

MLS Area: *Winnetka*

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

## Market Profile & Trends Overview

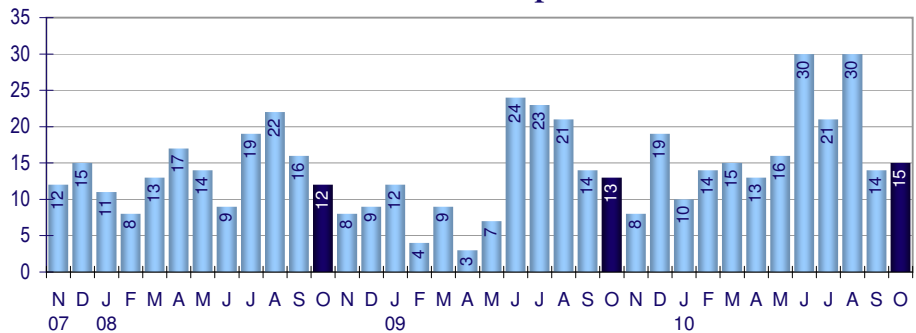
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,399,000	↔		↑				
Average List Price of all Current Listings	\$1,856,279	↓		↔				
October Median Sales Price	\$950,000	↓	↓	↓	\$1,085,000	↑	↑	
October Average Sales Price	\$1,289,333	↑	↓	↓	\$1,283,400	↓	↓	
Total Properties Currently for Sale (Inventory)	216	↓		↓				
October Number of Properties Sold	15	↑		↑	178	↑		
October Average Days on Market (Solds)	182	↑	↑	↑	127	↑	↑	
Asking Price per Square Foot (based on New Listings)	\$392	↑	↑	↓	\$360	↓	↓	
October Sold Price per Square Foot	\$282	↓	↓	↓	\$314	↓	↓	
October Month's Supply of Inventory	14.4	↓	↑	↓	14.2	↓	↓	
October Sale Price vs List Price Ratio	84.5%	↓	↓	↓	85.7%	↑	↑	

\* 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 15, up 15.4% from 13 in October of 2009 and 7.1% higher than the 14 sales last month. October 2010 sales were at their highest level compared to October of 2009 and 2008. October YTD sales of 178 are running 36.9% ahead of last year's year-to-date sales of 130.

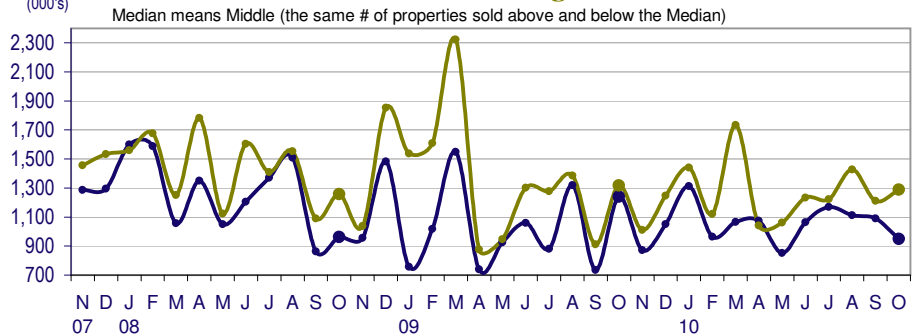
## Number of Properties Sold



## Prices

The Median Sales Price in October was \$950,000, down 23.4% from \$1,240,000 in October of 2009 and down 12.8% from \$1,090,000 last month. The Average Sales Price in October was \$1,289,333, down 2.1% from \$1,317,342 in October of 2009 and up 6.3% from \$1,212,643 last month. October 2010 ASP was at a mid range 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 216, down 10.0% from 240 last month and down 8.1% from 235 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 14.4 months was at its lowest level compared with October of 2009 and 2008.

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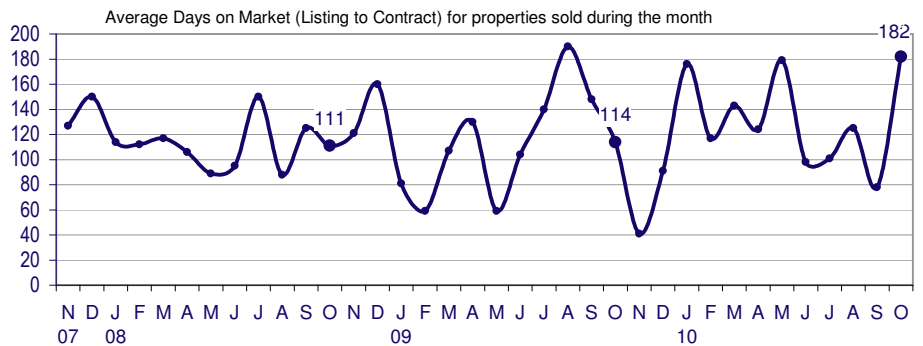


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## Market Time

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 October was 182, up 133.3% from 78 days last month and up 59.6% from 114 days in October of last year. The October 2010 DOM was at a mid level compared with October of 2009 and 2008.

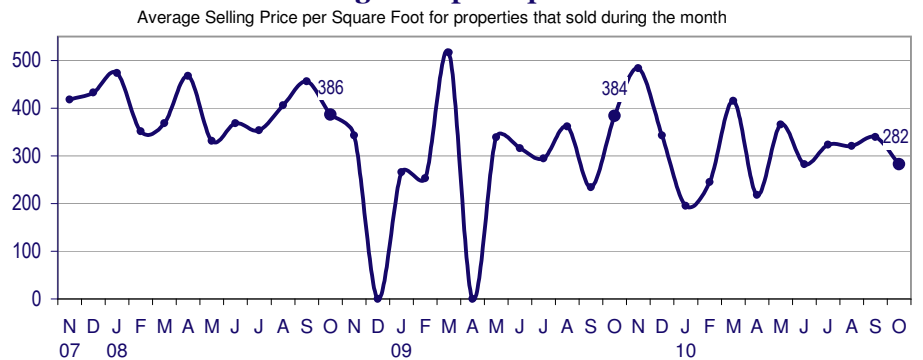
## Days On Market for Sold Properties



## 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 \$282 was down 16.8% from \$339 last month and down 26.4% from 384 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 84.5% was down from 87.4% last month and down from 89.3% in October of last year.

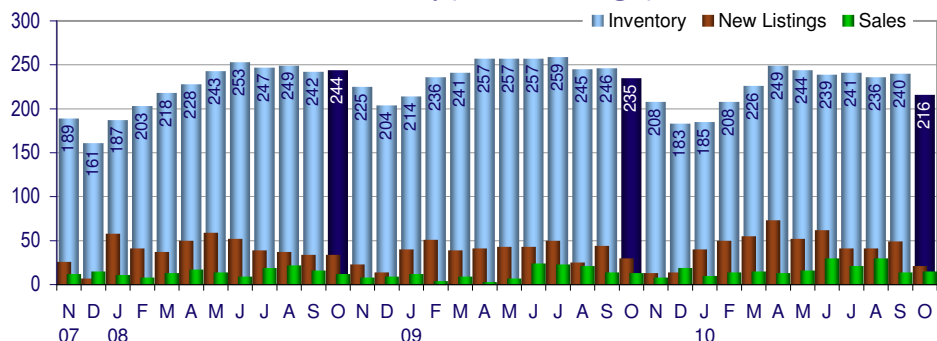
## Selling Price versus Listing Price Ratio



## 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 21, down 57.1% from 49 last month and down 30.0% from 30 in October of last year.

## Inventory / New Listings / Sales



# Inventory / Listings / Sales

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October 2010

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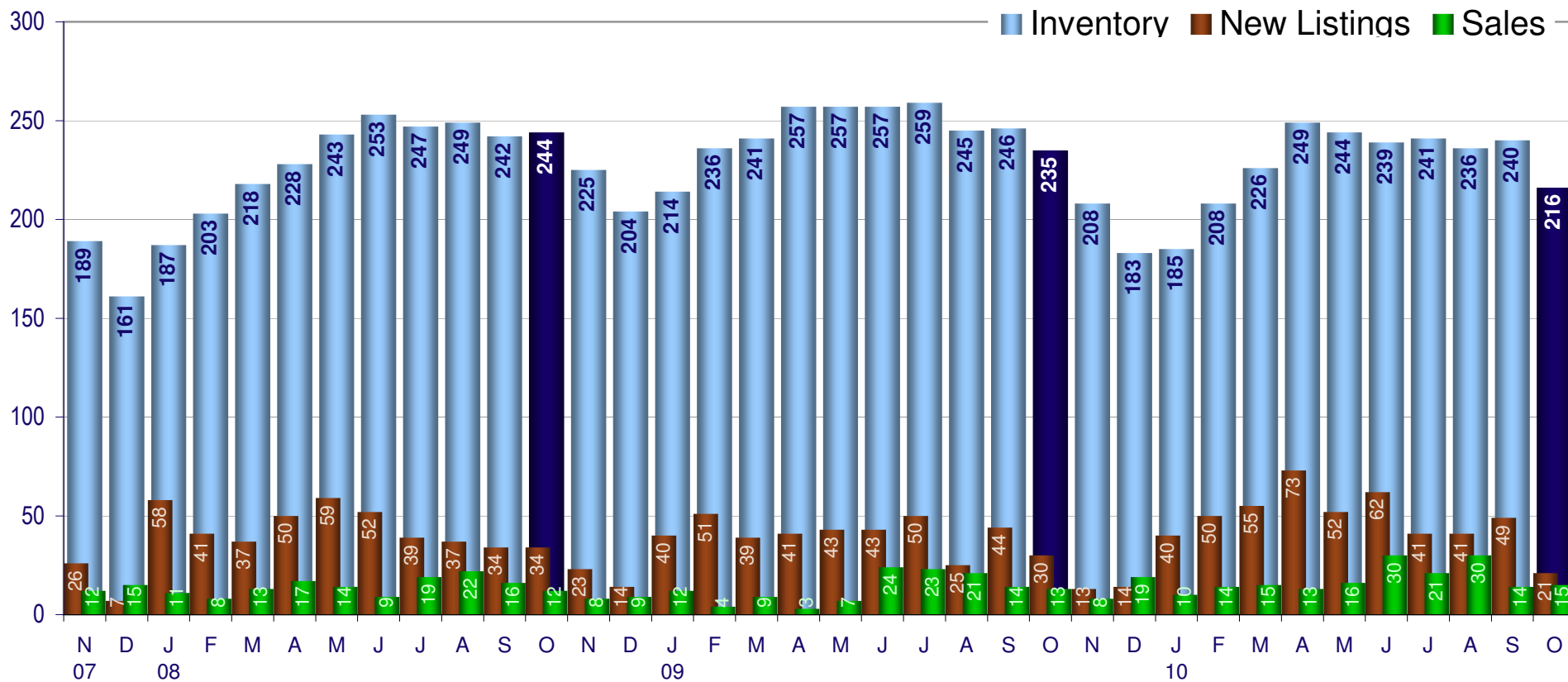


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