

## MLS Area: Winnetka



**ART WILSON**  
 Broker, Realtor  
 847-363-1599  
 www.NorthShoreHomesOnline.com  
 Art.Wilson@cbexchange.com



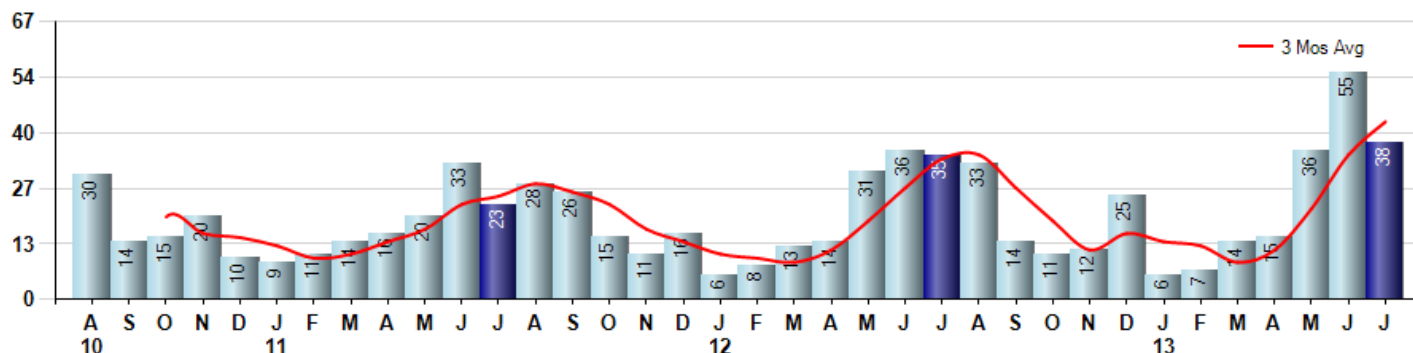
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,839,000	↑		↑				
Average List Price of all Current Listings	\$2,540,164	↑		↑				
July Median Sales Price	\$898,750	↓	↓	↓	↓	\$927,000	↓	↓
July Average Sales Price	\$1,014,289	↓	↓	↓	↓	\$1,144,430	↓	↓
Total Properties Currently for Sale (Inventory)	113	↓		↓				
July Number of Properties Sold	38	↓		↑		171	↑	
July Average Days on Market (Solds)	39	↓	↓	↓	↓	70	↓	↓
July Month's Supply of Inventory	3.0	↑	↑	↓	↓	8.7	↓	↓
July Sale Price vs List Price Ratio	96.7%	↑	↑	↑	↑	93.9%	↑	↑

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

### Property Sales

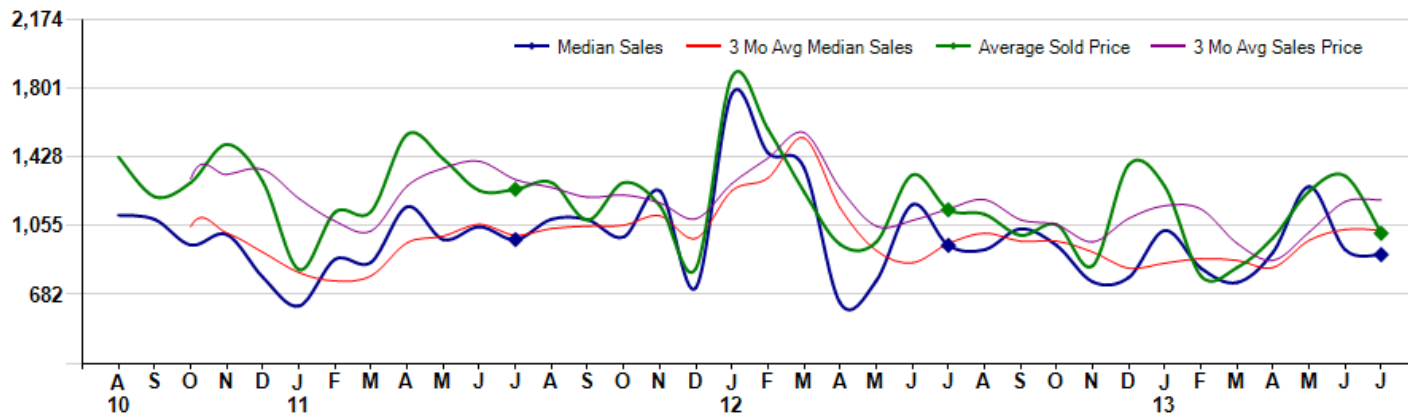
July Property sales were 38, up 8.6% from 35 in July of 2012 and -30.9% lower than the 55 sales last month. July 2013 sales were at their highest level compared to July of 2012 and 2011. July YTD sales of 171 are running 19.6% ahead of last year's year-to-date sales of 143.



### Prices

The Median Sales Price in July was \$898,750, down -5.3% from \$949,000 in July of 2012 and down -2.8% from \$925,000 last month. The Average Sales Price in July was \$1,014,289, down -11.2% from \$1,141,611 in July of 2012 and down -23.5% from \$1,325,395 last month. July 2013 ASP was at the lowest level compared to July of 2012 and 2011.

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



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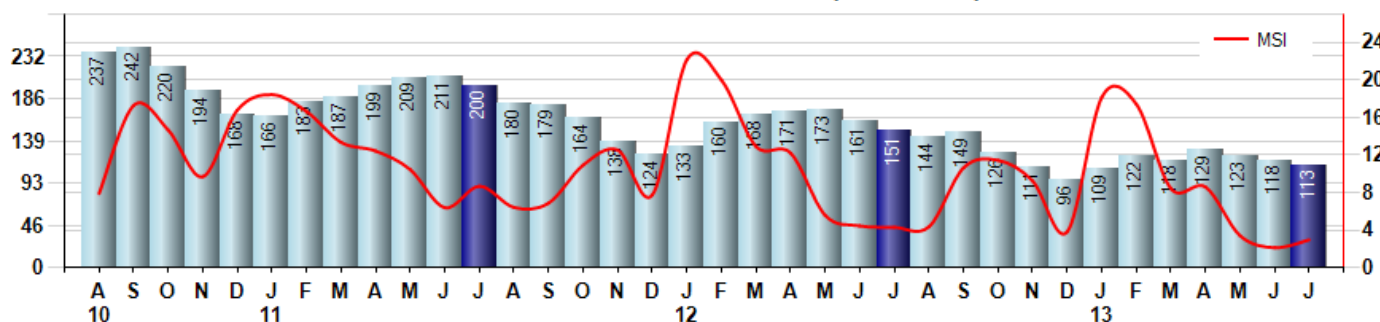
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### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 113, down -4.2% from 118 last month and down -25.2% from 151 in July of last year. July 2013 Inventory was at the lowest level compared to July of 2012 and 2011.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2013 MSI of 3.0 months was at its lowest level compared with July of 2012 and 2011.

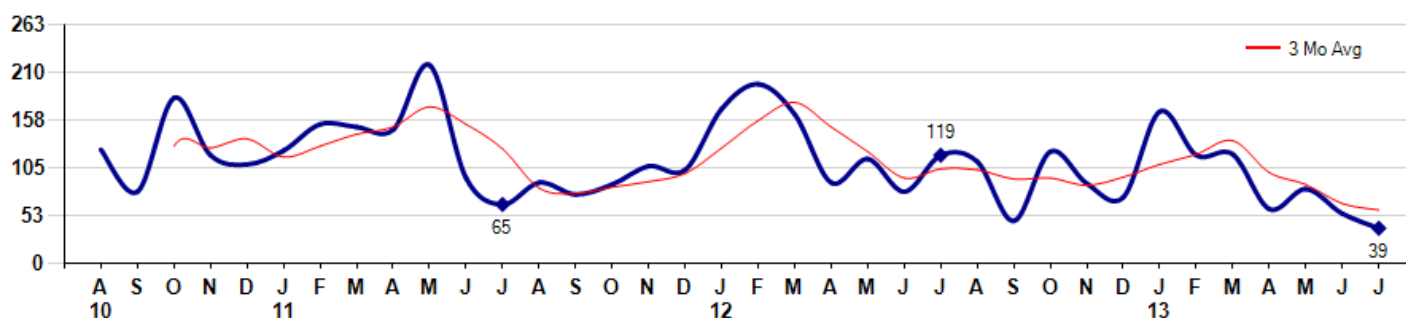
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 July was 39, down -29.1% from 55 days last month and down -67.2% from 119 days in July of last year. The July 2013 DOM was at its lowest level compared with July of 2012 and 2011.

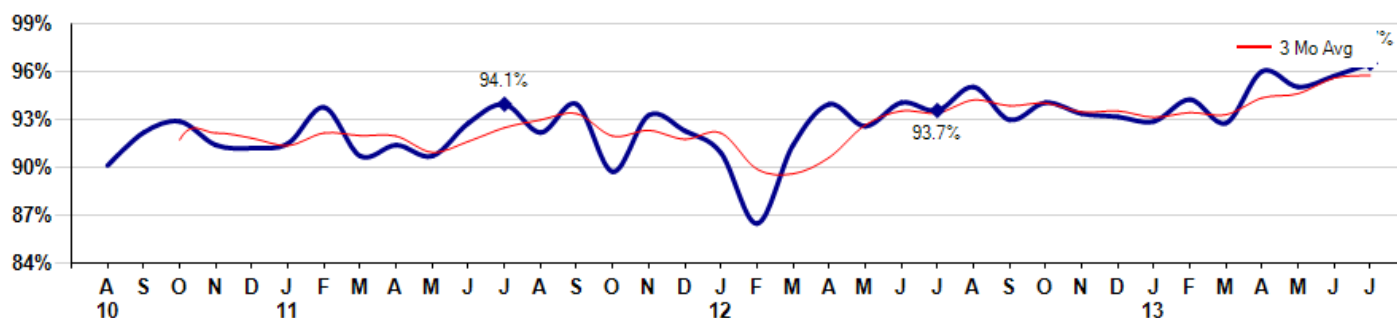
Average Days on Market(Listing to Contract) for properties sold during the month



### Selling Price vs Listing Price

The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their 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 July 2013 Selling Price vs List Price of 96.7% was up from 95.9% last month and up from 93.7% in July of last year.

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



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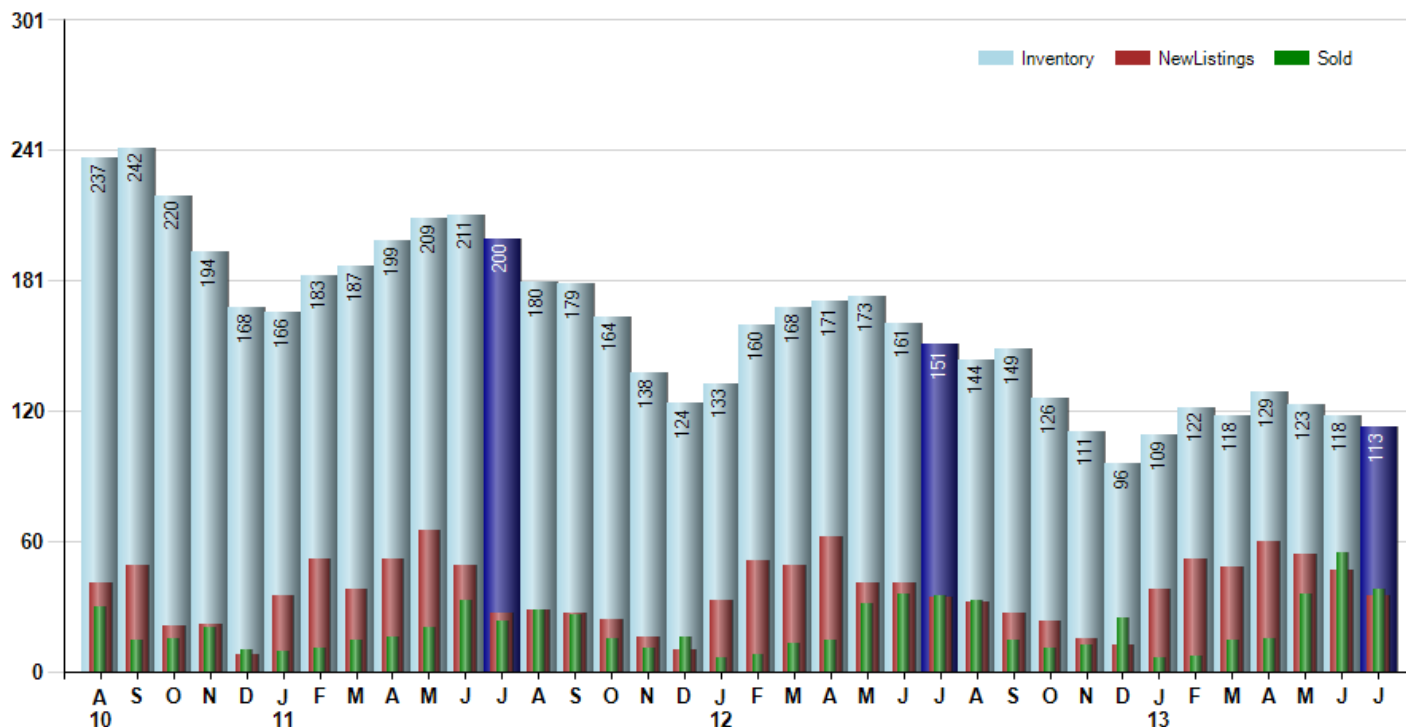
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### Inventory / New Listings / Sales

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 July 2013 was 35, down -25.5% from 47 last month and up 2.9% from 34 in July of last year.



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# MARKET ACTION REPORT

July 2013

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Homes Sold	30	14	15	20	10	9	11	14	16	20	33	23	28	26	15	11	16	6	8	13	14	31	36	35	33	14	11	12	25	6	7	14	15	36	55	38
3 Mo. Roll Avg			20	16	15	13	10	11	14	17	23	25	28	26	23	17	14	11	10	9	12	19	27	34	35	27	19	12	16	14	13	9	12	22	35	43

	(000's) A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Median Sale Price	1,113	1,090	950	1,008	775	620	873	858	1,159	980	1,050	980	1,091	1,088	995	1,245	720	1,772	1,450	1,370	636	757	1,170	949	925	1,039	949	751	775	1,030	825	748	912	1,268	925	899
3 Mo. Roll Avg			1,051	1,016	911	801	756	783	963	999	1,063	1,003	1,040	1,053	1,058	1,109	987	1,246	1,314	1,531	1,152	921	854	959	1,015	971	971	913	825	852	877	868	828	976	1,035	1,030

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Inventory	237	242	220	194	168	166	183	187	199	209	211	200	180	179	164	138	124	133	160	168	171	173	161	151	144	149	126	111	96	109	122	118	129	123	118	113
MSI	8	17	15	10	17	18	17	13	12	10	6	9	6	7	11	13	8	22	20	13	12	6	4	4	4	11	11	9	4	18	17	8	9	3	2	3

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Days On Market	125	79	182	119	109	124	153	150	147	218	94	65	89	76	87	107	103	170	197	164	89	115	79	119	112	47	123	88	73	167	119	120	60	82	55	39
3 Mo. Roll Avg			129	127	137	117	129	142	150	172	153	126	83	77	84	90	99	127	157	177	150	123	94	104	103	93	94	86	95	109	120	135	100	87	66	59

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Price per Sq Ft	321	339	282	332	242	204	278	263	341	306	358	307	329	337	296	331	276	420	330	289	272	281	325	324	285	268	327	290	279	284	335	196	332	287	364	352
3 Mo. Roll Avg			314	318	285	259	241	248	294	303	335	324	331	324	321	321	301	342	342	346	297	281	293	310	311	292	293	295	299	284	299	272	288	272	328	334

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Sale to List Price	0.902	0.923	0.930	0.915	0.913	0.916	0.939	0.908	0.915	0.908	0.929	0.941	0.923	0.941	0.898	0.934	0.924	0.910	0.865	0.915	0.941	0.927	0.942	0.937	0.952	0.931	0.942	0.935	0.933	0.930	0.944	0.929	0.962	0.952	0.959	0.967
3 Mo. Roll Avg			0.918	0.923	0.919	0.915	0.923	0.921	0.921	0.910	0.917	0.926	0.931	0.935	0.921	0.924	0.919	0.923	0.900	0.897	0.907	0.928	0.937	0.935	0.944	0.940	0.942	0.936	0.937	0.933	0.936	0.934	0.945	0.948	0.958	0.959

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
New Listings	41	49	21	22	8	35	52	38	52	65	49	27	28	27	24	16	10	33	51	49	62	41	41	34	32	27	23	15	12	38	52	48	60	54	47	35
Inventory	237	242	220	194	168	166	183	187	199	209	211	200	180	179	164	138	124	133	160	168	171	173	161	151	144	149	126	111	96	109	122	118	129	123	118	113
Sales	30	14	15	20	10	9	11	14	16	20	33	23	28	26	15	11	16	6	8	13	14	31	36	35	33	14	11	12	25	6	7	14	15	36	55	38

	(000's) A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Avg Sale Price	1,427	1,213	1,289	1,496	1,294	818	1,129	1,133	1,551	1,417	1,246	1,253	1,290	1,086	1,289	1,165	824	1,863	1,579	1,239	954	966	1,331	1,142	1,118	1,003	1,061	838	1,386	1,268	783	828	991	1,242	1,325	1,014
3 Mo. Roll Avg			1,310	1,333	1,360	1,203	1,080	1,026	1,271	1,367	1,405	1,305	1,263	1,210	1,222	1,180	1,093	1,284	1,422	1,560	1,257	1,053	1,084	1,146	1,197	1,087	1,061	967	1,095	1,164	1,145	960	867	1,020	1,186	1,194

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