

MARKET ACTION REPORT

January 2010

MLS Areas: North Los Altos #211, Country Club #212, Highlands #213, South Of El Monte #214

ALL SALES

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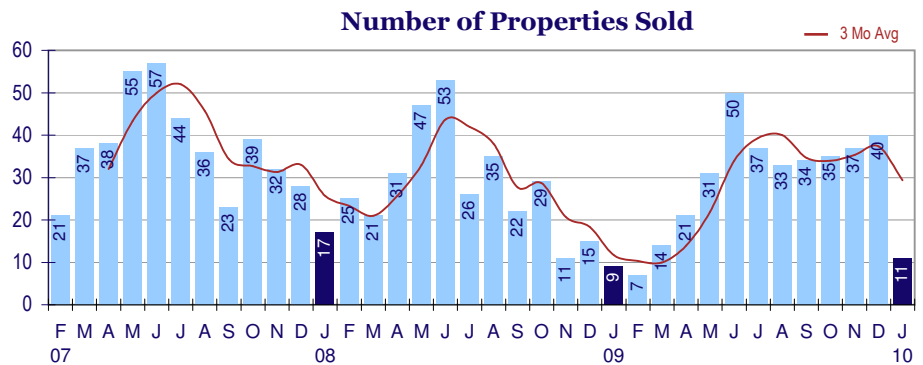
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,500,000	↓		↓				
Average List Price of all Current Listings	\$1,843,142	↓		↑				
January Median Sales Price	\$1,450,000	↑	↑	↑	\$1,450,000	↑	↑	
January Average Sales Price	\$1,481,000	↑	↑	↓	\$1,481,000	↓	↔	↔
Total Properties Currently for Sale (Inventory)	87	↑		↓				
January Number of Properties Sold	11	↓		↑	11	↑		
January Average Days on Market (Solds)	74	↑	↑	↓	74	↓	↑	
Asking Price per Square Foot (based on New Listings)	\$628	↓	↓	↓	\$628	↓	↓	
January Sold Price per Square Foot	\$724	↑	↑	↑	\$724	↑	↑	
January Month's Supply of Inventory	7.9	↑	↑	↓	7.9	↓	↑	
January Sale Price vs List Price Ratio	95.5%	↑	↑	↑	92.9%	↑	↑	

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

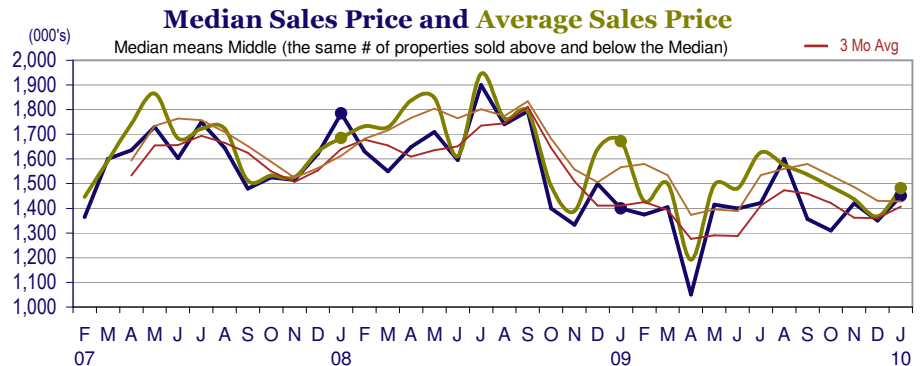
Property Sales

January Property sales were 11, up 22.2% from 9 in January of 2009 and -72.5% lower than the 40 sales last month. January 2010 sales were at a mid level compared to January of 2009 and 2008. January YTD sales of 11 are running 22.2% ahead of last year's year-to-date sales of 9.



Prices

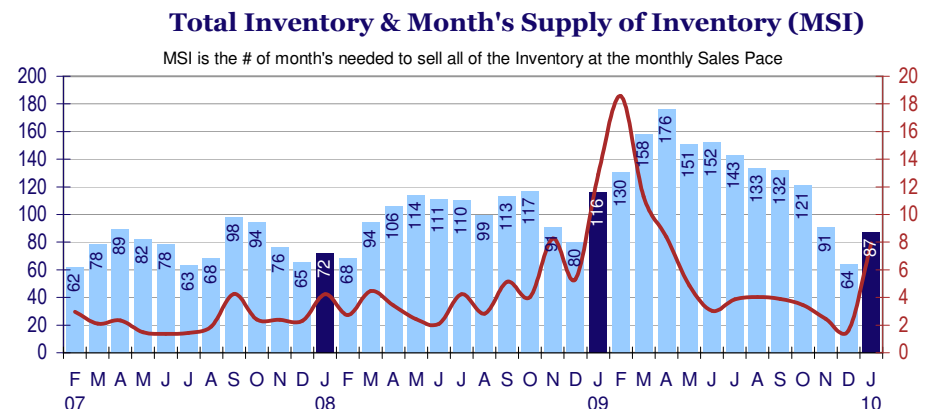
The Median Sales Price in January was \$1,450,000, up 3.6% from \$1,400,000 in January of 2009 and up 7.4% from \$1,350,000 last month. The Average Sales Price in January was \$1,481,000, down -11.4% from \$1,672,222 in January of 2009 and up 8.3% from \$1,367,310 last month. January 2010 ASP was at the lowest level compared to January of 2009 and 2008.



Inventory & MSI

The Total Inventory of Properties available for sale as of January was 87, up 35.9% from 64 last month and down -25.0% from 116 in January of last year. January 2010 Inventory was at a mid 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 7.9 months was at a mid level compared with January of 2009 and 2008.



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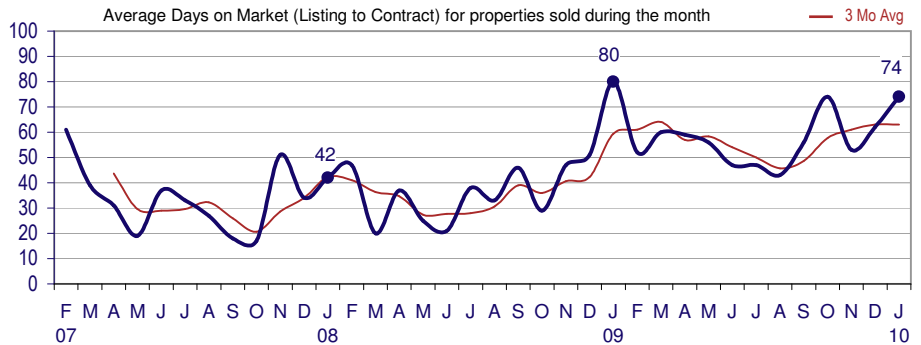
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Market Time

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 74, up 19.4% from 62 days last month and down -7.5% from 80 days in January of last year. The January 2010 DOM was at a mid level compared with January of 2009 and 2008.

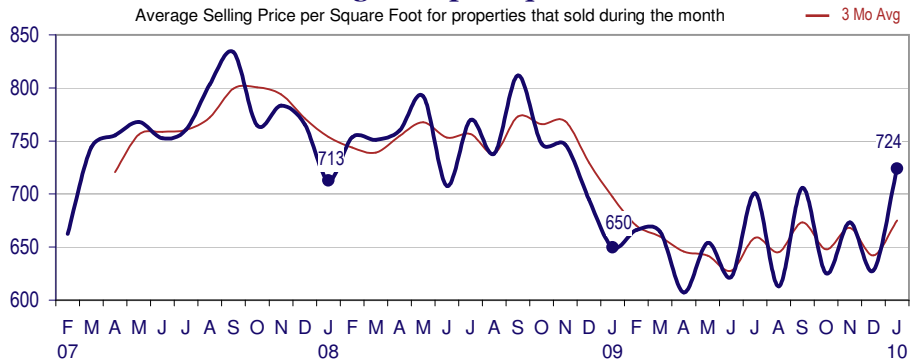
Days On Market for Sold Properties



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 \$724 was up 15.3% from \$628 last month and up 11.4% from 650 in January of last year.

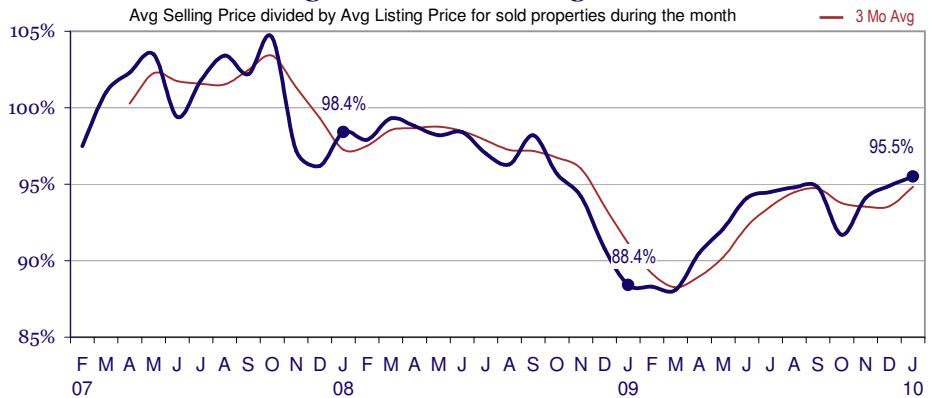
Selling Price per Square Foot



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 95.5% was up from 94.9% last month and up from 88.4% 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 42, up 250.0% from 12 last month and down -35.4% from 65 in January of last year.

Inventory / New Listings / Sales

