

# MARKET ACTION REPORT

December 2018

City: *Kennesaw*



**Andrei Semenov, Realtor**  
Coldwell Banker Residential Brokerage



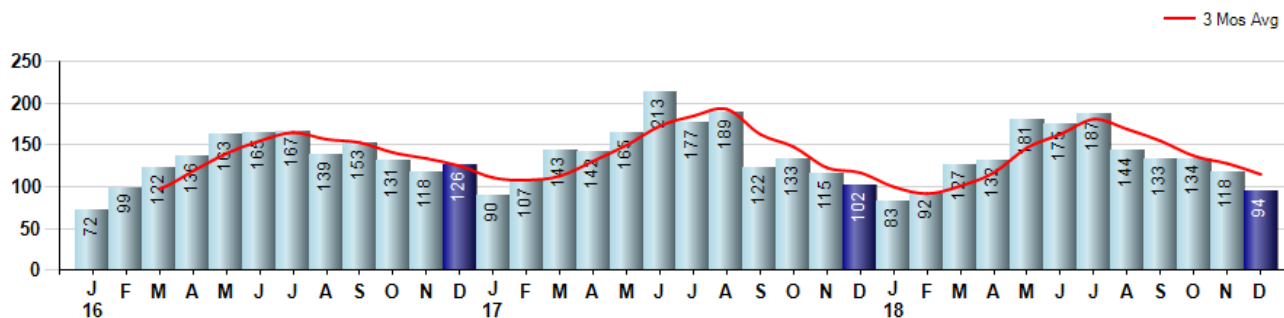
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$358,150	↑		↓				
Average List Price of all Current Listings	\$431,137	↑		↓				
December Median Sales Price	\$245,000	↑	↑	→	↑	\$247,475	↑	↑
December Average Sales Price	\$277,267	↑	↑	↓	↑	\$283,333	↑	↑
Total Properties Currently for Sale (Inventory)	226	↓		↑				
December Number of Properties Sold	94	↓		↓		1,600	↓	
December Average Days on Market (Solds)	36	↑	↑	↓	↓	34	↓	↓
Asking Price per Square Foot (based on New Listings)	\$0	→	→	→	→		→	
December Sold Price per Square Foot	\$0	→	→	→	→		→	
December Month's Supply of Inventory	2.4	↑	↑	↑	↑	2.0	↓	↓
December Sale Price vs List Price Ratio	96.4%	↑	→	↓	↓	97.7%	↑	↑

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

## Property Sales

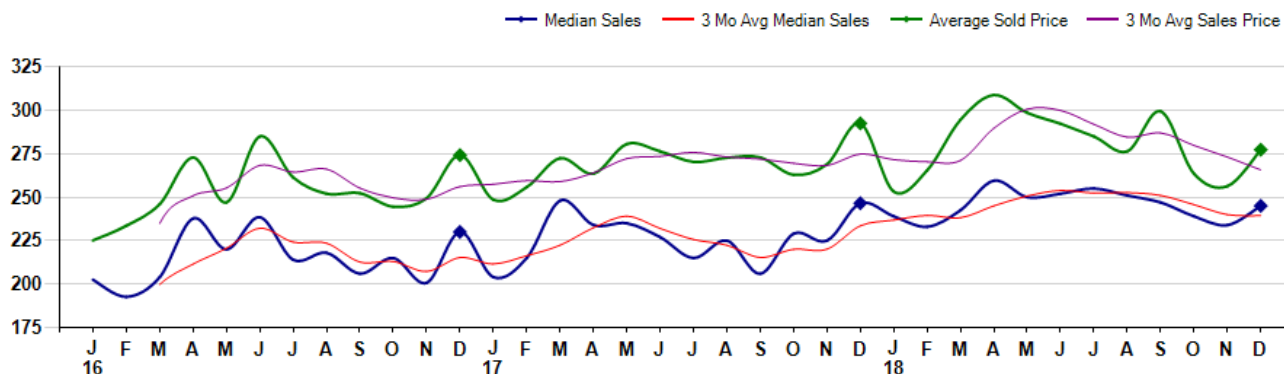
December Property sales were 94, down -7.8% from 102 in December of 2017 and -20.3% lower than the 118 sales last month. December 2018 sales were at their lowest level compared to December of 2017 and 2016. December YTD sales of 1,600 are running -5.8% behind last year's year-to-date sales of 1,698.



## Prices

The Median Sales Price in December was \$245,000, down -0.6% from \$246,500 in December of 2017 and up 4.7% from \$233,950 last month. The Average Sales Price in December was \$277,267, down -5.2% from \$292,441 in December of 2017 and up 8.2% from \$256,293 last month. December 2018 ASP was at a mid range compared to December of 2017 and 2016.

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



© 2019 Coldwell Banker Residential Brokerage. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC.

Based on information from First Multiple Listing Service, Inc. for the period 1/1/2016 through 12/31/2018. 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.



# MARKET ACTION REPORT

December 2018

City: *Kennesaw*



Andrei Semenov, Realtor

Coldwell Banker Residential Brokerage



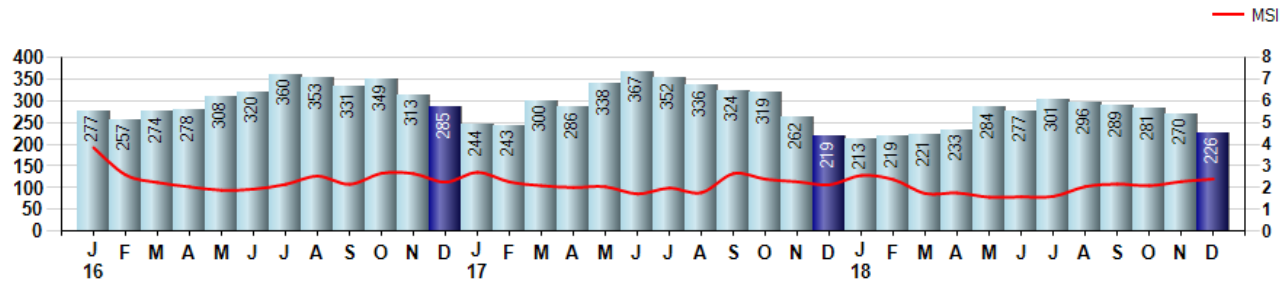
Price Range: 0 to 99999999 | Properties: Single Family Home, Townhome, Condo

## Inventory & MSI

The Total Inventory of Properties available for sale as of December was 226, down -16.3% from 270 last month and up 3.2% from 219 in December of last year. December 2018 Inventory was at a mid range compared to December of 2017 and 2016.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2018 MSI of 2.4 months was at its highest level compared with December of 2017 and 2016.

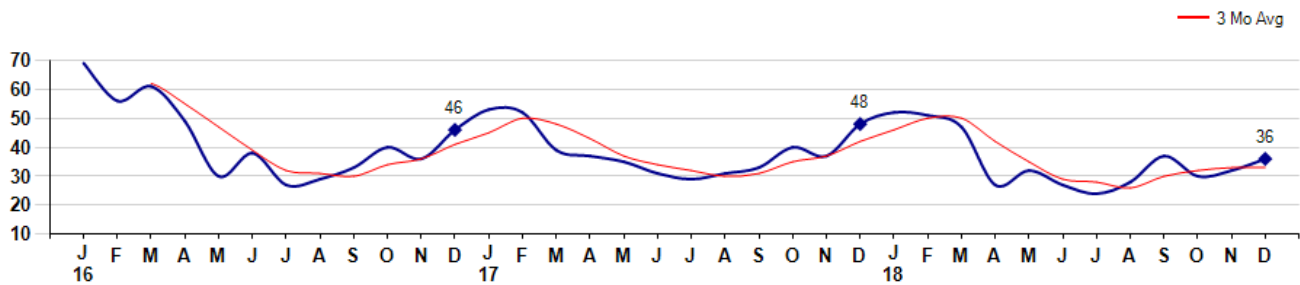
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



## 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 December was 36, up 12.5% from 32 days last month and down -25.0% from 48 days in December of last year. The December 2018 DOM was at its lowest level compared with December of 2017 and 2016.

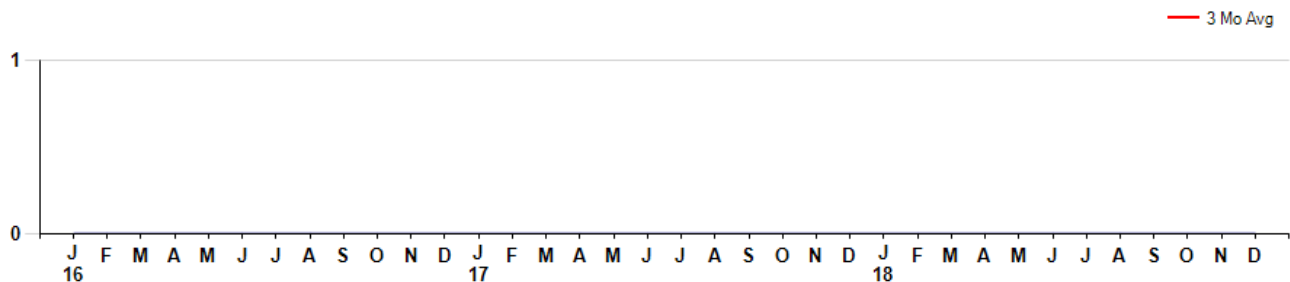
Average Days on Market (Listing to Contract) for properties sold during the month



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

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



© 2019 Coldwell Banker Residential Brokerage. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC.

Based on information from First Multiple Listing Service, Inc. for the period 1/1/2016 through 12/31/2018. 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.



# MARKET ACTION REPORT

December 2018

City: *Kennesaw*



Andrei Semenov, Realtor

Coldwell Banker Residential Brokerage

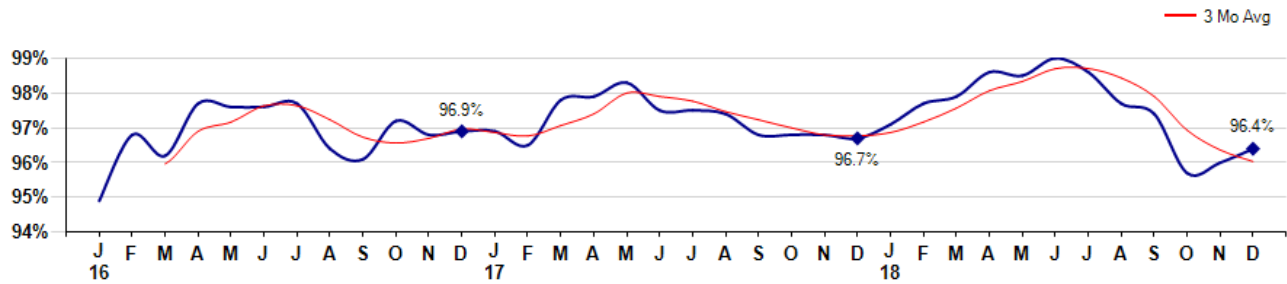


Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

## Selling Price vs Listing Price

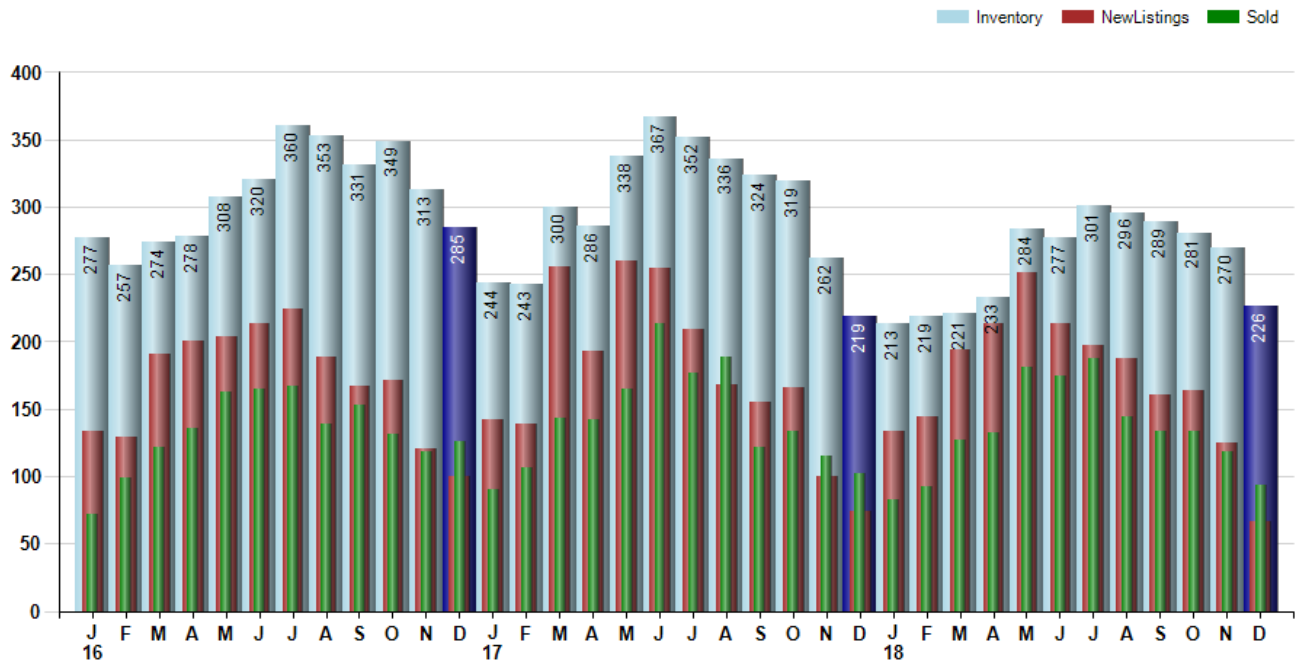
The Selling Price vs Listing Price reveals the average amount that Sellers are agreeing to come down from their list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The December 2018 Selling Price vs List Price of 96.4% was up from 96.0% last month and down from 96.7% in December 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 December 2018 was 67, down -46.4% from 125 last month and down -9.5% from 74 in December of last year.



© 2019 Coldwell Banker Residential Brokerage. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Coldwell Banker Residential Brokerage is operated by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC.

Based on information from First Multiple Listing Service, Inc. for the period 1/1/2016 through 12/31/2018. 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.

