

County: *Hanford*



Price Range: Below to 100,000,000 | Properties: Single Family - Condo - TwnHm

Market Profile & Trends Overview

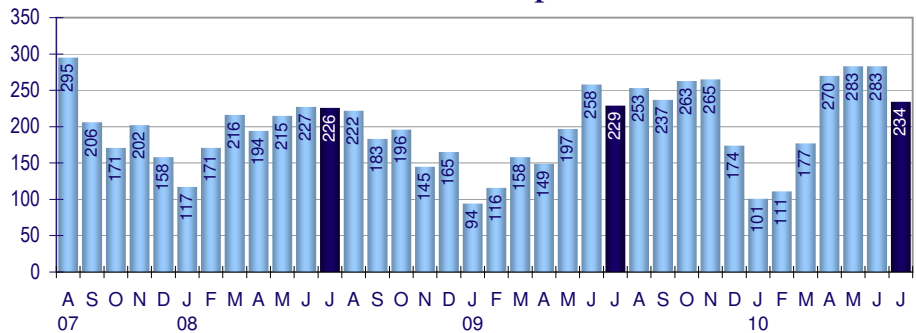
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$264,900	↔		↓				
Average List Price of all Current Listings	\$319,909	↔		↓				
July Median Sales Price	\$275,000	↑	↑	↑	\$243,000	↔	↑	
July Average Sales Price	\$298,219	↓	↑	↑	\$272,443	↔	↑	
Total Properties Currently for Sale (Inventory)	1,863	↔		↑				
July Number of Properties Sold	234	↓		↑	1,459	↑		
July Average Days on Market (Solds)	82	↑	↔	↓	86	↓	↓	
Asking Price per Square Foot (based on New Listings)	\$141	↑	↔	↓	\$140	↓	↓	
July Sold Price per Square Foot	\$125	↓	↓	↓	\$130	↓	↓	
July Month's Supply of Inventory	8.0	↑	↑	↔	9.6	↓	↔	
July Sale Price vs List Price Ratio	97.2%	↓	↔	↑	97.0%	↑	↑	

* 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 234, up 2.2% from 229 in July of 2009 and 17.3% lower than the 283 sales last month. July 2010 sales were at their highest level compared to July of 2009 and 2008. July YTD sales of 1,459 are running 21.5% ahead of last year's year-to-date sales of 1,201.

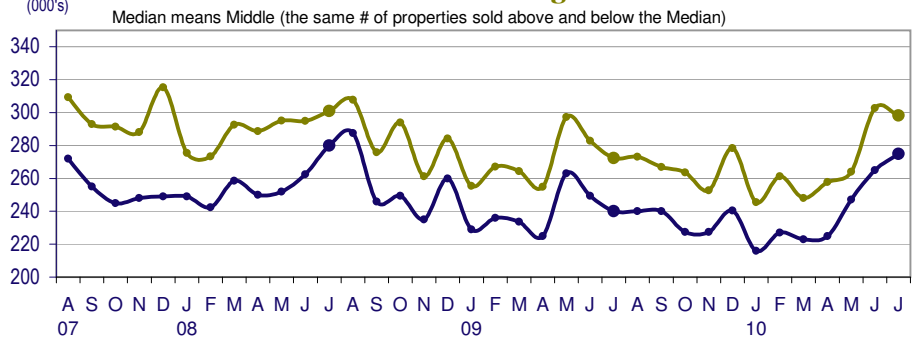
Number of Properties Sold



Prices

The Median Sales Price in July was \$275,000, up 14.6% from \$240,000 in July of 2009 and up 3.8% from \$265,000 last month. The Average Sales Price in July was \$298,219, up 9.5% from \$272,439 in July of 2009 and down 1.5% from \$302,683 last month. July 2010 ASP was at a mid range compared to July of 2009 and 2008.

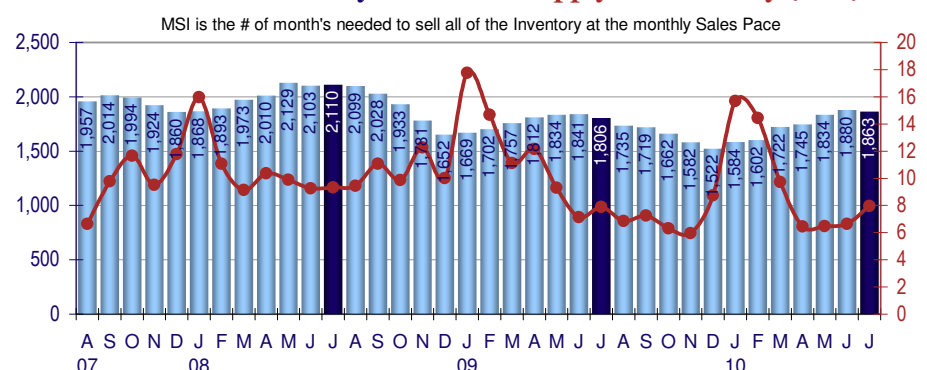
Median Sales Price and Average Sales Price



Inventory & MSI

The Total Inventory of Properties available for sale as of July was 1,863, down 0.9% from 1,880 last month and up 3.2% from 1,806 in July of last year. July 2010 Inventory was at a mid level compared with July of 2009 and 2008.

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



A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2010 MSI of 8.0 months was at a mid level compared with July of 2009 and 2008.

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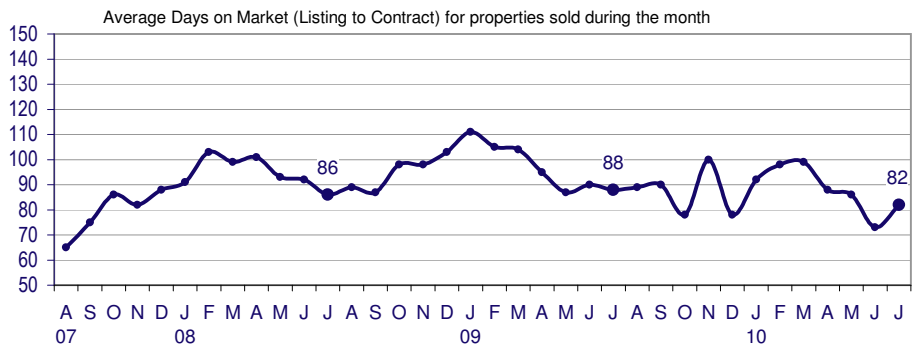


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Market Time

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 82, up 12.3% from 73 days last month and down 6.8% from 88 days in July of last year. The July 2010 DOM was at its lowest level compared with July of 2009 and 2008.

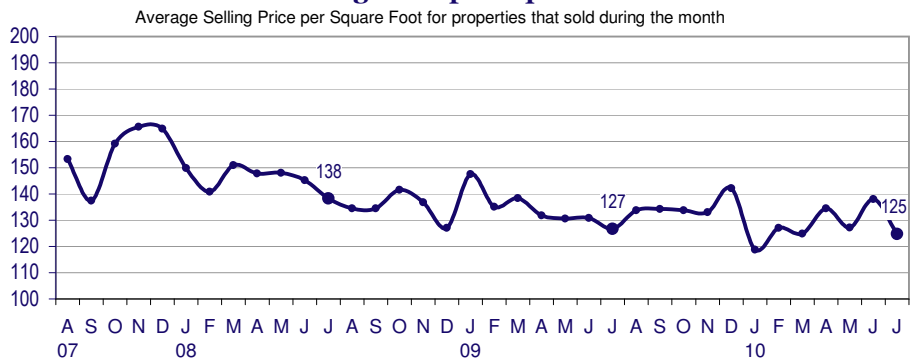
Days On Market for Sold Properties



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 \$125 was down 9.6% from \$138 last month and down 1.5% from 127 in July of last year.

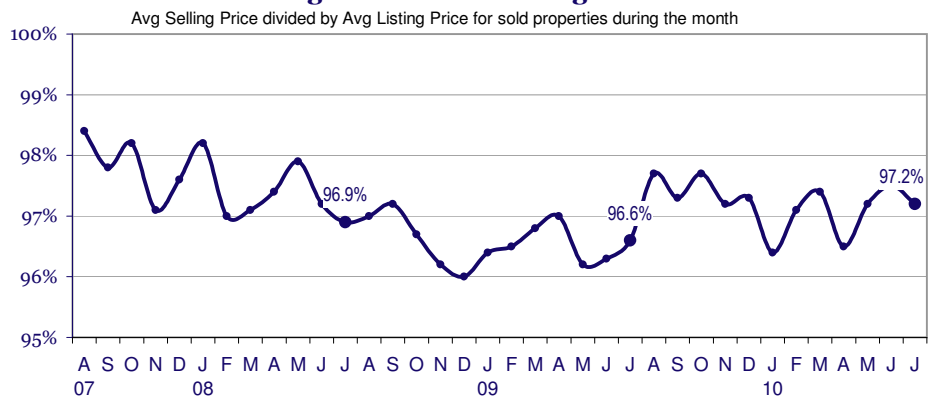
Selling Price per Square Foot



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 97.2% was down from 97.5% last month and up from 96.6% 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 449, down 10.9% from 504 last month and down 1.1% from 454 in July of last year.

Inventory / New Listings / Sales

