## MARKET ACTION REPORT

### August 2017

# School District: All



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Price Range: 0 to 999999999 | Properties: Single Family Home

		7	rending	Versus*:		Trending V	Versus*:		
Market Profile & Trends Overview	Month	LM	L <sub>3</sub> M	PYM	LY	YTD	PriorYTD	PriorYear	
Median List Price of all Current Listings	\$228,450	1							
Average List Price of all Current Listings	\$313,958	-		1					
August Median Sales Price	\$177,500	-	-	1	1	\$169,000	1	1	
August Average Sales Price	\$215,992	-	-	1	1	\$208,719	1	1	
Total Properties Currently for Sale (Inventory)	5,304	-		1			-		
August Number of Properties Sold	2,309	1		+		15,587	4	-	
August Average Days on Market (Solds)	35	1	-	1	1	42	+	1	
Asking Price per Square Foot (based on New Listings)	\$150	-	+	1	1	\$151	1	1	
August Sold Price per Square Foot	\$139	+	+	1	1	\$137	1	1	
August Month's Supply of Inventory	2.3	+	-	1	1	2.6	+	1	
August Sale Price vs List Price Ratio	95.6%	+	+	1	1	95.5%	1	1	

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

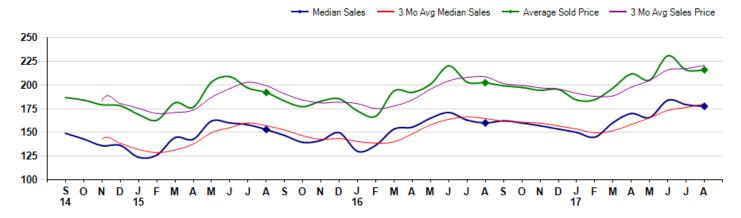
#### **Property Sales**

August Property sales were 2,309, up 1.0% from 2,287 in August of 2016 and 6.8% higher than the 2,162 sales last month. August 2017 sales were at their highest level compared to August of 2016 and 2015. August YTD sales of 15,587 are running 0.4% ahead of last year's year-to-date sales of 15,526.



The Median Sales Price in August was \$177,500, up 10.9% from \$160,000 in August of 2016 and down -1.0% from \$179,250 last month. The Average Sales Price in August was \$215,992, up 6.7% from \$202,417 in August of 2016 and up 0.1% from \$215,817 last month. August 2017 ASP was at highest level compared to August of 2016 and 2015.

Median means Middle (the same # of properties sold above and below Median) (000's)



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Based on information from Multiple Listing Service of Greater Cincinnati, Inc. for the period 9/1/2014 through 8/31/2017. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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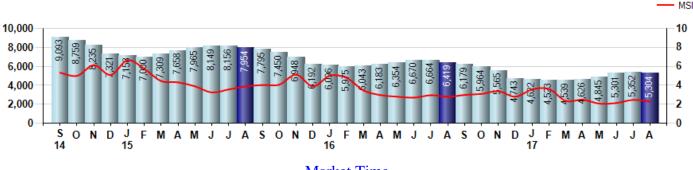
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#### **Inventory & MSI**

The Total Inventory of Properties available for sale as of August was 5,304, down -0.9% from 5,352 last month and down -17.4% from 6,419 in August of last year. August 2017 Inventory was at the lowest level compared to August of 2016 and 2015.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The August 2017 MSI of 2.3 months was at its lowest level compared with August of 2016 and 2015.

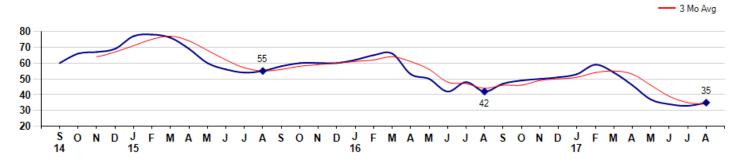
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



#### 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 August was 35, up 6.1% from 33 days last month and down -16.7% from 42 days in August of last year. The August 2017 DOM was at its lowest level compared with August of 2016 and 2015.

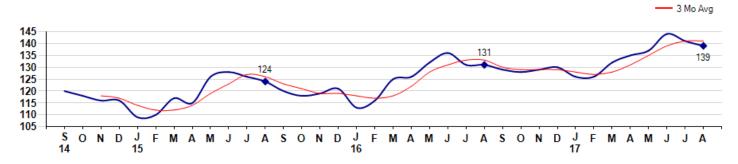
Average Days on Market(Listing to Contract) for properties sold during the month



#### 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 August 2017 Selling Price per Square Foot of \$139 was down -1.4% from \$141 last month and up 6.1% from \$131 in August of last year.

Average Selling Price per Square Foot for properties that sold during the month



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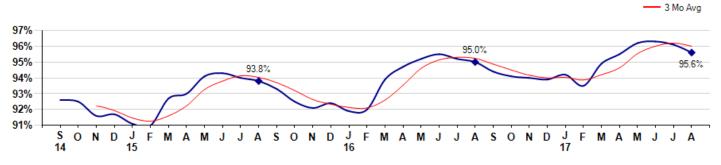


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#### Selling Price vs Listing Price

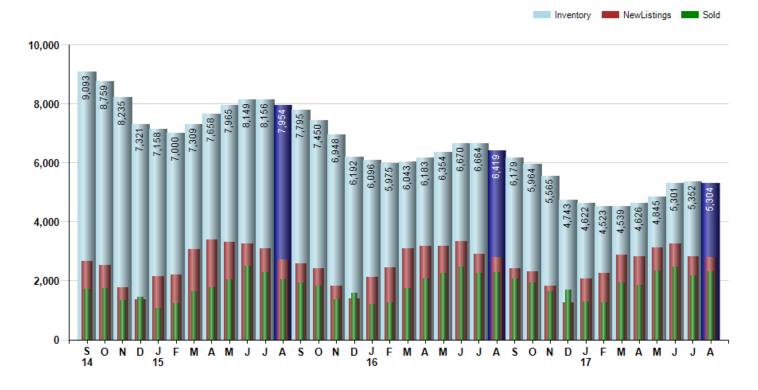
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The August 2017 Selling Price vs List Price of 95.6% was down from 96.1% last month and up from 95.0% in August of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



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 August 2017 was 2807, down -0.8% from 2,829 last month and up 0.2% from 2,801 in August of last year.



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Homes Sold	1,703	· ·	1,343	· ·	· ·				2,040		2,280				1,353														1,295	,			2,333 2		,162 2,309
3 Mo. Roll Avg			1,599	1,510	1,285	1,244	1,313	1,545	1,818	2,104	2,273	2,273	2,083	1,932	1,703	1,589	1,384	1,350	1,402	1,688	2,024	2,263	2,321	2,331	2,197	2,089	1,873	1,748	1,540	1,409	1,488	1,673	2,035 2	,218 2	,322 2,314
(000's	1011	0	N		J 15	F	M	A	M	J	J	A	S	0	N		J 16	F	M	A	M	J	J	A	S	0	N		J 17	F	M	A	M	J	J A
MedianSalePrice	149	143		136	124	126			162		158	153	147	140	142			137	154	156	165	171	163	160		160		154	150	145					179 178
3 Mo. Roll Avg			143	138	132	129	131	138	150	155	160	157	153	146	143	144	140	139	140	149	158	164	166	165	162	161	160	157	154	150	152	158	165	173 1	176 180
T .	S 14 9,093	O 8,759	N		J 15	F 7.000	7,309	A 7.659	M 7.005	J 8 1 40	9 150	A 7.054	7.705	7.450	N	D	J 16	F 5 075	M	A ( 192	M	J	J	A (410)	S ( 170	0	N		J 17	F 4 522	M	A 4,626	M	J	J A ,352 5,304
Inventory MSI	9,093	8,759	8,235	7,321	7,158	7,000	7,309	7,058	7,965	8,149	8,150	7,954	7,795	7,450	6,948	0,192	0,090	5,975	0,043	6,183	0,354	6,670	0,004	0,419	6,179	5,904	5,565	4,743	4,022	4,523	4,539	4,020	4,845 5	,301 3,	352 5,304
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Days On Market	S 14	66	67	69	J 15	78	76	69	60	56	54	55	58	60	60	60	J 16 62	65	66	53	50	42	48	42	47	49	50	51	J 17 53	59	M 54	46	M 37	34	33 35
3 Mo. Roll Avg	- 00	00	64	67	71	75	77	74	68	62	57	55	56	58	59	60	61	62	64	61	56	48	47	44	46	46	49	50	51	54	55	53	46		33 35 35 34
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	S 14	0	N	D	J 15	F	M	A	M	.T	.T	A	S	O	N	D	J 16	F	M	A	M	.T	.I	A	S	0	N	D	J 17	F	M	Α	M	.I	.I A
Price per Sq Ft	120	~	- 1		109	110		115		128	126	124	120					116		126		136	131	131			129			126		135		[44]	141 139
3 Mo. Roll Avg			118	117	114	112	112	114	119	123	127	126		121	119			117		122	128	131	133		130	129	129	129	128	127	128			139 1	141 141
	S 14	О	N	D	J 15	F	M	A	M	J	J	A	S	О	N		J 16		M	A	M	J	J	A	S	О	N		J 17	F	M	A	M	J	J A
Sale to List Price	0.926					0.910	0.927			0.943	0.940			0.925		0.924						0.955		0.950			0.940			0.935			0.962 0		.961 0.956
3 Mo. Roll Avg			0.922	0.919	0.915	0.913	0.916	0.922	0.933	0.938	0.941	0.940	0.937	0.932	0.926	0.923	0.921	0.921	0.926	0.935	0.946	0.951	0.953	0.952	0.949	0.945	0.942	0.940	0.940	0.939	0.942	0.946	0.955 0	.960 0.	.962 0.960
	S 14	0	N		J 15	F	M	A	M	J	J	A	S	0	N	D	J 16	F	M	A	M	J	J	A	S	0	N		J 17	F	M	A	M	J	J A
New Listings	1 1	2,526			2,160				3,297									2,442				3,328		2,801	· /	· /	1,831			2,268	,	· ·	3,113 3	′ I '	
Inventory	1,703							7,658							6,948			5,975 1,249							6,179 2,060		5,565			4,523			4,845 5		,352 5,304 ,162 2,309
Sales	1,703	1,730	1,343	1,430	1,070	1,441	1,041	1,//2	2,040	4,423	2,200	4,040	1,740	1,04/	1,333	1,500	1,214	1,249	1,742	2,072	4,431	2,401	4,444	4,407	2,000	1,720	1,039	1,000	1,473	1,240	1,744	1,030	4,333 4	,-70 2	102 2,309
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Avg Sale Price	017	0 184	N 179	178	J 15 169	163	M 181	177	M 203	209	197	A 192	183	0 177	N 183	185	J 16 173	167	M 194	192	M 201	220	203	A 202	199	O 197	N 194	D 195	J 17 184	185	M 197	A 212	M 205 2	J 231 2	J A 216 216
3 Mo. Roll Avg	10/	104	183			170			187				191			182									202		194	195						231 2 216 2	
5 MO. KOII Avg			103	100	1/3	1/0	1/1	1/4	107	170	403	177	171	104	101	102	100	1/3	1/0	104	170	404	200	207	404	200	171	170	171	100	107	170	403	210 2	111 441

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