

# MARKET ACTION REPORT

July 2010

Zip Code: 22066

COLDWELL BANKER GEORGETOWN

3000 K Street NW Suite 101

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www.cbmove.com/Georgetown



Price Range: All | Properties: Single Family - TwnHm

## Market Profile & Trends Overview

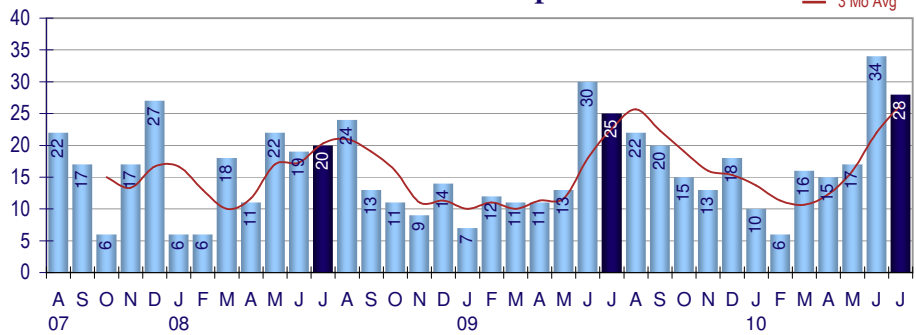
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,399,450	↔		↓				
Average List Price of all Current Listings	\$1,710,038	↓		↓				
July Median Sales Price	\$1,115,000	↑	↑	↑	↑	\$1,000,000	↑	↑
July Average Sales Price	\$1,332,854	↑	↑	↑	↑	\$1,160,165	↑	↑
Total Properties Currently for Sale (Inventory)	186	↓		↓				
July Number of Properties Sold	28	↓		↑		126	↑	
July Average Days on Market (Solds)	65	↓	↓	↓	↓	97	↓	↓
July Month's Supply of Inventory	6.6	↑	↓	↓	↓	12.0	↓	↓
July Sale Price vs List Price Ratio	95.9%	↔	↑	↑	↑	93.6%	↓	↑

\* 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 28, up 12.0% from 25 in July of 2009 and 17.6% lower than the 34 sales last month. July 2010 sales were at their highest level compared to July of 2009 and 2008. July YTD sales of 126 are running 15.6% ahead of last year's year-to-date sales of 109.

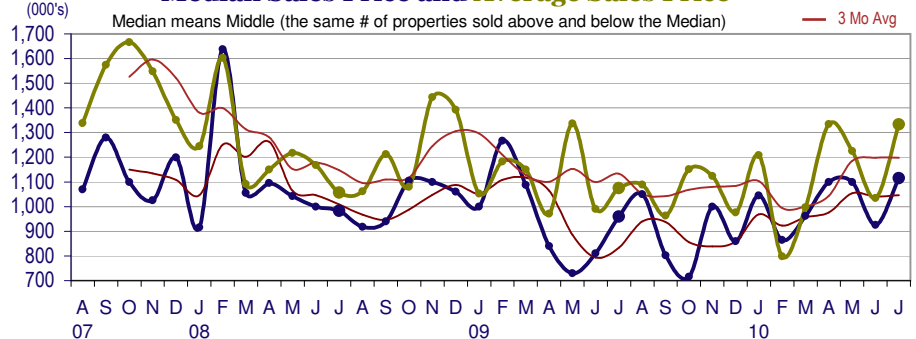
Number of Properties Sold



## Prices

The Median Sales Price in July was \$1,115,000, up 16.1% from \$960,000 in July of 2009 and up 20.5% from \$925,250 last month. The Average Sales Price in July was \$1,332,854, up 24.0% from \$1,074,760 in July of 2009 and up 28.8% from \$1,034,758 last month. July 2010 ASP was at the highest level compared to July of 2009 and 2008.

Median Sales Price and Average Sales Price

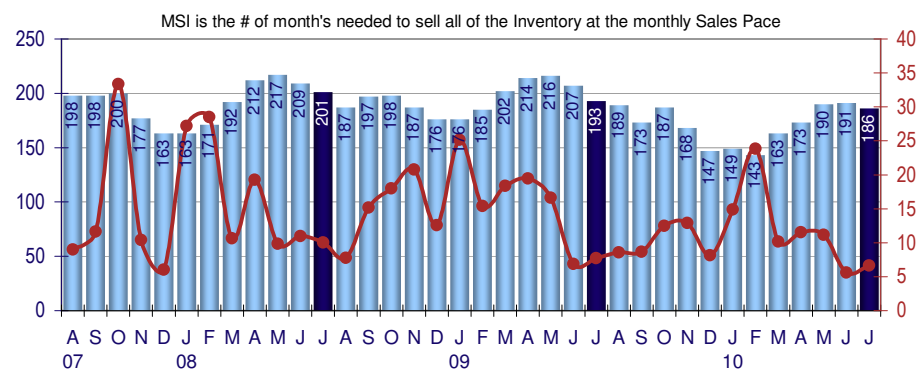


## Inventory & MSI

The Total Inventory of Properties available for sale as of July was 186, down 2.6% from 191 last month and down 3.6% from 193 in July of last year. July 2010 Inventory was at its lowest level compared with July of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2010 MSI of 6.6 months was at its lowest level compared with July of 2009 and 2008.

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



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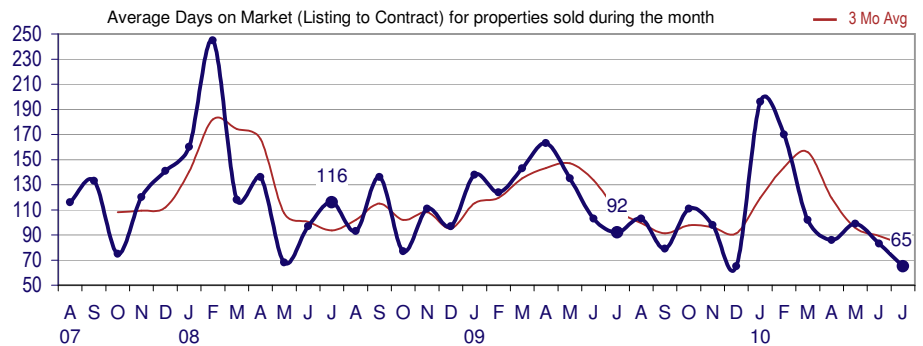


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## Market Time

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 65, down 21.7% from 83 days last month and down 29.3% from 92 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 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 95.9% was equal to 95.9% last month and up from 94.5% in July of last year.

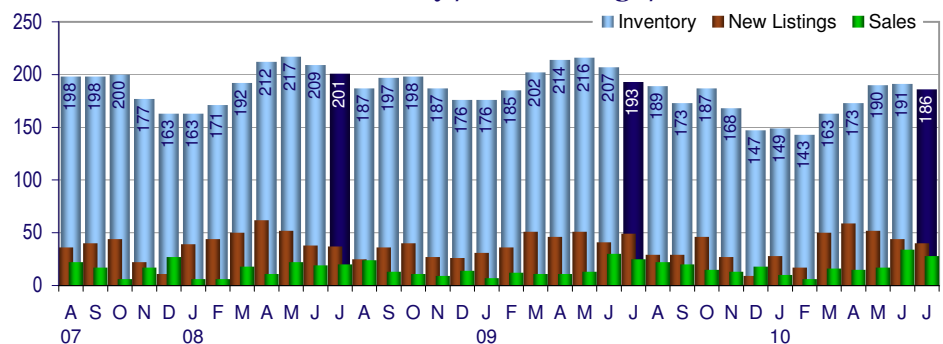
## Selling Price versus Listing Price Ratio



## 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 40, down 9.1% from 44 last month and down 18.4% from 49 in July of last year.

## Inventory / New Listings / Sales



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# Inventory / Listings / Sales

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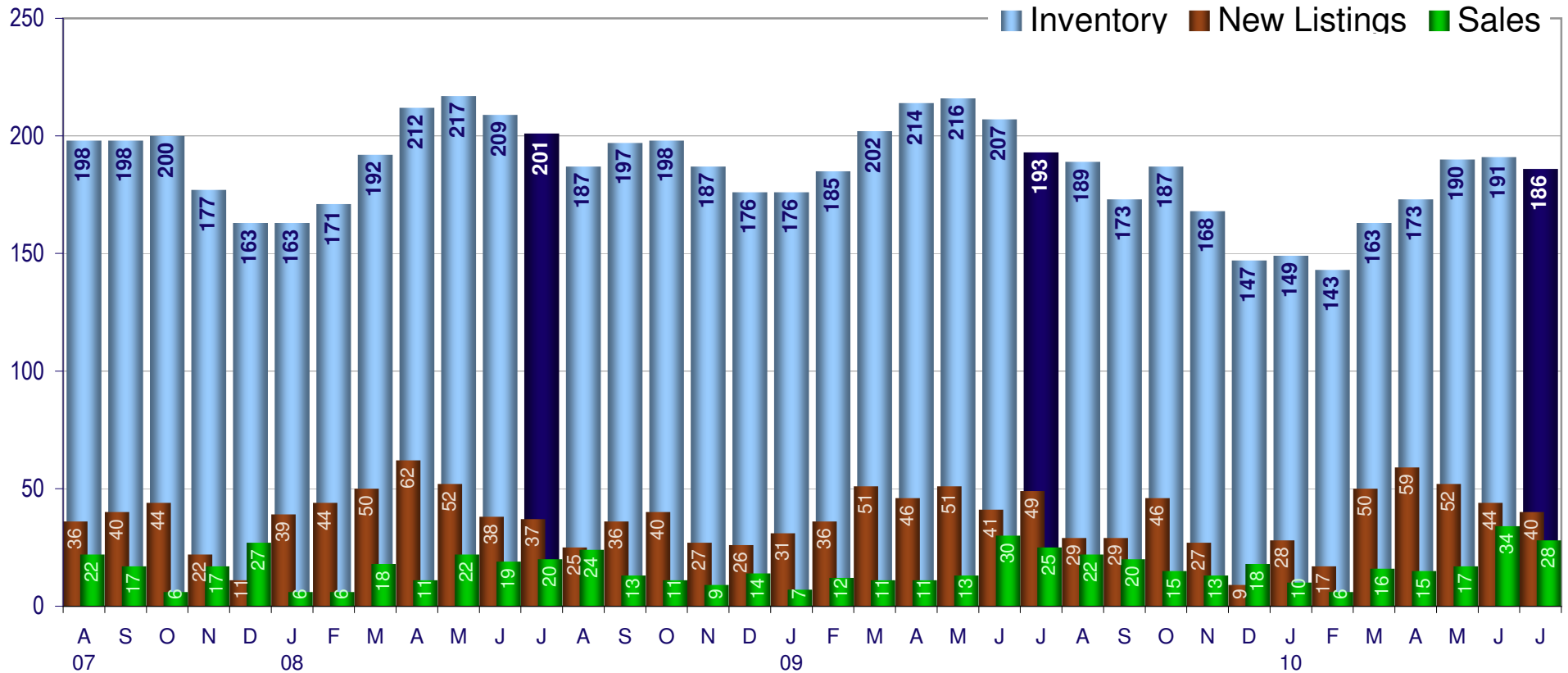
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