## MARKET ACTION REPORT MLS Area: Rowayton

Joni Usdan

Residential Real Estate Specialist 203-216-7654 www.jonihomes.com joni@jonihomes.com

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

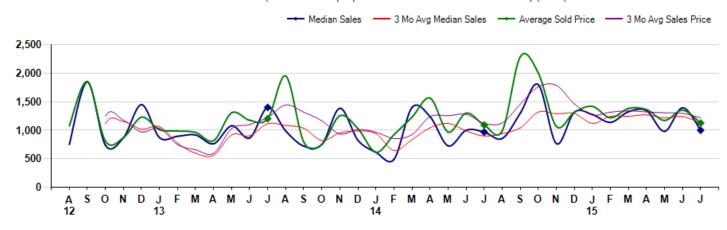
	Trending Versus*:						Trending Versus*:	
Market Profile & Trends Overview	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,474,500	6%		0%				
Average List Price of all Current Listings	\$1,823,265			3%				
July Median Sales Price	\$1,000,005	-28%	-17%	3%	0%	\$1,200,000	26%	20%
July Average Sales Price	\$1,126,358	-17%	-10%	3%	-16%	\$1,273,612	6%	-5%
Total Properties Currently for Sale (Inventory)	82	-10%		16%				
July Number of Properties Sold	7	-22%		-13%			-9%	
July Average Days on Market (Solds)	256	35%	30%	0%	43%	199	6%	11%
Asking Price per Square Foot (based on New Listings)	\$560	-6%	1%	14%	0%	\$539	-2%	-4%
July Sold Price per Square Foot	\$492	1%	-1%	31%	0%	\$505	16%	3%
July Month's Supply of Inventory	11.7	16%	1%	32%	-16%	13.7	0%	-2%
July Sale Price vs List Price Ratio	93.9%		-1%		-2.2%	94.2%	-2.7%	-2.0%
* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date								

### **Property Sales**

July Property sales were 7, down -12.5% from 8 in July of 2014 and -22.2% lower than the 9 sales last month. July 2015 sales were at their lowest level compared to July of 2014 and 2013. July YTD sales of 41 are running -8.9% behind last year's year-to-date sales of 45.



The Median Sales Price in July was \$1,000,005, up 3.4% from \$967,500 in July of 2014 and down -28.3% from \$1,395,000 last month. The Average Sales Price in July was \$1,126,358, up 3.2% from \$1,091,500 in July of 2014 and down -16.7% from \$1,352,442 last month. July 2015 ASP was at a mid range compared to July of 2014 and 2013.



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

© 2015 Coldwell Banker Real Estate LLC. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC.

Based on information from Greater Fairfield County CMLS, Inc. for the period 8/1/2012 through 7/31/2015. Due to MLS reporting methods and allowable reporting Delicy, 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.



## MARKET ACTION REPORT MLS Area: Rowayton



Joni Usdan Residential Real Estate Specialist 203-216-7654 www.jonihomes.com joni@jonihomes.com July 2015

COLDWELL BANKER G

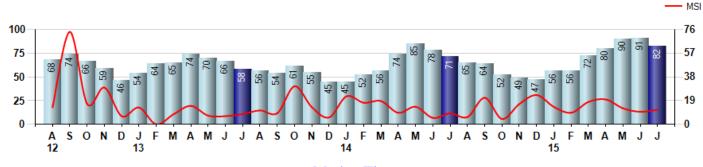
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 82, down -9.9% from 91 last month and up 15.5% from 71 in July of last year. July 2015 Inventory was at highest level compared to July of 2014 and 2013.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2015 MSI of 11.7 months was at its highest level compared with July of 2014 and 2013.

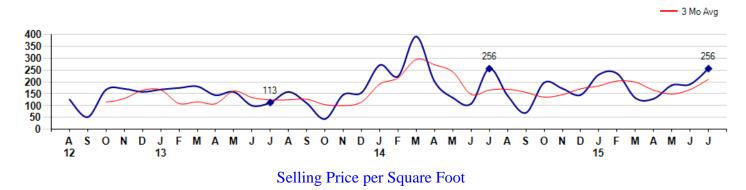
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



#### Market Time

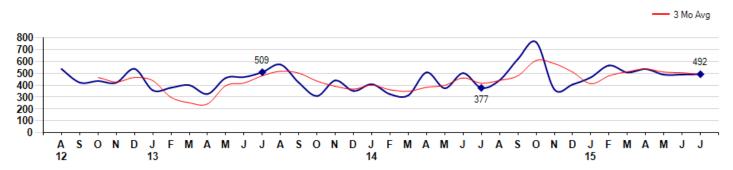
The average Days On Market(DOM) shows how many days the average Property is on the Market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for July was 256, up 34.7% from 190 days last month and equal to 256 days in July of last year. The July 2015 DOM was at a mid range compared with July of 2014 and 2013.

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



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 July 2015 Selling Price per Square Foot of \$492 was up 0.6% from \$489 last month and up 30.5% from \$377 in July of last year.

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



© 2015 Coldwell Banker Real Estate LLC. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC.

Based on information from Greater Fairfield County CMLS, Inc. for the period 8/1/2012 through 7/31/2015. 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.



# MARKET ACTION REPORT MLS Area: Rowayton



Joni Usdan Residential Real Estate Specialist 203-216-7654 www.jonihomes.com joni@jonihomes.com July 2015

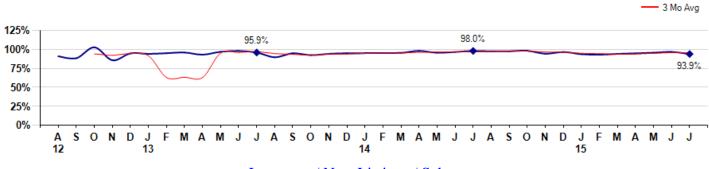
COLDWELL BANKER G

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

## Selling Price vs Listing Price

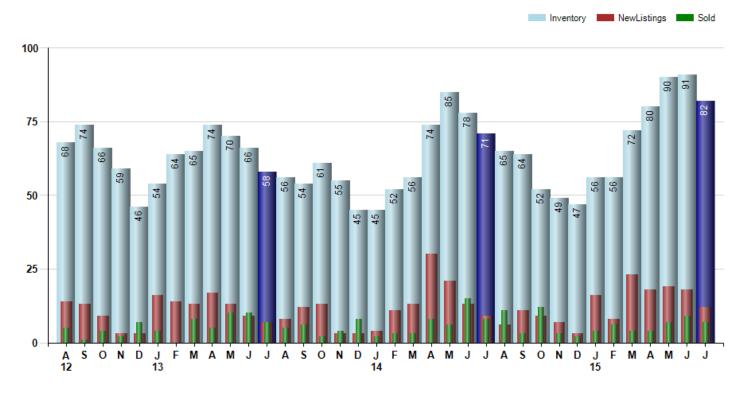
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2015 Selling Price vs List Price of 93.9% was down from 96.7% last month and down from 98.0% in July 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 July 2015 was 12, down -33.3% from 18 last month and up 33.3% from 9 in July of last year.



© 2015 Coldwell Banker Real Estate LLC. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC.

Based on information from Greater Fairfield County CMLS, Inc. for the period 8/1/2012 through 7/31/2015. 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.

