

REAL ESTATE MARKET REPORT RANCHO MIRAGE



Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Sunday, November 4

2018

TABLE OF CONTENTS

Charts and Commentary	Pages 1-2
Market Summary Table	Page 3
Glossary	Page 4



Joy M. Farenden

Coldwell Banker Residential Brokerage
72605 Highway 111, Suite B1
Palm Desert, CA 92260
www.AllDesertJoy.com
Joy@JoyFarenden.com
CalRE # 01706103
(760) 702 4657



Realtor® QSC, SFR
Mobile (760) 702-4657 Direct Office Line/Fax (760) 766-1492
Email Joy@JoyFarenden.com | www.AllDesertJoy.com
CalBRE# 01705103



www.facebook.com/allpalmsprings

www.linkedin/in/allpalmsprings

twitter.com/joyfarenden.com



REAL ESTATE MARKET REPORT RANCHO MIRAGE

Sunday, November 4, 2018

Joy M. Farenden

Coldwell Banker Residential Brokerage
Joy@JoyFarenden.com
(760) 702 4657

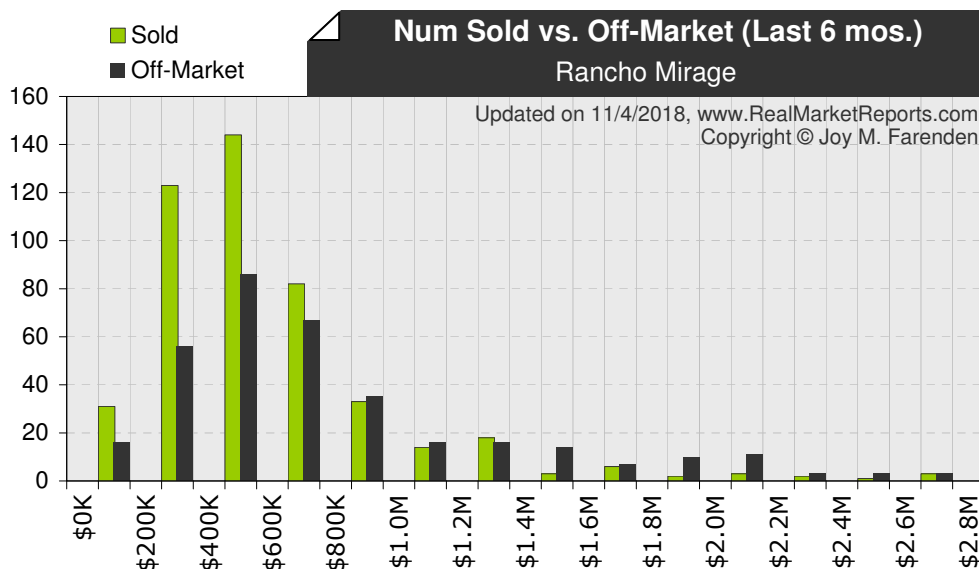
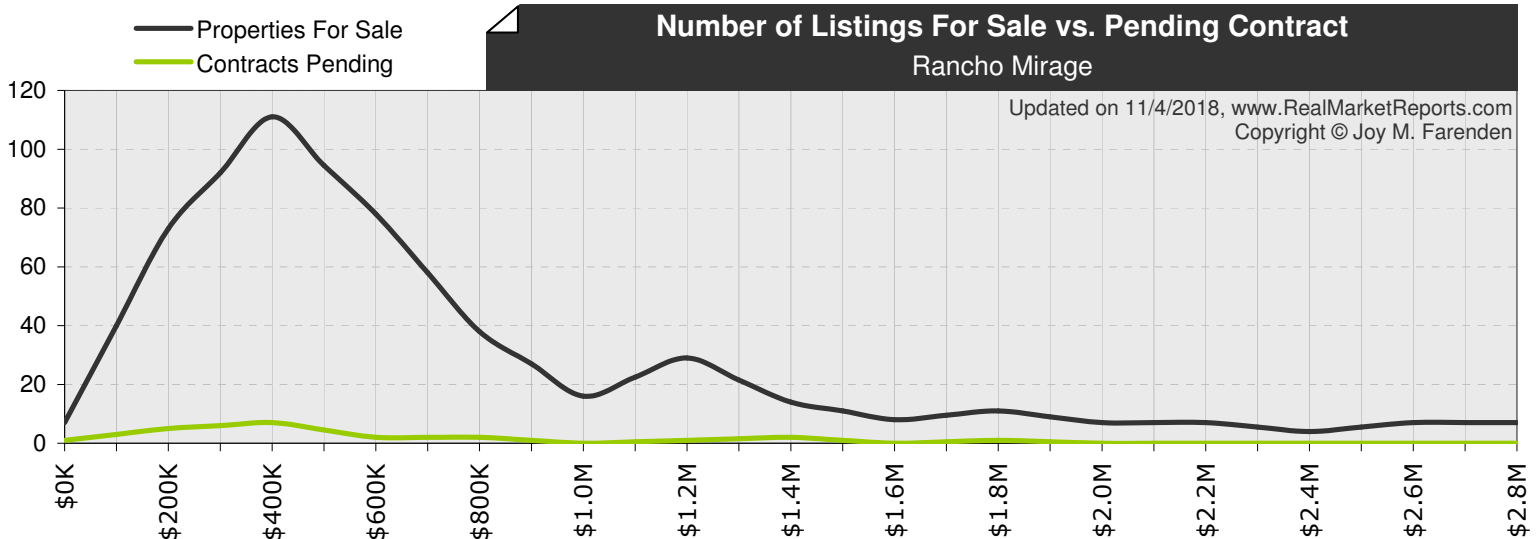
Let's take a look at the real estate market. Currently there are 21 sales pending in the market overall, leaving 434 listings still for sale. The resulting pending ratio is 4.6% (21 divided by 455). So you might be asking yourself, that's great... but what exactly does it mean? I'm glad you asked!

The pending ratio indicates the supply & demand of the market. Specifically, a high ratio means that listings are in demand and quickly going to contract. Alternatively, a low ratio means there are not enough qualified buyers for the existing supply.

"Current inventory is described as somewhat slow."

Taking a closer look, we notice that the \$400K - \$600K price range has a relatively large number of contracts pending sale.

We also notice that the \$400K - \$600K price range has a relatively large inventory of properties for sale at 111 listings. The average list price (or asking price) for all properties in this market is \$1,051,357.



A total of 468 contracts have closed in the last 6 months with an average sold price of \$612,162. Breaking it down, we notice that the \$400K - \$600K price range contains the highest number of sold listings.

Alternatively, a total of 372 listings have failed to sell in that same period of time. Listings may fail to sell for many reasons such as being priced too high, having been inadequately marketed, the property was in poor condition, or perhaps the owner had second thoughts about selling at this particular time. The \$400K - \$600K price range has the highest number of off-market listings at 86 properties.

REAL ESTATE MARKET REPORT RANCHO MIRAGE

Sunday, November 4, 2018

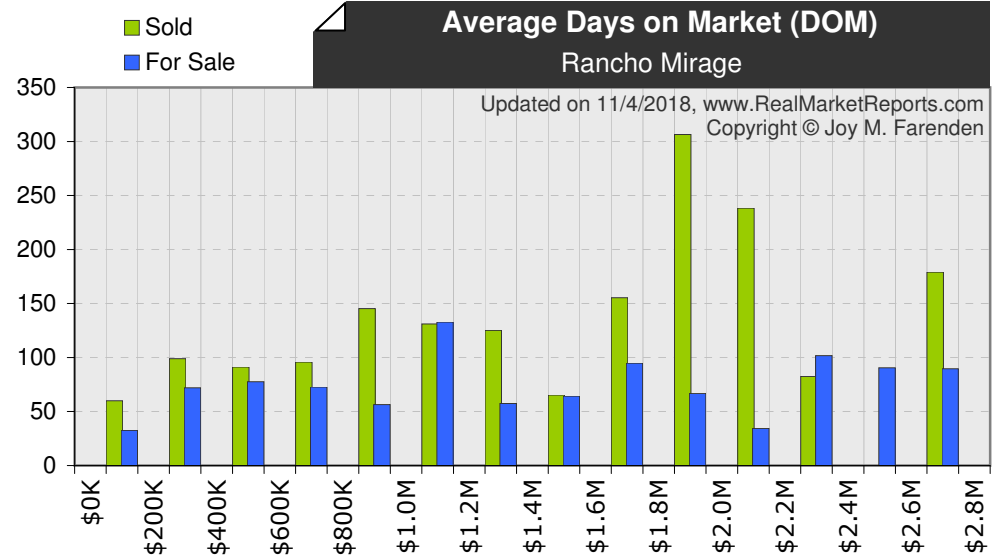
Joy M. Farenden
Coldwell Banker Residential Brokerage
Joy@JoyFarenden.com
(760) 702 4657

Looking at the chart to the right, you might be wondering why average days on market (DOM) is important. This is a useful measurement because it can help us to determine whether we are in a buyer's market (indicated by high DOM), or a seller's market (indicated by low DOM). Active listings (properties for sale) have been on the market for an average of 76 days.

Analysis of sold properties for the last six months reveals an average sold price of \$612,162 and 102 days on market. Notice that properties in the \$0K - \$200K price range have sold quickest over the last six months.

The recent history of sales can be seen in the two charts below. The average sold price for the last 30 days was \$596,207 with an average DOM of 78 days.

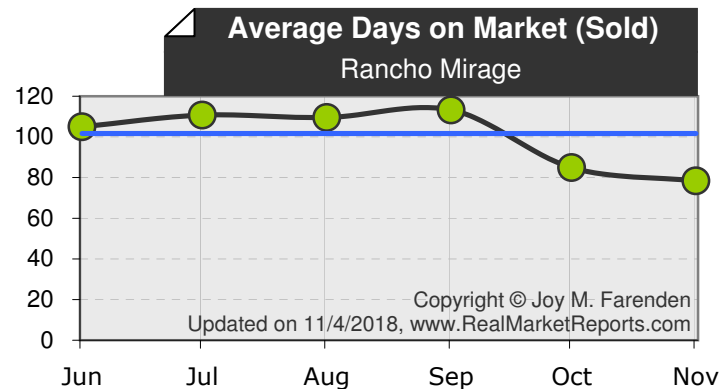
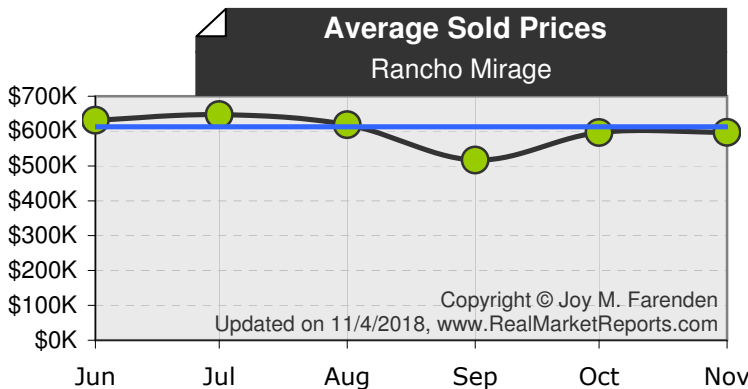
Since the recent DOM is less than the average DOM for the last 6 months, it is a positive indicator for demand. It is always important to realize that real estate markets can fluctuate due to many factors, including shifting interest rates, the economy, or seasonal changes.



"The average list-to-sales ratio for this area is 95.7%."

Ratios are simple ways to express the difference between two values such as list price and sold price. In our case, we typically use the list-to-sale ratio to determine the percentage of the final list price that the buyer ultimately paid. It is a very common method to help buyers decide how much to offer on a property.

Analysis of the absorption rate indicates an inventory of 5.6 months based on the last 6 months of sales. This estimate is often used to determine how long it would take to sell off the current inventory of properties if all conditions remained the same. It is significant to mention that this estimate does not take into consideration any additional properties that will come onto the market in the future.



REAL ESTATE MARKET REPORT RANCHO MIRAGE

Sunday, November 4, 2018

Joy M. Farenden
Coldwell Banker Residential Brokerage
Joy@JoyFarenden.com
(760) 702 4657

Price Range		For Sale ^[1]					Contracts Pending ^[2]		Off-Market in the Last 6 Months ^[3]					Absorption Rate	
Min.	Max.	Total Num	Avg DOM	Avg List Price	Total Num	Pending Ratio	Total Num	Total Num	Avg DOM	Avg Orig List Price	Avg List Price	Avg Sold Price	List to Sales	Mos.	
\$0	\$199,999	7	33	\$ 166,486	1	12.5%	16	31	60	\$ 247,239	\$ 184,671	\$ 151,565	82.1%	1.4	
\$200,000	\$399,999	73	72	\$ 331,521	5	6.4%	56	123	99	\$ 334,641	\$ 324,508	\$ 314,245	96.8%	3.6	
\$400,000	\$599,999	111	78	\$ 512,506	7	5.9%	86	144	91	\$ 519,595	\$ 503,310	\$ 488,699	97.1%	4.6	
\$600,000	\$799,999	78	73	\$ 701,306	2	2.5%	67	82	96	\$ 729,468	\$ 713,116	\$ 692,927	97.2%	5.7	
\$800,000	\$999,999	38	57	\$ 881,397	2	5.0%	35	33	145	\$25,721,145	\$ 906,933	\$ 868,124	95.7%	6.9	
\$1,000,000	\$1,199,999	16	133	\$1,143,312	0	0.0%	16	14	131	\$1,208,857	\$1,168,357	\$1,101,250	94.3%	6.9	
\$1,200,000	\$1,399,999	29	57	\$1,302,414	1	3.3%	16	18	125	\$1,403,833	\$1,334,278	\$1,268,133	95.0%	9.7	
\$1,400,000	\$1,599,999	14	64	\$1,521,811	2	12.5%	14	3	65	\$1,594,633	\$1,594,333	\$1,508,333	94.6%	28.0	
\$1,600,000	\$1,799,999	8	95	\$1,751,238	0	0.0%	7	6	155	\$1,869,667	\$1,799,000	\$1,656,500	92.1%	8.0	
\$1,800,000	\$1,999,999	11	67	\$1,961,000	1	8.3%	10	2	307	\$2,996,000	\$2,248,500	\$1,880,000	83.6%	33.0	
\$2,000,000	\$2,199,999	7	34	\$2,146,714	0	0.0%	11	3	238	\$2,313,333	\$2,196,296	\$2,092,500	95.3%	14.0	
\$2,200,000	\$2,399,999	7	102	\$2,280,714	0	0.0%	3	2	83	\$2,525,000	\$2,373,500	\$2,240,000	94.4%	21.0	
\$2,400,000	\$2,599,999	4	91	\$2,482,500	0	0.0%	3	1	-	\$2,495,000	\$2,495,000	\$2,400,000	96.2%	24.0	
\$2,600,000	\$2,799,999	7	90	\$2,708,857	0	0.0%	3	3	179	\$3,065,000	\$2,806,667	\$2,633,333	93.8%	14.0	
\$2,800,000	+	24	128	\$4,708,595	0	0.0%	29	3	179	\$3,388,333	\$3,388,333	\$3,258,333	96.2%	48.0	
Market Summary >>>		434	76	\$1,051,357	21	4.6%	372	468	102	\$2,415,156	\$ 639,710	\$ 612,162	95.7%	5.6	

Date Range = 05/06/2018 to 11/04/2018

Status = [1] A, C, O; [2] P; [3] H, K, W, X; [4] S, L

City = Rancho Mirage

Property_Type_Code = RESI

Data believed to be accurate but not guaranteed.

Sunday, November 4, 2018

Joy M. Farenden
Coldwell Banker Residential Brokerage
Joy@JoyFarenden.com
(760) 702 4657

1. PROPERTIES FOR SALE

- a. **Number Active:** The number of listings for sale which are currently being marketed but do not yet have a purchase agreement.
- b. **Average Days on Market (DOM):** The average marketing period of currently active listings. This does not account for some listings which have had a previous listing period, but were re-entered as a new listing.
- c. **Average List Price:** The average price that a seller is currently asking.

2. CONTRACTS PENDING

- a. **Number Pending:** The number of current listings for which a contract has been signed but has not yet closed.
- b. **Pending Ratio:** Sometimes called a "list-to-pending ratio". This is a measure of how fast properties are going under contract vs. how fast they are being listed.

$$\text{Pending Ratio} = \frac{P \text{ (Number of Pending Listings)}}{A+P \text{ (Number of Active + Pending)}}$$

(P) represents properties that buyers have chosen
(A+P) represents the entire pool from which they have chosen

3. OFF-MARKET

- a. **Number Off-Market:** The number of listing agreements that have failed to close in the last 6 months. Some owners may choose to reoffer their property for sale.

4. PROPERTIES SOLD

- a. **Number Sold:** The number of properties that have gone to a closing in the last 6 months.
- b. **Average Days on Market (DOM):** The average marketing time it has taken properties to sell in the last 6 months.
- c. **Average Original List Price:** The average price at which a sold property was originally marketed.
- d. **Average List Price:** The average price at which a sold property was marketed just prior to selling.
- e. **Average Sold Price:** The average price for which a property sold.
- f. **List to Sales Ratio:** The percentage of the list price that the buyer ultimately paid for the property.

$$\text{List to Sales Ratio} = \frac{\text{Average Sold Price}}{\text{Average List Price}}$$

5. OTHER

- a. **Absorption Rate / Months of Inventory:** An estimate of how fast listings are currently selling measured in months. For example, if 100 properties sell per month and there are 800 properties for sale - there is an 8 month supply of inventory before counting the additional properties that will come on the market.