

# North Shore market update

**WINNETKA**

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  
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# City Overview

Real-Time Market Profile		Trend
Median List Price	\$ 1,472,500	↑ ↑
Average List Price	\$ 1,908,381	
Least Expensive Listing	\$ 299,900	
Most Expensive Listing	\$ 10,750,000	
Asking Price per Square Foot	\$ 394	← →
Average Days on Market	263	↓ ↓
Total Inventory	220	← →
Absorbed This Week*	8	
Percent of Properties with Price Decrease	38 %	
Percent Relisted (reset DOM)	10 %	
Percent Flip (price increased)	1 %	
Median House Size (sq ft)	3,189	
Median Lot Size	0.25 - 0.50 acre	
Median Number of Bedrooms	4.0	
Median Number of Bathrooms	4.0	
Median Age	67	

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	\$ 3,600,000	5,539	0.50 - 1.0 acre	5.0	6.0	29	55	1	3	301
2	\$ 1,750,000	4,020	0.25 - 0.50 acre	5.0	4.5	50	55	0	0	265
3	\$ 1,150,000	2,961	8,001 - 10,000 sq ft	4.0	3.5	73	55	1	3	204
4	\$ 649,000	2,094	8,001 - 10,000 sq ft	3.0	2.5	86	55	2	2	286

## WINNETKA

### THIS WEEK

The median single family home price in WINNETKA this week is \$1,472,500. The 220 homes have been on the market for an average of 263 days.

The Market Action Index has been basically flat recently, and days-on-market decreasing, there aren't strong signals for the direction of the market.

### 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.

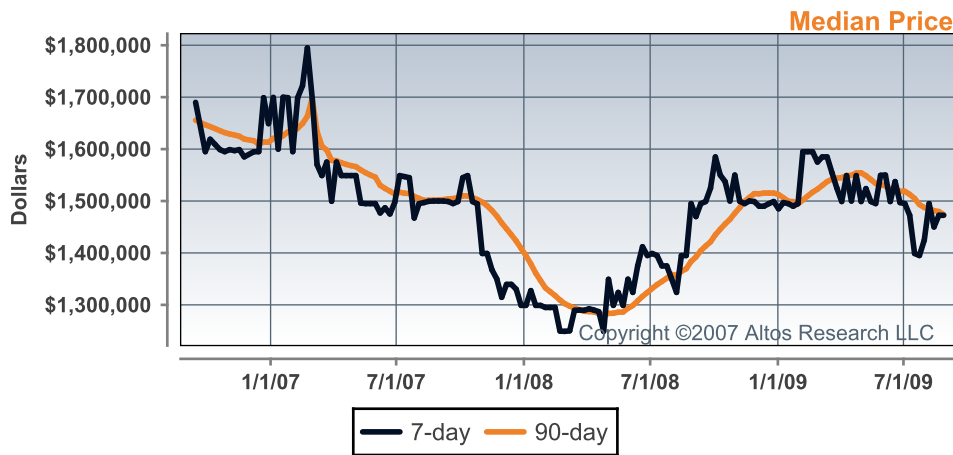
Most expensive 25% of homes

Upper-middle 25% of homes

Lower-middle 25% of homes

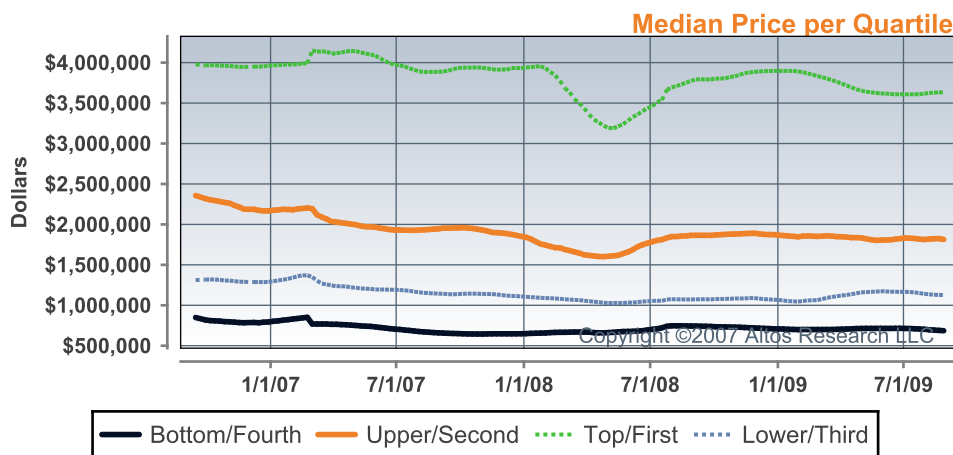
Least expensive 25% of homes

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



### PRICE

This week saw relatively little price change from last week. However, prices continue demonstrate a nice up trend in general over the last several weeks.



### QUARTILE PRICES

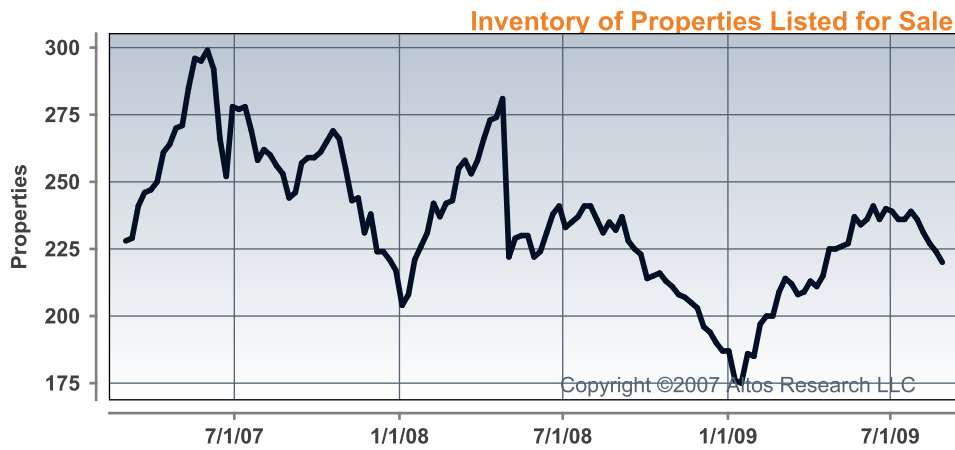
Often, we find insights by watching pricing trends within the quartile segments. While prices in the upper half of the market has shown essentially mixed pricing lately, the lower half of the market is trending lower. Quartiles 3 and 4 have been in price decline in recent weeks, with Quartiles 1 and 2 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of 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 relatively steady around these levels in recent weeks.



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.



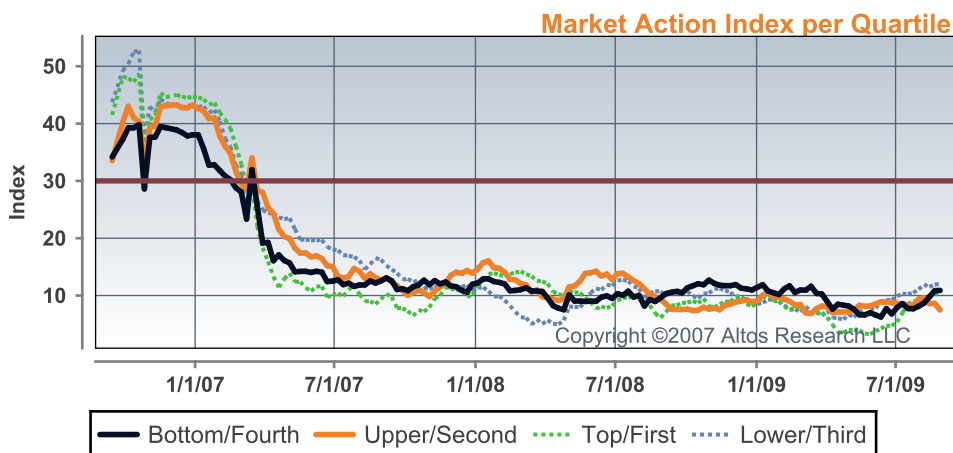
The Market Action Index (MAI) illustrates the balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

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 WINNETKA 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.



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

### MARKET ACTION

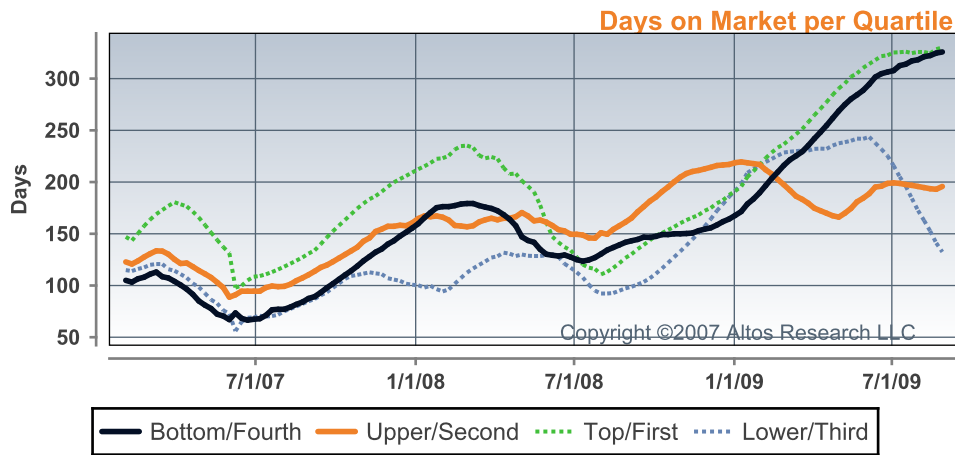
Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low 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 263 days. Half of the listings have come newly on the market in the past 217 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

**WINNETKA**  
**60093**

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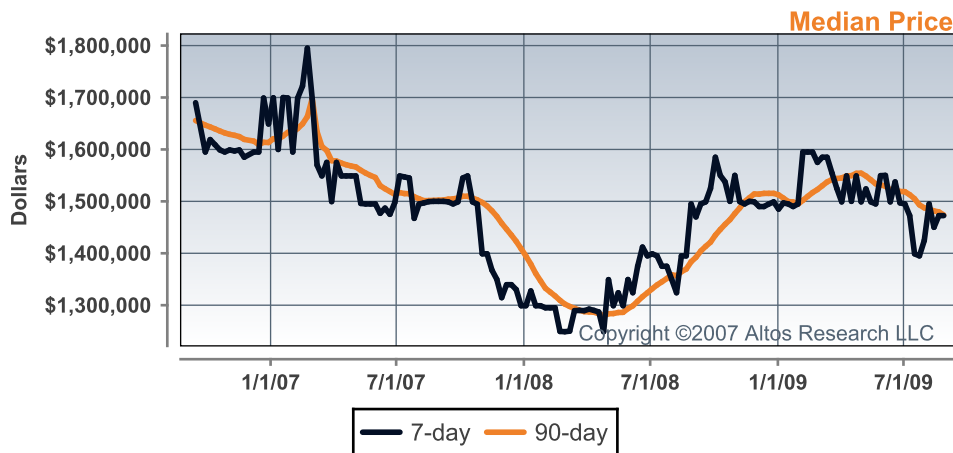
## THIS WEEK

The median single family home price in WINNETKA 60093 this week is \$1,472,500.

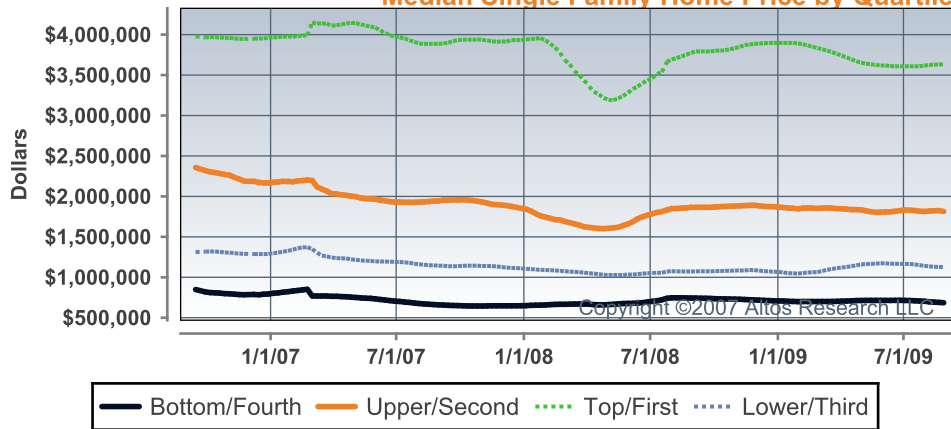
The Market Action Index has been basically flat recently, and days-on-market decreasing, there aren't strong signals for the direction of the market.

## PRICE

In this zip code this week saw relatively little price change from last week. However, we continue to demonstrate a nice up trend in general over the last several weeks.



### Median Single Family Home Price by Quartile



### PRICE PER QUARTILE

In the quartile market segments, we see while the lower-half of the market has seen negative price pressures lately, prices in the upper-half of the market have been mixed. Quartiles 3 and 4 have been in price decline in recent weeks, with Quartiles 1 and 2 remaining basically flat. Look to the Market Action Index as a leading indicator of the bottom of the market.

### Characteristics per Quartile

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### QUARTILES

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### Price per Square Foot

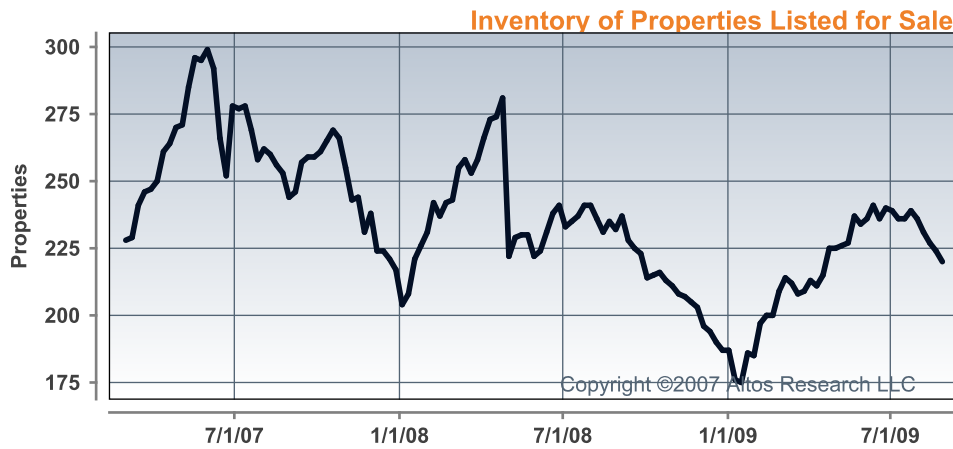


### PRICE AND VALUE

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 220 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.



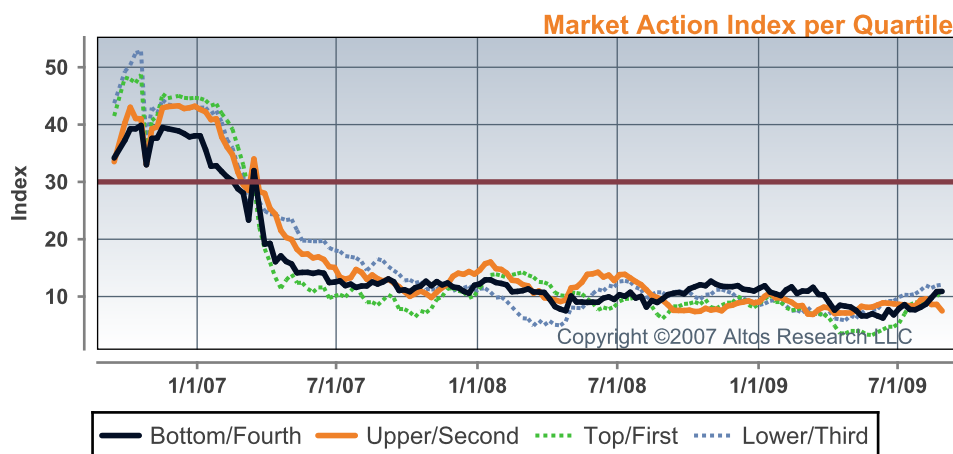
### MARKET ACTION INDEX

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### MARKET ACTION

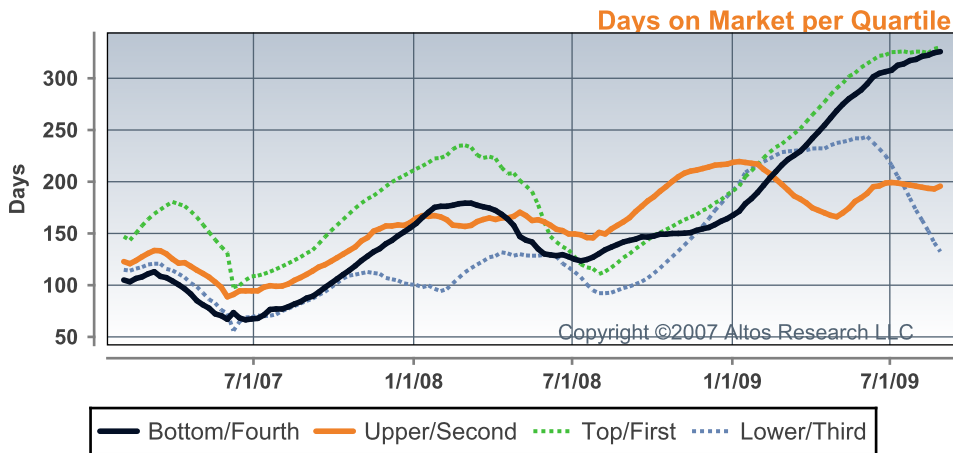
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**DAYS ON MARKET**

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**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.