

County: San Diego



Daniel "Dan" Tolan
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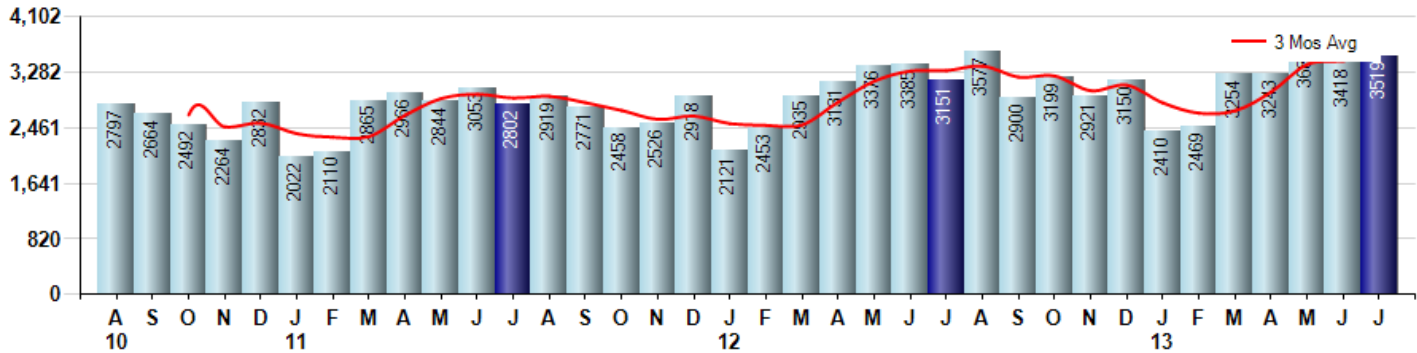
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				Trending Versus*:		
		LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$485,000	3%		29%				
Average List Price of all Current Listings	\$937,345	1%		30%				
July Median Sales Price	\$425,000	1%	2%	23%	25%	\$397,775	22%	17%
July Average Sales Price	\$533,508	-1%	1%	23%	22%	\$502,256	19%	15%
Total Properties Currently for Sale (Inventory)	8,174	4%		-25%				
July Number of Properties Sold	3,519	3%		12%			7%	
July Average Days on Market (Solds)	41	-9%	-15%	-45%	-47%	54	-34%	-31%
Asking Price per Square Foot (based on New Listings)	\$330	-1%	0%	17%	20%	\$322	20%	17%
July Sold Price per Square Foot	\$299	1%	3%	24%	24%	\$280	20%	16%
July Month's Supply of Inventory	2.3	1%	5%	-33%	-36%	2.5	-41%	-33%
July Sale Price vs List Price Ratio	99.6%	0.1%	2%	1%	3.1%	98.0%	1.6%	1.4%

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

Property Sales

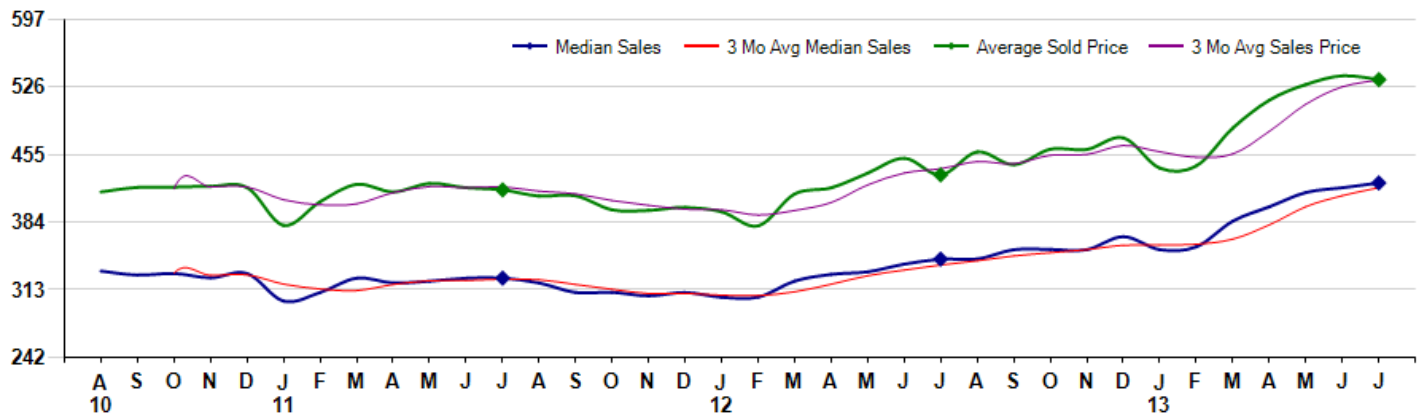
July Property sales were 3,519, up 11.7% from 3,151 in July of 2012 and 3.0% higher than the 3,418 sales last month. July 2013 sales were at their highest level compared to July of 2012 and 2011. July YTD sales of 21,999 are running 7.0% ahead of last year's year-to-date sales of 20,552.



Prices

The Median Sales Price in July was \$425,000, up 23.2% from \$345,000 in July of 2012 and up 1.2% from \$420,000 last month. The Average Sales Price in July was \$533,508, up 23.1% from \$433,506 in July of 2012 and down -0.7% from \$537,539 last month. July 2013 ASP was at highest level compared to July of 2012 and 2011.

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



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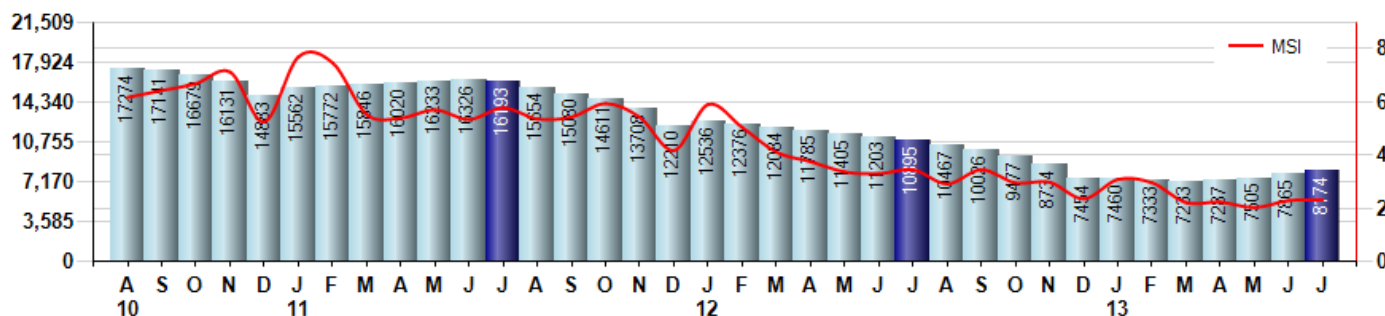
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 8,174, up 3.9% from 7,865 last month and down -25.0% from 10,895 in July of last year. July 2013 Inventory was at the lowest level compared to July of 2012 and 2011.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2013 MSI of 2.3 months was at its lowest level compared with July of 2012 and 2011.

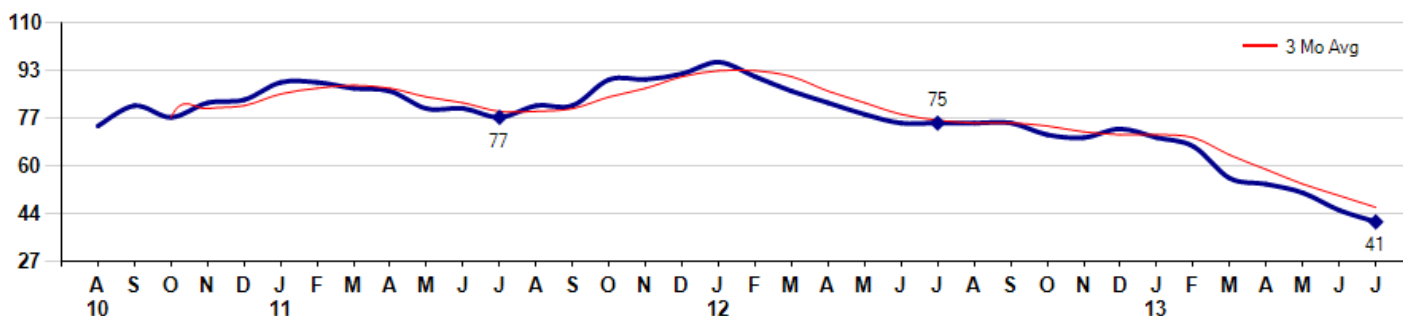
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 July was 41, down -8.9% from 45 days last month and down -45.3% from 75 days in July of last year. The July 2013 DOM was at its lowest level compared with July of 2012 and 2011.

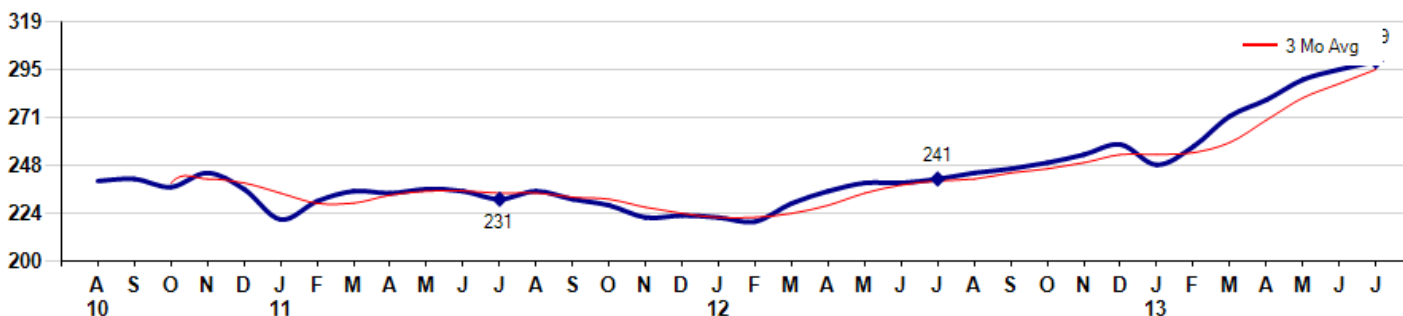
Average Days on Market(Listing to Contract) for properties sold during the month



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 July 2013 Selling Price per Square Foot of \$299 was up 1.4% from \$295 last month and up 24.1% from \$241 in July of last year.

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



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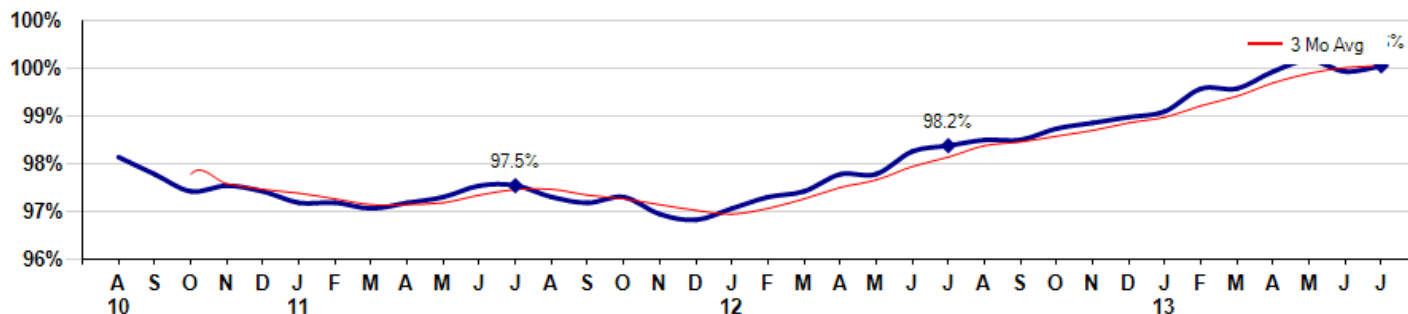


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Selling Price vs Listing Price

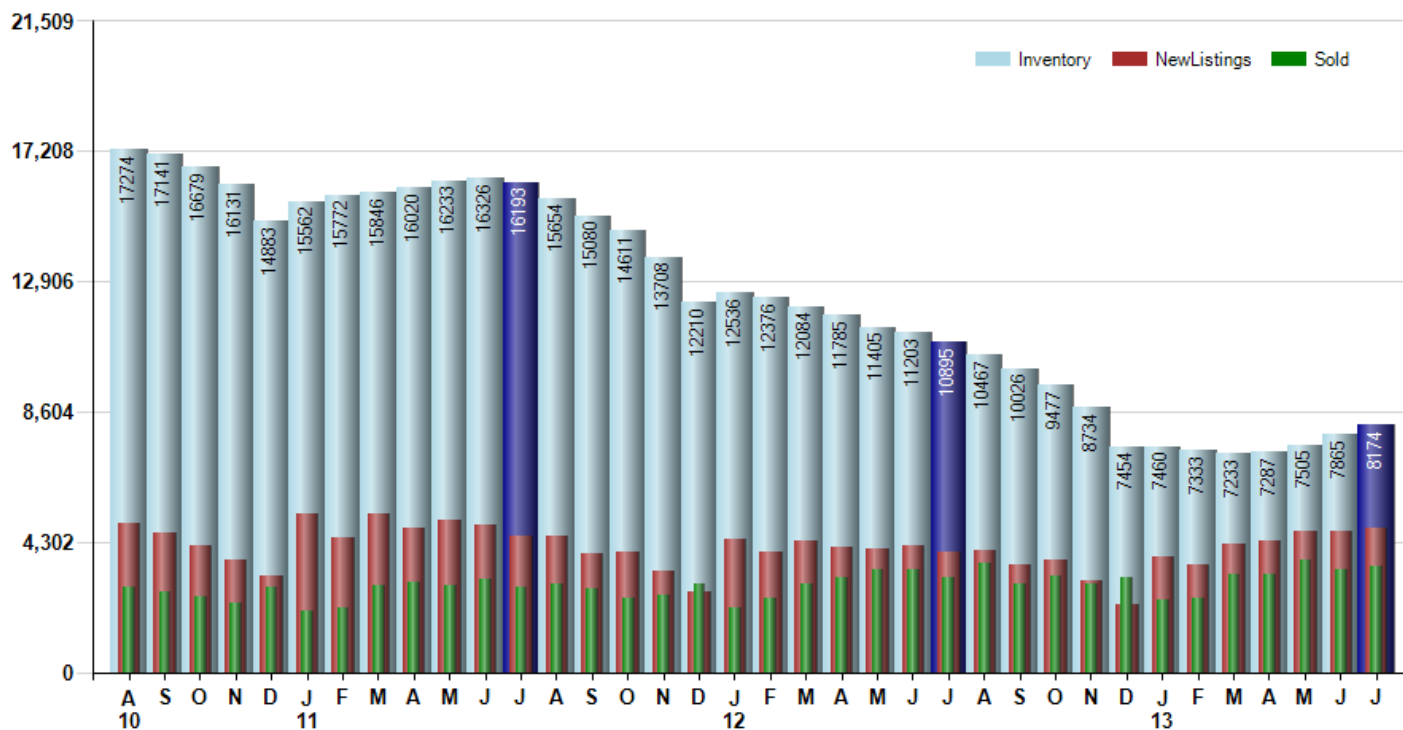
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2013 Selling Price vs List Price of 99.6% was up from 99.5% last month and up from 98.2% in July 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 July 2013 was 4733, up 1.9% from 4,646 last month and up 20.0% from 3,945 in July of last year.



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MARKET ACTION REPORT

July 2013

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	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Homes Sold	2,797	2,664	2,492	2,264	2,832	2,022	2,110	2,865	2,966	2,844	3,053	2,802	2,919	2,771	2,458	2,526	2,918	2,121	2,453	2,935	3,131	3,376	3,385	3,151	3,577	2,900	3,199	2,921	3,150	2,410	2,469	3,254	3,243	3,686	3,418	3,519
3 Mo. Roll Avg			2,651	2,473	2,529	2,373	2,321	2,332	2,647	2,892	2,954	2,900	2,925	2,831	2,716	2,585	2,634	2,522	2,497	2,503	2,840	3,147	3,297	3,304	3,371	3,209	3,225	3,007	3,090	2,827	2,676	2,711	2,989	3,394	3,449	3,541

	(000's) A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Median Sale Price	333	328	330	326	330	301	310	325	320	322	325	325	320	310	310	306	310	305	305	322	329	332	340	345	345	355	355	355	369	355	358	385	400	415	420	425
3 Mo. Roll Avg			330	328	328	319	314	312	318	322	322	324	323	318	313	309	309	307	307	311	319	328	333	339	343	348	352	355	360	360	361	366	381	400	412	420

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Inventory	17,274	17,141	16,679	16,131	14,883	15,562	15,772	15,846	16,020	16,233	16,326	16,193	15,654	15,080	14,611	13,708	12,210	12,536	12,376	12,084	11,785	11,405	11,203	10,895	10,467	10,026	9,477	8,734	7,454	7,460	7,333	7,233	7,287	7,505	7,865	8,174
MSI	6	6	7	7	5	8	7	6	5	6	5	6	5	5	6	5	4	6	5	4	4	3	3	3	3	3	3	3	2	3	3	2	2	2	2	2

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Days On Market	74	81	77	82	83	89	89	87	86	80	80	77	81	81	90	90	92	96	91	86	82	78	75	75	75	75	71	70	73	70	67	56	54	51	45	41
3 Mo. Roll Avg			77	80	81	85	87	88	87	84	82	79	79	80	84	87	91	93	93	91	86	82	78	76	75	75	74	72	71	71	70	64	59	54	50	46

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Price per Sq Ft	240	241	237	244	236	221	230	235	234	236	235	231	235	231	228	222	223	222	220	229	235	239	239	241	244	246	249	253	258	248	257	272	280	290	295	299
3 Mo. Roll Avg			239	241	239	234	229	229	233	235	235	234	234	232	231	227	224	222	222	224	228	234	238	240	241	244	246	249	253	253	254	259	270	281	288	295

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Sale to List Price	0.980	0.977	0.974	0.975	0.974	0.972	0.972	0.971	0.972	0.973	0.975	0.975	0.973	0.972	0.973	0.970	0.969	0.971	0.973	0.974	0.977	0.977	0.981	0.982	0.983	0.985	0.986	0.987	0.988	0.992	0.992	0.995	0.997	0.995	0.996	
3 Mo. Roll Avg			0.977	0.975	0.974	0.974	0.973	0.972	0.972	0.972	0.973	0.974	0.974	0.973	0.973	0.972	0.971	0.970	0.971	0.973	0.974	0.977	0.977	0.978	0.980	0.982	0.983	0.984	0.985	0.986	0.987	0.989	0.991	0.993	0.995	0.996

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
New Listings	4,922	4,599	4,184	3,716	3,201	5,218	4,459	5,217	4,745	5,000	4,869	4,510	4,502	3,913	3,964	3,314	2,663	4,406	3,994	4,364	4,128	4,062	4,164	3,945	4,047	3,532	3,688	3,000	2,238	3,823	3,559	4,220	4,325	4,652	4,646	4,733
Inventory	17,274	17,141	16,679	16,131	14,883	15,562	15,772	15,846	16,020	16,233	16,326	16,193	15,654	15,080	14,611	13,708	12,210	12,536	12,376	12,084	11,785	11,405	11,203	10,895	10,467	10,026	9,477	8,734	7,454	7,460	7,333	7,233	7,287	7,505	7,865	8,174
Sales	2,797	2,664	2,492	2,264	2,832	2,022	2,110	2,865	2,966	2,844	3,053	2,802	2,919	2,771	2,458	2,526	2,918	2,121	2,453	2,935	3,131	3,376	3,385	3,151	3,577	2,900	3,199	2,921	3,150	2,410	2,469	3,254	3,243	3,686	3,418	3,519

	(000's) A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Avg Sale Price	416	420	421	421	420	380	405	424	416	424	420	418	411	412	397	396	399	395	380	413	420	435	451	434	458	444	460	460	472	441	443	483	512	528	538	534
3 Mo. Roll Avg			419	421	421	407	402	403	415	421	420	421	416	414	407	401	397	397	391	396	404	423	435	440	447	445	454	455	464	458	452	455	479	508	526	533

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