

## City: Winnetka



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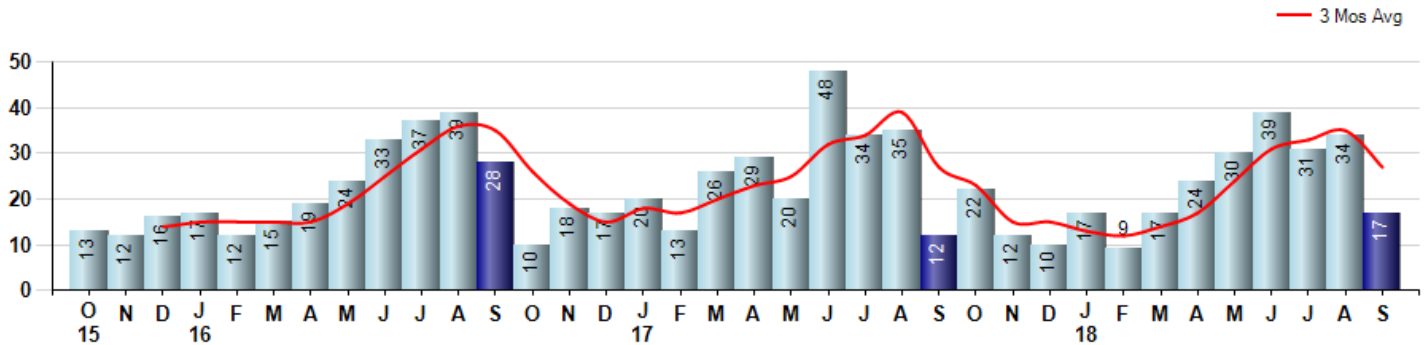
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,449,500	-3%		20%				
Average List Price of all Current Listings	\$1,872,739	4%		4%				
September Median Sales Price	\$1,450,000	8%	32%	16%	38%	\$1,115,000	6%	6%
September Average Sales Price	\$1,575,676	-1%	17%	-13%	18%	\$1,471,827	15%	10%
Total Properties Currently for Sale (Inventory)	136	-6%		-15%				
September Number of Properties Sold	17	-50%		42%			-8%	
September Average Days on Market (Solds)	109	82%	88%	16%	47%	70	-5%	-5%
Asking Price per Square Foot (based on New Listings)	\$423	24%	12%	24%	20%	\$364	3%	3%
September Sold Price per Square Foot	\$330	1%	5%	1%	6%	\$334	7%	7%
September Month's Supply of Inventory	8.0	88%	37%	-40%	0%	7.4	-3%	-7%
September Sale Price vs List Price Ratio	89.4%	-2.5%	-4%	0%	-2.0%	92.1%	0.7%	1.0%

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

### Property Sales

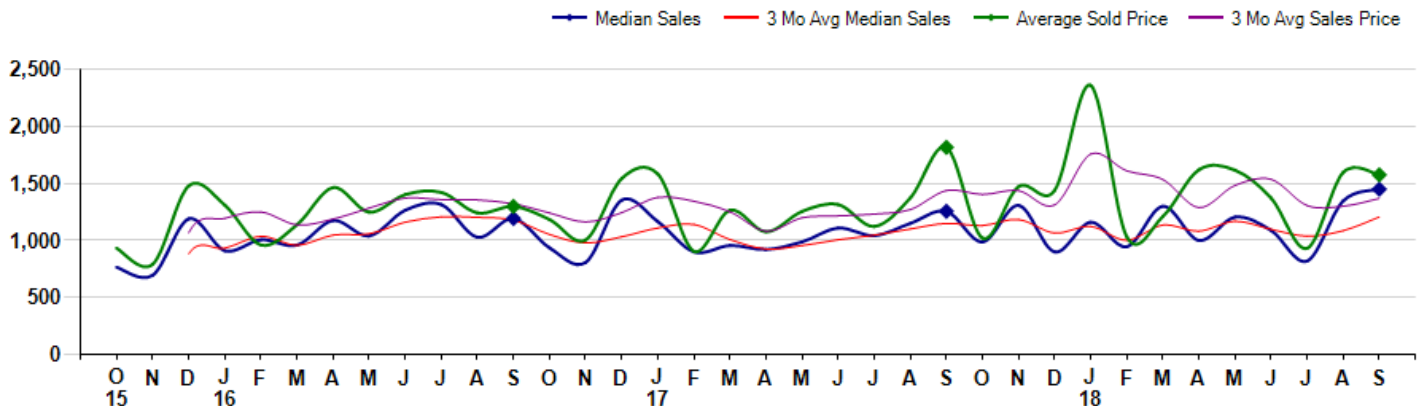
September Property sales were 17, up 41.7% from 12 in September of 2017 and -50.0% lower than the 34 sales last month. September 2018 sales were at a mid level compared to September of 2017 and 2016. September YTD sales of 218 are running -8.0% behind last year's year-to-date sales of 237.



### Prices

The Median Sales Price in September was \$1,450,000, up 15.5% from \$1,255,500 in September of 2017 and up 7.6% from \$1,347,500 last month. The Average Sales Price in September was \$1,575,676, down -13.3% from \$1,816,500 in September of 2017 and down -1.3% from \$1,596,968 last month. September 2018 ASP was at a mid range compared to September of 2017 and 2016.

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



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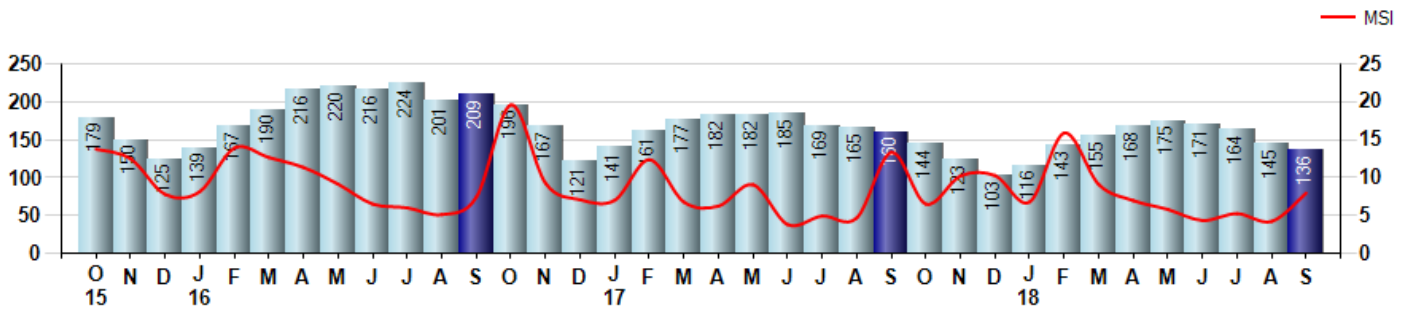
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### Inventory & MSI

The Total Inventory of Properties available for sale as of September was 136, down -6.2% from 145 last month and down -15.0% from 160 in September of last year. September 2018 Inventory was at the lowest level compared to September of 2017 and 2016.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The September 2018 MSI of 8.0 months was at a mid range compared with September of 2017 and 2016.

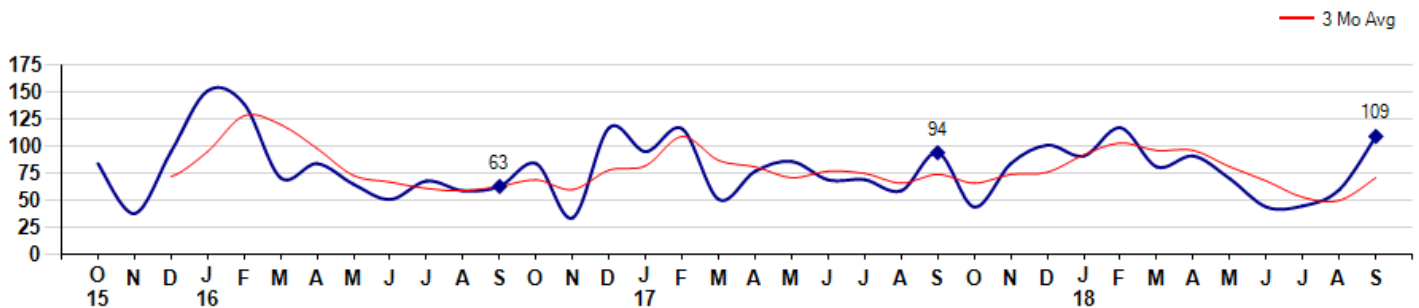
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 September was 109, up 81.7% from 60 days last month and up 16.0% from 94 days in September of last year. The September 2018 DOM was at its highest level compared with September of 2017 and 2016.

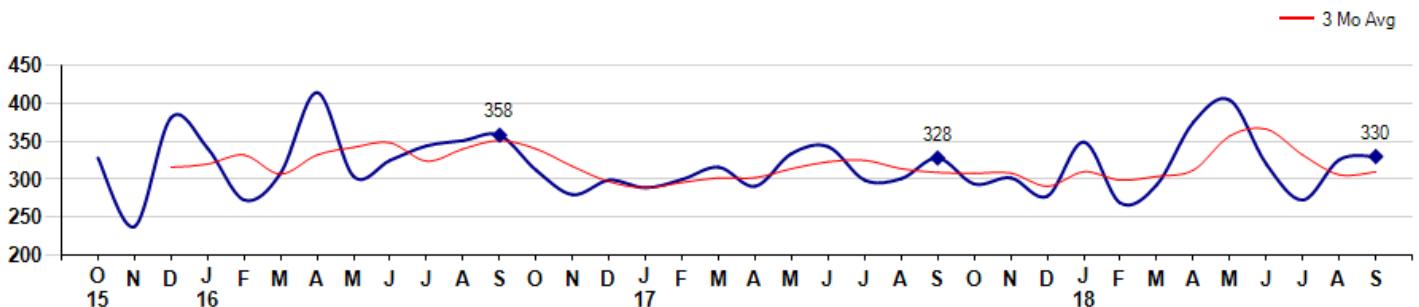
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 September 2018 Selling Price per Square Foot of \$330 was up 1.2% from \$326 last month and up 0.6% from \$328 in September of last year.

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



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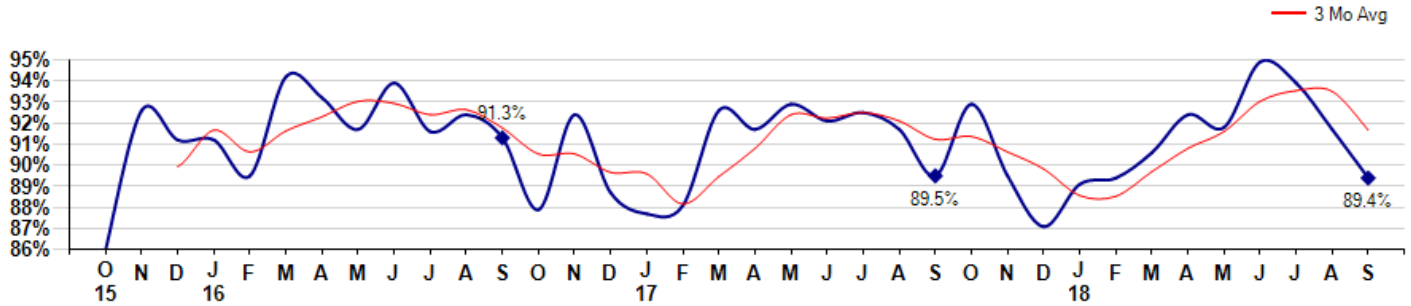


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### Selling Price vs Listing Price

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 September 2018 Selling Price vs List Price of 89.4% was down from 91.7% last month and down from 89.5% in September of last year.

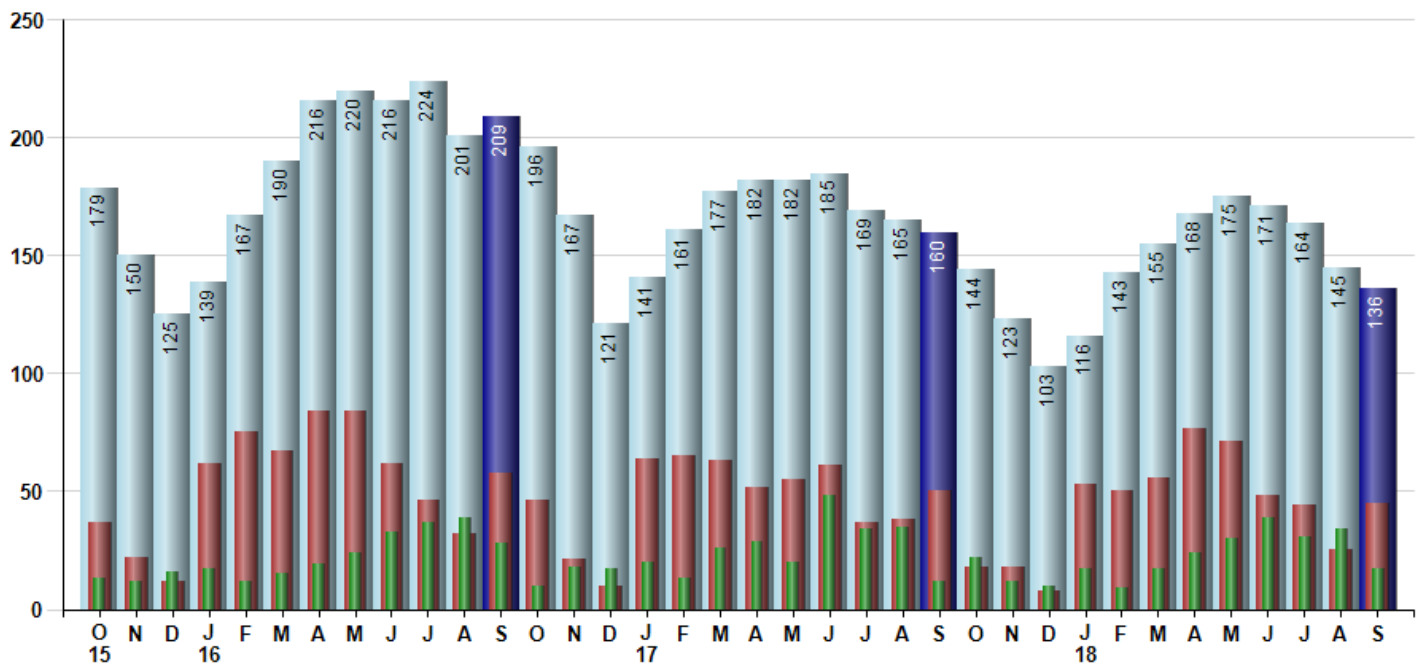
Avg Selling Price divided by Avg Listing Price for sold properties during the month



### 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 September 2018 was 45, up 80.0% from 25 last month and down -10.0% from 50 in September of last year.

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



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# MARKET ACTION REPORT

September 2018

City: *Winnetka*



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	O 15	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	A	S
Homes Sold	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	9	17	24	30	39	31	34	17
3 Mo. Roll Avg			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	12	14	17	24	31	33	35	27	

	(000's) O 15	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	A	S
Median Sale Price	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	945	1,300	1,000	1,205	1,088	820	1,348	1,450
3 Mo. Roll Avg			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	1,002	1,135	1,082	1,168	1,098	1,038	1,085	1,206

	O 15	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	A	S
Inventory	179	150	125	139	167	190	216	220	216	224	201	209	196	167	121	141	161	177	182	182	185	169	165	160	144	123	103	116	143	155	168	175	171	164	145	136
MSI	14	13	8	8	14	13	11	9	7	6	5	7	20	9	7	7	12	7	6	9	4	5	5	13	7	10	10	7	16	9	7	6	4	5	4	8

	O 15	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	A	S
Days On Market	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	117	81	91	70	44	45	60	109
3 Mo. Roll Avg			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	103	96	96	81	68	53	50	71

	O 15	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	A	S
Price per Sq Ft	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	269	293	375	404	320	273	326	330
3 Mo. Roll Avg			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	299	304	312	357	366	332	306	310

	O 15	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	A	S
Sale to List Price	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	0.894	0.906	0.924	0.918	0.949	0.939	0.917	0.894
3 Mo. Roll Avg			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	0.885	0.897	0.908	0.916	0.930	0.935	0.935	0.917

	O 15	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	A	S
New Listings	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	18	8	53	50	56	77	71	48	44	25	45
Inventory	179	150	125	139	167	190	216	220	216	224	201	209	196	167	121	141	161	177	182	182	185	169	165	160	144	123	103	116	143	155	168	175	171	164	145	136
Sales	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	9	17	24	30	39	31	34	17

	(000's) O 15	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	A	S
Avg Sale Price	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	1,032	1,211	1,621	1,617	1,371	932	1,597	1,576
3 Mo. Roll Avg			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	1,611	1,535	1,288	1,483	1,536	1,307	1,300	1,368

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