

MARKET ACTION REPORT

July 2017

MLS Area: 15 - Sb/East Of State, 20 - Sb/West Of State, 25 - Hope Ranch



Cristal Clarke
Sales Associate
(805) 886-9378
montecito-estate.com
Cristal.Clarke@sothebyshomes.com

Sotheby's
INTERNATIONAL REALTY

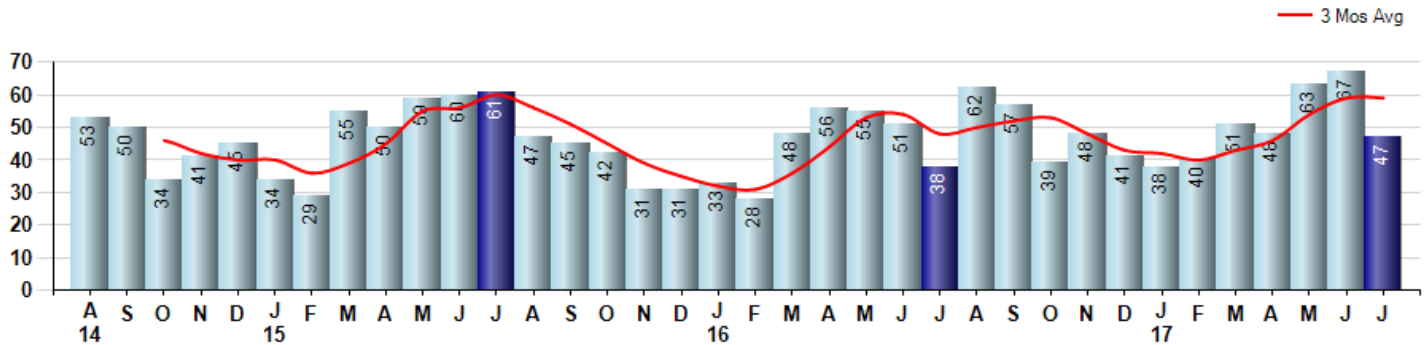
Price Range: 0 to 999999999 | Properties: Single Family Home

| Market Profile & Trends Overview | Month | Trending Versus*: | | | | YTD | Trending Versus*: | |
|--|-------------|-------------------|------|------|------|-------------|-------------------|-----------|
| | | LM | L3M | PYM | LY | | PriorYTD | PriorYear |
| Median List Price of all Current Listings | \$1,748,500 | -3% | | 3% | | | | |
| Average List Price of all Current Listings | \$2,971,501 | 0% | | 22% | | | | |
| July Median Sales Price | \$1,100,000 | -20% | -12% | -8% | -8% | \$1,276,030 | 6% | 6% |
| July Average Sales Price | \$1,355,160 | -13% | -8% | -14% | -7% | \$1,501,975 | 2% | 3% |
| Total Properties Currently for Sale (Inventory) | 206 | -1% | | -8% | | | | |
| July Number of Properties Sold | 47 | -30% | | 24% | | | 15% | |
| July Average Days on Market (Solds) | 34 | -41% | -29% | -19% | -36% | 58 | 23% | 9% |
| Asking Price per Square Foot (based on New Listings) | \$839 | 2% | 4% | 12% | 8% | \$789 | 3% | 2% |
| July Sold Price per Square Foot | \$736 | 1% | -2% | 2% | 1% | \$742 | -1% | 2% |
| July Month's Supply of Inventory | 4.4 | 42% | 25% | -25% | 6% | 3.8 | -6% | -7% |
| July Sale Price vs List Price Ratio | 95.2% | 1.2% | 0% | 0% | 0.6% | 94.4% | -0.8% | -0.2% |

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

Property Sales

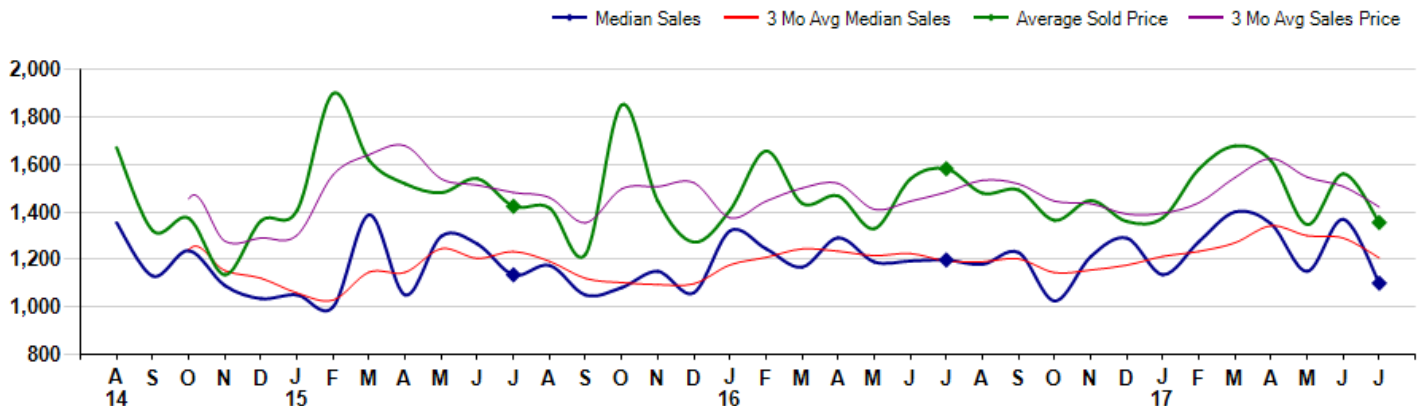
July Property sales were 47, up 23.7% from 38 in July of 2016 and -29.9% lower than the 67 sales last month. July 2017 sales were at a mid level compared to July of 2016 and 2015. July YTD sales of 354 are running 14.6% ahead of last year's year-to-date sales of 309.



Prices

The Median Sales Price in July was \$1,100,000, down -8.1% from \$1,197,500 in July of 2016 and down -19.6% from \$1,369,000 last month. The Average Sales Price in July was \$1,355,160, down -14.3% from \$1,581,693 in July of 2016 and down -13.1% from \$1,560,317 last month. July 2017 ASP was at the lowest level compared to July of 2016 and 2015.

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



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Based on information from Santa Barbara Association of REALTORS for the period 8/1/2014 through 7/31/2017. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Sotheby's 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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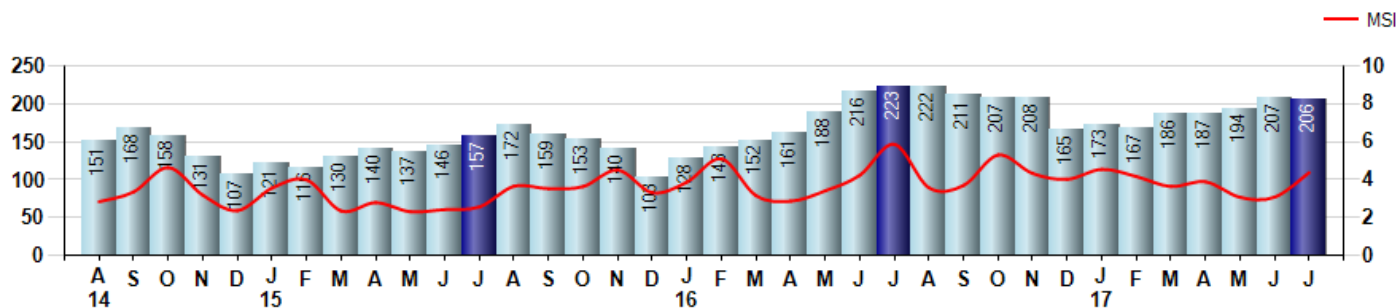
Price Range: 0 to 999999999 | Properties: Single Family Home

Inventory & MSI

The Total Inventory of Properties available for sale as of July was 206, down -0.5% from 207 last month and down -7.6% from 223 in July of last year. July 2017 Inventory was at a mid range compared to July of 2016 and 2015.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2017 MSI of 4.4 months was at a mid range compared with July of 2016 and 2015.

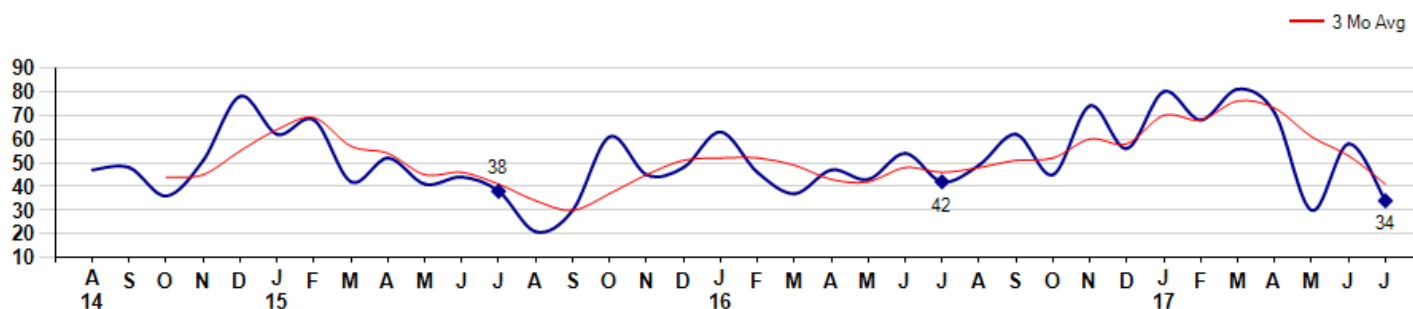
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 34, down -41.4% from 58 days last month and down -19.0% from 42 days in July of last year. The July 2017 DOM was at its lowest level compared with July of 2016 and 2015.

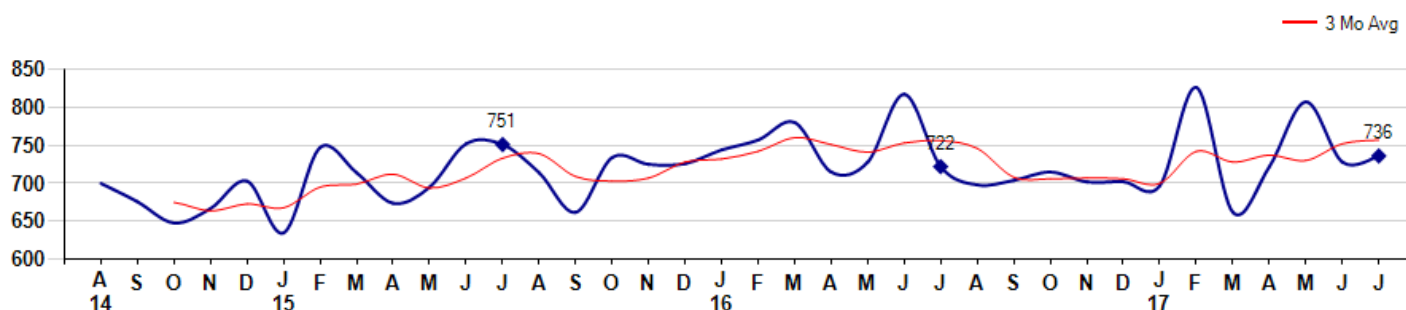
Average Days on Market(Listing to Contract) for properties sold during the month



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 2017 Selling Price per Square Foot of \$736 was up 1.1% from \$728 last month and up 1.9% from \$722 in July of last year.

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



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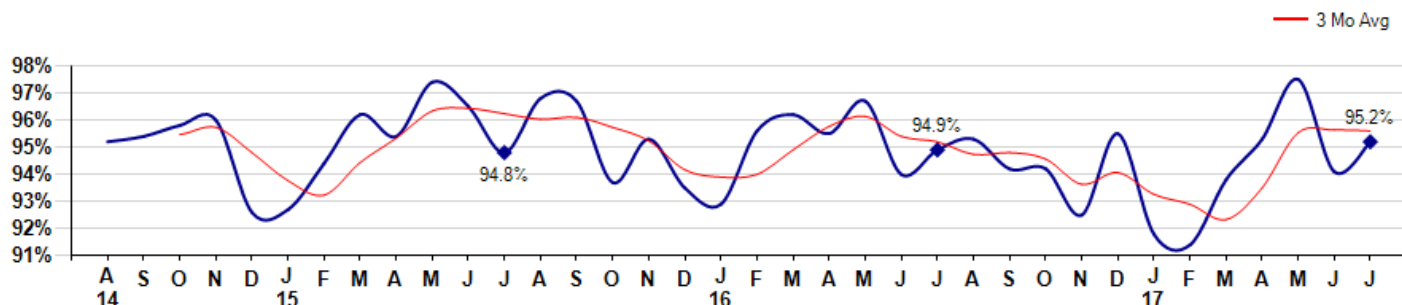


Price Range: 0 to 999999999 | Properties: Single Family Home

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 July 2017 Selling Price vs List Price of 95.2% was up from 94.1% last month and up from 94.9% in July of last year.

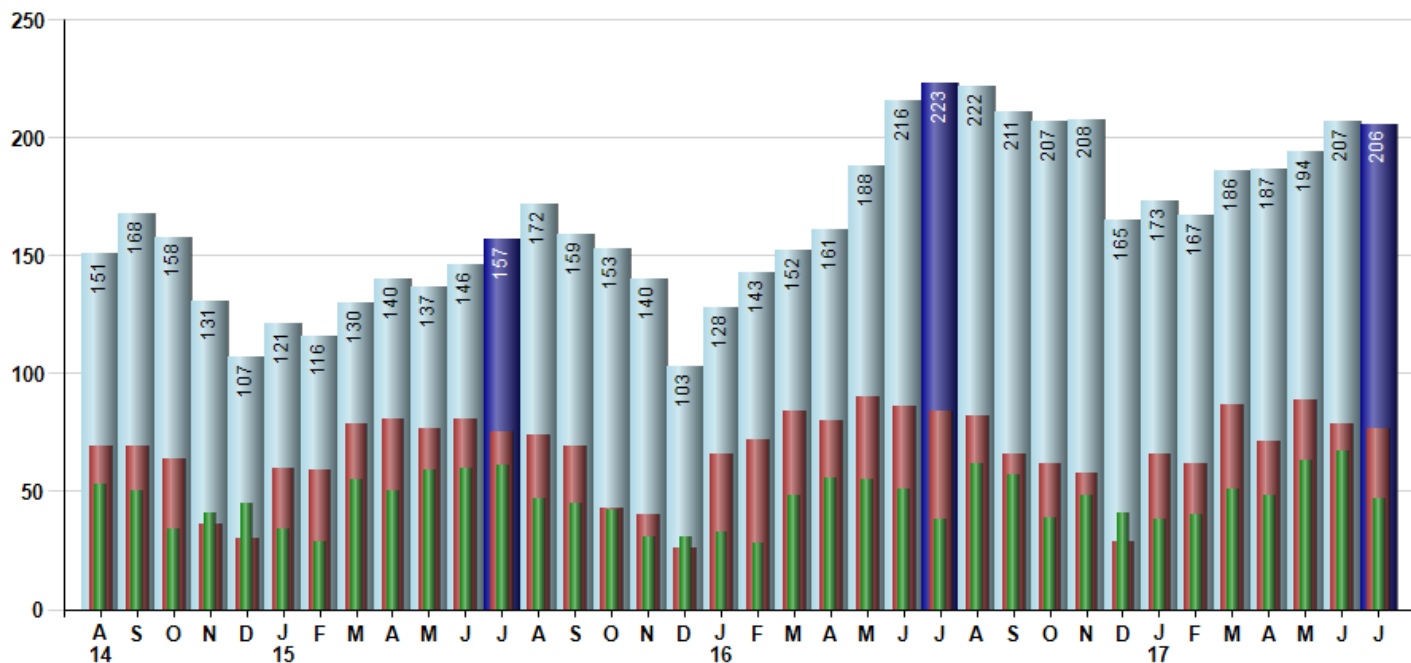
Avg Selling Price divided by Avg Listing Price for sold properties during the month



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 2017 was 77, down -2.5% from 79 last month and down -8.3% from 84 in July of last year.

Inventory (light blue), New Listings (red), Sold (green)



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|----------------|------|----|----|----|----|------|----|----|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|
| Homes Sold | 53 | 50 | 34 | 41 | 45 | 34 | 29 | 55 | 50 | 59 | 60 | 61 | 47 | 45 | 42 | 31 | 31 | 33 | 28 | 48 | 56 | 55 | 51 | 38 | 62 | 57 | 39 | 48 | 41 | 38 | 40 | 51 | 48 | 63 | 67 | 47 |
| 3 Mo. Roll Avg | | | 46 | 42 | 40 | 40 | 36 | 39 | 45 | 55 | 56 | 60 | 56 | 51 | 45 | 39 | 35 | 32 | 31 | 36 | 44 | 53 | 54 | 48 | 50 | 52 | 53 | 48 | 43 | 42 | 40 | 43 | 46 | 54 | 59 | 59 |

| | (000's) A 14 | S | O | N | D | J 15 | F | M | A | M | J | J | A | S | O | N | D | J 16 | F | M | A | M | J | J | A | S | O | N | D | J 17 | F | M | A | M | J | J |
|-------------------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Median Sale Price | 1,355 | 1,130 | 1,238 | 1,090 | 1,035 | 1,051 | 1,000 | 1,388 | 1,050 | 1,298 | 1,265 | 1,135 | 1,175 | 1,050 | 1,082 | 1,150 | 1,060 | 1,320 | 1,245 | 1,168 | 1,291 | 1,190 | 1,193 | 1,198 | 1,180 | 1,229 | 1,025 | 1,212 | 1,290 | 1,136 | 1,275 | 1,400 | 1,350 | 1,150 | 1,369 | 1,100 |
| 3 Mo. Roll Avg | | | 1,241 | 1,153 | 1,121 | 1,059 | 1,029 | 1,146 | 1,146 | 1,245 | 1,204 | 1,233 | 1,192 | 1,120 | 1,102 | 1,094 | 1,097 | 1,177 | 1,208 | 1,244 | 1,235 | 1,216 | 1,225 | 1,194 | 1,190 | 1,202 | 1,145 | 1,155 | 1,176 | 1,213 | 1,234 | 1,270 | 1,342 | 1,300 | 1,290 | 1,206 |

| | A 14 | S | O | N | D | J 15 | F | M | A | M | J | J | A | S | O | N | D | J 16 | F | M | A | M | J | J | A | S | O | N | D | J 17 | F | M | A | M | J | J |
|-----------|------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|
| Inventory | 151 | 168 | 158 | 131 | 107 | 121 | 116 | 130 | 140 | 137 | 146 | 157 | 172 | 159 | 153 | 140 | 103 | 128 | 143 | 152 | 161 | 188 | 216 | 223 | 222 | 211 | 207 | 208 | 165 | 173 | 167 | 186 | 187 | 194 | 207 | 206 |
| MSI | 3 | 3 | 5 | 3 | 2 | 4 | 4 | 2 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 3 | 3 | 4 | 6 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | |

| | A 14 | S | O | N | D | J 15 | F | M | A | M | J | J | A | S | O | N | D | J 16 | F | M | A | M | J | J | A | S | O | N | D | J 17 | F | M | A | M | J | J |
|----------------|------|----|----|----|----|------|----|----|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|
| Days On Market | 47 | 48 | 36 | 51 | 78 | 62 | 68 | 42 | 52 | 41 | 44 | 38 | 21 | 30 | 61 | 45 | 48 | 63 | 46 | 37 | 47 | 43 | 54 | 42 | 49 | 62 | 45 | 74 | 56 | 80 | 68 | 81 | 71 | 30 | 58 | 34 |
| 3 Mo. Roll Avg | | | 44 | 45 | 55 | 64 | 69 | 57 | 54 | 45 | 46 | 41 | 34 | 30 | 37 | 45 | 51 | 52 | 52 | 49 | 43 | 42 | 48 | 46 | 48 | 51 | 52 | 60 | 58 | 70 | 68 | 76 | 73 | 61 | 53 | 41 |

| | A 14 | S | O | N | D | J 15 | F | M | A | M | J | J | A | S | O | N | D | J 16 | F | M | A | M | J | J | A | S | O | N | D | J 17 | F | M | A | M | J | J |
|-----------------|------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|
| Price per Sq Ft | 700 | 676 | 648 | 667 | 703 | 635 | 747 | 714 | 674 | 695 | 752 | 751 | 714 | 662 | 734 | 725 | 726 | 744 | 757 | 780 | 715 | 728 | 817 | 722 | 698 | 704 | 715 | 702 | 702 | 697 | 826 | 662 | 722 | 807 | 728 | 736 |
| 3 Mo. Roll Avg | | | 675 | 664 | 673 | 668 | 695 | 699 | 712 | 694 | 707 | 733 | 739 | 709 | 703 | 707 | 728 | 732 | 742 | 760 | 751 | 741 | 753 | 756 | 746 | 708 | 706 | 707 | 706 | 700 | 742 | 728 | 737 | 730 | 752 | 757 |

| | A 14 | S | O | N | D | J 15 | F | M | A | M | J | J | A | S | O | N | D | J 16 | F | M | A | M | J | J | A | S | O | N | D | J 17 | F | M | A | M | J | J |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Sale to List Price | 0.952 | 0.954 | 0.958 | 0.960 | 0.926 | 0.927 | 0.944 | 0.962 | 0.954 | 0.974 | 0.965 | 0.948 | 0.968 | 0.967 | 0.937 | 0.953 | 0.935 | 0.929 | 0.956 | 0.962 | 0.955 | 0.967 | 0.940 | 0.949 | 0.953 | 0.942 | 0.942 | 0.925 | 0.955 | 0.918 | 0.914 | 0.938 | 0.953 | 0.975 | 0.941 | 0.952 |
| 3 Mo. Roll Avg | | | 0.955 | 0.957 | 0.948 | 0.938 | 0.932 | 0.944 | 0.953 | 0.963 | 0.964 | 0.962 | 0.960 | 0.961 | 0.957 | 0.952 | 0.942 | 0.939 | 0.940 | 0.949 | 0.958 | 0.961 | 0.954 | 0.952 | 0.947 | 0.948 | 0.946 | 0.936 | 0.941 | 0.933 | 0.929 | 0.923 | 0.935 | 0.955 | 0.956 | 0.956 |

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|--------------|------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|
| New Listings | 69 | 69 | 64 | 36 | 30 | 60 | 59 | 79 | 81 | 77 | 81 | 75 | 74 | 69 | 43 | 40 | 26 | 66 | 72 | 84 | 80 | 90 | 86 | 84 | 82 | 66 | 62 | 58 | 29 | 66 | 62 | 87 | 71 | 89 | 79 | 77 |
| Inventory | 151 | 168 | 158 | 131 | 107 | 121 | 116 | 130 | 140 | 137 | 146 | 157 | 172 | 159 | 153 | 140 | 103 | 128 | 143 | 152 | 161 | 188 | 216 | 223 | 222 | 211 | 207 | 208 | 165 | 173 | 167 | 186 | 187 | 194 | 207 | 206 |
| Sales | 53 | 50 | 34 | 41 | 45 | 34 | 29 | 55 | 50 | 59 | 60 | 61 | 47 | 45 | 42 | 31 | 31 | 33 | 28 | 48 | 56 | 55 | 51 | 38 | 62 | 57 | 39 | 48 | 41 | 38 | 40 | 51 | 48 | 63 | 67 | 47 |

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|----------------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Avg Sale Price | 1,671 | 1,321 | 1,373 | 1,136 | 1,362 | 1,407 | 1,899 | 1,618 | 1,518 | 1,481 | 1,540 | 1,424 | 1,417 | 1,222 | 1,851 | 1,446 | 1,273 | 1,407 | 1,656 | 1,437 | 1,467 | 1,330 | 1,539 | 1,582 | 1,479 | 1,492 | 1,364 | 1,449 | 1,360 | 1,376 | 1,581 | 1,678 | 1,614 | 1,347 | 1,560 | 1,355 |
| 3 Mo. Roll Avg | | | 1,455 | 1,277 | 1,290 | 1,302 | 1,556 | 1,641 | 1,678 | 1,539 | 1,513 | 1,482 | 1,460 | 1,354 | 1,497 | 1,506 | 1,523 | 1,375 | 1,445 | 1,500 | 1,520 | 1,411 | 1,445 | 1,483 | 1,533 | 1,518 | 1,445 | 1,435 | 1,391 | 1,395 | 1,439 | 1,545 | 1,625 | 1,547 | 1,507 | 1,421 |

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