

## City: Highland Park



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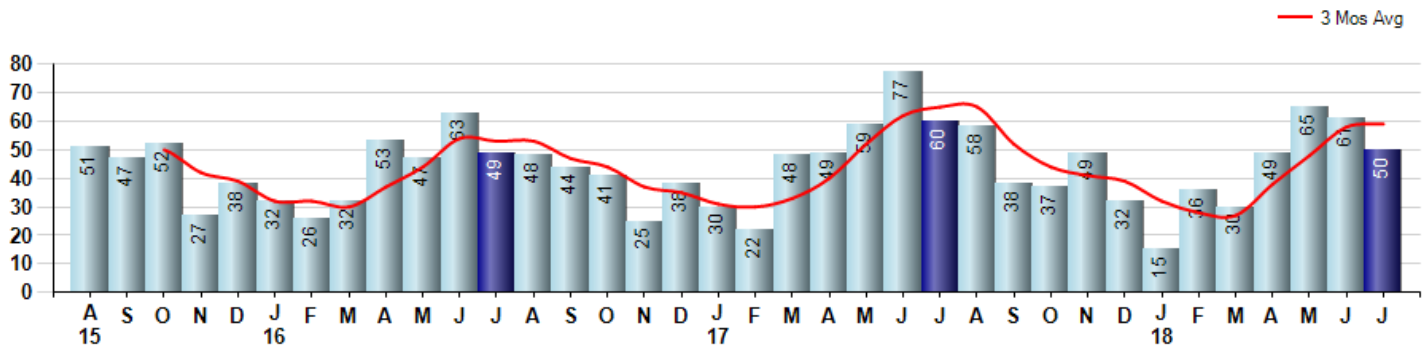
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$677,000	4%		-2%				
Average List Price of all Current Listings	\$920,072	2%		0%				
July Median Sales Price	\$510,000	3%	5%	8%	9%	\$482,500	1%	3%
July Average Sales Price	\$553,009	4%	4%	6%	-1%	\$534,469	-7%	-5%
Total Properties Currently for Sale (Inventory)	364	0%		-3%				
July Number of Properties Sold	50	-18%		-17%			-11%	
July Average Days on Market (Solds)	63	19%	-7%	11%	-20%	72	-10%	-9%
Asking Price per Square Foot (based on New Listings)	\$225	-1%	1%	-2%	-2%	\$220	-6%	-4%
July Sold Price per Square Foot	\$205	-1%	1%	-1%	-1%	\$204	-1%	-1%
July Month's Supply of Inventory	7.3	22%	17%	17%	-7%	9.1	16%	16%
July Sale Price vs List Price Ratio	93.5%	0.4%	1%	0%	2.5%	92.4%	1.0%	1.4%

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

### Property Sales

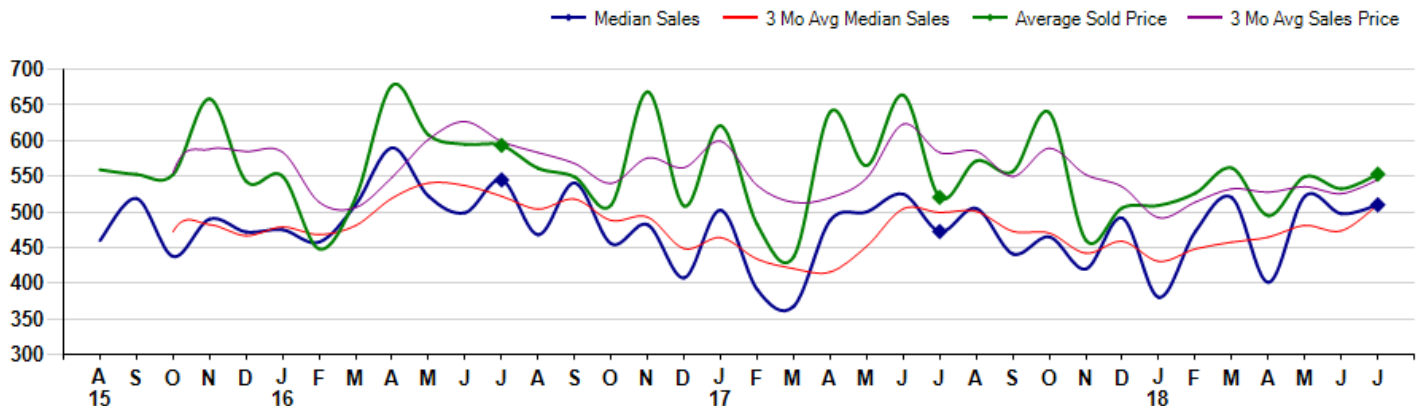
July Property sales were 50, down -16.7% from 60 in July of 2017 and -18.0% lower than the 61 sales last month. July 2018 sales were at a mid level compared to July of 2017 and 2016. July YTD sales of 306 are running -11.3% behind last year's year-to-date sales of 345.



### Prices

The Median Sales Price in July was \$510,000, up 7.9% from \$472,500 in July of 2017 and up 2.5% from \$497,500 last month. The Average Sales Price in July was \$553,009, up 6.2% from \$520,502 in July of 2017 and up 3.8% from \$532,584 last month. July 2018 ASP was at a mid range compared to July of 2017 and 2016.

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



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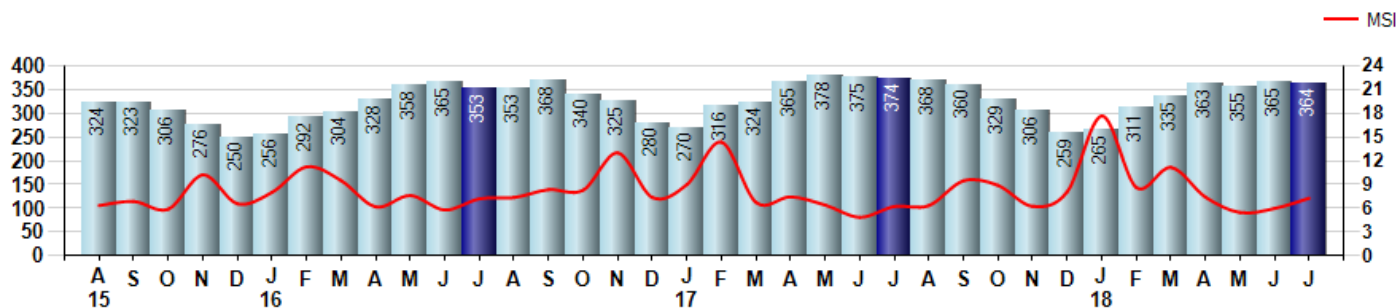
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### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 364, down -0.3% from 365 last month and down -2.7% from 374 in July of last year. July 2018 Inventory was at a mid range compared to July of 2017 and 2016.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2018 MSI of 7.3 months was at its highest level compared with July of 2017 and 2016.

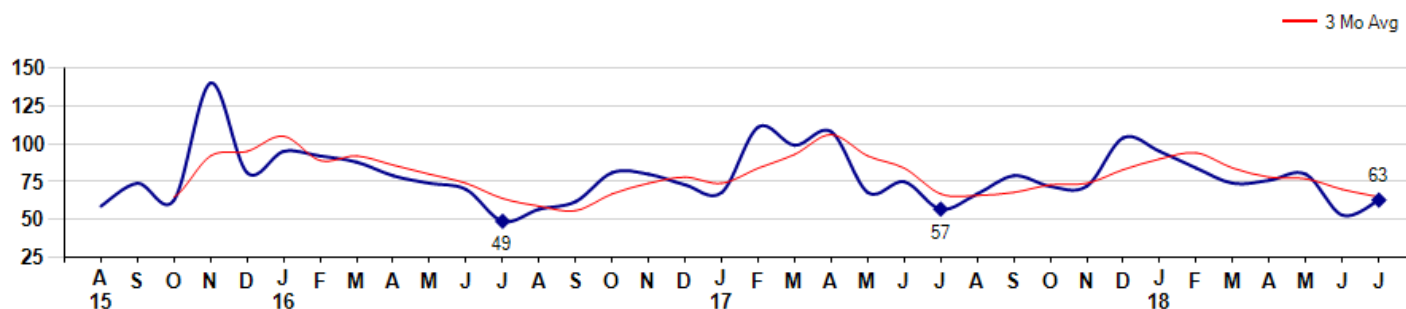
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 July was 63, up 18.9% from 53 days last month and up 10.5% from 57 days in July of last year. The July 2018 DOM was at its highest level compared with July of 2017 and 2016.

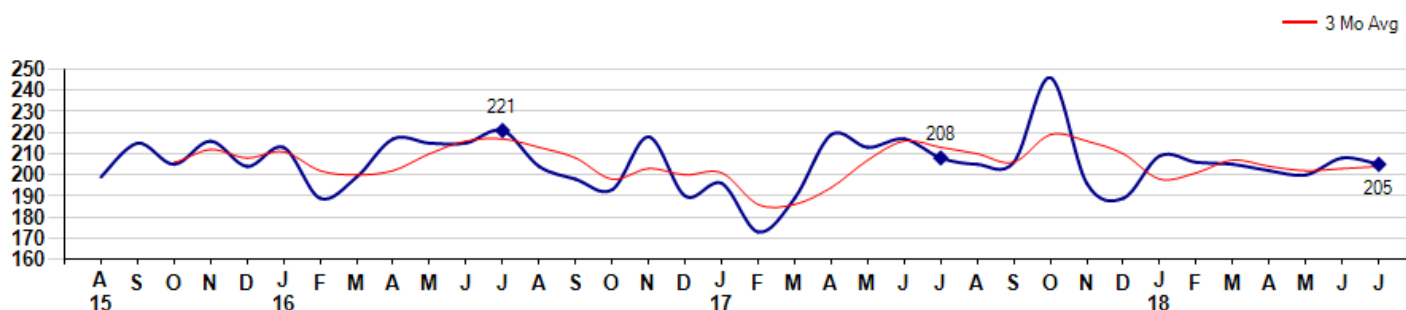
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 July 2018 Selling Price per Square Foot of \$205 was down -1.4% from \$208 last month and down -1.4% from \$208 in July of last year.

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



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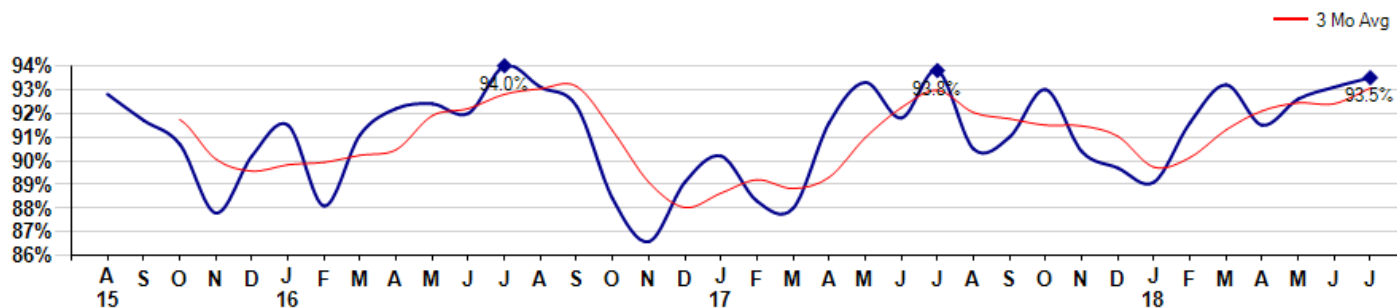


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### Selling Price vs Listing Price

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 2018 Selling Price vs List Price of 93.5% was up from 93.1% last month and down from 93.8% in July of last year.

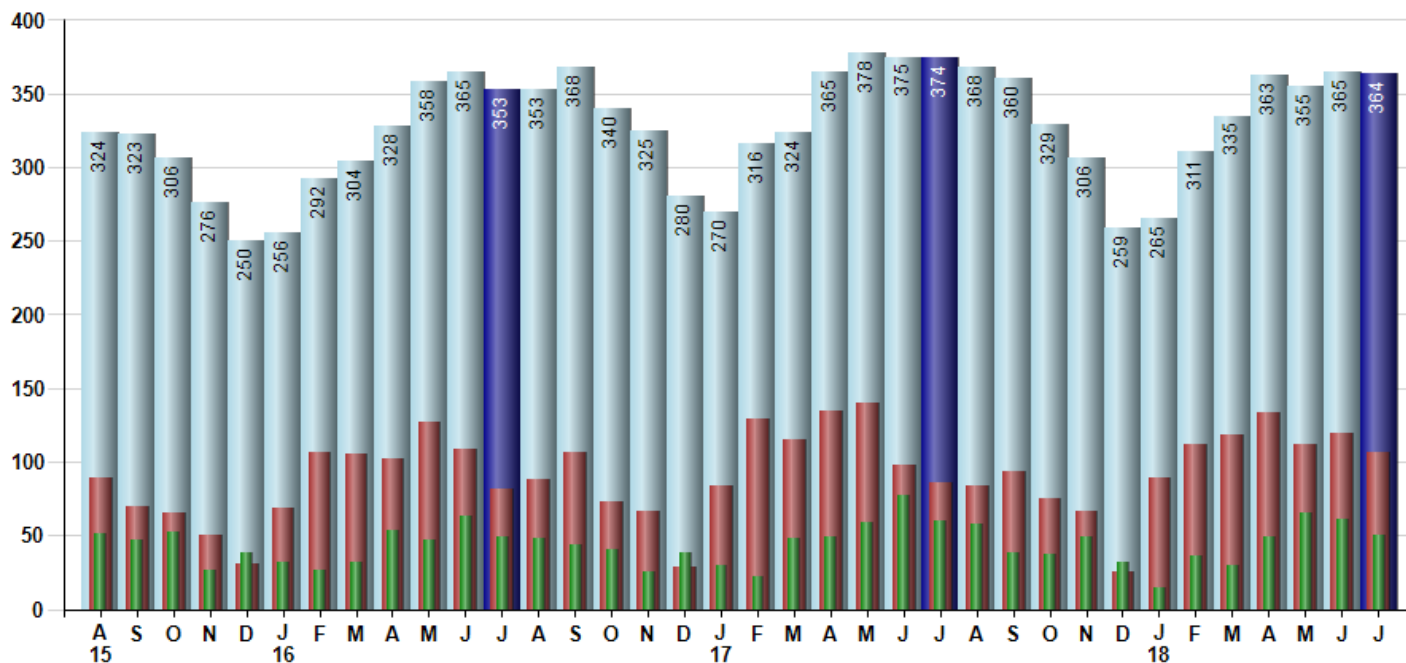
Avg Selling Price divided by Avg Listing Price for sold properties during the month



### 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 2018 was 107, down -10.1% from 119 last month and up 24.4% from 86 in July of last year.

Inventory (light blue), New Listings (red), Sold (green)



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	A 15	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	F	M	A	M	J	J
Homes Sold	51	47	52	27	38	32	26	32	53	47	63	49	48	44	41	25	38	30	22	48	49	59	77	60	58	38	37	49	32	15	36	30	49	65	61	50
3 Mo. Roll Avg			50	42	39	32	32	30	37	44	54	53	53	47	44	37	35	31	30	33	40	52	62	65	65	52	44	41	39	32	28	27	38	48	58	59

	(000's) A 15	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	F	M	A	M	J	J
Median Sale Price	460	519	438	490	472	475	458	510	590	522	499	545	468	541	456	482	408	503	391	368	488	500	525	473	505	441	465	420	492	380	473	520	401	522	498	510
3 Mo. Roll Avg			472	482	466	479	468	481	519	541	537	522	504	518	488	493	448	464	434	420	416	452	504	499	501	473	470	442	459	431	448	458	465	481	474	510

	A 15	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	F	M	A	M	J	J
Inventory	324	323	306	276	250	256	292	304	328	358	365	353	353	368	340	325	280	270	316	324	365	378	375	374	368	360	329	306	259	265	311	335	363	355	365	364
MSI	6	7	6	10	7	8	11	10	6	8	6	7	7	8	8	13	7	9	14	7	7	6	5	6	6	9	9	6	8	18	9	11	7	5	6	7

	A 15	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	F	M	A	M	J	J
Days On Market	59	74	63	140	81	95	92	88	79	74	70	49	57	62	81	80	73	68	111	99	108	68	75	57	67	79	72	72	104	95	84	74	76	80	53	63
3 Mo. Roll Avg			65	92	95	105	89	92	86	80	74	64	59	56	67	74	78	74	84	93	106	92	84	67	66	68	73	74	83	90	94	84	78	77	70	65

	A 15	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	F	M	A	M	J	J
Price per Sq Ft	199	215	205	216	204	213	189	199	217	215	221	204	198	193	218	190	196	173	189	219	213	217	208	205	206	246	196	189	209	206	205	202	200	208	205	
3 Mo. Roll Avg			206	212	208	211	202	200	202	210	216	217	213	208	198	203	200	201	186	186	194	207	216	213	210	206	219	216	210	198	201	207	204	202	203	204

	A 15	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	F	M	A	M	J	J
Sale to List Price	0.928	0.917	0.907	0.878	0.902	0.915	0.881	0.911	0.922	0.924	0.920	0.940	0.931	0.923	0.884	0.866	0.891	0.902	0.883	0.880	0.916	0.933	0.918	0.938	0.905	0.910	0.930	0.904	0.897	0.891	0.916	0.932	0.915	0.926	0.931	0.935
3 Mo. Roll Avg			0.917	0.901	0.896	0.898	0.899	0.902	0.905	0.919	0.922	0.928	0.930	0.931	0.913	0.891	0.880	0.886	0.892	0.888	0.893	0.910	0.922	0.930	0.920	0.918	0.915	0.910	0.897	0.901	0.913	0.921	0.924	0.924	0.931	

	A 15	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	F	M	A	M	J	J
New Listings	89	70	65	50	31	69	106	105	102	127	109	82	88	107	73	67	29	84	129	115	135	140	98	86	84	93	75	67	25	89	112	118	134	112	119	107
Inventory	324	323	306	276	250	256	292	304	328	358	365	353	353	368	340	325	280	270	316	324	365	378	375	374	368	360	329	306	259	265	311	335	363	355	365	364
Sales	51	47	52	27	38	32	26	32	53	47	63	49	48	44	41	25	38	30	22	48	49	59	77	60	58	38	37	49	32	15	36	30	49	65	61	50

	(000's) A 15	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	F	M	A	M	J	J
Avg Sale Price	559	553	553	659	543	550	448	520	678	608	595	594	561	549	510	669	508	621	482	437	641	565	664	521	572	557	640	461	506	509	526	562	495	550	533	553
3 Mo. Roll Avg			555	588	585	584	514	506	549	602	627	599	583	568	540	576	562	599	537	513	520	548	623	583	585	550	589	552	535	492	514	532	528	535	526	545

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