

## City: Rumson



**Barbara Scaffidi**  
Sales Associate  
(732) 233-8248 (Cell) (732) 449-2777 (Office)  
www.JerseyShoreSpecialist.com  
Barbara.Scaffidi@cbmoves.com



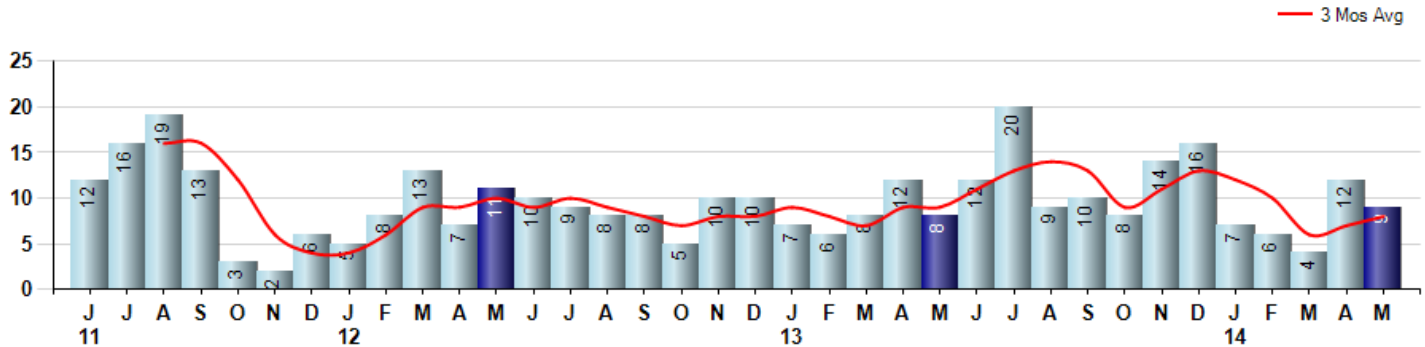
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,872,500	-21%		3%				
Average List Price of all Current Listings	\$2,547,591	-10%		11%				
May Median Sales Price	\$1,050,000	15%	0%	109%	-2%	\$1,050,000	36%	-2%
May Average Sales Price	\$1,092,222	0%	1%	71%	-14%	\$1,077,242	0%	-15%
Total Properties Currently for Sale (Inventory)	70	15%		-21%				
May Number of Properties Sold	9	-25%		13%			-7%	
May Average Days on Market (Solds)	132	47%	11%	-28%	69%	112	20%	44%
May Month's Supply of Inventory	7.8	53%	-15%	-29%	-2%	9.2	1%	16%
May Sale Price vs List Price Ratio	96.5%	3.9%	1%	-1%	2.3%	95.0%	2.0%	0.6%

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

### Property Sales

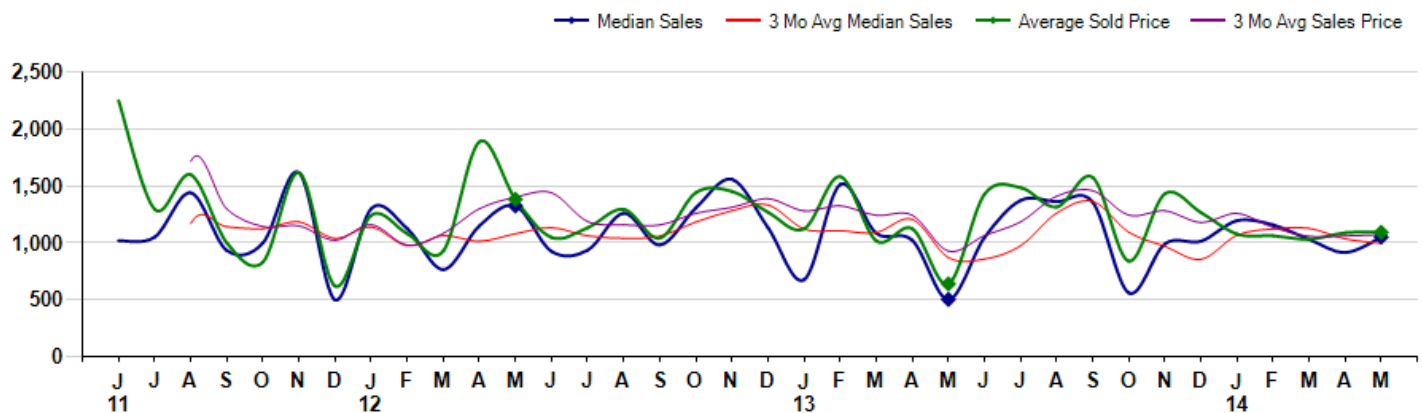
May Property sales were 9, up 12.5% from 8 in May of 2013 and -25.0% lower than the 12 sales last month. May 2014 sales were at a mid level compared to May of 2013 and 2012. May YTD sales of 38 are running -7.3% behind last year's year-to-date sales of 41.



### Prices

The Median Sales Price in May was \$1,050,000, up 109.0% from \$502,500 in May of 2013 and up 14.8% from \$915,000 last month. The Average Sales Price in May was \$1,092,222, up 71.1% from \$638,375 in May of 2013 and up 0.3% from \$1,088,917 last month. May 2014 ASP was at a mid range compared to May of 2013 and 2012.

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



## City: Rumson



**Barbara Scaffidi**  
Sales Associate  
(732) 233-8248 (Cell) (732) 449-2777 (Office)  
www.JerseyShoreSpecialist.com  
Barbara.Scaffidi@cbmoves.com



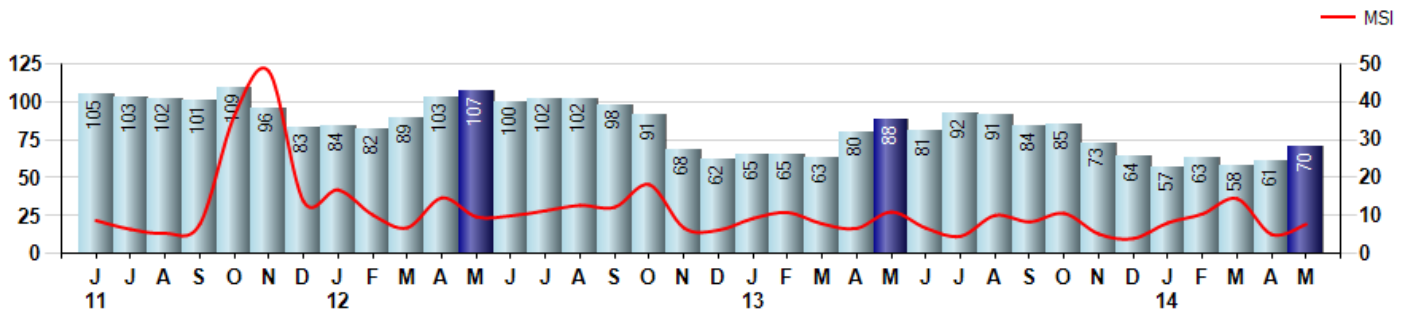
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

### Inventory & MSI

The Total Inventory of Properties available for sale as of May was 70, up 14.8% from 61 last month and down -20.5% from 88 in May of last year. May 2014 Inventory was at the lowest level compared to May of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The May 2014 MSI of 7.8 months was at its lowest level compared with May of 2013 and 2012.

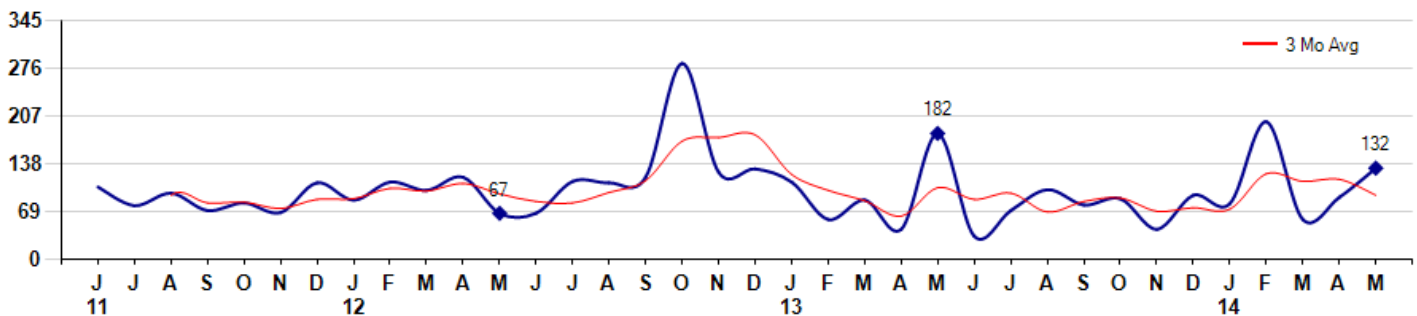
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 May was 132, up 46.7% from 90 days last month and down -27.5% from 182 days in May of last year. The May 2014 DOM was at a mid range compared with May of 2013 and 2012.

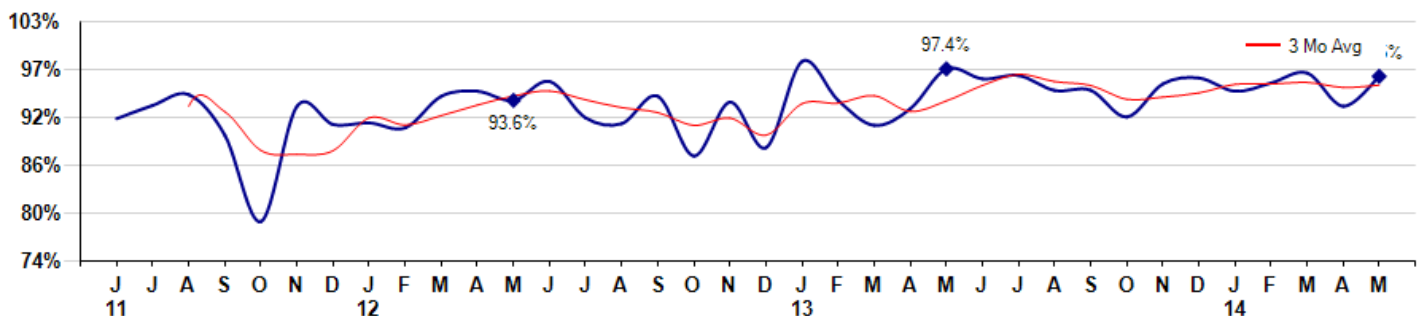
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 May 2014 Selling Price vs List Price of 96.5% was up from 92.9% last month and down from 97.4% in May of last year.

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



## City: Rumson



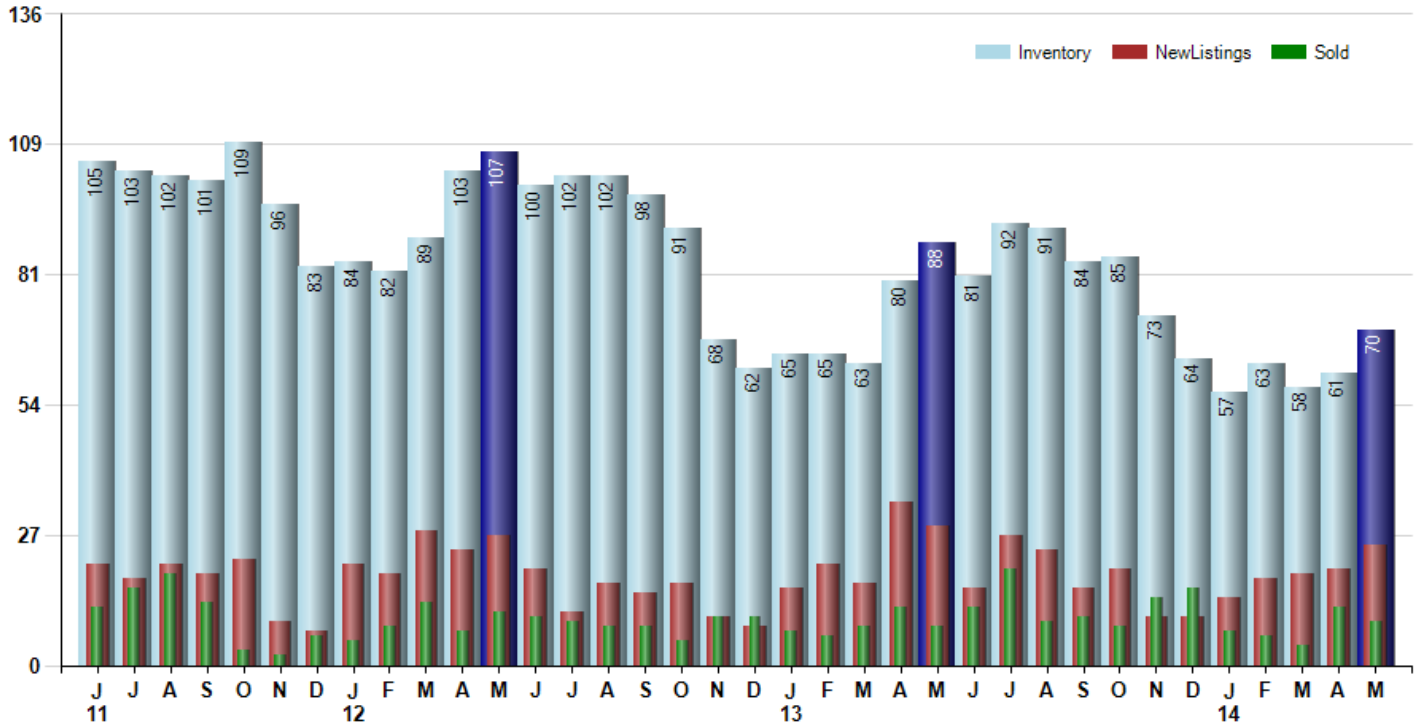
**Barbara Scaffidi**  
 Sales Associate  
 (732) 233-8248 (Cell) (732) 449-2777 (Office)  
 www.JerseyShoreSpecialist.com  
 Barbara.Scaffidi@cbmoves.com



Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

### 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 May 2014 was 25, up 25.0% from 20 last month and down -13.8% from 29 in May of last year.



# MARKET ACTION REPORT

May 2014

City: *Rumson*



**Barbara Scaffidi**  
Sales Associate  
(732) 233-8248 (Cell) (732) 449-2777 (Office)  
www.JerseyShoreSpecialist.com  
Barbara.Scaffidi@cbmoves.com



Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

	J 11	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	M
Homes Sold	12	16	19	13	3	2	6	5	8	13	7	11	10	9	8	8	5	10	10	7	6	8	12	8	12	20	9	10	8	14	16	7	6	4	12	9
3 Mo. Roll Avg			16	16	12	6	4	4	6	9	9	10	9	10	9	8	7	8	8	9	8	7	9	9	11	13	14	13	9	11	13	12	10	6	7	8

	(000's) J 11	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	M
Median Sale Price	1,019	1,050	1,440	933	1,000	1,618	499	1,300	1,125	765	1,150	1,325	925	935	1,260	981	1,308	1,559	1,133	675	1,513	1,085	1,023	503	1,047	1,373	1,363	1,358	560	991	1,015	1,195	1,158	1,030	915	1,050
3 Mo. Roll Avg			1,169	1,141	1,124	1,184	1,039	1,139	974	1,063	1,013	1,080	1,133	1,062	1,040	1,059	1,183	1,283	1,333	1,122	1,107	1,091	1,207	870	857	974	1,261	1,364	1,093	969	855	1,067	1,122	1,128	1,034	998

	J 11	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	M
Inventory	105	103	102	101	109	96	83	84	82	89	103	107	100	102	102	98	91	68	62	65	65	63	80	88	81	92	91	84	85	73	64	57	63	58	61	70
MSI	9	6	5	8	36	48	14	17	10	7	15	10	10	11	13	12	18	7	6	9	11	8	7	11	7	5	10	8	11	5	4	8	11	15	5	8

	J 11	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	M
Days On Market	105	78	96	71	82	68	111	86	112	100	119	67	67	113	111	119	283	126	131	112	58	86	44	182	34	71	101	79	88	44	93	81	199	58	90	132
3 Mo. Roll Avg			93	82	83	74	87	88	103	99	110	95	84	82	97	114	171	176	180	123	100	85	63	104	87	96	69	84	89	70	75	73	124	113	116	93

	J 11	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	M	
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

	J 11	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	M
Sale to List Price	0.914	0.930	0.943	0.894	0.790	0.929	0.907	0.909	0.903	0.941	0.947	0.936	0.959	0.915	0.908	0.941	0.869	0.934	0.879	0.983	0.936	0.906	0.926	0.974	0.962	0.966	0.948	0.948	0.916	0.956	0.963	0.947	0.957	0.969	0.929	0.965
3 Mo. Roll Avg			0.929	0.922	0.876	0.871	0.875	0.915	0.906	0.918	0.930	0.941	0.947	0.937	0.927	0.921	0.906	0.915	0.894	0.932	0.933	0.942	0.923	0.935	0.954	0.967	0.959	0.954	0.937	0.940	0.945	0.955	0.956	0.958	0.952	0.954

	J 11	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	M
New Listings	21	18	21	19	22	9	7	21	19	28	24	27	20	11	17	15	17	10	8	16	21	17	34	29	16	27	24	16	20	10	10	14	18	19	20	25
Inventory	105	103	102	101	109	96	83	84	82	89	103	107	100	102	102	98	91	68	62	65	65	63	80	88	81	92	91	84	85	73	64	57	63	58	61	70
Sales	12	16	19	13	3	2	6	5	8	13	7	11	10	9	8	8	5	10	10	7	6	8	12	8	12	20	9	10	8	14	16	7	6	4	12	9

	(000's) J 11	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	M
Avg Sale Price	2,250	1,295	1,599	999	830	1,618	619	1,242	1,081	929	1,889	1,383	1,047	1,133	1,296	1,041	1,442	1,452	1,269	1,123	1,583	1,018	1,124	638	1,428	1,485	1,315	1,576	839	1,431	1,267	1,077	1,062	1,032	1,089	1,092
3 Mo. Roll Avg			1,715	1,298	1,143	1,149	1,022	1,159	981	1,084	1,300	1,400	1,440	1,187	1,158	1,157	1,259	1,312	1,388	1,281	1,325	1,241	1,242	927	1,063	1,184	1,409	1,459	1,243	1,282	1,179	1,258	1,135	1,057	1,061	1,071

© 2014 Coldwell Banker Real Estate LLC. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC.

Based on information from Monmouth/Ocean Multiple Listing Service for the period 6/1/2011 through 5/31/2014. 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.

