

# MARKET ACTION REPORT

August 2011

City: Los Altos



Courtesy of  
David Blockhus, CRS, GRI, E-Pro  
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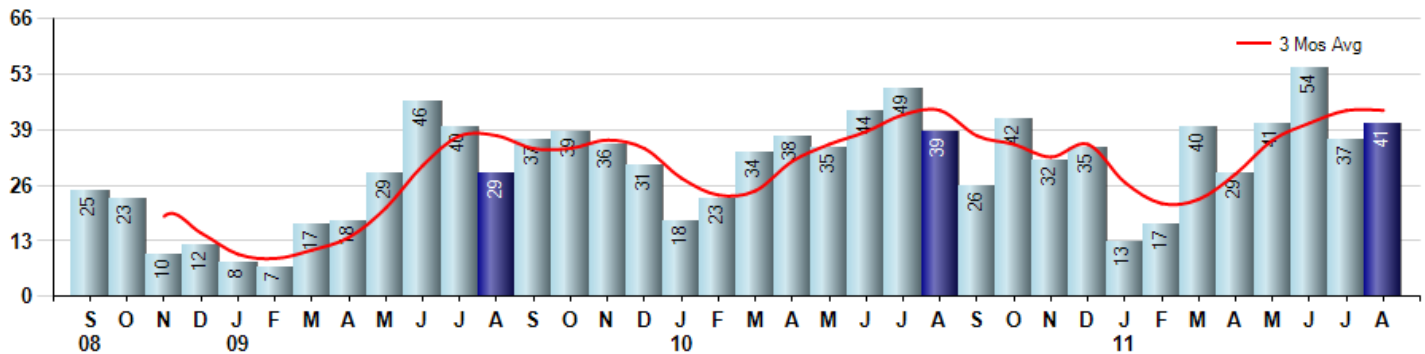
Price Range: ALL | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				Trending Versus*:		
		LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$2,650,000	6%		12%				
Average List Price of all Current Listings	\$3,419,705	8%		0%				
August Median Sales Price	\$1,735,000	0%	-1%	-4%	5%	\$1,735,000	6%	5%
August Average Sales Price	\$2,028,128	-2%	3%	0%	8%	\$2,024,446	9%	8%
Total Properties Currently for Sale (Inventory)	91	-11%		-30%				
August Number of Properties Sold	41	11%		5%			-3%	
August Average Days on Market (Solds)	33	18%	-6%	-37%	-40%	44	-15%	-20%
Asking Price per Square Foot (based on New Listings)	\$782	-1%	2%	5%	4%	\$761	1%	1%
August Sold Price per Square Foot	\$710	0%	-2%	3%	1%	\$722	3%	3%
August Month's Supply of Inventory	2.2	-20%	-5%	-33%	-45%	3.6	-17%	-10%
August Sale Price vs List Price Ratio	97.9%	-1.5%	0%	2%	1.7%	97.0%	0.5%	0.8%

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

## Property Sales

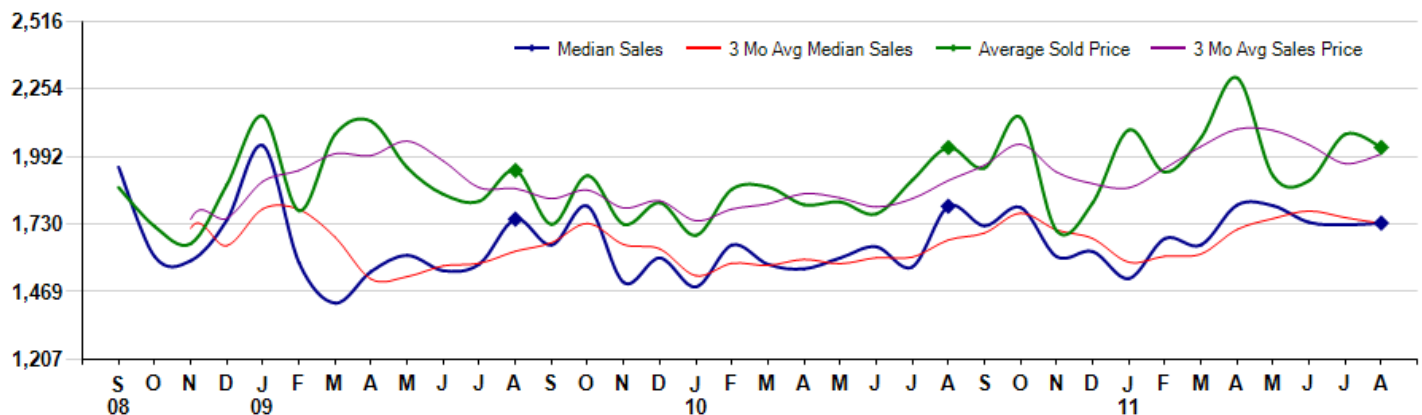
August Property sales were 41, up 5.1% from 39 in August of 2010 and 10.8% higher than the 37 sales last month. August 2011 sales were at their highest level compared to August of 2010 and 2009. August YTD sales of 272 are running -2.9% behind last year's year-to-date sales of 280.



## Prices

The Median Sales Price in August was \$1,735,000, down -3.6% from \$1,800,000 in August of 2010 and up 0.4% from \$1,728,550 last month. The Average Sales Price in August was \$2,028,128, up 0.0% from \$2,027,423 in August of 2010 and down -2.4% from \$2,079,015 last month. August 2011 ASP was at highest level compared to August of 2010 and 2009.

Median means Middle (the same # of properties sold above and below Median) (000's)



Based on information from MLSListings, Inc. for the period 9/1/2008 through 8/31/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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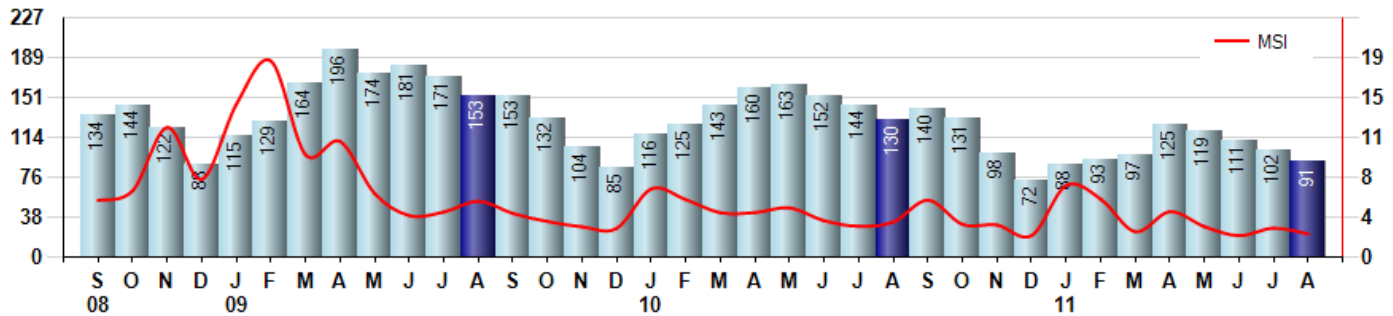
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### Inventory & MSI

The Total Inventory of Properties available for sale as of August was 91, down -10.8% from 102 last month and down -30.0% from 130 in August of last year. August 2011 Inventory was at the lowest level compared to August of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The August 2011 MSI of 2.2 months was at its lowest level compared with August of 2010 and 2009.

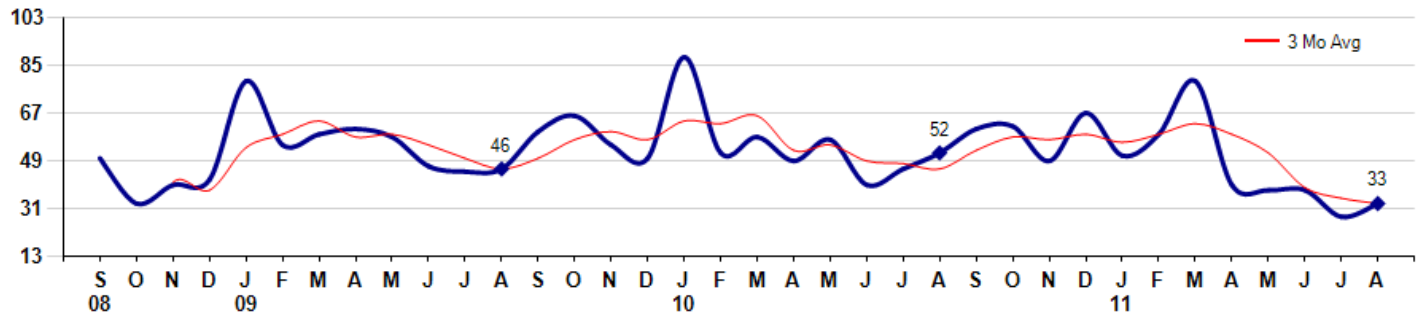
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 August was 33, up 17.9% from 28 days last month and down -36.5% from 52 days in August of last year. The August 2011 DOM was at its lowest level compared with August of 2010 and 2009.

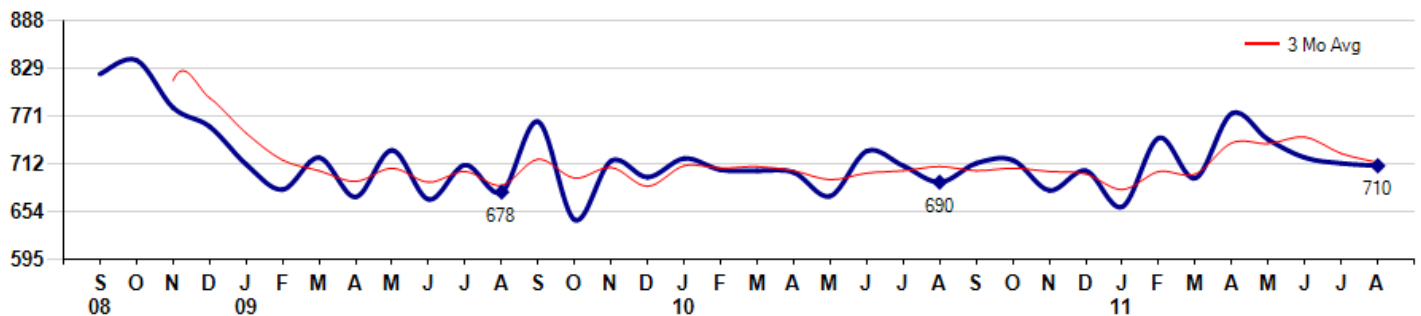
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 August 2011 Selling Price per Square Foot of \$710 was down -0.4% from \$713 last month and up 2.9% from \$690 in August of last year.

Average Selling Price per Square Foot for properties that sold during the month



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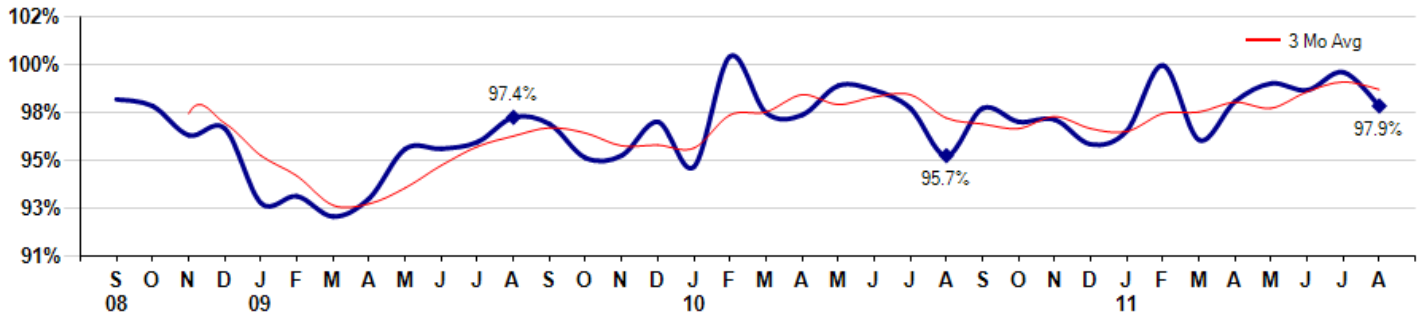


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### Selling Price vs Original Listing Price

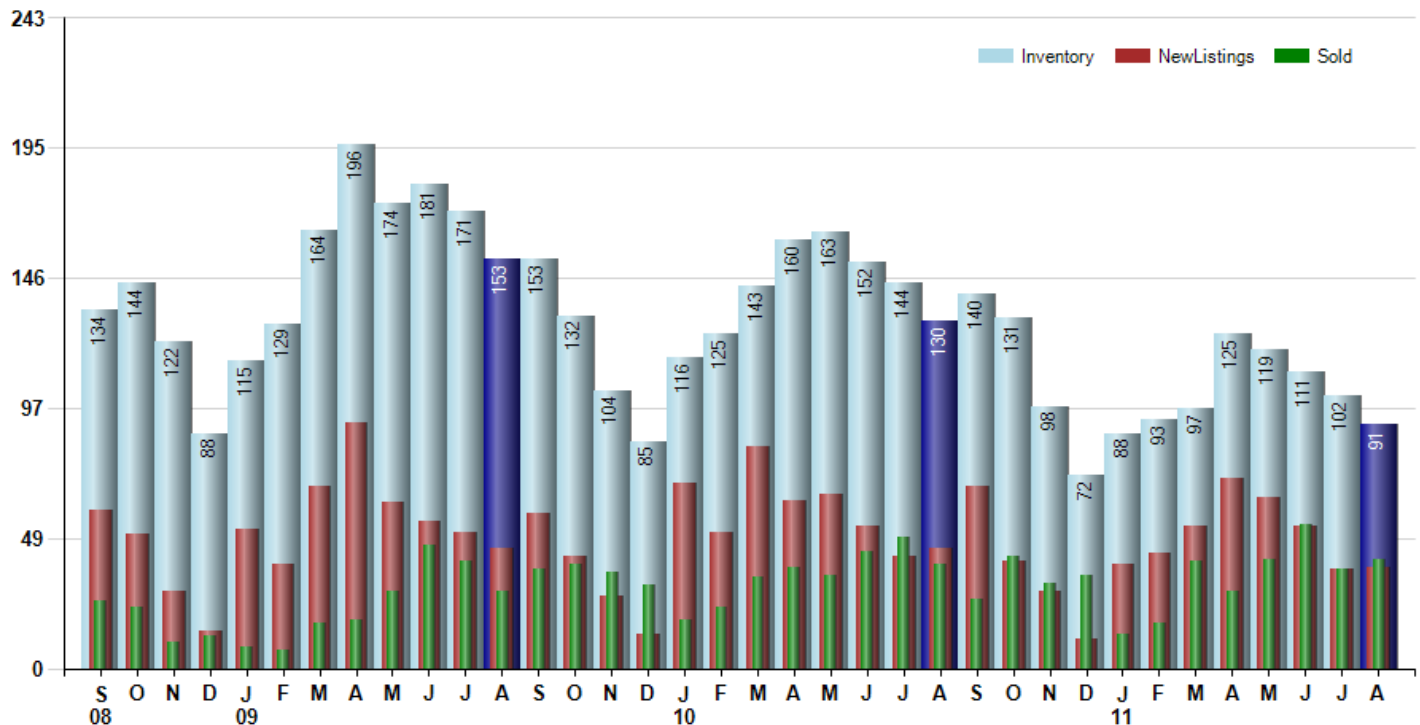
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The August 2011 Selling Price vs Original List Price of 97.9% was down from 99.4% last month and up from 95.7% in August of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



### 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 August 2011 was 38, up 2.7% from 37 last month and down -15.6% from 45 in August of last year.



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	S 08	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A
Homes Sold	25	23	10	12	8	7	17	18	29	46	40	29	37	39	36	31	18	23	34	38	35	44	49	39	26	42	32	35	13	17	40	29	41	54	37	41
3 Mo. Roll Avg			19	15	10	9	11	14	21	31	38	38	35	35	37	35	28	24	25	32	36	39	43	44	38	36	33	36	27	22	23	29	37	41	44	44

(000's)	S 08	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A
MedianSalePrice	1,952	1,605	1,589	1,747	2,035	1,581	1,425	1,548	1,610	1,551	1,577	1,750	1,650	1,800	1,505	1,600	1,488	1,650	1,575	1,558	1,600	1,644	1,565	1,800	1,725	1,795	1,605	1,625	1,520	1,675	1,650	1,805	1,802	1,738	1,729	1,735
3 Mo. Roll Avg			1,715	1,647	1,790	1,788	1,680	1,518	1,528	1,569	1,579	1,626	1,659	1,733	1,652	1,635	1,531	1,579	1,571	1,594	1,578	1,600	1,603	1,670	1,697	1,773	1,708	1,675	1,583	1,607	1,615	1,710	1,752	1,782	1,756	1,734

	S 08	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A
Inventory	134	144	122	88	115	129	164	196	174	181	171	153	153	132	104	85	116	125	143	160	163	152	144	130	140	131	98	72	88	93	97	125	119	111	102	91
MSI	5	6	12	7	14	18	10	11	6	4	4	5	4	3	3	3	6	5	4	4	5	3	3	3	5	3	3	2	7	5	2	4	3	2	3	2

	S 08	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A
Days On Market	50	33	40	42	79	55	59	61	58	47	45	46	60	66	55	50	88	52	58	49	57	40	46	52	61	62	49	67	51	59	79	40	38	38	28	33
3 Mo. Roll Avg			41	38	54	59	64	58	59	55	50	46	50	57	60	57	64	63	66	53	55	49	48	46	53	58	57	59	56	59	63	59	52	39	35	33

	S 08	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A
Price per Sq Ft	822	839	781	758	712	681	720	672	729	669	711	678	764	644	716	696	719	705	704	702	673	728	710	690	713	717	680	704	660	744	695	774	742	720	713	710
3 Mo. Roll Avg			814	793	750	717	704	691	707	690	703	686	718	695	708	685	710	707	709	704	693	701	704	709	704	707	703	700	681	703	700	738	737	745	725	714

	S 08	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A
Sale to List Price	0.982	0.979	0.966	0.969	0.936	0.939	0.930	0.938	0.960	0.960	0.963	0.974	0.971	0.956	0.957	0.972	0.952	1.001	0.976	0.975	0.988	0.986	0.978	0.957	0.978	0.972	0.973	0.962	0.968	0.997	0.964	0.981	0.989	0.986	0.994	0.979
3 Mo. Roll Avg			0.976	0.971	0.957	0.948	0.935	0.936	0.943	0.953	0.961	0.966	0.969	0.967	0.961	0.962	0.960	0.975	0.976	0.984	0.980	0.983	0.984	0.974	0.971	0.969	0.974	0.969	0.968	0.976	0.976	0.981	0.978	0.985	0.990	0.986

	S 08	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A
New Listings	59	50	29	14	52	39	68	92	62	55	51	45	58	42	27	13	69	51	83	63	65	53	42	45	68	40	29	11	39	43	53	71	64	53	37	38
Inventory	134	144	122	88	115	129	164	196	174	181	171	153	153	132	104	85	116	125	143	160	163	152	144	130	140	131	98	72	88	93	97	125	119	111	102	91
Sales	25	23	10	12	8	7	17	18	29	46	40	29	37	39	36	31	18	23	34	38	35	44	49	39	26	42	32	35	13	17	40	29	41	54	37	41

(000's)	S 08	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A
Avg Sale Price	1,873	1,722	1,655	1,884	2,150	1,783	2,078	2,129	1,950	1,847	1,820	1,939	1,731	1,919	1,730	1,814	1,688	1,866	1,875	1,806	1,817	1,770	1,901	2,027	1,948	2,144	1,705	1,813	2,096	1,932	2,066	2,298	1,918	1,900	2,079	2,028
3 Mo. Roll Avg			1,750	1,754	1,896	1,939	2,004	1,997	2,052	1,975	1,872	1,868	1,830	1,863	1,793	1,821	1,744	1,789	1,809	1,849	1,832	1,798	1,830	1,900	1,959	2,040	1,933	1,888	1,871	1,947	2,031	2,099	2,094	2,038	1,965	2,002

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