

MLS Area: Southport



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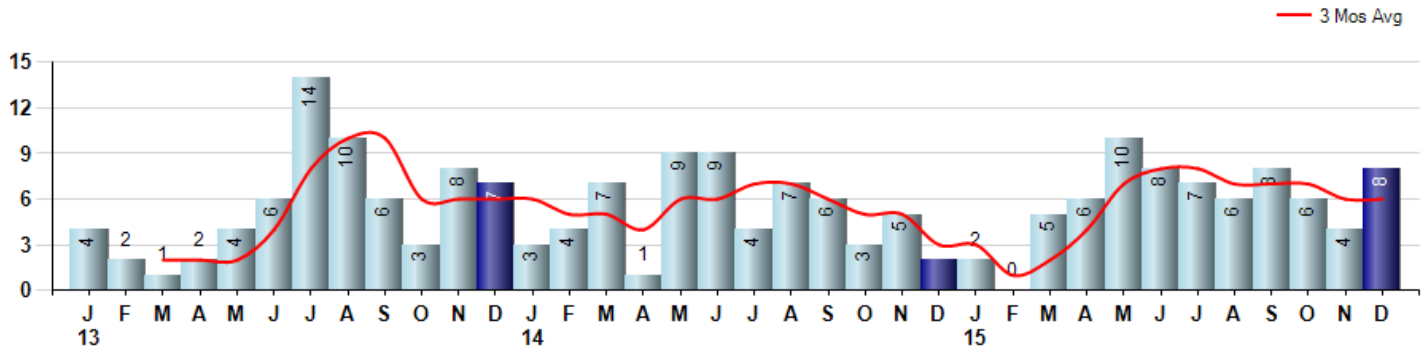
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				Trending Versus*:		
		LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,297,000	4%		-7%				
Average List Price of all Current Listings	\$1,753,652	7%		-7%				
December Median Sales Price	\$878,000	0%	0%	15%	12%	\$833,000	5%	6%
December Average Sales Price	\$1,167,813	32%	4%	54%	11%	\$1,059,579	-1%	0%
Total Properties Currently for Sale (Inventory)	50	-19%		14%				
December Number of Properties Sold	8	100%		300%			17%	
December Average Days on Market (Solds)	243	-38%	7%	134%	79%	185	39%	36%
Asking Price per Square Foot (based on New Listings)	\$377	324%	-2%	-2%	-2%	\$412	7%	7%
December Sold Price per Square Foot	\$374	11%	5%	29%	7%	\$355	1%	1%
December Month's Supply of Inventory	6.3	-60%	-46%	-72%	-64%	11.2	-36%	-36%
December Sale Price vs List Price Ratio	98.6%	14.7%	4%	3%	3.9%	95.6%	0.7%	0.7%

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

Property Sales

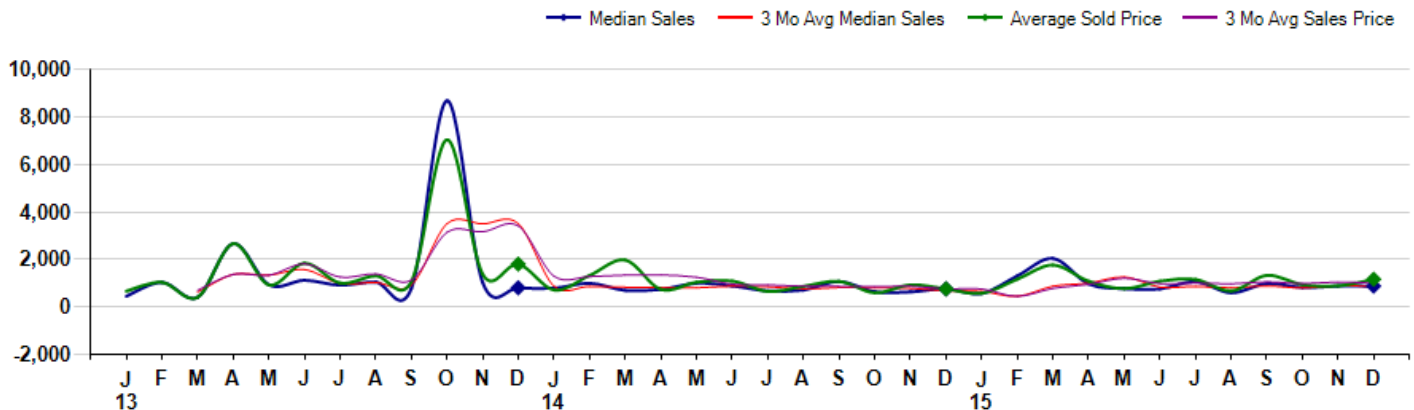
December Property sales were 8, up 300.0% from 2 in December of 2014 and 100.0% higher than the 4 sales last month. December 2015 sales were at their highest level compared to December of 2014 and 2013. December YTD sales of 70 are running 16.7% ahead of last year's year-to-date sales of 60.



Prices

The Median Sales Price in December was \$878,000, up 15.4% from \$761,000 in December of 2014 and down -0.3% from \$881,000 last month. The Average Sales Price in December was \$1,167,813, up 53.5% from \$761,000 in December of 2014 and up 32.0% from \$885,000 last month. December 2015 ASP was at a mid range compared to December of 2014 and 2013.

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



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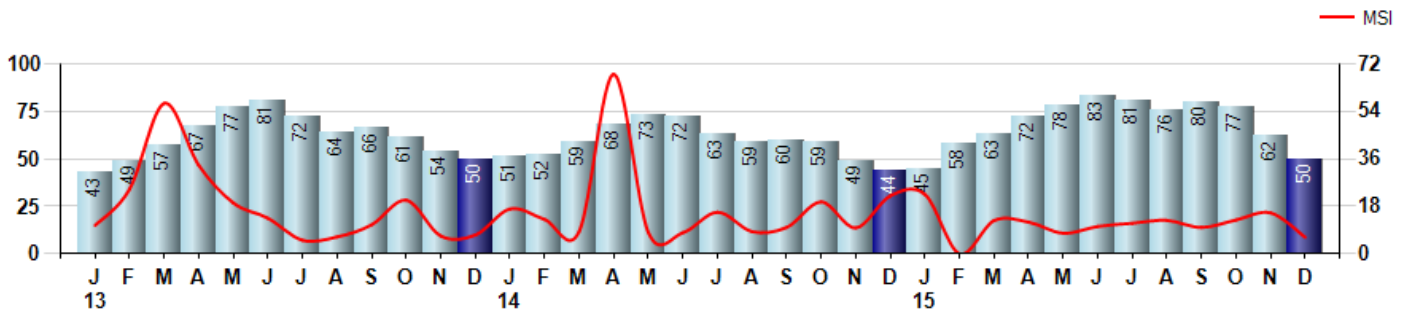
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Inventory & MSI

The Total Inventory of Properties available for sale as of December was 50, down -19.4% from 62 last month and up 13.6% from 44 in December of last year. December 2015 Inventory was at a mid range compared to December of 2014 and 2013.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2015 MSI of 6.3 months was at its lowest level compared with December of 2014 and 2013.

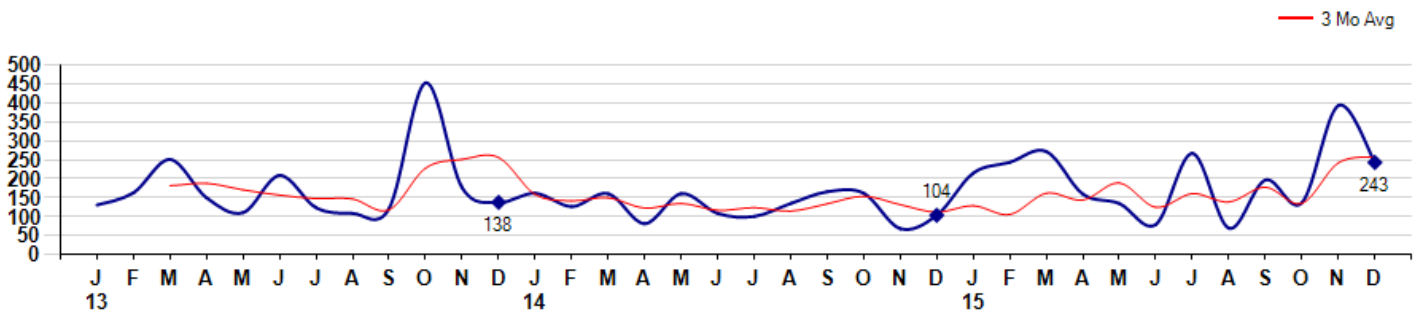
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 December was 243, down -38.2% from 393 days last month and up 133.7% from 104 days in December of last year. The December 2015 DOM was at its highest level compared with December of 2014 and 2013.

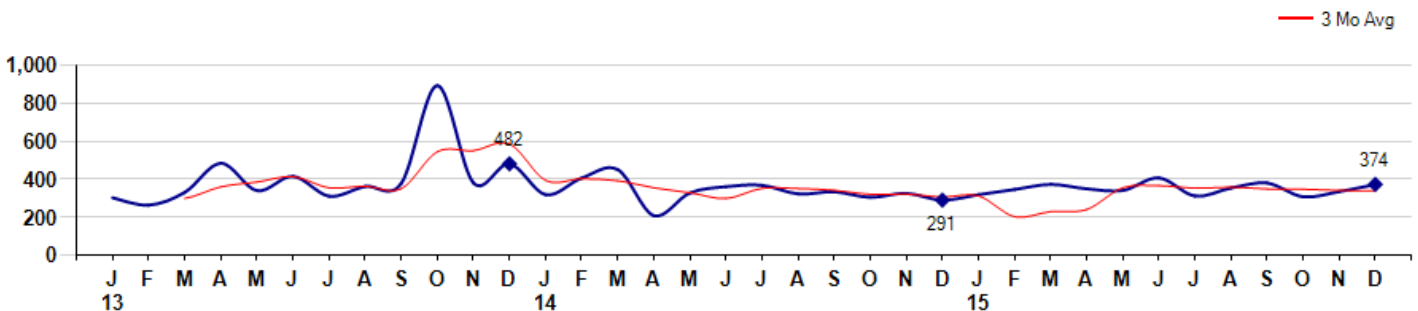
Average Days on Market(Listing to Contract) for properties sold during the month



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 December 2015 Selling Price per Square Foot of \$374 was up 11.3% from \$336 last month and up 28.5% from \$291 in December of last year.

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



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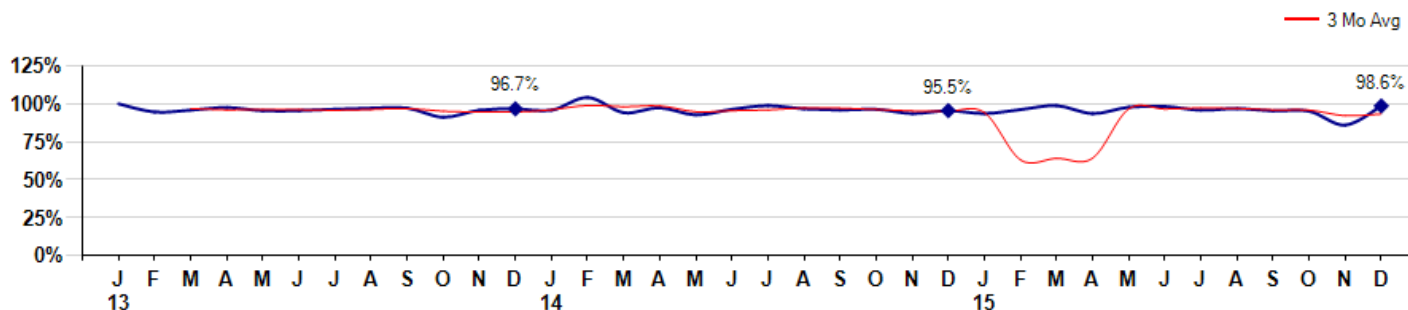


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Selling Price vs Listing Price

The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their 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 December 2015 Selling Price vs List Price of 98.6% was up from 86.0% last month and up from 95.5% in December of last year.

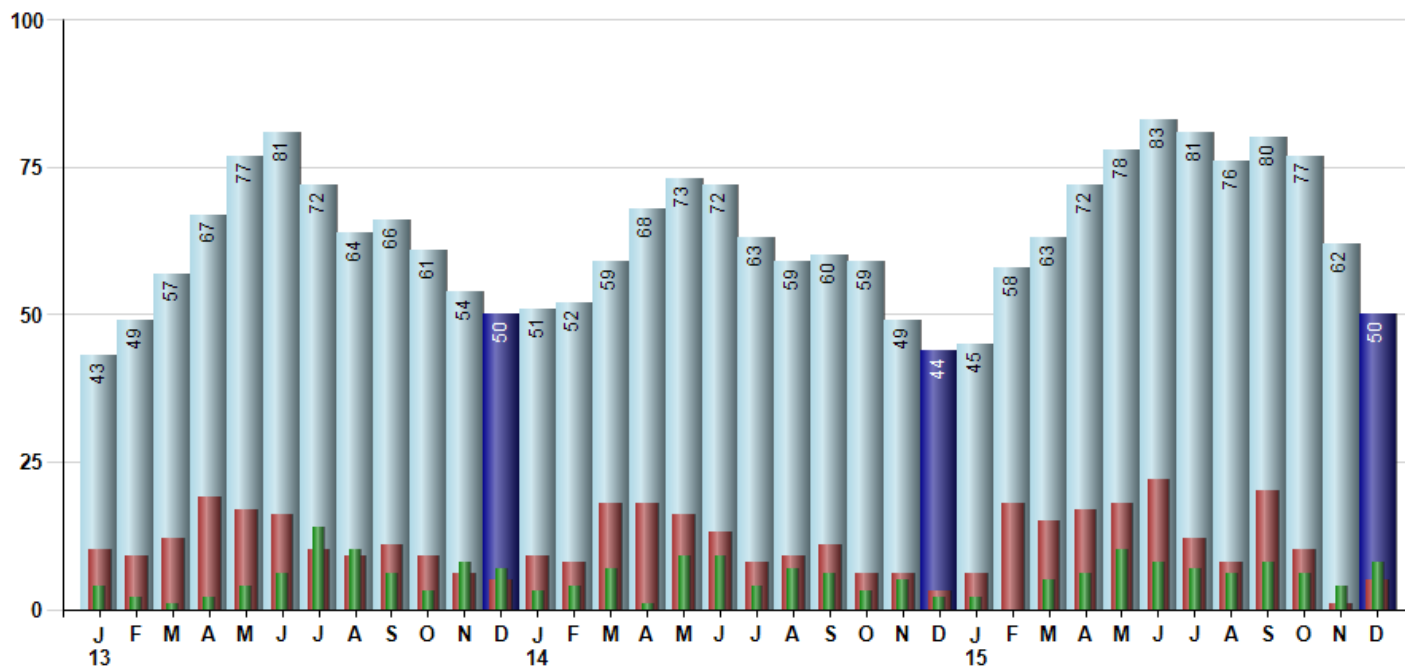
Avg Selling Price divided by Avg Listing Price for sold properties during the month



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 December 2015 was 5, up 400.0% from 1 last month and up 66.7% from 3 in December of last year.

Inventory (light blue), New Listings (red), Sold (green)



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