



KELLER WILLIAMS
R E A L T Y

San Diego North Inland Area

Monthly Market Watch

July 2011



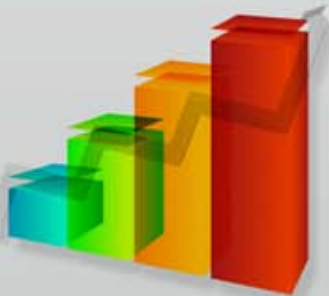


Report Overview

This report includes MLS data for the past 30 months in the San Diego Area only as provided by Sandicors' MLS system for the San Diego Association of Realtors.

Area data analysis covers Rancho Bernardo, Poway, Scripps Ranch, Rancho Penasquitos, 4S Ranch, Torrey Highlands, Del Sur, Santa Luz, and Mira Mesa and/or zip codes 92126, 92127, 92128, 92129, 92131, & 92064.

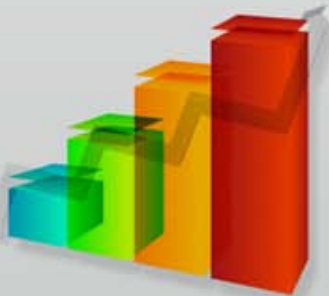
Please note that searches fluctuate daily when running these reports. Data was compiled on July 11, 2011. All information is deemed reliable but not guaranteed.



Report Overview

This report includes the following MLS data:

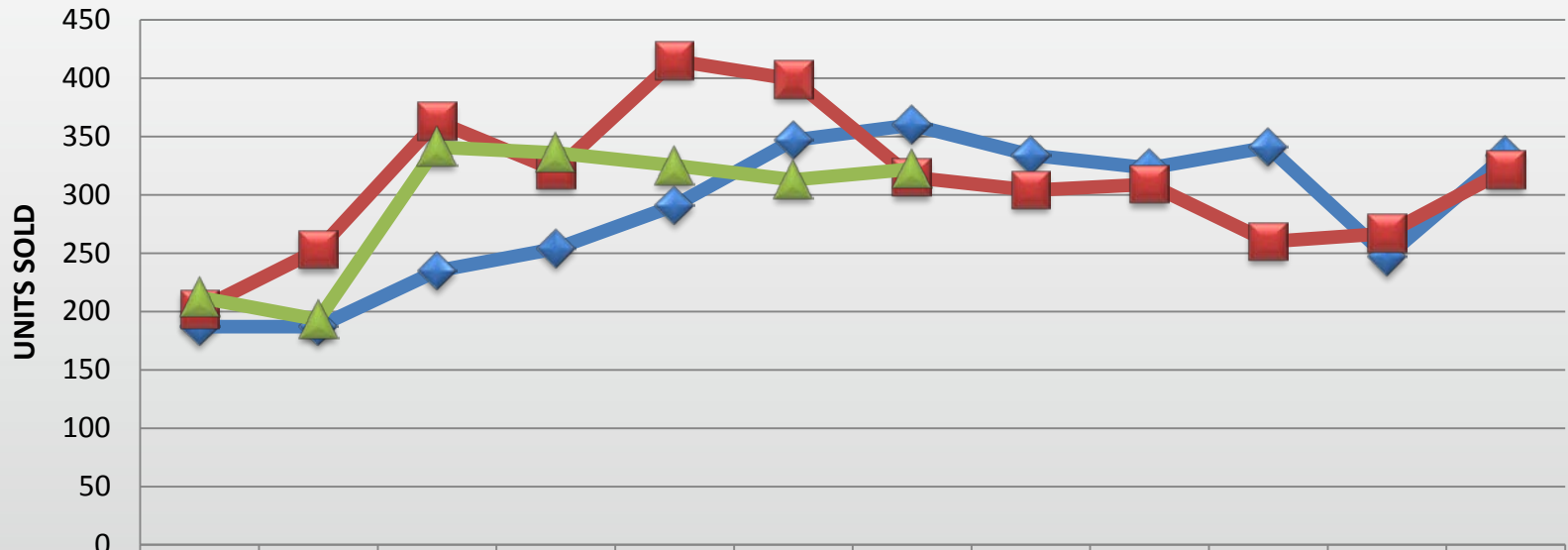
- ➔ Number of Homes Sold
- ➔ Comparison of Regular Sales, Short Sales, and REO Sales
- ➔ NoD's, and NoTS
- ➔ Median Sales Price of Homes Sold
- ➔ Average Days on Market of Homes Sold
- ➔ Median Sales Price to List Price Ratio of Homes Sold
- ➔ Active Residential Listings
- ➔ Months of Residential Inventory
- ➔ Total Market Overview
- ➔ Keller Williams Realty vs MLS



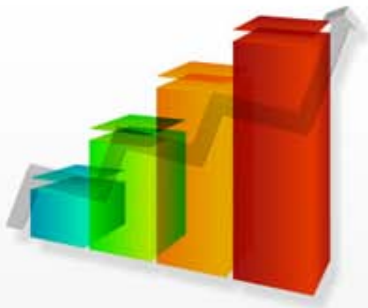


Total Number of Homes SOLD in MLS 30 Month Overview

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. All Inventory
Information deemed reliable but not guaranteed



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
◆ Jan-09 to Dec-09	187	187	235	254	291	347	360	334	323	341	247	334
■ Jan-10 to Dec-10	202	253	363	321	415	399	315	304	309	260	267	321
▲ Jan-11 to Jun-11	212	193	341	336	325	313	322					



Closed Sales Report Analysis



Sellers

The total number of closed sales increased 2.8% from June to July. For sellers, this means that there were more buyers saying 'yes' in the last month. The next events to watch for that will have an impact on Buyers' willingness to purchase are interest rates and the release rate of shadow foreclosure inventory. As a seller, you can attract more buyers by working closely with your real estate professional to properly price and stage your home.

Buyers

For buyers, this means that about 2.8% more buyers were successful in finalizing the purchase of a home in June as in July. **Very important update, loan limits for all conforming loan amounts are expected to revert to previous conforming (lower) amounts effective October 1, 2011.**

This makes it even more important for you and your real estate professional to monitor the competition for well priced homes. With interest rates continuing to be very low and the average price still decreasing in many neighborhoods, buyers need to make sure they are looking at the long-term impact of waiting to purchase a home.

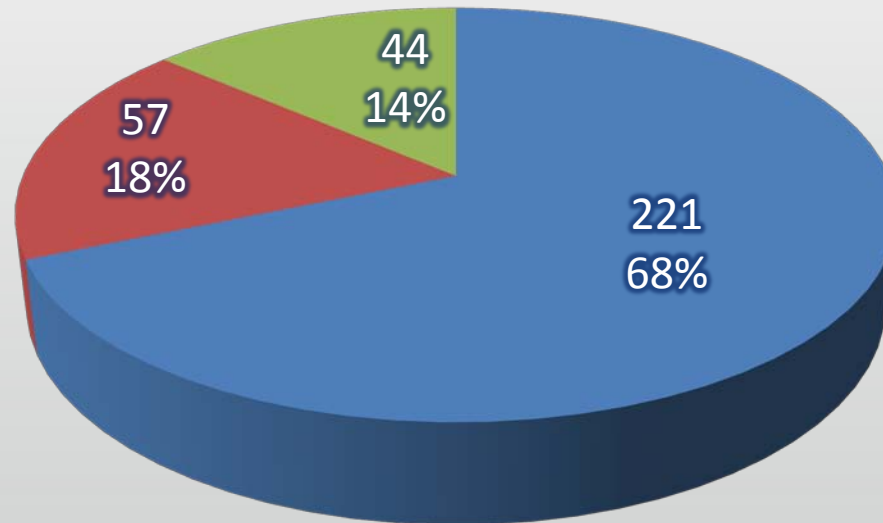


Comparison of REO, Short, and Regular Homes Sold MLS July 2011 Overview

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. All Inventory
Information deemed reliable but not guaranteed

322 Sales Closed

■ Regular Sales ■ Short Sales ■ REO Sales

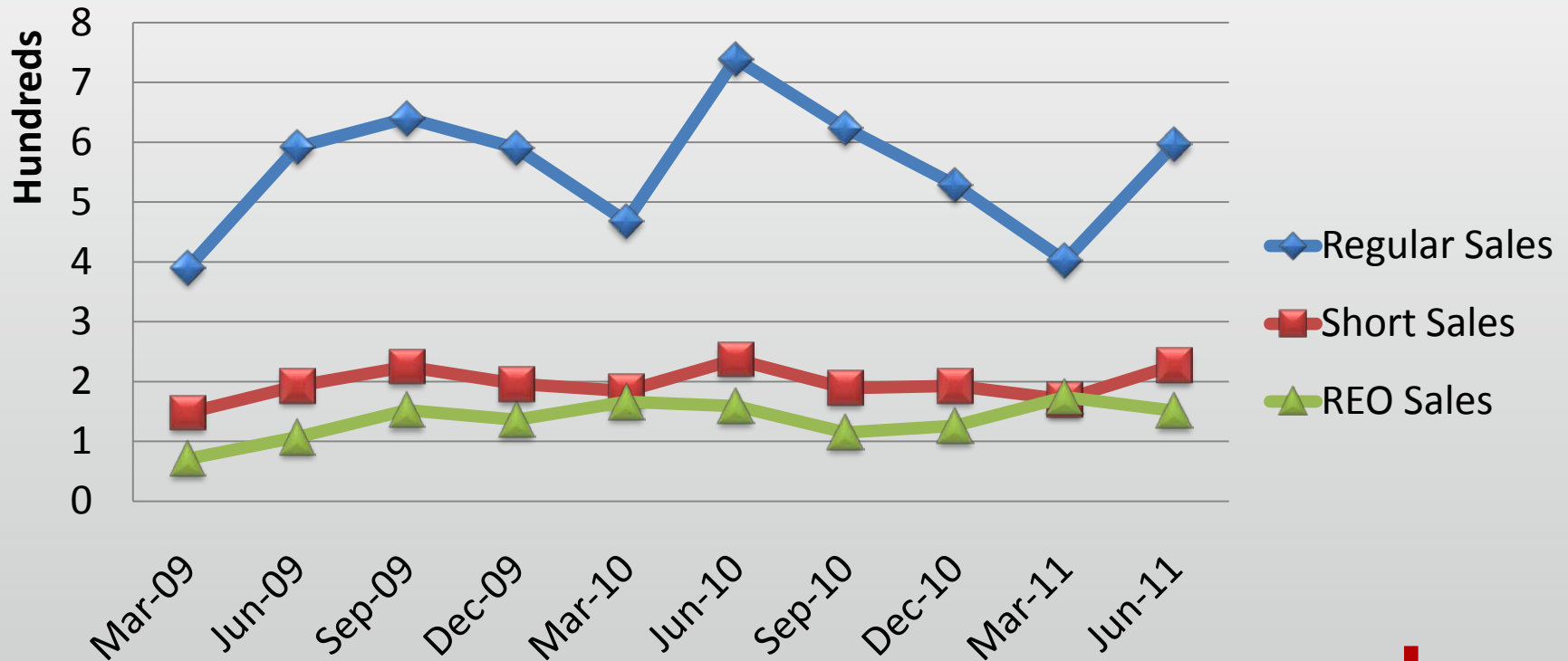


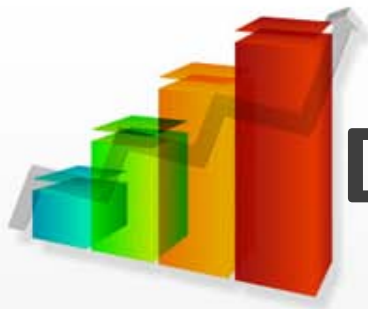


REO, Short, and Regular Homes Sold MLS January 2010 to June 2011 Overview

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. All Inventory Information deemed reliable but not guaranteed

Quarterly View





Distressed Sales Analysis



This has become an even more important part of the market report, as it shows the comparison of sales that were regular sales, short sales and bank owned/foreclosures

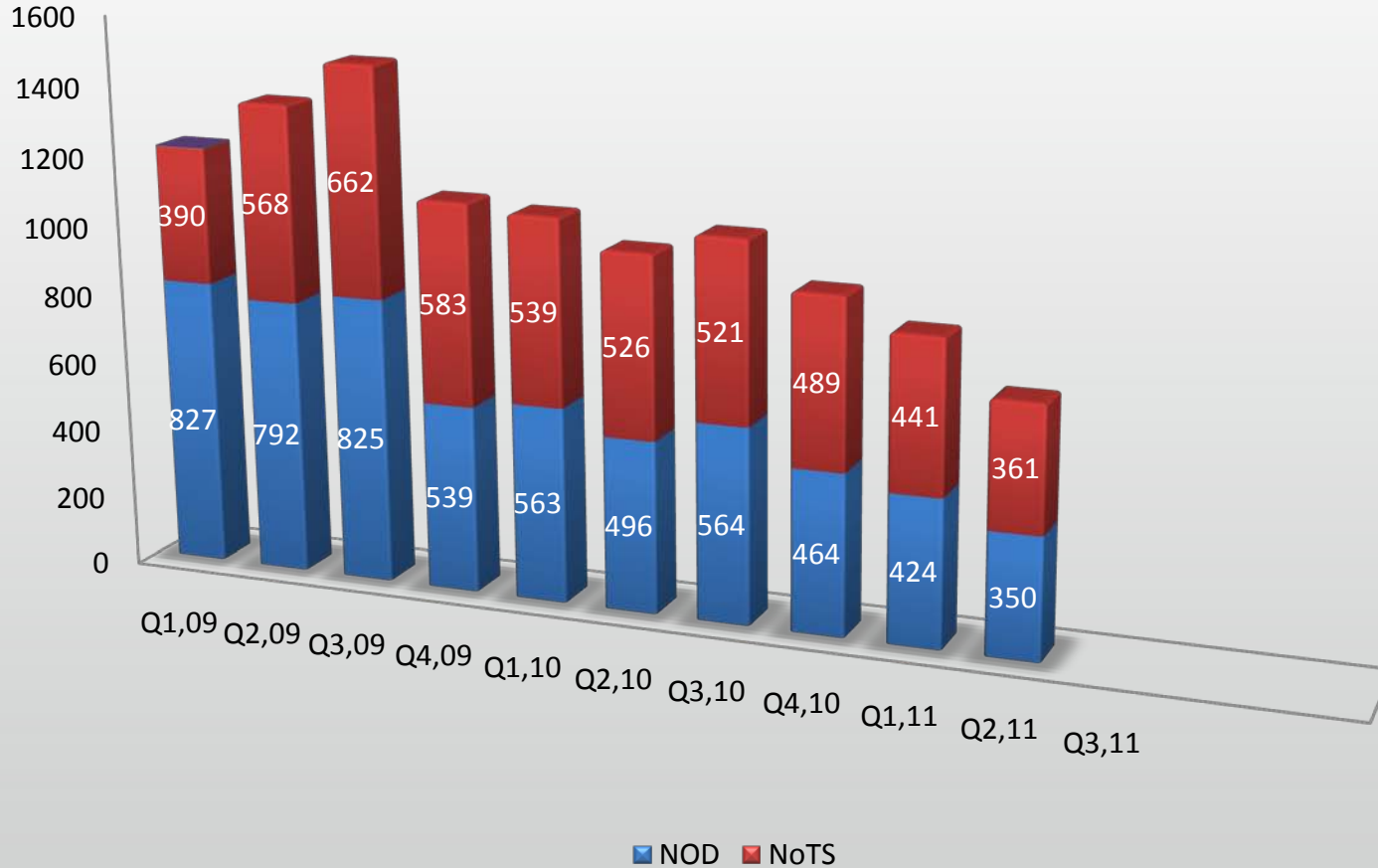
A bank owned/foreclosed home is one that the seller no longer owns – it has been taken over by the lender(s) who had a note on the home. Short sales are homes where the seller owes more money to the bank than the home is worth and the home owner is negotiating with the bank to ‘forgive’ a portion of the debt in order to avoid foreclosure.

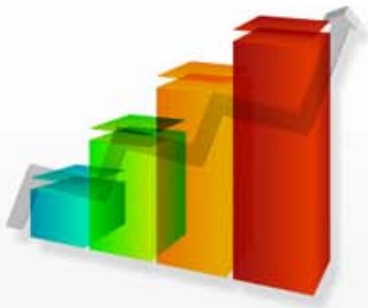
The percentage of the market represented by equity sales rose significantly over the previous period and the number of foreclosure home sales declined and was surpassed by an increase in the number of short sale home sales in the San Diego North Inland area. Continue to monitor this whether you are a buyer OR a seller, as it provides the information on trends in home sales that will impact your real estate success.



Notice of Default & Trustee's Sales January 2009 to June 2011

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. All Inventory
Information deemed reliable but not guaranteed





Notice of Default & Trustee's Sales Analysis



A notice of default is a notification given to a borrower stating that he or she has not made their payments by the predetermined deadline. It dictates that if the money owed (plus an additional legal fee) is not paid in a given time, the lender may choose to foreclose the borrower's property. Any other people whom may be affected by the foreclosure may also receive a copy of the notification.

A Notice of Trustees Sale is constructive notice to a property owner that their property is scheduled to be sold by the lien holder to recover debt owed to the lien holder by the property owner. The notice is public information and typically includes the date, time, and location of the public sale.

Q2,2011 filings of Trustee's Sales (NoTS) decreased by 43.7% as compared to Q2,2010. A decrease in the number of NoTS correlates to a decrease in the number of foreclosures, which is one key indicator of the housing market. Keep in mind that many of the homes that received their NoTS, up to 12+ months ago, have yet to be foreclosed and placed on the market for sale.

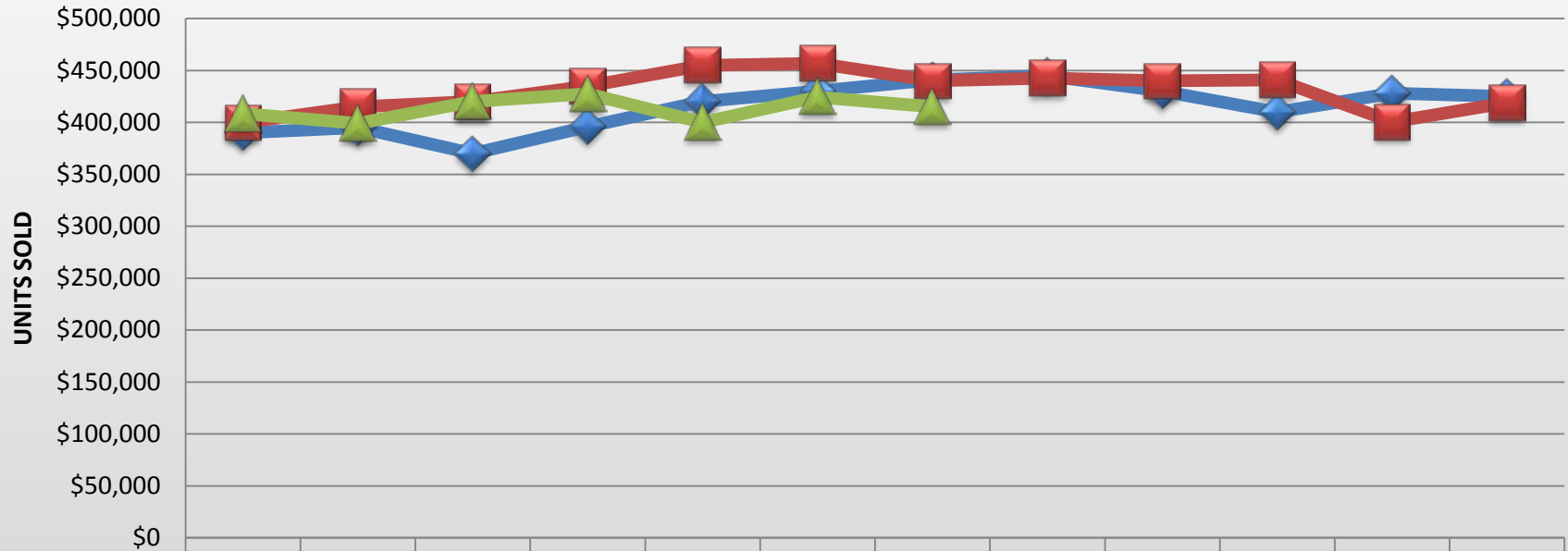
Every person's situation is unique. If you have questions regarding loan modifications, refinancing, foreclosures, or short sales, please contact your Real Estate Professional.



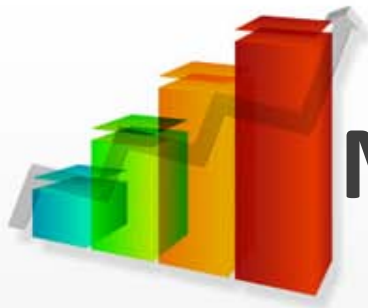
Median Sales Price of Homes Sold

MLS 30 Month Overview

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. All Inventory
Information deemed reliable but not guaranteed



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
◆ Jan-09 to Dec-09	\$390,000	\$395,000	\$369,900	\$396,000	\$420,000	\$430,000	\$441,000	\$445,000	\$430,000	\$410,000	\$428,000	\$425,000
■ Jan-10 to Dec-10	\$399,500	\$415,000	\$420,000	\$435,000	\$455,000	\$457,000	\$440,000	\$442,500	\$440,000	\$441,000	\$400,500	\$419,000
▲ Jan-11 to Jun-11	\$408,500	\$399,000	\$420,000	\$427,500	\$400,000	\$424,500	\$415,000					



Median Sales Price Analysis



Sellers

The median sales price dropped in July over the prior month to \$415,000. This was a 2.3% decrease from June. Sellers need to continue to monitor this, as it means buyers are looking for great values and not eager to overpay. To be competitive, sellers need to ensure that their properties are priced in the market and are in the most favorable condition possible. Foreclosure and short sale properties continue to be a seller's competition for buyers AND for pricing.

Buyers

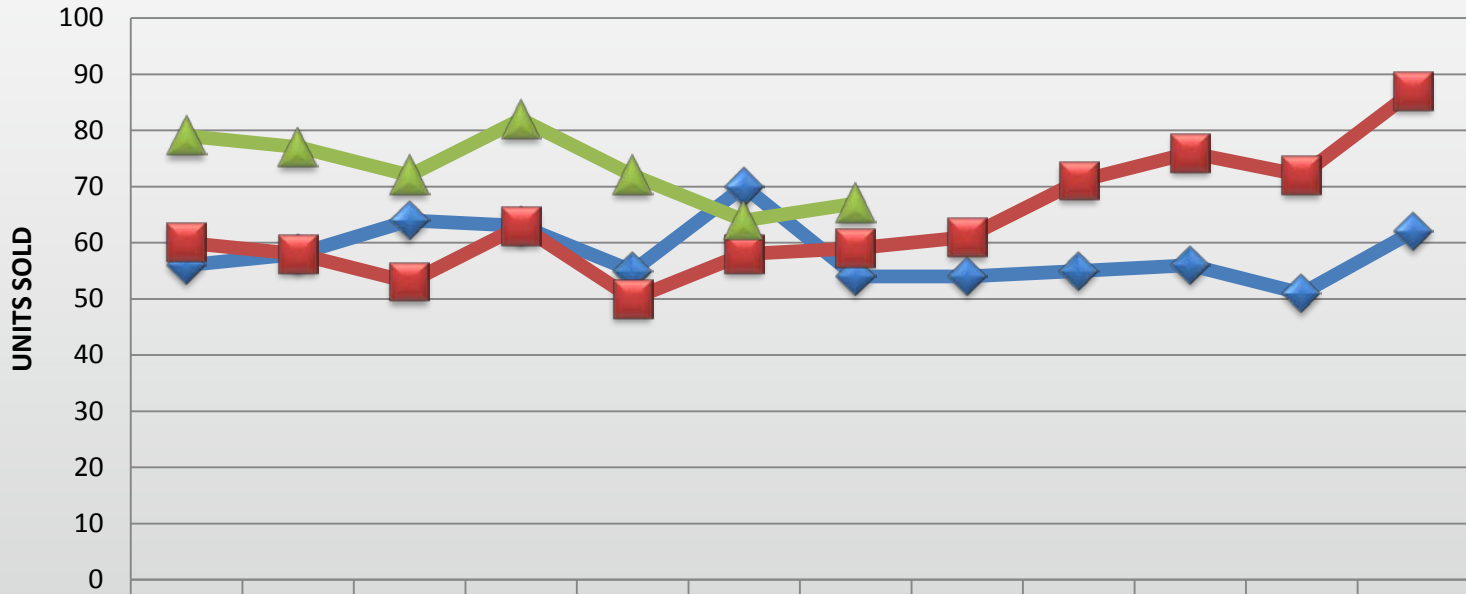
There continue to be great purchase opportunities for all buyers. For buyers thinking that they can continue to wait as prices continue to drop need to remember that potential gains seen in price will likely be offset by rising financial costs. It is more important than ever that buyers are working with their real estate professional to really understand the price point they need to be at in order to purchase a home.



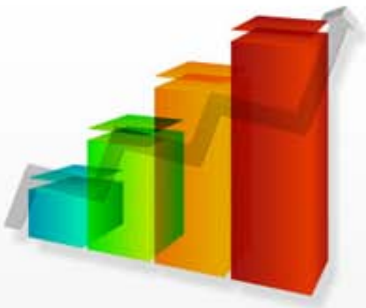
Average Days on Market of Homes Sold

MLS 30 Month Overview

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. All Inventory
 Information deemed reliable but not guaranteed



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Jan-09 to Dec-09	56	58	64	63	55	70	54	54	55	56	51	62
Jan-10 to Dec-10	60	58	53	63	50	58	59	61	71	76	72	87
Jan-11 to Jun-11	79	77	72	82	72	64	67					



Average Days on Market Analysis



Sellers

In July, the real estate market experienced a 4.5% increase in the Average days on market of homes that sold over the prior month. This means that a home is staying on the market an average of 67 days from the time it went under contract until it actually closed. This is not a large change in the days on the market, it is an important number for sellers to keep in mind if they have a date that they must move by.

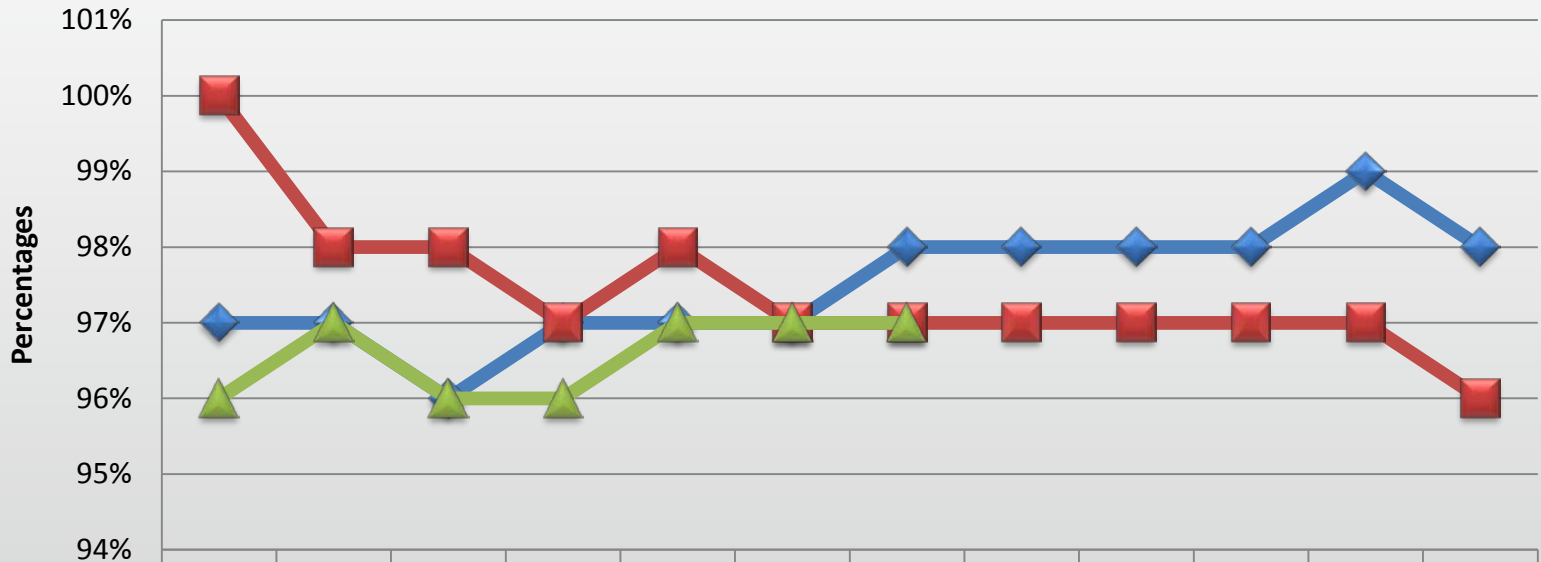
Buyers

Buyers need to be aware of this number because it is an indicator of how long sellers are having to wait to go under contract and close. The lower the number, the more control a seller normally has even if we have an addition of homes to the market via foreclosures. Buyers need to understand that competition for great homes continue to remain very high, especially in the lower price ranges. We are still seeing multiple offer situations with distressed properties, so make sure you are fully qualified with your lender and ready to go when you see the house you want to call home.

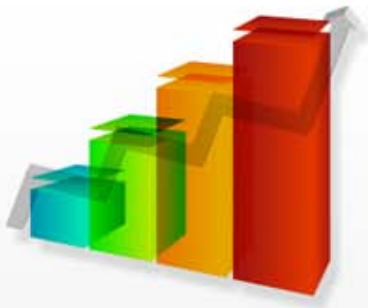


Median Sales Price to List Price Ratio of Homes Sold MLS 30 Month Overview

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. All Inventory
Information deemed reliable but not guaranteed



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
◆ Jan-09 to Dec-09	97%	97%	96%	97%	97%	97%	98%	98%	98%	98%	99%	98%
■ Jan-10 to Dec-10	100%	98%	98%	97%	98%	97%	97%	97%	97%	97%	97%	96%
▲ Jan-11 to Jun-11	96%	97%	96%	96%	97%	97%	97%					



Sales to List Price Ratio Analysis



Sellers

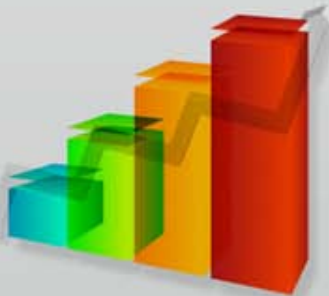
In July, the ratio of the sales price to the list price held at 97% for the third month in a row. This is the third lowest sales price to list price ratio that our local real estate market has experienced in the last 30 months. The sales to list price ratio indicates that sellers are getting about 3% LESS for their home than the listed price. This is, of course, only IF the house was already priced close to what a buyer is willing to pay. As a seller, it means you can expect slightly less than you did one month ago. We will carefully monitor this statistic as more foreclosure and short sale properties enter the market.

Buyers

Buyers need to pay attention. Although the average is less than 100%, on median priced/highly desirable properties, buyers are finding that they often have to pay above list price to complete the purchase of their home. Since a home must appraise in order to obtain a loan, underwriters are looking very closely at prices and making sure that homes are selling at or below market value. Make sure your real estate professional helps you understand the competitiveness of the list price of the home you are wanting to purchase. You also need to be aware of the interest and sales activity in the area where you are wanting to buy and how the offer you are making competes with the market.

Inventory Overview

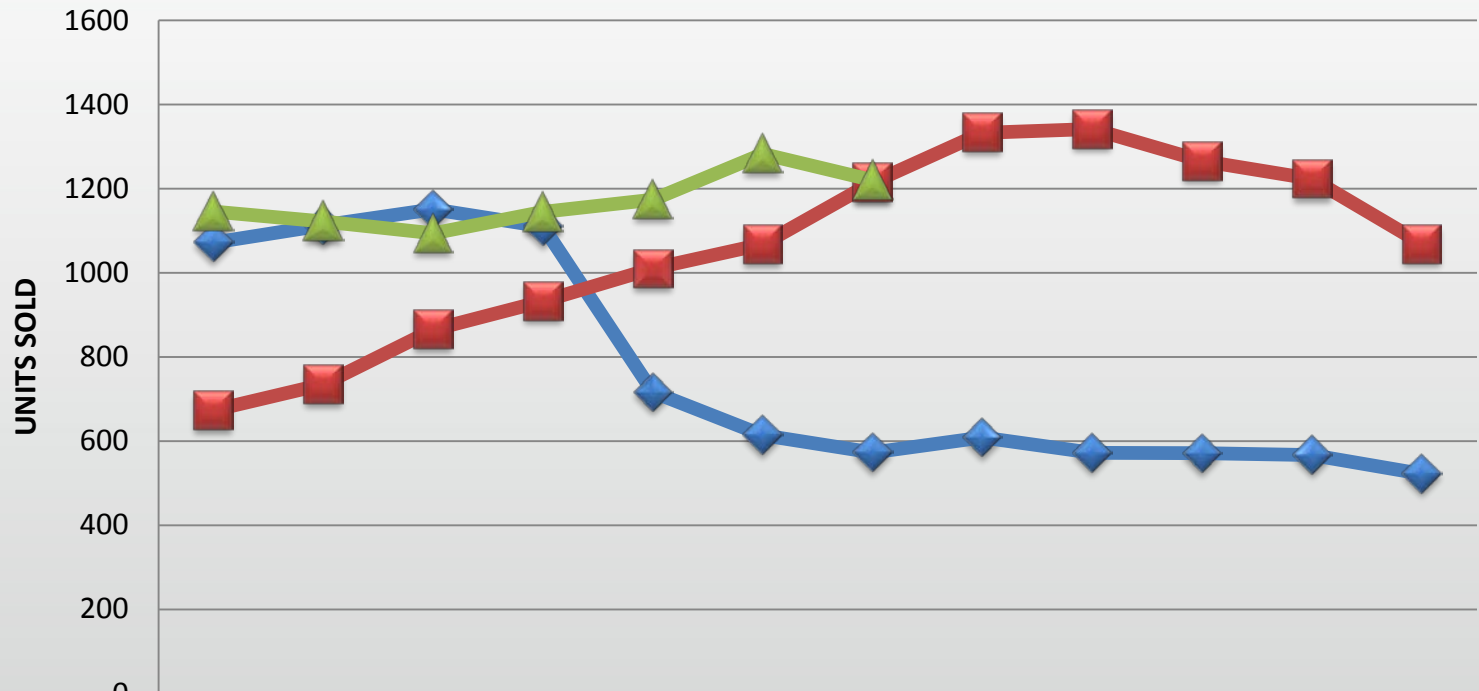
The following charts are an overview of what is happening with the **Detached and Attached only** inventory of homes currently available in the San Diego North Inland Sandicor MLS.



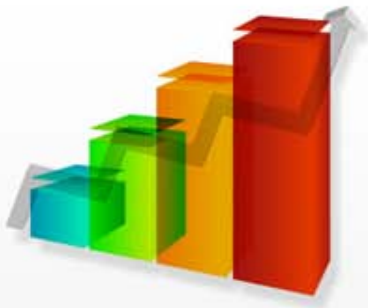


Active Residential Listings MLS 30 Month Overview

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. Detached and Attached only Inventory
Information deemed reliable but not guaranteed



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
◆ January-09 to Dec-09	1072	1113	1151	1110	717	614	573	609	572	571	567	522
■ January-10 to Dec-10	673	735	865	933	1010	1068	1215	1333	1342	1266	1223	1069
▲ January-11 to Jun-11	1146	1122	1094	1145	1174	1283	1220					



Active Listings Analysis



Sellers

The MLS experienced a decrease in the number of active listings from June to July, yet higher inventory levels over years past. The number of active listings at the end of the month totaled 1,220 residential homes in the San Diego North Inland area of the MLS, which was a 5.1% change. Continue to carefully monitor this chart, as it will be a strong indicator of the amount of competition sellers will have from new and fresh inventory entering the market.

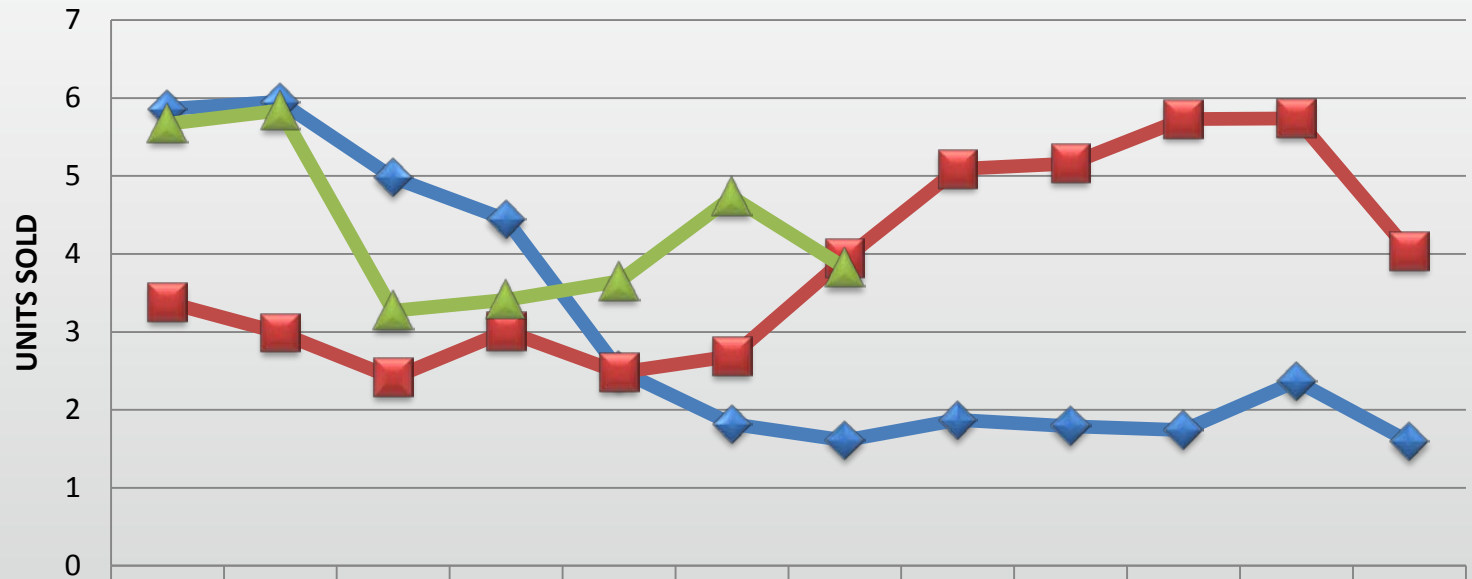
Buyers

Buyers still have many homes from which to choose, the inventory is more than it was a year ago. Using a real estate professional is more important than ever to ensure you find out about new homes FIRST and know what you need to offer in order to be competitive and appealing to sellers. Continue to monitor this statistic, as it WILL be the statistic that indicates how much new inventory you that is available to preview... the lower the number, the more likely the competitiveness for lower priced homes will remain part of the current market. AND, the prediction of increased interest rates means now is the time to get serious about buying.

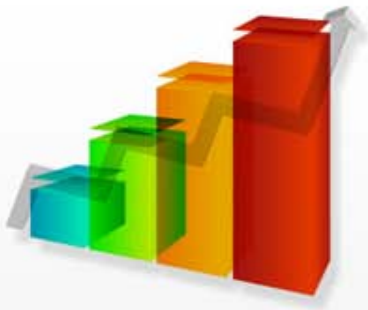


Months of Residential Inventory MLS 30 Month Overview

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. Detached and Attached only Inventory
Information deemed reliable but not guaranteed



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
◆ Jan-09 to Dec-09	5.86	5.95	4.98	4.44	2.51	1.82	1.61	1.87	1.79	1.74	2.37	1.59
■ Jan-10 to Dec-10	3.38	2.99	2.41	3.01	2.48	2.69	3.94	5.09	5.16	5.73	5.74	4.03
▲ Jan-11 to Jun-11	5.67	5.84	3.27	3.41	3.65	4.73	3.82					



Months of Inventory Analysis



Sellers

In July, the number of months of inventory decreased to 3.82 months of inventory. This is still less than the 6 months gauge and indicates that we are in a seller's market. It will be very important for you and real estate professional to monitor this number so that you can make sure your home is priced and staged accordingly.

Buyers

Buyers typically have more control in a buyers market, which is defined as a market having more than 6 months of inventory. However, the type of market will vary from price range to price range and even area to area. Work, with your real estate professional to make sure you understand the type of market you are in.



Total Market Overview – July 2011

Data for: All MLS Source: Sandicor MLS & Terradatum. Detached and Attached only Inventory
Information deemed reliable but not guaranteed

Price Range Analysis

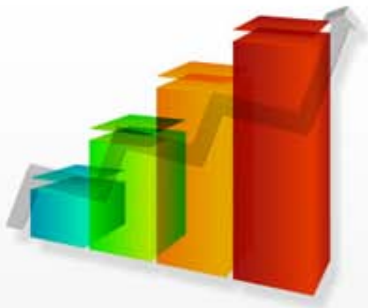
	# Units Sold	DOM	% of Market
\$1 - \$29,999	7	65	0.3%
\$30,000 - \$39,999	11	109	0.4%
\$40,000 - \$49,999	14	96	0.5%
\$50,000 - \$59,999	17	94	0.6%
\$60,000 - \$69,999	25	100	0.9%
\$70,000 - \$79,999	21	88	0.8%
\$80,000 - \$89,999	24	116	0.9%
\$90,000 - \$99,999	33	70	1.2%
\$100,000 - \$119,999	66	78	2.4%
\$120,000 - \$139,999	90	86	3.2%
\$140,000 - \$159,999	96	113	3.4%
\$160,000 - \$179,999	106	83	3.8%
\$180,000 - \$199,999	100	83	3.6%
\$200,000 - \$249,999	307	90	11.0%
\$250,000 - \$299,999	367	82	13.1%
\$300,000 - \$399,999	564	81	20.2%
\$400,000 - \$499,999	346	79	12.4%
\$500,000 - \$549,999	102	69	3.7%
\$550,000 - \$599,999	61	65	2.2%
\$600,000 - \$699,999	130	67	4.7%
\$700,000 - \$799,999	72	63	2.6%
\$800,000 - \$899,999	55	64	2.0%
\$900,000 - \$999,999	39	108	1.4%
\$1,000,000 - \$1,499,999	75	87	2.7%
\$1,500,000 - and over	63	105	2.3%

Units Sold - Month to Month Comparisons

	2011	2010	2009	% Chg
July	2,791	2,854		-2.2%
June	3,154	3,412		-7.6%
May	2,961	3,498		-15.4%
April	3,103	3,063		1.3%
March	2,961	3,040		-2.6%
February	2,183	2,241		-2.6%
January	2,106	2,148		-2.0%
December		2,936	3,269	-10.2%
November		2,352	2,767	-15.0%
October		2,584	3,275	-21.1%
September		2,785	3,147	-11.5%
August		2,916	2,976	-2.0%

Year-on-year Statistics

	Jul-11	Jul-10	% Chg
# Sold	2,791	2,854	-2.2%
# For Sale (Last Day of Month)	16,715	20,550	-18.7%
Median Price (Sold)	\$320,000	\$327,000	-2.1%
Median Price (For Sale)	\$359,000	\$360,000	-0.3%
Price per Sq Ft	\$233	\$238	-2.1%
Sold Price to Original Price	92%	94%	-1.6%
Average DOM	83	78	6.4%
Months Supply	6.0	7.2	-16.8%



Total Market Overview



Sellers

This report provides a detailed breakdown of homes in the San Diego North Inland area based on priced. By determining the price range where your home SHOULD sell, you can see what the average sales to list price ratio is, the median days on market, and more importantly, the percentage of homes selling in that price range. Note that as the price increases, the sales to list price ratio and the number of homes selling decreases while the days on market increases.

Buyers

By reviewing the price range where you are purchasing, you can determine what the average home is selling for vs. List price. This should help you make a better and more acceptable offer based on the current market.



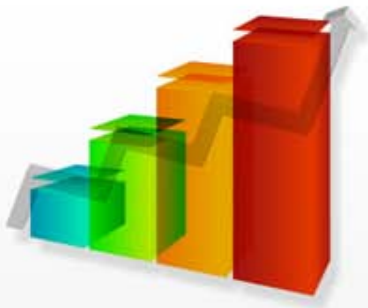
YTD MLS Board 2010 vs 2011

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YTD KW 2010 vs. 2011 – June 2011

Data for: 92126,92127,92128,92129,92131,92064 Source: Sandicor MLS. All Inventory Information deemed reliable but not guaranteed

San Diego County	MLS 2010 vs MLS 2011	KW 2010 vs KW 2011	KW Vs MLS
Agent count	-21.1%	.09%	21.1%
Listings Taken	-6.2%	32.5%	38.7%
Listings Taken Volume	-8.9%	41.5%	50.4%
Listings Sold Units	-11.4%	15.6%	27.0%
Listings Sold Volume	-11.6%	12.4%	23.9%
Contracts Written Units	-0.7%	5.7%	6.4%
Contracts Written Volume	-2.0%	-0.6%	1.5%
Contracts Closed Units	-5.2%	7.5%	12.6%
Contracts Closed Volume	-5.9%	-3.4%	2.5%



MLS vs KW SDNI Overview



Sellers

This report provides a performance breakdown of homes sold in the San Diego County area based on overall production. Keller Williams Realty San Diego North Inland is out pacing the competition in overall production. When it comes to selling your home, we are out performing the market by 27%.

Buyers

This report provides a performance breakdown of homes sold in the San Diego County area based on overall production. Keller Williams Realty San Diego North Inland is out pacing the competition in overall production. When it comes to finding your home, and executing a contract we are out performing the market by 12.6%.

Important Information

Although these reports are beneficial in understanding the general market in the San Diego North Inland Area, it is essential that you meet with your real estate professional to study these same figures in your area, as statistics will vary from neighborhood to neighborhood.

As you make decisions related to the purchase or sale of a home, it is important that you understand how the current real estate trends will impact your decisions. Your real estate professional is available to help you monitor and interpret them to make sure that you are taking advantage of the current market whether you are selling OR buying.

