MARKET ACTION REPORT October 2011

MLS Area: Winnetka

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COLDWELL BANKER RESIDENTIAL BROKERAGE

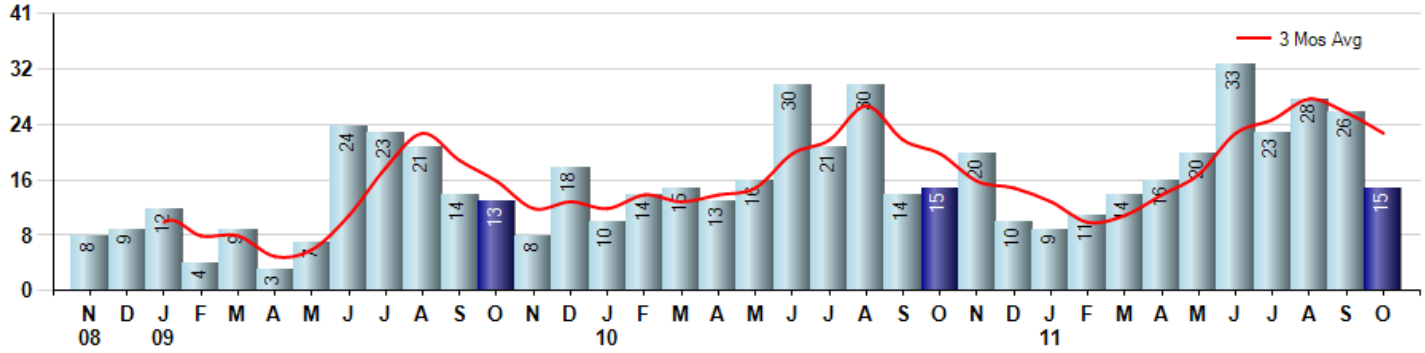
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*: LM	L3M	PYM	LY	YTD	Trending Versus*: PriorYTD	PriorYear
Median List Price of all Current Listings	$1,450,000	↑		↑				
Average List Price of all Current Listings	$2,047,191	↑		↑				
October Median Sales Price	$995,000	↓	↓	↑	↓	$1,000,000	↓	↓
October Average Sales Price	$1,289,305	↑	↑	↔	↔	$1,243,174	↓	↓
Total Properties Currently for Sale (Inventory)	161	↓		↓				
October Number of Properties Sold	15	↓		↔		195	↑	
October Average Days on Market (Solds)	87	↑	↑	↓	↓	113	↓	↓
October Month's Supply of Inventory	10.7	↑	↑	↓	↓	11.0	↓	↓
October Sale Price vs List Price Ratio	84.6%	↓	↓	↔	↔	87.5%	↑	↑

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

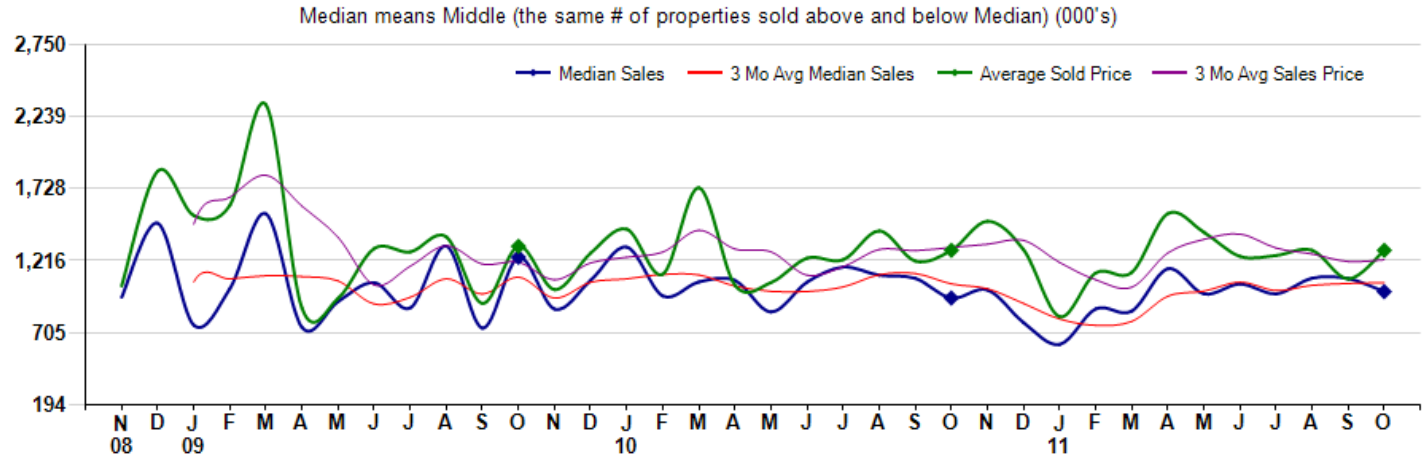
Property Sales

October Property sales were 15, equal to 15 in October of 2010 and -42.3% lower than the 26 sales last month. October 2011 sales were at a mid level compared to October of 2010 and 2009. October YTD sales of 195 are running 9.6% ahead of last year's year-to-date sales of 178.



Prices

The Median Sales Price in October was $995,000, up 4.7% from $950,000 in October of 2010 and down -8.6% from $1,088,375 last month. The Average Sales Price in October was $1,289,305, down 0.0% from $1,289,333 in October of 2010 and up 18.7% from $1,085,842 last month. October 2011 ASP was at the lowest level compared to October of 2010 and 2009.



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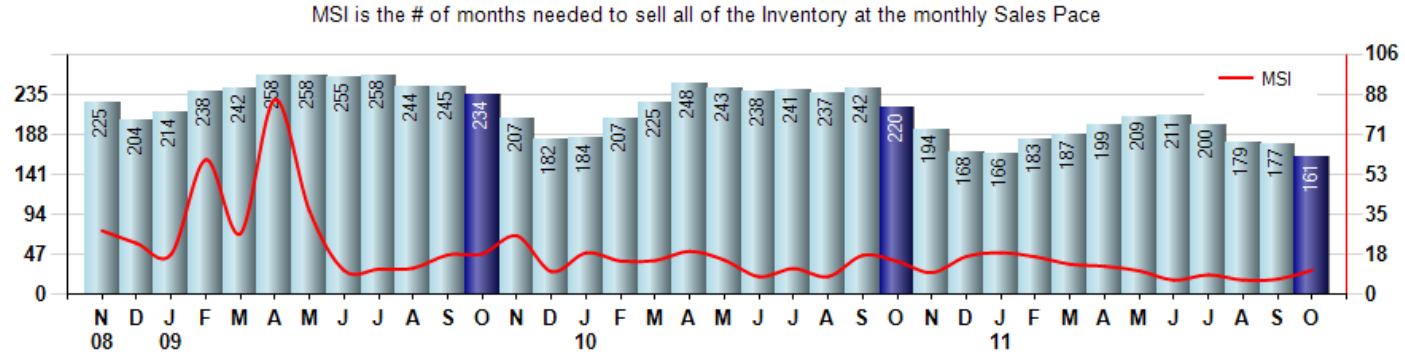
Inventory & MSI

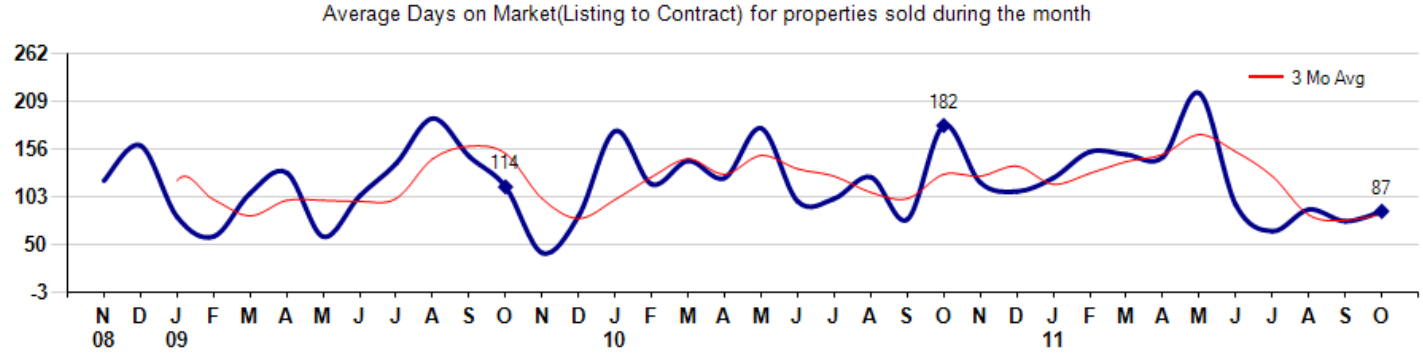
The Total Inventory of Properties available for sale as of October was 161, down -9.0% from 177 last month and down -26.8% from 220 in October of last year. October 2011 Inventory was at the lowest level compared to October of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2011 MSI of 10.7 months was at its lowest level compared with October of 2010 and 2009.



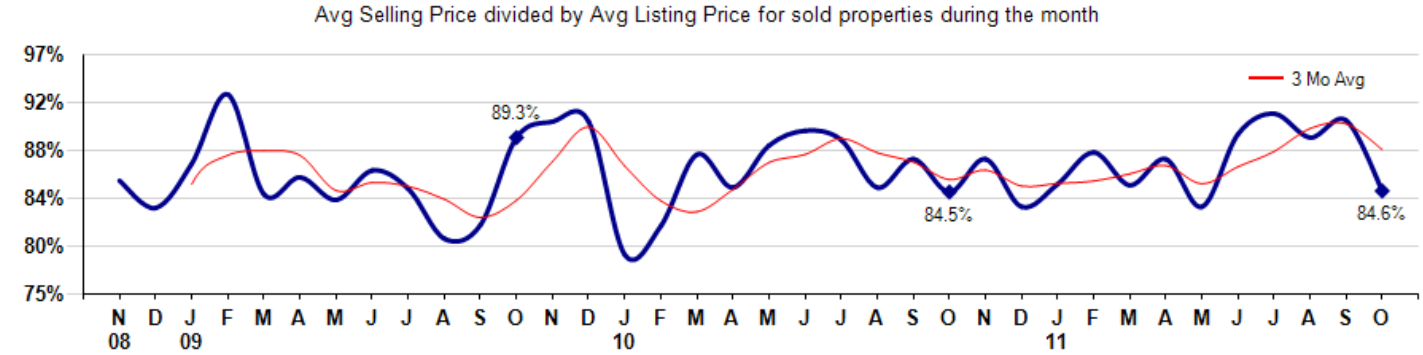
Market Time

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 87, up 14.5% from 76 days last month and down -52.2% from 182 days in October of last year. The October 2011 DOM was at its lowest level compared with October of 2010 and 2009.



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 October 2011 Selling Price vs Original List Price of 84.6% was down from 90.8% last month and up from 84.5% in October of last year.



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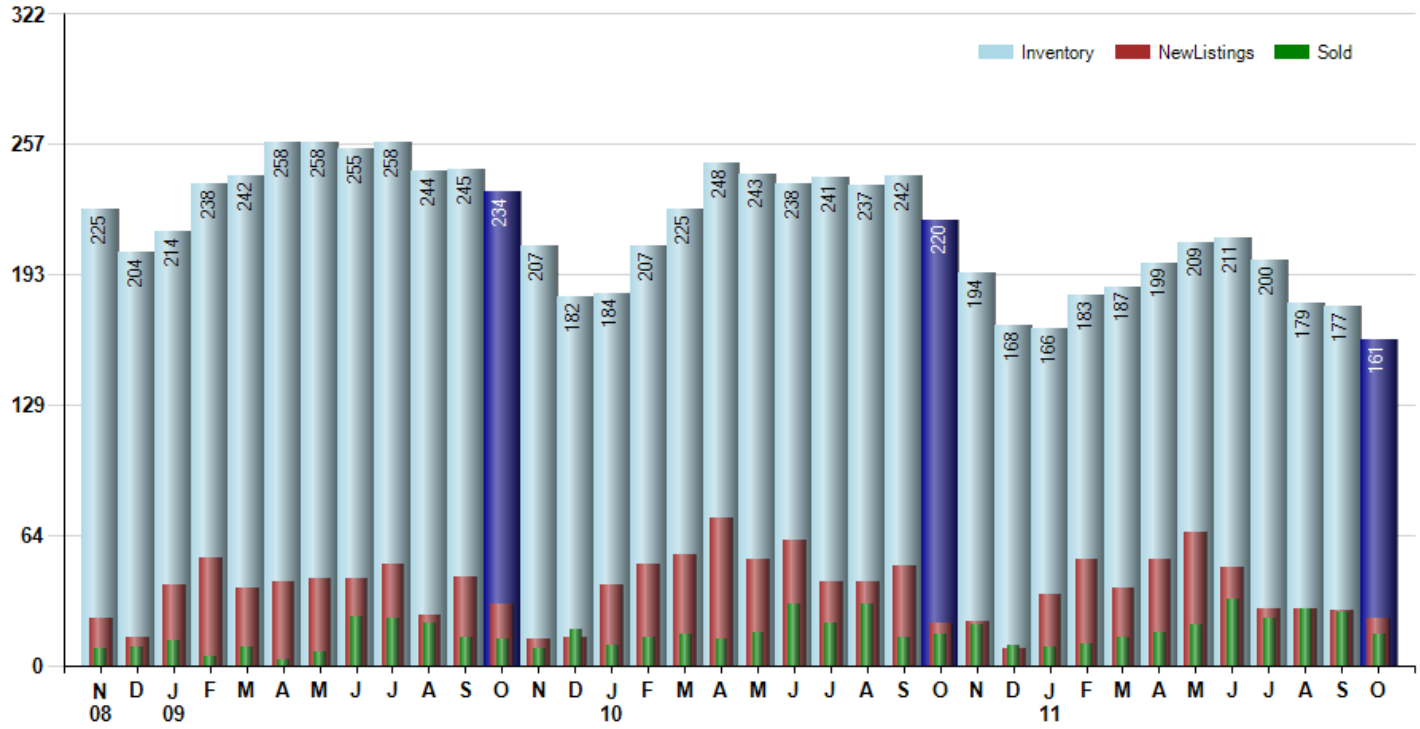
Inventory / New Listings / Sales

'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 October 2011 was 23, down -14.8% from 27 last month and up 9.5% from 21 in October of last year.



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	N 08	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	A	S	O
Homes Sold	8	9	12	4	9	3	7	24	23	21	14	13	8	18	10	14	15	13	16	30	21	30	14	15	20	10	9	11	14	16	20	33	23	28	26	15
3 Mo. Roll Avg			10	8	8	5	6	11	18	23	19	16	12	13	12	14	13	14	15	20	22	27	22	20	16	15	13	10	11	14	17	23	25	28	26	23

(000's)	N 08	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	A	S	O
MedianSalePrice	955	1,483	758	1,018	1,550	740	925	1,060	880	1,320	736	1,240	871	1,075	1,313	965	1,065	1,075	851	1,064	1,170	1,113	1,090	950	1,008	775	620	873	858	1,159	980	1,050	980	1,091	1,088	995
3 Mo. Roll Avg			1,065	1,086	1,108	1,103	1,072	908	955	1,087	979	1,099	949	1,062	1,086	1,118	1,114	1,035	997	997	1,028	1,115	1,124	1,051	1,016	911	801	756	783	963	999	1,063	1,003	1,040	1,053	1,058

	N 08	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	A	S	O
Inventory	225	204	214	238	242	258	258	255	258	244	245	234	207	182	184	207	225	248	243	238	241	237	242	220	194	168	166	183	187	199	209	211	200	179	177	161
MSI	28	23	18	60	27	86	37	11	11	12	18	18	26	10	18	15	15	19	15	8	11	8	17	15	10	17	18	17	13	12	10	6	9	6	7	11

	N 08	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	A	S	O
Days On Market	121	160	81	59	107	130	59	104	140	190	148	114	41	82	176	117	143	124	179	98	101	125	78	182	119	109	124	153	150	147	218	94	65	89	76	87
3 Mo. Roll Avg			121	100	82	99	99	98	101	145	159	151	101	79	100	125	145	128	149	134	126	108	101	128	126	137	117	129	142	150	172	153	126	83	77	84

	N 08	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	A	S	O
Price per Sq Ft	343	0	266	253	517	0	339	316	294	362	234	384	483	343	195	245	416	218	365	282	323	321	339	282	332	242	204	278	263	341	306	358	307	329	337	296
3 Mo. Roll Avg			203	173	345	257	285	218	316	324	297	327	367	403	340	261	285	293	333	288	323	309	328	314	318	285	259	241	248	294	303	335	324	331	324	321

	N 08	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	A	S	O
Sale to List Price	0.855	0.831	0.870	0.931	0.843	0.858	0.838	0.864	0.848	0.804	0.816	0.893	0.907	0.907	0.790	0.815	0.878	0.849	0.886	0.899	0.891	0.849	0.874	0.845	0.874	0.832	0.852	0.880	0.851	0.874	0.832	0.896	0.914	0.893	0.908	0.846
3 Mo. Roll Avg			0.852	0.877	0.881	0.877	0.846	0.853	0.850	0.839	0.823	0.838	0.872	0.902	0.868	0.837	0.828	0.847	0.871	0.878	0.892	0.880	0.871	0.856	0.864	0.850	0.853	0.855	0.861	0.868	0.852	0.867	0.881	0.901	0.905	0.882

	N 08	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	A	S	O
New Listings	23	14	40	53	38	41	43	43	50	25	44	30	13	14	40	50	55	73	52	62	41	41	49	21	22	8	35	52	38	52	66	48	28	28	27	23
Inventory	225	204	214	238	242	258	258	255	258	244	245	234	207	182	184	207	225	248	243	238	241	237	242	220	194	168	166	183	187	199	209	211	200	179	177	161
Sales	8	9	12	4	9	3	7	24	23	21	14	13	8	18	10	14	15	13	16	30	21	30	14	15	20	10	9	11	14	16	20	33	23	28	26	15

(000's)	N 08	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	A	S	O
Avg Sale Price	1,036	1,853	1,537	1,609	2,324	877	948	1,302	1,278	1,385	911	1,317	1,010	1,269	1,440	1,120	1,735	1,041	1,061	1,234	1,222	1,427	1,213	1,289	1,496	1,294	818	1,129	1,133	1,551	1,417	1,246	1,253	1,290	1,086	1,289
3 Mo. Roll Avg			1,475	1,666	1,823	1,603	1,383	1,042	1,176	1,322	1,192	1,205	1,080	1,199	1,240	1,277	1,432	1,299	1,279	1,112	1,172	1,295	1,287	1,310	1,333	1,360	1,203	1,080	1,026	1,271	1,367	1,405	1,305	1,263	1,210	1,222

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