

# PATRICK O'ROURKE

## MARKET UPDATE

HIGHLAND PARK, IL

- **Current Real Estate Market Conditions for Single Family Homes**
- **Trends in Pricing**
- **Current Levels of Supply and Demand**
- **Value Metrics**

- **Report for the week of**  
October 05, 2009

- **Presented by Patrick O'Rourke**  
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### This Week

- The median list price in HIGHLAND PARK, IL this week is \$699,000. The 402 properties have been on the market for an average of 265 days.

Inventory has been decreasing lately but the Market Action Index is falling also. With days-on-market climbing, these are relatively negative implications for the market.

### Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

| Real-Time Market Profile                  |                  | Trend |
|---|------------------|-------|
| Median List Price                         | \$ 699,000       | ↑↑    |
| Average List Price                        | \$ 1,002,310     |       |
| Asking Price Per Square Foot              | \$ 228           | ↔     |
| Average Days on Market (DoM)              | 265              | ↑↑    |
| Inventory of Properties Listed            | 402              | ↓↓    |
| Most Expensive Listing                    | \$ 8,930,000     |       |
| Least Expensive Listing                   | \$ 170,000       |       |
| Average Age of Listing                    | 47               |       |
| Percent of Properties with Price Decrease | 43 %             |       |
| Percent Relisted (reset DOM)              | 8 %              |       |
| Percent Flip (price increased)            | 2 %              |       |
| Median House Size (sq ft)                 | 3137             |       |
| Median Lot Size                           | 0.25 - 0.50 acre |       |
| Median Number of Bedrooms                 | 4.0              |       |
| Median Number of Bathrooms                | 3.5              |       |

| Altos Research Value Statistics   |                |     |    |
|---|----------------|-----|----|
| Market Action   | Strong Buyer's | 9.3 | ↓↓ |
| The Market Action Index answers the question "How's the Market?" By measuring the current rate of sale versus the amount of the inventory. Index above 30 implies a seller's advantage. Below 30, conditions give the advantage to the buyer. |                |     |    |

Trend Key:

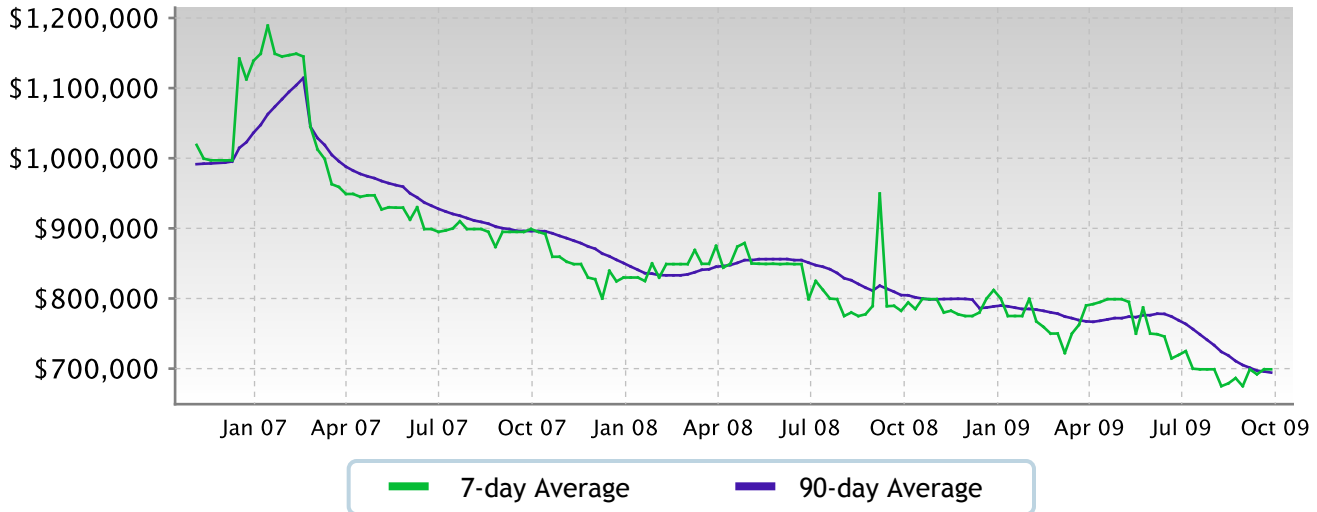
- ↔ No change
- ↑ Slight upward
- ↑↑ Strong upward
- ↓ Slight downward trend
- ↓↓ Strong downward

### Characteristics per Quartile

| Quartile      | Median Price | Sq. Ft. | Lot Size            | Beds | Baths | Age | Inventory | New | Absorbed | DOM |                                   |
|---------------|--------------|---------|---------------------|------|-------|-----|-----------|-----|----------|-----|-----------------------------------|
| Top/First     | \$ 1,699,500 | 5000    | 0.50 - 1.0 acre     | 5.0  | 5.0   | 20  | 100       | 1   | 2        | 323 | Most expensive 25% of properties  |
| Upper/Second  | \$ 899,000   | 3564    | 0.25 - 0.50 acre    | 4.0  | 3.5   | 46  | 100       | 2   | 0        | 269 | Upper-middle 25% of properties    |
| Lower/Third   | \$ 550,000   | 2856    | 0.25 - 0.50 acre    | 4.0  | 2.5   | 46  | 101       | 1   | 4        | 241 | Lower-middle 25% of properties    |
| Bottom/Fourth | \$ 370,000   | 1923    | 8,001 - 10,000 sqft | 3.0  | 2.0   | 54  | 101       | 1   | 2        | 229 | Least expensive 25% of properties |

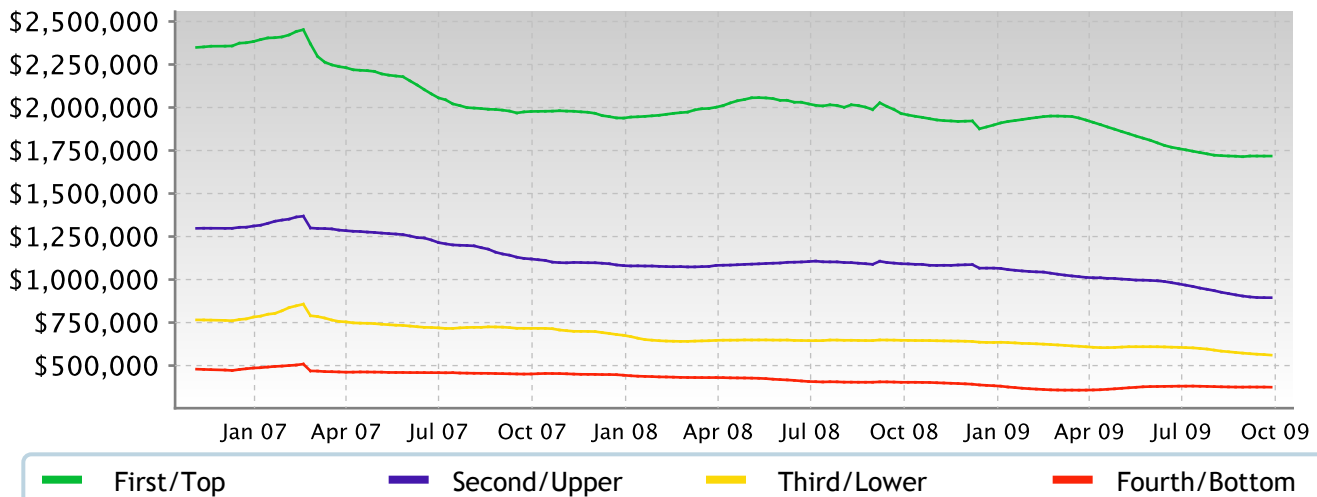
### Median Price

In this zip code this week saw relatively little price change from last week. However, we continue to demonstrate a nice up trend in general over the last several weeks.



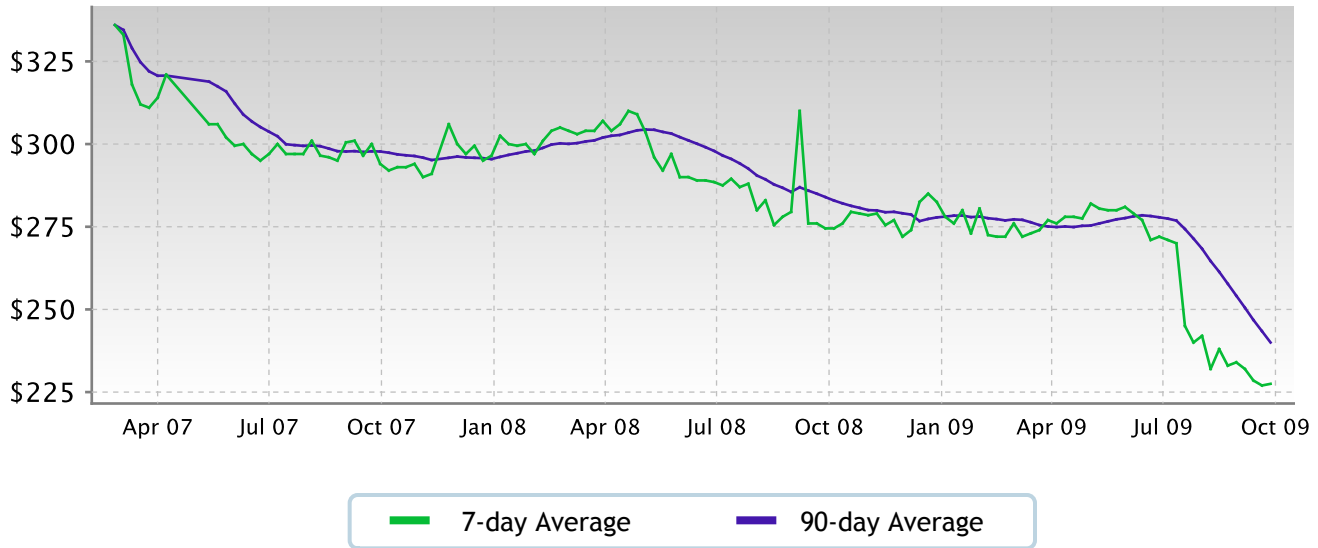
### Quartile Prices

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



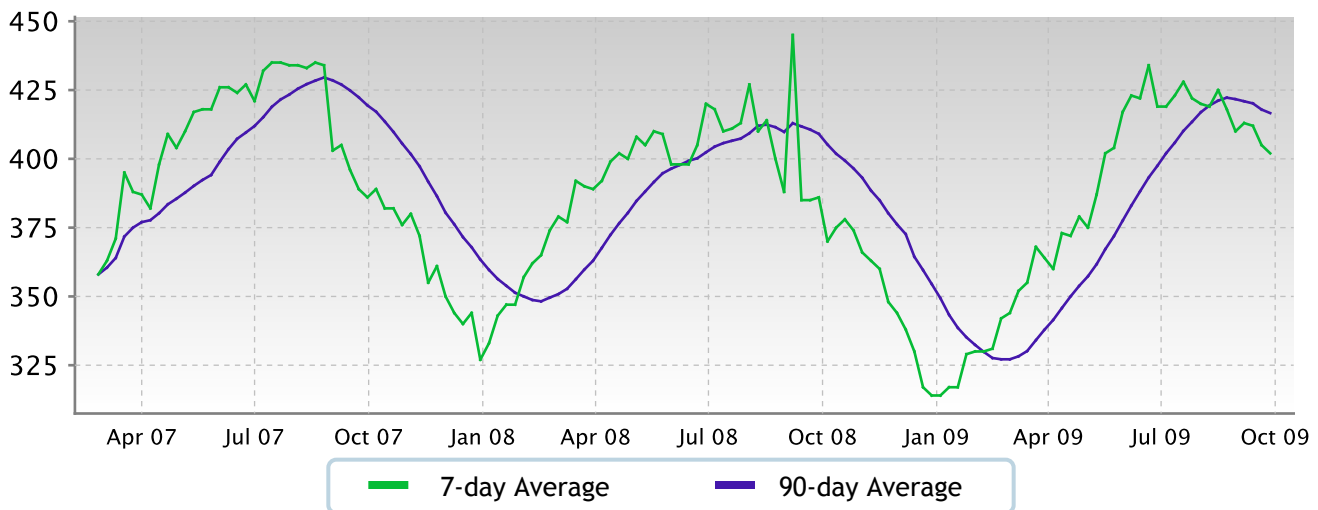
### Price per Square Foot

In a market where prices are rising fairly consistently, price per square foot is essentially flat. This often implies that new homes coming on the market are pricier, and also larger than older homes. As a result the value one can buy stays the same.



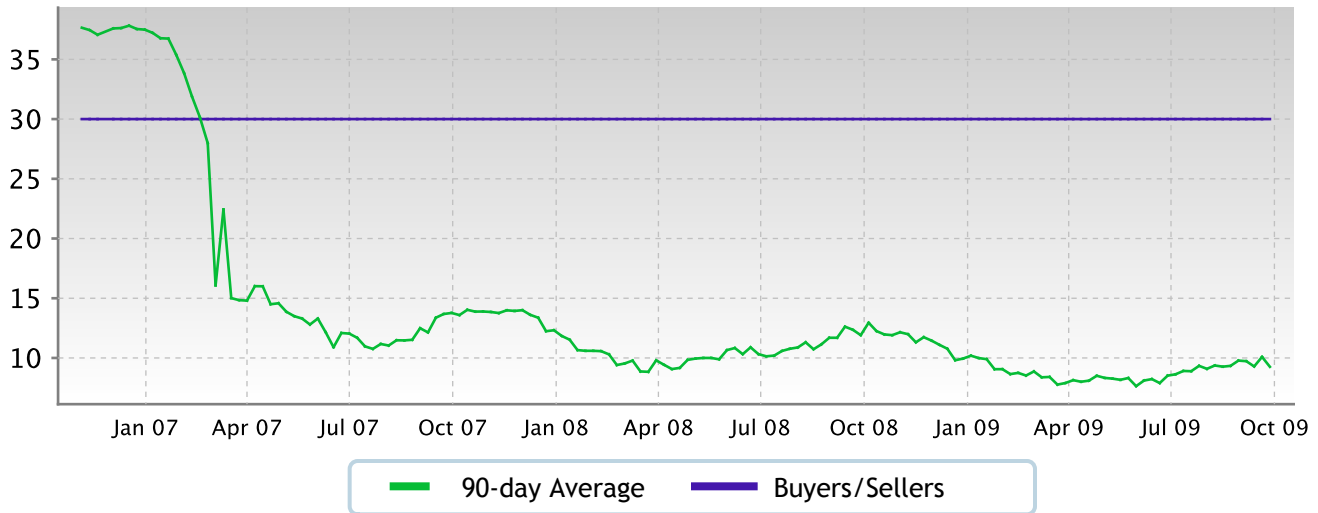
### Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



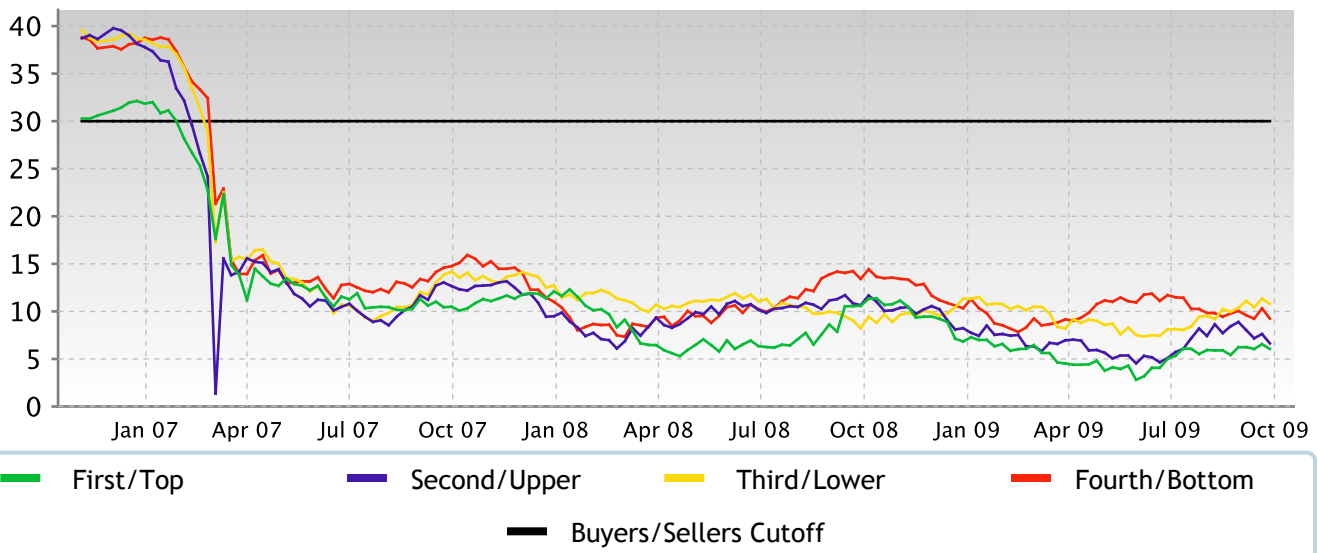
### Market Action Index

The HIGHLAND PARK market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 9.26. With several months of inventory available at the current sales rate, buyers should find ample choice.



### Market Action Index per Quartile

Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.

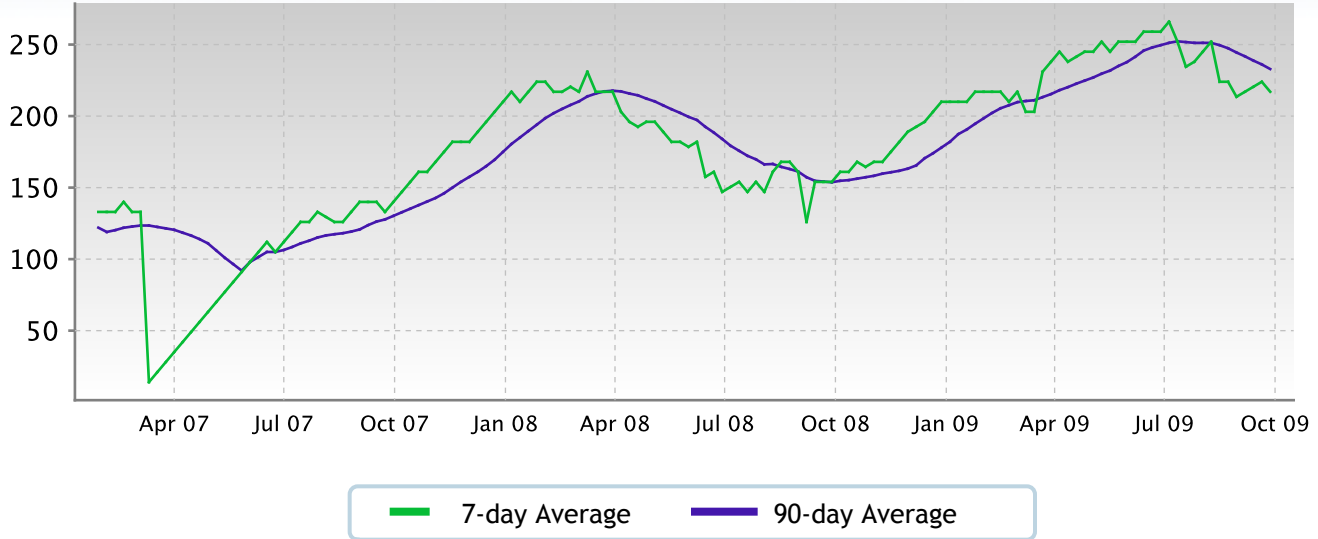


Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

The Market Action Index (MAI) illustrates a balance between supply and demand using a statistical function of the current rate of sale versus current inventory.

### Days on Market

The properties have been on the market for an average of 265 days. Half of the listings have come newly on the market in the past 217 or so days.



### Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.

