

MCCANN TEAM'S MARKET UPDATE

PHILADELPHIA, PA
19123

- **Current Real Estate Market Conditions for Single Family Homes**
- **Trends in Pricing**
- **Current Levels of Supply and Demand**
- **Value Metrics**

- **Report for the week of
July 30, 2012**

- **Presented by The McCann Team**
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This Week

- The median list price in PHILADELPHIA, PA this week is \$215,250. The 1488 properties have been on the market for an average of 165 days.

Inventory has been lightening lately and the Market Action Index has been trending up. Though days-on-market is increasing, these are mildly positive indications for the market.

Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

Real-Time Market Profile	Trend
Median List Price	\$ 215,250 ↓↓
Average List Price	\$ 310,883 ↓↓
Asking Price Per Square Foot	\$ 143 ↑↑
Average Days on Market (DoM)	165 ↓↓
Inventory of Properties Listed	1488
Most Expensive Listing	\$ 9,900,000
Least Expensive Listing	\$ 11,000
Average Age of Listing	116
Percent of Properties with Price Decrease	39 %
Percent Relisted (reset DOM)	n/a
Percent Flip (price increased)	2 %
Median House Size (sq ft)	1557
Median Lot Size	Less than 4,500 sqft
Median Number of Bedrooms	3.0
Median Number of Bathrooms	2.0

Altos Research Value Statistics

Market Action Index	Strong Buyer's	16.1	↑↑
The Market Action Index answers the question "How's the Market?" by measuring the current rate of sale versus the amount of the inventory. Index above 30 implies a seller's advantage. Below 30, conditions give the advantage to the buyer.			

Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 499,000	2550	Less than 4,500 sqft	4.0	2.5	56	372	19	21	161
Upper/Second	\$ 265,000	1728	Less than 4,500 sqft	3.0	2.0	60	372	25	26	155
Lower/Third	\$ 179,000	1289	Less than 4,500 sqft	3.0	1.5	61	372	22	22	155
Bottom/Fourth	\$ 92,500	1188	Less than 4,500 sqft	3.0	1.0	80	372	17	31	187

Most expensive 25% of properties

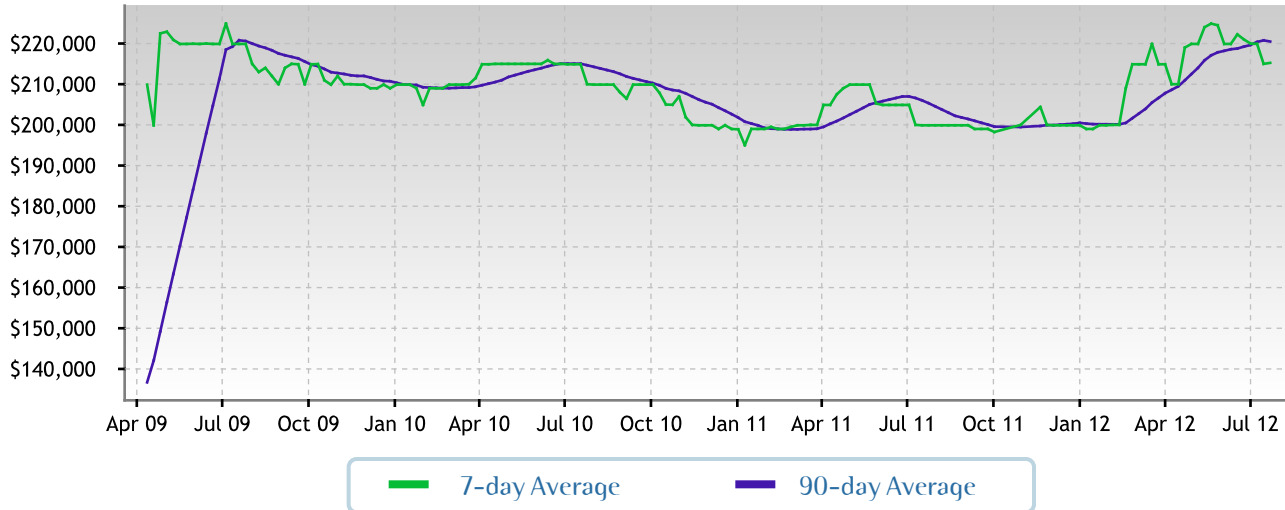
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

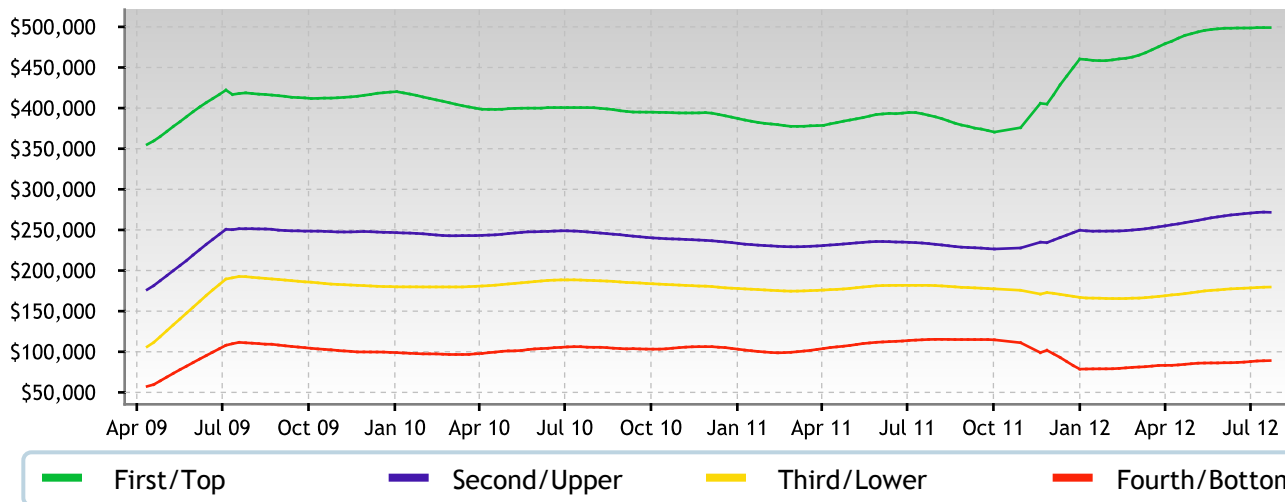
Median Price

This week prices remained relatively flat. However the recent trends have us pulling back from the market's high points. The Market Action Index is a good leading indicator for the durability of this trend.



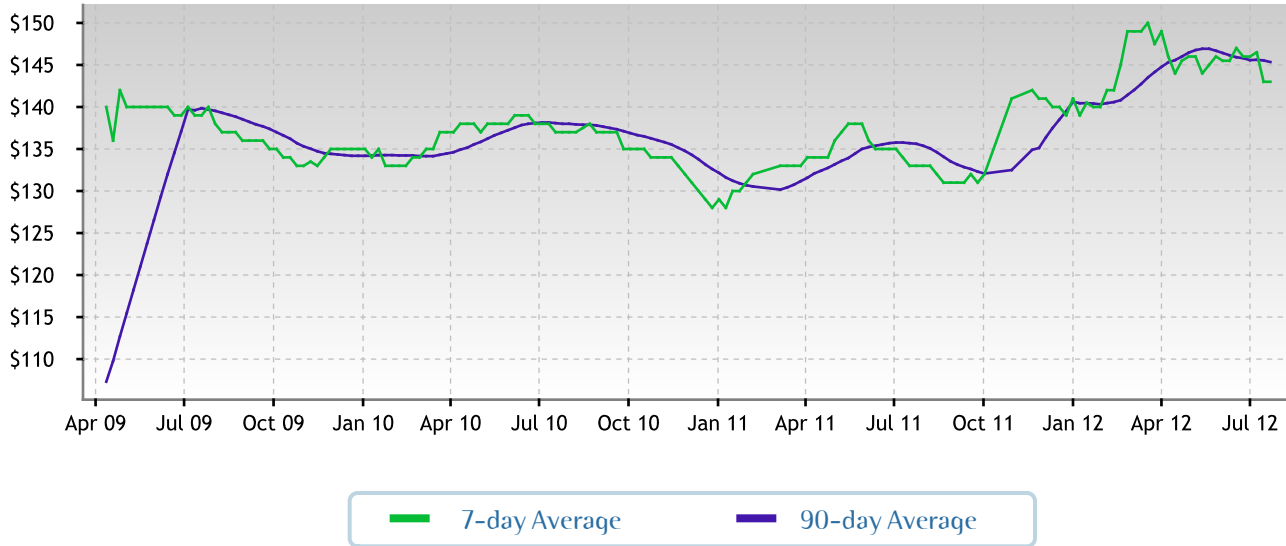
Quartile Prices

Prices have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



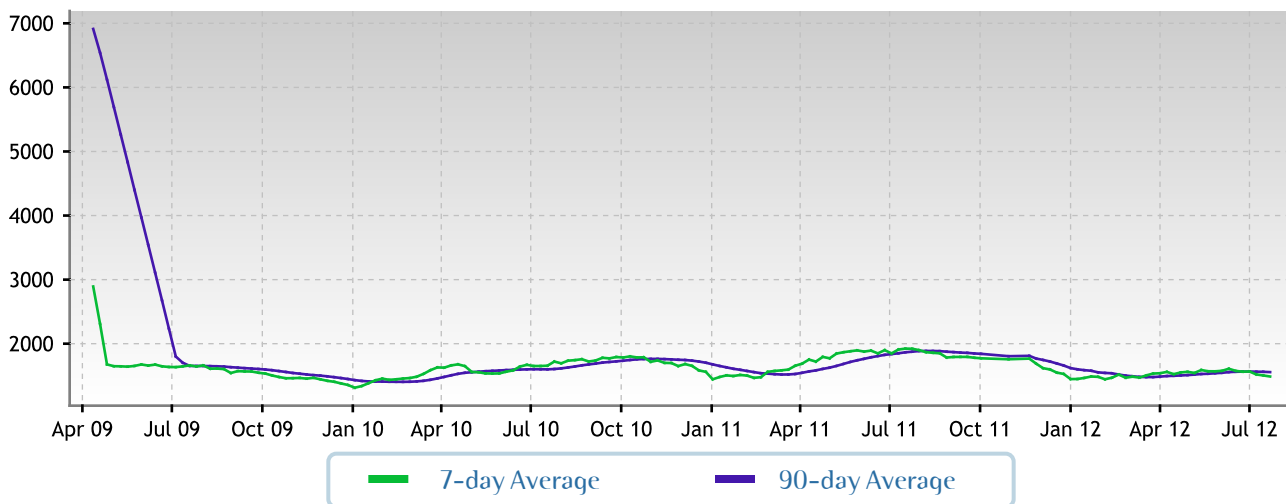
Price per Square Foot

The market's downward trends are shared across both price and value. People are recently placing less value on homes (you can see the recent declines in price per square foot as evidence.) Look for significant changes in the Market Action Index as a precursor to price and value changes, possibly as inflection points for good investment opportunities.



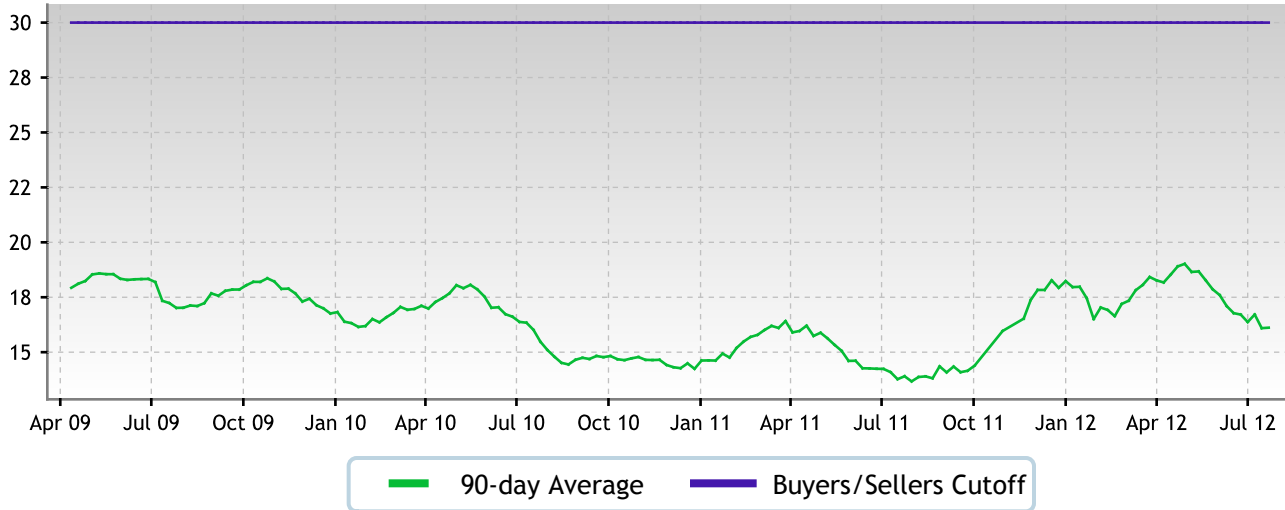
Inventory of Properties Listed for Sale

Inventory has been falling in recent weeks. Note that declining inventory alone does not signal a strengthening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is changing with the available supply.



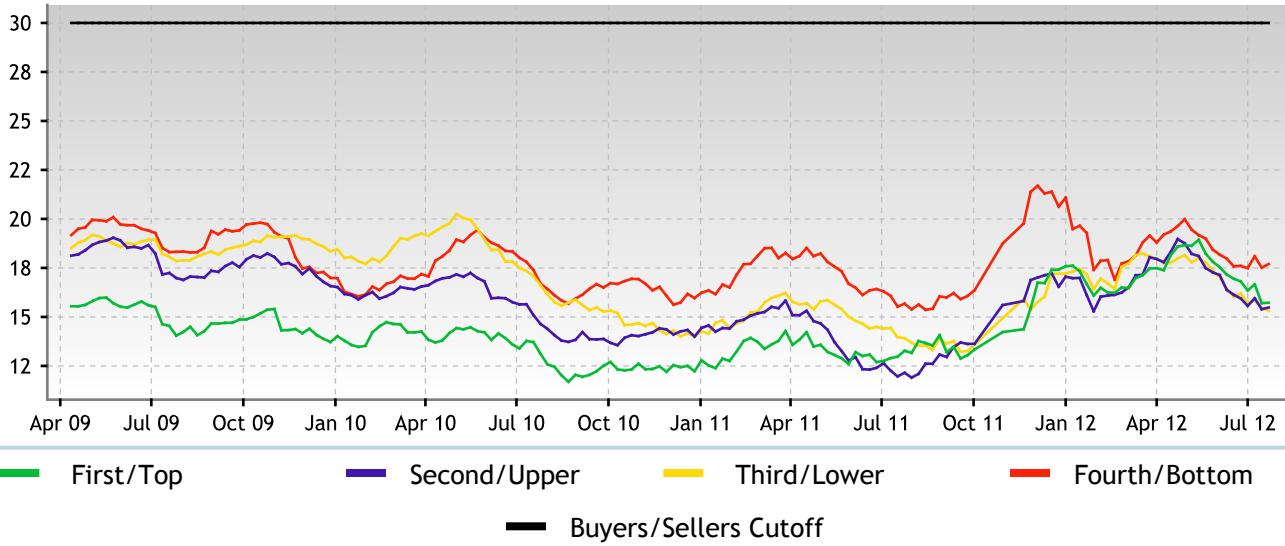
Market Action Index

The PHILADELPHIA market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 16.11. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

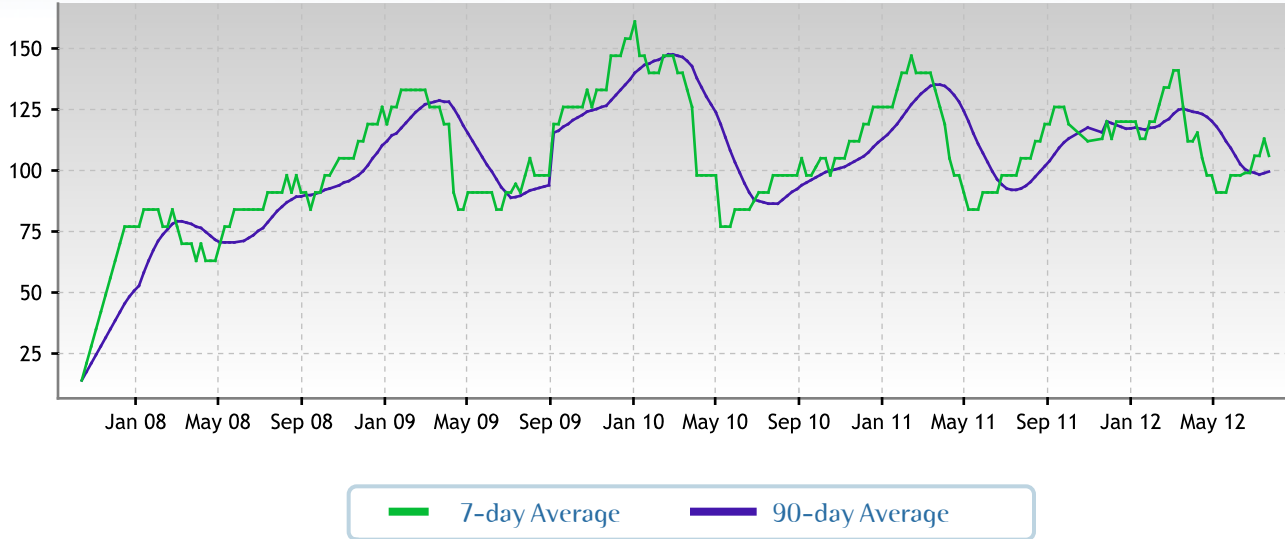
Not surprisingly given the overall Market Action Index, all quartiles are in the Buyer's Market zone with several months of inventory given the current rate of demand for homes in the quartile. Watch the quartile for changes before the overall market shifts. Often one end of the market (e.g. the low end) will improve and signal a strengthening market before the whole group changes.



Residential house prices are a function of supply and demand, and market conditions can be characterized by analyzing those factors. Watch this index for sustained changes: if the index falls into the Buyer's Advantage zone (below 30) for a long period, prices are likely in for a downward correction.

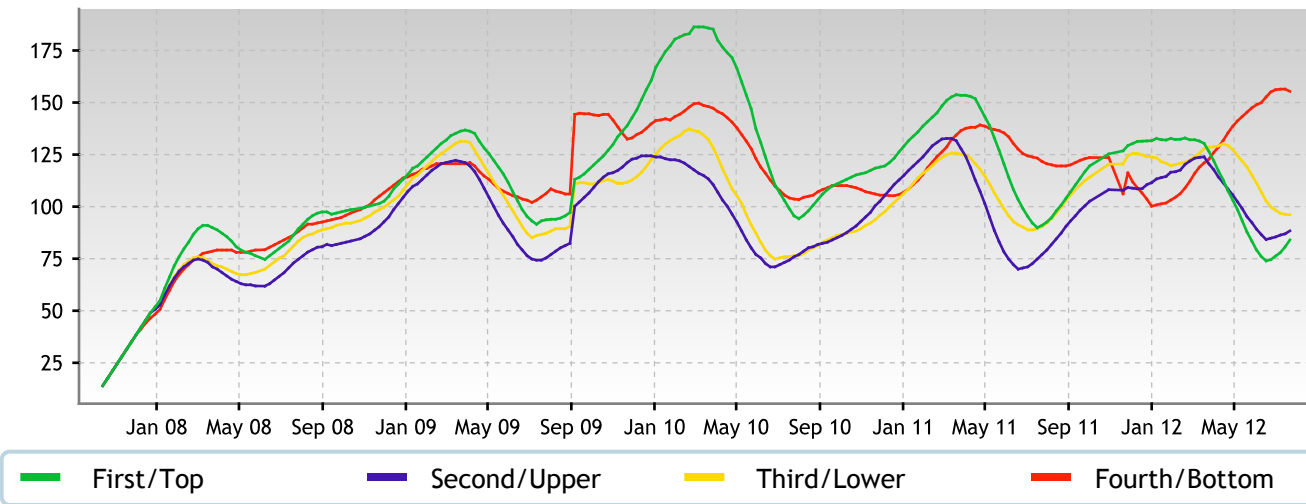
Days on Market

The properties have been on the market for an average of 165 days. Half of the listings have come newly on the market in the past 106 or so days.



Days on Market per Quartile

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.



NEIGHBORHOOD DETAIL

MIKE McCANN | PRUDENTIAL FOX & ROACH REALTORS | 215-440-8345

SINGLE FAMILY HOMES IN

PHILADELPHIA, PA
19123

This Week

- The median list price in PHILADELPHIA, PA 19123 this week is \$465,800. The 31 properties have been on the market for an average of 130 days.

Even though the days-on-market is trending higher, so is the Market Action Index at these inventory levels, providing a neutral outlook for the market.

Supply and Demand

- The market has shown some evidence of slowing recently. Both prices and inventory levels are relatively unchanged in recent weeks. Watch the Market Action Index for changes as it can be a leading indicator for price changes.

Real-Time Market Profile

Real-Time Market Profile		Trend
Median List Price	\$ 465,800	↔
Average List Price	\$ 488,235	
Asking Price Per Square Foot	\$ 185	↓↓
Average Days on Market (DoM)	130	↑↑
Inventory of Properties Listed	31	↔
Most Expensive Listing	\$ 889,000	
Least Expensive Listing	\$ 199,999	
Average Age of Listing	100	
Percent of Properties with Price Decrease	42 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	3 %	
Median House Size (sq ft)	2830	
Median Lot Size	Less than 4,500 sqft	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	2.5	

Altos Research Value Statistics

Market Action Index Strong Buyer's 11.3 ↑↑

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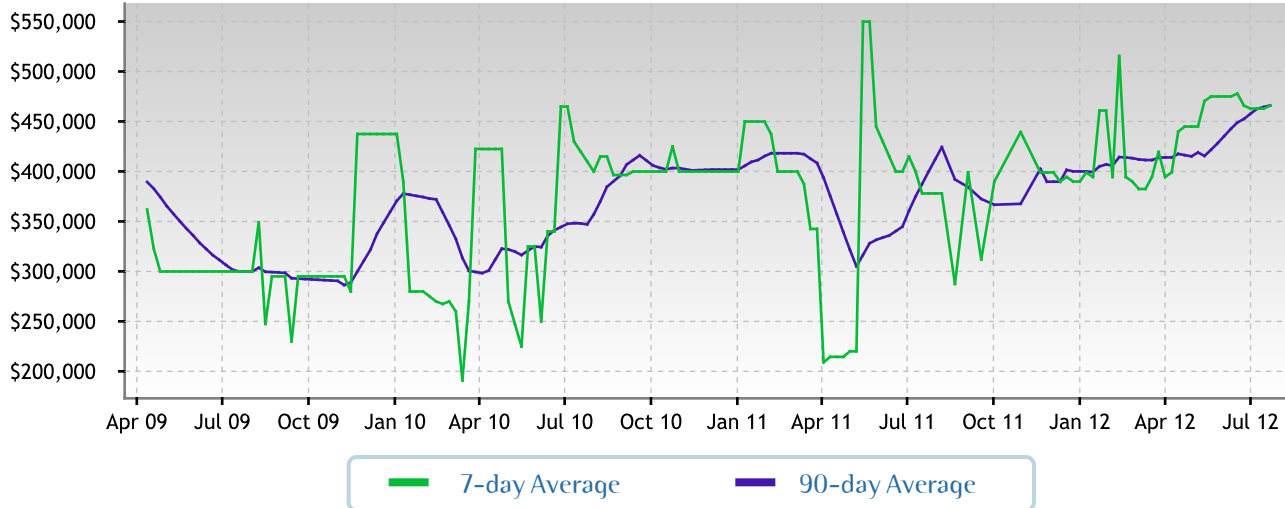
Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
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Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 625,000	3439	Less than 4,500 sqft	4.0	3.5	100	7	0	0	111	Most expensive 25% of properties
Upper/Second	\$ 524,950	2763	Less than 4,500 sqft	3.5	2.8	0	8	0	1	90	Upper-middle 25% of properties
Lower/Third	\$ 448,600	2179	1.0 - 2.5 acres	3.0	2.0	0	8	0	1	118	Lower-middle 25% of properties
Bottom/Fourth	\$ 375,000	3004	Less than 4,500 sqft	3.0	2.5	0	8	0	1	198	Least expensive 25% of properties

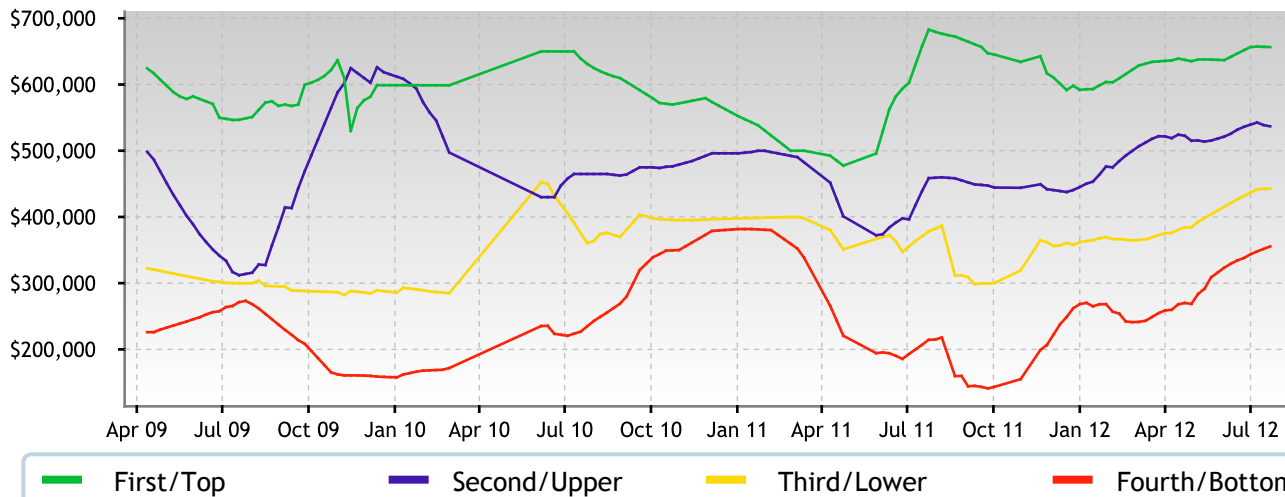
Median Price

We continue to see prices in this zip code bouncing around this plateau. Look for a persistent up-shift in the Market Action Index before we see prices move from these levels.



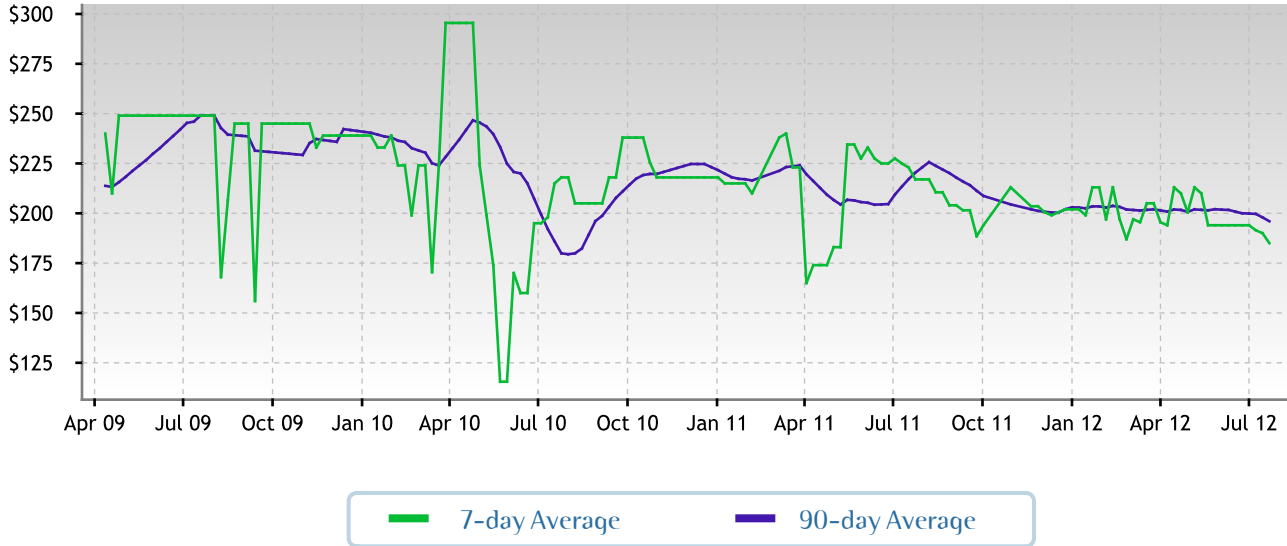
Quartile Prices

In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



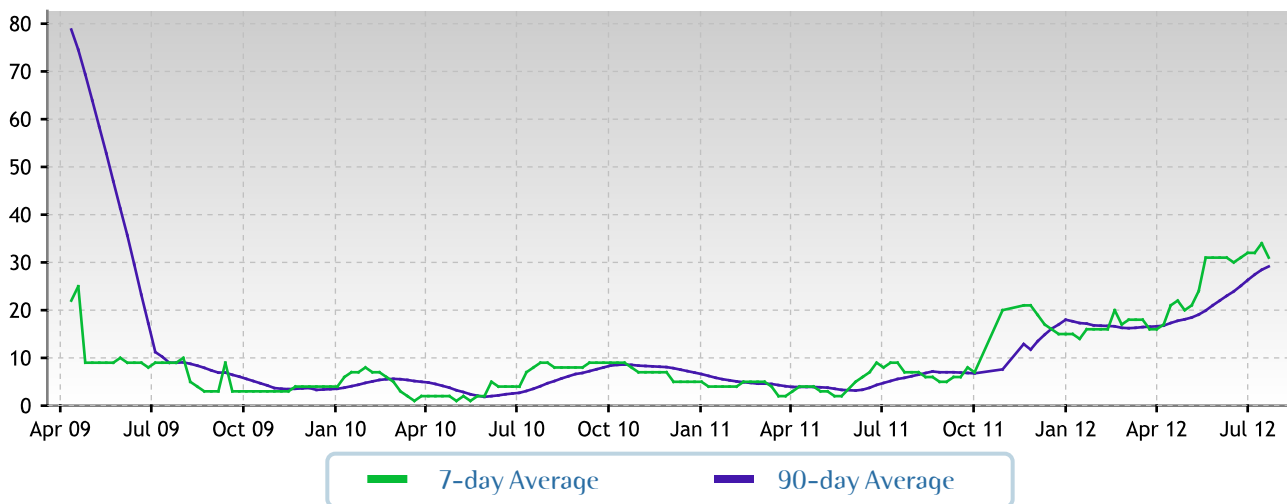
Price per Square Foot

While prices have been basically flat, the price per square foot has been heading downward. While not a sign of broad strength in a market, larger homes are coming more available and buyers are tending to get more home for their money.



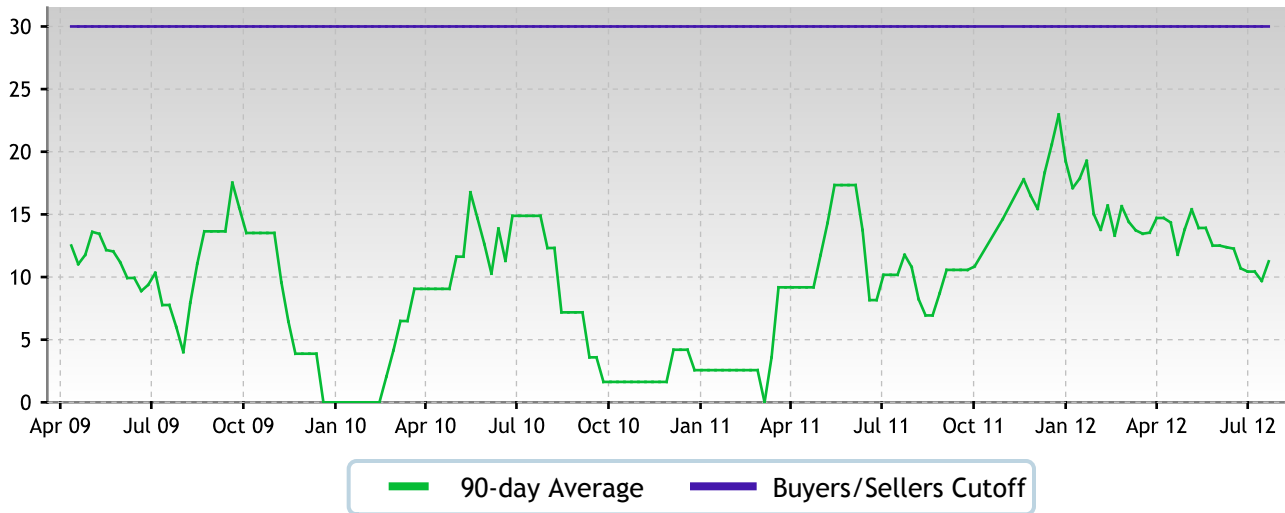
Inventory of Properties Listed for Sale

Inventory has been relatively steady around these levels in recent weeks.



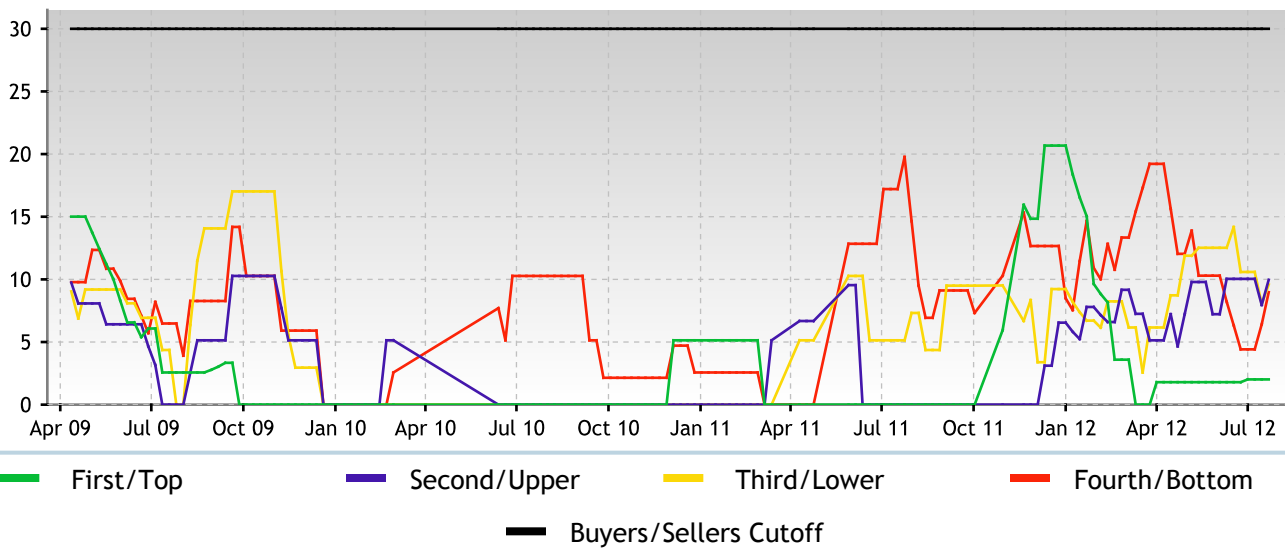
Market Action Index

The PHILADELPHIA, 19123 market is currently quite strongly in the Buyer's Advantage zone (below 30). The 90-day Market Action Index stands at 11.25. With several months of inventory available at the current sales rate, buyers should find ample choice.



Market Action Index per Quartile

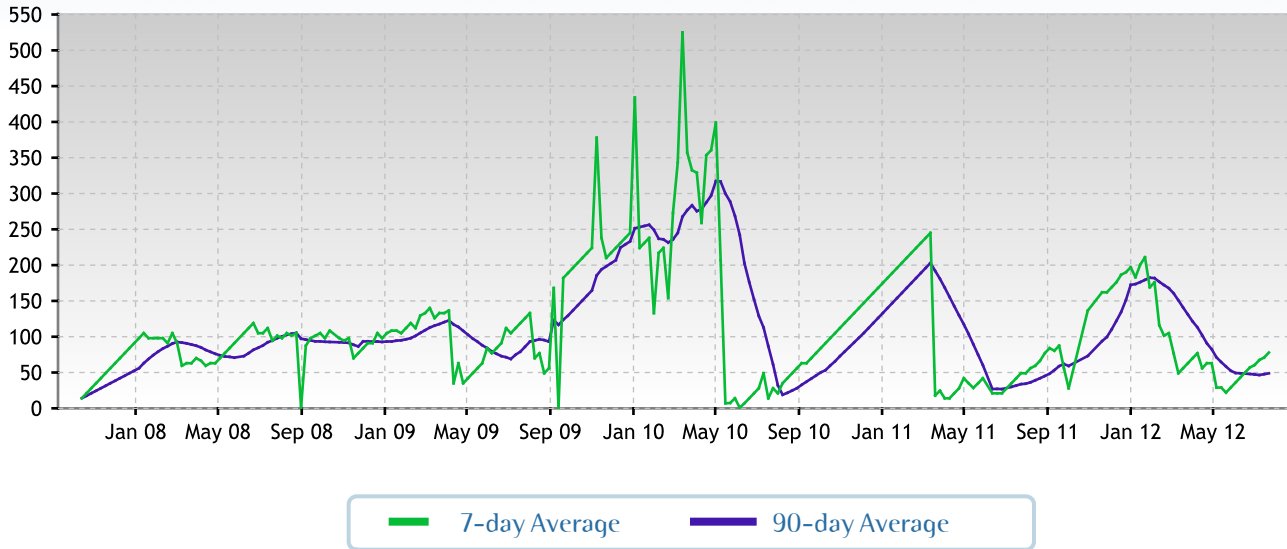
Not surprisingly, all quartiles are in the Buyer's Market zone with several months of inventory given the current levels of demand. Watch the quartiles for changes before the overall market shifts.



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Days on Market

The properties have been on the market for an average of 130 days. Half of the listings have come newly on the market in the past 78 or so days.



Days on Market per Quartile

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