

MLS Area: Winnetka



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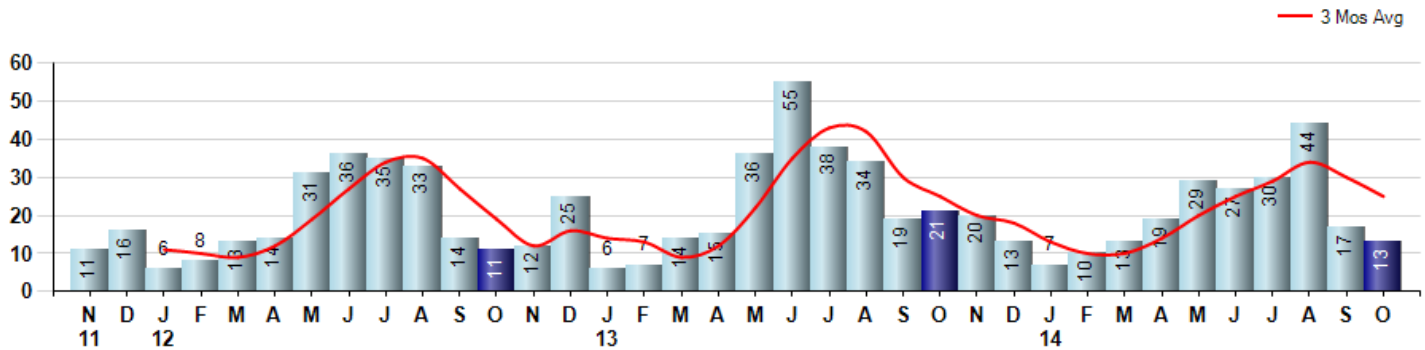
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

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	\$2,188,711	↓		↔				
October Median Sales Price	\$1,210,000	↑	↔	↓	↑	\$1,195,000	↑	↑
October Average Sales Price	\$1,263,034	↓	↓	↓	↔	\$1,340,395	↑	↑
Total Properties Currently for Sale (Inventory)	145	↓		↑				
October Number of Properties Sold	13	↓		↓		209	↓	
October Average Days on Market (Solds)	176	↑	↑	↑	↑	70	↑	↑
October Month's Supply of Inventory	11.2	↑	↑	↑	↑	8.1	↑	↑
October Sale Price vs List Price Ratio	92.3%	↓	↓	↓	↓	94.2%	↓	↓

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

Property Sales

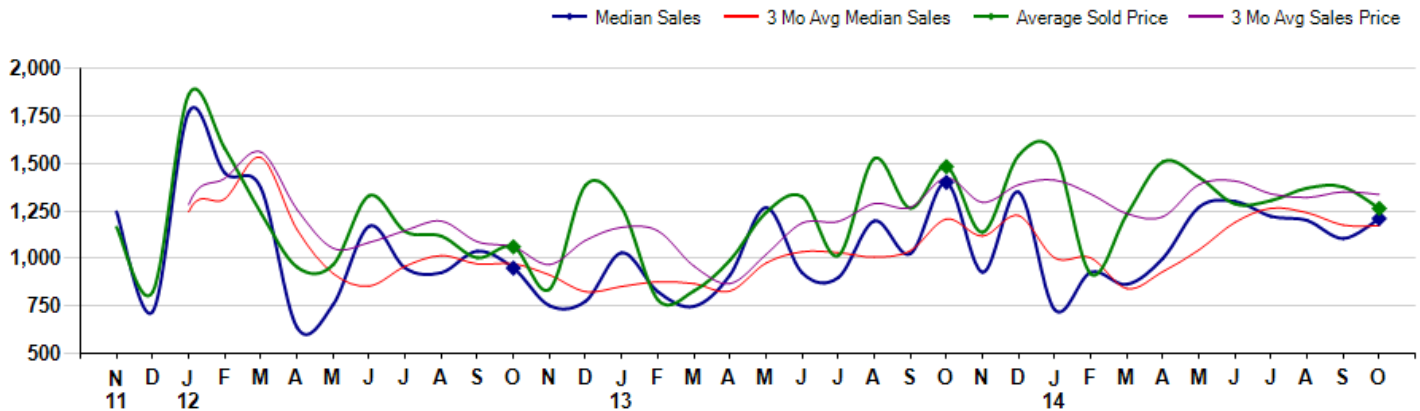
October Property sales were 13, down -38.1% from 21 in October of 2013 and -23.5% lower than the 17 sales last month. October 2014 sales were at a mid level compared to October of 2013 and 2012. October YTD sales of 209 are running -14.7% behind last year's year-to-date sales of 245.



Prices

The Median Sales Price in October was \$1,210,000, down -13.6% from \$1,400,000 in October of 2013 and up 9.5% from \$1,105,000 last month. The Average Sales Price in October was \$1,263,034, down -14.8% from \$1,482,823 in October of 2013 and down -8.2% from \$1,376,265 last month. October 2014 ASP was at a mid range compared to October of 2013 and 2012.

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



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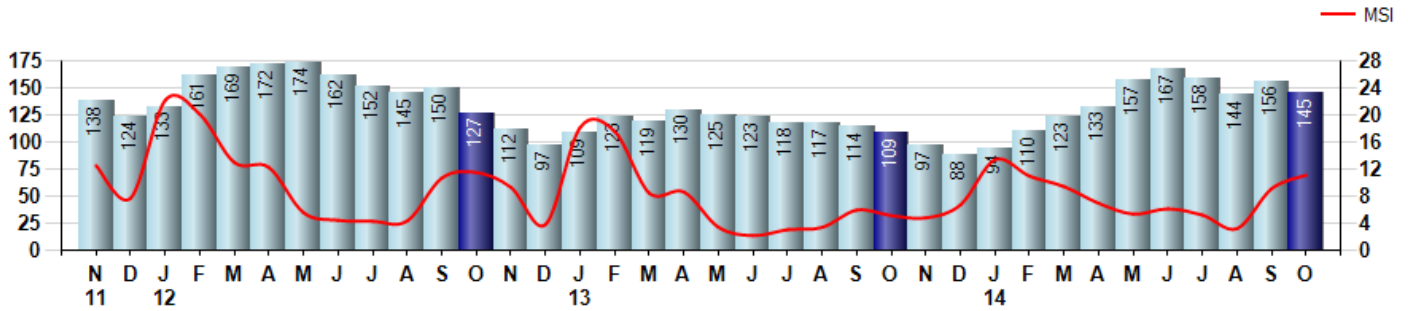
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Inventory & MSI

The Total Inventory of Properties available for sale as of October was 145, down -7.1% from 156 last month and up 33.0% from 109 in October of last year. October 2014 Inventory was at highest level compared to October of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2014 MSI of 11.2 months was at a mid range compared with October of 2013 and 2012.

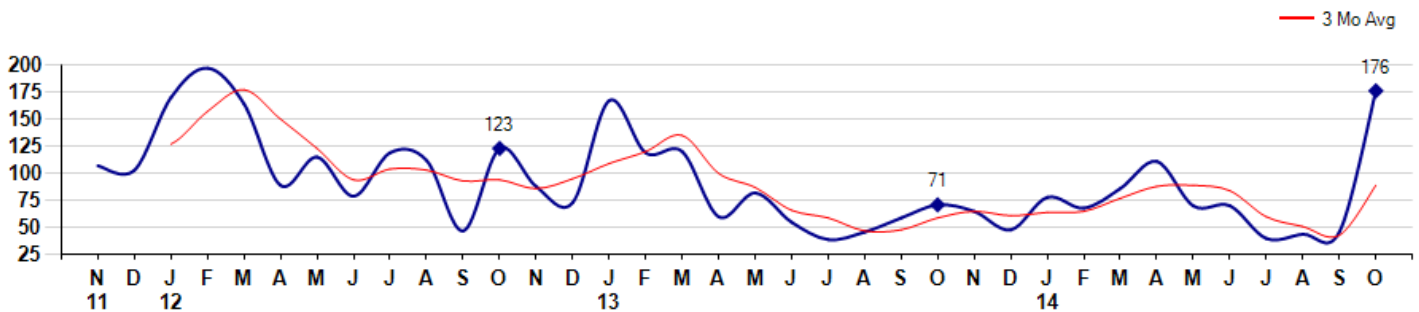
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 October was 176, up 282.6% from 46 days last month and up 147.9% from 71 days in October of last year. The October 2014 DOM was at its highest level compared with October of 2013 and 2012.

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



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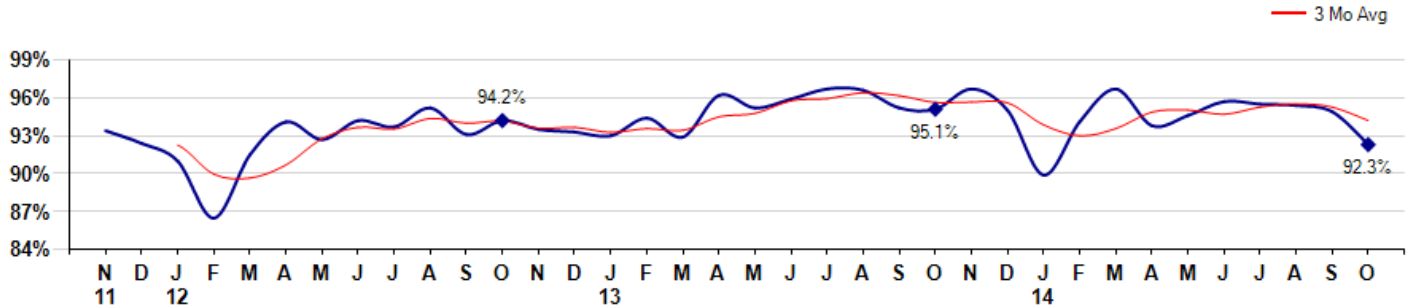


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Selling Price vs Listing Price

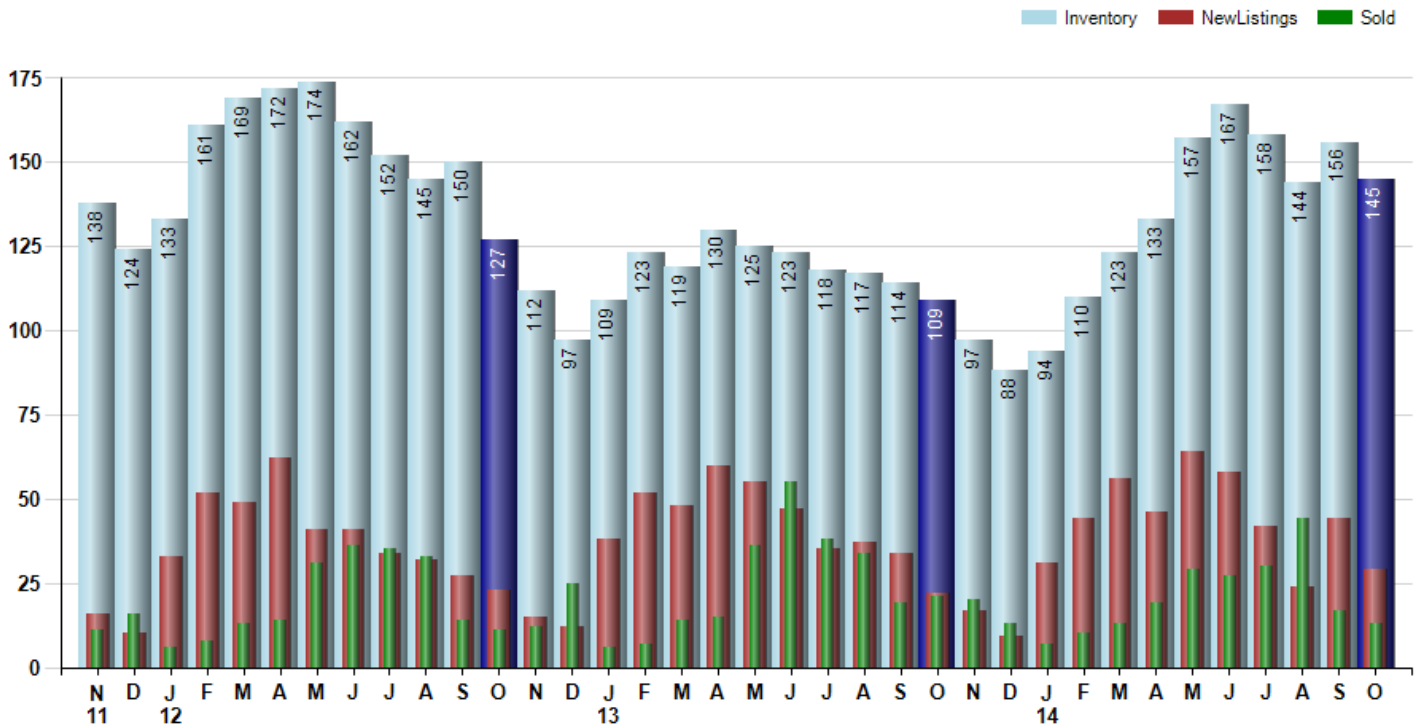
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The October 2014 Selling Price vs List Price of 92.3% was down from 94.9% last month and down from 95.1% in October of last year.

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



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 2014 was 29, down -34.1% from 44 last month and up 31.8% from 22 in October of last year.



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MARKET ACTION REPORT

October 2014

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	N 11	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	A	M	J	J	A	S	O
Homes Sold	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	13	19	29	27	30	44	17	13
3 Mo. Roll Avg			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	14	20	25	29	34	30	25

	(000's) N 11	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	A	M	J	J	A	S	O
Median Sale Price	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	864	1,000	1,270	1,300	1,222	1,200	1,105	1,210
3 Mo. Roll Avg			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	841	931	1,045	1,190	1,264	1,241	1,176	1,172

	N 11	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	A	M	J	J	A	S	O
Inventory	138	124	133	161	169	172	174	162	152	145	150	127	112	97	109	123	119	130	125	123	118	117	114	109	97	88	94	110	123	133	157	167	158	144	156	145
MSI	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	9	7	5	6	5	3	9	11

	N 11	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	A	M	J	J	A	S	O
Days On Market	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	86	111	70	70	40	44	46	176
3 Mo. Roll Avg			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	77	88	89	84	60	51	43	89

	N 11	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	A	M	J	J	A	S	O
Price per Sq Ft	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	317	389	342	295	350	358	253
3 Mo. Roll Avg			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	309	351	349	342	329	334	320

	N 11	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	A	M	J	J	A	S	O
Sale to List Price	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	0.967	0.938	0.946	0.957	0.955	0.954	0.949	0.923
3 Mo. Roll Avg			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	0.936	0.949	0.950	0.947	0.953	0.955	0.953	0.942

	N 11	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	A	M	J	J	A	S	O
New Listings	16	10	33	52	49	62	41	41	34	32	27	23	15	12	38	52	48	60	55	47	35	37	34	22	17	9	31	44	56	46	64	58	42	24	44	29
Inventory	138	124	133	161	169	172	174	162	152	145	150	127	112	97	109	123	119	130	125	123	118	117	114	109	97	88	94	110	123	133	157	167	158	144	156	145
Sales	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	13	19	29	27	30	44	17	13

	(000's) N 11	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	A	M	J	J	A	S	O
Avg Sale Price	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	1,231	1,509	1,427	1,287	1,305	1,370	1,376	1,263
3 Mo. Roll Avg			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	1,236	1,219	1,389	1,407	1,339	1,321	1,351	1,337

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