

MARKET ACTION REPORT

July 2011

City: Redding



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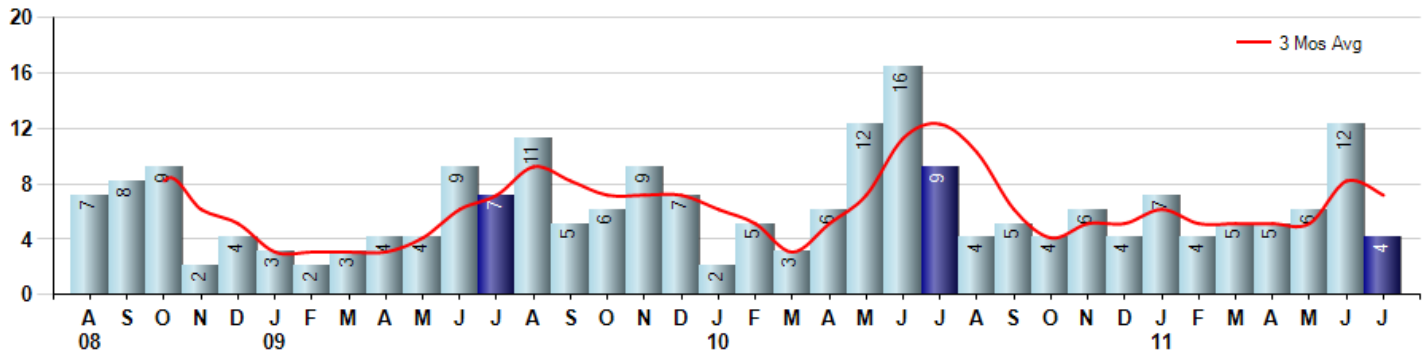
Price Range: ALL | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$649,900	0%		-7%				
Average List Price of all Current Listings	\$876,407	-1%		-4%				
July Median Sales Price	\$664,500	-11%	2%	-2%	5%	\$625,000	-5%	-2%
July Average Sales Price	\$817,250	-1%	12%	-7%	15%	\$677,090	-8%	-5%
Total Properties Currently for Sale (Inventory)	143	0%		10%				
July Number of Properties Sold	4	-67%		-56%			-19%	
July Average Days on Market (Solds)	49	-62%	-56%	-60%	-63%	123	-5%	-8%
Asking Price per Square Foot (based on New Listings)	\$209	-17%	-11%	-12%	-18%	\$277	6%	8%
July Sold Price per Square Foot	\$173	-34%	-24%	-20%	-23%	\$221	1%	-2%
July Month's Supply of Inventory	35.8	200%	51%	148%	50%	22.3	-2%	-6%
July Sale Price vs List Price Ratio	93.8%	0.6%	1%	-2%	-0.2%	93.3%	-0.9%	-0.7%

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

Property Sales

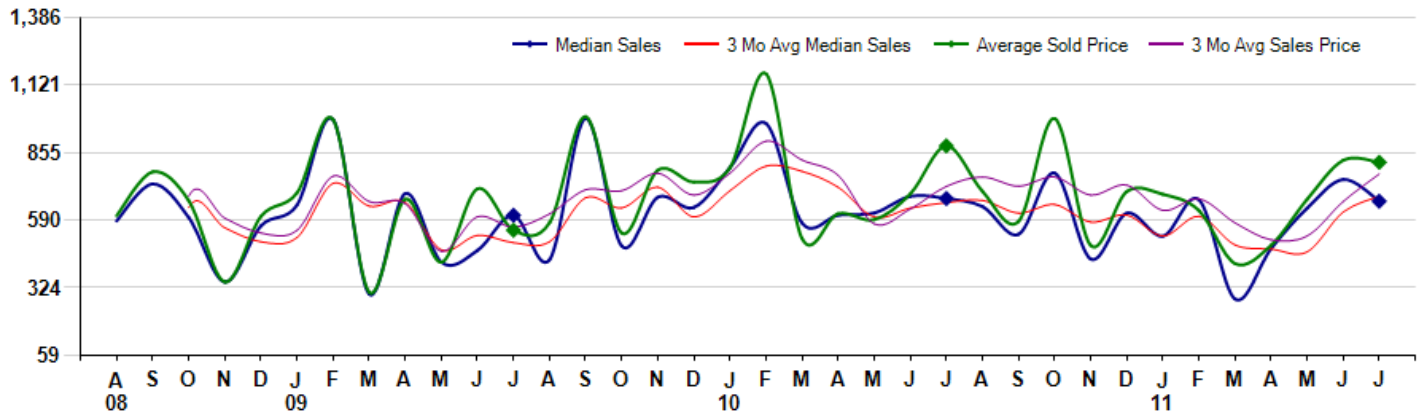
July Property sales were 4, down -55.6% from 9 in July of 2010 and -66.7% lower than the 12 sales last month. July 2011 sales were at their lowest level compared to July of 2010 and 2009. July YTD sales of 43 are running -18.9% behind last year's year-to-date sales of 53.



Prices

The Median Sales Price in July was \$664,500, down -1.6% from \$675,000 in July of 2010 and down -11.4% from \$750,000 last month. The Average Sales Price in July was \$817,250, down -7.3% from \$881,861 in July of 2010 and down -1.0% from \$825,467 last month. July 2011 ASP was at a mid range compared to July of 2010 and 2009.

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



Based on information from Greater Fairfield County CMLS, Inc. for the period 8/1/2008 through 7/31/2011. 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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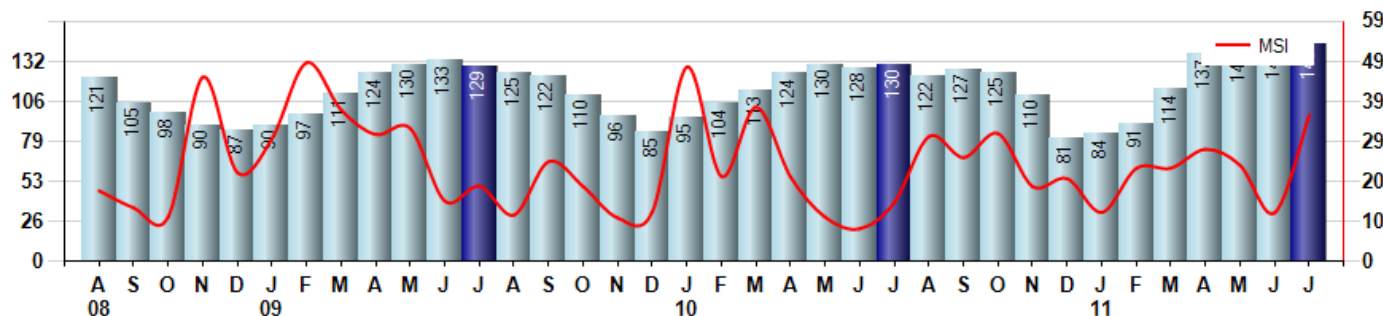
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 143, equal to 143 last month and up 10.0% from 130 in July of last year. July 2011 Inventory was at highest level compared to July of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2011 MSI of 35.8 months was at its highest level compared with July of 2010 and 2009.

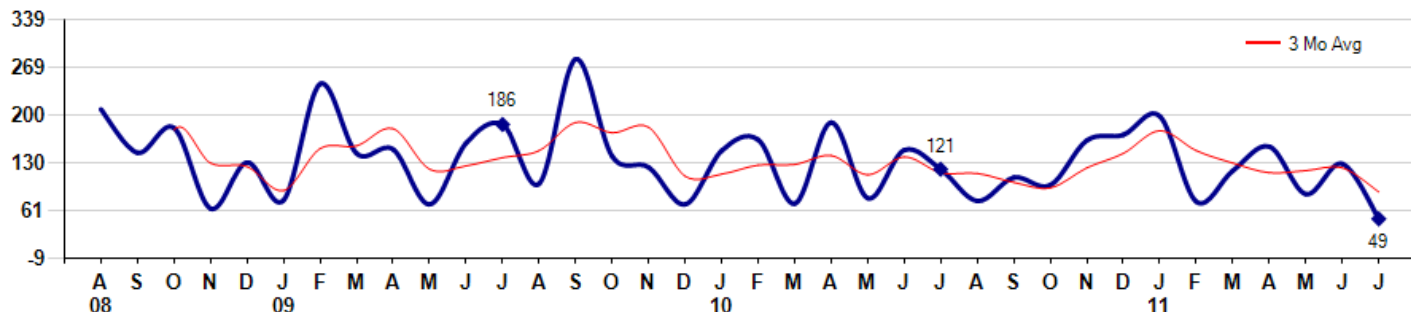
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 July was 49, down -62.0% from 129 days last month and down -59.5% from 121 days in July of last year. The July 2011 DOM was at its lowest level compared with July of 2010 and 2009.

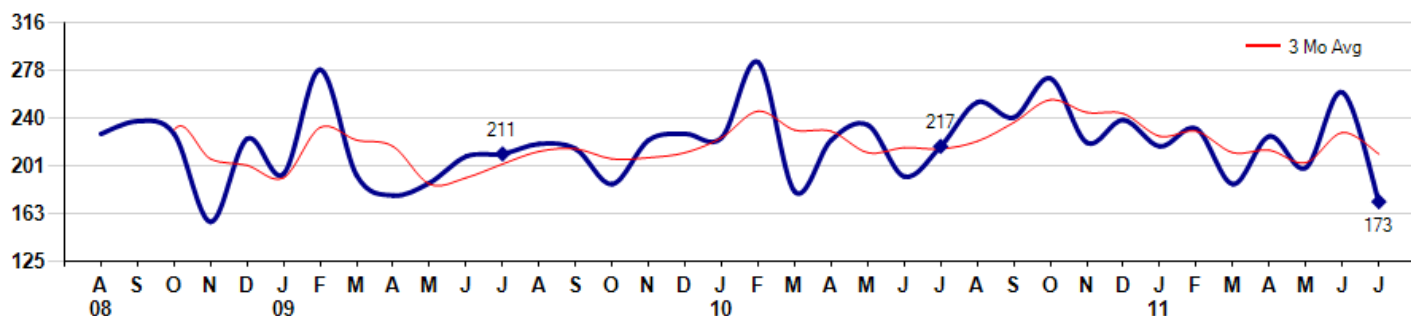
Average Days on Market(Listing to Contract) for properties sold during the month



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The July 2011 Selling Price per Square Foot of \$173 was down -33.5% from \$260 last month and down -20.3% from \$217 in July of last year.

Average Selling Price per Square Foot for properties that sold during the month



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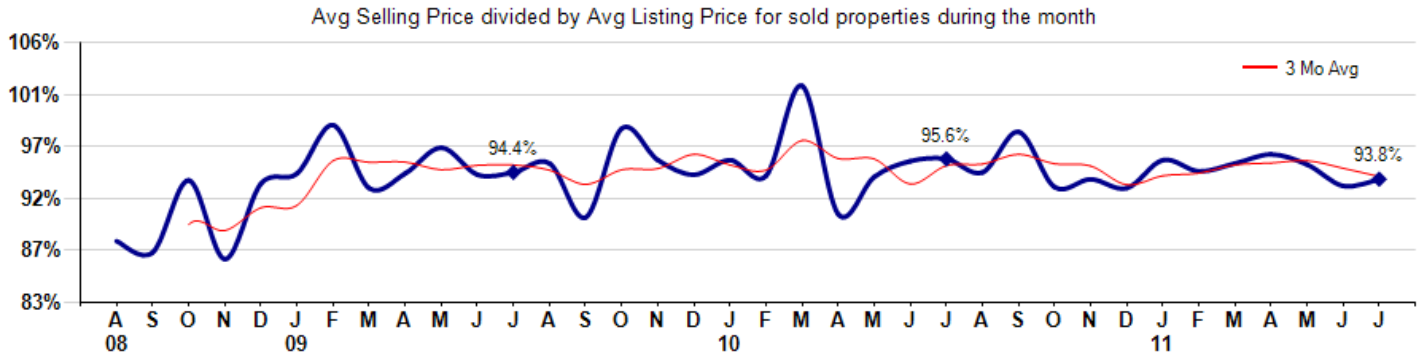
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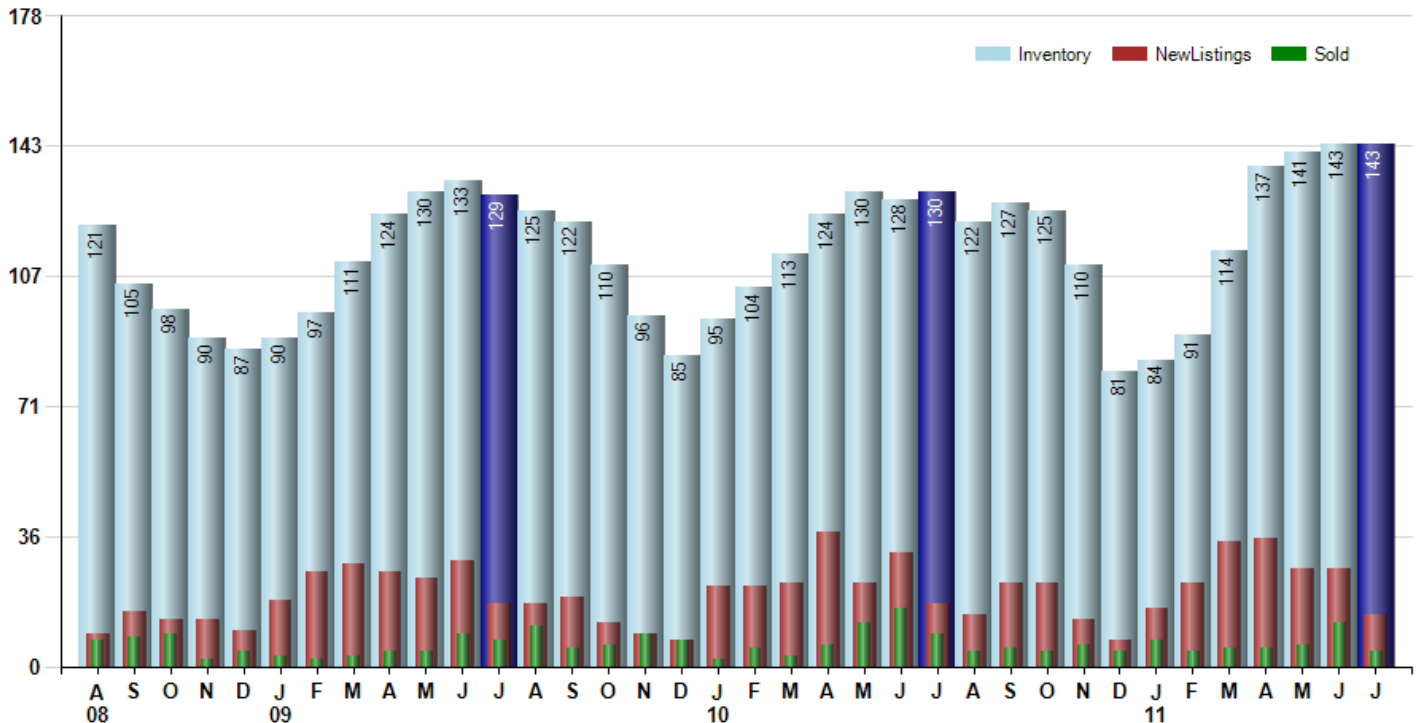
Selling Price vs Original Listing Price

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 July 2011 Selling Price vs Original List Price of 93.8% was up from 93.2% last month and down from 95.6% in July of last year.



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 July 2011 was 14, down -48.1% from 27 last month and down -17.6% from 17 in July of last year.



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Homes Sold	7	8	9	2	4	3	2	3	4	4	9	7	11	5	6	9	7	2	5	3	6	12	16	9	4	5	4	6	4	7	4	5	5	6	12	4
3 Mo. Roll Avg			8	6	5	3	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	7

	(000's) A 08	S	O	N	D	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
Median Sale Price	587	733	600	348	568	650	985	300	695	425	471	609	435	990	489	680	640	796	970	579	610	618	684	675	644	535	775	437	618	527	670	280	479	637	750	665
3 Mo. Roll Avg			640	560	505	522	734	645	660	473	530	502	505	678	638	720	603	705	802	782	720	602	637	659	668	618	651	582	610	527	605	492	476	465	622	684

	A 08	S	O	N	D	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
Inventory	121	105	98	90	87	90	97	111	124	130	133	129	125	122	110	96	85	95	104	113	124	130	128	130	122	127	125	110	81	84	91	114	137	141	143	143
MSI	17	13	11	45	22	30	49	37	31	33	15	18	11	24	18	11	12	48	21	38	21	11	8	14	31	25	31	18	20	12	23	23	27	24	12	36

	A 08	S	O	N	D	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
Days On Market	208	145	181	64	131	76	245	144	150	70	159	186	100	281	140	124	70	148	164	71	189	79	149	121	75	109	98	163	171	198	74	119	154	85	129	49
3 Mo. Roll Avg			178	130	125	90	151	155	180	121	126	138	148	189	174	182	111	114	127	128	141	113	139	116	115	102	94	123	144	177	148	130	116	119	123	88

	A 08	S	O	N	D	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
Price per Sq Ft	227	237	227	157	223	195	278	194	178	188	209	211	219	215	187	222	227	224	284	181	222	234	193	217	252	240	271	220	238	217	231	187	225	200	260	173
3 Mo. Roll Avg			230	207	202	192	232	222	217	187	192	203	213	215	207	208	212	224	245	230	229	212	216	215	221	236	254	244	243	225	229	212	214	204	228	211

	A 08	S	O	N	D	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
Sale to List Price	0.883	0.873	0.937	0.867	0.934	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	0.938	0.930	0.955	0.945	0.952	0.960	0.951	0.932	0.938
3 Mo. Roll Avg			0.898	0.892	0.913	0.915	0.954	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	0.950	0.933	0.941	0.943	0.951	0.952	0.954	0.948	0.940

	A 08	S	O	N	D	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
New Listings	9	15	13	13	10	18	26	28	26	24	29	17	17	19	12	9	7	22	22	23	37	23	31	17	14	23	23	13	7	16	23	34	35	27	27	14
Inventory	121	105	98	90	87	90	97	111	124	130	133	129	125	122	110	96	85	95	104	113	124	130	128	130	122	127	125	110	81	84	91	114	137	141	143	143
Sales	7	8	9	2	4	3	2	3	4	4	9	7	11	5	6	9	7	2	5	3	6	12	16	9	4	5	4	6	4	7	4	5	5	6	12	4

	(000's) A 08	S	O	N	D	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
Avg Sale Price	607	780	666	348	605	698	985	307	673	424	713	551	580	997	539	786	740	796	1,165	518	616	592	693	882	703	585	990	491	703	692	628	420	492	672	825	817
3 Mo. Roll Avg			685	598	540	550	762	663	655	468	603	563	615	709	705	774	689	774	900	826	766	575	634	723	759	723	759	689	728	628	674	580	513	528	663	772

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