

MARKET ACTION REPORT

MLS Area: Lake Forest

July 2010

ART WILSON
 BROKER ASSOCIATE
 847-363-1599
 WWW.NorthShoreHomesOnline.com
 ART.WILSON@CBEXCHANGE.COM



Price Range: All | Properties: Single Family - Condo - TwnHm

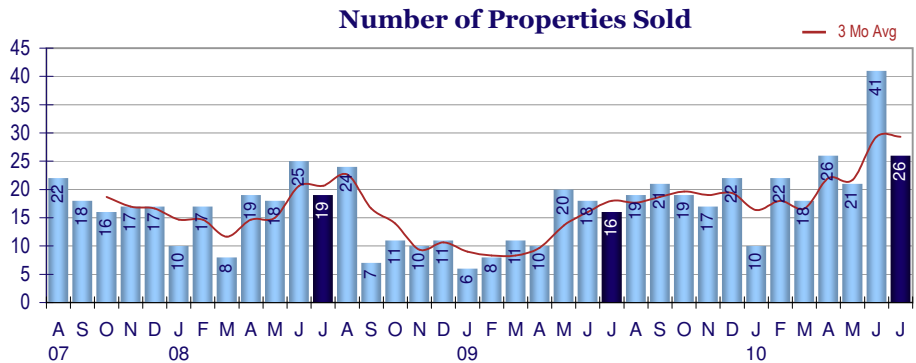
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,149,000	↔		↔				
Average List Price of all Current Listings	\$1,779,273	↔		↔				
July Median Sales Price	\$818,250	↓	↑	↑	\$787,500	↑	↑	
July Average Sales Price	\$968,865	↓	↑	↑	\$908,544	↓	↓	
Total Properties Currently for Sale (Inventory)	411	↓		↓				
July Number of Properties Sold	26	↓		↑	164	↑		
July Average Days on Market (Solds)	138	↑	↑	↓	155	↓		↑
July Month's Supply of Inventory	15.8	↑	↑	↓	19.8	↓		↓
July Sale Price vs List Price Ratio	83.9%	↓	↑	↑	80.9%	↑		↑

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2009) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

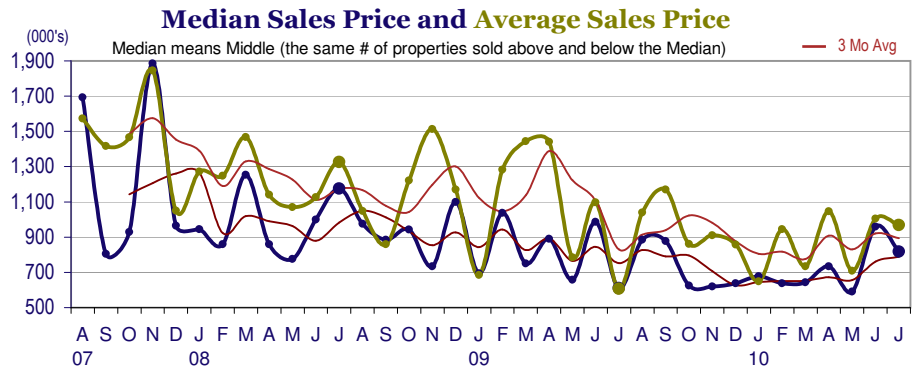
Property Sales

July Property sales were 26, up 62.5% from 16 in July of 2009 and -36.6% lower than the 41 sales last month. July 2010 sales were at their highest level compared to July of 2009 and 2008. July YTD sales of 164 are running 84.3% ahead of last year's year-to-date sales of 89.



Prices

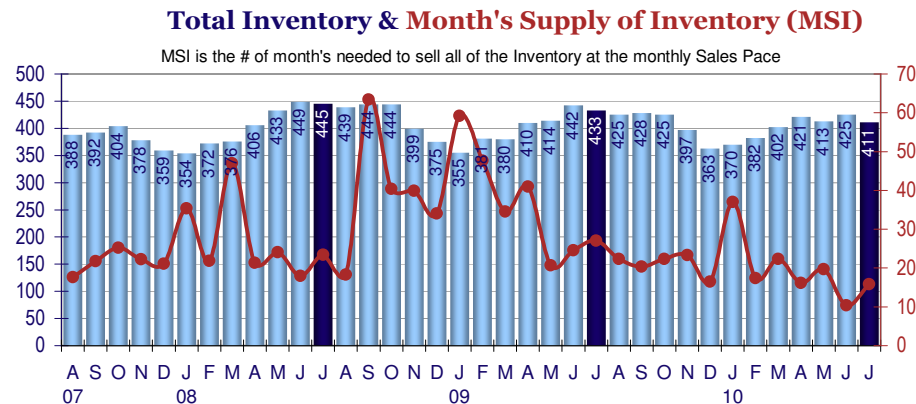
The Median Sales Price in July was \$818,250, up 34.1% from \$610,000 in July of 2009 and down -14.8% from \$960,000 last month. The Average Sales Price in July was \$968,865, up 59.7% from \$606,688 in July of 2009 and down -3.6% from \$1,004,762 last month. July 2010 ASP was at a mid range compared to July of 2009 and 2008.



Inventory & MSI

The Total Inventory of Properties available for sale as of July was 411, down -3.3% from 425 last month and down -5.1% from 433 in July of last year. July 2010 Inventory was at its lowest level compared with July of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2010 MSI of 15.8 months was at its lowest level compared with July of 2009 and 2008.



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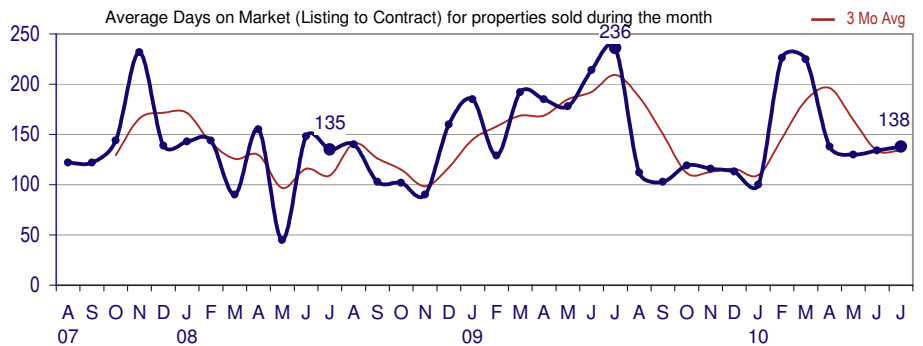


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Market Time

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 138, up 3.0% from 134 days last month and down -41.5% from 236 days in July of last year. The July 2010 DOM was at a mid level compared with July of 2009 and 2008.

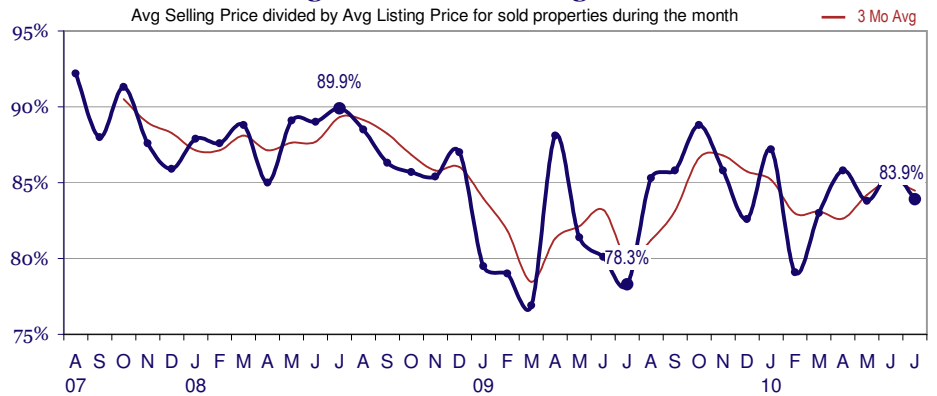
Days On Market for Sold Properties



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 July 2010 Selling Price vs Original List Price of 83.9% was down from 85.7% last month and up from 78.3% in July of last year.

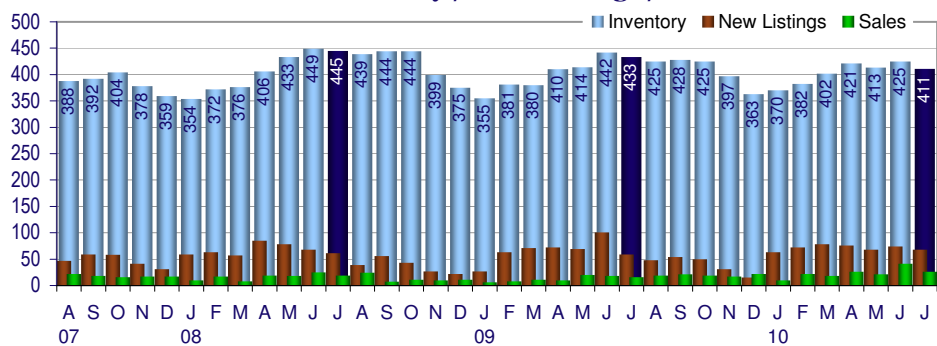
Selling Price versus Listing Price Ratio



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 2010 was 68, down -8.1% from 74 last month and up 15.3% from 59 in July of last year.

Inventory / New Listings / Sales



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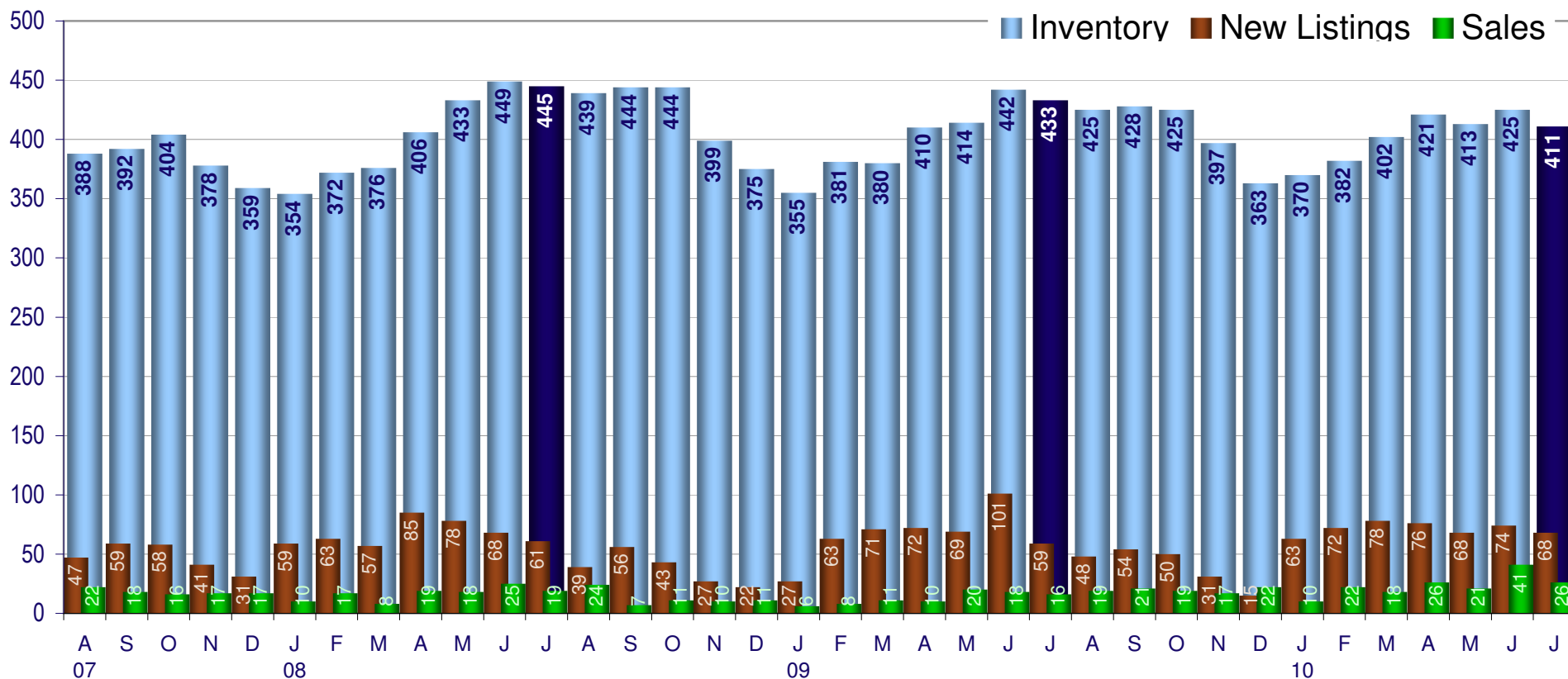
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