

# North Shore market update

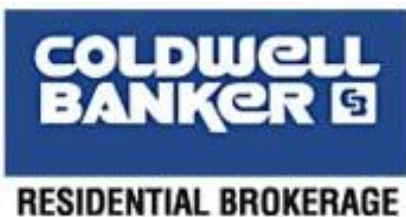
**WILMETTE**

Current prices for homes on the market  
Trends in pricing  
Current levels of supply and demand  
Value metrics

Report for the week of  
2009-08-14

Presented by North Shore  
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# City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 750,000	↓ ↓
Average List Price	\$ 927,618	
Least Expensive Listing	\$ 219,000	
Most Expensive Listing	\$ 5,300,000	
Asking Price per Square Foot	\$ 284	← →
Average Days on Market	221	↓ ↓
Total Inventory	263	← →
Absorbed This Week*	13	
Percent of Properties with Price Decrease	48 %	
Percent Relisted (reset DOM)	11 %	
Percent Flip (price increased)	2 %	
Median House Size (sq ft)	2,478	
Median Lot Size	8,001 - 10,000 sq ft	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	2.5	
Median Age	56	

Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	10 ← →

Altos Research calculates the Market Action Index which measures available supply relative to the current level of demand. Index value above 30 indicates conditions favor the seller. See the section below for full details.

Trend Key

Last Month's Trend  
 Last Quarter's  
 No Clear Monthly/Quarterly

\*Metric "Absorbed this Week" covers properties sold and those taken off the market for other reasons. Since sales sometimes take months to close, it is impossible to discern in real-time exactly which properties sold.

## Characteristics per Quartile

Quart	Median Price	Med. Sqft.	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 1,475,000	4,246	0.25 - 0.50 acre	5.0	4.5	56	65	2	2	257
2	\$ 954,500	3,030	8,001 - 10,000 sq ft	4.0	3.5	62	66	1	2	211
3	\$ 608,444	2,358	8,001 - 10,000 sq ft	4.0	2.5	57	66	0	4	228
4	\$ 427,450	1,974	6,501 - 8,000 sq ft	3.0	2.0	53	66	5	5	190

## WILMETTE

### THIS WEEK

The median single family home price in WILMETTE this week is \$750,000. The 263 homes have been on the market for an average of 221 days.

The Market Action Index has been basically flat recently, and days-on-market decreasing, there aren't strong signals for the direction of the market.

### QUARTILES

To get a tightly targeted understanding of homes in the market, we break each locale into quartiles. Each quartile is 25% of the homes listed.

Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

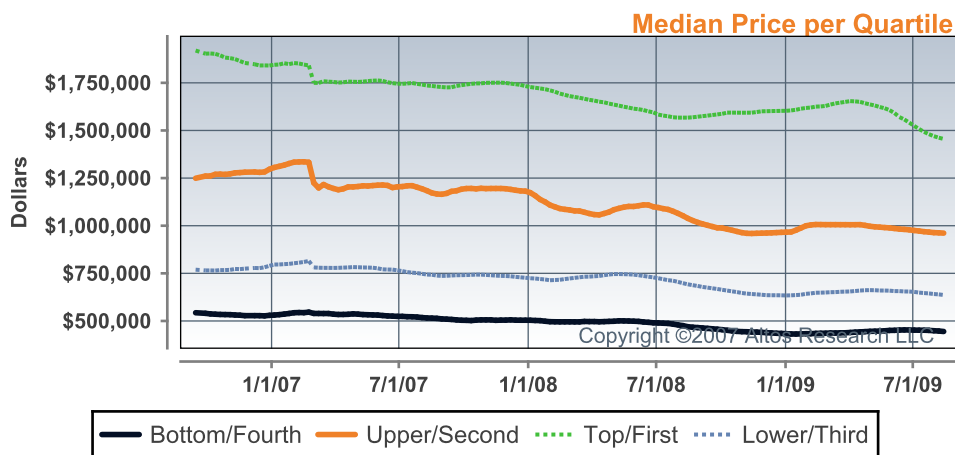
Least expensive 25% of homes

We'll refer to the quartiles in the trend graphs below.



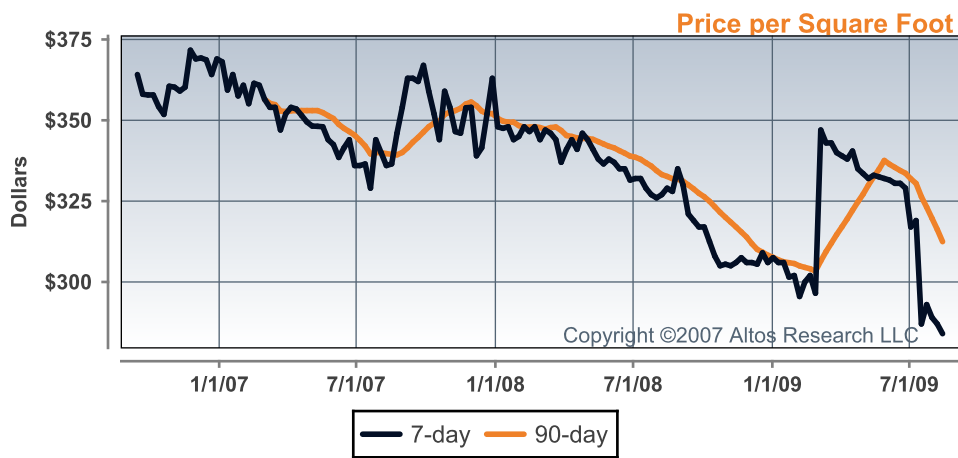
### PRICE

The market has been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.



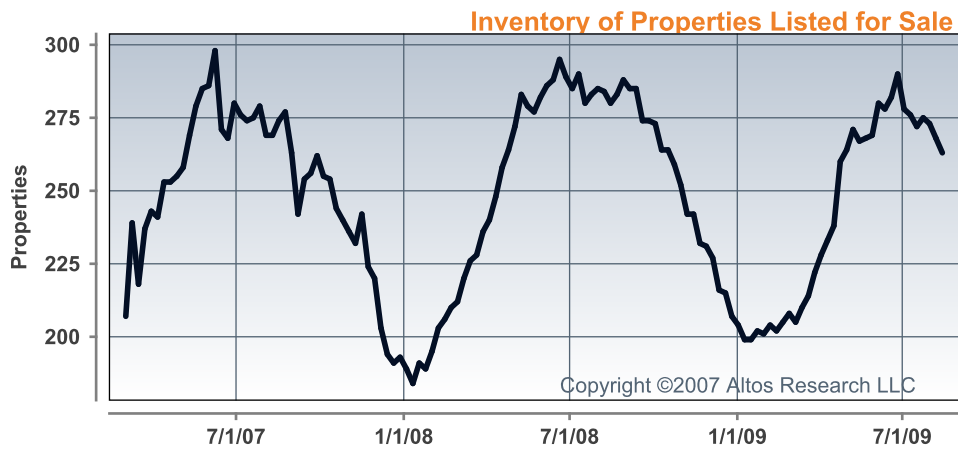
### QUARTILE PRICES

Often, we find insights by watching pricing trends within the quartile segments. Price weakness is evident across the board. Quartiles 1, 3, and 4 have been in price decline in recent weeks, with Quartile 2 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.



## PRICE AND VALUE

While prices have been basically flat, the price per square foot has been heading downward. While not a sign of broad strength in a market, larger homes are coming more available and buyers are tending to get more home for their money.



## INVENTORY

Inventory has been relatively steady around these levels in recent weeks.

Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Market zone for a long period, prices are likely in for a downward correction.



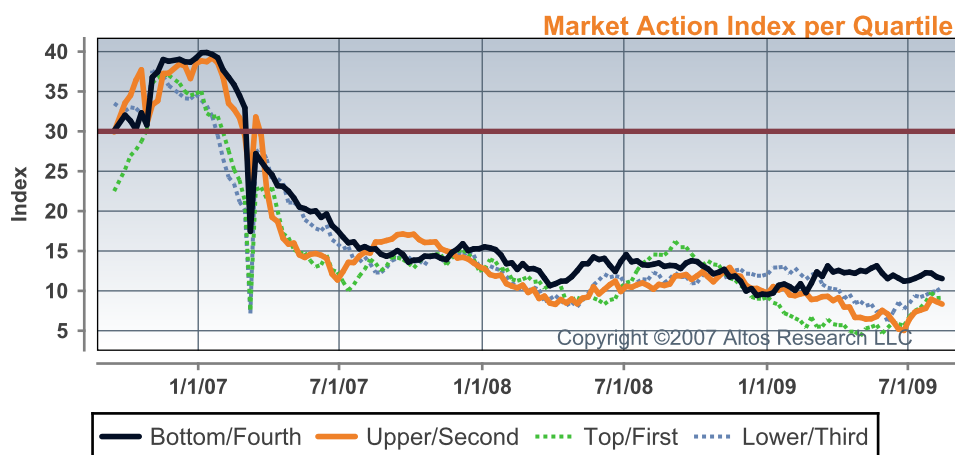
The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

An MAI value greater than 30 typically indicates a "Seller's Market" (a.k.a. "Hot Market") because demand is high enough to quickly gobble up available supply. A hot market will typically cause prices to rise. MAI values below 30 indicate a "Buyer's Market" (a.k.a. "Cold Market") where the inventory of already-listed homes is sufficient to last several months at the current rate of sales. A cold market will typically cause prices to fall.

### MARKET ACTION INDEX

The WILMETTE market is currently quite strongly in the Buyer's Market zone (below 30). The 90-day Market Action Index stands at 10. With several months of inventory available at the current sales rate, buyers should find ample choice.

The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.



The quartiles can help you answer the question, "How hot is the market for homes in my price range?"

### MARKET ACTION

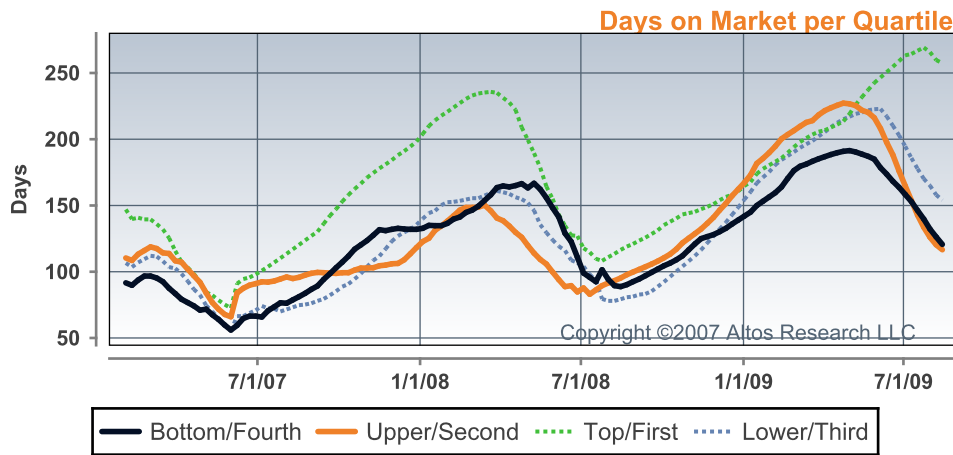
Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group changes.

### DAYS ON MARKET (DOM)

The properties have been on the market for an average of 221 days. Half of the listings have come newly on the market in the past 154 or so days.

### DOM PER QUARTILE

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



# Neighborhood Detail

**WILMETTE**  
**60091**

Real-Time Market Profile		Trend
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## THIS WEEK

The median single family home price in WILMETTE 60091 this week is \$750,000.

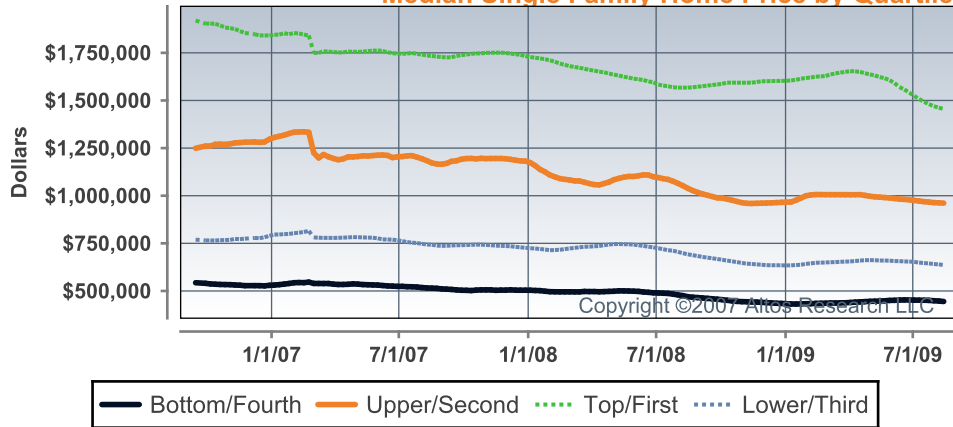
The Market Action Index has been basically flat recently, and days-on-market decreasing, there aren't strong signals for the direction of the market.

## PRICE

Prices in this zip code have been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.



### Median Single Family Home Price by Quartile



### PRICE PER QUARTILE

In the quartile market segments, we see the market's price weakness evident across the board. Quartiles 1, 2, and 1 have been in price decline in recent weeks, with Quartile 2 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.

### Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
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### QUARTILES

Most expensive 25% of homes  
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 Least expensive 25% of homes

### PRICE AND VALUE

Despite recently falling prices, the price per square foot has stayed reasonably flat. This implies that there's a portion of the market being priced at a premium. You can investigate this condition in the quartile details.

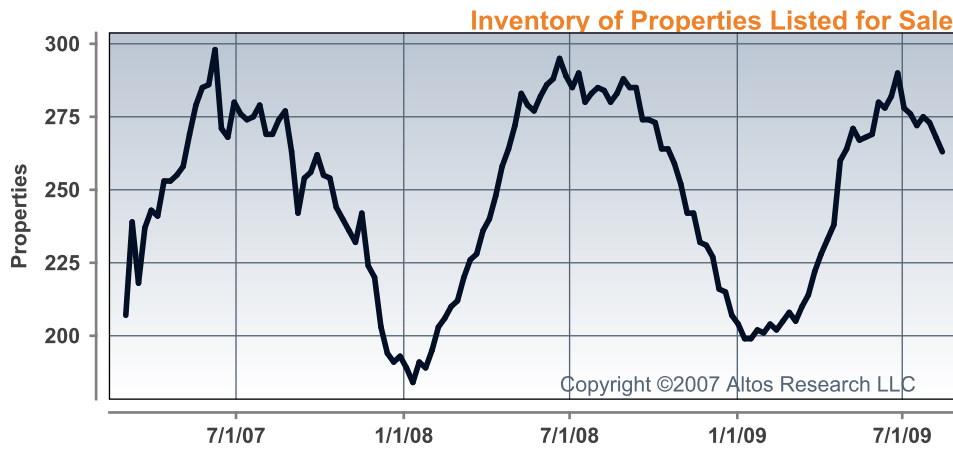
### Price per Square Foot





### INVENTORY

Inventory has been falling in recent weeks with 263 properties available this week. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index to gauge whether buyer interest is falling with the available supply.



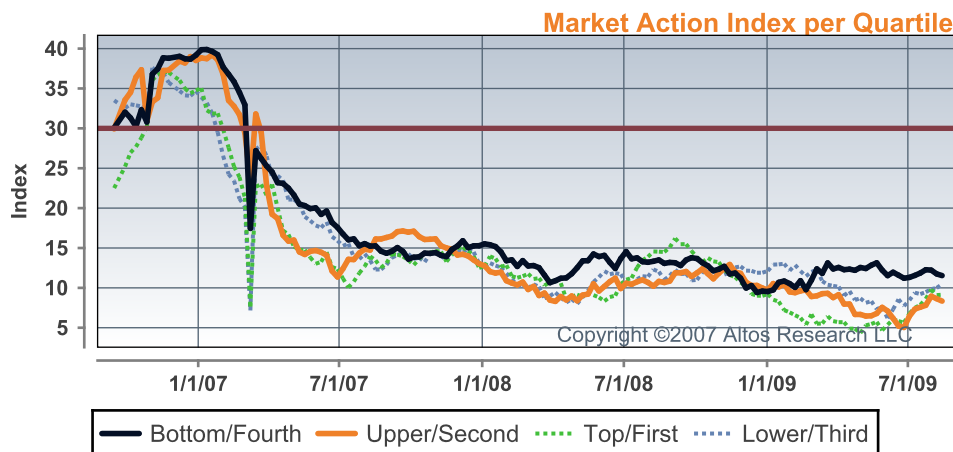
### MARKET ACTION INDEX

The WILMETTE 60091 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 10. With several months of inventory available at the current sales rate, buyers should find ample choice.



### MARKET ACTION

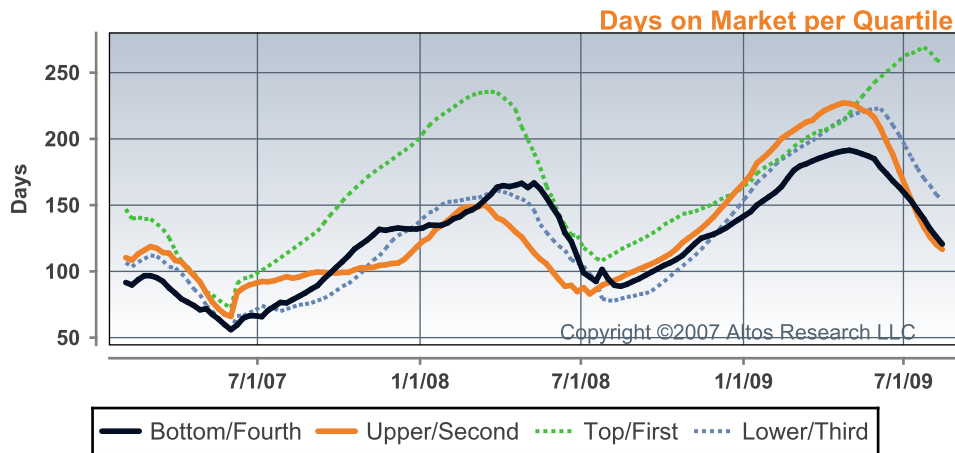
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





**DAYS ON MARKET**

The properties have been on the market for an average of 221 days. Half of the listings have come newly on the market in the past 154 or so days. Watch the 90-day DOM trend for signals of a changing market.



**DAYS ON MARKET**

It is not uncommon for the higher priced homes in an area (Quartiles 1 and 2) to take longer to sell than those in the lower quartiles.

**About Altos Research Corporation**

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