



\$49.95

Monthly Market Watch for Maricopa County

**An overview of what is happening
in the Maricopa County
real estate market
(using March 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 4/3/11.

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.

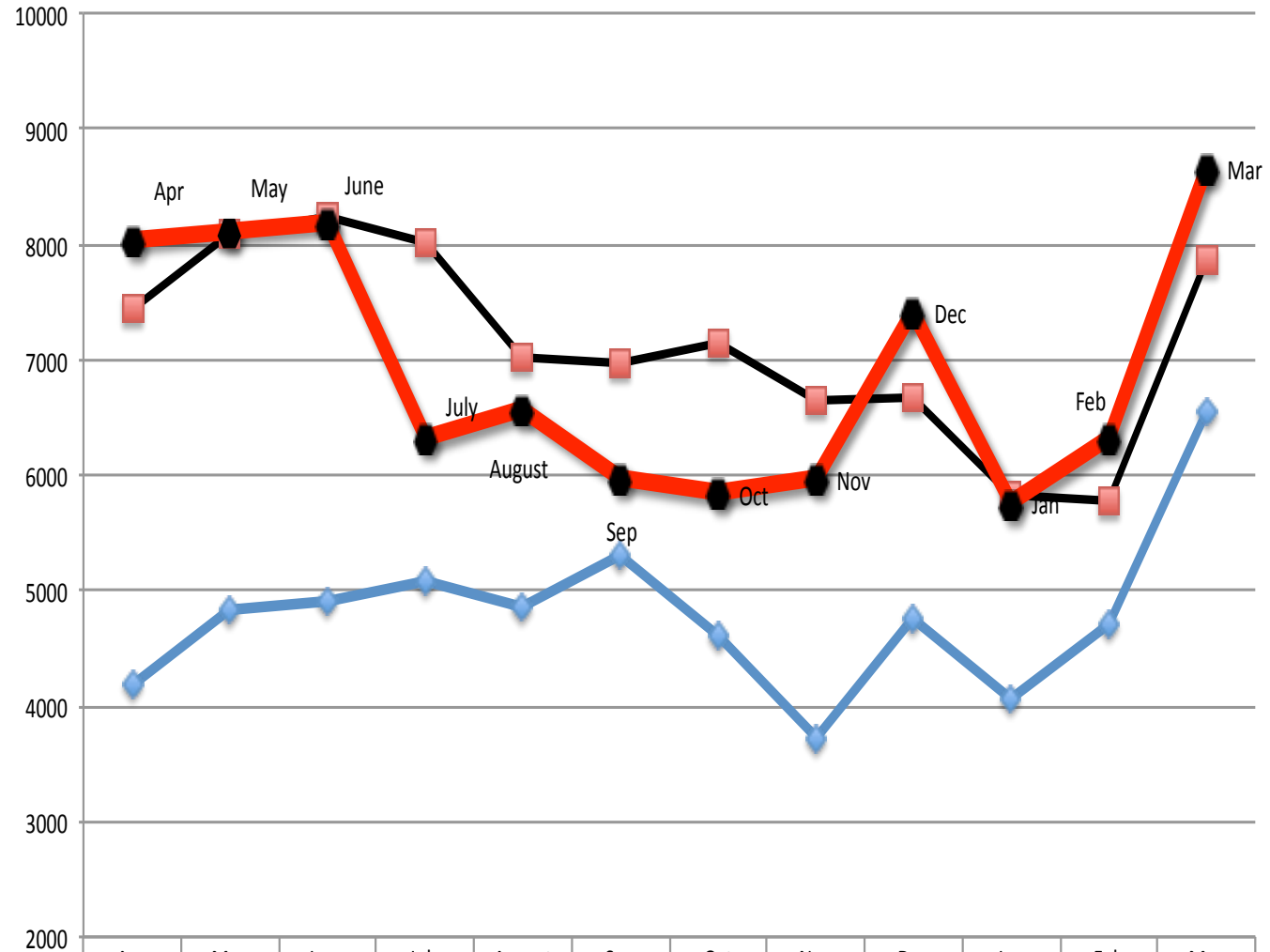




Closed Sales

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

Total # of Closed Sales (36 month overview)



	Apr	May	June	July	August	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/08 to 3/09	4200	4822	4900	5089	4847	5306	4613	3726	4759	4069	4718	6554
4/09 to 3/10	7445	8093	8235	8008	7028	6969	7147	6657	6677	5829	5777	7871
4/10 to 3/11	8040	8112	8186	6314	6570	5979	5844	5971	7420	5765	6317	8668

Closed Sales Report Analysis:

Sellers:

March was a busy month – we saw a 37.2% increase in the number of closed sales over the prior month. However, this is normal, as buyers and agents rebound from being less active over the holidays. Although closed activity does increase in the month of March, last month saw the most number of closed units in the 36-month reporting period. It will be important to continue to monitor this as we move through the spring and into the summer months to see if the market continues to be this active.

Buyers:

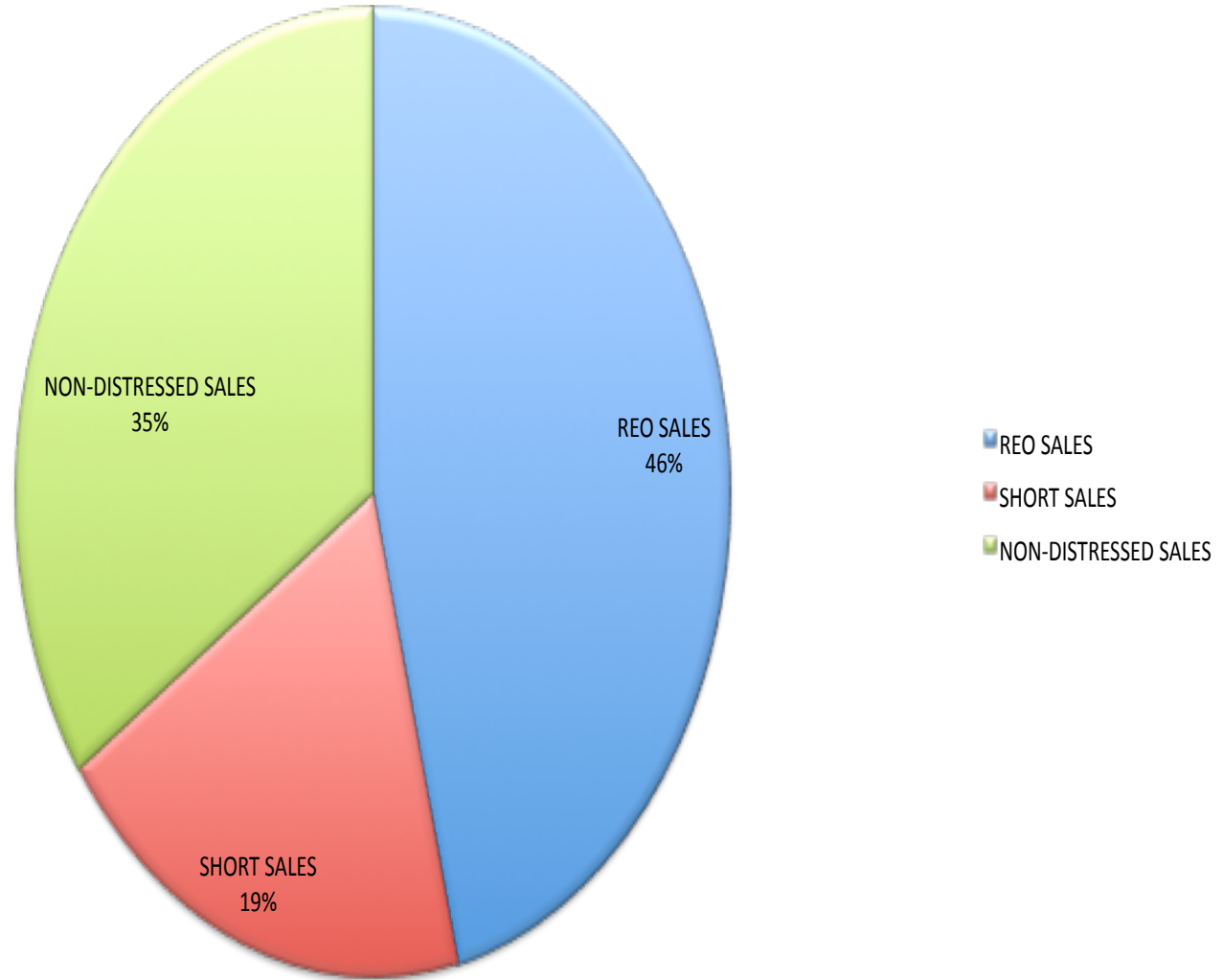
For buyers, this means that more buyers closed on a home last month than in the prior month. Buyer activity remains extremely high, as validated by the number of sales in February. Buyers need to be prepared that, if this trend continues, there could be higher demand for properties, resulting in multiple offers and possibly higher sales prices.

FOR SALE



REO, SHORT SALE & NON-DISTRESSED SALES COMPARISON

March 2011



Distressed Sales

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



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.

March statistics saw a slight shift of 3% -- a 3% INCREASE in the number of traditional sales that closed. Short sales decreased by 2%, and foreclosures sales dropped 1% over the prior month. This is great news, as the record number of closed sales in the past 36 months shows that buyers are finding more traditional sales! Sellers and buyers need to monitor this trend to see how the market continues to respond to the current inventory.

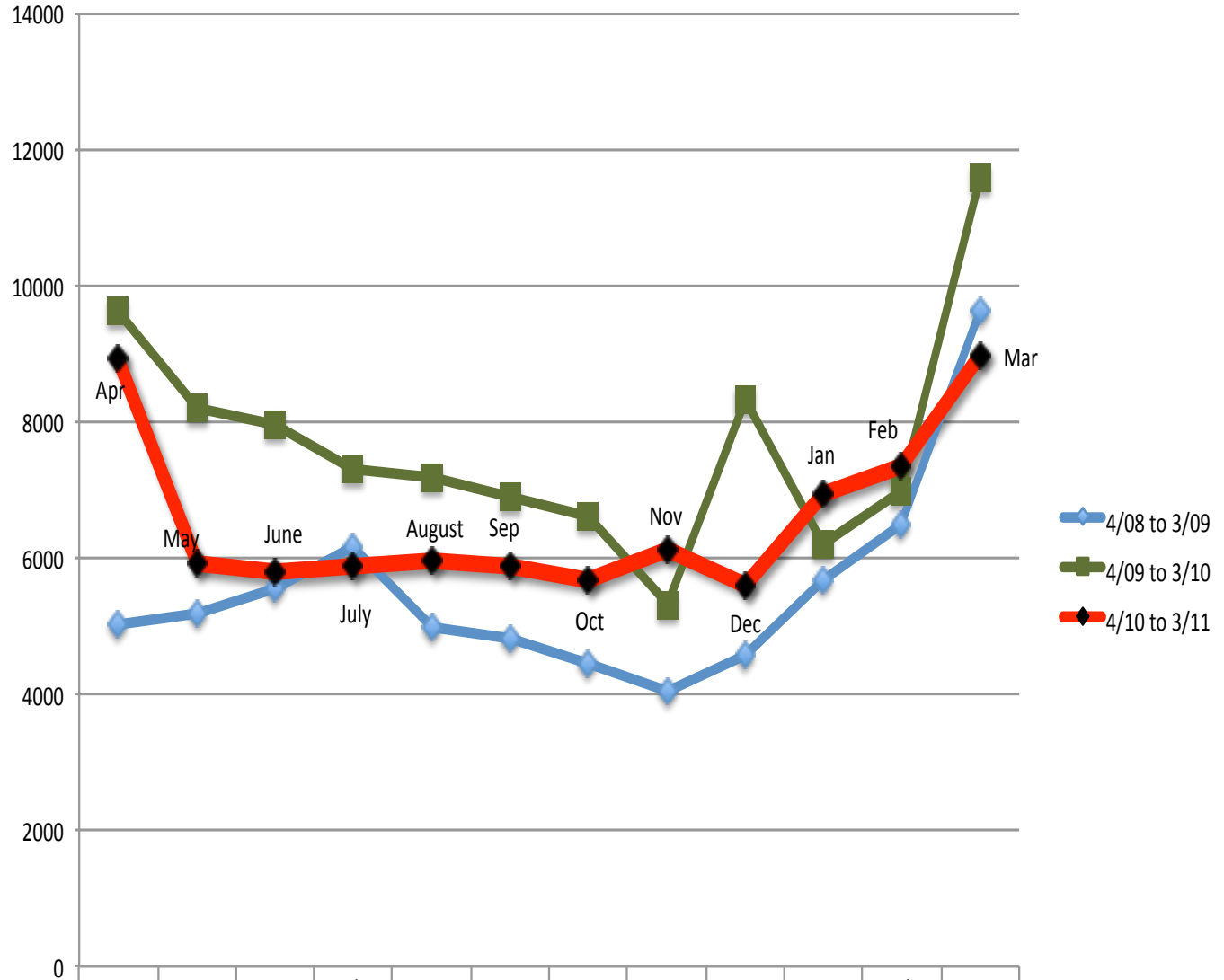


Pending Sales

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



Total # of Pending Sales (36 month overview)



4/08 to 3/09	5012	5164	5539	6177	4963	4796	4449	4031	4552	5662	6470	9641
4/09 to 3/10	9641	8190	7969	7300	7179	6882	6624	5321	8331	6204	6975	11584
4/10 to 3/11	8946	5905	5772	5855	5936	5861	5674	6125	5595	6932	7350	8969

Pending Sales Report Analysis:

Sellers:

Not only did we have a busy month with closings in March, we also saw 8,969 homes move to PENDING status. This means these homes are under contract and moving toward closing in the future. This is the fourth highest number of pending sales in the 36-month reporting period.

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 at a much faster rate than in the past several months. For buyers who are waiting for prices to drop or to find that perfect home, the market is not offering those options.

Buyers are competing for the best homes. This means a buyer may need to act quickly in order to have a chance at their chosen home.

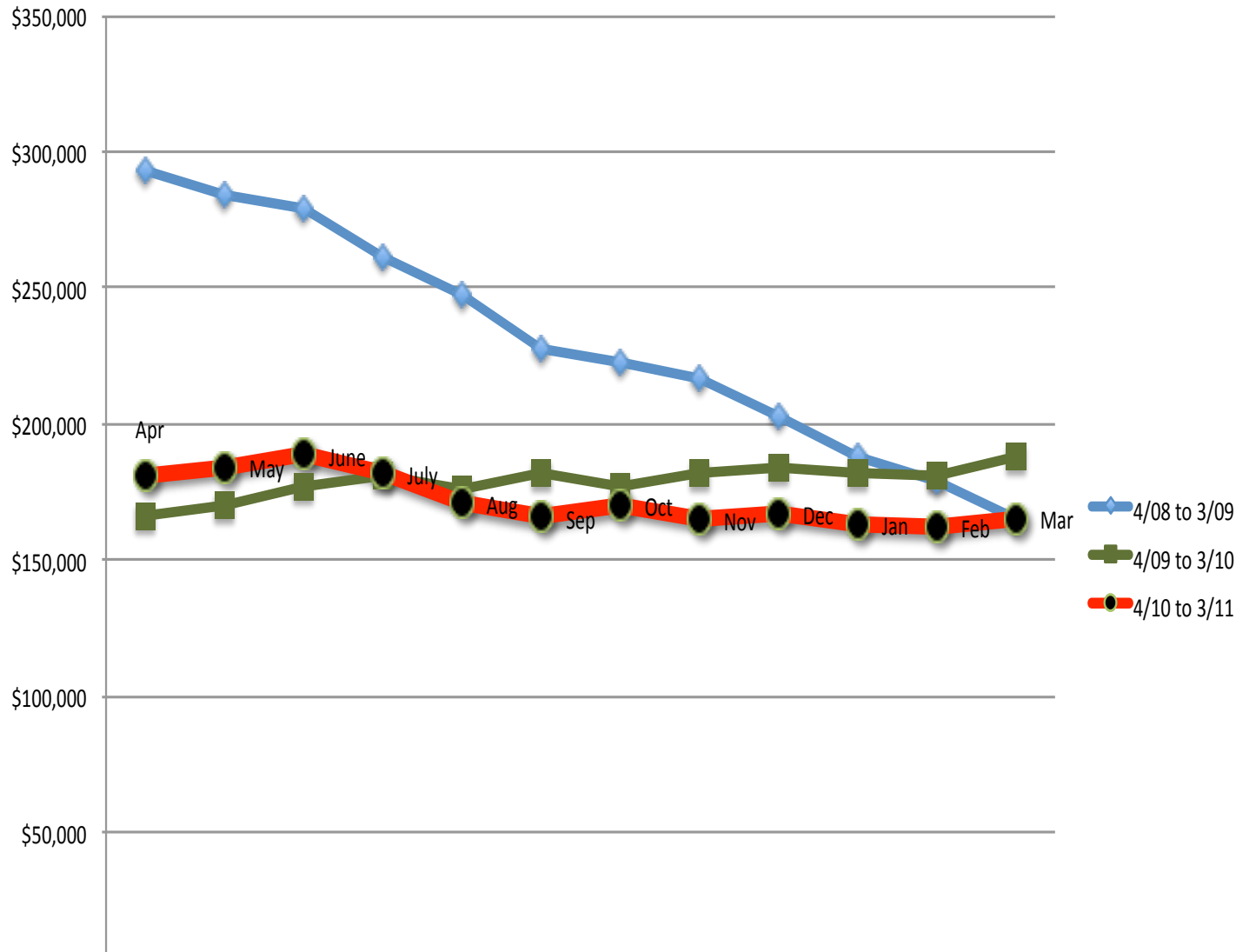
A red and white 'FOR SALE' sign is positioned in the bottom right corner of the slide, tilted at an angle.

Average Sales Price

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



Average Sales Price (36 month overview)



	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/08 to 3/09	\$293,464	\$284,632	\$278,957	\$261,238	\$247,587	\$227,672	\$222,284	\$216,819	\$202,801	\$188,174	\$178,659	\$165,298
4/09 to 3/10	\$166,355	\$169,800	\$177,246	\$181,038	\$176,326	\$182,231	\$177,512	\$181,895	\$184,008	\$182,387	\$181,472	\$187,979
4/10 to 3/11	\$180,896	\$184,312	\$188,568	\$181,730	\$171,036	\$165,730	\$170,326	\$165,108	\$167,154	\$163,403	\$162,283	\$165,559

Average Sales Price Analysis

Sellers:

Good news! The increased demand for properties last month resulted in a \$3,276 increase in the average sales price of homes. This is the highest average sales price since December of 2010. With the high number of pending sales last month, it will be important to monitor this to see if the intense buyer activity results in even higher prices.

Buyers:

For buyers, this means that other buyers are no longer waiting. They are taking action NOW to take advantage of low prices, great loan terms, resulting in great affordability. 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.

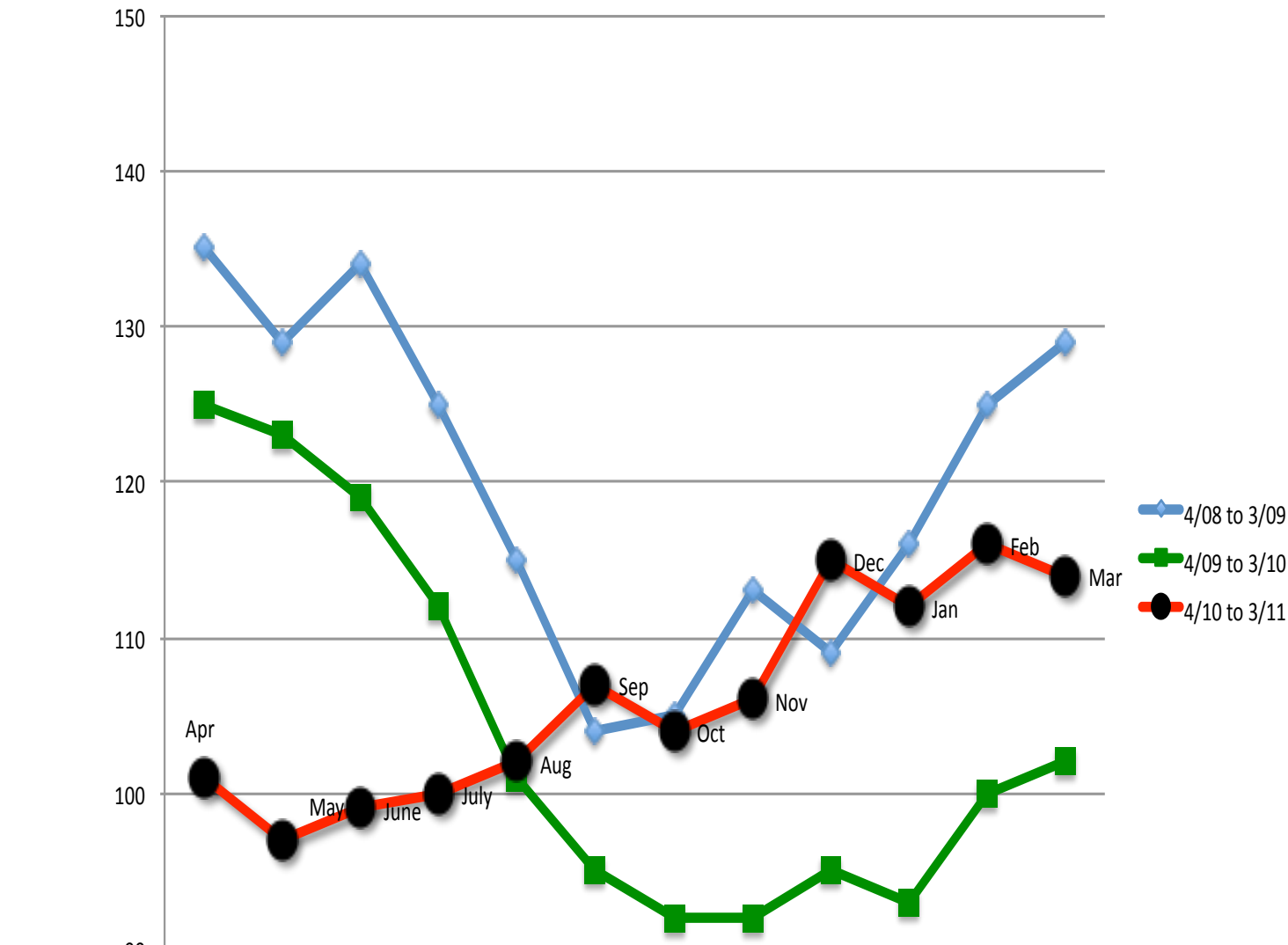




Average Days on Market

on Market
 Provided by Keller Williams Realty Professional Partners –
 Statistics from March 2011 MLS

Average Days on Market (36 month overview)



	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/08 to 3/09	135	129	134	125	115	104	105	113	109	116	125	129
4/09 to 3/10	125	123	119	112	101	95	92	92	95	93	100	102
4/10 to 3/11	101	97	99	100	102	107	104	106	115	112	116	114

Average Days on Market Analysis

Sellers:

The average number of days that a CLOSED home was on the market in March dropped by 2 days. This is more than likely a response to the level of buyer activity in the market AND it is not typical to see a decrease in the month of March. This statistic means that the average homes is taking 114 days to close from the time it is shown being under contract. Sellers need to remain alert to this trend ... the lower the number, the less time 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 lower the number, the less control a buyer normally has. Buyers need to be aware 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.

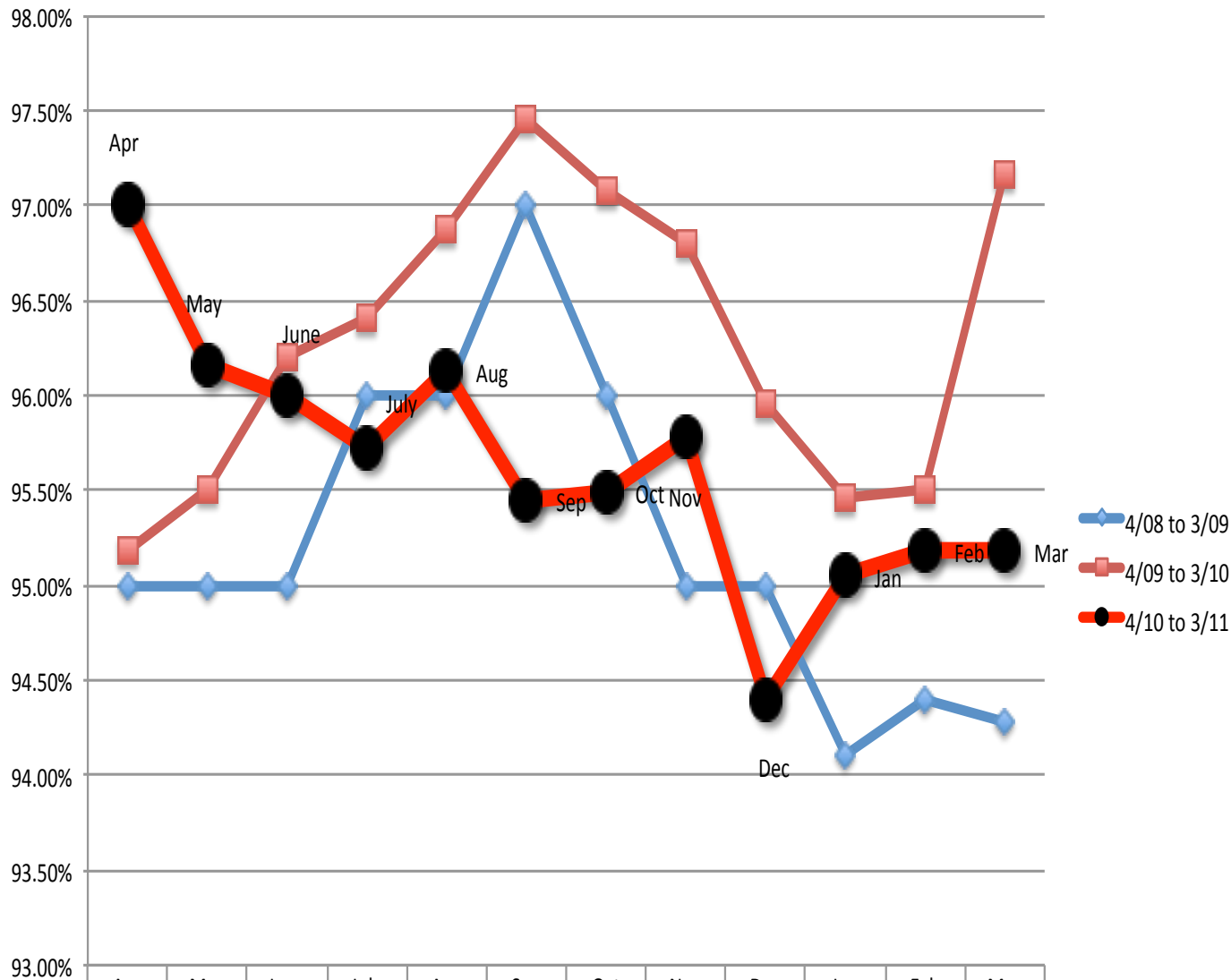




Average List to Sales Price Ratio

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

Average List to Sales Price Ratio (36 month overview)



	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/08 to 3/09	95.00%	95.00%	95.00%	96.00%	96.00%	97.00%	96.00%	95.00%	95.00%	94.10%	94.40%	94.28%
4/09 to 3/10	95.18%	95.50%	96.20%	96.40%	96.87%	97.45%	97.08%	96.80%	95.96%	95.46%	95.50%	97.17%
4/10 to 3/11	97.01%	96.16%	96.00%	95.72%	96.13%	95.45%	95.49%	95.78%	94.40%	95.05%	95.18%	95.18%

List to Sale Price Ratio Analysis

Sellers:

The month of March saw the list to sales price ratio remain the same as the month of February. This statistic reveals how close the actual sales price was to the list price on a home – in March, the average seller received 95.18% of the list price. 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.

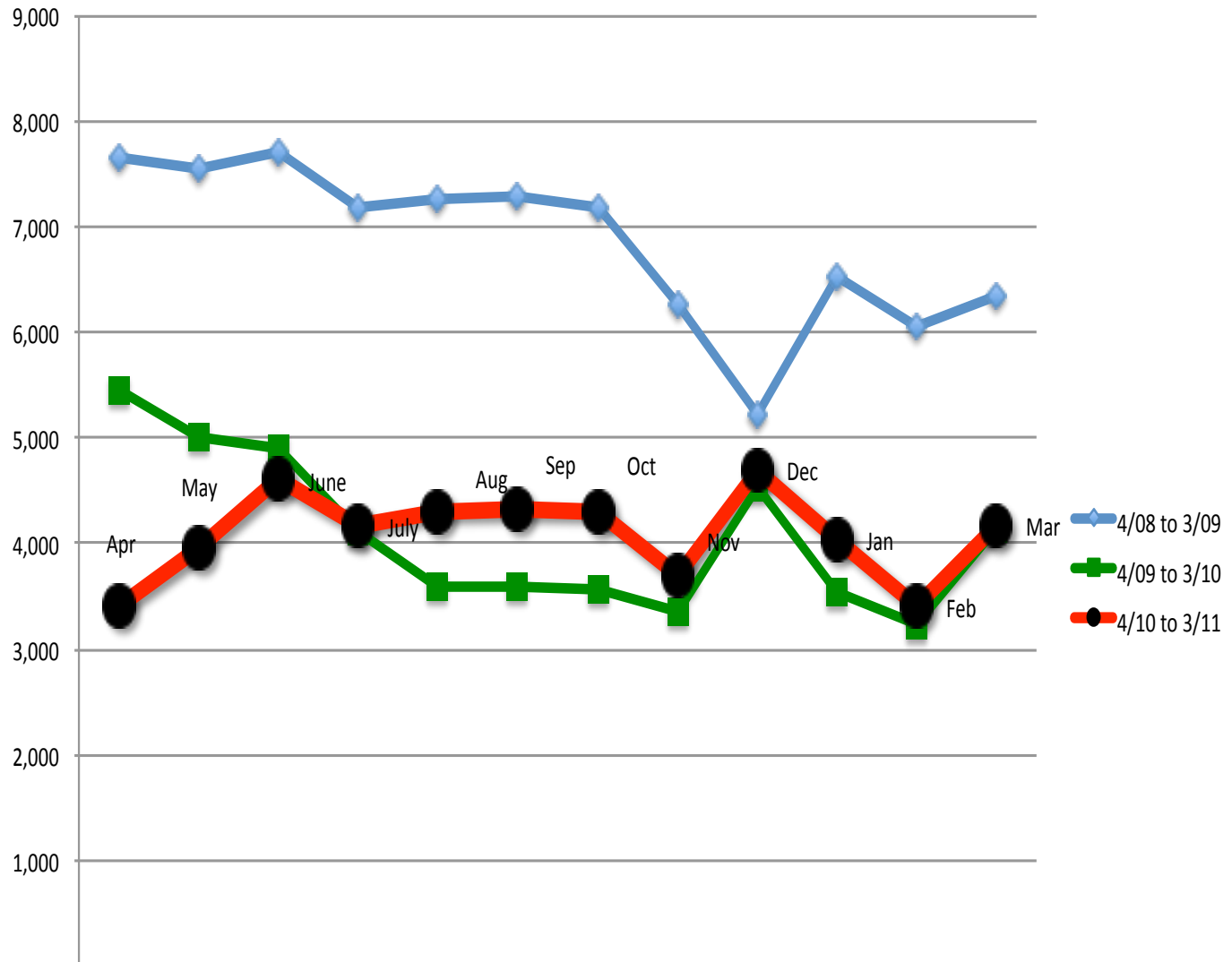
FOR SALE



Monthly Expired & Cancelled Listings

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

Monthly Expired and Cancelled Listings (36 month overview)



	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/08 to 3/09	7,657	7,546	7,707	7,193	7,247	7,291	7,179	6,252	5,221	6,517	6,062	6,342
4/09 to 3/10	5,441	5,006	4,899	4,126	3,596	3,601	3,564	3,361	4,533	3,532	3,235	4,139
4/10 to 3/11	3,413	3,951	4,603	4,167	4,311	4,323	4,311	3,697	4,701	4,046	3,407	4,180

Expired & Cancelled Listings Analysis

Sellers:

The number of expired and cancelled listings in the month of March increased 22.7% over the month of February. This means 4,180 homes were removed from the market, meaning buyers had **FEWER** homes from which to choose than in prior months. Although this means that current sellers have less competition, it is still vital that serious sellers pay attention to all of the numbers in the future... days on the market, the average sales price, and homes expiring from having a market presence can change quickly. As a result, it is important that sellers don't become too confident with the great market news this month.

Buyers:

For buyers, be aware that there are 4,180 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.

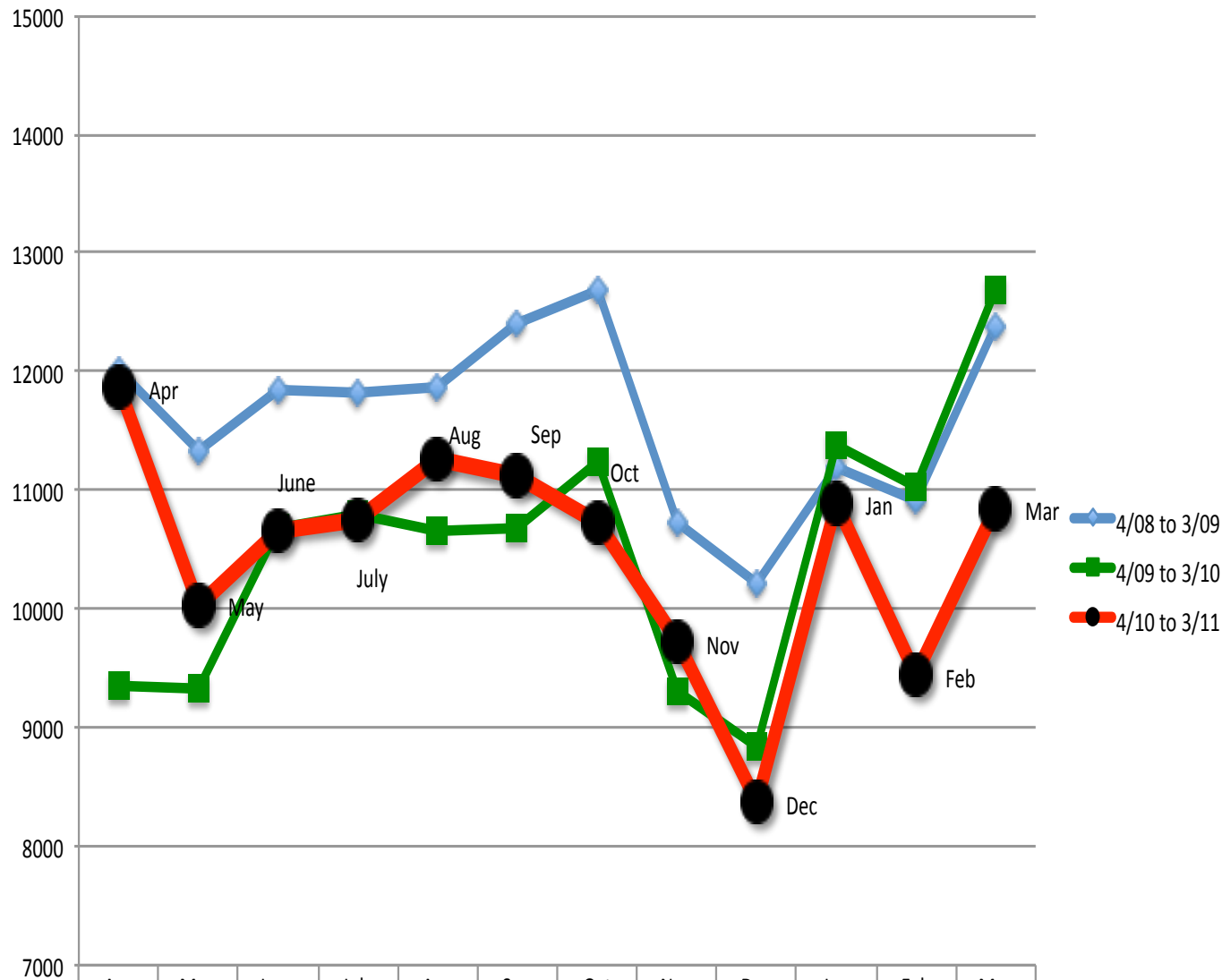




New Listings

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

New Listings (by month)



	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/08 to 3/09	12010	11334	11845	11831	11872	12412	12682	10728	10217	11195	10915	12375
4/09 to 3/10	9346	9336	10674	10804	10666	10673	11247	9315	8830	11382	11037	12684
4/10 to 3/11	11861	10036	10669	10744	11255	11116	10726	9716	8363	10887	9436	10843

New Listings Analysis

Sellers:

After an decrease in February in new inventory, March saw a 14.9% increase in the number of new homes entering the market. This means there were 10,843 NEW properties available to buyers – they could be traditional sales OR they could be distressed sales. March traditionally sees an increase in new inventory, so this increase is no surprise. However, sellers need to continue monitoring this statistic to see how market fluctuations impact the sale of their home.

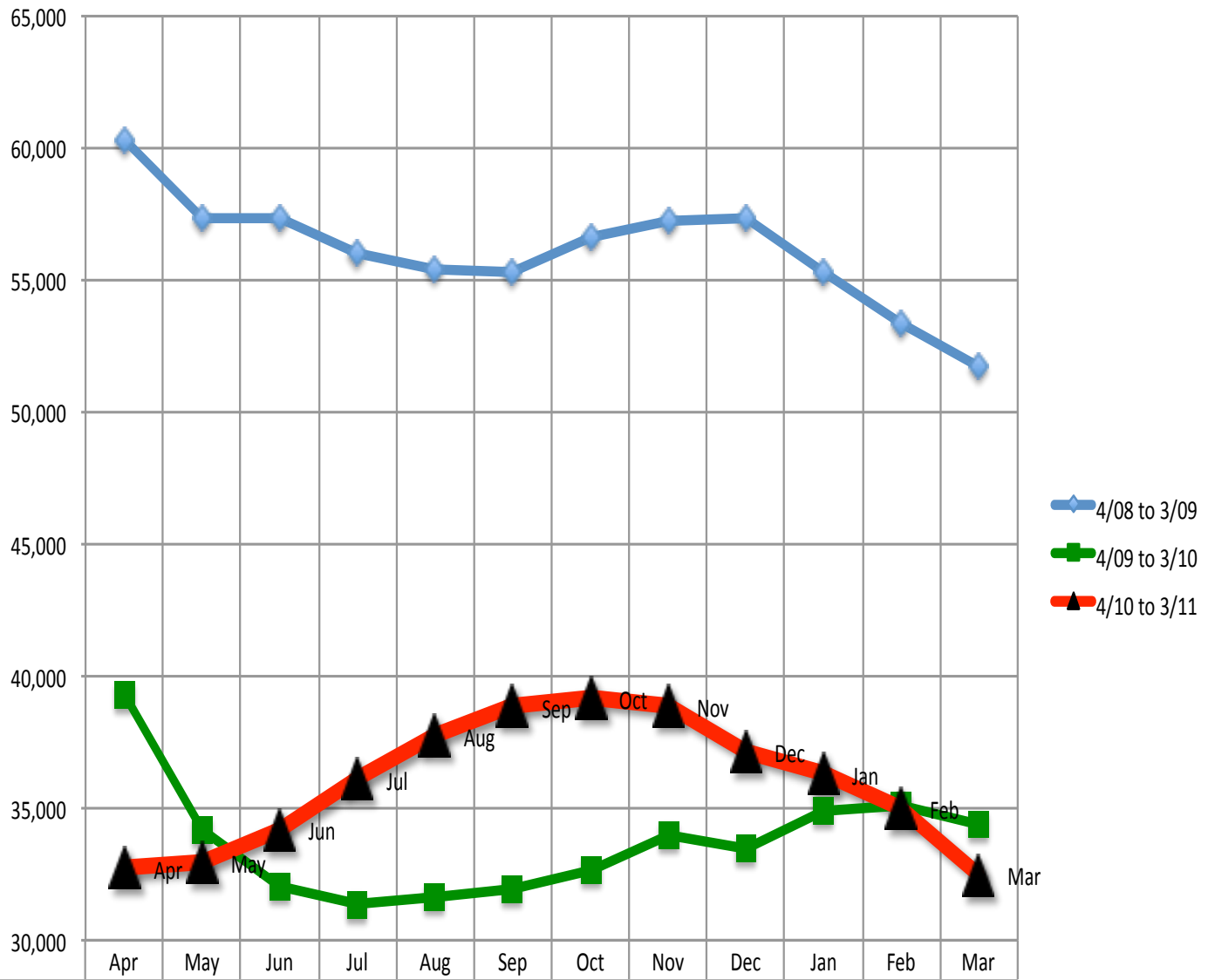
Buyers:

This is important news for buyers, as it means there was an increase 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)



4/08 to 3/09	60,227	57,342	57,342	56,005	55,400	55,323	56,561	57,264	57,350	55,247	53,313	51,679
4/09 to 3/10	39,286	34,195	32,010	31,375	31,591	31,962	32,658	33,962	33,460	34,906	35,114	34,426
4/10 to 3/11	32,728	32,970	34,224	36,097	37,754	38,838	39,176	38,876	37,159	36,299	34,991	32,485

Active Listings

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

Active Listings Analysis

Sellers:

For the 5th month in a row, the number of active residential listings has decreased. March showed 32,485 active listings, the lowest we have seen since September of 2009. Sellers need to make sure that they continue to watch this trend to determine how their homes should be priced in order to be competitive AND the terms that will need to be available for prospective buyers.

Buyers:

Buyers still have inventory to preview, but that amount is trending downward. 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.

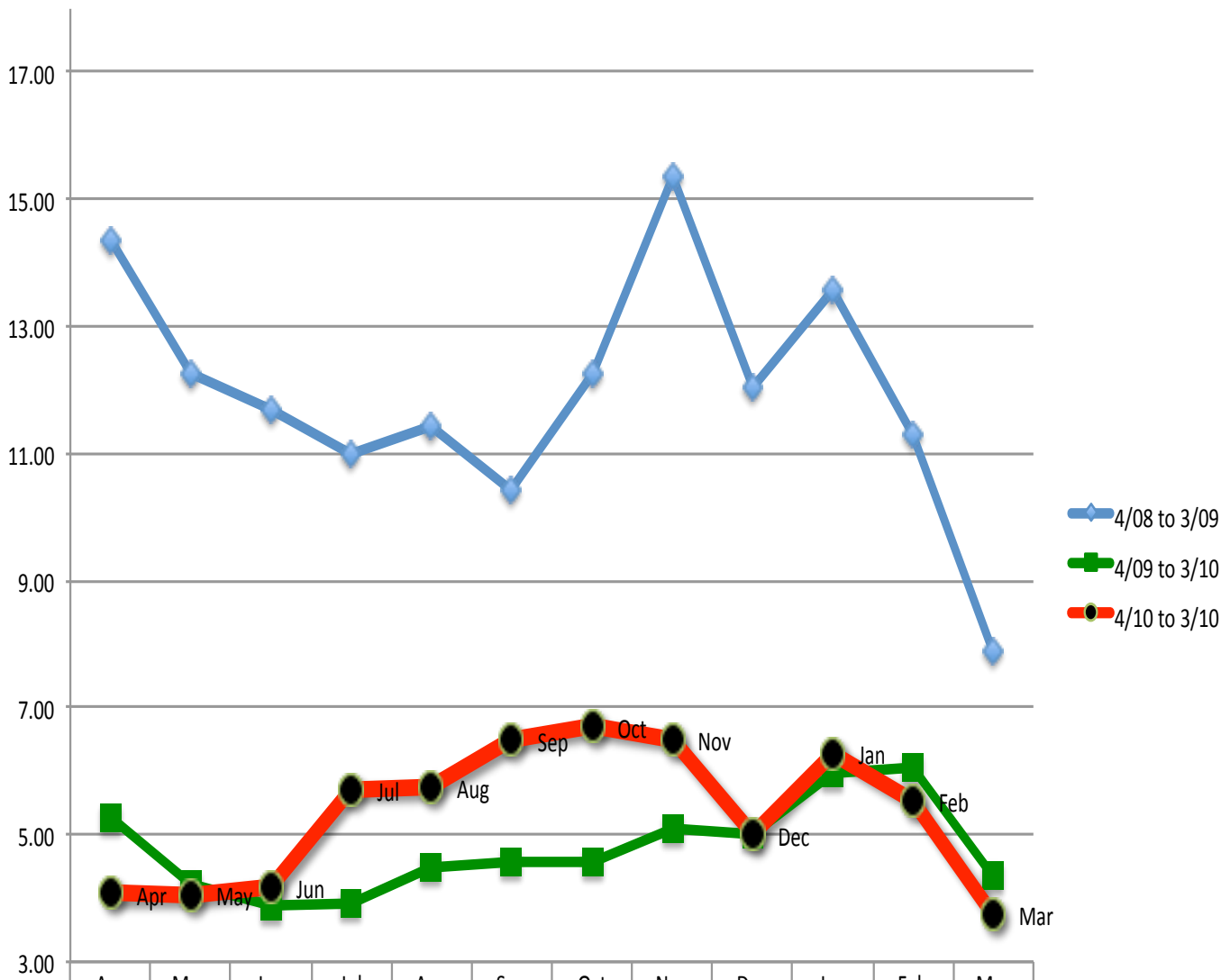
FOR SALE



Months of Inventory

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

Months of inventory (36 month overview)



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/08 to 3/09	14.34	12.27	11.70	11.01	11.43	10.43	12.26	15.37	12.05	13.58	11.30	7.89
4/09 to 3/10	5.28	4.23	3.89	3.92	4.50	4.59	4.57	5.10	5.01	5.99	6.08	4.37
4/10 to 3/10	4.07	4.06	4.18	5.72	5.75	6.50	6.70	6.51	5.01	6.30	5.54	3.75

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:

March saw us reach a milestone – the lowest months of inventory in the 36-month reporting period. March saw us at only 3.75 months of inventory. This statistic means, that on average, we are in now in what is called a “seller’s market” that is identified when this statistic reflects less than 5 months of inventory. Although this traditionally means that sellers will have more control in a sales transaction than the buyer, it is essential that you are meeting with your real estate professional to determine the ACTUAL market in your area.

You may find that you have more or less control than the average.

Buyers:

Buyers will want to seriously monitor this, as it indicates a shift away from a sellers’ market – a seller’s market traditionally gives less control to buyers and can create significant competition for the current inventory. 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.



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 March 2011 MLS

Maricopa Cty		TOTAL MARKET OVERVIEW					MARCH		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	8,426	7,636	90.6%	1,671	3,589	\$ 63,371	\$ 60,547	95.5%	80	99
100,000- 124,999	2,458	2,092	85.1%	429	970	\$ 113,714	\$ 109,391	96.2%	94	114
125,000- 149,999	2,365	1,828	77.3%	396	915	\$ 137,726	\$ 132,471	96.2%	90	112
150,000- 174,999	1,645	1,315	79.9%	231	641	\$ 162,862	\$ 157,331	96.6%	97	122
175,000- 199,999	1,595	1,003	62.9%	230	510	\$ 188,175	\$ 181,742	96.6%	92	108
200,000- 224,999	862	591	68.6%	132	286	\$ 213,523	\$ 206,565	96.7%	95	109
225,000- 249,999	1,077	639	59.3%	142	342	\$ 237,914	\$ 228,571	96.1%	104	127
250,000- 299,999	1,549	832	53.7%	215	409	\$ 276,812	\$ 272,610	98.5%	104	124
300,000- 349,999	998	456	45.7%	144	253	\$ 328,859	\$ 315,654	96.0%	116	132
350,000- 399,999	846	375	44.3%	114	203	\$ 375,627	\$ 360,225	95.9%	100	118
400,000- 449,999	522	189	36.2%	68	112	\$ 427,162	\$ 409,455	95.9%	98	108
450,000- 499,999	477	175	36.7%	63	79	\$ 478,859	\$ 452,182	94.4%	141	153
500,000- 749,999	1,208	404	33.4%	146	186	\$ 603,274	\$ 570,465	94.6%	141	170
750,000- 999,999	731	156	21.3%	80	84	\$ 868,298	\$ 812,107	93.5%	188	249
1 million +	1,356	189	13.9%	119	92	\$ 1,717,364	\$ 1,517,335	88.4%	239	283



Summary Comments

Provided by Keller Williams Realty Professional Partners –
Statistics from March 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.