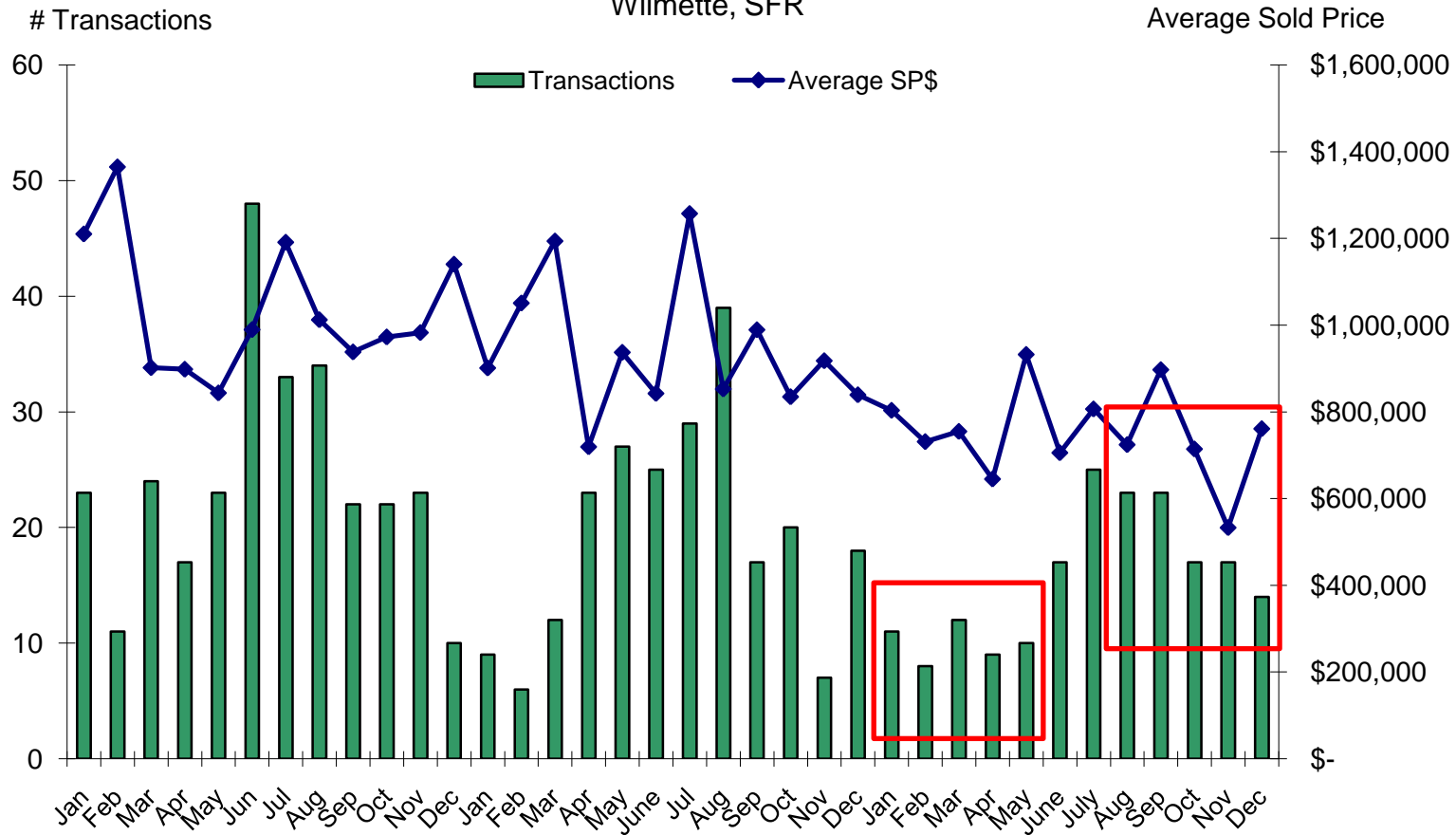
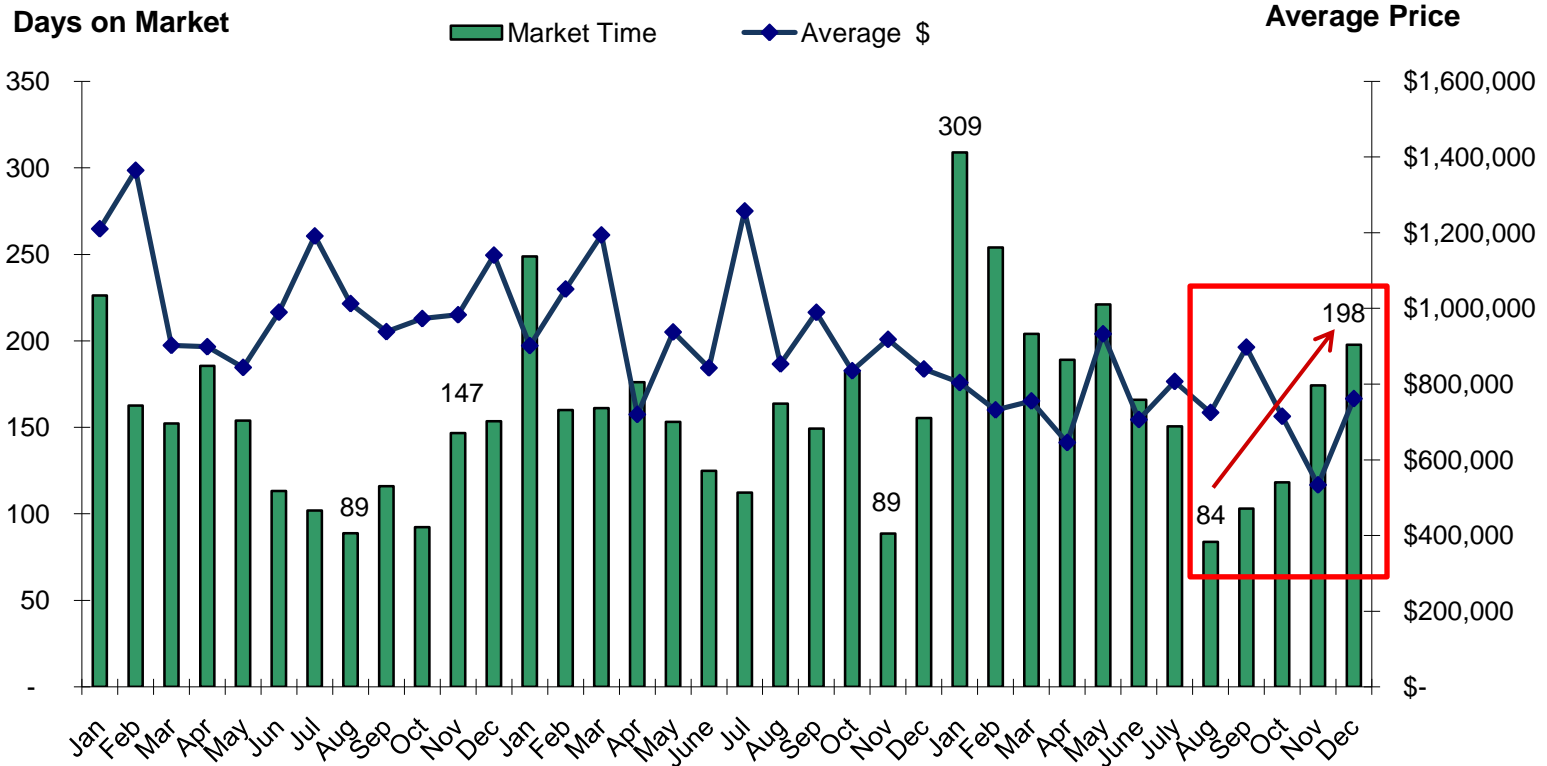


## Contracts vs Average Sale Price January 2007 to December 2009 Wilmette, SFR



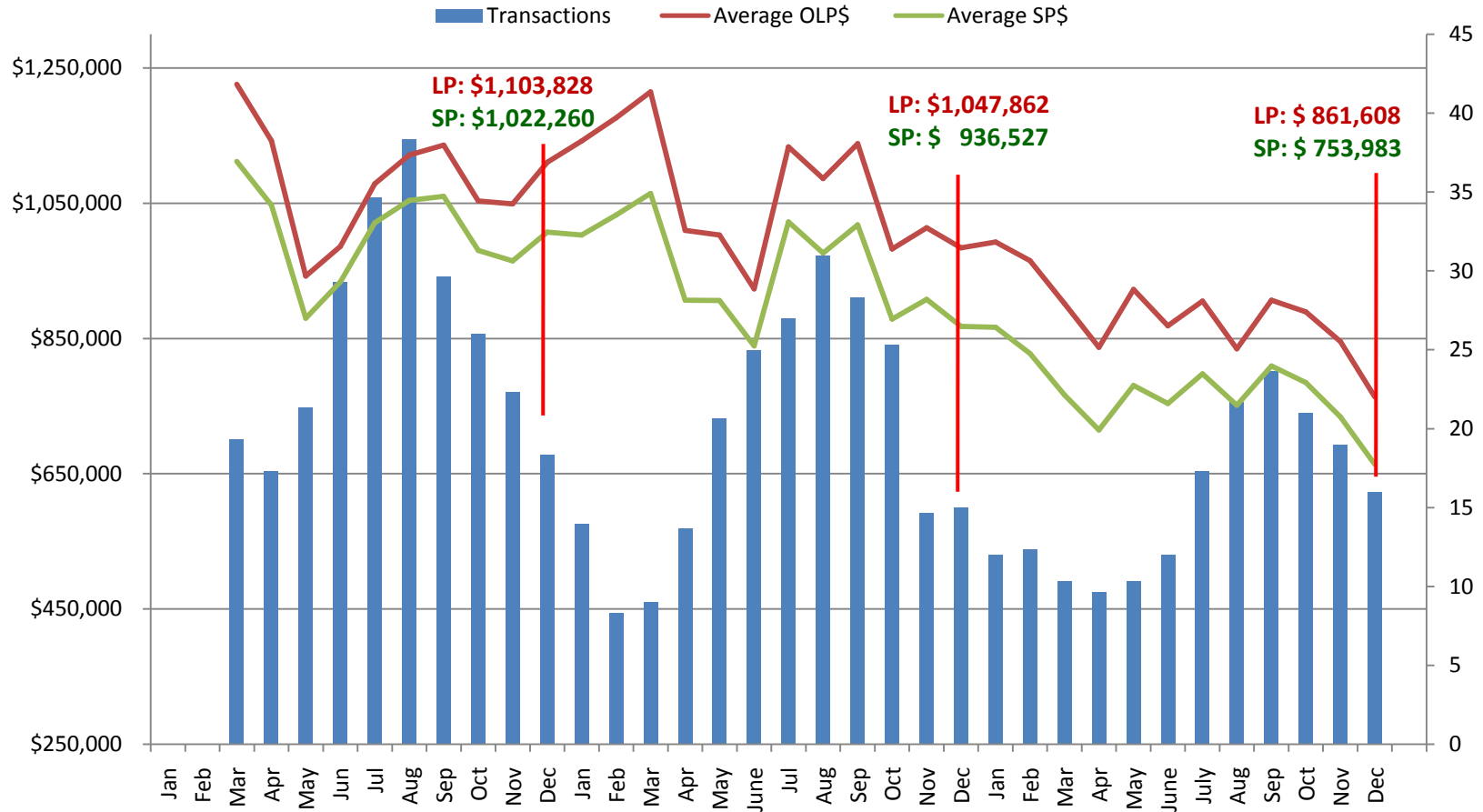
**Let's look for some good news here:** No one can deny that transaction volume is anemic at best yet when looking at the last 5 months, the volume is substantially above that of the first five months of the year. Seasonally, it also looks very appropriate - a slight decrease as we move from July to the end of the year. The decline in price may have actually supported a higher level of transactions than might have been expected. The pipeline for Wilmette is adequately filled: there are 33 deals near to closing. That equates to all of October AND November Closed Deals, combined. Despite December **lower prices lead to more transactions.**

## Market Time vs Average Price January 2007 to December 2009 Wilmette, SFR



This is a worrisome trend: August to December 2009 shows a dramatic increase in Days On Market. In 2007 we saw a similar trend - longer DOM. But that year we also experienced a mild increase in prices indicating people were still buying. The fall in Average Price in 2008 and 2009 seems to indicate a fundamental change in the market. While the federal government attempts to stabilize the market, lending still lags and acts as an inhibitor on price. If credit is not available, properties will sit on market longer. So let's look to see what January brings and focus on arriving at an accurate price..

## Trailing Three Month Data Wilmette March 2007 - December 2009



This chart reflects a rolling three month average. The data above shows Average SOLD prices declined 23% from December 2008. In line with this decline in prices, 2009 transaction volume was significantly lower than the prior two years. In 2009 we see a disappointing trend continue: the difference between **Original List Price** and **Sold Price** was 7.4% in 2007, 10.6% in 2008 and 12.5% in 2009. The increasingly greater difference indicates that Buyers still seek ever lower SOLD prices even as Sellers lower their Listing Prices. Unfortunately, the decline in **List Prices does not match what Buyers are willing to pay.**