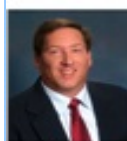


MARKET ACTION REPORT

July 2013

City: *Cupertino*



Courtesy of

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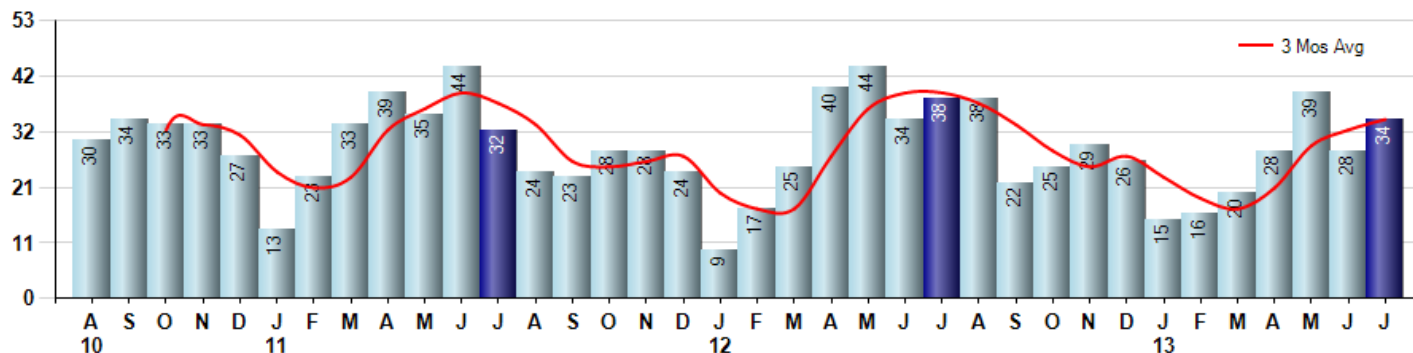
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,400,000	3%		8%				
Average List Price of all Current Listings	\$2,098,274	2%		46%				
July Median Sales Price	\$1,425,000	-9%	-2%	11%	15%	\$1,420,000	16%	15%
July Average Sales Price	\$1,407,270	-10%	-6%	8%	12%	\$1,477,449	19%	18%
Total Properties Currently for Sale (Inventory)	39	5%		-7%				
July Number of Properties Sold	34	21%		-11%			-13%	
July Average Days on Market (Solds)	16	33%	14%	-16%	-41%	16	-45%	-41%
Asking Price per Square Foot (based on New Listings)	\$753	4%	5%	12%	21%	\$715	17%	14%
July Sold Price per Square Foot	\$797	4%	4%	29%	22%	\$750	19%	15%
July Month's Supply of Inventory	1.1	-13%	8%	4%	-13%	1.1	-26%	-16%
July Sale Price vs List Price Ratio	108.4%	-2.3%	1%	7%	5.5%	107.1%	4.7%	4.2%

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

Property Sales

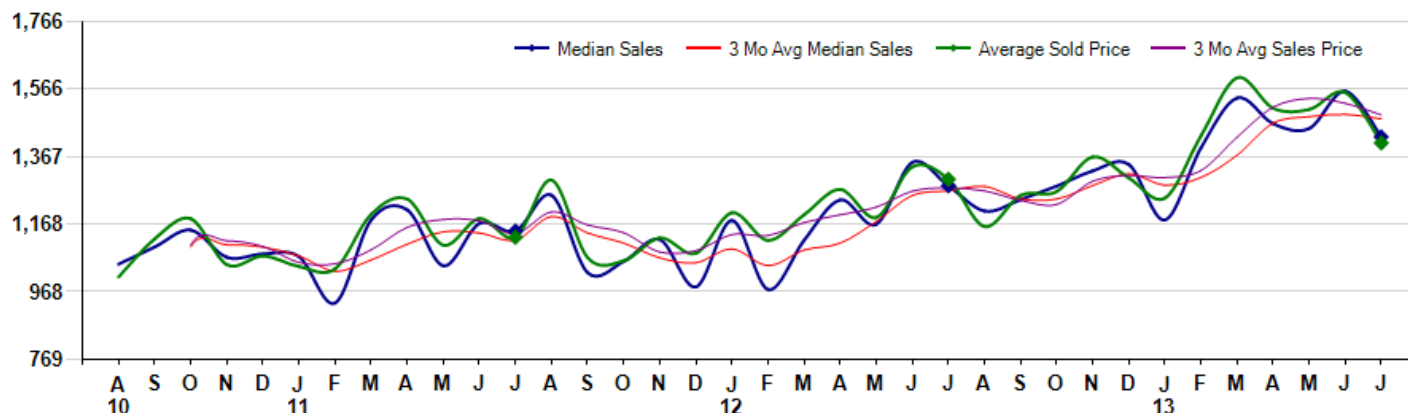
July Property sales were 34, down -10.5% from 38 in July of 2012 and 21.4% higher than the 28 sales last month. July 2013 sales were at a mid level compared to July of 2012 and 2011. July YTD sales of 180 are running -13.0% behind last year's year-to-date sales of 207.



Prices

The Median Sales Price in July was \$1,425,000, up 11.3% from \$1,280,750 in July of 2012 and down -8.7% from \$1,560,000 last month. The Average Sales Price in July was \$1,407,270, up 8.2% from \$1,300,085 in July of 2012 and down -9.6% from \$1,556,167 last month. July 2013 ASP was at highest level compared to July of 2012 and 2011.

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

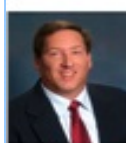


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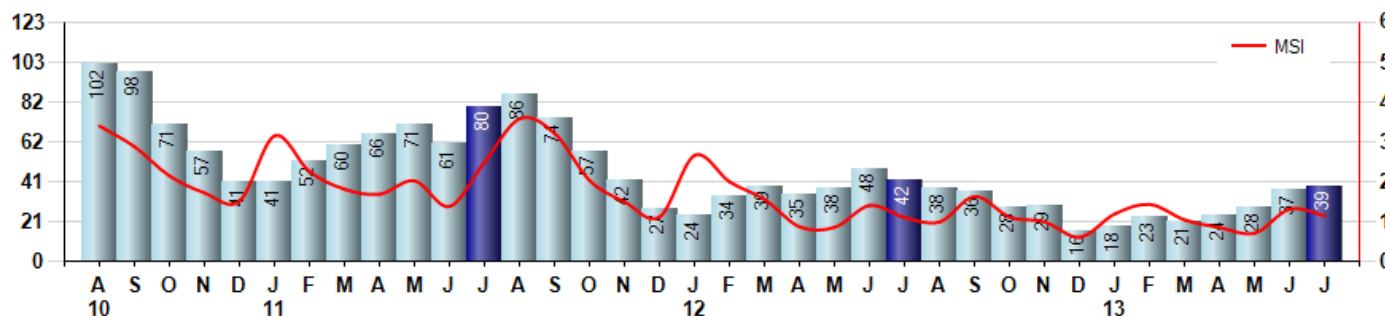
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Inventory & MSI

The Total Inventory of Properties available for sale as of July was 39, up 5.4% from 37 last month and down -7.1% from 42 in July of last year. July 2013 Inventory was at the lowest level compared to July of 2012 and 2011.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2013 MSI of 1.1 months was at a mid range compared with July of 2012 and 2011.

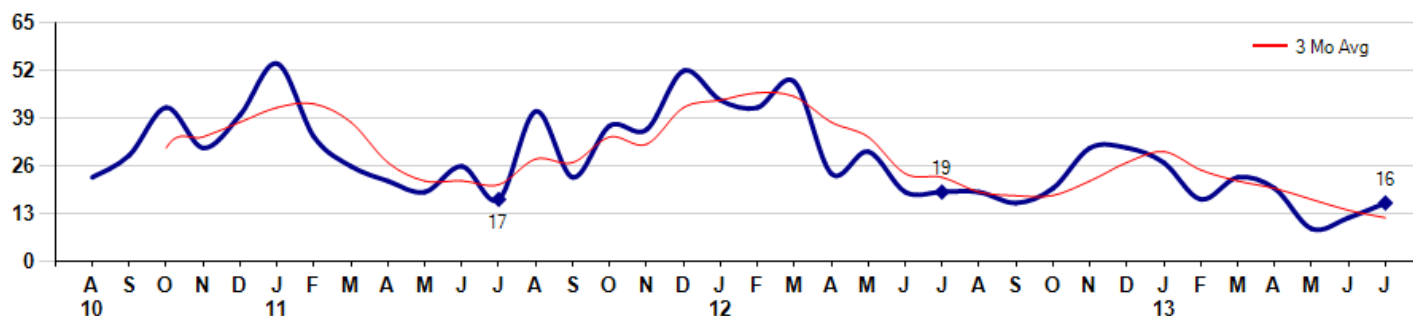
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 16, up 33.3% from 12 days last month and down -15.8% from 19 days in July of last year. The July 2013 DOM was at its lowest level compared with July of 2012 and 2011.

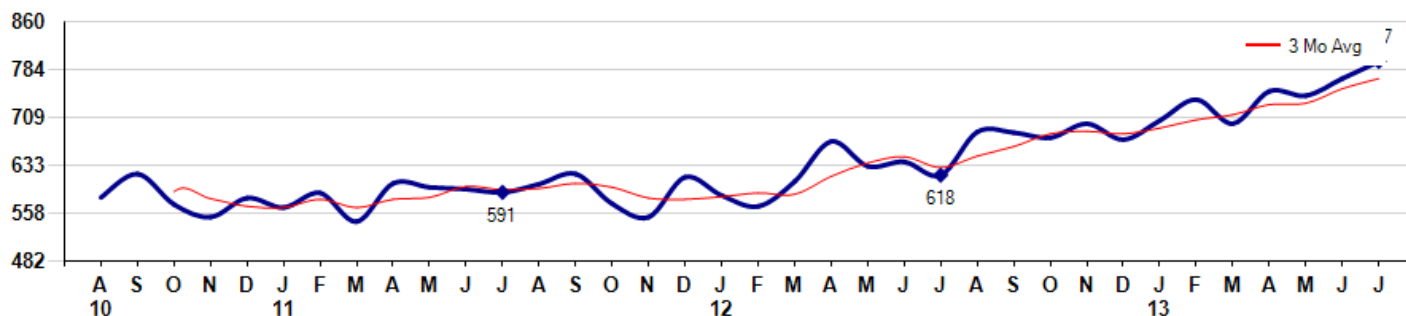
Average Days on Market(Listing to Contract) for properties sold during the month



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 2013 Selling Price per Square Foot of \$797 was up 3.5% from \$770 last month and up 29.0% from \$618 in July of last year.

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



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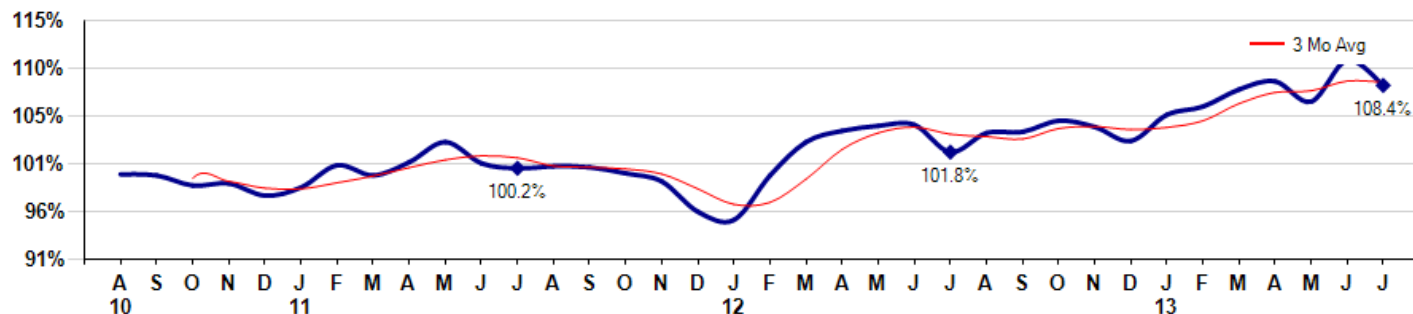


Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Selling Price vs Listing Price

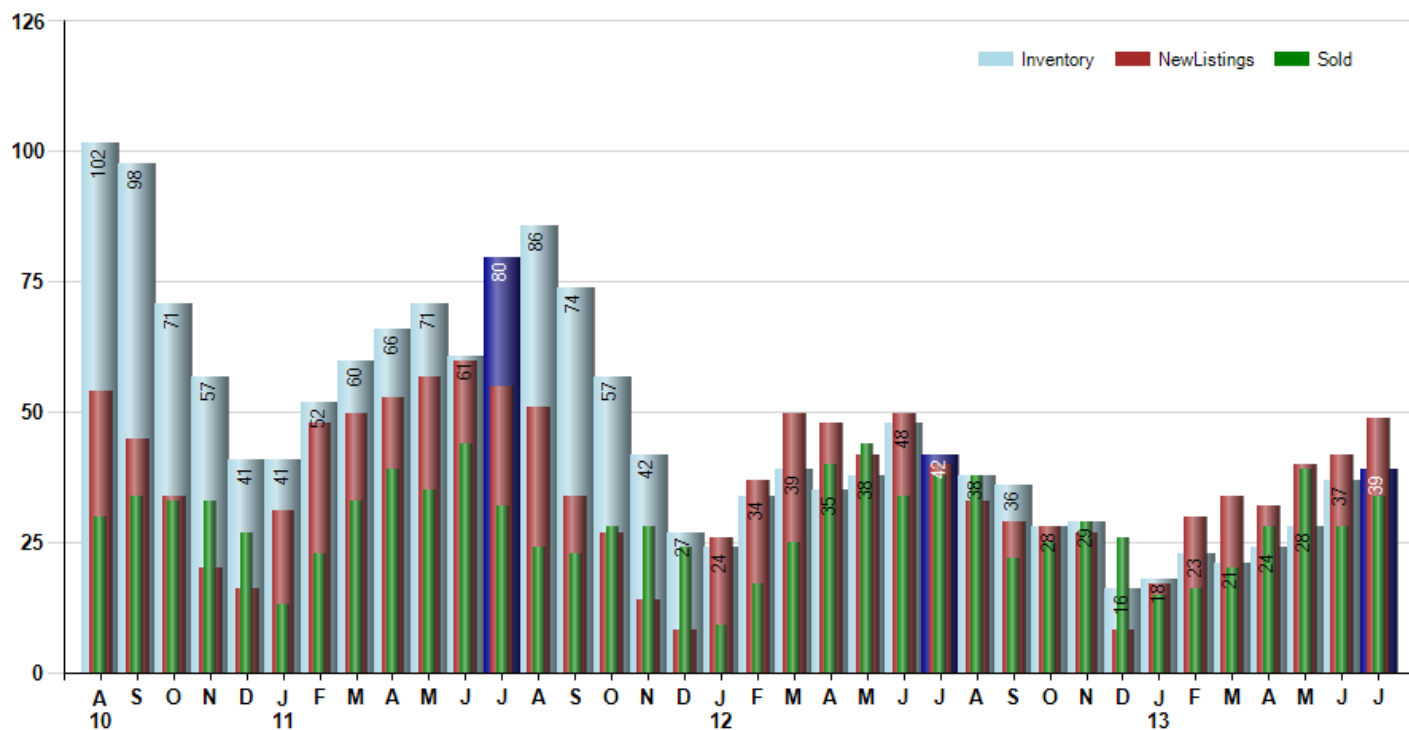
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2013 Selling Price vs List Price of 108.4% was down from 110.9% last month and up from 101.8% 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 2013 was 49, up 16.7% from 42 last month and up 22.5% from 40 in July of last year.



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	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Homes Sold	30	34	33	33	27	13	23	33	39	35	44	32	24	23	28	28	24	9	17	25	40	44	34	38	38	22	25	29	26	15	16	20	28	39	28	34
3 Mo. Roll Avg			32	33	31	24	21	23	32	36	39	37	33	26	25	26	27	20	17	17	27	36	39	39	37	33	28	25	27	23	19	17	21	29	32	34

	(000's) A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
MedianSalePrice	1,050	1,101	1,150	1,070	1,080	1,072	935	1,180	1,210	1,045	1,170	1,148	1,253	1,025	1,058	1,123	983	1,179	975	1,120	1,239	1,168	1,350	1,281	1,207	1,240	1,280	1,325	1,344	1,180	1,393	1,540	1,464	1,450	1,560	1,425
3 Mo. Roll Avg			1,100	1,107	1,100	1,074	1,029	1,062	1,108	1,145	1,142	1,121	1,190	1,142	1,112	1,068	1,054	1,095	1,046	1,091	1,111	1,176	1,252	1,266	1,279	1,242	1,242	1,282	1,316	1,283	1,306	1,371	1,466	1,485	1,491	1,478

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Inventory	102	98	71	57	41	41	52	60	66	71	61	80	86	74	57	42	27	24	34	39	35	38	48	42	38	36	28	29	16	18	23	21	24	28	37	39
MSI	3	3	2	2	2	3	2	2	2	2	1	3	4	3	2	2	1	3	2	2	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Days On Market	23	29	42	31	40	54	34	26	22	19	26	17	41	23	37	36	52	44	42	49	24	30	19	19	19	16	20	31	31	27	17	23	20	9	12	16
3 Mo. Roll Avg			31	34	38	42	43	38	27	22	22	21	28	27	34	32	42	44	46	45	38	34	24	23	19	18	18	22	27	30	25	22	20	17	14	12

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Price per Sq Ft	583	620	572	552	582	567	590	545	605	599	596	591	604	620	573	552	615	586	569	608	671	632	639	618	686	685	677	699	674	704	737	699	750	743	770	797
3 Mo. Roll Avg			592	581	569	567	580	567	580	583	600	595	597	605	599	582	580	584	590	588	616	637	647	630	648	663	683	687	683	692	705	713	729	731	754	770

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Sale to List Price	0.996	0.995	0.985	0.987	0.975	0.983	1.005	0.995	1.008	1.028	1.007	1.002	1.004	1.003	0.997	0.989	0.959	0.951	0.995	1.028	1.039	1.044	1.045	1.018	1.037	1.038	1.049	1.043	1.029	1.055	1.063	1.080	1.088	1.068	1.109	1.084
3 Mo. Roll Avg			0.992	0.989	0.982	0.982	0.988	0.994	1.003	1.010	1.014	1.012	1.004	1.003	1.001	0.996	0.982	0.966	0.968	0.991	1.021	1.037	1.043	1.036	1.033	1.031	1.041	1.043	1.040	1.042	1.049	1.066	1.077	1.079	1.088	1.087

	A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
New Listings	54	45	34	20	16	31	48	50	53	57	60	55	51	34	27	14	8	26	37	50	48	42	50	40	33	29	28	27	8	17	30	34	32	40	42	49
Inventory	102	98	71	57	41	41	52	60	66	71	61	80	86	74	57	42	27	24	34	39	35	38	48	42	38	36	28	29	16	18	23	21	24	28	37	39
Sales	30	34	33	33	27	13	23	33	39	35	44	32	24	23	28	28	24	9	17	25	40	44	34	38	38	22	25	29	26	15	16	20	28	39	28	34

	(000's) A 10	S	O	N	D	J 11	F	M	A	M	J	J	A	S	O	N	D	J 12	F	M	A	M	J	J	A	S	O	N	D	J 13	F	M	A	M	J	J
Avg Sale Price	1,012	1,124	1,184	1,048	1,074	1,043	1,036	1,197	1,242	1,106	1,184	1,129	1,298	1,069	1,060	1,127	1,082	1,202	1,120	1,195	1,270	1,188	1,337	1,300	1,161	1,253	1,264	1,366	1,304	1,245	1,428	1,599	1,510	1,506	1,556	1,407
3 Mo. Roll Avg			1,107	1,119	1,102	1,055	1,051	1,092	1,158	1,182	1,177	1,140	1,204	1,165	1,142	1,085	1,090	1,137	1,134	1,172	1,195	1,218	1,265	1,275	1,266	1,238	1,226	1,294	1,311	1,305	1,326	1,424	1,512	1,538	1,524	1,490

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