

## City: Winnetka



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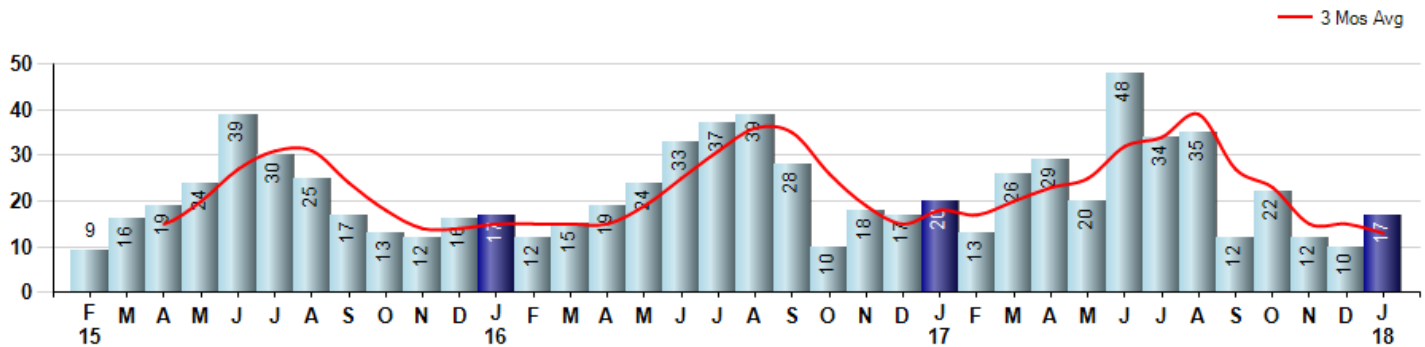
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,385,000	0%		11%				
Average List Price of all Current Listings	\$1,875,608	-6%		5%				
January Median Sales Price	\$1,160,000	29%	15%	-1%	11%	\$1,160,000	-1%	11%
January Average Sales Price	\$2,360,907	64%	52%	49%	77%	\$2,360,907	49%	77%
Total Properties Currently for Sale (Inventory)	112	12%		-21%				
January Number of Properties Sold	17	70%		-15%			0%	
January Average Days on Market (Solds)	91	-10%	23%	-4%	23%	91	-4%	23%
Asking Price per Square Foot (based on New Listings)	\$373	10%	3%	6%	5%	\$373	6%	5%
January Sold Price per Square Foot	\$349	26%	12%	21%	12%	\$349	21%	12%
January Month's Supply of Inventory	6.6	-34%	-26%	-7%	-17%	6.6	-7%	-17%
January Sale Price vs List Price Ratio	89.1%	2.3%	-1%	2%	-2.3%	89.1%	1.6%	-2.3%

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

### Property Sales

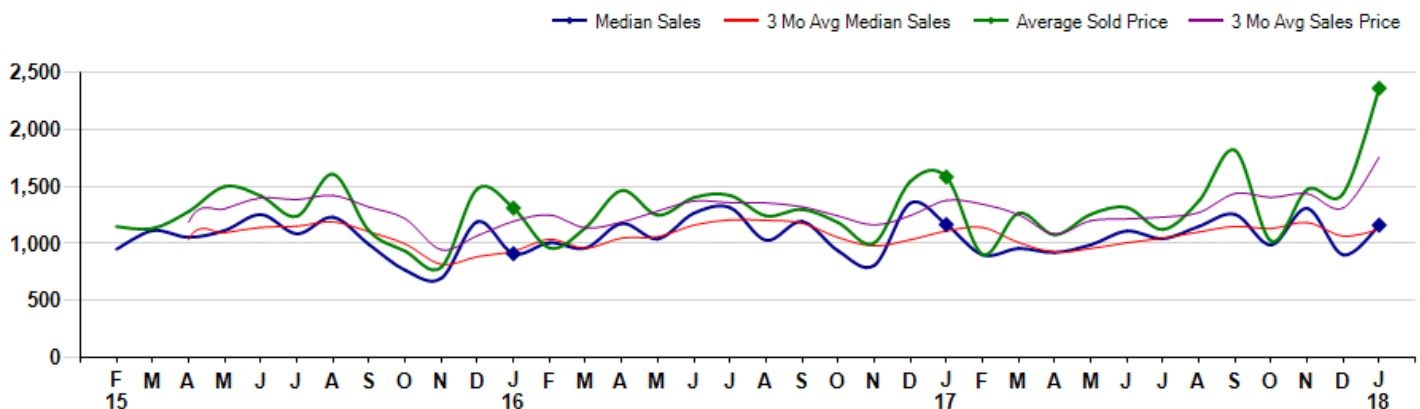
January Property sales were 17, down -15.0% from 20 in January of 2017 and 70.0% higher than the 10 sales last month. January 2018 sales were at their lowest level compared to January of 2017 and 2016. January YTD sales of 17 are running -15.0% behind last year's year-to-date sales of 20.



### Prices

The Median Sales Price in January was \$1,160,000, down -0.5% from \$1,166,000 in January of 2017 and up 28.9% from \$900,000 last month. The Average Sales Price in January was \$2,360,907, up 49.1% from \$1,582,950 in January of 2017 and up 64.0% from \$1,439,192 last month. January 2018 ASP was at highest level compared to January of 2017 and 2016.

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



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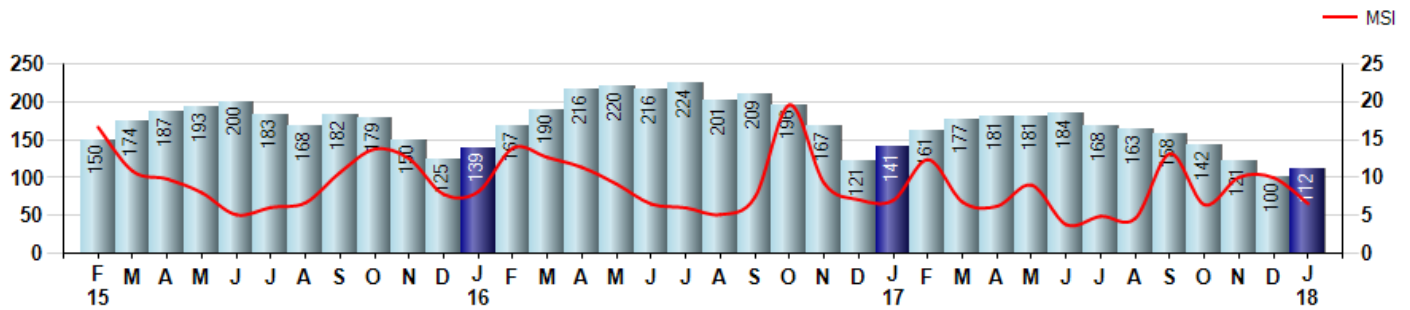
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### Inventory & MSI

The Total Inventory of Properties available for sale as of January was 112, up 12.0% from 100 last month and down -20.6% from 141 in January of last year. January 2018 Inventory was at the lowest level compared to January of 2017 and 2016.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The January 2018 MSI of 6.6 months was at its lowest level compared with January of 2017 and 2016.

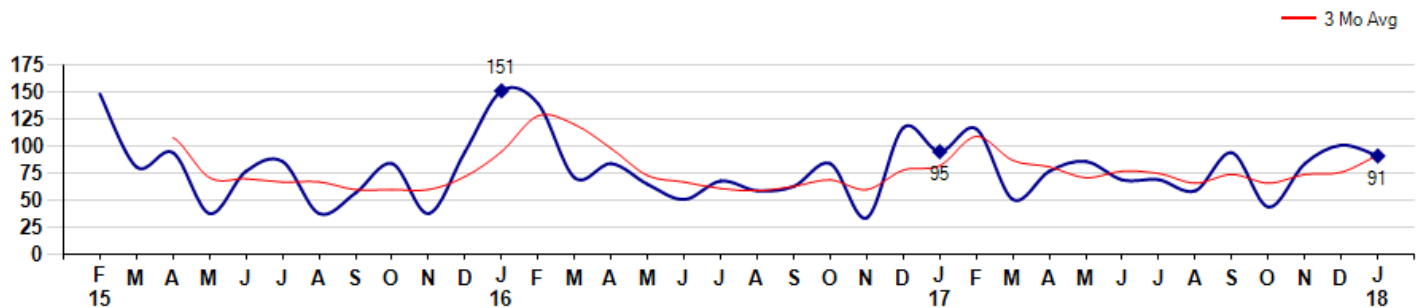
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 January was 91, down -9.9% from 101 days last month and down -4.2% from 95 days in January of last year. The January 2018 DOM was at its lowest level compared with January of 2017 and 2016.

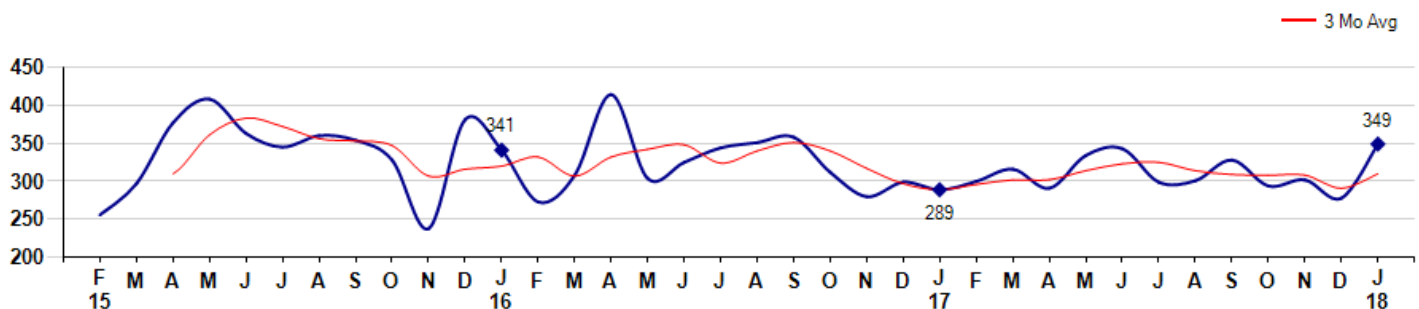
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 January 2018 Selling Price per Square Foot of \$349 was up 25.5% from \$278 last month and up 20.8% from \$289 in January of last year.

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



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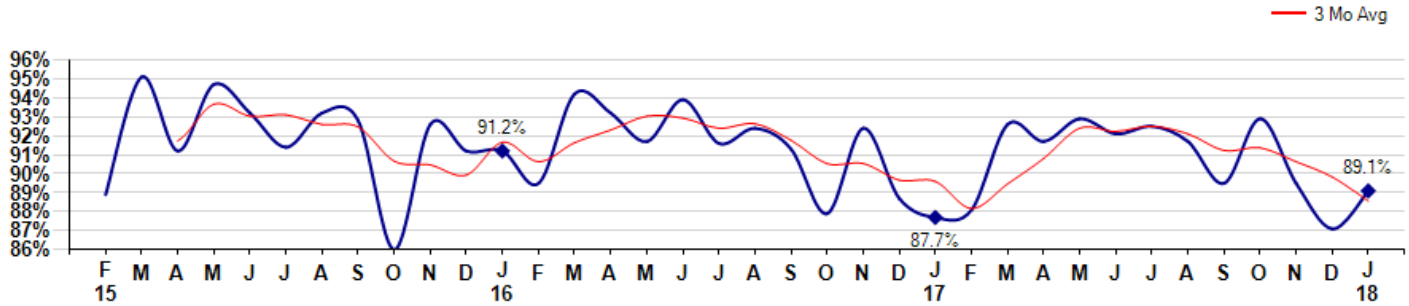


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### Selling Price vs Listing Price

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 January 2018 Selling Price vs List Price of 89.1% was up from 87.1% last month and up from 87.7% in January of last year.

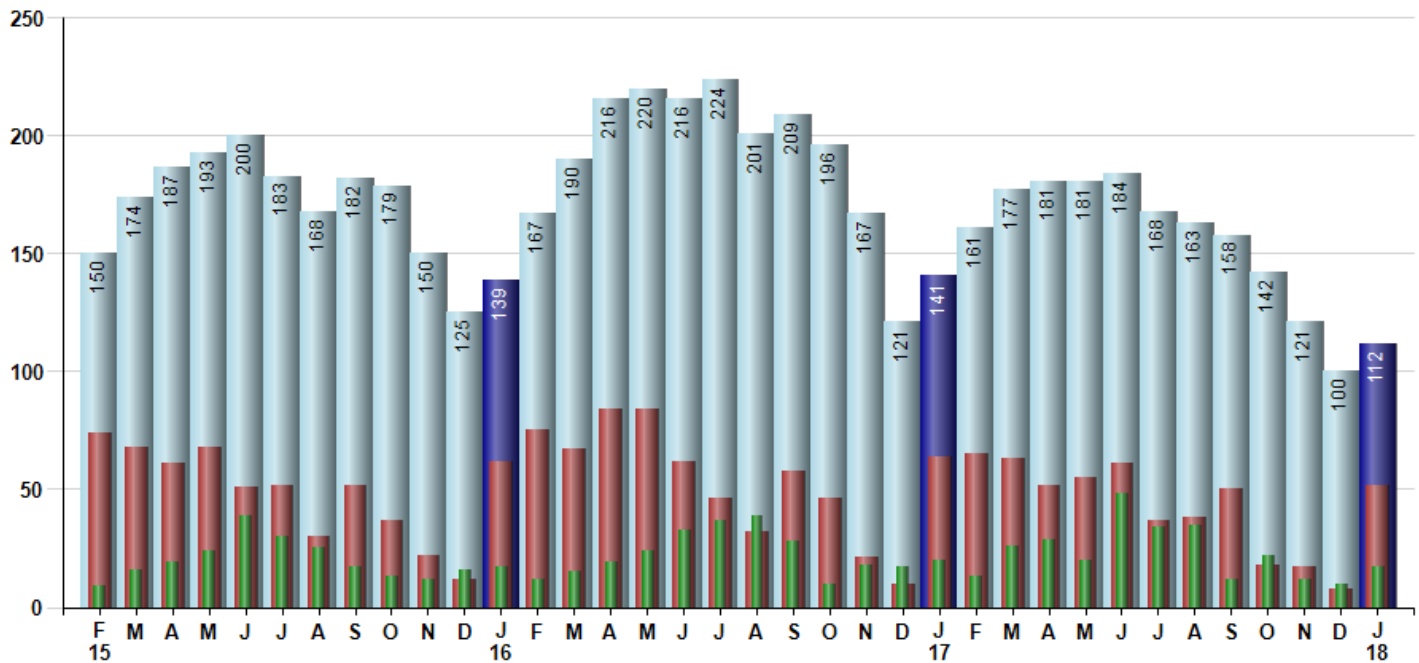
Avg Selling Price divided by Avg Listing Price for sold properties during the month



### 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 January 2018 was 52, up 550.0% from 8 last month and down -18.8% from 64 in January of last year.

Inventory    New Listings    Sold



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# MARKET ACTION REPORT

January 2018

City: *Winnetka*



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	F 15	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J	A	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18
Homes Sold	9	16	19	24	39	30	25	17	13	12	16	17	12	15	19	24	33	37	39	28	10	18	17	20	13	26	29	20	48	34	35	12	22	12	10	17
3 Mo. Roll Avg			15	20	27	31	31	24	18	14	14	15	15	15	19	25	31	36	35	26	19	15	18	17	20	23	25	32	34	39	27	23	15	15	13	

	(000's) F 15	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J	A	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18
Median Sale Price	950	1,113	1,054	1,114	1,254	1,085	1,230	990	765	695	1,190	910	1,007	959	1,175	1,040	1,265	1,315	1,027	1,193	935	808	1,354	1,166	900	956	921	988	1,109	1,043	1,150	1,256	987	1,307	900	1,160
3 Mo. Roll Avg			1,039	1,094	1,141	1,151	1,189	1,102	995	817	883	932	1,036	959	1,047	1,058	1,160	1,207	1,202	1,178	1,052	978	1,032	1,109	1,140	1,007	926	955	1,006	1,046	1,100	1,149	1,131	1,183	1,065	1,122

	F 15	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J	A	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18
Inventory	150	174	187	193	200	183	168	182	179	150	125	139	167	190	216	220	216	224	201	209	196	167	121	141	161	177	181	181	184	168	163	158	142	121	100	112
MSI	17	11	10	8	5	6	7	11	14	13	8	8	14	13	11	9	7	6	5	7	20	9	7	7	12	7	6	9	4	5	5	13	6	10	10	7

	F 15	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J	A	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18
Days On Market	148	81	94	38	77	86	38	57	84	38	95	151	139	71	84	65	51	68	59	63	84	34	117	95	116	51	77	86	69	69	59	94	44	84	101	91
3 Mo. Roll Avg			108	71	70	67	67	60	60	60	72	95	128	120	98	73	67	61	59	63	69	60	78	82	109	87	81	71	77	75	66	74	66	74	76	92

	F 15	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J	A	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18
Price per Sq Ft	256	297	377	408	363	345	360	354	328	238	381	341	273	308	414	304	325	344	351	358	312	280	299	289	300	316	291	334	343	299	301	328	294	302	278	349
3 Mo. Roll Avg			310	361	383	372	356	353	347	307	316	320	332	307	332	342	348	324	340	351	340	317	297	289	296	302	302	314	323	325	314	309	308	308	291	310

	F 15	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J	A	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18
Sale to List Price	0.889	0.951	0.912	0.947	0.932	0.914	0.932	0.928	0.860	0.926	0.912	0.912	0.895	0.942	0.932	0.917	0.939	0.916	0.924	0.913	0.879	0.924	0.887	0.877	0.881	0.926	0.917	0.929	0.921	0.925	0.917	0.895	0.929	0.895	0.871	0.891
3 Mo. Roll Avg			0.917	0.937	0.930	0.931	0.926	0.925	0.907	0.905	0.899	0.917	0.906	0.916	0.923	0.930	0.929	0.924	0.926	0.918	0.905	0.905	0.897	0.896	0.882	0.895	0.908	0.924	0.922	0.925	0.921	0.912	0.914	0.906	0.898	0.886

	F 15	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J	A	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18
New Listings	74	68	61	68	51	52	30	52	37	22	12	62	75	67	84	84	62	46	32	58	46	21	10	64	65	63	52	55	61	37	38	50	18	17	8	52
Inventory	150	174	187	193	200	183	168	182	179	150	125	139	167	190	216	220	216	224	201	209	196	167	121	141	161	177	181	181	184	168	163	158	142	121	100	112
Sales	9	16	19	24	39	30	25	17	13	12	16	17	12	15	19	24	33	37	39	28	10	18	17	20	13	26	29	20	48	34	35	12	22	12	10	17

	(000's) F 15	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J	A	S	O	N	D	J 17	F	M	A	M	J	J	A	S	O	N	D	J 18
Avg Sale Price	1,148	1,131	1,281	1,500	1,416	1,239	1,607	1,110	932	791	1,479	1,310	960	1,139	1,464	1,248	1,403	1,422	1,242	1,298	1,183	1,005	1,543	1,583	905	1,265	1,075	1,255	1,315	1,123	1,374	1,817	1,021	1,472	1,439	2,361
3 Mo. Roll Avg			1,187	1,304	1,399	1,385	1,421	1,319	1,216	944	1,068	1,193	1,250	1,136	1,188	1,284	1,372	1,358	1,356	1,321	1,241	1,162	1,244	1,377	1,344	1,251	1,082	1,199	1,215	1,231	1,271	1,438	1,404	1,436	1,311	1,757

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