

PRICING TOOLS

Determine how your neighborhood is performing

3-Month Area Comparisons for Single Family & Patio Homes

This chart is ideal for helping you determine how your neighborhood is doing. If you are considering selling your home, this information is just one tool you can reference to assist you with pricing your home strategically. Call me if you need assistance utilizing this graph.

This data is from November 1, 2011—January 31, 2012

Area	Listings	Solds	DOM	Inventory	Avg List \$	Avg Sales \$
Black Forest	107	28	149	11.5	\$ 628,564	\$ 398,470
Briargate	191	84	86	6.8	\$ 336,070	\$ 255,920
Calhan	22	12	70	5.5	\$ 166,568	\$ 95,311
Central	187	128	85	4.4	\$ 228,138	\$ 138,039
Drennan	17	4	118	12.8	\$ 125,770	\$ 52,833
East	150	130	85	3.5	\$ 191,455	\$ 161,064
Ellicott	41	8	139	15.4	\$ 216,698	\$ 143,422
Falcon	41	20	93	6.2	\$ 243,161	\$ 173,544
Falcon North	115	71	95	4.9	\$ 269,511	\$ 234,071
Fountain Valley	308	252	67	3.7	\$ 189,432	\$ 169,510
Manitou	29	7	141	12.4	\$ 387,509	\$ 261,588
Marksheffel	31	30	101	3.1	\$ 242,520	\$ 213,170
Midway	11	2	65	16.5	\$ 193,295	\$ 124,624
Northeast	173	136	88	3.8	\$ 256,752	\$ 209,768
Northgate	111	49	99	6.8	\$ 482,176	\$ 343,053
Northwest	109	56	108	5.8	\$ 386,872	\$ 343,790
Old Colorado City	60	50	103	3.6	\$ 189,876	\$ 180,078
Peyton	31	12	179	7.8	\$ 347,145	\$ 168,972
Powers	214	170	100	3.8	\$ 217,304	\$ 182,854
Rock Creek	8	3	330	8.0	\$ 697,713	\$ 200,300
Southeast	128	121	89	3.2	\$ 139,074	\$ 119,978
Southwest	223	98	113	6.8	\$ 614,635	\$ 341,708
Tri Lakes	179	84	125	6.4	\$ 492,932	\$ 368,917
Ute Pass	24	9	86	8.0	\$ 468,183	\$ 277,772
West	52	31	113	5.0	\$ 468,386	\$ 243,160
Divide	76	23	120	9.9	\$ 338,644	\$ 217,854
Woodland Park	89	31	135	8.6	\$ 393,402	\$ 225,207

**Inventory = The number of months it would take to sell through the current active listings at the current sales rate if no other homes came on the market.*

***DOM = Days on Market for the homes which actually sold.*

www.ERAShields.com/monthly-market

PRICING TOOLS

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3-Month Price Range Comparisons for Single Family & Patio Homes

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This data is from November 1, 2011—January 31, 2012

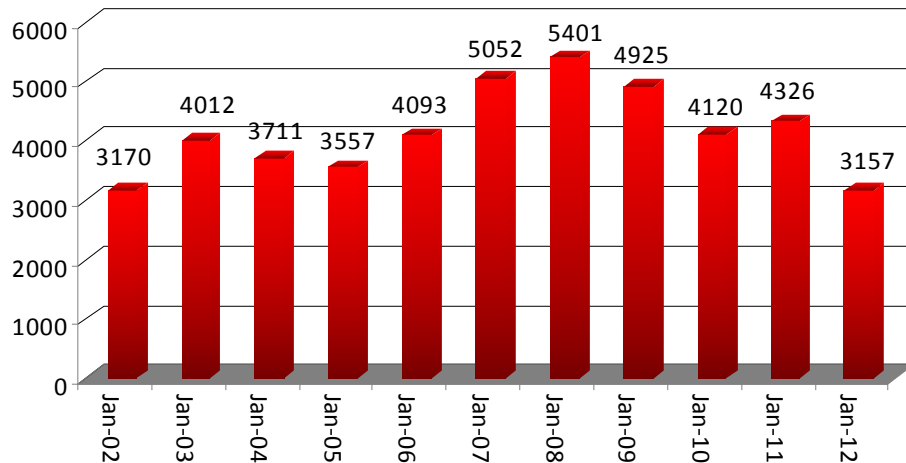
List Price	Active Listings Supply	Solds Demand	Days on Market Days to Sell	Inventory Months
Under \$75,000	90	70	93	3.9
\$75,000 to \$99,999	165	104	127	4.8
\$100,000 to \$124,999	267	135	114	5.9
\$125,000 to \$149,999	381	179	108	6.4
\$150,000 to \$174,999	382	177	106	6.5
\$175,000 to \$199,999	388	181	109	6.4
\$200,000 to \$224,999	269	138	125	5.8
\$225,000 to \$249,999	294	147	102	6.0
\$250,000 to \$274,999	215	64	130	10.1
\$275,000 to \$299,999	216	59	131	11.0
\$300,000 to \$324,999	143	53	168	8.1
\$325,000 to \$349,999	167	33	125	15.2
\$350,000 to \$374,999	99	26	143	11.4
\$375,000 to \$399,999	128	35	204	11.0
\$400,000 to \$424,999	56	16	140	10.5
\$425,000 to \$449,999	75	19	120	11.8
\$450,000 to \$474,999	40	10	171	12.0
\$475,000 to \$499,999	61	15	194	12.2
\$500,000 to \$549,999	59	13	158	13.6
\$550,000 to \$599,999	68	14	165	14.6
\$600,000 to \$649,999	33	7	224	14.1
\$650,000 to \$699,999	38	7	81	16.3
\$700,000 to \$749,999	21	4	321	15.8
\$750,000 to \$799,999	28	5	178	16.8
\$800,000 to \$849,999	7	2	99	10.5
\$850,000 to \$899,999	18	0	n/a	n/a
\$900,000 to \$949,999	7	1	330	21.0
\$950,000 to \$999,999	16	3	330	16.0
\$1 mil to \$1.50 mil	52	2	324	78.0
\$1.5 mil to \$2.0 mil	22	2	220	33.0
\$2.0 mil & above	12	2	185	18.0

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ANNUAL DATA

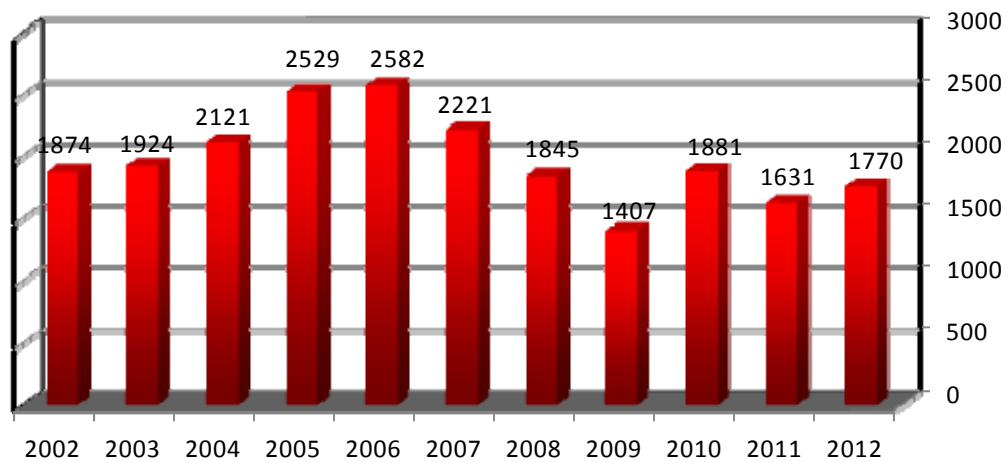
COMPARING DATA FOR THE PAST 10 YEARS

Active Listings



Active Listings at the end of the month when compared to the same period the previous 10 years shows remarkable improvement. No January in the past 10 years has seen fewer homes on the market.

3 Month Trend For Solds

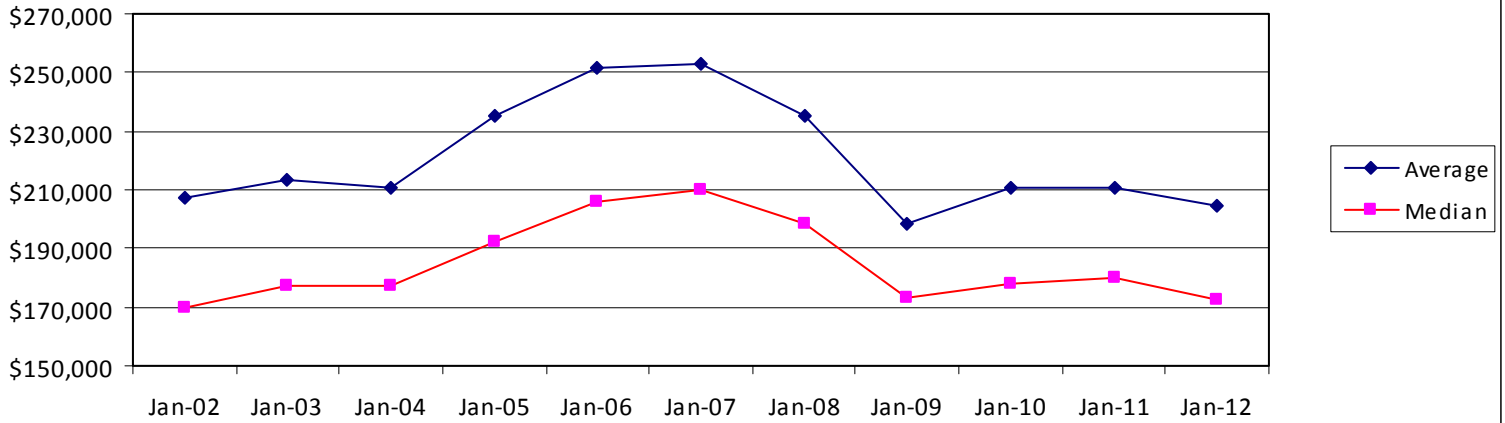


This graph shows the total number of Solds for the past 3 months. Comparing 3-months of data for each year over the past 10 years really helps determine what trends are occurring.

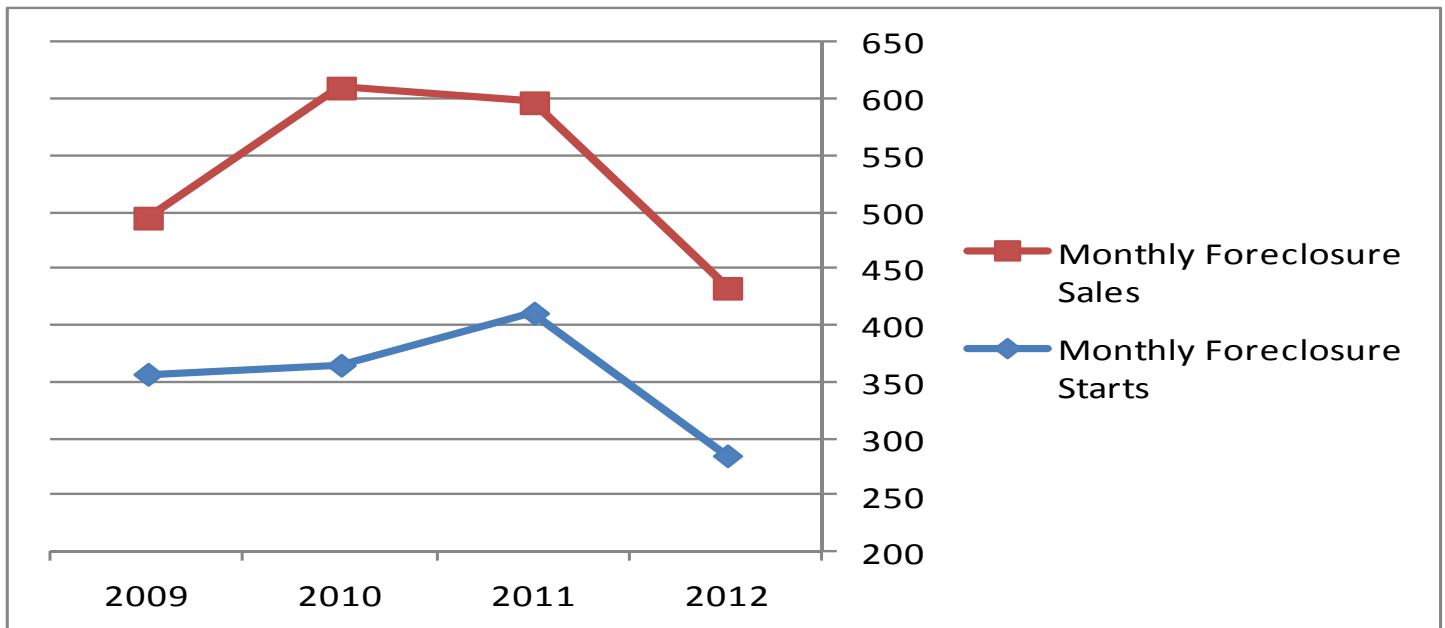
ANNUAL DATA

COMPARING DATA FOR THE PAST 10 YEARS

Monthly Average & Median Sales Price



The Average & Median Sales Prices for the same month over the past 10 years. The “bubble” is rather noticeable in 2004-2009. 10 years of data helps you better gauge the current health of the local real estate market.



By looking at foreclosure starts and sales, you can better gauge the current health of the overall real estate market. Although our market continues to see a high number of foreclosures, it is a vast improvement from 2009.

January 2012 Summary

January continued to see the same market trends in the last half of 2011 continue. The number of listings on the market is at its lowest number in over 10 years. The rate of sales has remained steady and when combined with the lack of homes on the market the inventory level for January is the lowest in 6 years.

In fact, the past couple of months we have started to see multiple offers on homes again. The homes receiving these multiple offers tend to be those new to the market and priced aggressively or those that have been on the market more than 30 days but have improved their listing price to the point the buyers see the value.

There remains a large gap between the listing price of homes new to the market versus those who have been on for 30+ days. The new listings are coming on at an average price significantly below the 30+ day homes. In essence, these new listings are “cutting in line” and stealing the buyers.

Buyers continue to look for and expect bargains, but they are also learning that if they do not act quickly or rationally on new listings they very well may lose. Especially those buyers who are still believing they are in a buyer’s market.

Today’s buyers and sellers really do need the assistance of a quality real estate professional. One who will help educate their clients on current pricing trends, strategic pricing and negotiation. They also need a REALTOR® who will act as a trusted advisor and tell them what is actually happening in the market today so they can make an educated decision.

HOT TIP FOR INVESTORS

At the recent IREM Breakfast Doug Carter spoke about why he “loves apartments”. Many investors lump apartments in with commercial real estate which we all know is struggling at best. This is a mistake. Apartment buildings and investment properties (single family homes, duplexes and quadplexes) are in the midst of a great opportunity as prices are incredibly low, vacancy rates are less than 5%, rental rates are up significantly and interest rates are historically low. If you have the ability to invest in an investment property, in his opinion the next 12 months is crucial for you to act.

