

# North Shore market update

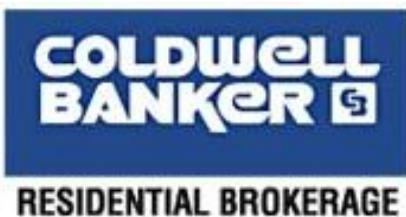
**EVANSTON**

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

Report for the week of  
2009-07-24

Presented by North Shore  
847-835-6060

Coldwell Banker Residential Brokerage  
[coldwellbankeronline.com/Patrick.ORourke@cbexchange.com](http://coldwellbankeronline.com/Patrick.ORourke@cbexchange.com)



# City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 499,700	↓ ↓
Average List Price	\$ 622,096	
Least Expensive Listing	\$ 59,900	
Most Expensive Listing	\$ 9,000,000	
Asking Price per Square Foot	\$ 244	← →
Average Days on Market	191	↓ ↓
Total Inventory	344	↑ ↑
Absorbed This Week*	10	
Percent of Properties with Price Decrease	47 %	
Percent Relisted (reset DOM)	12 %	
Percent Flip (price increased)	1 %	
Median House Size (sq ft)	1,987	
Median Lot Size	6,501 - 8,000 sq ft	
Median Number of Bedrooms	3.7	
Median Number of Bathrooms	2.4	
Median Age	83	

Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	11 ← →

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	\$ 897,000	3,012	8,001 - 10,000 sq ft	4.0	3.5	89	86	2	4	194
2	\$ 599,000	2,225	4,501 - 6500 sq ft	4.0	2.5	86	86	3	1	179
3	\$ 407,450	1,807	4,501 - 6500 sq ft	3.0	2.0	70	86	1	2	163
4	\$ 217,450	1,388	4,501 - 6500 sq ft	3.0	1.5	63	86	0	3	228

## EVANSTON

### THIS WEEK

The median single family home price in EVANSTON this week is \$499,700. The 344 homes have been on the market for an average of 191 days.

With inventory trending up but days-on-market trending down and the Market Action Index essentially flat recently, conditions don't seem to have strong up or down pull.

### 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

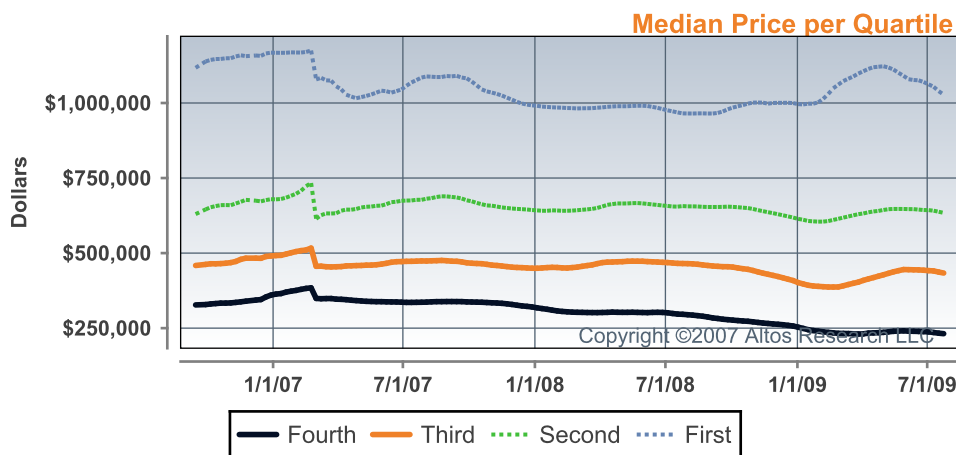
Least expensive 25% of homes

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. All four quartiles have been in price decline in recent weeks. Look to the Market Action Index as a leading indicator of the bottom of the market.

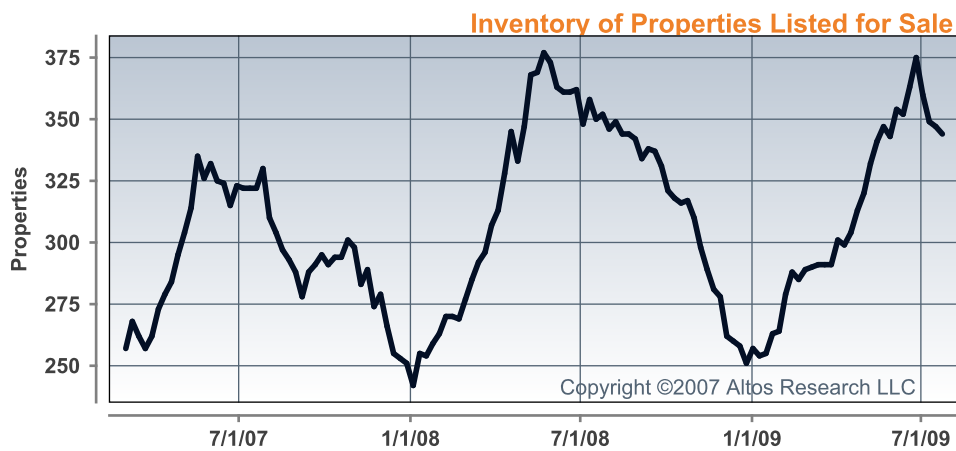
## PRICE AND VALUE

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.



## INVENTORY

Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



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.

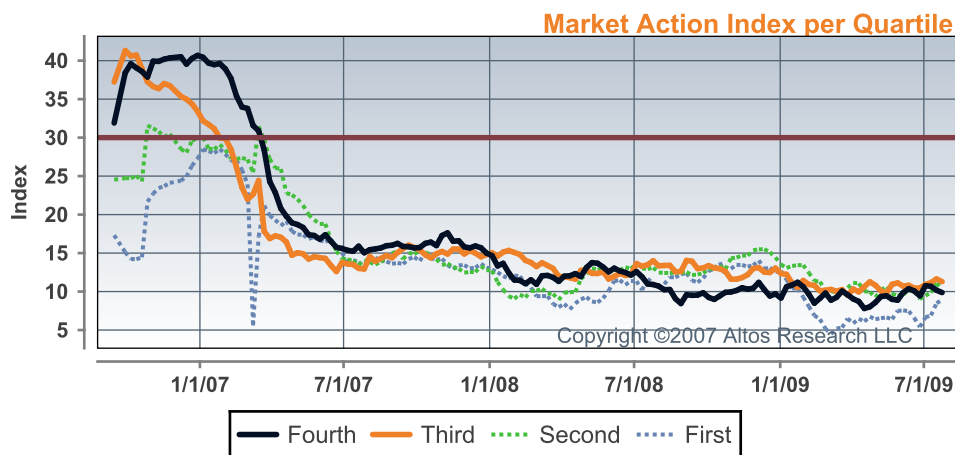
### MARKET ACTION INDEX

The EVANSTON market is currently quite strongly in the Buyer's Market zone (below 30). The 90-day Market Action Index stands at 11. With several months of inventory available at the current sales rate, buyers should find ample choice.

The market has settled in at a relative stasis in inventory and sales conditions. It's a Buyer's market that has seen prices trend lower. Expect that consistent up trends in demand will be required before price trends change significantly.

### 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.



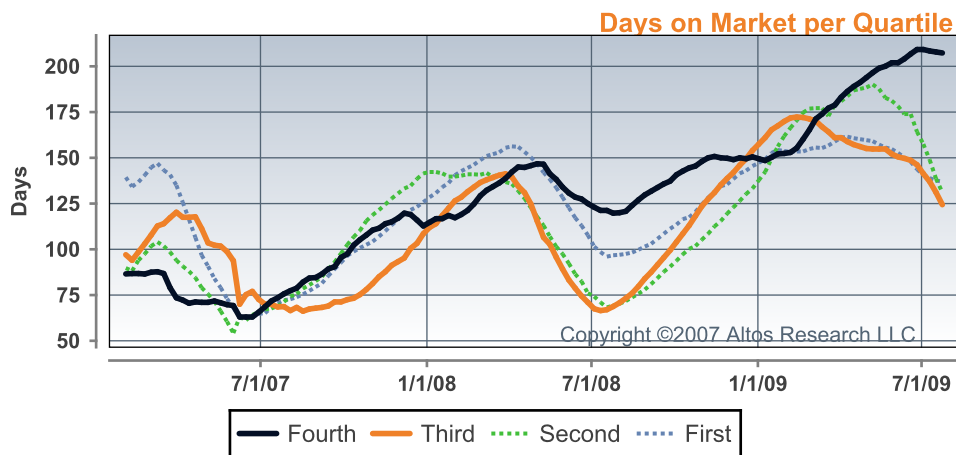
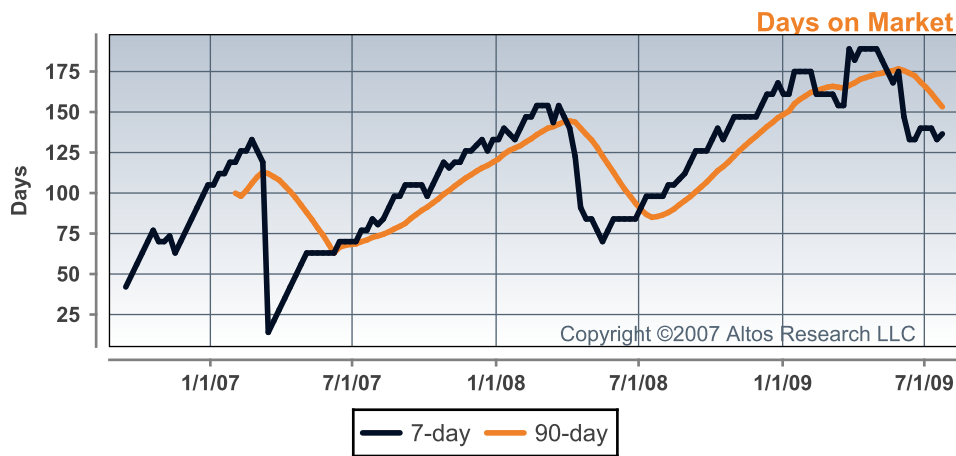
The quartiles can help you answer the question, "How hot is the market for homes in my price range?"

### DAYS ON MARKET (DOM)

The properties have been on the market for an average of 191 days. Half of the listings have come newly on the market in the past 136 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

## EVANSTON 60203

Real-Time Market Profile		Trend
Median List Price	\$ 499,450	↓ ↓
Average List Price	\$ 541,918	
Least Expensive Listing	\$ 119,900	
Most Expensive Listing	\$ 1,498,000	
Asking Price per Square Foot	\$ 228	
Average Days on Market	181	↓ ↓
Total Inventory	28	
Absorbed This Week	1	
Median House Size (sq ft)	1,997	
Median Lot Size	20 + acres	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.5	
Median Age	60	
Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	10 ↔ ↔

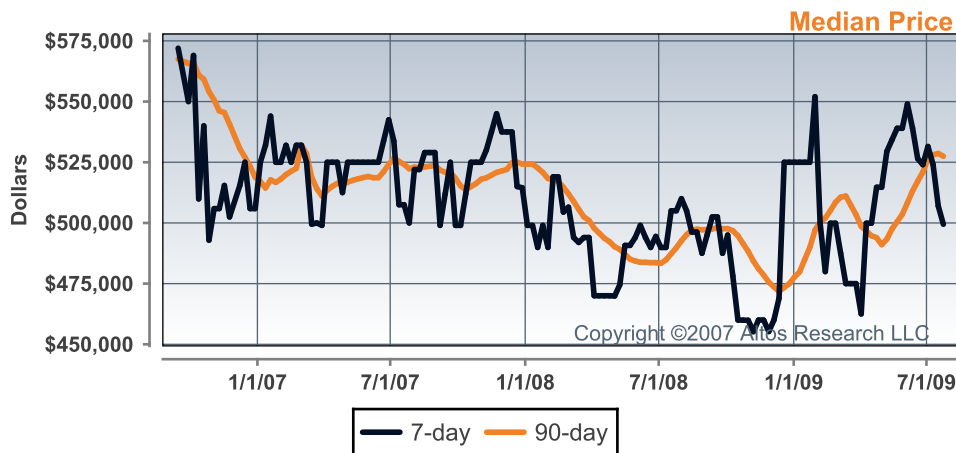
### THIS WEEK

The median single family home price in EVANSTON 60203 this week is \$499,450.

With inventory trending up but days-on-market trending down and the Market Action Index essentially flat recently, conditions don't seem to have strong up or down pull.

### PRICE

Again this week in this zip code we see a downward notch for prices. We continue to pull back from the market's highs. At this point, we will be looking for a persistent upward shift in the Market Action Index as a leading indicator for a trough in prices.



### PRICE PER QUARTILE

In the quartile market segments, we see prices in this zip code generally settled at a plateau, although Quartile 3 is on a bit of an up trend in recent weeks. We'll need to see a persistent shift in the Market Action Index before we see prices across the board move from these levels.

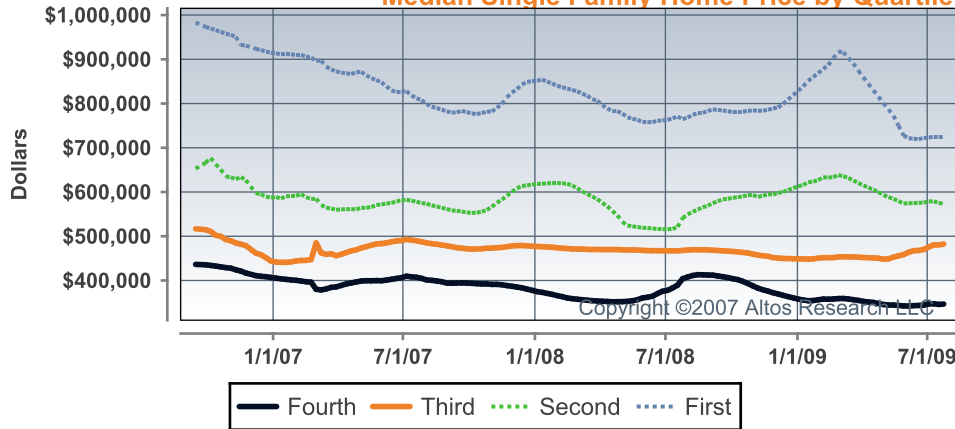
### QUARTILES

- Most expensive 25% of homes
- Upper-middle 25% of homes
- Lower-middle 25% of homes
- 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.

Median Single Family Home Price by Quartile



Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 719,000	2,914	8,001 - 10,000 sq ft	4.0	3.0	69	7	0	0	262
2	\$ 539,000	1,870	8,001 - 10,000 sq ft	3.0	2.5	64	7	0	0	138
3	\$ 469,000	1,996	6,501 - 8,000 sq ft	3.0	2.5	55	7	1	0	102
4	\$ 339,900	1,963	6,501 - 8,000 sq ft	3.0	1.5	56	7	0	1	222

Price per Square Foot





### INVENTORY

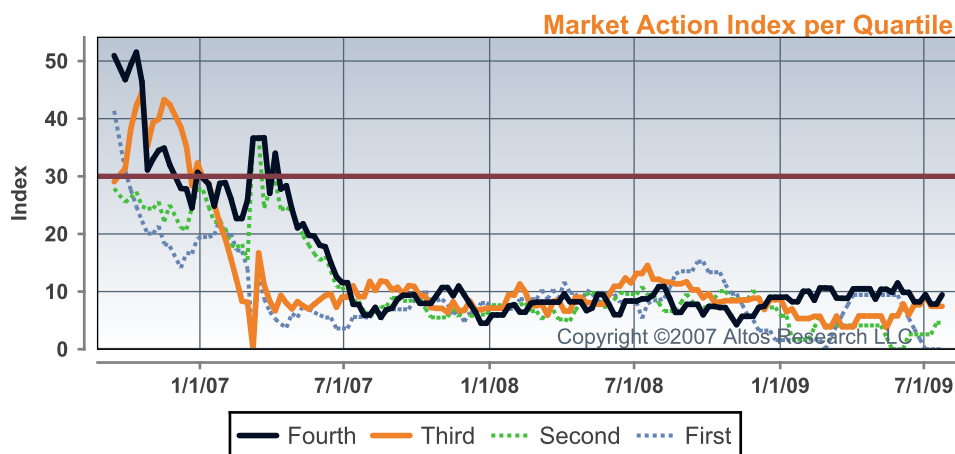
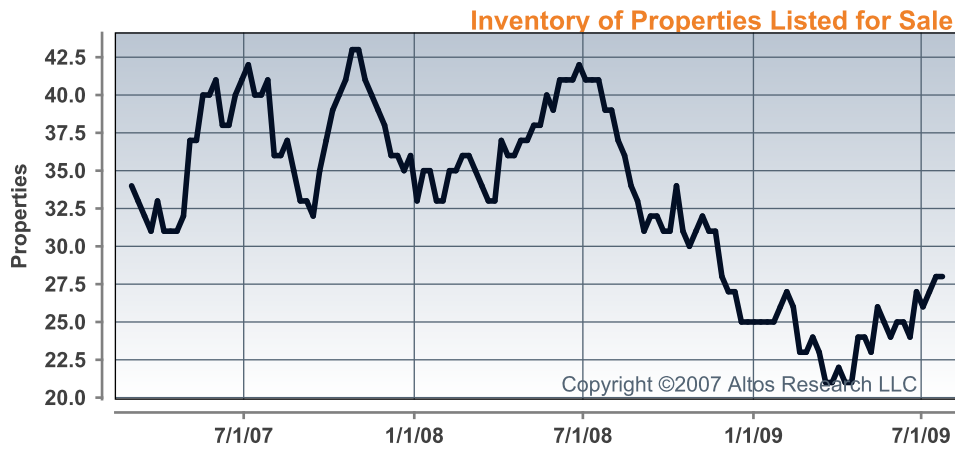
Inventory has been climbing lately with 28 properties available this week. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index to gauge whether buyer interest is keeping up with available supply.

### MARKET ACTION INDEX

The EVANSTON 60203 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

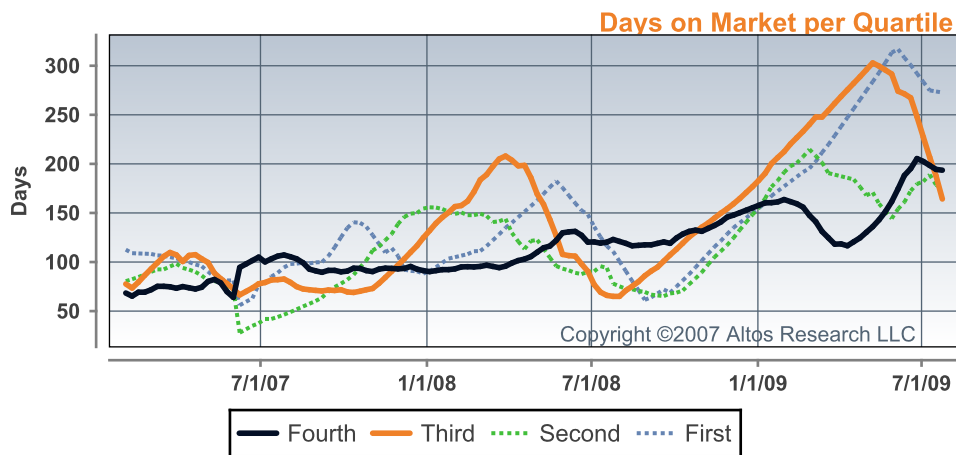
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





**DAYS ON MARKET**

The properties have been on the market for an average of 181 days. Half of the listings have come newly on the market in the past 101 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.

# Neighborhood Detail

## EVANSTON 60202

Real-Time Market Profile		Trend
Median List Price	\$ 495,000	↑ ↑
Average List Price	\$ 656,321	
Least Expensive Listing	\$ 125,000	
Most Expensive Listing	\$ 9,000,000	
Asking Price per Square Foot	\$ 224	
Average Days on Market	200	↓ ↓
Total Inventory	109	
Absorbed This Week	2	
Median House Size (sq ft)	2,007	
Median Lot Size	6,501 - 8,000 sq ft	
Median Number of Bedrooms	3.4	
Median Number of Bathrooms	2.4	
Median Age	84	
Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	8 ↔ ↔

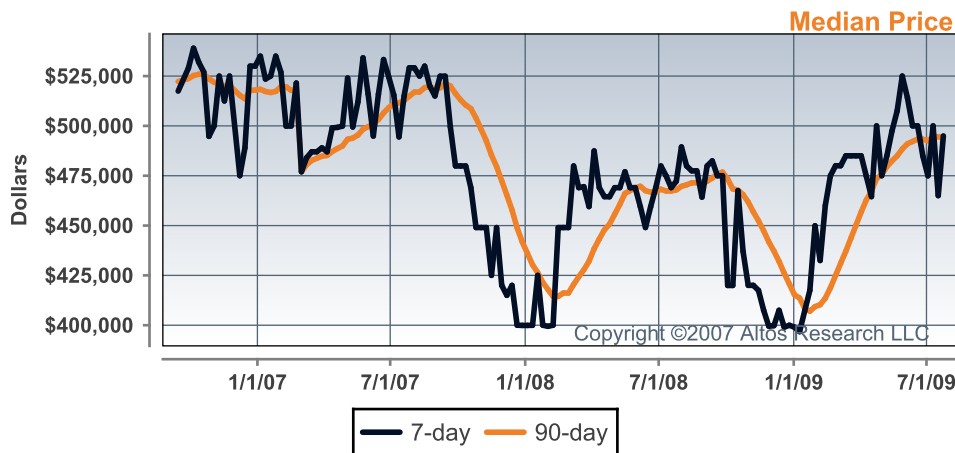
### THIS WEEK

The median single family home price in EVANSTON 60202 this week is \$495,000.

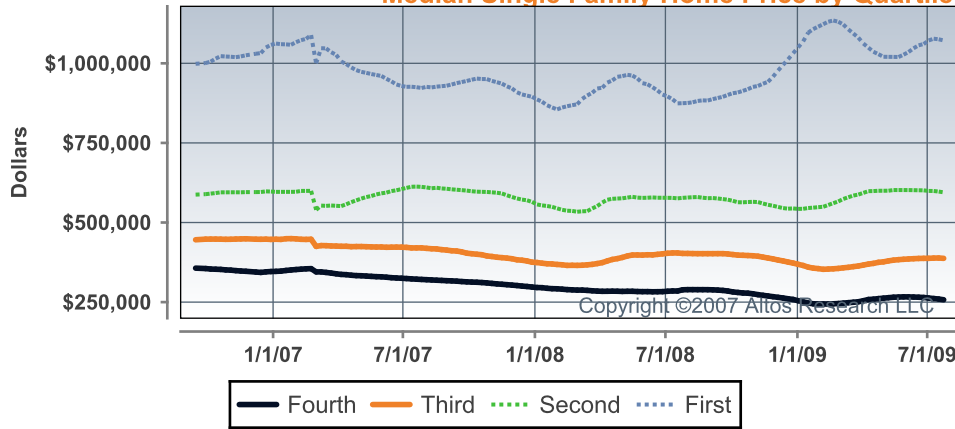
With inventory trending up but days-on-market trending down and the Market Action Index essentially flat recently, conditions don't seem to have strong up or down pull.

### PRICE

Price trends in this zip code continued their recent uptrend this week. While still below the market's high point, we've seen a nice run recently.



### Median Single Family Home Price by Quartile



### PRICE PER QUARTILE

In the quartile market segments, we see prices in the individual quartiles not demonstrating strong directional correlation lately. Quartile 1 has been trending up recently and Quartile 3 is flat, but unless we see a persistent up-shift in the Market Action Index, they may resume the trend of the rest of the market.

### Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 998,000	3,376	8,001 - 10,000 sq ft	5.0	3.5	109	27	0	0	207
2	\$ 579,000	2,326	4,501 - 6500 sq ft	4.0	2.5	98	27	0	0	188
3	\$ 379,900	1,825	4,501 - 6500 sq ft	3.0	2.0	67	27	0	2	171
4	\$ 239,250	1,378	4,501 - 6500 sq ft	3.0	1.5	56	28	0	0	235

### QUARTILES

Most expensive 25% of homes  
 Upper-middle 25% of homes  
 Lower-middle 25% of homes  
 Least expensive 25% of homes

### Price per Square Foot



### PRICE AND VALUE

In a market where prices are rising fairly consistently, price per square foot is essentially flat. This often implies that new homes coming on the market are pricier, and also larger than older homes. As a result the value one can buy stays the same.

### INVENTORY

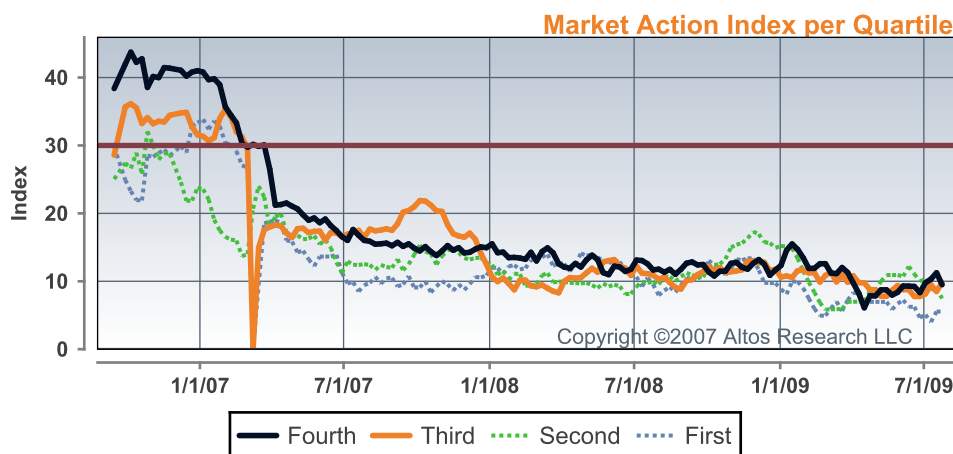
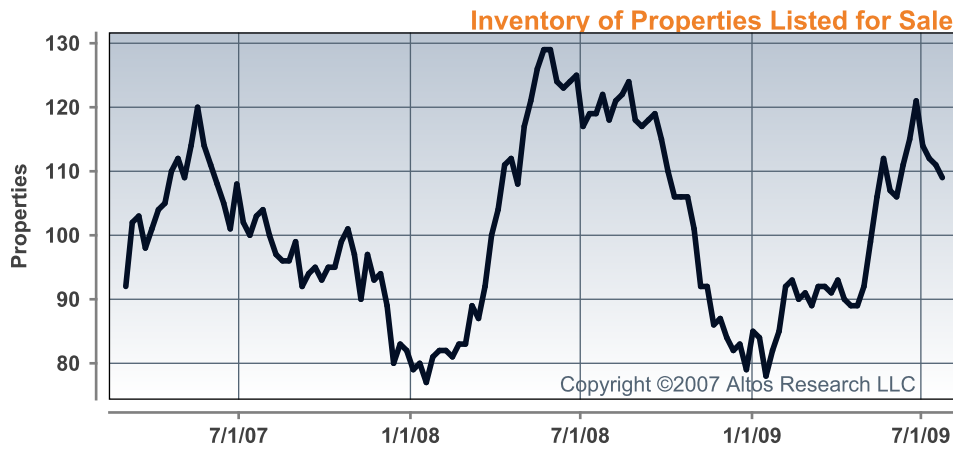
Inventory has been falling in recent weeks with 109 properties available this week. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index to gauge whether buyer interest is falling with the available supply.

### MARKET ACTION INDEX

The EVANSTON 60202 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 8. With several months of inventory available at the current sales rate, buyers should find ample choice.

### MARKET ACTION

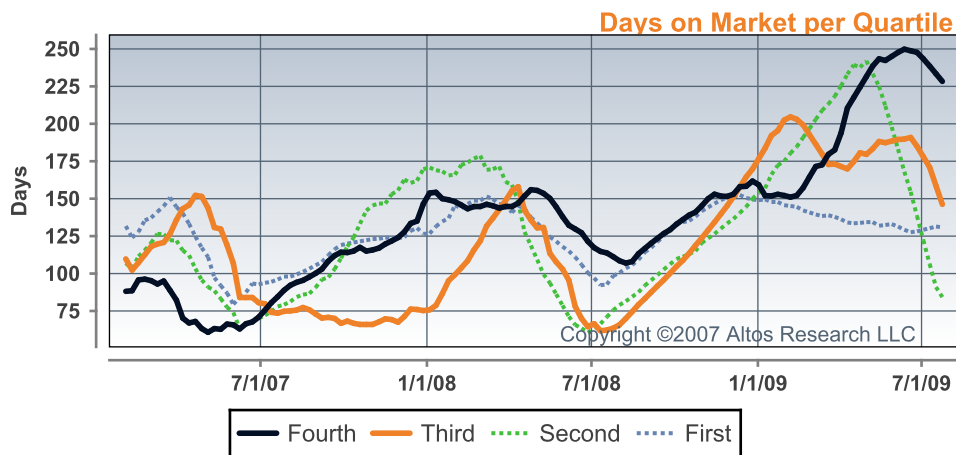
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





### DAYS ON MARKET

The properties have been on the market for an average of 200 days. Half of the listings have come newly on the market in the past 147 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.

# Neighborhood Detail

## EVANSTON 60201

Real-Time Market Profile		Trend
Median List Price	\$ 525,000	↓ ↓
Average List Price	\$ 615,661	
Least Expensive Listing	\$ 59,900	
Most Expensive Listing	\$ 3,995,000	
Asking Price per Square Foot	\$ 252	
Average Days on Market	189	↓ ↓
Total Inventory	205	
Absorbed This Week	8	
Median House Size (sq ft)	1,977	
Median Lot Size	6,501 - 8,000 sq ft	
Median Number of Bedrooms	3.7	
Median Number of Bathrooms	2.1	
Median Age	85	
Altos Research Value Statistics		
Market Action Index	<b>Cold! Buyer's</b>	11 ↑ ↑

### THIS WEEK

The median single family home price in EVANSTON 60201 this week is \$525,000.

Demand measured by the Market Action Index is increasing and days-on-market is trending downward. Even as more properties come available, these are positive trends for 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.



### 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.

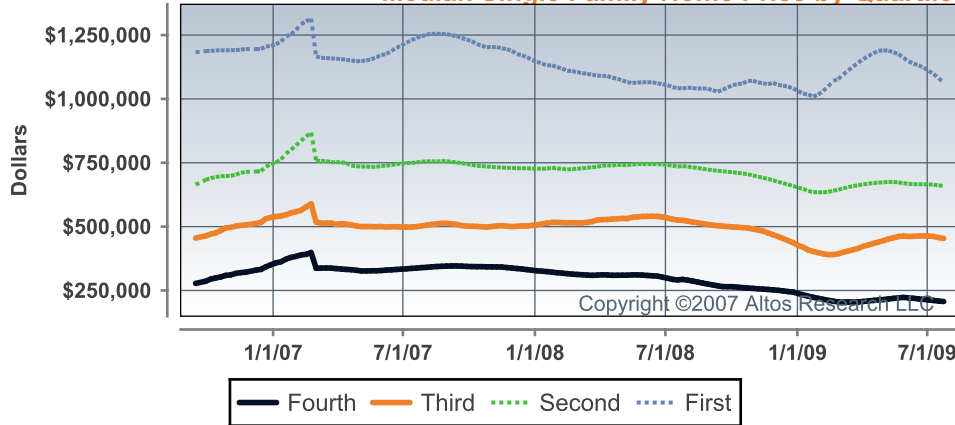
### QUARTILES

Most expensive 25% of homes  
 Upper-middle 25% of homes  
 Lower-middle 25% of homes  
 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.

Median Single Family Home Price by Quartile



Characteristics per Quartile

Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 917,400	3,066	6,501 - 8,000 sq ft	4.0	3.5	88	51	2	4	208
2	\$ 629,000	2,133	4,501 - 6500 sq ft	3.0	2.5	85	51	2	1	147
3	\$ 424,900	1,744	4,501 - 6500 sq ft	3.0	1.5	82	51	0	2	162
4	\$ 195,950	1,289	4,501 - 6500 sq ft	3.0	1.5	86	52	0	1	238

Price per Square Foot





### INVENTORY

Inventory has been falling in recent weeks with 205 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.



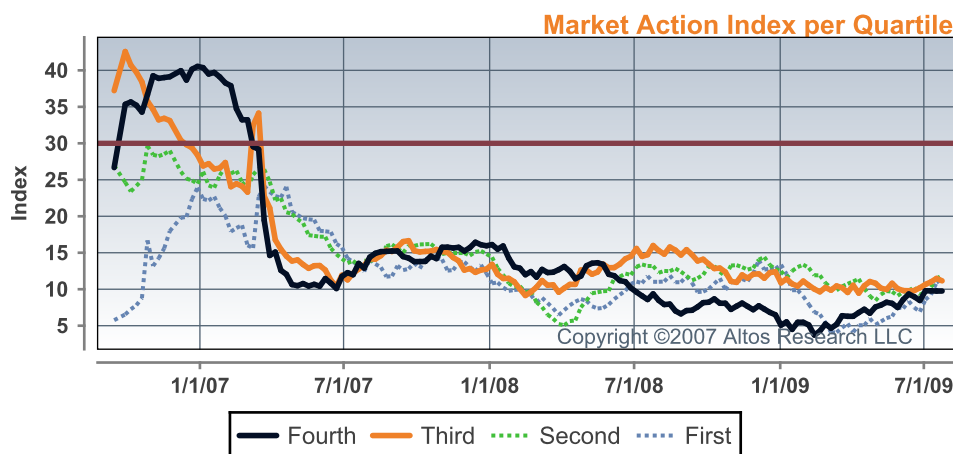
### MARKET ACTION INDEX

The EVANSTON 60201 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 11. With several months of inventory available at the current sales rate, buyers should find ample choice.



### MARKET ACTION

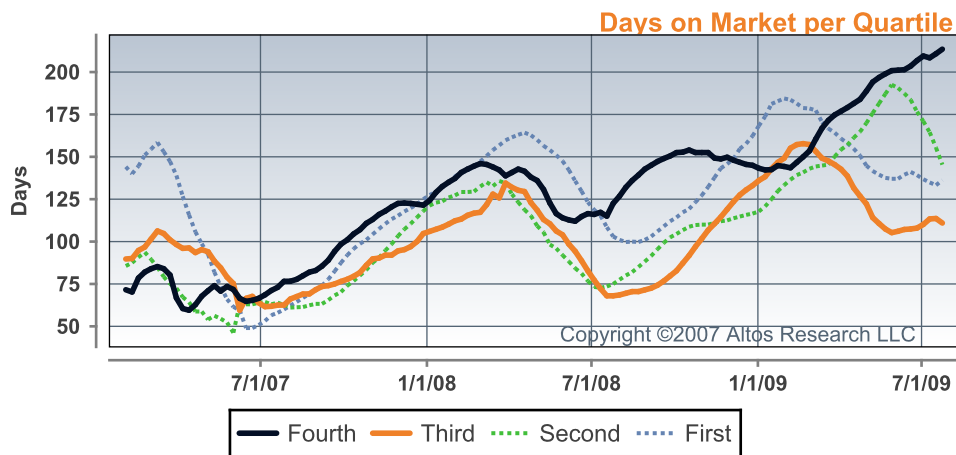
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





**DAYS ON MARKET**

The properties have been on the market for an average of 189 days. Half of the listings have come newly on the market in the past 140 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**

Altos Research Corp. reports real-time analysis of the residential real estate market in local markets across the country. All information contained herein is based on properties currently listed for sale and available publicly. When evaluating a particular property, make sure you use comparable sales data in addition to the market trend information available in this report. The data presented in this report is accurate to the best of our knowledge, but cannot be guaranteed as such. Use this report as one input in the real estate decision making process, but do not rely on it for accuracy. Nothing in this report or any other Altos Research publication is a recommendation to buy or to sell real estate. We recommend you work with a licensed real estate agent or broker.