

MARKET ACTION REPORT

September 2011

Zip Code: 94087



Courtesy of
David Blockhus, CRS, GRI, E-Pro
650 917-4250
dblockhus@cbsnorcal.com
www.losaltshomes.com



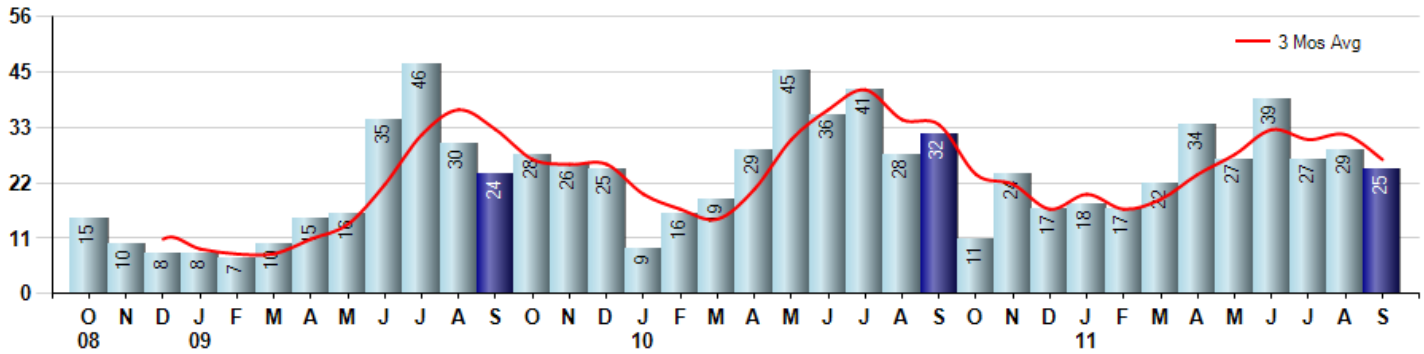
Price Range: ALL | Properties: Single Family Home

| Market Profile & Trends Overview | Month | Trending Versus*: | | | | YTD | Trending Versus*: | |
|--|-----------|-------------------|-----|-----|----|-----------|-------------------|-----------|
| | | LM | L3M | PYM | LY | | PriorYTD | PriorYear |
| Median List Price of all Current Listings | \$896,000 | ↓ | | ↓ | | | | |
| Average List Price of all Current Listings | \$955,933 | ↓ | | ↑ | | | | |
| September Median Sales Price | \$951,000 | ↑ | ↑ | ↑ | ↑ | \$925,300 | ↔ | ↔ |
| September Average Sales Price | \$988,200 | ↑ | ↑ | ↑ | ↑ | \$948,676 | ↓ | ↔ |
| Total Properties Currently for Sale (Inventory) | 43 | ↓ | | ↓ | | | | |
| September Number of Properties Sold | 25 | ↓ | | ↓ | | 238 | ↓ | |
| September Average Days on Market (Solds) | 24 | ↑ | ↑ | ↑ | ↓ | 30 | ↑ | ↑ |
| Asking Price per Square Foot (based on New Listings) | \$525 | ↓ | ↓ | ↔ | ↓ | \$527 | ↓ | ↓ |
| September Sold Price per Square Foot | \$549 | ↑ | ↑ | ↓ | ↓ | \$529 | ↓ | ↓ |
| September Month's Supply of Inventory | 1.7 | ↑ | ↑ | ↓ | ↓ | 1.7 | ↓ | ↓ |
| September Sale Price vs List Price Ratio | 100.3% | ↑ | ↔ | ↔ | ↑ | 100.0% | ↓ | ↔ |

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

Property Sales

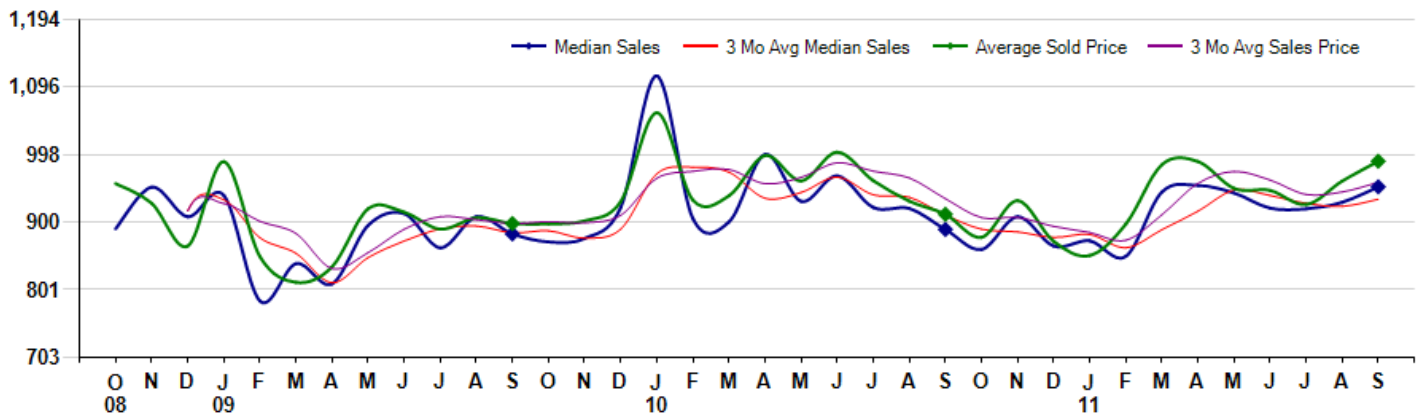
September Property sales were 25, down -21.9% from 32 in September of 2010 and -13.8% lower than the 29 sales last month. September 2011 sales were at a mid level compared to September of 2010 and 2009. September YTD sales of 238 are running -6.7% behind last year's year-to-date sales of 255.



Prices

The Median Sales Price in September was \$951,000, up 7.0% from \$889,000 in September of 2010 and up 2.4% from \$928,580 last month. The Average Sales Price in September was \$988,200, up 8.5% from \$911,018 in September of 2010 and up 3.0% from \$959,281 last month. September 2011 ASP was at highest level compared to September 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 10/1/2008 through 9/30/2011. 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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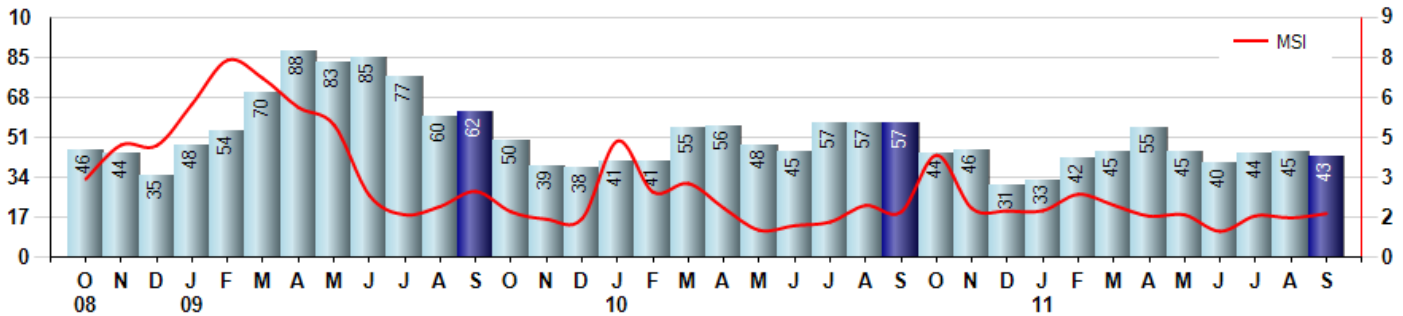
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Inventory & MSI

The Total Inventory of Properties available for sale as of September was 43, down -4.4% from 45 last month and down -24.6% from 57 in September of last year. September 2011 Inventory was at the lowest level compared to September of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The September 2011 MSI of 1.7 months was at its lowest level compared with September of 2010 and 2009.

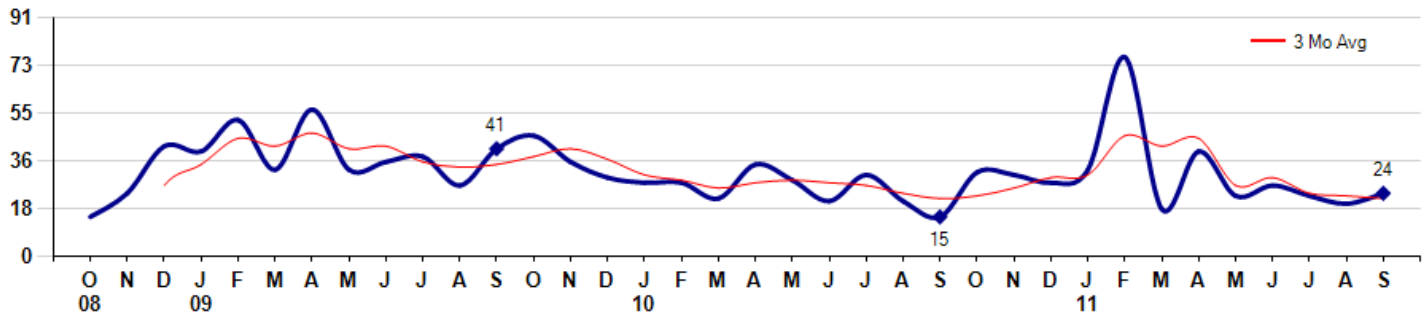
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 September was 24, up 20.0% from 20 days last month and up 60.0% from 15 days in September of last year. The September 2011 DOM was at a mid range compared with September of 2010 and 2009.

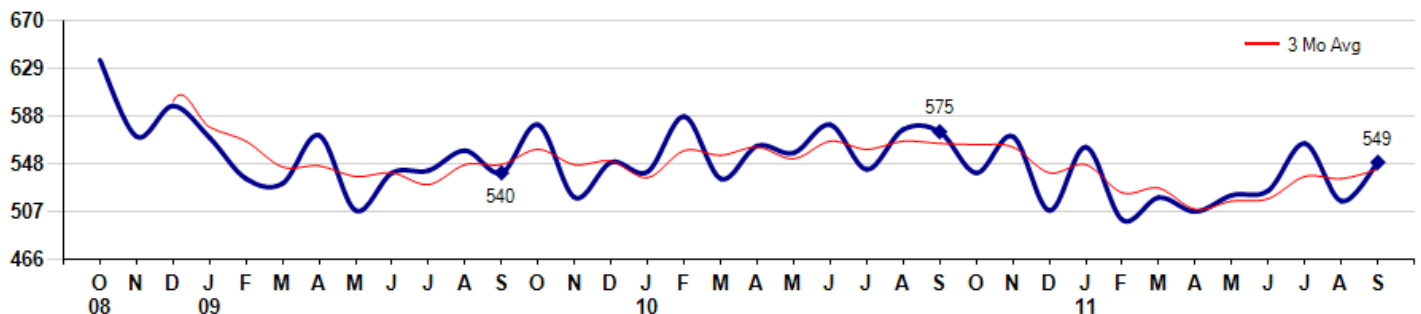
Average Days on Market (Listing to Contract) for properties sold during the month



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 September 2011 Selling Price per Square Foot of \$549 was up 6.4% from \$516 last month and down -4.5% from \$575 in September of last year.

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



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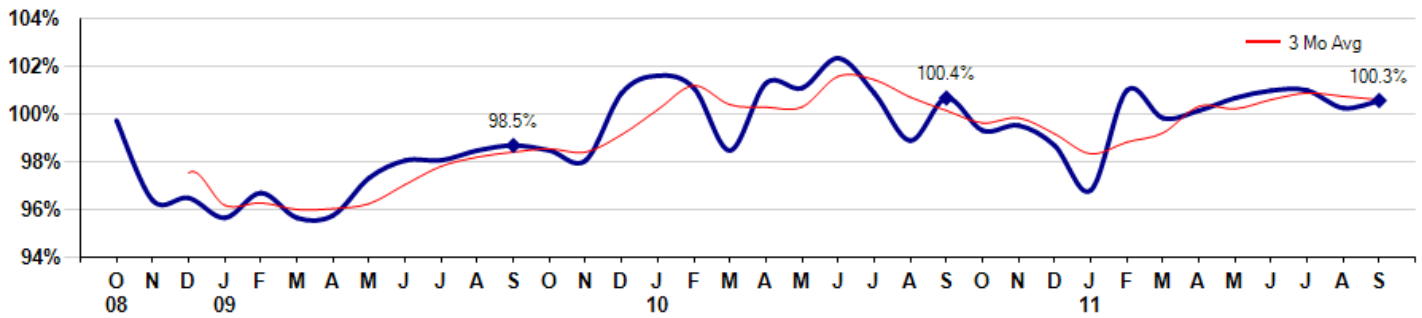


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Selling Price vs Original Listing Price

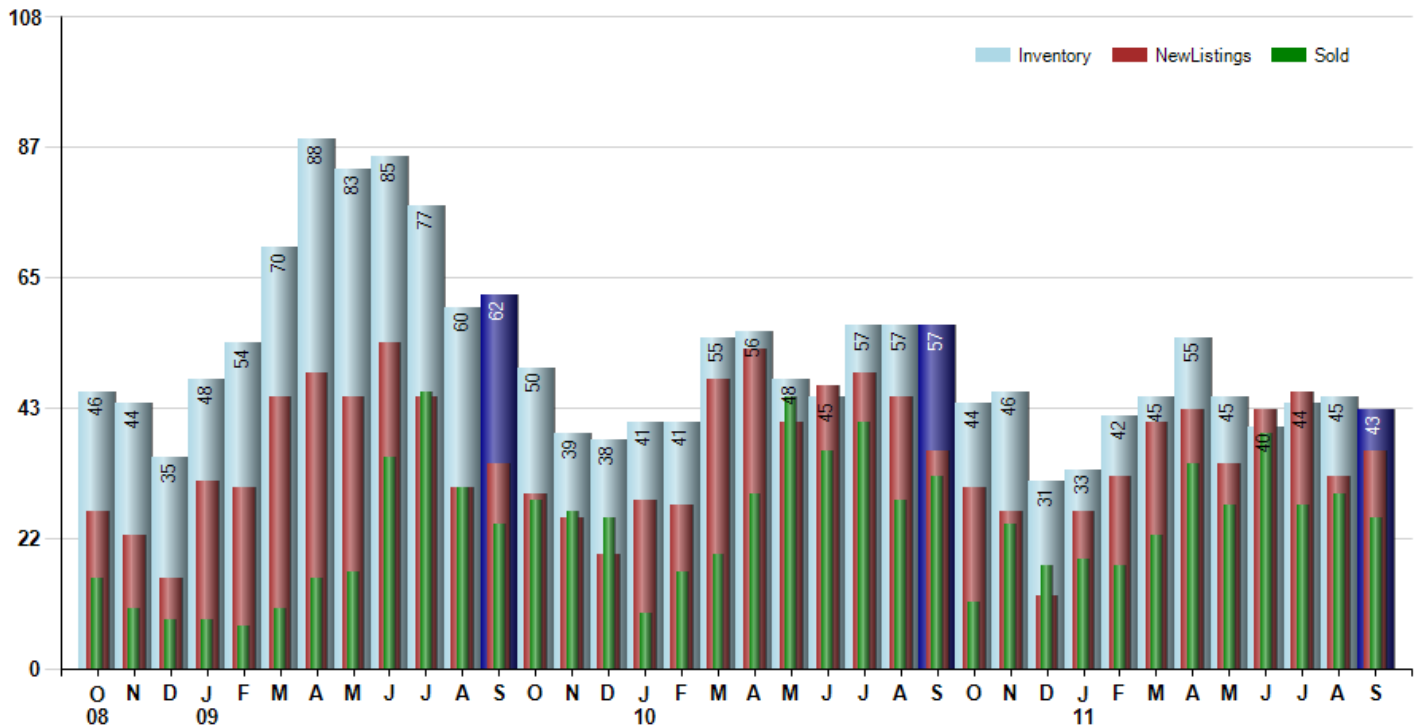
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The September 2011 Selling Price vs Original List Price of 100.3% was up from 100.0% last month and down from 100.4% in September 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 September 2011 was 36, up 12.5% from 32 last month and equal to 36 in September of last year.



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