

City: Kennesaw



Andrei Semenov, Realtor

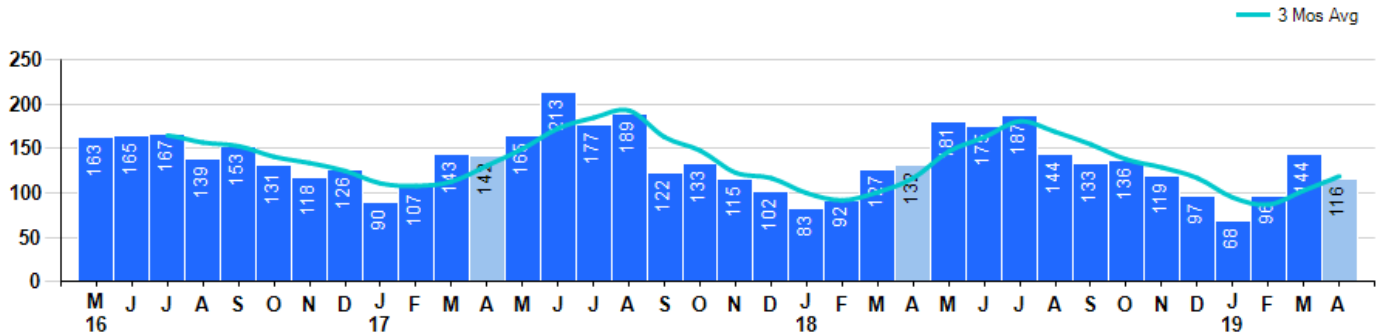
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$349,900	↑		↓				
Average List Price of all Current Listings	\$422,878	↑		↓				
April Median Sales Price	\$261,450	↓	↔	↔	↑	\$259,950	↑	↑
April Average Sales Price	\$306,505	↓	↔	↔	↑	\$308,939	↑	↑
Total Properties Currently for Sale (Inventory)	225	↑		↓				
April Number of Properties Sold	116	↓		↓		424	↓	
April Average Days on Market (Solds)	32	↓	↓	↑	↓	40	↓	↑
Asking Price per Square Foot (based on New Listings)	\$125	↑	↔	↔	↑	\$124	↑	↔
April Sold Price per Square Foot	\$121	↑	↑	↑	↑	\$118	↑	↑
April Month's Supply of Inventory	1.9	↑	↑	↑	↓	2.2	↑	↑
April Sale Price vs List Price Ratio	97.4%	↑	↑	↓	↓	97.0%	↓	↓

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

Property Sales

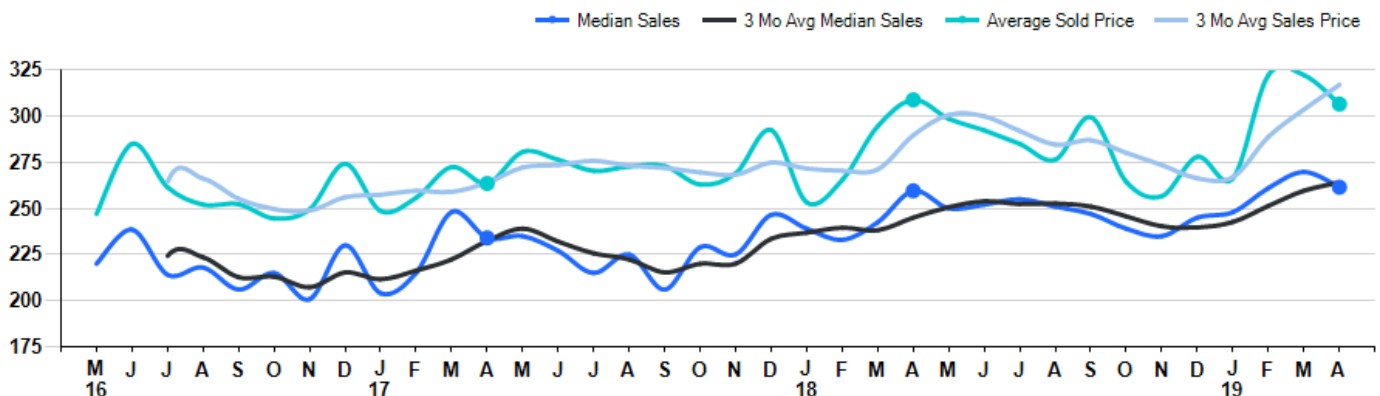
April Property sales were 116, down -12.1% from 132 in April of 2018 and -19.4% lower than the 144 sales last month. April 2019 sales were at their lowest level compared to April of 2018 and 2017. April YTD sales of 424 are running -2.3% behind last year's year-to-date sales of 434.



Prices

The Median Sales Price in April was \$261,450, up 0.8% from \$259,500 in April of 2018 and down -3.1% from \$269,750 last month. The Average Sales Price in April was \$306,505, down -0.7% from \$308,810 in April of 2018 and down -4.9% from \$322,255 last month. April 2019 ASP was at a mid range compared to April of 2018 and 2017.

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



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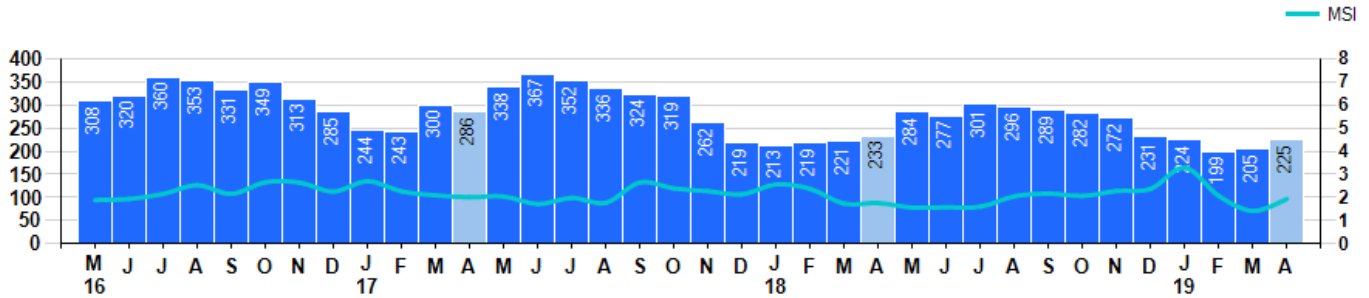
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Inventory & MSI

The Total Inventory of Properties available for sale as of April was 225, up 9.8% from 205 last month and down -3.4% from 233 in April of last year. April 2019 Inventory was at the lowest level compared to April of 2018 and 2017.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The April 2019 MSI of 1.9 months was at a mid range compared with April of 2018 and 2017.

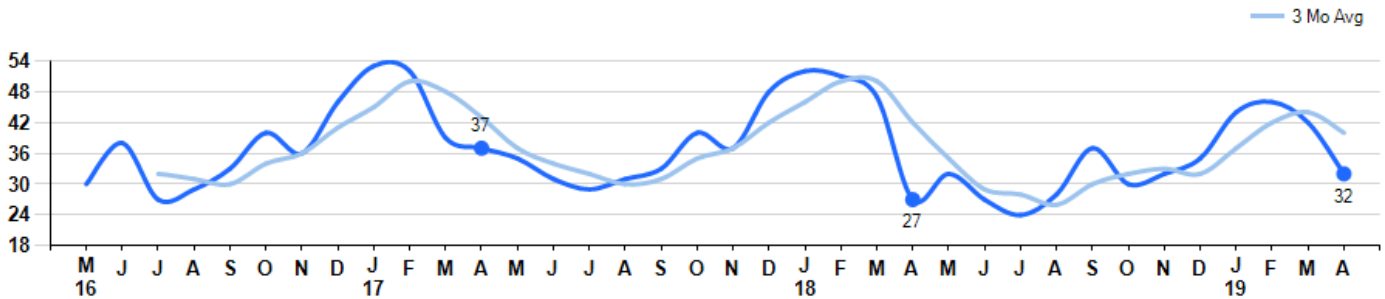
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 April was 32, down -23.8% from 42 days last month and up 18.5% from 27 days in April of last year. The April 2019 DOM was at a mid range compared with April of 2018 and 2017.

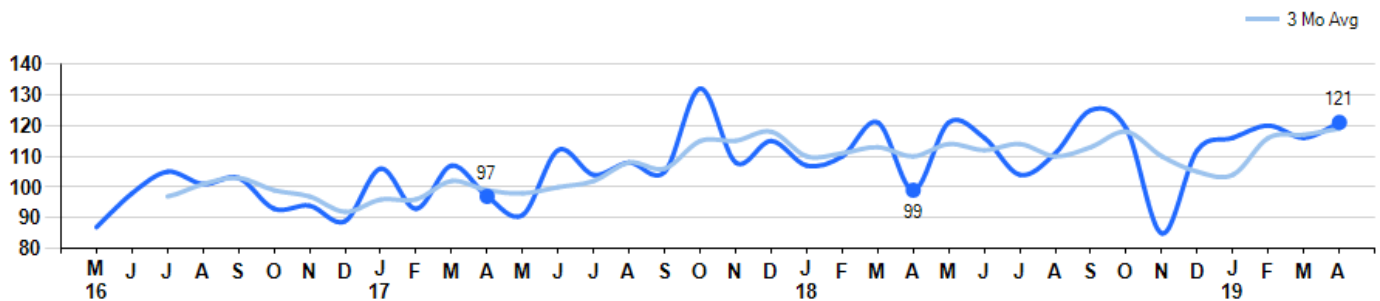
Average Days on Market(Listing to Contract) for properties sold during the month



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 April 2019 Selling Price per Square Foot of \$121 was up 4.3% from \$116 last month and up 22.2% from \$99 in April of last year.

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



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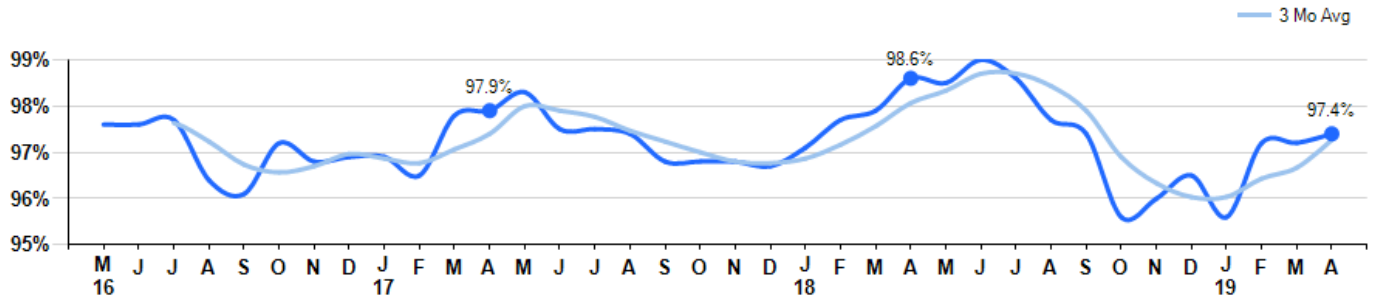
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Selling Price vs Listing Price

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 April 2019 Selling Price vs List Price of 97.4% was up from 97.2% last month and down from 98.6% in April 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 April 2019 was 197, up 17.3% from 168 last month and down -7.9% from 214 in April of last year.

