



Monthly Market Watch for Maricopa County

An overview of what is happening in the Maricopa County real estate market (using September 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 10/3/11.

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.

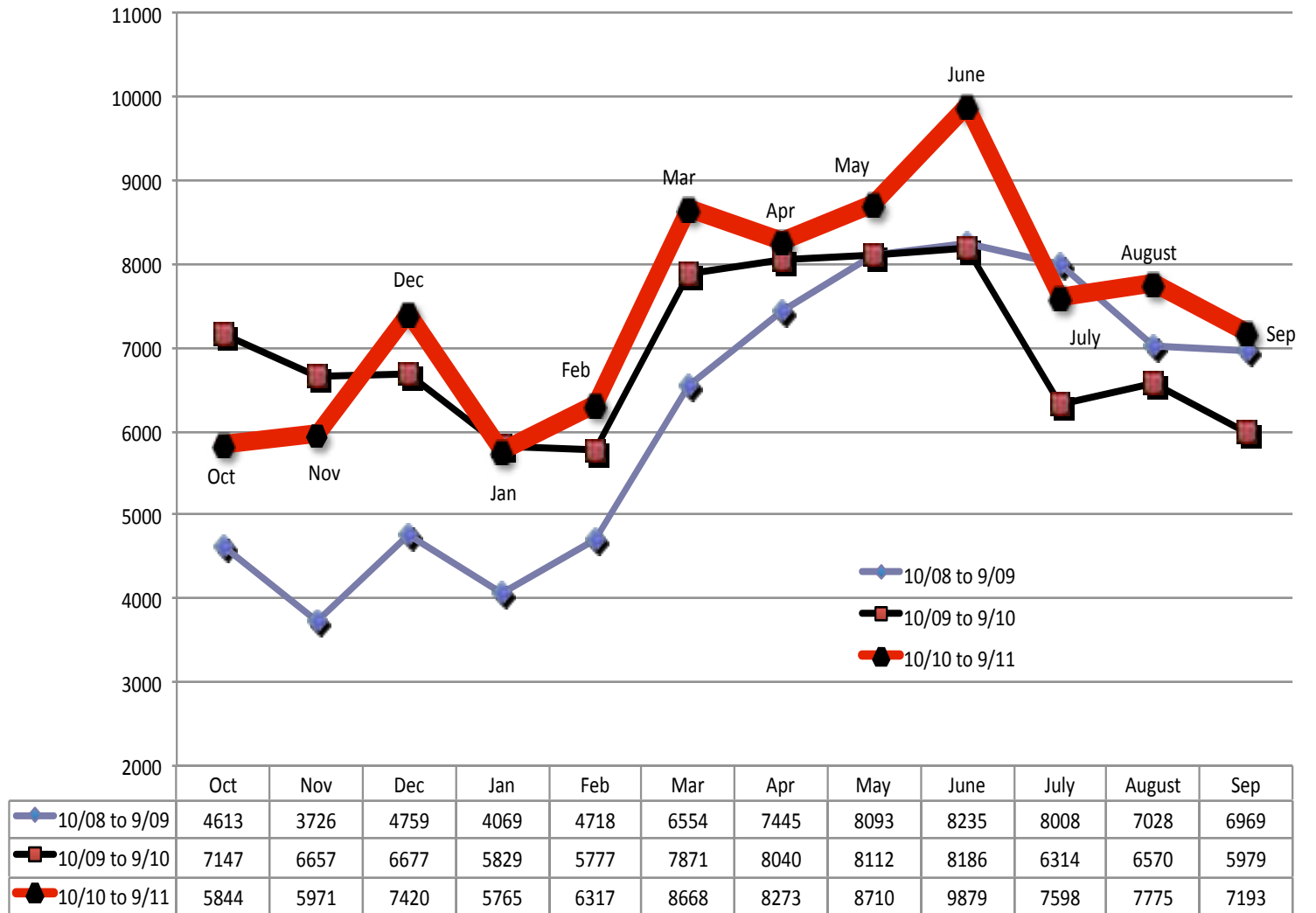




Closed Sales

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

Total # of Closed Sales
 (36 month overview)





Closed Sales Report Analysis:

Sellers:

The housing market continues to experience the “incredible shrinking inventory.” The month of September saw a decrease of 7.48% in the number of homes that closed. As buyers continue to want to purchase homes, we are seeing more and more buyers compete for the best properties. Sellers should continue to monitor the possibility of new inventory to determine the impact on the sale of their homes

Buyers:

Buyers are once again encouraged to pay close attention to this number. We are once again seeing multiple offers AND homes selling for above list price because of the competitive nature of the market. Buyers MUST carefully work with their real estate professional to understand the market AND to understand how they can compete with the market demand and other buyers who may be in a financial position that is more appealing to the seller.

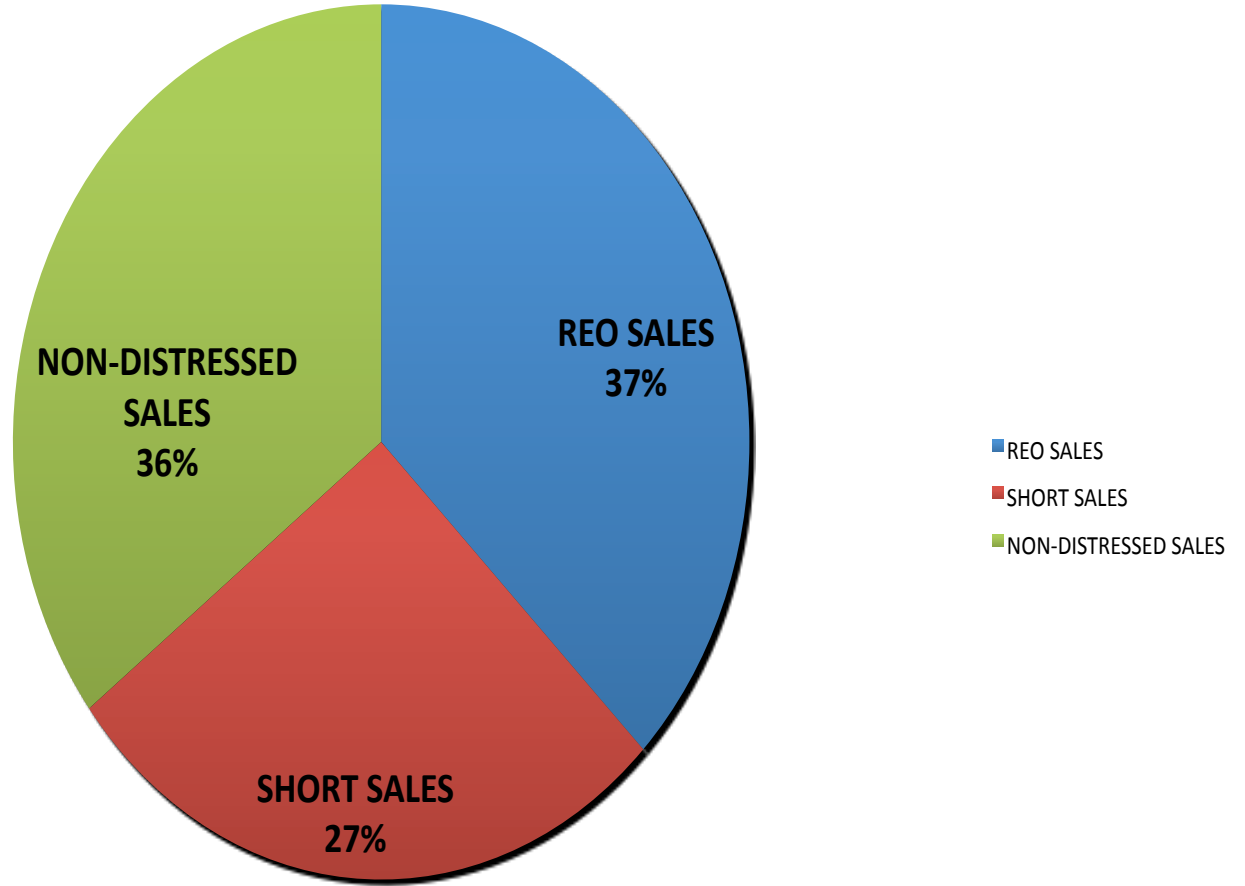




Distressed Sales

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

REO, SHORT SALE & NON-DISTRESSED SALES COMPARISON September 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.

September statistics saw bank owned/foreclose sales DECREASE by 4.7%, short sales INCREASE by 3.6%, and traditional sales INCREASE by just over 1% when compared to the month of August. Sellers and buyers need to monitor this trend to see how the market continues to respond to the current inventory.

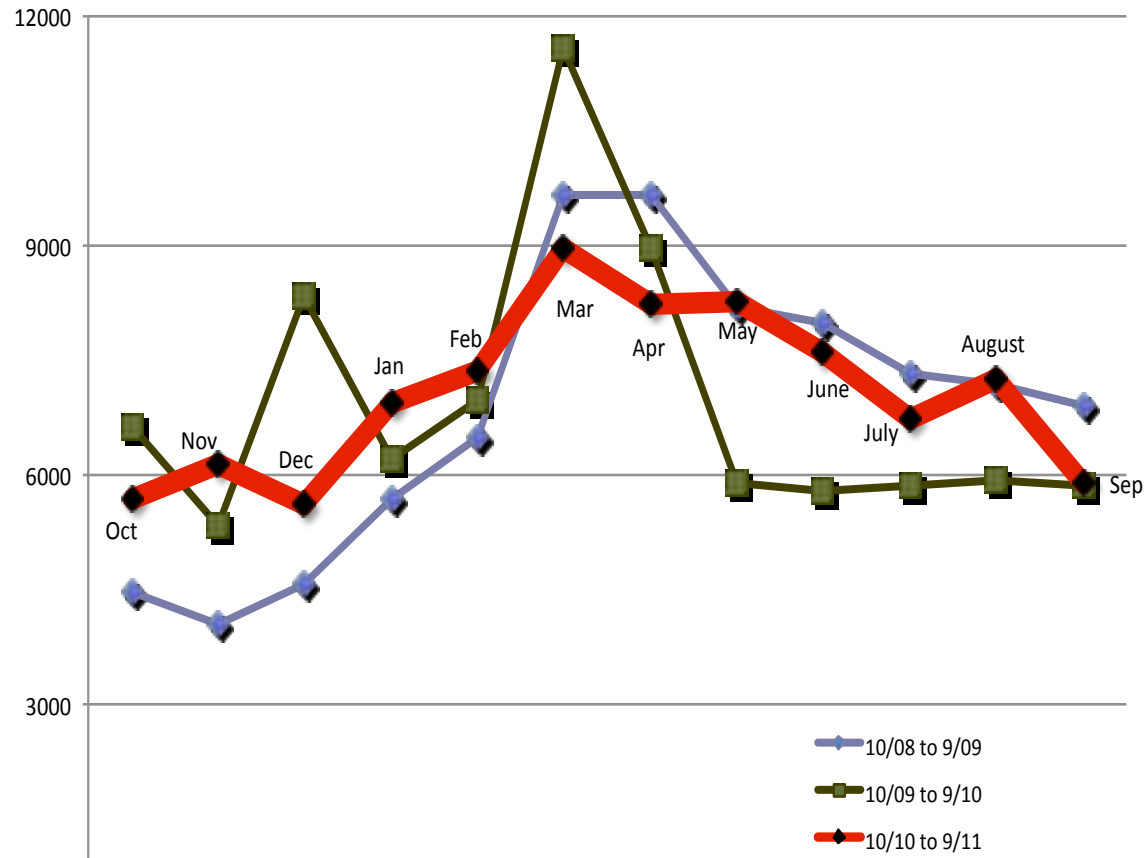




Pending Sales

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

Total # of Pending Sales (36 month overview)



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	August	Sep
10/08 to 9/09	4449	4031	4552	5662	6470	9641	9641	8190	7969	7300	7179	6882
10/09 to 9/10	6624	5321	8331	6204	6975	11584	8946	5905	5772	5855	5936	5861
10/10 to 9/11	5674	6125	5595	6932	7350	8969	8207	8252	7603	6710	7246	5901



Pending Sales Report Analysis:

Sellers:

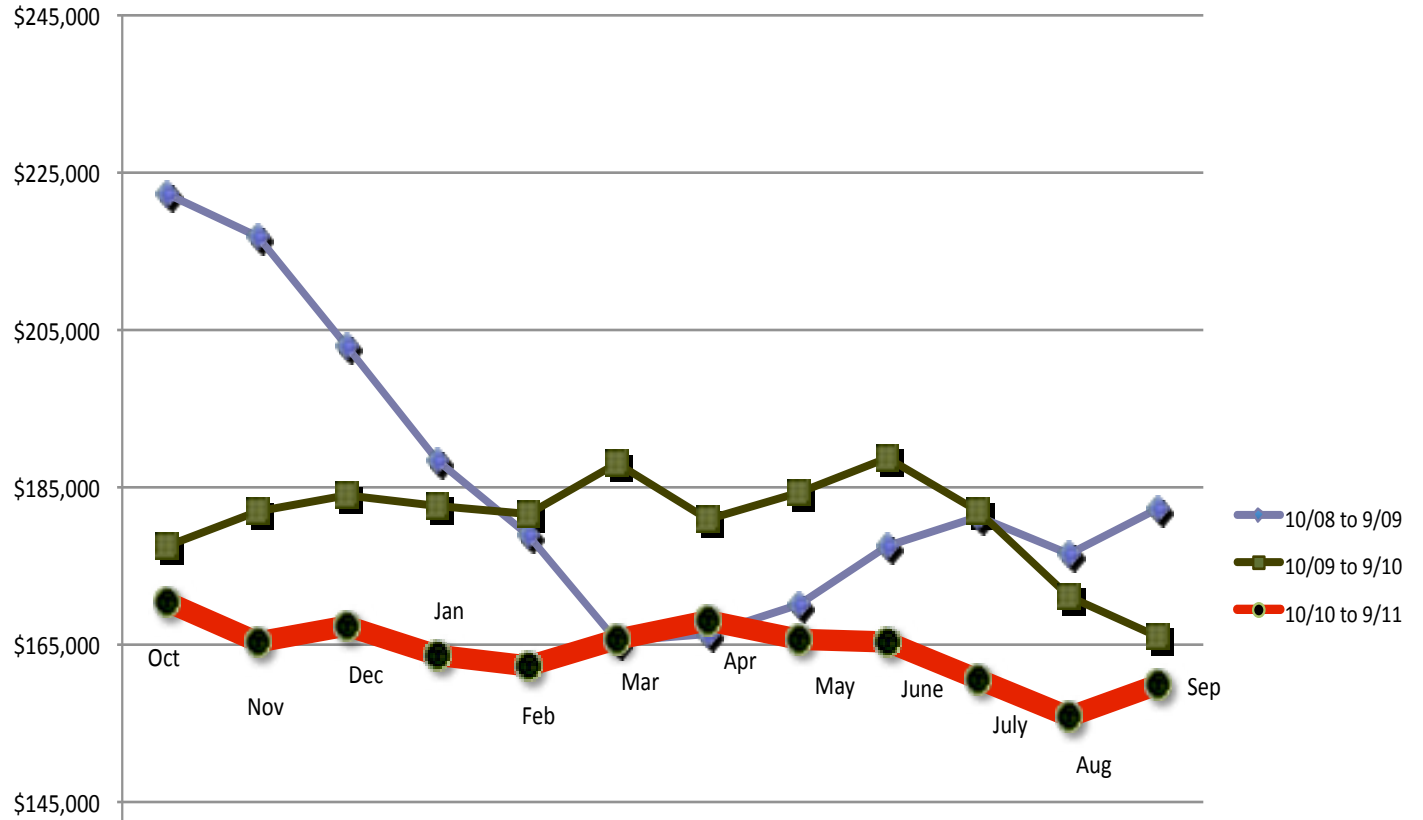
As the inventory continues to shrink, it should come as no surprise that the number of homes that moved to PENDING status also decreased over the month of August by 18.56%. The result? More offers, higher offers, and shorter closing times on properties where that is an option. For sellers who are on the fence regarding selling, this could be one of the best times to introduce your home to the market because of high demand in certain price ranges.

Buyers:

Buyers continue to take advantage of the current real estate market... they are hearing about great prices, homes that offer the amenities they want, and great loan rates and programs. Buyer activity has remained very high. For buyers who are waiting for prices to drop or to find that perfect home, the market is definitely not offering those options. It is essential that buyers are studying these statistics in the location and area where they are searching to determine what is their best course of action.



Average Sales Price (36 month overview)



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
10/08 to 9/09	\$222,284	\$216,819	\$202,801	\$188,174	\$178,659	\$165,298	\$166,355	\$169,800	\$177,246	\$181,038	\$176,326	\$182,231
10/09 to 9/10	\$177,512	\$181,895	\$184,008	\$182,387	\$181,472	\$187,979	\$180,896	\$184,312	\$188,568	\$181,730	\$171,036	\$165,730
10/10 to 9/11	\$170,326	\$165,108	\$167,154	\$163,403	\$162,283	\$165,559	\$167,850	\$165,431	\$165,035	\$160,463	\$155,656	\$159,762

Average Sales Price

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

Average Sales Price Analysis

Sellers:

For the first time in 5 months, the average sales price INCREASED!!! The average of \$159,762 is an increase of \$4,106 over the month of August. This is great news for sellers who have been waiting for the high-demand market to impact the price of homes that are selling. Sellers need to pay very careful attention to local market activity to ensure that homes are competitively priced to appeal to buyers who are ready to buy because of the amazing values.

Buyers:

For buyers, it is important to be careful about this shift in the price of homes. This means that buyers, on average, paid more for a home in September than they did in the prior month. More than ever, you need to work with your real estate professional to make sure you have the best possible information regarding the market value of homes and to carefully monitor this trend to see how it will impact the availability, pricing, and terms associated with purchasing a home.

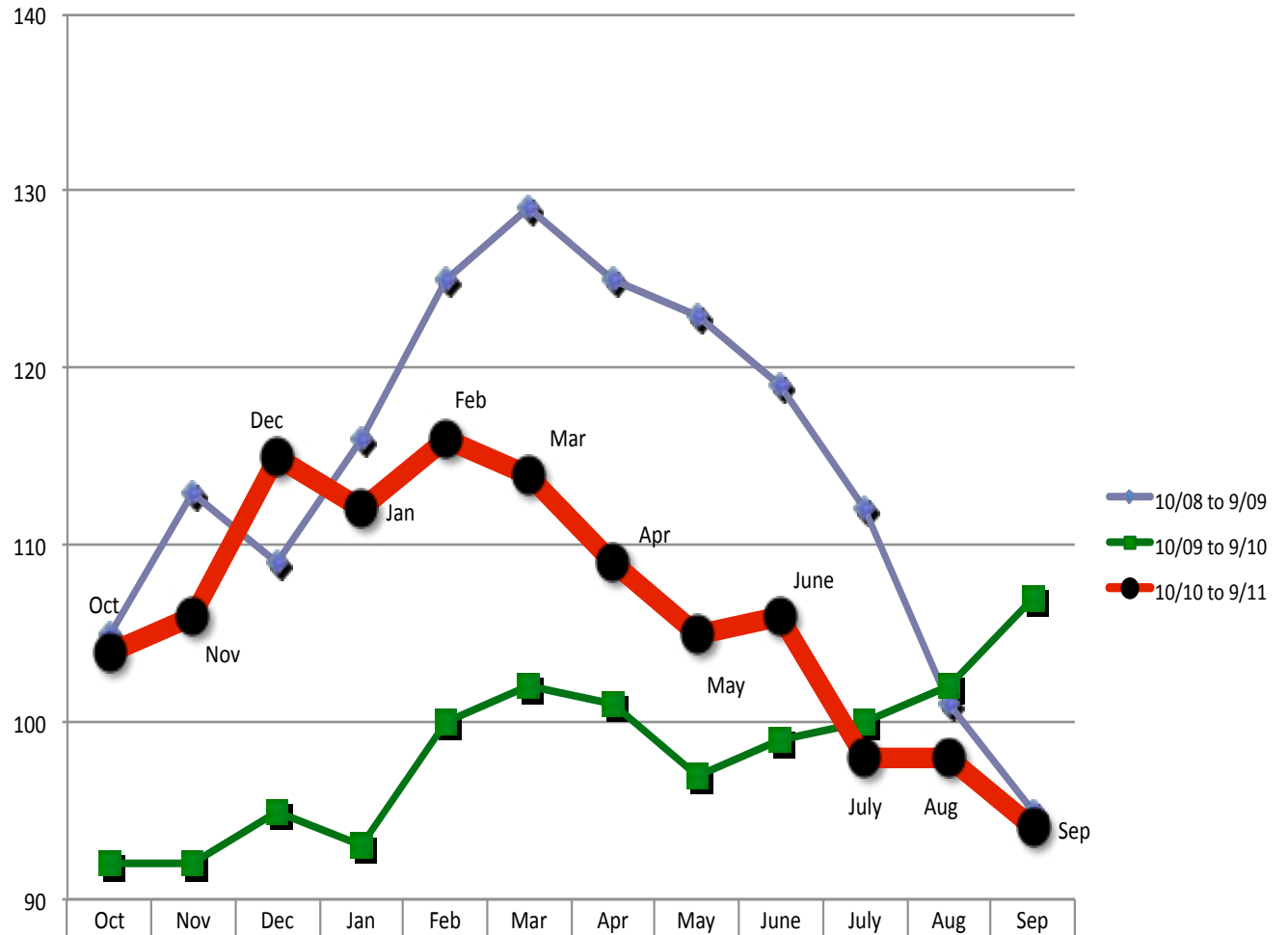




Average Days on Market

on Market
 Provided by Keller Williams Realty Professional Partners -
 Statistics from September 2011 MLS

Average Days on Market (36 month overview)



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
10/08 to 9/09	105	113	109	116	125	129	125	123	119	112	101	95
10/09 to 9/10	92	92	95	93	100	102	101	97	99	100	102	107
10/10 to 9/11	104	106	115	112	116	114	109	105	106	98	98	94

Average Days on Market Analysis

Sellers:

Prices are up, inventory is down – so it should come as no surprise that the average days that a home was on the market in September DECREASED over the prior month by 4 days. On average, it took 94 days for a home to remain on the market before moving to pending status. This is the lowest average since January of 2010. This decrease in the average days on market shows that sellers were able to move to pending status much more quickly – a sign that buyer demand for inventory remains high.

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.

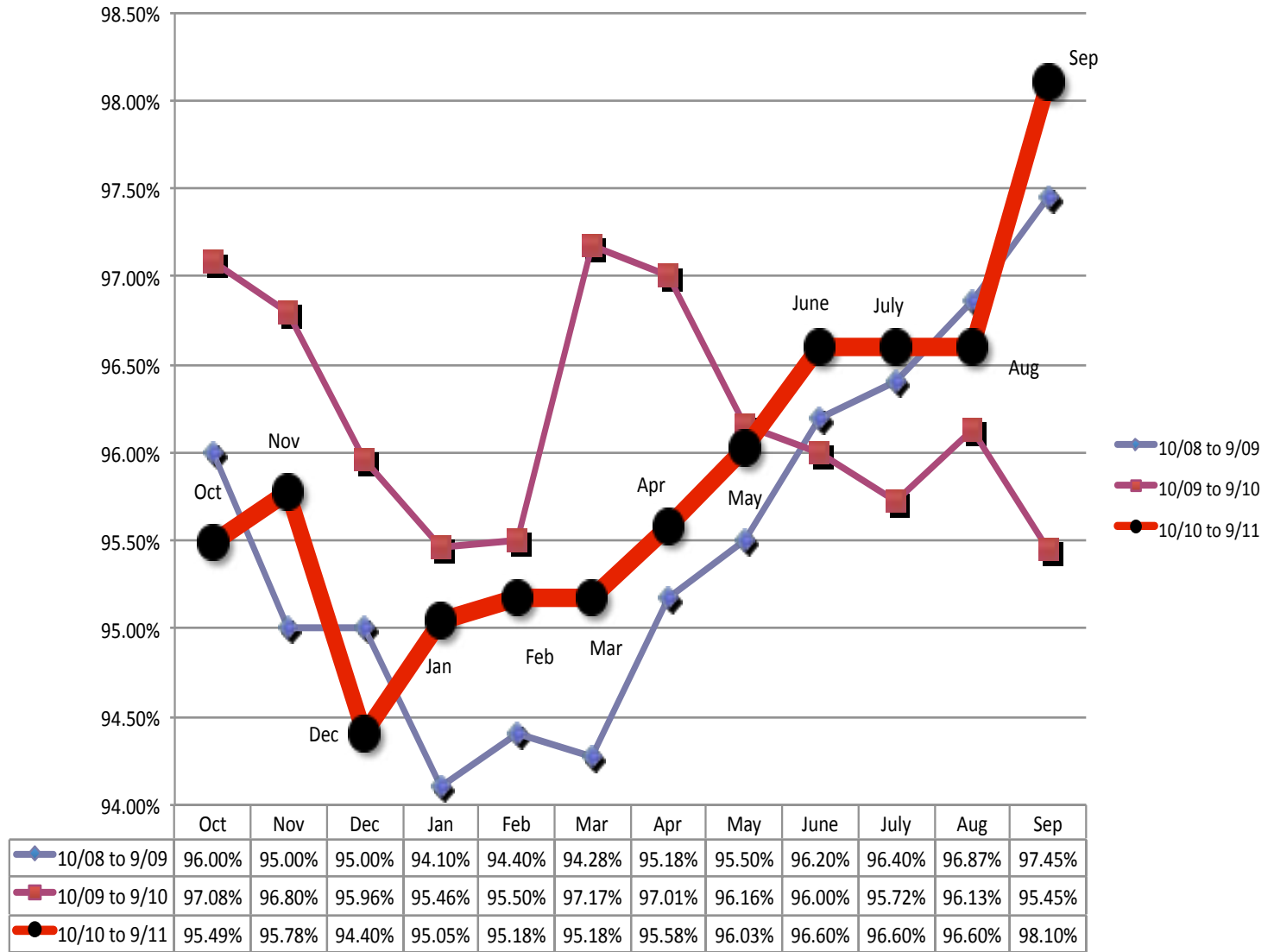




Average List to Sales Price Ratio

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

Average List to Sales Price Ratio (36 month overview)





List to Sale Price Ratio Analysis

Sellers:

And yet another statistic that shows favoritism toward sellers. The average price a seller received increased 1.5% to 98.1% during the month of September. This is the highest percentage we have seen in the 36 month reporting period. This means that for every \$10,000 in the price of a home, the seller received an average of an additional \$150 over the prior month! Continue to watch this trend, as it will continue to 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 once again, buyers have less buying power than they have had for the past 36 months. As this average inches closer to 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 trends relative to the price where homes are selling in the areas you have an interest.

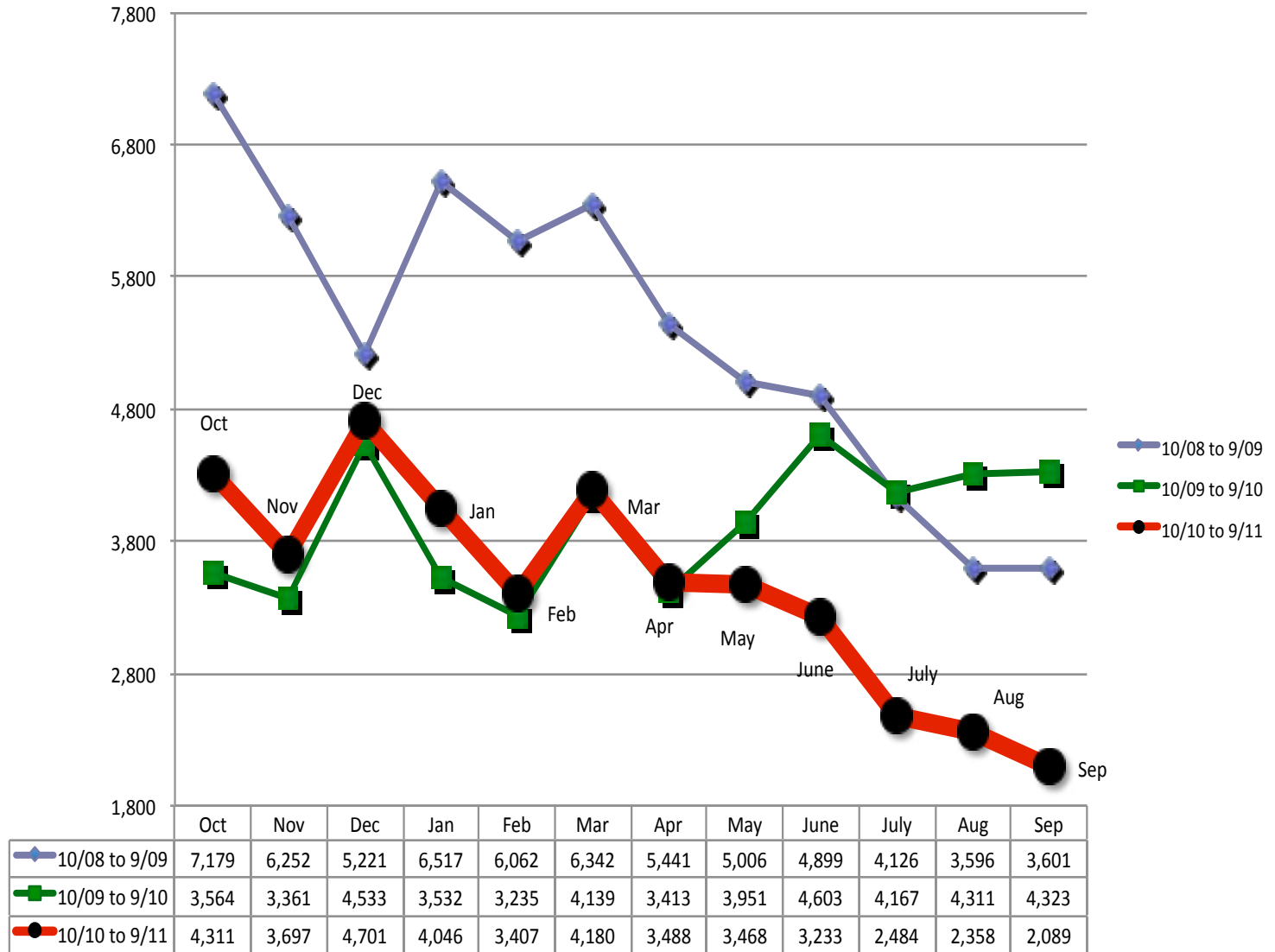




Monthly Expired & Cancelled Listings

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

Monthly Expired and Cancelled Listings (36 month overview)



Expired & Cancelled Listings Analysis

Sellers:

For the 6th month in a row, we have been seeing the number of expired and cancelled listings decrease. September saw a decrease of 11.4% over the month of August – 2,089 homes left the market in September!!! This should come as no surprise since the inventory has been shrinking, but it is by far, the lowest number in the 36-month reporting period. We would expect that fewer homes would be leaving the market because of the opportunity for buyer response.

Buyers:

For buyers, be aware that there are 2,089 fewer homes to consider. At a time when inventory continues to shrink, this could mean a tighter market for buyers. If that happens, buyers can expect more competition and less room for negotiation on price and/or concessions from sellers. 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.

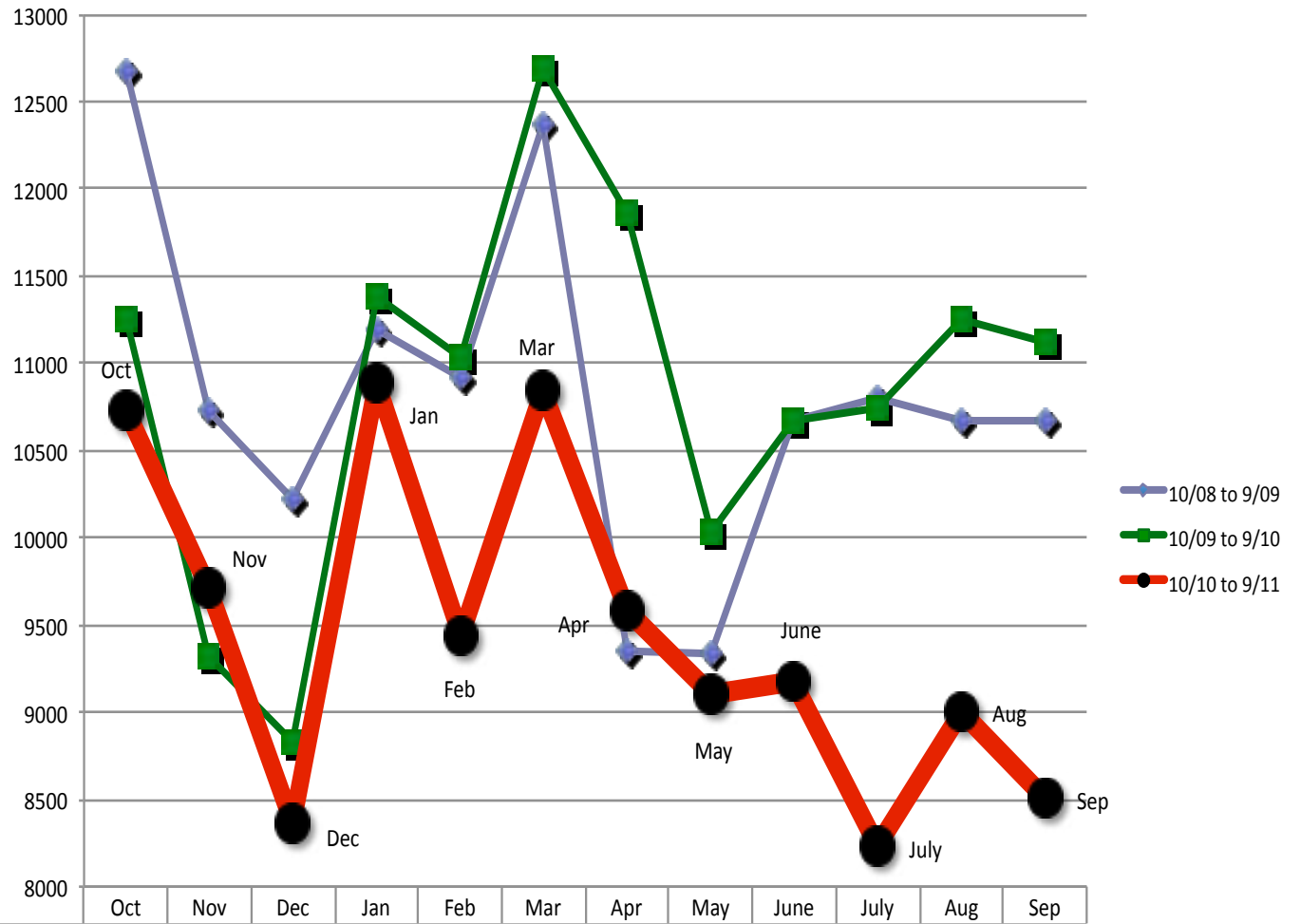




New Listings

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

New Listings (by month)



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
10/08 to 9/09	12682	10728	10217	11195	10915	12375	9346	9336	10674	10804	10666	10673
10/09 to 9/10	11247	9315	8830	11382	11037	12684	11861	10036	10669	10744	11255	11116
10/10 to 9/11	10726	9716	8363	10887	9436	10843	9586	9109	9179	8227	9002	8504



New Listings Analysis

Sellers:

The month of September reveals lots of great news for sellers. September saw a 5.5% DECREASE in the number of new listings entering the market – that means less competition for homes available to buyers. At a time when buyers are competing to find a home, this number means they will have FEWER choices. Fewer choices still means that sellers should monitor this new inventory to see how it might impact the sale of their home. In this great market, it is even more important that sellers need to make sure they remain as the top choice for active buyers in the marketplace.

Buyers:

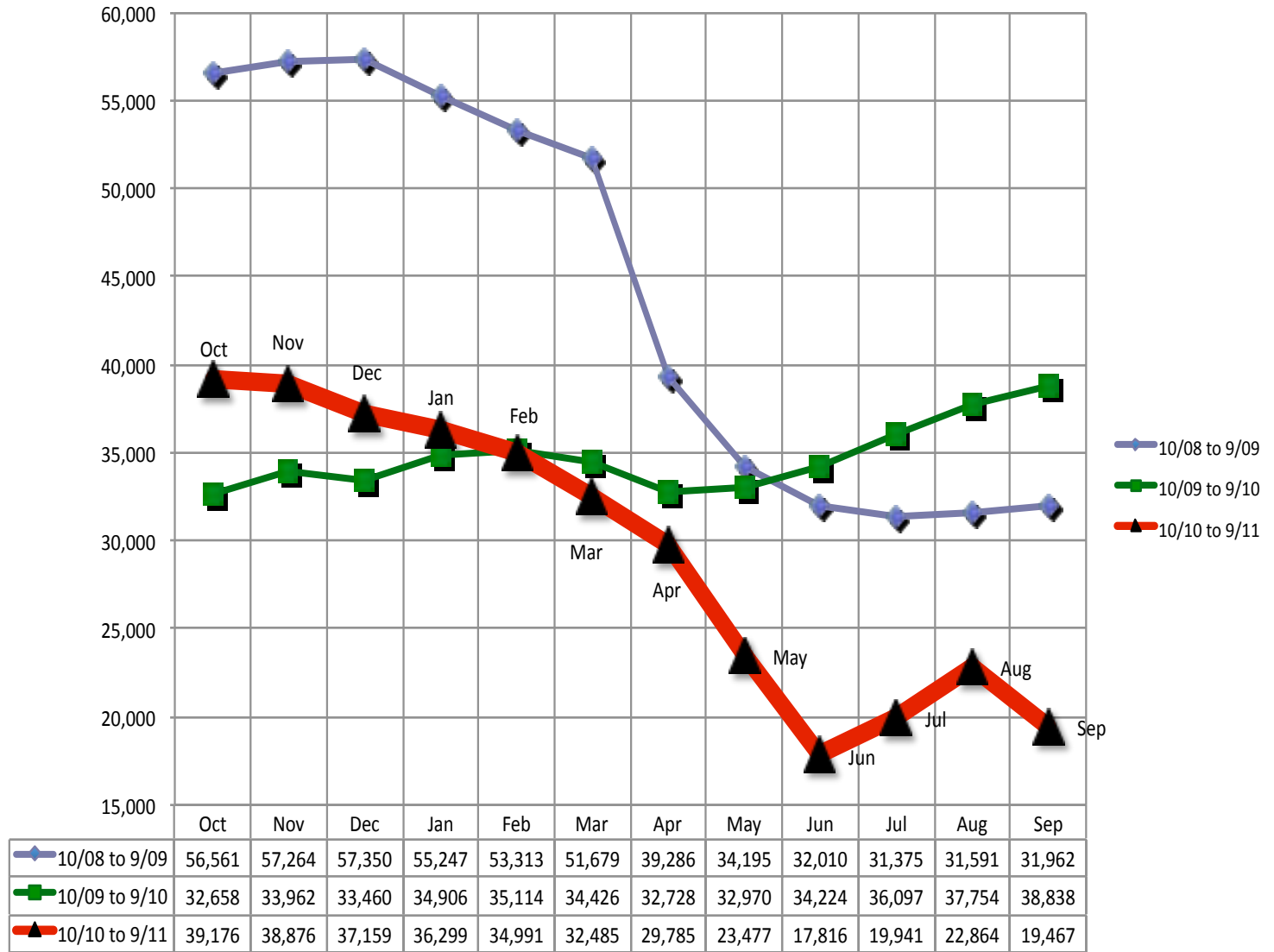
Buyers pay attention! 8,504 new listings entered the market in September – this is the 3rd lowest monthly number in the 36 month reporting period. More than ever, it is essential that you spend time with and listen to your real estate professional to develop your strategy for succeeding in a market that 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

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

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





Active Listings Analysis

Sellers:

After 2 months of an increase in the number of active listings, September saw an amazing 14.9% DECREASE in active listings! This is the 2nd lowest number in the 36-month reporting period, but is no doubt the result of more properties moving into pending status last month and a decrease in new inventory. 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 last month saw a significant DECREASE in that inventory. 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.

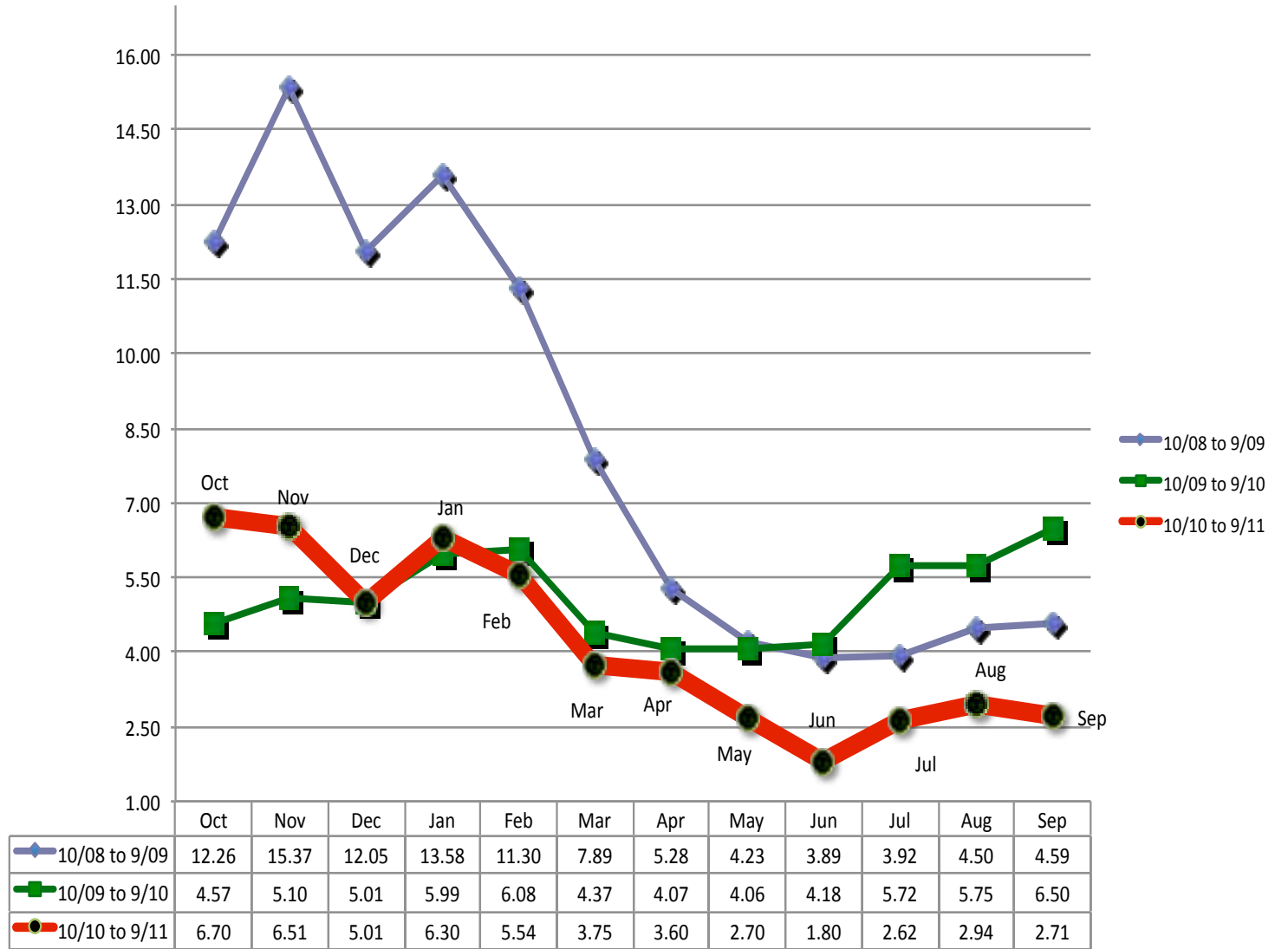




Months of Inventory

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

Months of inventory (36 month overview)



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:

When there are fewer homes entering the market and more selling, the result should be a decrease in the available months of inventory. That is exactly what happened in September. The months of inventory dropped from 2.94 in August to 2.71 in September. This statistic means, that on average, we remain in what is called a very strong "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 downward shift in inventory – 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.





Maricopa Cty

TOTAL MARKET OVERVIEW

SEPTEMBER 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	3,965	7,317	184.5%	703	3,002	\$ 63,351	\$ 62,738	99.0%	74	88
100,000- 124,999	1,245	2,032	163.2%	188	813	\$ 113,080	\$ 112,431	99.4%	77	95
125,000- 149,999	1,311	1,819	138.7%	180	835	\$ 137,579	\$ 135,220	98.3%	75	91
150,000- 174,999	1,068	1,206	112.9%	136	482	\$ 161,930	\$ 190,610	117.7%	70	85
175,000- 199,999	1,089	902	82.8%	103	430	\$ 186,908	\$ 183,020	97.9%	78	93
200,000- 224,999	662	523	79.0%	86	261	\$ 213,020	\$ 208,842	98.0%	81	99
225,000- 249,999	809	547	67.6%	81	252	\$ 237,494	\$ 229,246	96.5%	81	97
250,000- 299,999	1,192	768	64.4%	137	404	\$ 276,195	\$ 265,972	96.3%	77	93
300,000- 349,999	809	377	46.6%	85	215	\$ 325,961	\$ 314,456	96.5%	100	123
350,000- 399,999	652	331	50.8%	69	143	\$ 375,285	\$ 360,252	96.0%	85	101
400,000- 449,999	437	162	37.1%	45	74	\$ 426,111	\$ 412,832	96.9%	87	97
450,000- 499,999	401	136	33.9%	49	72	\$ 476,445	\$ 457,287	96.0%	95	123
500,000- 749,999	931	269	28.9%	100	117	\$ 593,570	\$ 566,954	95.5%	123	135
750,000- 999,999	550	126	22.9%	51	47	\$ 848,172	\$ 791,243	93.3%	144	159
1 million +	1,042	112	10.7%	76	51	\$ 1,770,592	\$ 1,578,092	89.1%	166	214

Total Market Overview

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



Summary Comments

Provided by Keller Williams Realty Professional Partners -
Statistics from September 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.