

## MLS Area: Evanston



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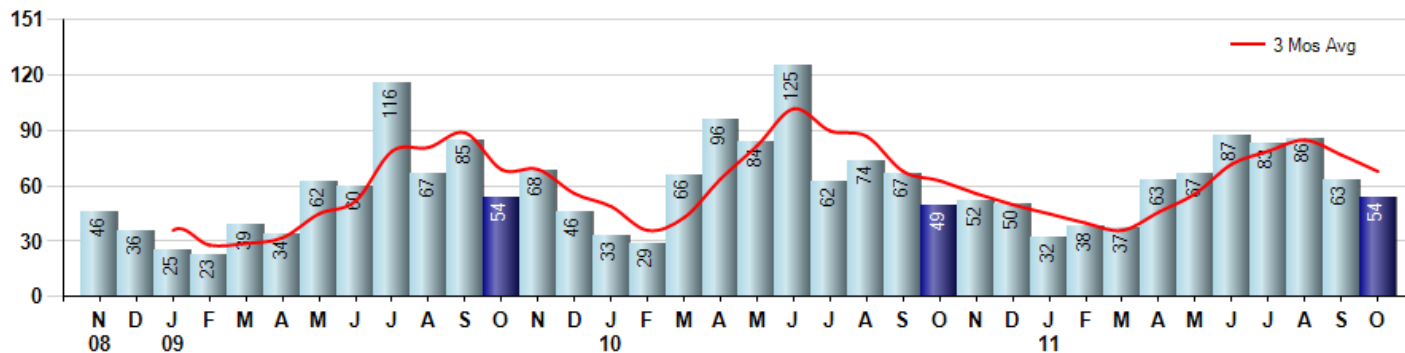
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

| Market Profile & Trends Overview                | Month     | Trending Versus*: |     |     |    | YTD       | Trending Versus*: |           |
|---|-----------|-------------------|-----|-----|----|-----------|-------------------|-----------|
|   |           | LM                | L3M | PYM | LY |           | PriorYTD          | PriorYear |
| Median List Price of all Current Listings       | \$275,000 | ↔                 |     | ↔   |    |           |                   |           |
| Average List Price of all Current Listings      | \$417,643 | ↑                 |     | ↔   |    |           |                   |           |
| October Median Sales Price                      | \$325,000 | ↓                 | ↑   | ↑   | ↑  | \$293,500 | ↓                 | ↓         |
| October Average Sales Price                     | \$369,142 | ↓                 | ↔   | ↓   | ↔  | \$369,216 | ↓                 | ↔         |
| Total Properties Currently for Sale (Inventory) | 558       | ↓                 |     | ↓   |    |           |                   |           |
| October Number of Properties Sold               | 54        | ↓                 |     | ↑   |    | 610       | ↓                 |           |
| October Average Days on Market (Solds)          | 86        | ↓                 | ↓   | ↓   | ↓  | 88        | ↓                 | ↓         |
| October Month's Supply of Inventory             | 10.3      | ↑                 | ↑   | ↓   | ↓  | 12.2      | ↓                 | ↓         |
| October Sale Price vs List Price Ratio          | 88.6%     | ↓                 | ↓   | ↑   | ↓  | 90.0%     | ↔                 | ↑         |

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

### Property Sales

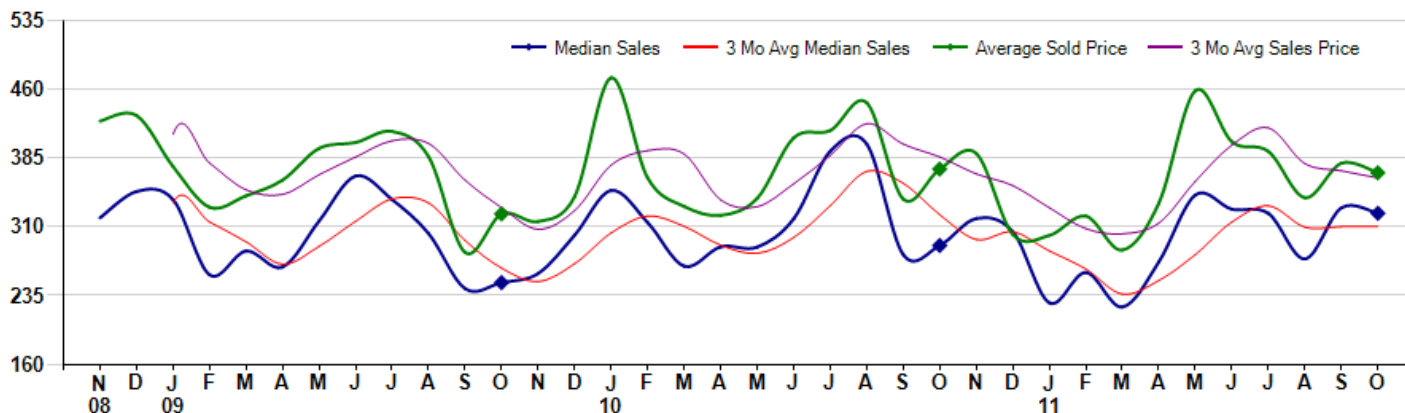
October Property sales were 54, up 10.2% from 49 in October of 2010 and -14.3% lower than the 63 sales last month. October 2011 sales were at a mid level compared to October of 2010 and 2009. October YTD sales of 610 are running -10.9% behind last year's year-to-date sales of 685.



### Prices

The Median Sales Price in October was \$325,000, up 12.1% from \$290,000 in October of 2010 and down -1.8% from \$331,000 last month. The Average Sales Price in October was \$369,142, down -1.1% from \$373,192 in October of 2010 and down -2.8% from \$379,610 last month. October 2011 ASP was at a mid range compared to October of 2010 and 2009.

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



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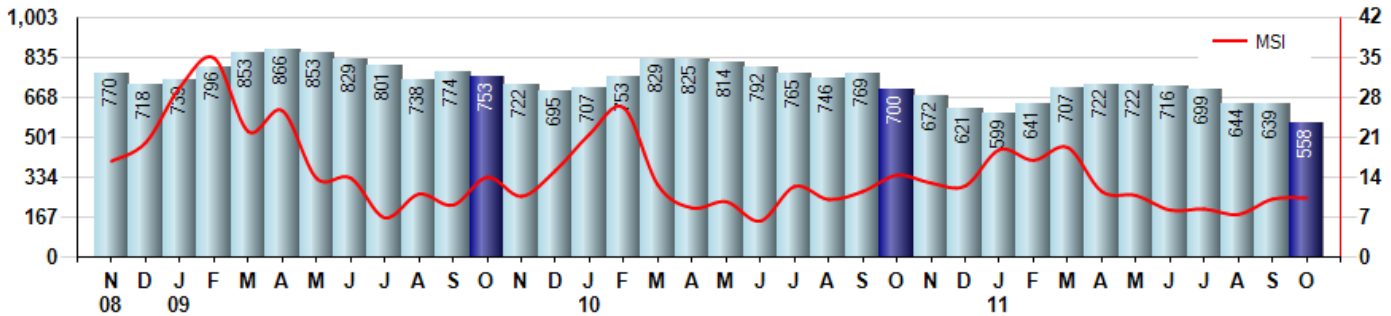
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### Inventory & MSI

The Total Inventory of Properties available for sale as of October was 558, down -12.7% from 639 last month and down -20.3% from 700 in October of last year. October 2011 Inventory was at the lowest level compared to October of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2011 MSI of 10.3 months was at its lowest level compared with October of 2010 and 2009.

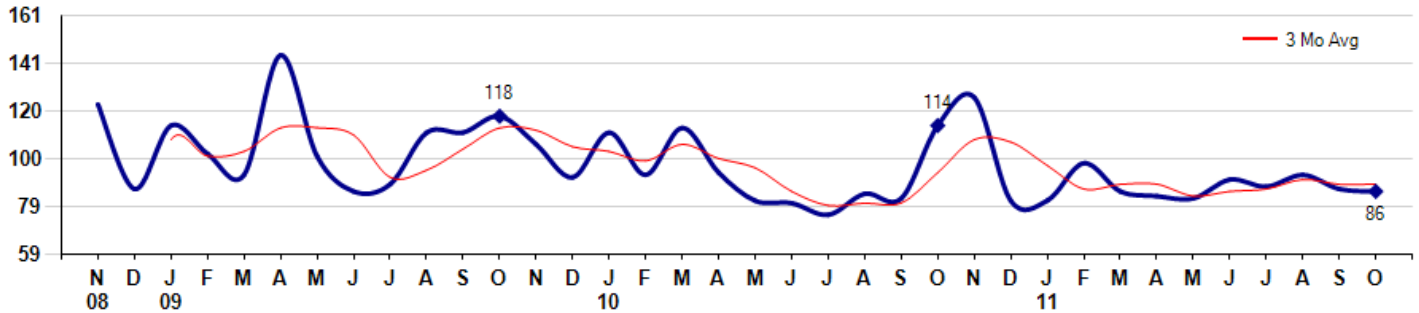
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 October was 86, down -1.1% from 87 days last month and down -24.6% from 114 days in October of last year. The October 2011 DOM was at its lowest level compared with October of 2010 and 2009.

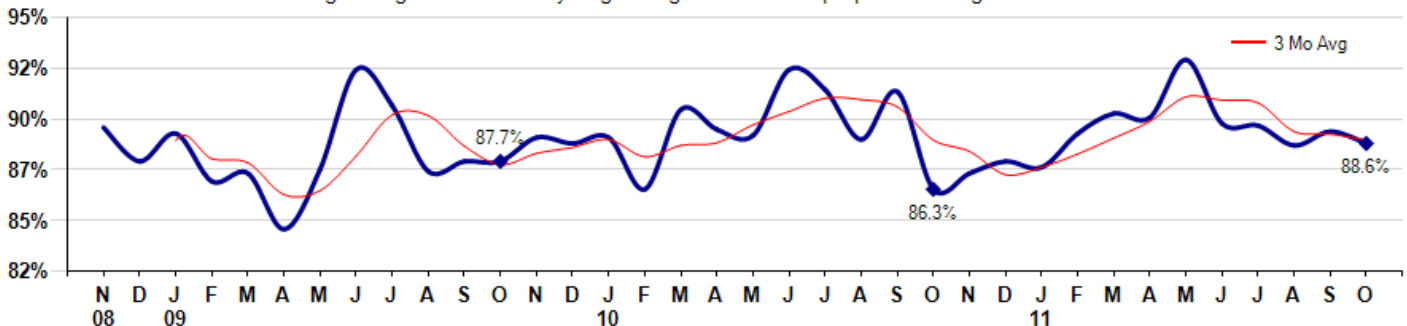
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 October 2011 Selling Price vs Original List Price of 88.6% was down from 89.2% last month and up from 86.3% in October of last year.

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



Based on information from Midwest Real Estate Data LLC for the period 11/1/2008 through 10/31/2011. 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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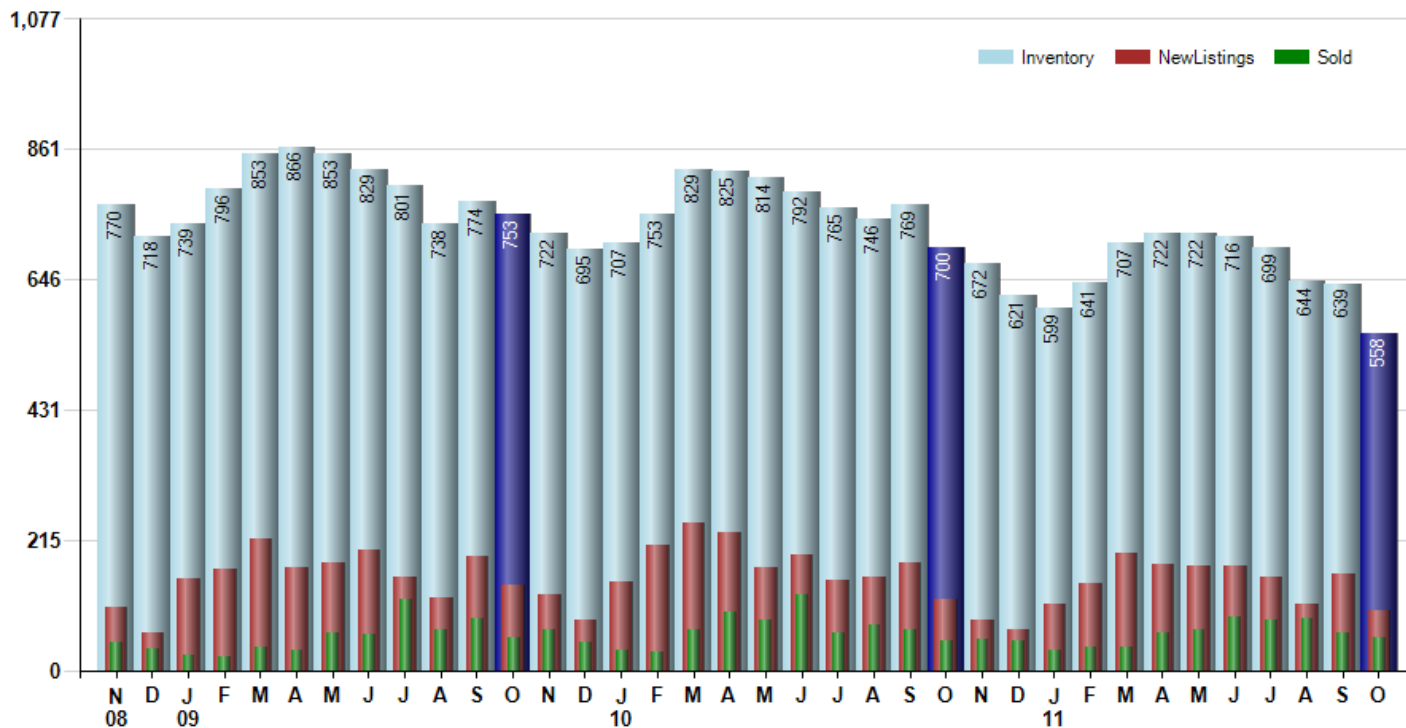
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### Inventory / New Listings / Sales

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 October 2011 was 99, down -37.3% from 158 last month and down -14.7% from 116 in October of last year.



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# MARKET ACTION REPORT

October 2011

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|                | N 08 | 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  | D  | J 11 | F  | M  | A  | M  | J  | J  | A  | S  | O  |
|----------------|------|----|------|----|----|----|----|----|-----|----|----|----|----|----|------|----|----|----|----|-----|----|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|
| Homes Sold     | 46   | 36 | 25   | 23 | 39 | 34 | 62 | 60 | 116 | 67 | 85 | 54 | 68 | 46 | 33   | 29 | 66 | 96 | 84 | 125 | 62 | 74 | 67 | 49 | 52 | 50 | 32   | 38 | 37 | 63 | 67 | 87 | 83 | 86 | 63 | 54 |
| 3 Mo. Roll Avg |      |    | 36   | 28 | 29 | 32 | 45 | 52 | 79  | 81 | 89 | 69 | 69 | 56 | 49   | 36 | 43 | 64 | 82 | 102 | 90 | 87 | 68 | 63 | 56 | 50 | 45   | 40 | 36 | 46 | 56 | 72 | 79 | 85 | 77 | 68 |

|                   | (000's) N 08 | 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   | D   | J 11 | F   | M   | A   | M   | J   | J   | A   | S   | O   |
|-------------------|--------------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Median Sale Price | 320          | 349 | 340  | 258 | 284 | 267 | 317 | 366 | 340 | 303 | 243 | 250 | 260 | 301 | 350  | 315 | 267 | 289 | 288 | 319 | 393 | 401 | 280 | 290 | 319 | 305 | 228  | 261 | 223 | 272 | 345 | 330 | 325 | 275 | 331 | 325 |
| 3 Mo. Roll Avg    |              |     | 336  | 316 | 294 | 270 | 289 | 316 | 341 | 336 | 295 | 265 | 251 | 270 | 304  | 322 | 311 | 290 | 281 | 299 | 333 | 371 | 358 | 324 | 296 | 305 | 284  | 264 | 237 | 252 | 280 | 316 | 333 | 310 | 310 | 310 |

|           | N 08 | 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   | D   | J 11 | F   | M   | A   | M   | J   | J   | A   | S   | O   |
|-----------|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Inventory | 770  | 718 | 739  | 796 | 853 | 866 | 853 | 829 | 801 | 738 | 774 | 753 | 722 | 695 | 707  | 753 | 829 | 825 | 814 | 792 | 765 | 746 | 769 | 700 | 672 | 621 | 599  | 641 | 707 | 722 | 722 | 716 | 699 | 644 | 639 | 558 |
| MSI       | 17   | 20  | 30   | 35  | 22  | 25  | 14  | 14  | 7   | 11  | 9   | 14  | 11  | 15  | 21   | 26  | 13  | 9   | 10  | 6   | 12  | 10  | 11  | 14  | 13  | 12  | 19   | 17  | 19  | 11  | 11  | 8   | 8   | 7   | 10  | 10  |

|                | N 08 | 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   | D   | J 11 | F  | M  | A  | M  | J  | J  | A  | S  | O  |
|----------------|------|----|------|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|------|----|-----|-----|----|----|----|----|----|-----|-----|-----|------|----|----|----|----|----|----|----|----|----|
| Days On Market | 123  | 87 | 114  | 102 | 93  | 144 | 101 | 86  | 89 | 111 | 111 | 118 | 106 | 92  | 111  | 93 | 113 | 94  | 82 | 81 | 76 | 85 | 83 | 114 | 126 | 82  | 82   | 98 | 86 | 84 | 83 | 91 | 88 | 93 | 87 | 86 |
| 3 Mo. Roll Avg |      |    | 108  | 101 | 103 | 113 | 113 | 110 | 92 | 95  | 104 | 113 | 112 | 105 | 103  | 99 | 106 | 100 | 96 | 86 | 80 | 81 | 81 | 94  | 108 | 107 | 97   | 87 | 89 | 89 | 84 | 86 | 87 | 91 | 89 | 89 |

|                 | N 08 | 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   | D   | J 11 | F   | M   | A   | M   | J   | J   | A   | S   | O   |
|-----------------|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Price per Sq Ft | 230  | 219 | 263  | 205 | 195 | 222 | 217 | 206 | 211 | 225 | 173 | 252 | 298 | 233 | 238  | 199 | 206 | 208 | 193 | 220 | 219 | 204 | 211 | 222 | 180 | 150 | 177  | 136 | 174 | 195 | 209 | 206 | 196 | 195 | 201 | 166 |
| 3 Mo. Roll Avg  |      |     | 237  | 229 | 221 | 207 | 211 | 215 | 211 | 214 | 203 | 217 | 241 | 261 | 256  | 223 | 214 | 204 | 202 | 207 | 211 | 214 | 211 | 212 | 204 | 184 | 169  | 154 | 162 | 168 | 193 | 203 | 204 | 199 | 197 | 187 |

|                    | N 08  | 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     | D     | J 11  | F     | M     | A     | M     | J     | J     | A     | S     | O     |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Sale to List Price | 0.894 | 0.877 | 0.891 | 0.867 | 0.871 | 0.843 | 0.873 | 0.923 | 0.905 | 0.872 | 0.877 | 0.877 | 0.889 | 0.886 | 0.889 | 0.863 | 0.903 | 0.893 | 0.890 | 0.923 | 0.913 | 0.888 | 0.912 | 0.863 | 0.871 | 0.877 | 0.874 | 0.891 | 0.901 | 0.899 | 0.928 | 0.896 | 0.895 | 0.885 | 0.892 | 0.886 |
| 3 Mo. Roll Avg     |       |       | 0.887 | 0.878 | 0.876 | 0.860 | 0.862 | 0.880 | 0.900 | 0.900 | 0.885 | 0.875 | 0.881 | 0.884 | 0.888 | 0.879 | 0.885 | 0.886 | 0.895 | 0.902 | 0.909 | 0.908 | 0.904 | 0.888 | 0.882 | 0.870 | 0.874 | 0.881 | 0.889 | 0.897 | 0.909 | 0.908 | 0.906 | 0.892 | 0.891 | 0.888 |

|              | N 08 | 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   | D   | J 11 | F   | M   | A   | M   | J   | J   | A   | S   | O   |
|--------------|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| New Listings | 104  | 62  | 152  | 166 | 216 | 171 | 178 | 200 | 155 | 119 | 189 | 142 | 126 | 83  | 146  | 207 | 244 | 228 | 171 | 190 | 150 | 153 | 177 | 116 | 83  | 67  | 110  | 143 | 193 | 174 | 172 | 172 | 154 | 109 | 158 | 99  |
| Inventory    | 770  | 718 | 739  | 796 | 853 | 866 | 853 | 829 | 801 | 738 | 774 | 753 | 722 | 695 | 707  | 753 | 829 | 825 | 814 | 792 | 765 | 746 | 769 | 700 | 672 | 621 | 599  | 641 | 707 | 722 | 722 | 716 | 699 | 644 | 639 | 558 |
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|                | (000's) N 08 | 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   | D   | J 11 | F   | M   | A   | M   | J   | J   | A   | S   | O   |
|----------------|--------------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Avg Sale Price | 426          | 432 | 376  | 332 | 344 | 361 | 396 | 402 | 414 | 387 | 282 | 324 | 316 | 343 | 473  | 364 | 332 | 323 | 341 | 407 | 415 | 445 | 341 | 373 | 390 | 302 | 301  | 322 | 285 | 336 | 459 | 403 | 393 | 342 | 380 | 369 |
| 3 Mo. Roll Avg |              |     | 411  | 380 | 351 | 346 | 367 | 386 | 404 | 401 | 361 | 331 | 308 | 328 | 377  | 393 | 390 | 340 | 332 | 357 | 388 | 423 | 400 | 386 | 368 | 355 | 331  | 308 | 303 | 314 | 360 | 399 | 418 | 379 | 371 | 364 |

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