

MLS Area: Highland Park

**ART WILSON**  
 BROKER ASSOCIATE  
 847-363-1599  
 WWW.NorthShoreHomesOnline.com  
 ART.WILSON@CBEXCHANGE.COM



Price Range: All | Properties: Single Family - Condo - TwnHm

## Market Profile & Trends Overview

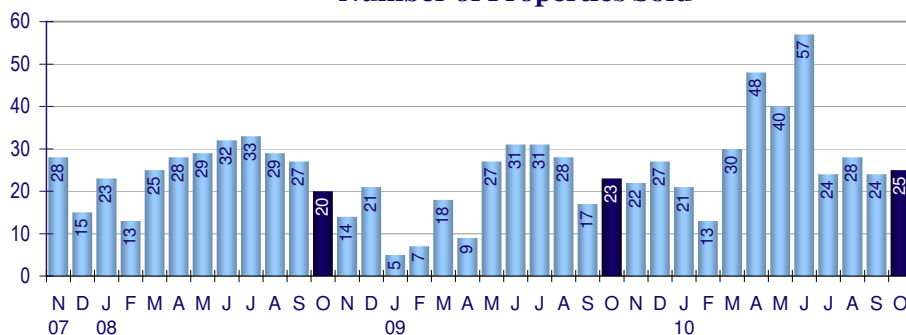
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$559,000	↑		↓				
Average List Price of all Current Listings	\$932,050	↔		↑				
October Median Sales Price	\$325,000	↓	↓	↓	↓	\$425,000	↓	↓
October Average Sales Price	\$419,480	↓	↓	↓	↓	\$562,667	↓	↓
Total Properties Currently for Sale (Inventory)	413	↓		↓				
October Number of Properties Sold	25	↑		↑		310	↑	
October Average Days on Market (Solds)	134	↑	↑	↑	↑	143	↑	↑
Asking Price per Square Foot (based on New Listings)	\$219	↓	↓	↓	↓	\$315	↑	↓
October Sold Price per Square Foot	\$160	↓	↓	↓	↓	\$187	↓	↓
October Month's Supply of Inventory	16.5	↓	↓	↓	↓	16.6	↓	↓
October Sale Price vs List Price Ratio	80.5%	↓	↓	↓	↔	81.4%	↑	↑

\* 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

October Property sales were 25, up 8.7% from 23 in October of 2009 and 4.2% higher than the 24 sales last month. October 2010 sales were at their highest level compared to October of 2009 and 2008. October YTD sales of 310 are running 58.2% ahead of last year's year-to-date sales of 196.

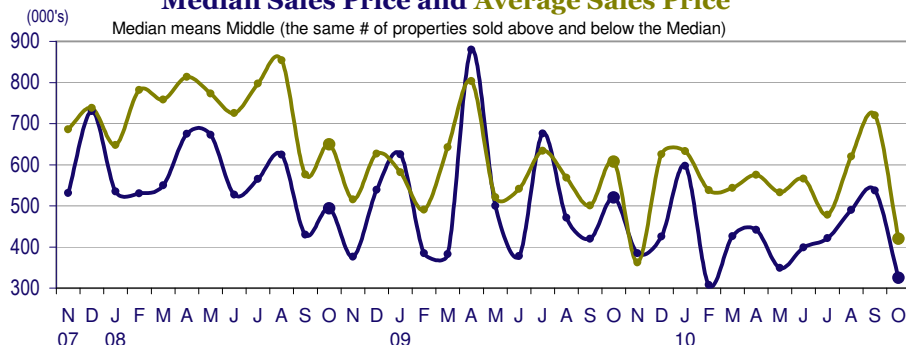
## Number of Properties Sold



## Prices

The Median Sales Price in October was \$325,000, down 37.5% from \$520,000 in October of 2009 and down 39.5% from \$537,500 last month. The Average Sales Price in October was \$419,480, down 31.0% from \$607,619 in October of 2009 and down 41.8% from \$720,615 last month. October 2010 ASP was at the lowest level compared to October of 2009 and 2008.

## Median Sales Price and Average Sales Price



## Inventory & MSI

The Total Inventory of Properties available for sale as of October was 413, down 4.4% from 432 last month and down 18.7% from 508 in October of last year. October 2010 Inventory was at its lowest level compared with October of 2009 and 2008.

## Total Inventory & Month's Supply of Inventory (MSI)



A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2010 MSI of 16.5 months was at its lowest level compared with October of 2009 and 2008.

*MLS Area: Highland Park*

**ART WILSON**  
 BROKER ASSOCIATE  
 847-363-1599  
 WWW.NorthShoreHomesOnline.com  
 ART.WILSON@CBEXCHANGE.COM

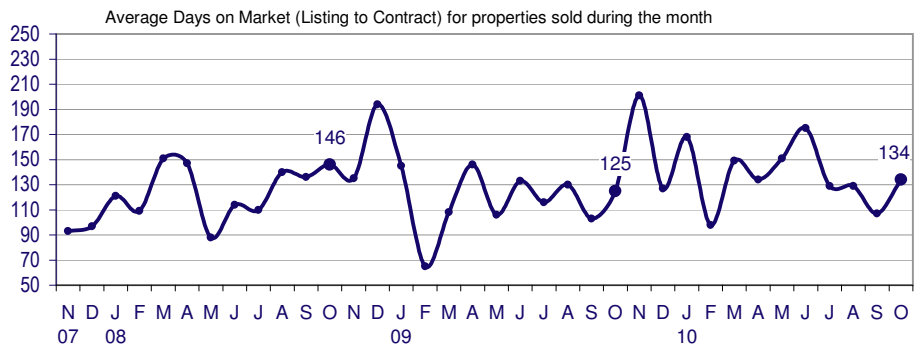


Price Range: All | Properties: Single Family - Condo - TwnHm

## 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 134, up 25.2% from 107 days last month and up 7.2% from 125 days in October of last year. The October 2010 DOM was at a mid level compared with October of 2009 and 2008.

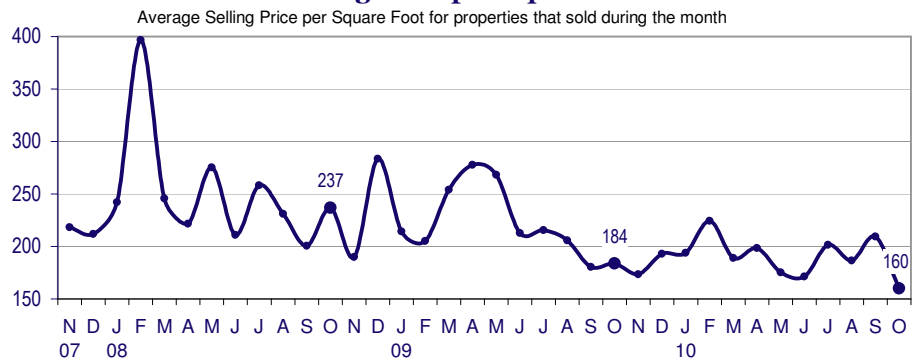
## Days On Market for Sold Properties



## Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The October 2010 Selling Price per Square Foot of \$160 was down 23.6% from \$210 last month and down 13.0% from 184 in October of last year.

## Selling Price per Square Foot



## 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 2010 Selling Price vs Original List Price of 80.5% was down from 85.5% last month and down from 83.6% in October of last year.

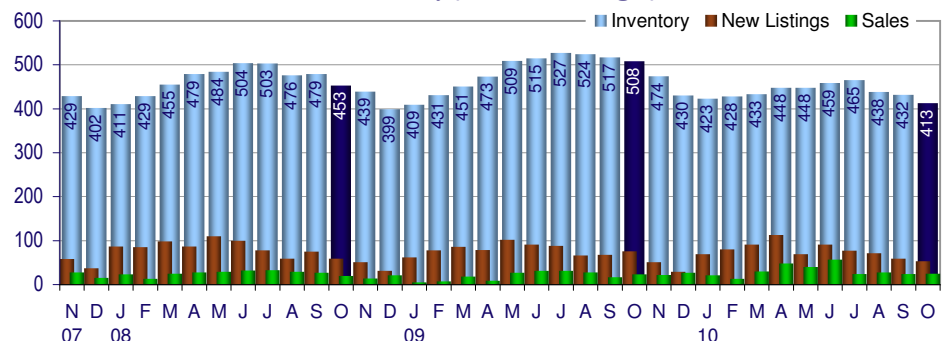
## Selling Price versus Listing Price Ratio



## 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 October 2010 was 53, down 10.2% from 59 last month and down 30.3% from 76 in October of last year.

## Inventory / New Listings / Sales



# Inventory / Listings / Sales

MLS Area: Highland Park

October 2010

**ART WILSON**

BROKER ASSOCIATE

847-363-1599

WWW.NorthShoreHomesOnline.com

ART.WILSON@CBEXCHANGE.COM

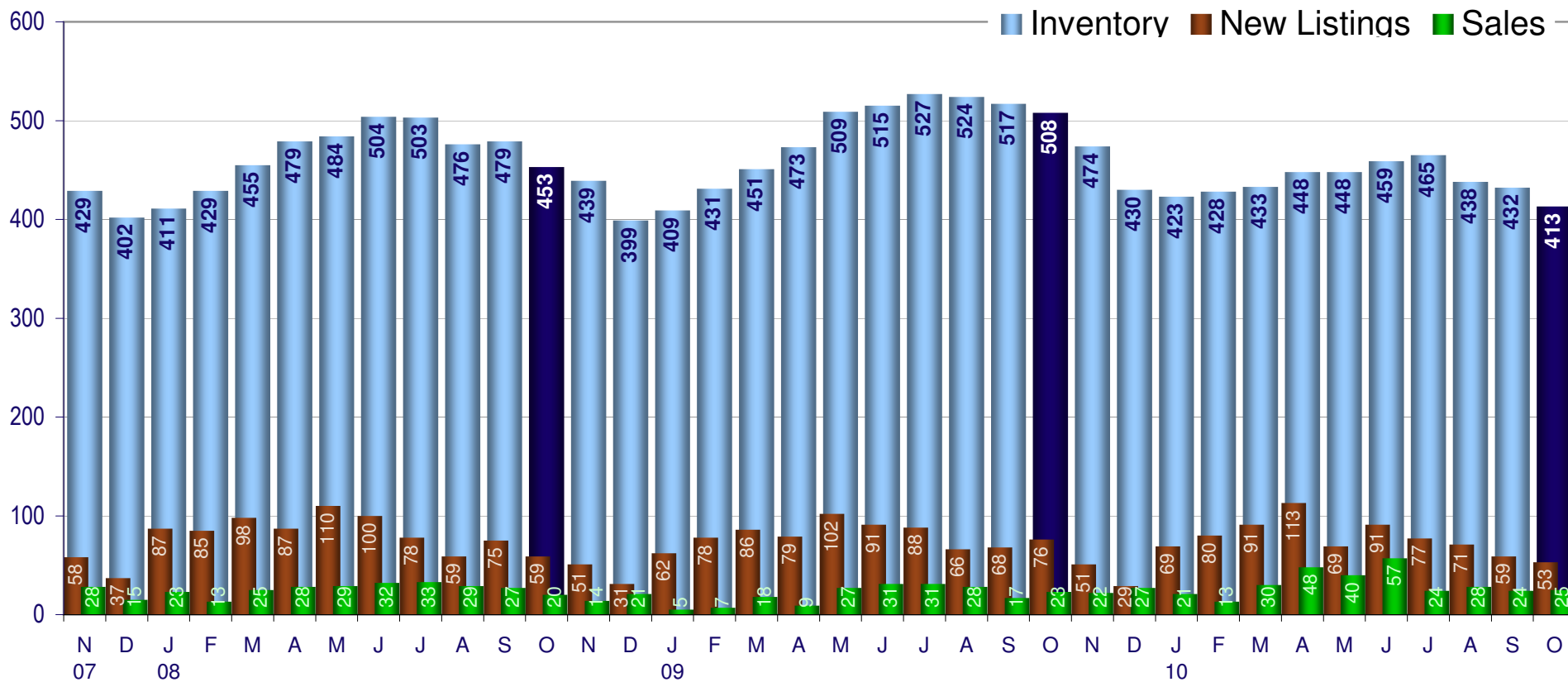


RESIDENTIAL BROKERAGE

Price Range: All | Properties: Single Family - Condo - TwnHm

## 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 2010 was 53, down 10.2% from 59 last month and down 30.3% from 76 in October of last year.



Copyright © Coldwell Banker Residential Brokerage | Price Range: All | Property Types: Single Family - Condo - TwnHm

Data is provided courtesy of Midwest Real Estate Data, LLC, MetroMLS and may not reflect all relevant real estate activity. Coldwell Banker Residential Brokerage does not warrant or guarantee the accuracy of this information. It is the responsibility of any buyer or seller to verify any and all information relevant to such consumer's real estate transaction.