

City: *Highland Park*

Your Name

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Phone
Website
Other



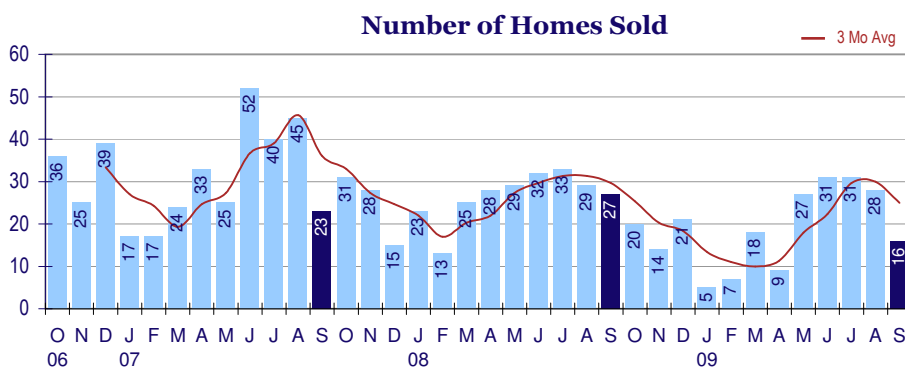
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$625,000	↓		↓				
Average List Price of all Current Listings	\$921,055	↓		↓				
September Median Sales Price	\$420,000	↓	↓	↓	↓	\$549,850	↓	
September Average Sales Price	\$499,625	↓	↓	↓	↓	\$578,775	↓	
Total Homes Currently for Sale (Inventory)	503	↓		↑				
September Number of Homes Sold	16	↓		↓		172	↓	
September Average Days on Market (Solds)	108	↓	↓	↓	↓	119	↓	
Asking Price per Square Foot (based on New Listings)	\$280	↑	↑	↑	↑	\$243	↓	
September Sold Price per Square Foot	\$180	↓	↓	↓	↓	\$231	↓	
September Month's Supply of Inventory	31.4	↑	↑	↑	↑	35.9	↑	
September Sale Price vs List Price Ratio	83.0%	↑	↑	↓	↓	80.9%	↓	

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

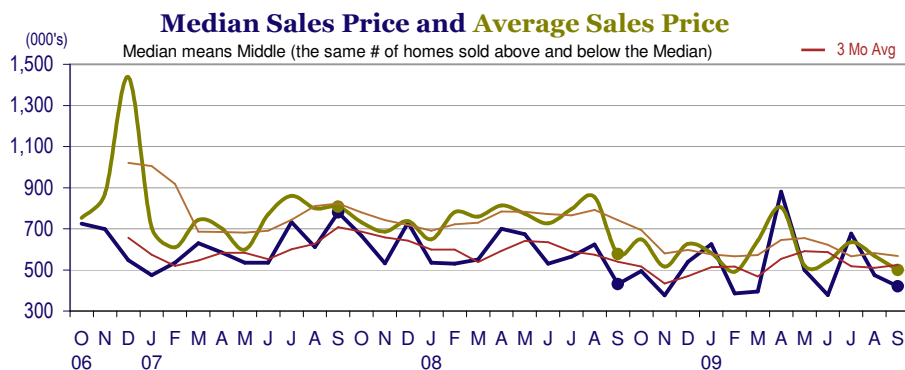
Home Sales

September home sales were 16, down -40.7% from 27 in September of 2008 and -42.9% lower than the 28 sales last month. September 2009 sales were at their lowest level compared to September of 2008 and 2007. September YTD sales of 172 are running -28.0% behind last year's year-to-date sales of 239.



Prices

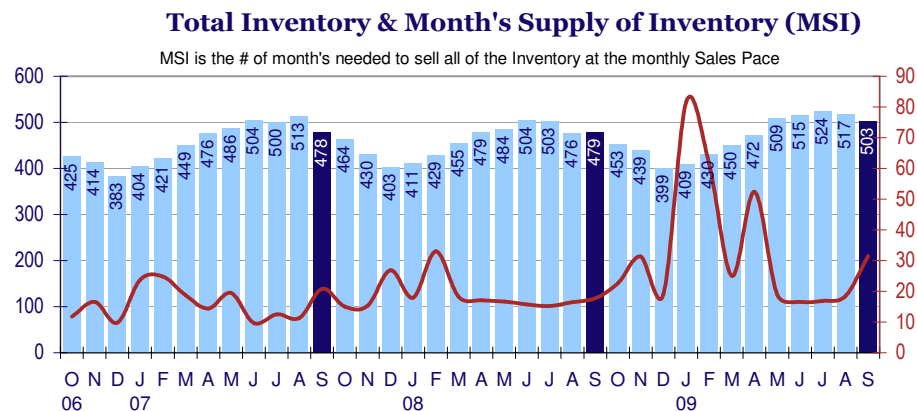
The Median Sales Price in September was \$420,000, down -2.3% from \$430,000 in September of 2008 and down -11.6% from \$475,000 last month. The Average Sales Price in September was \$499,625, down -13.3% from \$576,298 in September of 2008 and down -12.1% from \$568,375 last month. September 2009 ASP was at the lowest level compared to September of 2008 and 2007.



Inventory & MSI

The Total Inventory of homes available for sale as of September was 503, down -2.7% from 517 last month and up 5.0% from 479 in September of last year. September 2009 Inventory was at its highest level compared with September of 2008 and 2007.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The September 2009 MSI of 31.4 months was at its highest level compared with September of 2008 and 2007.



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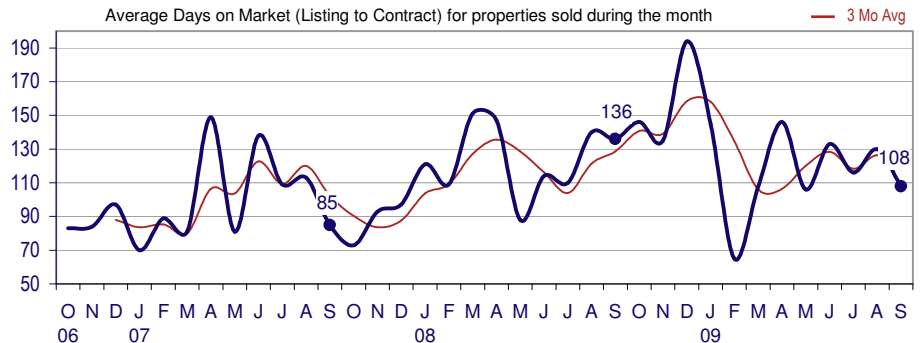
Other



Market Time

The average Days On Market (DOM) shows how many days the average home 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 September was 108, down -16.9% from 130 days last month and down -20.6% from 136 days in September of last year. The September 2009 DOM was at a mid level compared with September of 2008 and 2007.

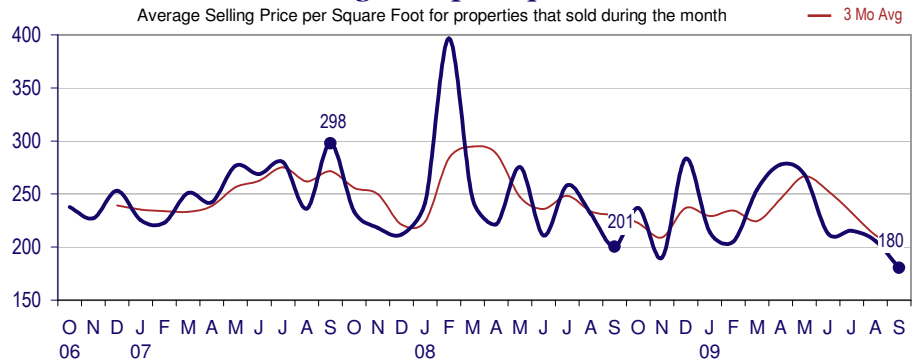
Days On Market for Sold Properties



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of home values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end homes in the market, the selling price per square foot is a more normalized indicator on the direction of home values. The September 2009 Selling Price per Square Foot of \$180 was down -12.4% from \$206 last month and down -10.1% from 201 in September of last year.

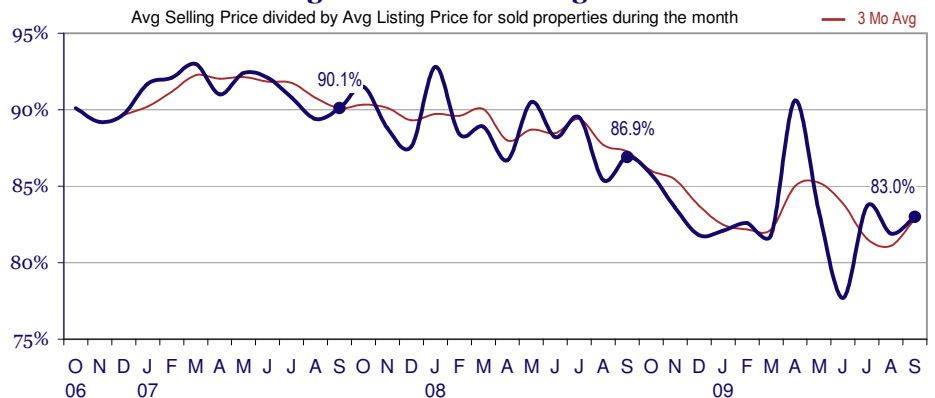
Selling Price per Square Foot



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 September 2009 Selling Price vs Original List Price of 83.0% was up from 81.9% last month and down from 86.9% in September of last year.

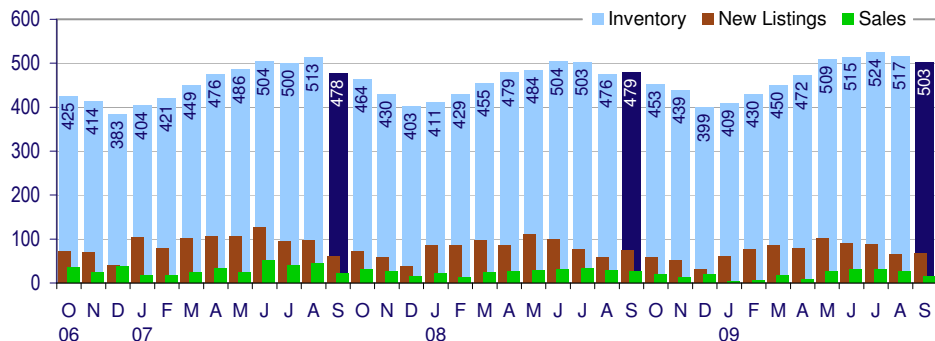
Selling Price versus Listing Price Ratio



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of homes 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 September 2009 was 68, up 3.0% from 66 last month and down -9.3% from 75 in September of last year.

Inventory / New Listings / Sales



City: Highland Park

Price Range: All | Property Types: Single Family - Condo - TwnHm

	O 06	N	D	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S
Homes Sold	36	25	39	17	17	24	33	25	52	40	45	23	31	28	15	23	13	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	31	28	16
3 Mo. Roll Avg			33	27	24	19	25	27	37	39	46	36	33	27	25	22	17	20	22	27	30	31	31	30	25	20	18	13	11	10	11	18	22	30	30	25

(000's)	O 06	N	D	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S
Median Sale Price	725	699	548	475	535	630	585	535	535	732	612	779	665	532	730	535	530	550	700	673	530	565	625	430	495	377	539	625	385	395	880	500	378	676	475	420
3 Mo. Roll Avg			657	574	519	547	583	583	552	601	626	708	685	659	642	599	598	538	593	641	634	589	573	540	517	434	470	514	516	468	553	592	586	518	510	524

	O 06	N	D	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S
Inventory	425	414	383	404	421	449	476	486	504	500	513	478	464	430	403	411	429	455	479	484	504	503	476	479	453	439	399	409	430	450	472	509	515	524	517	503
MSI	12	17	10	24	25	19	14	19	10	13	11	21	15	15	27	18	33	18	17	17	16	15	16	18	23	31	19	82	61	25	52	19	17	17	18	31

	O 06	N	D	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S
Days on Market	83	84	97	70	89	81	149	81	138	109	113	85	73	93	97	121	109	151	147	88	114	110	140	136	146	135	194	145	65	108	146	106	133	116	130	108
3 Mo. Roll Avg			88	84	85	80	106	104	123	109	120	102	90	84	88	104	109	127	136	129	116	104	121	129	141	139	158	158	135	106	106	120	128	118	126	118

	O 06	N	D	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S
Price per Sq Ft	238	227	253	225	223	251	242	277	269	280	236	298	234	218	212	242	397	246	222	275	211	258	231	201	237	190	283	214	205	254	278	268	213	215	206	180
3 Mo. Roll Avg			239	235	234	233	239	257	263	275	262	271	256	250	221	224	284	295	288	248	236	248	233	230	223	209	237	229	234	225	246	267	253	232	211	201

	O 06	N	D	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S
Sale to List Price	0.901	0.892	0.897	0.917	0.921	0.930	0.910	0.924	0.921	0.908	0.894	0.901	0.915	0.888	0.876	0.928	0.884	0.889	0.867	0.905	0.882	0.895	0.854	0.869	0.858	0.836	0.818	0.821	0.826	0.818	0.906	0.833	0.777	0.837	0.819	0.830
3 Mo. Roll Avg			0.897	0.902	0.912	0.923	0.920	0.921	0.918	0.918	0.908	0.901	0.903	0.901	0.893	0.897	0.896	0.900	0.880	0.887	0.885	0.894	0.877	0.873	0.860	0.854	0.837	0.825	0.822	0.822	0.850	0.852	0.839	0.816	0.811	0.829

	O 06	N	D	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S
New Listings	72	70	41	105	80	101	106	107	126	95	97	61	72	58	37	87	85	98	87	110	100	78	59	75	59	51	31	62	78	86	79	103	91	88	66	68
Inventory	425	414	383	404	421	449	476	486	504	500	513	478	464	430	403	411	429	455	479	484	504	503	476	479	453	439	399	409	430	450	472	509	515	524	517	503
Sales	36	25	39	17	17	24	33	25	52	40	45	23	31	28	15	23	13	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	31	28	16

(000's)	O 06	N	D	J 07	F	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S
Avg Sale Price	752	871	1437	707	609	744	702	599	770	861	799	808	732	686	738	648	782	759	813	773	726	797	854	576	649	516	627	582	491	642	804	521	541	634	568	500
3 Mo. Roll Avg			1020	1005	918	686	685	681	690	743	810	822	779	742	718	691	723	730	785	782	771	765	792	742	693	581	597	575	566	572	646	656	622	565	581	567