

# MARKET ACTION REPORT

January 2019

City: *Kennesaw*



Andrei Semenov, Realtor

Coldwell Banker Residential Brokerage



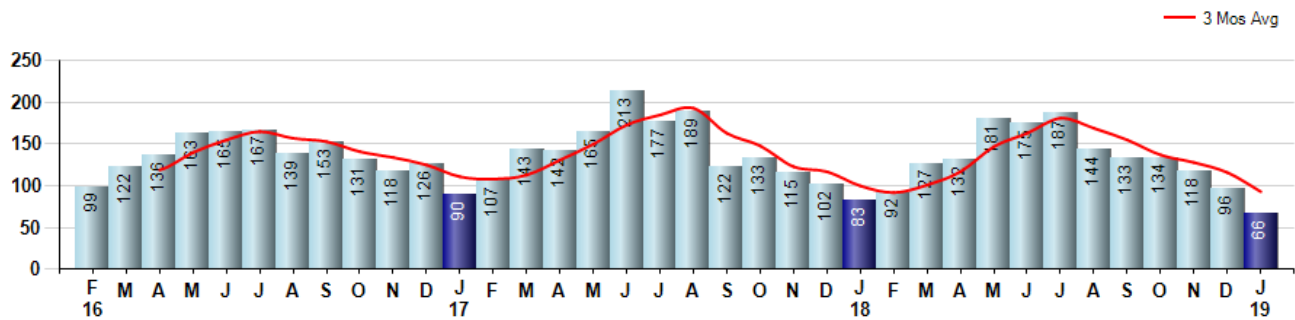
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$330,450	↓		↓				
Average List Price of all Current Listings	\$429,287	↓		↓				
January Median Sales Price	\$249,450	↑	↑	↑	↔	\$249,450	↑	↔
January Average Sales Price	\$269,094	↓	↑	↑	↓	\$269,094	↑	↓
Total Properties Currently for Sale (Inventory)	220	↓		↑				
January Number of Properties Sold	66	↓		↓		66	↔	
January Average Days on Market (Solds)	45	↑	↑	↓	↑	45	↓	↑
Asking Price per Square Foot (based on New Listings)	\$125	↔	↔	↔	↔	\$125	↔	↔
January Sold Price per Square Foot	\$125	↔	↔	↔	↑	\$125	↔	↑
January Month's Supply of Inventory	3.3	↑	↑	↑	↑	3.3	↑	↑
January Sale Price vs List Price Ratio	95.5%	↓	↓	↓	↓	95.5%	↓	↓

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

## Property Sales

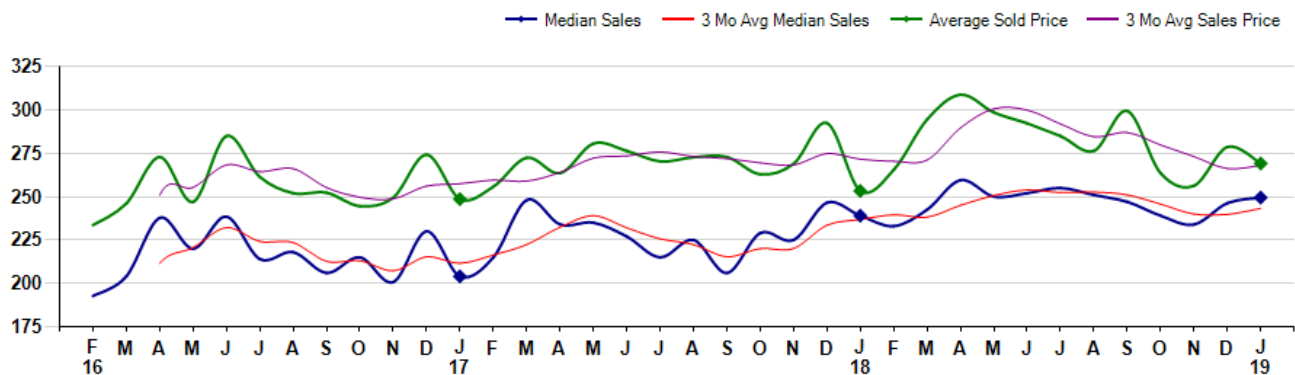
January Property sales were 66, down -20.5% from 83 in January of 2018 and -31.3% lower than the 96 sales last month. January 2019 sales were at their lowest level compared to January of 2018 and 2017. January YTD sales of 66 are running -20.5% behind last year's year-to-date sales of 83.



## Prices

The Median Sales Price in January was \$249,450, up 4.4% from \$239,000 in January of 2018 and up 1.3% from \$246,250 last month. The Average Sales Price in January was \$269,094, up 6.3% from \$253,261 in January of 2018 and down -3.4% from \$278,678 last month. January 2019 ASP was at highest level compared to January of 2018 and 2017.

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



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Based on information from First Multiple Listing Service, Inc. for the period 2/1/2016 through 1/31/2019. Due to MLS reporting methods and allowable reporting policy, 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.



## City: Kennesaw



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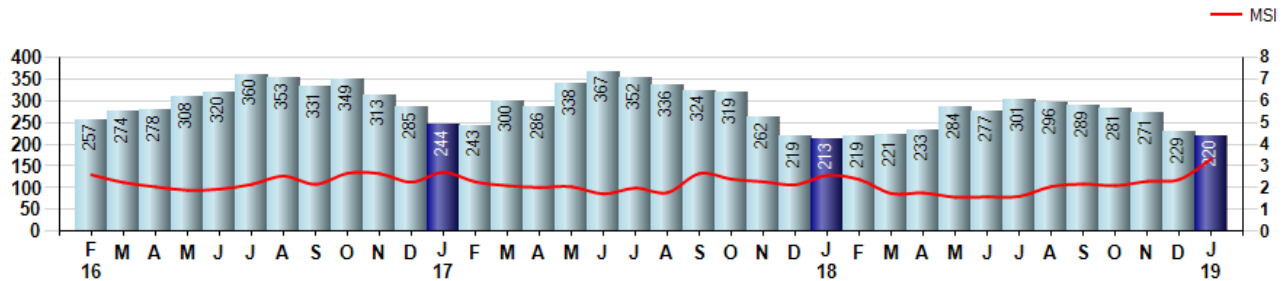
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### Inventory & MSI

The Total Inventory of Properties available for sale as of January was 220, down -3.9% from 229 last month and up 3.3% from 213 in January of last year. January 2019 Inventory was at a mid range compared to January of 2018 and 2017.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The January 2019 MSI of 3.3 months was at its highest level compared with January of 2018 and 2017.

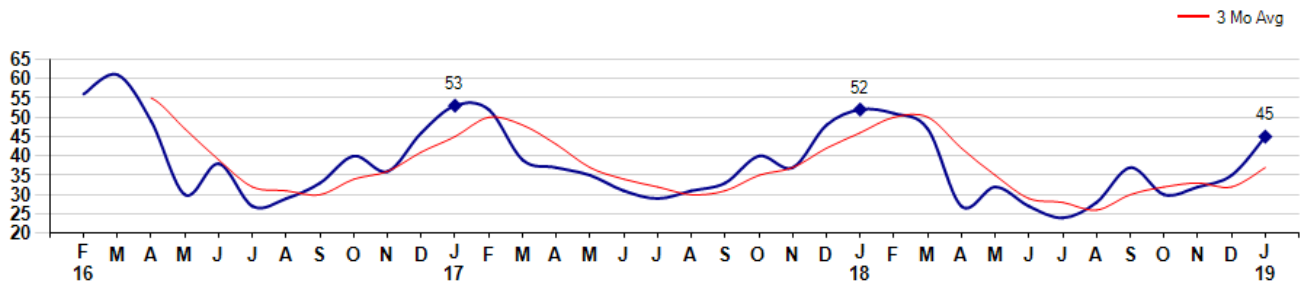
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



### 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 January was 45, up 28.6% from 35 days last month and down -13.5% from 52 days in January of last year. The January 2019 DOM was at its lowest level compared with January of 2018 and 2017.

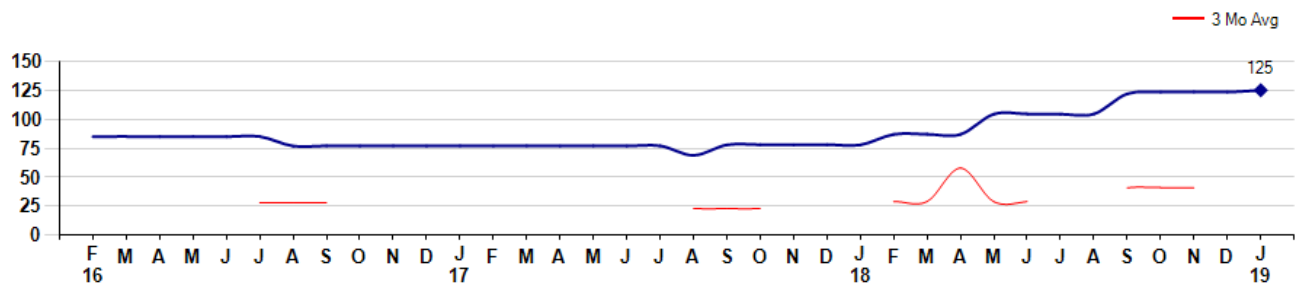
Average Days on Market(Listing to Contract) for properties sold during the month



### 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 January 2019 Selling Price per Square Foot of \$125 was equal to \$0 last month and equal to \$0 in January of last year.

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



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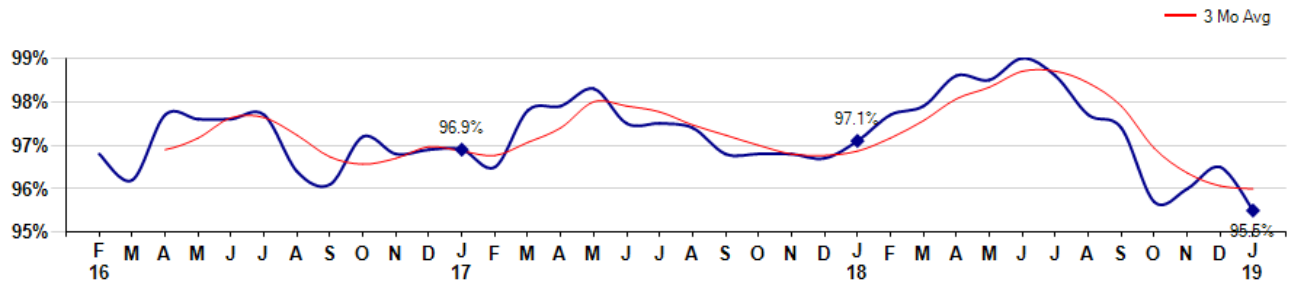


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## Selling Price vs Listing Price

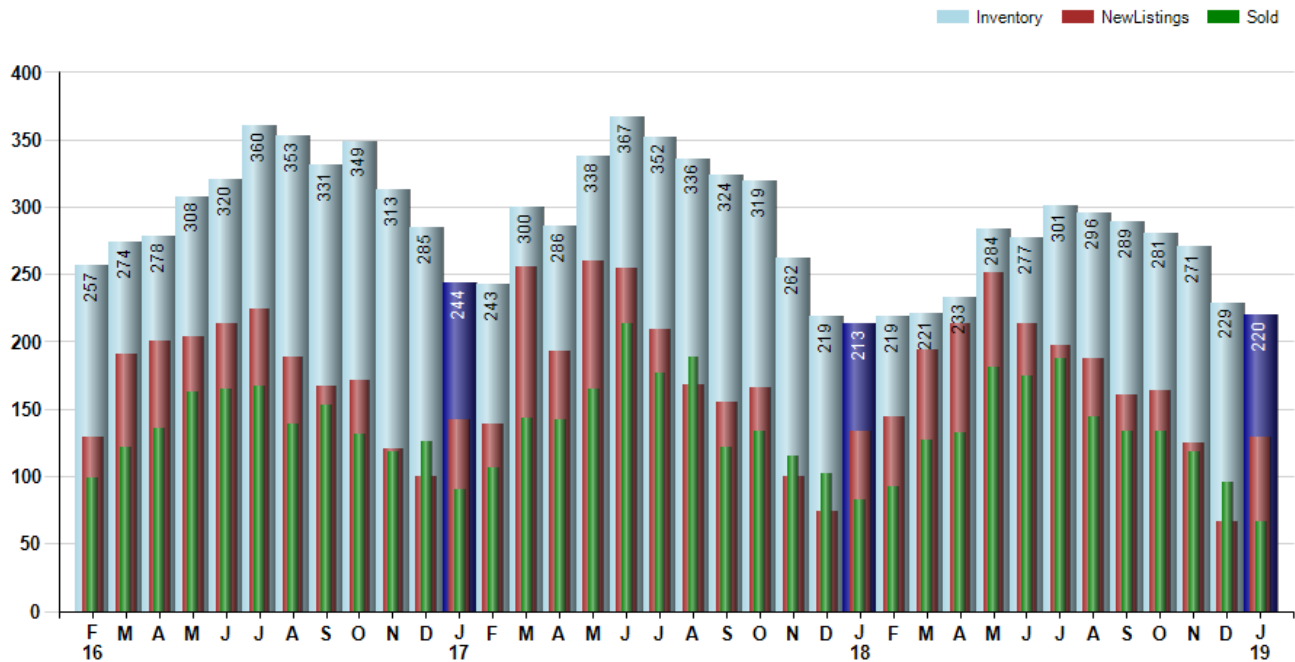
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The January 2019 Selling Price vs List Price of 95.5% was down from 96.5% last month and down from 97.1% in January 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 January 2019 was 129, up 92.5% from 67 last month and down -3.0% from 133 in January of last year.



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