

# 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  
April 15, 2013**

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

- The median list price in PHILADELPHIA, PA this week is \$189,900. The 1366 properties have been on the market for an average of 126 days.

Demand measured by the Market Action Index is increasing and days-on-market is trending downward. Even as more properties come available, these are positive trends for the market.

### Supply and Demand

- In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

Real-Time Market Profile		Trend
Median List Price	\$ 189,900	↓↓
Average List Price	\$ 243,136	
Asking Price Per Square Foot	\$ 129	↓↓
Average Days on Market (DoM)	126	↓↓
Inventory of Properties Listed	1366	↑↑
Most Expensive Listing	\$ 9,900,000	
Least Expensive Listing	\$ 1,000	
Average Age of Listing	130	
Percent of Properties with Price Decrease	25 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	2 %	
Median House Size (sq ft)	1474	
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	Seller's Advantage	32.4 ↑↑

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.

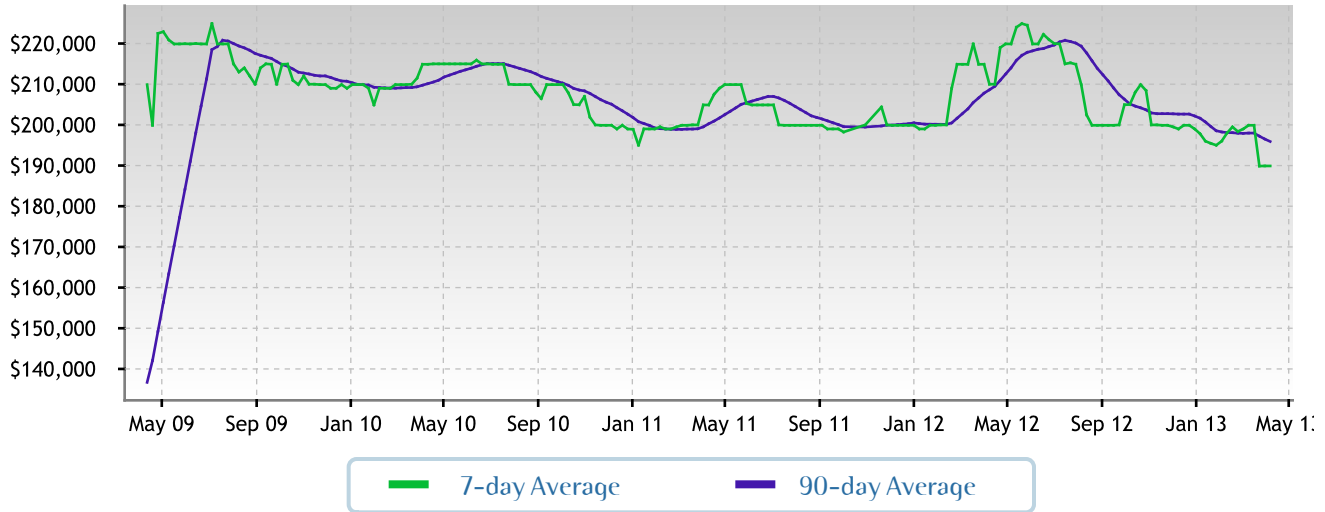
Trend Key:      ↑↑ Strong upward trend    ↓↓ Strong downward trend  
 ↔ No change      ↑ Slight upward trend    ↓ Slight downward trend

### Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 375,000	2252	4,501 - 6,500 sqft	4.0	2.5	60	341	39	20	142	Most expensive 25% of properties
Upper/Second	\$ 224,900	1440	Less than 4,500 sqft	3.0	2.0	60	341	28	22	118	Upper-middle 25% of properties
Lower/Third	\$ 164,900	1350	Less than 4,500 sqft	3.0	2.0	63	342	37	22	105	Lower-middle 25% of properties
Bottom/Fourth	\$ 84,950	1284	Less than 4,500 sqft	3.0	1.5	80	342	21	20	139	Least expensive 25% of properties

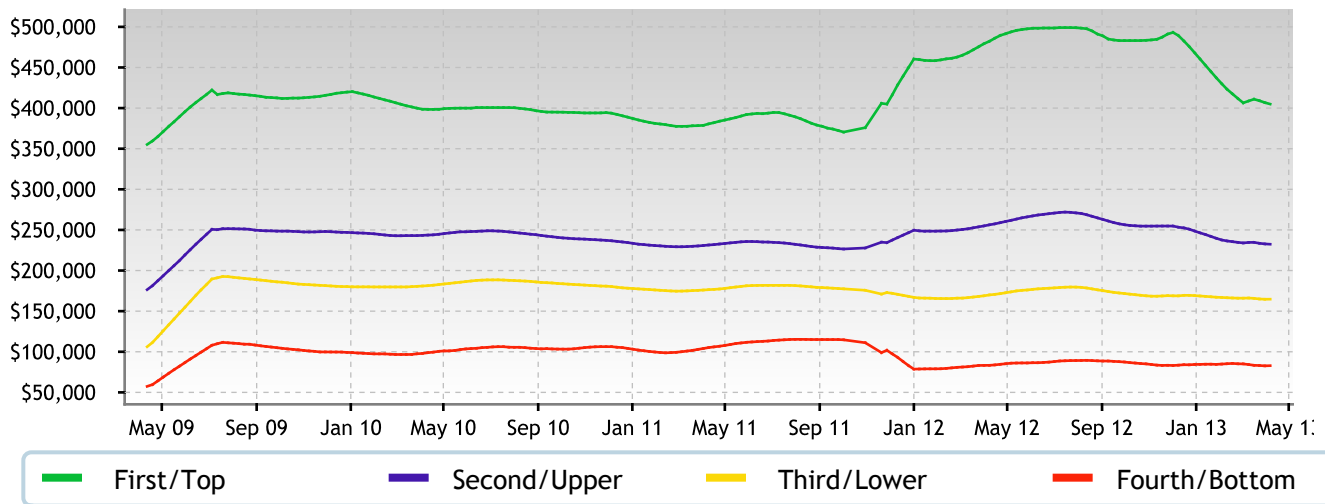
### Median Price

The market has been on a downward trend recently and this week, while essentially flat, doesn't break us out of that cycle.



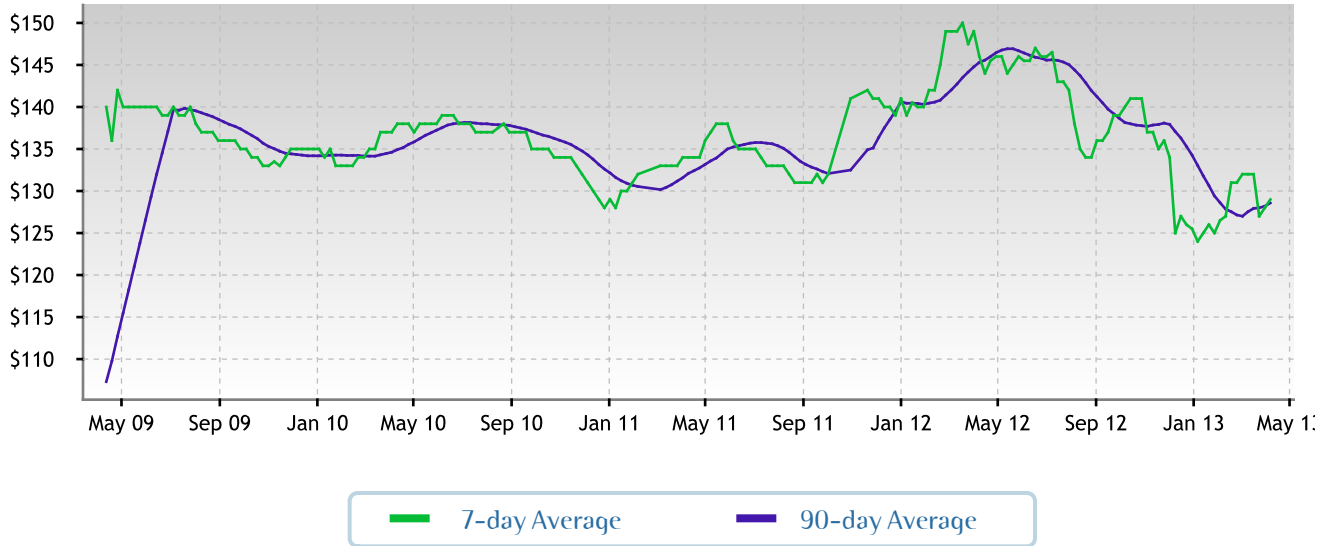
### Quartile Prices

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.



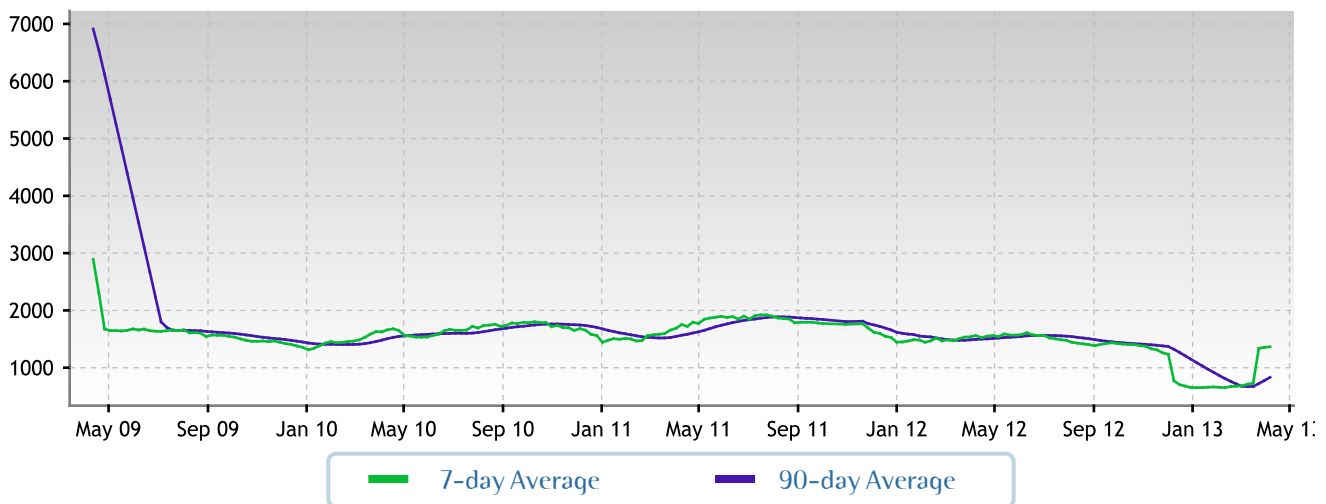
## Price per Square Foot

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.



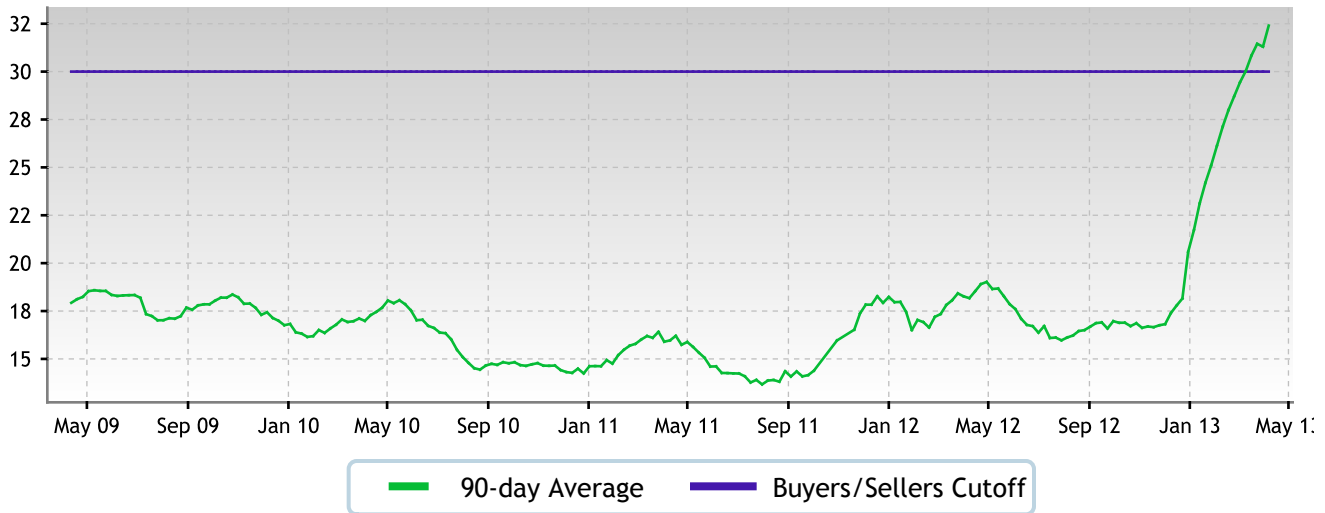
## Inventory of Properties Listed for Sale

Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



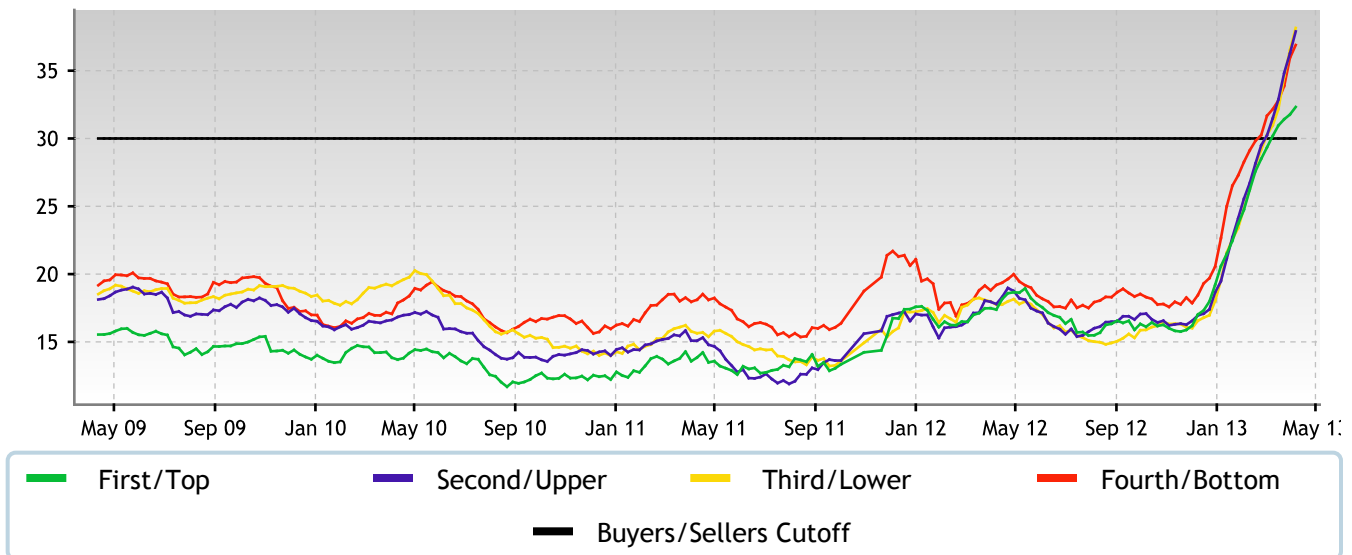
### Market Action Index

The PHILADELPHIA market is currently in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 32.40 which indicates that demand is strong and available supply of homes gets snapped up relatively quickly.



### Market Action Index per Quartile

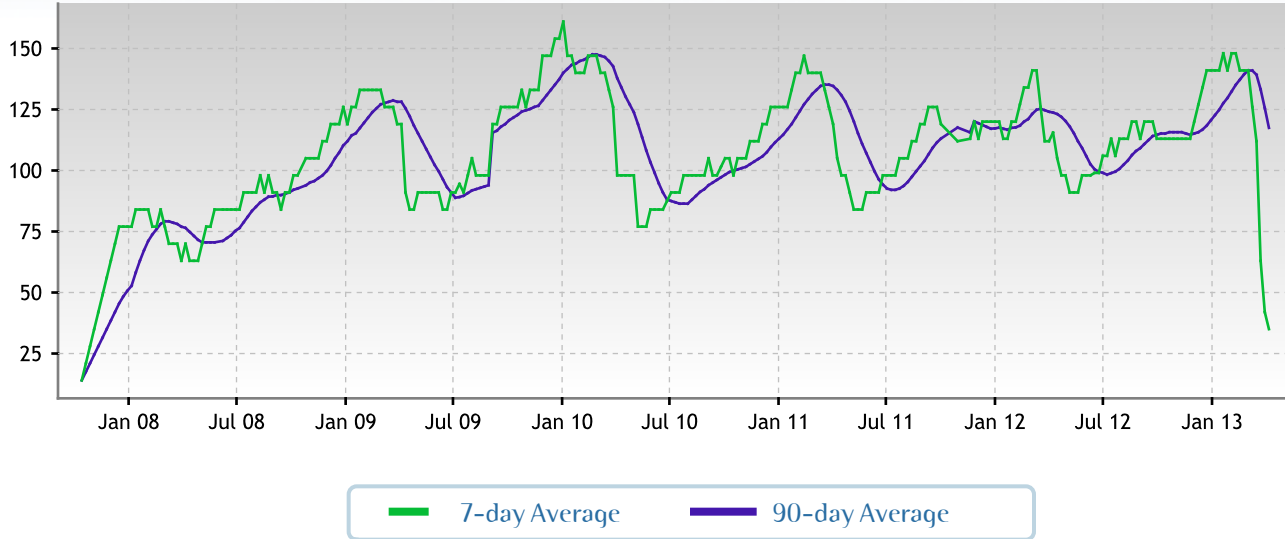
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



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.

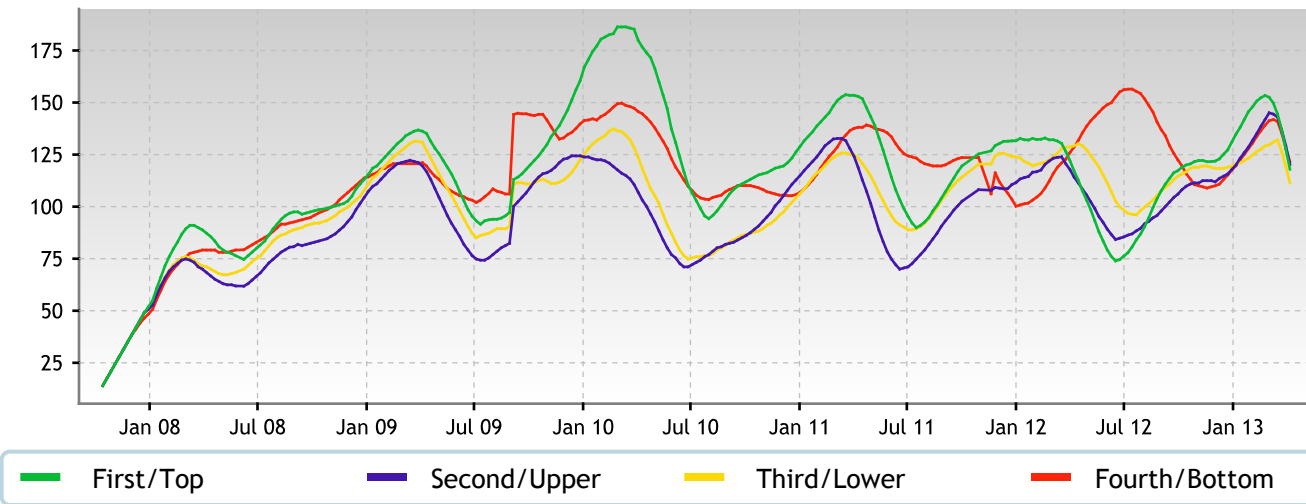
### Days on Market

The properties have been on the market for an average of 126 days. Half of the listings have come newly on the market in the past 35 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.



### This Week

- The median list price in PHILADELPHIA, PA 19123 this week is \$347,000. The 12 properties have been on the market for an average of 144 days.

Demand measured by the Market Action Index is increasing and days-on-market is holding steady. With more properties coming available, conditions are mildly positive.

### Supply and Demand

- In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

#### Real-Time Market Profile

		Trend
Median List Price	\$ 347,000	↓↓
Average List Price	\$ 447,800	
Asking Price Per Square Foot	\$ 254	↓↓
Average Days on Market (DoM)	144	↔
Inventory of Properties Listed	12	↑↑
Most Expensive Listing	\$ 1,199,000	
Least Expensive Listing	\$ 89,000	
Average Age of Listing	16	
Percent of Properties with Price Decrease	33 %	
Percent Relisted (reset DOM)	n/a	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	1533	
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      Seller's Advantage      32.5      ↑↑

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### Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 799,000	3100	Less than 4,500 sqft	3.0	3.5	0	3	0	0	208
Upper/Second	\$ 399,900	1533	Less than 4,500 sqft	3.0	2.0	80	3	1	1	80
Lower/Third	\$ 299,900	738	not available	1.0	1.0	6	3	0	0	61
Bottom/Fourth	\$ 150,000	1330	Less than 4,500 sqft	2.5	2.0	5	3	0	1	227

Most expensive 25% of properties

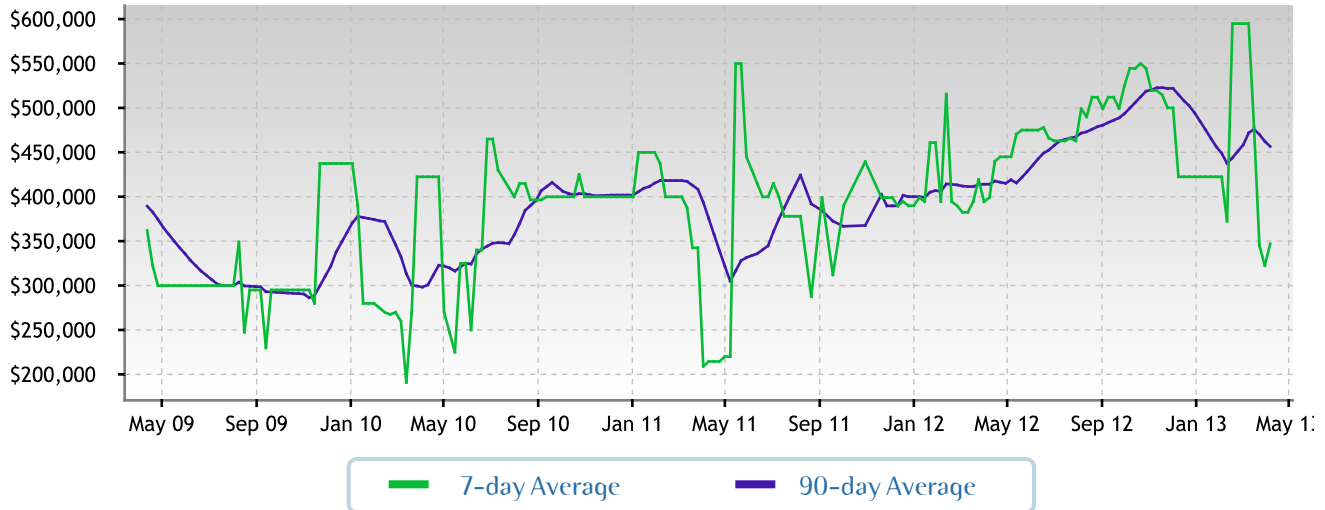
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

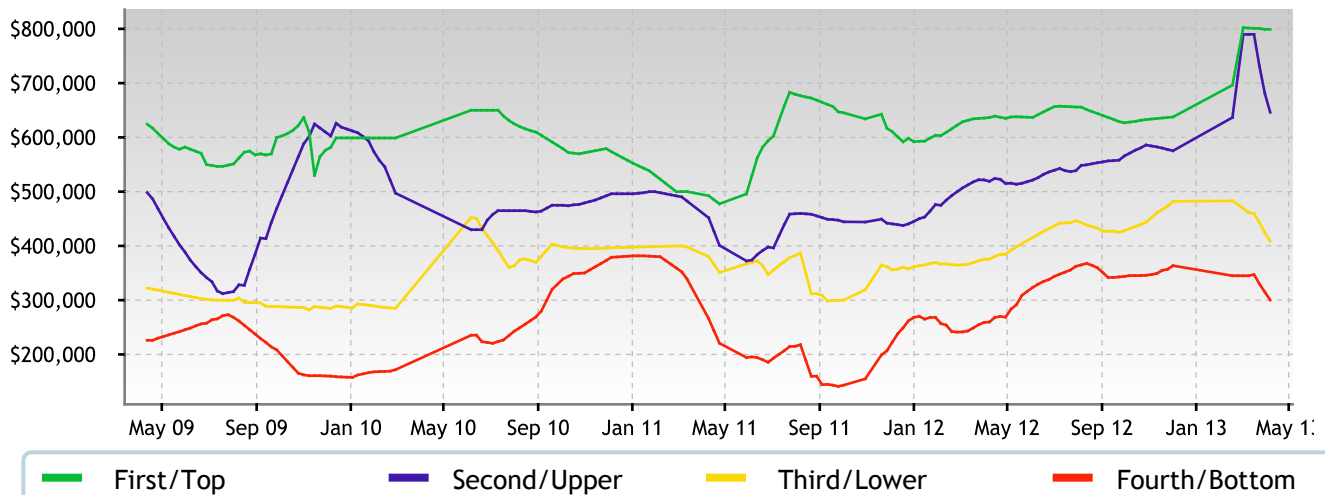
## Median Price

This week prices in this zip code bumped up a bit but the trend of recent weeks is generally downward. A pickup in demand will be reflected in the Market Action Index, so watch that chart to try to identify a trough in the market.



## Quartile Prices

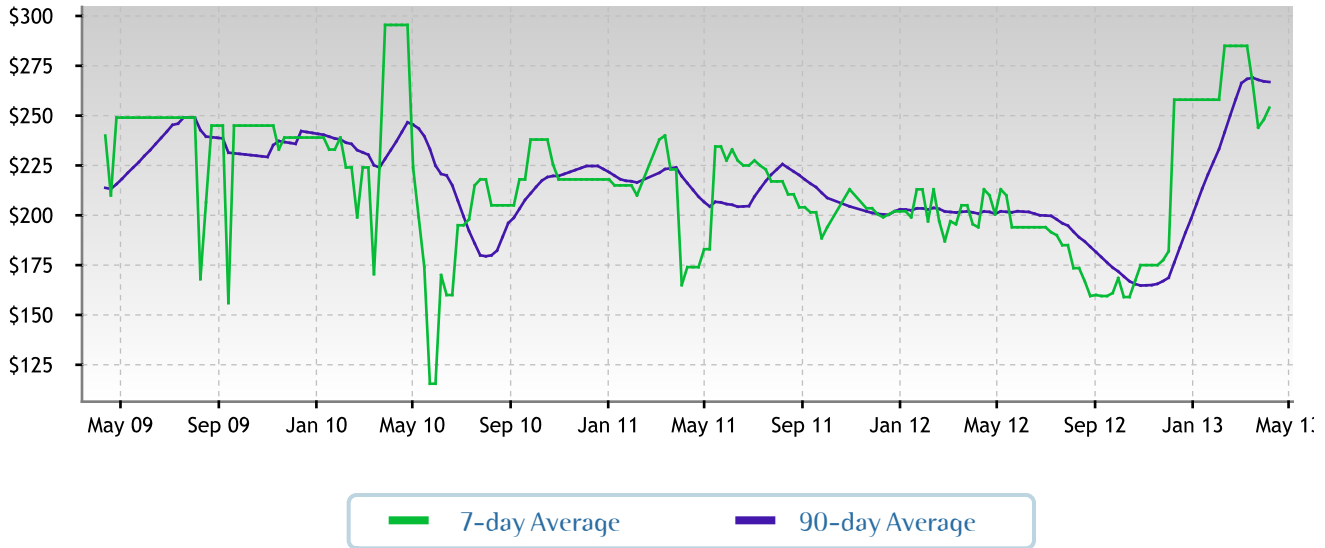
In the quartile market segments, we see prices in this zip code have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.





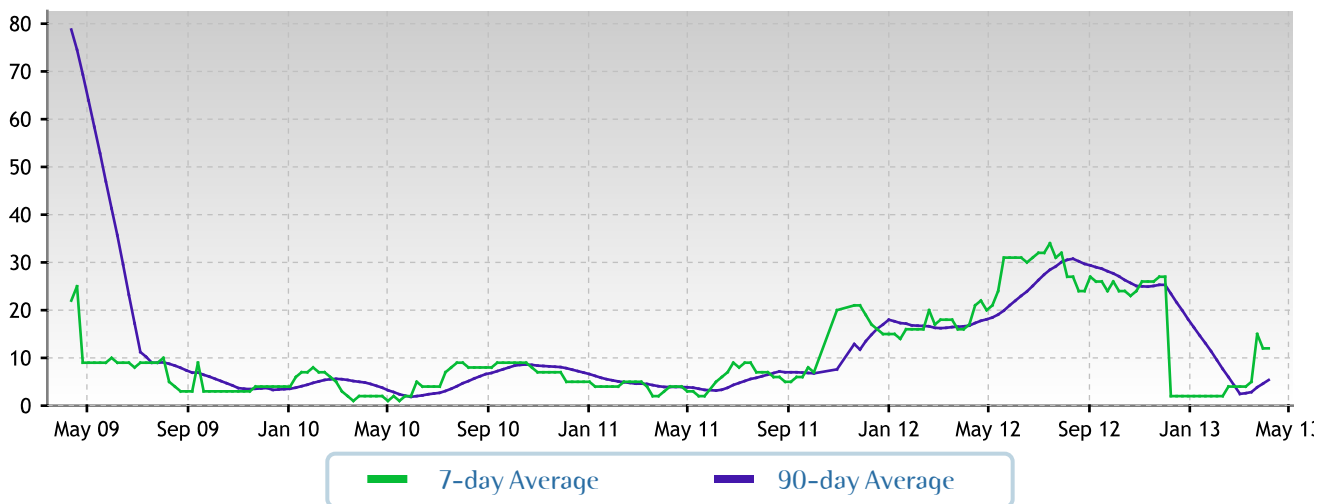
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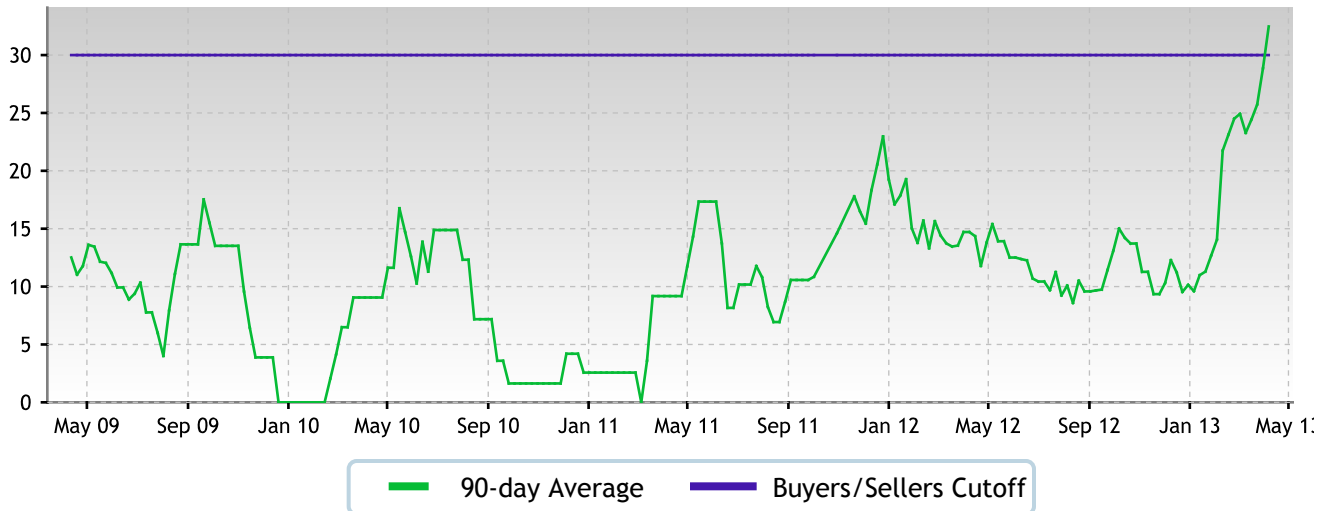
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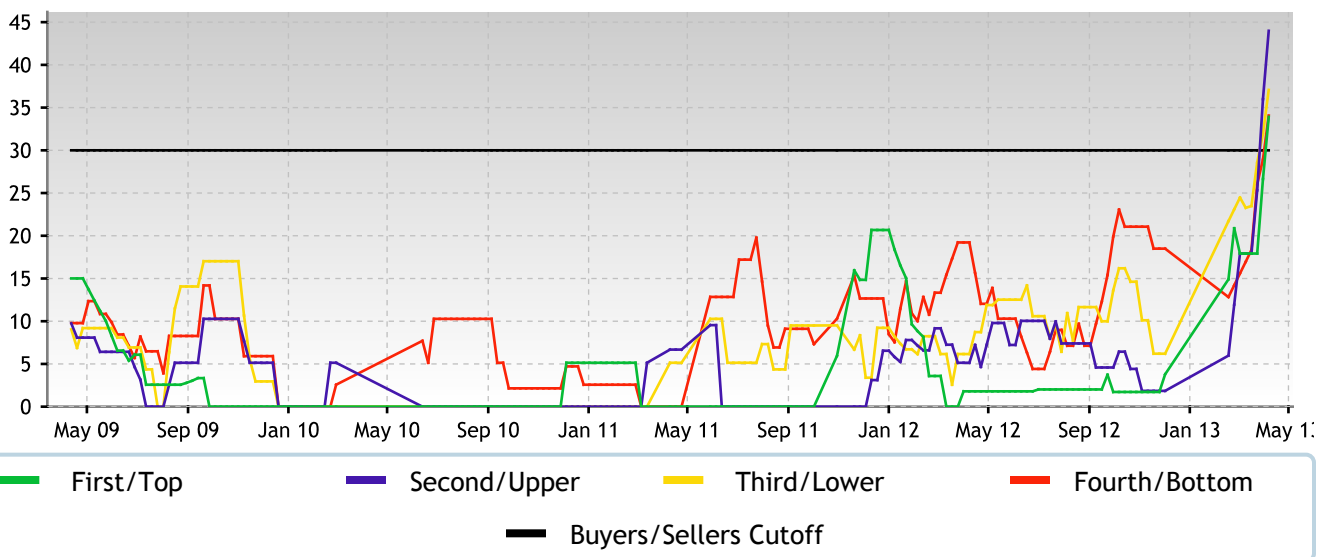
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## Market Action Index per Quartile

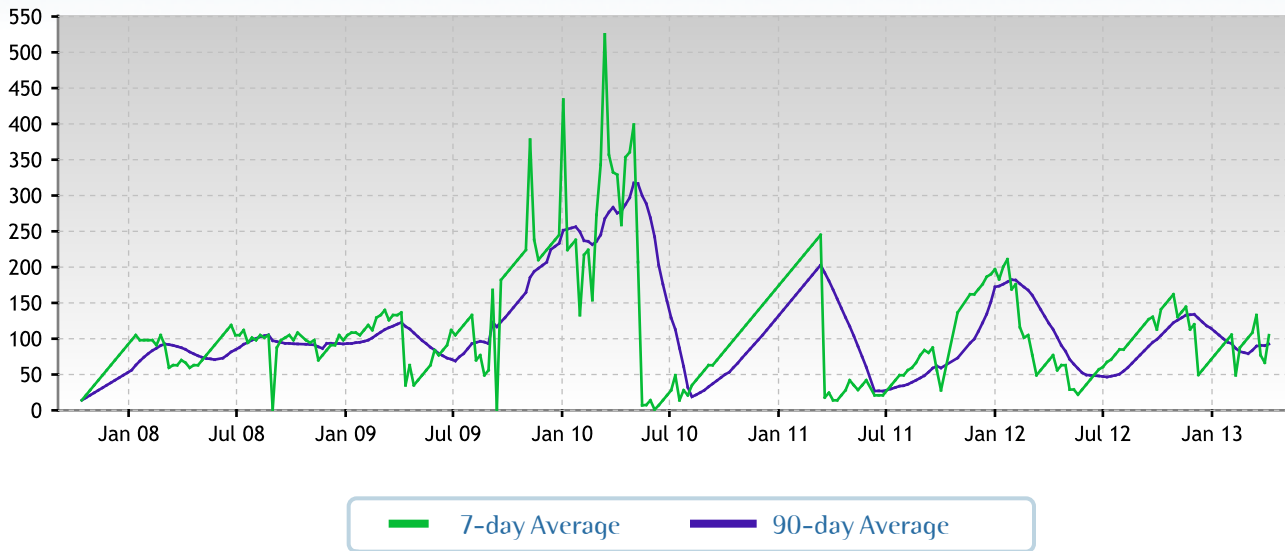
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