

# MARKET ACTION REPORT

January 2010

City: Long Grove

Coldwell Banker Residential Brokerage

Buffalo Grove, IL

(847) 541-5000

www.ColdwellBankerOnline.com



Price Range: All | Properties: Single Family - Condo - TwnHm

## Market Profile & Trends Overview

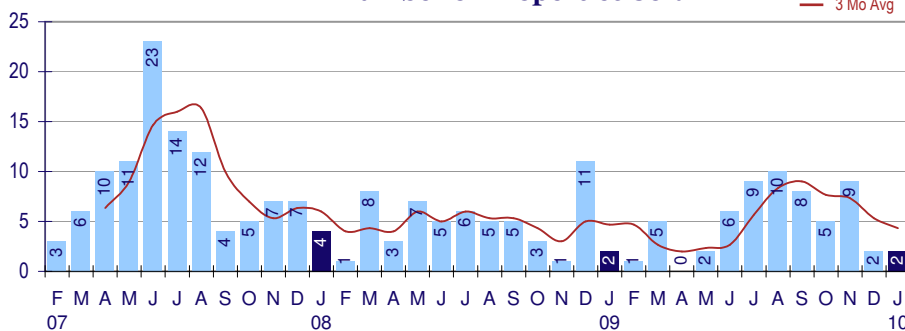
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$899,950	0%		-14%				
Average List Price of all Current Listings	\$1,116,192	2%		-8%				
January Median Sales Price	\$506,500	-35%	-11%	-2%	-25%	\$506,500	-2%	-25%
January Average Sales Price	\$506,500	-35%	-14%	-2%	-29%	\$506,500	-2%	-29%
Total Properties Currently for Sale (Inventory)	108	-4%		-16%				
January Number of Properties Sold	2	0%		0%		2	0%	
January Average Days on Market (Solds)	121	-54%	8%	128%	14%	121	128%	14%
Asking Price per Square Foot (based on New Listings)	\$185		-6%	-20%	-5%	\$185	-20%	-5%
January Sold Price per Square Foot	\$106	-31%	-23%	-33%	-36%	\$106	-32%	-36%
January Month's Supply of Inventory	54.0	-4%	29%	-16%		54.0	-16%	
January Sale Price vs List Price Ratio	82.4%	19.2%	.4%	####	-1.3%	80.3%	-16.2%	-3.8%

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

## Property Sales

January Property sales were 2, equal to 2 in January of 2009 and the same as the 2 sales last month. January 2010 sales were at their lowest level compared to January of 2009 and 2008. January YTD sales of 2 are running equal to last year's year-to-date sales of 2.

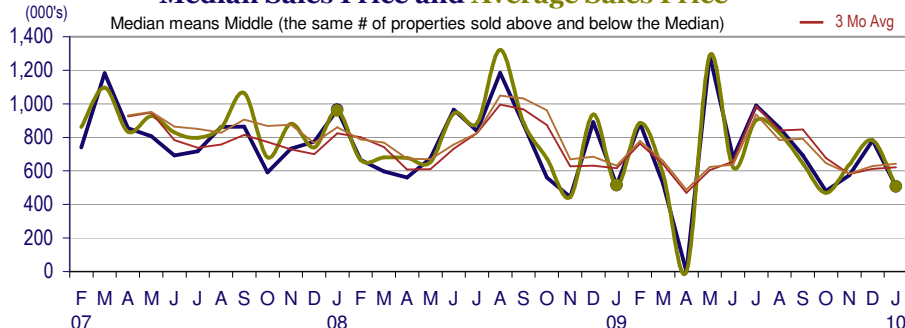
### Number of Properties Sold



## Prices

The Median Sales Price in January was \$506,500, down -1.7% from \$515,000 in January of 2009 and down -35.3% from \$782,500 last month. The Average Sales Price in January was \$506,500, down -1.7% from \$515,000 in January of 2009 and down -35.3% from \$782,500 last month. January 2010 ASP was at the lowest level compared to January of 2009 and 2008.

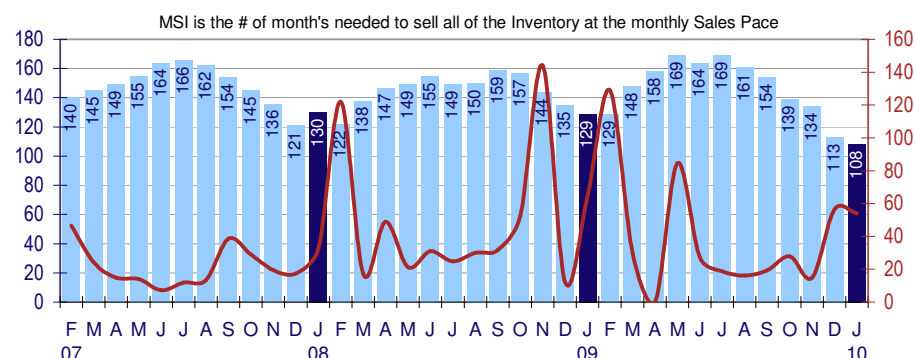
### Median Sales Price and Average Sales Price



## Inventory & MSI

The Total Inventory of Properties available for sale as of January was 108, down -4.4% from 113 last month and down -16.3% from 129 in January of last year. January 2010 Inventory was at its lowest level compared with January of 2009 and 2008.

### Total Inventory & Month's Supply of Inventory (MSI)



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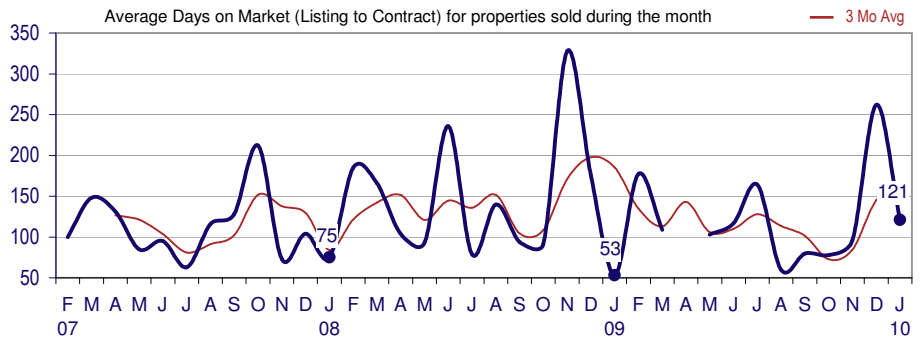


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## Market Time

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 January was 121, down -53.8% from 262 days last month and up 128.3% from 53 days in January of last year. The January 2010 DOM was at a mid level compared with January of 2009 and 2008.

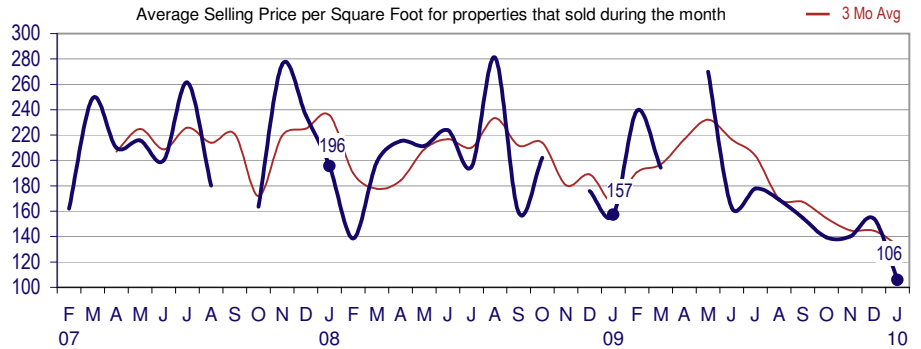
## Days On Market for Sold Properties



## 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 January 2010 Selling Price per Square Foot of \$106 was down -31.4% from \$154 last month and down -32.7% from 157 in January of last year.

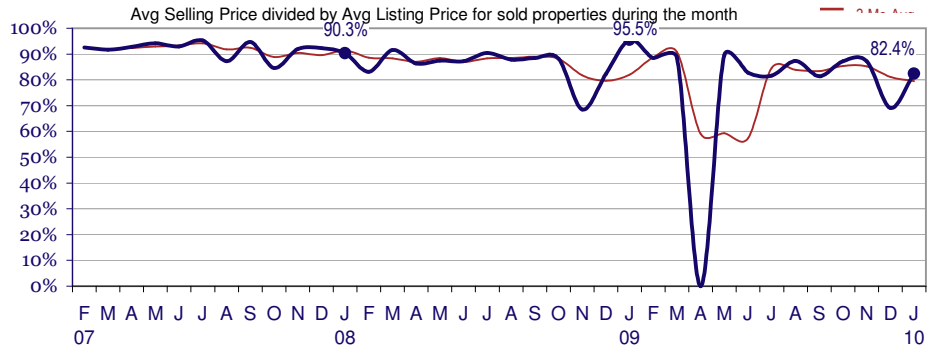
## Selling Price per Square Foot



## 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 January 2010 Selling Price vs Original List Price of 82.4% was up from 69.1% last month and down from 95.5% in January of last year.

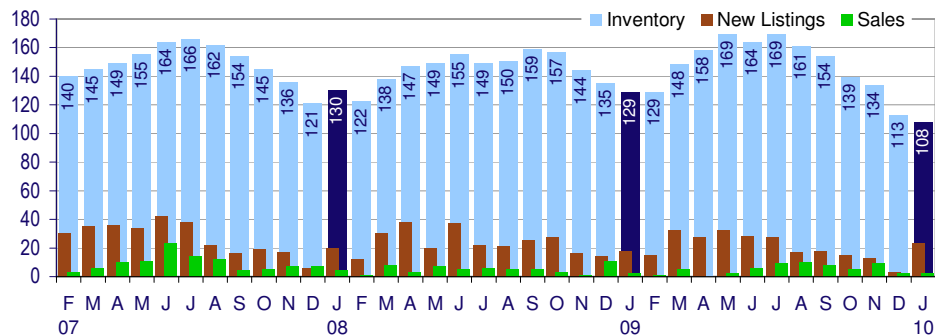
## Selling Price versus Listing Price Ratio



## 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 January 2010 was 23, up 666.7% from 3 last month and up 27.8% from 18 in January of last year.

## Inventory / New Listings / Sales



	F 07	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10
Homes Sold	3	6	10	11	23	14	12	4	5	7	7	4	1	8	3	7	5	6	5	5	3	1	11	2	1	5	0	2	6	9	10	8	5	9	2	2
3 Mo. Roll Avg			6	9	15	16	16	10	7	5	6	6	4	4	4	6	5	6	5	5	4	3	5	5	5	3	2	2	3	6	8	9	8	7	5	4

(000's)	F 07	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10
Median Sale Price	740	1183	854	806	693	718	863	864	591	733	775	965	665	598	560	675	965	838	1185	878	560	445	890	515	885	525	0	1288	679	990	856	692	480	575	783	507
3 Mo. Roll Avg			925	947	784	739	758	815	773	729	700	824	802	743	608	611	733	826	996	967	874	628	632	617	763	642	470	604	655	985	842	846	676	582	613	621

	F 07	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10
Inventory	140	145	149	155	164	166	162	154	145	136	121	130	122	138	147	149	155	149	150	159	157	144	135	129	129	148	158	169	164	169	161	154	139	134	113	108
MSI	47	24	15	14	7	12	14	39	29	19	17	33	122	17	49	21	31	25	30	32	52	144	12	65	129	30	#DIV/0!	85	27	19	16	19	28	15	57	54

	F 07	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10
Days on Market	100	148	131	85	95	63	116	128	212	73	104	75	185	166	104	93	236	79	140	94	91	328	175	53	177	109		103	117	164	60	80	78	96	262	121
3 Mo. Roll Avg			126	121	104	81	91	102	152	138	130	84	121	142	152	121	144	136	152	104	108	171	198	185	135	113	143	106	110	128	114	101	73	85	145	160

	F 07	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10
Price per Sq Ft	162	249	210	216	200	261	180		164	276	236	196	139	199	215	211	224	195	281	159	202		176	157	239	194		270	163	178	169	155	139	140	154	106
3 Mo. Roll Avg			207	225	209	226	214	221	172	220	225	236	190	178	184	209	217	210	233	212	214	181	189	167	191	197	217	232	216	204	170	167	154	145	145	133

	F 07	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10
Sale to List Price	0.925	0.917	0.928	0.942	0.929	0.953	0.872	0.947	0.846	0.919	0.923	0.903	0.831	0.916	0.863	0.875	0.872	0.904	0.879	0.885	0.882	0.685	0.822	0.955	0.885	0.886	0.000	0.894	0.827	0.816	0.873	0.814	0.872	0.872	0.691	0.824
3 Mo. Roll Avg			0.923	0.929	0.933	0.941	0.918	0.924	0.888	0.904	0.896	0.915	0.886	0.883	0.870	0.885	0.870	0.884	0.885	0.889	0.882	0.817	0.796	0.821	0.887	0.909	0.590	0.593	0.574	0.846	0.839	0.834	0.853	0.853	0.812	0.796

	F 07	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10
New Listings	30	35	36	34	42	38	22	16	19	17	6	20	12	30	38	20	37	22	21	25	27	16	14	18	15	32	27	32	28	27	17	18	15	13	3	23
Inventory	140	145	149	155	164	166	162	154	145	136	121	130	122	138	147	149	155	149	150	159	157	144	135	129	129	148	158	169	164	169	161	154	139	134	113	108
Sales	3	6	10	11	23	14	12	4	5	7	7	4	1	8	3	7	5	6	5	5	3	1	11	2	1	5	0	2	6	9	10	8	5	9	2	2

(000's)	F 07	M	A	M	J	J	A	S	O	N	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10
Avg Sale Price	862	1097	833	928	830	797	859	1063	682	882	739	960	665	681	677	652	942	886	1322	890	673	445	936	515	885	581	0	1288	621	903	826	645	469	638	783	507
3 Mo. Roll Avg			930	952	863	852	829	907	868	876	767	860	788	769	674	670	757	827	1050	1032	962	669	685	632	779	660	489	623	636	937	783	791	647	584	630	642