

Agent Guide to Market Trend Data by Geography

Save Time & Be the Expert: Buyers, sellers and prospects will all want to have this critical information when deciding to make a move. Entice prospects, encourage buyers and counsel sellers by having all the right answers with data that is updated nightly. This report helps identify trends and set real estate expectations.

Number to know: median price for all homes sold.

Volume counts for clients so the number of closed sales is helpful.

What should clients expect? Days on Market (DOM) is key.

This report covers the City of Santa Cruz. Reports can also focus on Zip Codes, MLS Areas and school districts.

The Average % over List Price that buyers paid.

Clients may ask, "How is this year compared to last year?" "How has the market been behaving recently?" The answer is provided via the last two months of data for their desired geography.

Scale for % of List Price Received.

In pricing a home, or determining an offer number, the yellow line shows the trend for % of List Price Received.

Important for buyers and sellers, this report looks at Single Family Residential sales.

This chart shows two years of data so that your clients can see important trends and visualize the current market.

This scale shows the # of days for the Median DOM.

Your photo and contact information will be here.

Median DOM for the same month, but one year ago.

Median DOM for the current reporting month.



Market Update Report with Month Over Month Text Summary

Enhance Your Expertise: Not everyone responds to numbers, but every homebuyer and seller will want this data. We have created a text-based report that highlights market trends and identifies several key metrics. Perfect for clients and prospects that are interested in a different approach to real estate analytics, it is a fresh approach to the information they need to know.

A great alternative to number-heavy send-outs. The Market Update section describes changes in the market from the previous month.

This section breaks down the sales for the month into equal quarters that shows differences between the highest and lowest priced homes.

One of the most important numbers to know, price per square foot, this is the trend. Identify the market cycle and help clients decide whether to list or buy.

This section is a year-over-year comparison of key market statistics, showing the percent change from this month to the same month a year ago.

When your clients want the important numbers as a comparison over last year – because cyclical data is important – this is attractive and easy to digest.

Your contact information will be here.

NOVEMBER 2017

Foster City

Market Update Changes from Last Month

8 homes were sold in Foster City in November 2017 and the Sold Count has not changed compared to the month before.

Median Sale Price showed a 4% decrease from \$1,846,500 in October 2017 to \$1,780,000 in November 2017.

November 2017 Days on Market (DOM) dropped to 9 from 12 in October 2017.

On average, sellers in Foster City received 108% of their asking price in November 2017 compared to 106% in October 2017.

November Sales Details

QUARTILE	SOLD	MED SALE PRICE	MED DOM	AVG. \$ SQ.FT.
Top	3	\$2,510,000	10	\$1,104
Second	2	\$1,790,000	7	\$967
Third	2	\$1,640,000	1	\$881
Bottom	2	\$1,537,500	25	\$866

Single Family Homes Year over Year Comparison

HOMES SOLD	Nov 2017: 8 Nov 2016: 8	0%
HOMES LISTED	Nov 2017: 11 Nov 2016: 4	+175%
MED. SALES PRICE	Nov 2017: \$1.78M Nov 2016: \$1.71M	+4%
AVG. \$ PER SQ. FT.	Nov 2017: \$ 908 Nov 2016: \$ 836	+9%
MED. DOM	Nov 2017: 9 Nov 2016: 13	-31%
% LP REC'D	Nov 2017: 108% Nov 2016: 101%	+7%
MO. TO SELL	Nov 2017: 0.7 Nov 2016: 1	-30%

Average Price per Sq. Ft. - Last 12 months

Aaron Hyde
License # 81230242
ahyde@mlslistings.com | 408-874-0200
MLSListings, Inc.

Data Provided by MLSListings

Produced on 12/1/2017

Property Market Watch

Keeping it Simple: Sometimes clients respond best to comparison information versus statistics alone. If so, the Key Performance Indicators (KPIs) that compare a specific property area by MLS Area, City, Zip Code, Elementary and High School Districts will provide all the information they need. There is a story told in this report that can help reinforce your expertise as an agent.

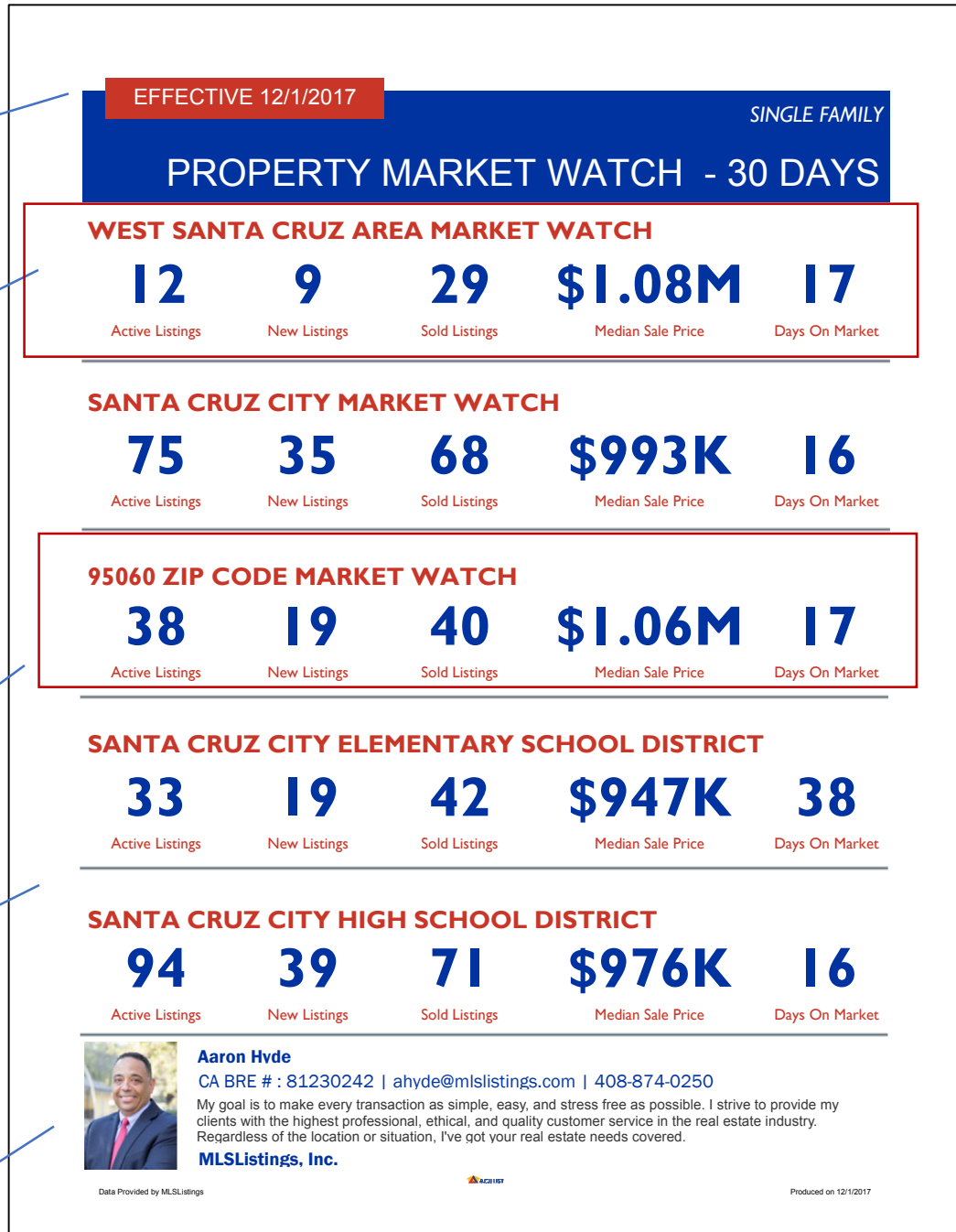
This report is updated every day and looks back over the last 30 days.

In this example, it's clear that this area, West Santa Cruz, is a highly desirable area because of the higher median sale price versus the greater Santa Cruz city and 95060 zip code.

This allows you to quickly compare different segments of the market.

This report compares a specific MLS Area to the City, Zip, Elementary and High School Districts that serve the area.

Your photo and contact information will be here.



KPI Definitions:

- Active Listings: The number of Active Listings on the last day of the month
- New Listings: The number of New Listings that came on the market during the month
- Sold Listings: Listings where the sale was completed (escrow closed) during the month
- Median Sale Price: The midpoint value of homes sold during the month – different than the average
- Median Days on Market: The midpoint value for the number of days a listing stayed on the market prior to sale