

## City: Long Branch



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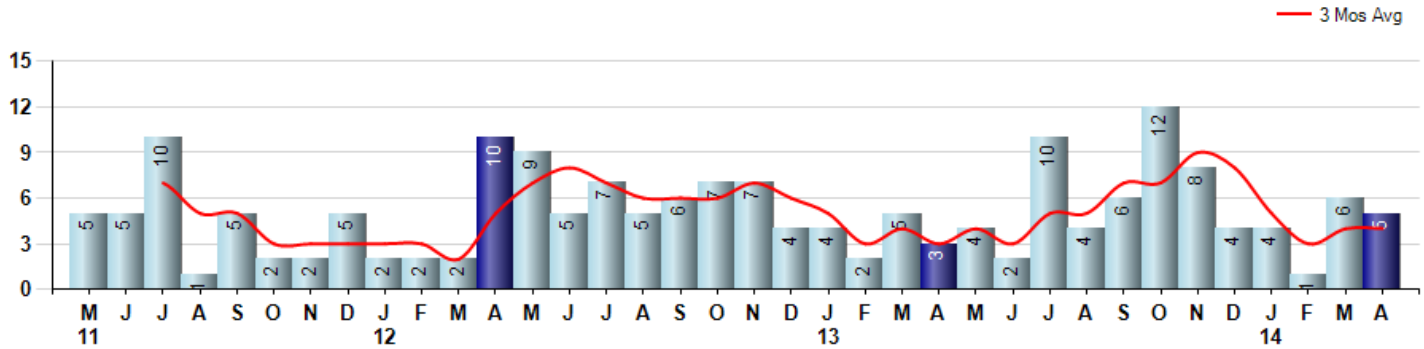
Price Range: \$0 to \$999,999,000 | Properties: Townhome, Condo

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$499,000	14%		9%				
Average List Price of all Current Listings	\$591,392	4%		-1%				
April Median Sales Price	\$515,000	91%	44%	72%	57%	\$357,500	15%	9%
April Average Sales Price	\$511,180	45%	27%	10%	41%	\$404,169	16%	12%
Total Properties Currently for Sale (Inventory)	107	7%		14%				
April Number of Properties Sold	5	-17%		67%			14%	
April Average Days on Market (Solds)	122	-24%	10%	74%	16%	111	-4%	6%
April Month's Supply of Inventory	21.4	28%	-48%	-32%	-1%	35.9	40%	66%
April Sale Price vs List Price Ratio	91.5%	-3.9%	-2%	13%	0.2%	93.2%	7.2%	2.1%

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

### Property Sales

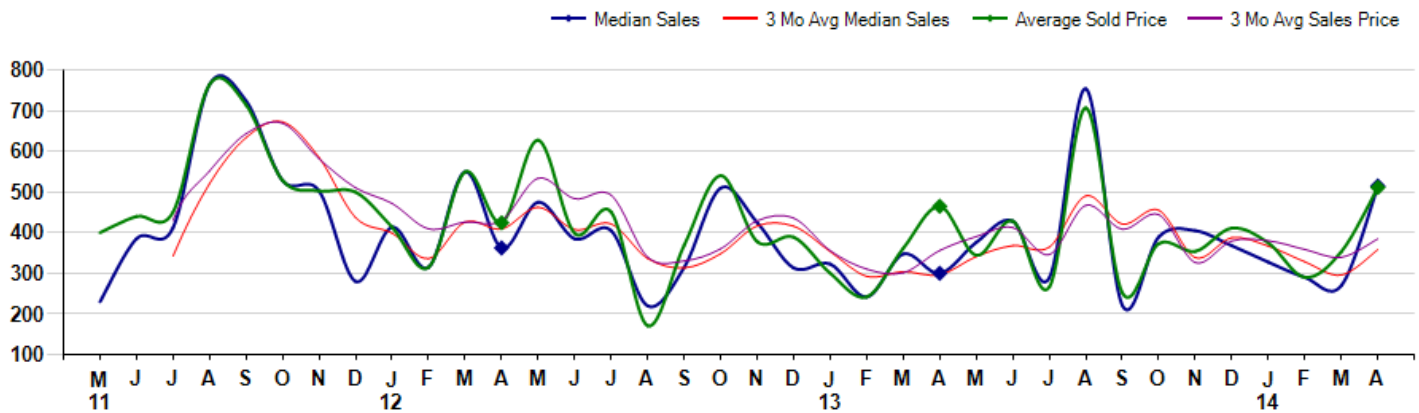
April Property sales were 5, up 66.7% from 3 in April of 2013 and -16.7% lower than the 6 sales last month. April 2014 sales were at a mid level compared to April of 2013 and 2012. April YTD sales of 16 are running 14.3% ahead of last year's year-to-date sales of 14.



### Prices

The Median Sales Price in April was \$515,000, up 71.7% from \$300,000 in April of 2013 and up 90.7% from \$270,000 last month. The Average Sales Price in April was \$511,180, up 9.9% from \$465,000 in April of 2013 and up 44.6% from \$353,483 last month. April 2014 ASP was at highest level compared to April of 2013 and 2012.

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



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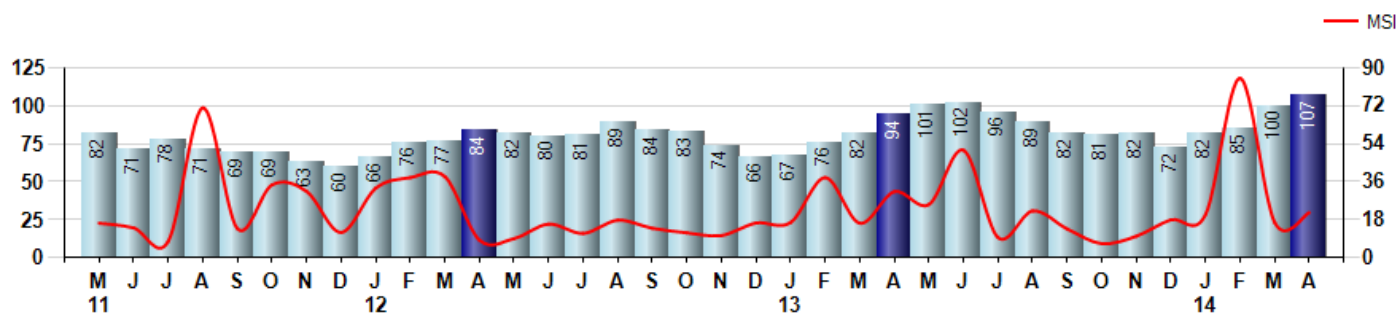
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### Inventory & MSI

The Total Inventory of Properties available for sale as of April was 107, up 7.0% from 100 last month and up 13.8% from 94 in April of last year. April 2014 Inventory was at highest level compared to April of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The April 2014 MSI of 21.4 months was at a mid range compared with April of 2013 and 2012.

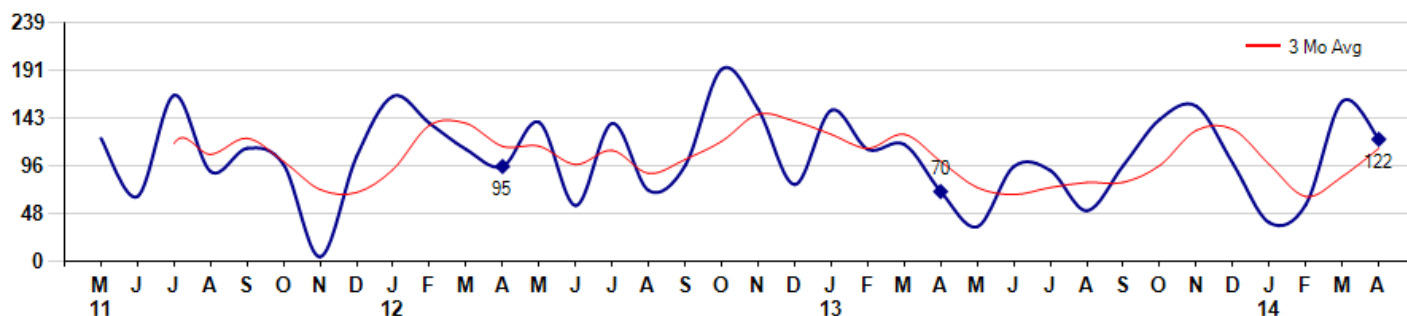
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 April was 122, down -23.8% from 160 days last month and up 74.3% from 70 days in April of last year. The April 2014 DOM was at its highest level compared with April of 2013 and 2012.

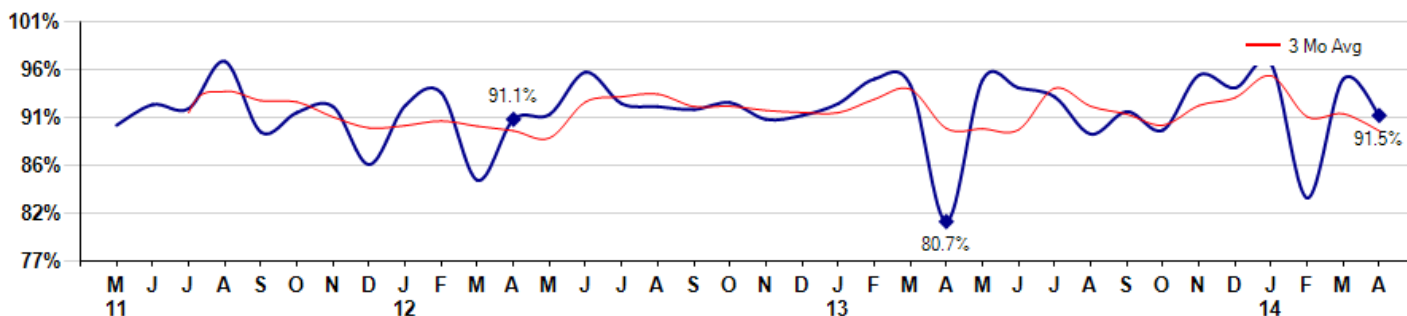
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 April 2014 Selling Price vs List Price of 91.5% was down from 95.2% last month and up from 80.7% in April of last year.

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



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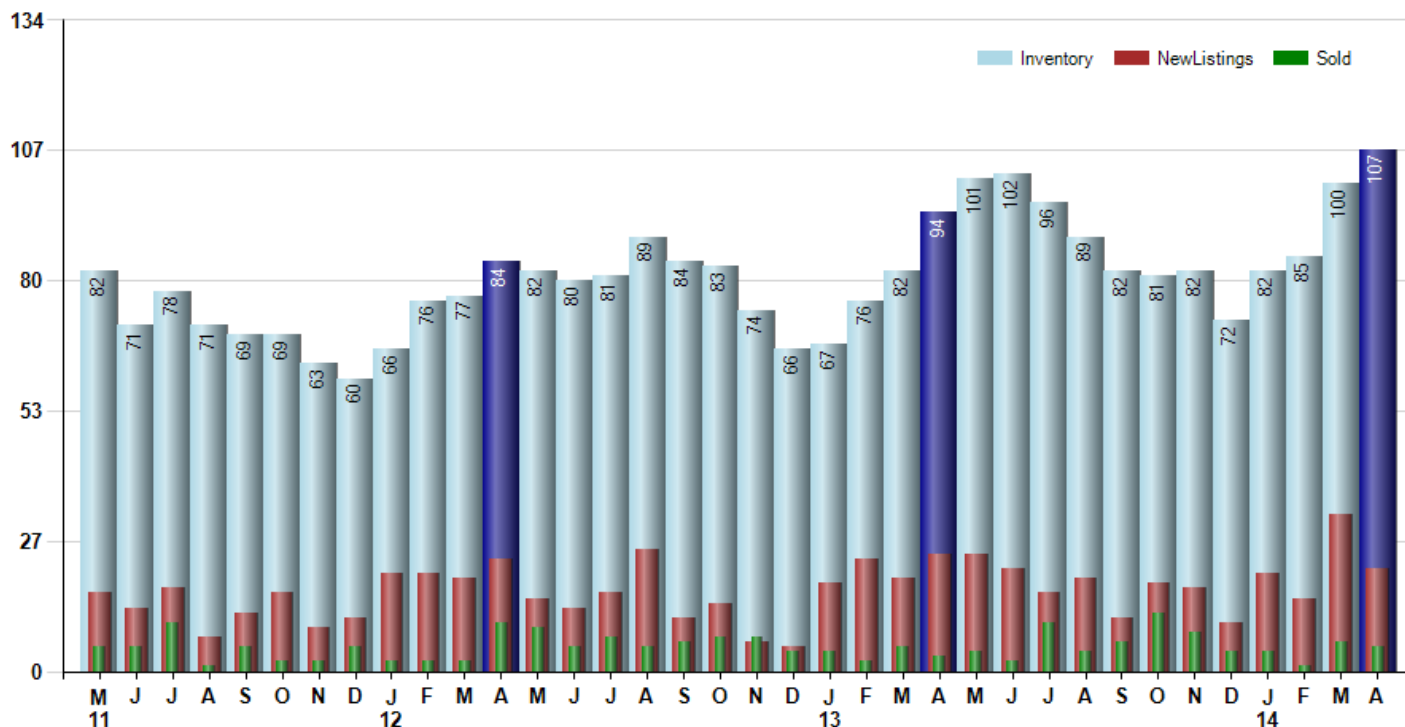
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### Inventory / New Listings / Sales

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 April 2014 was 21, down -34.4% from 32 last month and down -12.5% from 24 in April of last year.



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Based on information from Monmouth/Ocean Multiple Listing Service for the period 5/1/2011 through 4/30/2014. 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.



# MARKET ACTION REPORT

April 2014

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	M 11	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A
Homes Sold	5	5	10	1	5	2	2	5	2	2	2	10	9	5	7	5	6	7	7	4	4	2	5	3	4	2	10	4	6	12	8	4	4	1	6	5
3 Mo. Roll Avg			7	5	5	3	3	3	3	3	2	5	7	8	7	6	6	6	7	6	5	3	4	3	4	3	5	5	7	7	9	8	5	3	4	4

	(000's) M 11	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A
Median Sale Price	230	385	413	765	725	529	503	280	414	315	550	363	475	385	405	220	315	510	425	313	323	242	348	300	376	429	289	755	221	390	405	368	327	290	270	515
3 Mo. Roll Avg			343	521	634	673	586	437	399	336	426	409	463	408	422	337	313	348	417	416	354	293	304	296	341	368	365	491	422	455	339	388	367	328	296	358

	M 11	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A
Inventory	82	71	78	71	69	69	63	60	66	76	77	84	82	80	81	89	84	83	74	66	67	76	82	94	101	102	96	89	82	81	82	72	82	85	100	107
MSI	16	14	8	71	14	35	32	12	33	38	39	8	9	16	12	18	14	12	11	17	17	38	16	31	25	51	10	22	14	7	10	18	21	85	17	21

	M 11	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A
Days On Market	123	65	166	90	113	97	5	105	165	138	112	95	139	56	138	71	96	192	152	77	151	112	117	70	35	95	91	51	96	142	155	98	39	57	160	122
3 Mo. Roll Avg			118	107	123	100	72	69	92	136	138	115	115	97	111	88	102	120	147	140	127	113	127	100	74	67	74	79	79	96	131	132	97	65	85	113

	M 11	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A	
Price per Sq Ft	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3 Mo. Roll Avg			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	M 11	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A
Sale to List Price	0.905	0.926	0.922	0.970	0.898	0.918	0.924	0.865	0.925	0.938	0.849	0.911	0.916	0.959	0.927	0.924	0.921	0.928	0.911	0.915	0.927	0.952	0.946	0.807	0.951	0.943	0.934	0.896	0.919	0.900	0.956	0.943	0.967	0.831	0.952	0.915
3 Mo. Roll Avg			0.918	0.939	0.930	0.929	0.913	0.902	0.905	0.909	0.904	0.899	0.892	0.929	0.934	0.937	0.924	0.924	0.920	0.918	0.918	0.931	0.942	0.902	0.901	0.900	0.943	0.924	0.916	0.905	0.925	0.933	0.955	0.914	0.917	0.899

	M 11	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A
New Listings	16	13	17	7	12	16	9	11	20	20	19	23	15	13	16	25	11	14	6	5	18	23	19	24	24	21	16	19	11	18	17	10	20	15	32	21
Inventory	82	71	78	71	69	69	63	60	66	76	77	84	82	80	81	89	84	83	74	66	67	76	82	94	101	102	96	89	82	81	82	72	82	85	100	107
Sales	5	5	10	1	5	2	2	5	2	2	2	10	9	5	7	5	6	7	7	4	4	2	5	3	4	2	10	4	6	12	8	4	4	1	6	5

	(000's) M 11	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J	A	S	O	N	D	J 14	F	M	A
Avg Sale Price	400	440	451	765	715	529	500	414	315	550	425	628	398	451	171	369	541	378	389	300	242	362	465	344	429	266	707	252	373	354	412	375	290	353	511	
3 Mo. Roll Avg			430	552	644	670	582	510	472	410	426	430	534	484	493	340	330	360	429	436	356	311	301	356	390	413	346	467	408	444	327	380	380	359	339	385

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