

MLS Area: Southport



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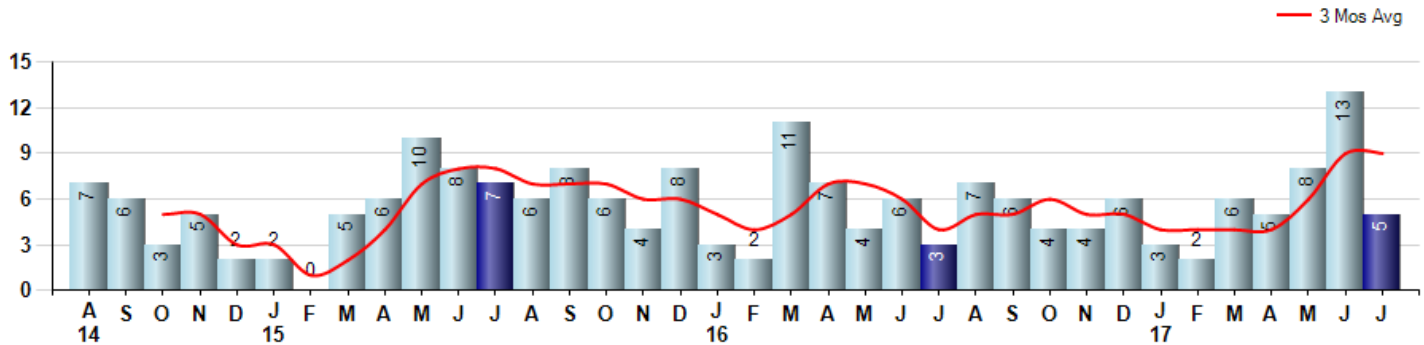
Price Range: 0 to 999999999 | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,049,000	5%		0%				
Average List Price of all Current Listings	\$1,513,428	6%		6%				
July Median Sales Price	\$577,500	-30%	-41%	-39%	-30%	\$925,000	-1%	11%
July Average Sales Price	\$748,300	-26%	-29%	-30%	-19%	\$1,153,333	18%	24%
Total Properties Currently for Sale (Inventory)	61	-13%		-20%				
July Number of Properties Sold	5	-62%		67%			17%	
July Average Days on Market (Solds)	114	4%	-18%	18%	-30%	155	-17%	-4%
Asking Price per Square Foot (based on New Listings)	\$409	27%	1%	14%	5%	\$395	-3%	1%
July Sold Price per Square Foot	\$303	-22%	-17%	-25%	-8%	\$383	14%	16%
July Month's Supply of Inventory	12.2	127%	36%	-52%	-26%	14.0	-27%	-15%
July Sale Price vs List Price Ratio	95.3%	2%	4%	4.4%	93.2%	1.5%	2.0%	

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

Property Sales

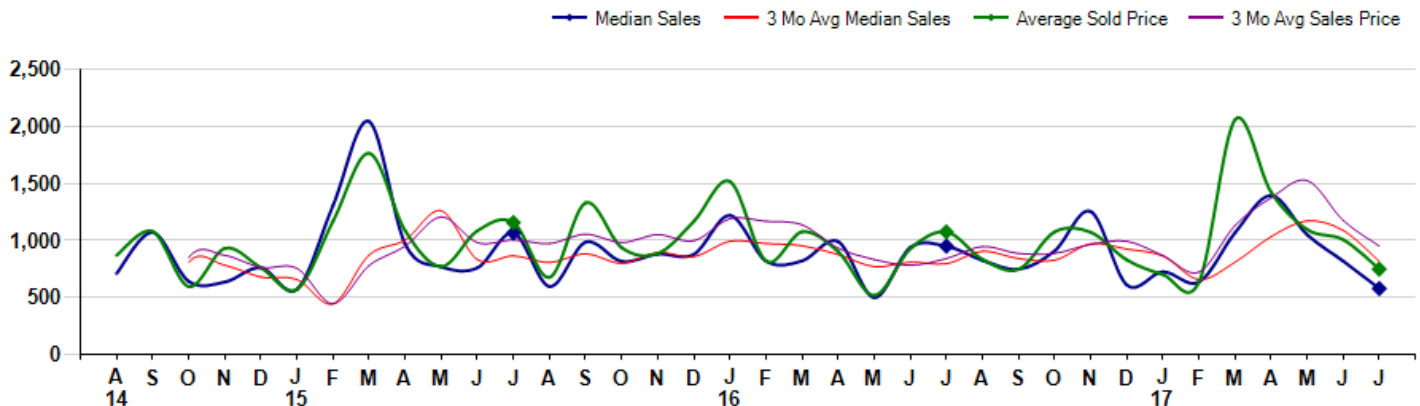
July Property sales were 5, up 66.7% from 3 in July of 2016 and -61.5% lower than the 13 sales last month. July 2017 sales were at a mid level compared to July of 2016 and 2015. July YTD sales of 42 are running 16.7% ahead of last year's year-to-date sales of 36.



Prices

The Median Sales Price in July was \$577,500, down -39.2% from \$950,000 in July of 2016 and down -29.5% from \$819,000 last month. The Average Sales Price in July was \$748,300, down -30.4% from \$1,075,000 in July of 2016 and down -25.7% from \$1,006,875 last month. July 2017 ASP was at the lowest level compared to July of 2016 and 2015.

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



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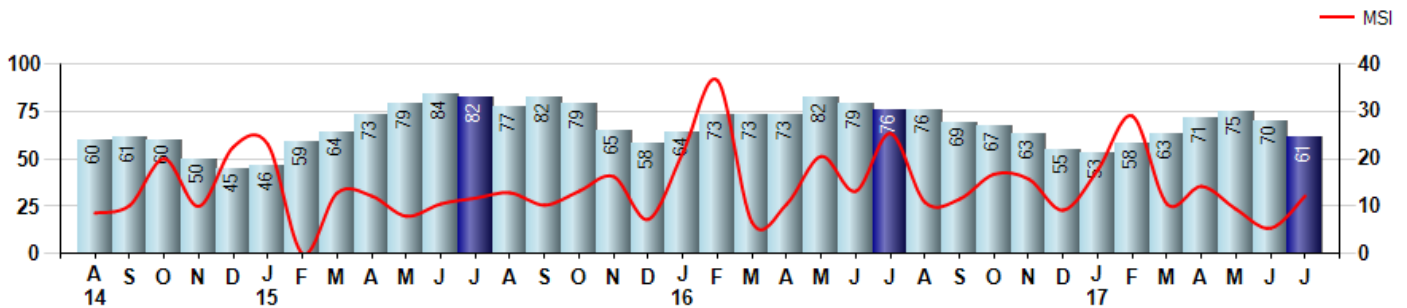
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 61, down -12.9% from 70 last month and down -19.7% from 76 in July of last year. July 2017 Inventory was at the lowest level compared to July of 2016 and 2015.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2017 MSI of 12.2 months was at a mid range compared with July of 2016 and 2015.

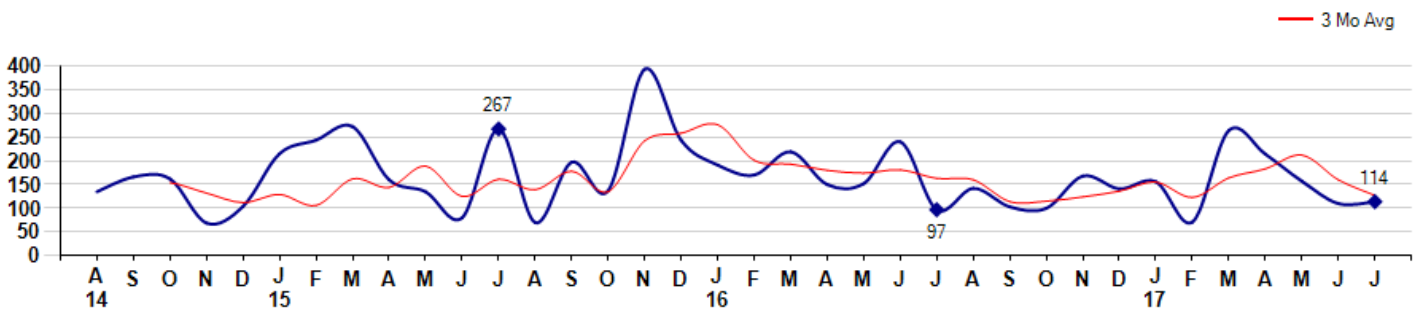
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 July was 114, up 3.6% from 110 days last month and up 17.5% from 97 days in July of last year. The July 2017 DOM was at a mid range compared with July of 2016 and 2015.

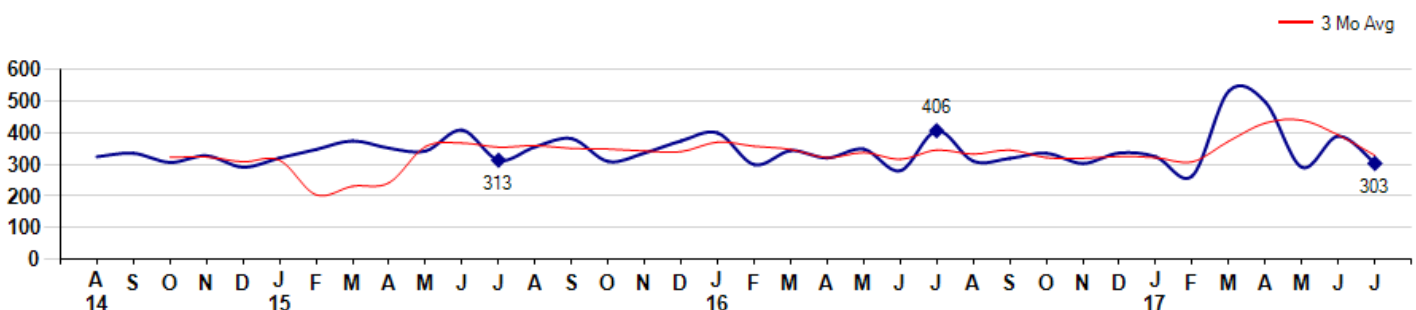
Average Days on Market(Listing to Contract) for properties sold during the month



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 July 2017 Selling Price per Square Foot of \$303 was down -22.1% from \$389 last month and down -25.4% from \$406 in July of last year.

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



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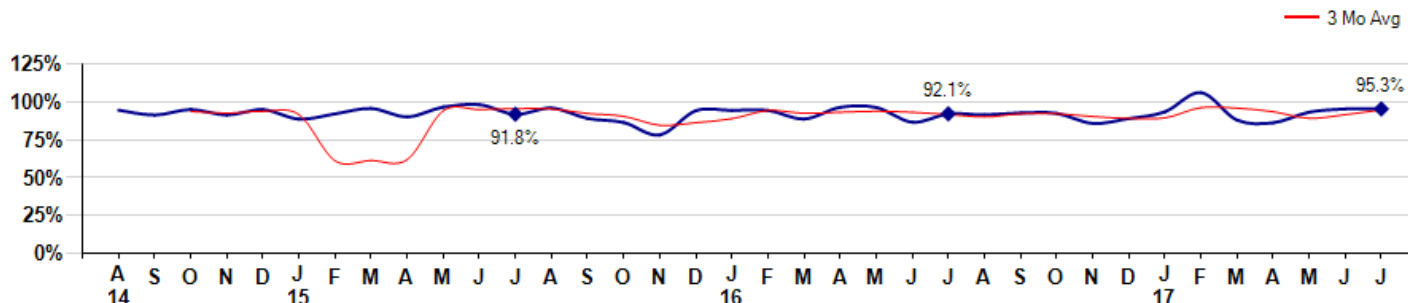


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Selling Price vs Listing Price

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 July 2017 Selling Price vs List Price of 95.3% was equal to 95.3% last month and up from 92.1% in July of last year.

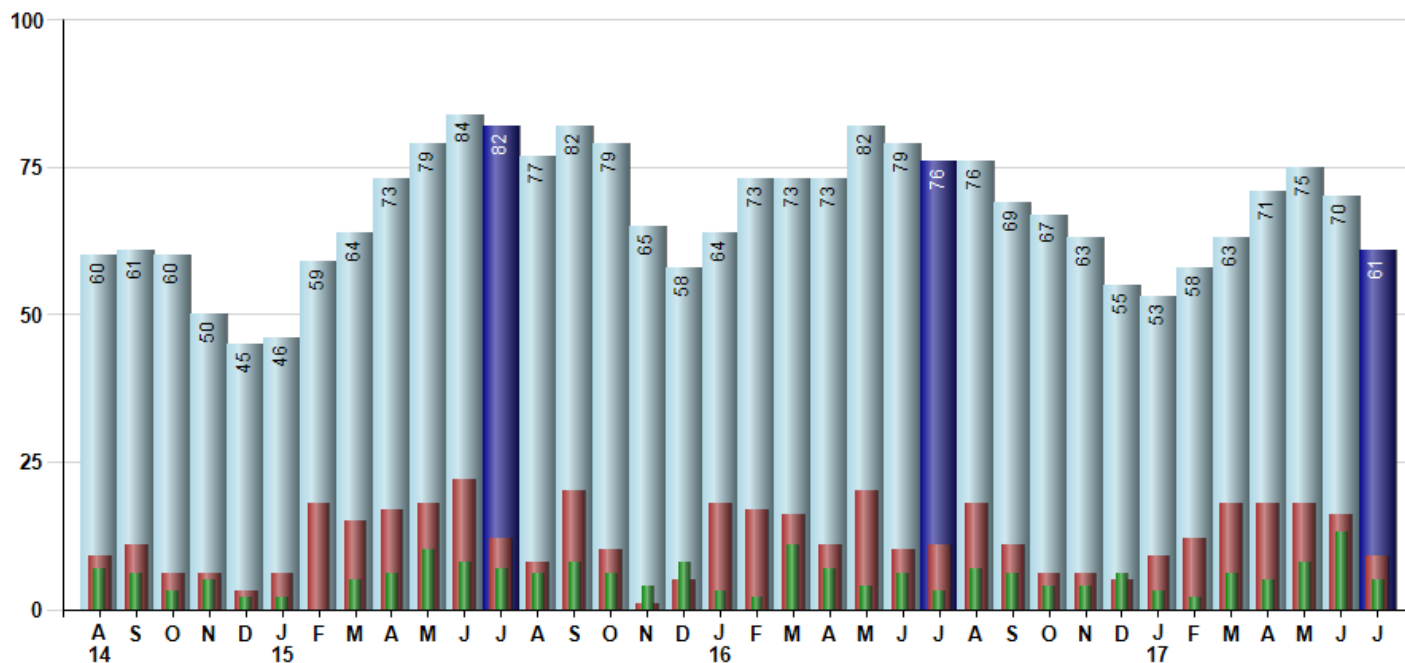
Avg Selling Price divided by Avg Listing Price for sold properties during the month



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 2017 was 9, down -43.8% from 16 last month and down -18.2% from 11 in July of last year.

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



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