



Santa Cruz County

Board of REALTORS®

Highlights from the Santa Cruz County MLS January 2012 Statistics for Residential Properties:

- ❖ Total county Sales Volume showed an increase of 46% in January over same time last year.
- ❖ Number of Sold Residential Listings increased by 28% in January over same time last year.
- ❖ The Median Sale stayed the same in January over same time last year.
- ❖ The Median Sale Price in January was \$87,000.
- ❖ The Agent Average Days on Market decreased 43% in January over same time last year.
- ❖ Average Sales Price increased from \$123,753 in January from \$108,813 over same time last year.
- ❖ Days to Close a transaction slightly increased to 126 days in January 2012 from 111 days in January 2011.
- ❖ Total Pending Sales increased 73% over same time last year, for the entire MLS.
- ❖ New Listings decreased in January by 11% compared to the same time last year, for the entire MLS.
- ❖ There are 398 Active Listings in January, an increase of 7.3% over last year, for the entire MLS.

Santa Cruz County Entire MLS Summary Statistics – January 2012

Summary Statistics											
	Jan-12		Jan-11		% Chg	2012 YTD		2011 YTD		% Chg	
Absorption Rate		11.54		12.07		-4.39		11.54		12.07	-4.39
Average List Price		\$219,106		\$254,297		-13.84		\$221,204		\$243,570	-9.18
Median List Price		\$129,900		\$147,900		-12.17		\$129,000		\$149,000	-13.42
Average Sale Price		\$124,390		\$107,968		15.21		\$124,390		\$107,968	15.21
Median Sale Price		\$88,450		\$88,500		-0.06		\$88,450		\$88,500	-0.06
Average ADOM		135		109		23.85		135		109	23.85
Median ADOM		119		93		27.96		119		93	27.96

Sold Listings						
	This Month			Year to Date		
	2012	2011	% Chg	2012	2011	% Chg
0-30k	2	1	100.0	2	1	100.0
30k-40k	0	1	-100.0	0	1	-100.0
40k-50k	0	1	-100.0	0	1	-100.0
50k-60k	1	1	0.0	1	1	0.0
60k-70k	7	1	600.0	7	1	600.0
70k-80k	2	3	-33.3	2	3	-33.3
80k-90k	5	3	66.7	5	3	66.7
90k-100k	0	2	-100.0	0	2	-100.0
100k-120k	4	1	300.0	4	1	300.0
120k-140k	1	2	-50.0	1	2	-50.0
140k-160k	1	1	0.0	1	1	0.0
160k-180k	1	1	0.0	1	1	0.0
180k-200k	3	1	200.0	3	1	200.0
200k-250k	2	3	-33.3	2	3	-33.3
250k-300k	1	0	N/A	1	0	N/A
300k-400k	2	0	N/A	2	0	N/A
400k-500k	0	0	0.0	0	0	0.0
500k+	0	0	0.0	0	0	0.0
Totals	32	22	45.5	32	22	45.5

Pending Listings						
	This Month			Year to Date		
	2012	2011	% Chg	2012	2011	% Chg
0-30k	4	1	300.0	4	1	300.0
30k-40k	2	1	100.0	2	1	100.0
40k-50k	3	0	N/A	3	0	N/A
50k-60k	4	1	300.0	4	1	300.0
60k-70k	9	1	800.0	9	1	800.0
70k-80k	5	4	25.0	5	4	25.0
80k-90k	2	0	N/A	2	0	N/A
90k-100k	1	2	-50.0	1	2	-50.0
100k-120k	4	4	0.0	4	4	0.0
120k-140k	2	4	-50.0	2	4	-50.0
140k-160k	2	0	N/A	2	0	N/A
160k-180k	3	0	N/A	3	0	N/A
180k-200k	0	0	0.0	0	0	0.0
200k-250k	1	3	-66.7	1	3	-66.7
250k-300k	0	1	-100.0	0	1	-100.0
300k-400k	1	4	-75.0	1	4	-75.0
400k-500k	2	0	N/A	2	0	N/A
500k+	0	0	0.0	0	0	0.0
Totals	45	26	73.1	45	26	73.1

Active Listings							New Listings						
	This Month			Year to Date				This Month			Year to Date		
	2012	2011	% Chg	2012	2011	% Chg		2012	2011	% Chg	2012	2011	% Chg
0-30k	3	3	0.0	6	3	100.0	0-30k	1	2	-50.0	1	2	-50.0
30k-40k	9	3	200.0	9	4	125.0	30k-40k	0	2	-100.0	0	2	-100.0
40k-50k	14	12	16.7	14	14	0.0	40k-50k	3	3	0.0	3	3	0.0
50k-60k	22	8	175.0	26	14	85.7	50k-60k	5	9	-44.4	5	9	-44.4
60k-70k	33	17	94.1	39	19	105.3	60k-70k	9	2	350.0	9	2	350.0
70k-80k	25	28	-10.7	34	36	-5.6	70k-80k	8	7	14.3	8	7	14.3
80k-90k	26	21	23.8	29	27	7.4	80k-90k	4	5	-20.0	4	5	-20.0
90k-100k	23	16	43.8	26	18	44.4	90k-100k	3	3	0.0	3	3	0.0
100k-120k	28	25	12.0	35	29	20.7	100k-120k	6	2	200.0	6	2	200.0
120k-140k	27	46	-41.3	35	51	-31.4	120k-140k	5	9	-44.4	5	9	-44.4
140k-160k	25	24	4.2	30	28	7.1	140k-160k	5	6	-16.7	5	6	-16.7
160k-180k	26	22	18.2	27	25	8.0	160k-180k	3	3	0.0	3	3	0.0
180k-200k	16	26	-38.5	23	32	-28.1	180k-200k	6	6	0.0	6	6	0.0
200k-250k	25	27	-7.4	28	38	-26.3	200k-250k	3	7	-57.1	3	7	-57.1
250k-300k	23	22	4.5	28	27	3.7	250k-300k	5	4	25.0	5	4	25.0
300k-400k	27	27	0.0	31	29	6.9	300k-400k	5	5	0.0	5	5	0.0
400k-500k	18	12	50.0	20	19	5.3	400k-500k	2	8	-75.0	2	8	-75.0
500k+	28	32	-12.5	31	35	-11.4	500k+	3	3	0.0	3	3	0.0
Totals	398	371	7.3	471	448	5.1	Totals	76	86	-11.6	76	86	-11.6

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Sold Market Analysis

This Year: 1/1/2012 to 1/31/2012

Last Year: 1/1/2011 to 1/31/2011

Report Date: 2/2/2012

Search Parameters: Property type Residential Sales County of 'Santa Cruz'.

Residential Sales																											
Zip Code	Total Active			Agent Days on Market			Number Sold			Sold Volume			Average Sale Price			Median Sale Price			Percent of List			Days To Close			Agent Days On Market		
	Last Year	This Year	PCT	Last Year	This Year	PCT	Last Year	This Year	PCT	Last Year	This Year	PCT	Last Year	This Year	PCT	Last Year	This Year	PCT	Last Year	This Year	PCT	Last Year	This Year	PCT	Last Year	This Year	PCT
85611	1	0	-	312	0	-	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85621	61	69	+13	239	110	-53	5	7	+40	270,500	1,066,199	+294	54,100	152,314	+181	55,000	81,000	+47	91	94	+3	89	92	+3	89	92	+3
85624	5	1	-80	181	297	+64	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85637	1	1	0	365	312	-14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85640	1	3	+200	1519	549	-63	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85645	1	2	+100	658	433	-34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85646	83	81	-2	429	245	-42	2	1	-50	375,000	277,300	-26	187,500	277,300	+47	187,500	277,300	+47	83	92	+11	213	221	+3	213	221	+3
85648	239	235	-1	275	158	-42	14	19	+35	1,639,590	1,997,838	+21	117,114	105,149	-10	97,500	87,000	-12	96	95	-0	104	134	+28	104	134	+28
Residential Sales Totals:	392	392	0	305	173	-43	21	27	+28	2,285,090	3,341,337	+46	108,813	123,753	+13	87,000	87,000	0	90	94	+4	111	126	+13	111	126	+13
Grand Totals	392	392	0	305	173	-43	21	27	+29	2,285,090	3,341,337	+46	108,813	123,753	+14	87,000	87,000	0	93	93	0	111	126	+13	111	126	+13

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