## MARKET ACTION REPORT

## July 2014

# City: Sea Bright



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

		Т		Trending V	'ersus*:			
Market Profile & Trends Overview	Month	LM	L <sub>3</sub> M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$675,000	-2%		36%				
Average List Price of all Current Listings	\$856,284			25%				
July Median Sales Price	\$785,000	241%	100%	89%	89%	\$393,500	-5%	-5%
July Average Sales Price	\$785,000	242%	17%	89%	20%	\$596,838	-38%	-9%
Total Properties Currently for Sale (Inventory)	45	<b>2</b> %		22%				
July Number of Properties Sold	1	-67%		0%			240%	
July Average Days on Market (Solds)	11	-62%	-72%	-80%	-91%	48	-50%	-61%
July Month's Supply of Inventory	45.0	207%	66%	22%	131%	15.3	-32%	-21%
July Sale Price vs List Price Ratio	98.1%	5.1%	4%	18%	17.0%	94.0%	10.9%	12.1%

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

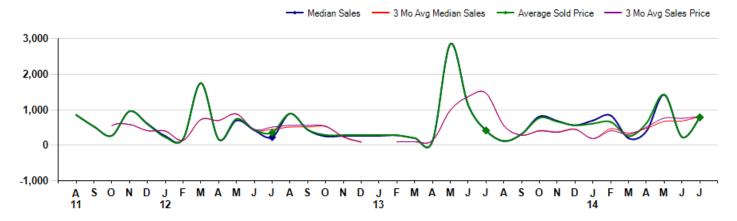
### **Property Sales**

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 17 are running 240.0% ahead of last year's year-to-date sales of 5.

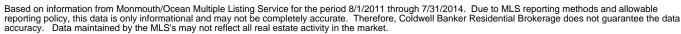


The Median Sales Price in July was \$785,000, up 89.2% from \$415,000 in July of 2013 and up 241.3% from \$230,000 last month. The Average Sales Price in July was \$785,000, up 89.2% from \$415,000 in July of 2013 and up 242.3% from \$229,333 last month. July 2014 ASP was at highest level compared to July of 2013 and 2012.

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



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## **Inventory & MSI**

The Total Inventory of Properties available for sale as of July was 45, up 2.3% from 44 last month and up 21.6% from 37 in July of last year. July 2014 Inventory was at a mid range compared to July of 2013 and 2012.

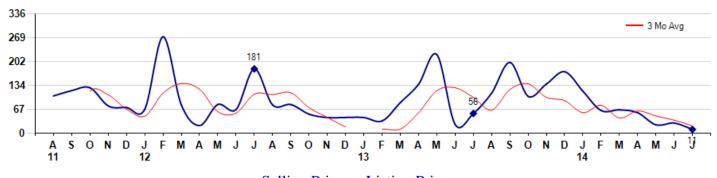
A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2014 MSI of 45.0 months was at its highest level compared with July of 2013 and 2012.

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



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 11, down -62.1% from 29 days last month and down -80.4% from 56 days in July of last year. The July 2014 DOM was at its lowest level compared with July of 2013 and 2012.

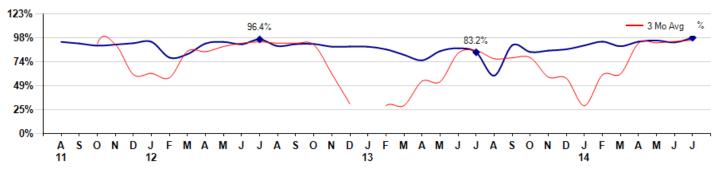
Average Days on Market(Listing to Contract) for properties sold during the month



## 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 98.1% was up from 93.3% last month and up from 83.2% in July of last year.

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



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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.



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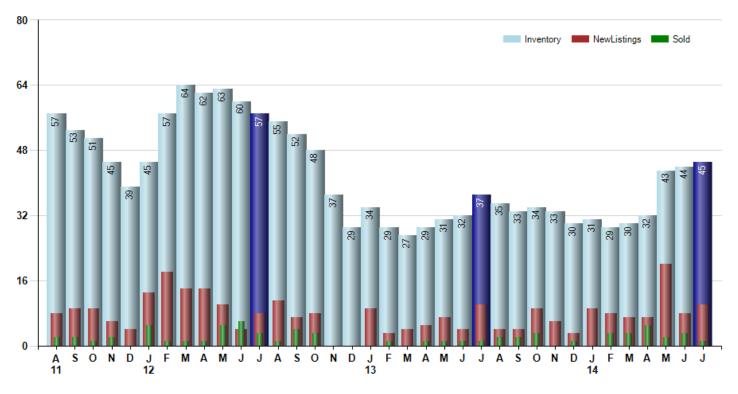
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### Inventory / New Listings / Sales

'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 10, up 25.0% from 8 last month and equal to 10 in July of last year.



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Homes Sold 3 Mo. Roll Avg	A 11 2	S O 1 2 1 2	N 2 2	D J :	12 I 5 2	F M 1 1 2 2	A 1 1	M 5 2	J 6 4	J 3 5	A 1 3	S 4 3	3	N 0 2	D 0 1	J 13 0 0	F 1 0	M 0 0	A 1 1	M 1 1	J 1	J 1 1	A 2 1	S 2 2	0 3 2	N 0 2	D 1 1	J 14 0 0	F 3 1	M 3 2	A 5 4	M 2 3	J J 3 1 3 2
MedianSalePrice 3 Mo. Roll Avg	(s) A 11 855	S O 525 270 550	N 956 584		12 1 60 17: 05 14:			M 700 872	J 422 429	J 225 449			O 250 523	N 0 227	D 0 83	J 13 0 0	F 280 93	M 0 93		M 2,850 990		J 415 1,465	A 118 554		O 810 414	N 0 375	560 457	J 14 0 187	F 835 465	M 195 343	A 394 1 475 (	M .,423 2. 670 68	J J 30 785 82 813
Inventory MSI	A 11 57 29	S O 53 51 27 51	N 45 23	D J 3	12 1 45 5' 9 5'		A 62 62	M 63 13	J 60 10	J 57 19	A 55 55	S 52 13	O 48 16	N 37 0	D 29 0	J 13 34 0	F 29 29	M 27 0	A 29 29	M 31 31	J 32 32	J 37 37	A 35 18	S 33 17	0 34 11	N 33 0	D 30 30	J 14 31 0	F 29 10	M 30 10	A 32 6		J J 44 45 15 45
Days On Market 3 Mo. Roll Avg	A 11 105	S O 120 128 118	N 77 108		12 1 68 27 48 11		A 22 124	M 81 61		J 181 110	A 80 109	S 81 114	O 54 72	N 0 45	D 0 18	J 13 0 0	F 35 12	M 0 12	A 138 58	M 221 120	J 25 128	J 56 101	A 113 65		0 104 139	N 0 101	D 173 92	J 14 0 58	F 64 79	M 66 43	A 58 63	M 24 49	J J 29 11 37 21
Price per Sq Ft 3 Mo. Roll Avg	A 11 0	S O 0 0 0	N 0 0	D J :	12 I 0 ( 0 (	F M 0 0 0 0	A 0 0	M 0 0	J 0 0	J 0 0	A 0 0	S 0 0	O 0 0	N 0 0	D 0 0	J 13 0 0	<b>F</b> 0 0	0 0	A 0 0	M 0 0	J 0 0	J 0 0	A 0 0	S 0 0	O 0 0	N 0 0	D 0 0	J 14 0 0	<b>F</b> 0 0	M 0 0	A 0 0	M 0 0	J J 0 0 0 0
Sale to List Price 3 Mo. Roll Avg	A 11 0.938 0	S O .922 0.900 0.920		D J 3	39 0.77			M 0.938 0.891							0.000		F 0.862 0.287		A 0.750 0.537	M 0.844 0.531	J 0.873 0.822		A 0.594 0.766				0.863		F 0.941 0.601				J J 33 0.981 42 0.956
New Listings Inventory Sales	A 11 8 57 2	S O 9 9 53 51 2 1	N 6 45 2		12 1 13 13 45 5' 5			M 10 63 5	J 4 60 6	57 3	A 11 55 1	S 7 52 4	0 8 48 3	N 0 37 0	D 0 29 0	J 13 9 34 0	F 3 29 1	M 4 27 0	A 5 29 1	M 7 31 1	J 4 32 1	J 10 37 1	A 4 35 2	S 4 33 2	0 9 34 3	N 6 33 0	3 30 1	J 14 9 31 0	F 8 29 3	M 7 30 3	A 7 32 5	M 20 43 2	J J 8 10 44 45 3 1
Avg Sale Price 3 Mo. Roll Avg	(s) A 11 855	S O 525 270 550	N 956 584	D J 0 22 409 39									O 289 539	N 0 243	D 0 96	J 13 0 0	F 280 93	M 0 93		M 2,850 990		J 415 1,465	A 118 554		O 770 401	N 0 362	560	J 14 0 187			A 619 <sup>1</sup> 510 '		J J 29 785 57 812

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