

City: Kennesaw



Andrei Semenov, Realtor

Coldwell Banker Residential Brokerage



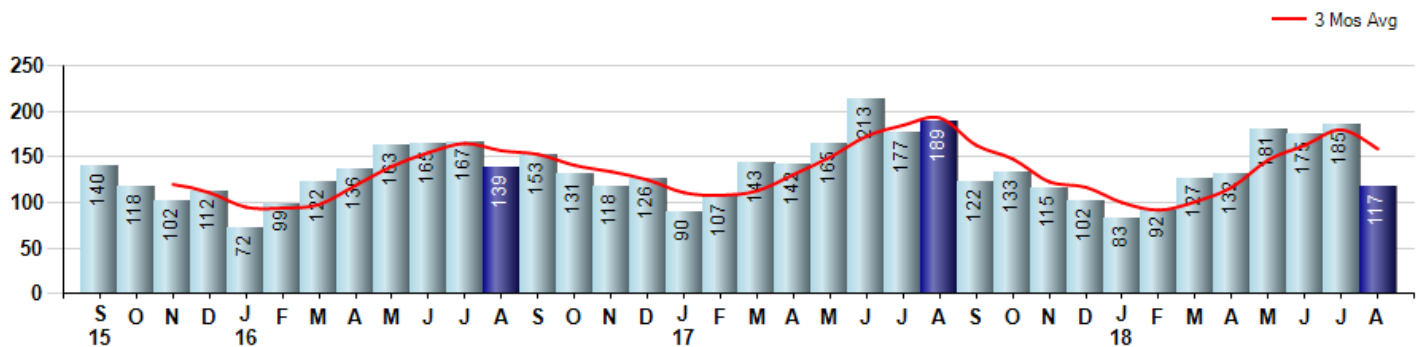
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$354,900	↑		↓				
Average List Price of all Current Listings	\$440,442	↔		↔				
August Median Sales Price	\$251,900	↓	↔	↑	↑	\$250,000	↑	↑
August Average Sales Price	\$276,686	↓	↓	↑	↑	\$287,614	↑	↑
Total Properties Currently for Sale (Inventory)	267	↓		↓				
August Number of Properties Sold	117	↓		↓		1,092	↓	
August Average Days on Market (Solds)	28	↑	↔	↓	↓	34	↓	↓
Asking Price per Square Foot (based on New Listings)	\$0	↔	↔	↔	↔		↔	
August Sold Price per Square Foot	\$0	↔	↔	↔	↔		↔	
August Month's Supply of Inventory	2.3	↑	↑	↑	↑	1.9	↓	↓
August Sale Price vs List Price Ratio	97.6%	↓	↓	↑	↑	98.3%	↑	↑

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

Property Sales

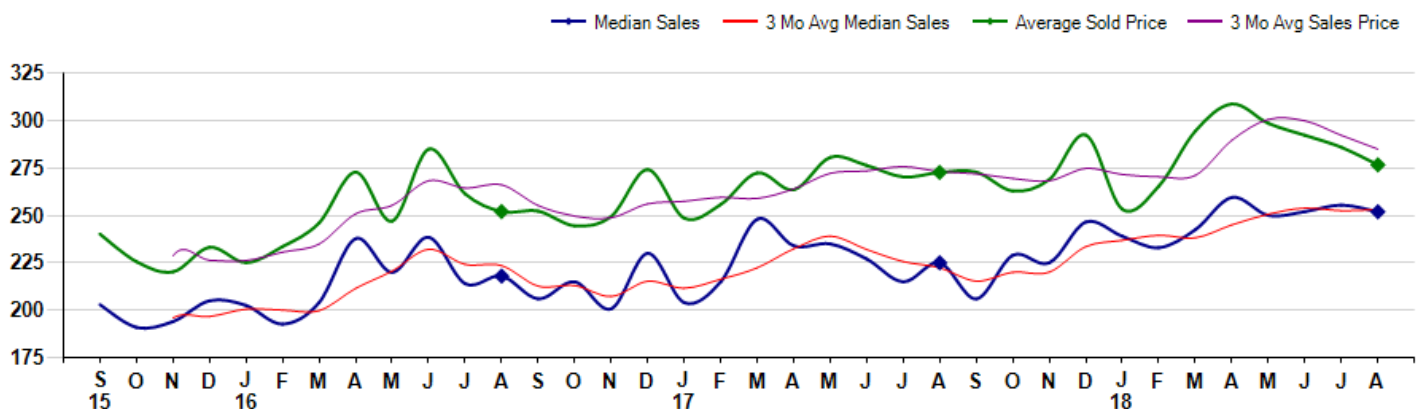
August Property sales were 117, down -38.1% from 189 in August of 2017 and -36.8% lower than the 185 sales last month. August 2018 sales were at their lowest level compared to August of 2017 and 2016. August YTD sales of 1,092 are running -10.9% behind last year's year-to-date sales of 1,226.



Prices

The Median Sales Price in August was \$251,900, up 12.0% from \$225,000 in August of 2017 and down -1.4% from \$255,500 last month. The Average Sales Price in August was \$276,686, up 1.5% from \$272,699 in August of 2017 and down -3.2% from \$285,927 last month. August 2018 ASP was at highest level compared to August of 2017 and 2016.

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



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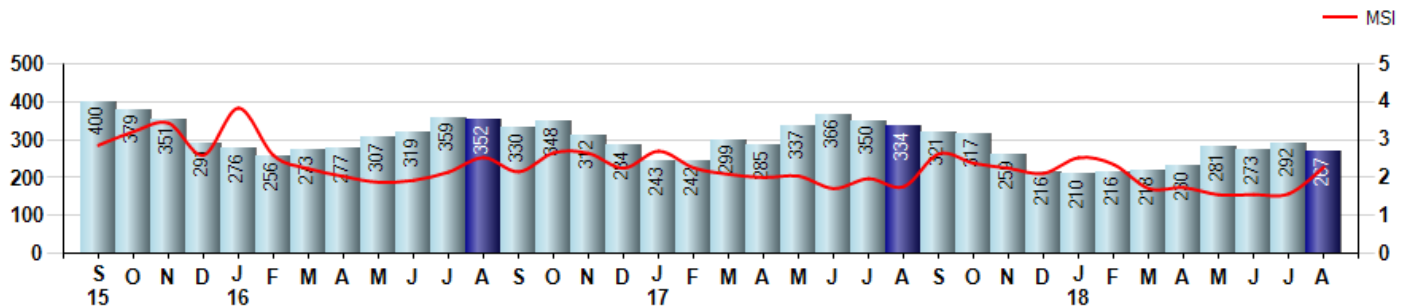
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Inventory & MSI

The Total Inventory of Properties available for sale as of August was 267, down -8.6% from 292 last month and down -20.1% from 334 in August of last year. August 2018 Inventory was at the lowest level compared to August of 2017 and 2016.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The August 2018 MSI of 2.3 months was at a mid range compared with August of 2017 and 2016.

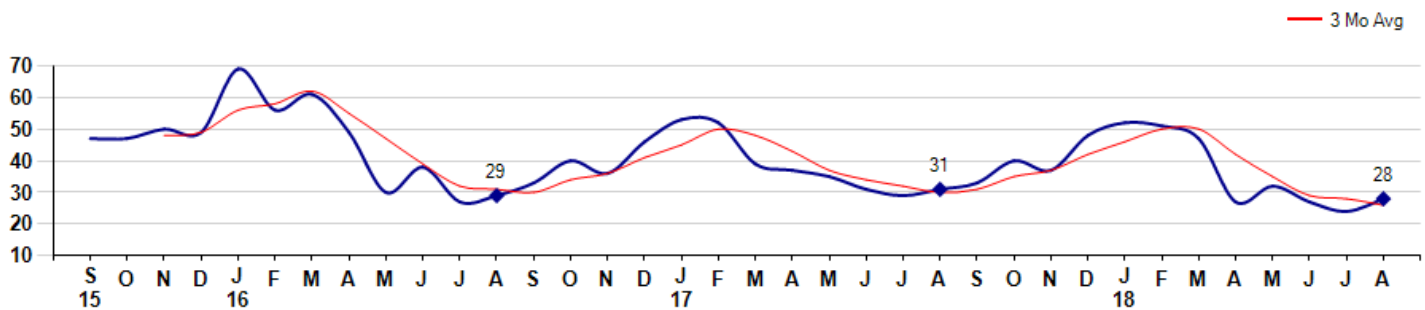
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 August was 28, up 16.7% from 24 days last month and down -9.7% from 31 days in August of last year. The August 2018 DOM was at its lowest level compared with August of 2017 and 2016.

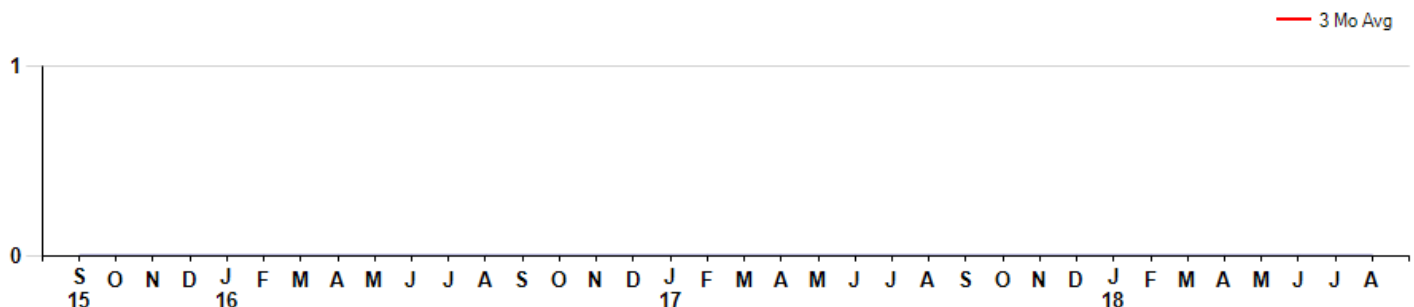
Average Days on Market(Listing to Contract) for properties sold during the month



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

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



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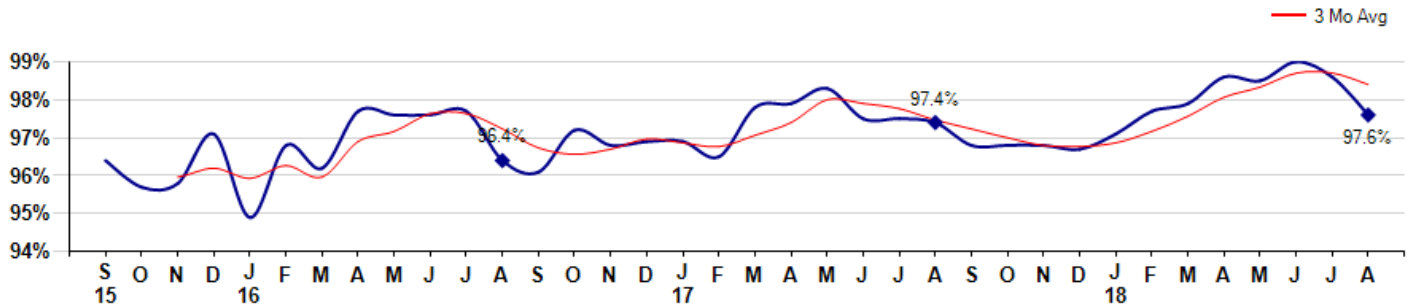


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Selling Price vs Listing Price

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 August 2018 Selling Price vs List Price of 97.6% was down from 98.6% last month and up from 97.4% in August 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 August 2018 was 185, down -6.1% from 197 last month and up 10.1% from 168 in August of last year.

Inventory NewListings Sold

