

City: *Pebble Beach*

**Ben and Carole Heinrich**

The Heinrich Team  
831-626-2434  
team@theheinrichteam.com  
www.TheHeinrichTeam.com



Price Range: All | Properties: Single Family

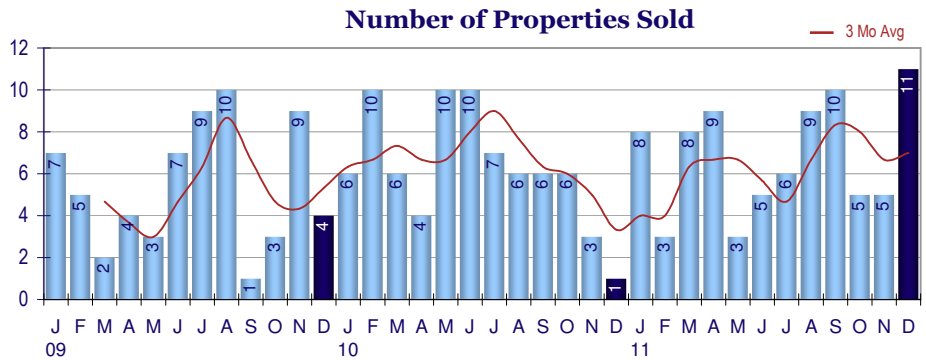
## Market Profile & Trends Overview

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$2,325,000	↑		↑				
Average List Price of all Current Listings	\$3,504,781	↑		↑				
December Median Sales Price	\$1,108,000	↑	↑	↓	↔	\$1,104,000	↔	↔
December Average Sales Price	\$1,589,364	↑	↓	↓	↓	\$1,851,635	↓	↓
Total Properties Currently for Sale (Inventory)	88	↓		↓				
December Number of Properties Sold	11	↑		↑		82	↑	
December Average Days on Market (Solds)	182	↑	↑	↓	↑	144	↑	↑
Asking Price per Square Foot (based on New Listings)	\$568	↑	↓	↑	↓	\$647	↓	↓
December Sold Price per Square Foot	\$466	↑	↔	↓	↓	\$542	↓	↓
December Month's Supply of Inventory	8.0	↓	↓	↓	↓	19.4	↓	↓
December Sale Price vs List Price Ratio	97.1%	↑	↑	↑	↑	89.7%	↑	↑

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2010) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

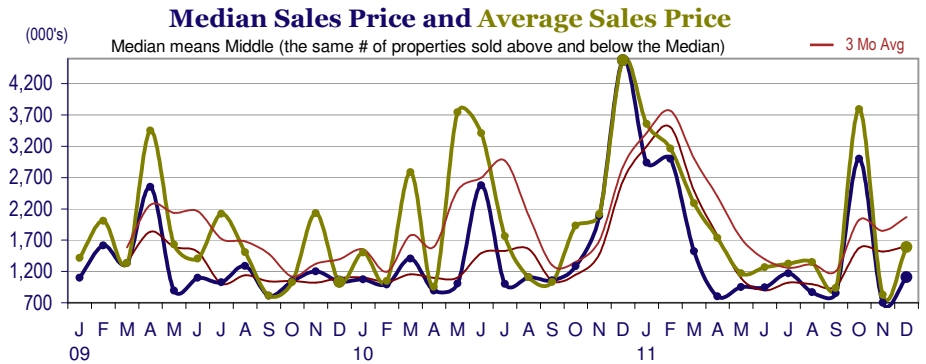
## Property Sales

December Property sales were 11, up 1000.0% from 1 in December of 2010 and 120.0% higher than the 5 sales last month. December 2011 sales were at their highest level compared to December of 2010 and 2009. December YTD sales of 82 are running 9.3% ahead of last year's year-to-date sales of 75.



## Prices

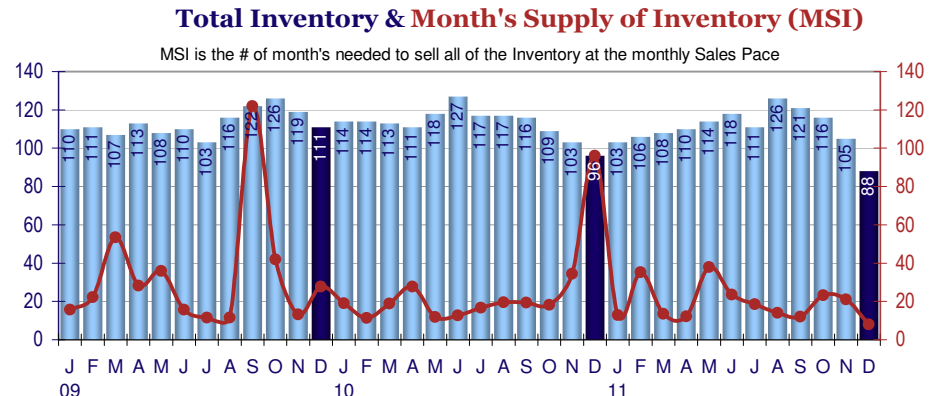
The Median Sales Price in December was \$1,108,000, down 75.8% from \$4,575,000 in December of 2010 and up 58.3% from \$700,000 last month. The Average Sales Price in December was \$1,589,364, down 65.3% from \$4,575,000 in December of 2010 and up 92.1% from \$827,400 last month. December 2011 ASP was at a mid range compared to December of 2010 and 2009.



## Inventory & MSI

The Total Inventory of Properties available for sale as of December was 88, down 16.2% from 105 last month and down 8.3% from 96 in December of last year. December 2011 Inventory was at its lowest level compared with December of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2011 MSI of 8.0 months was at its lowest level compared with December of 2010 and 2009.



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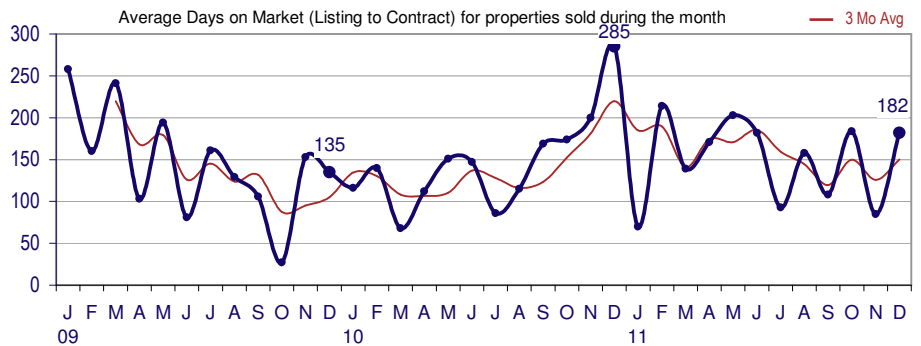


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## Market Time

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 December was 182, up 114.1% from 85 days last month and down 36.1% from 285 days in December of last year. The December 2011 DOM was at a mid level compared with December of 2010 and 2009.

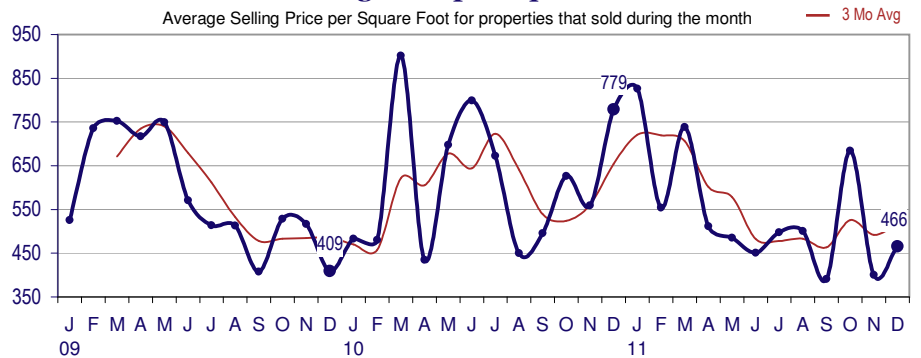
## Days On Market for Sold Properties



## 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 December 2011 Selling Price per Square Foot of \$466 was up 16.4% from \$400 last month and down 40.2% from 779 in December of last year.

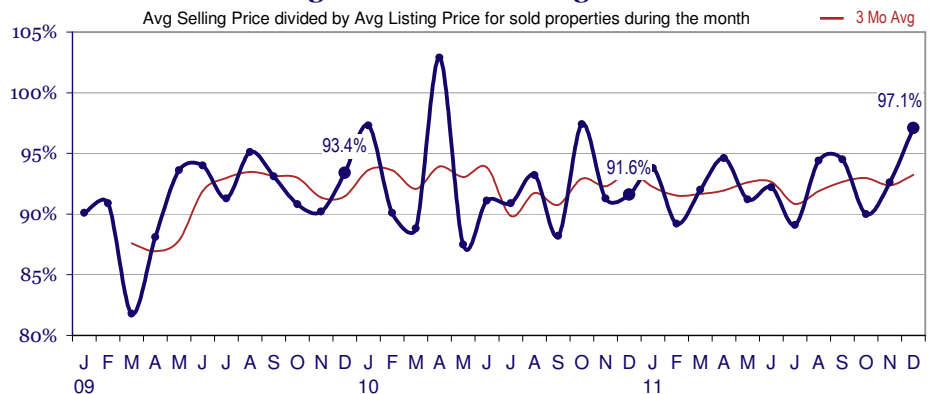
## Selling Price per Square Foot



## Selling Price vs Original Listing Price

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original 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 December 2011 Selling Price vs Original List Price of 97.1% was up from 92.6% last month and up from 91.6% in December of last year.

## Selling Price versus Listing Price Ratio



## 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 December 2011 was 3, down 57.1% from 7 last month and down 66.7% from 9 in December of last year.

## Inventory / New Listings / Sales

