

## MLS Area: Highland Park



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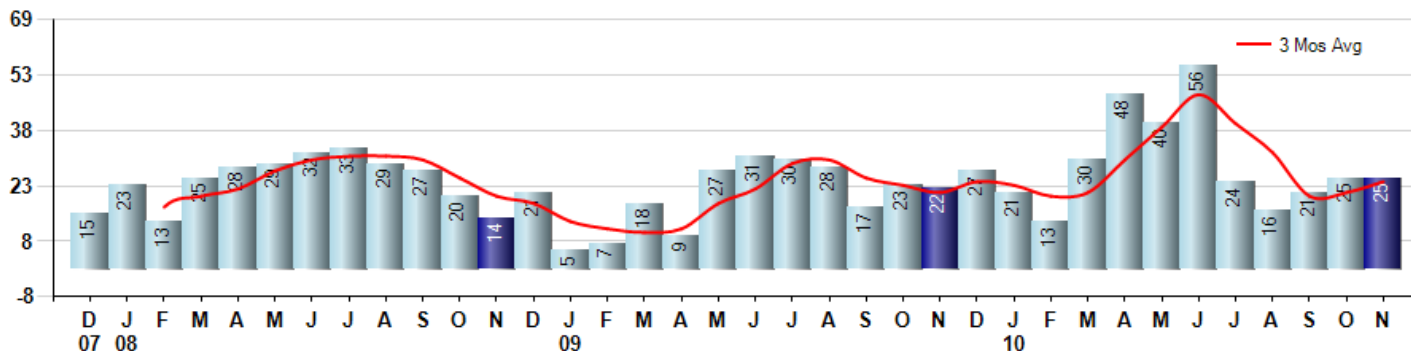
Single Family Home, Townhome, Condo | Price \$0 to \$99,999,000

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$569,900	↑		↓				
Average List Price of all Current Listings	\$934,055	↔		↔				
November Median Sales Price	\$390,000	↑	↓	↑	↓	\$425,000	↓	↓
November Average Sales Price	\$473,190	↑	↓	↑	↓	\$554,289	↔	↓
Total Properties Currently for Sale (Inventory)	352	↓		↓				
November Number of Properties Sold	25	↔		↑		319	↑	
November Average Days on Market (Solds)	109	↓	↓	↓	↓	142	↑	↑
November Month's Supply of Inventory	14.1	↓	↓	↓	↓	17.1	↓	↓
November Sale Price vs List Price Ratio	84.1%	↑	↑	↑	↑	81.4%	↑	↑

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

### Property Sales

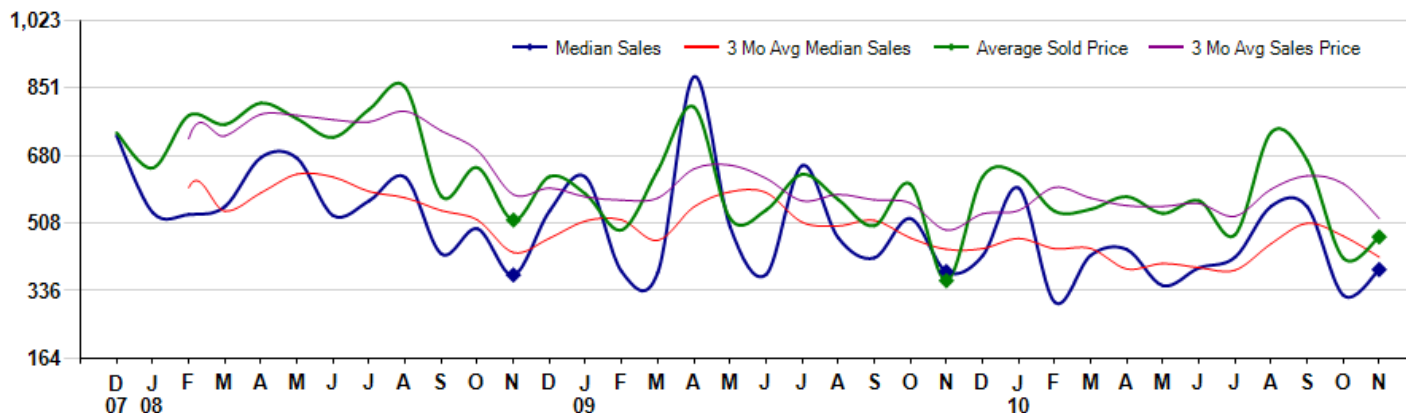
November Property sales were 25, up 13.6% from 22 in November of 2009 and equal to 0.0% 25 sales last month. November 2010 sales were at their highest level compared to November of 2009 and 2008. November YTD sales of 319 are running 47.0% ahead of last year's year-to-date sales of 217.



### Prices

The Median Sales Price in November was \$390,000, up 1.3% from \$385,000 in November of 2009 and up 20.0% from \$325,000 last month. The Average Sales Price in November was \$473,190, up 30.8% from \$361,886 in November of 2009 and up 12.8% from \$419,480 last month. November 2010 ASP was at a mid range compared to November of 2009 and 2008.

Median means Middle (the same # of properties sold above and below Median) (000's)



Based on information from Midwest Real Estate Data LLC for the period 12/1/2007 through 11/30/2010. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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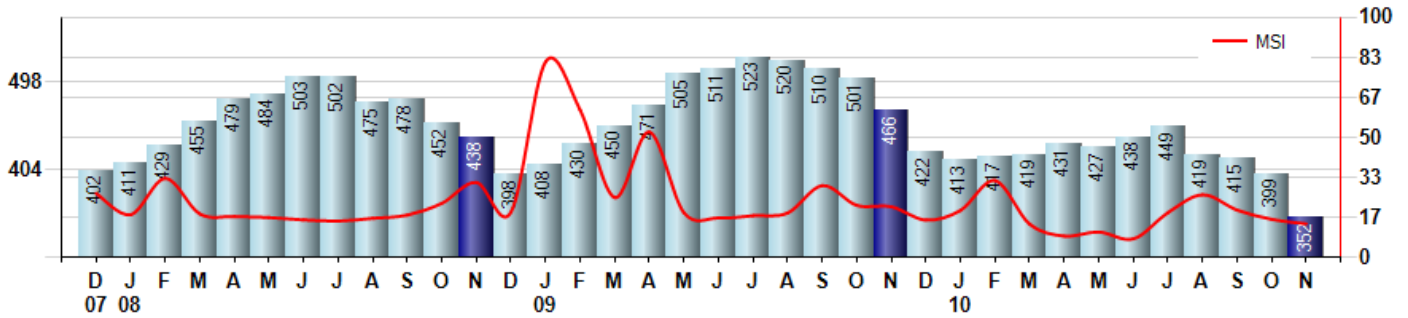
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### Inventory & MSI

The Total Inventory of Properties available for sale as of November was 352, down -11.8% from 399 last month and down -24.5% from 466 in November of last year. November 2010 Inventory was at the lowest level compared to November of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The November 2010 MSI of 14.1 months was at its lowest level compared with November of 2009 and 2008.

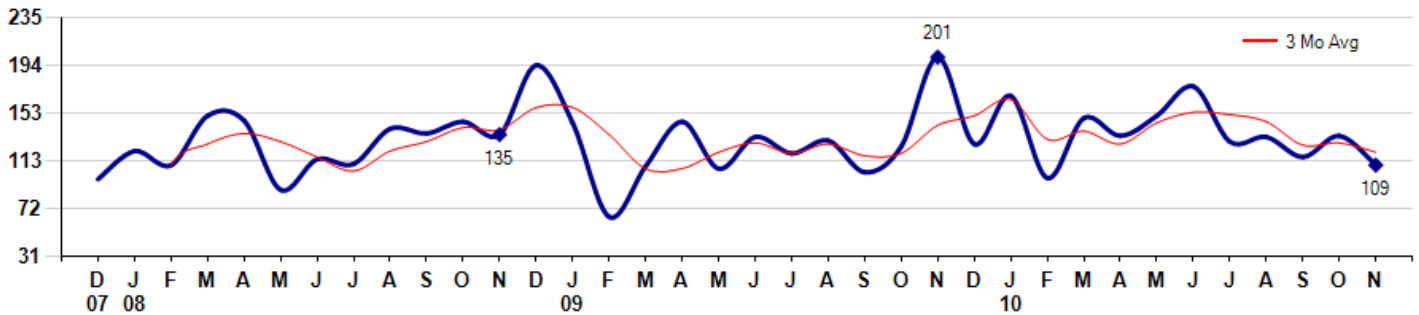
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 November was 109, down -18.7% from 134 days last month and down -45.8% from 201 days in November of last year. The November 2010 DOM was at its lowest level compared with November of 2009 and 2008.

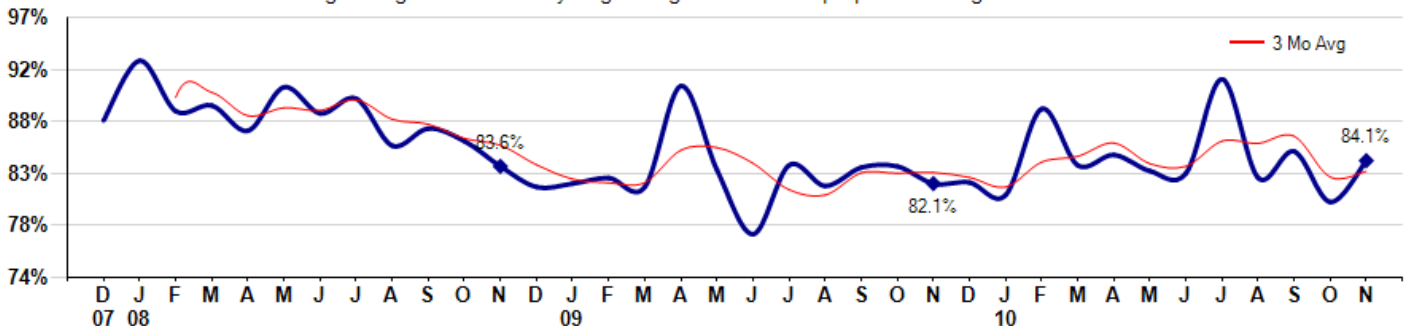
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 November 2010 Selling Price vs Original List Price of 84.1% was up from 80.5% last month and up from 82.1% in November of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



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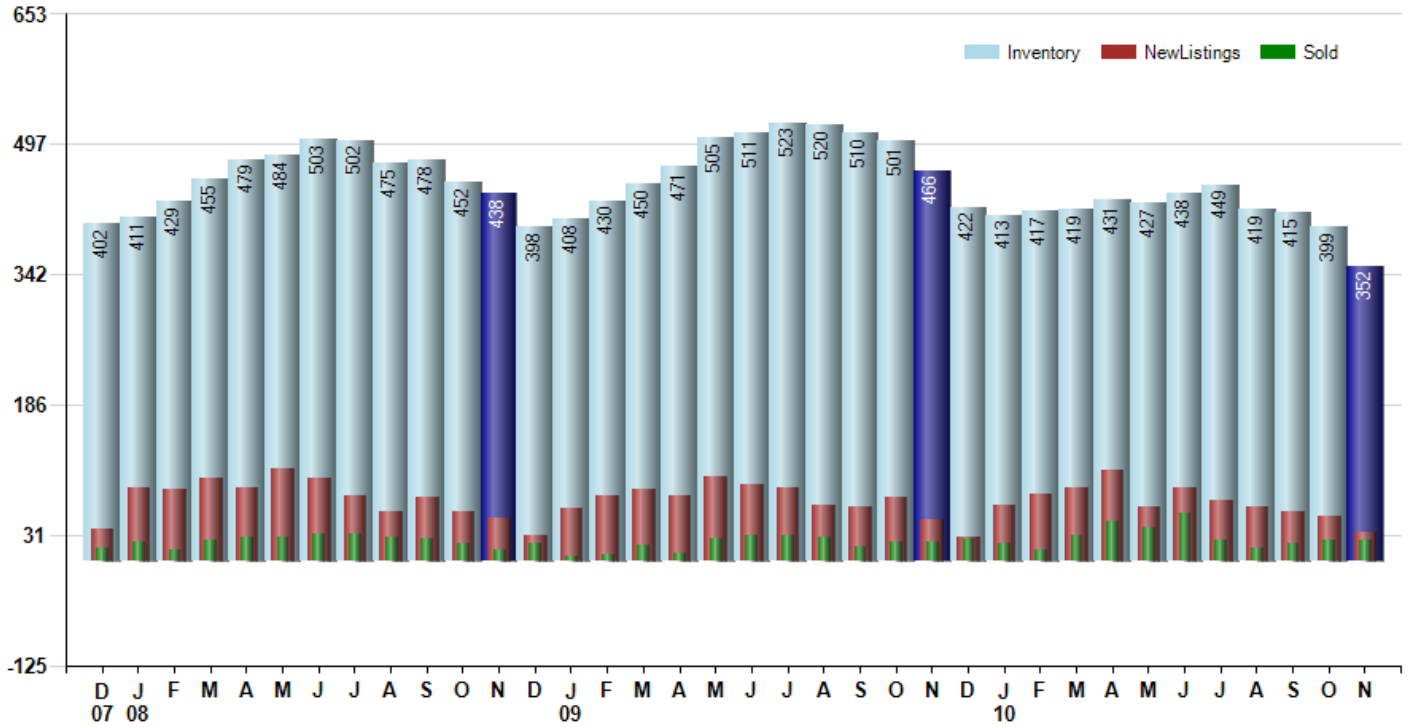
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### Inventory / New Listings / Sales

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 November 2010 was 35, down -34.0% from 53 last month and down -30.0% from 50 in November of last year.



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# MARKET ACTION REPORT

November 2010

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	D 07	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N
Homes Sold	15	23	13	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	30	28	17	23	22	27	21	13	30	48	40	56	24	16	21	25	25
3 Mo. Roll Avg			17	20	22	27	30	31	31	30	25	20	18	13	11	10	11	18	22	29	30	25	23	21	24	23	20	21	30	39	48	40	32	20	21	24

	(000's) D 07	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N
Median Sale Price	730	535	530	550	675	673	528	565	625	430	494	377	539	625	385	383	880	500	378	654	471	420	520	385	425	598	308	426	441	349	395	422	551	550	325	390
3 Mo. Roll Avg			598	538	585	633	625	589	572	540	516	433	470	514	516	464	549	588	586	511	501	515	470	442	443	469	443	444	392	406	395	388	456	508	475	422

	D 07	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N
Inventory	402	411	429	455	479	484	503	502	475	478	452	438	398	408	430	450	471	505	511	523	520	510	501	466	422	413	417	419	431	427	438	449	419	415	399	352
MSI	27	18	33	18	17	17	16	15	16	18	23	31	19	82	61	25	52	19	16	17	19	30	22	21	16	20	32	14	9	11	8	19	26	20	16	14

	D 07	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N
Days On Market	97	121	109	151	147	88	114	110	140	136	146	135	194	145	65	108	146	106	133	119	130	103	125	201	127	168	98	149	134	151	176	129	133	116	134	109
3 Mo. Roll Avg			109	127	136	129	116	104	121	129	141	139	158	158	135	106	106	120	128	119	127	117	119	143	151	165	131	138	127	145	154	152	146	126	128	120

	D 07	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N
Price per Sq Ft	212	242	397	246	222	275	211	258	231	201	237	190	283	214	205	254	278	268	213	215	206	180	184	173	193	194	224	189	198	175	171	202	170	232	160	158
3 Mo. Roll Avg			284	295	288	248	236	248	233	230	223	209	237	229	234	224	246	267	253	232	211	200	190	179	183	187	204	202	204	187	181	183	181	201	187	183

	D 07	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N
Sale to List Price	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	0.835	0.836	0.821	0.822	0.811	0.886	0.837	0.846	0.832	0.830	0.912	0.826	0.849	0.805	0.841
3 Mo. Roll Avg			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	0.830	0.830	0.831	0.826	0.818	0.840	0.845	0.856	0.838	0.836	0.858	0.856	0.862	0.827	0.832

	D 07	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N
New Listings	37	87	85	98	87	110	99	78	59	75	59	51	31	62	78	85	78	100	91	88	66	65	76	50	29	67	79	88	109	64	88	73	65	59	53	35
Inventory	402	411	429	455	479	484	503	502	475	478	452	438	398	408	430	450	471	505	511	523	520	510	501	466	422	413	417	419	431	427	438	449	419	415	399	352
Sales	15	23	13	25	28	29	32	33	29	27	20	14	21	5	7	18	9	27	31	30	28	17	23	22	27	21	13	30	48	40	56	24	16	21	25	25

	(000's) D 07	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N
Avg Sale Price	738	648	782	759	813	773	726	797	854	576	649	516	627	582	491	642	804	521	541	632	568	501	608	362	625	633	538	543	575	533	565	479	739	667	419	473
3 Mo. Roll Avg			723	730	785	782	771	765	792	742	693	581	597	575	566	572	646	656	622	565	581	567	559	490	532	540	599	572	552	551	558	526	594	628	608	520

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