

## City: Highland Park



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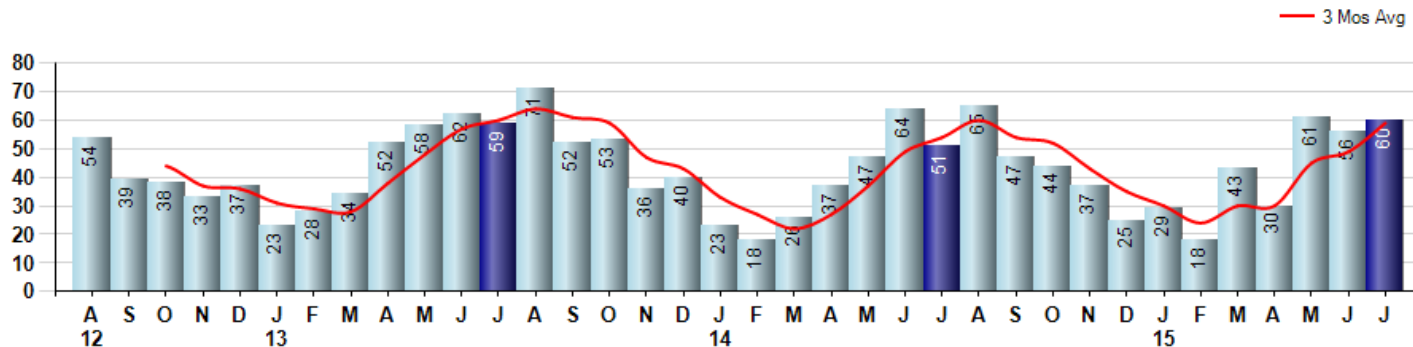
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$695,000	↑		↓				
Average List Price of all Current Listings	\$931,655	↔		↓				
July Median Sales Price	\$542,500	↔	↑	↑	↑	\$507,000	↑	↑
July Average Sales Price	\$596,212	↓	↑	↑	↑	\$543,629	↓	↓
Total Properties Currently for Sale (Inventory)	307	↑		↑				
July Number of Properties Sold	60	↑		↑		297	↑	
July Average Days on Market (Solds)	55	↓	↓	↓	↓	71	↑	↑
July Month's Supply of Inventory	5.1	↓	↓	↓	↓	7.2	↑	↑
July Sale Price vs List Price Ratio	94.3%	↓	↓	↓	↔	94.7%	↔	↑

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

### Property Sales

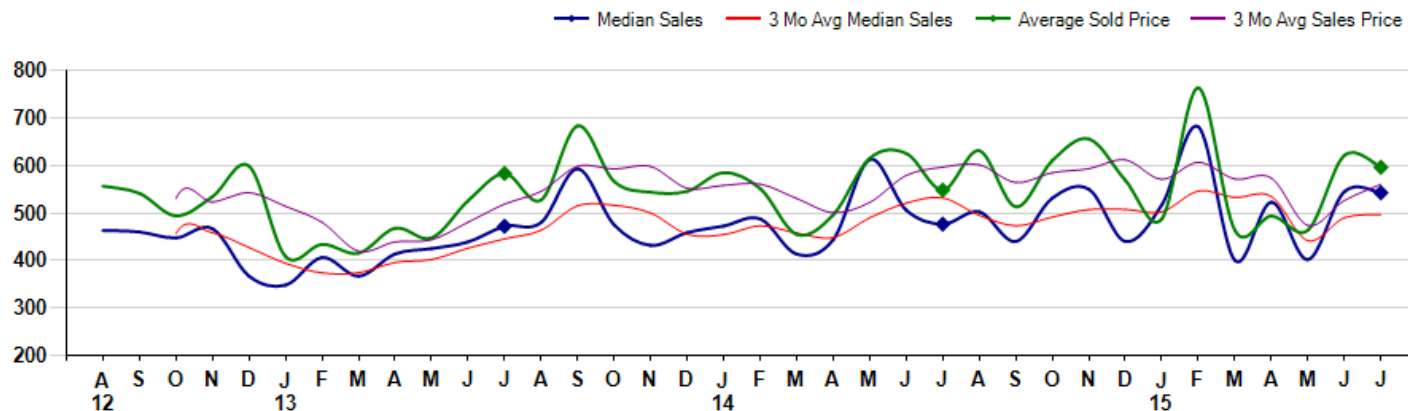
July Property sales were 60, up 17.6% from 51 in July of 2014 and 7.1% higher than the 56 sales last month. July 2015 sales were at their highest level compared to July of 2014 and 2013. July YTD sales of 297 are running 11.7% ahead of last year's year-to-date sales of 266.



### Prices

The Median Sales Price in July was \$542,500, up 13.9% from \$476,375 in July of 2014 and down -0.5% from \$545,000 last month. The Average Sales Price in July was \$596,212, up 8.8% from \$548,197 in July of 2014 and down -4.0% from \$621,075 last month. July 2015 ASP was at highest level compared to July of 2014 and 2013.

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



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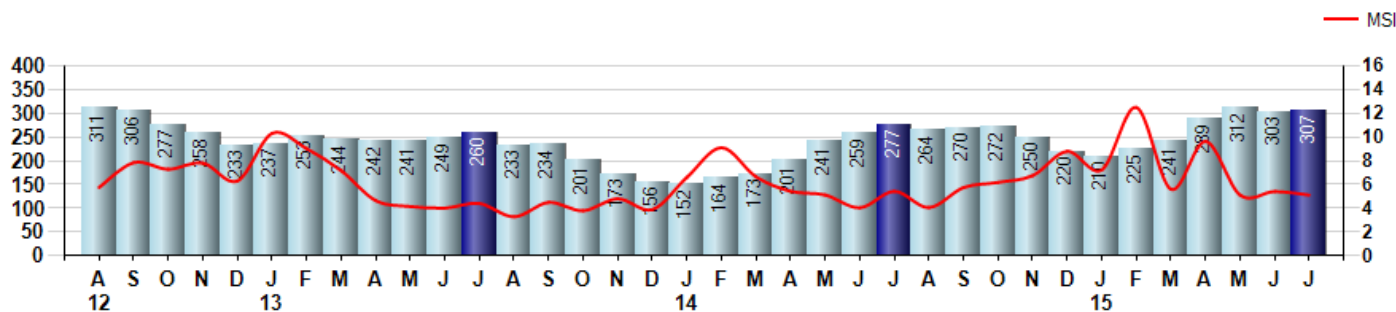
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### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 307, up 1.3% from 303 last month and up 10.8% from 277 in July of last year. July 2015 Inventory was at highest level compared to July of 2014 and 2013.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2015 MSI of 5.1 months was at a mid range compared with July of 2014 and 2013.

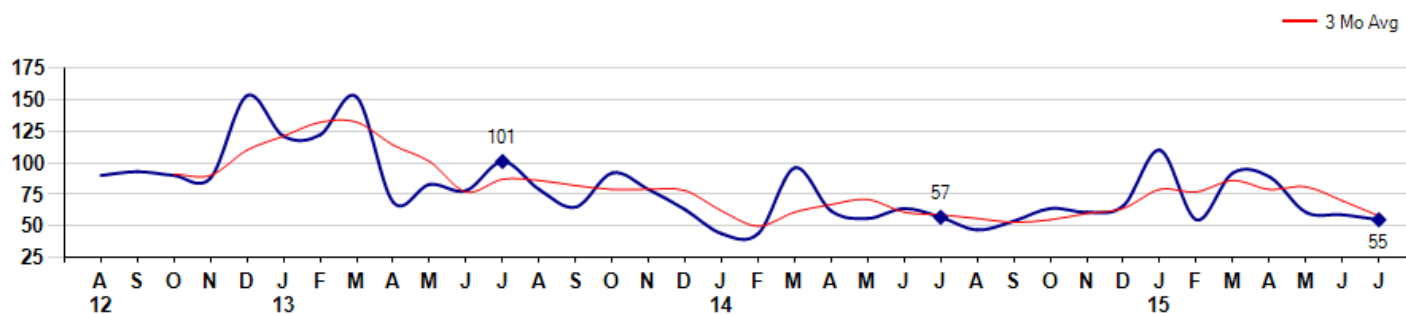
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 55, down -6.8% from 59 days last month and down -3.5% from 57 days in July of last year. The July 2015 DOM was at its lowest level compared with July of 2014 and 2013.

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



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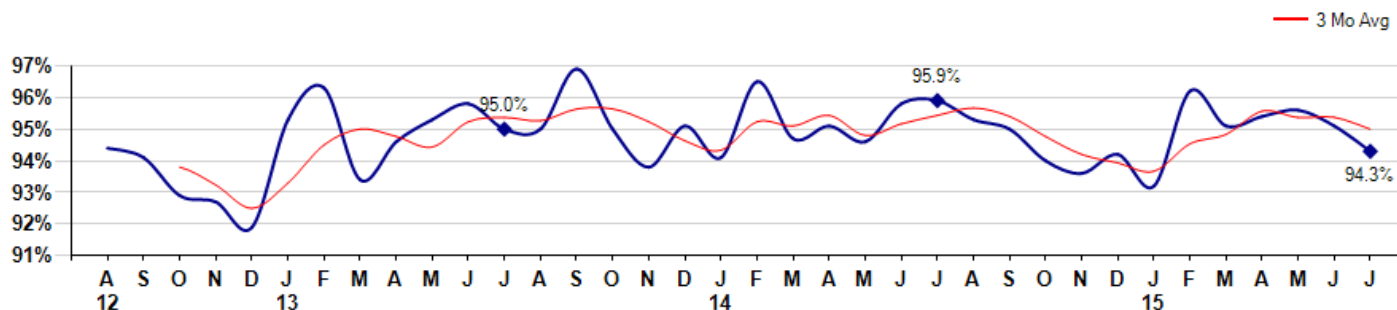


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### Selling Price vs Listing Price

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 July 2015 Selling Price vs List Price of 94.3% was down from 95.1% last month and down from 95.9% in July of last year.

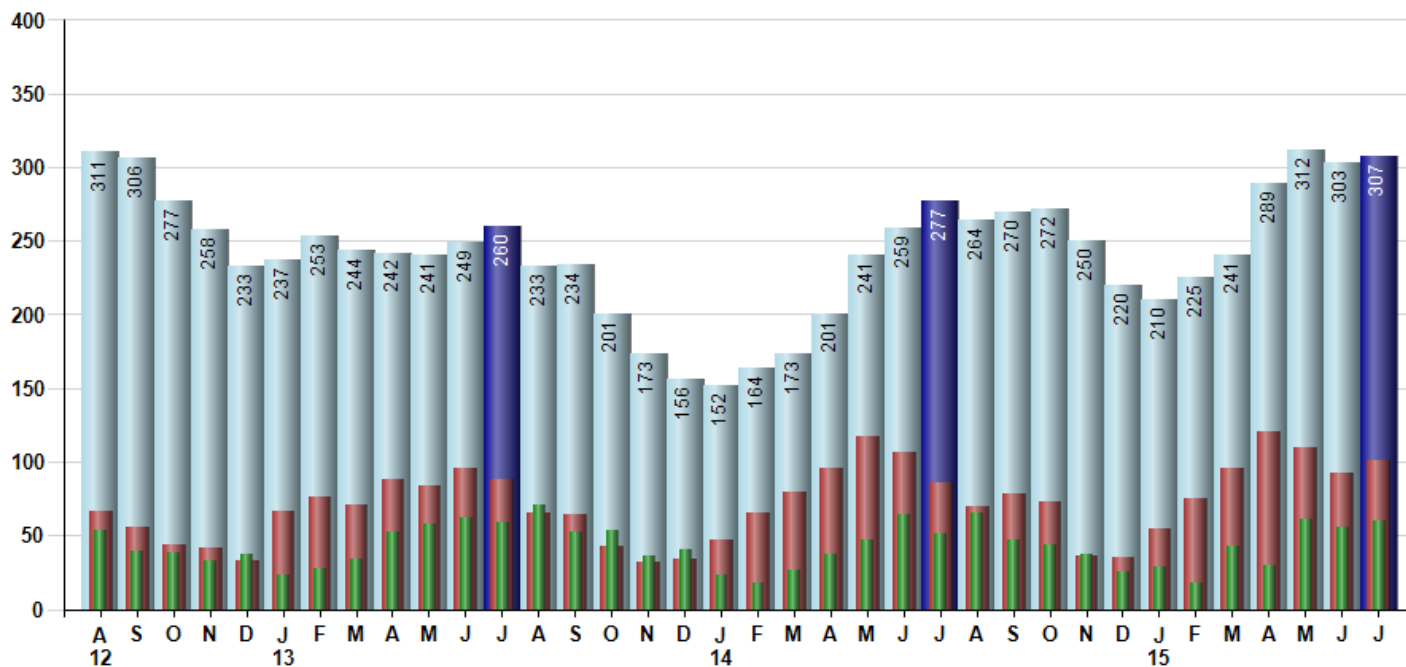
Avg Selling Price divided by Avg Listing Price for sold properties during the month



### 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 July 2015 was 101, up 9.8% from 92 last month and up 17.4% from 86 in July of last year.

Inventory NewListings Sold



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# MARKET ACTION REPORT

July 2015

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	A 12	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	J 15	F	M	A	M	J	J
Homes Sold	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	29	18	43	30	61	56	60
3 Mo. Roll Avg			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	30	24	30	30	45	49	59

	(000's) A 12	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	J 15	F	M	A	M	J	J
Median Sale Price	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	517	681	400	523	402	545	543
3 Mo. Roll Avg			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	502	546	533	535	442	490	496

	A 12	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	J 15	F	M	A	M	J	J
Inventory	311	306	277	258	233	237	253	244	242	241	249	260	233	234	201	173	156	152	164	173	201	241	259	277	264	270	272	250	220	210	225	241	289	312	303	307
MSI	6	8	7	8	6	10	9	7	5	4	4	4	3	5	4	5	4	7	9	7	5	5	4	5	4	6	6	7	9	7	13	6	10	5	5	5

	A 12	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	J 15	F	M	A	M	J	J
Days On Market	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	110	55	92	89	61	59	55
3 Mo. Roll Avg			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	79	77	86	79	81	70	58

	A 12	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	J 15	F	M	A	M	J	J
Price per Sq Ft	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	220	198	216	199	211	202	221	216
3 Mo. Roll Avg			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	218	212	211	204	209	204	211	213

	A 12	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	J 15	F	M	A	M	J	J
Sale to List Price	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	0.932	0.962	0.951	0.954	0.956	0.951	0.943
3 Mo. Roll Avg			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	0.937	0.945	0.948	0.956	0.954	0.954	0.950

	A 12	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	J 15	F	M	A	M	J	J
New Listings	66	56	44	42	33	66	76	71	88	84	96	88	65	64	43	32	34	47	65	79	96	117	107	86	70	78	73	36	35	55	75	96	121	110	92	101
Inventory	311	306	277	258	233	237	253	244	242	241	249	260	233	234	201	173	156	152	164	173	201	241	259	277	264	270	272	250	220	210	225	241	289	312	303	307
Sales	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	29	18	43	30	61	56	60

	(000's) A 12	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	J 15	F	M	A	M	J	J
Avg Sale Price	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	487	763	463	494	464	621	596
3 Mo. Roll Avg			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	571	607	571	573	474	526	560

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