

## City: Avon By The Sea



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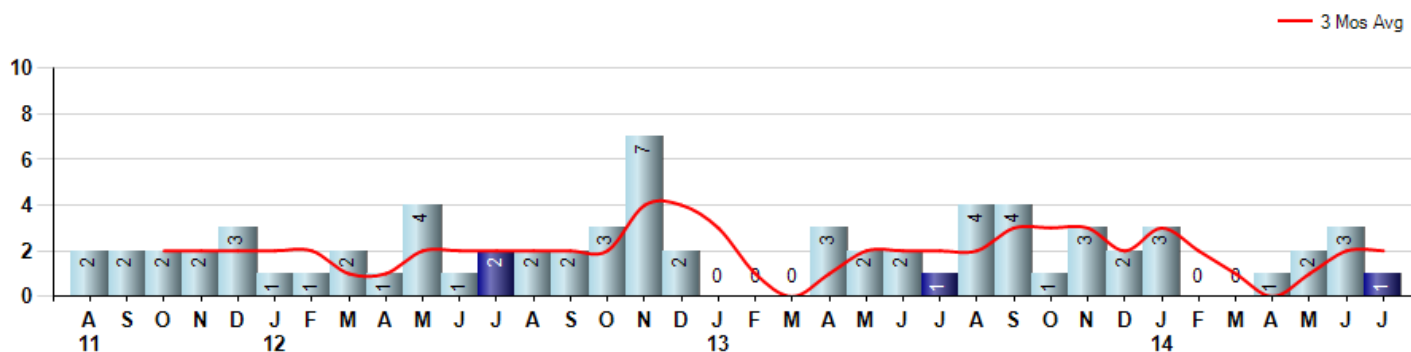
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,385,000	-2%		54%				
Average List Price of all Current Listings	\$1,404,620	-1%		27%				
July Median Sales Price	\$835,000	-41%	-14%	-46%	-12%	\$905,000	-30%	-5%
July Average Sales Price	\$835,000	-39%	-21%	-46%	-20%	\$976,250	-24%	-7%
Total Properties Currently for Sale (Inventory)	19	-5%		-10%				
July Number of Properties Sold	1	-67%		0%			25%	
July Average Days on Market (Solds)	90	18%	-12%	400%	-14%	101	-11%	-3%
July Month's Supply of Inventory	19.0	185%	60%	-10%	132%	8.9	19%	8%
July Sale Price vs List Price Ratio	95.0%	2.9%	1%	4%	1.1%	94.3%	1.4%	0.4%

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

### Property Sales

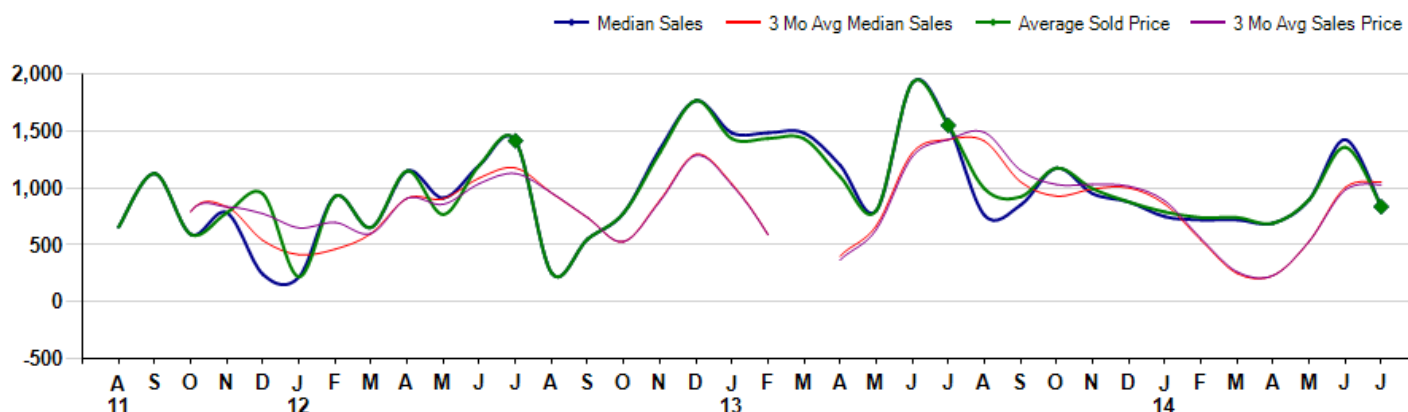
July Property sales were 1, equal to 1 in July of 2013 and -66.7% lower than the 3 sales last month. July 2014 sales were at their lowest level compared to July of 2013 and 2012. July YTD sales of 10 are running 25.0% ahead of last year's year-to-date sales of 8.



### Prices

The Median Sales Price in July was \$835,000, down -46.1% from \$1,550,000 in July of 2013 and down -41.4% from \$1,425,000 last month. The Average Sales Price in July was \$835,000, down -46.1% from \$1,550,000 in July of 2013 and down -38.5% from \$1,358,333 last month. July 2014 ASP was at the lowest level compared to July of 2013 and 2012.

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



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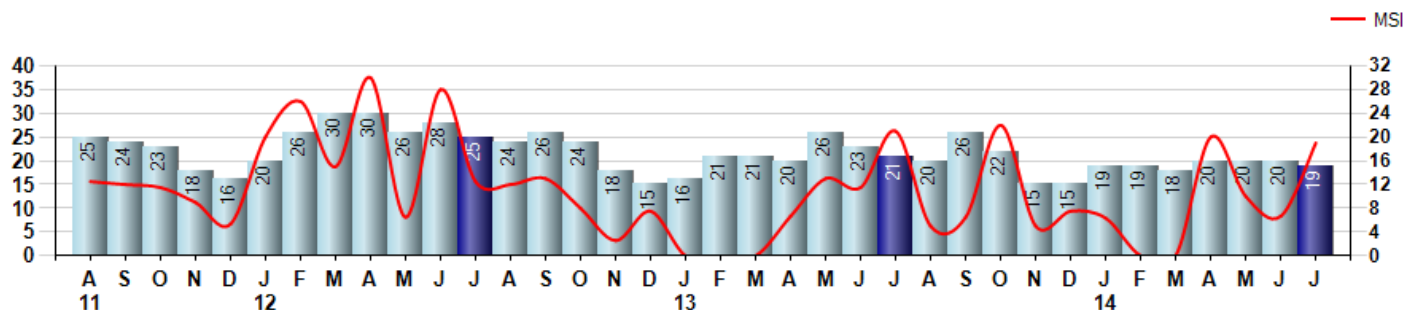
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### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 19, down -5.0% from 20 last month and down -9.5% from 21 in July of last year. July 2014 Inventory was at the lowest level compared to July of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2014 MSI of 19.0 months was at a mid range compared with July of 2013 and 2012.

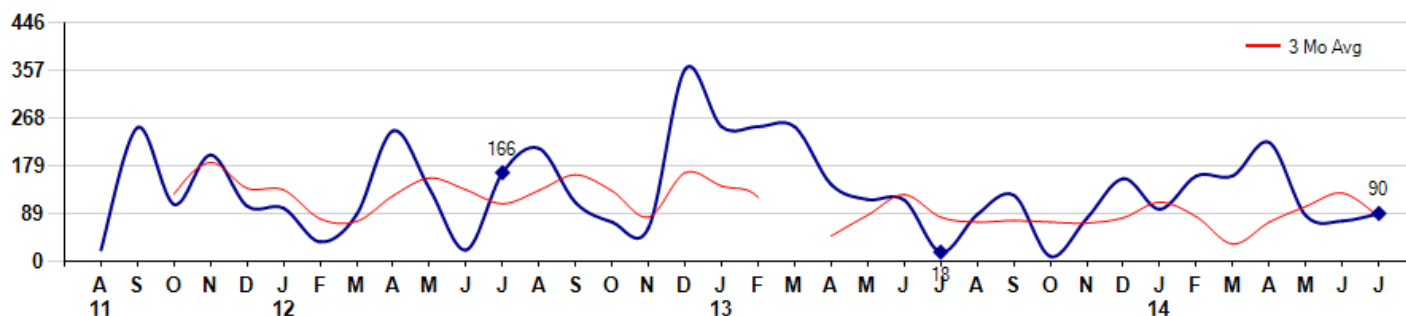
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 July was 90, up 18.4% from 76 days last month and up 400.0% from 18 days in July of last year. The July 2014 DOM was at a mid range compared with July of 2013 and 2012.

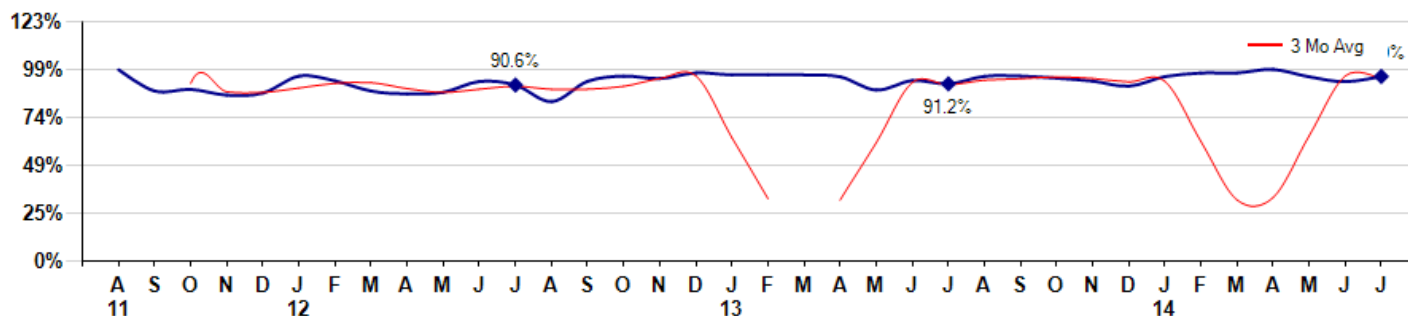
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 July 2014 Selling Price vs List Price of 95.0% was up from 92.3% last month and up from 91.2% in July of last year.

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



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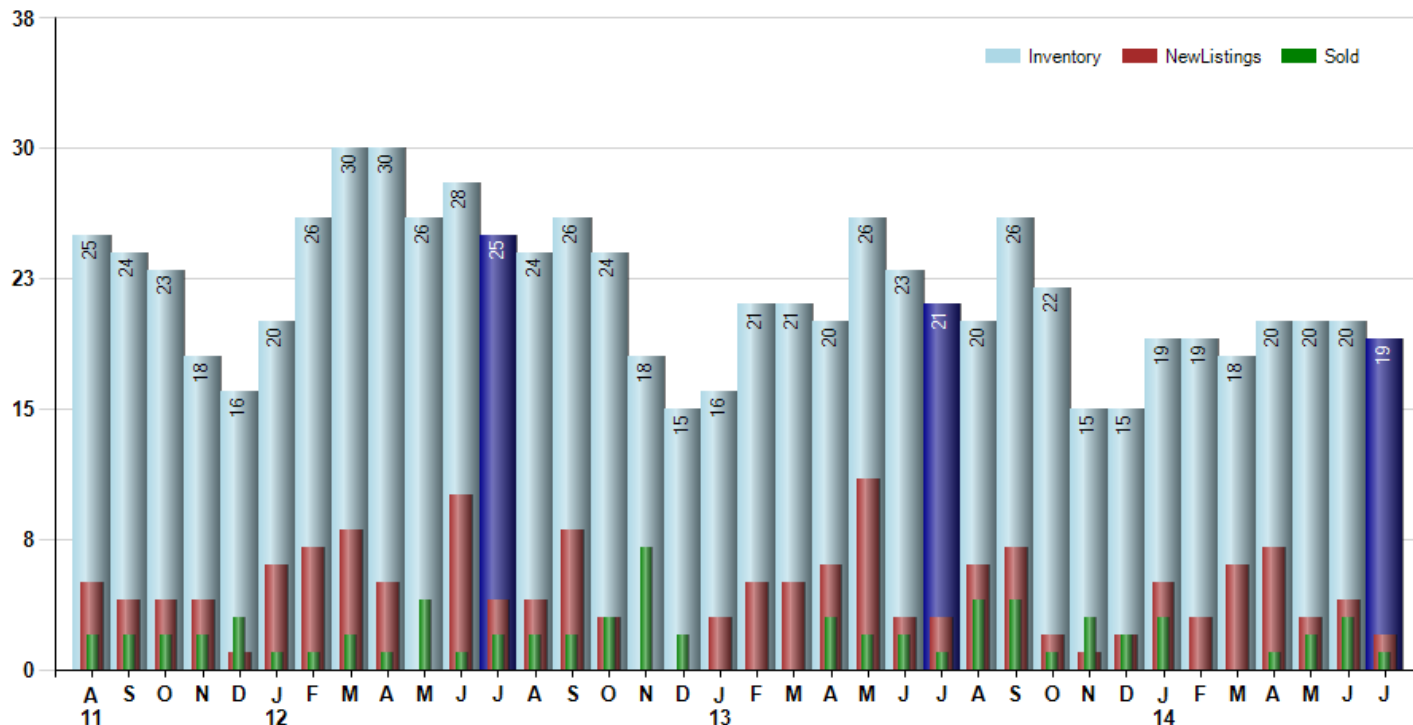
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### Inventory / New Listings / Sales

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 July 2014 was 2, down -50.0% from 4 last month and down -33.3% from 3 in July of last year.



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Based on information from Monmouth/Ocean Multiple Listing Service for the period 8/1/2011 through 7/31/2014. 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.



# MARKET ACTION REPORT

July 2014

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	A	11	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	J	J
Homes Sold		2	2	2	2	3	1	1	2	1	4	1	2	2	2	2	3	7	2	0	0	0	3	2	2	1	4	4	1	3	2	3	0	0	1	2	3	1		
3 Mo. Roll Avg				2	2	2	2	1	1	2	2	2	2	2	2	2	4	4	3	1	0	1	2	2	2	2	3	3	3	2	3	2	1	0	1	2	2			

	(000's)	A	11	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	J	J
Median Sale Price	657	1,128	593	783	240	218	926	653	1,150	912	1,200	1,415	253	550	780	1,340	1,768	0	0	0	1,200	800	1,925	1,550	760	850	1,175	950	878	748	0	0	690	898	1,425	835					
3 Mo. Roll Avg			792	834	538	414	461	599	910	905	1,087	1,176	956	739	528	890	1,296	1,036	589	0	400	667	1,308	1,425	1,412	1,053	928	992	1,001	858	542	249	230	529	1,004	1,053					

	A	11	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	J	J
Inventory	25	24	23	18	16	20	26	30	30	26	28	25	24	26	24	18	15	16	21	21	20	26	23	21	20	26	22	15	15	19	19	18	20	20	20	20	19			
MSI	13	12	12	9	5	20	26	15	30	7	28	13	12	13	8	3	8	0	0	0	7	13	12	21	5	7	22	5	8	6	0	0	20	10	7	19				

	A	11	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	J	J
Days On Market	22	250	107	199	104	100	37	88	244	136	22	166	211	110	74	64	359	0	0	0	144	116	115	18	88	124	10	81	155	98	0	0	222	86	76	90				
3 Mo. Roll Avg			126	185	137	134	80	75	123	156	134	108	133	162	132	83	166	141	120	0	48	87	125	83	74	77	74	72	82	111	84	33	74	103	128	84				

	A	11	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	J	J
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	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	0	0	

	A	11	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	J	J
Sale to List Price	0.984	0.875	0.884	0.854	0.865	0.952	0.927	0.875	0.860	0.869	0.924	0.906	0.821	0.925	0.952	0.939	0.968	0.000	0.000	0.000	0.948	0.880	0.929	0.912	0.951	0.951	0.941	0.926	0.900	0.949	0.000	0.000	0.986	0.948	0.923	0.950				
3 Mo. Roll Avg			0.914	0.871	0.868	0.890	0.915	0.918	0.887	0.868	0.884	0.900	0.884	0.884	0.899	0.939	0.953	0.636	0.323	0.000	0.316	0.609	0.919	0.907	0.931	0.938	0.948	0.939	0.922	0.925	0.616	0.316	0.329	0.645	0.952	0.940				

	A	11	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	J	J
New Listings	5	4	4	4	1	6	7	8	5	0	10	4	4	8	3	0	0	3	5	5	6	11	3	3	6	7	2	1	2	5	3	6	7	3	4	2				
Inventory	25	24	23	18	16	20	26	30	30	26	28	25	24	26	24	18	15	16	21	21	20	26	23	21	20	26	22	15	15	19	19	18	20	20	20	19				
Sales	2	2	2	2	3	1	1	2	1	4	1	2	2	2	3	7	2	0	0	0	3	2	2	1	4	4	1	3	2	3	0	0	1	2	3	1				

	(000's)	A	11	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	J	J
Avg Sale Price	657	1,128	593	783	947	218	926	653	1,150	767	1,200	1,415	253	550	781	1,309	1,768	0	0	0	1,098	800	1,925	1,550	993	922	1,175	993	878	789	0	0	690	898	1,358	835					
3 Mo. Roll Avg			792	834	774	649	697	599	910	856	1,039	1,127	956	739	528	880	1,286	1,026	589	0	366	633	1,274	1,425	1,489	1,155	1,030	1,030	1,015	887	556	263	230	529	982	1,030					

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