

# MARKET ACTION REPORT

October 2018

City: Kennesaw



Andrei Semenov, Realtor

Coldwell Banker Residential Brokerage



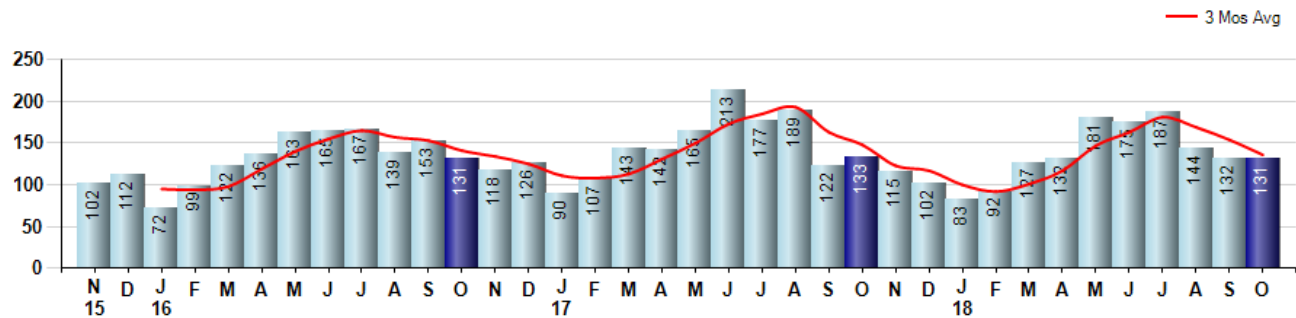
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$337,900	↑		→				
Average List Price of all Current Listings	\$425,303	↑		→				
October Median Sales Price	\$239,000	↓	↓	↑	↑	\$250,000	↑	↑
October Average Sales Price	\$263,854	↓	↓	→	↓	\$286,195	↑	↑
Total Properties Currently for Sale (Inventory)	271	↓		↓				
October Number of Properties Sold	131	→		↓		1,384	↓	
October Average Days on Market (Solds)	30	↓	↑	↓	↓	34	↓	↓
Asking Price per Square Foot (based on New Listings)	\$0	→	→	→	→	→	→	
October Sold Price per Square Foot	\$0	→	→	→	→	→	→	
October Month's Supply of Inventory	2.1	↓	→	↓	→	1.9		↓
October Sale Price vs List Price Ratio	95.7%	↓	↓	↓	↓	97.9%	↑	↑

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

## Property Sales

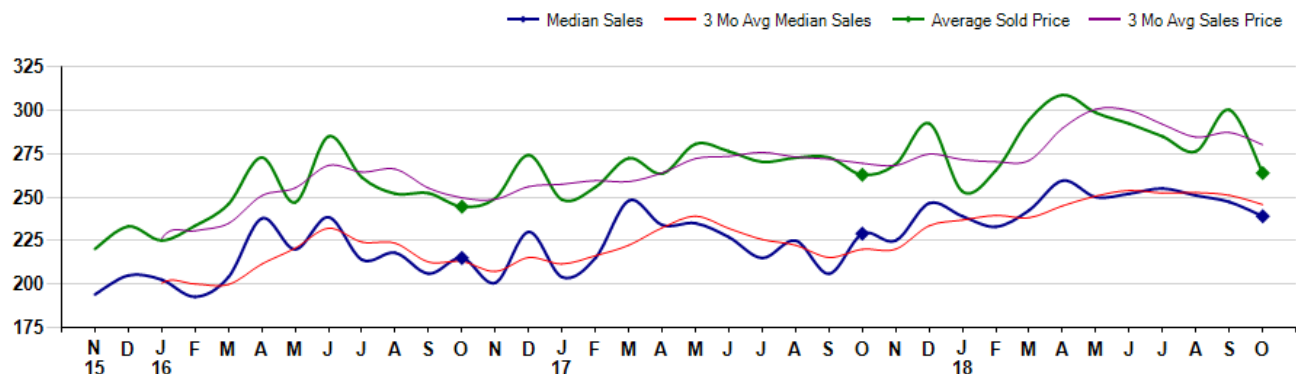
October Property sales were 131, down -1.5% from 133 in October of 2017 and -0.8% lower than the 132 sales last month. October 2018 sales were at their lowest level compared to October of 2017 and 2016. October YTD sales of 1,384 are running -6.5% behind last year's year-to-date sales of 1,481.



## Prices

The Median Sales Price in October was \$239,000, up 4.4% from \$229,000 in October of 2017 and down -3.3% from \$247,225 last month. The Average Sales Price in October was \$263,854, up 0.4% from \$262,879 in October of 2017 and down -12.1% from \$300,271 last month. October 2018 ASP was at highest level compared to October 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 11/1/2015 through 10/31/2018. 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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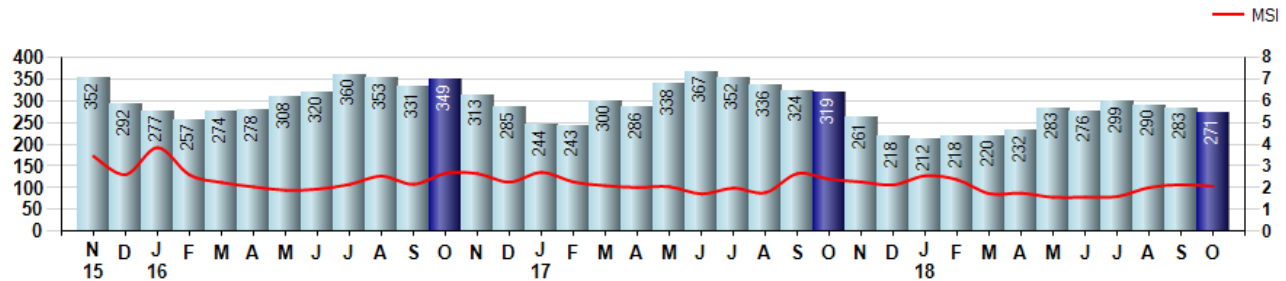
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## Inventory & MSI

The Total Inventory of Properties available for sale as of October was 271, down -4.2% from 283 last month and down -15.0% from 319 in October of last year. October 2018 Inventory was at the lowest level compared to October of 2017 and 2016.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2018 MSI of 2.1 months was at its lowest level compared with October of 2017 and 2016.

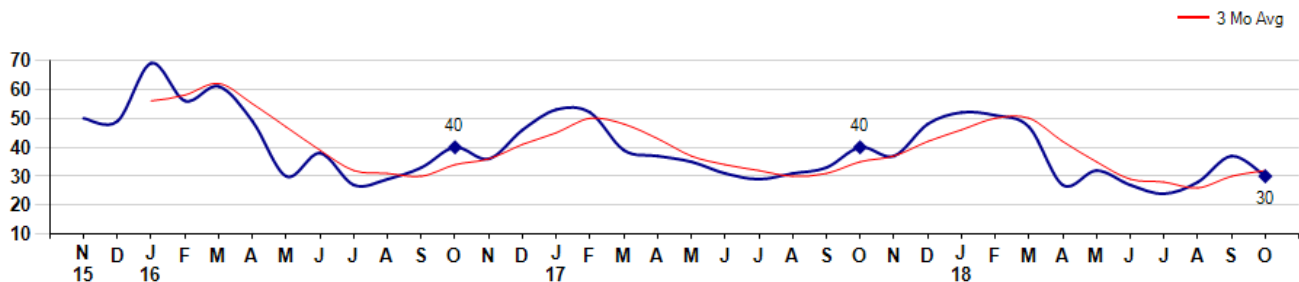
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



## 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 October was 30, down -18.9% from 37 days last month and down -25.0% from 40 days in October of last year. The October 2018 DOM was at its lowest level compared with October of 2017 and 2016.

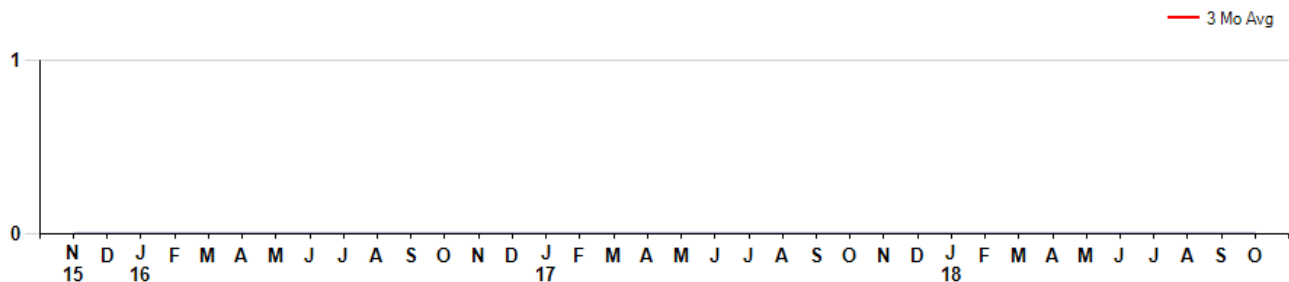
Average Days on Market (Listing to Contract) for properties sold during the month



## 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 October 2018 Selling Price per Square Foot of \$0 was equal to \$0 last month and equal to \$0 in October of last year.

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



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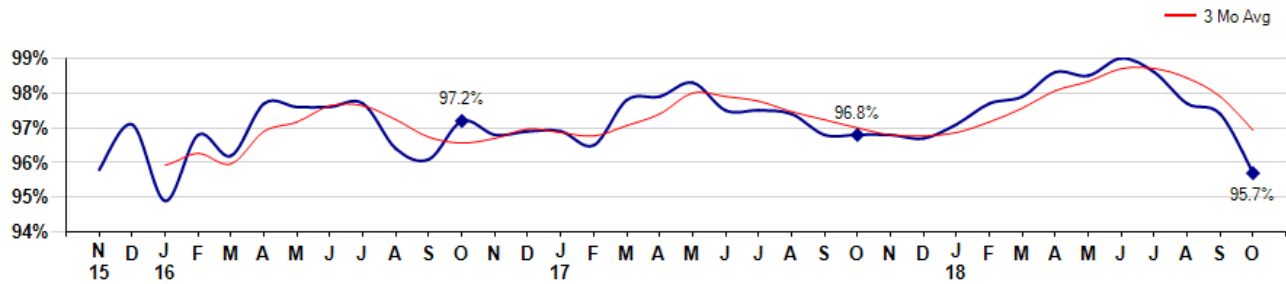


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## Selling Price vs Listing Price

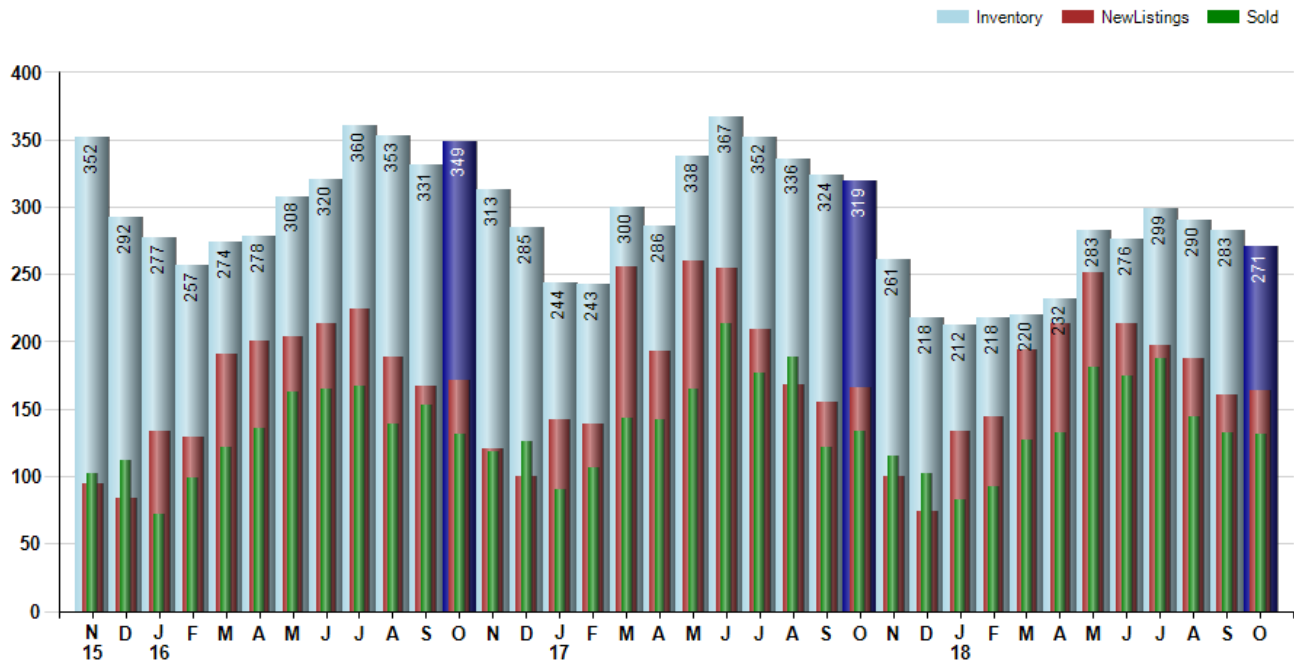
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The October 2018 Selling Price vs List Price of 95.7% was down from 97.4% last month and down from 96.8% in October 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 October 2018 was 164, up 2.5% from 160 last month and down -1.2% from 166 in October of last year.



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