

## City: Long Branch



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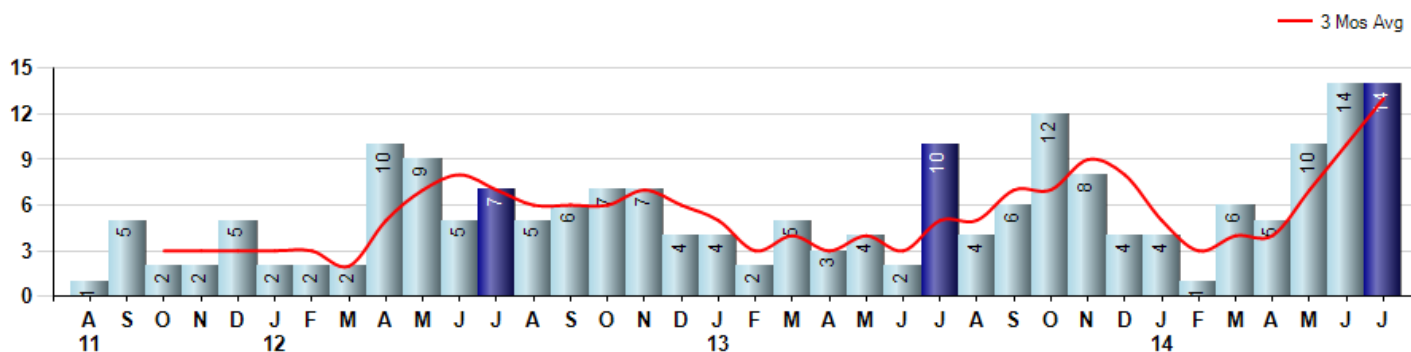
Price Range: \$0 to \$999,999,000 | Properties: Townhome, Condo

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$494,000	0%		-6%				
Average List Price of all Current Listings	\$570,449	-5%		-13%				
July Median Sales Price	\$351,000	13%	0%	22%	7%	\$350,000	11%	7%
July Average Sales Price	\$420,321	14%	-2%	58%	16%	\$414,541	27%	15%
Total Properties Currently for Sale (Inventory)	100	19%		4%				
July Number of Properties Sold	14	0%		40%			80%	
July Average Days on Market (Solds)	109	11%	6%	20%	4%	104	10%	-1%
July Month's Supply of Inventory	7.1	19%	-5%	-26%	-67%	23.8	-12%	10%
July Sale Price vs List Price Ratio	92.7%	-2.8%	-2%	-1%	1.5%	94.3%	4.7%	3.3%

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

### Property Sales

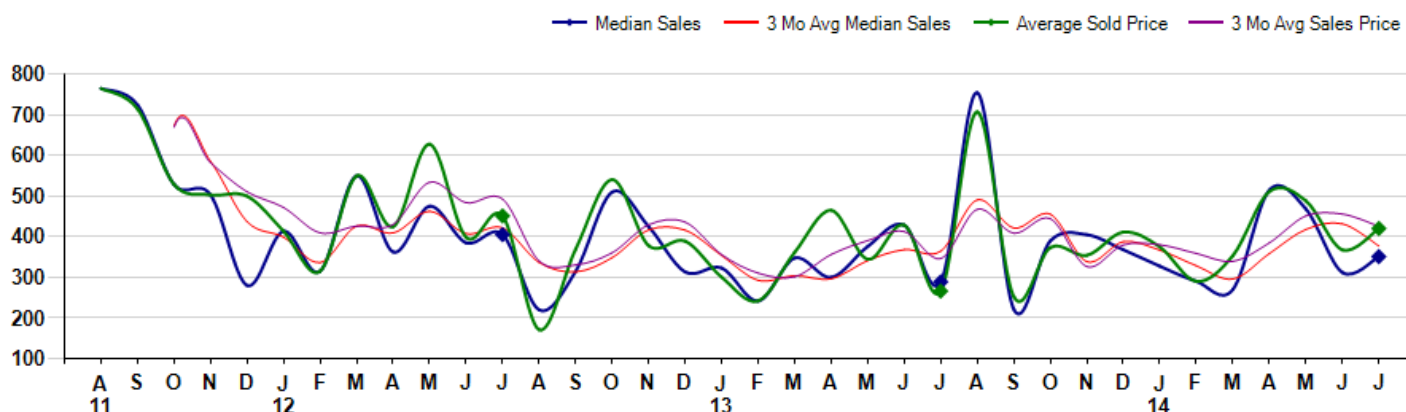
July Property sales were 14, up 40.0% from 10 in July of 2013 and equal to 0.0% 14 sales last month. July 2014 sales were at their highest level compared to July of 2013 and 2012. July YTD sales of 54 are running 80.0% ahead of last year's year-to-date sales of 30.



### Prices

The Median Sales Price in July was \$351,000, up 21.6% from \$288,750 in July of 2013 and up 12.5% from \$312,000 last month. The Average Sales Price in July was \$420,321, up 58.0% from \$266,040 in July of 2013 and up 14.3% from \$367,714 last month. July 2014 ASP was at a mid range 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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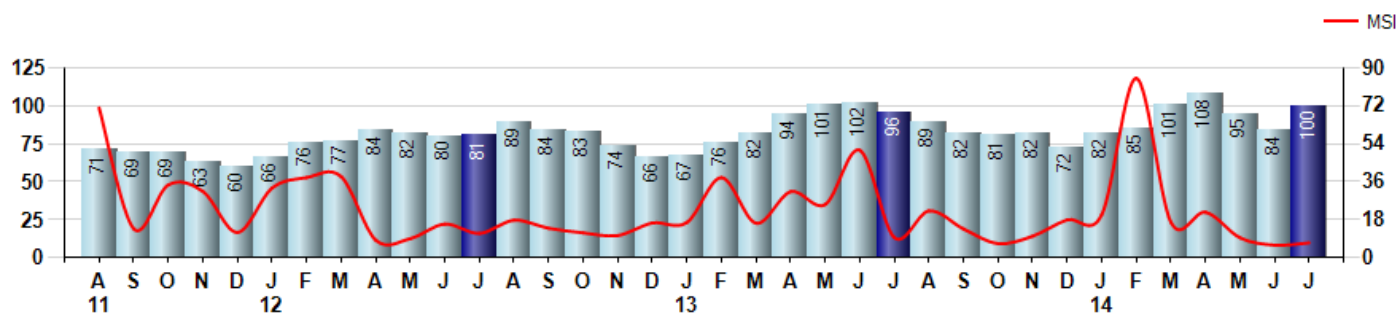
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### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 100, up 19.0% from 84 last month and up 4.2% from 96 in July of last year. July 2014 Inventory was at highest 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 7.1 months was at its lowest level compared with July of 2013 and 2012.

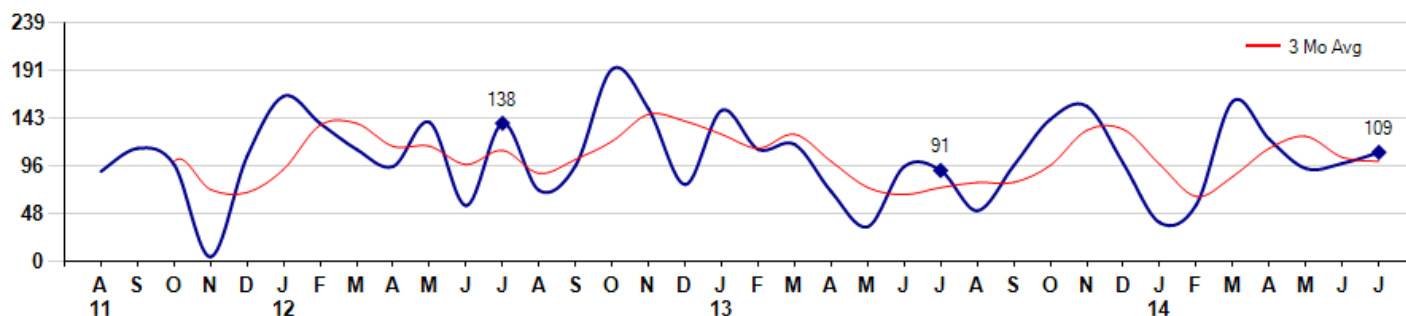
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 109, up 11.2% from 98 days last month and up 19.8% from 91 days in July of last year. The July 2014 DOM was at a mid range compared with July of 2013 and 2012.

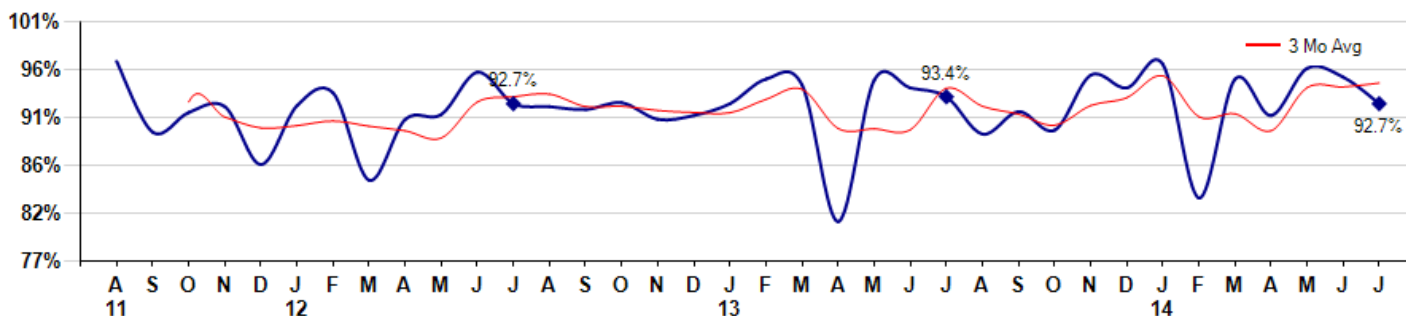
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 92.7% was down from 95.4% last month and down from 93.4% in July of last year.

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



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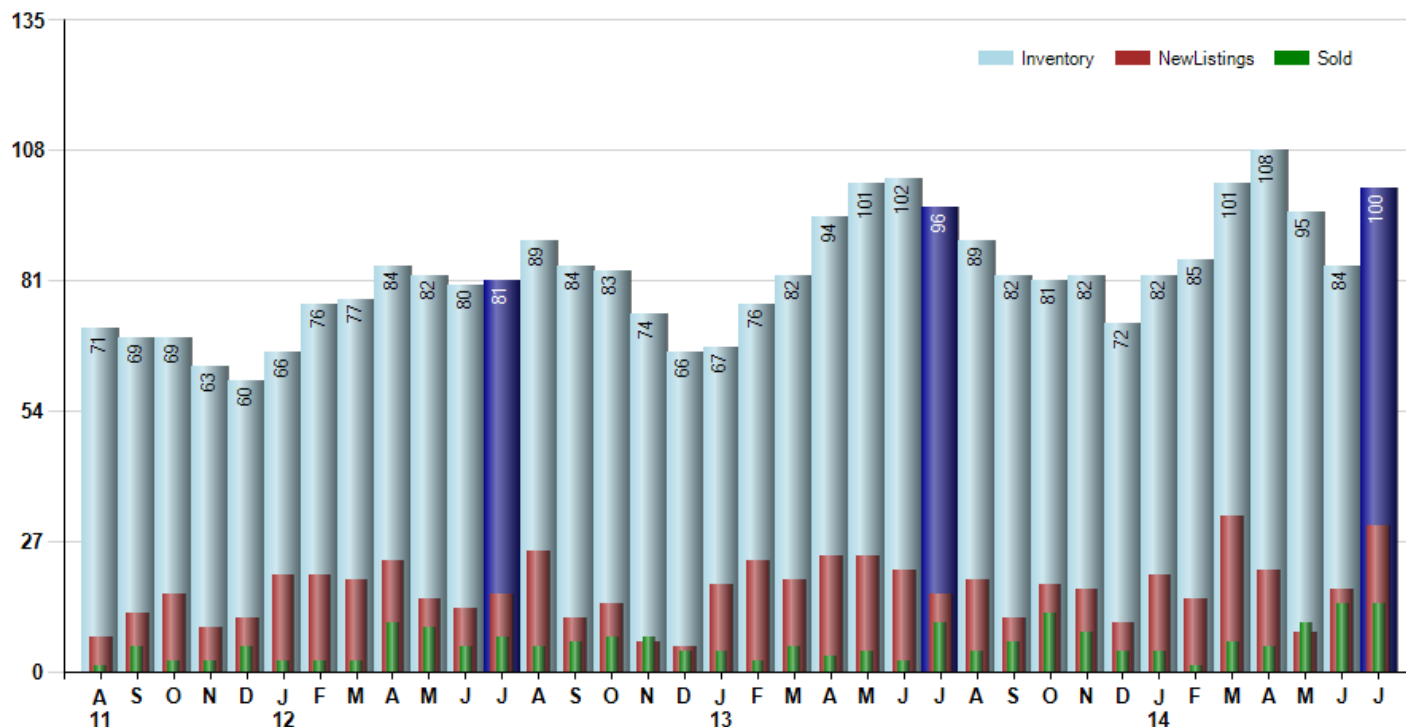
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### Inventory / New Listings / Sales

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 30, up 76.5% from 17 last month and up 87.5% from 16 in July of last year.



# 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		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	10	14	14			
3 Mo. Roll Avg				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	7	10	13			

	(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	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	469	312	351					
3 Mo. Roll Avg			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	418	432	377					

	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	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	101	108	95	84	100				
MSI	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	22	10	6	7				

	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	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	93	98	109				
3 Mo. Roll Avg			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	125	104	100				

	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	0.970	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	0.963	0.954	0.927				
3 Mo. Roll Avg			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	0.943	0.944	0.948				

	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	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	8	17	30				
Inventory	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	101	108	95	84	100				
Sales	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	10	14	14				

	(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	765	715	529	503	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	489	368	420					
3 Mo. Roll Avg			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	451	456	426					

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