

MARKET ACTION REPORT

July 2010

County: Worcester



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

Market Profile & Trends Overview

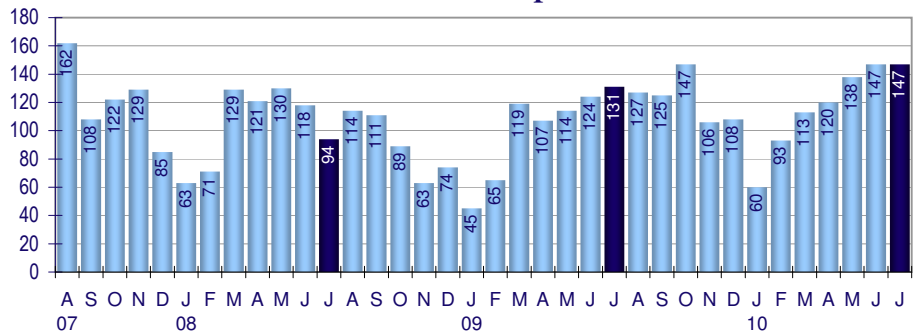
| | Month | Trending versus*: | | | | YTD | Trending versus*: | |
|--|-----------|-------------------|-----|-----|-----------|-----|-------------------|------------|
| | | LM | L3M | PYM | LY | | Prior YTD | Prior Year |
| Median List Price of all Current Listings | \$325,000 | ↔ | | ↓ | | | | |
| Average List Price of all Current Listings | \$418,670 | ↑ | | ↓ | | | | |
| July Median Sales Price | \$265,000 | ↔ | ↓ | ↓ | \$269,500 | ↓ | ↓ | |
| July Average Sales Price | \$317,098 | ↑ | ↑ | ↓ | \$308,508 | ↓ | ↓ | |
| Total Properties Currently for Sale (Inventory) | 2,586 | ↓ | | ↓ | | | | |
| July Number of Properties Sold | 147 | ↔ | | ↑ | 818 | ↑ | | |
| July Average Days on Market (Solds) | 187 | ↑ | ↔ | ↓ | 199 | ↓ | ↓ | |
| Asking Price per Square Foot (based on New Listings) | \$253 | ↓ | ↔ | ↑ | \$253 | ↓ | ↓ | |
| July Sold Price per Square Foot | \$217 | ↑ | ↔ | ↓ | \$219 | ↓ | ↓ | |
| July Month's Supply of Inventory | 17.6 | ↓ | ↓ | ↓ | 24.8 | ↓ | ↓ | |
| July Sale Price vs List Price Ratio | 91.1% | ↓ | ↑ | ↑ | 88.2% | ↑ | ↑ | |

* 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 147, up 12.2% from 131 in July of 2009 and the same as the 147 sales last month. July 2010 sales were at their highest level compared to July of 2009 and 2008. July YTD sales of 818 are running 16.0% ahead of last year's year-to-date sales of 705.

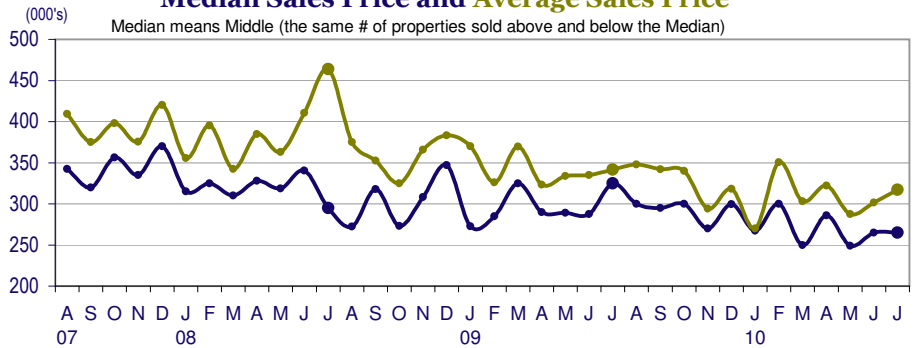
Number of Properties Sold



Prices

The Median Sales Price in July was \$265,000, down 18.5% from \$325,000 in July of 2009 and equal to \$265,000 last month. The Average Sales Price in July was \$317,098, down 7.2% from \$341,772 in July of 2009 and up 5.1% from \$301,638 last month. July 2010 ASP was at the lowest level compared to July of 2009 and 2008.

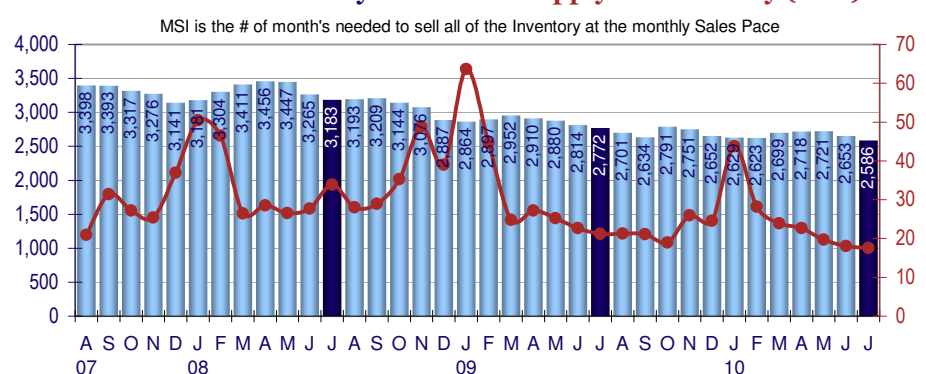
Median Sales Price and Average Sales Price



Inventory & MSI

The Total Inventory of Properties available for sale as of July was 2,586, down 2.5% from 2,653 last month and down 6.7% from 2,772 in July of last year. July 2010 Inventory was at its lowest 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 17.6 months was at its lowest level compared with July of 2009 and 2008.

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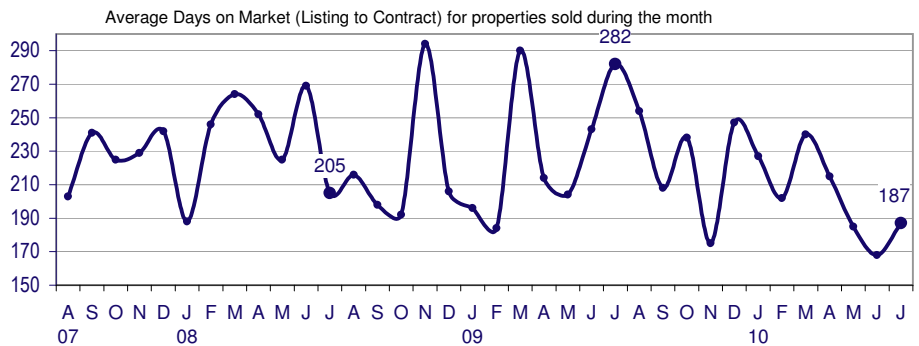


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Market Time

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 187, up 11.3% from 168 days last month and down 33.7% from 282 days in July of last year. The July 2010 DOM was at its lowest level compared with July of 2009 and 2008.

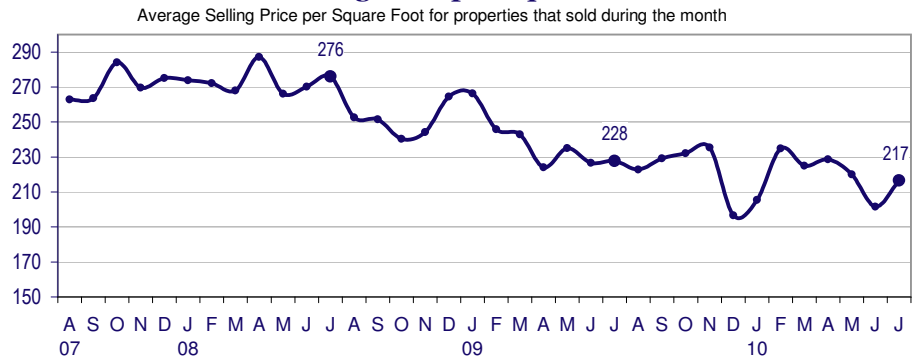
Days On Market for Sold Properties



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 \$217 was up 7.4% from \$202 last month and down 4.9% from 228 in July of last year.

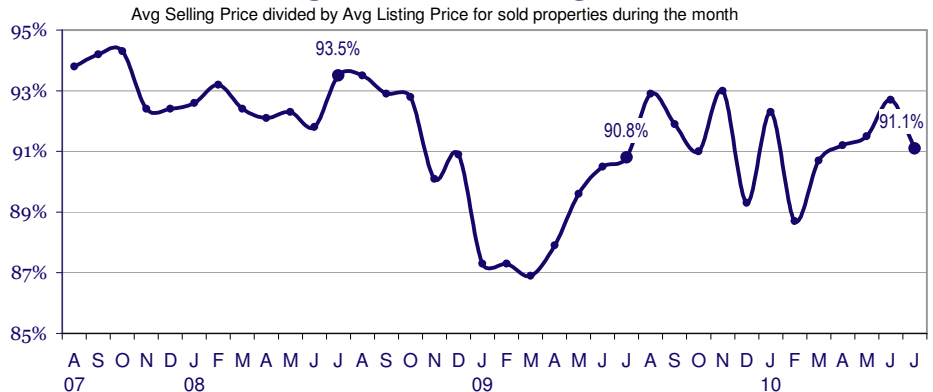
Selling Price per Square Foot



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 91.1% was down from 92.7% last month and up from 90.8% 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 309, up 10.4% from 280 last month and up 21.2% from 255 in July of last year.

Inventory / New Listings / Sales

