

# MARKET ACTION REPORT

July 2010

Zip Code: 22314

COLDWELL BANKER GEORGETOWN

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www.cbmove.com/Georgetown



Price Range: All | Properties: Single Family - TwnHm

## Market Profile & Trends Overview

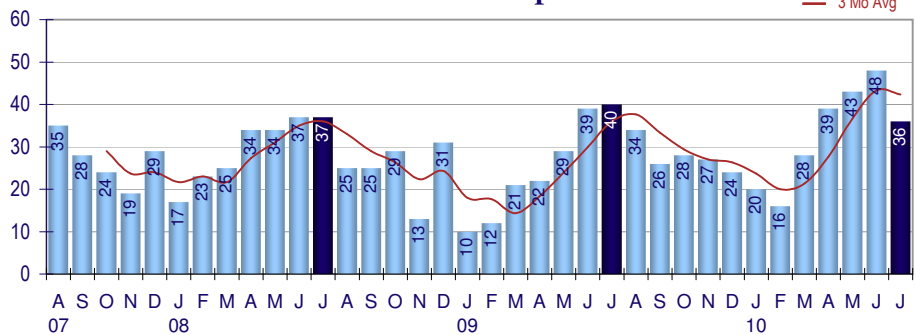
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$810,000	↑		↓				
Average List Price of all Current Listings	\$1,031,790	↑		↓				
July Median Sales Price	\$587,250	↓	↓	↑	↓	\$600,000	↑	↓
July Average Sales Price	\$748,853	↑	↑	↑	↑	\$698,006	↑	↔
Total Properties Currently for Sale (Inventory)	153	↓		↑				
July Number of Properties Sold	36	↓		↓		230	↑	
July Average Days on Market (Solds)	64	↑	↑	↑	↑	56	↑	↑
Asking Price per Square Foot (based on New Listings)	\$414	↑	↑	↑	↑	\$385	↑	↑
July Sold Price per Square Foot	\$363	↓	↓	↔	↑	\$361	↔	↔
July Month's Supply of Inventory	4.3	↑	↑	↑	↓	4.7	↓	↓
July Sale Price vs List Price Ratio	97.1%	↓	↑	↓	↑	96.9%	↑	↑

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2009) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

## Property Sales

July Property sales were 36, down 10.0% from 40 in July of 2009 and 25.0% lower than the 48 sales last month. July 2010 sales were at their lowest level compared to July of 2009 and 2008. July YTD sales of 230 are running 32.9% ahead of last year's year-to-date sales of 173.

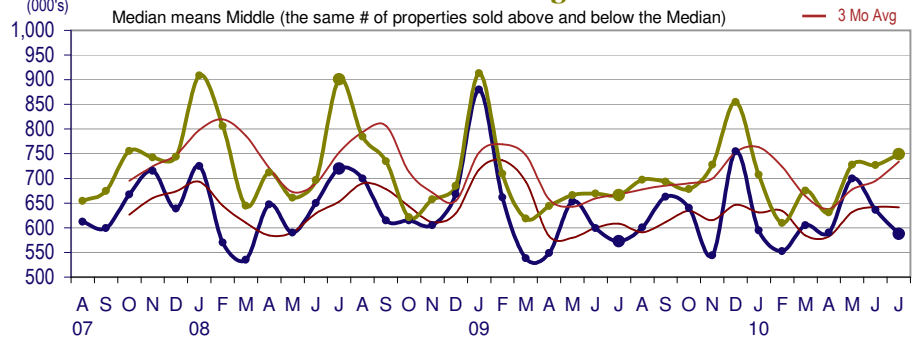
### Number of Properties Sold



## Prices

The Median Sales Price in July was \$587,250, up 2.6% from \$572,450 in July of 2009 and down 7.7% from \$636,000 last month. The Average Sales Price in July was \$748,853, up 12.4% from \$666,195 in July of 2009 and up 3.0% from \$726,834 last month. July 2010 ASP was at a mid range compared to July of 2009 and 2008.

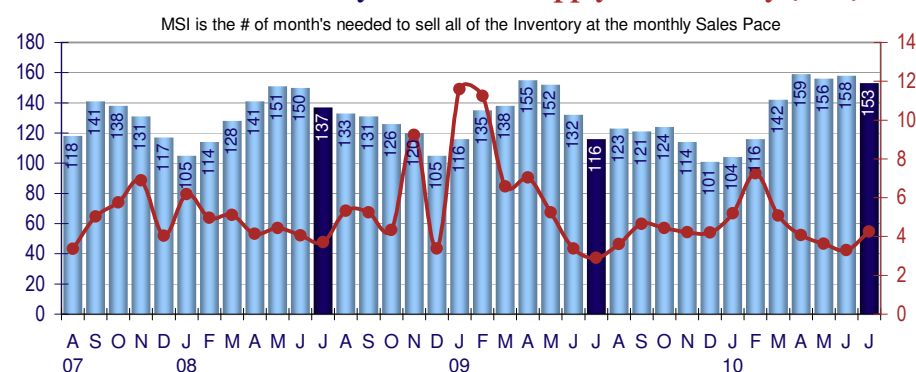
### Median Sales Price and Average Sales Price



## Inventory & MSI

The Total Inventory of Properties available for sale as of July was 153, down 3.2% from 158 last month and up 31.9% from 116 in July of last year. July 2010 Inventory was at its highest level compared with July of 2009 and 2008.

### Total Inventory & Month's Supply of Inventory (MSI)



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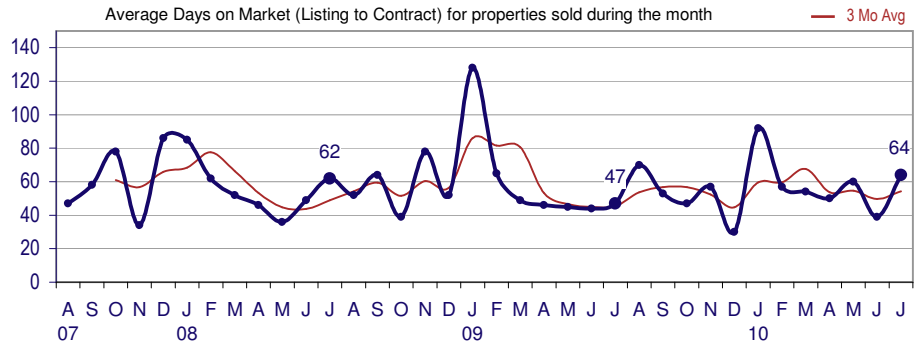


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## Market Time

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 64, up 64.1% from 39 days last month and up 36.2% from 47 days in July of last year. The July 2010 DOM was at a mid level compared with July of 2009 and 2008.

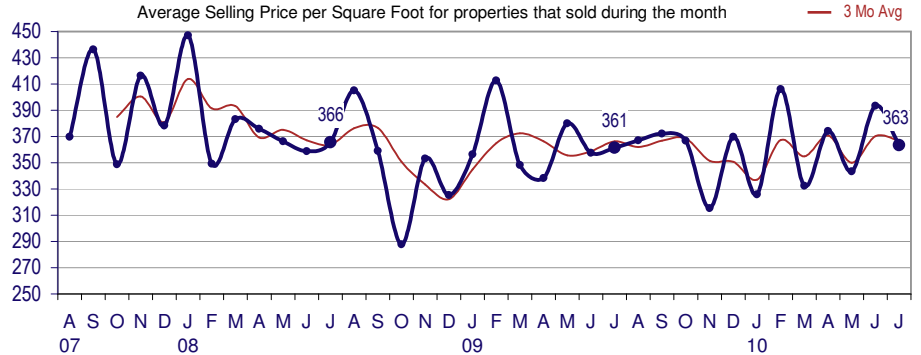
## Days On Market for Sold Properties



## Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The July 2010 Selling Price per Square Foot of \$363 was down 7.6% from \$393 last month and up 0.5% from 361 in July of last year.

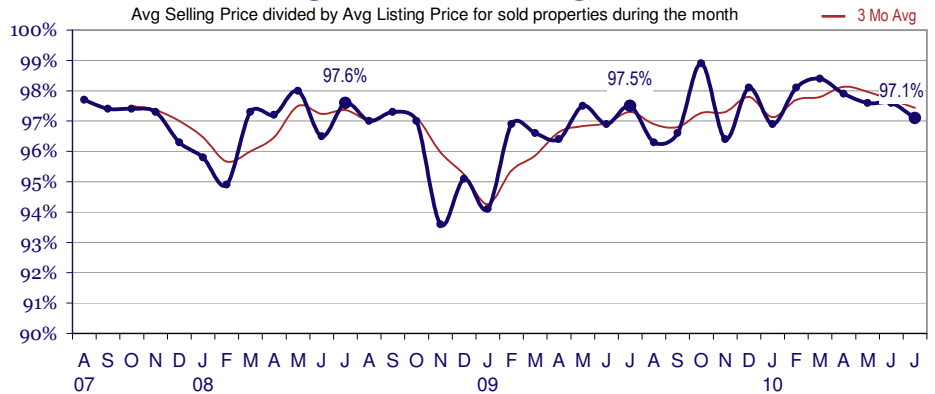
## Selling Price per Square Foot



## 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 2010 Selling Price vs Original List Price of 97.1% was down from 97.6% last month and down from 97.5% in July of last year.

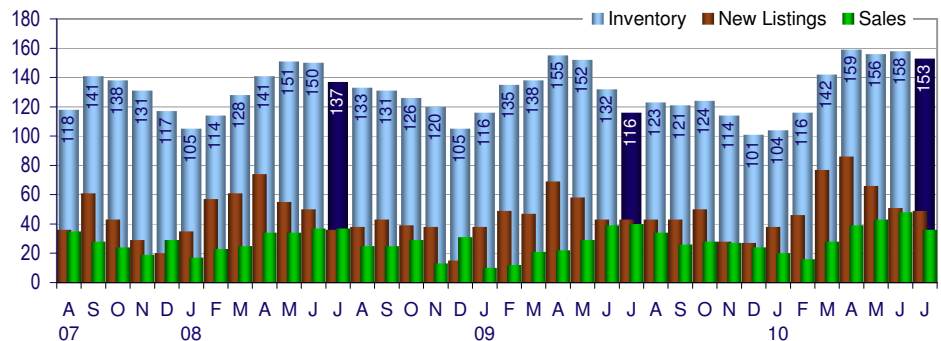
## Selling Price versus Listing Price Ratio



## 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 2010 was 49, down 3.9% from 51 last month and up 14.0% from 43 in July of last year.

## Inventory / New Listings / Sales



# Inventory / Listings / Sales

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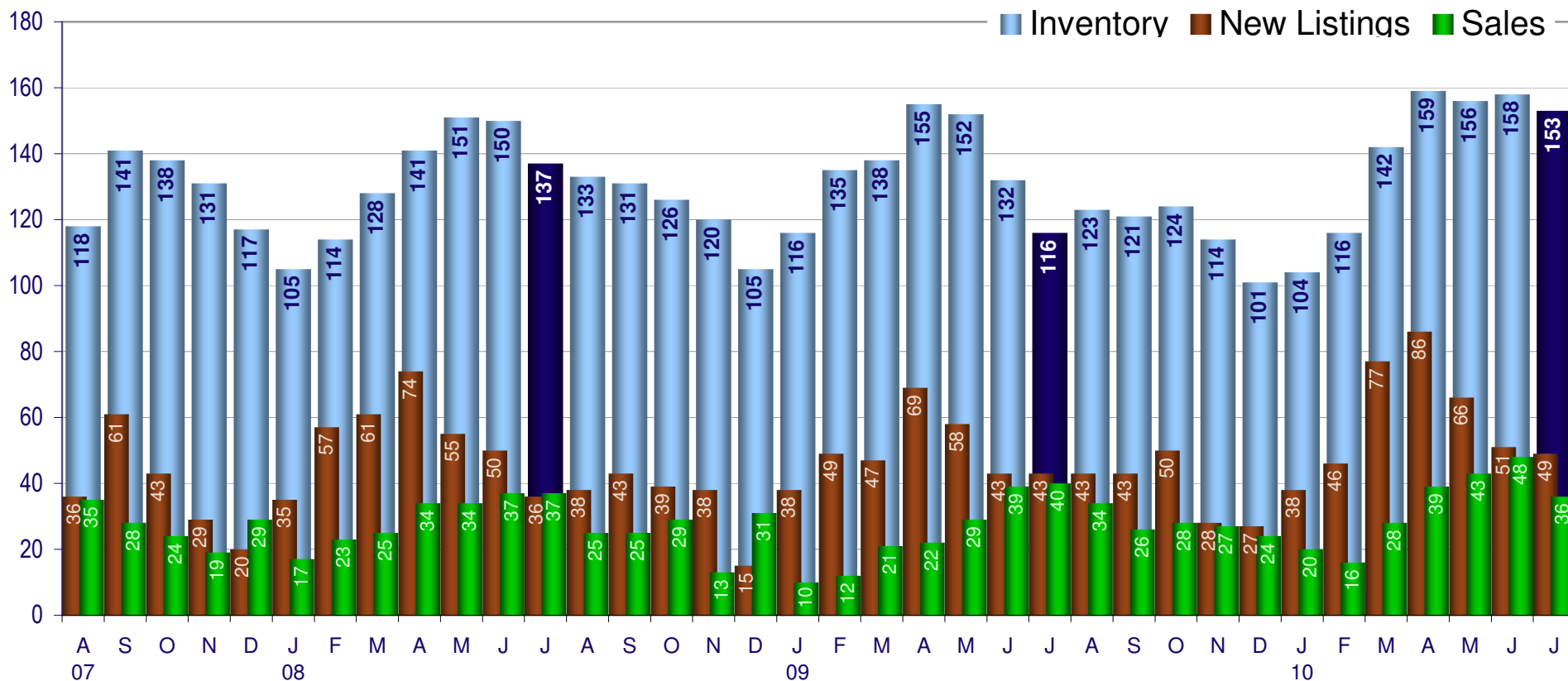
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