

MLS Area: Lake Forest

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Price Range: All | Properties: Single Family

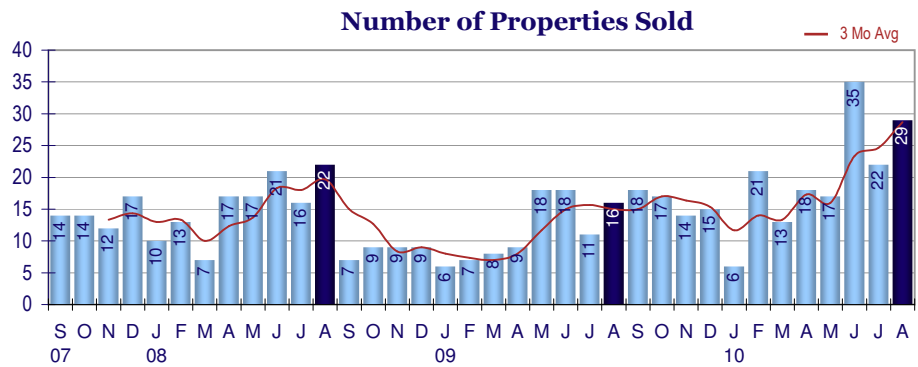
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,475,000	↑		↑				
Average List Price of all Current Listings	\$2,021,060	↔		↓				
August Median Sales Price	\$755,000	↓	↓	↓	↓	\$825,000	↓	↔
August Average Sales Price	\$961,433	↓	↔	↓	↓	\$980,104	↓	↓
Total Properties Currently for Sale (Inventory)	337	↔		↔				
August Number of Properties Sold	29	↑		↑		161	↑	
August Average Days on Market (Solds)	99	↓	↓	↓	↓	142	↓	↓
August Month's Supply of Inventory	11.6	↓	↓	↓	↓	20.3	↓	↓
August Sale Price vs List Price Ratio	84.5%	↓	↔	↓	↑	81.5%	↑	↑

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2009) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

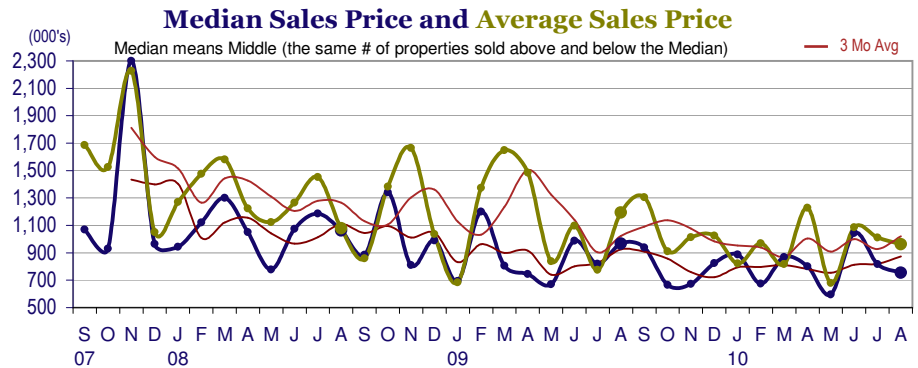
Property Sales

August Property sales were 29, up 81.3% from 16 in August of 2009 and 31.8% higher than the 22 sales last month. August 2010 sales were at their highest level compared to August of 2009 and 2008. August YTD sales of 161 are running 73.1% ahead of last year's year-to-date sales of 93.



Prices

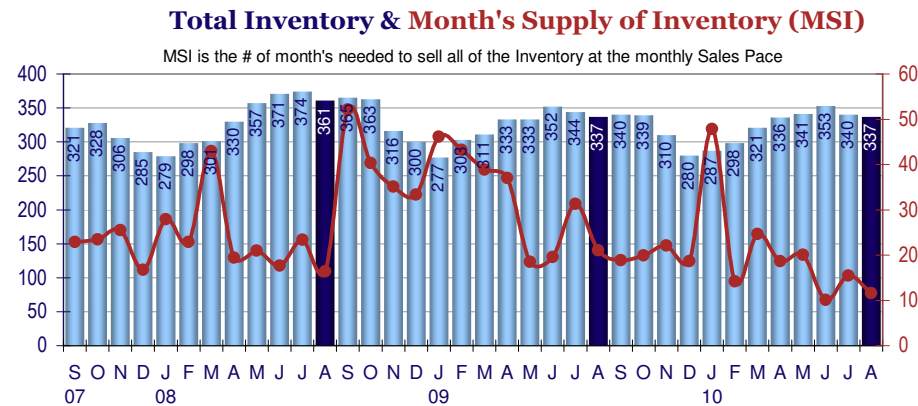
The Median Sales Price in August was \$755,000, down 22.0% from \$967,500 in August of 2009 and down 7.7% from \$818,250 last month. The Average Sales Price in August was \$961,433, down 19.4% from \$1,193,469 in August of 2009 and down 5.0% from \$1,012,182 last month. August 2010 ASP was at the lowest level compared to August of 2009 and 2008.



Inventory & MSI

The Total Inventory of Properties available for sale as of August was 337, down 0.9% from 340 last month and equal to 337 in August of last year. August 2010 Inventory was at its lowest level compared with August of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The August 2010 MSI of 11.6 months was at its lowest level compared with August of 2009 and 2008.



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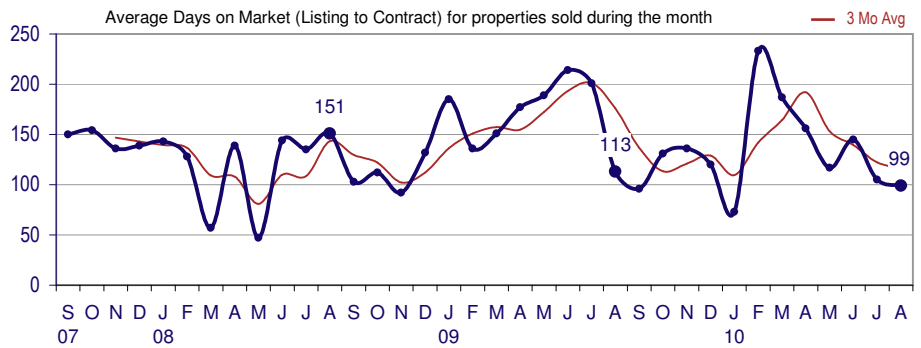


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Market Time

The average Days On Market (DOM) shows how many days the average Property 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 August was 99, down 5.7% from 105 days last month and down 12.4% from 113 days in August of last year. The August 2010 DOM was at its lowest level compared with August of 2009 and 2008.

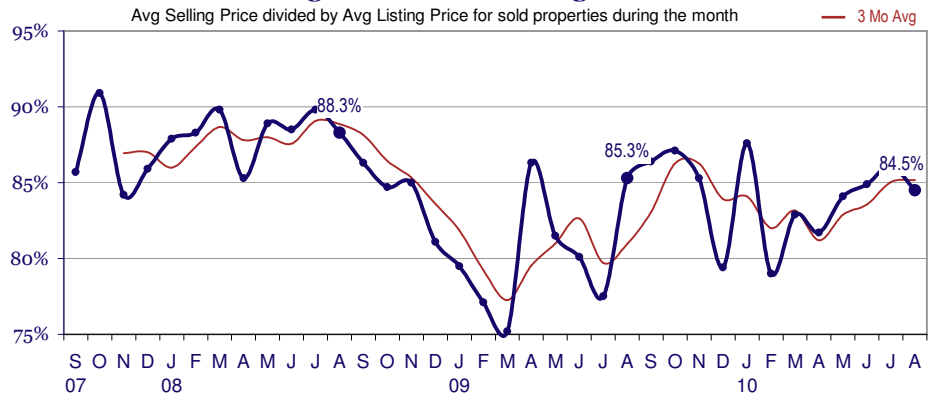
Days On Market for Sold Properties



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 August 2010 Selling Price vs Original List Price of 84.5% was down from 86.1% last month and down from 85.3% in August of last year.

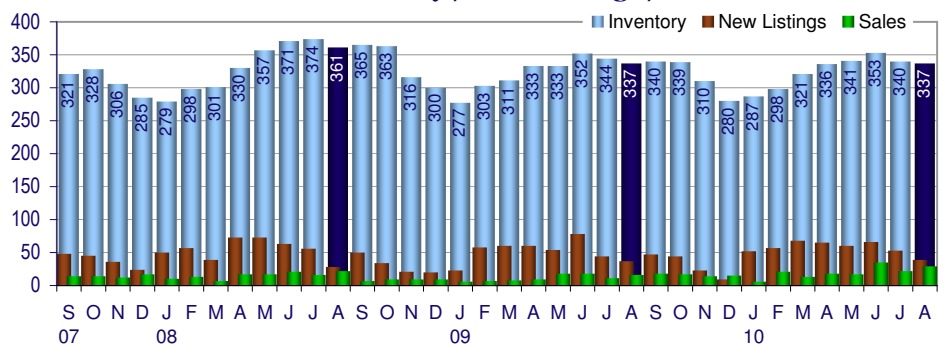
Selling Price versus Listing Price Ratio



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties 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 August 2010 was 39, down 26.4% from 53 last month and up 5.4% from 37 in August of last year.

Inventory / New Listings / Sales



Inventory / Listings / Sales

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August 2010

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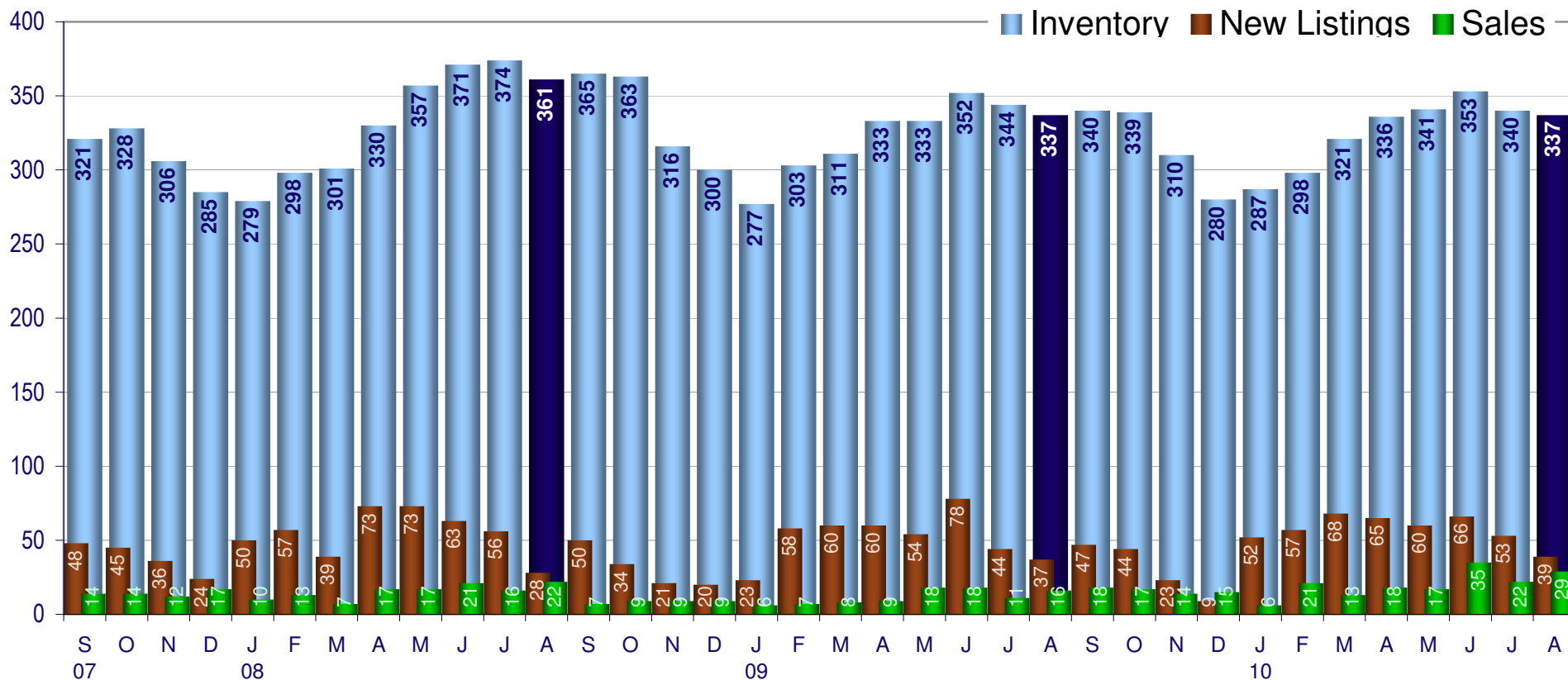


RESIDENTIAL BROKERAGE

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Inventory / New Listings / Sales

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