

July 2019

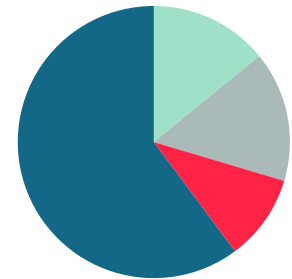
Area Delimited by County Of Rogers



MONTHLY INVENTORY ANALYSIS

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

Compared Metrics	2018	July 2019	+/-%
Closed Listings	156	163	4.49%
Pending Listings	166	179	7.83%
New Listings	259	293	13.13%
Average List Price	178,919	228,761	27.86%
Average Sale Price	174,785	222,623	27.37%
Average Percent of Selling Price to List Price	97.26%	97.27%	0.01%
Average Days on Market to Sale	45.81	42.65	-6.89%
End of Month Inventory	884	695	-21.38%
Months Supply of Inventory	6.71	5.02	-25.21%



■ Closed (14.11%)
■ Pending (15.50%)
■ Other OffMarket (10.22%)
■ Active (60.17%)

Absorption: Last 12 months, an Average of **139** Sales/Month
Active Inventory as of July 31, 2019 = **695**

Analysis Wrap-Up

Months Supply of Inventory (MSI) Decreases

The total housing inventory at the end of July 2019 decreased **21.38%** to 695 existing homes available for sale. Over the last 12 months this area has had an average of 139 closed sales per month. This represents an unsold inventory index of **5.02** MSI for this period.

Average Sale Price Going Up

According to the preliminary trends, this market area has experienced some upward momentum with the increase of Average Price this month. Prices went up **27.37%** in July 2019 to \$222,623 versus the previous year at \$174,785.

Average Days on Market Shortens

The average number of **42.65** days that homes spent on the market before selling decreased by 3.16 days or **6.89%** in July 2019 compared to last year's same month at **45.81** DOM.

Sales Success for July 2019 is Positive

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

There were 293 New Listings in July 2019, up **13.13%** from last year at 259. Furthermore, there were 163 Closed Listings this month versus last year at 156, a **4.49%** increase.

Closed versus Listed trends yielded a **55.6%** ratio, down from previous year's, July 2018, at **60.2%**, a **7.64%** downswing. This will certainly create pressure on a decreasing Month's Supply of Inventory (MSI) in the months to come.

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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 Rogers

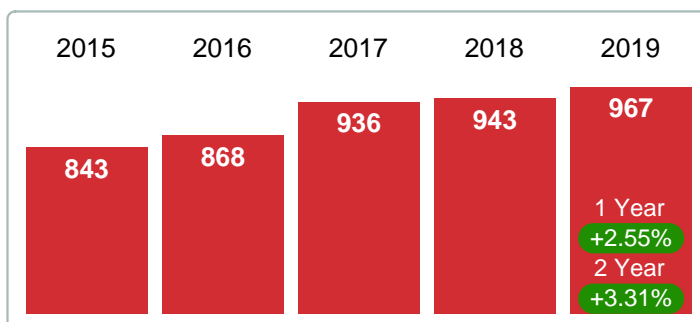
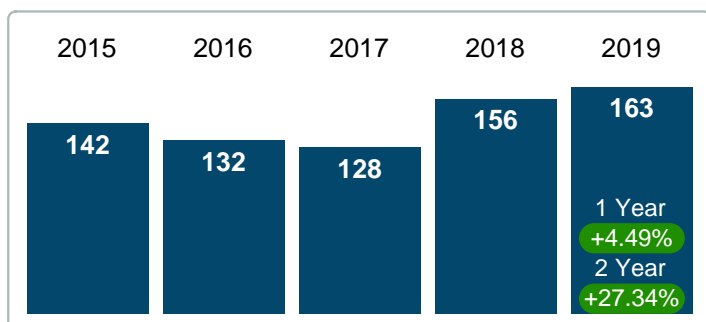


CLOSED LISTINGS

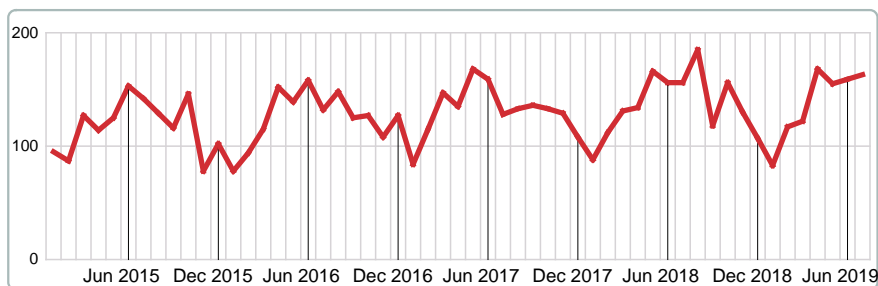
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JULY

YEAR TO DATE (YTD)

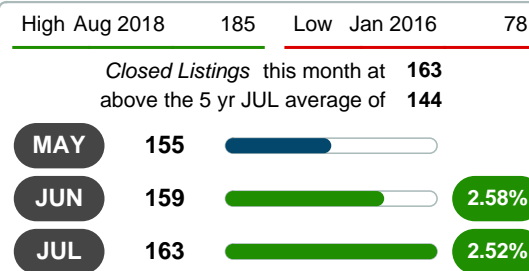


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 144



CLOSED LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Closed Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$50,000 and less	14	8.59%	43.1	8	4	2	0
\$50,001 - \$100,000	17	10.43%	34.1	8	8	1	0
\$100,001 - \$125,000	18	11.04%	37.9	5	12	1	0
\$125,001 - \$225,000	51	31.29%	36.9	1	32	18	0
\$225,001 - \$325,000	27	16.56%	50.0	0	12	13	2
\$325,001 - \$400,000	19	11.66%	48.1	0	4	13	2
\$400,001 and up	17	10.43%	55.3	0	0	11	6
Total Closed Units	163			22	72	59	10
Total Closed Volume	36,287,481	100%	42.7	1.55M	12.21M	16.90M	5.63M
Average Closed Price	\$222,623			\$70,293	\$169,598	\$286,485	\$562,740

July 2019



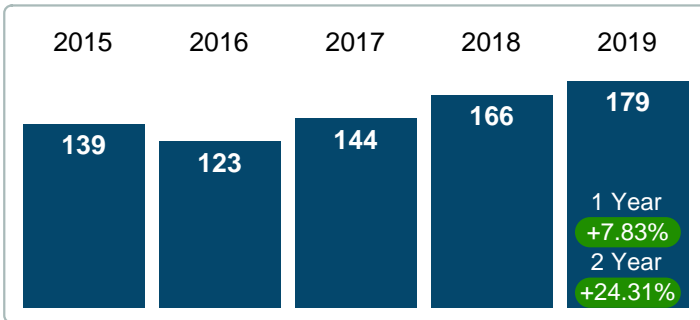
Area Delimited by County Of Rogers



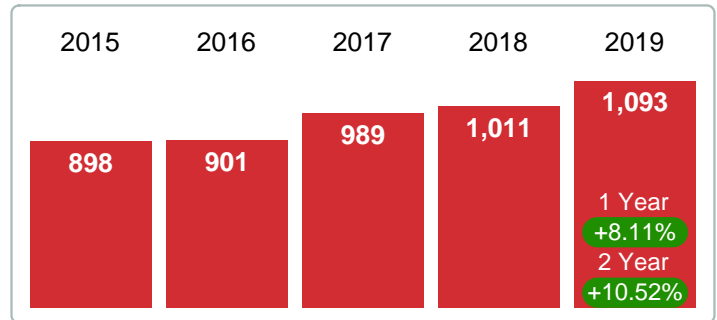
PENDING LISTINGS

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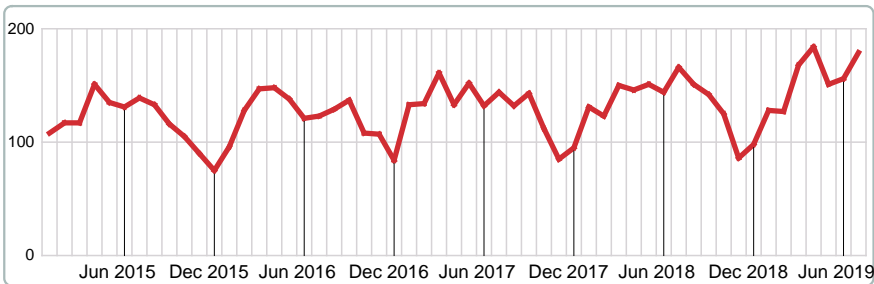
JULY



YEAR TO DATE (YTD)

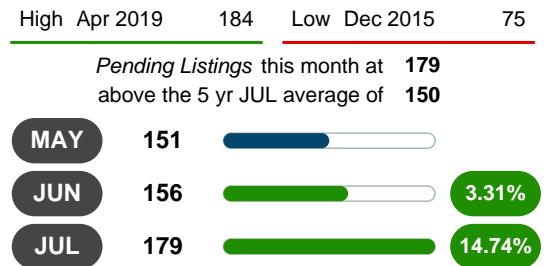


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 150



PENDING LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Pending Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$50,000 and less	7	3.91%	67.3	5	2	0	0
\$50,001 - \$125,000	33	18.44%	47.8	13	16	4	0
\$125,001 - \$150,000	24	13.41%	46.0	2	20	2	0
\$150,001 - \$175,000	27	15.08%	42.3	0	23	3	1
\$175,001 - \$250,000	47	26.26%	52.2	6	24	17	0
\$250,001 - \$350,000	21	11.73%	47.0	3	7	11	0
\$350,001 and up	20	11.17%	45.7	0	3	12	5
Total Pending Units	179			29	95	49	6
Total Pending Volume	36,552,452	100%	47.7	3.45M	17.09M	13.26M	2.75M
Average Listing Price	\$203,010			\$118,822	\$179,924	\$270,595	\$459,113

July 2019



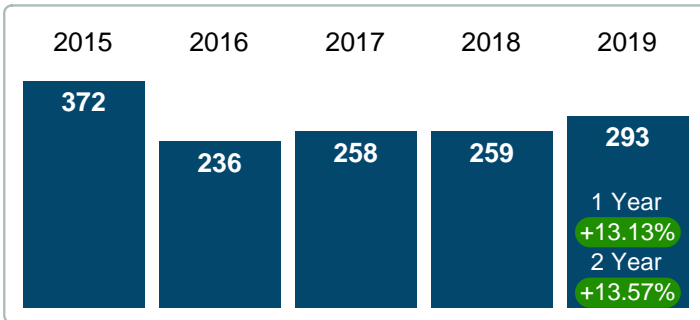
Area Delimited by County Of Rogers



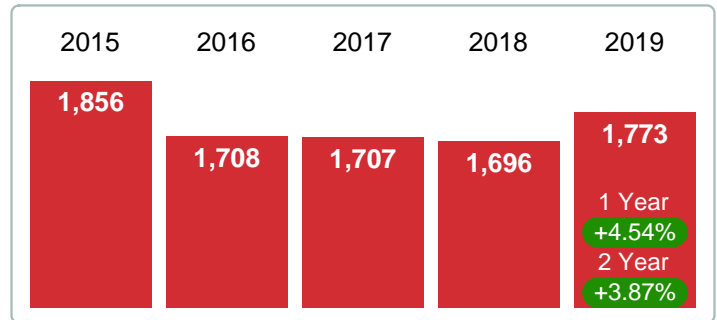
NEW LISTINGS

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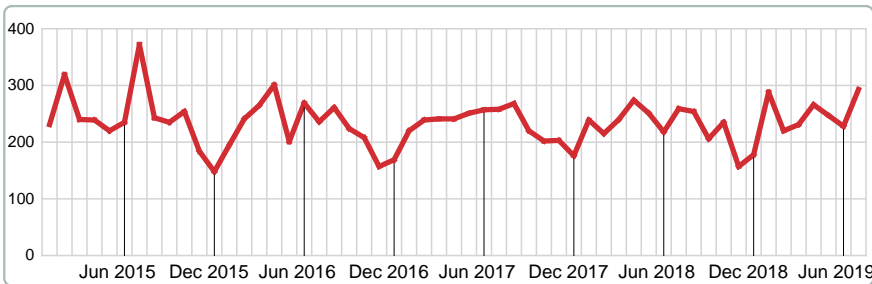
JULY



YEAR TO DATE (YTD)

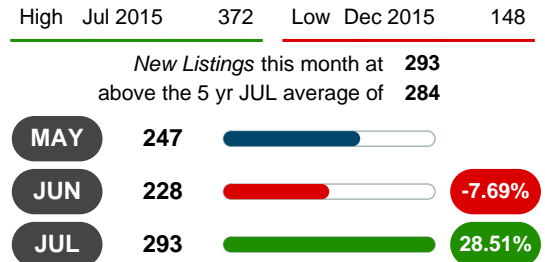


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 284



NEW LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of New Listings by Price Range		%	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$25,000 and less	19	6.48%	10	6	3	0
\$25,001 - \$100,000	43	14.68%	29	11	3	0
\$100,001 - \$150,000	32	10.92%	9	18	3	2
\$150,001 - \$225,000	94	32.08%	41	39	12	2
\$225,001 - \$275,000	33	11.26%	14	7	12	0
\$275,001 - \$425,000	40	13.65%	7	9	23	1
\$425,001 and up	32	10.92%	5	4	10	13
Total New Listed Units	293		115	94	66	18
Total New Listed Volume	73,200,971	100%	19.66M	17.89M	20.26M	15.39M
Average New Listed Listing Price	\$299,850		\$170,980	\$190,286	\$306,920	\$855,254

July 2019



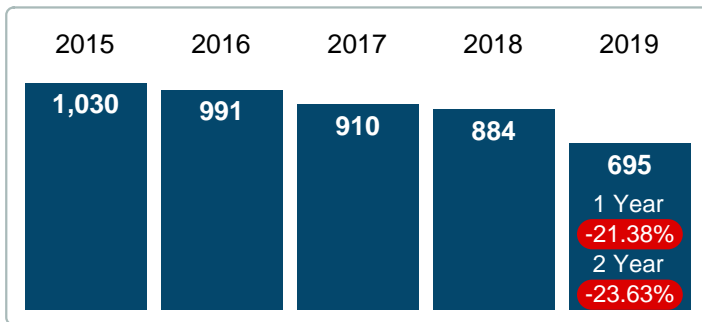
Area Delimited by County Of Rogers



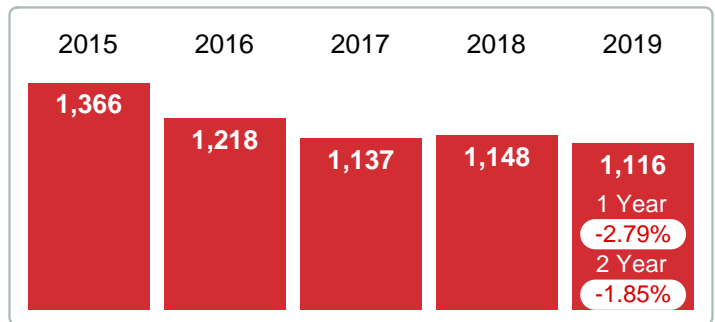
ACTIVE INVENTORY

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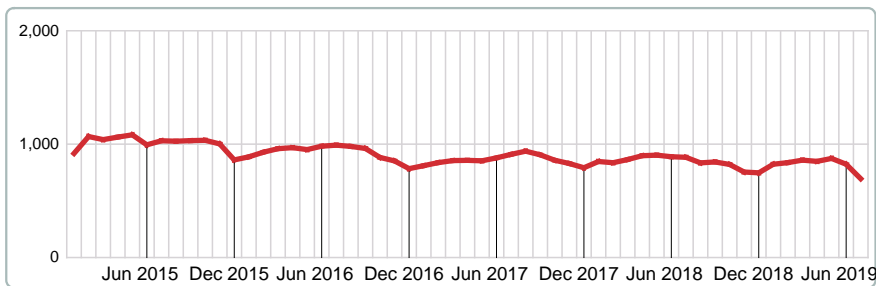
END OF JULY



ACTIVE DURING JULY

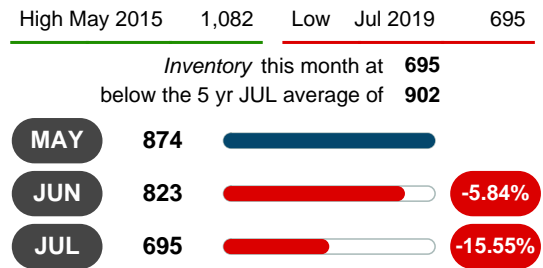


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 902



INVENTORY & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Inventory by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$25,000 and less	44	6.33%	65.3	35	7	2	0
\$25,001 - \$75,000	79	11.37%	69.8	68	7	4	0
\$75,001 - \$150,000	121	17.41%	70.8	65	46	8	2
\$150,001 - \$250,000	193	27.77%	55.3	71	72	47	3
\$250,001 - \$350,000	97	13.96%	73.7	26	27	36	8
\$350,001 - \$500,000	93	13.38%	82.4	10	18	55	10
\$500,001 and up	68	9.78%	73.6	19	10	18	21
Total Active Inventory by Units	695			294	187	170	44
Total Active Inventory by Volume	197,702,071	100%	68.3	58.84M	47.24M	57.56M	34.06M
Average Active Inventory Listing Price	\$284,463			\$200,144	\$252,599	\$338,607	\$774,102

July 2019



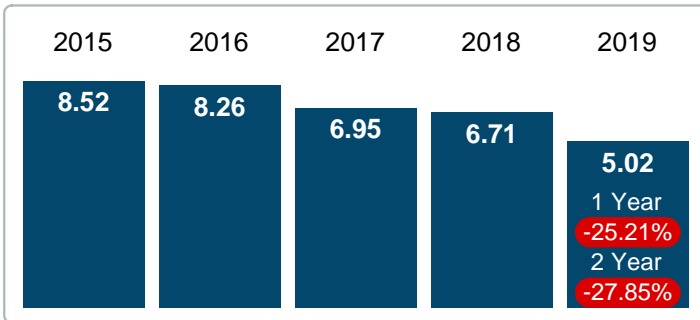
Area Delimited by County Of Rogers



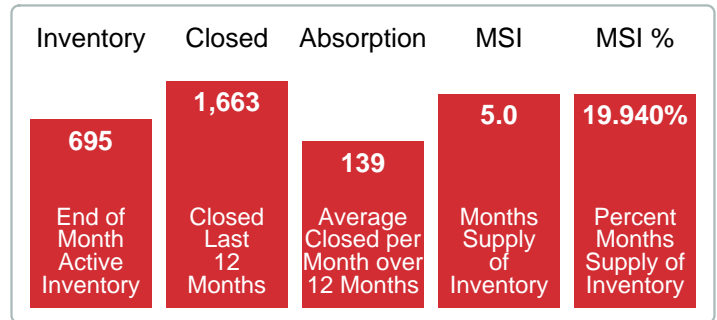
MONTHS SUPPLY of INVENTORY (MSI)

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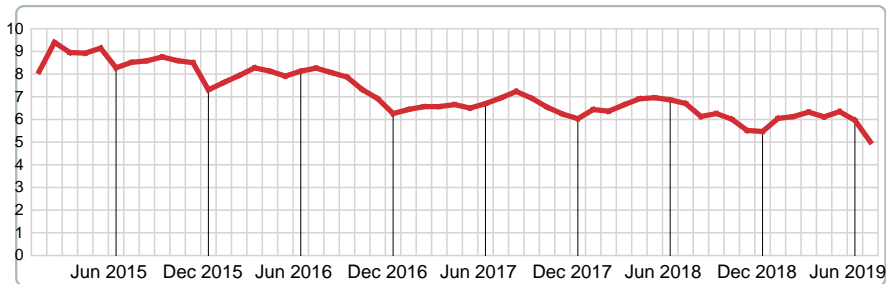
MSI FOR JULY



INDICATORS FOR JULY 2019

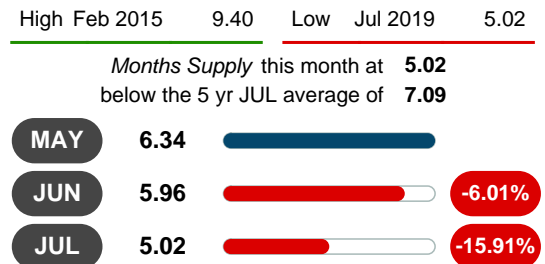


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 7.09



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
\$25,000 and less	44	6.33%	4.40	7.12	1.91	1.60	0.00
\$25,001 - \$75,000	79	11.37%	5.64	8.59	1.29	6.00	0.00
\$75,001 - \$150,000	121	17.41%	3.32	11.30	1.75	2.00	6.00
\$150,001 - \$250,000	193	27.77%	4.39	29.38	2.60	3.59	3.60
\$250,001 - \$350,000	97	13.96%	5.71	78.00	4.44	4.19	4.00
\$350,001 - \$500,000	93	13.38%	7.39	15.00	9.00	6.95	5.00
\$500,001 and up	68	9.78%	14.84	45.60	120.00	8.00	11.45
Market Supply of Inventory (MSI)			5.02	13.12	2.62	4.50	6.14
Total Active Inventory by Units		100%	5.02	294	187	170	44

July 2019

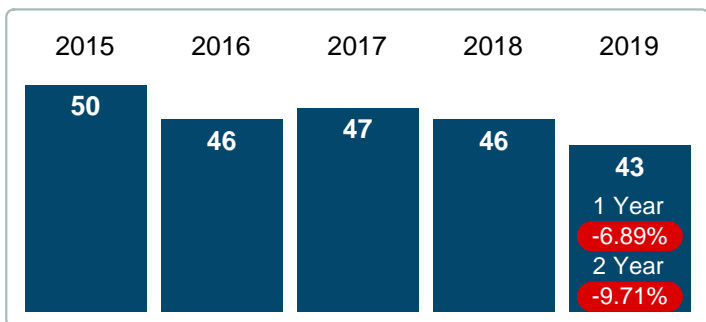
Area Delimited by County Of Rogers



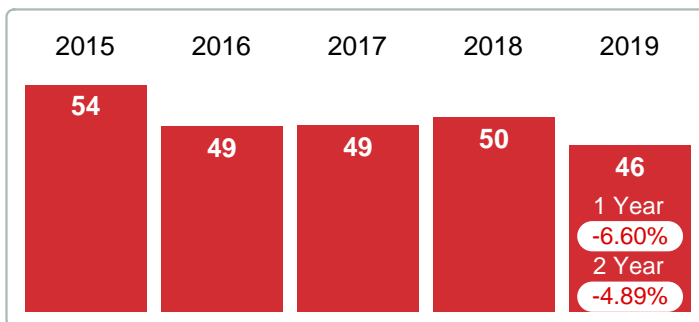
AVERAGE DAYS ON MARKET TO SALE

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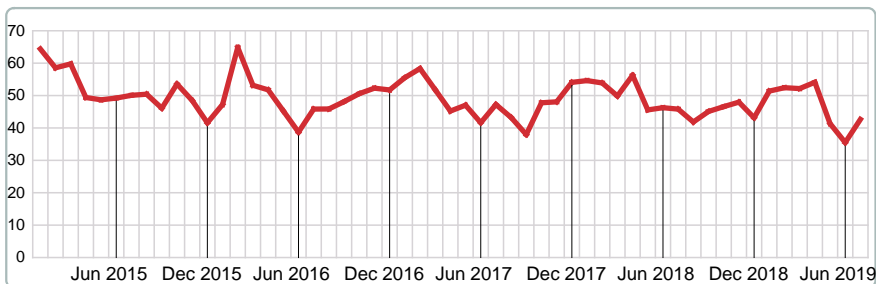
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 46

High Feb 2016 65 Low Jun 2019 36

Average Days on Market to Sale this month at 43 below the 5 yr JUL average of 46



AVERAGE DOM OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Average Days on Market to Sale by Price Range	%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$50,000 and less	8.59%	43	51	43	12	0
\$50,001 - \$100,000	10.43%	34	47	24	20	0
\$100,001 - \$125,000	11.04%	38	49	33	43	0
\$125,001 - \$225,000	31.29%	37	100	33	40	0
\$225,001 - \$325,000	16.56%	50	0	50	48	58
\$325,001 - \$400,000	11.66%	48	0	57	33	127
\$400,001 and up	10.43%	55	0	0	56	53
Average Closed DOM		43				
Total Closed Units	100%	42.7	22	72	59	10
Total Closed Volume		36,287,481	1.55M	12.21M	16.90M	5.63M

July 2019

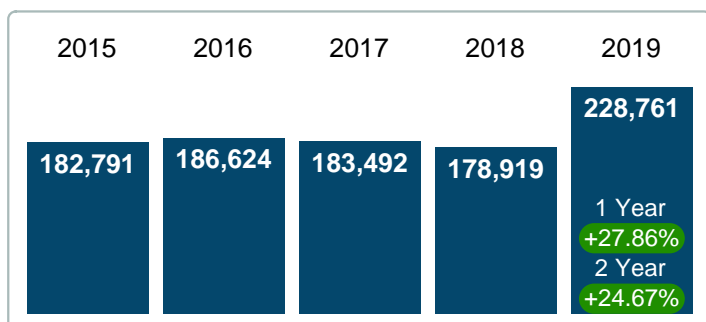
Area Delimited by County Of Rogers



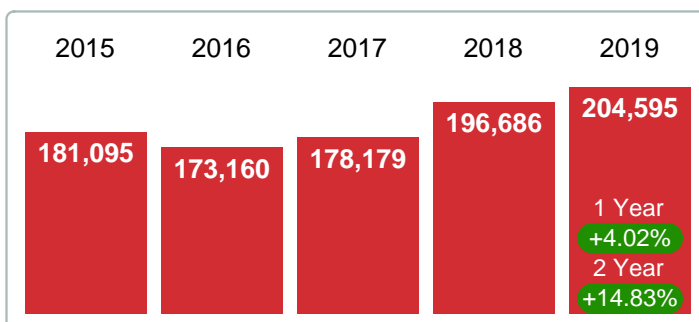
AVERAGE LIST PRICE AT CLOSING

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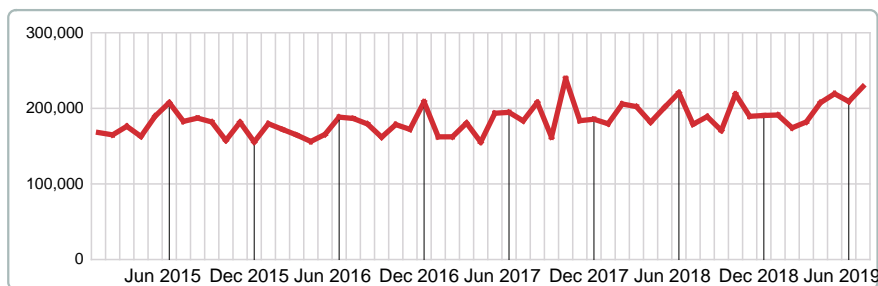
JULY



YEAR TO DATE (YTD)

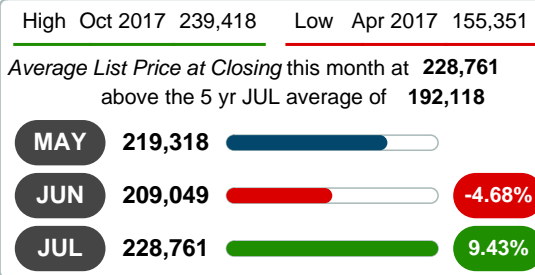


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 192,118



AVERAGE LIST PRICE OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Average List Price at Closing by Price Range	%	AVLPrice	1-2 Beds	3 Beds	4 Beds	5+ Beds	
\$50,000 and less	14	8.59%	16,001	27,049	1,148	1,513	0
\$50,001 - \$100,000	18	11.04%	82,661	76,763	85,738	92,900	0
\$100,001 - \$125,000	13	7.98%	118,205	126,580	116,134	130,000	0
\$125,001 - \$225,000	53	32.52%	168,071	250,000	169,827	177,130	0
\$225,001 - \$325,000	24	14.72%	278,562	0	293,745	287,388	306,950
\$325,001 - \$400,000	23	14.11%	363,460	0	363,950	380,542	368,450
\$400,001 and up	18	11.04%	560,371	0	0	462,246	757,083
Average List Price		228,761		77,882	173,602	291,222	589,330
Total Closed Units		163	100%	22	72	59	10
Total Closed Volume		37,288,079		1.71M	12.50M	17.18M	5.89M

July 2019

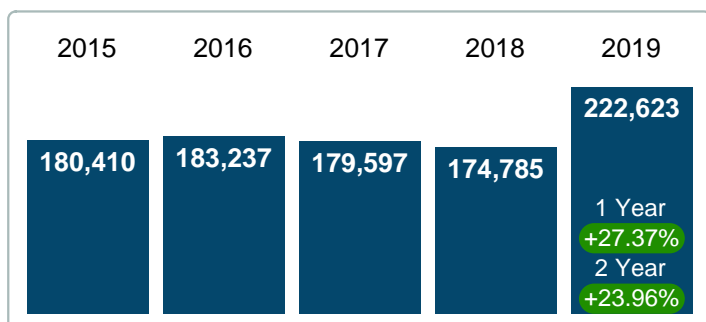
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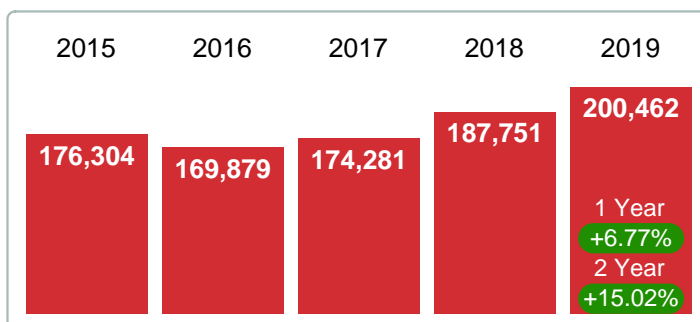
AVERAGE SOLD PRICE AT CLOSING

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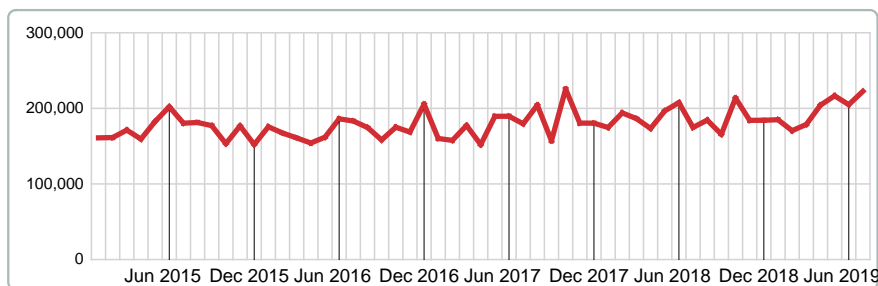
JULY



YEAR TO DATE (YTD)

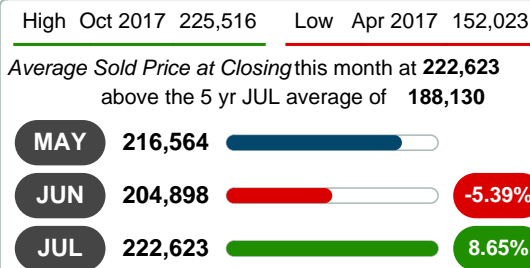


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 188,130



AVERAGE SOLD PRICE OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Average Sold Price at Closing by Price Range	%	AV Sale	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$50,000 and less	8.59%	14,286	24,074	1,148	1,413	0
\$50,001 - \$100,000	10.43%	78,065	73,168	81,971	86,000	0
\$100,001 - \$125,000	11.04%	115,309	116,700	113,980	124,300	0
\$125,001 - \$225,000	31.29%	170,491	185,000	166,671	176,476	0
\$225,001 - \$325,000	16.56%	284,270	0	284,413	282,342	295,950
\$325,001 - \$400,000	11.66%	362,774	0	359,125	364,246	360,500
\$400,001 and up	10.43%	554,221	0	0	464,296	719,083
Average Sold Price		222,623	70,293	169,598	286,485	562,740
Total Closed Units	100%	222,623	22	72	59	10
Total Closed Volume		36,287,481	1.55M	12.21M	16.90M	5.63M

July 2019



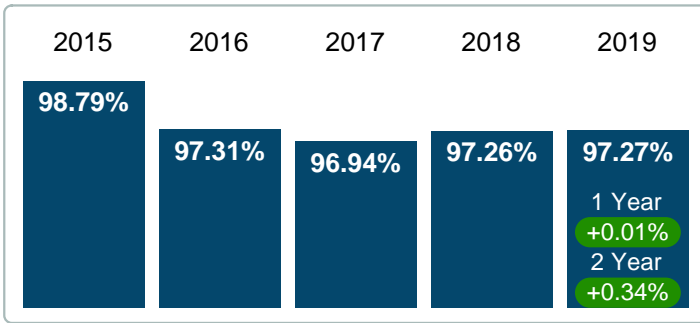
Area Delimited by County Of Rogers



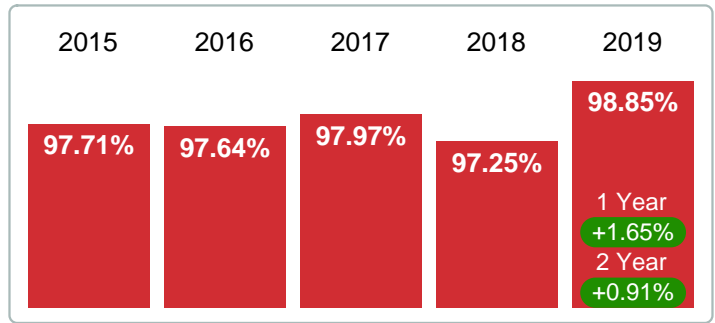
AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

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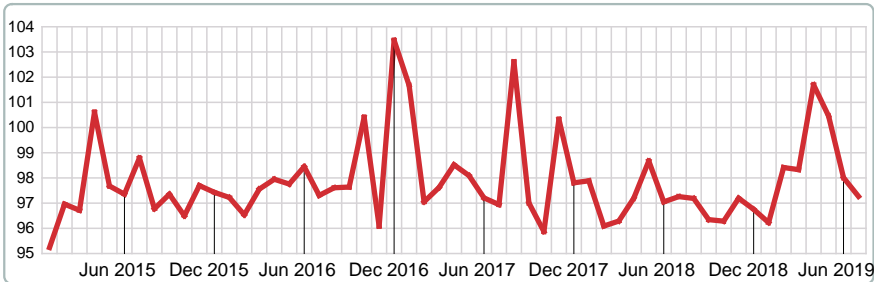
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

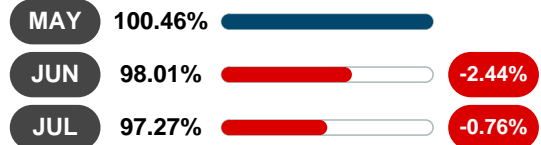


3 MONTHS

5 year JUL AVG = 97.51%

High Dec 2016 103.46% Low Jan 2015 95.24%

Average Sold/List Ratio this month at **97.27%**
below the 5 yr JUL average of **97.51%**



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

Distribution of Sold/List Ratio by Price Range		%	AV S/L%	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$50,000 and less	14	8.59%	94.32%	91.84%	100.00%	92.86%	0.00%
\$50,001 - \$100,000	17	10.43%	95.43%	95.37%	95.83%	92.57%	0.00%
\$100,001 - \$125,000	18	11.04%	96.66%	92.50%	98.48%	95.62%	0.00%
\$125,001 - \$225,000	51	31.29%	98.29%	74.00%	98.28%	99.66%	0.00%
\$225,001 - \$325,000	27	16.56%	97.59%	0.00%	96.94%	98.32%	96.71%
\$325,001 - \$400,000	19	11.66%	96.76%	0.00%	98.73%	95.99%	97.85%
\$400,001 and up	17	10.43%	99.18%	0.00%	0.00%	100.91%	96.00%
Average Sold/List Ratio		97.30%		92.46%	97.94%	98.37%	96.51%
Total Closed Units	163	100%	97.30%	22	72	59	10
Total Closed Volume	36,287,481			1.55M	12.21M	16.90M	5.63M

July 2019



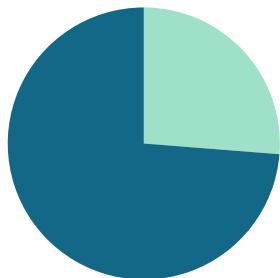
Area Delimited by County Of Rogers



MARKET SUMMARY

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

INVENTORY

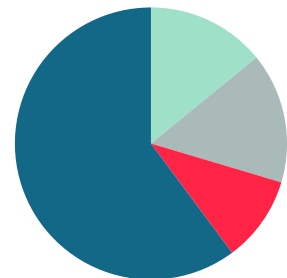


Inventory
 New Listings
293 = 26.25%
 Start Inventory
823
 Total Inventory Units
1,116
 Volume
\$298,195,090

Market Activity

Closed Sales
163 = 14.11%
 Pending Sales
179 = 15.50%
 Other Off Market
118 = 10.22%
 Active Inventory
695 = 60.17%

MARKET ACTIVITY



Compared Metrics	July			Year to Date		
	2018	2019	+/-%	2018	2019	+/-%
Closed Sales	156	163	4.49%	943	967	2.55%
Pending Sales	166	179	7.83%	1,011	1,093	8.11%
New Listings	259	293	13.13%	1,696	1,773	4.54%
Average List Price	178,919	228,761	27.86%	196,686	204,595	4.02%
Average Sale Price	174,785	222,623	27.37%	187,751	200,462	6.77%
Average Percent of Selling Price to List Price	97.26%	97.27%	0.01%	97.25%	98.85%	1.65%
Average Days on Market to Sale	45.81	42.65	-6.89%	49.67	46.39	-6.60%
Monthly Inventory	884	695	-21.38%	884	695	-21.38%
Months Supply of Inventory	6.71	5.02	-25.21%	6.71	5.02	-25.21%

Absorption: Last 12 months, an Average of **139** Sales/Month

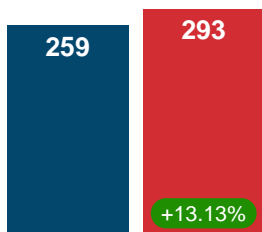
Inventory on July 31, 2019 = **695**

2018 **2019**

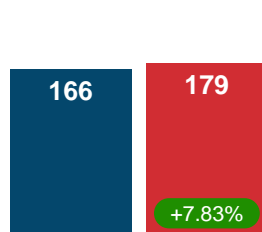
JULY MARKET

AVERAGE PRICES

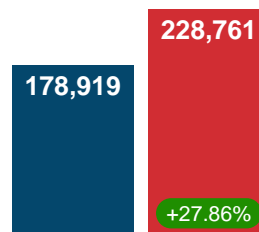
New Listings



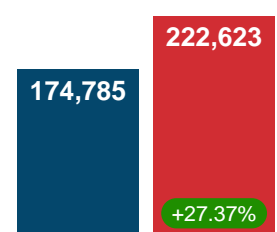
Pending Listings



List Price



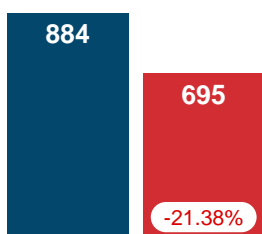
Sale Price



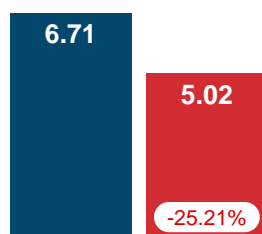
INVENTORY

AVERAGE SOLD/LIST RATIO & DOM

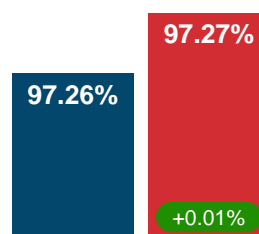
Active Inventory



Monthly Supply of Inventory



Sale/List Ratio



Days on Market

