

# MARKET ACTION REPORT

County: Santa Barbara



**Cristal Clarke**  
 Realtor, CalBRE#: 968247  
 (805) 886-9378  
 Cristal.Clarke@sothebysrealty.com  
 www.montecito-estate.com

**Sotheby's**  
 INTERNATIONAL REALTY

December 2014

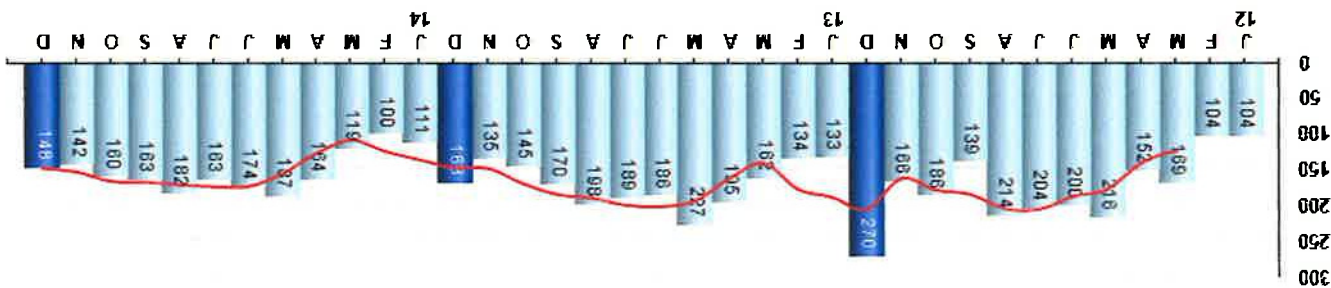
Price Range: \$0 to \$999,999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview		Month	L3M	L6M	LY	YTD	Prior YTD	Prior Year
Median List Price of all Current Listings		\$1,398,500	↔	↔	↑			
Average List Price of all Current Listings		\$3,316,796	↔	↔	↑			
December Median Sales Price		\$760,000	↑	↑	↑	\$875,000	↓	↓
December Average Sales Price		\$1,057,941	↔	↑	↑	\$1,356,060	↓	↓
Total Properties Currently for Sale (Inventory)		484	↑	↑	↑			
December Number of Properties Sold		148	↓	↓	↑	1,813	↑	
December Average Days on Market (Solds)		77	↓	↓	↓	58	↓	↓
Asking Price per Square Foot (based on New Listings)		\$758	↓	↓	↓	\$649	↓	↓
December Sold Price per Square Foot		\$580	↓	↓	↓	\$590	↓	↓
December Month's Supply of Inventory		3.3	↓	↓	↑	4.3	↓	↓
December Sale Price vs List Price Ratio		96.5%	↑	↑	↓	95.2%	↑	↑

\* LM=Last Month / L3M=Last 3 Months / P6M=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

## Property Sales

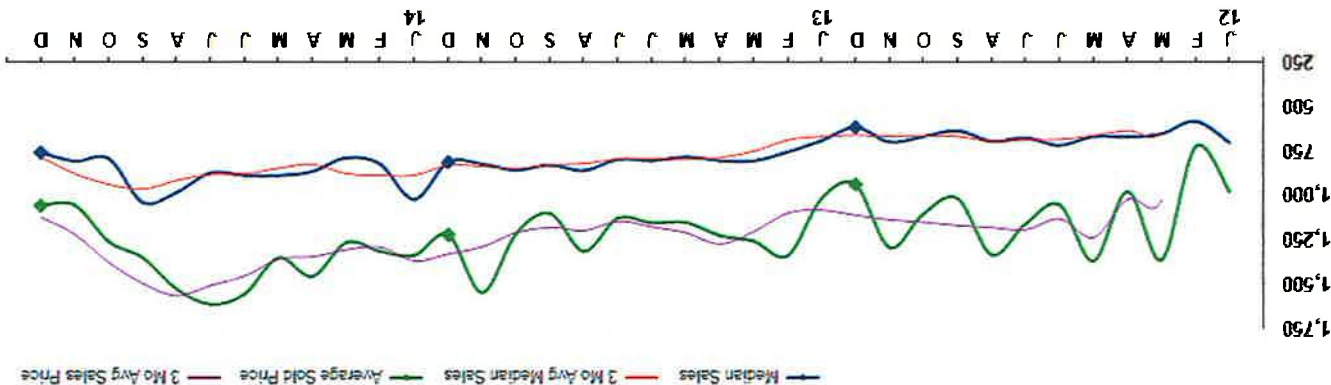
December Property sales were 148, down -11.9% from 168 in December of 2013 and 4.2% higher than the 142 sales last month. December 2014 sales were at their lowest level compared to December of 2013 and 2012. December YTD sales of 1,813 are running -11.2% behind last year's year-to-date sales of 2,042.



## Prices

The Median Sales Price in December was \$760,000, down -6.6% from \$814,000 in December of 2013 and down -6.2% from \$810,050 last month. The Average Sales Price in December was \$1,057,941, down -13.3% from \$1,219,894 in December of 2013 and up 0.2% from \$1,055,369 last month. December 2014 ASP was at a mid range compared to December of 2013 and 2012.

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



Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC. Operated by Sotheby's International Realty, Inc. Based on information from Santa Barbara Association of REALTORS® for the period 1/1/2012 through 12/31/2014. Due to MLS reporting methods and allowable differences, this data is not guaranteed and may not be comparable to other sources. Therefore, Sotheby's International Realty does not warrant the data.

# MARKET ACTION REPORT

County: Santa Barbara



**Cristal Clarke**  
 Realtor, CalBRE#: 968247  
 (805) 886-9378  
 Cristal.Clarke@sothebyshomes.com  
 www.montecito-estate.com

December 2014

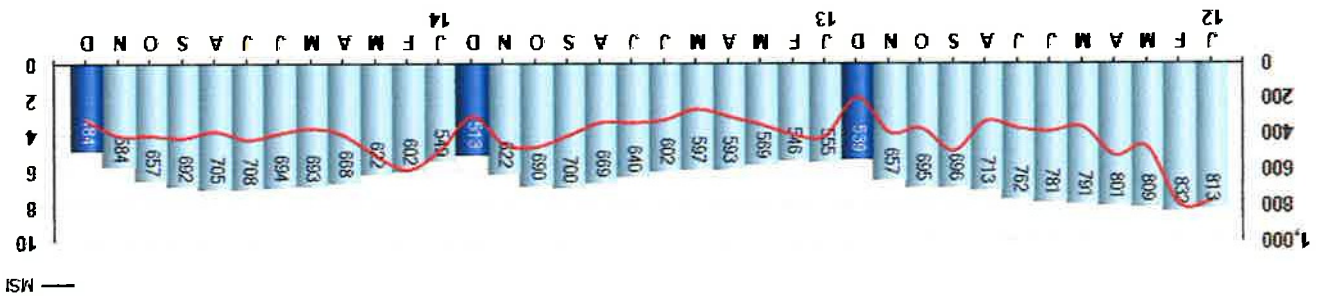
**Sotheby's**  
 INTERNATIONAL REALTY

## Inventory & MSI

The Total Inventory of Properties available for sale as of December was 484, down -17.1% from 584 last month and down -5.7% from 513 in December of last year. December 2014 Inventory was at the lowest level compared to December of 2013 and 2012.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2014 MSI of 3.3 months was at its highest level compared with December of 2013 and 2012.

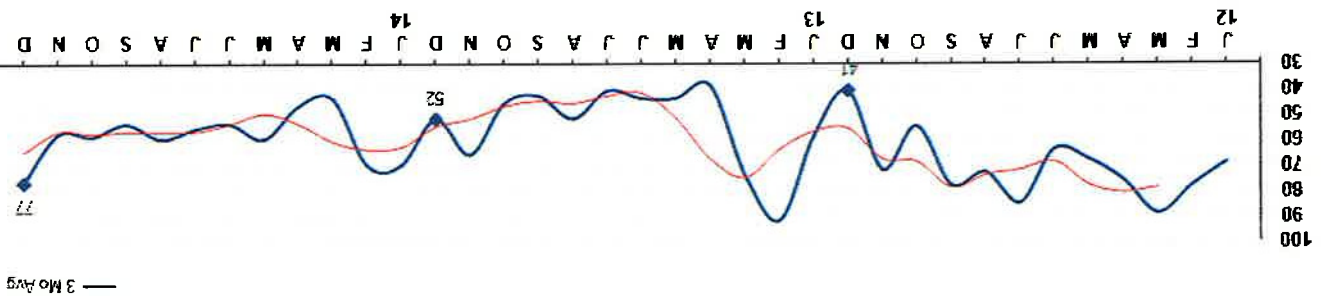
MSI is the # of months needed to sell all of the inventory at the monthly sales pace



## 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 December was 77, up 32.8% from 58 days last month and up 48.1% from 52 days in December of last year. The December 2014 DOM was at its highest level compared with December of 2013 and 2012.

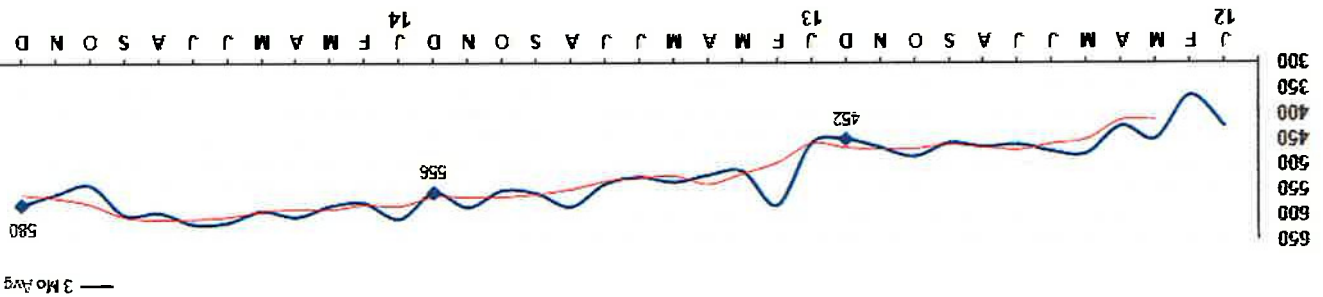
Average Days on Market (Listing to Contract) for properties sold during the month



## 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 December 2014 Selling Price per Square Foot was up 3.8% from \$559 last month and up 4.3% from \$556 in December of last year.

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



Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC. Operated by Sotheby's International Realty, Inc. Based on information from Santa Barbara Association of REALTORS for the period 1/1/2012 through 12/31/2014. Due to MLS reporting methods and allowable



# MARKET ACTION REPORT

County: Santa Barbara



**Cristal Clarke**  
 Realtor, CalBRE#: 968247  
 (805) 886-9378  
 Cristal.Clarke@sothebyshomes.com  
 www.montecito-estate.com

**Sotheby's**  
 INTERNATIONAL REALTY

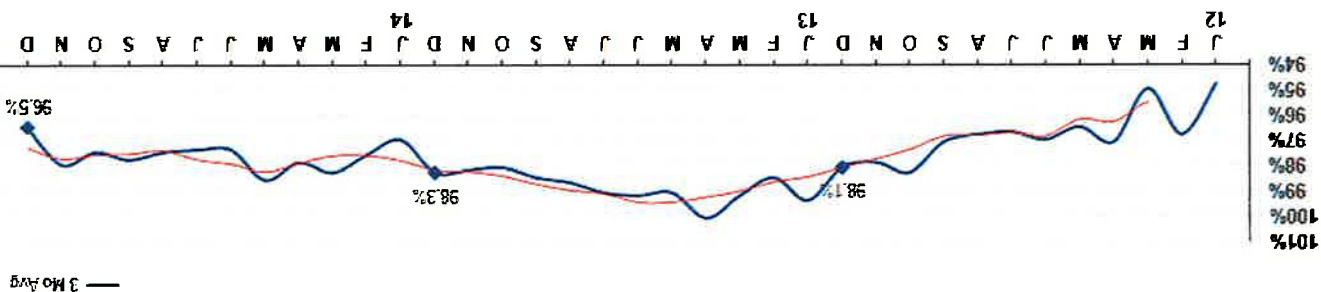
December 2014

Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

## Selling Price vs Listing Price

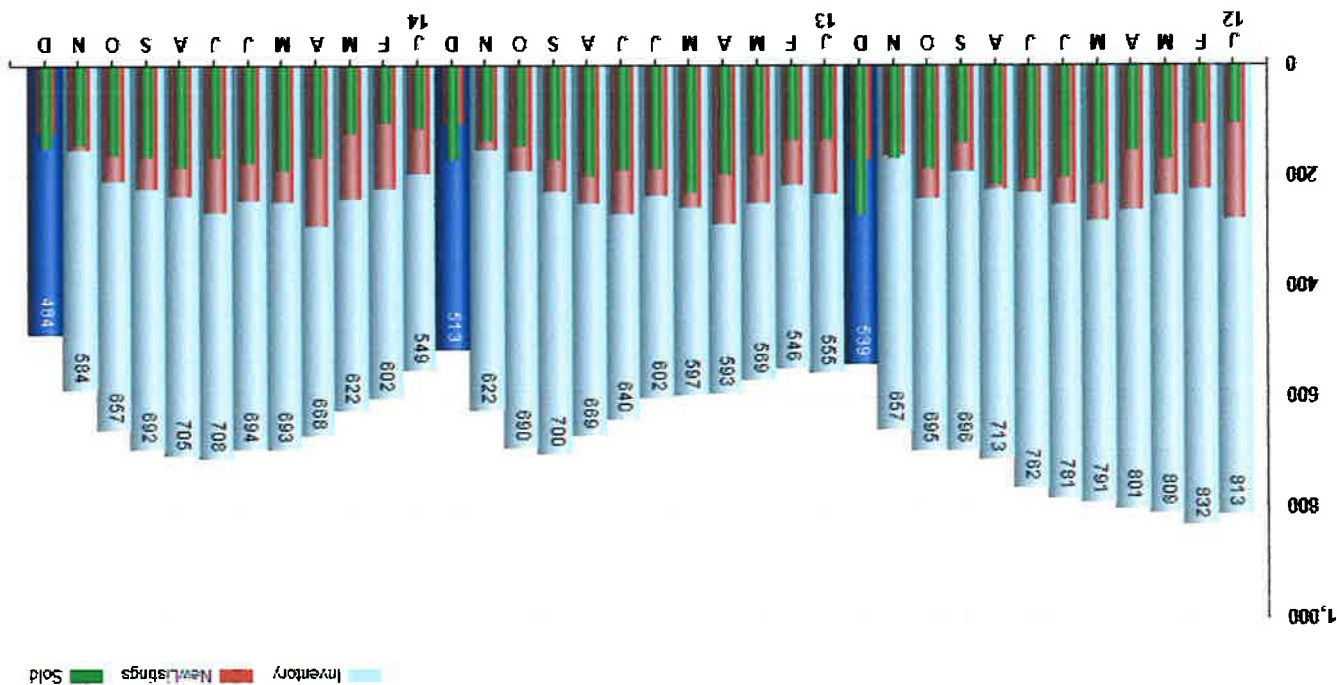
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The December 2014 Selling Price vs List Price of 96.5% was down from 98.0% last month and down from 98.3% in December 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 December 2014 was 120, down -19.5% from 149 last month and up 14.3% from 105 in December of last year.



Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC. Operated by Sotheby's International Realty, Inc. Based on information from Santa Barbara Association of REALTORS for the period 1/1/2012 through 12/31/2014. Due to MLS reporting methods and allowable presentation, this data is not necessarily accurate. Therefore, Sotheby's International Realty does not warrant the data.

