

City: Redding



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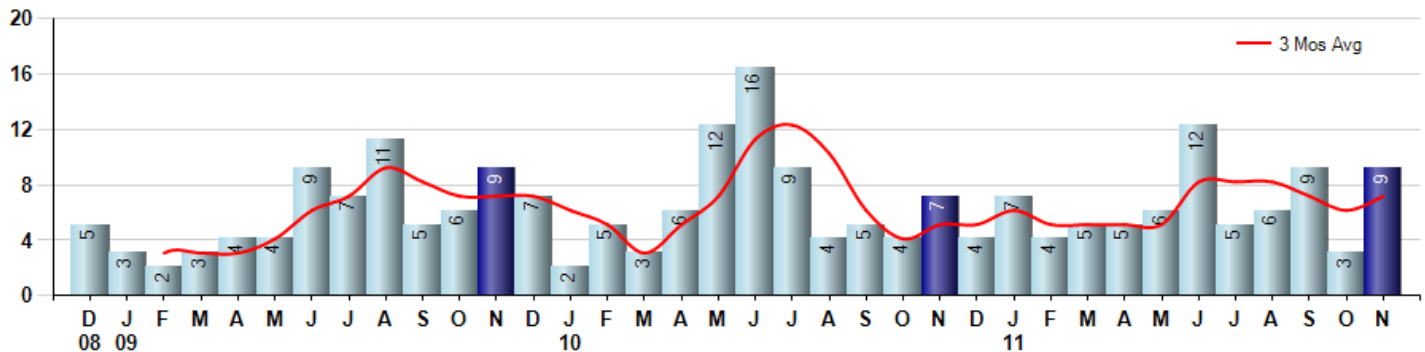
Price Range: ALL | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$649,999	0%		-4%				
Average List Price of all Current Listings	\$867,352	1%		-7%				
November Median Sales Price	\$535,000	106%	0%	22%	-15%	\$572,500	-10%	-9%
November Average Sales Price	\$605,889	41%	3%	25%	-15%	\$644,470	-9%	-9%
Total Properties Currently for Sale (Inventory)	109	-17%		1%				
November Number of Properties Sold	9	200%		29%			-3%	
November Average Days on Market (Solds)	118	-38%	-19%	-22%	-12%	131	4%	-2%
November Month's Supply of Inventory	12.1	-73%	-49%	-22%	-49%	22.0	-8%	-7%
November Sale Price vs List Price Ratio	91.7%	1.6%	-1%	-1%	-2.4%	92.9%	-1.3%	-1.1%

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

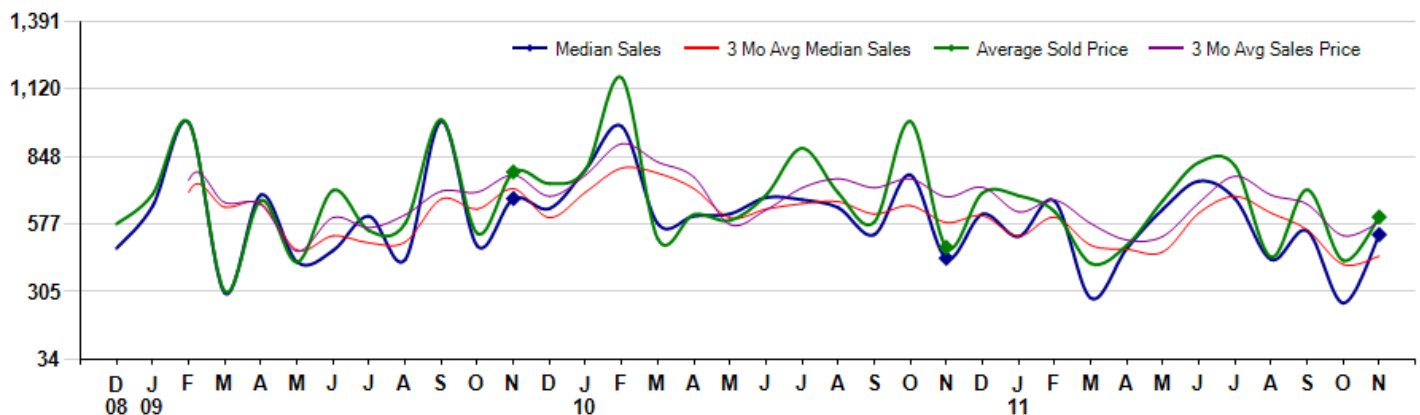
November Property sales were 9, up 28.6% from 7 in November of 2010 and 200.0% higher than the 3 sales last month. November 2011 sales were at a mid level compared to November of 2010 and 2009. November YTD sales of 71 are running -2.7% behind last year's year-to-date sales of 73.



Prices

The Median Sales Price in November was \$535,000, up 21.6% from \$440,000 in November of 2010 and up 105.8% from \$260,000 last month. The Average Sales Price in November was \$605,889, up 25.3% from \$483,700 in November of 2010 and up 40.5% from \$431,333 last month. November 2011 ASP was at a mid range compared to November of 2010 and 2009.

Median means Middle (the same # of properties sold above and below Median) (000's)



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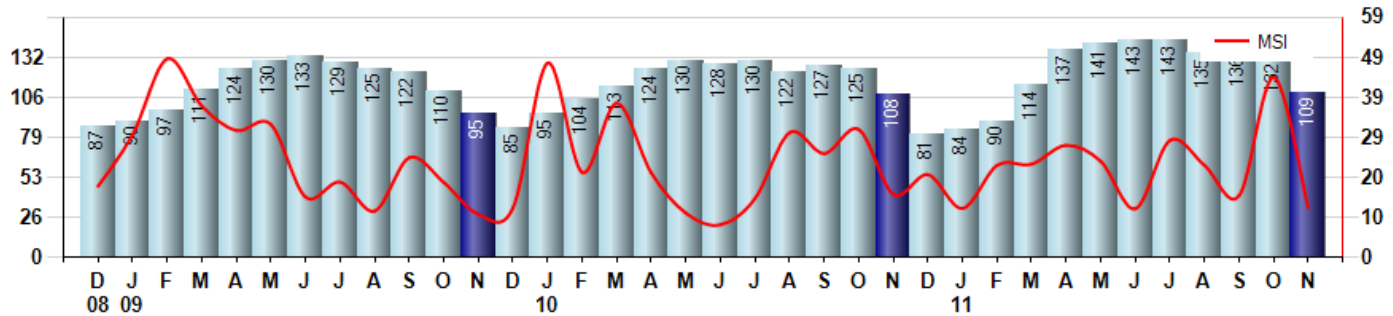
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Inventory & MSI

The Total Inventory of Properties available for sale as of November was 109, down -17.4% from 132 last month and up 0.9% from 108 in November of last year. November 2011 Inventory was at highest level compared to November of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The November 2011 MSI of 12.1 months was at a mid range compared with November of 2010 and 2009.

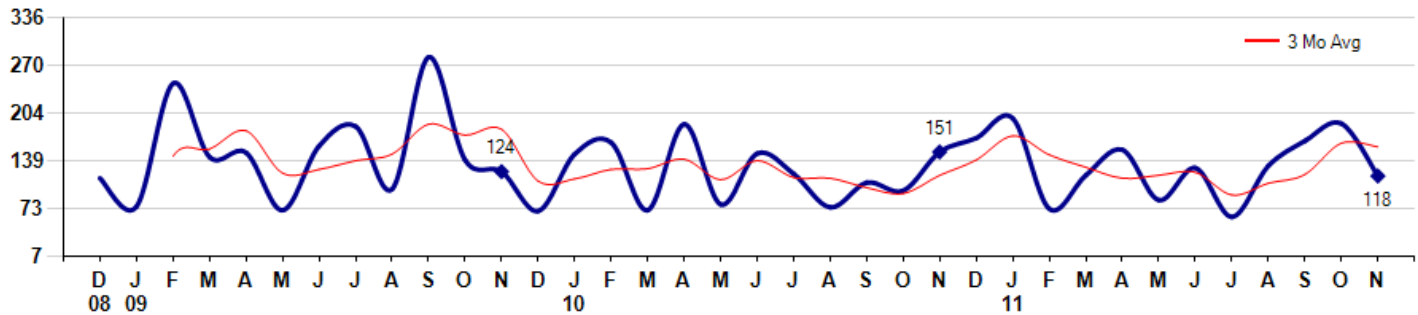
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



Market Time

The average Days On Market (DOM) shows how many days the average Property is on the Market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for November was 118, down -37.9% from 190 days last month and down -21.9% from 151 days in November of last year. The November 2011 DOM was at its lowest level compared with November of 2010 and 2009.

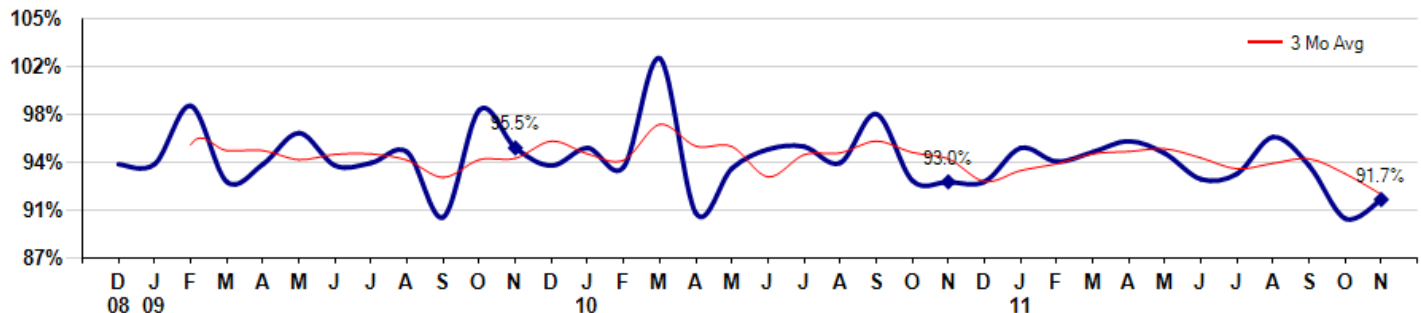
Average Days on Market (Listing to Contract) for properties sold during the month



Selling Price vs Original Listing Price

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The November 2011 Selling Price vs Original List Price of 91.7% was up from 90.3% last month and down from 93.0% in November of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



Based on information from Greater Fairfield County CMLS, Inc. for the period 12/1/2008 through 11/30/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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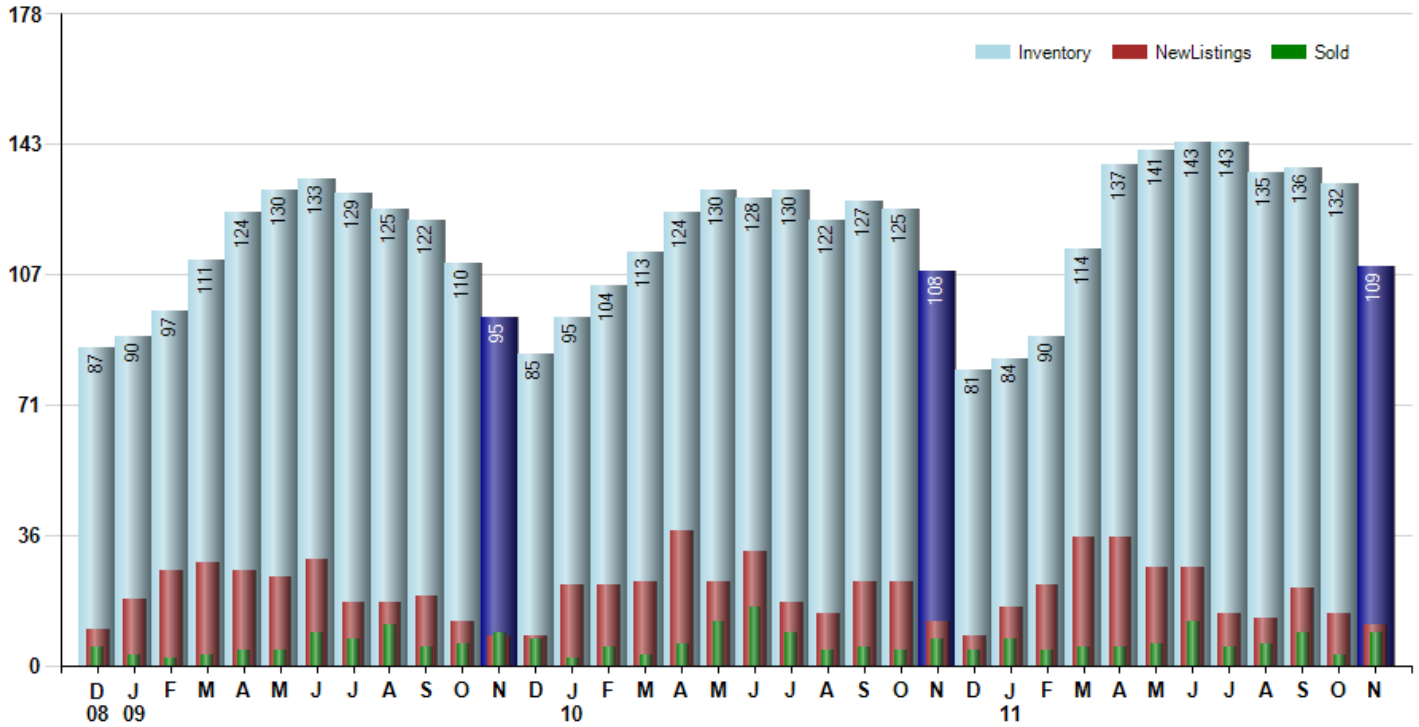
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Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in November 2011 was 11, down -21.4% from 14 last month and down -8.3% from 12 in November of last year.



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MARKET ACTION REPORT

November 2011

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	D 08	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N
Homes Sold	5	3	2	3	4	4	9	7	11	5	6	9	7	2	5	3	6	12	16	9	4	5	4	7	4	7	4	5	5	6	12	5	6	9	3	9
3 Mo. Roll Avg			3	3	3	4	6	7	9	8	7	7	7	6	5	3	5	7	11	12	10	6	4	5	5	6	5	5	5	5	8	8	8	7	6	7

(000's)	D 08	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N
MedianSalePrice	480	650	985	300	695	425	471	609	435	990	489	680	640	796	970	579	610	618	684	675	644	535	775	440	618	527	670	280	479	637	750	679	435	550	260	535
3 Mo. Roll Avg			705	645	660	473	530	502	505	678	638	720	603	705	802	782	720	602	637	659	668	618	651	583	611	528	605	492	476	465	622	689	621	555	415	448

	D 08	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N
Inventory	87	90	97	111	124	130	133	129	125	122	110	95	85	95	104	113	124	130	128	130	122	127	125	108	81	84	90	114	137	141	143	143	135	136	132	109
MSI	17	30	49	37	31	33	15	18	11	24	18	11	12	48	21	38	21	11	8	14	31	25	31	15	20	12	23	23	27	24	12	29	23	15	44	12

	D 08	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N
Days On Market	115	76	245	144	150	71	159	186	100	281	140	124	70	148	164	71	189	79	149	121	75	109	98	151	170	197	73	119	154	85	129	62	132	166	190	118
3 Mo. Roll Avg			145	155	180	122	127	139	148	189	174	182	111	114	127	128	141	113	139	116	115	102	94	119	140	173	147	130	115	119	123	92	108	120	163	158

	D 08	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N
Price per Sq Ft	230	195	278	194	178	188	209	211	219	215	187	222	227	224	284	181	222	234	193	217	252	240	271	229	238	217	231	187	225	200	260	181	161	214	176	184
3 Mo. Roll Avg			234	222	217	187	192	203	213	215	207	208	212	224	245	230	229	212	216	215	221	236	254	247	246	228	229	212	214	204	228	214	201	185	184	191

	D 08	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N
Sale to List Price	0.943	0.943	0.986	0.930	0.943	0.966	0.942	0.944	0.952	0.904	0.983	0.955	0.942	0.955	0.941	1.021	0.907	0.940	0.954	0.956	0.944	0.980	0.931	0.930	0.930	0.955	0.945	0.952	0.960	0.951	0.932	0.936	0.963	0.942	0.903	0.917
3 Mo. Roll Avg			0.957	0.953	0.953	0.946	0.950	0.951	0.946	0.933	0.946	0.947	0.960	0.951	0.946	0.972	0.956	0.956	0.934	0.950	0.951	0.960	0.952	0.947	0.930	0.938	0.943	0.951	0.952	0.954	0.948	0.940	0.944	0.947	0.936	0.921

	D 08	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N
New Listings	10	18	26	28	26	24	29	17	17	19	12	8	8	22	22	23	37	23	31	17	14	23	23	12	8	16	22	35	35	27	27	14	13	21	14	11
Inventory	87	90	97	111	124	130	133	129	125	122	110	95	85	95	104	113	124	130	128	130	122	127	125	108	81	84	90	114	137	141	143	143	135	136	132	109
Sales	5	3	2	3	4	4	9	7	11	5	6	9	7	2	5	3	6	12	16	9	4	5	4	7	4	7	4	5	5	6	12	5	6	9	3	9

(000's)	D 08	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N
Avg Sale Price	578	698	985	307	673	424	713	551	580	997	539	786	740	796	1,165	518	616	592	693	882	703	585	990	484	703	692	628	420	492	672	825	811	445	715	431	606
3 Mo. Roll Avg			753	663	655	468	603	563	615	709	705	774	689	774	900	826	766	575	634	723	759	723	759	686	725	626	674	580	513	528	663	770	694	657	531	584

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