

County: Santa Barbara

**Cristal Clarke**

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**Sotheby's**  
INTERNATIONAL REALTY

Price Range: All | Properties: Single Family

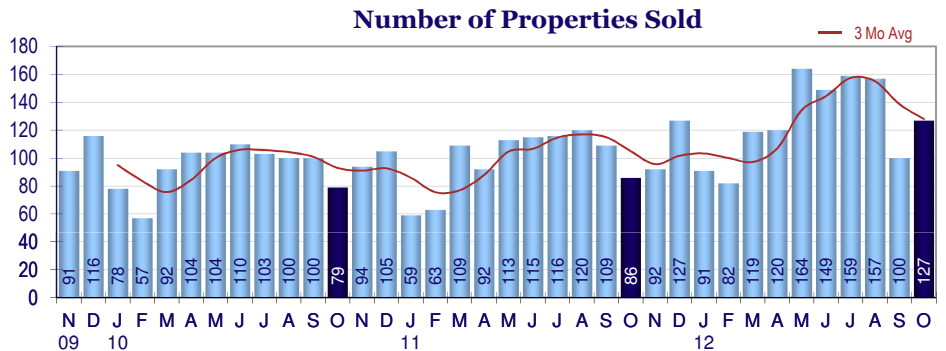
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,999,997	6%		57%				
Average List Price of all Current Listings	\$3,975,946	6%		44%				
October Median Sales Price	\$815,000	9%	4%	10%	9%	\$775,000	-1%	3%
October Average Sales Price	\$1,379,071	11%	-3%	41%	24%	\$1,365,370	19%	23%
Total Properties Currently for Sale (Inventory)	546	-6%		-32%				
October Number of Properties Sold	127	27%		48%		1,268	29%	
October Average Days on Market (Solds)	62	-30%	-18%	-9%	-31%	75	-18%	-17%
Asking Price per Square Foot (based on New Listings)	\$676	7%	4%	24%	20%	\$604	7%	7%
October Sold Price per Square Foot	\$522	7%	5%	21%	13%	\$487	3%	5%
October Month's Supply of Inventory	4.3	-26%	-7%	-54%	-49%	5.2	-40%	-38%
October Sale Price vs List Price Ratio	97.7%	1.2%	4.0%	1.6%	5.0%	92.4%	-8%	-7%

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2011) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

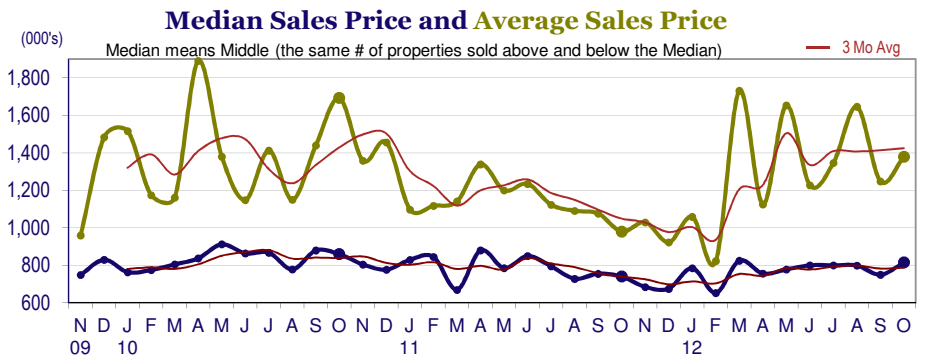
## Property Sales

October Property sales were 127, up 47.7% from 86 in October of 2011 and 27.0% higher than the 100 sales last month. October 2012 sales were at their highest level compared to October of 2011 and 2010. October YTD sales of 1,268 are running 29.1% ahead of last year's year-to-date sales of 982.



## Prices

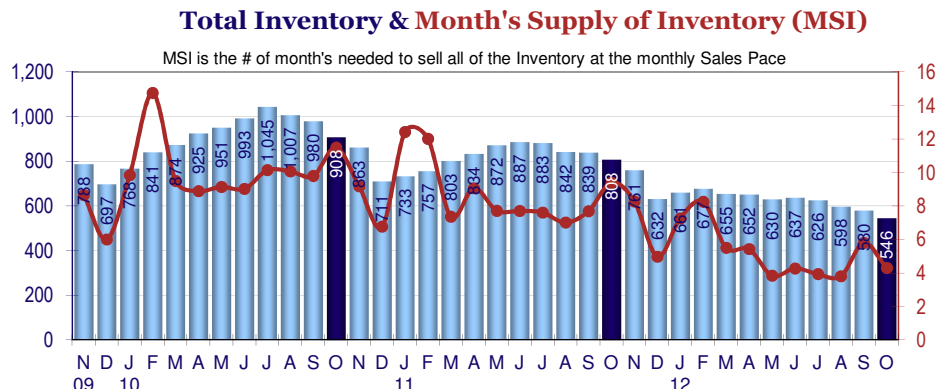
The Median Sales Price in October was \$815,000, up 10.1% from \$740,000 in October of 2011 and up 8.7% from \$750,000 last month. The Average Sales Price in October was \$1,379,071, up 40.7% from \$980,084 in October of 2011 and up 10.5% from \$1,247,611 last month. October 2012 ASP was at a mid range compared to October of 2011 and 2010.



## Inventory & MSI

The Total Inventory of Properties available for sale as of October was 546, down 5.9% from 580 last month and down 32.4% from 808 in October of last year. October 2012 Inventory was at its lowest level compared with October of 2011 and 2010.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2012 MSI of 4.3 months was at its lowest level compared with October of 2011 and 2010.



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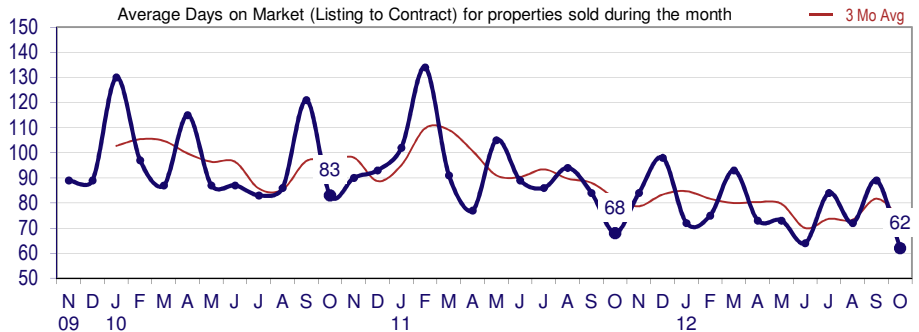
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## Market Time

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 October was 62, down 30.3% from 89 days last month and down 8.8% from 68 days in October of last year. The October 2012 DOM was at its lowest level compared with October of 2011 and 2010.

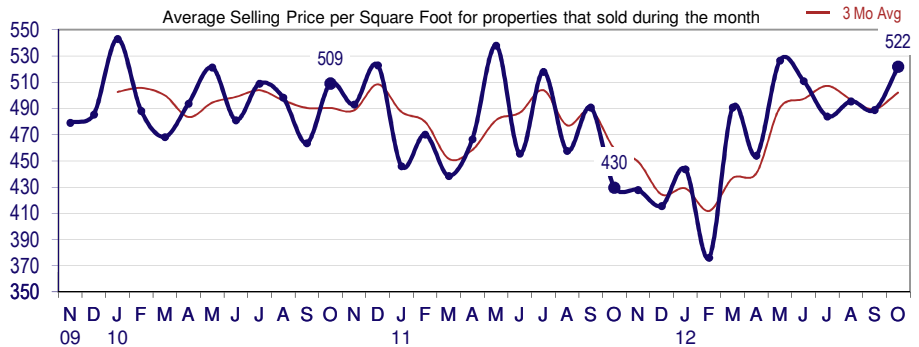
## Days On Market for Sold Properties



## 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 October 2012 Selling Price per Square Foot of \$522 was up 6.7% from \$489 last month and up 21.4% from 430 in October 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 October 2012 Selling Price vs Original List Price of 97.7% was up from 96.5% last month and up from 96.2% in October of last year.

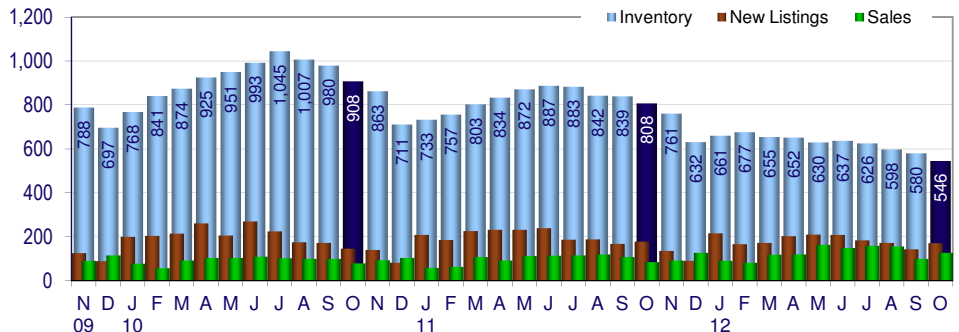
## Selling Price versus Listing Price Ratio



## 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 October 2012 was 171, up 18.8% from 144 last month and down 4.5% from 179 in October of last year.

## Inventory / New Listings / Sales



# Inventory / Listings / Sales

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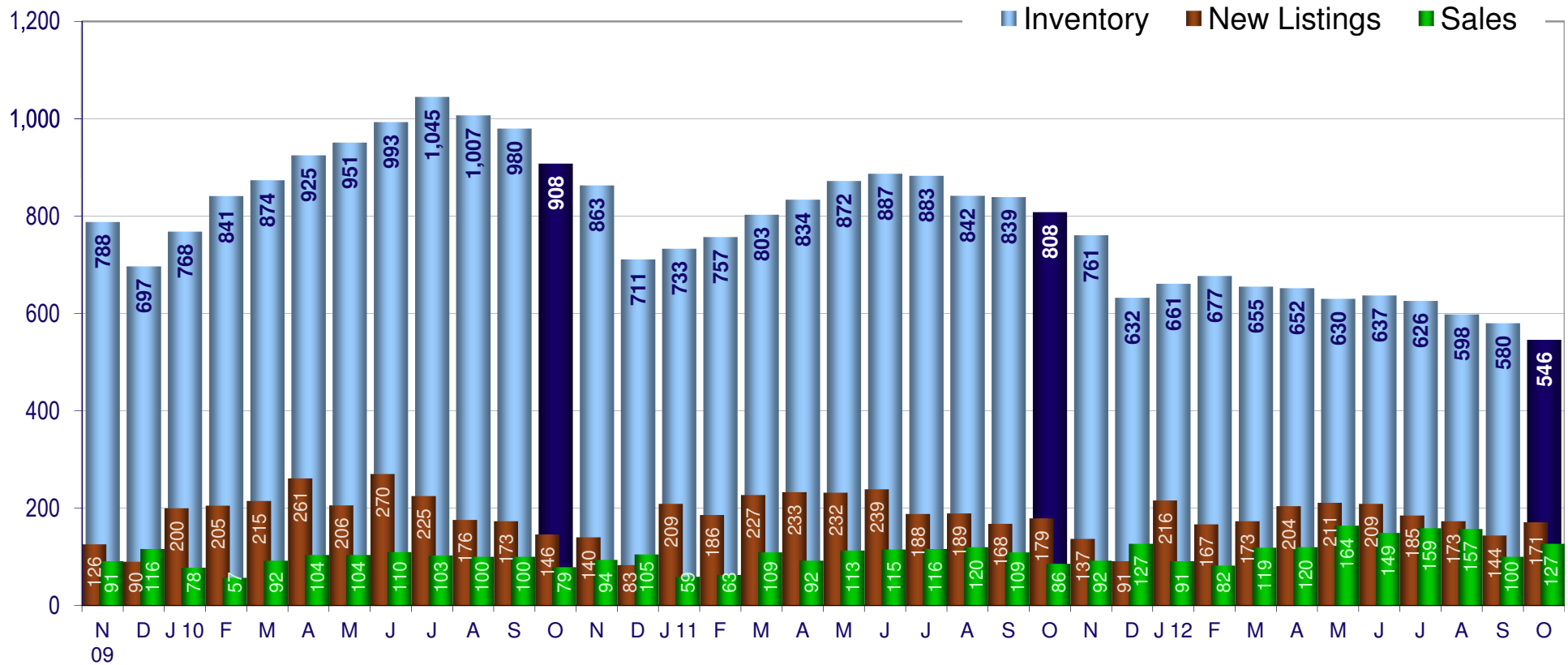
October 2012

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