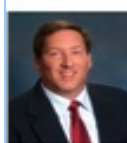


# MARKET ACTION REPORT

July 2013

City: Sunnyvale



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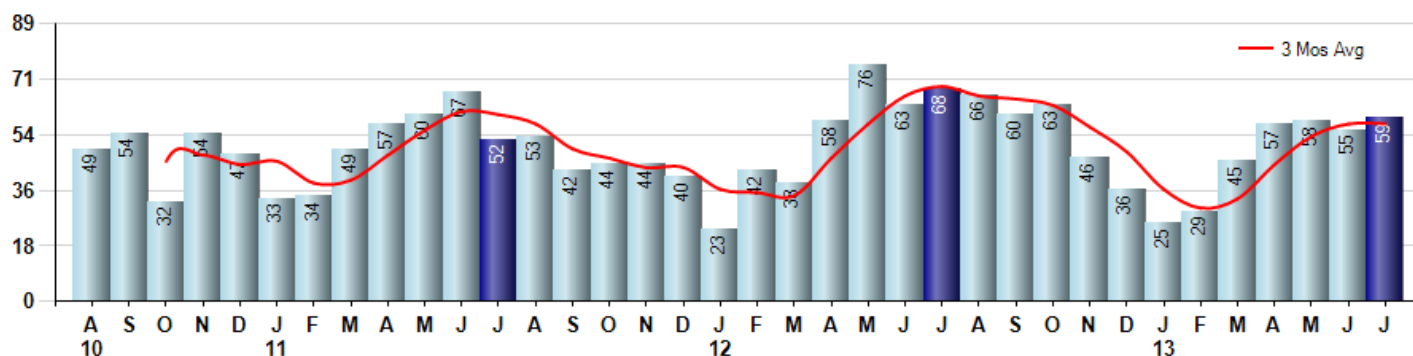
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$898,500	-5%		14%				
Average List Price of all Current Listings	\$939,470	-7%		17%				
July Median Sales Price	\$1,080,000	-4%	2%	23%	25%	\$1,028,500	27%	19%
July Average Sales Price	\$1,072,415	1%	4%	24%	28%	\$995,273	26%	19%
Total Properties Currently for Sale (Inventory)	54	8%		2%				
July Number of Properties Sold	59	7%		-13%			-11%	
July Average Days on Market (Solds)	13	30%	18%	-35%	-44%	13	-52%	-44%
Asking Price per Square Foot (based on New Listings)	\$588	-2%	1%	14%	15%	\$577	16%	13%
July Sold Price per Square Foot	\$627	-6%	-2%	16%	19%	\$620	23%	18%
July Month's Supply of Inventory	0.9	1%	6%	17%	-13%	0.8	-41%	-26%
July Sale Price vs List Price Ratio	109.1%	-2.6%	-2%	5%	4.9%	110.5%	7.2%	6.3%

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

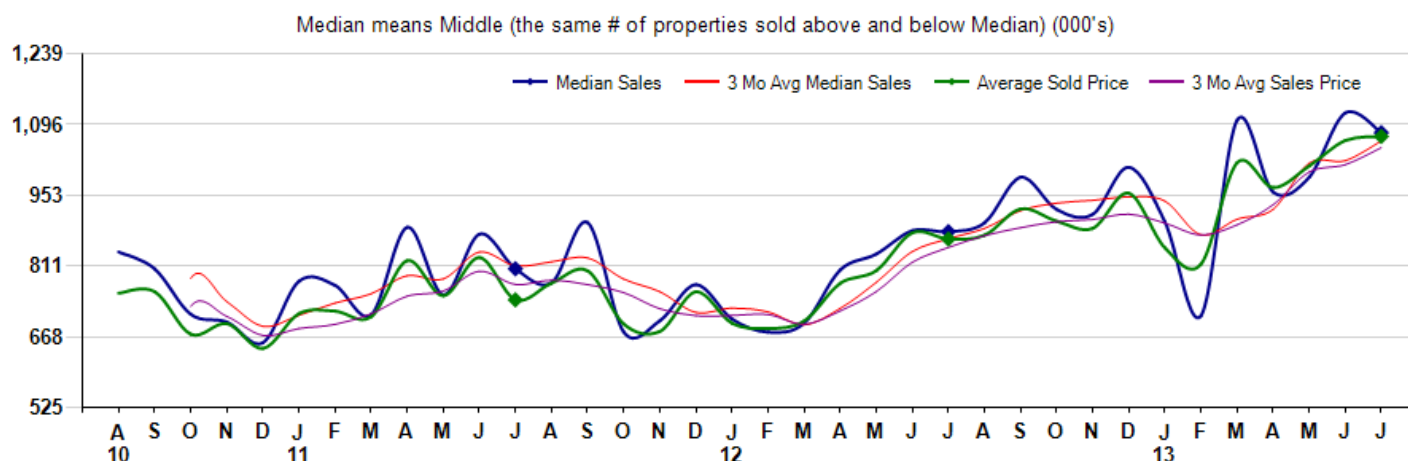
## Property Sales

July Property sales were 59, down -13.2% from 68 in July of 2012 and 7.3% higher than the 55 sales last month. July 2013 sales were at a mid level compared to July of 2012 and 2011. July YTD sales of 328 are running -10.9% behind last year's year-to-date sales of 368.



## Prices

The Median Sales Price in July was \$1,080,000, up 22.7% from \$880,000 in July of 2012 and down -3.6% from \$1,120,000 last month. The Average Sales Price in July was \$1,072,415, up 24.0% from \$865,168 in July of 2012 and up 0.8% from \$1,064,078 last month. July 2013 ASP was at highest level compared to July of 2012 and 2011.

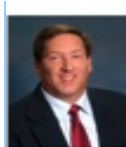


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Based on information from MLSListings, Inc. for the period 8/1/2010 through 7/31/2013. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential 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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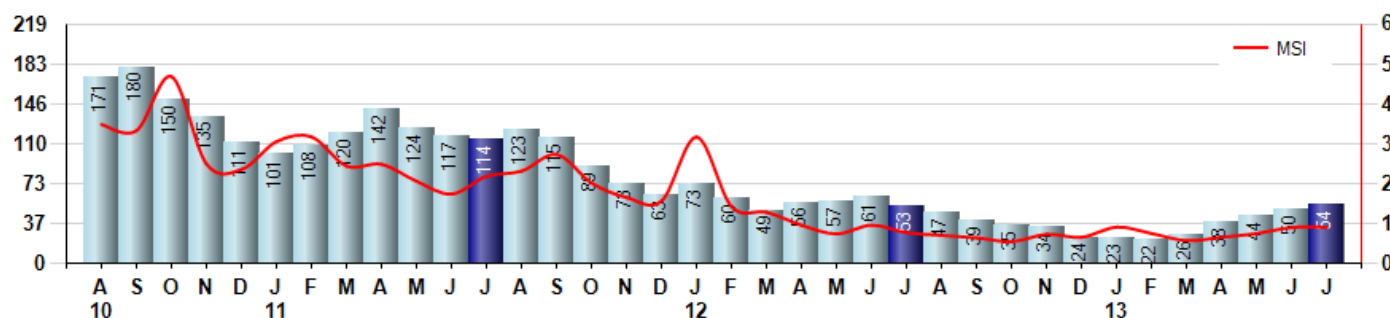
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

### Inventory & MSI

The Total Inventory of Properties available for sale as of July was 54, up 8.0% from 50 last month and up 1.9% from 53 in July of last year. July 2013 Inventory was at a mid range 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 0.9 months was at a mid range compared with July of 2012 and 2011.

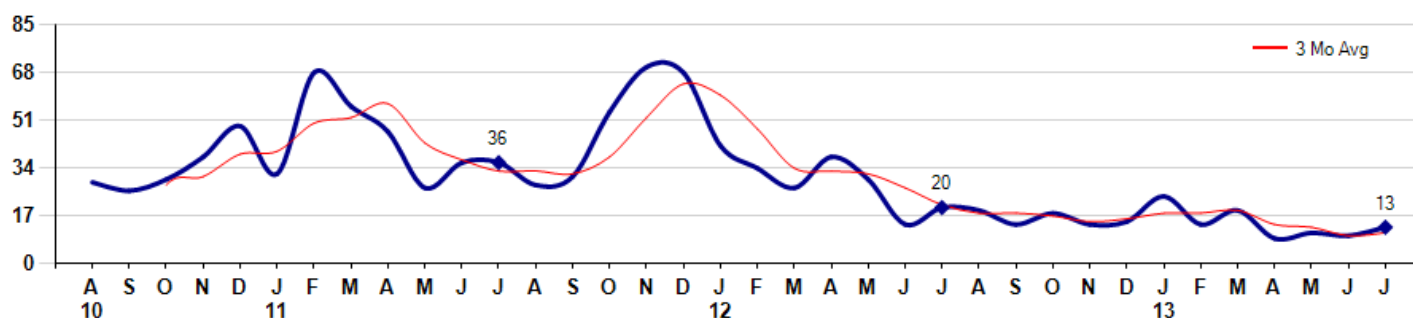
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 13, up 30.0% from 10 days last month and down -35.0% from 20 days in July of last year. The July 2013 DOM was at its lowest level compared with July of 2012 and 2011.

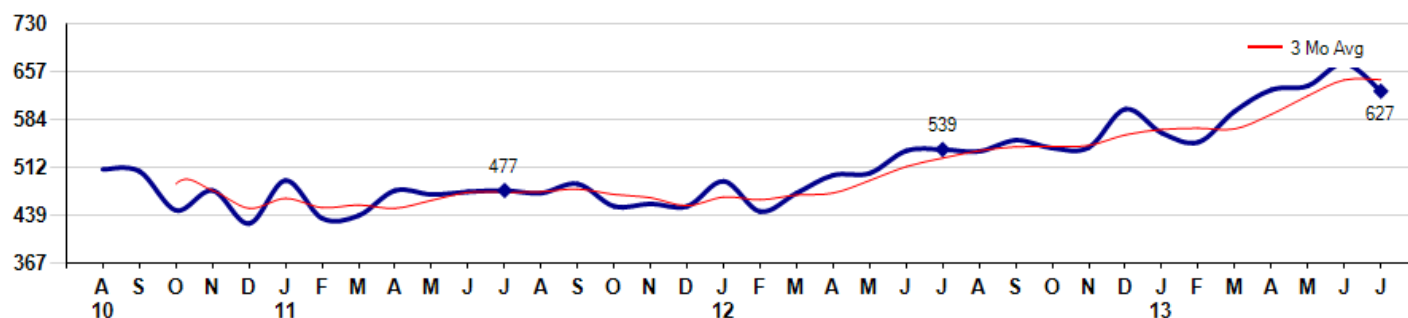
Average Days on Market(Listing to Contract) for properties sold during the month



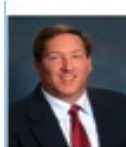
### Selling Price per Square Foot

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 \$627 was down -6.3% from \$669 last month and up 16.3% from \$539 in July of last year.

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



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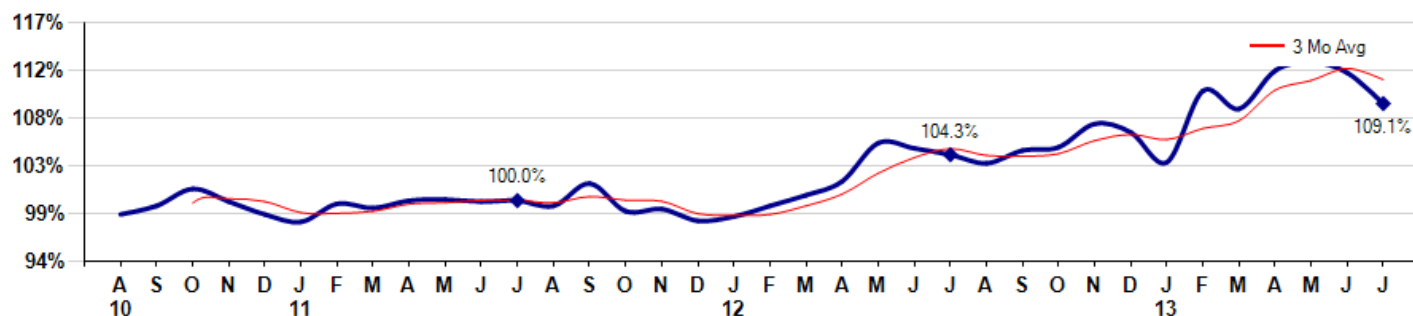


Price Range: \$0 to \$999,999,000 | Properties: Single Family Home

### Selling Price vs Listing Price

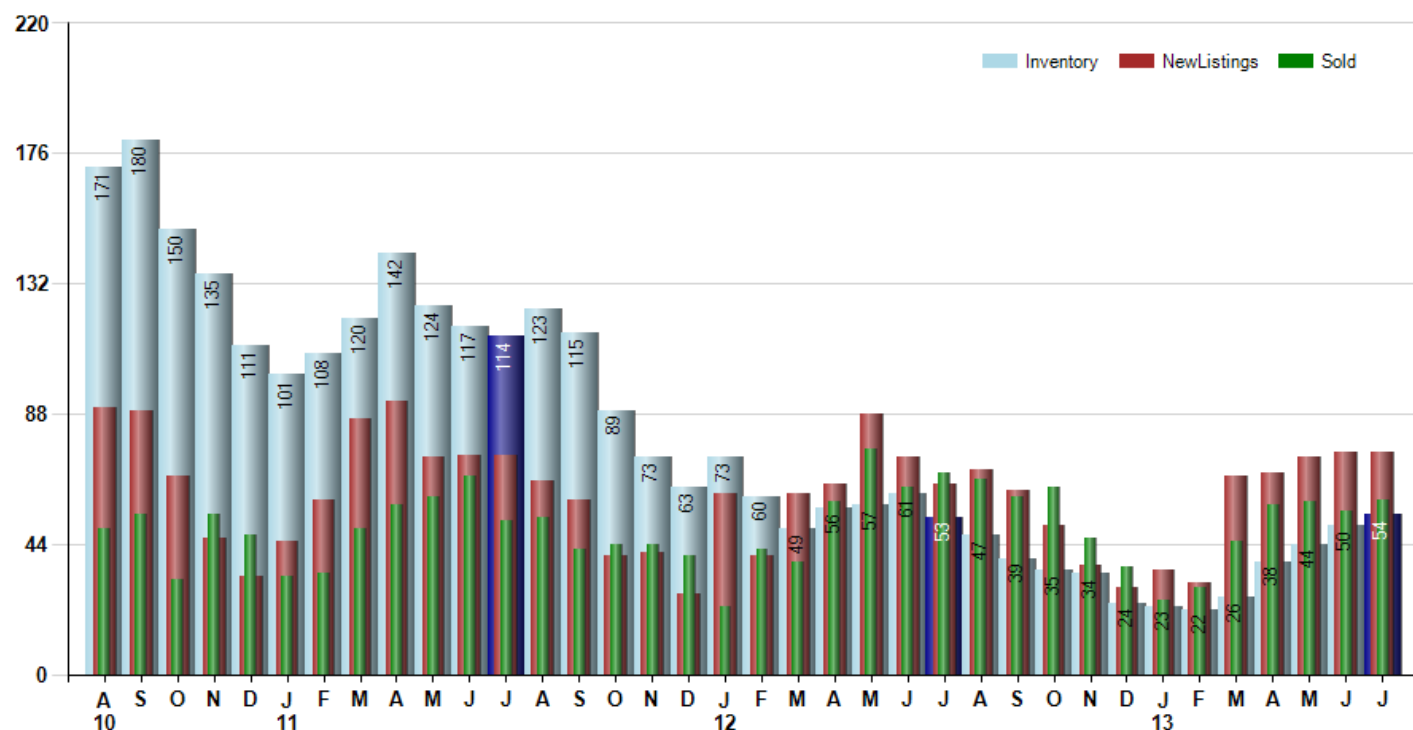
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2013 Selling Price vs List Price of 109.1% was down from 112.0% last month and up from 104.3% 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 75, equal to 75 last month and up 17.2% from 64 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	49	54	32	54	47	33	34	49	57	60	67	52	53	42	44	44	40	23	42	38	58	76	63	68	66	60	63	46	36	25	29	45	57	58	55	59
3 Mo. Roll Avg			45	47	44	45	38	39	47	55	61	60	57	49	46	43	43	36	35	34	46	57	66	69	66	65	63	56	48	36	30	33	44	53	57	57
(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	839	805	713	698	656	780	772	712	889	753	875	805	777	899	678	700	773	704	677	695	803	835	882	880	898	990	925	915	1,010	900	710	1,105	960	990	1,120	1,080
3 Mo. Roll Avg			786	739	689	711	736	755	791	785	839	811	819	827	784	759	717	726	718	692	725	777	840	866	887	923	938	943	950	942	873	905	925	1,018	1,023	1,063
	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	171	180	150	135	111	101	108	120	142	124	117	114	123	115	89	73	63	73	60	49	56	57	61	53	47	39	35	34	24	23	22	26	38	44	50	54
MSI	3	3	5	3	2	3	3	2	2	2	2	2	2	3	2	2	2	3	1	1	1	1	1	1	1	1	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	29	26	30	38	49	32	68	56	47	27	36	36	28	31	54	70	68	42	34	27	38	30	14	20	19	14	18	14	15	24	14	19	9	11	10	13
3 Mo. Roll Avg			28	31	39	40	50	52	57	43	37	33	33	32	38	52	64	60	48	34	33	32	27	21	18	18	17	15	16	18	18	19	14	13	10	11
	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	509	506	447	477	427	492	435	439	477	471	475	477	473	487	453	457	453	491	445	473	500	503	537	539	536	553	541	542	600	564	550	597	629	635	669	627
3 Mo. Roll Avg			487	477	450	465	451	455	450	462	474	474	475	479	471	466	454	467	463	470	473	492	513	526	537	543	543	545	561	569	571	570	592	620	644	644
	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	0.987	0.995	1.011	0.999	0.987	0.980	0.997	0.993	1.000	1.001	0.999	1.000	0.995	1.016	0.990	0.992	0.981	0.985	0.995	1.005	1.018	1.054	1.049	1.043	1.035	1.047	1.050	1.072	1.064	1.036	1.103	1.086	1.122	1.130	1.120	1.091
3 Mo. Roll Avg			0.998	1.002	0.999	0.989	0.988	0.990	0.997	0.998	1.000	1.000	0.998	1.004	1.000	0.999	0.988	0.986	0.987	0.995	1.006	1.026	1.040	1.049	1.042	1.042	1.044	1.056	1.062	1.057	1.068	1.075	1.104	1.113	1.124	1.114
	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	90	89	67	46	33	45	59	86	92	73	74	74	65	59	40	41	27	61	40	61	64	88	73	64	69	62	50	37	29	35	31	67	68	73	75	75
Inventory	171	180	150	135	111	101	108	120	142	124	117	114	123	115	89	73	63	73	60	49	56	57	61	53	47	39	35	34	24	23	22	26	38	44	50	54
Sales	49	54	32	54	47	33	34	49	57	60	67	52	53	42	44	44	40	23	42	38	58	76	63	68	66	60	63	46	36	25	29	45	57	58	55	59
(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	756	759	673	694	644	715	719	708	822	751	828	742	776	801	694	678	759	695	684	699	776	801	878	865	873	926	901	887	958	847	814	1,019	969	1,013	1,064	1,072
3 Mo. Roll Avg			729	709	670	684	693	714	750	760	800	773	782	773	757	724	710	711	713	693	720	759	818	848	872	888	900	905	915	897	873	894	934	1,000	1,015	1,050