

City: Pebble Beach



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INTERNATIONAL REALTY

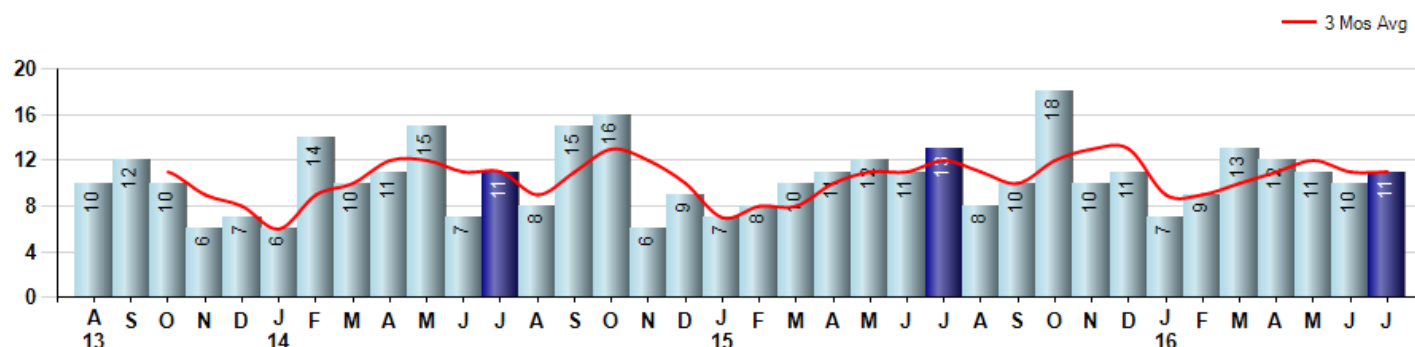
Price Range: \$0 to \$999,999,000 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$3,749,000	↑		↑				
Average List Price of all Current Listings	\$5,190,155	↑		↑				
July Median Sales Price	\$1,490,000	↑	↑	↑	↑	\$1,400,000	↑	↔
July Average Sales Price	\$2,676,273	↑	↑	↑	↑	\$2,027,543	↔	↓
Total Properties Currently for Sale (Inventory)	71	↓		↓				
July Number of Properties Sold	11	↑		↓		73	↑	
July Average Days on Market (Solds)	99	↓	↑	↑	↓	85	↓	↓
Asking Price per Square Foot (based on New Listings)	\$800	↓	↓	↓	↑	\$874	↑	↑
July Sold Price per Square Foot	\$720	↑	↑	↑	↑	\$650	↓	↔
July Month's Supply of Inventory	6.5	↓	↓	↑	↓	7.0	↓	↓
July Sale Price vs List Price Ratio	92.9%	↓	↑	↓	↔	93.5%	↓	↑

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

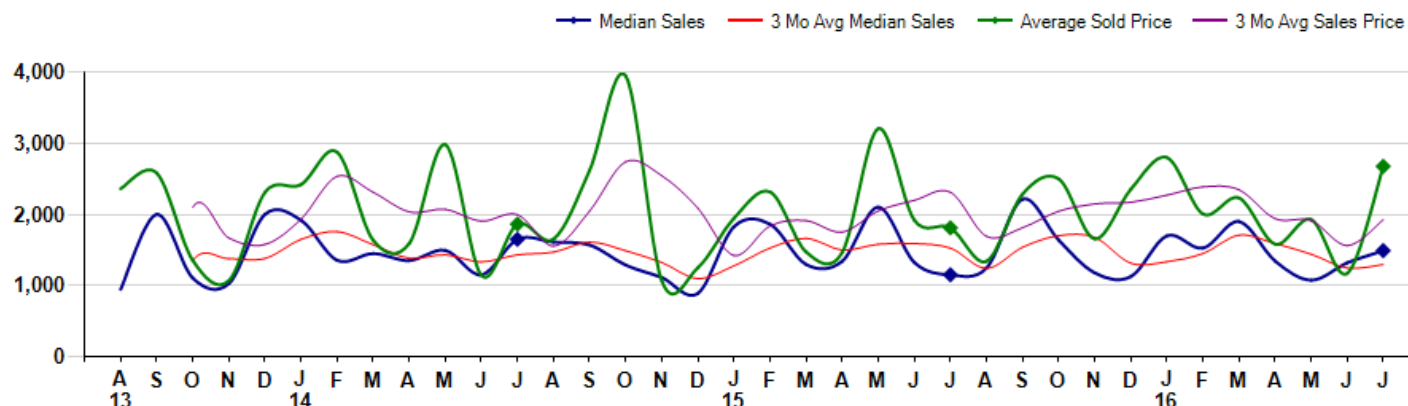
July Property sales were 11, down -15.4% from 13 in July of 2015 and 10.0% higher than the 10 sales last month. July 2016 sales were at their lowest level compared to July of 2015 and 2014. July YTD sales of 73 are running 1.4% ahead of last year's year-to-date sales of 72.



Prices

The Median Sales Price in July was \$1,490,000, up 29.6% from \$1,150,000 in July of 2015 and up 12.9% from \$1,319,594 last month. The Average Sales Price in July was \$2,676,273, up 47.8% from \$1,810,769 in July of 2015 and up 128.7% from \$1,170,119 last month. July 2016 ASP was at highest level compared to July of 2015 and 2014.

Median means Middle (the same # of properties sold above and below Median) (000's)



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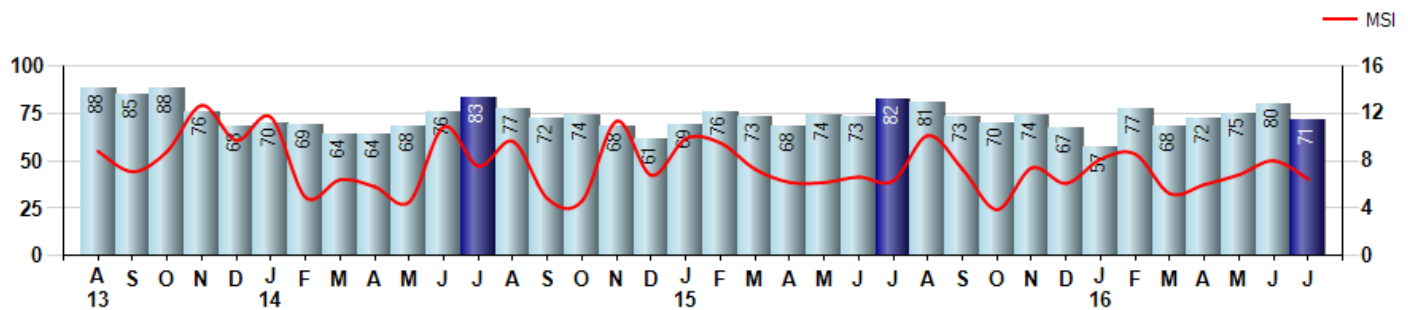
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 71, down -11.3% from 80 last month and down -13.4% from 82 in July of last year. July 2016 Inventory was at the lowest level compared to July of 2015 and 2014.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2016 MSI of 6.5 months was at a mid range compared with July of 2015 and 2014.

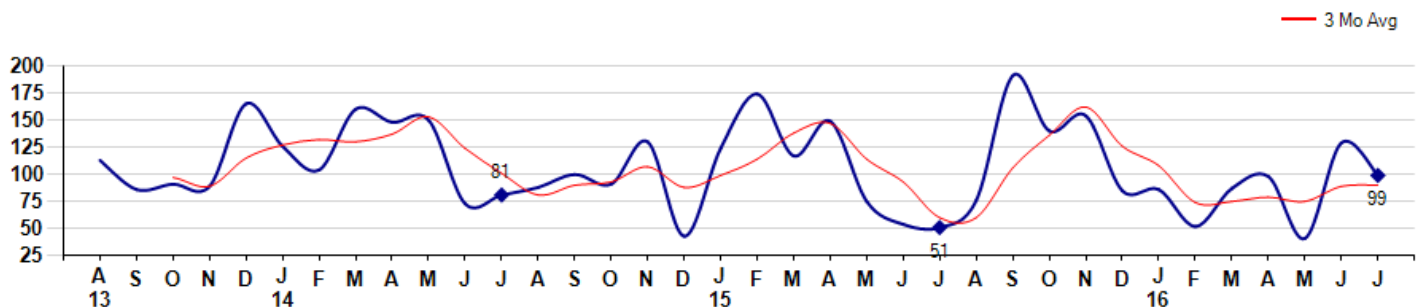
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 July was 99, down -23.3% from 129 days last month and up 94.1% from 51 days in July of last year. The July 2016 DOM was at its highest level compared with July of 2015 and 2014.

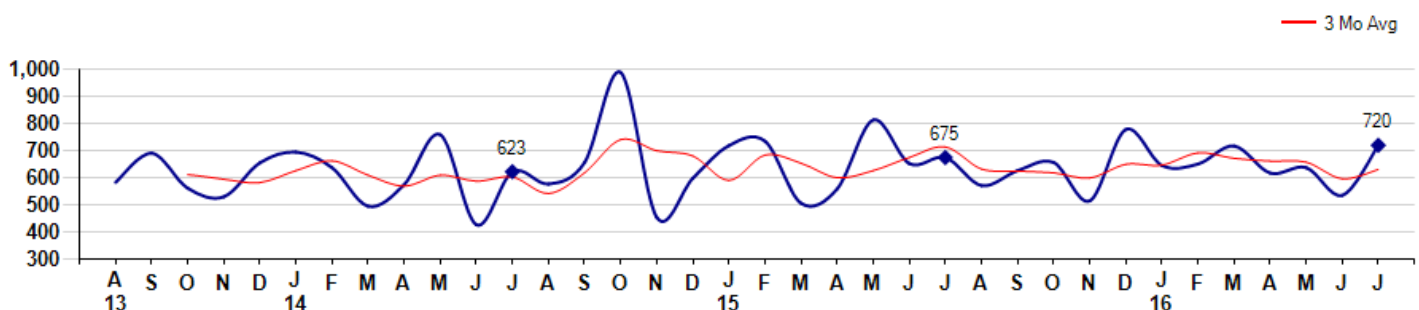
Average Days on Market(Listing to Contract) for properties sold during the month



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 July 2016 Selling Price per Square Foot of \$720 was up 34.3% from \$536 last month and up 6.7% from \$675 in July of last year.

Average Selling Price per Square Foot for properties that sold during the month



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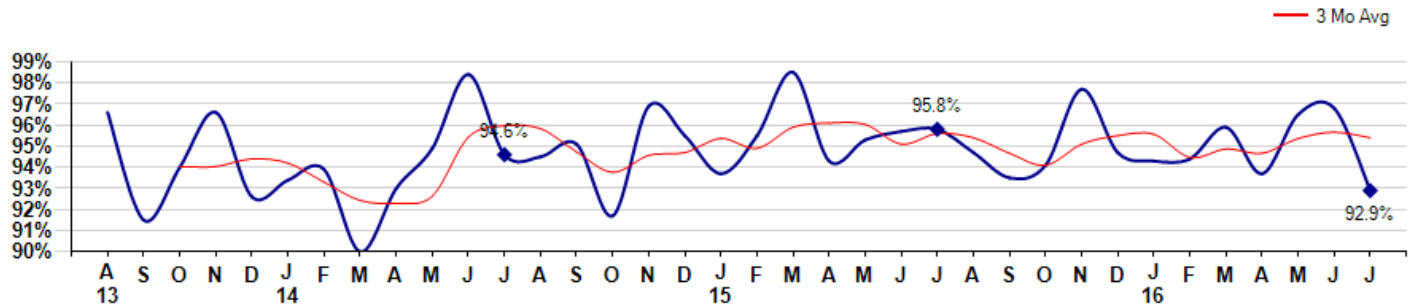
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Selling Price vs Listing Price

The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their 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 July 2016 Selling Price vs List Price of 92.9% was down from 96.8% last month and down from 95.8% in July of last year.

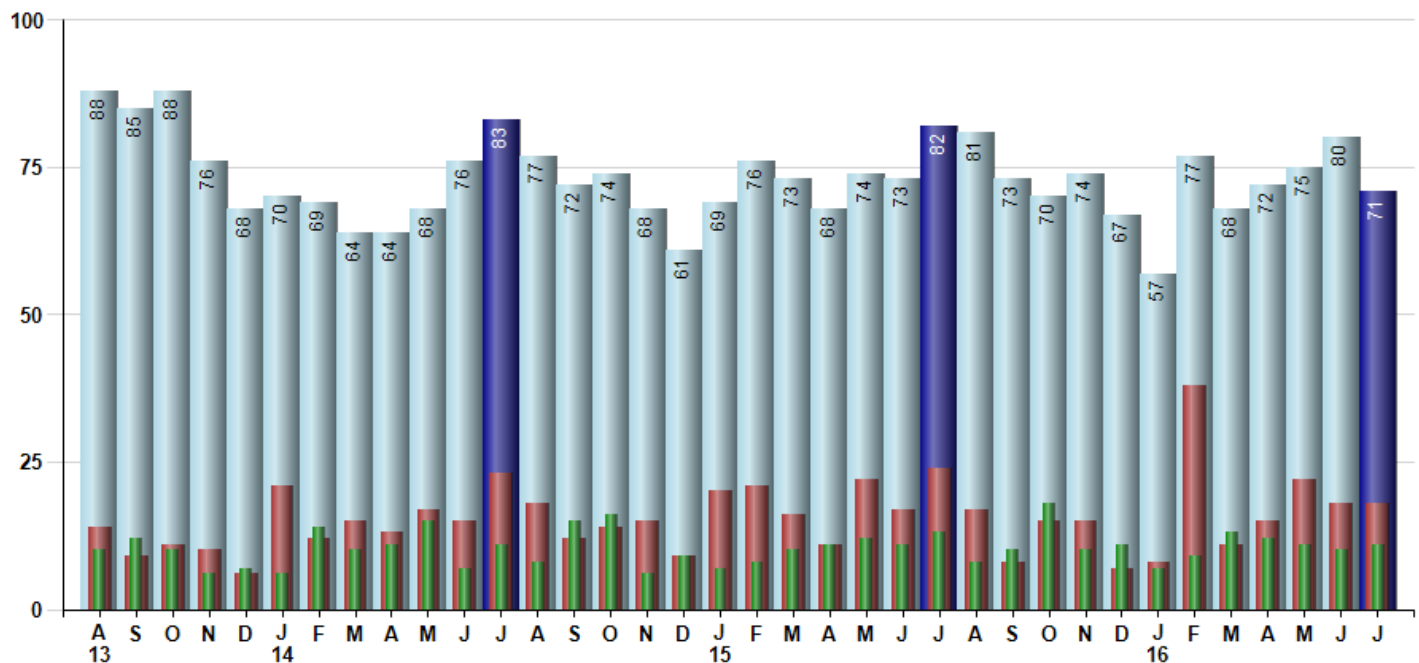
Avg Selling Price divided by Avg Listing Price for sold properties during the month



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 July 2016 was 18, equal to 18 last month and down - 25.0% from 24 in July of last year.

Inventory NewListings Sold



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MARKET ACTION REPORT

July 2016

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	A 13	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15	F	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J
Homes Sold	10	12	10	6	7	6	14	10	11	15	7	11	8	15	16	6	9	7	8	10	11	12	11	13	8	10	18	10	11	7	9	13	12	11	10	11
3 Mo. Roll Avg			11	9	8	6	9	10	12	12	11	11	9	11	13	12	10	7	8	8	10	11	11	12	11	10	12	13	13	9	9	10	11	12	11	11

(000's)	A 13	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15	F	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J
MedianSalePrice	945	2,000	1,105	1,028	2,000	1,918	1,354	1,450	1,350	1,495	1,150	1,650	1,610	1,570	1,288	1,113	890	1,828	1,863	1,297	1,340	2,103	1,325	1,150	1,247	2,215	1,640	1,178	1,125	1,700	1,525	1,900	1,344	1,075	1,320	1,490
3 Mo. Roll Avg			1,350	1,378	1,378	1,649	1,757	1,574	1,385	1,432	1,332	1,432	1,470	1,610	1,489	1,323	1,097	1,277	1,527	1,662	1,500	1,580	1,589	1,526	1,241	1,537	1,701	1,678	1,314	1,334	1,450	1,708	1,590	1,440	1,246	1,295

	A 13	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15	F	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J
Inventory	88	85	88	76	68	70	69	64	64	68	76	83	77	72	74	68	61	69	76	73	68	74	73	82	81	73	70	74	67	57	77	68	72	75	80	71
MSI	9	7	9	13	10	12	5	6	6	5	11	8	10	5	5	11	7	10	10	7	6	6	7	6	10	7	4	7	6	8	9	5	6	7	8	6

	A 13	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15	F	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J
Days On Market	113	86	91	89	165	126	104	160	148	150	73	81	88	100	91	130	43	124	174	117	149	75	54	51	76	191	140	154	85	86	52	87	98	41	129	99
3 Mo. Roll Avg			97	89	115	127	132	130	137	153	124	101	81	90	93	107	88	99	114	138	147	114	93	60	60	106	136	162	126	108	74	75	79	75	89	90

	A 13	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15	F	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J
Price per Sq Ft	584	691	562	531	656	695	638	496	576	759	428	623	578	657	988	455	599	719	735	507	560	813	653	675	572	627	657	516	778	646	651	718	618	638	536	720
3 Mo. Roll Avg			612	595	583	627	663	610	570	610	588	603	543	619	741	700	681	591	684	654	601	627	675	714	633	625	619	600	650	647	692	672	662	658	597	631

	A 13	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15	F	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J
Sale to List Price	0.966	0.915	0.940	0.966	0.926	0.934	0.939	0.900	0.930	0.949	0.984	0.946	0.945	0.951	0.917	0.969	0.955	0.937	0.955	0.985	0.943	0.953	0.957	0.958	0.947	0.935	0.941	0.977	0.947	0.943	0.944	0.959	0.937	0.965	0.968	0.929
3 Mo. Roll Avg			0.940	0.940	0.944	0.942	0.933	0.924	0.923	0.926	0.954	0.960	0.958	0.947	0.938	0.946	0.947	0.954	0.949	0.959	0.961	0.960	0.951	0.956	0.954	0.947	0.941	0.951	0.955	0.956	0.945	0.949	0.947	0.954	0.957	0.954

	A 13	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15	F	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J
New Listings	14	9	11	10	6	21	12	15	13	17	15	23	18	12	14	15	9	20	21	16	11	22	17	24	17	8	15	15	7	8	38	11	15	22	18	18
Inventory	88	85	88	76	68	70	69	64	64	68	76	83	77	72	74	68	61	69	76	73	68	74	73	82	81	73	70	74	67	57	77	68	72	75	80	71
Sales	10	12	10	6	7	6	14	10	11	15	7	11	8	15	16	6	9	7	8	10	11	12	11	13	8	10	18	10	11	7	9	13	12	11	10	11

(000's)	A 13	S	O	N	D	J 14	F	M	A	M	J	J	A	S	O	N	D	J 15	F	M	A	M	J	J	A	S	O	N	D	J 16	F	M	A	M	J	J
Avg Sale Price	2,361	2,582	1,353	1,068	2,310	2,420	2,878	1,639	1,591	2,982	1,143	1,864	1,654	2,621	3,948	1,067	1,251	1,946	2,316	1,474	1,463	3,208	1,921	1,811	1,342	2,287	2,501	1,656	2,354	2,800	2,007	2,231	1,583	1,929	1,170	2,676
3 Mo. Roll Avg			2,099	1,667	1,577	1,932	2,536	2,312	2,036	2,070	1,905	1,996	1,554	2,046	2,741	2,545	2,089	1,421	1,838	1,912	1,751	2,048	2,197	2,313	1,691	1,813	2,043	2,148	2,170	2,270	2,387	2,346	1,940	1,914	1,560	1,925

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