

# MARKET ACTION REPORT

September 2018

City: Alpharetta



Andrei Semenov, Realtor

Coldwell Banker Residential Brokerage



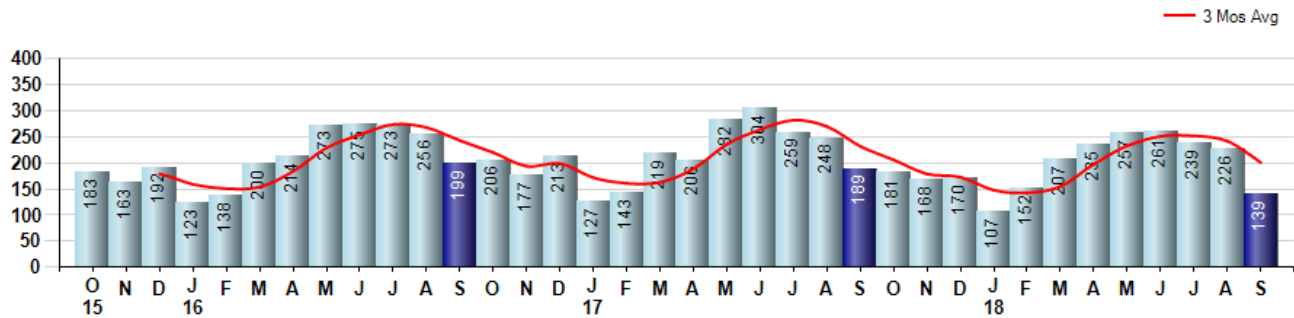
Price Range: 0 to 99999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$550,000	↔		↑				
Average List Price of all Current Listings	\$643,940	↔		↔				
September Median Sales Price	\$370,000	↓	↓	↑	↑	\$390,000	↑	↑
September Average Sales Price	\$431,247	↓	↓	↑	↑	\$437,981	↑	↑
Total Properties Currently for Sale (Inventory)	654	↓		↑				
September Number of Properties Sold	139	↓		↓		1,823	↓	
September Average Days on Market (Solds)	50	↑	↑	↑	↑	40	↓	↓
Asking Price per Square Foot (based on New Listings)	\$0	↔	↔	↔	↔		↔	
September Sold Price per Square Foot	\$0	↔	↔	↔	↔		↔	
September Month's Supply of Inventory	4.7	↑	↑	↑	↑	3.1	↑	↑
September Sale Price vs List Price Ratio	96.7%	↑	↓	↔	↓	97.4%	↔	↔

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

## Property Sales

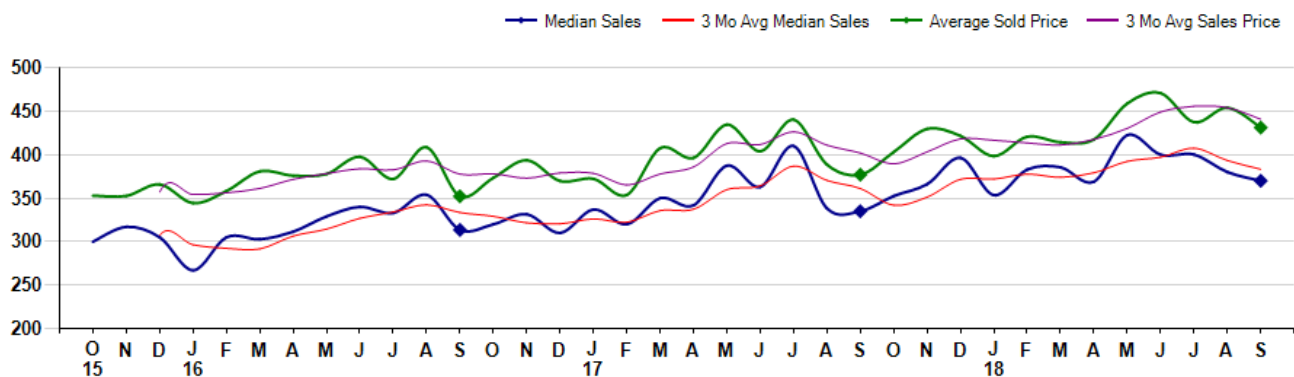
September Property sales were 139, down -26.5% from 189 in September of 2017 and -38.5% lower than the 226 sales last month. September 2018 sales were at their lowest level compared to September of 2017 and 2016. September YTD sales of 1,823 are running -7.8% behind last year's year-to-date sales of 1,977.



## Prices

The Median Sales Price in September was \$370,000, up 10.4% from \$335,000 in September of 2017 and down -2.6% from \$380,000 last month. The Average Sales Price in September was \$431,247, up 14.4% from \$377,001 in September of 2017 and down -5.0% from \$454,050 last month. September 2018 ASP was at highest level 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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Based on information from First Multiple Listing Service, Inc. for the period 10/1/2015 through 9/30/2018. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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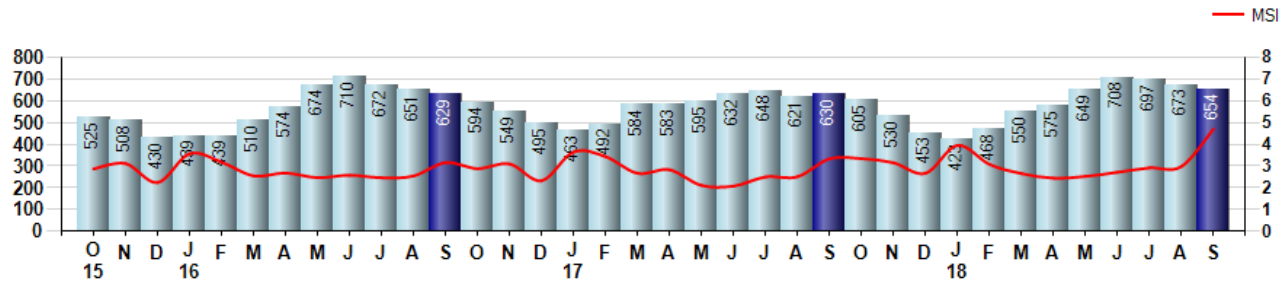
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## Inventory & MSI

The Total Inventory of Properties available for sale as of September was 654, down -2.8% from 673 last month and up 3.8% from 630 in September of last year. September 2018 Inventory was at highest 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 4.7 months was at its highest level compared with September of 2017 and 2016.

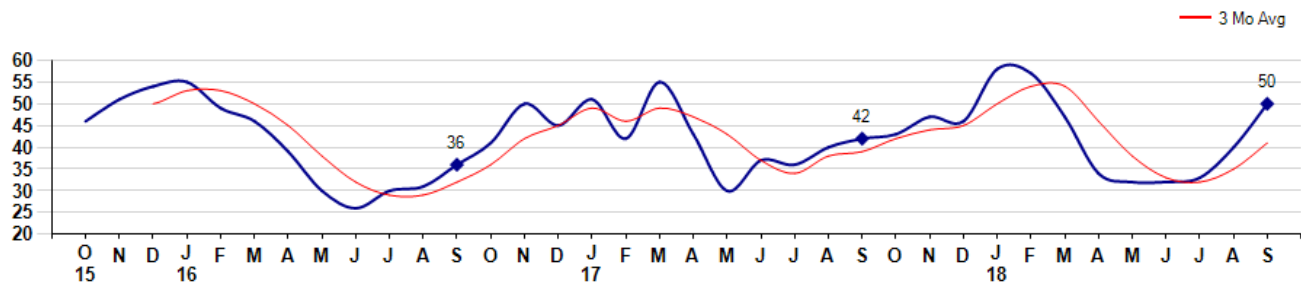
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



## 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 50, up 25.0% from 40 days last month and up 19.0% from 42 days in September of last year. The September 2018 DOM was at its highest level compared with September of 2017 and 2016.

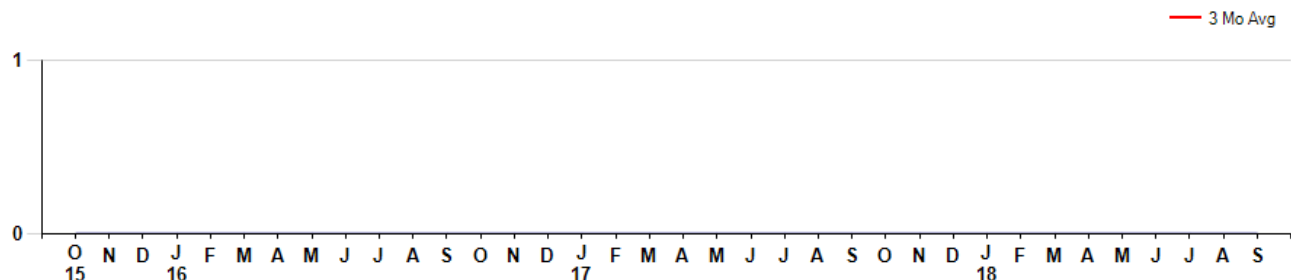
Average Days on Market (Listing to Contract) for properties sold during the month



## 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 \$0 was equal to \$0 last month and equal to \$0 in September of last year.

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



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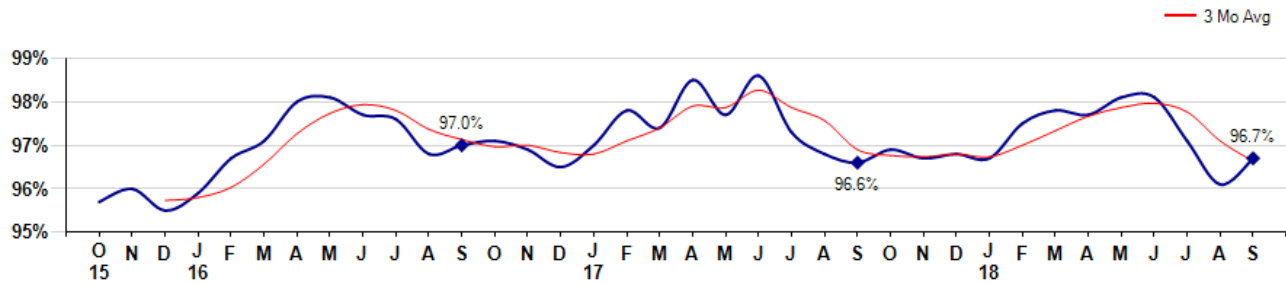


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## Selling Price vs Listing Price

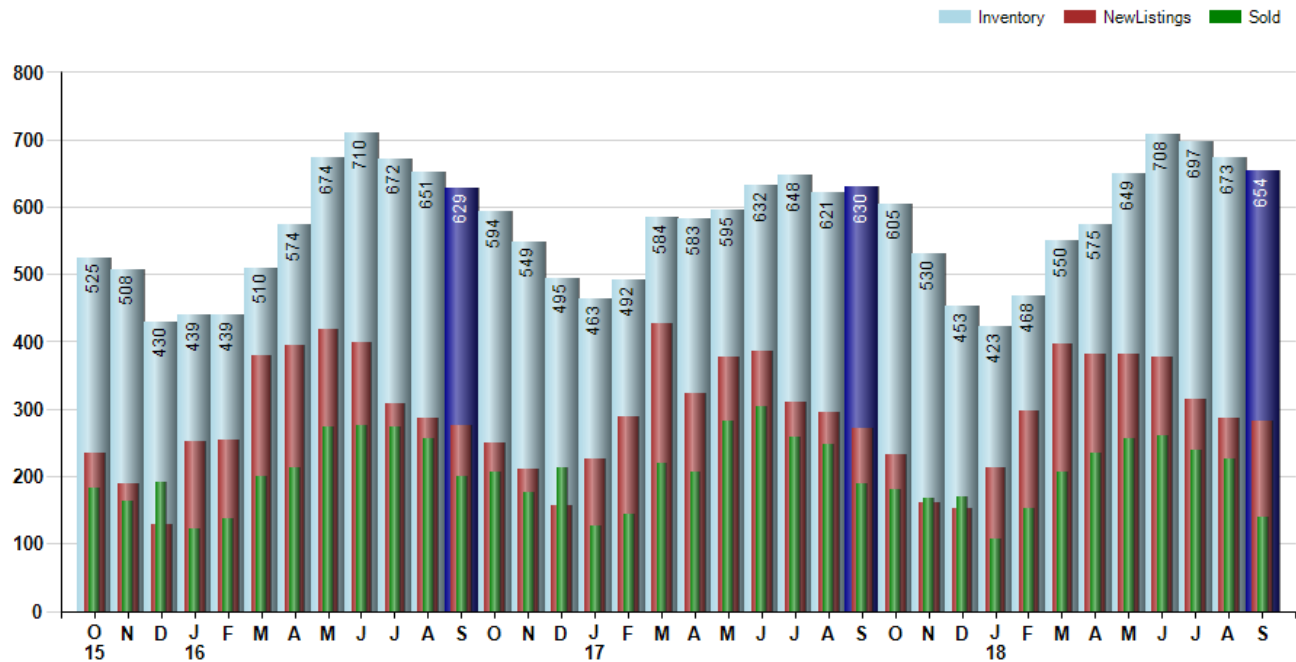
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The September 2018 Selling Price vs List Price of 96.7% was up from 96.1% last month and up from 96.6% 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 283, down -1.4% from 287 last month and up 4.0% from 272 in September of last year.



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