

# July 2019

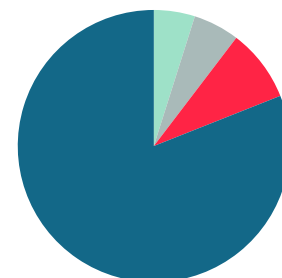
Area Delimited by County Of Cherokee



## MONTHLY INVENTORY ANALYSIS

Report produced on Aug 12, 2019 for MLS Technology Inc.

Compared Metrics	2018	July 2019	+/-%
Closed Listings	76	56	-26.32%
Pending Listings	67	63	-5.97%
New Listings	193	173	-10.36%
Median List Price	65,700	103,950	58.22%
Median Sale Price	59,875	95,000	58.66%
Median Percent of Selling Price to List Price	99.44%	97.90%	-1.55%
Median Days on Market to Sale	44.00	19.50	-55.68%
End of Month Inventory	918	930	1.31%
Months Supply of Inventory	15.03	15.50	3.14%



■ Closed (4.88%)  
■ Pending (5.49%)  
■ Other OffMarket (8.62%)  
■ Active (81.01%)

**Absorption:** Last 12 months, an Average of **60** Sales/Month  
**Active Inventory** as of July 31, 2019 = **930**

### Analysis Wrap-Up

#### Months Supply of Inventory (MSI) Increases

The total housing inventory at the end of July 2019 rose **1.31%** to 930 existing homes available for sale. Over the last 12 months this area has had an average of 60 closed sales per month. This represents an unsold inventory index of **15.50** MSI for this period.

#### Median Sale Price Going Up

According to the preliminary trends, this market area has experienced some upward momentum with the increase of Median Price this month. Prices went up **58.66%** in July 2019 to \$95,000 versus the previous year at \$59,875.

#### Median Days on Market Shortens

The median number of **19.50** days that homes spent on the market before selling decreased by 24.50 days or **55.68%** in July 2019 compared to last year's same month at **44.00** DOM.

#### Sales Success for July 2019 is Positive

Overall, with Median Prices going up and Days on Market decreasing, the Listed versus Closed Ratio finished weak this month.

There were 173 New Listings in July 2019, down **10.36%** from last year at 193. Furthermore, there were 56 Closed Listings this month versus last year at 76, a **-26.32%** decrease.

Closed versus Listed trends yielded a **32.4%** ratio, down from previous year's, July 2018, at **39.4%**, a **17.80%** downswing. This will certainly create pressure on an increasing Month's Supply of Inventory (MSI) in the months to come.

### What's in this Issue

<b>Closed Listings</b>	<b>1</b>
<b>Pending Listings</b>	<b>2</b>
<b>New Listings</b>	<b>3</b>
<b>Inventory</b>	<b>4</b>
<b>Months Supply of Inventory</b>	<b>5</b>
<b>Median Days on Market to Sale</b>	<b>6</b>
<b>Median List Price at Closing</b>	<b>7</b>
<b>Median Sale Price at Closing</b>	<b>8</b>
<b>Median Percent of Selling Price to List Price</b>	<b>9</b>
<b>Market Summary</b>	<b>10</b>

### Real Estate is Local

#### Consumers Should Consult with a REALTOR®

Buying or selling real estate, for a majority of consumers, is one of the most important decisions they will make. Choosing a real estate professional continues to be a vital part of this process.

#### Identify a Professional to Manage the Procedure

REALTORS® are well-informed about critical factors that affect your specific market area - such as changes in market conditions, consumer attitudes and interest rates.

#### Are You Ready to Buy or Sell Real Estate?

Contact an experienced REALTOR®

**MLS Technology Inc. -**

**Phone:** 918-663-7500

**Email:** support@mlstechnology.com

# July 2019



Area Delimited by County Of Cherokee

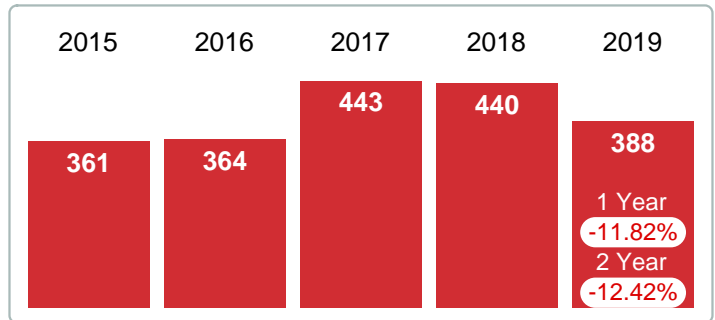
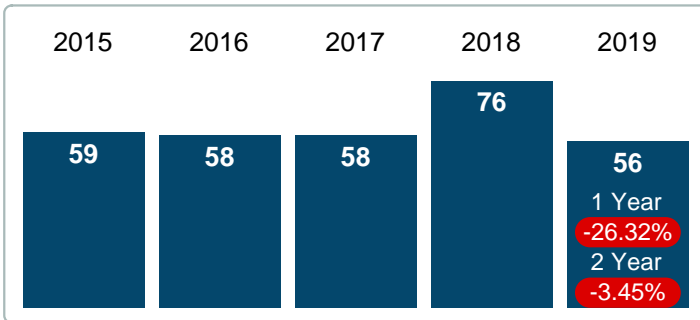


## CLOSED LISTINGS

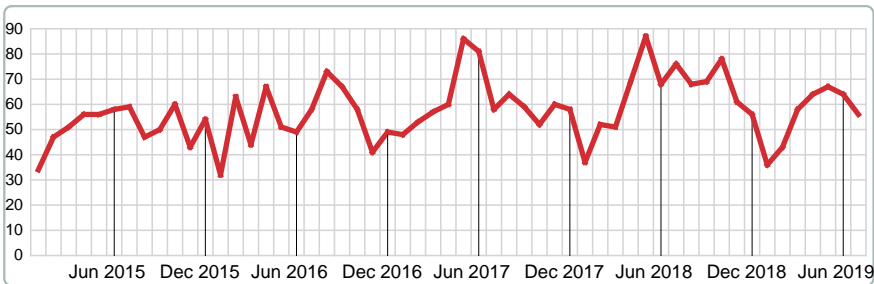
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### JULY

### YEAR TO DATE (YTD)

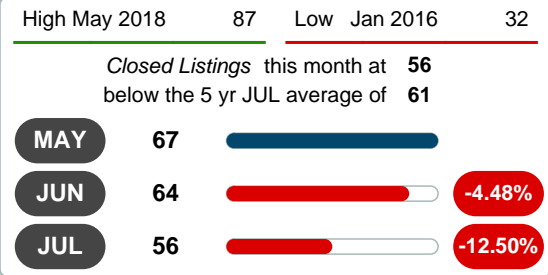


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 61



### CLOSED LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Closed Listings by Price Range		%	MDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	0.0	0	0	0	0
\$1-\$20,000	11	19.64%	21.0	9	2	0	0
\$20,001-\$60,000	10	17.86%	7.5	3	7	0	0
\$60,001-\$110,000	14	25.00%	24.5	4	10	0	0
\$110,001-\$150,000	8	14.29%	38.5	1	6	0	1
\$150,001-\$200,000	5	8.93%	41.0	1	4	0	0
\$200,001 and up	8	14.29%	13.0	0	6	2	0
<b>Total Closed Units</b>	<b>56</b>			<b>18</b>	<b>35</b>	<b>2</b>	<b>1</b>
<b>Total Closed Volume</b>	<b>5,619,028</b>	<b>100%</b>	<b>19.5</b>	<b>834.87K</b>	<b>4.10M</b>	<b>544.90K</b>	<b>137.00K</b>
<b>Median Closed Price</b>	<b>\$95,000</b>			<b>\$20,613</b>	<b>\$109,000</b>	<b>\$272,450</b>	<b>\$137,000</b>

# July 2019



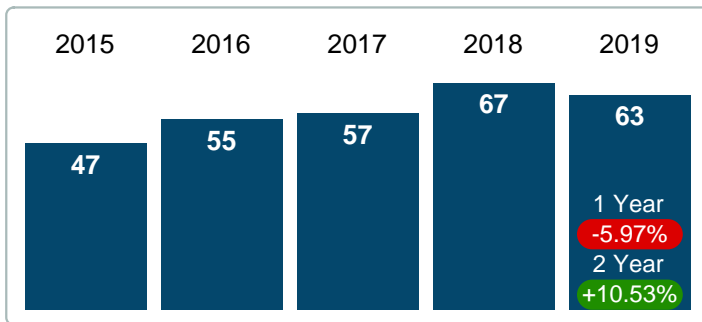
Area Delimited by County Of Cherokee



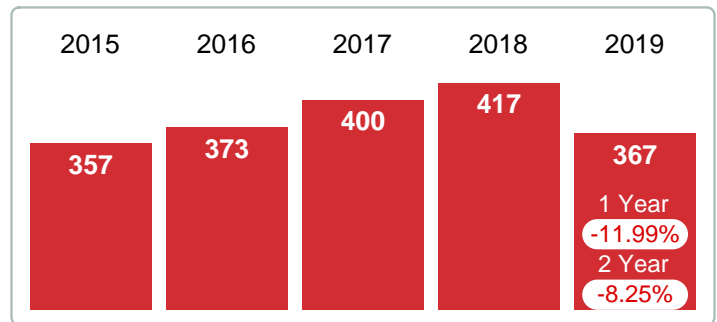
## PENDING LISTINGS

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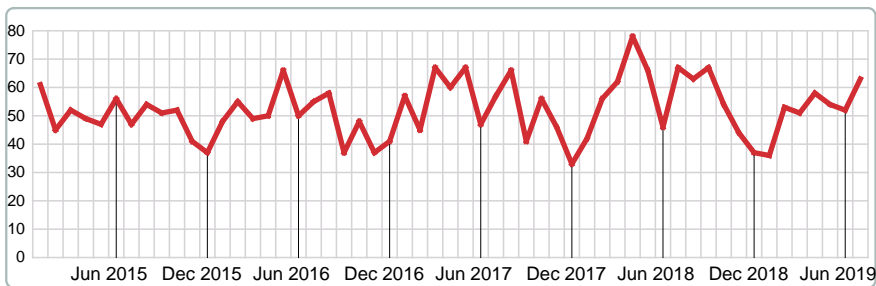
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 58

High Apr 2018 78 Low Dec 2017 33

Pending Listings this month at 63 above the 5 yr JUL average of 58



### PENDING LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Pending Listings by Price Range		%	MDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$20,000 and less	8	12.70%	125.0	8	0	0	0
\$20,001 - \$30,000	5	7.94%	25.0	3	2	0	0
\$30,001 - \$60,000	8	12.70%	66.0	4	3	1	0
\$60,001 - \$140,000	18	28.57%	41.0	7	11	0	0
\$140,001 - \$190,000	9	14.29%	21.0	0	7	1	1
\$190,001 - \$260,000	8	12.70%	39.5	1	3	3	1
\$260,001 and up	7	11.11%	97.0	2	1	4	0
<b>Total Pending Units</b>	<b>63</b>			<b>25</b>	<b>27</b>	<b>9</b>	<b>2</b>
<b>Total Pending Volume</b>	<b>8,129,048</b>	<b>100%</b>	<b>47.0</b>	<b>2.04M</b>	<b>3.47M</b>	<b>2.23M</b>	<b>389.00K</b>
<b>Median Listing Price</b>	<b>\$98,900</b>			<b>\$37,500</b>	<b>\$133,000</b>	<b>\$254,800</b>	<b>\$194,500</b>

# July 2019



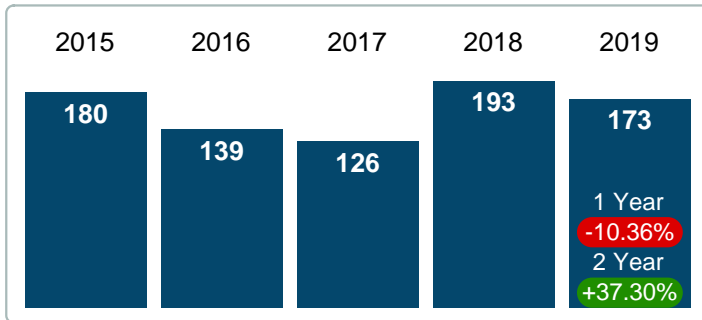
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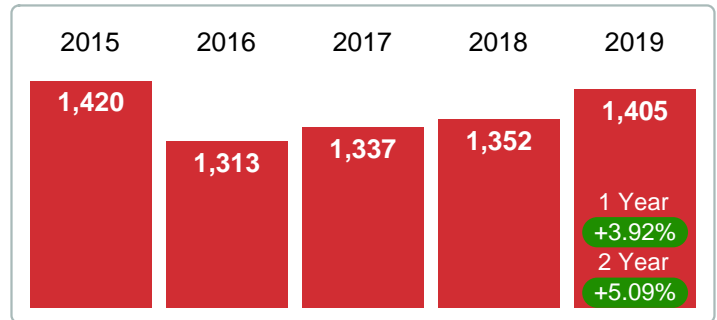
## NEW LISTINGS

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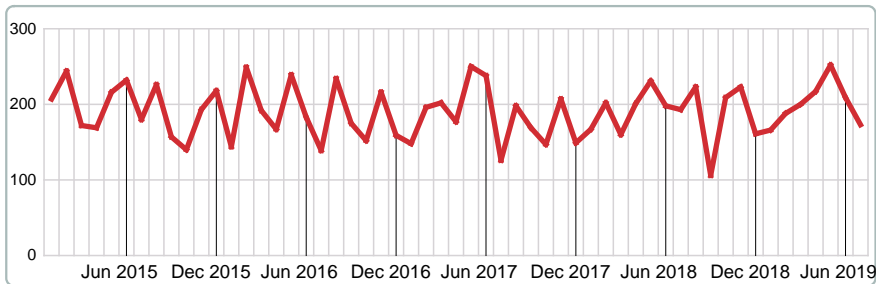
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS

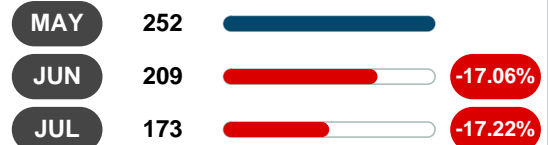


### 3 MONTHS

5 year JUL AVG = 162

High May 2019 252 Low Sep 2018 106

New Listings this month at 173  
above the 5 yr JUL average of 162



### NEW LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of New Listings by Price Range		%	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$10,000 and less	20	11.56%	17	2	1	0
\$10,001 - \$20,000	19	10.98%	19	0	0	0
\$20,001 - \$40,000	24	13.87%	23	1	0	0
\$40,001 - \$150,000	45	26.01%	26	16	2	1
\$150,001 - \$220,000	26	15.03%	6	17	2	1
\$220,001 - \$390,000	20	11.56%	9	7	2	2
\$390,001 and up	19	10.98%	12	3	3	1
<b>Total New Listed Units</b>	<b>173</b>		<b>112</b>	<b>46</b>	<b>10</b>	<b>5</b>
<b>Total New Listed Volume</b>	<b>34,397,814</b>	<b>100%</b>	<b>20.28M</b>	<b>9.28M</b>	<b>3.55M</b>	<b>1.29M</b>
<b>Median New Listed Listing Price</b>	<b>\$100,000</b>		<b>\$32,750</b>	<b>\$166,650</b>	<b>\$222,700</b>	<b>\$299,900</b>

# July 2019



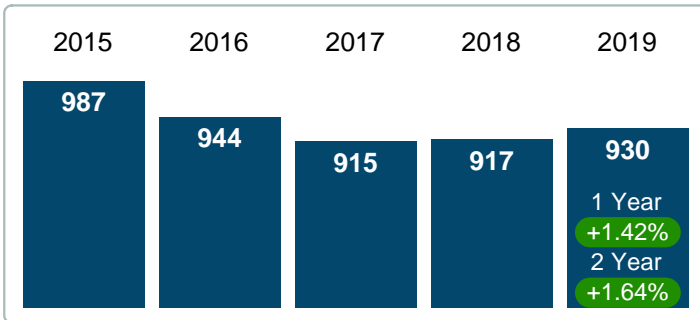
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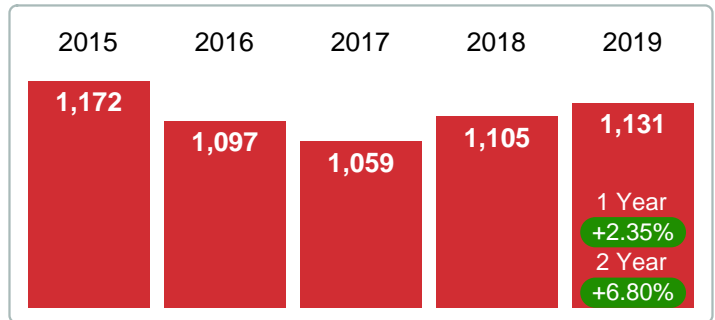
## ACTIVE INVENTORY

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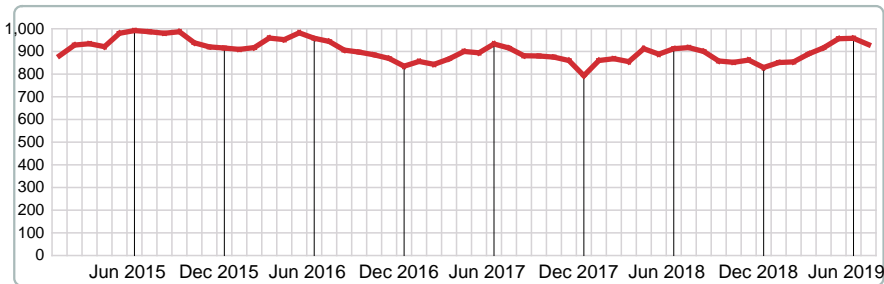
### END OF JULY



### ACTIVE DURING JULY

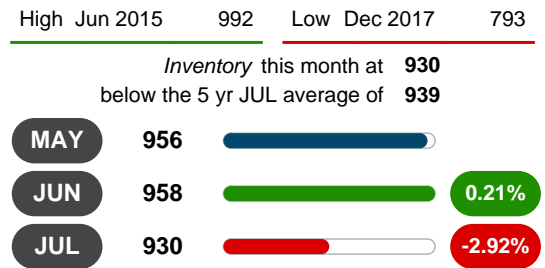


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 939



### INVENTORY & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Inventory by Price Range		%	MDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$10,000 and less	57	6.13%	44.0	48	7	2	0
\$10,001 - \$10,000	0	0.00%	44.0	0	0	0	0
\$10,001 - \$20,000	224	24.09%	110.0	224	0	0	0
\$20,001 - \$80,000	290	31.18%	80.5	266	20	3	1
\$80,001 - \$170,000	139	14.95%	97.0	65	61	11	2
\$170,001 - \$330,000	125	13.44%	78.0	45	46	25	9
\$330,001 and up	95	10.22%	68.0	49	24	12	10
Total Active Inventory by Units		930		697	158	53	22
Total Active Inventory by Volume		129,796,031	100%	70.93M	34.60M	14.91M	9.35M
Median Active Inventory Listing Price		\$65,000		\$29,900	\$154,000	\$210,000	\$297,400

# July 2019



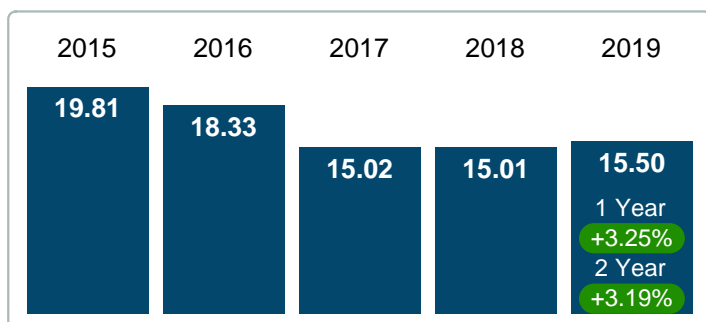
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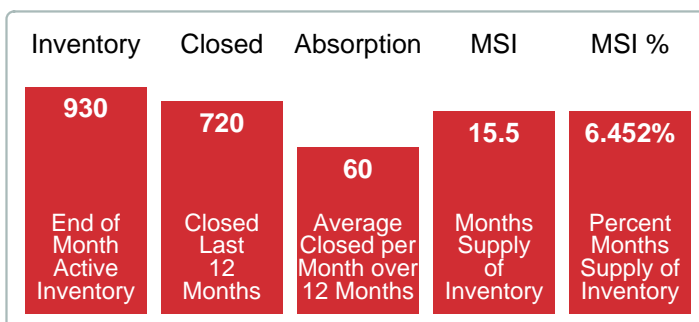
## MONTHS SUPPLY of INVENTORY (MSI)

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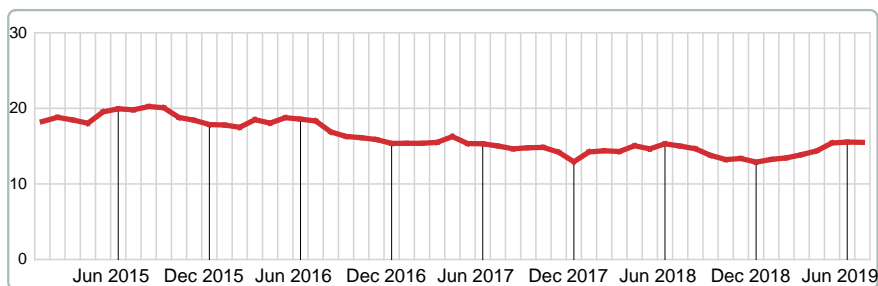
### MSI FOR JULY



### INDICATORS FOR JULY 2019

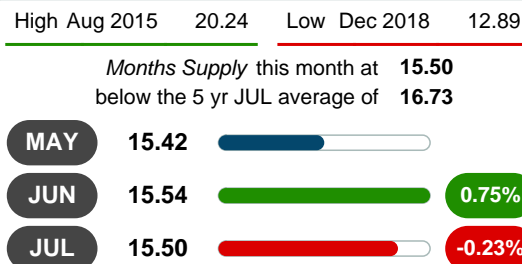


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 16.73



### MONTHS SUPPLY & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Active Inventory by Price Range and MSI		%	MSI	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$10,000 and less	57	6.13%	6.33	7.48	3.00	8.00	0.00
\$10,001 - \$10,000	0	0.00%	0.00	0.00	0.00	0.00	0.00
\$10,001 - \$20,000	224	24.09%	67.20	72.65	0.00	0.00	0.00
\$20,001 - \$80,000	290	31.18%	17.66	26.16	3.69	4.00	12.00
\$80,001 - \$170,000	139	14.95%	7.01	13.93	4.66	6.00	8.00
\$170,001 - \$330,000	125	13.44%	13.39	31.76	9.05	9.68	36.00
\$330,001 and up	95	10.22%	45.60	49.00	48.00	20.57	0.00
Market Supply of Inventory (MSI)	15.50			26.06	5.93	8.83	37.71
Total Active Inventory by Units	930	100%	15.50	697	158	53	22

# July 2019



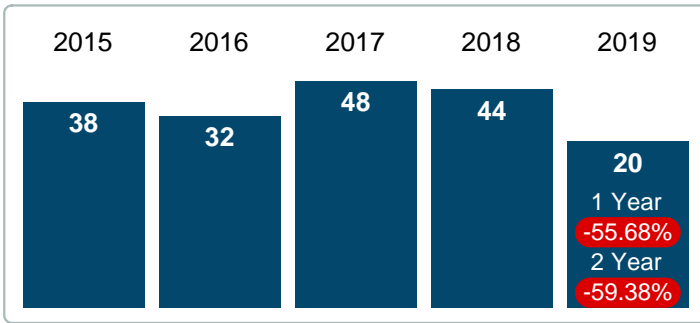
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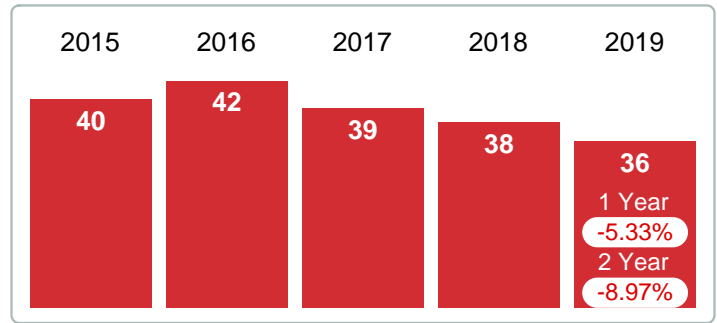
## MEDIAN DAYS ON MARKET TO SALE

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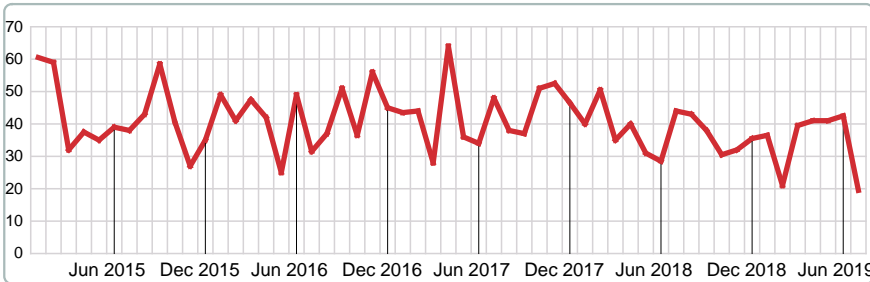
### JULY



### YEAR TO DATE (YTD)

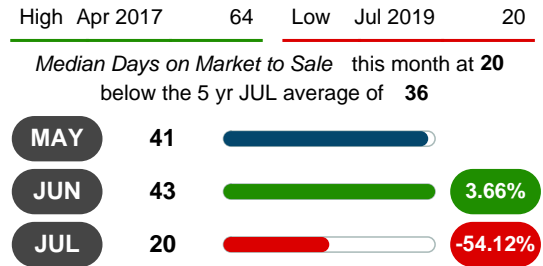


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 36



### MEDIAN DOM OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Median Days on Market to Sale by Price Range		%	MDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	68	0	0	0	0
\$1 \$20,000	11	19.64%	21	21	36	0	0
\$20,001 \$60,000	10	17.86%	8	1	15	0	0
\$60,001 \$110,000	14	25.00%	25	32	20	0	0
\$110,001 \$150,000	8	14.29%	39	26	51	0	42
\$150,001 \$200,000	5	8.93%	41	41	26	0	0
\$200,001 and up	8	14.29%	13	0	13	16	0
Median Closed DOM	20		19.5	22	17	16	42
Total Closed Units	56	100%		18	35	2	1
Total Closed Volume	5,619,028			834.87K	4.10M	544.90K	137.00K



# July 2019



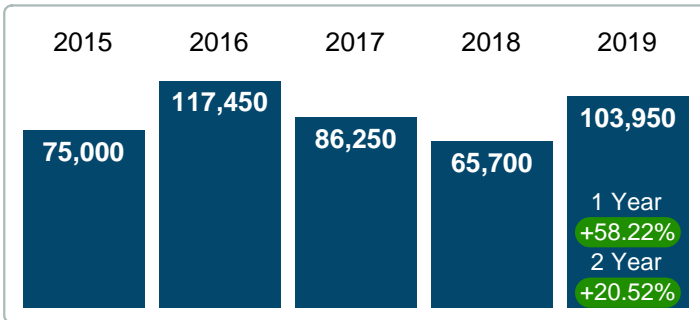
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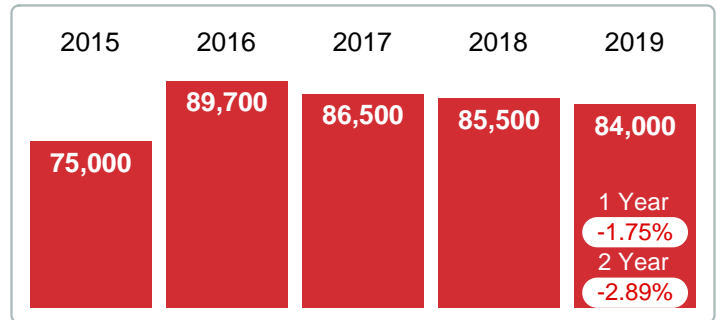
## MEDIAN LIST PRICE AT CLOSING

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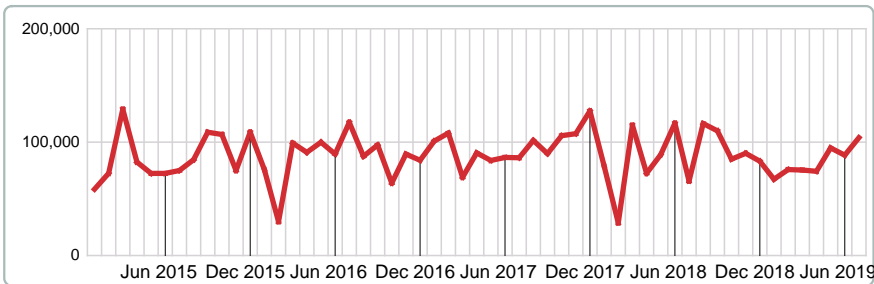
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 89,670

High Mar 2015 129,000 Low Feb 2018 28,800

Median List Price at Closing this month at **103,950**  
above the 5 yr JUL average of **89,670**



### MEDIAN LIST PRICE OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Median List Price at Closing by Price Range		%	MLPrice	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	13	0	0	0	0
\$1-\$20,000	11	19.64%	825	600	1,013	0	0
\$20,001-\$60,000	10	17.86%	53,000	27,900	54,500	0	0
\$60,001-\$110,000	11	19.64%	99,000	99,000	93,500	0	0
\$110,001-\$150,000	11	19.64%	136,200	129,200	137,600	0	139,900
\$150,001-\$200,000	5	8.93%	174,900	174,900	174,700	0	0
\$200,001 and up	8	14.29%	232,250	0	223,700	272,450	0
Median List Price			103,950	21,550	119,900	272,450	139,900
Total Closed Units		100%	103,950	18	35	2	1
Total Closed Volume			5,883,625	908.80K	4.29M	544.90K	139.90K



# July 2019



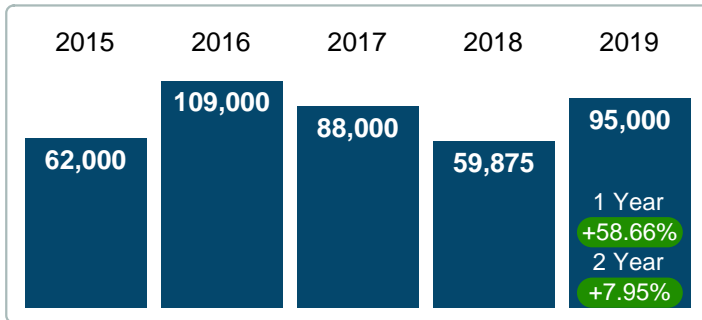
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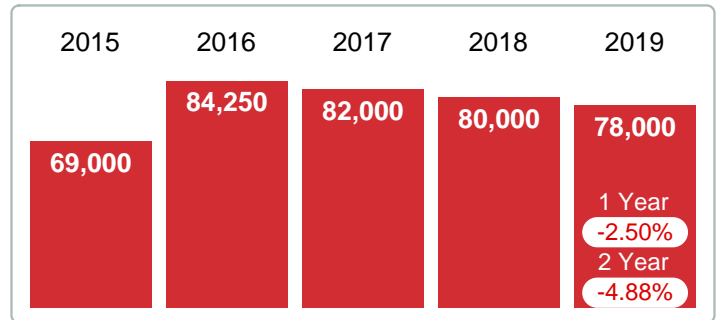
## MEDIAN SOLD PRICE AT CLOSING

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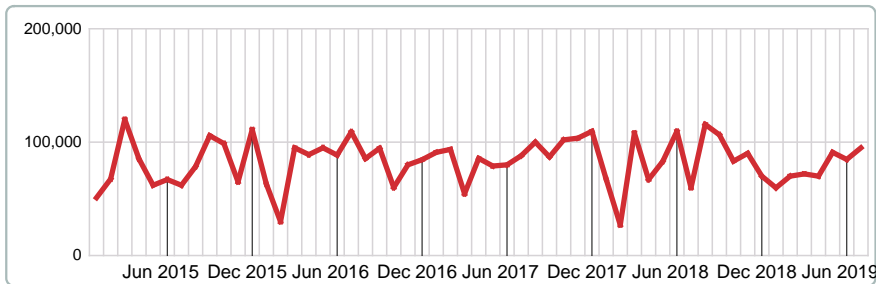
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 82,775

High Mar 2015 120,000 Low Feb 2018 27,000

Median Sold Price at Closing this month at **95,000**  
above the 5 yr JUL average of **82,775**



### MEDIAN SOLD PRICE OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Median Sold Price at Closing by Price Range		%	M Sale	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	232,250	0	0	0	0
\$1-\$20,000	11	19.64%	875	600	1,038	0	0
\$20,001-\$60,000	10	17.86%	46,500	26,226	48,000	0	0
\$60,001-\$110,000	14	25.00%	95,000	95,000	96,000	0	0
\$110,001-\$150,000	8	14.29%	133,750	132,500	133,750	0	137,000
\$150,001-\$200,000	5	8.93%	169,900	165,000	174,700	0	0
\$200,001 and up	8	14.29%	222,500	0	211,500	272,450	0
Median Sold Price			95,000	20,613	109,000	272,450	137,000
Total Closed Units		100%	95,000	18	35	2	1
Total Closed Volume			5,619,028	834.87K	4.10M	544.90K	137.00K

# July 2019



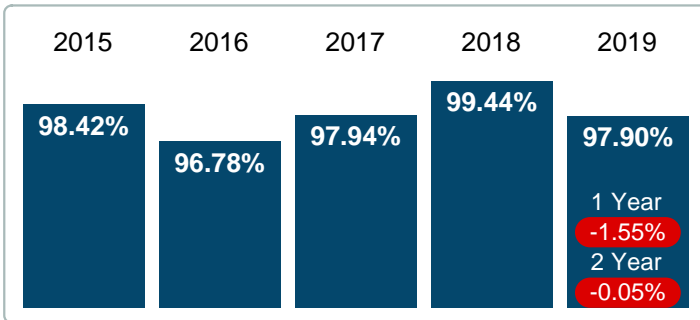
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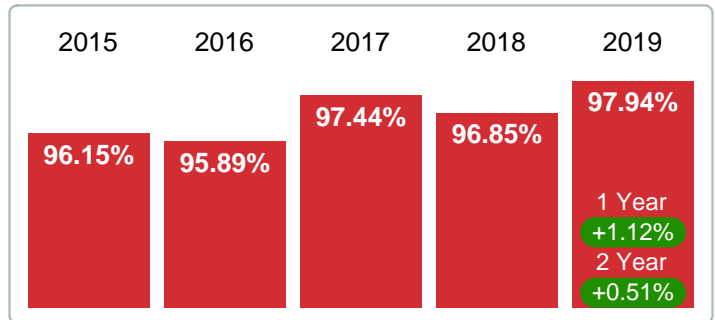
## MEDIAN PERCENT OF SELLING PRICE TO LISTING PRICE

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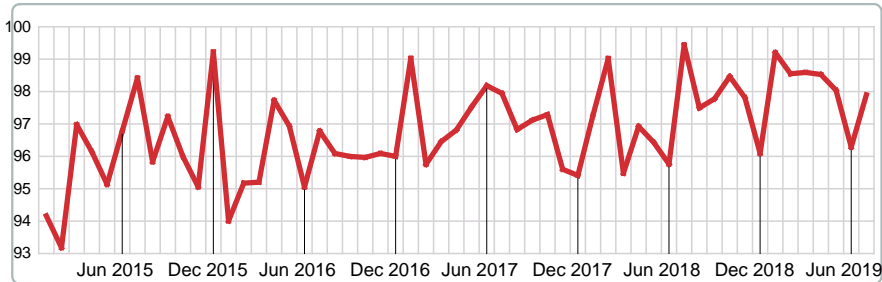
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 98.10%

High Jul 2018 99.44% Low Feb 2015 93.18%

Median Sold/List Ratio this month at **97.90%**  
equal to 5 yr JUL average of **98.10%**



## MEDIAN SOLD/LIST RATIO OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Sold/List Ratio by Price Range		%	M S/L%	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	22,500.00%	0.00%	0.00%	0.00%	0.00%
\$1 \$20,000	11	19.64%	100.00%	100.00%	103.03%	0.00%	0.00%
\$20,001 \$60,000	10	17.86%	93.60%	94.00%	93.04%	0.00%	0.00%
\$60,001 \$110,000	14	25.00%	99.68%	89.61%	99.68%	0.00%	0.00%
\$110,001 \$150,000	8	14.29%	97.46%	100.00%	95.92%	0.00%	97.93%
\$150,001 \$200,000	5	8.93%	100.00%	94.34%	100.00%	0.00%	0.00%
\$200,001 and up	8	14.29%	96.52%	0.00%	95.18%	100.00%	0.00%
Median Sold/List Ratio		97.90%		99.34%	97.22%	100.00%	97.93%
Total Closed Units		56	100%	18	35	2	1
Total Closed Volume		5,619,028		834.87K	4.10M	544.90K	137.00K

# July 2019



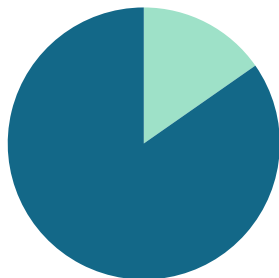
Area Delimited by County Of Cherokee



## MARKET SUMMARY

Report produced on Aug 12, 2019 for MLS Technology Inc.

### INVENTORY

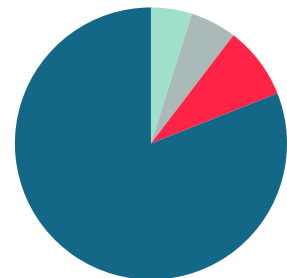


**Inventory**  
 New Listings  
**173 = 15.30%**  
 Start Inventory  
**958**  
 Total Inventory Units  
**1,131**  
 Volume  
**\$164,288,329**

### Market Activity

Closed Sales  
**56 = 4.88%**  
 Pending Sales  
**63 = 5.49%**  
 Other Off Market  
**99 = 8.62%**  
 Active Inventory  
**930 = 81.01%**

### MARKET ACTIVITY



Compared Metrics	July			Year to Date		
	2018	2019	+/-%	2018	2019	+/-%
Closed Sales	76	56	-26.32%	440	388	-11.82%
Pending Sales	67	63	-5.97%	417	367	-11.99%
New Listings	193	173	-10.36%	1,352	1,405	3.92%
Median List Price	65,700	103,950	58.22%	85,500	84,000	-1.75%
Median Sale Price	59,875	95,000	58.66%	80,000	78,000	-2.50%
Median Percent of Selling Price to List Price	99.44%	97.90%	-1.55%	96.85%	97.94%	1.12%
Median Days on Market to Sale	44.00	19.50	-55.68%	37.50	35.50	-5.33%
Monthly Inventory	918	930	1.31%	918	930	1.31%
Months Supply of Inventory	15.03	15.50	3.14%	15.03	15.50	3.14%

**Absorption:** Last 12 months, an Average of **60** Sales/Month

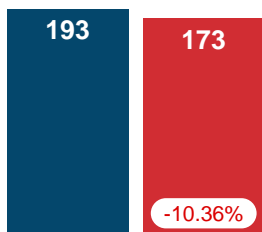
**Inventory on July 31, 2019 = 930**

**2018** **2019**

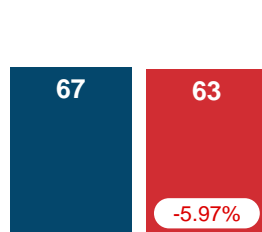
### JULY MARKET

### MEDIAN PRICES

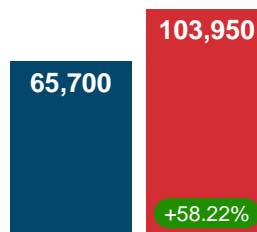
#### New Listings



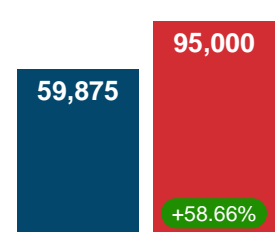
#### Pending Listings



#### List Price



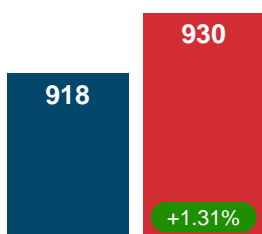
#### Sale Price



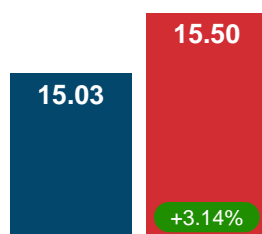
### INVENTORY

### MEDIAN SOLD/LIST RATIO & DOM

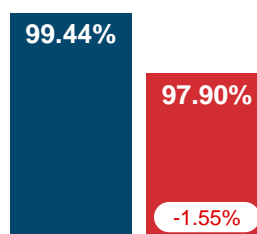
#### Active Inventory



#### Monthly Supply of Inventory



#### Sale/List Ratio



#### Days on Market

