

North Shore market update

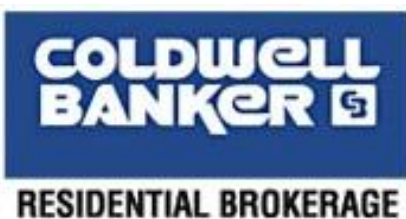
HIGHLAND PARK

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

Report for the week of
2009-08-28

Presented by North Shore
847-835-6060

Coldwell Banker Residential Brokerage
coldwellbankeronline.com/Patrick.ORourke@cbexchange.com





City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 686,450	← →
Average List Price	\$ 995,137	
Least Expensive Listing	\$ 170,000	
Most Expensive Listing	\$ 8,930,000	
Asking Price per Square Foot	\$ 233	← →
Average Days on Market	261	↓ ↓
Total Inventory	418	↑ ↑
Absorbed This Week*	16	
Percent of Properties with Price Decrease	45 %	
Percent Relisted (reset DOM)	10 %	
Percent Flip (price increased)	1 %	
Median House Size (sq ft)	2,831	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.5	
Median Age	47	

Altos Research Value Statistics		
Market Action Index	Cold! Buyer's	9 ← →

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	\$ 1,762,000	5,000	0.50 - 1.0 acre	5.0	5.0	22	104	0	1	314
2	\$ 897,000	3,394	0.25 - 0.50 acre	4.0	3.5	44	104	1	3	269
3	\$ 549,000	2,800	0.25 - 0.50 acre	4.0	2.5	46	105	3	5	237
4	\$ 379,000	1,903	8,001 - 10,000 sq ft	3.0	2.0	54	105	5	7	225

HIGHLAND PARK

THIS WEEK

The median single family home price in HIGHLAND PARK this week is \$686,450. The 418 homes have been on the market for an average of 261 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

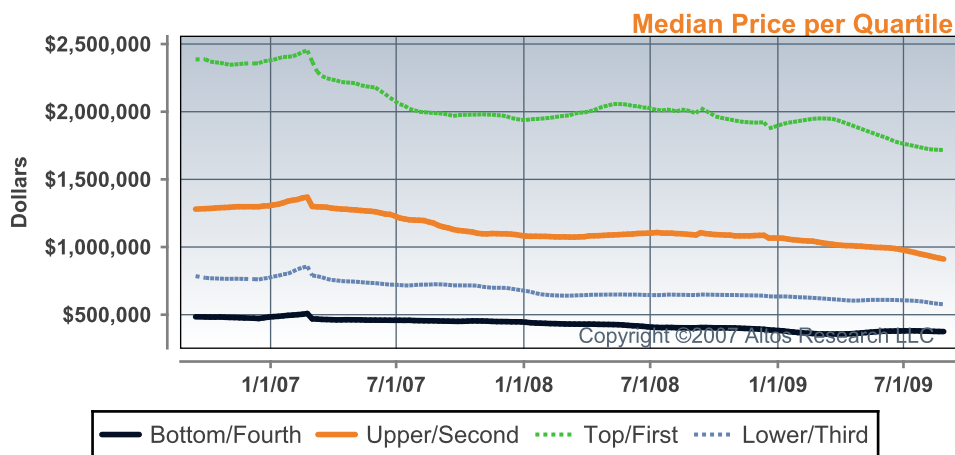
Least expensive 25% of homes

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



PRICE

Despite this week's up tick, the market seems to have paused around this plateau. The Market Action Index is a good leading indicator for the durability of this shift.



QUARTILE PRICES

Often, we find insights by watching pricing trends within the quartile segments. Pricing is on a slightly negative trend lately. Prices in Quartile 4 and 1 have been mixed recently, while the rest of the market is trending downward. Look to a strong, persistent up shift in the Market Action Index as a leading indicator of the trough in the market.

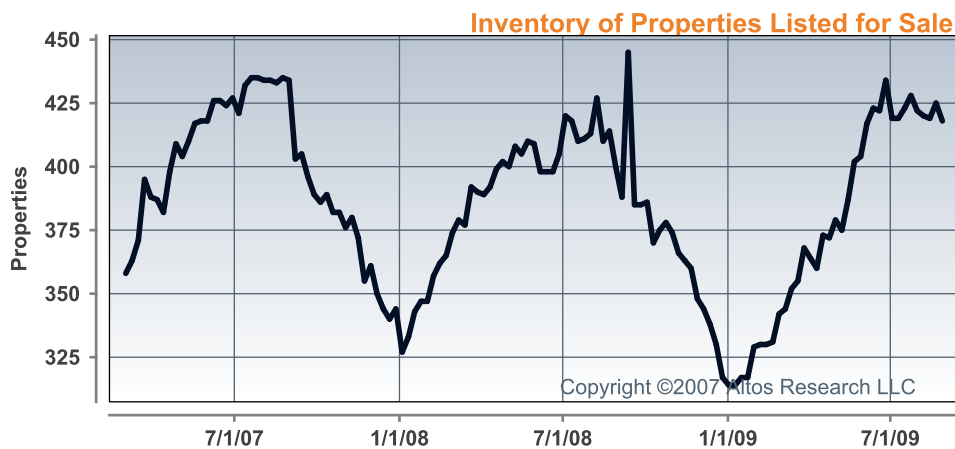
PRICE AND VALUE

The market's downward trends are shared across both price and value. People are recently placing less value on homes (you can see the recent declines in price per square foot as evidence.) Look for significant changes in the Market Action Index as a precursor to price and value changes, possibly as inflection points for good investment opportunities.



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.



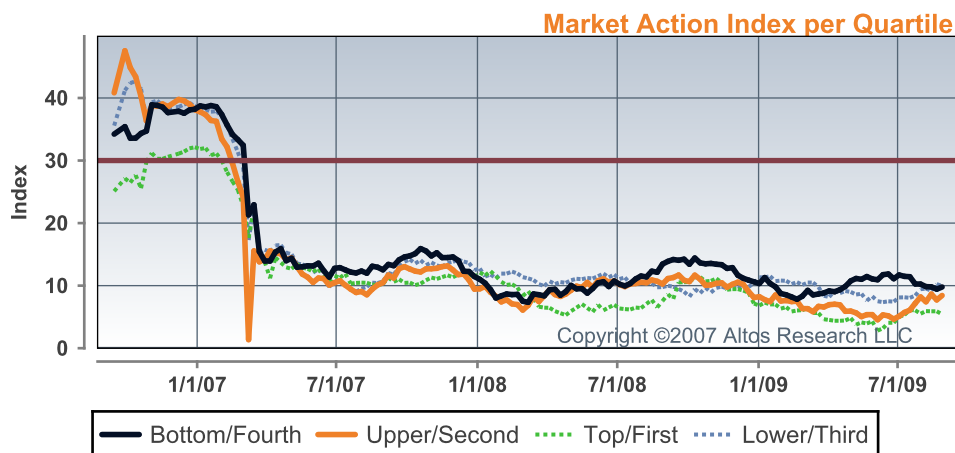
The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

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 HIGHLAND PARK market is currently quite strongly in the Buyer's Market zone (below 30). The 90-day Market Action Index stands at 9. 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.



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

MARKET ACTION

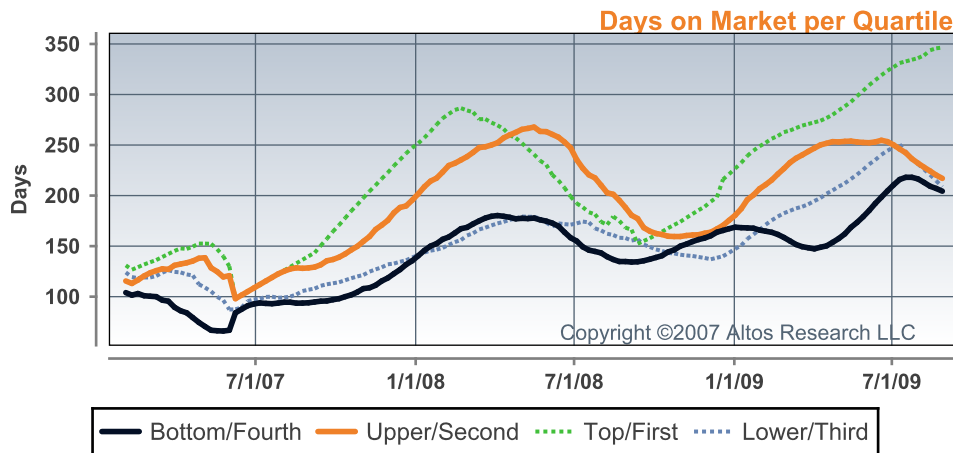
Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low 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 261 days. Half of the listings have come newly on the market in the past 224 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

HIGHLAND PARK 60035

Real-Time Market Profile		Trend
Median List Price	\$ 686,450	← →
Average List Price	\$ 995,137	
Least Expensive Listing	\$ 170,000	
Most Expensive Listing	\$ 8,930,000	
Asking Price per Square Foot	\$ 233	
Average Days on Market	261	↓ ↓
Total Inventory	418	
Absorbed This Week	16	
Median House Size (sq ft)	2,831	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	3.5	
Median Age	47	
Altos Research Value Statistics		
Market Action Index	Cold! Buyer's	9 ← →

THIS WEEK

The median single family home price in HIGHLAND PARK 60035 this week is \$686,450.

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

We continue to see prices in this zip code hovering around these current levels, even though they bumped up a bit this week. Look for a persistent up-shift in the Market Action Index before we see prices move significantly from here.



PRICE PER QUARTILE

In the quartile market segments, we see prices across the quartiles of this zip code not tightly correlated recently. Prices in Quartile 1 and 4 have been mixed recently, while the rest of the market is trending downward. Look to a strong, persistent up shift in the Market Action Index as a leading indicator of the trough in the market.

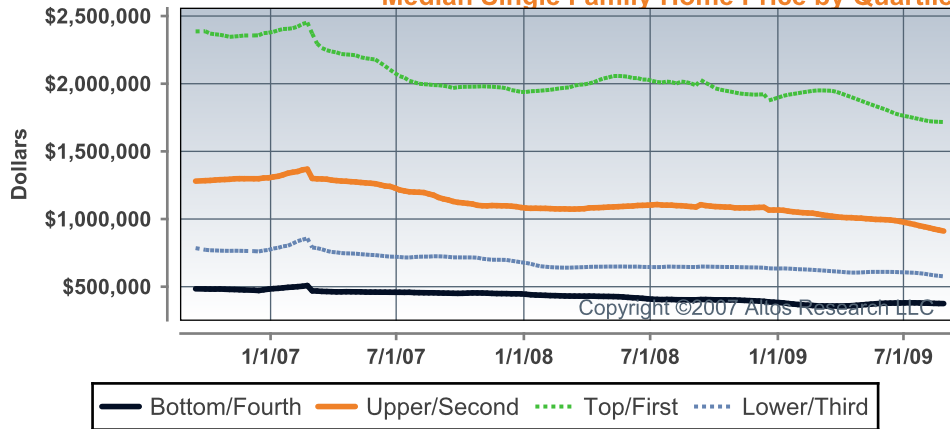
QUARTILES

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

PRICE AND VALUE

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.

Median Single Family Home Price by Quartile



Characteristics per Quartile

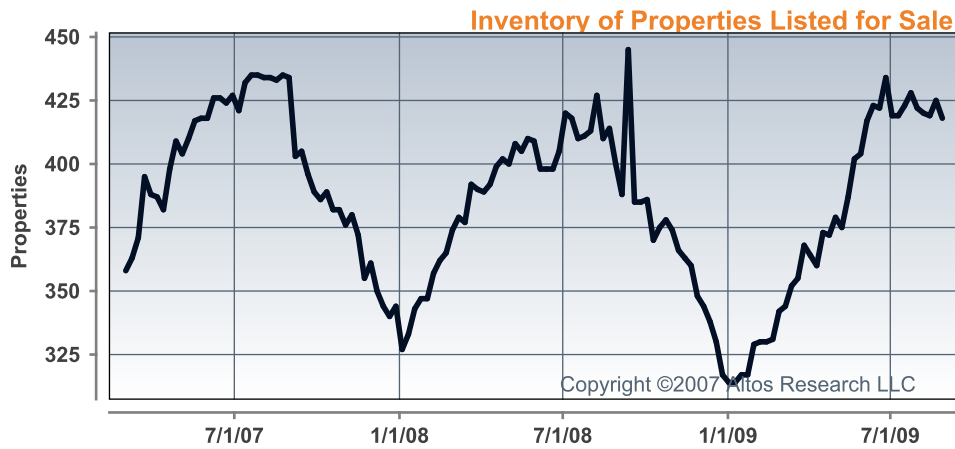
Quart	Median Price	Med. Sqft	Med. Lot Size	Bed	Bath	Med. Age	Inven.	New	Ab-sorbed	Avg. DoM
1	\$ 1,762,000	5,000	0.50 - 1.0 acre	5.0	5.0	22	104	0	1	314
2	\$ 897,000	3,394	0.25 - 0.50 acre	4.0	3.5	44	104	1	3	269
3	\$ 549,000	2,800	0.25 - 0.50 acre	4.0	2.5	46	105	3	5	237
4	\$ 379,000	1,903	8,001 - 10,000 sq ft	3.0	2.0	54	105	5	7	225

Price per Square Foot



INVENTORY

Inventory has been falling in recent weeks with 418 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.



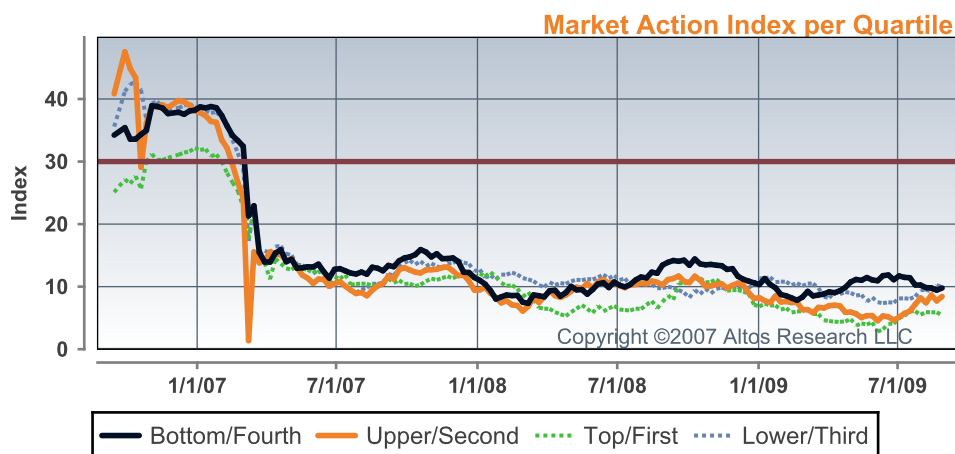
MARKET ACTION INDEX

The HIGHLAND PARK 60035 is quite strongly in the Buyer's Market zone. The 90-day Market Action Index stands at 9. With several months of inventory available at the current sales rate, buyers should find ample choice.



MARKET ACTION

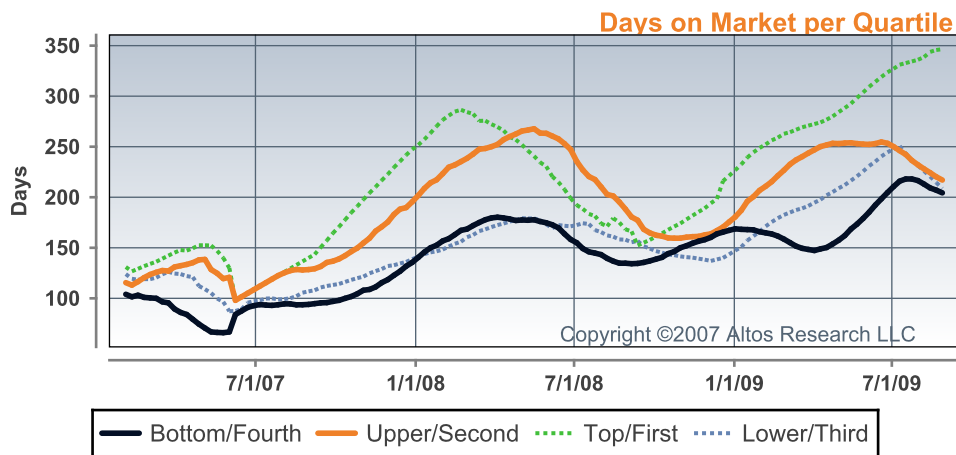
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.





DAYS ON MARKET

The properties have been on the market for an average of 261 days. Half of the listings have come newly on the market in the past 224 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.