

## MLS Area: Highland Park



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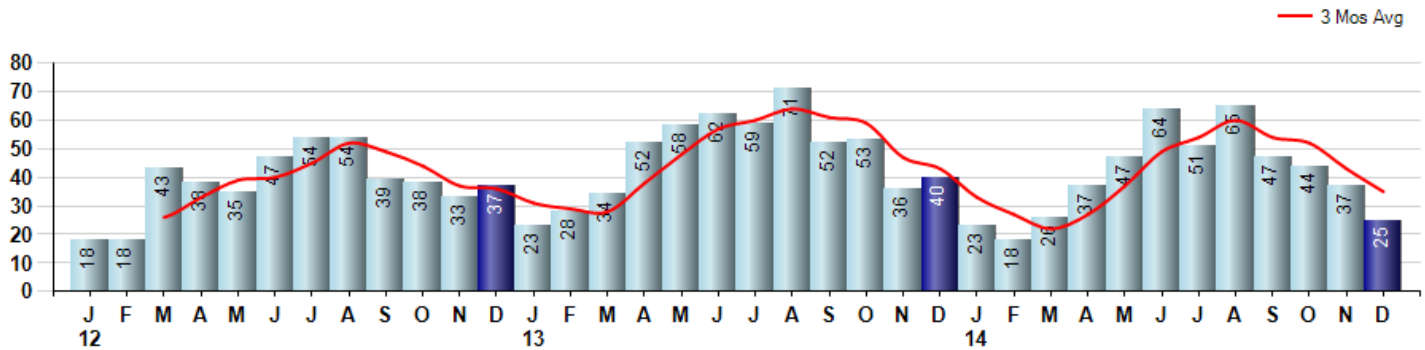
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$595,000	↑		↓				
Average List Price of all Current Listings	\$969,852	↑		↓				
December Median Sales Price	\$440,000	↓	↓	↓	↔	\$497,500	↑	↑
December Average Sales Price	\$568,928	↓	↓	↑	↑	\$580,420	↑	↑
Total Properties Currently for Sale (Inventory)	197	↓		↑				
December Number of Properties Sold	25	↓		↓		484	↓	
December Average Days on Market (Solds)	66	↑	↑	↑	↓	59	↓	↓
December Month's Supply of Inventory	7.9	↑	↑	↑	↑	5.9	↑	↑
December Sale Price vs List Price Ratio	94.2%	↑	↑	↓	↑	94.3%	↑	↑

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

### Property Sales

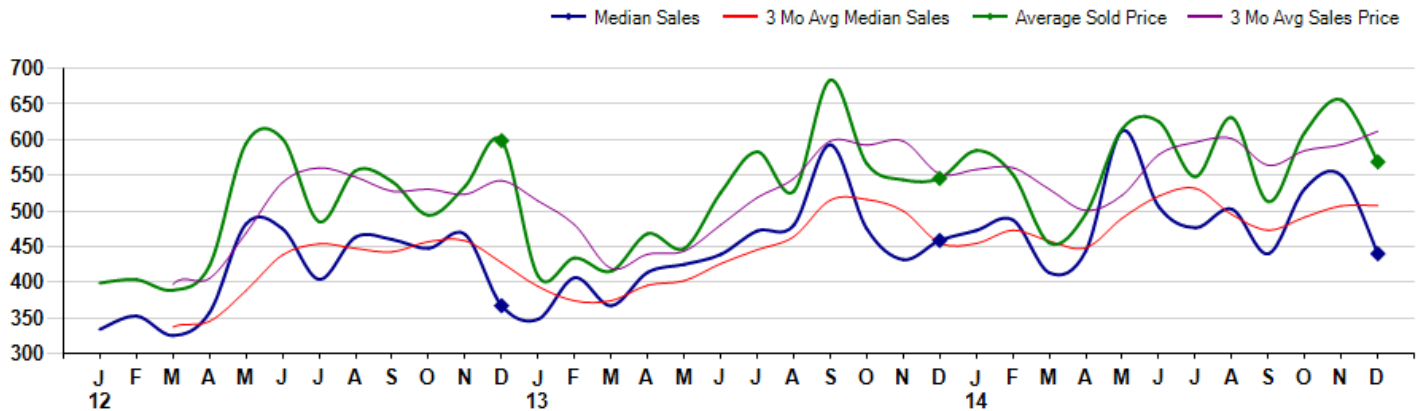
December Property sales were 25, down -37.5% from 40 in December of 2013 and -32.4% lower than the 37 sales last month. December 2014 sales were at their lowest level compared to December of 2013 and 2012. December YTD sales of 484 are running -14.8% behind last year's year-to-date sales of 568.



### Prices

The Median Sales Price in December was \$440,000, down -4.1% from \$458,600 in December of 2013 and down -20.0% from \$550,000 last month. The Average Sales Price in December was \$568,928, up 4.3% from \$545,656 in December of 2013 and down -13.3% from \$655,947 last month. December 2014 ASP was at a mid range compared to December of 2013 and 2012.

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



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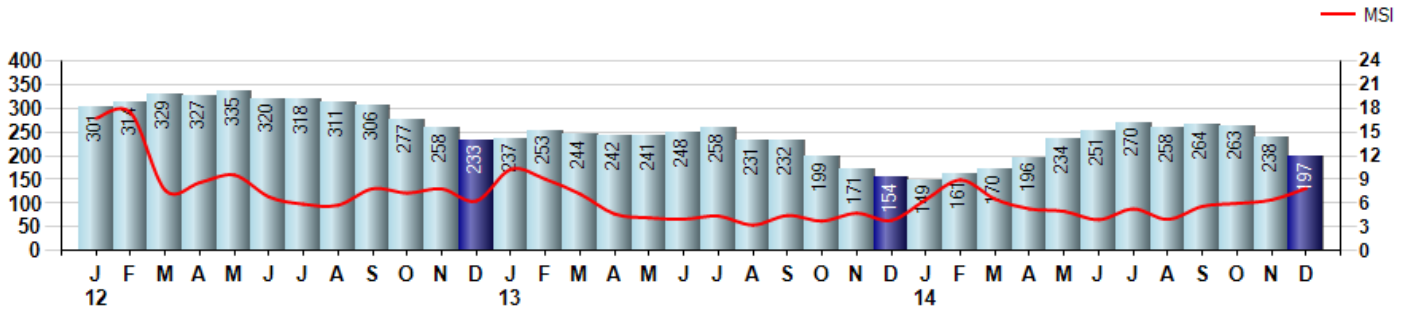
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### Inventory & MSI

The Total Inventory of Properties available for sale as of December was 197, down -17.2% from 238 last month and up 27.9% from 154 in December of last year. December 2014 Inventory was at a mid range compared to December of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2014 MSI of 7.9 months was at its highest level compared with December of 2013 and 2012.

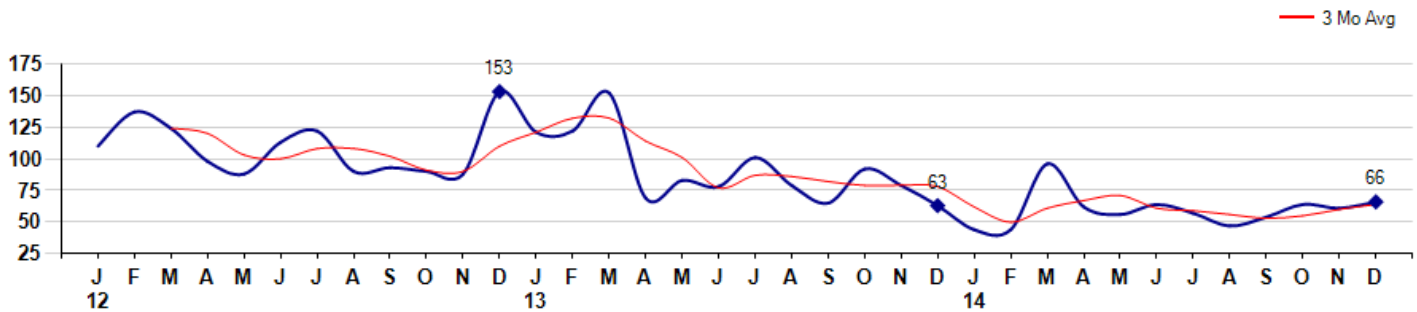
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 December was 66, up 8.2% from 61 days last month and up 4.8% from 63 days in December of last year. The December 2014 DOM was at a mid range compared with December of 2013 and 2012.

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



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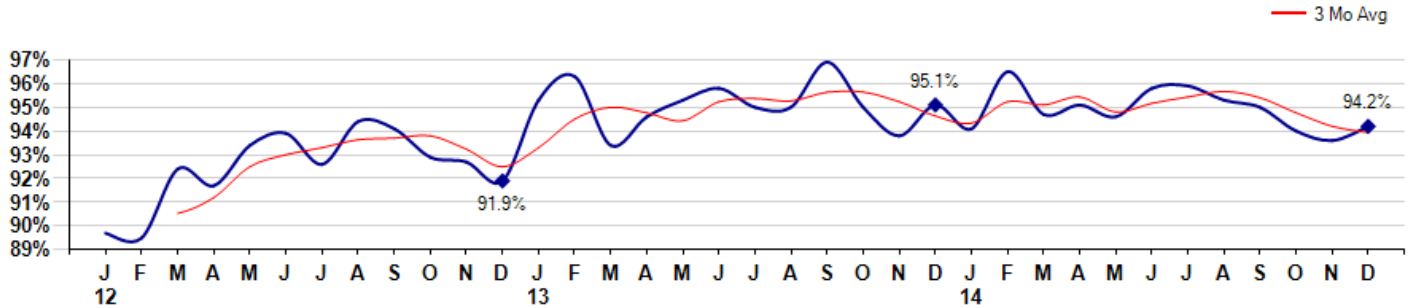


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### Selling Price vs Listing Price

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 December 2014 Selling Price vs List Price of 94.2% was up from 93.6% last month and down from 95.1% in December of last year.

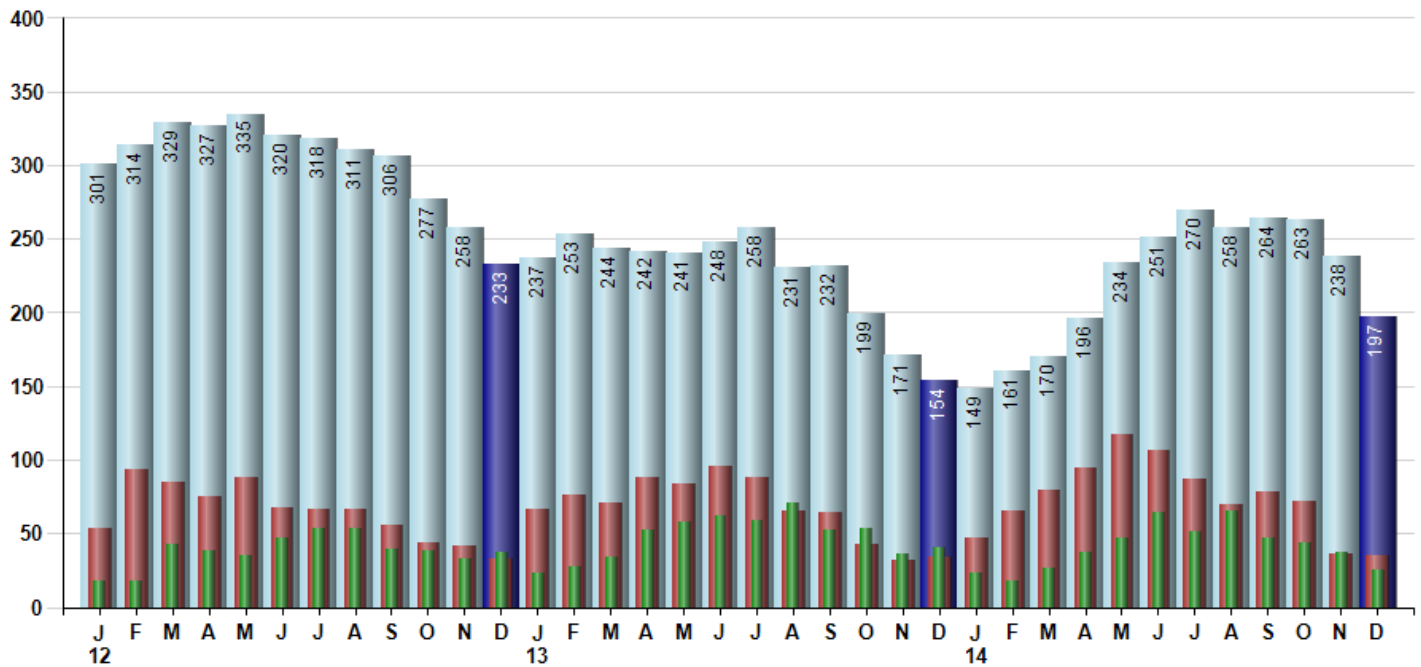
Avg Selling Price divided by Avg Listing Price for sold properties during the month



### 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 December 2014 was 35, down -2.8% from 36 last month and up 2.9% from 34 in December of last year.

Inventory New Listings Sold



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# MARKET ACTION REPORT

December 2014

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	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	N	D
Homes Sold	18	18	43	38	35	47	54	54	39	38	33	37	23	28	34	52	58	62	59	71	52	53	36	40	23	18	26	37	47	64	51	65	47	44	37	25
3 Mo. Roll Avg			26	33	39	40	45	52	49	44	37	36	31	29	28	38	48	57	60	64	61	59	47	43	33	27	22	27	37	49	54	60	54	52	43	35

(000's)	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	N	D
Median Sale Price	334	353	325	358	482	475	404	463	460	448	467	367	348	406	367	414	425	439	472	480	593	475	432	459	473	488	413	444	613	506	476	503	440	531	550	440
3 Mo. Roll Avg			337	345	388	438	454	447	442	457	458	427	394	374	374	396	402	426	445	464	515	516	500	455	454	473	458	448	490	521	532	495	473	491	507	507

	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	N	D
Inventory	301	314	329	327	335	320	318	311	306	277	258	233	237	253	244	242	241	248	258	231	232	199	171	154	149	161	170	196	234	251	270	258	264	263	238	197
MSI	17	17	8	9	10	7	6	6	8	7	8	6	10	9	7	5	4	4	4	3	4	4	5	4	6	9	7	5	5	4	5	4	6	6	6	8

	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	N	D
Days On Market	110	137	124	98	88	113	122	90	93	90	88	153	121	122	152	69	83	78	101	79	65	92	79	63	44	44	96	62	56	64	57	47	54	64	61	66
3 Mo. Roll Avg			124	120	103	100	108	108	102	91	90	110	121	132	132	114	101	77	87	86	82	79	79	78	62	50	61	67	71	61	59	56	53	55	60	64

	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	N	D
Price per Sq Ft	189	147	146	174	184	193	172	179	190	190	183	187	169	166	190	183	180	196	202	188	224	195	207	209	211	239	189	201	215	218	205	215	208	215	219	218
3 Mo. Roll Avg			161	156	168	184	183	181	180	186	188	187	180	174	175	180	184	186	193	195	205	202	209	204	209	220	213	210	202	211	213	213	209	213	214	217

	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	N	D
Sale to List Price	0.897	0.895	0.924	0.917	0.934	0.939	0.926	0.944	0.941	0.929	0.927	0.919	0.953	0.963	0.934	0.946	0.953	0.958	0.950	0.950	0.969	0.950	0.938	0.951	0.941	0.965	0.947	0.951	0.946	0.958	0.959	0.953	0.950	0.940	0.936	0.942
3 Mo. Roll Avg			0.905	0.912	0.925	0.930	0.933	0.936	0.937	0.938	0.932	0.925	0.933	0.945	0.950	0.948	0.944	0.952	0.954	0.953	0.956	0.956	0.952	0.946	0.943	0.952	0.951	0.954	0.948	0.952	0.954	0.957	0.954	0.948	0.942	0.939

	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	N	D
New Listings	54	94	85	75	88	68	67	66	56	44	42	33	66	76	71	88	84	96	88	65	64	43	32	34	47	65	79	95	117	107	87	70	78	72	36	35
Inventory	301	314	329	327	335	320	318	311	306	277	258	233	237	253	244	242	241	248	258	231	232	199	171	154	149	161	170	196	234	251	270	258	264	263	238	197
Sales	18	18	43	38	35	47	54	54	39	38	33	37	23	28	34	52	58	62	59	71	52	53	36	40	23	18	26	37	47	64	51	65	47	44	37	25

(000's)	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	N	D
Avg Sale Price	399	404	389	423	595	601	485	557	541	494	535	599	409	434	415	468	447	526	583	527	684	566	544	546	585	551	455	496	615	625	548	631	513	610	656	569
3 Mo. Roll Avg			397	405	469	540	560	548	528	531	523	542	514	480	419	439	444	480	519	545	598	592	598	552	558	561	530	501	522	579	596	601	564	585	593	612

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