

# MARKET ACTION REPORT

July 2011

City: Ridgefield



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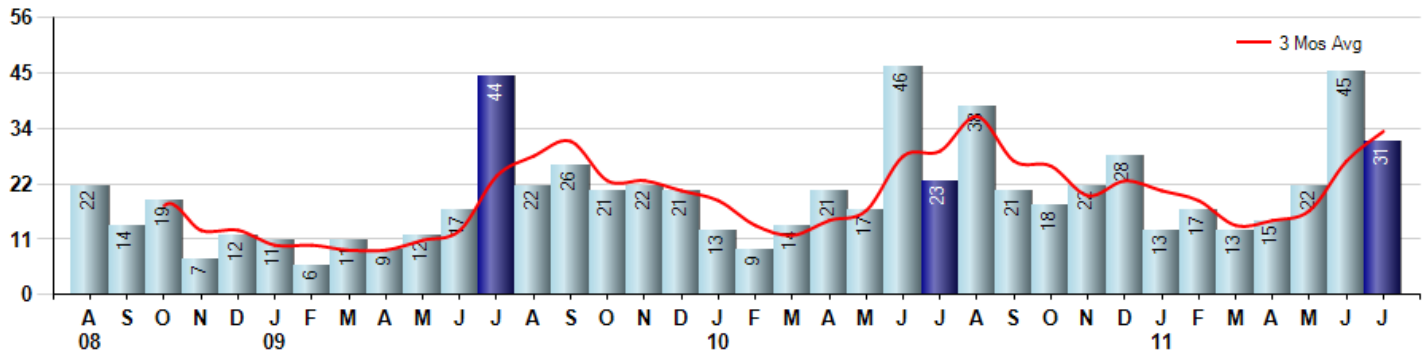
Price Range: ALL | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$745,000	-1%		-6%				
Average List Price of all Current Listings	\$1,088,975	-2%		0%				
July Median Sales Price	\$852,500	7%	13%	10%	18%	\$734,500	7%	2%
July Average Sales Price	\$972,129	15%	13%	14%	23%	\$823,786	7%	4%
Total Properties Currently for Sale (Inventory)	291	0%		4%				
July Number of Properties Sold	31	-31%		35%			9%	
July Average Days on Market (Solds)	99	9%	2%	8%	-8%	117	10%	9%
Asking Price per Square Foot (based on New Listings)	\$274	-12%	-1%	2%	2%	\$272	2%	1%
July Sold Price per Square Foot	\$245	1%	2%	1%	3%	\$235	-2%	-1%
July Month's Supply of Inventory	9.4	45%	-2%	-23%	-31%	12.4	-23%	-9%
July Sale Price vs List Price Ratio	95.5%	0.8%	0%	1%	0.8%	94.8%	-0.4%	

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

## Property Sales

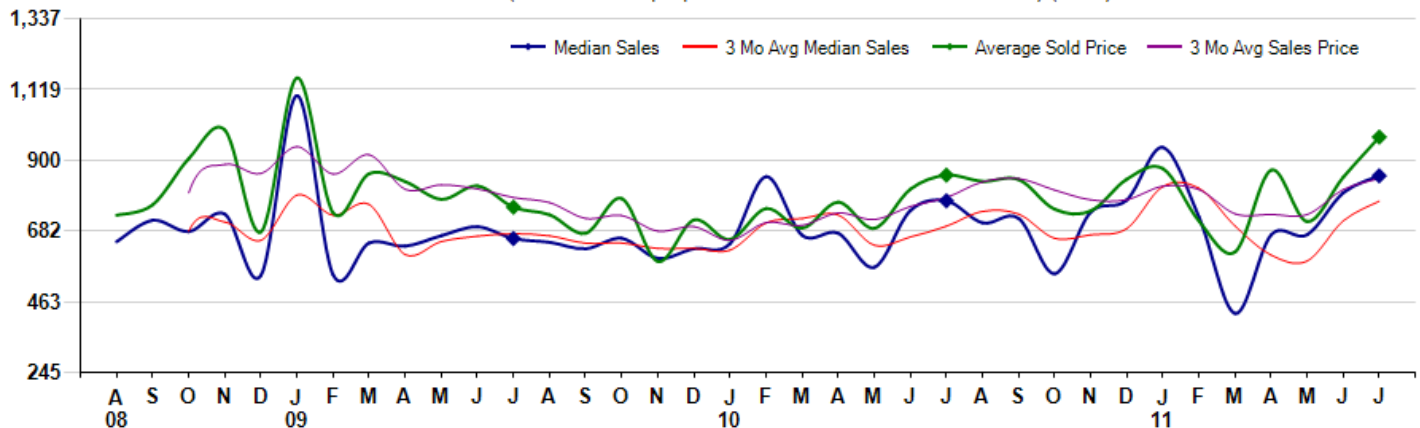
July Property sales were 31, up 34.8% from 23 in July of 2010 and -31.1% lower than the 45 sales last month. July 2011 sales were at a mid level compared to July of 2010 and 2009. July YTD sales of 156 are running 9.1% ahead of last year's year-to-date sales of 143.



## Prices

The Median Sales Price in July was \$852,500, up 10.0% from \$775,000 in July of 2010 and up 6.6% from \$800,000 last month. The Average Sales Price in July was \$972,129, up 13.7% from \$854,620 in July of 2010 and up 14.6% from \$848,089 last month. July 2011 ASP was at highest level 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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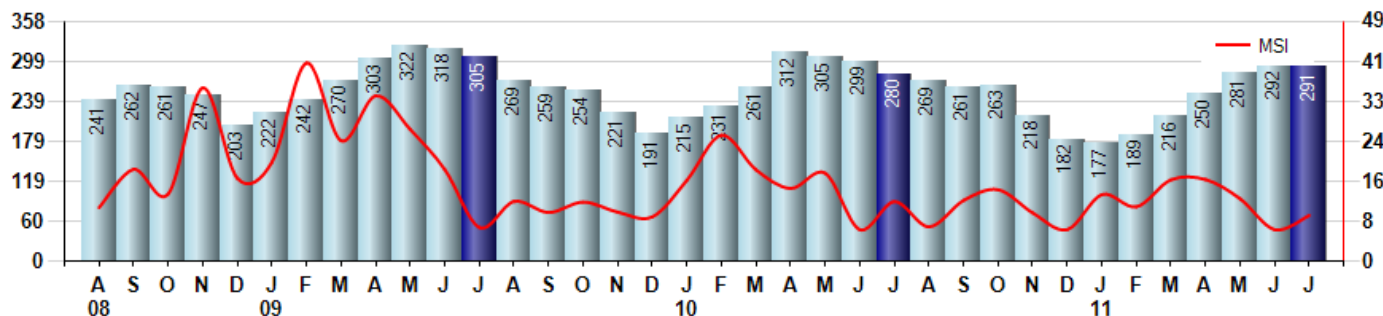
Price Range: ALL | Properties: Single Family Home

### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 291, down -0.3% from 292 last month and up 3.9% from 280 in July of last year. July 2011 Inventory was at a mid range 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 9.4 months was at a mid range compared with July of 2010 and 2009.

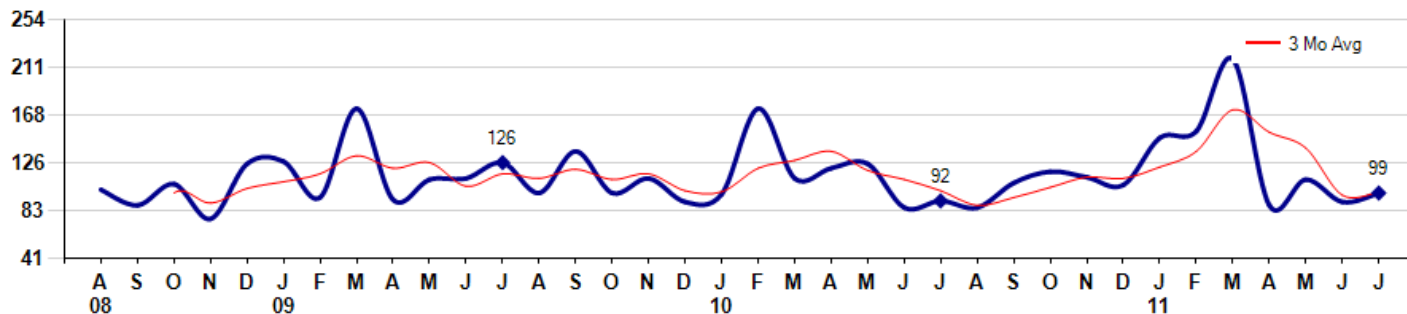
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 99, up 8.8% from 91 days last month and up 7.6% from 92 days in July of last year. The July 2011 DOM was at a mid range compared with July of 2010 and 2009.

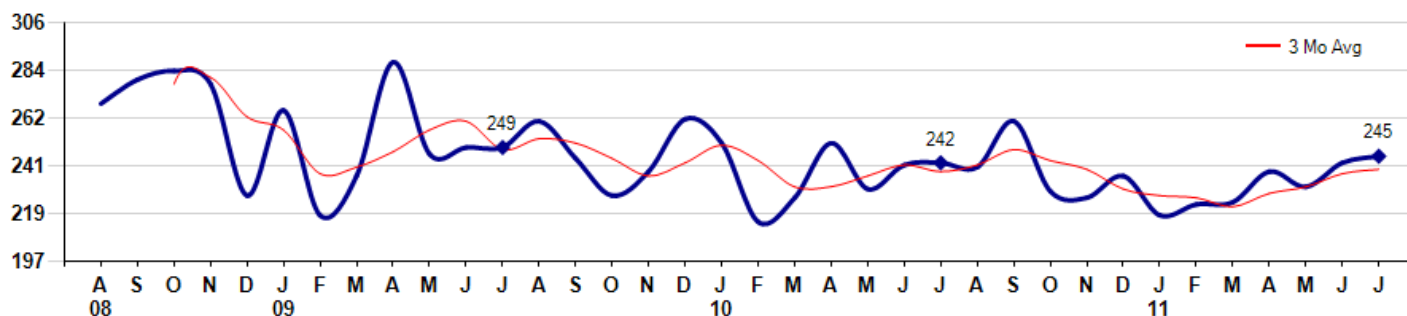
Average Days on Market (Listing to Contract) for properties sold during the month



### 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 \$245 was up 1.2% from \$242 last month and up 1.2% from \$242 in July of last year.

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



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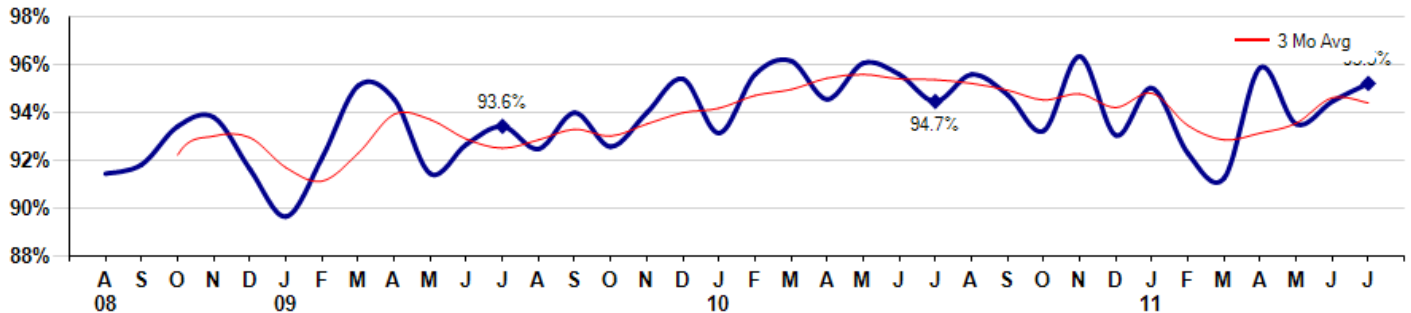


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### Selling Price vs Original Listing Price

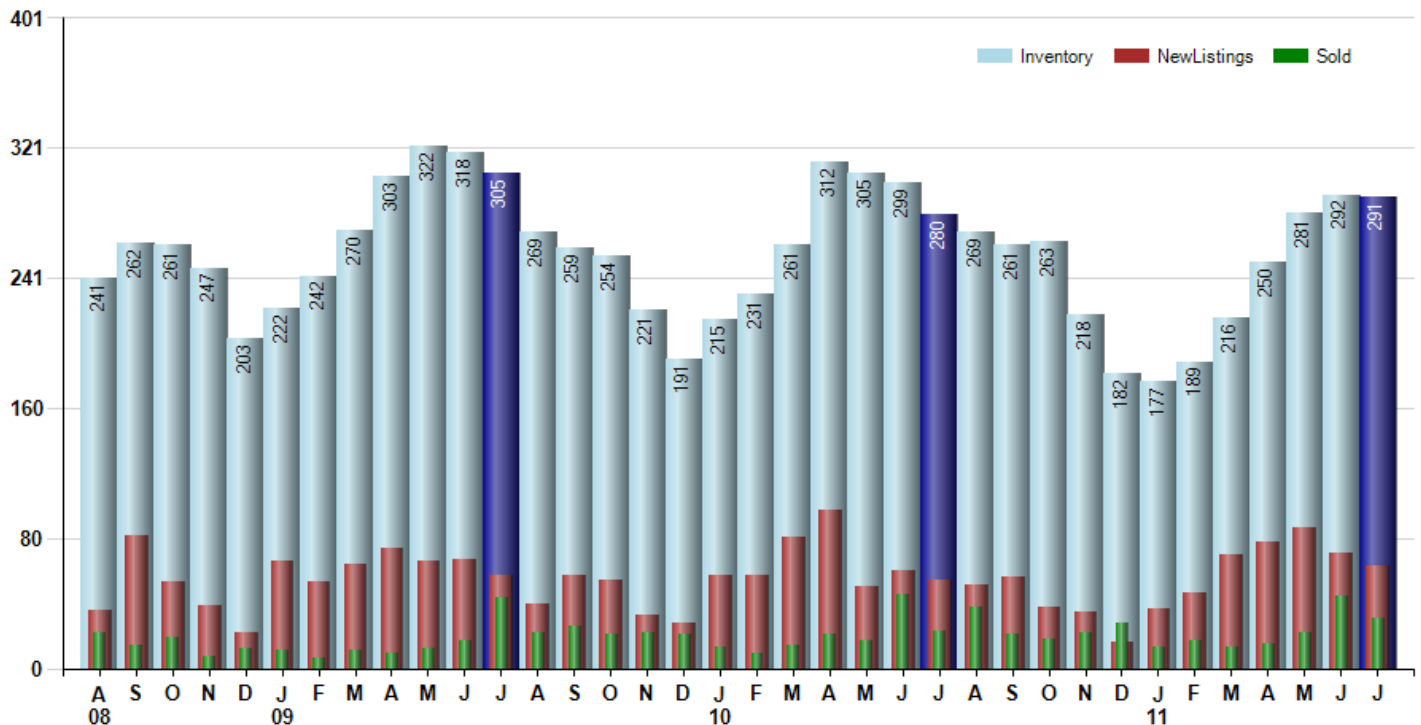
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2011 Selling Price vs Original List Price of 95.5% was up from 94.7% last month and up from 94.7% in July of last year.

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



### 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 63, down - 11.3% from 71 last month and up 16.7% from 54 in July of last year.



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Homes Sold	22	14	19	7	12	11	6	11	9	12	17	44	22	26	21	22	21	13	9	14	21	17	46	23	38	21	18	22	28	13	17	13	15	22	45	31
3 Mo. Roll Avg			18	13	13	10	10	9	9	11	13	24	28	31	23	23	21	19	14	12	15	17	28	29	36	27	26	20	23	21	19	14	15	17	27	33

	(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
MedianSalePrice	649	715	680	734	545	1,100	547	645	635	668	695	658	647	627	660	598	628	643	850	669	675	570	745	775	707	721	550	740	778	940	725	427	670	670	800	853
3 Mo. Roll Avg			681	710	653	793	731	764	609	649	666	674	667	644	645	628	628	623	707	721	731	638	663	697	742	734	659	670	689	819	814	697	607	589	713	774

	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	241	262	261	247	203	222	242	270	303	322	318	305	269	259	254	221	191	215	231	261	312	305	299	280	269	261	263	218	182	177	189	216	250	281	292	291
MSI	11	19	14	35	17	20	40	25	34	27	19	7	12	10	12	10	9	17	26	19	15	18	7	12	7	12	15	10	7	14	11	17	17	13	6	9

	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	102	88	107	76	125	127	95	174	93	111	112	126	99	136	99	112	91	98	174	112	121	125	86	92	86	108	118	113	106	148	154	218	88	111	91	99
3 Mo. Roll Avg			99	90	103	109	116	132	121	126	105	116	112	120	111	116	101	100	121	128	136	119	111	101	88	95	104	113	112	122	136	173	153	139	97	100

	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	269	280	284	278	227	266	218	236	288	246	249	249	261	244	227	238	262	251	215	226	251	230	241	242	240	261	229	226	236	218	223	224	238	231	242	245
3 Mo. Roll Avg			278	281	263	257	237	240	247	257	261	248	253	251	244	236	242	250	243	231	231	236	241	238	241	248	243	239	230	227	226	222	228	231	237	239

	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	0.915	0.919	0.936	0.940	0.917	0.896	0.922	0.954	0.948	0.915	0.928	0.936	0.926	0.942	0.927	0.942	0.957	0.933	0.959	0.965	0.948	0.964	0.959	0.947	0.959	0.950	0.934	0.967	0.932	0.953	0.924	0.913	0.962	0.937	0.947	0.955
3 Mo. Roll Avg			0.923	0.932	0.931	0.918	0.912	0.924	0.941	0.939	0.930	0.926	0.930	0.935	0.932	0.937	0.942	0.944	0.950	0.952	0.957	0.959	0.957	0.957	0.955	0.952	0.948	0.950	0.944	0.951	0.936	0.930	0.933	0.937	0.949	0.946

	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	36	82	53	39	22	66	53	64	74	66	67	57	40	57	54	33	28	57	57	81	98	50	60	54	51	56	38	35	16	37	47	70	78	87	71	63
Inventory	241	262	261	247	203	222	242	270	303	322	318	305	269	259	254	221	191	215	231	261	312	305	299	280	269	261	263	218	182	177	189	216	250	281	292	291
Sales	22	14	19	7	12	11	6	11	9	12	17	44	22	26	21	22	21	13	9	14	21	17	46	23	38	21	18	22	28	13	17	13	15	22	45	31

	(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	731	763	905	994	679	1,155	739	859	834	780	821	755	732	675	782	588	716	656	751	690	771	690	811	855	835	841	749	744	842	875	713	617	870	711	848	972
3 Mo. Roll Avg			800	887	859	943	858	918	811	824	812	785	770	721	730	682	695	653	708	699	738	717	757	785	834	844	809	778	778	820	810	735	733	733	810	844

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