

City: Point Pleasant Beach



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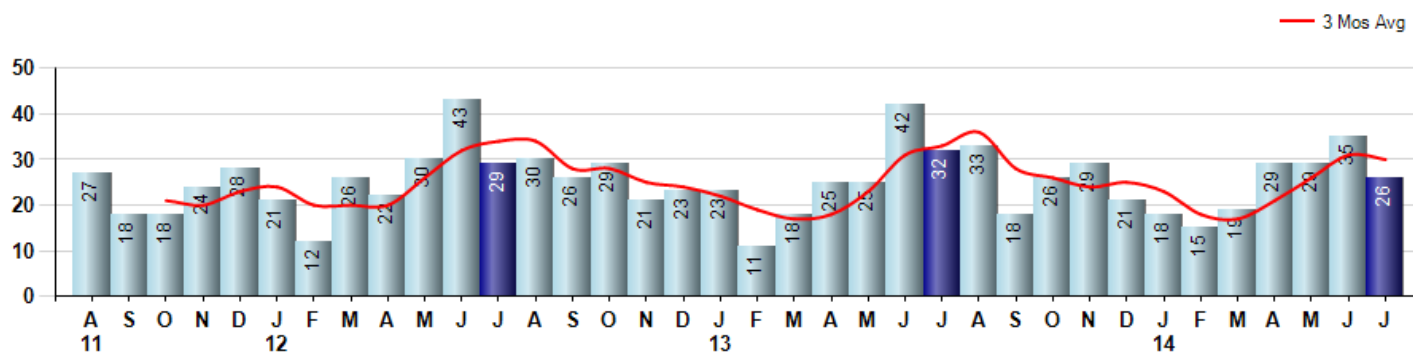
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				Trending Versus*:		
		LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$459,000	-4%		2%				
Average List Price of all Current Listings	\$600,124	-5%		-1%				
July Median Sales Price	\$366,750	-14%	1%	12%	10%	\$350,900	10%	5%
July Average Sales Price	\$474,079	6%	10%	23%	22%	\$414,855	11%	6%
Total Properties Currently for Sale (Inventory)	291	1%		12%				
July Number of Properties Sold	26	-26%		-19%				-3%
July Average Days on Market (Solds)	110	7%	8%	25%	13%	99	-4%	2%
July Month's Supply of Inventory	11.2	37%	16%	37%	5%	11.4	3%	7%
July Sale Price vs List Price Ratio	95.5%	1.3%	2%	0%	2.5%	93.6%	0.5%	

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

Property Sales

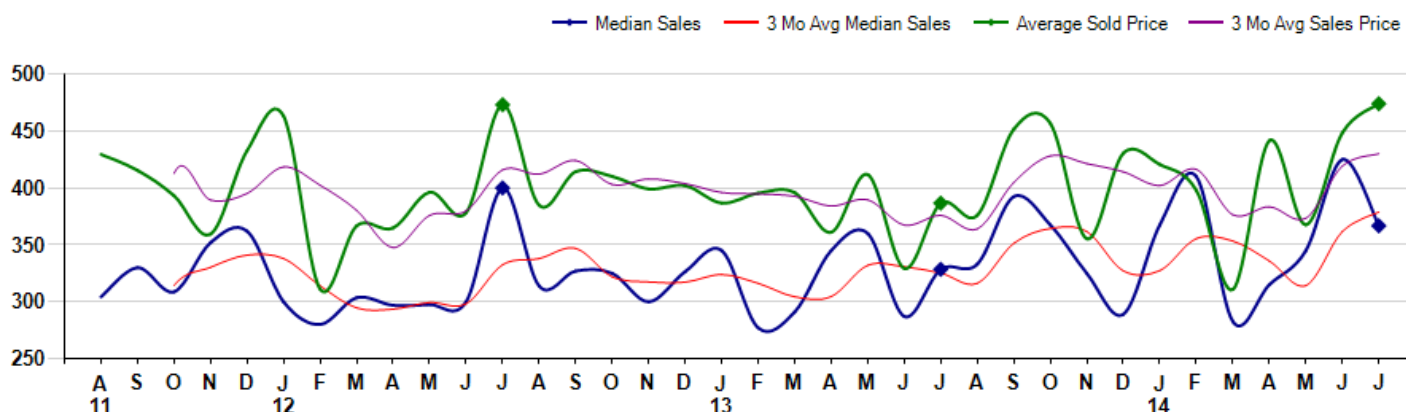
July Property sales were 26, down -18.8% from 32 in July of 2013 and -25.7% lower than the 35 sales last month. July 2014 sales were at their lowest level compared to July of 2013 and 2012. July YTD sales of 171 are running -2.8% behind last year's year-to-date sales of 176.



Prices

The Median Sales Price in July was \$366,750, up 11.6% from \$328,500 in July of 2013 and down -13.7% from \$425,000 last month. The Average Sales Price in July was \$474,079, up 22.6% from \$386,672 in July of 2013 and up 5.7% from \$448,581 last month. July 2014 ASP was at highest 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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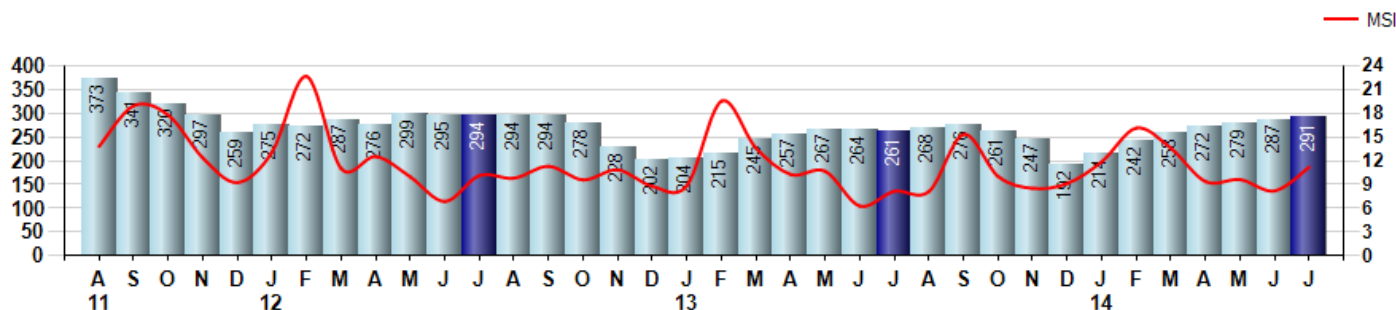
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 291, up 1.4% from 287 last month and up 11.5% from 261 in July of last year. July 2014 Inventory was at a mid range 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 11.2 months was at its highest level compared with July of 2013 and 2012.

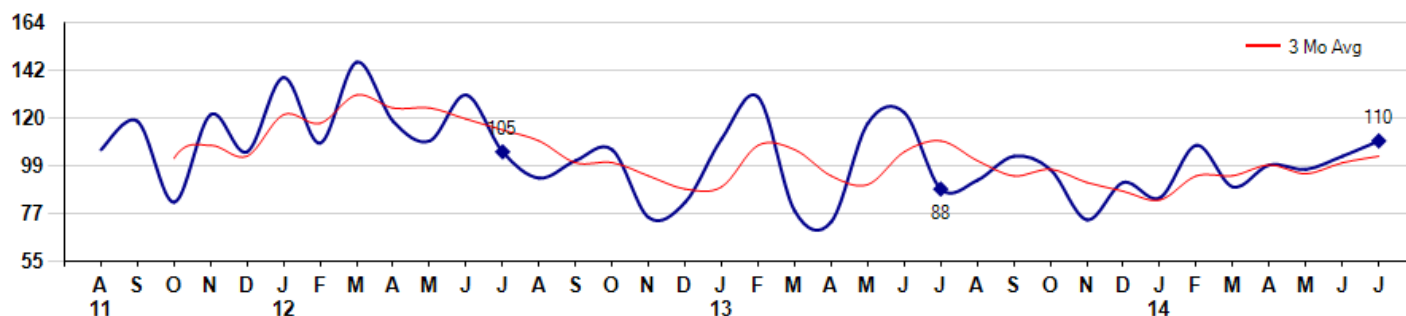
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 110, up 6.8% from 103 days last month and up 25.0% from 88 days in July of last year. The July 2014 DOM was at its highest level compared with July of 2013 and 2012.

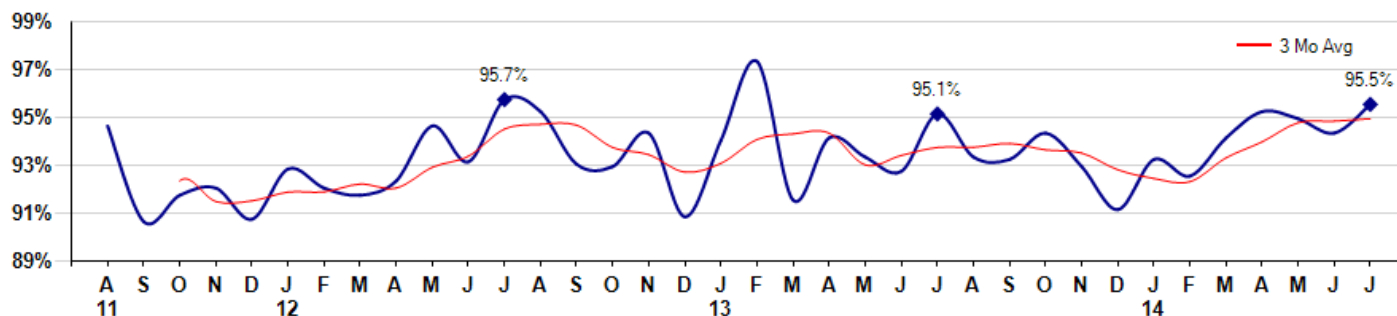
Average Days on Market(Listing to Contract) for properties sold during the month



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 95.5% was up from 94.3% last month and up from 95.1% in July of last year.

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



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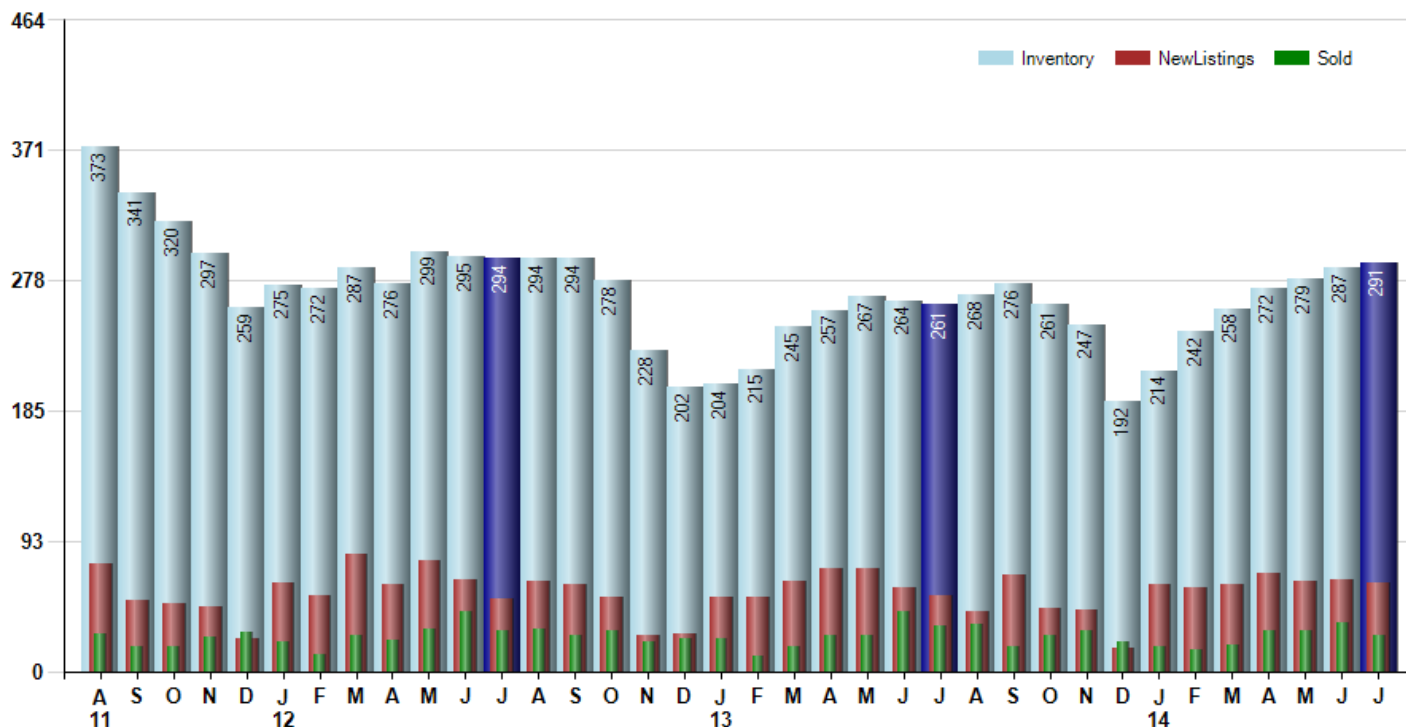
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Inventory / New Listings / Sales

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 63, down -3.1% from 65 last month and up 16.7% from 54 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	27	18	18	24	28	21	12	26	22	30	43	29	30	26	29	21	23	23	11	18	25	25	42	32	33	18	26	29	21	18	15	19	29	29	35	26
3 Mo. Roll Avg			21	20	23	24	20	20	20	26	32	34	34	28	28	25	24	22	19	17	18	23	31	33	36	28	26	24	25	23	18	17	21	26	31	30

(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	304	330	309	352	362	300	280	304	297	298	300	400	314	327	325	300	327	345	277	291	345	360	287	329	333	392	368	325	289	368	410	283	315	345	425	367
3 Mo. Roll Avg			314	330	341	338	314	295	293	299	298	333	338	347	322	317	317	324	316	304	304	332	331	325	316	351	364	362	327	327	356	353	336	314	362	379

	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	373	341	320	297	259	275	272	287	276	299	295	294	294	294	278	228	202	204	215	245	257	267	264	261	268	276	261	247	192	214	242	258	272	279	287	291
MSI	14	19	18	12	9	13	23	11	13	10	7	10	10	11	10	11	9	9	20	14	10	11	6	8	8	15	10	9	9	12	16	14	9	10	8	11

	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	106	119	82	122	105	139	109	146	119	110	131	105	93	101	106	75	82	111	130	78	73	118	123	88	92	103	97	74	91	84	108	89	99	97	103	110
3 Mo. Roll Avg			102	108	103	122	118	131	125	125	120	115	110	100	100	94	88	89	108	106	94	90	105	110	101	94	97	91	87	83	94	94	99	95	100	103

	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
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

	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	0.946	0.906	0.917	0.920	0.907	0.928	0.920	0.917	0.923	0.946	0.931	0.957	0.952	0.930	0.929	0.943	0.908	0.940	0.973	0.915	0.941	0.933	0.927	0.951	0.933	0.932	0.943	0.929	0.911	0.932	0.925	0.941	0.952	0.949	0.943	0.955
3 Mo. Roll Avg			0.923	0.914	0.915	0.918	0.918	0.922	0.920	0.929	0.933	0.945	0.947	0.946	0.937	0.934	0.927	0.930	0.940	0.943	0.943	0.930	0.934	0.937	0.937	0.939	0.936	0.935	0.928	0.924	0.923	0.933	0.939	0.947	0.948	0.949

	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	77	50	48	46	23	63	54	83	62	79	65	52	64	62	53	25	27	53	53	64	73	73	60	54	43	68	45	44	17	62	59	62	70	64	65	63
Inventory	373	341	320	297	259	275	272	287	276	299	295	294	294	294	278	228	202	204	215	245	257	267	264	261	268	276	261	247	192	214	242	258	272	279	287	291
Sales	27	18	18	24	28	21	12	26	22	30	43	29	30	26	29	21	23	23	11	18	25	25	42	32	33	18	26	29	21	18	15	19	29	29	35	26

(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	430	416	393	359	433	463	311	367	365	396	378	473	385	414	410	399	402	387	395	396	361	412	329	387	376	452	457	355	431	421	398	311	442	368	449	474
3 Mo. Roll Avg			413	389	395	418	402	380	348	376	380	416	412	424	403	408	404	396	395	393	384	390	367	376	364	405	428	421	414	402	416	376	383	373	419	430

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