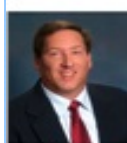


MARKET ACTION REPORT

July 2013

MLS Area: Los Altos Hills #221



Courtesy of

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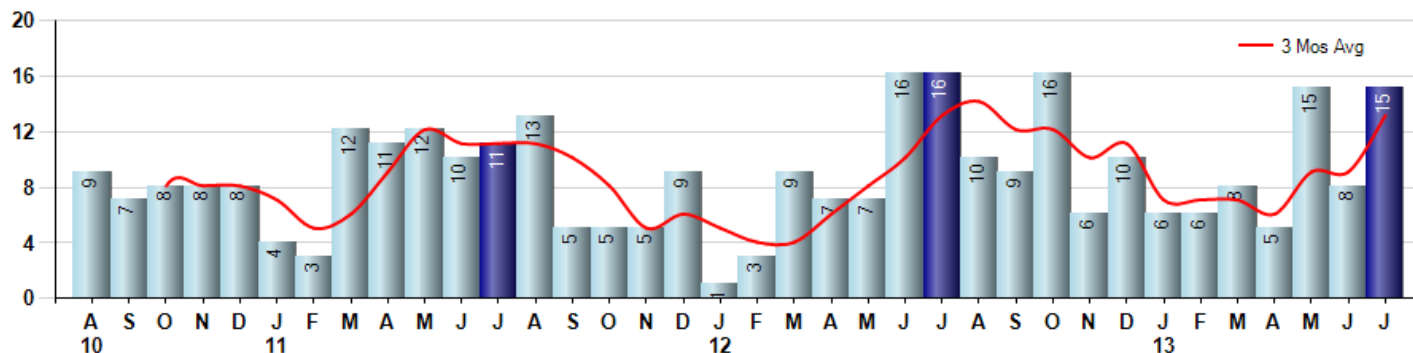
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$4,249,000	8%		18%				
Average List Price of all Current Listings	\$5,395,783	6%		18%				
July Median Sales Price	\$2,778,750	10%	-4%	7%	8%	\$2,750,000	4%	7%
July Average Sales Price	\$3,101,783	1%	-1%	5%	7%	\$2,944,313	-2%	1%
Total Properties Currently for Sale (Inventory)	43	5%		-27%				
July Number of Properties Sold	15	88%		-6%			7%	
July Average Days on Market (Solds)	34	13%	-32%	-43%	-56%	60	-33%	-22%
Asking Price per Square Foot (based on New Listings)	\$1,177	32%	20%	32%	33%	\$939	7%	6%
July Sold Price per Square Foot	\$867	0%	-1%	-1%	12%	\$851	9%	10%
July Month's Supply of Inventory	2.9	-44%	-25%	-22%	-62%	4.6	-53%	-40%
July Sale Price vs List Price Ratio	97.3%	-5.3%	-1%	-1%	0.3%	98.9%	1.8%	2.0%

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

Property Sales

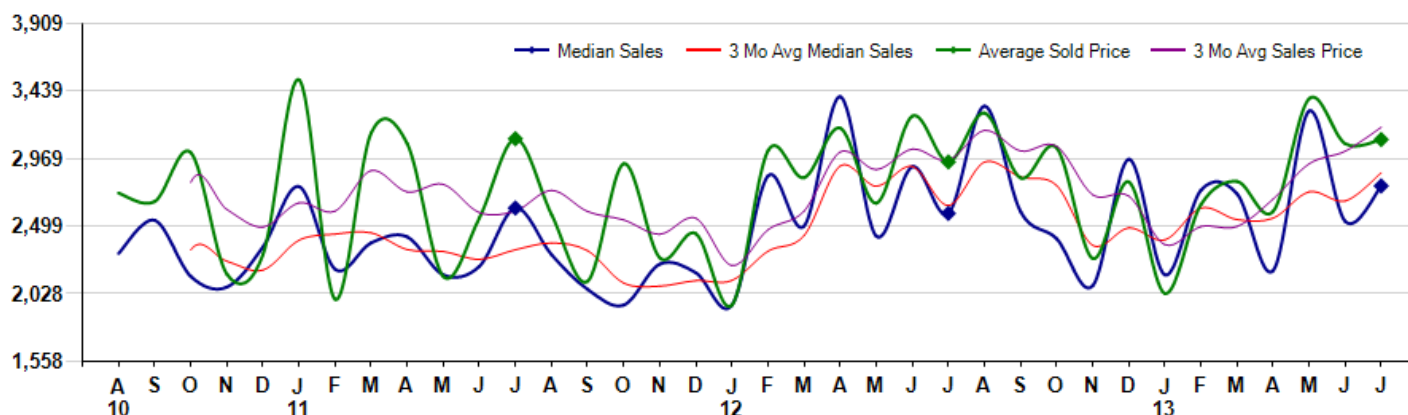
July Property sales were 15, down -6.3% from 16 in July of 2012 and 87.5% higher than the 8 sales last month. July 2013 sales were at a mid level compared to July of 2012 and 2011. July YTD sales of 63 are running 6.8% ahead of last year's year-to-date sales of 59.



Prices

The Median Sales Price in July was \$2,778,750, up 7.4% from \$2,587,500 in July of 2012 and up 9.7% from \$2,532,500 last month. The Average Sales Price in July was \$3,101,783, up 5.3% from \$2,946,344 in July of 2012 and up 0.9% from \$3,072,875 last month. July 2013 ASP was at a mid range compared to July of 2012 and 2011.

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

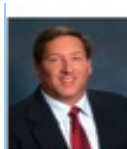


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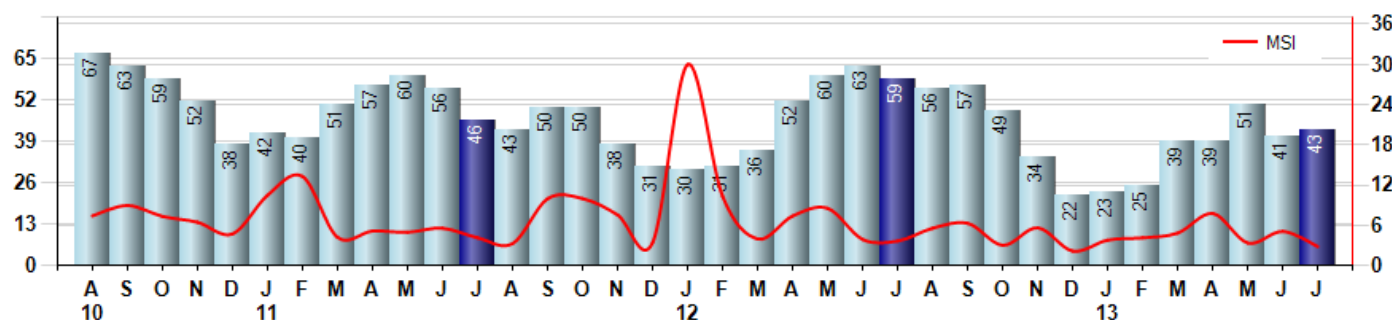
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Inventory & MSI

The Total Inventory of Properties available for sale as of July was 43, up 4.9% from 41 last month and down -27.1% from 59 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 2.9 months was at its lowest level compared with July of 2012 and 2011.

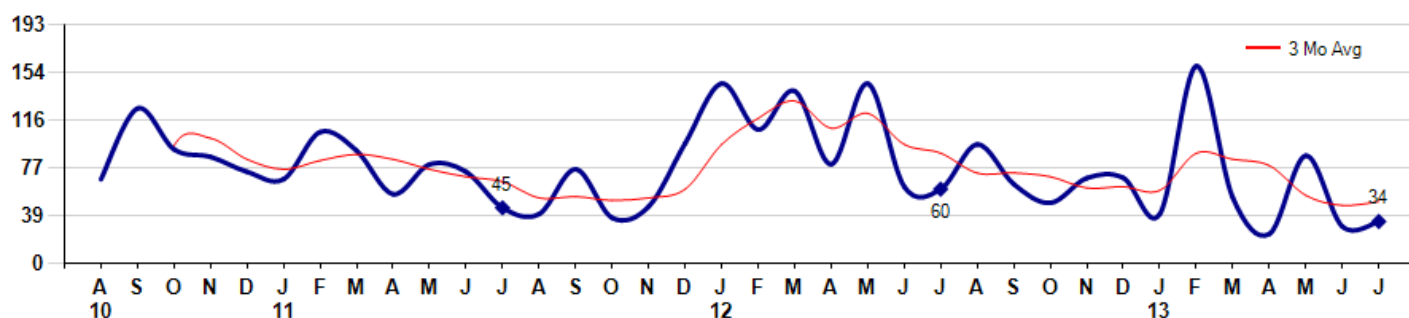
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 34, up 13.3% from 30 days last month and down -43.3% from 60 days in July of last year. The July 2013 DOM was at its lowest level compared with July of 2012 and 2011.

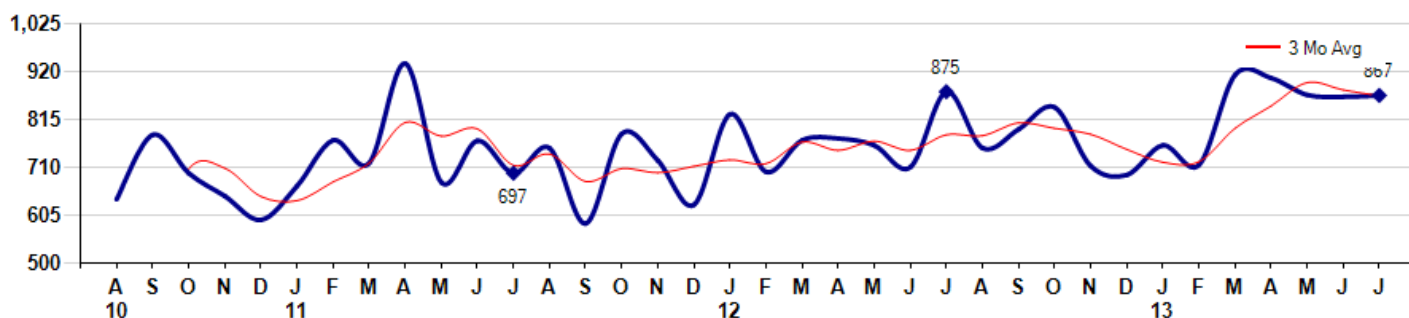
Average Days on Market(Listing to Contract) for properties sold during the month



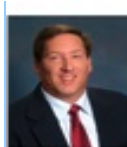
Selling Price per Square Foot

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 \$867 was up 0.3% from \$864 last month and down -0.9% from \$875 in July of last year.

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



MLS Area: Los Altos Hills #221



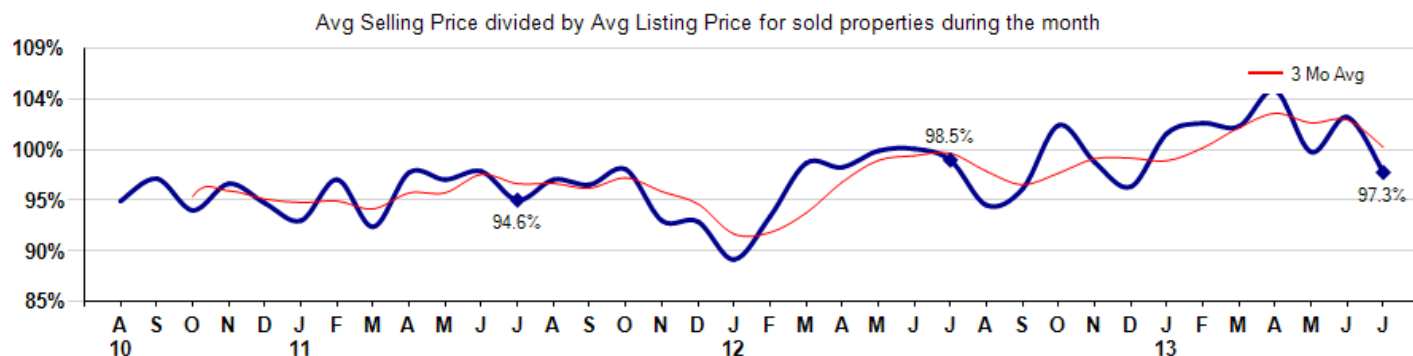
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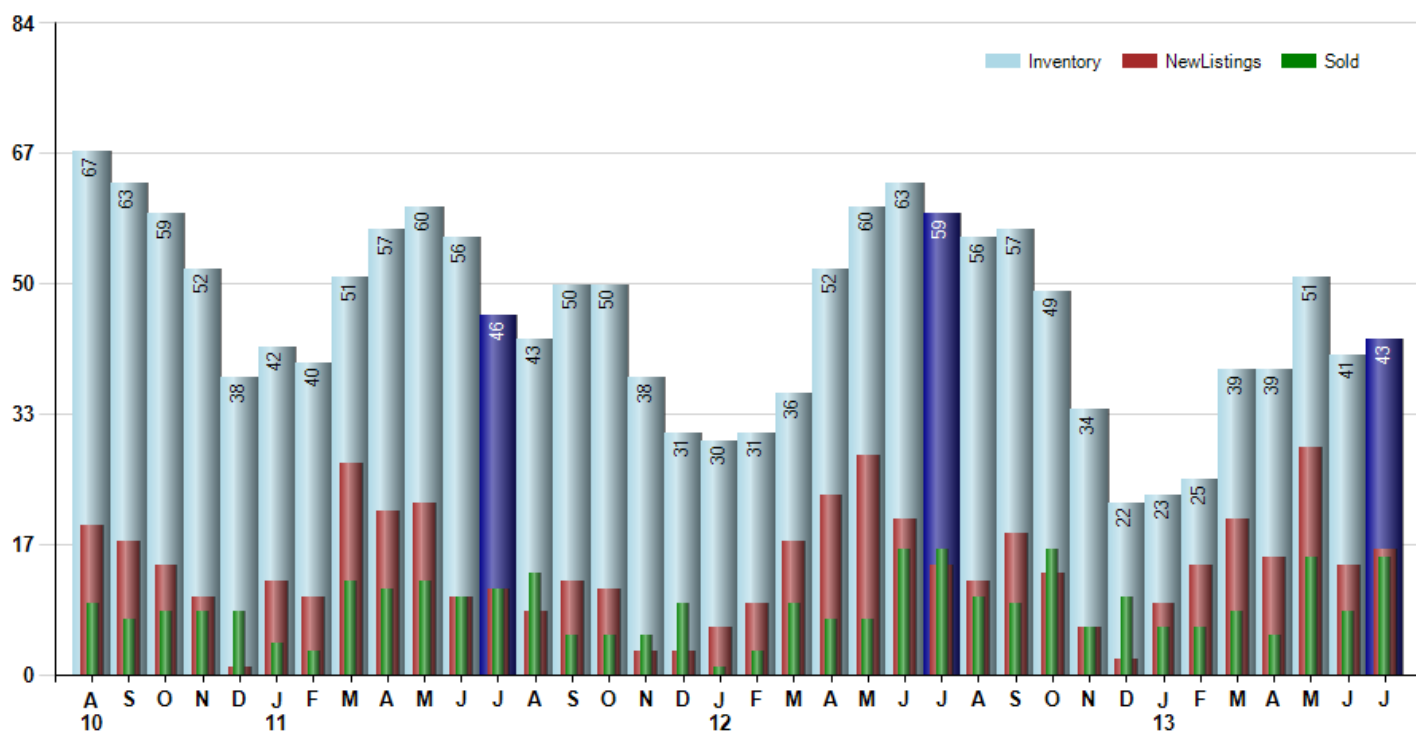
Selling Price vs Listing Price

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 97.3% was down from 102.7% last month and down from 98.5% in July of last year.



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 16, up 14.3% from 14 last month and up 14.3% from 14 in July of last year.



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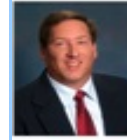
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July 2013

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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	9	7	8	8	8	4	3	12	11	12	10	11	13	5	5	5	9	1	3	9	7	7	16	16	10	9	16	6	10	6	6	8	5	15	8	15
3 Mo. Roll Avg			8	8	8	7	5	6	9	12	11	11	11	10	8	5	6	5	4	4	6	8	10	13	14	12	12	10	11	7	7	7	6	9	9	13

(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	2,310	2,540	2,150	2,075	2,355	2,775	2,200	2,383	2,425	2,160	2,220	2,625	2,300	2,060	1,950	2,235	2,175	1,950	2,850	2,500	3,400	2,430	2,913	2,588	3,335	2,600	2,413	2,085	2,965	2,160	2,750	2,724	2,190	3,300	2,533	2,779
3 Mo. Roll Avg			2,333	2,255	2,193	2,402	2,443	2,453	2,336	2,323	2,268	2,335	2,382	2,328	2,103	2,082	2,120	2,120	2,325	2,433	2,917	2,777	2,914	2,643	2,945	2,841	2,783	2,366	2,487	2,403	2,625	2,545	2,555	2,738	2,674	2,870

	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	67	63	59	52	38	42	40	51	57	60	56	46	43	50	50	38	31	30	31	36	52	60	63	59	56	57	49	34	22	23	25	39	39	51	41	43
MSI	7	9	7	7	5	11	13	4	5	5	6	4	3	10	10	8	3	30	10	4	7	9	4	4	6	6	3	6	2	4	4	5	8	3	5	3

	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	68	125	92	86	74	68	106	91	56	80	74	45	40	76	37	46	97	145	108	139	80	145	62	60	96	64	49	69	69	40	159	53	24	87	30	34
3 Mo. Roll Avg			95	101	84	76	83	88	84	76	70	66	53	54	51	53	60	96	117	131	109	121	96	89	73	73	70	61	62	59	89	84	79	55	47	50

	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	640	781	697	647	595	669	769	719	937	677	768	697	752	587	783	725	628	826	700	769	773	758	710	875	752	793	841	713	693	758	715	912	905	868	864	867
3 Mo. Roll Avg			706	708	646	637	678	719	808	778	794	714	739	679	707	698	712	726	718	765	747	767	747	781	779	807	795	782	749	721	722	795	844	895	879	866

	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	0.945	0.967	0.936	0.962	0.943	0.926	0.966	0.920	0.973	0.966	0.974	0.946	0.966	0.961	0.976	0.926	0.925	0.888	0.930	0.982	0.978	0.994	0.996	0.985	0.941	0.957	1.019	0.983	0.959	1.011	1.021	1.018	1.053	0.993	1.027	0.973
3 Mo. Roll Avg			0.949	0.955	0.947	0.944	0.945	0.937	0.953	0.953	0.971	0.962	0.962	0.958	0.968	0.954	0.942	0.913	0.914	0.933	0.963	0.985	0.989	0.992	0.974	0.961	0.972	0.986	0.987	0.984	0.997	1.017	1.031	1.021	1.024	0.998

	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	19	17	14	10	1	12	10	27	21	22	10	11	8	12	11	3	3	6	9	17	23	28	20	14	12	18	13	6	2	9	14	20	15	29	14	16
Inventory	67	63	59	52	38	42	40	51	57	60	56	46	43	50	50	38	31	30	31	36	52	60	63	59	56	57	49	34	22	23	25	39	39	51	41	43
Sales	9	7	8	8	8	4	3	12	11	12	10	11	13	5	5	5	9	1	3	9	7	7	16	16	10	9	16	6	10	6	6	8	5	15	8	15

(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	2,729	2,670	3,012	2,166	2,301	3,518	1,991	3,147	3,074	2,149	2,558	3,107	2,580	2,115	2,934	2,279	2,447	1,950	3,025	2,837	3,182	2,659	3,265	2,946	3,286	2,834	3,044	2,274	2,808	2,031	2,650	2,810	2,602	3,387	3,073	3,102
3 Mo. Roll Avg			2,804	2,616	2,493	2,661	2,603	2,885	2,737	2,790	2,593	2,605	2,748	2,601	2,543	2,443	2,553	2,225	2,474	2,604	3,014	2,893	3,035	2,957	3,166	3,022	3,055	2,718	2,709	2,371	2,496	2,497	2,687	2,933	3,021	3,187

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