



# Monthly Market Watch for Maricopa County

An overview of what is happening  
in the Maricopa County  
real estate market  
(using March 2010 statistics)



# **Report overview:**

This report includes MLS data for the past 36 months in Maricopa County only as provided by the FlexMLS system.

Please note that searches fluctuate daily when running these reports; these figures were obtained on 4/2/10.

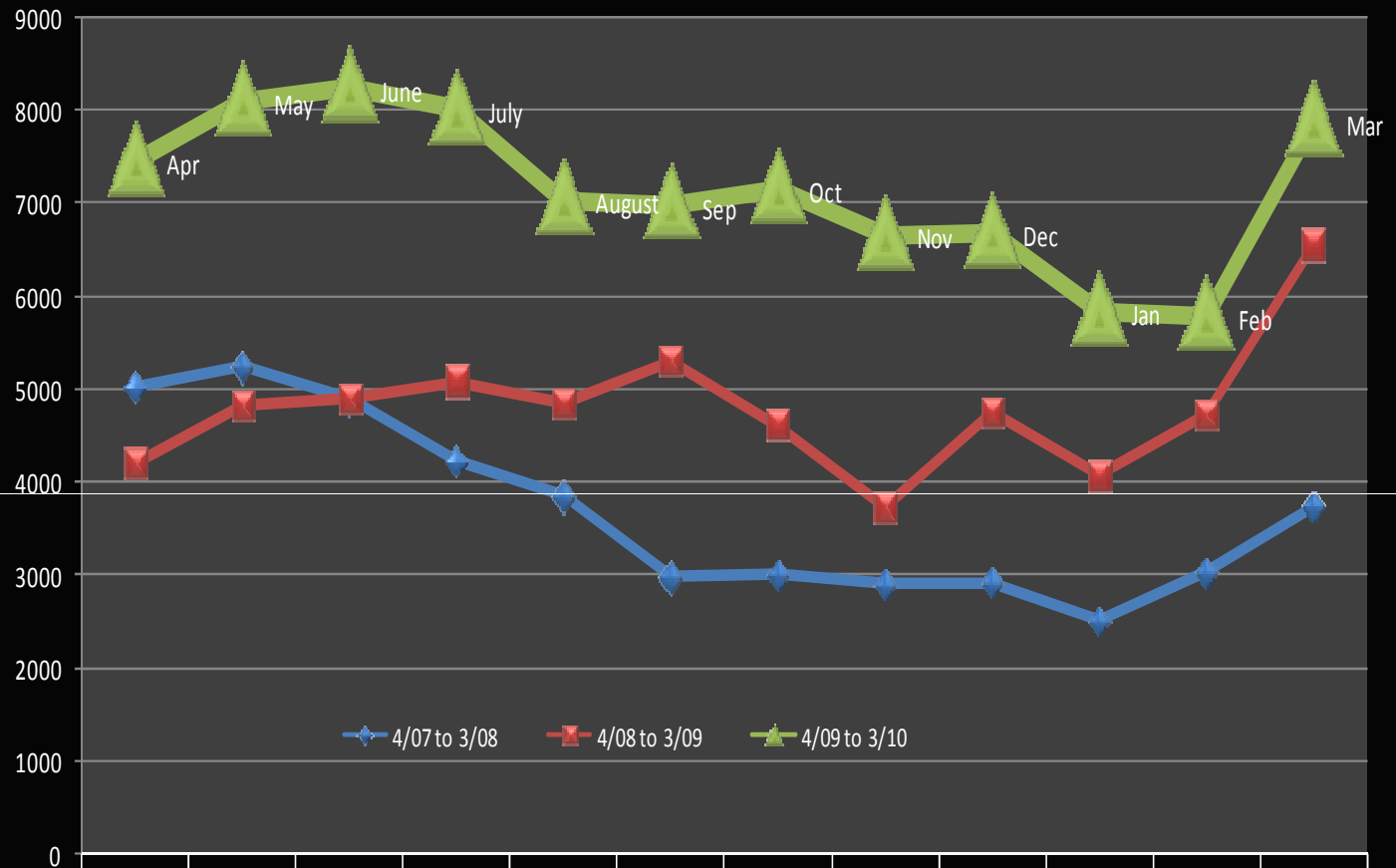




# Closed Sales

Provided by Keller Williams Realty Professional Partners –  
 Statistics from March 2010 MLS

## Total # of Closed Sales (36 month overview)



	Apr	May	June	July	August	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/07 to 3/08	5025	5240	4882	4227	3838	2976	3000	2908	2913	2506	3030	3731
4/08 to 3/09	4200	4822	4900	5089	4847	5306	4613	3726	4759	4069	4718	6554
4/09 to 3/10	7445	8093	8235	8008	7028	6969	7147	6657	6677	5829	5777	7871



# Closed Sales Report Analysis:

## Sellers:

Wow ... March saw the highest number of sales in the 36-month reporting period – an astonishing increase of 36.25% increase over the month of February! This is the highest number of sales since July of 2009. For sellers, this means more buyers said “yes” in the past month. There is no doubt that the home buyer credit is impacting this number. As this draws to a close AND unless it is extended, it will be very important for sellers to watch this statistic. In addition, the probability of higher interest rates looming will be an important factor as well.

## Buyers:

More buyers were successful in March than in any prior month since July of 2009. Buyers need to make sure they are paying attention to the upcoming deadline for the home buyer credit ... it is just around the corner. The word is out that interest rates may be increasing, so make sure you are taking advantage of the current terms and market.

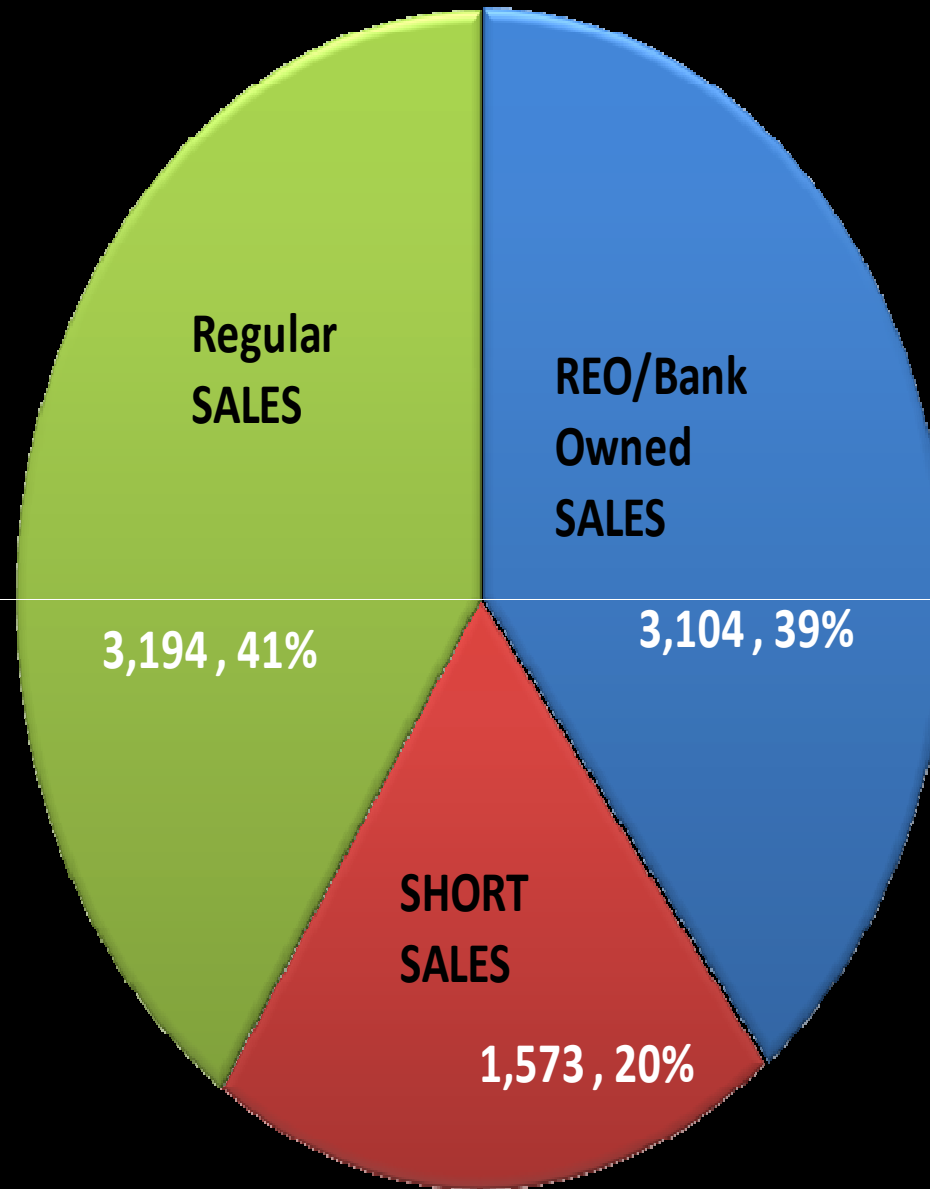




# Distressed Sales

Provided by Keller Williams Realty Professional Partners –  
Statistics from March 2010 MLS

## REO, Short, and Regular Sales Comparison (March 2010)





# Distressed Sales Analysis:

A bank owned/foreclosure home is one that the seller no longer owns – it has been taken over by the lender(s) who had a note on the home. Short sales are homes where the seller is negotiating with the bank to “forgive” a portion of the debt in order to avoid foreclosure.

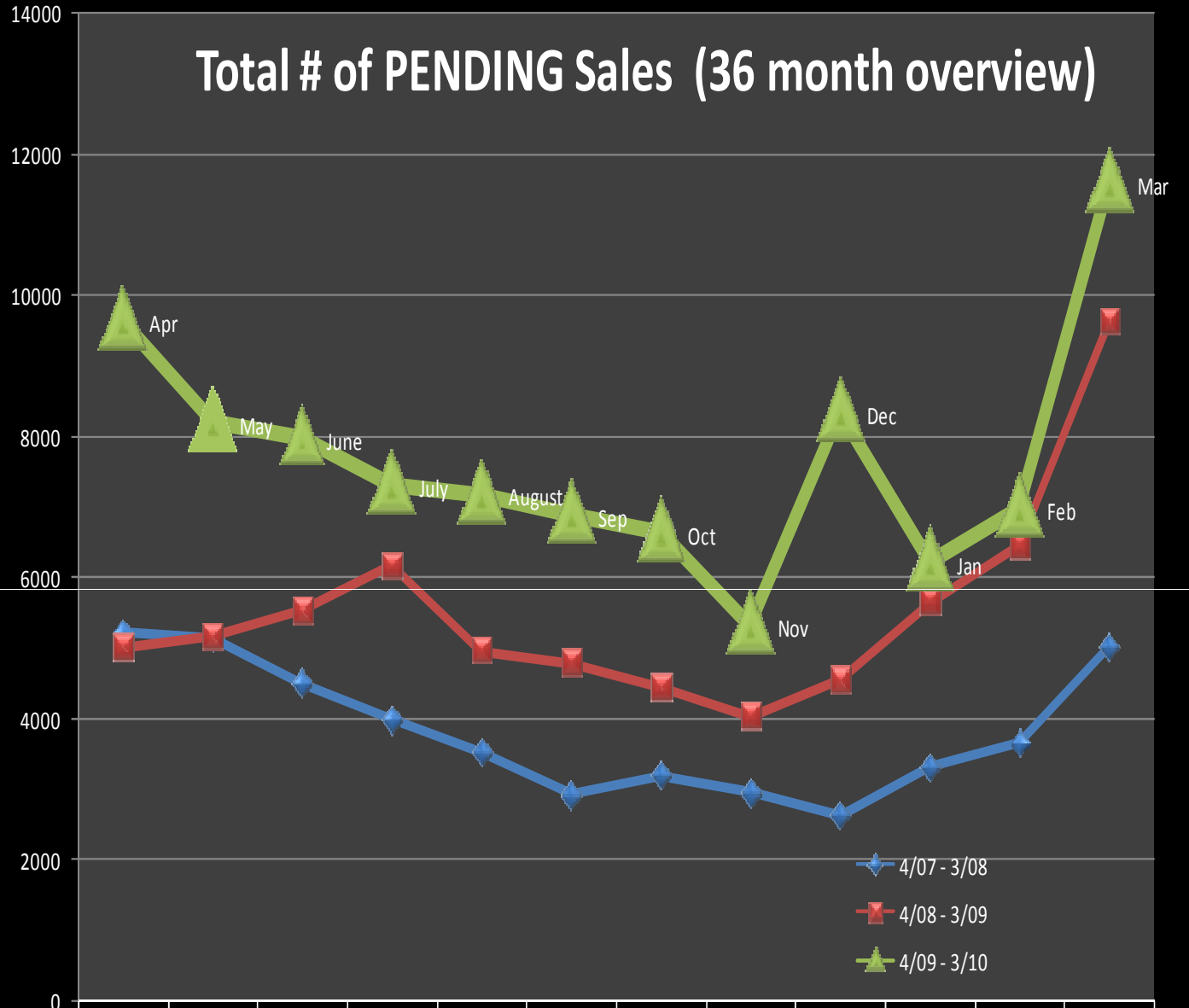
March saw a little shift in the ratios. Both REO and short sales had a slight decrease in market share of closed sales. “Regular” sales as indicated in the MLS saw an increase of just over 3%. Short sales saw a dip of 2.4% and REOs dropped slightly by 6/10 of a percent. Continue to monitor this whether you are a buyer OR seller, as it provides the information on trends in home sales that will impact your success.





# Pending Sales

Provided by Keller Williams Realty Professional Partners –  
 Statistics from March 2010 MLS



	Apr	May	June	July	August	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/07 - 3/08	5221	5146	4501	3981	3527	2920	3184	2951	2626	3316	3654	5012
4/08 - 3/09	5012	5164	5539	6177	4963	4796	4449	4031	4552	5662	6470	9641
4/09 - 3/10	9641	8190	7969	7300	7179	6882	6624	5321	8331	6204	6975	11584



# Pending Sales Report Analysis:

## Sellers:

ATTENTION! March saw another increase in the number of properties that went under contract (pending) over the prior month – a 66% increase! This is great news for sellers, as it means more homes are actually under contract and moving toward closing. Watch this trend as the buyer credit comes to an end (if it is not extended) to see what, if any, impact this will have on home sales.

## Buyers:

This is great news for buyers – it means more buyers were successful in finding a home AND negotiating favorable terms ... and they are now working on finalizing all of the contingencies to actually purchase the home. Make sure you are taking advantage of the current buyer credit that will be ending soon ... this is an added bonus to purchasing a home at a great price, with great financing terms AND a potential credit! Continue to work with your real estate professional to make sure you are benefiting as well from the fantastic opportunities that are still available to you.

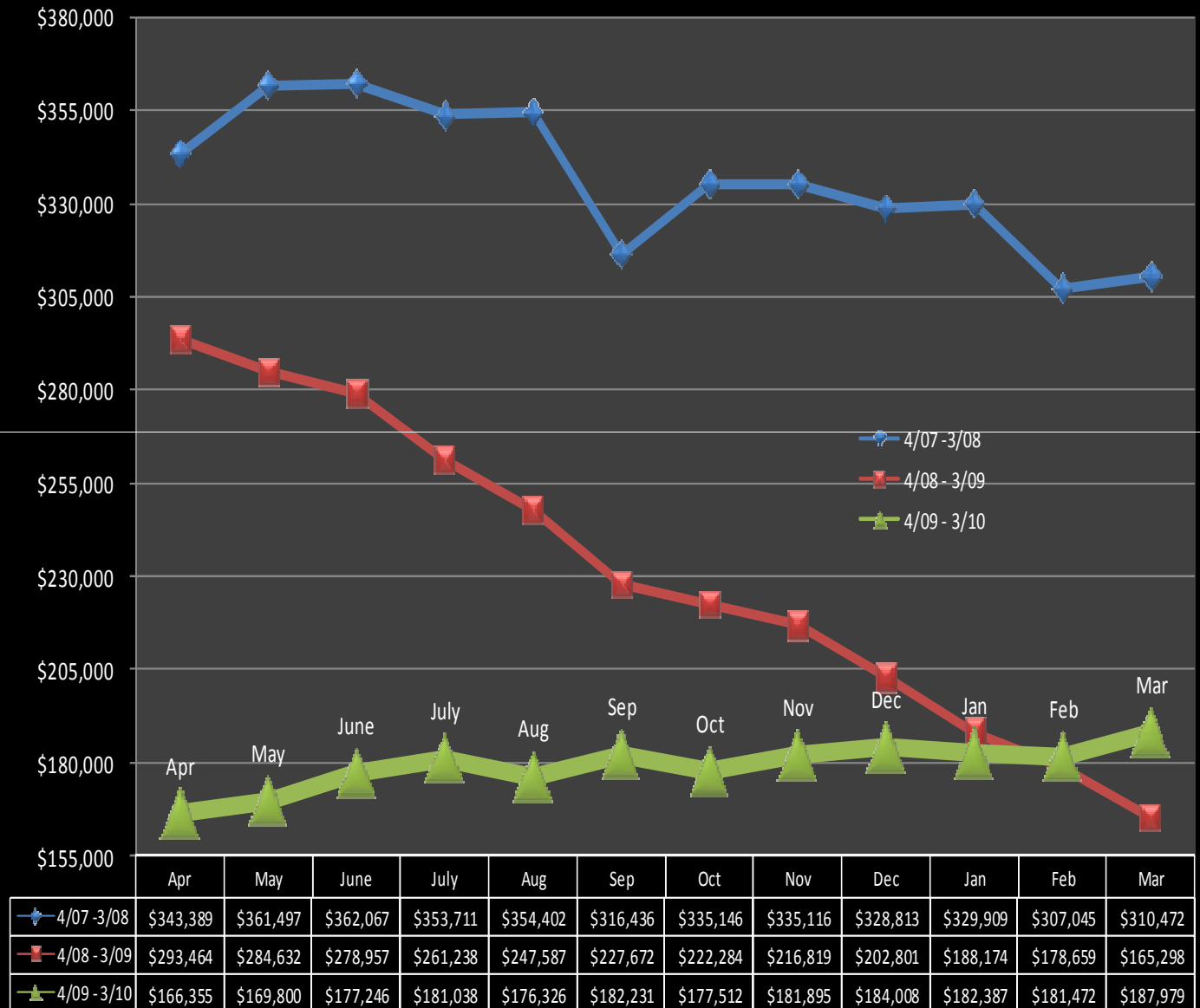




# Average Sales Price

Provided by Keller Williams Realty Professional Partners –  
Statistics from March 2010 MLS

## Average Sales Price (36 months)



# Average Sales Price Analysis

## Sellers:

March saw an INCREASE of 3.59% over the prior month in the average price of homes that sold. This is the highest average since January of 2009! AND ... it is 13.72% higher than March of last year. This doesn't necessarily mean that sellers are getting more for their homes, but it does mean that the average buyer is paying more for a home than they have in the past. Again, as the buyer credit comes to a close, it will be an important statistic to watch to see if the absence of this incentive has an impact on the average prices of homes that are selling.

## Buyers:

For buyers thinking that they can continue to offer prices much lower than list price, this statistic validates once more that buyers ARE paying more for homes than they have in the past months. It is more important than ever that buyers are working with their real estate professional to really understand the price point they need to be at in order to purchase a home. We hit our 36-month low a year ago, so buyers need to make sure they aren't making their home buying decisions based on the "old market."

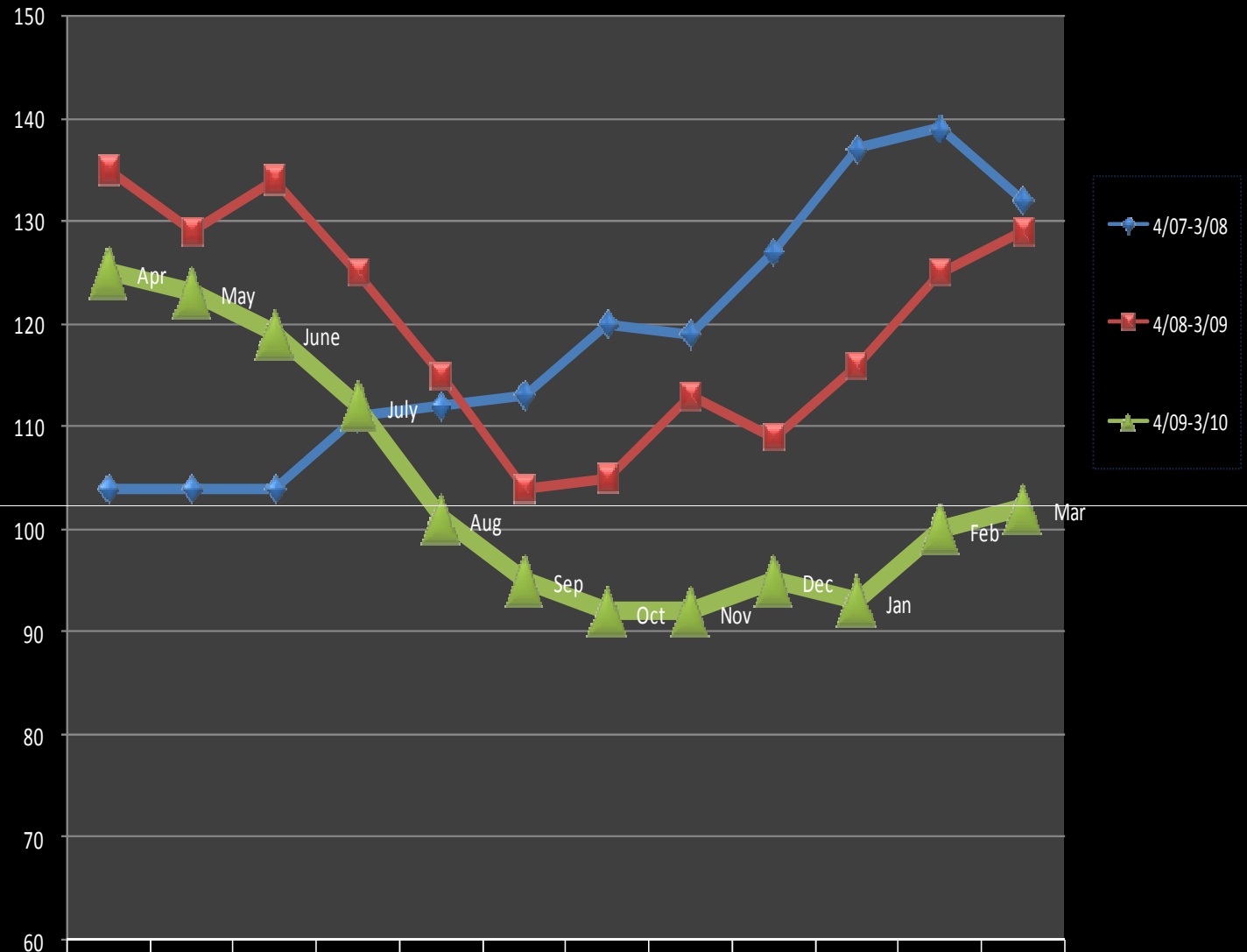




# Average Days on Market

on Market  
 Provided by Keller Williams Realty Professional Partners –  
 Statistics from March 2010 MLS

## Average Days on Market (sales)



	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/07-3/08	104	104	104	111	112	113	120	119	127	137	139	132
4/08-3/09	135	129	134	125	115	104	105	113	109	116	125	129
4/09-3/10	125	123	119	112	101	95	92	92	95	93	100	102

# Average Days on Market Analysis

## Sellers:

After several months of consistent days on the market stats, March once again saw another increase. The market averaged 102 days in March compared to 100 days in February. We haven't been this high since July of last year. With the increase in pending sales, it will be an important number to watch when these homes close to see if the number increases or decreases. Sellers need to continue to watch this, as an increase means movement where buyers are more in control of the housing market.

## Buyers:

Buyers need to be aware of this number because it is an indicator of how long sellers are having to wait to go under contract and close. The higher the number, the more control a buyer normally has. Even if we have an addition of homes to the market via foreclosures, buyers need to understand that competition for great homes will continue to remain very high, especially in the lower price ranges. We are still seeing multiple offer situations, so make sure you are fully qualified with your lender and ready to go when you see the house you want to call home.

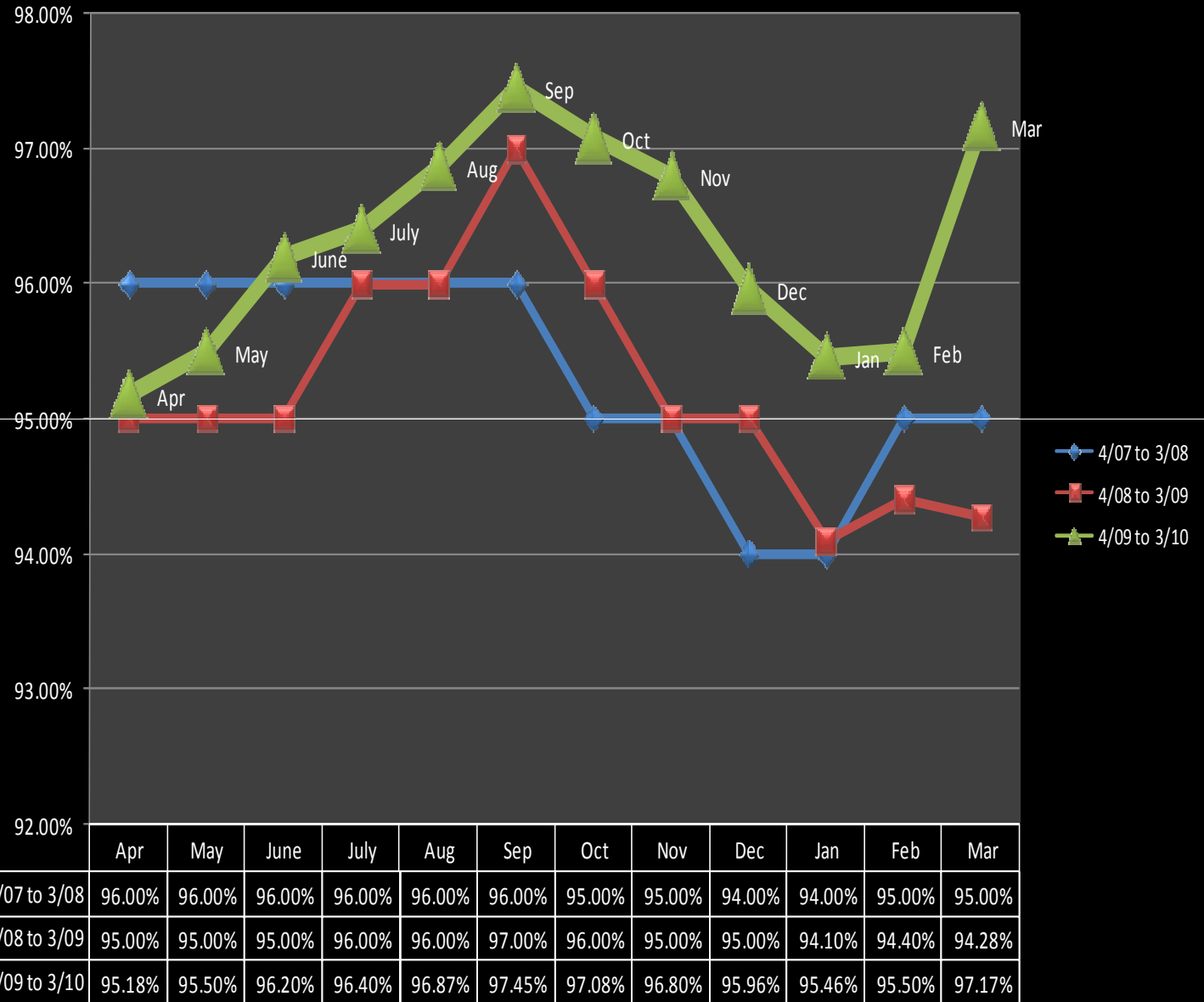




# Average List to Sales Price Ratio

Provided by Keller Williams Realty Professional Partners –  
Statistics from March 2010 MLS

## Average List to Sales Price Ratio



# List to Sale Price Ratio Analysis

## Sellers:

March saw a dramatic increase in the list to sales price ratio. This statistic reveals how close the actual sales price was to the list price on a home. In March, the average was 97.17%. That means that sellers averaged very close to 100% of the list price on homes that sold during the month of March. As a seller, it means you can expect a higher return than you did one month ago. We haven't been above this percentage since September of 2009. Continue to watch this trend, as it will impact how homes should be priced in the current market in order to appeal to the buyers.

## Buyers:

Buyers need to pay attention. This number means that buyers had to pay significantly more for their home in March than in February ... although the average is less than 100%, on lower priced/highly desirable properties buyers **may** still have to pay above list price. Since a home must appraise in order to obtain a loan, underwriters are looking very closely at prices and making sure that homes are selling at or below market value. Make sure your real estate professional helps you understand the competitiveness of the list price of the home you are wanting to purchase. You also need to be aware of the interest and sales activity in the area where you are wanting to buy and how the offer you are making competes with the market AND with any trends relative to the price at which homes are actually selling in the areas you have an interest.

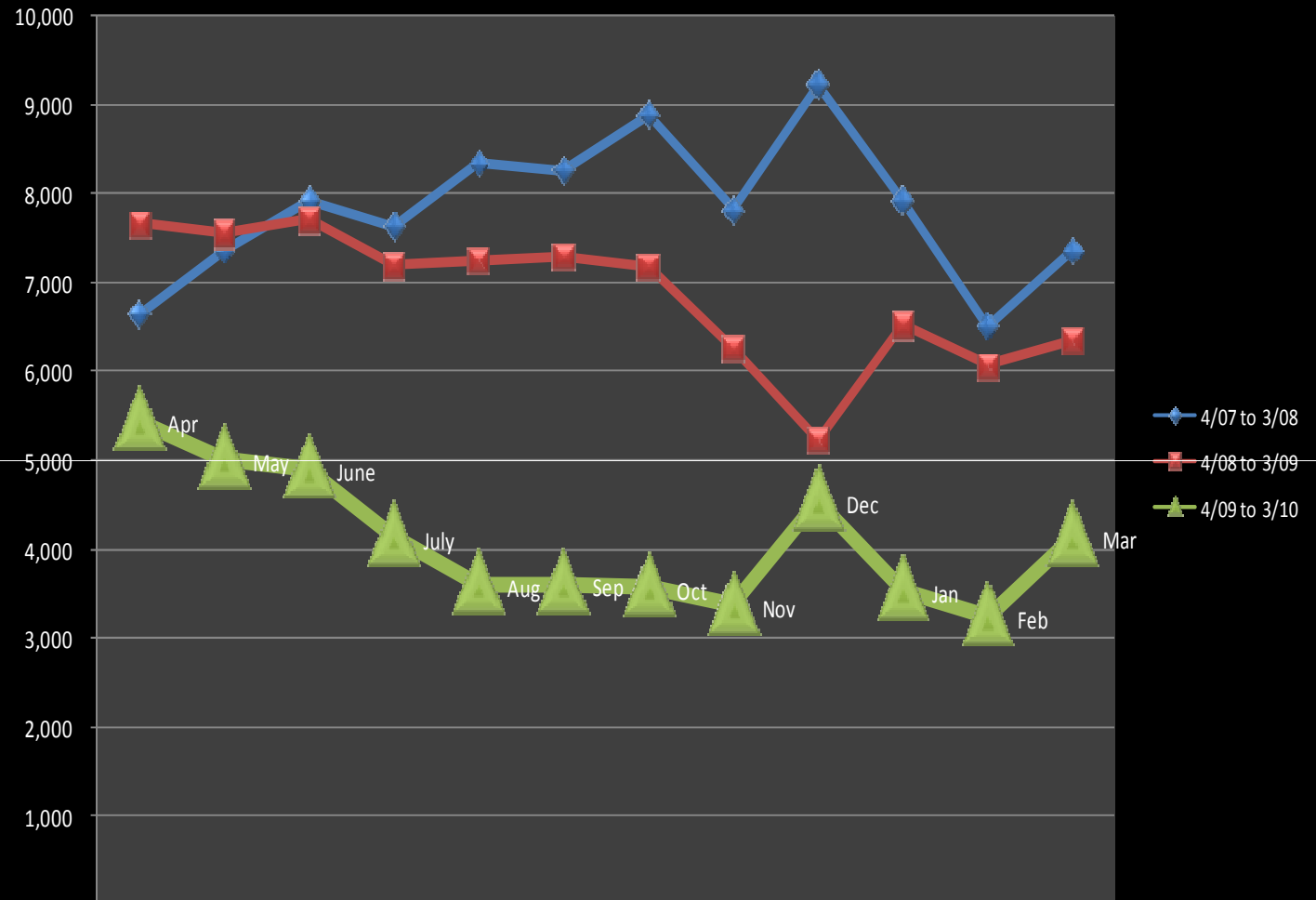




# Monthly Expired & Cancelled Listings

Provided by Keller Williams Realty Professional Partners –  
Statistics from March 2010 MLS

## Monthly Expireds & Cancelled Listings



	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/07 to 3/08	6,650	7,368	7,924	7,635	8,345	8,267	8,891	7,826	9,224	7,924	6,511	7,357
4/08 to 3/09	7,657	7,546	7,707	7,193	7,247	7,291	7,179	6,252	5,221	6,517	6,062	6,342
4/09 to 3/10	5,441	5,006	4,899	4,126	3,596	3,601	3,564	3,361	4,533	3,532	3,235	4,139

# Expired & Cancelled Listings Analysis

## Sellers:

A review of the stats for March showed an increase of 27.94% in the number of homes that left the market over the prior month. This means fewer homes are remaining on the market, creating less potential competition for active sellers. Serious sellers need to pay attention to all of the numbers this month ... longer days on the market, the average sales price, and the still homes remaining on the market – this means sellers, more than ever, need to pay careful attention to how homes are priced so they can be the first choice of buyers.

## Buyers:

For buyers, this means that there are 4,139 fewer homes to consider. This means buyers will have to be more patient with homes still active AND be prepared to act quickly on available homes. Continue to watch this trend, as this, combined with price, days on market, and list to sales price ratio are an important indicator of what buyers need to do in order to be successful in closing on the home of their dreams.





# **INVENTORY OVERVIEW**

**Following is an overview of what is happening with the inventory of homes currently available in Maricopa County and the MLS.**

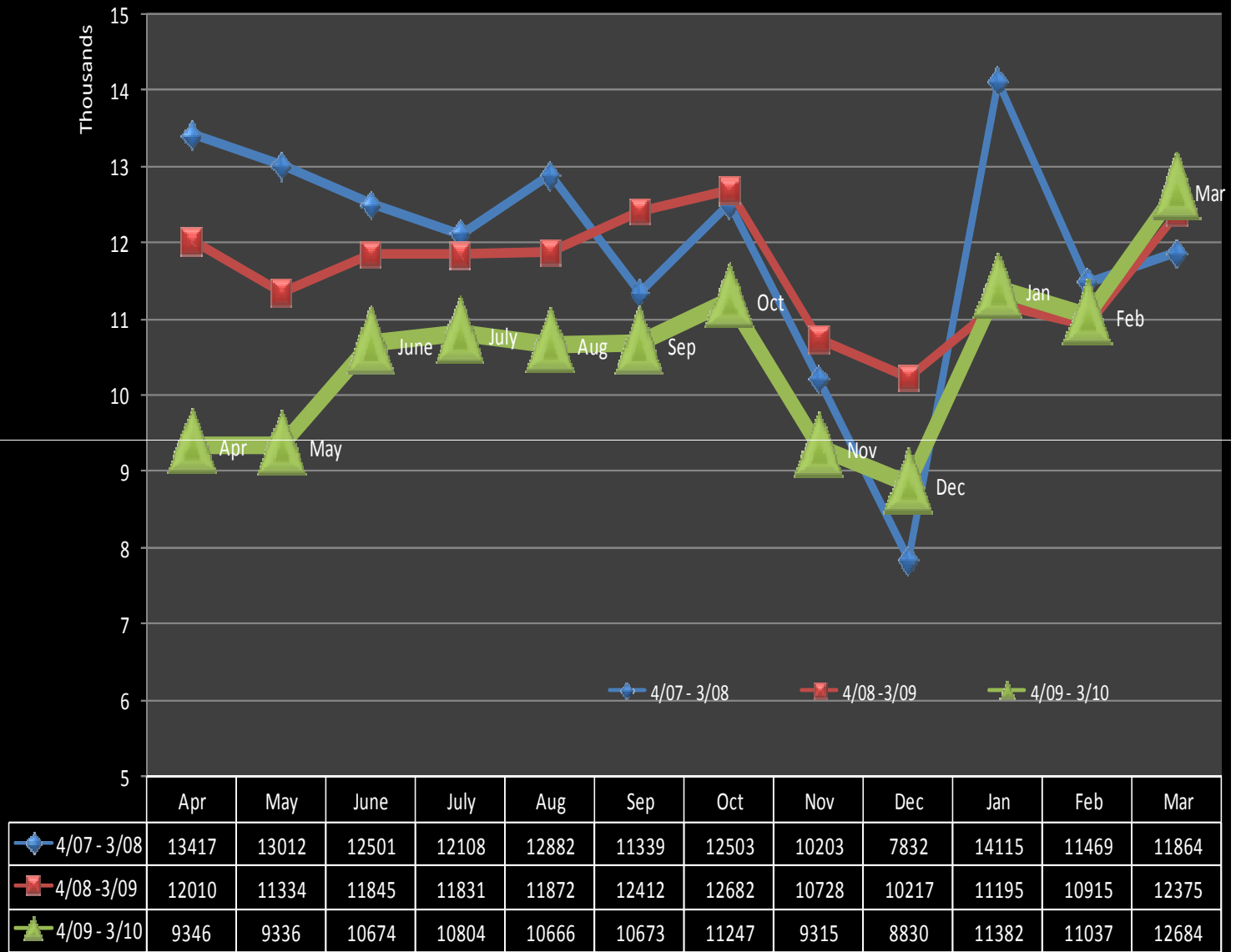




# New Listings

Provided by Keller Williams Realty Professional Partners –  
Statistics from March 2010 MLS

## New listings by month





# New Listings Analysis

## Sellers:

March saw an increase of 14.92% in the number of new listings entering the market. It will be interesting to see if they are REO properties, short sales, or regular sales AND how the market receives them. This is the highest number we have seen since January of 2008.. Sellers need to pay attention: this is a substantial amount of competition – it will potentially show its impact through fewer showings, fewer offers, and more competition for the attention of serious buyers.

## Buyers:

This is great news for buyers, as it means there are more homes entering the market. It is very important that you continue to spend time with and listen to your real estate professional to develop your strategy for succeeding in a market that is constantly changing. Be prepared: as more homes enter the market, more buyers may become active again as well.

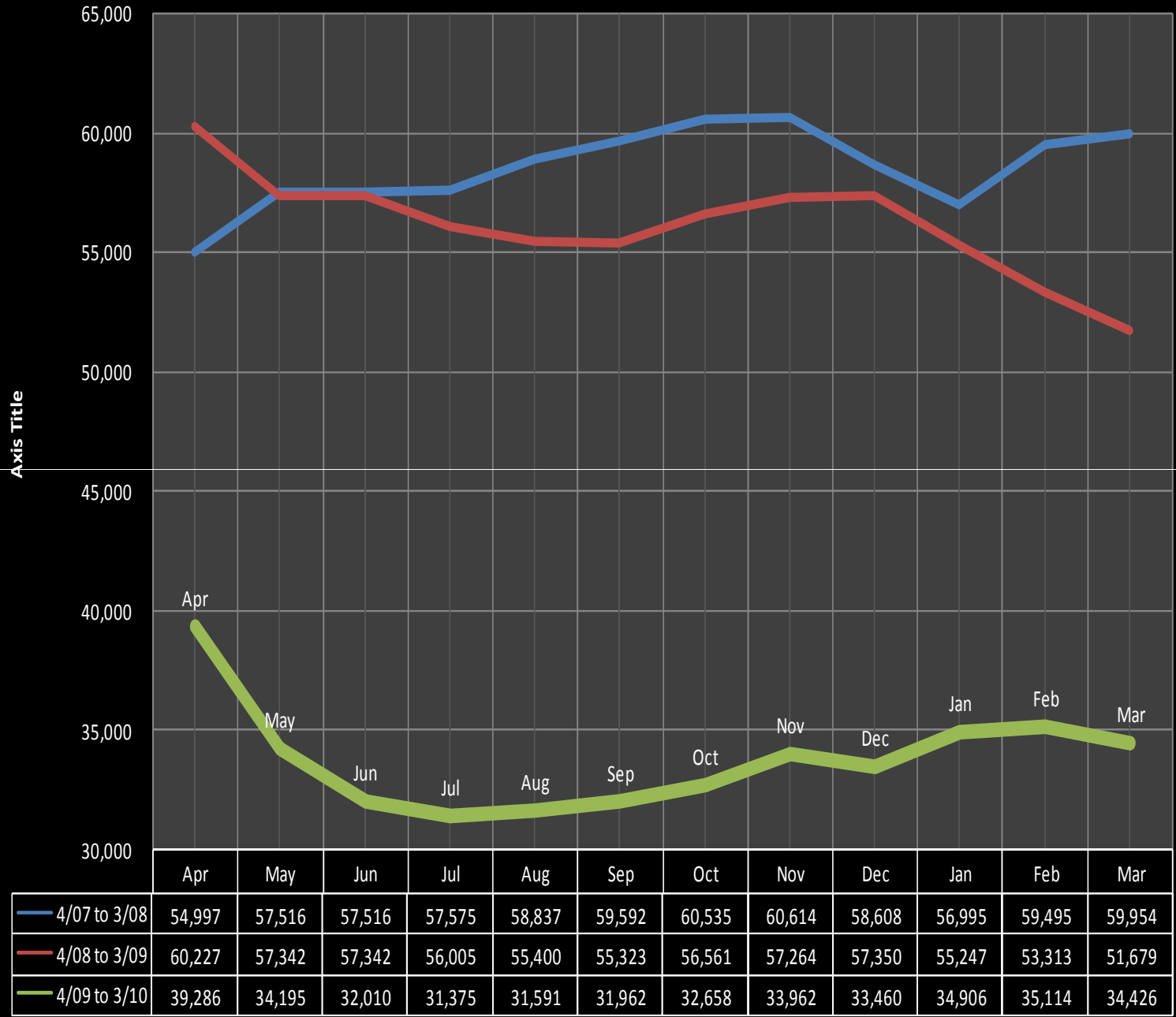




# Active Listings

Provided by Keller Williams Realty Professional Partners –  
 Statistics from March 2010 MLS

## Active Listings in ARMLS (36 month Summary -- Residential in ARMLS)





# Active Listings Analysis

## Sellers:

March showed just under a 2% drop in the number of homes active on the market. Despite the predictions of REO properties entering the market, we still are not seeing a dramatic increase in available inventory. For sellers, this is important, because it hopefully means that the market will be more stable. Continue to carefully monitor this chart, as it will be a strong indicator of the amount of competition sellers will have from new and fresh inventory entering the market.

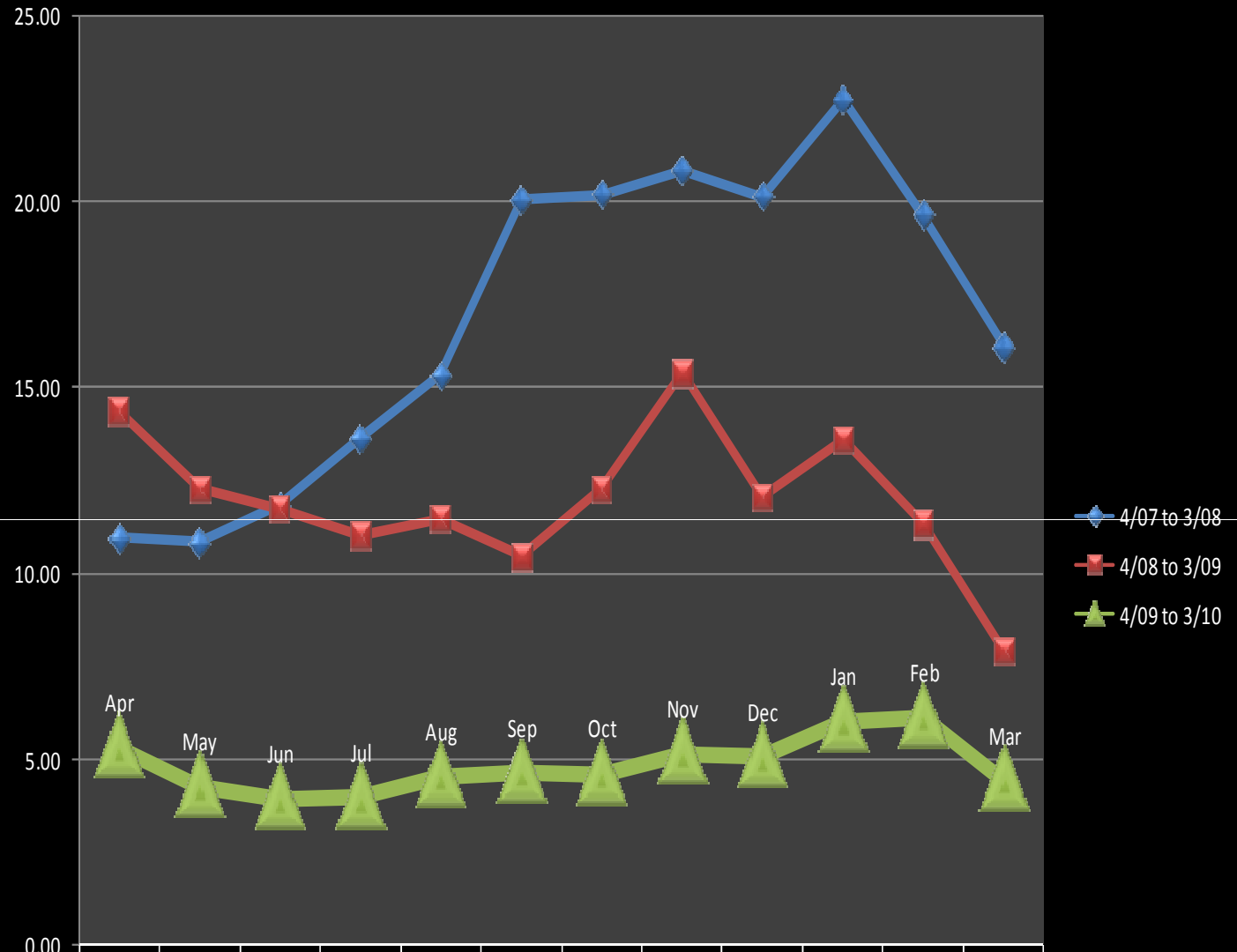
## Buyers:

Buyers still have inventory to preview; however, we are not seeing these numbers increase in any dramatic fashion because of the shadow inventory of foreclosure homes that we have been hearing about for months. Continue to monitor this statistic, as it WILL be the statistic that indicates how much new inventory you will have to preview ... the lower the number, the more likely the competitiveness for lower priced homes will remain part of the current market. AND, the prediction of increased interest rates means now is the time to get serious about buying.





## Months of Inventory (36 month history)



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
4/07 to 3/08	10.94	10.82	11.78	13.62	15.33	20.02	20.18	20.84	20.12	22.74	19.64	16.07
4/08 to 3/09	14.34	12.27	11.70	11.01	11.43	10.43	12.26	15.37	12.05	13.58	11.30	7.89
4/09 to 3/10	5.28	4.23	3.89	3.92	4.50	4.59	4.57	5.10	5.01	5.99	6.08	4.37

# Months of Inventory

Provided by Keller Williams Realty Professional Partners –  
Statistics from March 2010 MLS

# **Months of Inventory Analysis:**

**(This report has been generated by taking the number of active listings and dividing it by SALES for the past month)**

## **Sellers:**

After 2 months of an increase in the inventory absorption rate, March showed us a 1.71 month DECREASE to only 4.37 months! This means there are FEWER homes available than the prior month. For a seller, this means they have less competition for buyers. It continues to be very important for you and your real estate professional to monitor this number so that you can make sure your home is priced accordingly.

## **Buyers:**

Buyers will want to seriously monitor this, as 5 or fewer months inventory normally indicate a seller's market, giving more control to the sellers than the buyers. However, the type of market will vary from price range to price range and even area to area. Work with your real estate professional to make sure you understand the type of market you are in.





# Total Market Overview:

## Sellers:

This report provides a detailed breakdown of homes in Maricopa County based on price ... by determining the price range where your home SHOULD sell, you can see what the average list to sales price ratio is, the average days on market, and more importantly, the percentage of homes selling in that price range. Note that as the price increases, so does the days on market AND the list to sales price ratio decreases. You will also see a lower percentage of homes selling as the price increases.

## Buyers:

By reviewing the price range where you are purchasing, you can determine what the average home is selling for vs. list price. This should help you make better and more acceptable offers based on the current market.





# Total Market Overview

Provided by Keller Williams Realty Professional Partners –  
Statistics from March 2010 MLS

Maricopa Cty		TOTAL MARKET OVERVIEW				MARCH		2010		
1 MONTH OVERVIEW					1 month averages-----					
Price range 1,000s	# of Active listings	# of Pendings & AWC	Pending Ratio	# of Expired & Cancelled listings	# of Closings Last month	Average List Price of Sold Homes	Average Sold Price	List to Sales Price Ratio	Days on Market (Agent)	Days on Market (Cumul)
0 - 99,999	6,419	5,938	92.5%	1,055	2,570	\$ 65,012	\$ 66,341	102.0%	69	82
100,000- 124,999	2,684	2,320	86.4%	337	931	\$ 113,430	\$ 112,012	98.7%	80	95
125,000- 149,999	3,113	2,261	72.6%	432	957	\$ 137,483	\$ 135,724	98.7%	76	89
150,000- 174,999	2,216	1,614	72.8%	327	638	\$ 162,449	\$ 158,142	97.3%	82	100
175,000- 199,999	2,072	1,317	63.6%	310	568	\$ 187,730	\$ 185,789	99.0%	91	105
200,000- 224,999	1,216	756	62.2%	172	352	\$ 214,306	\$ 207,059	96.6%	80	106
225,000- 249,999	1,495	769	51.4%	191	357	\$ 237,090	\$ 229,725	96.9%	85	103
250,000- 299,999	2,012	1,021	50.7%	287	428	\$ 274,264	\$ 264,546	96.5%	96	110
300,000- 349,999	1,319	571	43.3%	179	279	\$ 327,082	\$ 315,300	96.4%	87	111
350,000- 399,999	1,171	470	40.1%	157	206	\$ 374,833	\$ 361,155	96.4%	102	125
400,000- 449,999	697	240	34.4%	86	122	\$ 426,902	\$ 400,991	93.9%	101	129
450,000- 499,999	672	232	34.5%	92	97	\$ 478,266	\$ 449,316	93.9%	130	162
500,000- 749,999	1,691	434	25.7%	223	198	\$ 602,300	\$ 562,433	93.4%	163	188
750,000- 999,999	1,005	152	15.1%	92	60	\$ 890,784	\$ 829,557	93.1%	167	229
1 million +	1,956	166	8.5%	199	109	\$ 1,754,538	\$ 1,692,169	96.4%	219	316





# Summary Comments

Provided by Keller Williams Realty Professional Partners –  
Statistics from March 2010 MLS

## **IMPORTANT INFORMATION:**

Although these reports are beneficial in understanding the general market in Maricopa County, it is essential that you meet with your real estate professional to study these same figures in your area, as statistics will vary from neighborhood to neighborhood.

As you make decisions related to the purchase or sale of a home, it is important that you understand how the current real estate trends will impact your decisions. Your real estate professional is available to help you monitor and interpret them to make sure that you are taking advantage of the current market whether you are selling OR buying.