MARKET ACTION REPORT — September 2018

City: Kennesaw

Andrei Semenov, Realtor

Coldwell Banker Residential Brokerage

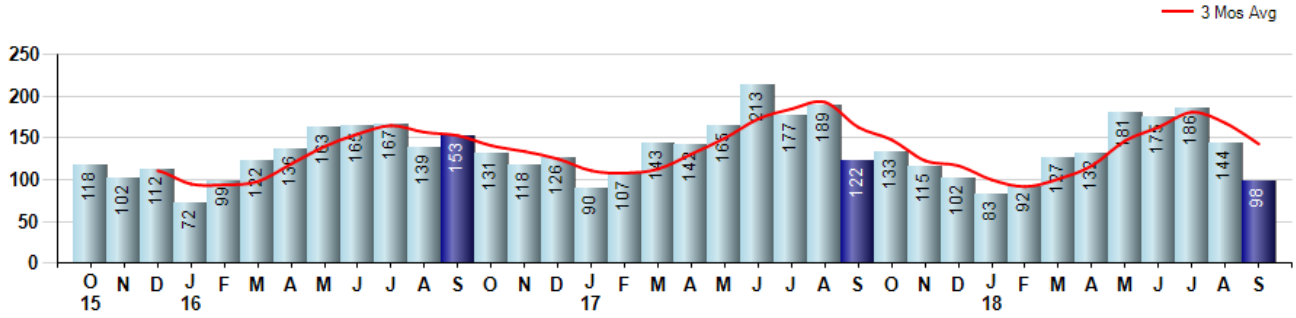
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*: LM	L3M	PYM	LY	YTD	Trending Versus*: PriorYTD	PriorYear
Median List Price of all Current Listings	$334,900	↓		↓				
Average List Price of all Current Listings	$419,447	↓		↓				
September Median Sales Price	$248,000	↓	↓	↑	↑	$250,000	↑	↑
September Average Sales Price	$303,197	↑	↑	↑	↑	$288,470	↑	↑
Total Properties Currently for Sale (Inventory)	273	↓		↓				
September Number of Properties Sold	98	↓		↓		1,218	↓	
September Average Days on Market (Solds)	39	↑	↑	↑	↑	34	↓	↓
Asking Price per Square Foot (based on New Listings)	$0	↔	↔	↔	↔	↔	↔	
September Sold Price per Square Foot	$0	↔	↔	↔	↔	↔	↔	
September Month's Supply of Inventory	2.8	↑	↑	↑	↑	2.0	↓	↓
September Sale Price vs List Price Ratio	97.3%	↓	↓	↑	↔	98.2%	↑	↑

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

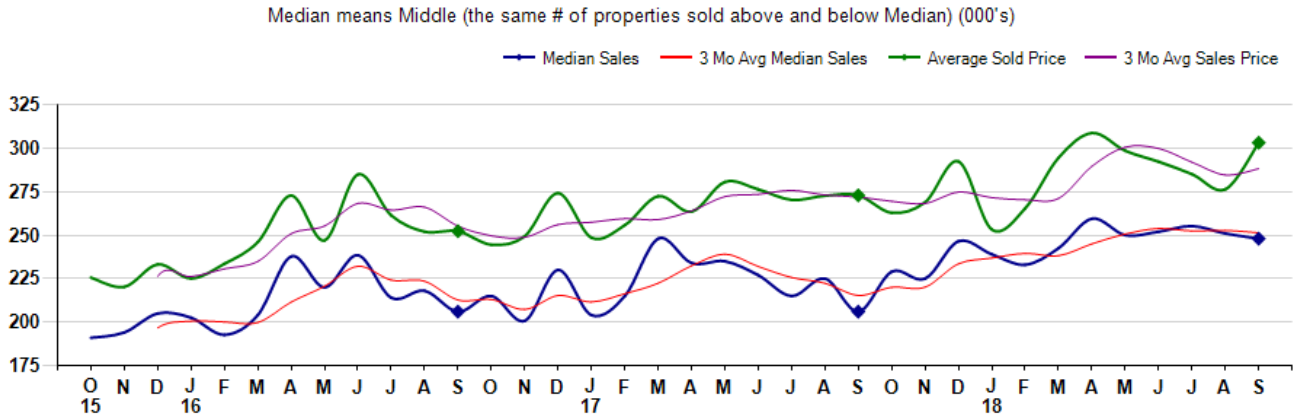
Property Sales

September Property sales were 98, down -19.7% from 122 in September of 2017 and -31.9% lower than the 144 sales last month. September 2018 sales were at their lowest level compared to September of 2017 and 2016. September YTD sales of 1,218 are running -9.6% behind last year's year-to-date sales of 1,348.



Prices

The Median Sales Price in September was $248,000, up 20.4% from $206,000 in September of 2017 and down -1.2% from $250,950 last month. The Average Sales Price in September was $303,197, up 11.1% from $272,899 in September of 2017 and up 9.7% from $276,413 last month. September 2018 ASP was at highest level compared to September of 2017 and 2016.



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Based on information from First Multiple Listing Service, Inc. for the period 10/1/2015 through 9/30/2018. Due to MLS reporting methods and allowable reportingpolicy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.

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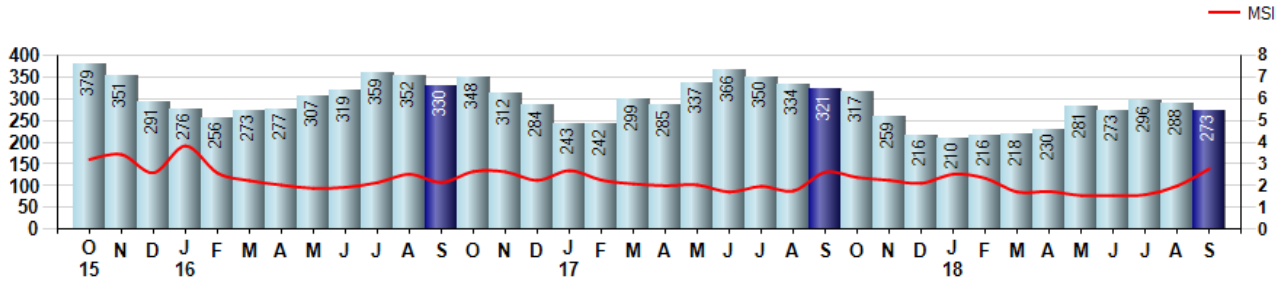
Inventory & MSI

The Total Inventory of Properties available for sale as of September was 273, down -5.2% from 288 last month and down -15.0% from 321 in September of last year. September 2018 Inventory was at the lowest level compared to September of 2017 and 2016.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The September 2018 MSI of 2.8 months was at its highest level compared with September of 2017 and 2016.

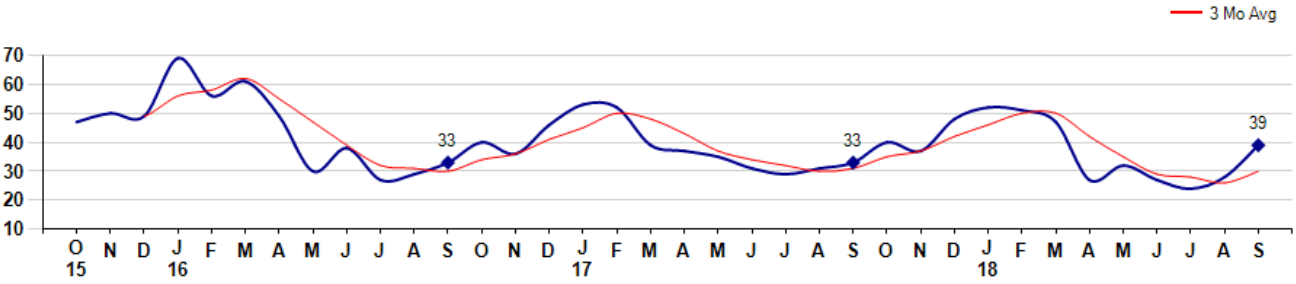
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 September was 39, up 39.3% from 28 days last month and up 18.2% from 33 days in September of last year. The September 2018 DOM was at its highest level compared with September of 2017 and 2016.

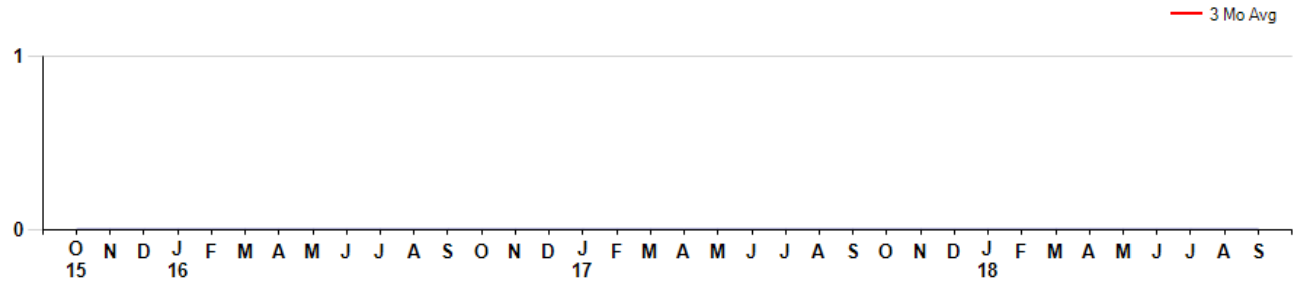
Average Days on Market(Listing to Contract) for properties sold during the month



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 September 2018 Selling Price per Square Foot of $0 was equal to $0 last month and equal to $0 in September of last year.

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



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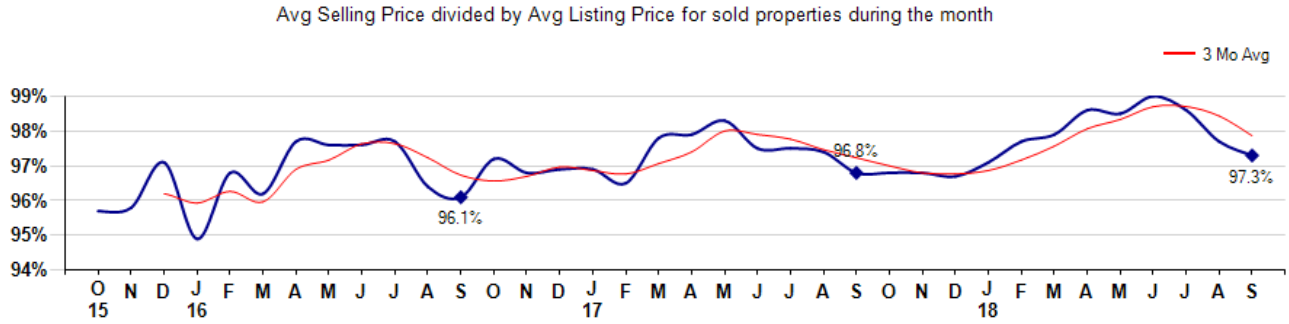
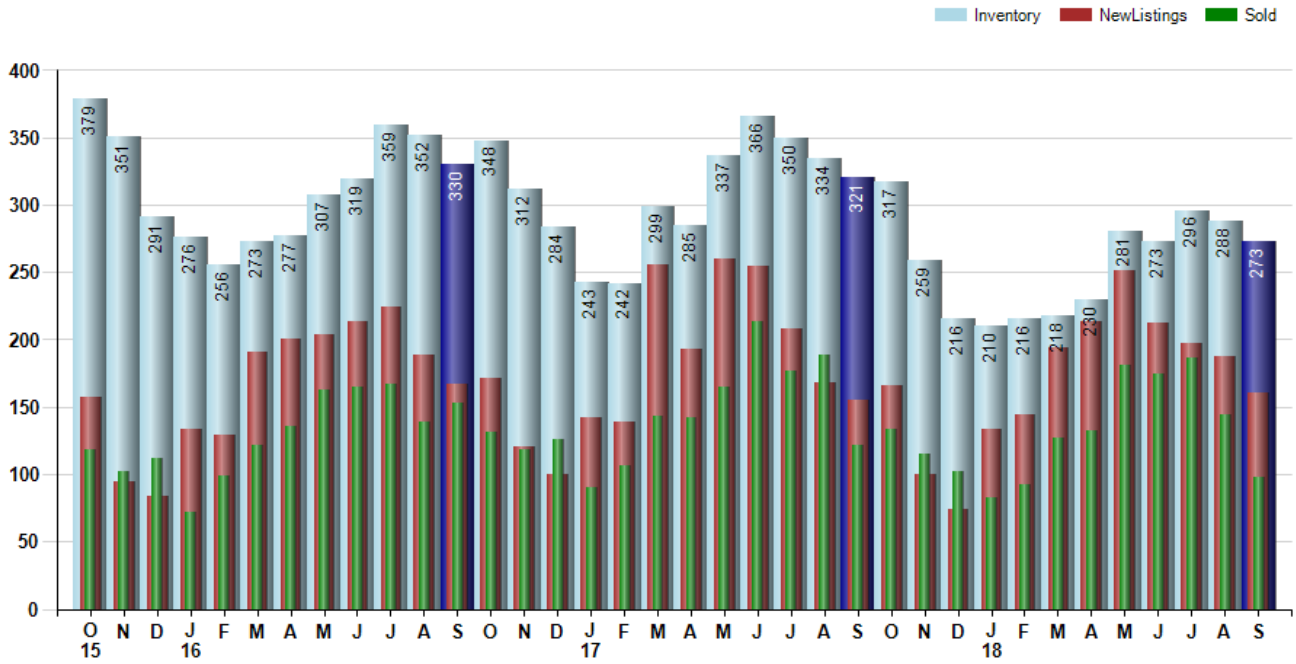
Selling Price vs Listing Price

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 September 2018 Selling Price vs List Price of 97.3% was down from 97.7% last month and up from 96.8% in September of last year.



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 September 2018 was 160, down -14.4% from 187 last month and up 3.2% from 155 in September of last year.



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