

MARKET ACTION REPORT

MLS Area: Los Altos Hills #221

January 2010

ALL SALES

Single Family Residences

Report prepared by:

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Market Profile & Trends Overview

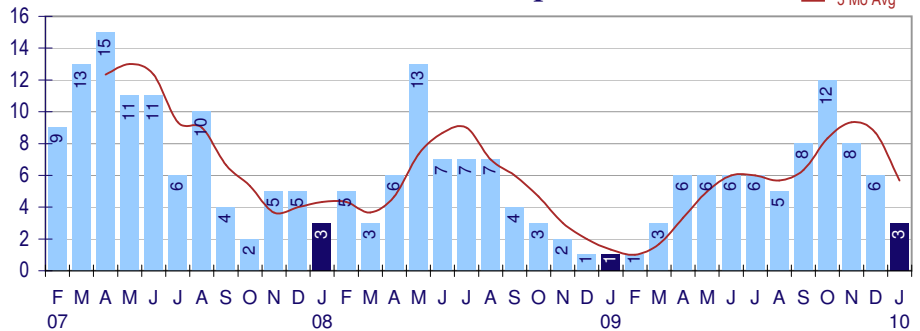
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$3,598,000	↓		↔				
Average List Price of all Current Listings	\$5,462,040	↓		↓				
January Median Sales Price	\$2,225,000	↓	↓	↓	\$2,225,000	↓	↓	
January Average Sales Price	\$2,623,333	↑	↑	↓	\$2,623,333	↓	↓	
Total Properties Currently for Sale (Inventory)	43	↑		↑				
January Number of Properties Sold	3	↓		↑	3	↑		
January Average Days on Market (Solds)	98	↑	↑	↓	98	↓	↑	
Asking Price per Square Foot (based on New Listings)	\$574		↓	↓	\$574	↓	↓	
January Sold Price per Square Foot	\$695	↓	↑	↔	\$695	↑	↓	
January Month's Supply of Inventory	14.3	↑	↑	↓	14.3	↓	↓	
January Sale Price vs List Price Ratio	89.2%	↓	↓	↑	88.6%	↑	↓	

* 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 3, up 200.0% from 1 in January of 2009 and -50.0% lower than the 6 sales last month. January 2010 sales were at their highest level compared to January of 2009 and 2008. January YTD sales of 3 are running 200.0% ahead of last year's year-to-date sales of 1.

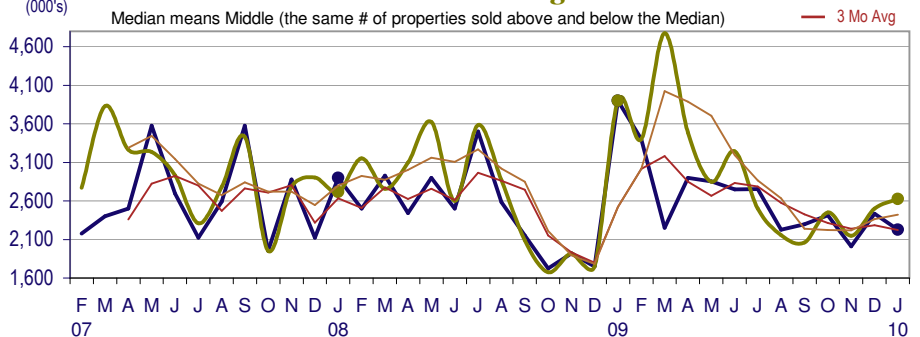
Number of Properties Sold



Prices

The Median Sales Price in January was \$2,225,000, down -42.9% from \$3,900,000 in January of 2009 and down -8.6% from \$2,433,500 last month. The Average Sales Price in January was \$2,623,333, down -32.7% from \$3,900,000 in January of 2009 and up 4.9% from \$2,500,227 last month. January 2010 ASP was at the lowest level compared to January of 2009 and 2008.

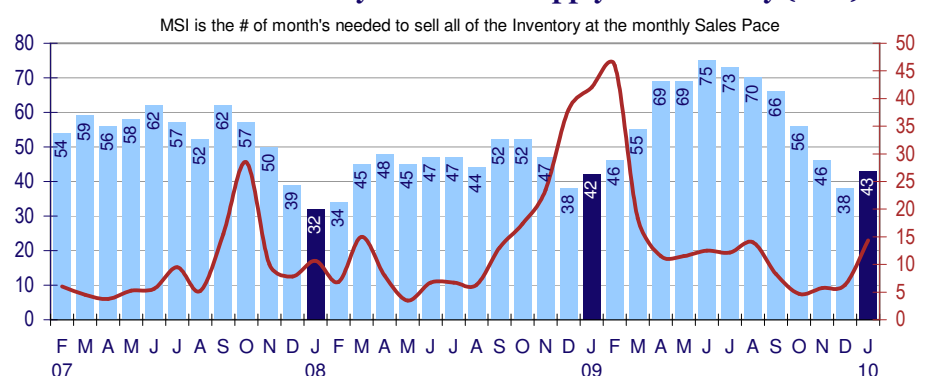
Median Sales Price and Average Sales Price



Inventory & MSI

The Total Inventory of Properties available for sale as of January was 43, up 13.2% from 38 last month and up 2.4% from 42 in January of last year. January 2010 Inventory was at its highest level compared with January 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 January 2010 MSI of 14.3 months was at a mid level compared with January of 2009 and 2008.

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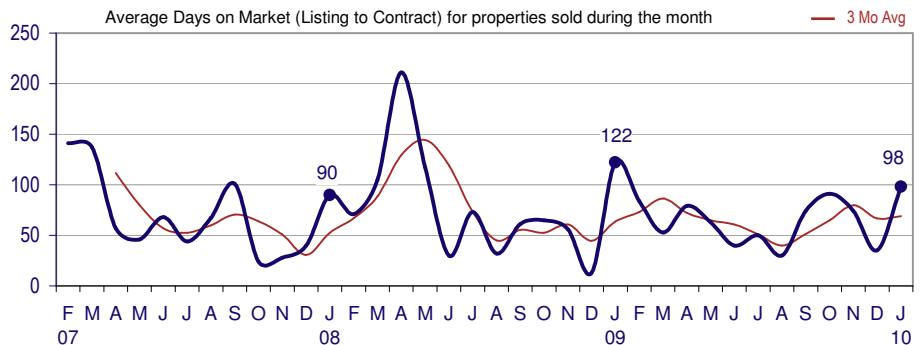
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Market Time

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 98, up 180.0% from 35 days last month and down -19.7% from 122 days in January of last year. The January 2010 DOM was at a mid level compared with January of 2009 and 2008.

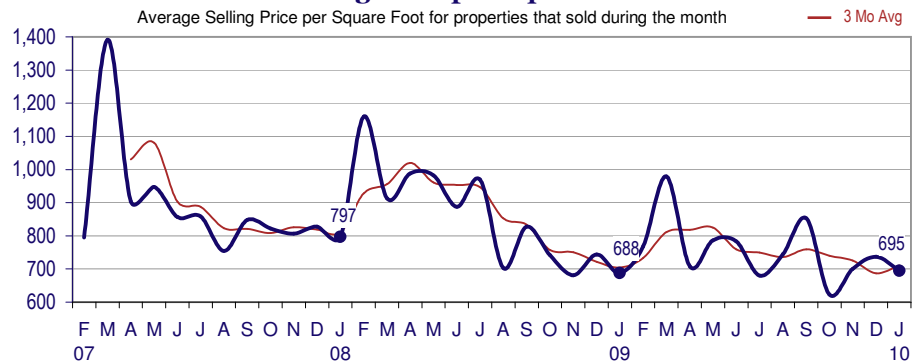
Days On Market for Sold Properties



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 \$695 was down -5.7% from \$737 last month and up 1.0% from 688 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 89.2% was down from 90.5% last month and up from 80.4% 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 14, up 250.0% from 4 last month and up 27.3% from 11 in January of last year.

Inventory / New Listings / Sales

