with February of 2010 and 2009.

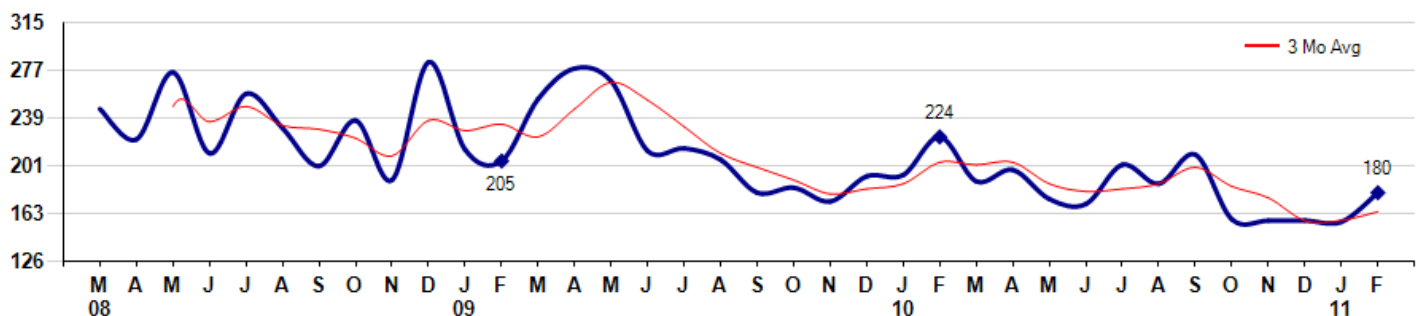
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 February 2011 Selling Price per Square Foot of \$180 was up 14.6% from \$157 last month and down -19.6% from \$224 in February of last year.

Average Selling Price per Square Foot for properties that sold during the month



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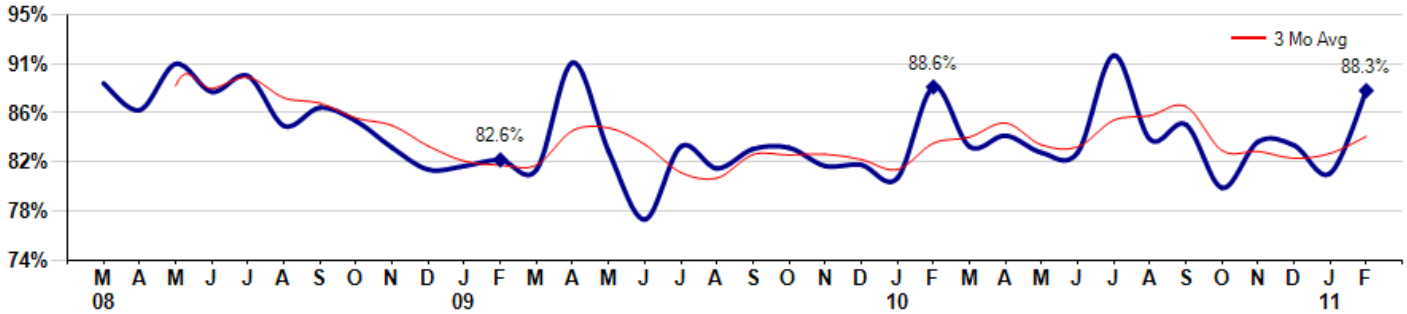


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### Selling Price vs Original Listing Price

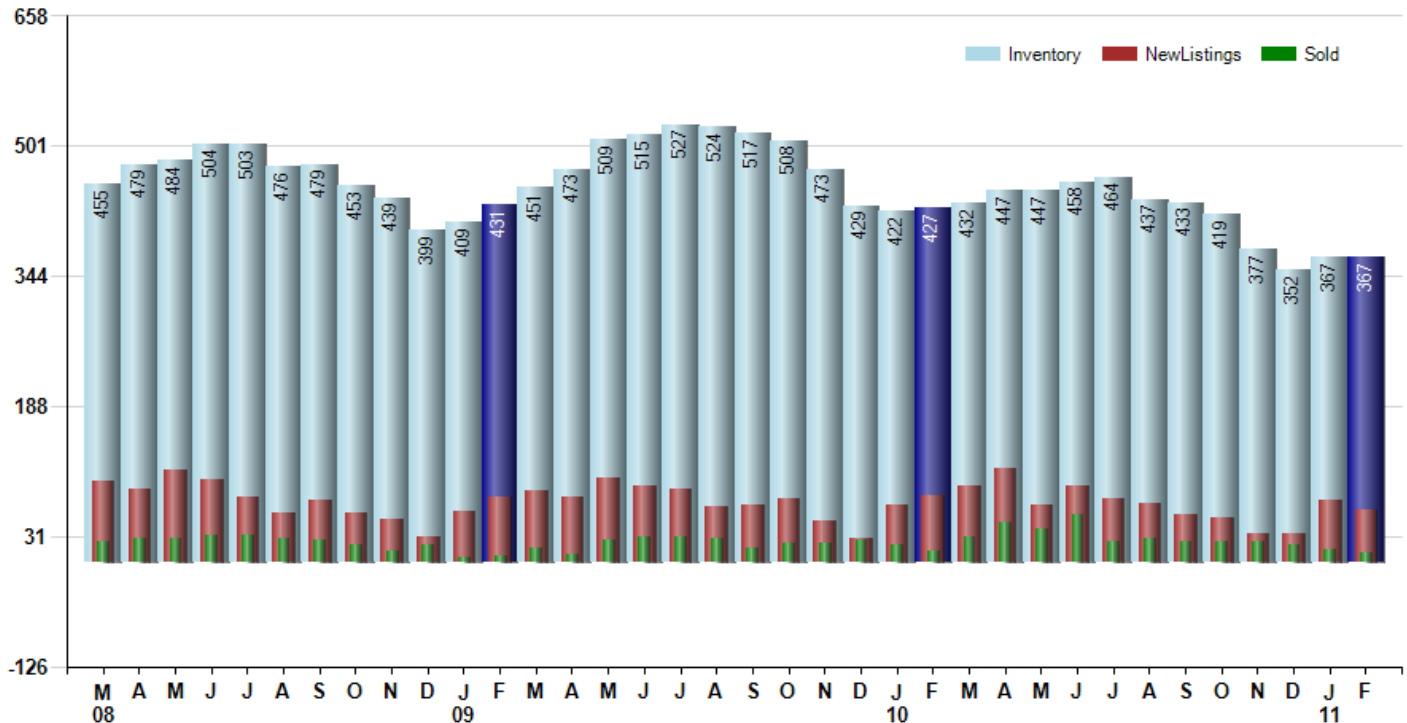
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 88.3% was up from 81.5% last month and down from 88.6% in February 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 February 2011 was 64, down -14.7% from 75 last month and down -20.0% from 80 in February of last year.



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# MARKET ACTION REPORT

February 2011

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	M 08	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	F
Homes Sold	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	31	28	17	23	22	27	21	13	30	48	40	57	24	28	24	25	25	20	15	12
3 Mo. Roll Avg			27	30	31	31	30	25	20	18	13	11	10	11	18	22	30	30	25	23	21	24	23	20	21	30	39	48	40	36	25	26	25	23	20	16

	(000's) M 08	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	F
Median Sale Price	550	675	673	528	565	625	430	494	377	539	625	385	383	880	500	378	676	471	420	520	385	425	598	308	426	441	349	399	422	490	538	325	390	383	385	353
3 Mo. Roll Avg			633	625	589	572	540	516	433	470	514	516	464	549	588	586	518	508	522	470	442	443	469	443	444	392	406	397	390	437	483	451	418	366	386	374

	M 08	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	F
Inventory	455	479	484	504	503	476	479	453	439	399	409	431	451	473	509	515	527	524	517	508	473	429	422	427	432	447	447	458	464	437	433	419	377	352	367	367
MSI	18	17	17	16	15	16	18	23	31	19	82	62	25	53	19	17	17	19	30	22	22	16	20	33	14	9	11	8	19	16	18	17	15	18	24	31

	M 08	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	F
Days On Market	151	147	88	114	110	140	136	146	135	194	145	65	108	146	106	133	116	130	103	125	201	127	168	98	149	134	151	175	129	129	107	134	109	128	181	84
3 Mo. Roll Avg			129	116	104	121	129	141	139	158	158	135	106	106	120	128	118	126	116	119	143	151	165	131	138	127	145	153	152	144	122	123	117	124	139	131

	M 08	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	F
Price per Sq Ft	246	222	275	211	258	231	201	237	190	283	214	205	254	278	268	213	215	206	180	184	173	193	194	224	189	198	175	171	202	187	210	159	158	158	157	180
3 Mo. Roll Avg			248	236	248	233	230	223	209	237	229	234	224	246	267	253	232	211	200	190	179	183	187	204	202	204	187	181	183	187	200	185	176	158	158	165

	M 08	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	F
Sale to List Price	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	0.821	0.822	0.811	0.886	0.837	0.846	0.832	0.832	0.912	0.843	0.855	0.803	0.841	0.838	0.815	0.883
3 Mo. Roll Avg			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	0.831	0.826	0.818	0.840	0.845	0.856	0.838	0.837	0.859	0.862	0.870	0.834	0.833	0.827	0.831	0.845

	M 08	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	F
New Listings	98	87	110	100	78	59	75	59	51	31	62	78	86	79	102	91	88	66	68	76	50	29	69	80	91	113	69	91	77	71	57	53	35	34	75	64
Inventory	455	479	484	504	503	476	479	453	439	399	409	431	451	473	509	515	527	524	517	508	473	429	422	427	432	447	447	458	464	437	433	419	377	352	367	367
Sales	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	31	28	17	23	22	27	21	13	30	48	40	57	24	28	24	25	25	20	15	12

	(000's) M 08	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	F
Avg Sale Price	759	813	773	726	797	854	576	649	516	627	582	491	642	804	521	541	634	568	501	608	362	625	633	538	543	575	533	566	479	620	721	419	473	439	392	463
3 Mo. Roll Avg			782	771	765	792	742	693	581	597	575	566	572	646	656	622	565	581	568	559	490	532	540	599	572	552	551	558	526	555	606	587	538	444	435	432

