

County: Santa Barbara

Cristal Clarke

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Price Range: All | Properties: SFH

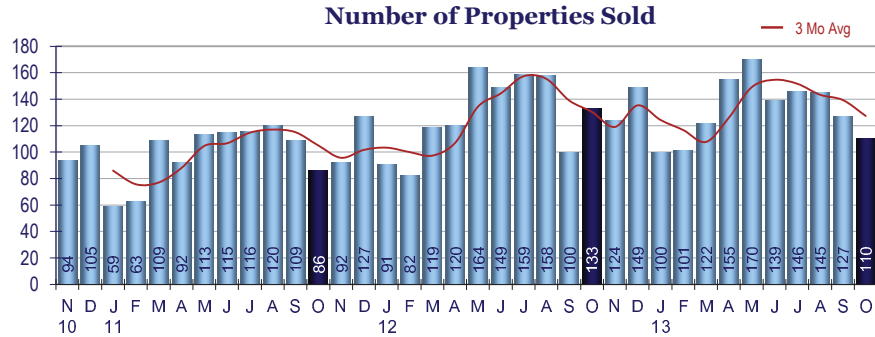
Market Profile & Trends Overview

| | Month | Trending versus*: | | | | YTD | Trending versus*: | |
|--|-------------|-------------------|------|------|------|-------------|-------------------|------------|
| | | LM | L3M | PYM | LY | | Prior YTD | Prior Year |
| Median List Price of all Current Listings | \$2,190,000 | 2% | | 22% | | | | |
| Average List Price of all Current Listings | \$4,067,231 | 3% | | 13% | | | | |
| October Median Sales Price | \$932,950 | 4% | 1% | 23% | 19% | \$913,500 | 18% | 17% |
| October Average Sales Price | \$1,376,766 | 12% | 1% | 3% | 1% | \$1,379,663 | 1% | 1% |
| Total Properties Currently for Sale (Inventory) | 517 | -5% | | -12% | | | | |
| October Number of Properties Sold | 110 | -13% | | -17% | | 1,315 | 3% | |
| October Average Days on Market (Solds) | 39 | -22% | -22% | -36% | -47% | 56 | -25% | -23% |
| Asking Price per Square Foot (based on New Listings) | \$719 | 5% | 4% | 8% | 19% | \$668 | 12% | 11% |
| October Sold Price per Square Foot | \$575 | 0% | -2% | 11% | 17% | \$566 | 16% | 15% |
| October Month's Supply of Inventory | 4.7 | 10% | 11% | 6% | -7% | 3.9 | -26% | -22% |
| October Sale Price vs List Price Ratio | 98.2% | -1% | 2.4% | .5% | 5.5% | 96.4% | 4.2% | 3.5% |

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2012) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

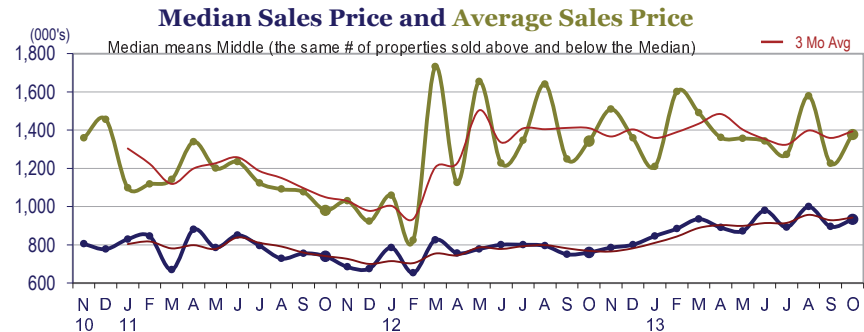
Property Sales

October Property sales were 110, down 17.3% from 133 in October of 2012 and 13.4% lower than the 127 sales last month. October 2013 sales were at a mid level compared to October of 2012 and 2011. October YTD sales of 1,315 are running 3.1% ahead of last year's year-to-date sales of 1,275.



Prices

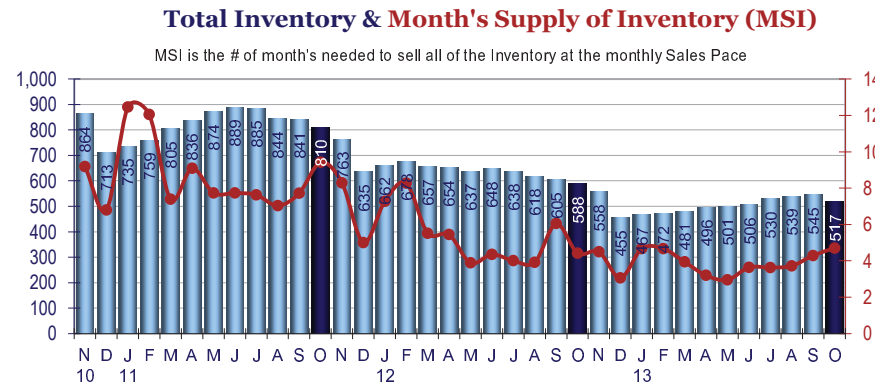
The Median Sales Price in October was \$932,950, up 22.8% from \$760,000 in October of 2012 and up 4.3% from \$894,900 last month. The Average Sales Price in October was \$1,376,766, up 2.6% from \$1,342,489 in October of 2012 and up 12.3% from \$1,225,519 last month. October 2013 ASP was at the highest level compared to October of 2012 and 2011.



Inventory & MSI

The Total Inventory of Properties available for sale as of October was 517, down 5.1% from 545 last month and down 12.1% from 588 in October of last year. October 2013 Inventory was at its lowest level compared with October of 2012 and 2011.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2013 MSI of 4.7 months was at a mid level compared with October of 2012 and 2011.



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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 39, down 22.0% from 50 days last month and down 36.1% from 61 days in October of last year. The October 2013 DOM was at its lowest level compared with October of 2012 and 2011.

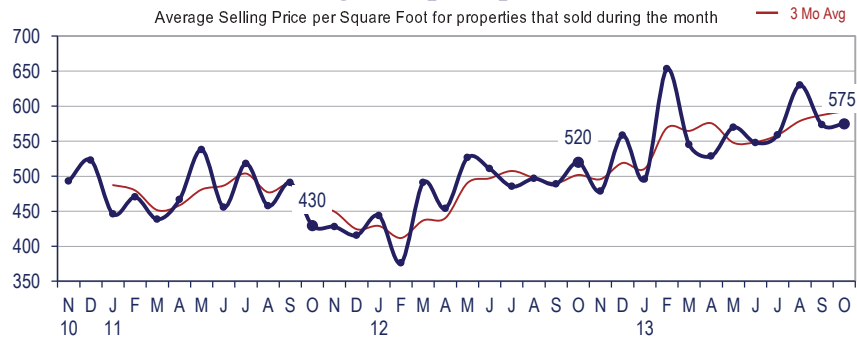
Days On Market for Sold Properties



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 2013 Selling Price per Square Foot of \$575 was up 0.3% from \$573 last month and up 10.6% from 520 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 2013 Selling Price vs Original List Price of 98.2% was down from 98.3% last month and up from 97.7% in October of last year.

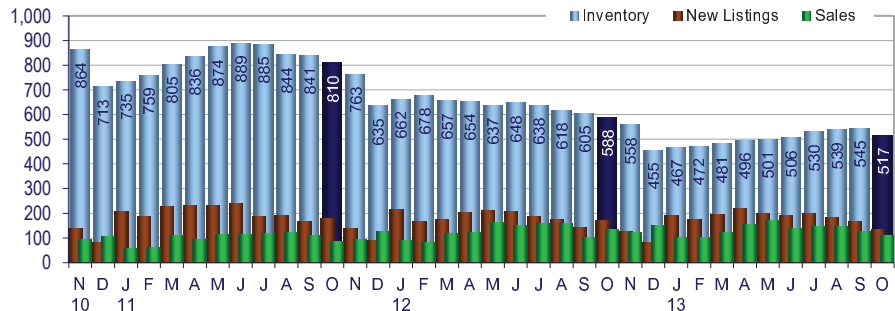
Selling Price versus Listing Price Ratio



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 2013 was 133, down 19.9% from 166 last month and down 22.7% from 172 in October of last year.

Inventory / New Listings / Sales



Inventory / Listings / Sales

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October 2013

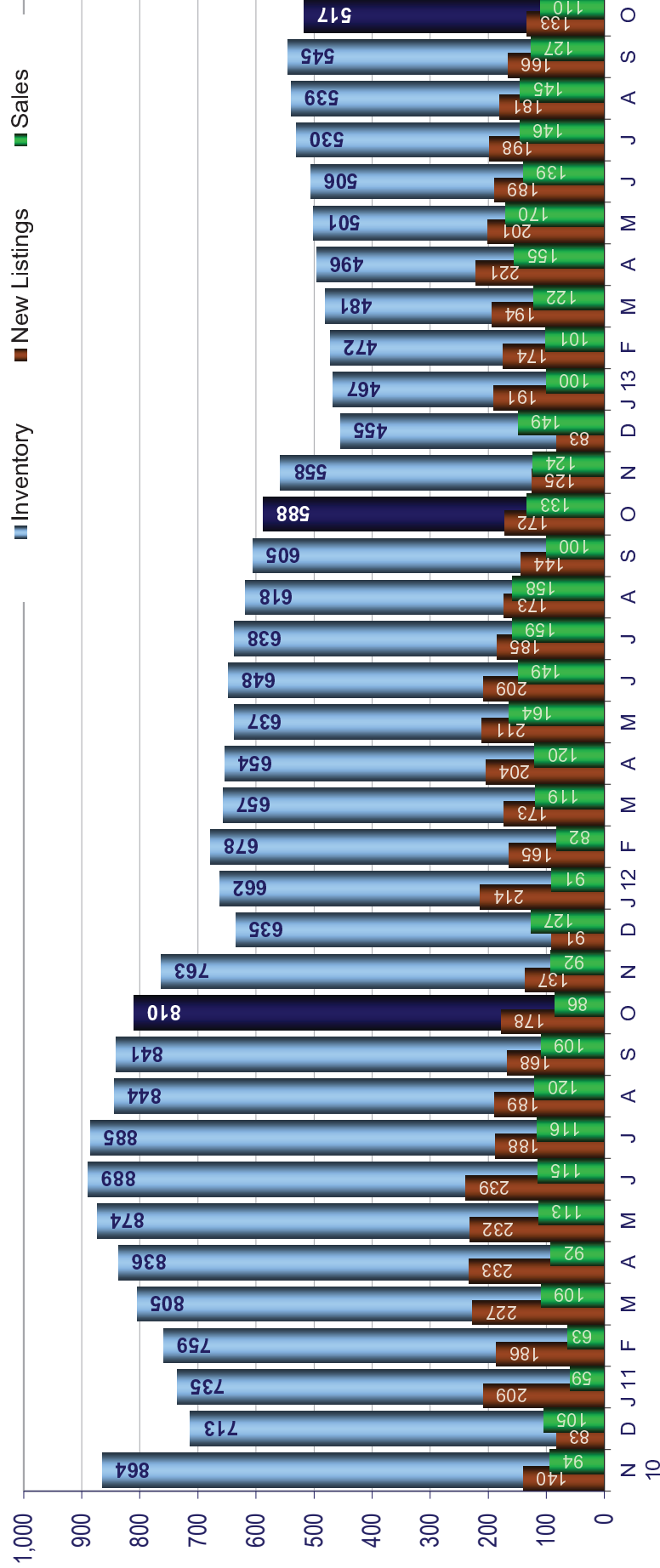
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