

City: Redding



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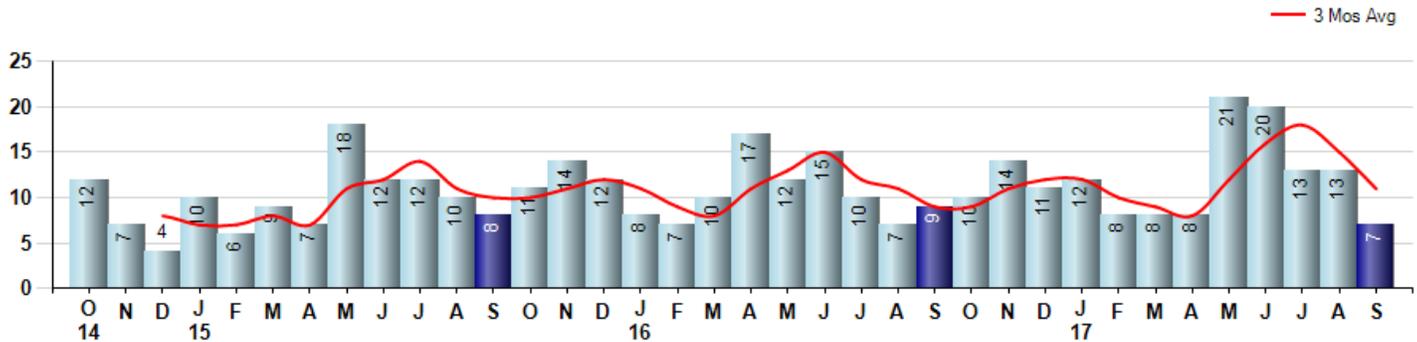
Price Range: 0 to 999999999 | Properties: Single Family Home

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$650,000	-2%		9%				
Average List Price of all Current Listings	\$836,219	-5%		-1%				
September Median Sales Price	\$345,000	-31%	-31%	-34%	-34%	\$482,500	-10%	-8%
September Average Sales Price	\$465,071	-7%	-9%	-12%	-25%	\$488,482	-28%	-21%
Total Properties Currently for Sale (Inventory)	109	-3%		-26%				
September Number of Properties Sold	7	-46%		-22%			16%	
September Average Days on Market (Solds)	94	24%	-18%	-34%	-44%	150	-11%	-10%
Asking Price per Square Foot (based on New Listings)	\$220	8%	5%	15%	6%	\$201	-5%	-3%
September Sold Price per Square Foot	\$199	-1%	6%	-4%	5%	\$185	-4%	-3%
September Month's Supply of Inventory	15.6	81%	39%	-5%	12%	11.6	-23%	-16%
September Sale Price vs List Price Ratio	90.3%	-2.6%	-3%	-2%	-2.4%	92.0%	-1.8%	-0.6%

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

Property Sales

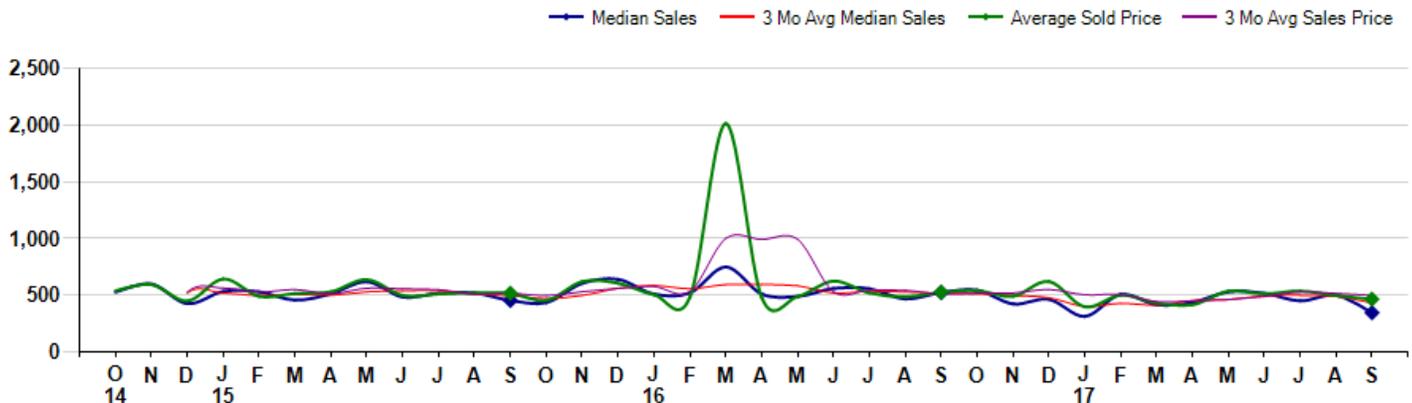
September Property sales were 7, down -22.2% from 9 in September of 2016 and -46.2% lower than the 13 sales last month. September 2017 sales were at their lowest level compared to September of 2016 and 2015. September YTD sales of 110 are running 15.8% ahead of last year's year-to-date sales of 95.



Prices

The Median Sales Price in September was \$345,000, down -34.0% from \$523,000 in September of 2016 and down -31.0% from \$500,000 last month. The Average Sales Price in September was \$465,071, down -11.5% from \$525,722 in September of 2016 and down -6.5% from \$497,423 last month. September 2017 ASP was at the lowest level compared to September of 2016 and 2015.

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



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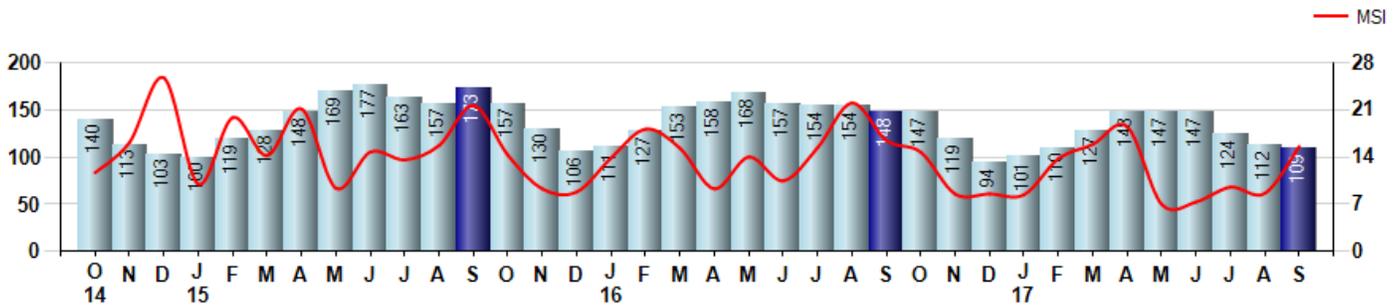
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Inventory & MSI

The Total Inventory of Properties available for sale as of September was 109, down -2.7% from 112 last month and down -26.4% from 148 in September of last year. September 2017 Inventory was at the lowest level compared to September of 2016 and 2015.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The September 2017 MSI of 15.6 months was at its lowest level compared with September of 2016 and 2015.

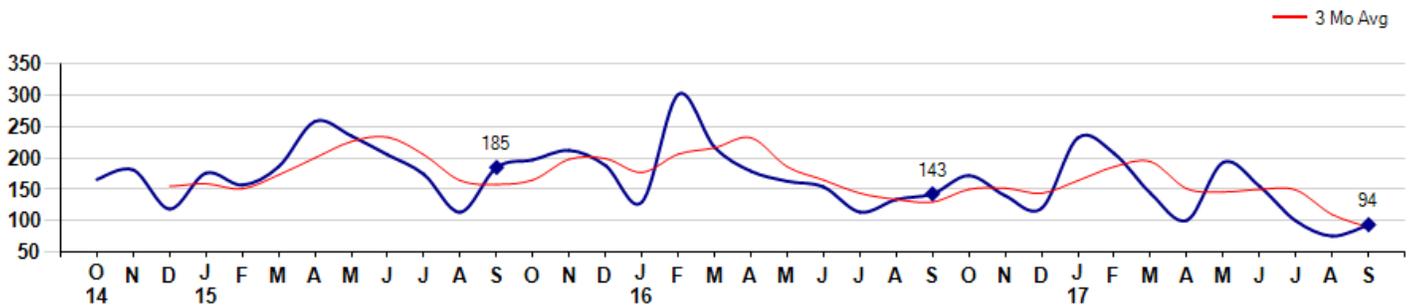
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 94, up 23.7% from 76 days last month and down -34.3% from 143 days in September of last year. The September 2017 DOM was at its lowest level compared with September of 2016 and 2015.

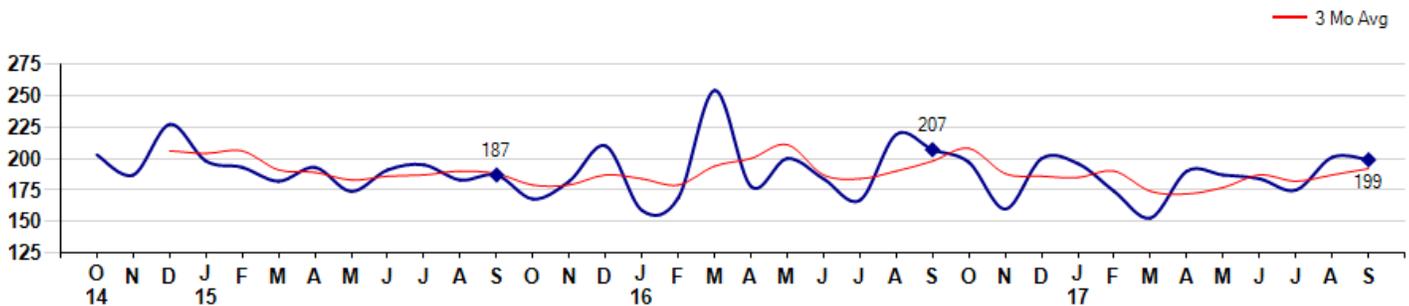
Average Days on Market(Listing to Contract) for properties sold during the month



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 2017 Selling Price per Square Foot of \$199 was down -1.0% from \$201 last month and down -3.9% from \$207 in September of last year.

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



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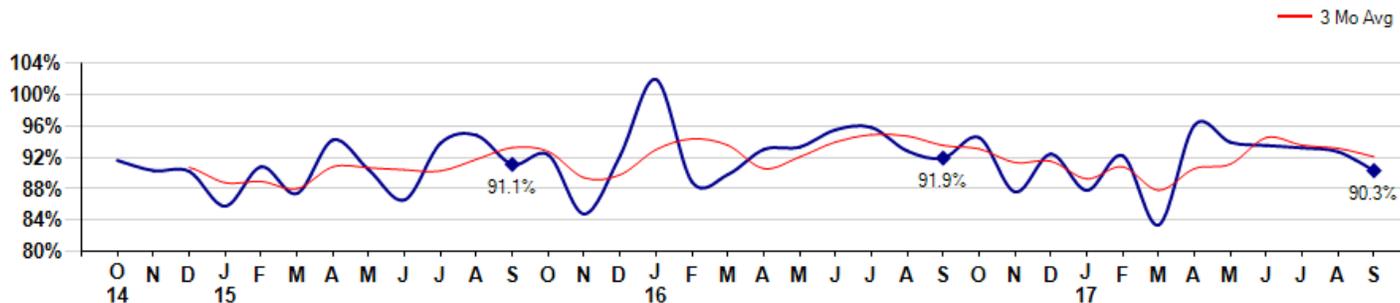


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Selling Price vs Listing Price

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 September 2017 Selling Price vs List Price of 90.3% was down from 92.7% last month and down from 91.9% in September of last year.

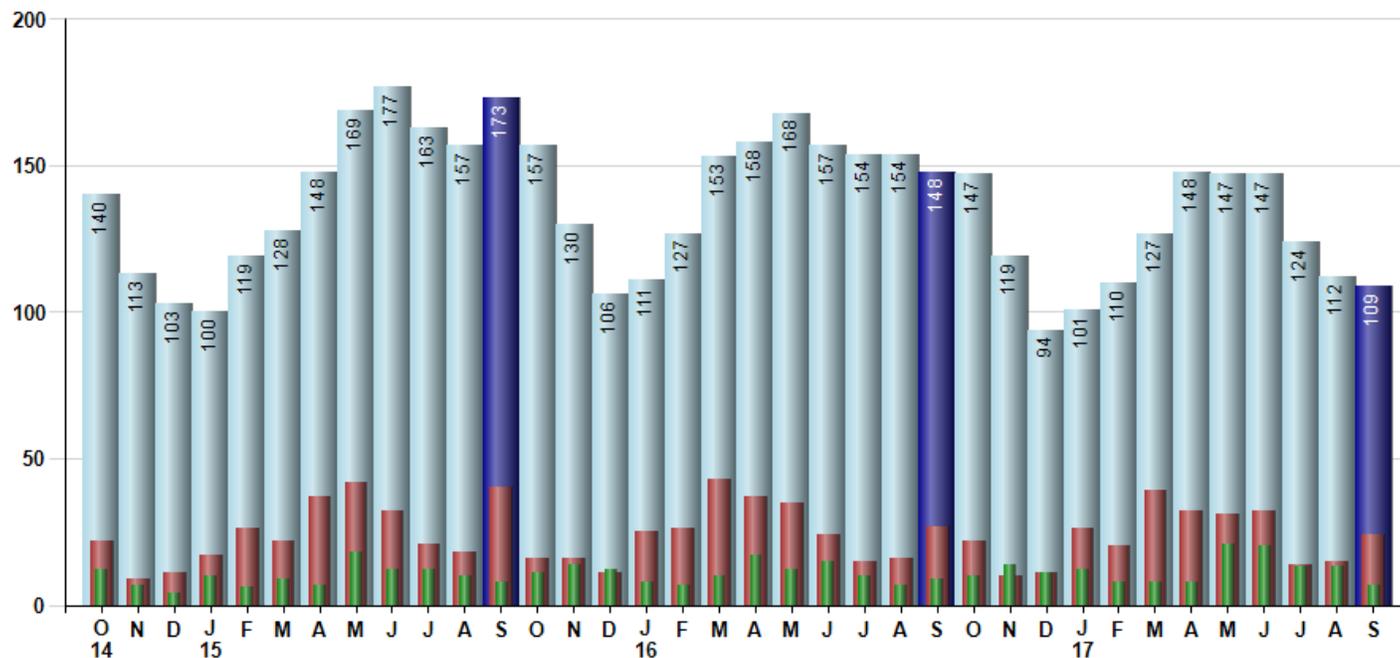
Avg Selling Price divided by Avg Listing Price for sold properties during the month



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 2017 was 24, up 60.0% from 15 last month and down -11.1% from 27 in September of last year.

Inventory NewListings Sold



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