

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 04, 2016**

- **Presented by The McCann Team
Prudential Fox & Roach Realtors
jen@virtualresults.net
215-440-8345**

This Week

- The median list price in PHILADELPHIA, PA this week is \$235,000. The 907 properties have been on the market for an average of 148 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

- Home sales continue to outstrip supply and the Market Action Index has been moving higher for several weeks. This is a Seller's market so watch for upward pricing pressure in the near future if the trend continues.

Real-Time Market Profile

		Trend
Median List Price	\$ 235,000	↔
Average List Price	\$ 328,929	
Asking Price Per Square Foot	\$ 145	↑↑
Average Days on Market (DoM)	148	↓↓
Inventory of Properties Listed	907	↑↑
Most Expensive Listing	\$ 6,400,000	
Least Expensive Listing	\$ 19,900	
Average Age of Listing	70	
Percent of Properties with Price Decrease	27 %	
Percent Relisted (reset DOM)	6 %	
Percent Flip (price increased)	3 %	
Median House Size (sq ft)	1596	
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 38.2 ↑↑

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	\$ 505,000	2525	4,501 - 6,500 sqft	4.0	3.0	56	226	14	15	117
Upper/Second	\$ 289,900	1780	4,501 - 6,500 sqft	3.0	2.5	63	227	18	21	150
Lower/Third	\$ 195,000	1361	Less than 4,500 sqft	3.0	2.0	66	227	19	20	150
Bottom/Fourth	\$ 99,000	1276	Less than 4,500 sqft	3.0	1.0	86	227	24	23	174

Most expensive 25% of properties

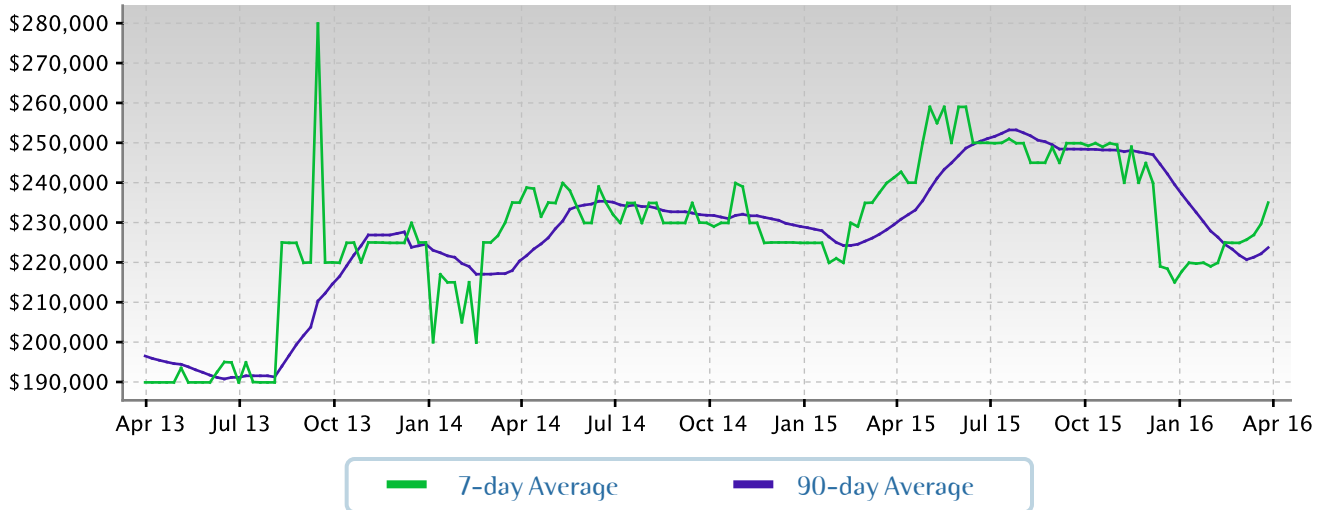
Upper-middle 25% of properties

Lower-middle 25% of properties

Least expensive 25% of properties

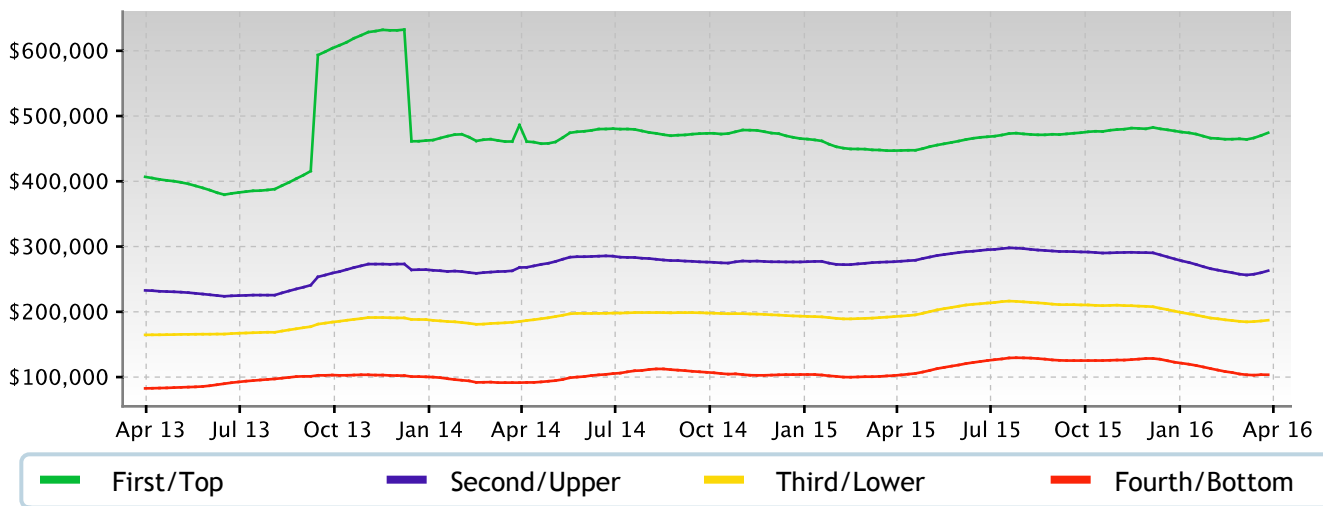
Median Price

Price trends continued their recent uptrend this week. While still below the market's price high-point, we've seen a nice run recently.



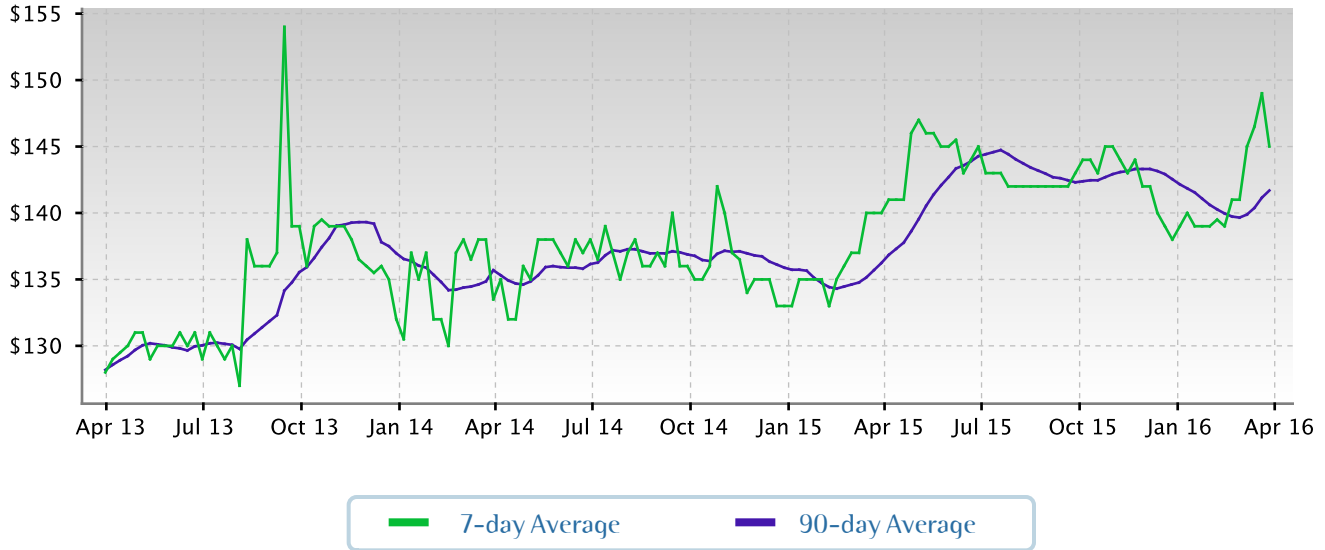
Quartile Prices

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.



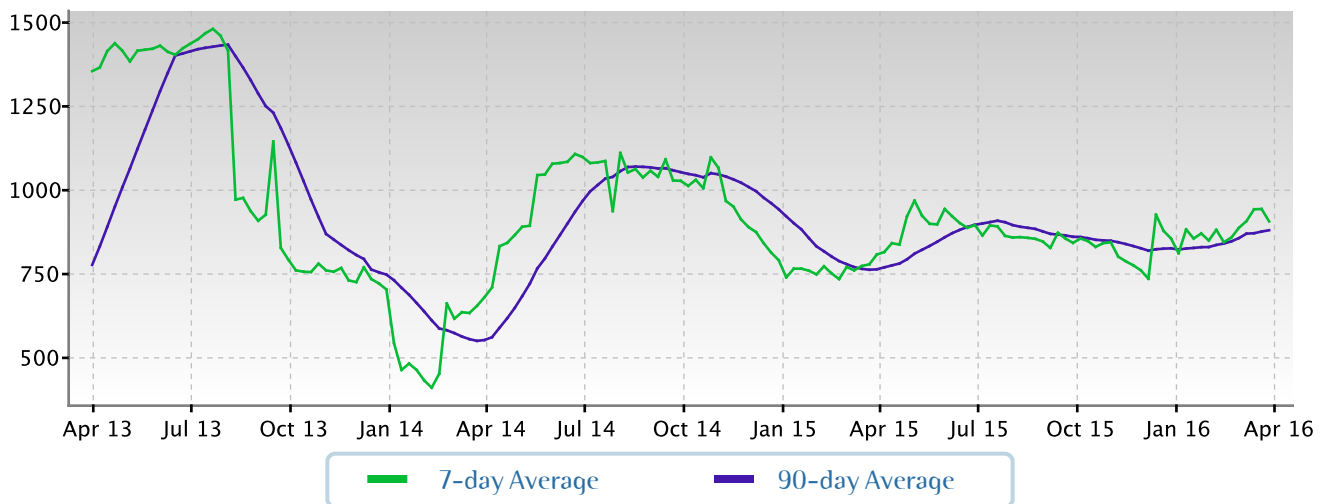
Price per Square Foot

The market 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.



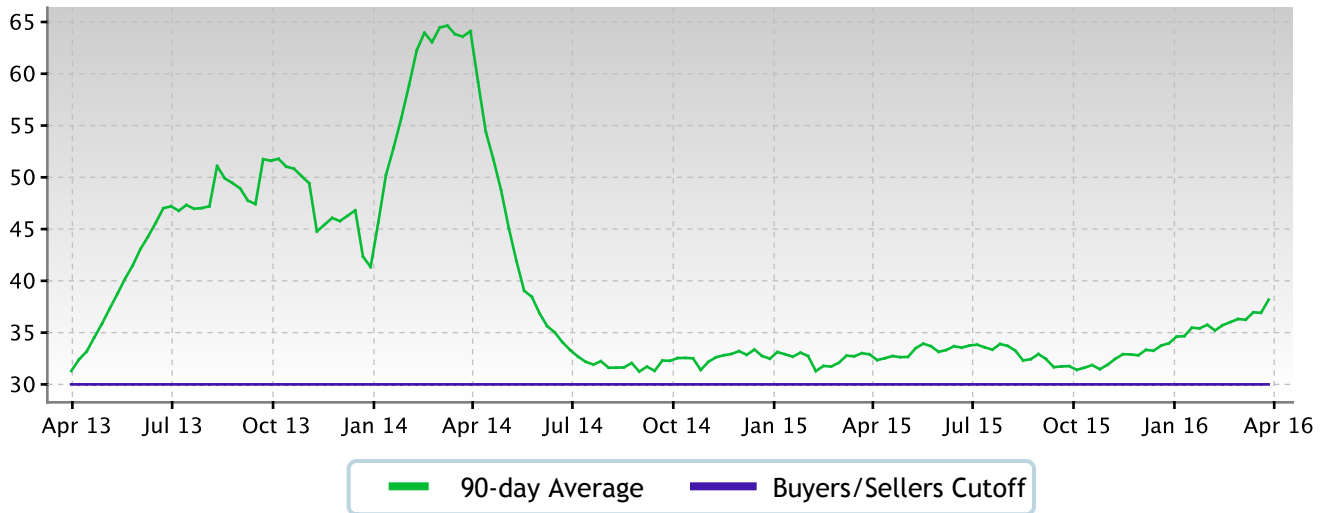
Inventory of Properties Listed for Sale

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.



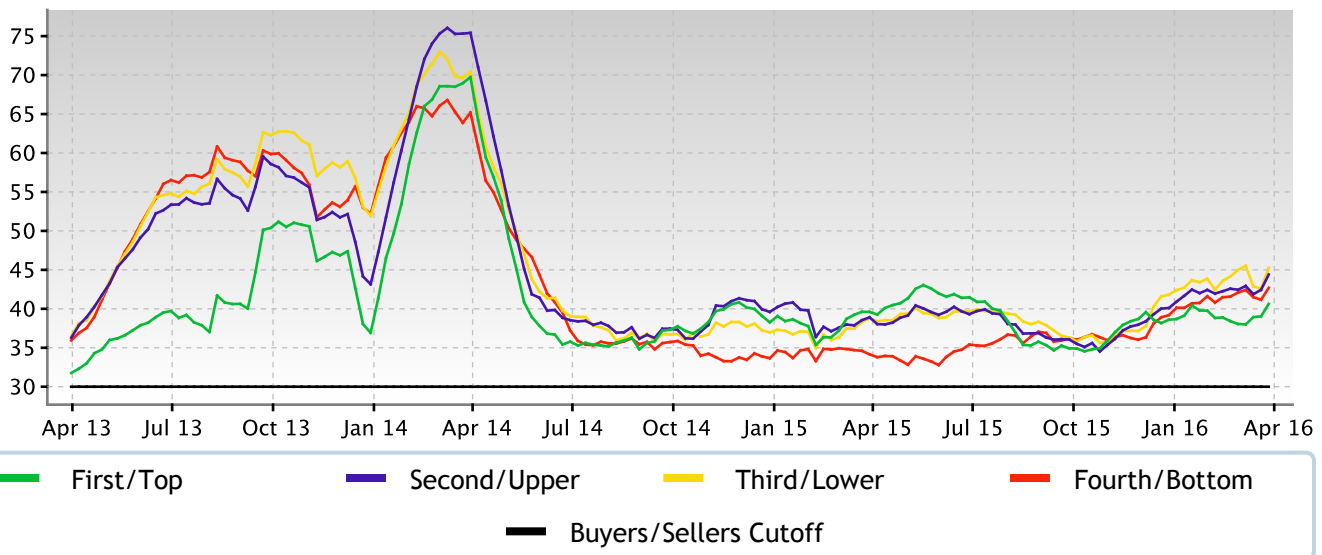
Market Action Index

The PHILADELPHIA market is currently in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 38.19 which indicates that demand is strong and available supply of homes gets snapped up relatively quickly.



Market Action Index per Quartile

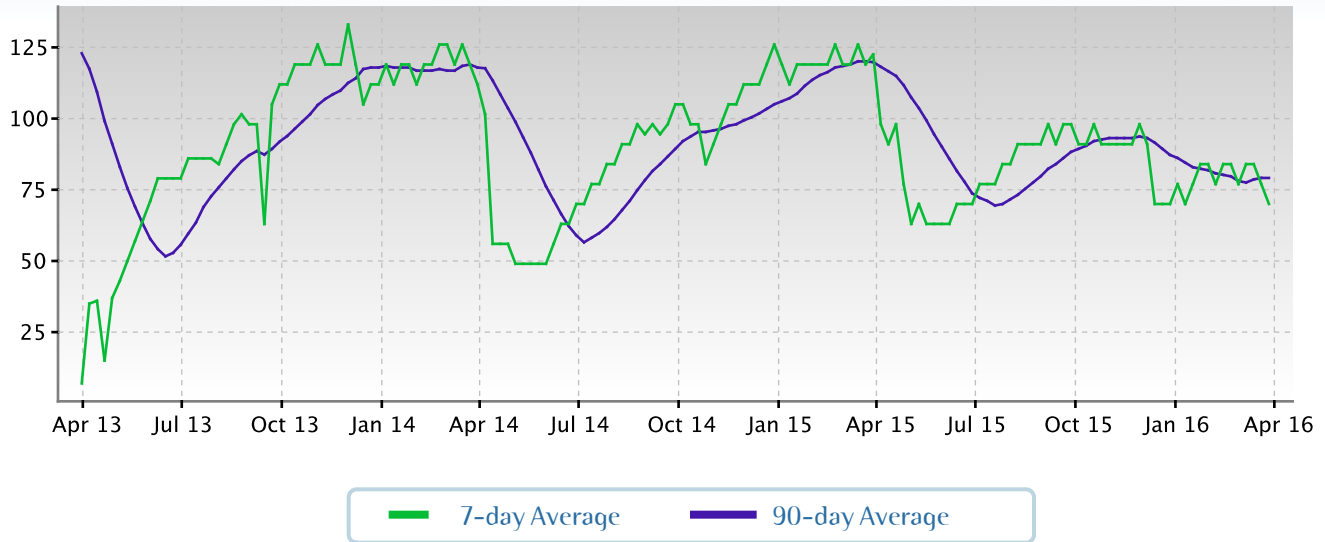
Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



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.

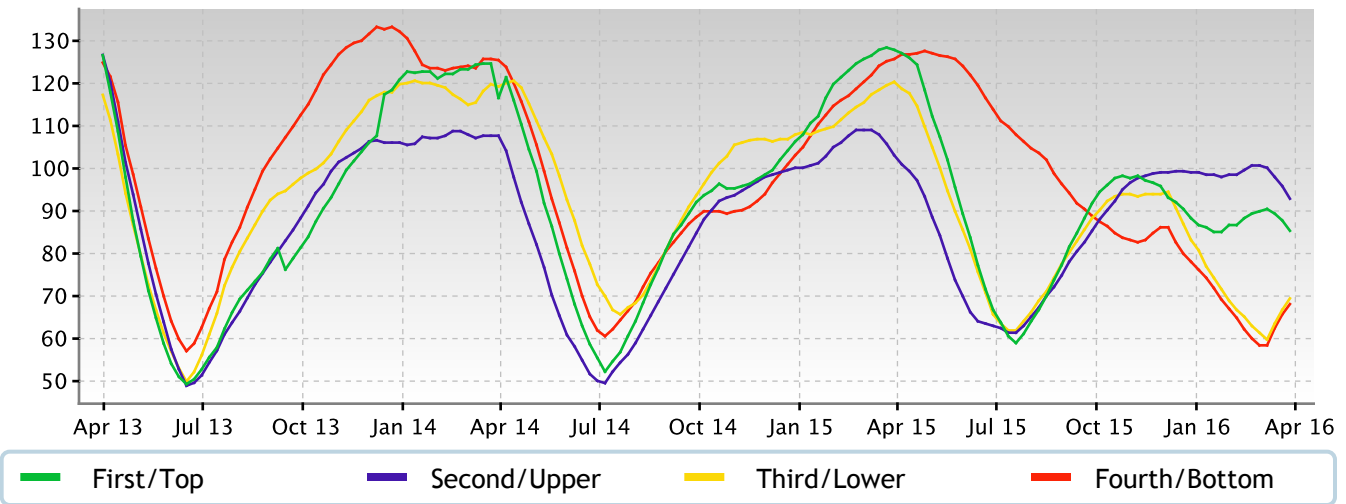
Days on Market

The properties have been on the market for an average of 148 days. Half of the listings have come newly on the market in the past 70 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 \$474,000. The 14 properties have been on the market for an average of 135 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

- The market has been cooling over time and prices have recently flattened. Despite the consistent decrease in Market Action Index (MAI), we're in a Seller's Market (where significant demand leaves little inventory available). If the MAI begins to climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure

Real-Time Market Profile

Real-Time Market Profile		Trend
Median List Price	\$ 474,000	↔
Average List Price	\$ 532,064	
Asking Price Per Square Foot	\$ 300	↔
Average Days on Market (DoM)	135	↓↓
Inventory of Properties Listed	14	↑↑
Most Expensive Listing	\$ 990,000	
Least Expensive Listing	\$ 255,000	
Average Age of Listing	55	
Percent of Properties with Price Decrease	36 %	
Percent Relisted (reset DOM)	0 %	
Percent Flip (price increased)	0 %	
Median House Size (sq ft)	1516	
Median Lot Size	Less than 4,500 sqft	
Median Number of Bedrooms	2.0	
Median Number of Bathrooms	2.0	

Altos Research Value Statistics

Market Action Index Strong Seller's 49.0 ↓↓

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.

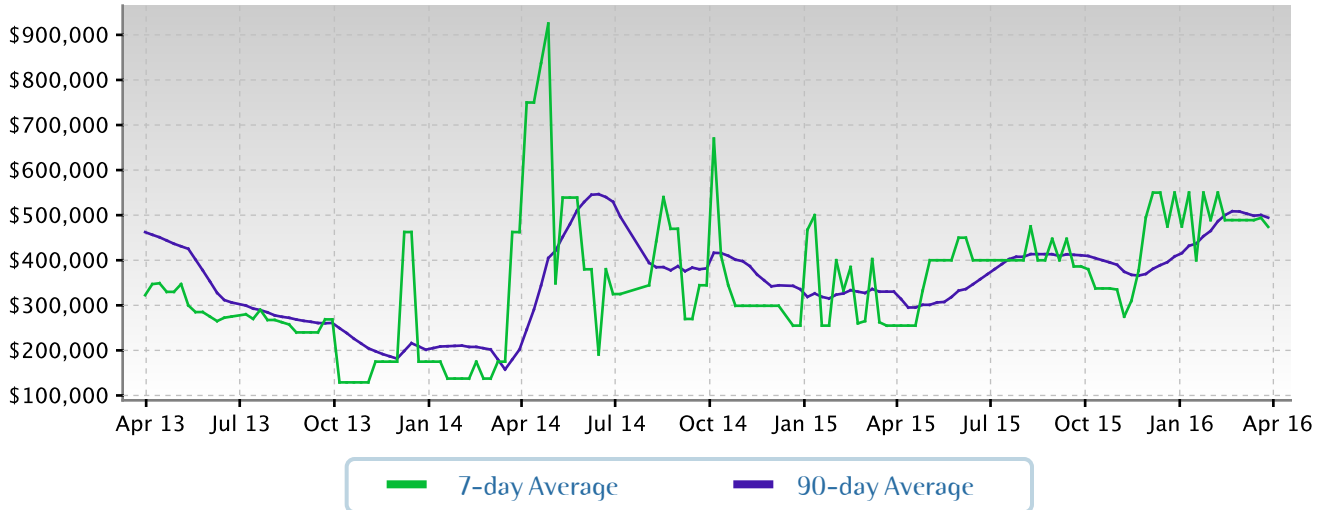
Trend Key: ↑↑ Strong upward trend ↓↓ Strong downward trend
 ↔ No change ↑ Slight upward trend ↓ Slight downward trend

Characteristics per Quartile

Quartile	Median Price	Sq. Ft.	Lot Size	Beds	Baths	Age	Inventory	New	Absorbed	DOM	
Top/First	\$ 895,000	3192	Less than 4,500 sqft	3.0	3.5	0	3	0	0	93	Most expensive 25% of properties
Upper/Second	\$ 550,000	1662	Less than 4,500 sqft	2.5	2.2	6	3	0	0	63	Upper-middle 25% of properties
Lower/Third	\$ 434,500	2352	Less than 4,500 sqft	4.0	2.0	58	4	0	1	228	Lower-middle 25% of properties
Bottom/Fourth	\$ 359,000	1088	Less than 4,500 sqft	2.0	1.2	101	4	0	0	128	Least expensive 25% of properties

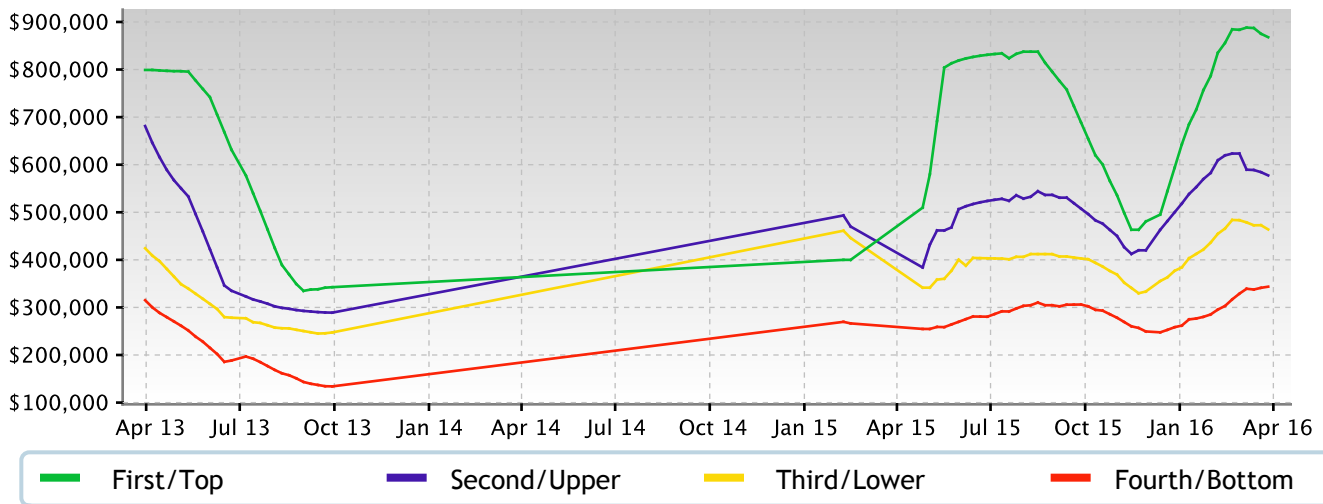
Median Price

Prices in this zip are remaining at a plateau, albeit significantly below the market's peak. This week prices bumped down a bit, but not enough to indicate a resumed downward trend. Look for a persistent up-shift in the Market Action Index before we see prices significantly move from these levels.



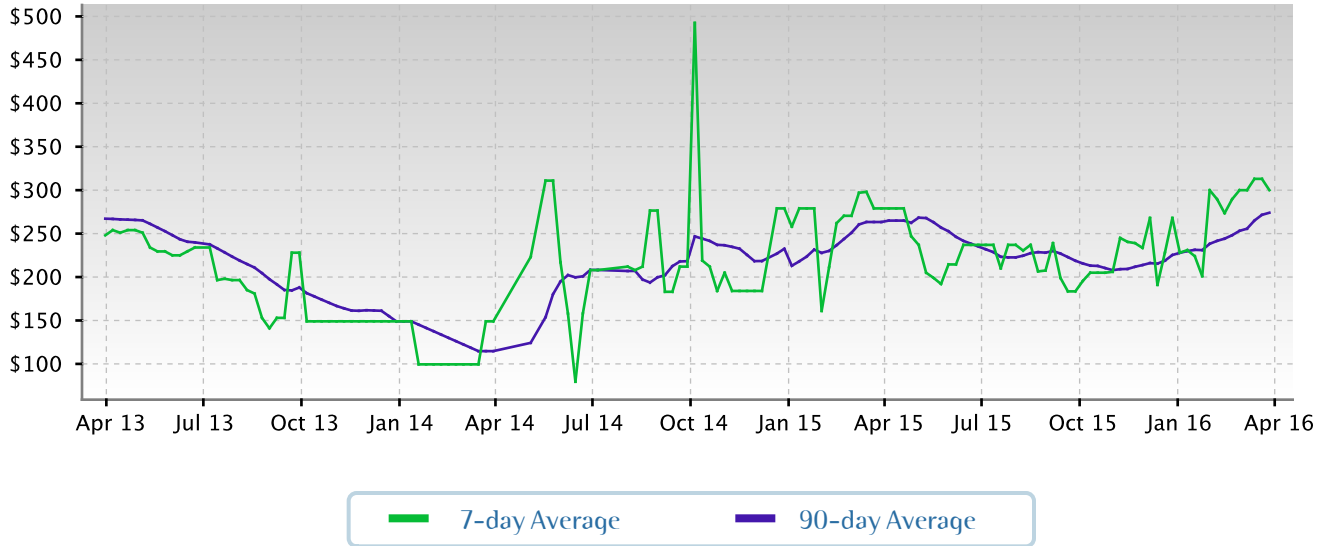
Quartile Prices

In the quartile market segments, we see most of the market for this zip code showing price weakness lately. Notice however, that Quartile 4 at the low-end of the market is still on an up-trend. Often this condition happens in markets where demand has fallen (for example, due to micro-location variables) but supply is still relatively short. Buyers are focusing on the lowest price homes in the area.



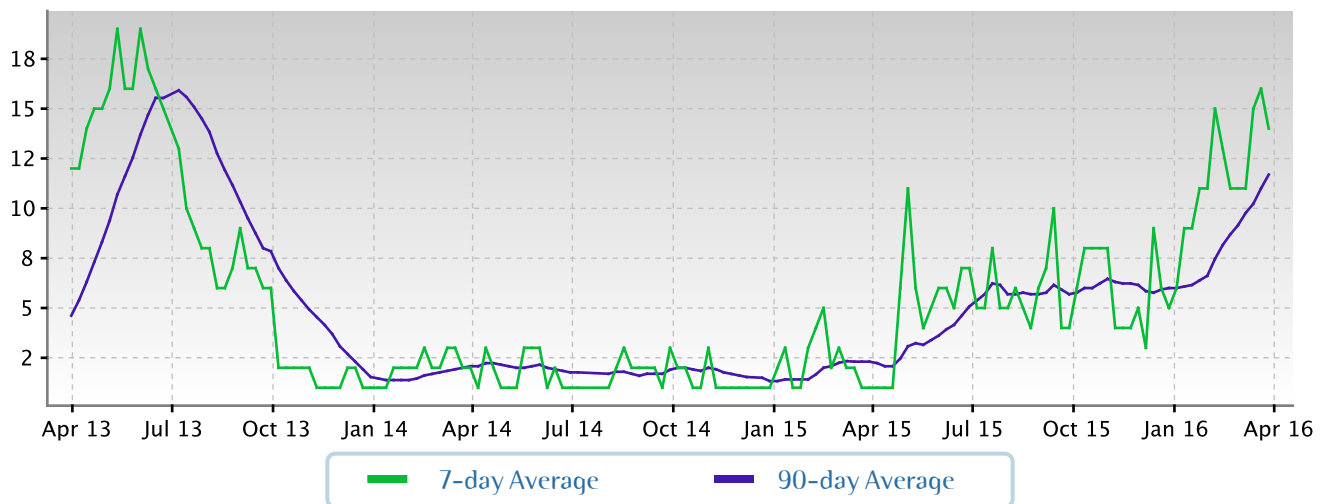
Price per Square Foot

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.



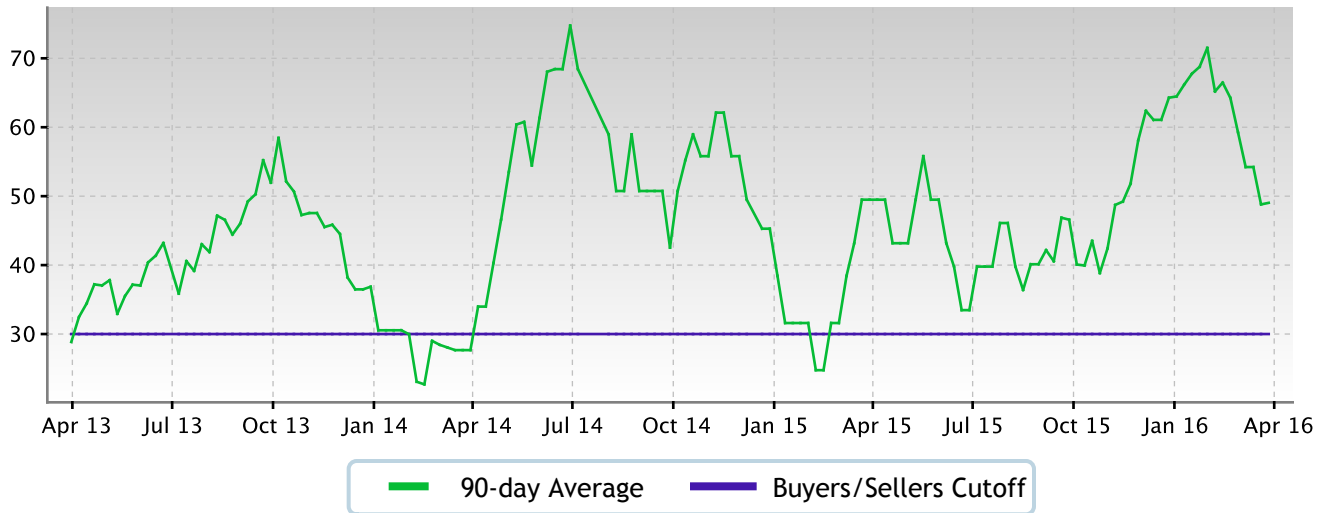
Inventory of Properties Listed for Sale

Inventory has been 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.



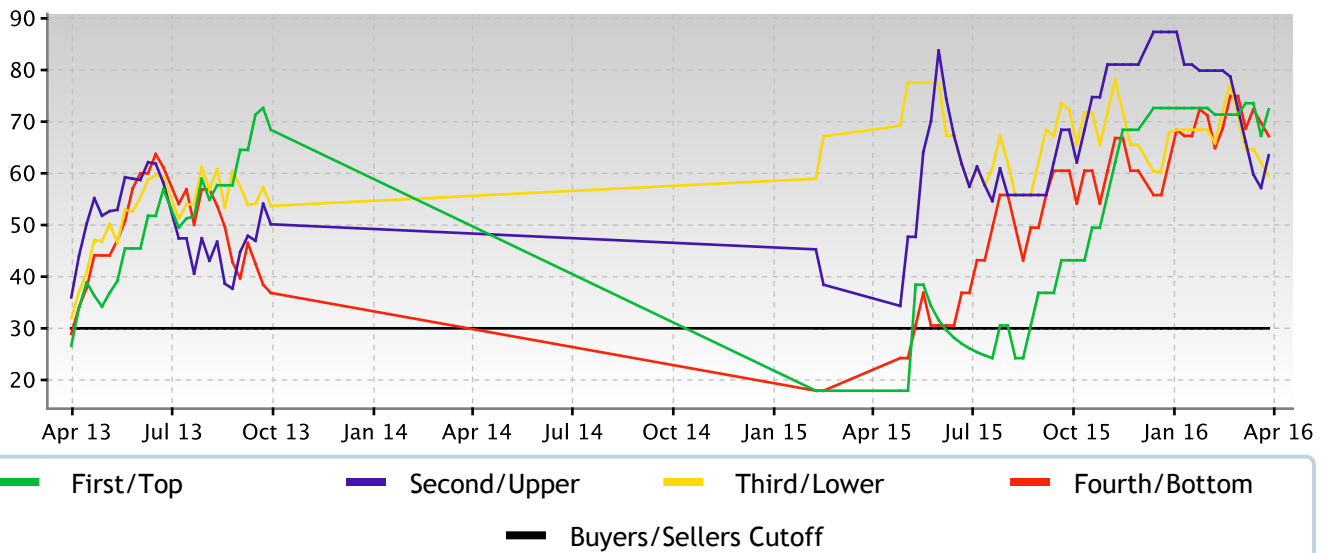
Market Action Index

The PHILADELPHIA, 19123 market is currently quite strongly in the Seller's Advantage zone (greater than 30). The 90-day Market Action Index stands at 49.03; indicating very little supply relative to the demand.



Market Action Index per Quartile

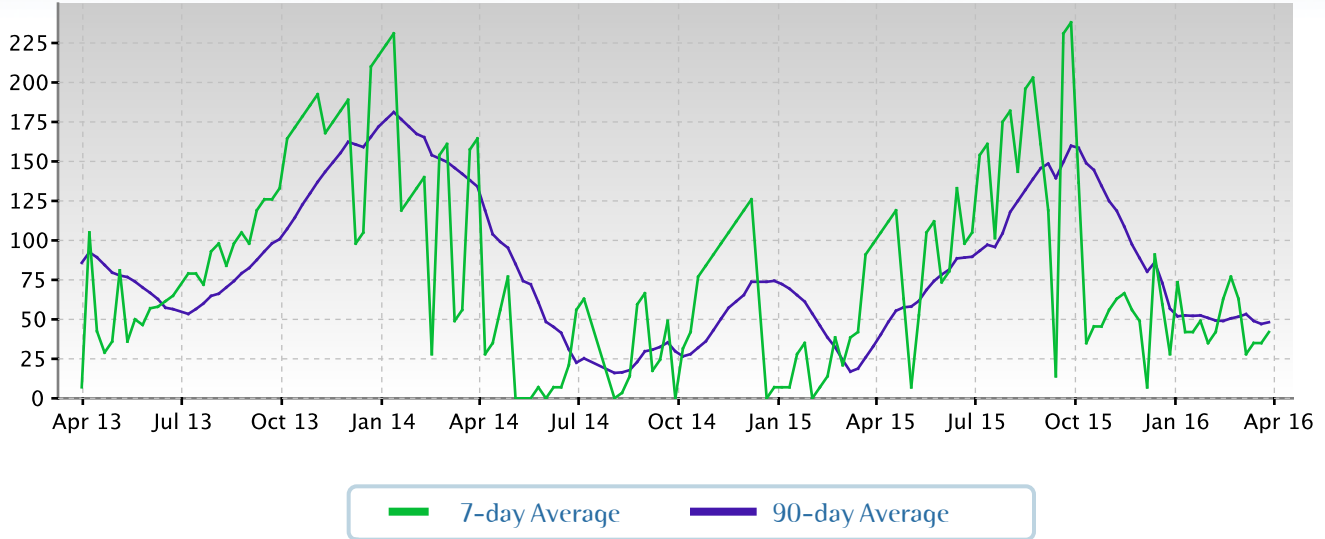
Not surprisingly, all segments in this zip code are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



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 135 days. Half of the listings have come newly on the market in the past 42 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.

