

City: Kennesaw



Andrei Semenov, Realtor

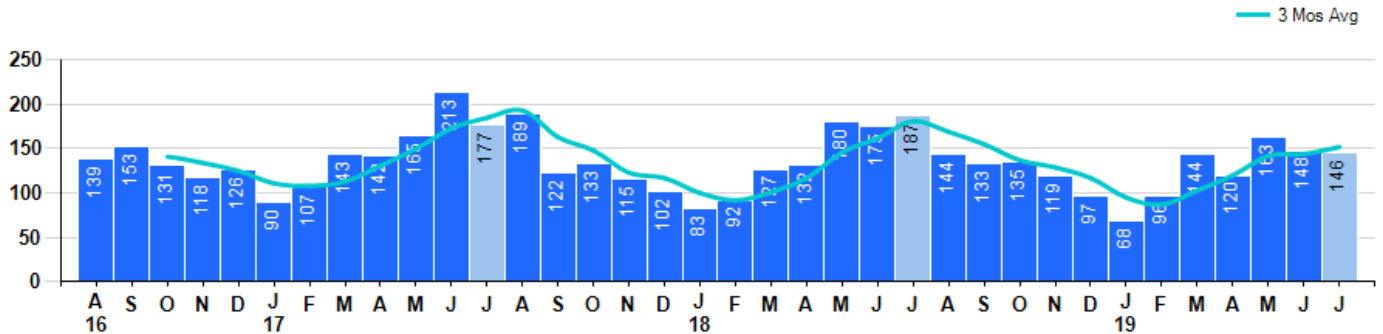
Price Range: 0 to 999999999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$370,000	↑		↑				
Average List Price of all Current Listings	\$448,785	↑		↑				
July Median Sales Price	\$264,500	↑	↑	↑	↑	\$259,900	↑	↑
July Average Sales Price	\$312,654	↓	↔	↑	↑	\$310,881	↑	↑
Total Properties Currently for Sale (Inventory)	239	↓		↓				
July Number of Properties Sold	146	↓		↓		885	↓	
July Average Days on Market (Solds)	35	↑	↑	↑	↑	35	↑	↑
Asking Price per Square Foot (based on New Listings)	\$122	↓	↓	↓	↑	\$123	↑	↑
July Sold Price per Square Foot	\$116	↓	↓	↑	↑	\$119	↑	↑
July Month's Supply of Inventory	1.6	↓	↔	↑	↓	2.0	↑	↓
July Sale Price vs List Price Ratio	97.8%	↓	↔	↓	↑	97.6%	↓	↔

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

Property Sales

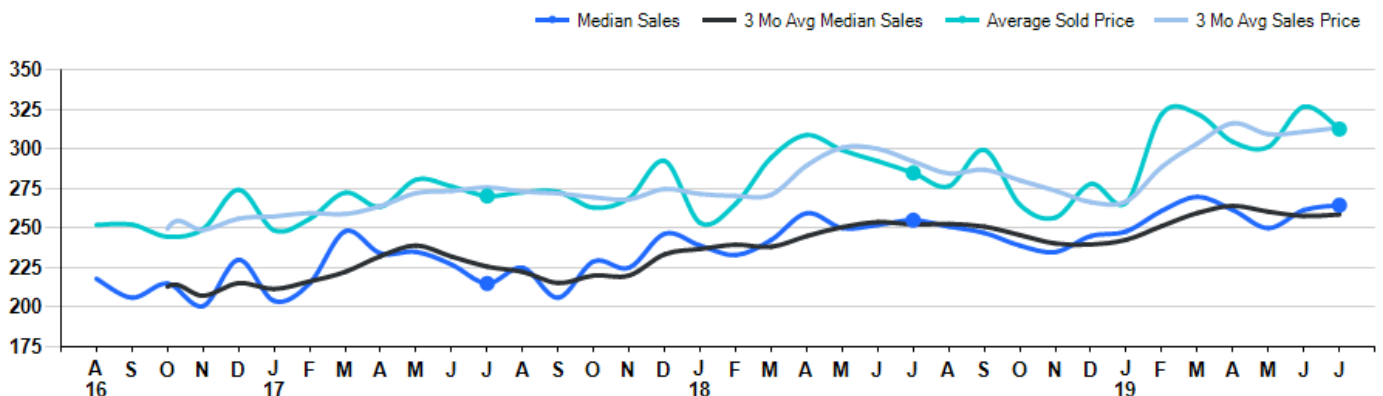
July Property sales were 146, down -21.9% from 187 in July of 2018 and -1.4% lower than the 148 sales last month. July 2019 sales were at their lowest level compared to July of 2018 and 2017. July YTD sales of 885 are running -9.3% behind last year's year-to-date sales of 976.



Prices

The Median Sales Price in July was \$264,500, up 3.7% from \$255,000 in July of 2018 and up 1.2% from \$261,400 last month. The Average Sales Price in July was \$312,654, up 9.7% from \$284,938 in July of 2018 and down -4.3% from \$326,838 last month. July 2019 ASP was at highest level compared to July of 2018 and 2017.

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



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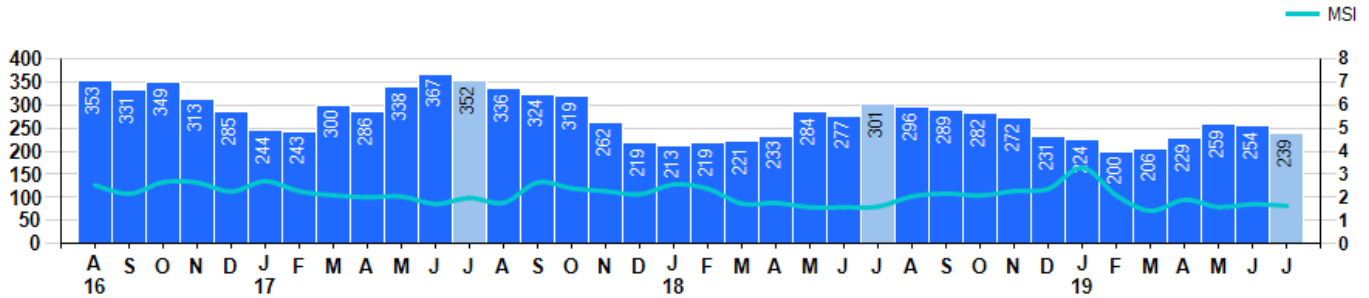
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Inventory & MSI

The Total Inventory of Properties available for sale as of July was 239, down -5.9% from 254 last month and down -20.6% from 301 in July of last year. July 2019 Inventory was at the lowest level compared to July of 2018 and 2017.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2019 MSI of 1.6 months was at a mid range compared with July of 2018 and 2017.

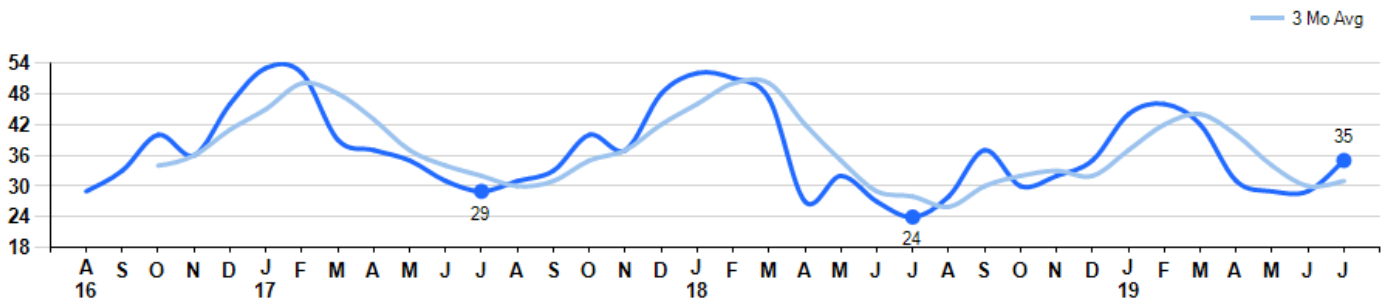
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 July was 35, up 20.7% from 29 days last month and up 45.8% from 24 days in July of last year. The July 2019 DOM was at its highest level compared with July of 2018 and 2017.

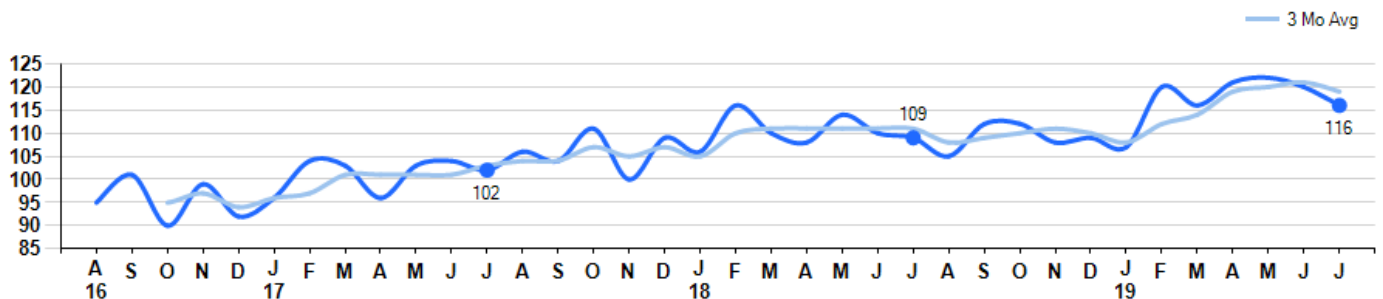
Average Days on Market(Listing to Contract) for properties sold during the month



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 July 2019 Selling Price per Square Foot of \$116 was down -3.3% from \$120 last month and up 6.4% from \$109 in July of last year.

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



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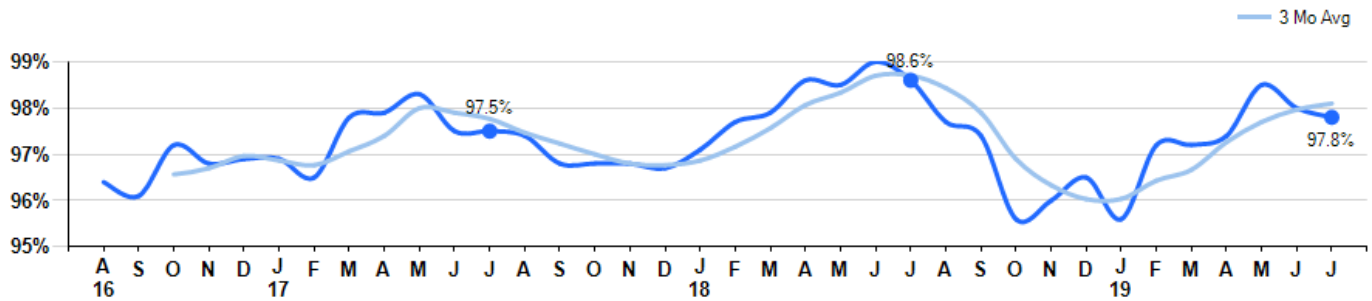
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Selling Price vs Listing Price

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 2019 Selling Price vs List Price of 97.8% was down from 98.0% last month and down from 98.6% 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 2019 was 182, down -1.1% from 184 last month and down -7.6% from 197 in July of last year.

