



Snapshot— Evanston

Report Date: 01/01/09

The Market Looks for Direction ...

Several measures changed in December - Inventory was down, Average List Price increased and Average Days on Market increased. The Average SOLD Price also dropped over \$80,000, indicative of homes selling at the lower price points. Overall, these numbers reflect a typical holiday season. But the market continues to search for direction

It appears many Sellers made the business decision ("Sell") rather than waiting to get "their" price. That decision allows them to move on and get a fresh beginning with their new home. Good strategy. It's a Buyer's market and Sellers seem to be coming to terms with that. Looking to 2009:

- Buyers will drive the market,
- Pricing must be accurate and realistic; last year's comps are last year's news; buyers and sellers focus on the ACTIVE properties;
- Buyers will be very selective - they will focus on value;
- Interest rates, job security and the financial markets will be major influences.

We wish you the best for the New Year and please think of us if we can help you with real estate in 2009 — *Don Shea*

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Online Notes:

- **New Listings:**
www.222woodbine.com
www.320Isabella.com
- **GREAT GREEN** article in USA TODAY: "Prices for Solar [Panel] Systems Fall..." See www.dsahomes.com for link

THE NUMBERS:	November, 2008		December, 2008		Trend
Housing Inventory (SFR)	241		205		↓
Average Home Price - Active Properties	\$632,631		\$634,456		↑
Average Time on Market	199 days		233 days		↑
Inventory Trend	Down 5% from October		Down 15% from November		
Average Sold Price	\$602,324		\$528,861		↓
Number transactions	19		18		↔
Contract Price as % List Price	Range:	85% - 101%	Range:	82% - 99%	
	Avg.:	94.5%	Avg.:	93.1%	
	Trend:	Slightly positive	Trend:	Negative	
Overall Market Trend	Price - Slightly Negative Transactions - Down		Price - Continued decline Transactions - Flat		
Buyers/Sellers Market	Buyers' Market		Buyers' Market		