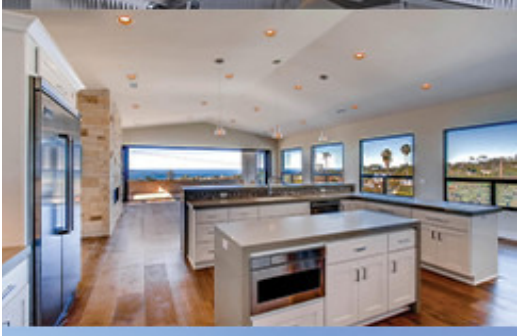
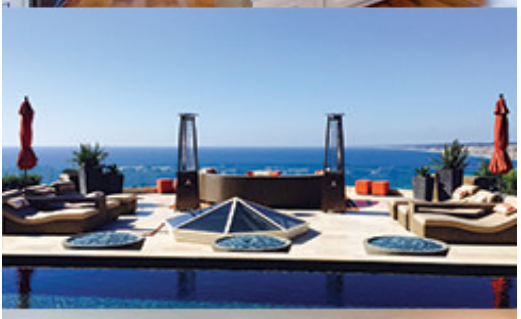
REAL ESTATE MARKET REPORT

HILLCREST / MISSION HILLS





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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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29	30					

Sunday, April 1

2018

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Scott Robeson
1111 Prospect Street 100
La Jolla, CA 92037
www.RobesonHomes.com
ScottRobeson.PacificSothebysRealty.com
Scott@RobesonHomes.com
Scott.Robeson@SothebysRealty.com
858-401-3077

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Scott Robeson
Scott@RobesonHomes.com
858-401-3077

Let's take a look

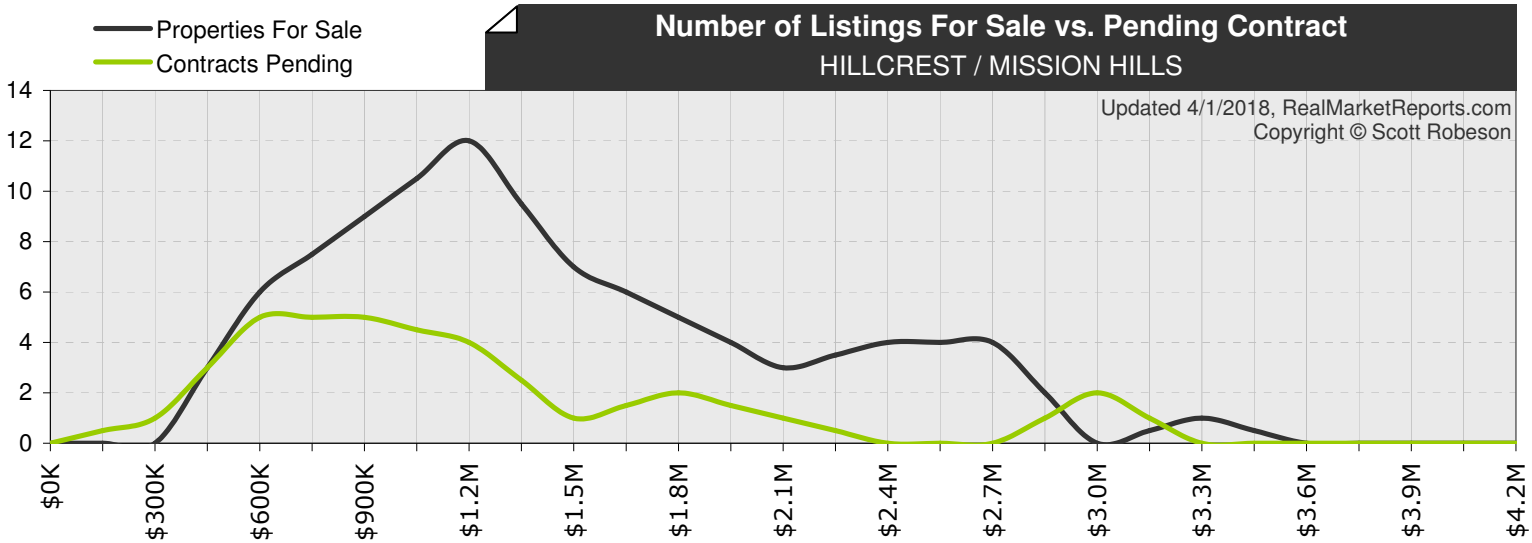
at the real estate market. Currently there are 21 sales pending in the market overall, leaving 51 listings still for sale. The resulting pending ratio is 29.2% (21 divided by 72). So you might be asking yourself, that's great... but what exactly does it mean? I'm glad you asked!

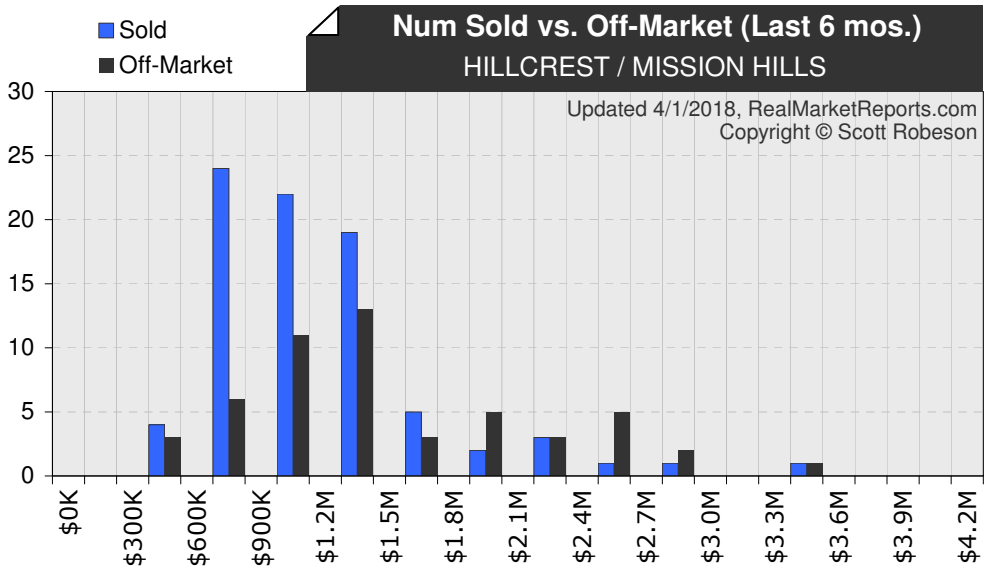
The pending ratio indicates the supply & demand of the market. Specifically, a high ratio means that listings are in demand and quickly going to contract. Alternatively, a low ratio means there are not enough qualified buyers for the existing supply.

"Current inventory is described as mildly active."

Taking a closer look, we notice that the $600K - $900K price range has a relatively large number of contracts pending sale.

We also notice that the $1.2M - $1.5M price range has a relatively large inventory of properties for sale at 12 listings. The median list price (or asking price) for all properties in this market is $1,495,000.





A total of 82 contracts have closed in the last 6 months with a median sold price of $1,030,000. Breaking it down, we notice that the $600K - $900K price range contains the highest number of sold listings.

Alternatively, a total of 52 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 $1.2M - $1.5M price range has the highest number of off-market listings at 13 properties.

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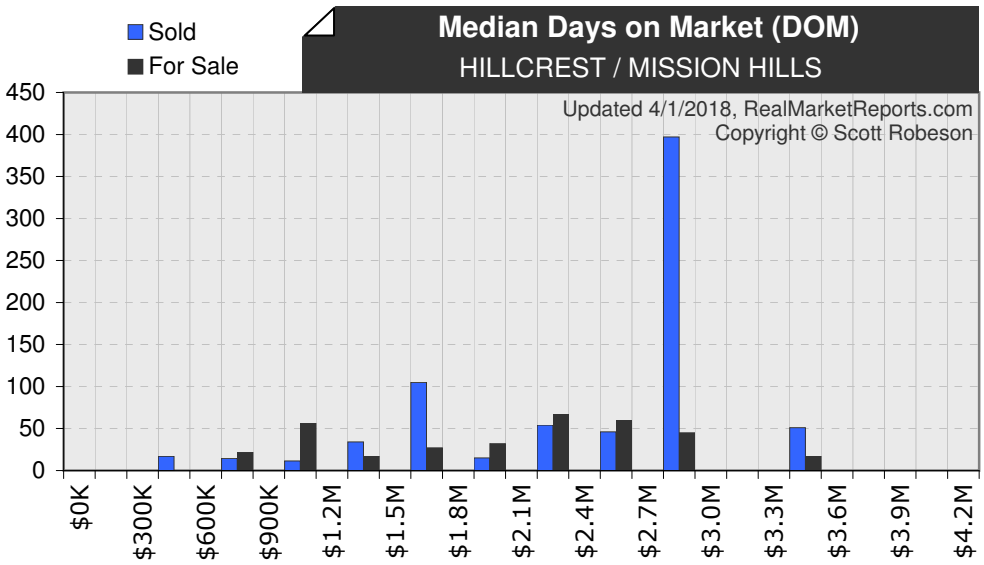
Looking at the chart to the right, you might be wondering why average days on market (DOM) is important. This is a useful measurement because it can help us to determine whether we are in a buyer's market (indicated by high DOM), or a seller's market (indicated by low DOM). Active listings (properties for sale) have been on the market for a median time of 32 days.

Analysis of sold properties for the last six months reveals a median sold price of $1,030,000 and 24 days on market. Notice that properties in the $1.8M - $2.1M price range have sold quickest over the last six months.

The recent history of sales can be seen in the two charts below. The median sold price for the last 30 days was $1,202,500 with a DOM of 61 days.

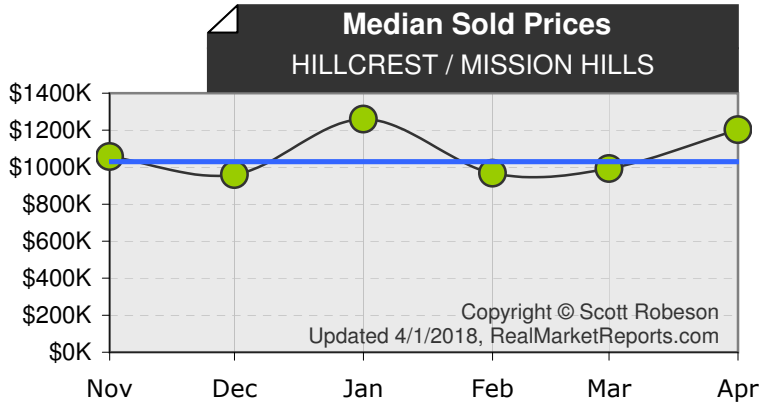
Since the recent DOM is greater than the median DOM for the last 6 months, it is a negative indicator for demand. It is always important to realize that real estate markets can fluctuate due to many factors, including shifting interest rates, the economy, or seasonal changes.

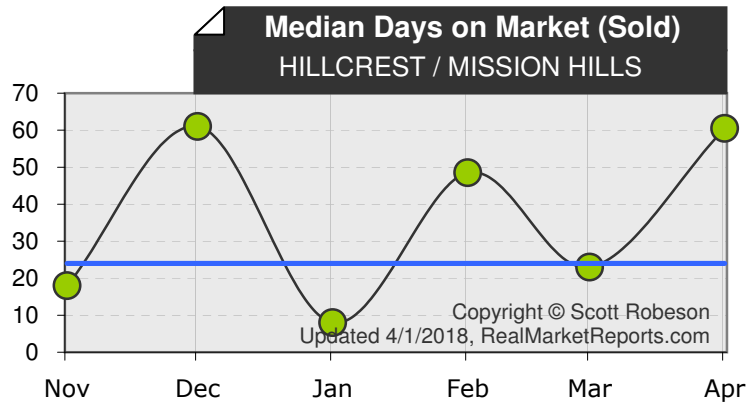


"The median list-to-sales ratio for this area is 102.0%."

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 3.7 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.





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MARKET SUMMARY TABLE

A = Average Value
M = Median Value
N/A = Not Available

Price Range		51 ACTIVE [1]			21 PENDING [2]		52 OFF-MARKET (last 6 mos) [3]	82 SOLD/CLOSED (last 6 months) [4]						ABSORPTION RATE (months of inventory)
Low	High	Num #	Days on Market	Current List Price	Num #	Pend Ratio	Num #	Num #	Days on Market	Original List Price	Final List Price	Sold/ Closed Price	List-Sale Ratio	Est. Mos.
$0	$299,999	0			0		0	0						
$300,000	$599,999	0			1	N/A	3	4	A 21	$ 565,750	$ 547,250	$ 511,250	93%	N/A
									M 17	$ 587,000	$ 550,000	$ 505,000	92%	
$600,000	$899,999	6	A 25	$ 803,167	5	45%	6	24	A 28	$ 804,163	$ 781,671	$ 775,696	99%	1.5
			M 22	$ 807,500					M 15	$ 801,650	$ 792,000	$ 785,000	99%	
$900,000	$1,199,999	9	A 82	$ 1,051,456	5	36%	11	22	A 43	$ 1,068,745	$ 1,016,586	$ 1,020,911	100%	2.5
			M 56	$ 999,000					M 12	$ 1,022,000	$ 995,000	$ 992,500	100%	
$1,200,000	$1,499,999	12	A 27	$ 1,336,492	4	25%	13	19	A 50	$ 1,399,474	$ 1,359,421	$ 1,337,895	98%	3.8
			M 17	$ 1,347,000					M 34	$ 1,395,000	$ 1,359,000	$ 1,339,000	99%	
$1,500,000	$1,799,999	7	A 30	$ 1,675,571	1	13%	3	5	A 87	$ 1,655,800	$ 1,630,000	$ 1,593,400	98%	8.4
			M 27	$ 1,695,000					M 105	$ 1,625,000	$ 1,595,000	$ 1,567,000	98%	
$1,800,000	$2,099,999	5	A 78	$ 1,931,600	2	29%	5	2	A 15	$ 1,824,500	$ 1,824,500	$ 1,875,000	103%	15
			M 32	$ 1,925,000					M 15	$ 1,824,500	$ 1,824,500	$ 1,875,000	103%	
$2,100,000	$2,399,999	3	A 70	$ 2,338,333	1	25%	3	3	A 57	$ 2,481,666	$ 2,398,333	$ 2,276,667	95%	6
			M 67	$ 2,325,000					M 54	$ 2,499,999	$ 2,399,999	$ 2,300,000	96%	
$2,400,000	$2,699,999	4	A 111	$ 2,619,750	0		5	1	A 46	$ 2,599,999	$ 2,599,999	$ 2,400,000	92%	24
			M 60	$ 2,644,500					M 46	$ 2,599,999	$ 2,599,999	$ 2,400,000	92%	
$2,700,000	$2,999,999	4	A 72	$ 2,931,000	0		2	1	A 397	$ 2,899,000	$ 2,849,000	$ 2,740,000	96%	24
			M 45	$ 2,937,500					M 397	$ 2,899,000	$ 2,849,000	$ 2,740,000	96%	
$3,000,000	$3,299,999	0			2	N/A	0	0						
$3,300,000	$3,599,999	1	A 17	$ 3,395,000	0		1	1	A 51	$ 3,500,000	$ 3,500,000	$ 3,450,000	99%	6
			M 17	$ 3,395,000					M 51	$ 3,500,000	$ 3,500,000	$ 3,450,000	99%	
$3,600,000	$3,899,999	0			0		0	0						
$3,900,000	$4,199,999	0			0		0	0						
$4,200,000	+	0			0		0	0						
Market Totals		51			21	29%	52	82						3.7
Market Averages			54	$1,653,333					46	$1,219,967	$1,183,976	$1,166,814	99%	
Market Medians			32	$1,495,000					24	$1,070,000	$1,010,000	$1,030,000	102%	

Favors Sellers ← → Favors Buyers

Date Range (Off-Market & Sold) = 10/01/2017 to 04/01/2018
Data believed to be accurate but not guaranteed.

Status = [1] ACTIVE, BACK ON MARKET; [2] PENDING; [3] CANCELLED, WITHDRAWN, EXPIRED, HOLD; [4] SOLD
Zip = 92103
Residential Sub-Category = Detached

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1. PROPERTIES FOR SALE (ACTIVE)

a. **Number Active:** The number of listings for sale which are currently being marketed but do not yet have a purchase agreement.

b. **Days on Market (DOM):** The 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. **Current List Price:** The price that a property 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.

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

(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 re-offer their property for sale.

4. PROPERTIES SOLD (CLOSED CONTRACT)

a. **Number Sold:** The number of properties that have gone to a closing in the last 6 months.

b. **Days on Market (DOM):** The marketing time it has taken properties to sell in the last 6 months.

c. **Original List Price:** The price at which a sold property was originally marketed.

d. **Final List Price:** The price at which a sold property was marketed just prior to selling.

e. **Sold/Closed Price:** The 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.

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

5. ABSORPTION RATE / MONTHS OF INVENTORY

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.