

City: Rumson



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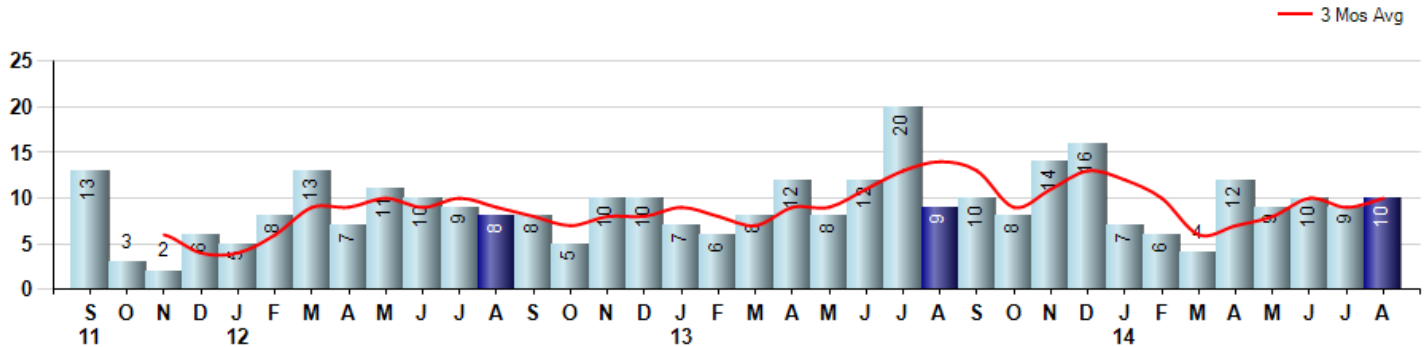
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				Trending Versus*:		
		LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,595,000	8%		15%				
Average List Price of all Current Listings	\$2,386,905	6%		10%				
August Median Sales Price	\$1,975,000	65%	73%	45%	85%	\$1,145,000	4%	7%
August Average Sales Price	\$1,712,578	42%	25%	30%	36%	\$1,241,864	-1%	-2%
Total Properties Currently for Sale (Inventory)	87	-11%		-4%				
August Number of Properties Sold	10	11%		11%			-18%	
August Average Days on Market (Solds)	72	3%	-4%	-29%	-8%	88	10%	13%
August Month's Supply of Inventory	8.7	-20%	-6%	-14%	10%	9.2	10%	16%
August Sale Price vs List Price Ratio	95.3%	-0.8%	0%	1%	1.0%	95.4%	1.3%	1.0%

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

Property Sales

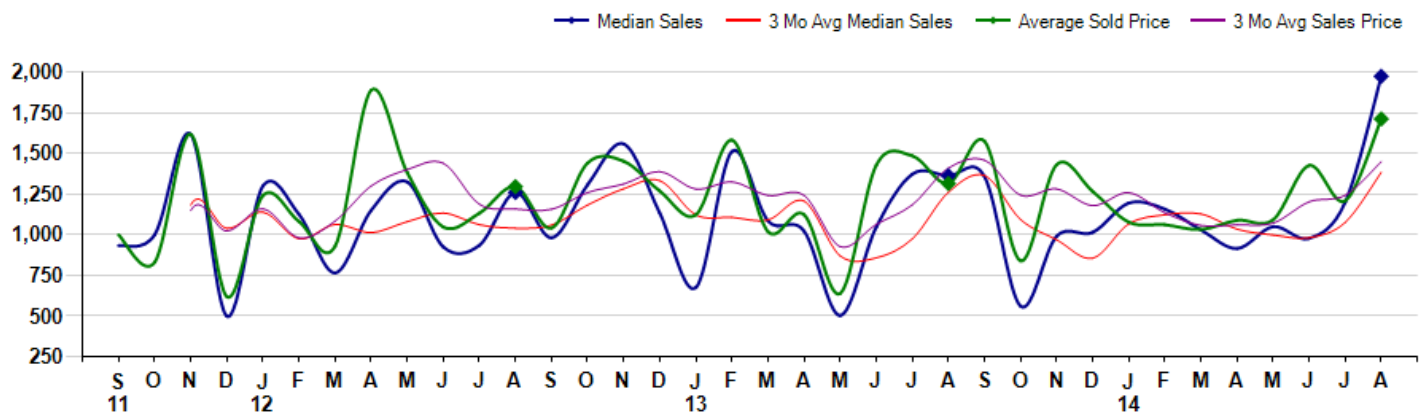
August Property sales were 10, up 11.1% from 9 in August of 2013 and 11.1% higher than the 9 sales last month. August 2014 sales were at their highest level compared to August of 2013 and 2012. August YTD sales of 67 are running -18.3% behind last year's year-to-date sales of 82.



Prices

The Median Sales Price in August was \$1,975,000, up 45.0% from \$1,362,500 in August of 2013 and up 64.6% from \$1,200,000 last month. The Average Sales Price in August was \$1,712,578, up 30.2% from \$1,315,167 in August of 2013 and up 41.7% from \$1,208,878 last month. August 2014 ASP was at highest level compared to August of 2013 and 2012.

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



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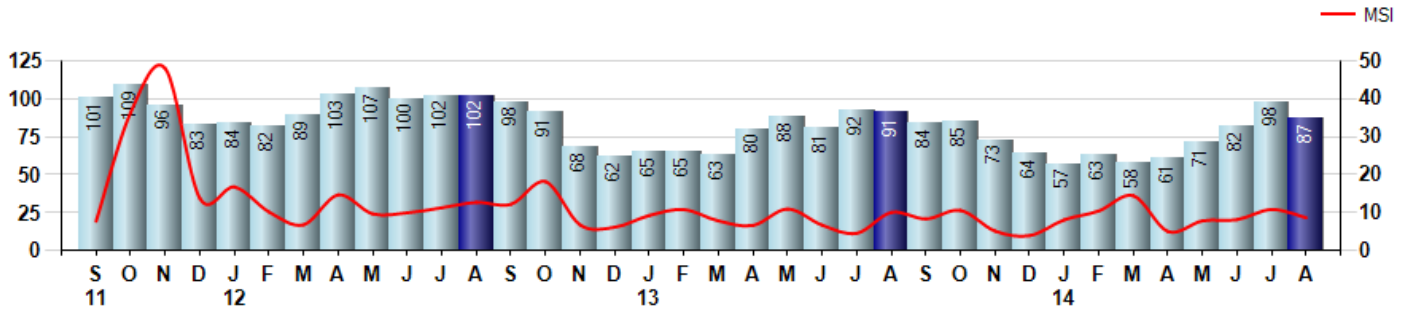
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Inventory & MSI

The Total Inventory of Properties available for sale as of August was 87, down -11.2% from 98 last month and down -4.4% from 91 in August of last year. August 2014 Inventory was at the lowest level compared to August of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The August 2014 MSI of 8.7 months was at its lowest level compared with August of 2013 and 2012.

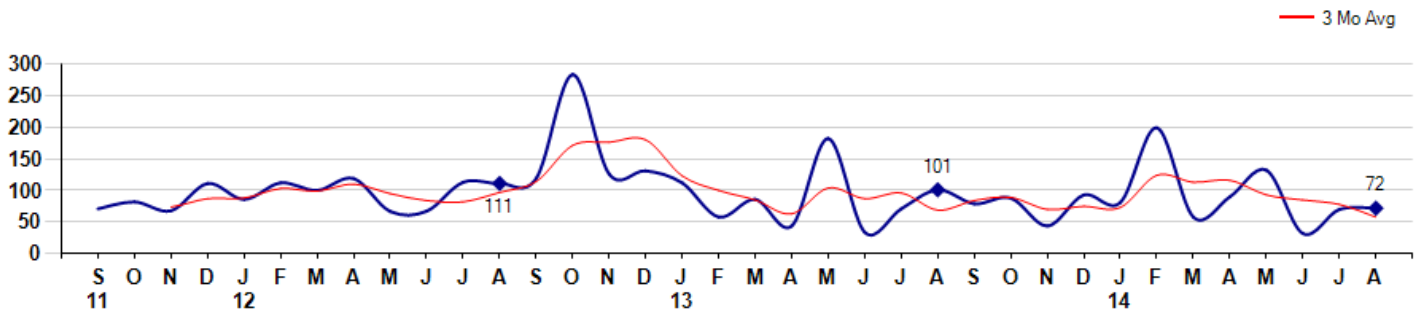
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 August was 72, up 2.9% from 70 days last month and down -28.7% from 101 days in August of last year. The August 2014 DOM was at its lowest level compared with August of 2013 and 2012.

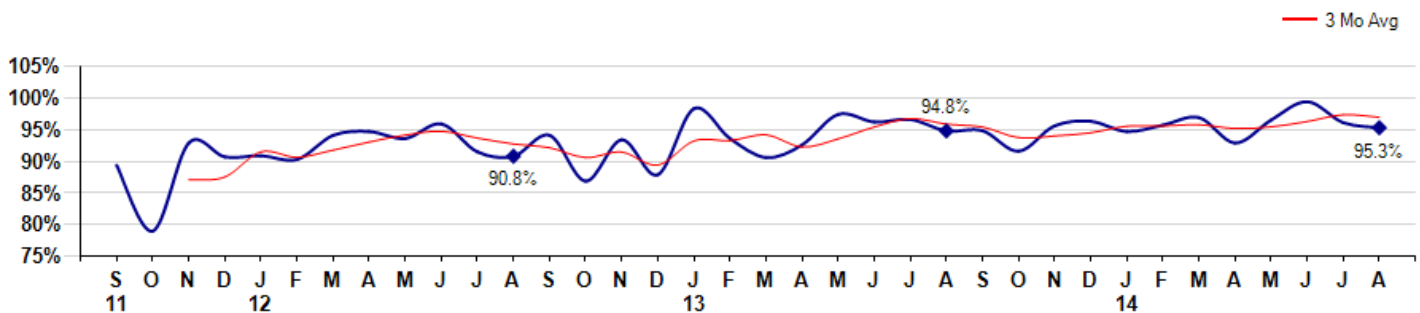
Average Days on Market(Listing to Contract) for properties sold during the month



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 August 2014 Selling Price vs List Price of 95.3% was down from 96.1% last month and up from 94.8% in August of last year.

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



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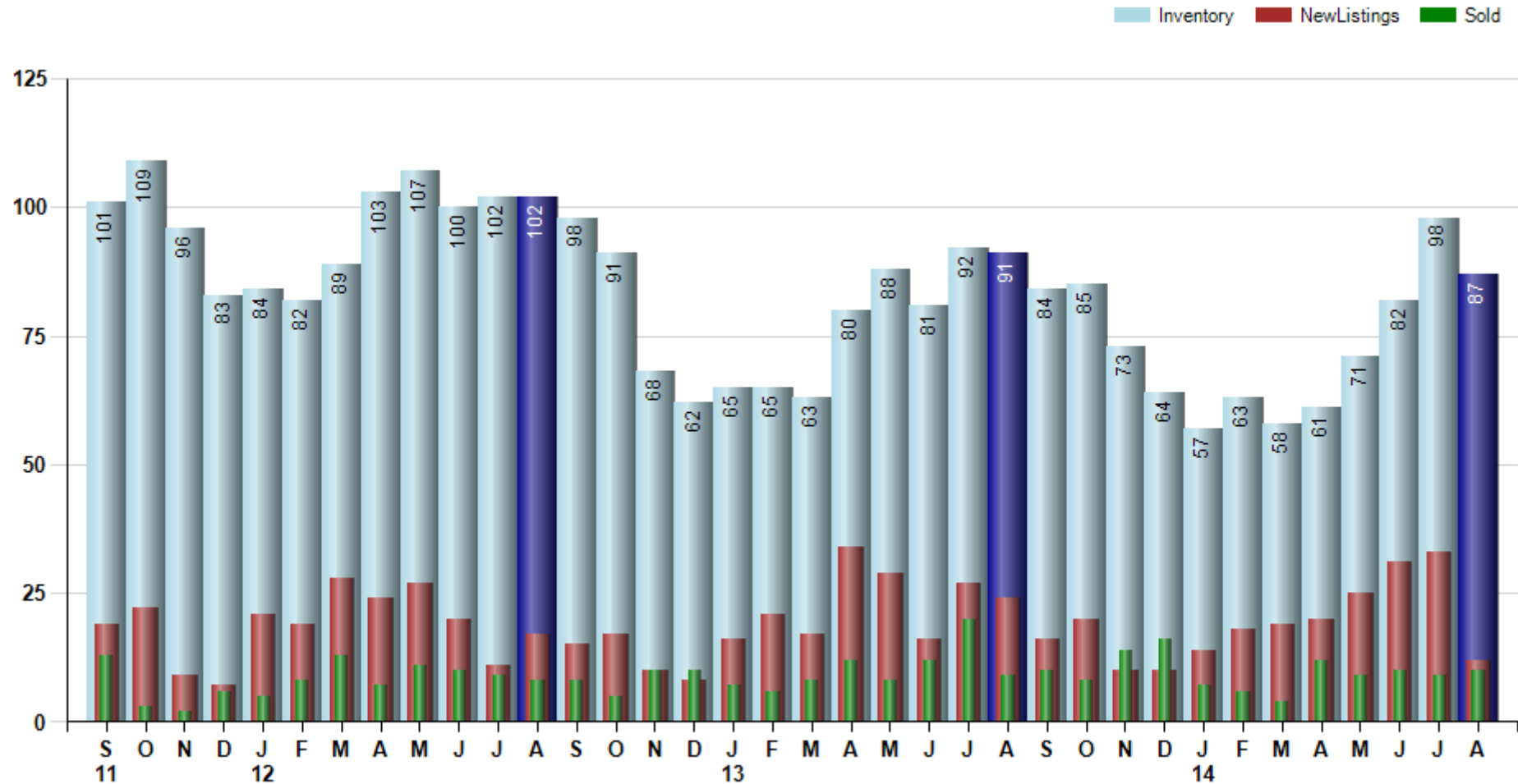
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Inventory / New Listings / Sales

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 August 2014 was 12, down -63.6% from 33 last month and down -50.0% from 24 in August of last year.



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Based on information from Monmouth/Ocean Multiple Listing Service for the period 9/1/2011 through 8/31/2014. 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

August 2014

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	S 11	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	A
Homes Sold	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	10	9	10
3 Mo. Roll Avg			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	10	9	10

	(000's) S 11	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	A
Median Sale Price	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	978	1,200	1,975
3 Mo. Roll Avg			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	981	1,076	1,384

	S 11	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	A
Inventory	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	71	82	98	87
MSI	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	8	11	9

	S 11	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	A
Days On Market	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	32	70	72
3 Mo. Roll Avg			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	85	78	58

	S 11	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	A	
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

	S 11	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	A
Sale to List Price	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	0.994	0.961	0.953
3 Mo. Roll Avg			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	0.963	0.973	0.969

	S 11	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	A
New Listings	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	31	33	12
Inventory	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	71	82	98	87
Sales	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	10	9	10

	(000's) S 11	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	A
Avg Sale Price	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	1,426	1,209	1,713
3 Mo. Roll Avg			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	1,203	1,243	1,449

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