

## MLS Area: Highland Park



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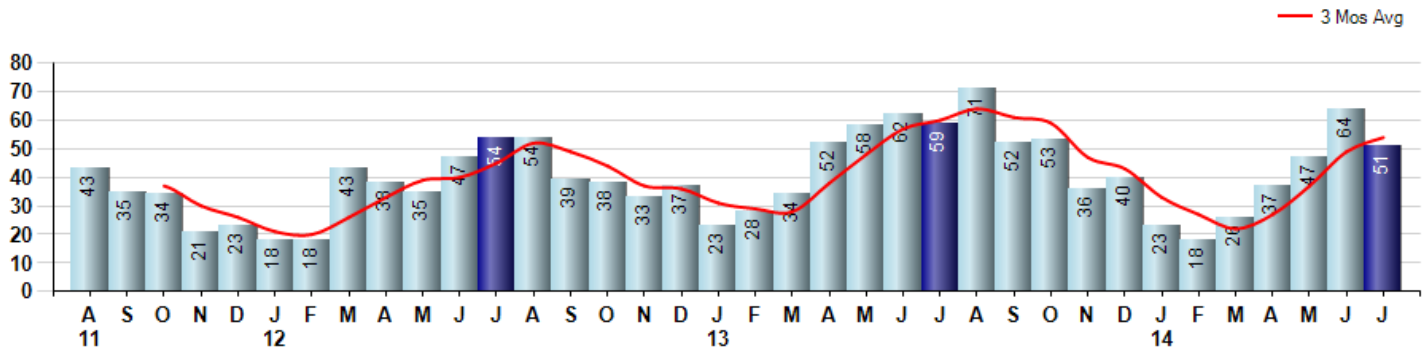
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$750,000	↓		↑				
Average List Price of all Current Listings	\$1,101,343	↔		↑				
July Median Sales Price	\$476,375	↓	↓	↔	↑	\$492,500	↑	↑
July Average Sales Price	\$548,197	↓	↓	↓	↑	\$565,632	↑	↑
Total Properties Currently for Sale (Inventory)	255	↑		↔				
July Number of Properties Sold	51	↓		↓		266	↓	
July Average Days on Market (Solds)	57	↓	↓	↓	↓	61	↓	↓
July Month's Supply of Inventory	5.0	↑	↑	↑	↓	5.8	↓	↑
July Sale Price vs List Price Ratio	95.9%	↔	↑	↑	↑	94.6%	↑	↑

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

### Property Sales

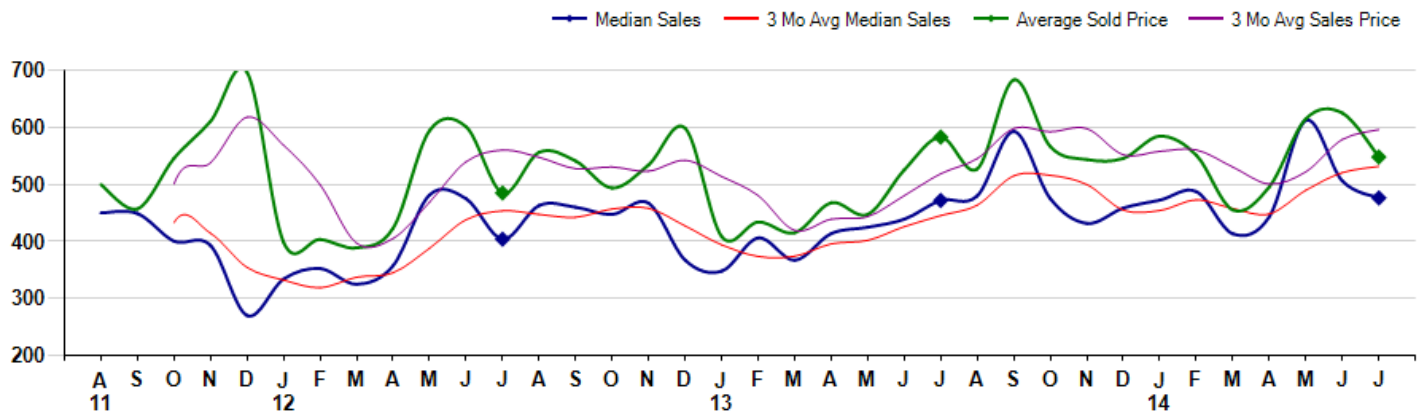
July Property sales were 51, down -13.6% from 59 in July of 2013 and -20.3% lower than the 64 sales last month. July 2014 sales were at their lowest level compared to July of 2013 and 2012. July YTD sales of 266 are running -15.8% behind last year's year-to-date sales of 316.



### Prices

The Median Sales Price in July was \$476,375, up 0.9% from \$472,000 in July of 2013 and down -5.9% from \$506,000 last month. The Average Sales Price in July was \$548,197, down -6.0% from \$583,121 in July of 2013 and down -12.3% from \$625,366 last month. July 2014 ASP was at a mid range compared to July of 2013 and 2012.

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



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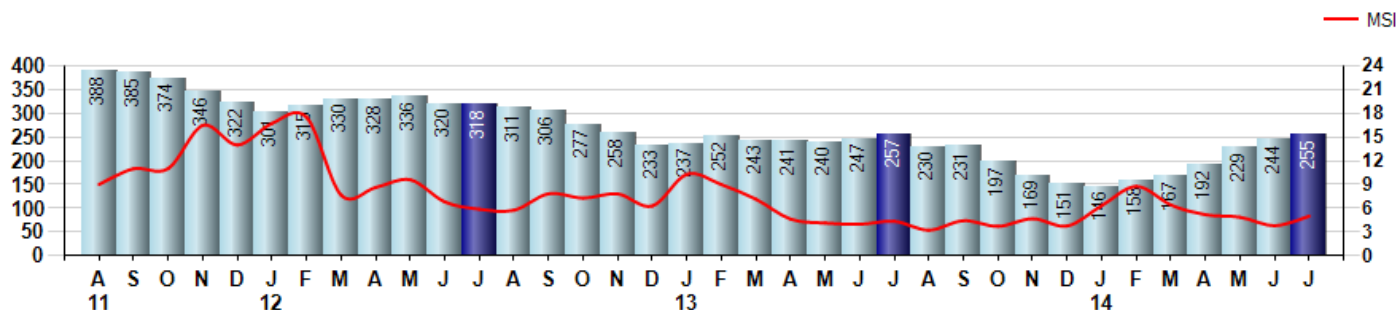
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### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 255, up 4.5% from 244 last month and down -0.8% from 257 in July of last year. July 2014 Inventory was at the lowest level compared to July of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2014 MSI of 5.0 months was at a mid range compared with July of 2013 and 2012.

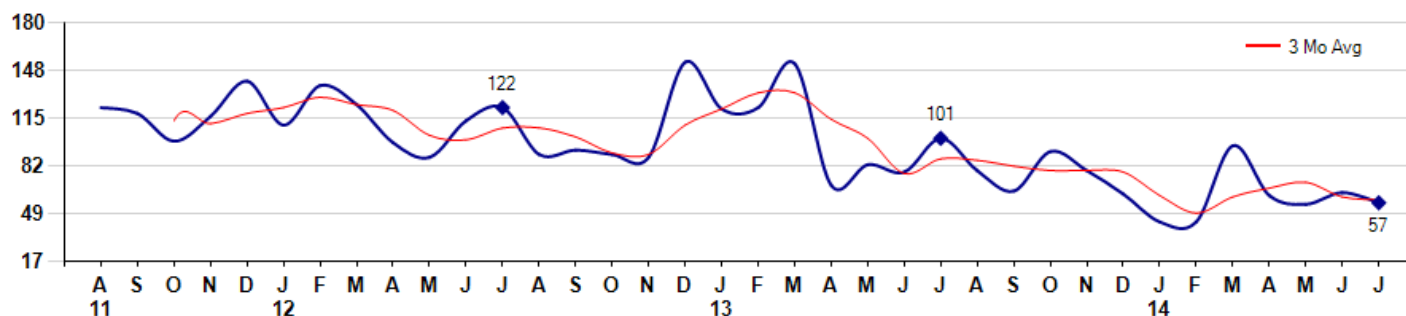
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 July was 57, down -10.9% from 64 days last month and down -43.6% from 101 days in July of last year. The July 2014 DOM was at its lowest level compared with July of 2013 and 2012.

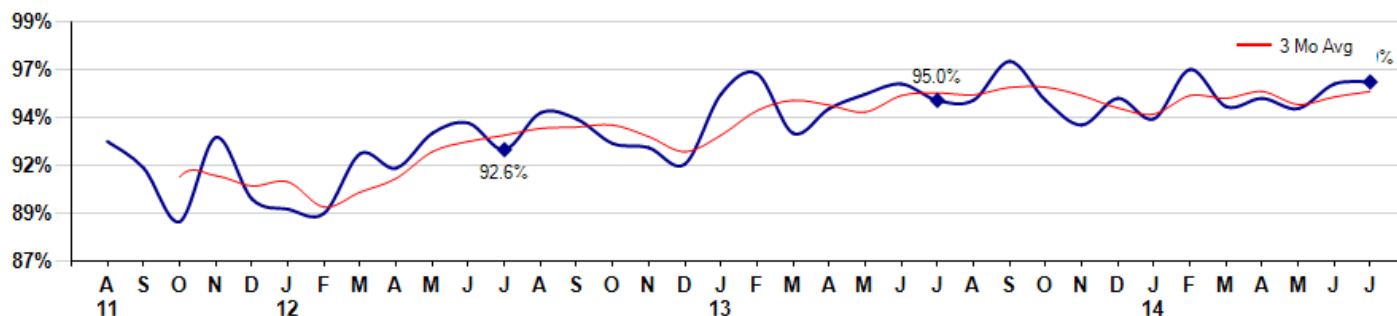
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 July 2014 Selling Price vs List Price of 95.9% was up from 95.8% last month and up from 95.0% in July of last year.

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



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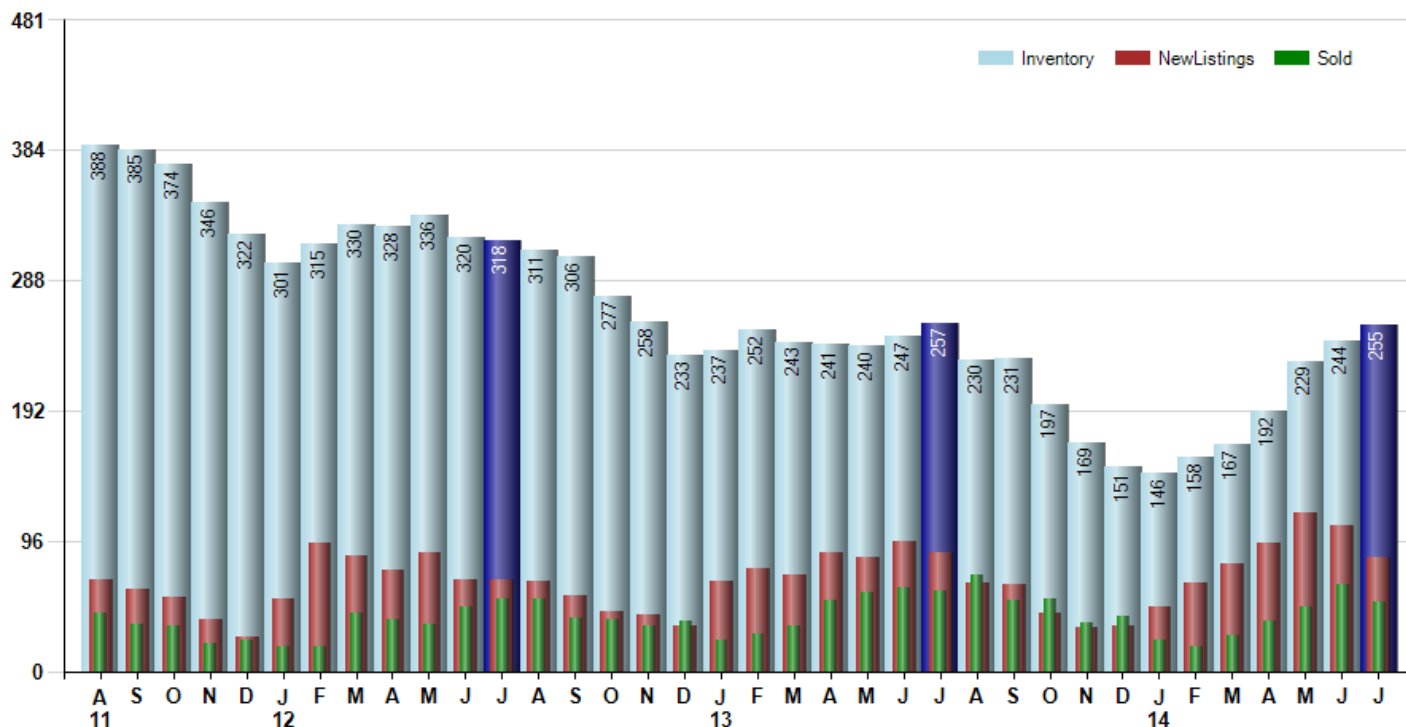
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### Inventory / New Listings / Sales

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 July 2014 was 84, down -21.5% from 107 last month and down -4.5% from 88 in July of last year.



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# MARKET ACTION REPORT

July 2014

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	A 11	S	O	N	D	J 12	F	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
Homes Sold	43	35	34	21	23	18	18	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
3 Mo. Roll Avg			37	30	26	21	20	26	33	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

	(000's) A 11	S	O	N	D	J 12	F	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
Median Sale Price	450	449	401	393	270	334	353	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
3 Mo. Roll Avg			433	414	355	332	319	337	345	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

	A 11	S	O	N	D	J 12	F	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
Inventory	388	385	374	346	322	301	315	330	328	336	320	318	311	306	277	258	233	237	252	243	241	240	247	257	230	231	197	169	151	146	158	167	192	229	244	255
MSI	9	11	11	16	14	17	18	8	9	10	7	6	6	8	7	8	6	10	9	7	5	4	4	4	3	4	4	5	4	6	9	6	5	5	4	5

	A 11	S	O	N	D	J 12	F	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
Days On Market	122	118	99	116	140	110	137	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
3 Mo. Roll Avg			113	111	118	122	129	124	120	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

	A 11	S	O	N	D	J 12	F	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
Price per Sq Ft	159	169	170	187	182	189	147	146	174	184	193	172	179	190	190	183	187	169	166	190	183	180	196	202	188	224	195	207	209	206	239	189	201	215	218	205
3 Mo. Roll Avg			166	175	180	186	173	161	156	168	184	183	181	180	186	188	187	180	174	175	180	184	186	193	195	205	202	209	204	207	218	211	210	202	211	213

	A 11	S	O	N	D	J 12	F	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
Sale to List Price	0.930	0.917	0.891	0.932	0.902	0.897	0.895	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
3 Mo. Roll Avg			0.913	0.913	0.908	0.910	0.898	0.905	0.912	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	0.952	0.946	0.943	0.952	0.951	0.954	0.948	0.952	0.954	

	A 11	S	O	N	D	J 12	F	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
New Listings	68	61	55	38	25	54	95	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	95	117	107	84
Inventory	388	385	374	346	322	301	315	330	328	336	320	318	311	306	277	258	233	237	252	243	241	240	247	257	230	231	197	169	151	146	158	167	192	229	244	255
Sales	43	35	34	21	23	18	18	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

	(000's) A 11	S	O	N	D	J 12	F	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
Avg Sale Price	500	457	546	611	697	399	404	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
3 Mo. Roll Avg			501	538	618	569	500	397	405	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

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