

MLS Area: Lake Forest



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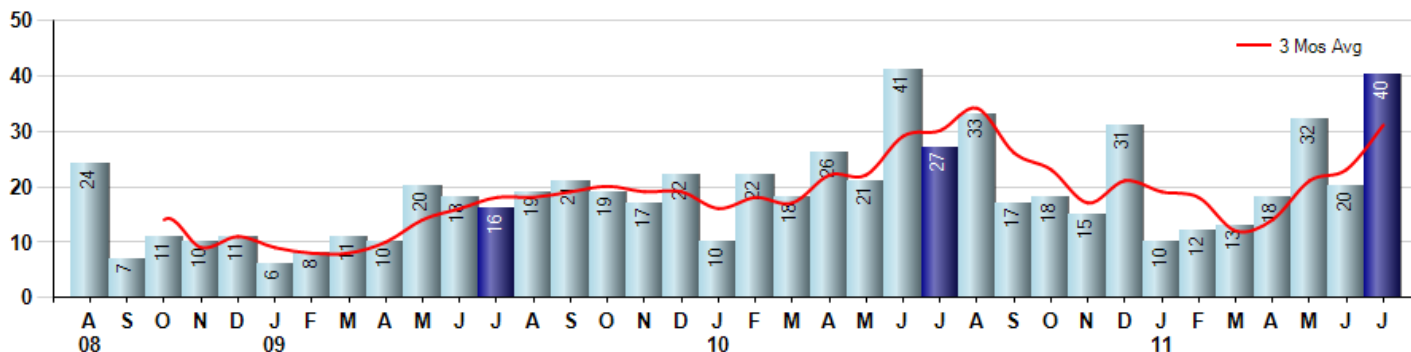
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,005,995	↓		↓				
Average List Price of all Current Listings	\$1,671,337	↓		↓				
July Median Sales Price	\$909,000	↑	↑	↑	↑	\$820,000	↑	↑
July Average Sales Price	\$1,158,340	↑	↔	↑	↑	\$1,118,759	↑	↑
Total Properties Currently for Sale (Inventory)	384	↓		↓				
July Number of Properties Sold	40	↑		↑		145	↓	
July Average Days on Market (Solds)	115	↓	↓	↓	↓	151	↓	↔
July Month's Supply of Inventory	9.6	↓	↓	↓	↓	21.5	↑	↑
July Sale Price vs List Price Ratio	85.3%	↑	↑	↑	↑	82.3%	↑	↑

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

Property Sales

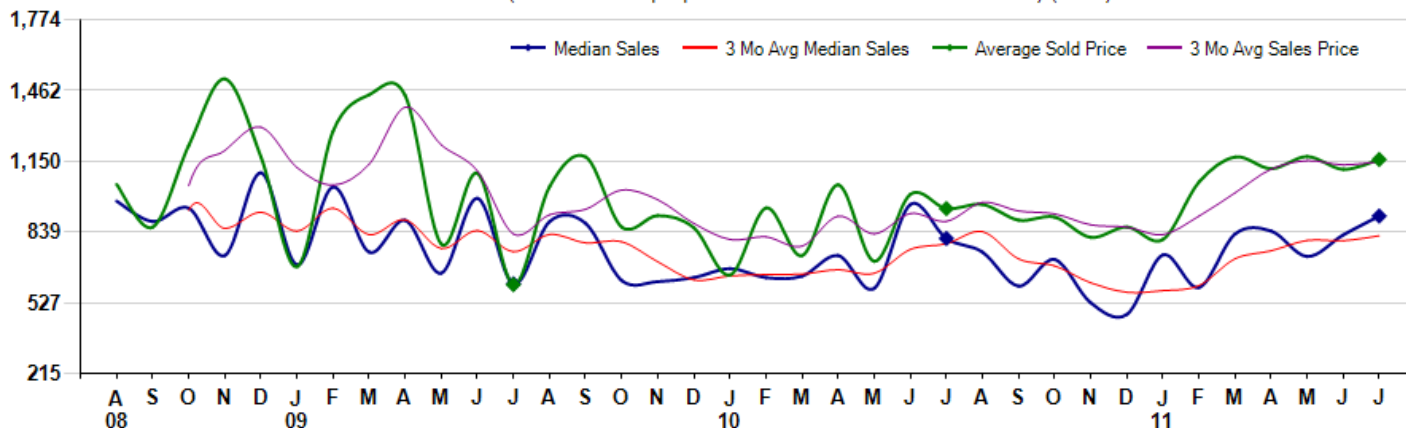
July Property sales were 40, up 48.1% from 27 in July of 2010 and 100.0% higher than the 20 sales last month. July 2011 sales were at their highest level compared to July of 2010 and 2009. July YTD sales of 145 are running -12.1% behind last year's year-to-date sales of 165.



Prices

The Median Sales Price in July was \$909,000, up 12.2% from \$810,000 in July of 2010 and up 10.0% from \$826,000 last month. The Average Sales Price in July was \$1,158,340, up 23.0% from \$942,056 in July of 2010 and up 3.9% from \$1,115,100 last month. July 2011 ASP was at highest level compared to July of 2010 and 2009.

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



Based on information from Midwest Real Estate Data LLC for the period 8/1/2008 through 7/31/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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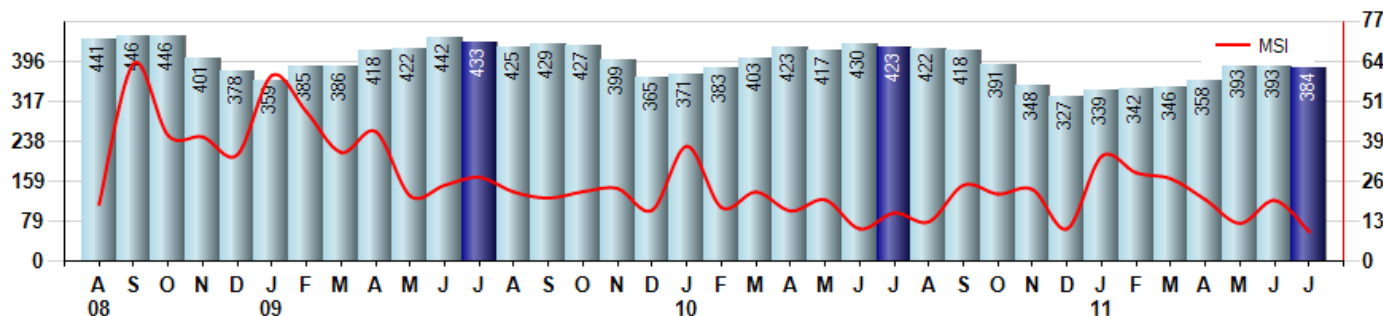
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 384, down -2.3% from 393 last month and down -9.2% from 423 in July of last year. July 2011 Inventory was at the lowest level compared to July of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2011 MSI of 9.6 months was at its lowest level compared with July of 2010 and 2009.

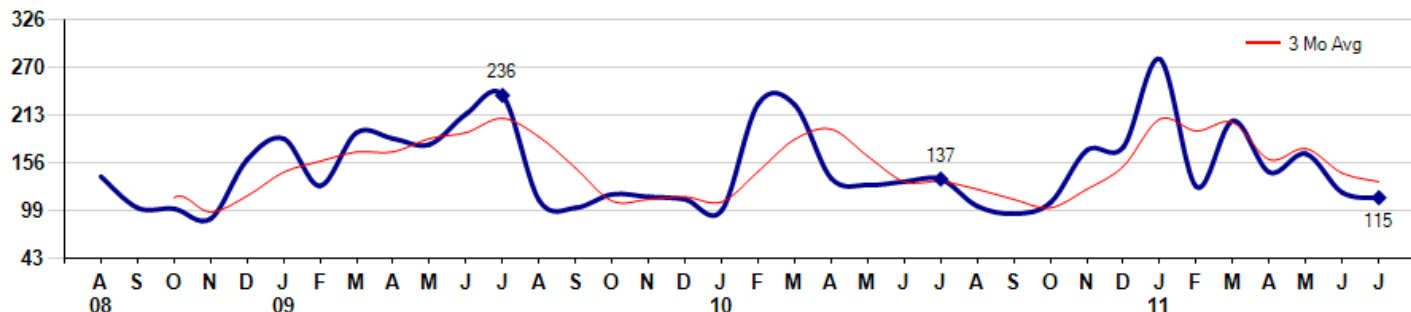
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 115, down -5.0% from 121 days last month and down -16.1% from 137 days in July of last year. The July 2011 DOM was at its lowest level compared with July of 2010 and 2009.

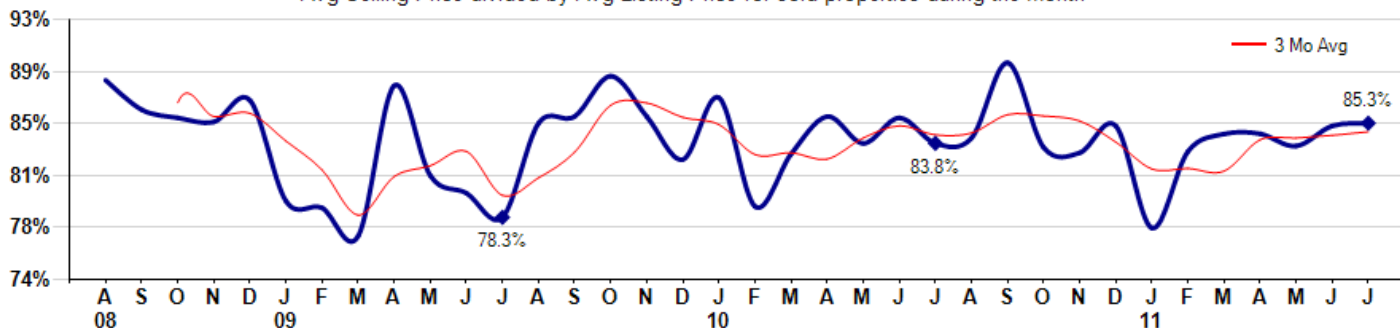
Average Days on Market (Listing to Contract) for properties sold during the month



Selling Price vs Original Listing Price

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original 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 2011 Selling Price vs Original List Price of 85.3% was up from 85.1% last month and up from 83.8% in July of last year.

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



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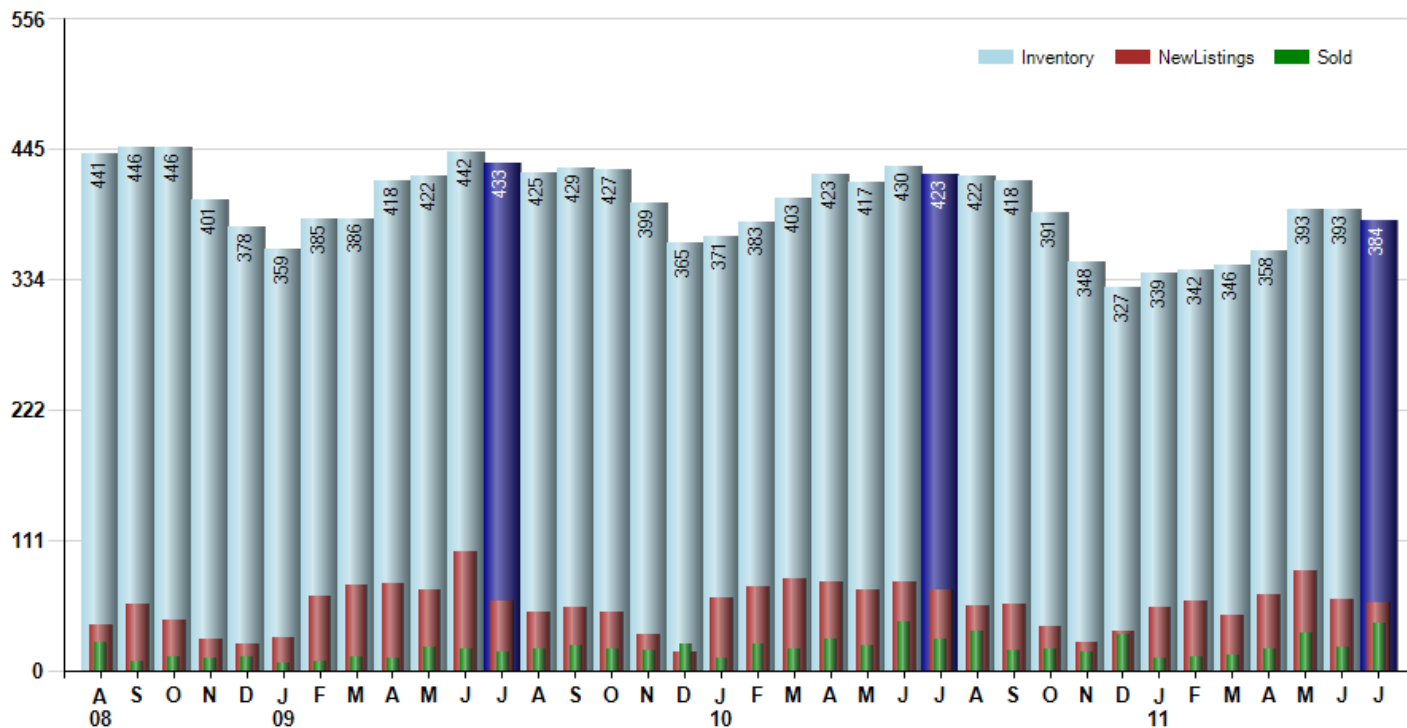
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Inventory / New Listings / Sales

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 2011 was 58, down -3.3% from 60 last month and down -15.9% from 69 in July of last year.



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MARKET ACTION REPORT

July 2011

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	A 08	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J
Homes Sold	24	7	11	10	11	6	8	11	10	20	18	16	19	21	19	17	22	10	22	18	26	21	41	27	33	17	18	15	31	10	12	13	18	32	20	40
3 Mo. Roll Avg			14	9	11	9	8	8	10	14	16	18	18	19	20	19	19	16	18	17	22	22	29	30	34	26	23	17	21	19	18	12	14	21	23	31

	(000's) A 08	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J
Median Sale Price	975	885	944	735	1,100	694	1,038	750	890	658	988	610	885	877	625	620	638	678	638	644	735	590	960	810	750	600	718	527	475	738	594	830	843	731	826	909
3 Mo. Roll Avg			935	855	926	843	944	827	893	766	845	752	828	791	796	707	628	645	651	653	672	656	762	787	840	720	689	615	573	580	602	721	756	801	800	822

	A 08	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J
Inventory	441	446	446	401	378	359	385	386	418	422	442	433	425	429	427	399	365	371	383	403	423	417	430	423	422	418	391	348	327	339	342	346	358	393	393	384
MSI	18	64	41	40	34	60	48	35	42	21	25	27	22	20	22	23	17	37	17	22	16	20	10	16	13	25	22	23	11	34	29	27	20	12	20	10

	A 08	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J
Days On Market	140	103	102	90	160	185	129	192	185	178	214	236	112	103	119	116	113	100	226	225	138	130	134	137	105	96	109	171	175	279	128	206	145	167	121	115
3 Mo. Roll Avg			115	98	117	145	158	169	169	185	192	209	187	150	111	113	116	110	146	184	196	164	134	134	125	113	103	125	152	208	194	204	160	173	144	134

	A 08	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J
Price per Sq Ft	274	304	322	286	317	195	295	309	390	216	238	203	284	266	301	239	228	218	255	220	257	240	277	256	270	261	221	225	266	232	262	241	277	274	267	269
3 Mo. Roll Avg			300	304	308	266	269	266	331	305	281	219	242	251	284	269	256	228	234	231	244	239	258	258	268	262	251	236	237	241	253	245	260	264	273	270

	A 08	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J
Sale to List Price	0.885	0.863	0.857	0.854	0.870	0.795	0.790	0.769	0.881	0.814	0.801	0.783	0.853	0.858	0.888	0.858	0.826	0.872	0.791	0.830	0.858	0.838	0.857	0.838	0.842	0.898	0.835	0.831	0.851	0.775	0.832	0.845	0.845	0.836	0.851	0.853
3 Mo. Roll Avg			0.868	0.858	0.860	0.840	0.818	0.785	0.813	0.821	0.832	0.799	0.812	0.831	0.866	0.868	0.857	0.852	0.830	0.831	0.826	0.842	0.851	0.844	0.846	0.859	0.858	0.855	0.839	0.819	0.819	0.817	0.841	0.842	0.844	0.847

	A 08	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J
New Listings	39	56	43	27	23	28	63	73	74	69	101	59	49	54	50	31	15	62	72	78	76	68	75	69	55	56	37	24	33	54	59	47	65	85	60	58
Inventory	441	446	446	401	378	359	385	386	418	422	442	433	425	429	427	399	365	371	383	403	423	417	430	423	422	418	391	348	327	339	342	346	358	393	393	384
Sales	24	7	11	10	11	6	8	11	10	20	18	16	19	21	19	17	22	10	22	18	26	21	41	27	33	17	18	15	31	10	12	13	18	32	20	40

	(000's) A 08	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J
Avg Sale Price	1,048	860	1,220	1,514	1,170	685	1,283	1,444	1,440	786	1,098	607	1,039	1,170	861	911	857	649	945	734	1,047	710	1,005	942	961	891	904	815	861	806	1,059	1,170	1,118	1,172	1,115	1,158
3 Mo. Roll Avg			1,043	1,198	1,301	1,123	1,046	1,137	1,389	1,223	1,108	830	915	939	1,023	981	876	806	817	776	909	830	920	886	969	931	919	870	860	827	909	1,011	1,116	1,153	1,135	1,148

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