

## MLS Area: Winnetka



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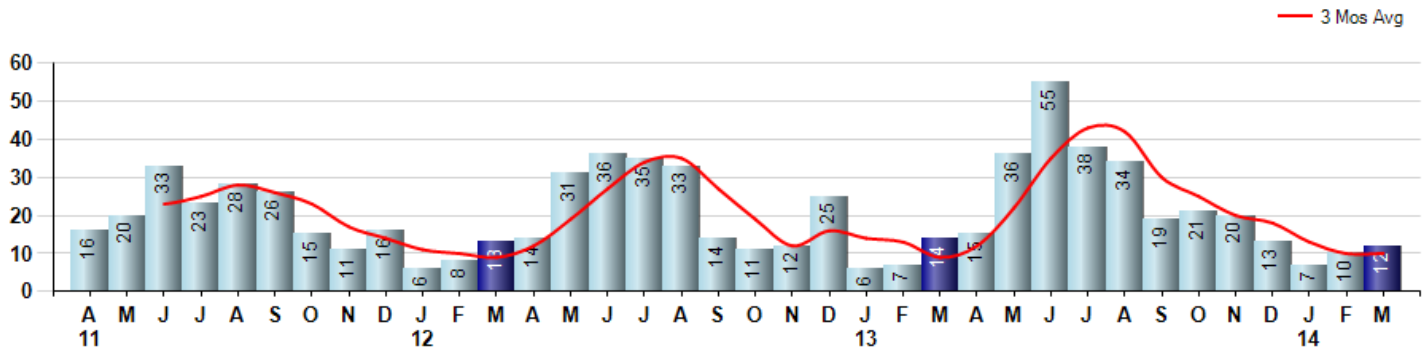
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,699,000	↑		↔				
Average List Price of all Current Listings	\$2,210,786	↑		↓				
March Median Sales Price	\$824,500	↓	↓	↑	↓	\$869,000	↑	↓
March Average Sales Price	\$1,066,542	↑	↓	↑	↓	\$1,134,276	↑	↓
Total Properties Currently for Sale (Inventory)	117	↑		↓				
March Number of Properties Sold	12	↑		↓		29	↑	
March Average Days on Market (Solds)	72	↑	↑	↓	↑	72	↓	↑
March Month's Supply of Inventory	9.8	↓	↓	↑	↑	11.2	↓	↑
March Sale Price vs List Price Ratio	96.6%	↑	↑	↑	↑	92.8%	↔	↓

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

### Property Sales

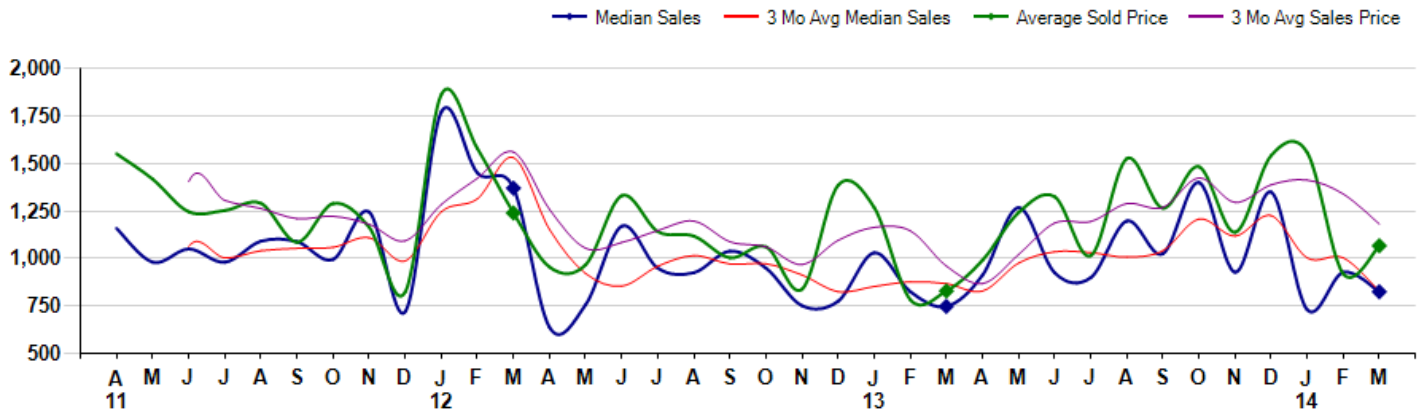
March Property sales were 12, down -14.3% from 14 in March of 2013 and 20.0% higher than the 10 sales last month. March 2014 sales were at their lowest level compared to March of 2013 and 2012. March YTD sales of 29 are running 7.4% ahead of last year's year-to-date sales of 27.



### Prices

The Median Sales Price in March was \$824,500, up 10.3% from \$747,500 in March of 2013 and down -11.1% from \$927,500 last month. The Average Sales Price in March was \$1,066,542, up 28.7% from \$828,464 in March of 2013 and up 16.1% from \$918,900 last month. March 2014 ASP was at a mid range compared to March of 2013 and 2012.

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



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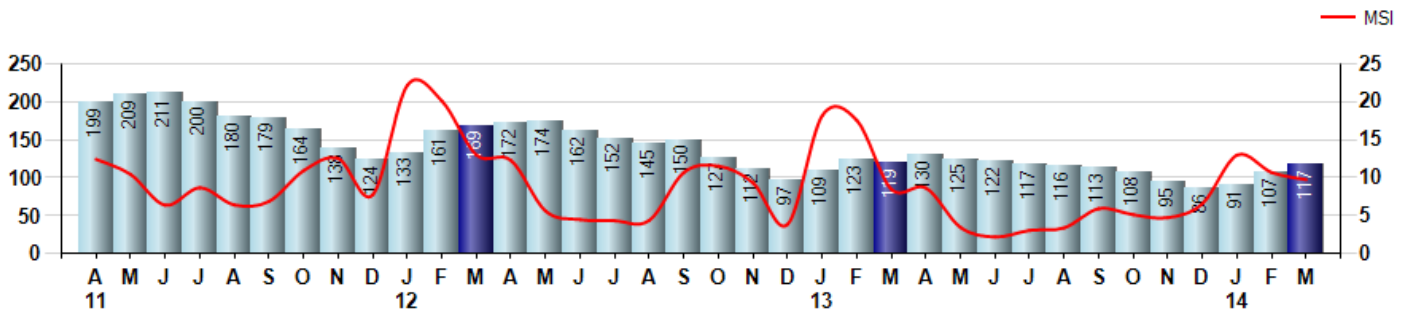
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### Inventory & MSI

The Total Inventory of Properties available for sale as of March was 117, up 9.3% from 107 last month and down -1.7% from 119 in March of last year. March 2014 Inventory was at the lowest level compared to March of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The March 2014 MSI of 9.8 months was at a mid range compared with March of 2013 and 2012.

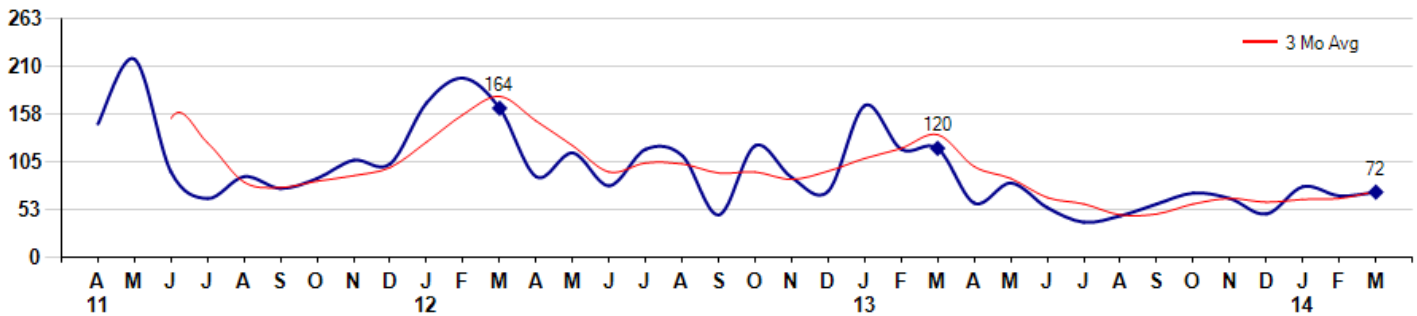
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 March was 72, up 5.9% from 68 days last month and down -40.0% from 120 days in March of last year. The March 2014 DOM was at its lowest level compared with March of 2013 and 2012.

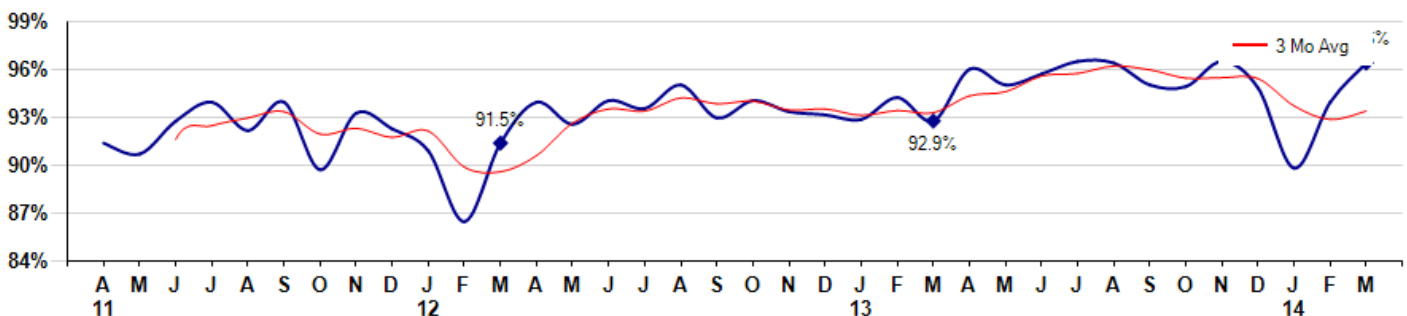
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 March 2014 Selling Price vs List Price of 96.6% was up from 94.1% last month and up from 92.9% in March of last year.

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



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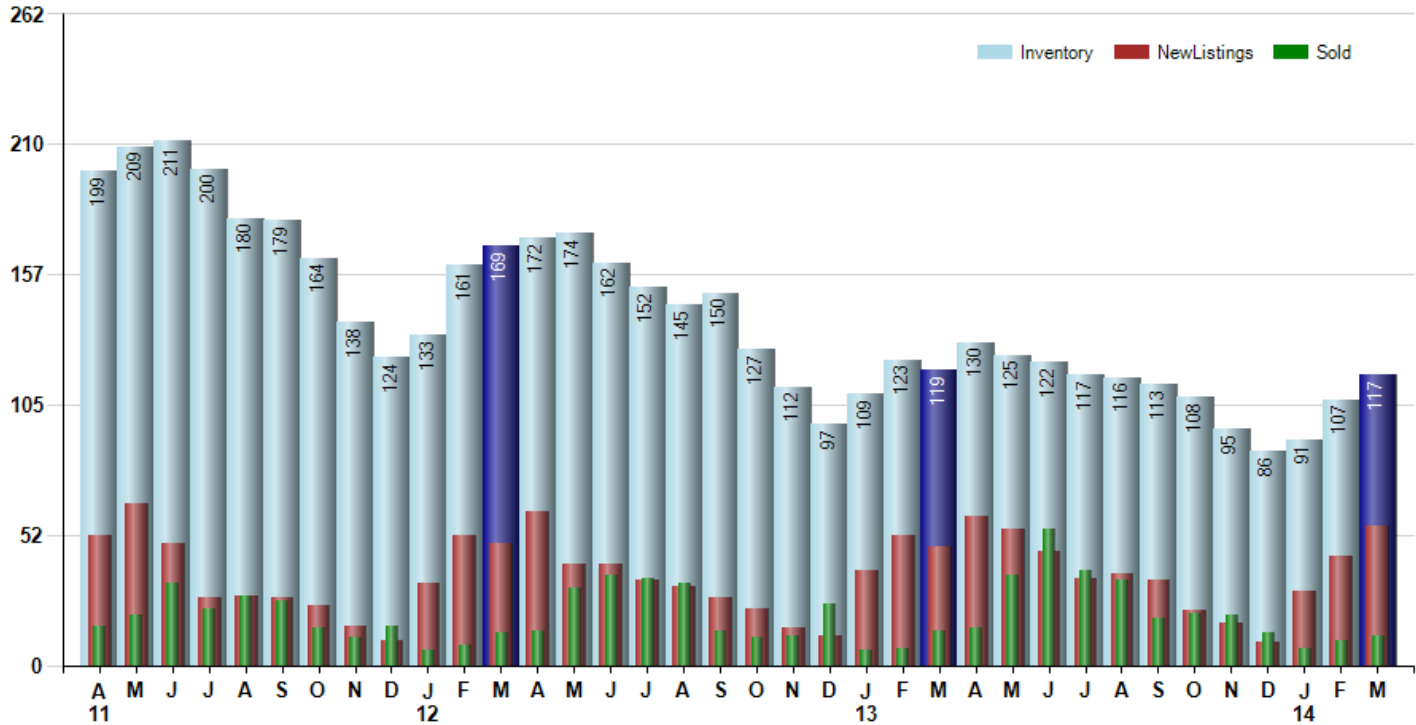
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### Inventory / New Listings / Sales

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 March 2014 was 56, up 27.3% from 44 last month and up 16.7% from 48 in March of last year.



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# MARKET ACTION REPORT

March 2014

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	A 11	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	A	S	O	N	D	J 14	F	M
Homes Sold	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	34	19	21	20	13	7	10	12
3 Mo. Roll Avg			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	42	30	25	20	18	13	10	10

(000's)	A 11	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	A	S	O	N	D	J 14	F	M
Median Sale Price	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	1,198	1,025	1,400	928	1,350	730	928	825
3 Mo. Roll Avg			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	1,007	1,040	1,208	1,118	1,226	1,003	1,003	827

	A 11	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	A	S	O	N	D	J 14	F	M
Inventory	199	209	211	200	180	179	164	138	124	133	161	169	172	174	162	152	145	150	127	112	97	109	123	119	130	125	122	117	116	113	108	95	86	91	107	117
MSI	12	10	6	9	6	7	11	13	8	22	20	13	12	6	5	4	4	11	12	9	4	18	18	9	9	3	2	3	3	6	5	5	7	13	11	10

	A 11	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	A	S	O	N	D	J 14	F	M
Days On Market	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	46	59	71	65	48	78	68	72
3 Mo. Roll Avg			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	47	48	59	65	61	64	65	73

	A 11	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	A	S	O	N	D	J 14	F	M
Price per Sq Ft	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	317	329	315	308	334	427	261	348
3 Mo. Roll Avg			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	344	333	320	317	319	356	341	345

	A 11	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	A	S	O	N	D	J 14	F	M
Sale to List Price	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	0.966	0.952	0.951	0.967	0.950	0.899	0.941	0.966
3 Mo. Roll Avg			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	0.964	0.962	0.956	0.957	0.956	0.939	0.930	0.935

	A 11	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	A	S	O	N	D	J 14	F	M
New Listings	52	65	49	27	28	27	24	16	10	33	52	49	62	41	41	34	32	27	23	15	12	38	52	48	60	55	46	35	37	34	22	17	9	30	44	56
Inventory	199	209	211	200	180	179	164	138	124	133	161	169	172	174	162	152	145	150	127	112	97	109	123	119	130	125	122	117	116	113	108	95	86	91	107	117
Sales	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	34	19	21	20	13	7	10	12

(000's)	A 11	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	A	S	O	N	D	J 14	F	M
Avg Sale Price	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	1,526	1,264	1,483	1,138	1,542	1,558	919	1,067
3 Mo. Roll Avg			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	1,288	1,268	1,424	1,295	1,387	1,412	1,340	1,181

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