

City: *Winnetka*

**Your Name**

Title  
Phone  
Website  
Other



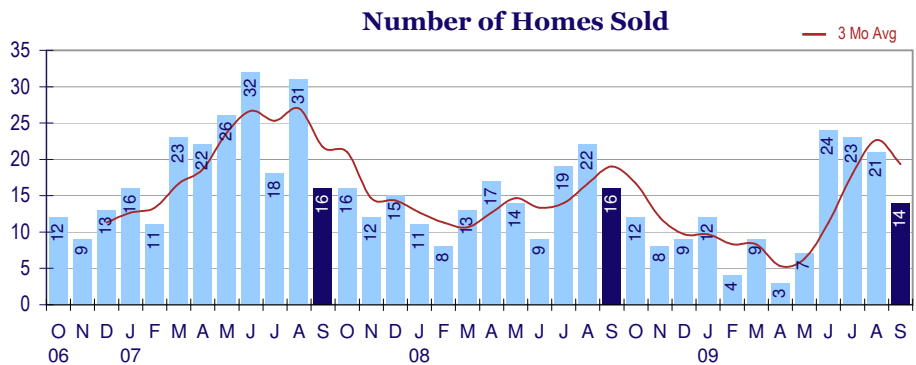
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,342,750	↑		↑				
Average List Price of all Current Listings	\$1,856,500	↑		↓				
September Median Sales Price	\$742,500	↓	↓	↓	↓	\$1,160,000	↓	↓
September Average Sales Price	\$911,357	↓	↓	↓	↓	\$1,346,674	↓	↓
Total Homes Currently for Sale (Inventory)	244	↔		↑				
September Number of Homes Sold	14	↓		↓		117	↓	
September Average Days on Market (Solds)	148	↓	↑	↑	↑	126	↑	↑
Asking Price per Square Foot (based on New Listings)	\$0		↓	↓	↓	\$406	↓	↓
September Sold Price per Square Foot	\$234	↓	↓	↓	↓	\$307	↓	↓
September Month's Supply of Inventory	17.4	↑	↑	↑	↓	31.0	↑	↑
September Sale Price vs List Price Ratio	81.6%	↑	↓	↓	↓	83.6%	↓	↓

\* 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 14, down -12.5% from 16 in September of 2008 and -33.3% lower than the 21 sales last month. September 2009 sales were at their lowest level compared to September of 2008 and 2007. September YTD sales of 117 are running -9.3% behind last year's year-to-date sales of 129.



## Prices

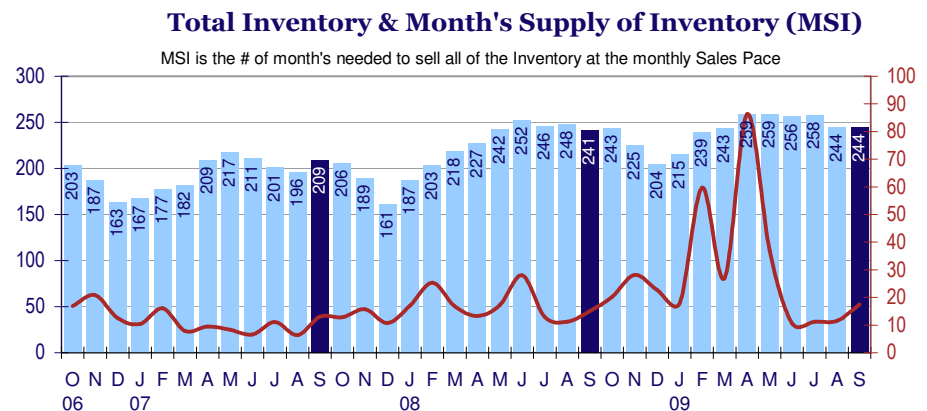
The Median Sales Price in September was \$742,500, down -15.6% from \$880,000 in September of 2008 and down -43.8% from \$1,320,000 last month. The Average Sales Price in September was \$911,357, down -16.4% from \$1,090,625 in September of 2008 and down -34.2% from \$1,384,967 last month. September 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 244, equal to 244 last month and up 1.2% from 241 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 17.4 months was at its highest level compared with September of 2008 and 2007.



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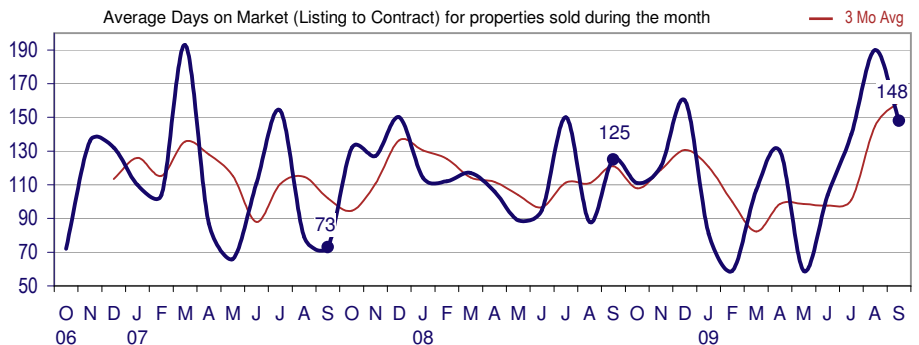
Other



## 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 148, down -22.1% from 190 days last month and up 18.4% from 125 days in September of last year. The September 2009 DOM was at a mid level compared with September of 2008 and 2007.

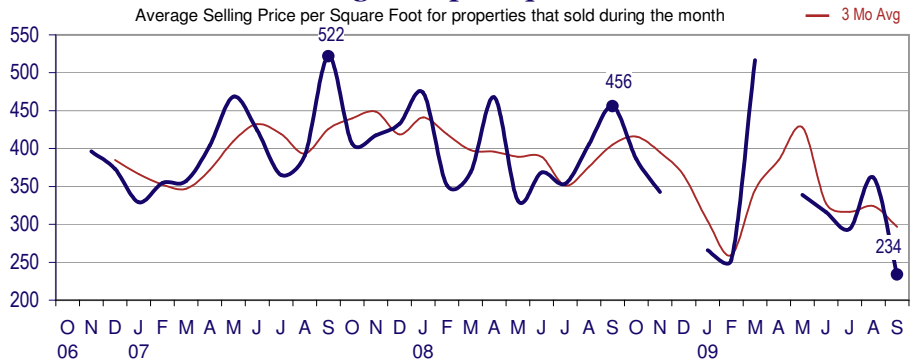
## Days On Market for Sold Properties



## 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 \$234 was down -35.3% from \$362 last month and down -48.7% from 456 in September of last year.

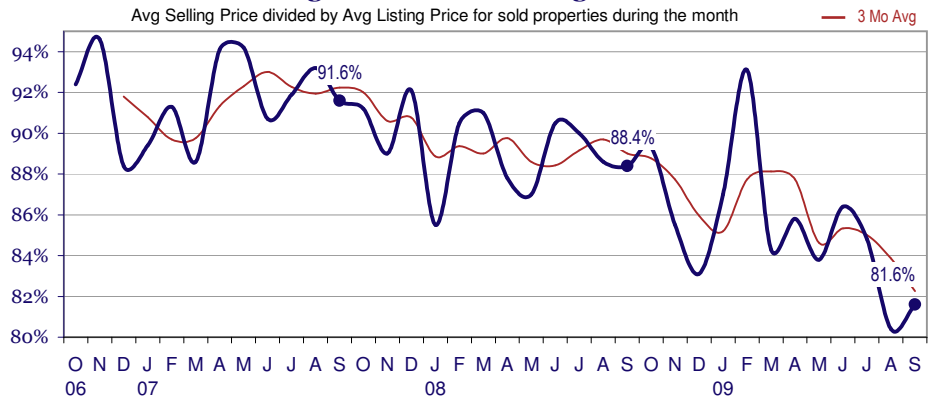
## Selling Price per Square Foot



## 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 81.6% was up from 80.4% last month and down from 88.4% in September of last year.

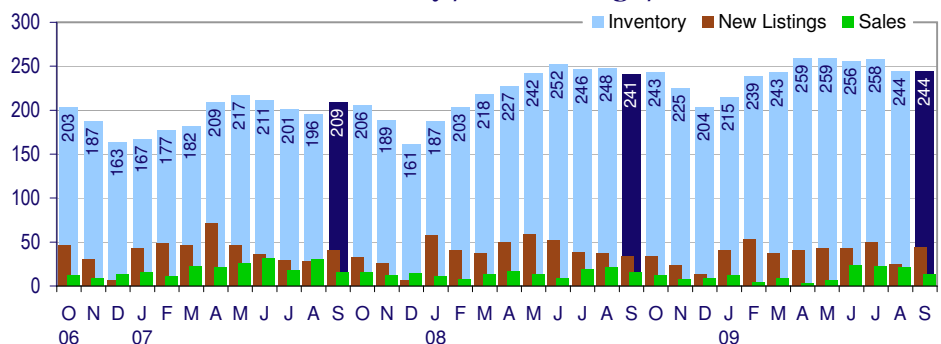
## Selling Price versus Listing Price Ratio



## 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 44, up 76.0% from 25 last month and up 29.4% from 34 in September of last year.

## Inventory / New Listings / Sales



## City: Winnetka

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	12	9	13	16	11	23	22	26	32	18	31	16	16	12	15	11	8	13	17	14	9	19	22	16	12	8	9	12	4	9	3	7	24	23	21	14
3 Mo. Roll Avg			11	13	13	17	19	24	27	25	27	22	21	15	14	13	11	11	13	15	13	14	17	19	17	12	10	10	8	8	5	6	11	18	23	19

(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	985	1230	1265	975	1375	1460	1100	1290	1055	1300	1045	1143	2063	1600	1295	1600	1618	1058	1350	1100	1205	1370	1517	880	1100	1060	1483	905	1225	1550	740	925	1095	880	1320	743
3 Mo. Roll Avg			1160	1157	1205	1270	1312	1283	1148	1215	1133	1163	1417	1602	1653	1498	1504	1425	1342	1169	1218	1225	1364	1256	1166	1013	1214	1149	1204	1227	1172	1072	920	967	1098	981

	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	203	187	163	167	177	182	209	217	211	201	196	209	206	189	161	187	203	218	227	242	252	246	248	241	243	225	204	215	239	243	259	259	256	258	244	244
MSI	17	21	13	10	16	8	10	8	7	11	6	13	13	16	11	17	25	17	13	17	28	13	11	15	20	28	23	18	60	27	86	37	11	11	12	17

	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	72	136	132	110	104	193	87	66	111	154	79	73	132	127	150	114	112	117	106	89	95	150	88	125	111	121	160	81	59	107	130	59	104	140	190	148
3 Mo. Roll Avg			113	126	115	136	128	115	88	110	115	102	95	111	136	130	125	114	112	104	97	111	111	121	108	119	131	121	100	82	99	99	98	101	145	159

	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		396	373	329	354	357	404	469	424	365	391	522	406	418	432	473	352	368	468	331	369	354	406	456	386	343		266	253	517		339	316	294	362	234
3 Mo. Roll Avg			385	366	352	347	372	410	432	419	393	426	440	449	419	441	419	398	396	389	389	351	376	405	416	395	364	304	259	345	385	428	328	316	324	297

	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	0.924	0.946	0.884	0.894	0.913	0.886	0.941	0.942	0.907	0.919	0.932	0.916	0.912	0.890	0.921	0.855	0.905	0.910	0.878	0.870	0.905	0.900	0.886	0.884	0.893	0.855	0.831	0.870	0.931	0.843	0.858	0.838	0.864	0.848	0.804	0.816
3 Mo. Roll Avg			0.918	0.908	0.897	0.898	0.913	0.923	0.930	0.923	0.919	0.922	0.920	0.906	0.908	0.889	0.894	0.890	0.898	0.886	0.884	0.892	0.897	0.890	0.888	0.877	0.860	0.852	0.877	0.881	0.877	0.846	0.853	0.850	0.839	0.823

	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	46	31	7	43	49	46	71	46	36	29	28	41	33	26	7	58	41	37	50	59	52	39	37	34	34	24	14	41	53	38	41	43	43	50	25	44
Inventory	203	187	163	167	177	182	209	217	211	201	196	209	206	189	161	187	203	218	227	242	252	246	248	241	243	225	204	215	239	243	259	259	256	258	244	244
Sales	12	9	13	16	11	23	22	26	32	18	31	16	16	12	15	11	8	13	17	14	9	19	22	16	12	8	9	12	4	9	3	7	24	23	21	14

(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	1419	1570	1296	1754	1853	1764	1574	1541	1236	1383	1228	1600	2244	1457	1533	1560	1677	1251	1782	1122	1604	1410	1554	1091	1258	1036	1853	1537	1609	2324	877	948	1302	1278	1385	911
3 Mo. Roll Avg			1428	1540	1634	1790	1730	1626	1450	1387	1282	1404	1690	1767	1744	1517	1590	1496	1570	1385	1503	1379	1523	1352	1301	1128	1382	1475	1666	1823	1603	1383	1042	1176	1322	1192