



**\$49.95**

# **Monthly Market Watch for Maricopa County**

**An overview of what is happening  
in the Maricopa County  
real estate market  
(using February 2011 statistics)**



# Report overview:

This report includes MLS data for the past 36 months in Maricopa County only as provided by the FlexMLS system.

Please note that searches fluctuate daily when running these reports; these figures were obtained on 3/5/11.

A reminder that you need to meet with a real estate professional to see how statistics impact the area where you are considering selling or buying – blended statistics will not be as accurate as a more detailed report that your real estate professional can provide to help you with your decision making.

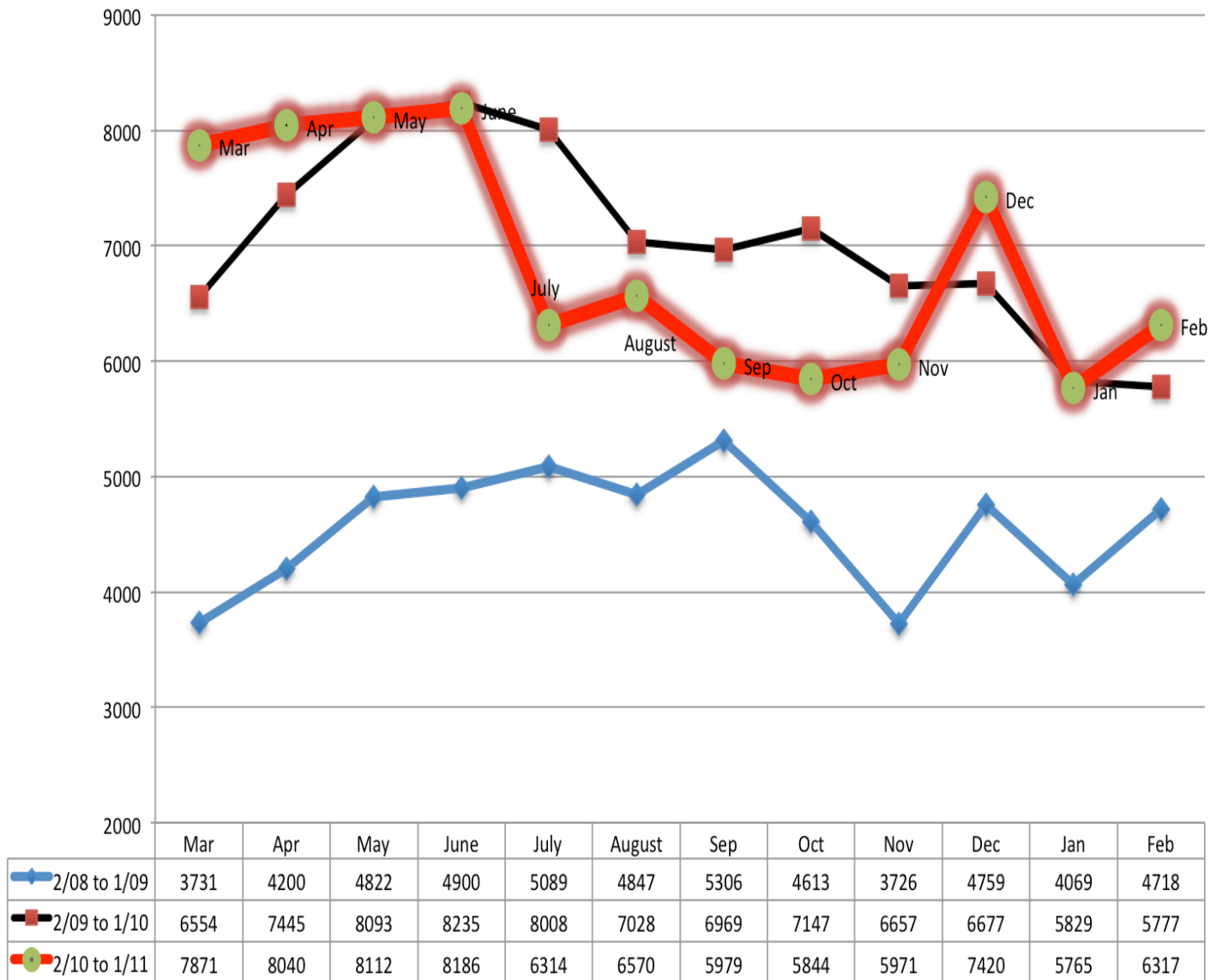




# Closed Sales

Provided by Keller Williams Realty Professional Partners –  
 Statistics from February 2011 MLS

## Total # of Closed Sales (36 month overview)



# Closed Sales Report Analysis:

## Sellers:

The month of January saw the number of closed sales increase by 9.57%. This is the second highest number in a month since August of 2010. We saw this same trend 2 years ago; as inventory contains to remain below 5 months, it will be important to watch this trend to see how buyers are responding to their opportunities to buy homes with great terms and affordable prices.

## Buyers:

For buyers, this means that more buyers closed on a home last month than in the prior month. Buyer activity remains high, as buyers are returning to the market and are very committed to purchasing homes. More buyers closed on homes in February of 2011 than in the same month the past two years. For buyers, this means there may be more competition for the most desirable homes.



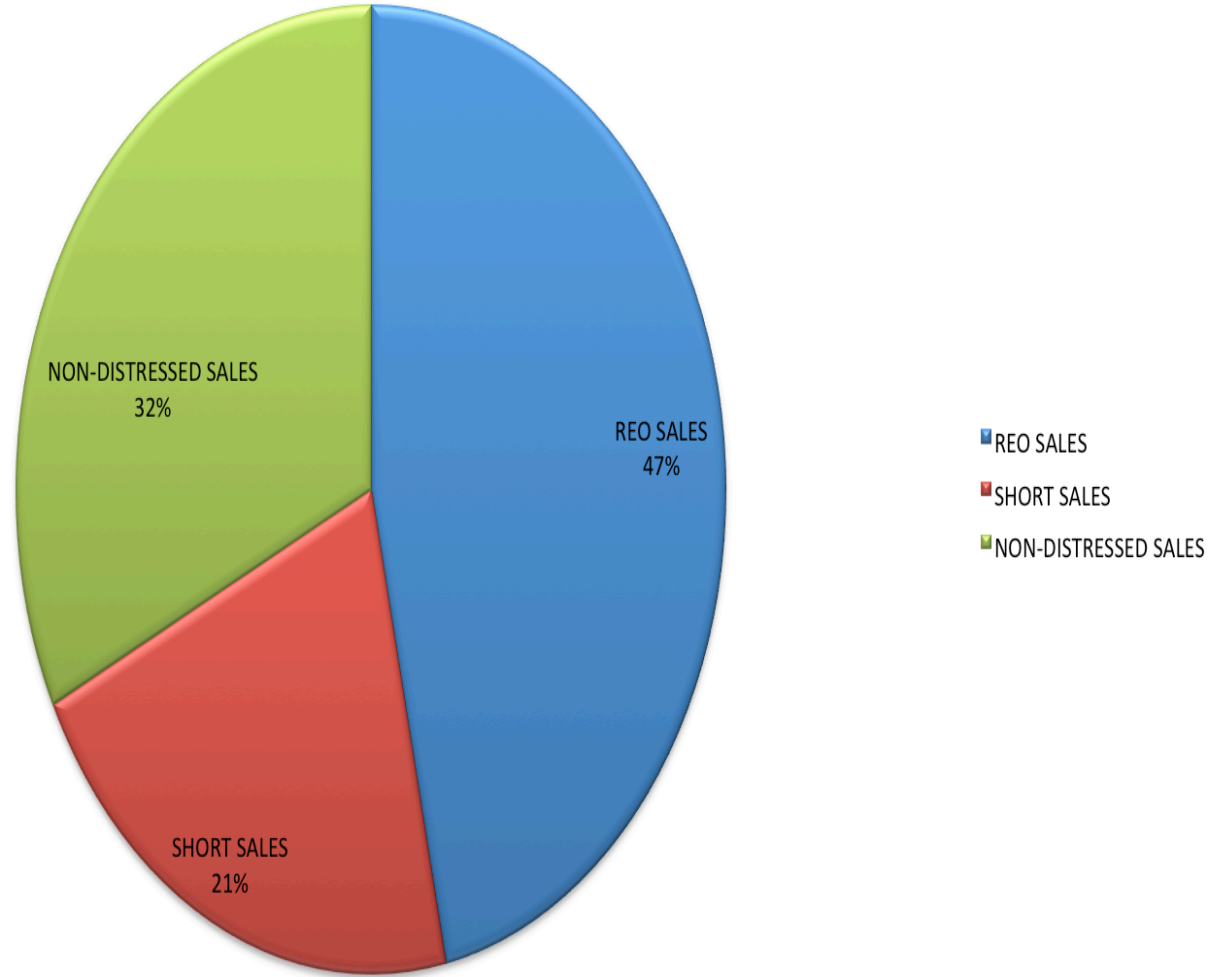
FOR SALE



# Distressed Sales

Provided by Keller Williams Realty Professional Partners –  
Statistics from February 2011 MLS

## REO, SHORT SALE & NON-DISTRESSED SALES COMPARISON February 2011





## **Distressed Sales Analysis:**

**A bank owned/foreclosure home is one that the seller no longer owns – it has been taken over by the lender(s) who had a note on the home. Short sales are homes where the seller is negotiating with the bank to “forgive” a portion of the debt in order to avoid foreclosure.**

**February statistics saw a slight shift of 2% -- a 2% decrease in the number of closed short sales and a 2% increase in the number of traditional homes that closed. The percentage of foreclosure sales remained the same at 47% of closed sales. Sellers and buyers need to monitor this trend to see how the banks respond in 2011 AND how they treat the shadow inventory that currently exists but has not yet been made available to buyers.**

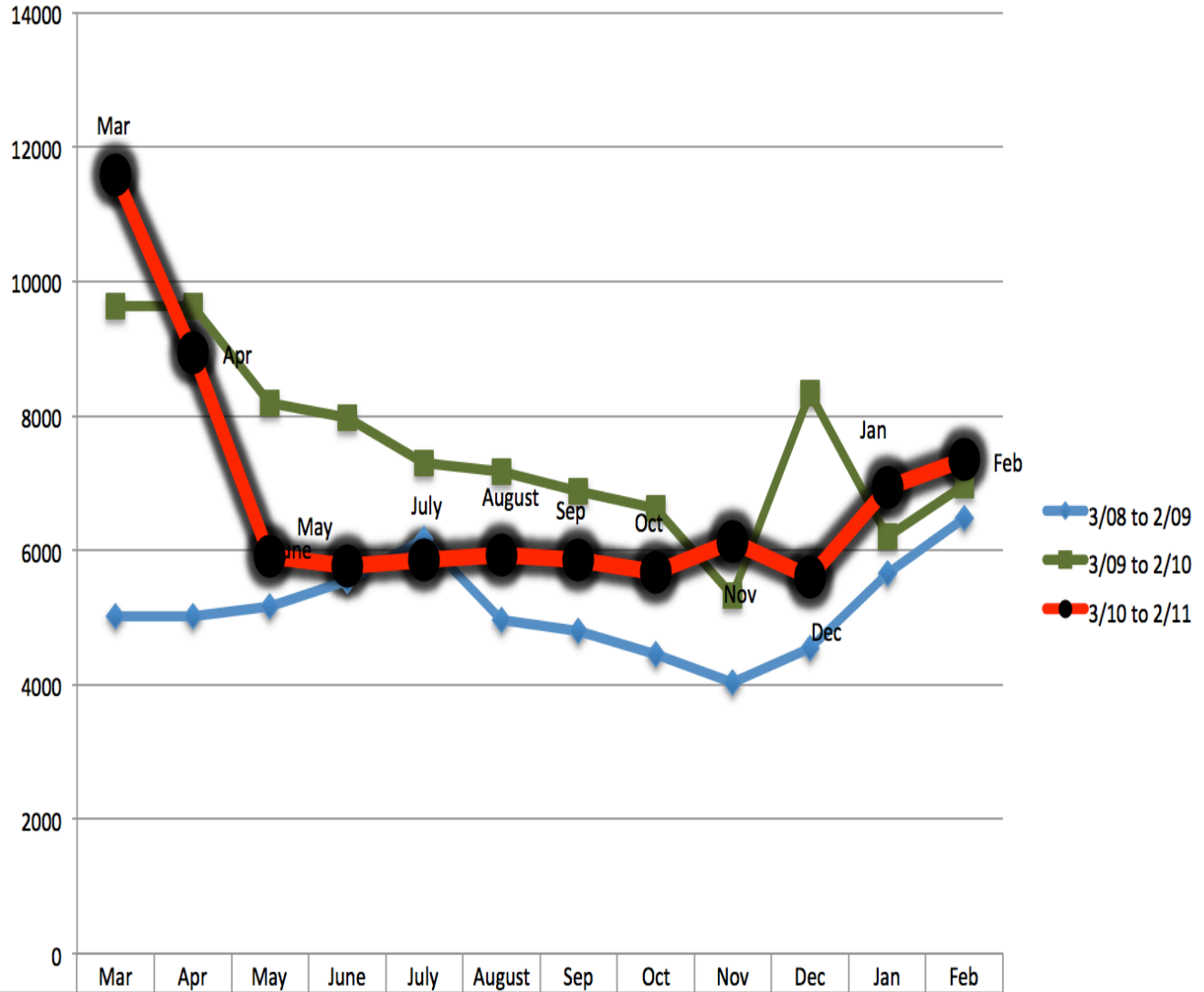


# Pending Sales

Provided by Keller Williams Realty Professional Partners –  
 Statistics from February 2011 MLS



## Total # of Pending Sales (36 month overview)



3/08 to 2/09	5012	5012	5164	5539	6177	4963	4796	4449	4031	4552	5662	6470
3/09 to 2/10	9641	9641	8190	7969	7300	7179	6882	6624	5321	8331	6204	6975
3/10 to 2/11	11584	8946	5905	5772	5855	5936	5861	5674	6125	5595	6932	7350

# Pending Sales Report Analysis:

## Sellers:

As has been the pattern for the month of February in the past 2 years, last month saw an increase in the number of pending sales. This 6.04% increase is an indication that buyers are being successful in finding a home and then being the winner contract on that particular property. Sellers should monitor this information to see what impact, if any, this might have on future sales.

## Buyers:

Buyers are definitely listening to the good news ... they are hearing about great prices, homes that offer the amenities they want, and great loan rates and programs. With this trifecta in place, they are now taking action. They are not waiting to see what happens in the future because they know any shift could cause them to pay even more in the long run.

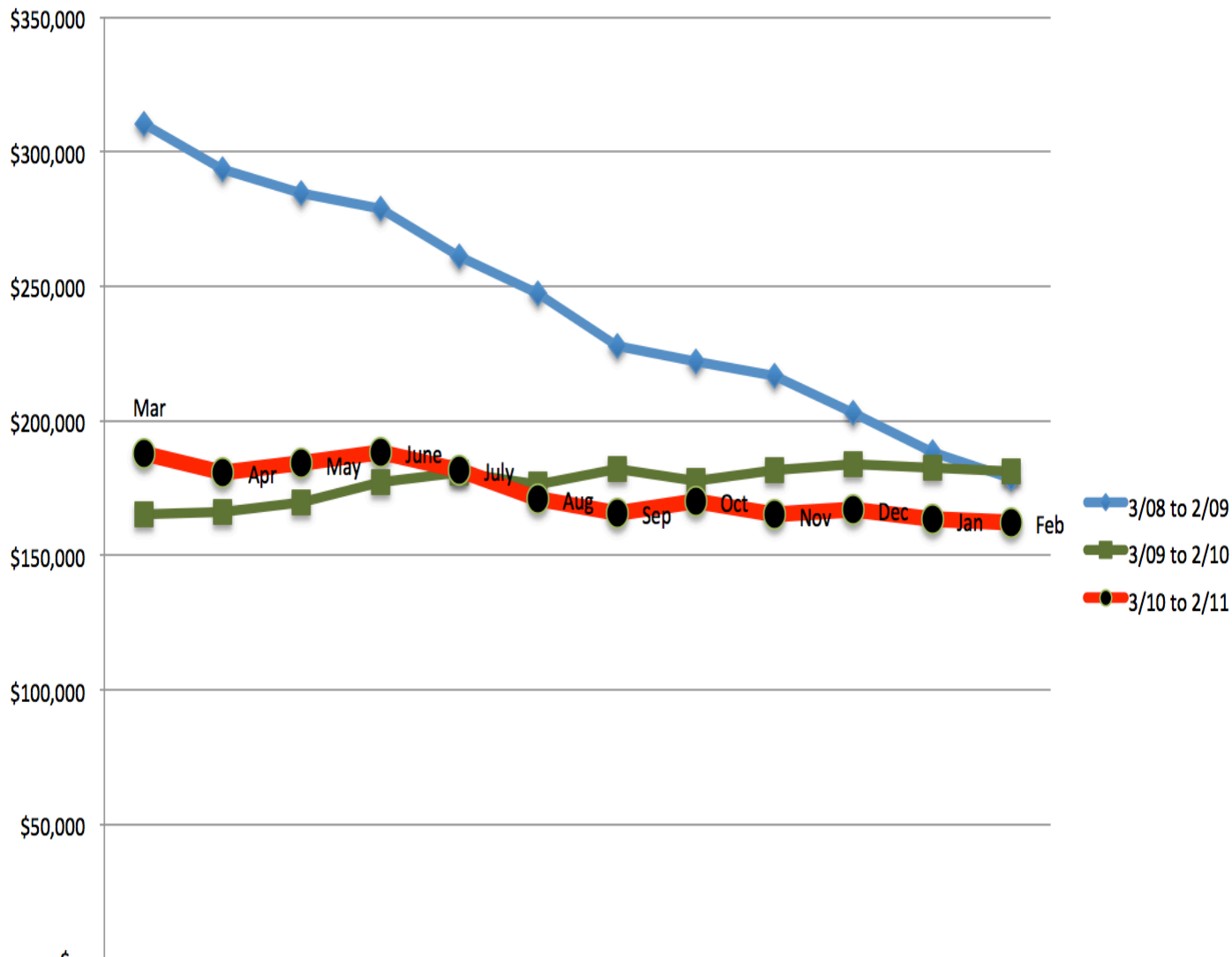


# Average Sales Price

Provided by Keller Williams Realty Professional Partners –  
 Statistics from February 2011 MLS



## Average Sales Price (36 month overview)



	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
3/08 to 2/09	\$310,472	\$293,464	\$284,632	\$278,957	\$261,238	\$247,587	\$227,672	\$222,284	\$216,819	\$202,801	\$188,174	\$178,659
3/09 to 2/10	\$165,298	\$166,355	\$169,800	\$177,246	\$181,038	\$176,326	\$182,231	\$177,512	\$181,895	\$184,008	\$182,387	\$181,472
3/10 to 2/11	\$187,979	\$180,896	\$184,312	\$188,568	\$181,730	\$171,036	\$165,730	\$170,326	\$165,108	\$167,154	\$163,403	\$162,283

# Average Sales Price Analysis

## Sellers:

The downward trend continued during the month of February, averaging a 36-month low average sales price of \$162,283. Sellers need to carefully monitor this trend in order to remain competitive AND to make sure that banks considering short selling a home are aware of this trend.

## Buyers:

For buyers, this means once again, the average buyer paid LESS for a home in February than in the prior month. However, the increased number of homes that moved to pending status will be a statistic to continue to watch ... does this increased activity mean more competition for homes? No one knows when this trend will change, and we won't know that the trend has reversed until several months after the recovery. For that reason, it is more important than ever that you are consulting with a real estate professional to watch this trend and determine what price is appropriate for a home based on what the seller is asking.

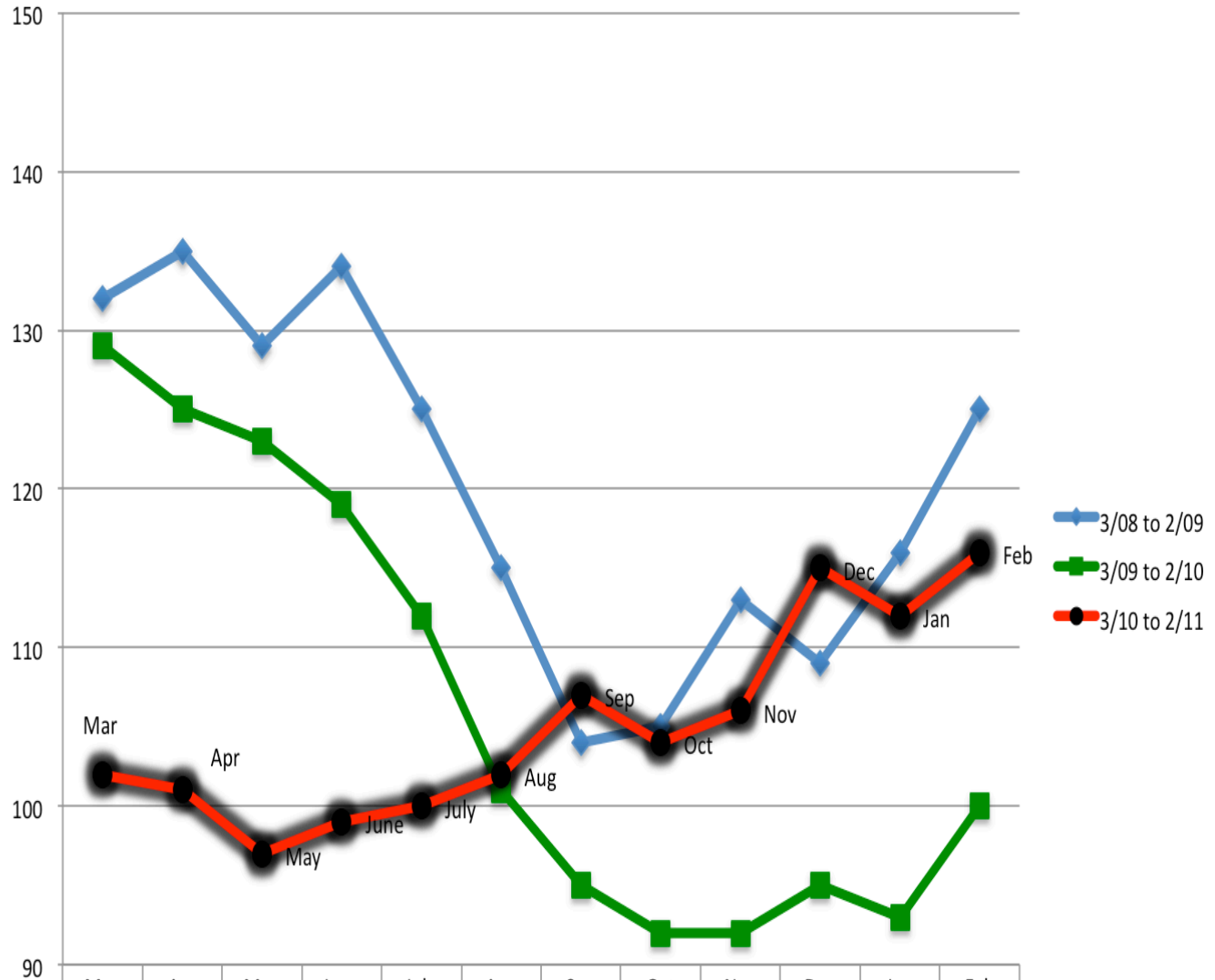


# Average Days on Market

Provided by Keller Williams Realty Professional Partners –  
 Statistics from February 2011 MLS



## Average Days on Market (36 month overview)



	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
3/08 to 2/09	132	135	129	134	125	115	104	105	113	109	116	125
3/09 to 2/10	129	125	123	119	112	101	95	92	92	95	93	100
3/10 to 2/11	102	101	97	99	100	102	107	104	106	115	112	116

# Average Days on Market Analysis

## Sellers:

As is typical in the month of February, last month saw an increase in the number of days the average home stayed on the market ... and increase of 4 days to 116 days. This is the highest this number has been since June of 2009. This statistic means that the average homes is taking 116 days to close from the time it is shown being under contract. Sellers need to remain alert to this trend ... the higher the number, the longer it is taking for a home to close.

## Buyers:

Buyers need to be aware of this number because it is an indicator of how long sellers are having to wait to go under contract and close. The higher the number, the more control a buyer normally has. Even if we have an addition of homes to the market via foreclosures, buyers need to understand that competition for great homes continues to remain very high, especially in the lower price ranges. The importance of having a reliable lender AND real estate professional to guide you through this process has never been more important.

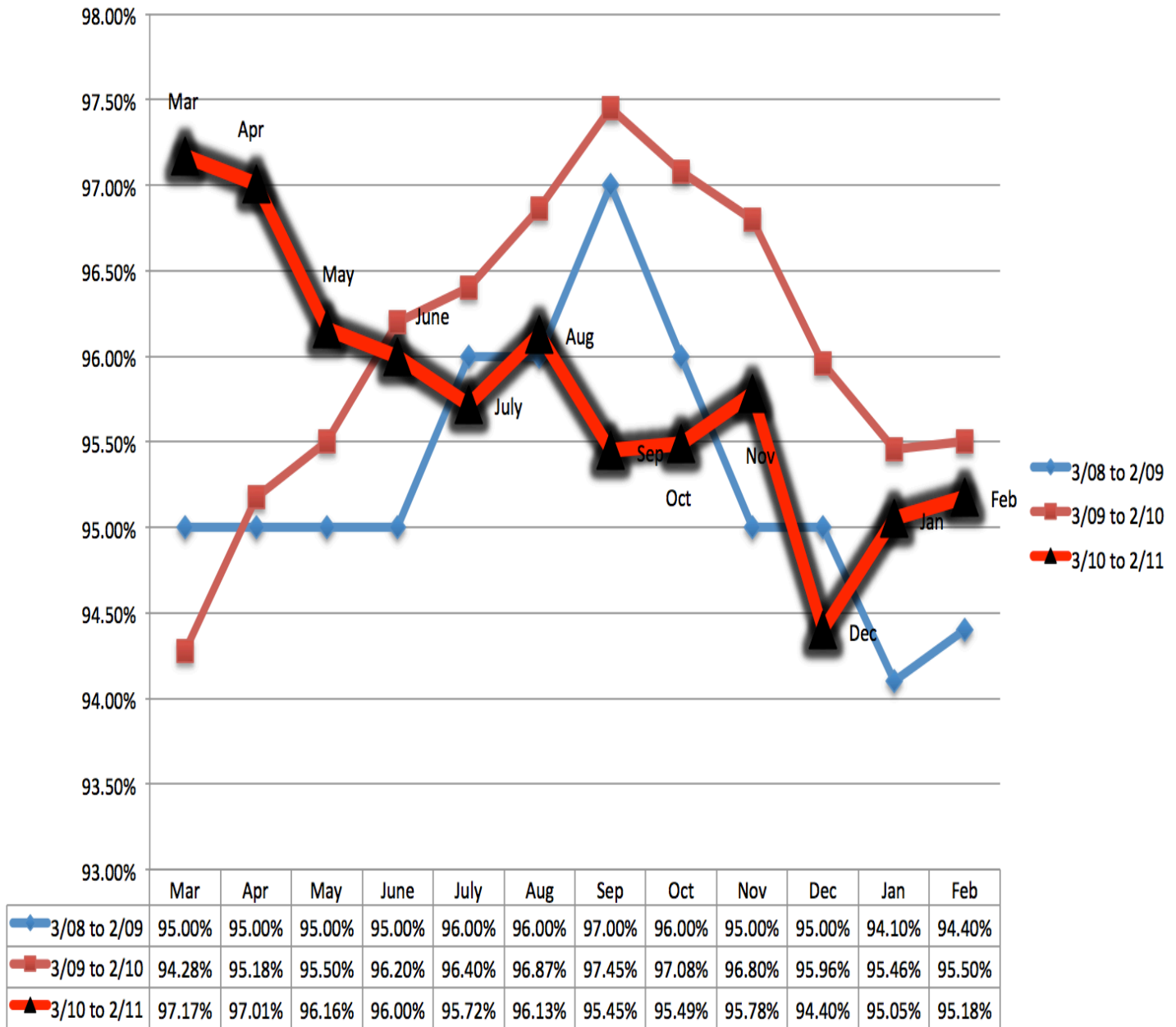




# Average List to Sales Price Ratio

Provided by Keller Williams Realty Professional Partners –  
 Statistics from February 2011 MLS

## Average List to Sales Price Ratio (36 month overview)



# List to Sale Price Ratio Analysis

## Sellers:

The month of February saw an increase of .13% in the list to sales price ratio. In the past 2 years, we have traditionally seen an increase in the month of February, so last month followed this same trend of prior years. This statistic reveals how close the actual sales price was to the list price on a home. Continue to watch this trend, as it will impact how homes should be priced in the current market in order to appeal to the buyers.

## Buyers:

Buyers need to pay attention. This number means that buyers have a little less buying power than they did in the month of January. Although the average is less than 100%, on lower priced/highly desirable properties buyers **may** still have to pay above list price. Since a home must appraise in order to obtain a loan, underwriters are still looking very closely at prices and making sure that homes are selling at or below market value. Make sure your real estate professional helps you understand the competitiveness of the list price of the home you are wanting to purchase. You also need to be aware of the interest and sales activity in the area where you are wanting to buy and how the offer you are making competes with the market AND with any trends relative to the price at which homes are actually selling in the areas you have an interest.

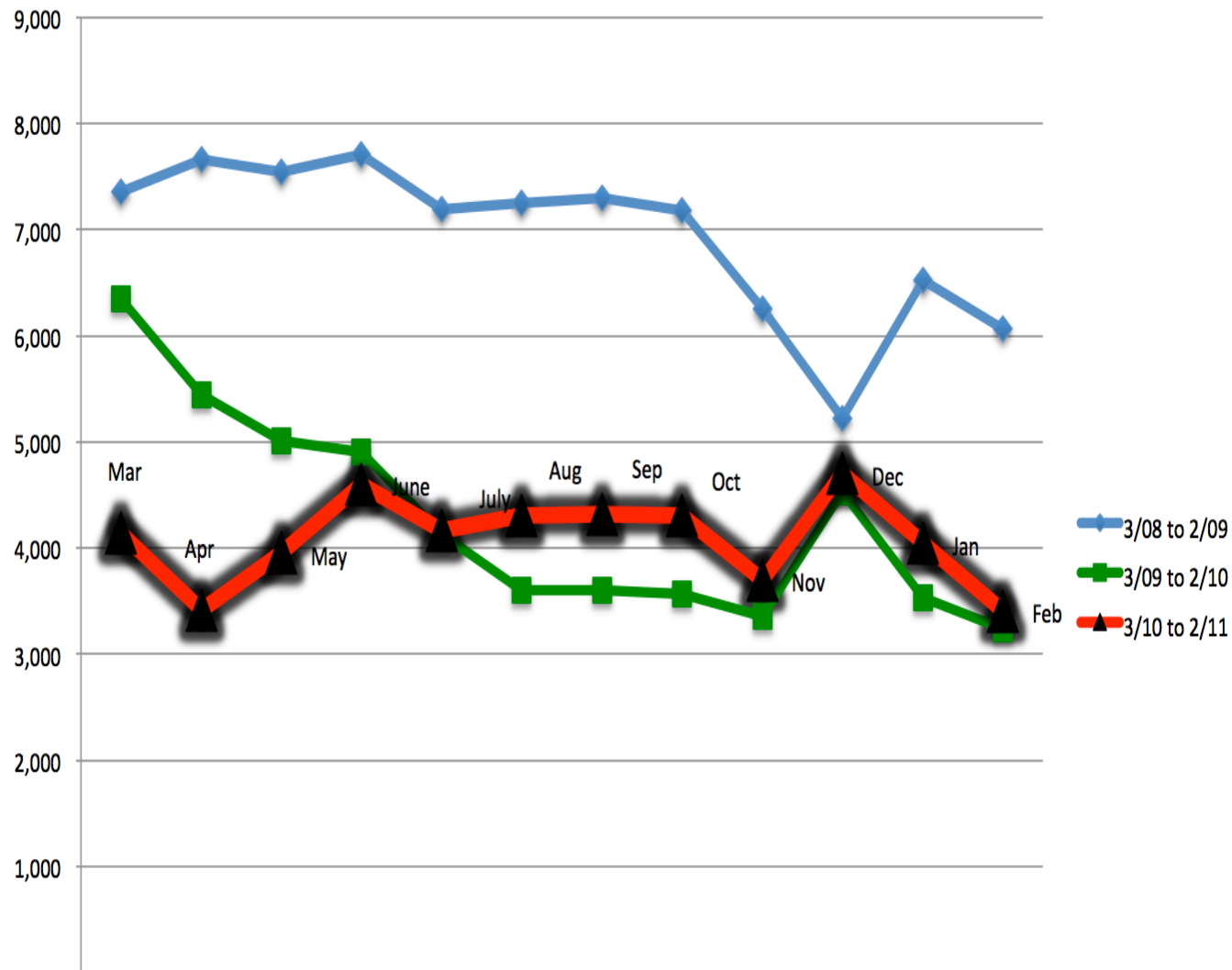
FOR SALE



# Monthly Expired & Cancelled Listings

Provided by Keller Williams Realty Professional Partners -  
 Statistics from February 2011 MLS

## Monthly Expired and Cancelled Listings (36 month overview)



	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
3/08 to 2/09	7,357	7,657	7,546	7,707	7,193	7,247	7,291	7,179	6,252	5,221	6,517	6,062
3/09 to 2/10	6,342	5,441	5,006	4,899	4,126	3,596	3,601	3,564	3,361	4,533	3,532	3,235
3/10 to 2/11	4,139	3,413	3,951	4,603	4,167	4,311	4,323	4,311	3,697	4,701	4,046	3,407

# Expired & Cancelled Listings Analysis

## Sellers:

The number of expired and cancelled listings in the month of February decreased 15.8% over the month of January. This means 3,047 homes were removed from the market, meaning buyers had **more** homes from which to choose than in prior months. Serious sellers need to pay attention to all of the numbers this month ... days on the market, the average sales price, and homes expiring from having a market presence due to lack of buyer interest means sellers need to pay very careful attention to how homes are priced so they can be the first choice of buyers.

## Buyers:

For buyers, be aware that there are 3,047 fewer homes to consider. This means buyers will have to be more patient with homes still active AND be prepared to act quickly on available homes. Continue to watch this trend, as this, combined with price, days on market, and list to sales price ratio are an important indicator of what buyers need to do in order to be successful in closing on the home of their dreams.





# **INVENTORY OVERVIEW**

**Following is an overview of what is happening with the inventory of homes currently available in Maricopa County and the MLS.**

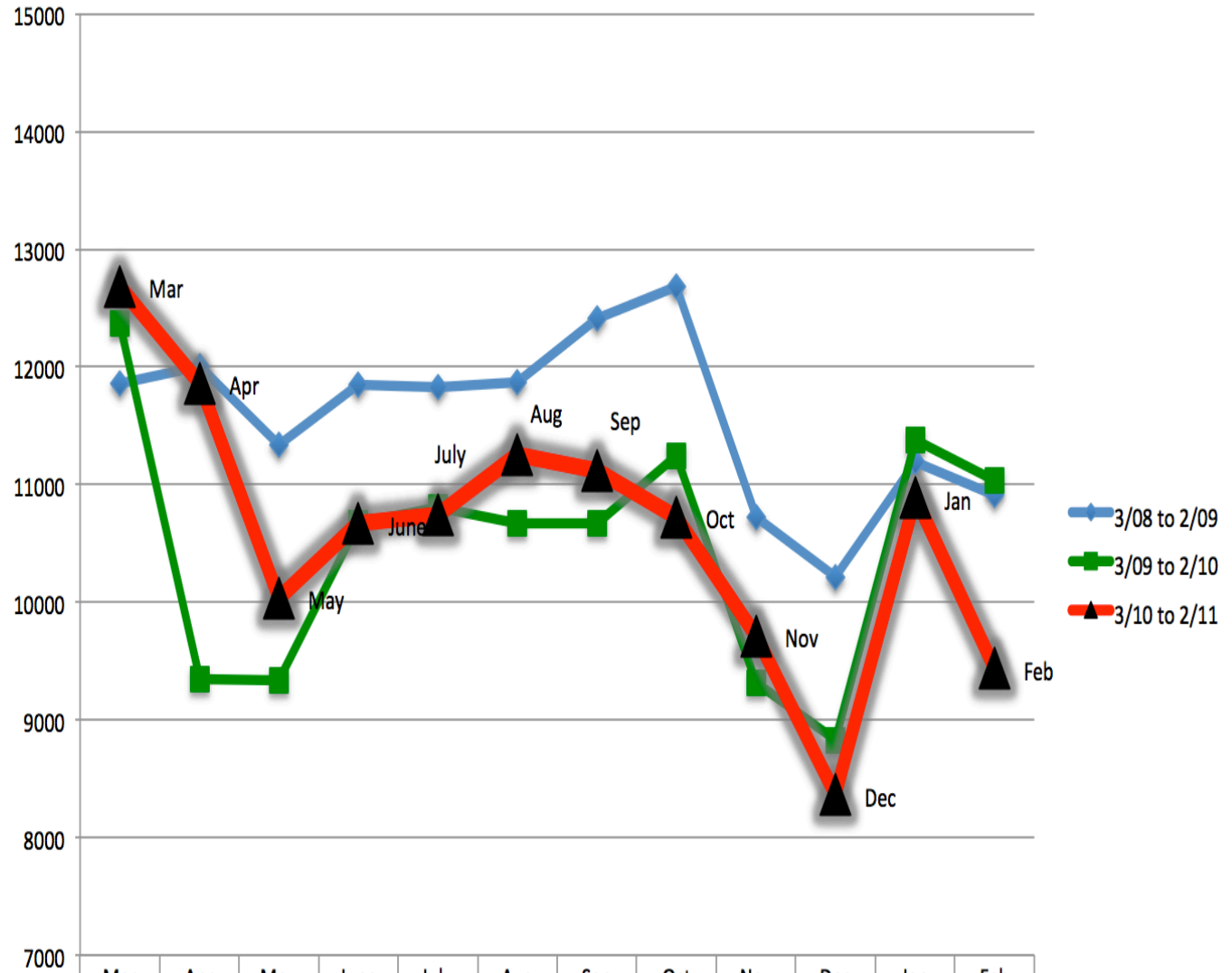


# New Listings

Provided by Keller Williams Realty Professional Partners –  
 Statistics from February 2011 MLS



## New Listings (by month)



	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
3/08 to 2/09	11864	12010	11334	11845	11831	11872	12412	12682	10728	10217	11195	10915
3/09 to 2/10	12375	9346	9336	10674	10804	10666	10673	11247	9315	8830	11382	11037
3/10 to 2/11	12684	11861	10036	10669	10744	11255	11116	10726	9716	8363	10887	9436

# New Listings Analysis

## Sellers:

After an increase in January in new inventory, February saw a 13.3% decrease in the number of new homes entering the market. This means there were 9,436 NEW properties available to buyers – they could be traditional sales OR they could be distressed sales. We still have not seen the dramatic increase in inventory that has been projected for months. However, it will still remain important to watch this statistic to see if there is a shift in the number of new listings being introduced to the Maricopa County market.

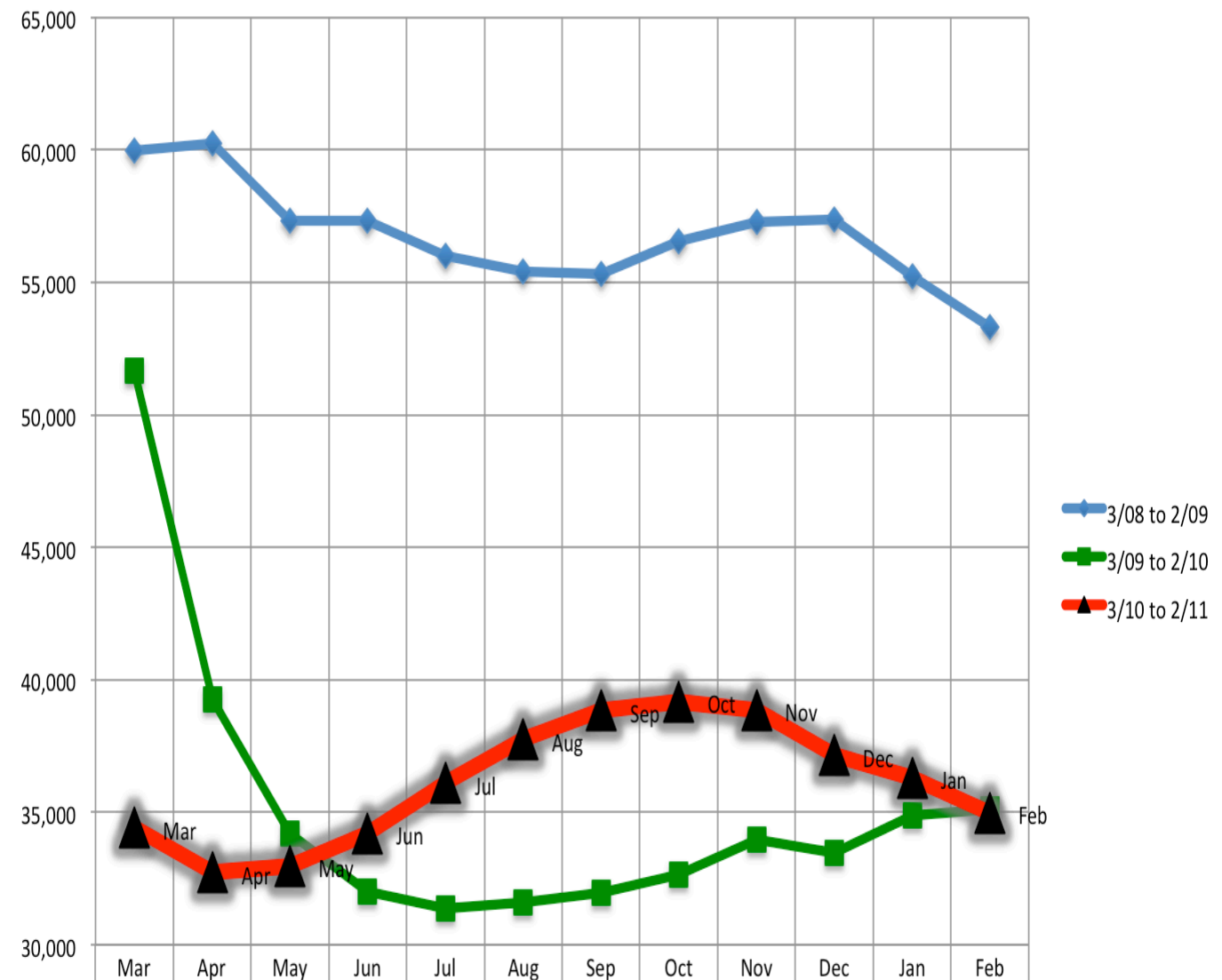
## Buyers:

This is important news for buyers, as it means there was a drop in the number of homes entering the market, as is normal during this time of year. It is very important that you continue to spend time with and listen to your real estate professional to develop your strategy for succeeding in a market that is constantly changing. Be prepared: a change in the number of new listings could be great news if there are more homes from which to choose OR it could present challenges if the inventory continues to decrease.





## Active Listings in ARMLS (36 month Summary - Residential in ARMLS)



	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
3/08 to 2/09	59,954	60,227	57,342	57,342	56,005	55,400	55,323	56,561	57,264	57,350	55,247	53,313
3/09 to 2/10	51,679	39,286	34,195	32,010	31,375	31,591	31,962	32,658	33,962	33,460	34,906	35,114
3/10 to 2/11	34,426	32,728	32,970	34,224	36,097	37,754	38,838	39,176	38,876	37,159	36,299	34,991

# Active Listings

Provided by Keller Williams Realty Professional Partners -  
 Statistics from February 2011 MLS

# Active Listings Analysis

## Sellers:

The number of active listings dropped to an 8-month low in February to just under 35,000 available properties. This has been influenced by more homes moving to pending status during last month. Sellers need to make sure that they continue to watch what the banks are doing with foreclosed properties and how they are responding to short sales to ensure that homes are competitive with other homes on the market.

## Buyers:

Buyers still have inventory to preview. Continue to monitor this statistic, as it WILL be the statistic that indicates how much new inventory you will have to preview ... the lower the number, the more likely the competitiveness for lower priced homes will remain part of the current market. As always, market activity is local and should be researched with your real estate professional to determine the activity and desirability of the homes that are of interest to you.

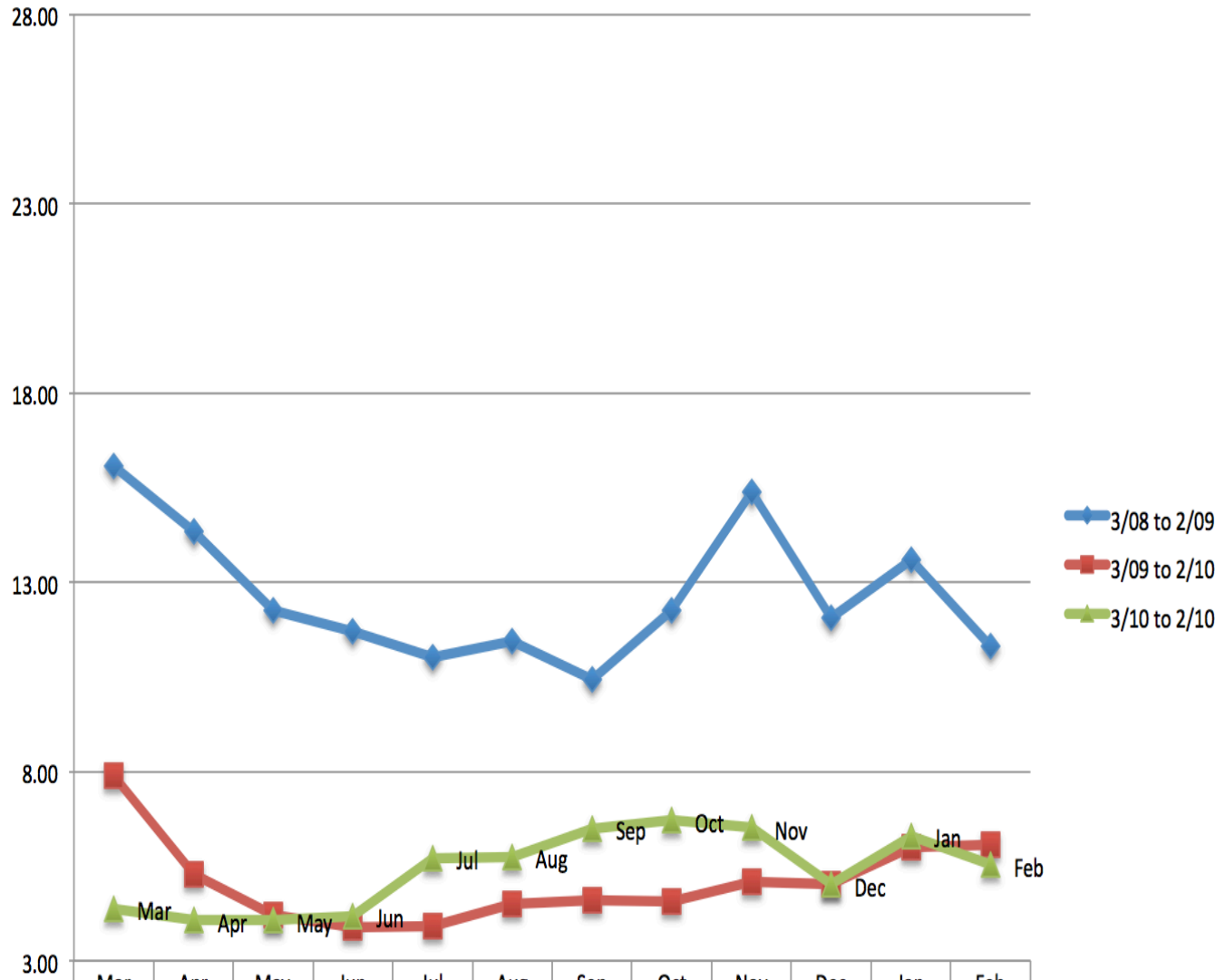
A red and white 'FOR SALE' sign is positioned in the bottom right corner of the slide, tilted at an angle.



# Months of Inventory

Provided by Keller Williams Realty Professional Partners –  
 Statistics from February 2011 MLS

## Months of inventory (36 month overview)



	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
3/08 to 2/09	16.07	14.34	12.27	11.70	11.01	11.43	10.43	12.26	15.37	12.05	13.58	11.30
3/09 to 2/10	7.89	5.28	4.23	3.89	3.92	4.50	4.59	4.57	5.10	5.01	5.99	6.08
3/10 to 2/10	4.37	4.07	4.06	4.18	5.72	5.75	6.50	6.70	6.51	5.01	6.30	5.54

# **Months of Inventory Analysis:**

**(This report has been generated by taking the number of active listings and dividing it by SALES for the past month)**

## **Sellers:**

For the second month in a row, the months of inventory increased and ended at 5.54 months in February. The past 2 years have seen a drop in months of inventory in this month, so sellers should carefully monitor this trend. This statistic means, that on average, we are in what is called a "balanced market" that is identified when this statistic reflects 5 months or more of inventory. This means sellers have a little more competition for buyers. It continues to be very important for you and your real estate professional to monitor this number so that you can make sure your home is priced accordingly in order to become the choice of the buyer pool.

## **Buyers:**

Buyers will want to seriously monitor this, as it indicates a shift away from a sellers' market – a balanced market traditionally gives equal control to the sellers and buyers. We are seeing this in many price ranges, however, we are still experiencing significant competition for desirable homes. However, the type of market will vary from price range to price range and even area to area. Work with your real estate professional to make sure you understand the type of market you are in.

**FOR SALE**

# Total Market Overview:

## Sellers:

This report provides a detailed breakdown of homes in Maricopa County based on price ... by determining the price range where your home SHOULD sell, you can see what the average list to sales price ratio is, the average days on market, and more importantly, the percentage of homes selling in that price range. Note that as the price increases, so does the days on market AND the list to sales price ratio decreases. You will also see a lower percentage of homes selling as the price increases.

## Buyers:

By reviewing the price range where you are purchasing, you can determine what the average home is selling for vs. list price. This should help you make better and more acceptable offers based on the current market.





# Total Market Overview

Provided by Keller Williams Realty Professional Partners -  
 Statistics from February 2011 MLS

Maricopa Cty

## TOTAL MARKET OVERVIEW

FEBRUARY 2011

1 MONTH OVERVIEW					1 month averages-----					
Price range 1,000s	# of Active listings	# of Pendings & AWC	Pending Ratio	# of Expired & Cancelled listings	# of Closings Last month	Average List Price of Sold Homes	Average Sold Price	List to Sales Price Ratio	Days on Market (Agent)	Days on Market (Cumul)
0 - 99,999	9,682	7,042	72.7%	1,290	2,663	\$ 61,115	\$ 58,506	95.7%	81	101
100,000-124,999	2,804	1,994	71.1%	352	672	\$ 113,118	\$ 109,107	96.5%	92	114
125,000-149,999	2,641	1,796	68.0%	337	655	\$ 137,475	\$ 133,622	97.2%	90	116
150,000-174,999	1,850	1,250	67.6%	213	489	\$ 162,607	\$ 157,791	97.0%	90	120
175,000-199,999	1,763	994	56.4%	213	395	\$ 188,012	\$ 182,066	96.8%	106	134
200,000-224,999	951	564	59.3%	113	198	\$ 213,626	\$ 207,198	97.0%	95	129
225,000-249,999	1,178	614	52.1%	125	236	\$ 238,055	\$ 228,655	96.1%	99	122
250,000-299,999	1,602	809	50.5%	171	293	\$ 274,419	\$ 263,605	96.1%	99	114
300,000-349,999	1,065	452	42.4%	122	186	\$ 325,499	\$ 314,526	96.6%	82	111
350,000-399,999	905	379	41.9%	102	133	\$ 376,473	\$ 362,423	96.3%	138	152
400,000-449,999	510	195	38.2%	45	79	\$ 424,918	\$ 404,047	95.1%	97	118
450,000-499,999	526	160	30.4%	52	66	\$ 479,671	\$ 453,360	94.5%	114	145
500,000-749,999	1,273	367	28.8%	127	137	\$ 600,608	\$ 572,079	95.2%	142	166
750,000-999,999	787	148	18.8%	62	56	\$ 881,868	\$ 823,232	93.4%	194	270
1 million +	1,424	165	11.6%	83	59	\$ 1,832,081	\$ 1,596,265	87.1%	188	257



# Summary Comments

Provided by Keller Williams Realty Professional Partners –  
Statistics from February 2011 MLS

## **IMPORTANT INFORMATION:**

Although these reports are beneficial in understanding the general market in Maricopa County, it is essential that you meet with your real estate professional to study these same figures in your area, as statistics will vary from neighborhood to neighborhood.

As you make decisions related to the purchase or sale of a home, it is important that you understand how the current real estate trends will impact your decisions. Your real estate professional is available to help you monitor and interpret them to make sure that you are taking advantage of the current market whether you are selling OR buying.