MARKET ACTION REPORT February 2011

MLS Area: Winnetka

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COLDWELL BANKER RESIDENTIAL BROKERAGE

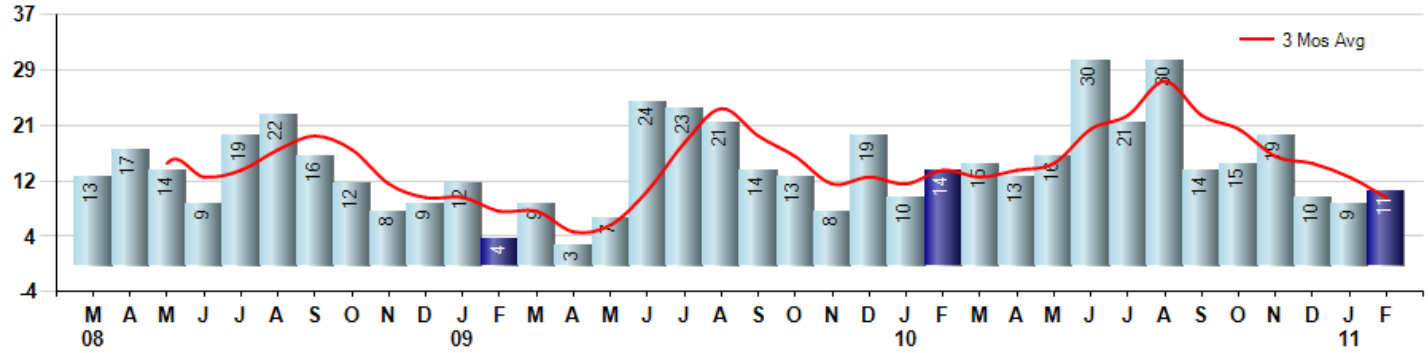
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*: LM	L3M	PYM	LY	YTD	Trending Versus*: PriorYTD	PriorYear
Median List Price of all Current Listings	$1,475,000	↑		↑				
Average List Price of all Current Listings	$1,958,244	↔		↑				
February Median Sales Price	$872,500	↑	↔	↓	↓	$797,500	↓	↓
February Average Sales Price	$1,128,744	↑	↓	↔	↓	$988,805	↓	↓
Total Properties Currently for Sale (Inventory)	173	↑		↓				
February Number of Properties Sold	11	↑		↓		20	↓	
February Average Days on Market (Solds)	153	↑	↑	↑	↑	140	↓	↑
Asking Price per Square Foot (based on New Listings)	$382	↓	↓	↑	↑	$421	↑	↑
February Sold Price per Square Foot	$278	↑	↔	↑	↓	$256	↑	↓
February Month's Supply of Inventory	15.7	↓	↓	↑	↑	16.8	↑	↑
February Sale Price vs List Price Ratio	88.0%	↑	↑	↑	↑	82.5%	↑	↓

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

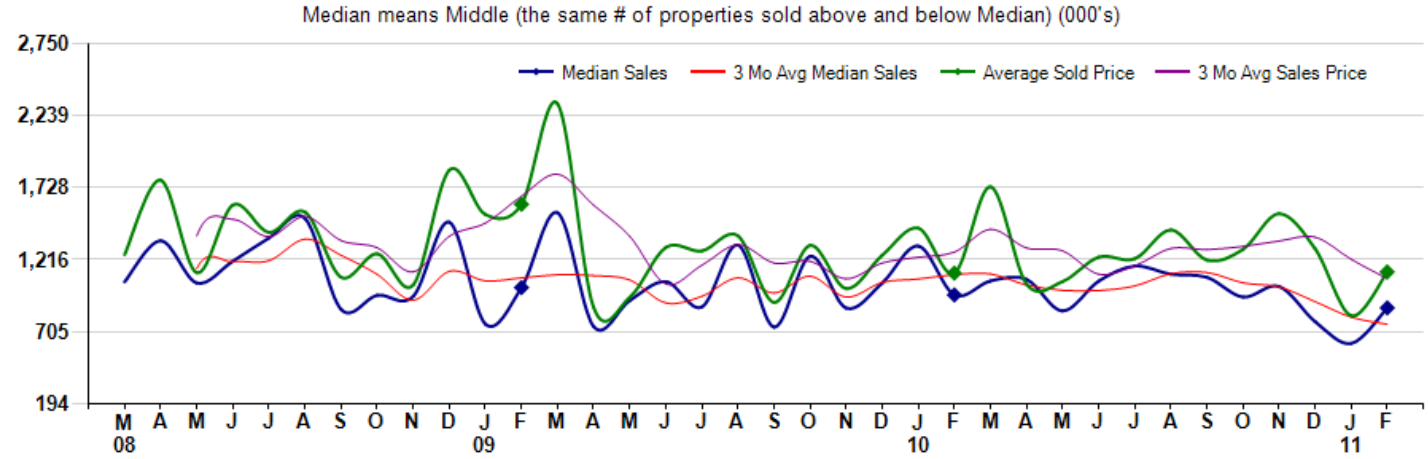
Property Sales

February Property sales were 11, down -21.4% from 14 in February of 2010 and 22.2% higher than the 9 sales last month. February 2011 sales were at a mid level compared to February of 2010 and 2009. February YTD sales of 20 are running -16.7% behind last year's year-to-date sales of 24.



Prices

The Median Sales Price in February was $872,500, down -9.6% from $965,000 in February of 2010 and up 40.7% from $620,000 last month. The Average Sales Price in February was $1,128,744, up 0.8% from $1,120,179 in February of 2010 and up 38.0% from $817,769 last month. February 2011 ASP was at a mid range compared to February of 2010 and 2009.



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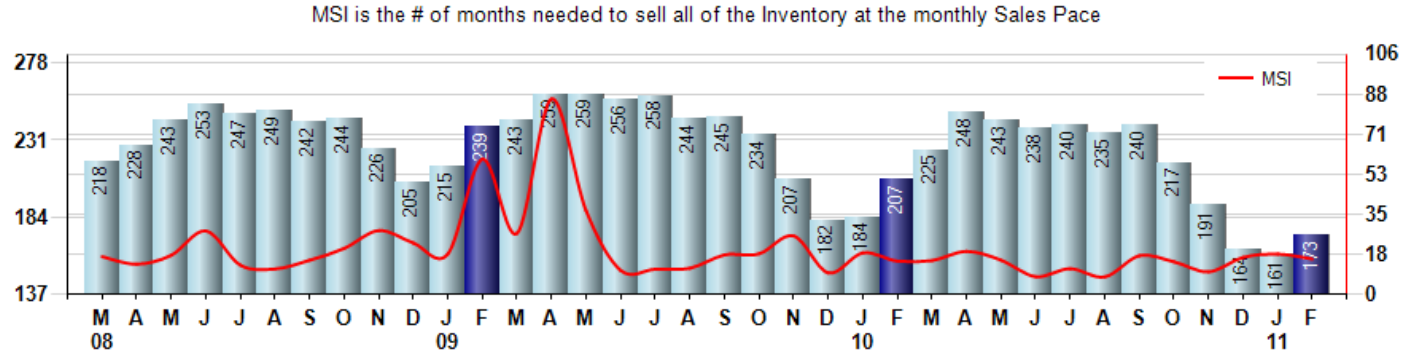
Inventory & MSI

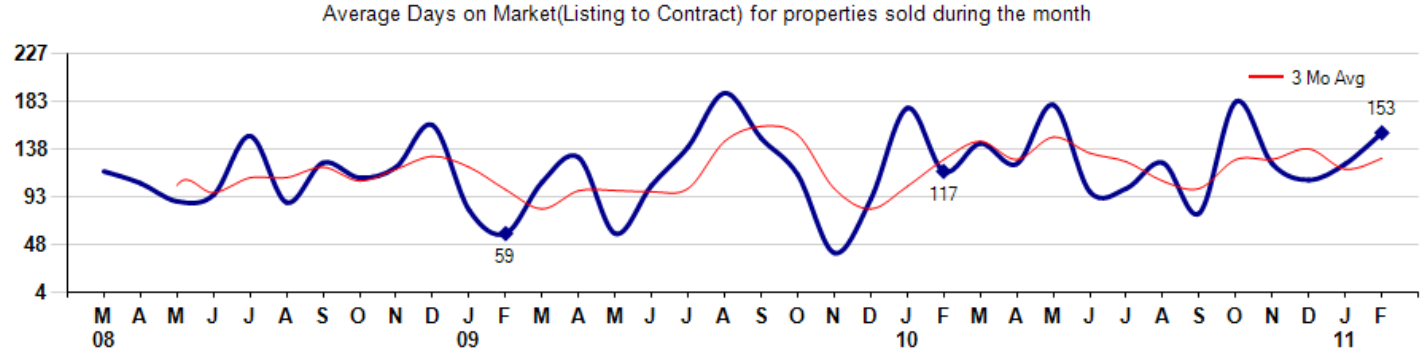
The Total Inventory of Properties available for sale as of February was 173, up 7.5% from 161 last month and down -16.4% from 207 in February of last year. February 2011 Inventory was at the lowest level compared to February of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The February 2011 MSI of 15.7 months was at a mid range compared with February of 2010 and 2009.



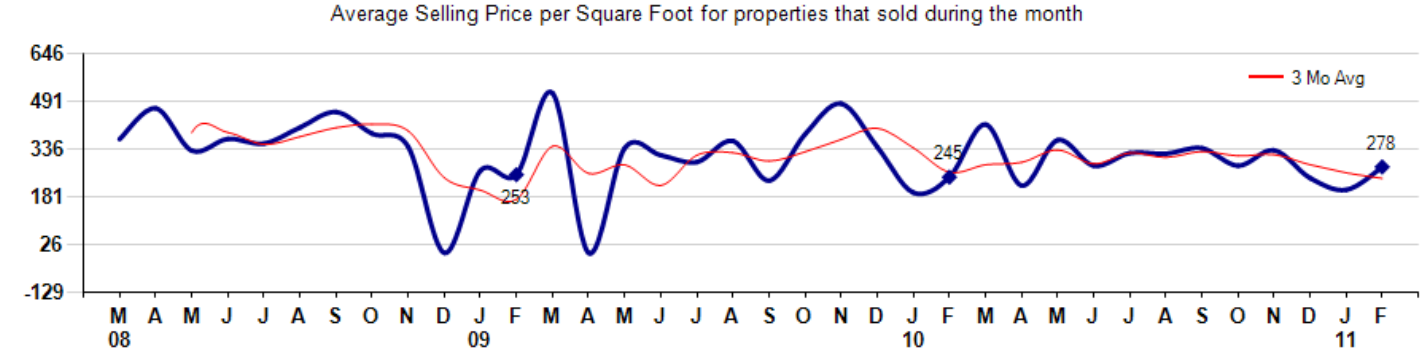
Market Time

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 153, up 23.4% from 124 days last month and up 30.8% from 117 days in February of last year. The February 2011 DOM was at its highest level compared with February of 2010 and 2009.



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 $278 was up 36.3% from $204 last month and up 13.5% from $245 in February of last year.



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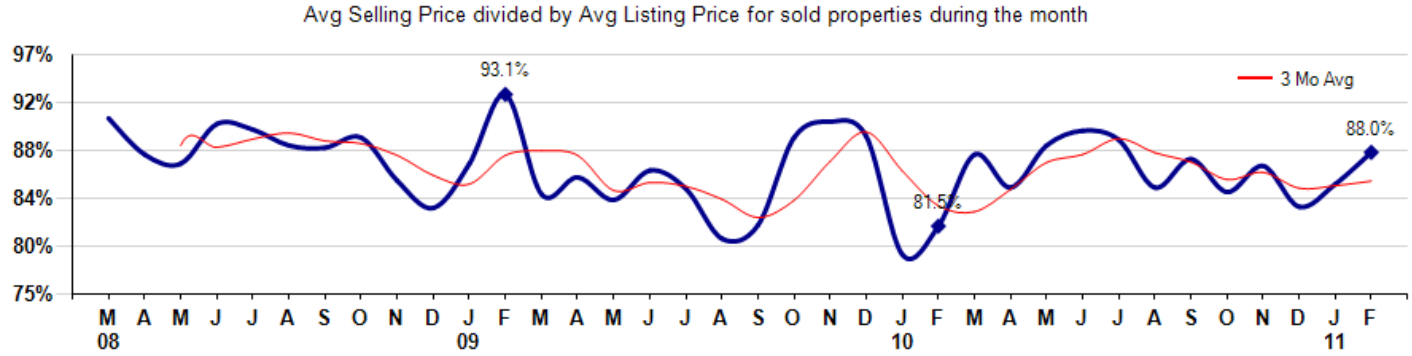
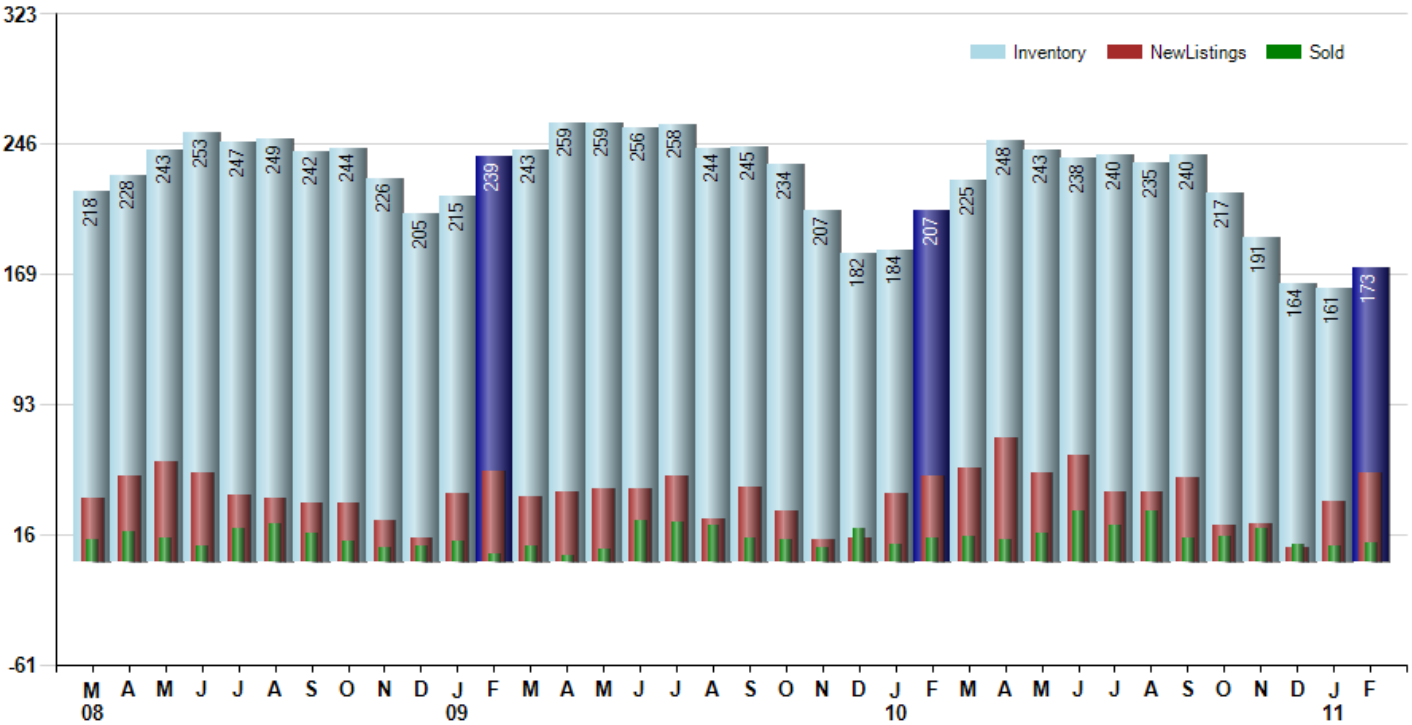
Selling Price vs Original Listing Price

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 88.0% was up from 85.2% last month and up from 81.5% 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 2011 was 52, up 48.6% from 35 last month and up 4.0% from 50 in February of last year.



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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	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	9	11
3 Mo. Roll Avg			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	13	10

(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
MedianSalePrice	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	620	873
3 Mo. Roll Avg			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	807	756

	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	218	228	243	253	247	249	242	244	226	205	215	239	243	259	259	256	258	244	245	234	207	182	184	207	225	248	243	238	240	235	240	217	191	164	161	173
MSI	17	13	17	28	13	11	15	20	28	23	18	60	27	86	37	11	11	12	18	18	26	10	18	15	15	19	15	8	11	8	17	14	10	16	18	16

	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	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	124	153
3 Mo. Roll Avg			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	119	129

	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	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	204	278
3 Mo. Roll Avg			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	259	241

	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	0.910	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	0.852	0.880
3 Mo. Roll Avg			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	0.851	0.855

	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	37	50	59	52	39	37	34	34	24	14	40	53	38	41	43	43	50	25	44	30	13	14	40	50	55	73	52	62	41	41	49	21	22	8	35	52
Inventory	218	228	243	253	247	249	242	244	226	205	215	239	243	259	259	256	258	244	245	234	207	182	184	207	225	248	243	238	240	235	240	217	191	164	161	173
Sales	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	9	11

(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	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	818	1,129
3 Mo. Roll Avg			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	1,218	1,080

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