

MCCANN TEAM'S MARKET UPDATE

PHILADELPHIA, PA
19123

- **Current Real Estate Market Conditions for Condos & Townhomes**
- **Trends in Pricing**
- **Current Levels of Supply and Demand**
- **Value Metrics**

- **Report for the week of
February 10, 2014**

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This Week

- The median list price in PHILADELPHIA, PA this week is \$139,900. The 6787 properties have been on the market for an average of 151 days.

The Market Action Index has been trending down lately, while inventory is climbing. These trends imply a weakening market.

Supply and Demand

- The market continues to get hotter. More sales demand and fewer homes listed have contributed to a relatively long run of increasing prices. Current supply and demand levels show no sign of prices changing from their current trend.

Real-Time Market Profile

Real-Time Market Profile		Trend
Median List Price	\$ 139,900	↑↑
Average List Price	\$ 236,230	
Asking Price Per Square Foot	\$ 105	↑↑
Average Days on Market (DoM)	151	↔
Inventory of Properties Listed	6787	↑↑
Most Expensive Listing	\$ 33,173,050	
Least Expensive Listing	\$ 9,900	
Average Age of Listing	162	
Percent of Properties with Price Decrease	27 %	
Percent Relisted (reset DOM)	9 %	
Percent Flip (price increased)	2 %	
Median House Size (sq ft)	1238	
Median Number of Bedrooms	3.0	
Median Number of Bathrooms	1.5	

Altos Research Value Statistics

Market Action Index Seller's Advantage 30.8 ↑↑

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.	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 375,000	1728	3.0	2.5	70	1696	108	100	146
Upper/Second	\$ 179,000	1320	3.0	1.5	70	1697	111	108	135
Lower/Third	\$ 109,900	1200	3.0	1.0	75	1697	102	99	165
Bottom/Fourth	\$ 49,999	1101	3.0	1.0	85	1697	72	128	158

Most expensive 25% of properties

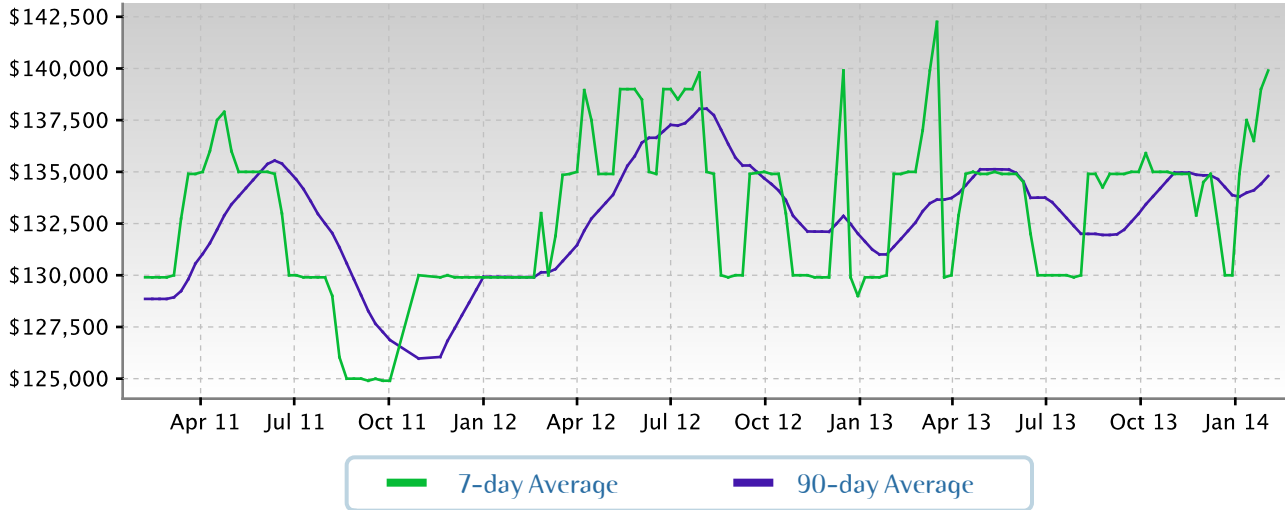
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

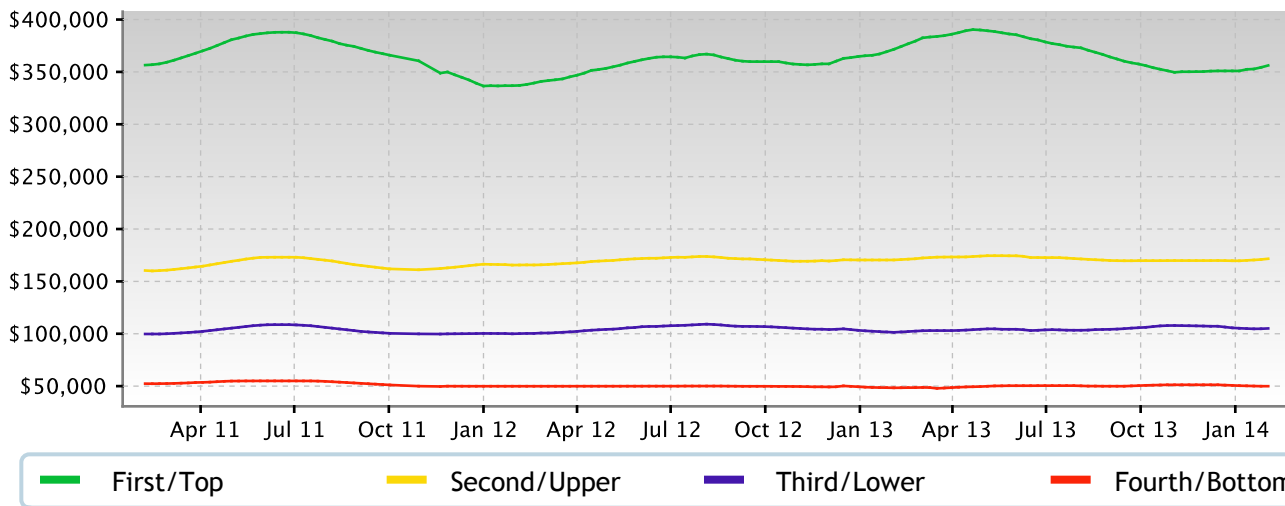
Median Price

While this week the median didn't fluctuate much, prices continue to sit at all time highs. A persistent drop of the Market Action Index into the Buyer's zone will be a leading indicator of the price strength subsiding.



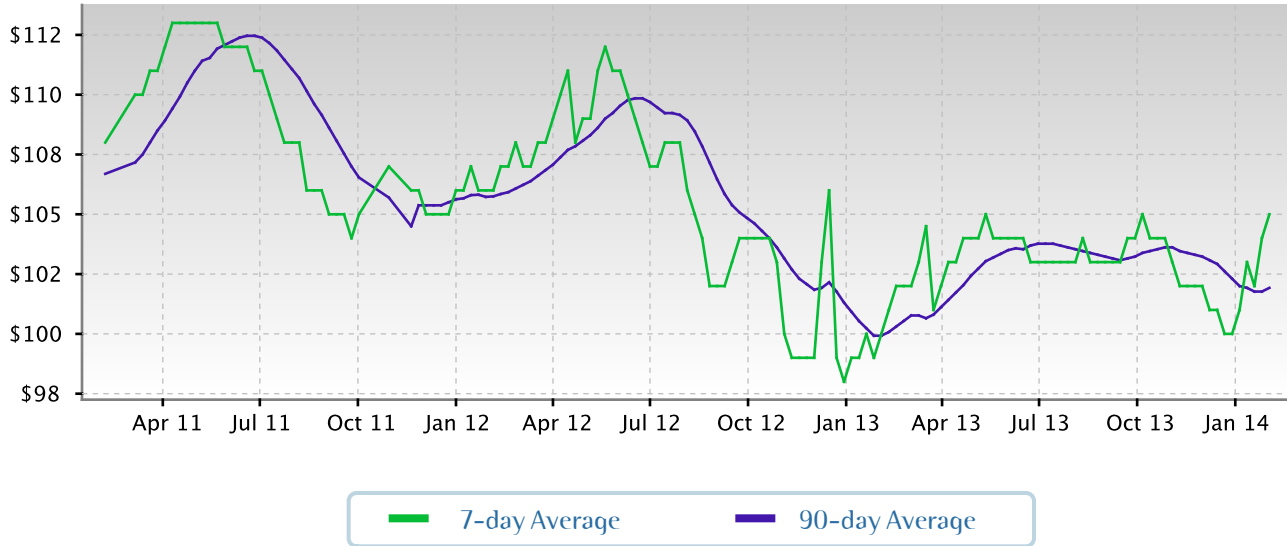
Quartile Prices

Prices at the high-end of the market have been showing strength. However, Quartiles 3 and 4 are in a price decline recently. Often this condition is temporary because price increases at the upper end of the market force buyers to consider the segments still in their price range. Watch the Market Action Index to determine whether demand in the lower-half of the market will reverse trend and push prices higher.



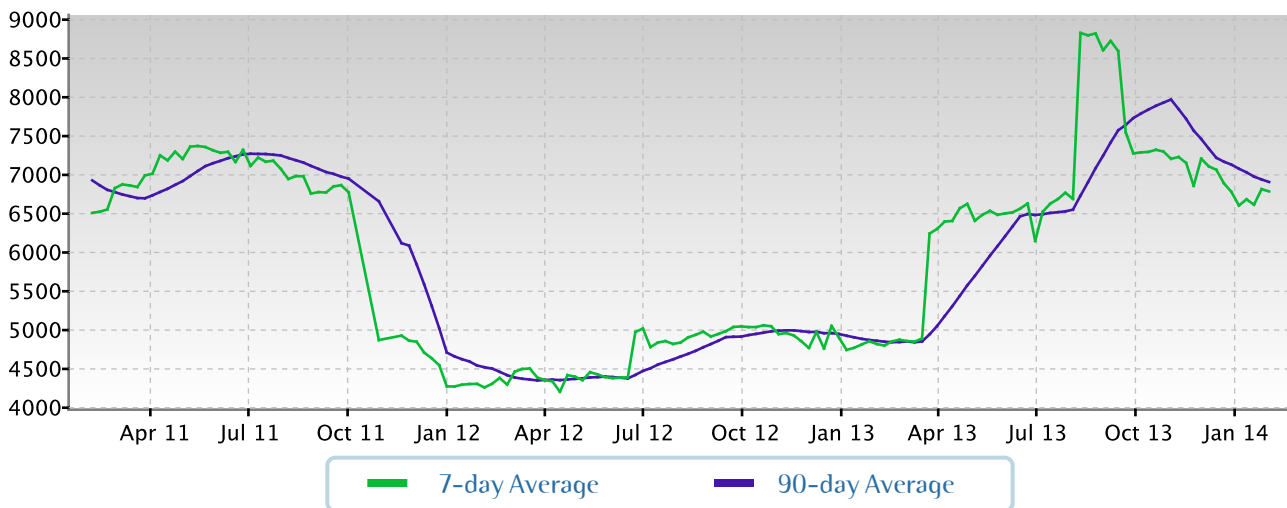
Price per Square Foot

The market appears to be placing an increasing premium on homes. When list prices and price per square foot consistently increase in tandem, as they're doing now, you can often find short-term investment opportunities. Watch the Market Action Index for persistent changes as a leading indicator for these trends to flatten or drop.



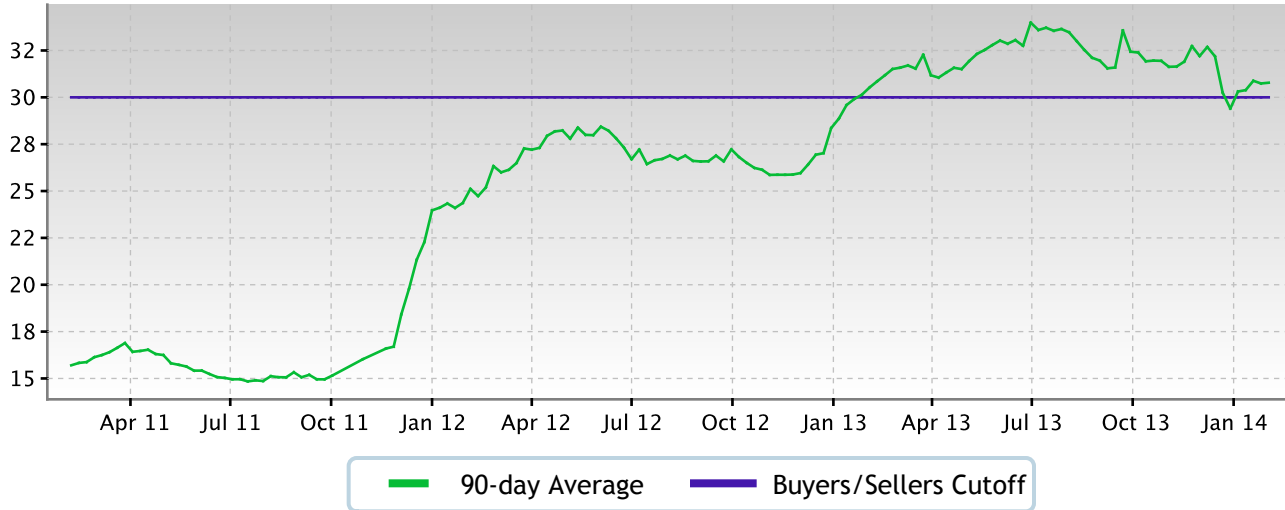
Inventory of Properties Listed for Sale

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.



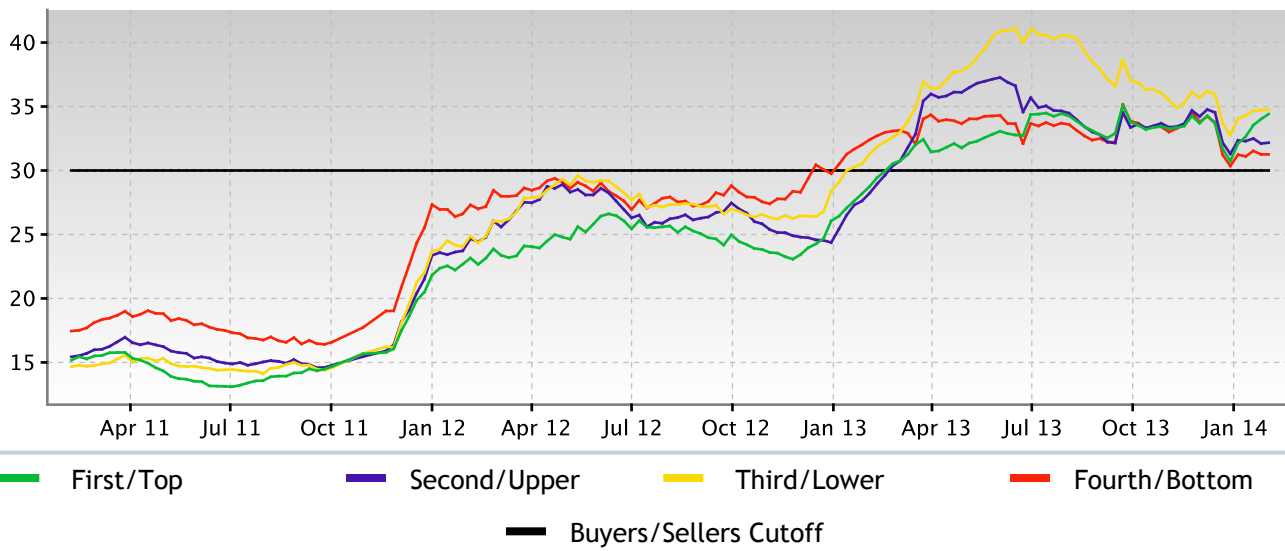
Market Action Index

The PHILADELPHIA market is currently in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 30.78 which indicates that demand is strong and available supply of homes gets snapped up relatively quickly.



Market Action Index per Quartile

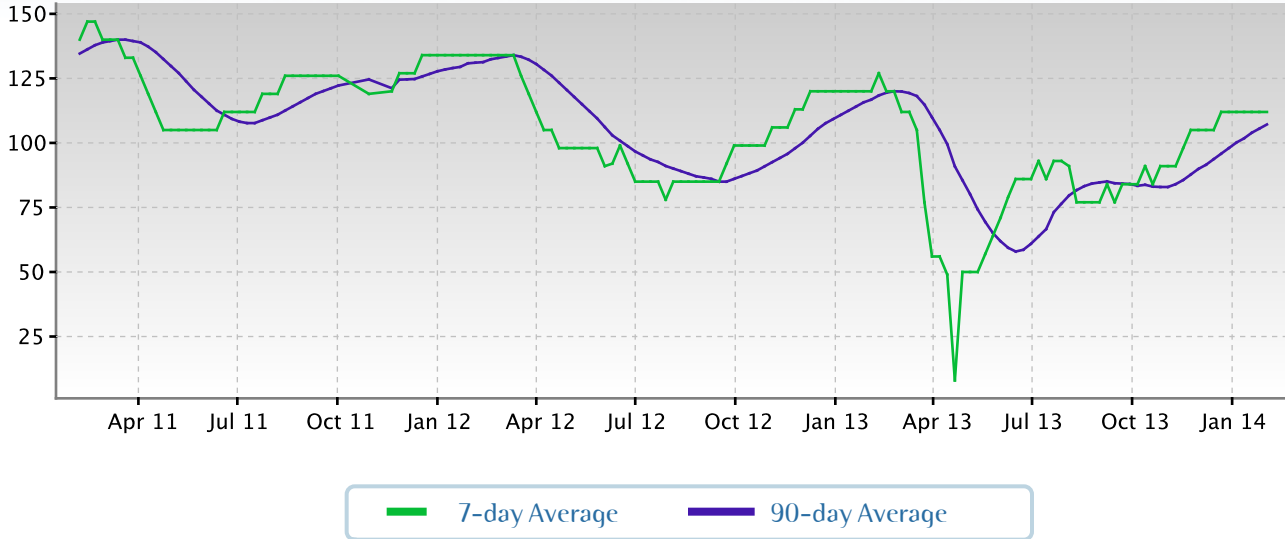
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



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.

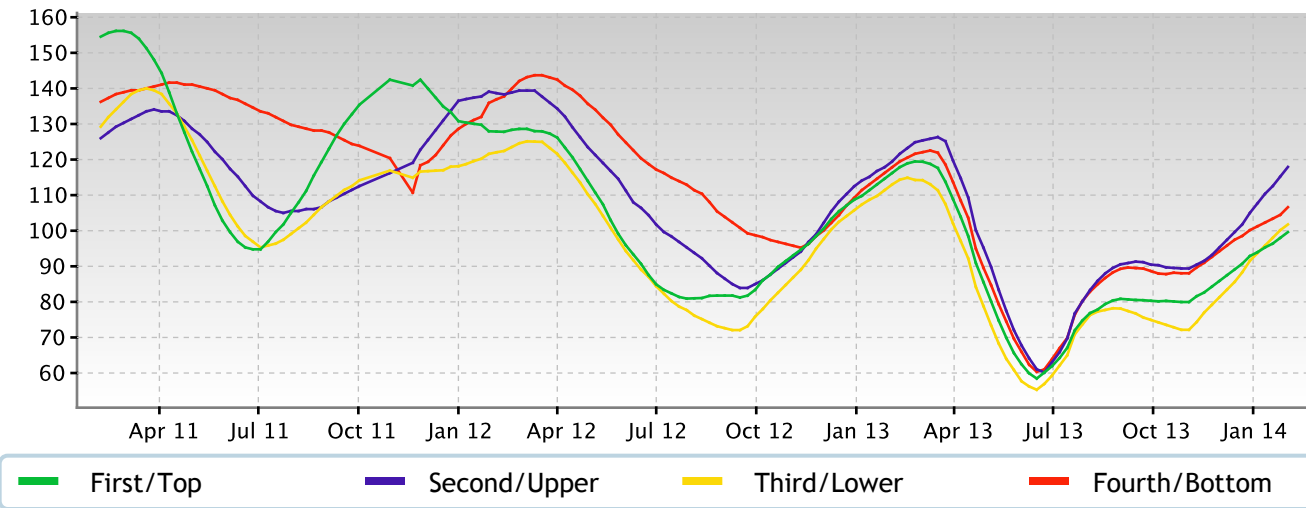
Days on Market

The properties have been on the market for an average of 151 days. Half of the listings have come newly on the market in the past 112 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 \$350,000. The 137 properties have been on the market for an average of 179 days.

The Market Action index has been trending down lately, while days-on-market is climbing, providing mostly bearish signs for the market.

Supply and Demand

- The Market Action Index has been trending lower for several weeks while prices have remained relatively stable. If inventory continues to grow relative to demand however, it is likely that we will see downward pressure on pricing.

Real-Time Market Profile

		Trend
Median List Price	\$ 350,000	↑↑
Average List Price	\$ 423,973	
Asking Price Per Square Foot	\$ 251	↔
Average Days on Market (DoM)	179	↑↑
Inventory of Properties Listed	137	↔
Most Expensive Listing	\$ 1,395,000	
Least Expensive Listing	\$ 127,500	
Average Age of Listing	300	
Percent of Properties with Price Decrease	22 %	
Percent Relisted (reset DOM)	13 %	
Percent Flip (price increased)	4 %	
Median House Size (sq ft)	1489	
Median Number of Bedrooms	2.0	
Median Number of Bathrooms	2.0	

Altos Research Value Statistics

Market Action Index Buyer's Advantage 27.2 ↓↓

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Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Beds	Baths	Age	Inventory	New	Absorbed	DOM
Top/First	\$ 666,950	2780	3.0	3.0	6	34	1	0	196
Upper/Second	\$ 440,250	1550	3.0	2.5	85	34	3	3	173
Lower/Third	\$ 319,950	1230	1.0	1.5	97	34	2	4	205
Bottom/Fourth	\$ 229,000	990	1.0	1.0	113	35	2	0	141

Most expensive 25% of properties

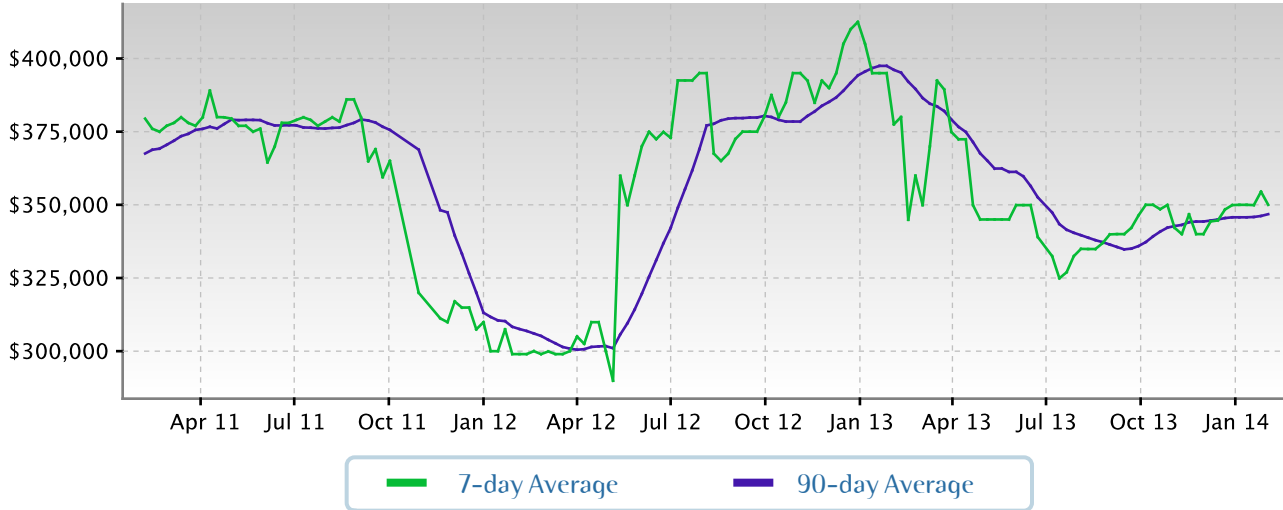
Upper-middle 25% of properties

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Least expensive 25% of properties

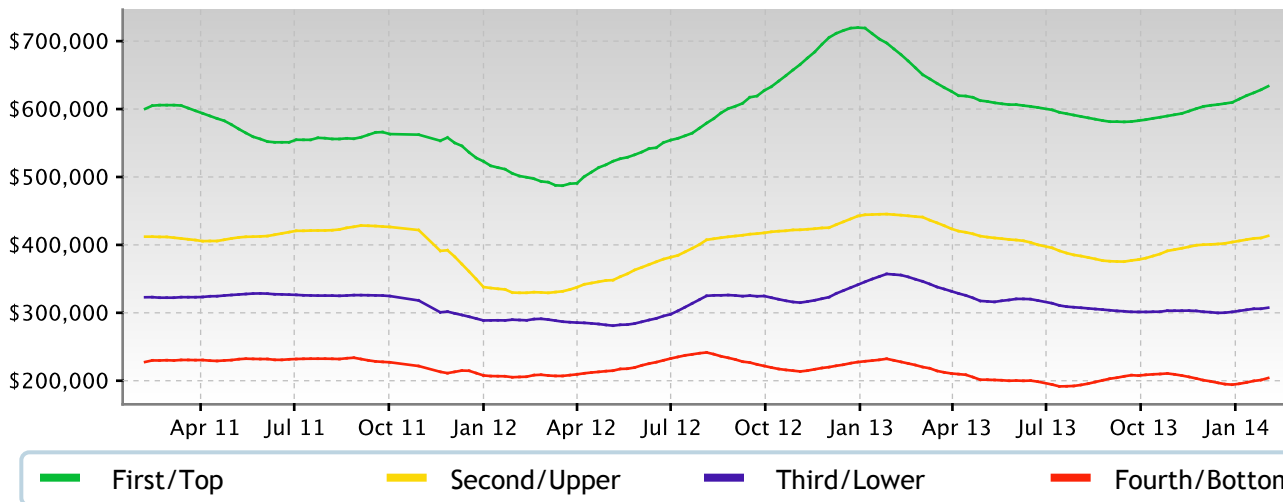
Median Price

We continue to see prices in this zip code hovering around their high point. This week prices bumped down a bit. Look for a persistent down-shift in the Market Action Index before we see prices significantly deviate from these levels.



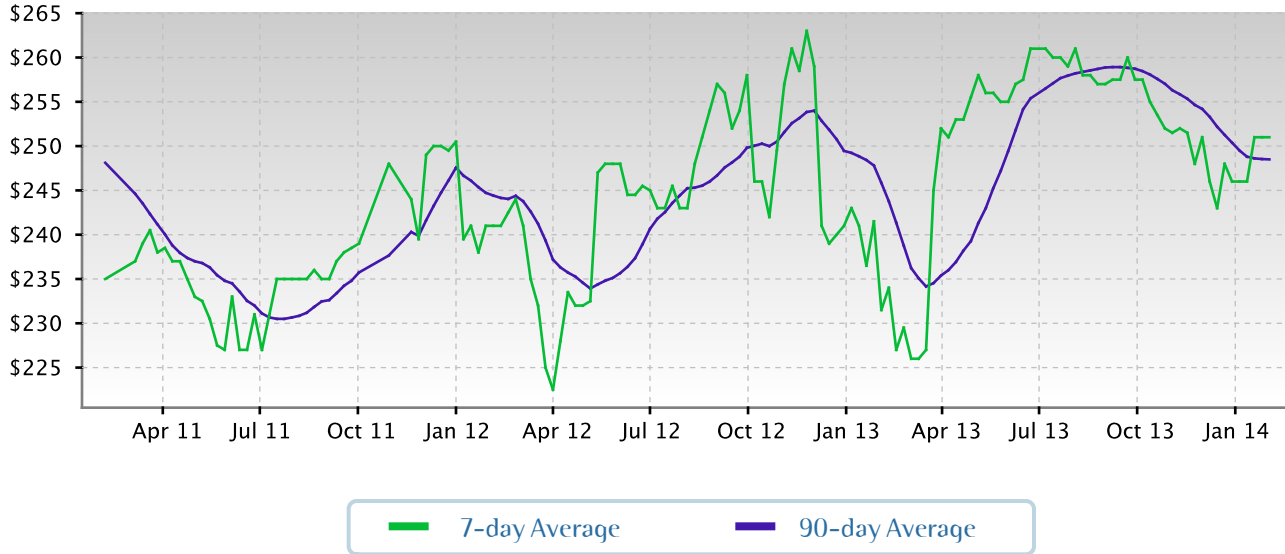
Quartile Prices

Not surprisingly, given the condition of the overall market, all quartiles have shown price strength in recent weeks. All have been increasing in price lately. Watch for a persistent decline in the Market Action Index as a leading indicator for the top of the market.



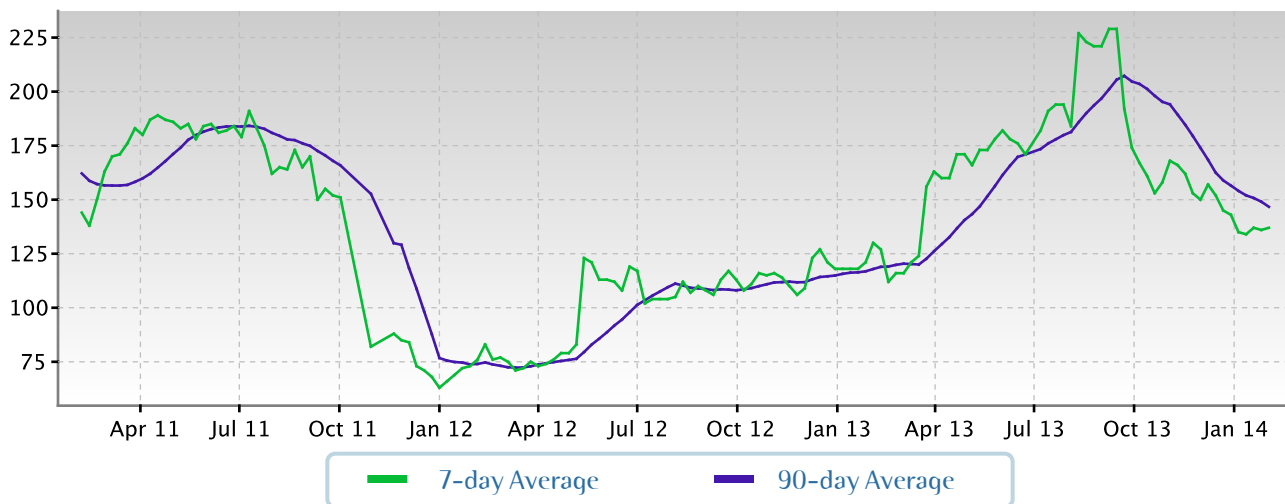
Price per Square Foot

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



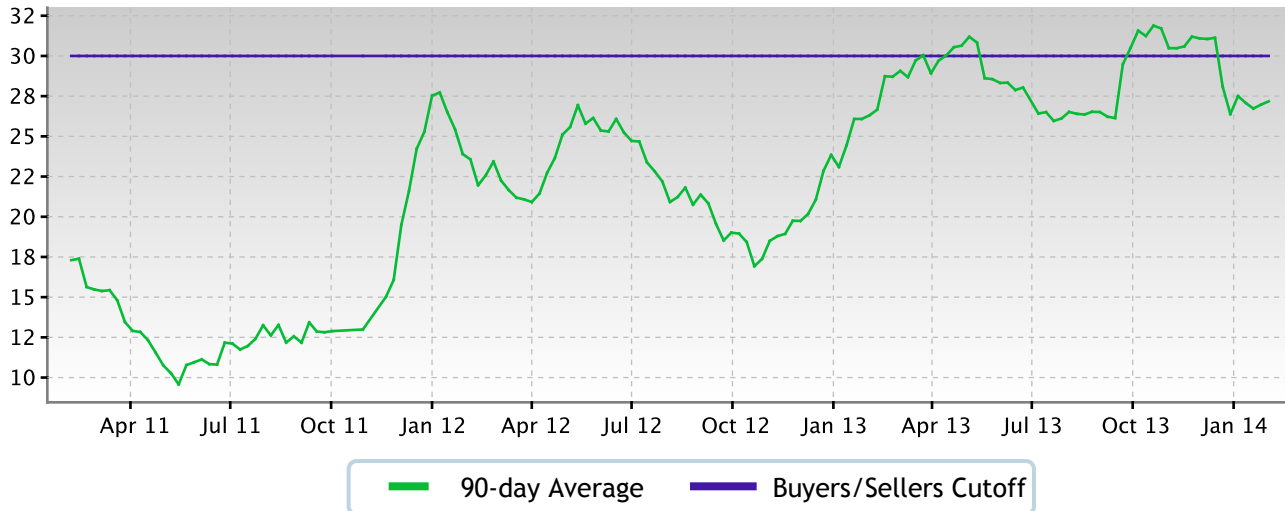
Inventory of Properties Listed for Sale

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



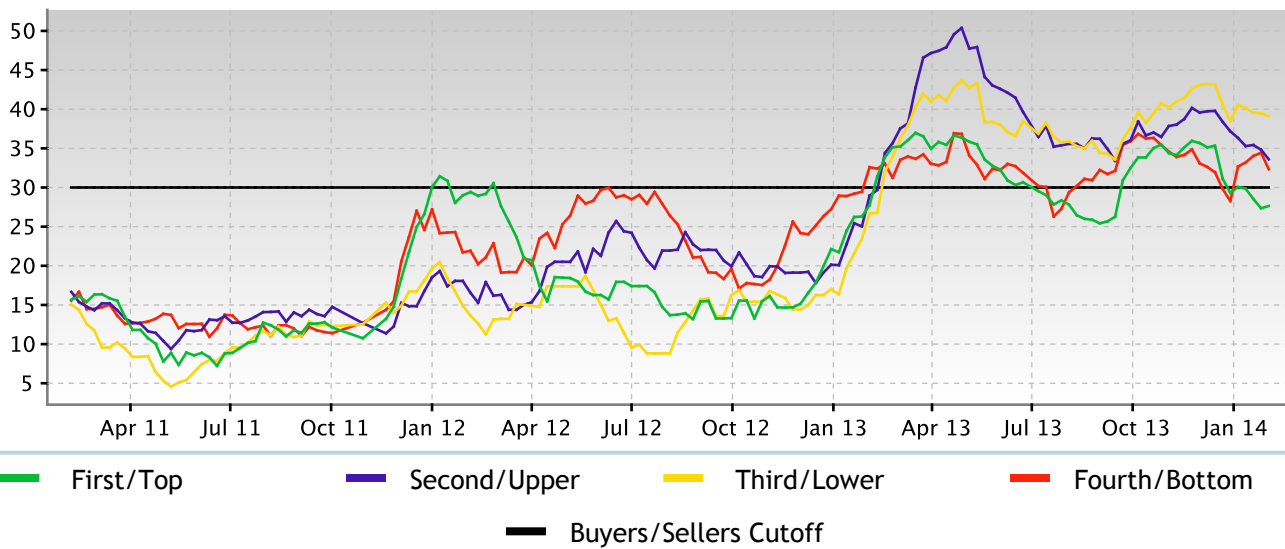
Market Action Index

The PHILADELPHIA, 19123 market is currently in the Buyer's Advantage zone (below 30), though not strongly so. The 90-day Market Action Index stands this week at 27.18 so buyers should expect to find reasonable levels of selection.



Market Action Index per Quartile

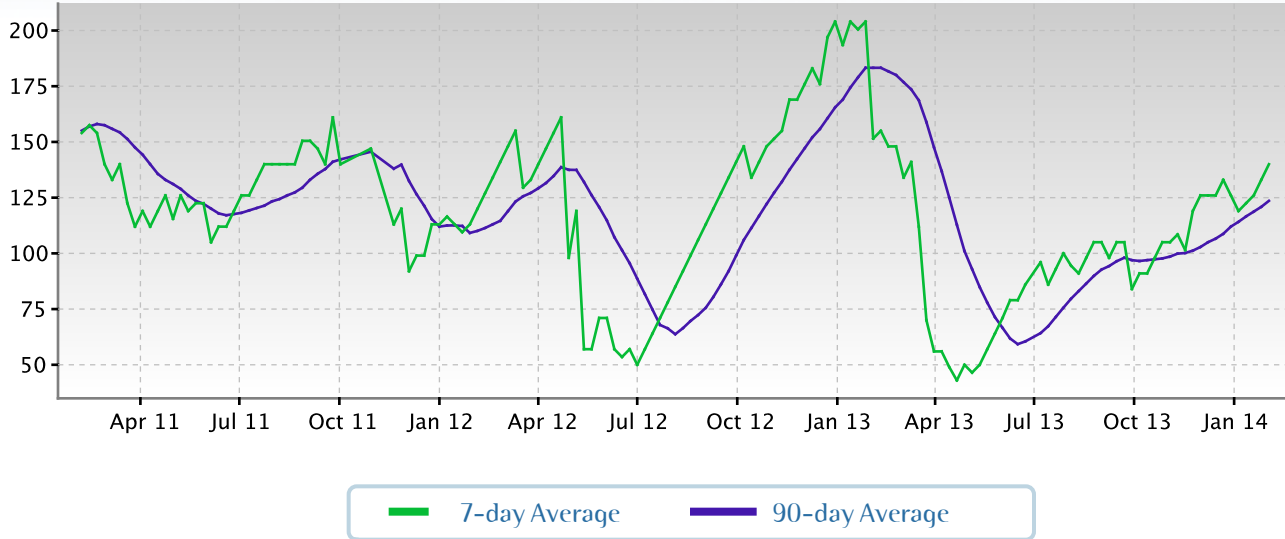
Three of the four quartiles of this zip code are in the Seller's Market zone with relatively low amounts of inventory given the current levels of demand. It's not uncommon that the premium segment of the market takes longer to sell than the rest of the group.



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Days on Market

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Days on Market per Quartile

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