

City: *Winnetka*



Price Range: All | Properties: SFH - Condo - TwnHm

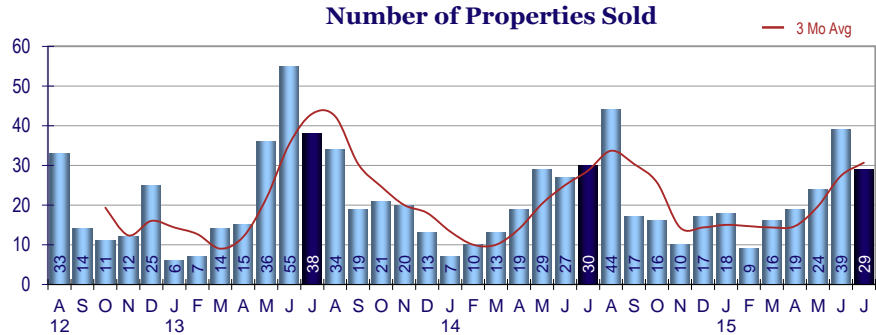
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,436,500	3%		-10%				
Average List Price of all Current Listings	\$1,856,446	-0%		-14%				
July Median Sales Price	\$1,069,000	-15%	-4%	-12%	-7%	\$1,143,750	-1%	-1%
July Average Sales Price	\$1,237,034	-13%	-9%	-5%	-6%	\$1,333,817	0%	1%
Total Properties Currently for Sale (Inventory)	176	-10%		11%				
July Number of Properties Sold	29	-26%		-3%		154	14%	
July Average Days on Market (Solds)	88	14%	19%	120%	22%	85	20%	18%
Asking Price per Square Foot (based on New Listings)	\$367	-0%	-0%	-7%	-7%	\$377	-6%	-5%
July Sold Price per Square Foot	\$336	-7%	-9%	14%	-1%	\$358	6%	6%
July Month's Supply of Inventory	6.1	21%	-4%	15%	-26%	8.9	8%	9%
July Sale Price vs List Price Ratio	95.2%	-9%	.2%	-3%	1.1%	94.8%	1.0%	.7%

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2014) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

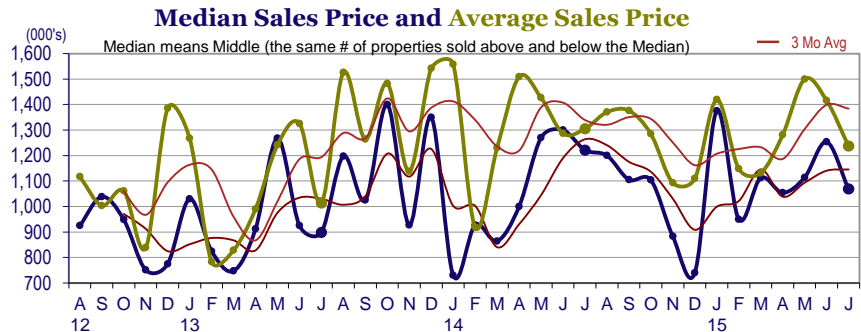
## Property Sales

July Property sales were 29, down 3.3% from 30 in July of 2014 and 25.6% lower than the 39 sales last month. July 2015 sales were at their lowest level compared to July of 2014 and 2013. July YTD sales of 154 are running 14.1% ahead of last year's year-to-date sales of 135.



## Prices

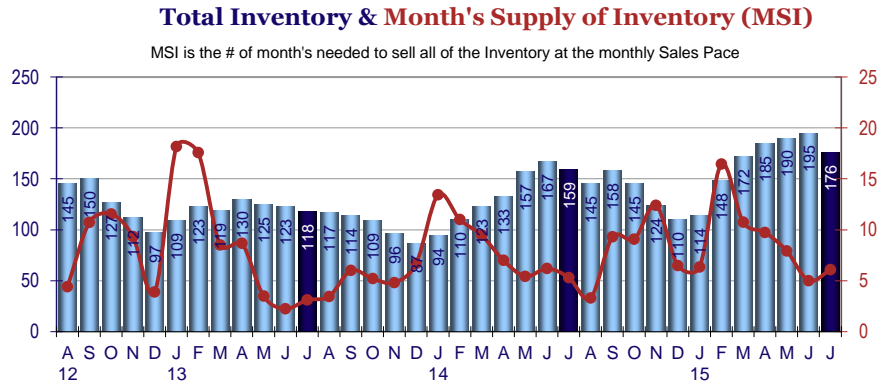
The Median Sales Price in July was \$1,069,000, down 12.5% from \$1,221,500 in July of 2014 and down 14.7% from \$1,253,500 last month. The Average Sales Price in July was \$1,237,034, down 5.2% from \$1,304,992 in July of 2014 and down 12.6% from \$1,416,038 last month. July 2015 ASP was at a mid range compared to July of 2014 and 2013.



## Inventory & MSI

The Total Inventory of Properties available for sale as of July was 176, down 9.7% from 195 last month and up 10.7% from 159 in July of last year. July 2015 Inventory was at its highest level compared with July of 2014 and 2013.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2015 MSI of 6.1 months was at its highest level compared with July of 2014 and 2013.



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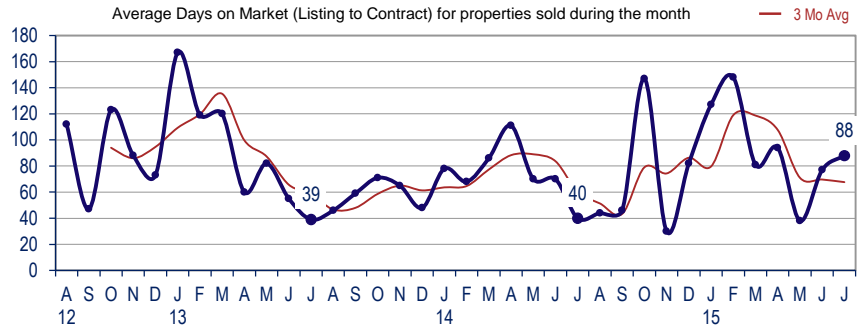


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## Market Time

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 88, up 14.3% from 77 days last month and up 120.0% from 40 days in July of last year. The July 2015 DOM was at a mid level compared with July of 2014 and 2013.

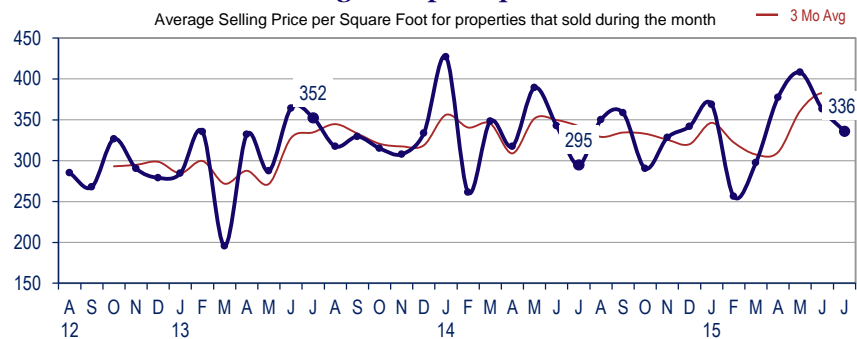
## Days On Market for Sold Properties



## 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 2015 Selling Price per Square Foot of \$336 was down 7.5% from \$363 last month and up 14.0% from 295 in July of last year.

## Selling Price per Square Foot



## Selling Price vs Original Listing Price

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original 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 2015 Selling Price vs Original List Price of 95.2% was down from 96.1% last month and down from 95.5% in July of last year.

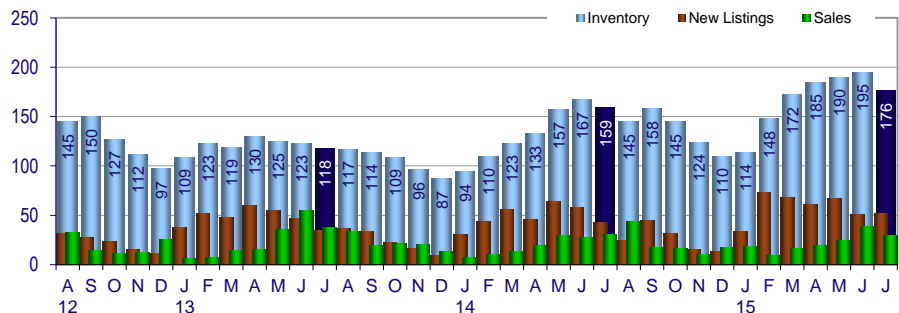
## Selling Price versus Listing Price Ratio



## 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 2015 was 52, up 2.0% from 51 last month and up 20.9% from 43 in July of last year.

## Inventory / New Listings / Sales



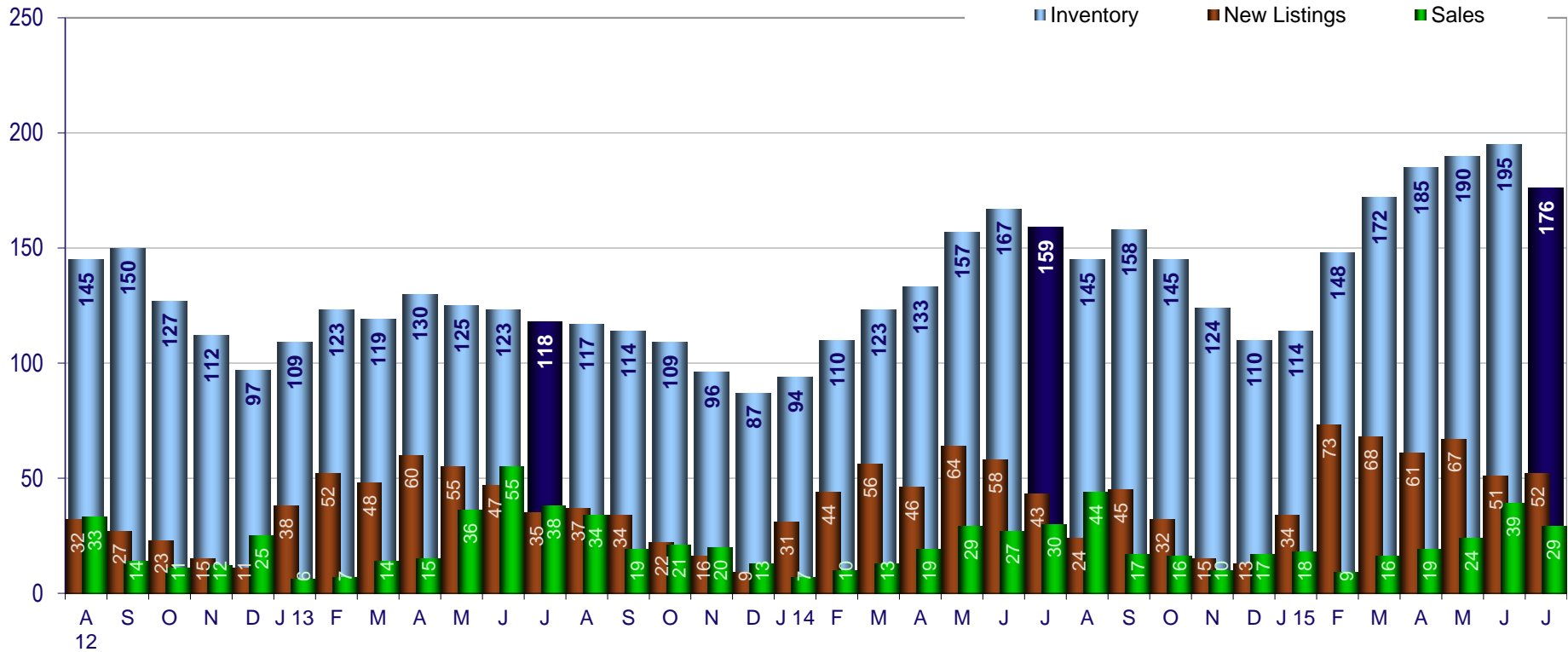
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