

MARKET ACTION REPORT

January 2010

County: Santa Clara

ALL SALES

Single Family, Townhome, Condo
Report prepared by:
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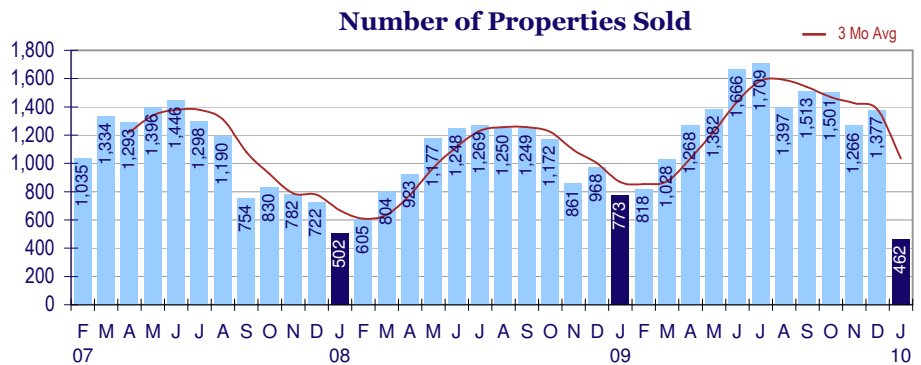
Market Profile & Trends Overview

| | Month | Trending versus*: | | | | YTD | Trending versus*: | |
|--|-----------|-------------------|-----|-----|----|-----------|-------------------|------------|
| | | LM | L3M | PYM | LY | | Prior YTD | Prior Year |
| Median List Price of all Current Listings | \$599,900 | ↑ | | ↑ | | | | |
| Average List Price of all Current Listings | \$991,743 | ↑ | | ↑ | | | | |
| January Median Sales Price | \$507,125 | ↔ | ↓ | ↑ | ↑ | \$507,125 | ↑ | ↑ |
| January Average Sales Price | \$633,892 | ↑ | ↔ | ↑ | ↑ | \$633,892 | ↑ | ↑ |
| Total Properties Currently for Sale (Inventory) | 2,507 | ↓ | | ↓ | | | | |
| January Number of Properties Sold | 462 | ↓ | | ↓ | | 462 | ↓ | |
| January Average Days on Market (Solds) | 51 | ↓ | | ↓ | ↓ | 51 | ↓ | ↓ |
| Asking Price per Square Foot (based on New Listings) | \$335 | ↑ | ↔ | ↓ | ↓ | \$335 | ↓ | ↓ |
| January Sold Price per Square Foot | \$380 | ↑ | ↑ | ↑ | ↑ | \$380 | ↑ | ↑ |
| January Month's Supply of Inventory | 5.4 | ↑ | ↑ | ↓ | ↑ | 5.4 | ↓ | ↑ |
| January Sale Price vs List Price Ratio | 98.5% | ↓ | ↑ | ↑ | ↑ | 95.4% | ↑ | ↑ |

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

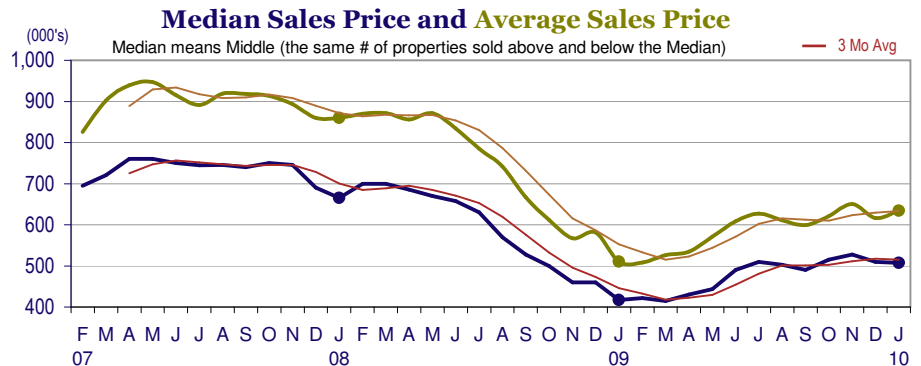
Property Sales

January Property sales were 462, down -40.2% from 773 in January of 2009 and -66.4% lower than the 1,377 sales last month. January 2010 sales were at their lowest level compared to January of 2009 and 2008. January YTD sales of 462 are running -40.2% behind last year's year-to-date sales of 773.



Prices

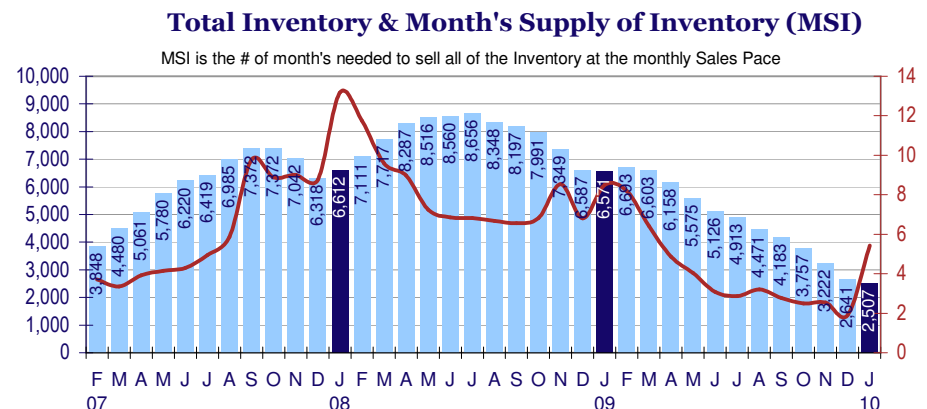
The Median Sales Price in January was \$507,125, up 21.6% from \$417,000 in January of 2009 and down -0.6% from \$510,000 last month. The Average Sales Price in January was \$633,892, up 24.3% from \$510,133 in January of 2009 and up 2.8% from \$616,424 last month. January 2010 ASP was at a mid range compared to January of 2009 and 2008.



Inventory & MSI

The Total Inventory of Properties available for sale as of January was 2,507, down -5.1% from 2,641 last month and down -61.8% from 6,571 in January of last year. January 2010 Inventory was at its lowest level compared with January of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The January 2010 MSI of 5.4 months was at its lowest level compared with January of 2009 and 2008.



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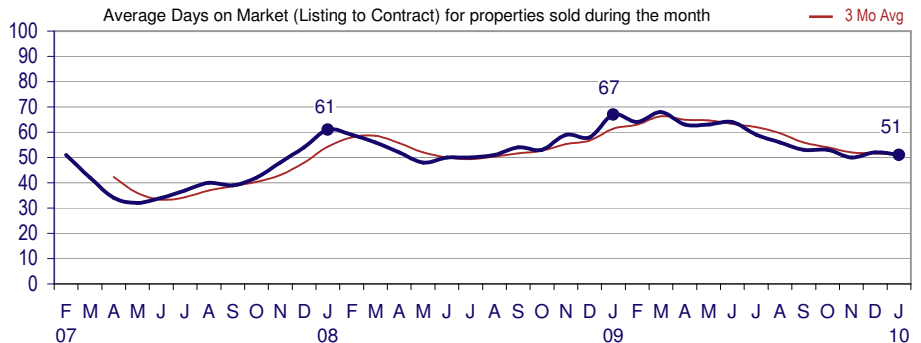
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Market Time

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 January was 51, down -1.9% from 52 days last month and down -23.9% from 67 days in January of last year. The January 2010 DOM was at its lowest level compared with January of 2009 and 2008.

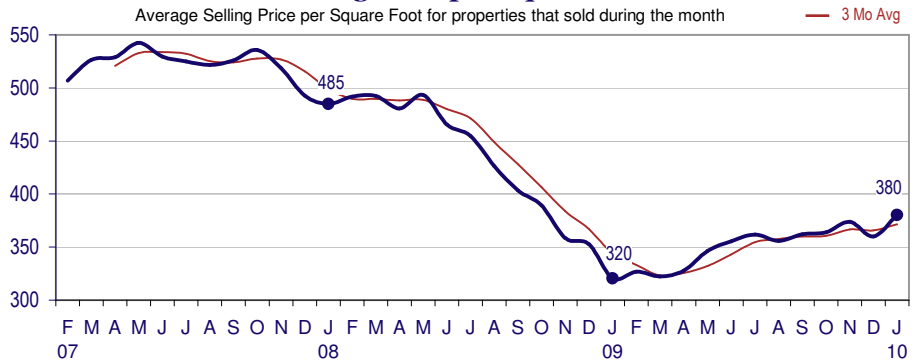
Days On Market for Sold Properties



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 January 2010 Selling Price per Square Foot of \$380 was up 5.7% from \$360 last month and up 18.7% from 320 in January of last year.

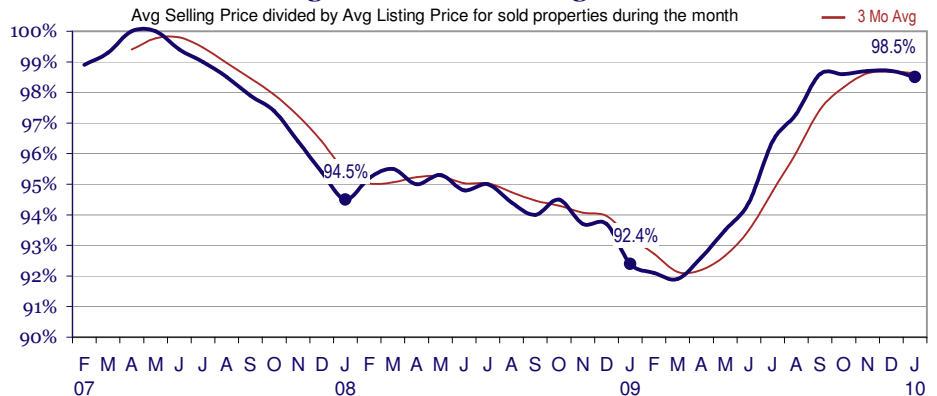
Selling Price per Square Foot



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 January 2010 Selling Price vs Original List Price of 98.5% was down from 98.7% last month and up from 92.4% in January 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 January 2010 was 1,257, up 2.6% from 1,225 last month and down -41.6% from 2,154 in January of last year.

Inventory / New Listings / Sales

