

MARKET ACTION REPORT

June 2011

City: Redding



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Price Range: All | Properties: Single Family - Condo - TwnHm

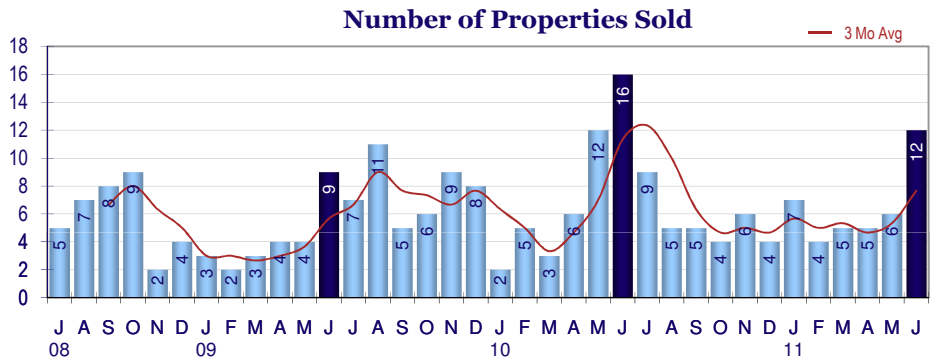
Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$639,450	-4%		-9%				
Average List Price of all Current Listings	\$870,235	-1%		-5%				
June Median Sales Price	\$750,000	18%	26%	10%	20%	\$600,000	-6%	-4%
June Average Sales Price	\$825,467	23%	25%	19%	17%	\$662,715	-6%	-6%
Total Properties Currently for Sale (Inventory)	148	2%		11%				
June Number of Properties Sold	12	100%		-25%		39	-11%	
June Average Days on Market (Solds)	129	52%	6%	-13%	-4%	131	-1%	-2%
Asking Price per Square Foot (based on New Listings)	\$252	5%	-7%	-7%	-1%	\$281	7%	10%
June Sold Price per Square Foot	\$260	30%	14%	35%	16%	\$226	3%	0%
June Month's Supply of Inventory	12.3	-49%	-43%	48%	-48%	20.6	-17%	-14%
June Sale Price vs List Price Ratio	93.2%	-2.0%	-1%	-2.3%	-9%	93.5%	-1%	-6%

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2010) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

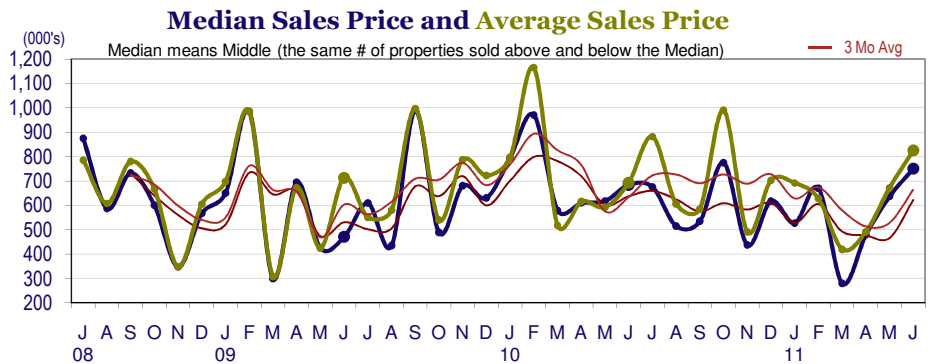
Property Sales

June Property sales were 12, down 25.0% from 16 in June of 2010 and 100.0% higher than the 6 sales last month. June 2011 sales were at a mid level compared to June of 2010 and 2009. June YTD sales of 39 are running 11.4% behind last year's year-to-date sales of 44.



Prices

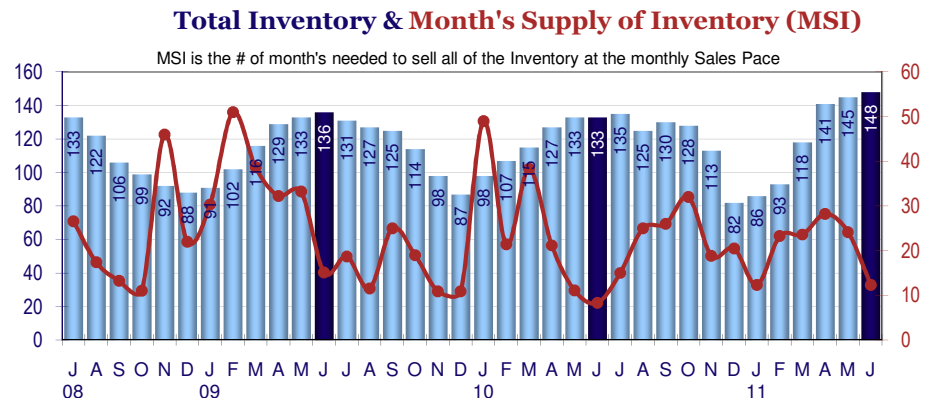
The Median Sales Price in June was \$750,000, up 9.6% from \$684,000 in June of 2010 and up 17.8% from \$636,875 last month. The Average Sales Price in June was \$825,467, up 19.1% from \$693,375 in June of 2010 and up 22.8% from \$671,958 last month. June 2011 ASP was at the highest level compared to June of 2010 and 2009.



Inventory & MSI

The Total Inventory of Properties available for sale as of June was 148, up 2.1% from 145 last month and up 11.3% from 133 in June of last year. June 2011 Inventory was at its highest level compared with June of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The June 2011 MSI of 12.3 months was at a mid level compared with June of 2010 and 2009.



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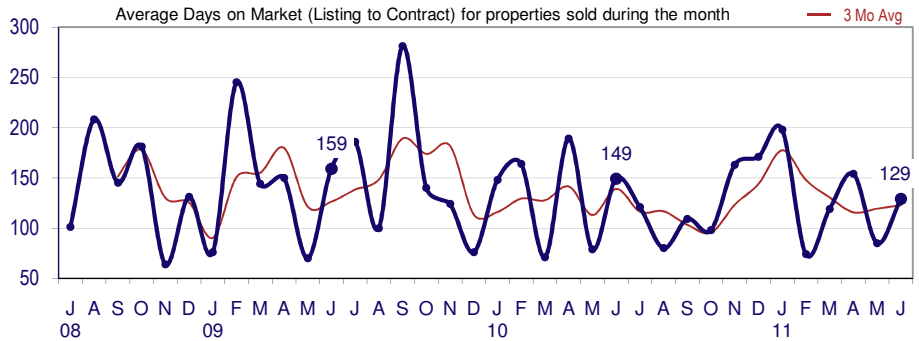


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Market Time

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 June was 129, up 51.8% from 85 days last month and down 13.4% from 149 days in June of last year. The June 2011 DOM was at its lowest level compared with June of 2010 and 2009.

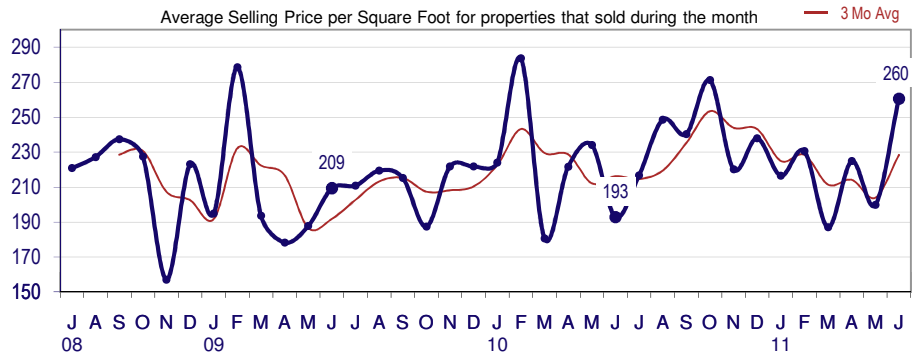
Days On Market for Sold Properties



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 June 2011 Selling Price per Square Foot of \$260 was up 30.3% from \$200 last month and up 35.1% from 193 in June of last year.

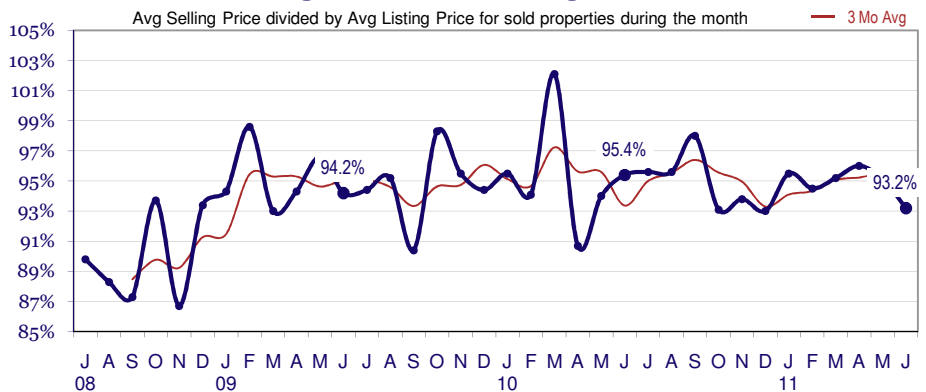
Selling Price per Square Foot



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 June 2011 Selling Price vs Original List Price of 93.2% was down from 95.1% last month and down from 95.4% in June of last year.

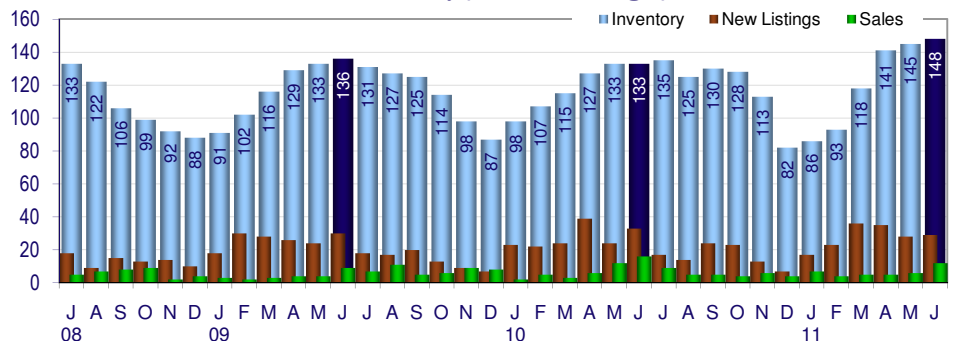
Selling Price versus Listing Price Ratio



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 June 2011 was 29, up 3.6% from 28 last month and down 12.1% from 33 in June of last year.

Inventory / New Listings / Sales



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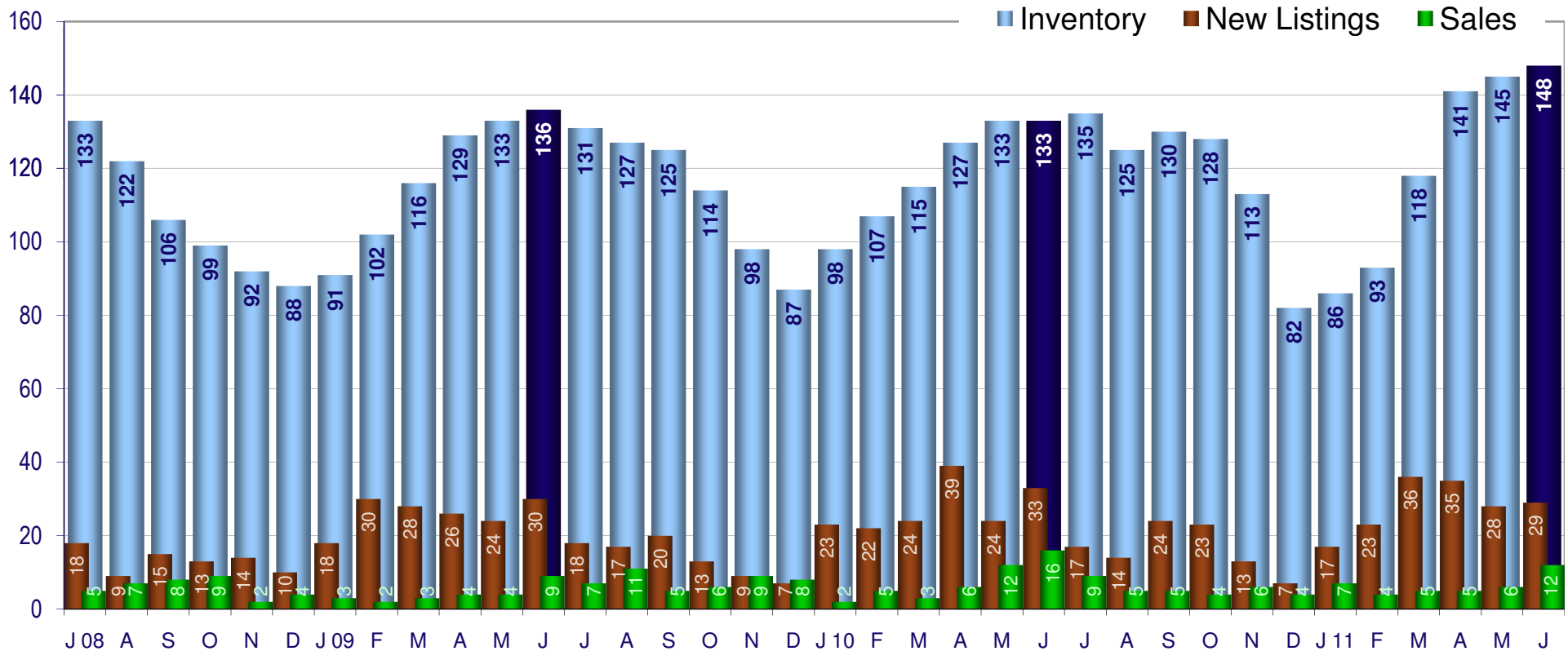
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