

September 2019

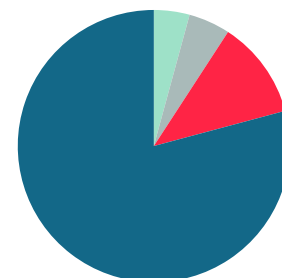
Area Delimited by County Of Cherokee



MONTHLY INVENTORY ANALYSIS

Report produced on Oct 11, 2019 for MLS Technology Inc.

Compared Metrics	2018	September 2019	+/-%
Closed Listings	69	48	-30.43%
Pending Listings	67	56	-16.42%
New Listings	106	183	72.64%
Average List Price	167,182	138,332	-17.26%
Average Sale Price	156,919	133,858	-14.70%
Average Percent of Selling Price to List Price	95.16%	96.63%	1.55%
Average Days on Market to Sale	48.97	51.44	5.04%
End of Month Inventory	858	897	4.55%
Months Supply of Inventory	13.78	15.53	12.69%



■ Closed (4.24%)
■ Pending (4.94%)
■ Other OffMarket (11.65%)
■ Active (79.17%)

Absorption: Last 12 months, an Average of **58** Sales/Month
Active Inventory as of September 30, 2019 = **897**

Analysis Wrap-Up

Months Supply of Inventory (MSI) Increases

The total housing inventory at the end of September 2019 rose **4.55%** to 897 existing homes available for sale. Over the last 12 months this area has had an average of 58 closed sales per month. This represents an unsold inventory index of **15.53** MSI for this period.

Average Sale Price Falling

According to the preliminary trends, this market area has experienced some downward momentum with the decline of Average Price this month. Prices dipped **14.70%** in September 2019 to \$133,858 versus the previous year at \$156,919.

Average Days on Market Lengthens

The average number of **51.44** days that homes spent on the market before selling increased by 2.47 days or **5.04%** in September 2019 compared to last year's same month at **48.97** DOM.

Sales Success for September 2019 is Positive

Overall, with Average Prices falling and Days on Market increasing, the Listed versus Closed Ratio finished weak this month.

There were 183 New Listings in September 2019, up **72.64%** from last year at 106. Furthermore, there were 48 Closed Listings this month versus last year at 69, a **-30.43%** decrease.

Closed versus Listed trends yielded a **26.2%** ratio, down from previous year's, September 2018, at **65.1%**, a **59.71%** downswing. This will certainly create pressure on an increasing 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



September 2019

Area Delimited by County Of Cherokee

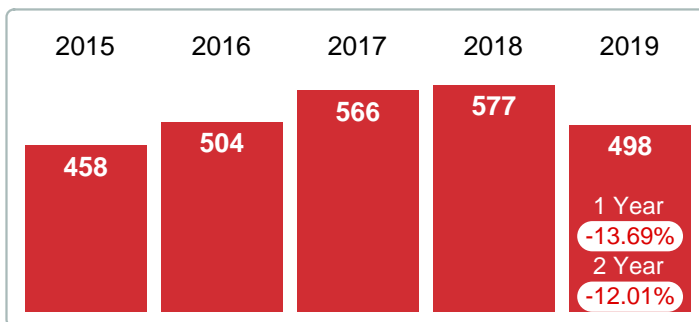
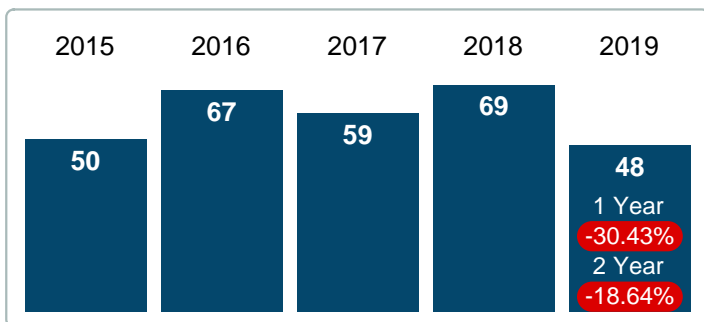


CLOSED LISTINGS

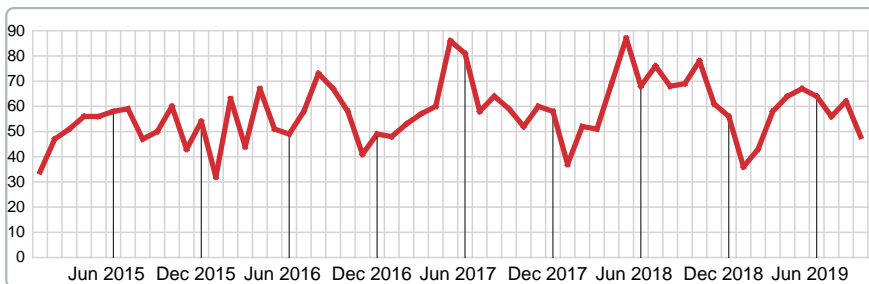
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SEPTEMBER

YEAR TO DATE (YTD)

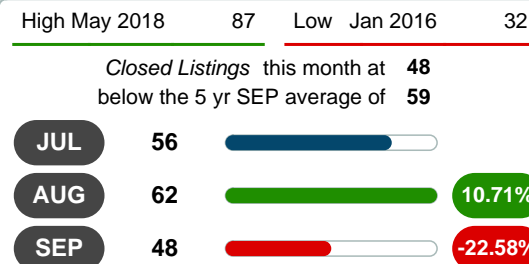


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 59



CLOSED LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Closed Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	0.0	0	0	0	0
\$1-\$20,000	9	18.75%	54.1	6	3	0	0
\$20,001-\$50,000	8	16.67%	63.9	6	2	0	0
\$50,001-\$130,000	13	27.08%	54.5	5	5	3	0
\$130,001-\$190,000	7	14.58%	56.1	1	5	1	0
\$190,001-\$300,000	6	12.50%	39.0	1	1	4	0
\$300,001 and up	5	10.42%	27.0	2	1	1	1
Total Closed Units	48			21	17	9	1
Total Closed Volume	6,425,163	100%	51.4	2.42M	1.79M	1.68M	536.00K
Average Closed Price	\$133,858			\$115,158	\$105,579	\$186,222	\$536,000



September 2019

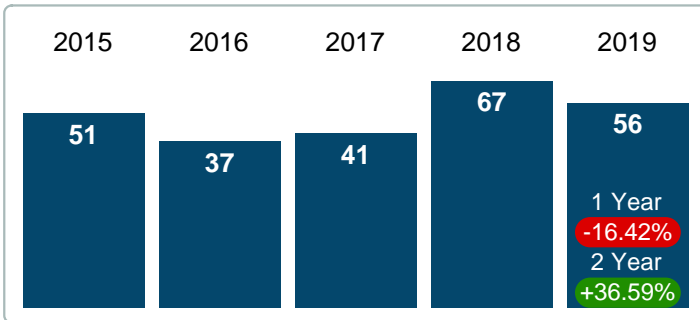
Area Delimited by County Of Cherokee



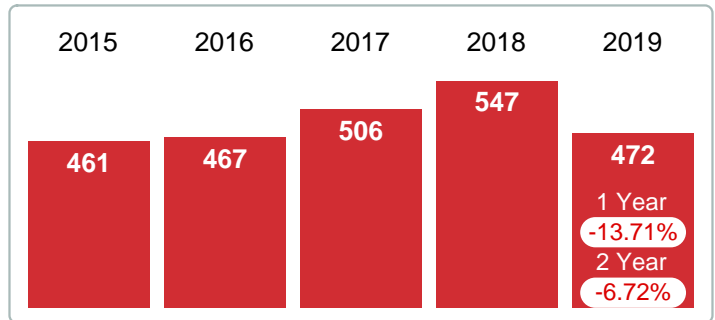
PENDING LISTINGS

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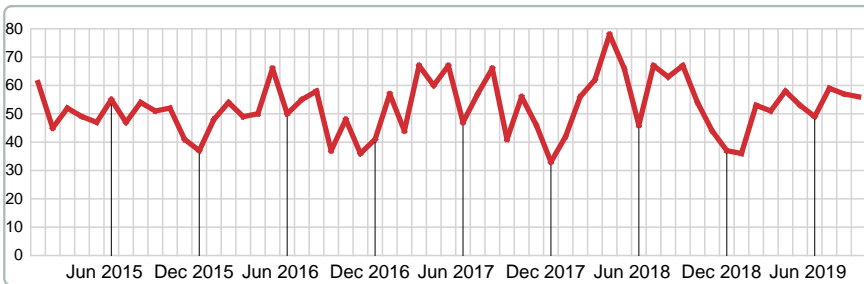
SEPTEMBER



YEAR TO DATE (YTD)

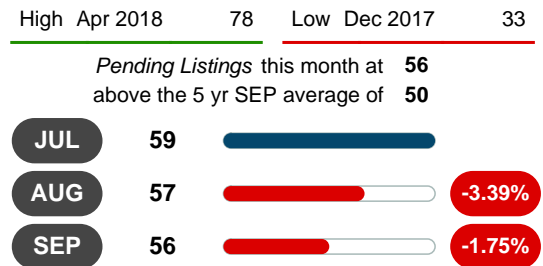


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 50



PENDING LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Pending Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$25,000 and less	5	8.93%	86.2	5	0	0	0
\$25,001 - \$75,000	7	12.50%	24.9	5	2	0	0
\$75,001 - \$75,000	0	0.00%	0.0	0	0	0	0
\$75,001 - \$150,000	23	41.07%	51.7	4	16	3	0
\$150,001 - \$175,000	5	8.93%	62.8	2	3	0	0
\$175,001 - \$225,000	9	16.07%	61.2	2	5	2	0
\$225,001 and up	7	12.50%	35.1	4	0	2	1
Total Pending Units	56			22	26	7	1
Total Pending Volume	8,312,278	100%	23.1	3.42M	3.27M	1.38M	249.90K
Average Listing Price	\$219,714			\$155,432	\$125,649	\$196,571	\$249,900

September 2019



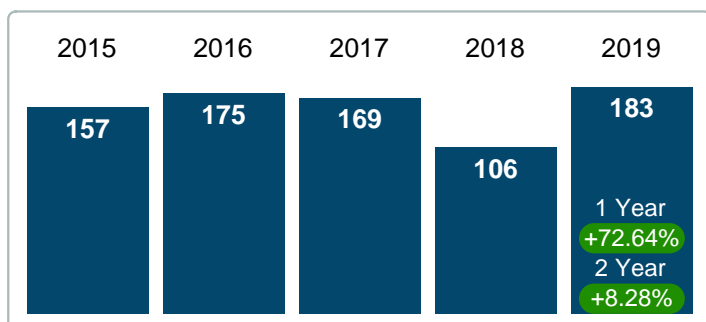
Area Delimited by County Of Cherokee



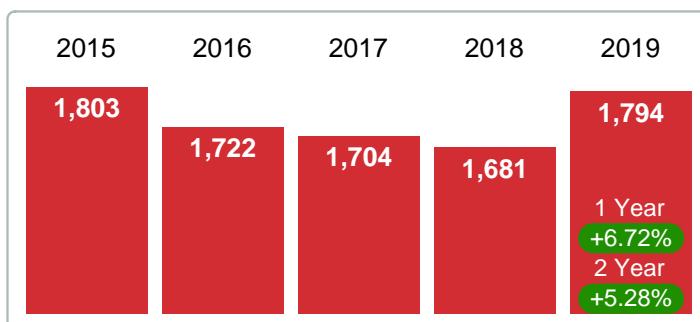
NEW LISTINGS

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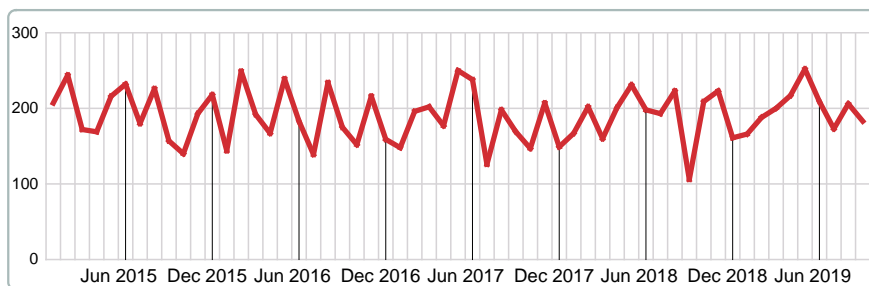
SEPTEMBER



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

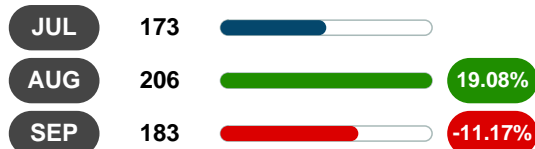


3 MONTHS

5 year SEP AVG = 158

High May 2019 252 Low Sep 2018 106

New Listings this month at **183**
above the 5 yr SEP average of **158**



NEW LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of New Listings by Price Range		%	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	0	0	0	0
\$1 \$0	0	0.00%	0	0	0	0
\$1 \$25,000	69	37.70%	68	0	1	0
\$25,001 \$100,000	36	19.67%	27	8	1	0
\$100,001 \$175,000	31	16.94%	11	18	1	1
\$175,001 \$325,000	27	14.75%	5	16	5	1
\$325,001 and up	20	10.93%	4	6	4	6
Total New Listed Units	183		115	48	12	8
Total New Listed Volume	28,786,109	100%	11.67M	9.47M	3.59M	4.06M
Average New Listed Listing Price	\$284,000		\$101,448	\$197,229	\$299,527	\$507,288



September 2019

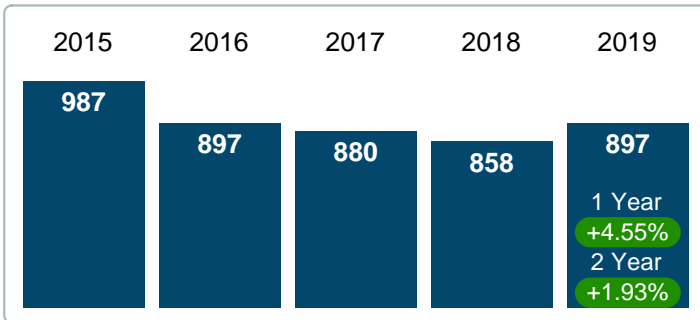
Area Delimited by County Of Cherokee



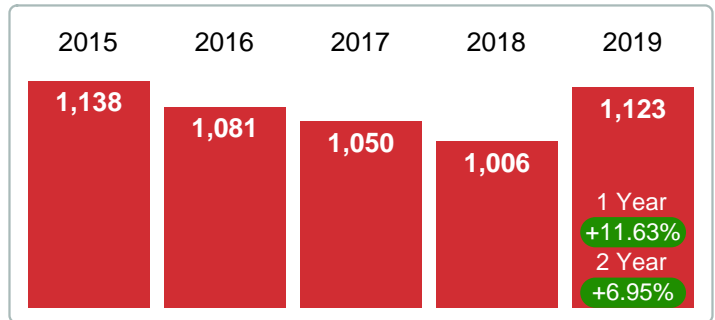
ACTIVE INVENTORY

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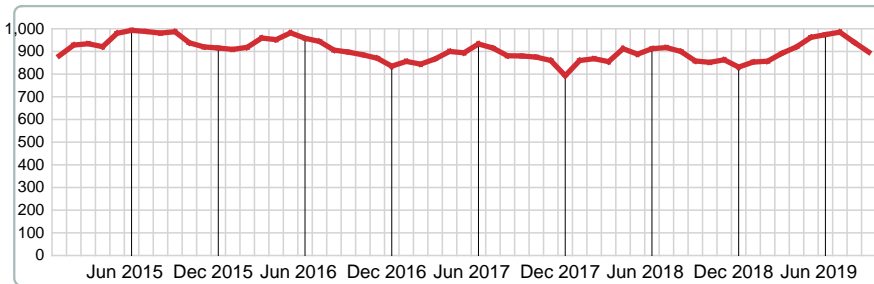
END OF SEPTEMBER



ACTIVE DURING SEPTEMBER



5 YEAR MARKET ACTIVITY TRENDS

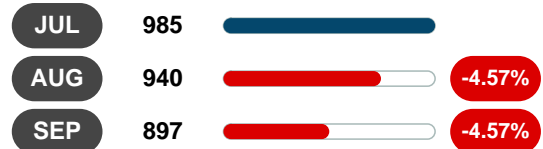


3 MONTHS

5 year SEP AVG = 904

High Jun 2015 993 Low Dec 2017 793

Inventory this month at **897**
below the 5 yr SEP average of **904**



INVENTORY & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Inventory by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	0.0	0	0	0	0
\$1-\$0	0	0.00%	0.0	0	0	0	0
\$1-\$25,000	285	31.77%	91.6	279	4	2	0
\$25,001-\$100,000	276	30.77%	101.8	238	36	2	0
\$100,001-\$175,000	110	12.26%	78.6	44	53	11	2
\$175,001-\$350,000	130	14.49%	83.1	39	58	24	9
\$350,001 and up	96	10.70%	87.3	49	22	13	12
Total Active Inventory by Units			897	649	173	52	23
Total Active Inventory by Volume			137,948,949	71.83M	38.38M	15.76M	11.99M
Average Active Inventory Listing Price			\$153,789	\$110,674	\$221,837	\$303,031	\$521,139



September 2019

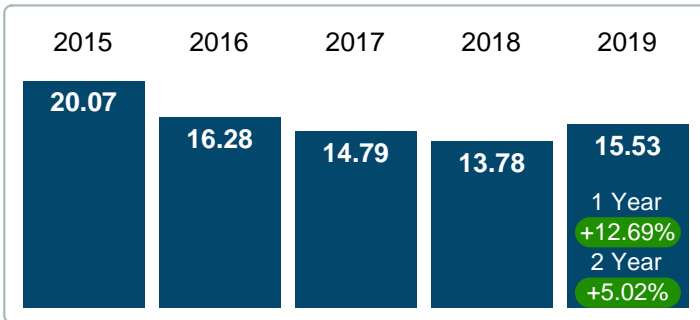
Area Delimited by County Of Cherokee



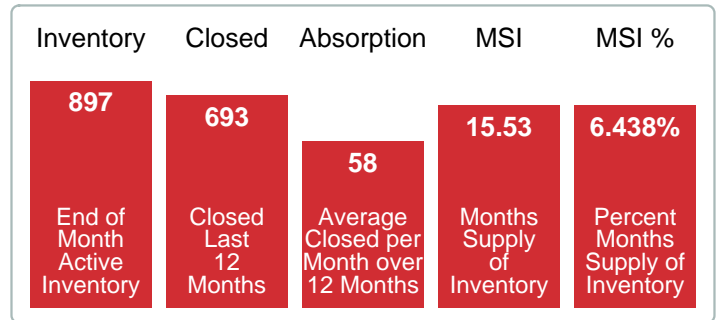
MONTHS SUPPLY of INVENTORY (MSI)

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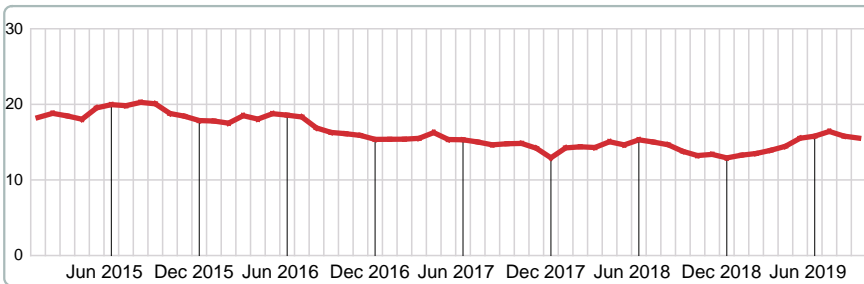
MSI FOR SEPTEMBER



INDICATORS FOR SEPTEMBER 2019



5 YEAR MARKET ACTIVITY TRENDS

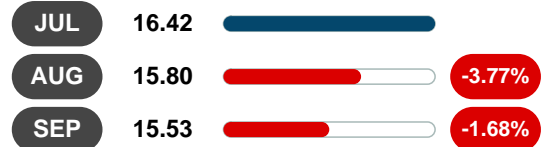


3 MONTHS

5 year SEP AVG = 16.09

High Aug 2015 20.26 Low Dec 2018 12.92

Months Supply this month at 15.53
below the 5 yr SEP average of 16.09



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
\$10,000 and less	44	4.91%	4.71	5.70	1.71	6.00	0.00
\$10,001 - \$10,000	0	0.00%	0.00	0.00	0.00	0.00	0.00
\$10,001 - \$30,000	274	30.55%	40.10	42.39	4.80	0.00	0.00
\$30,001 - \$100,000	243	27.09%	13.75	22.58	4.80	1.60	0.00
\$100,001 - \$190,000	134	14.94%	8.42	20.69	5.91	7.09	18.00
\$190,001 - \$360,000	108	12.04%	16.00	28.00	13.58	10.15	48.00
\$360,001 and up	94	10.48%	75.20	70.50	132.00	39.00	144.00
Market Supply of Inventory (MSI)			15.53	24.41	7.01	8.79	39.43
Total Active Inventory by Units		100%	15.53	649	173	52	23

September 2019



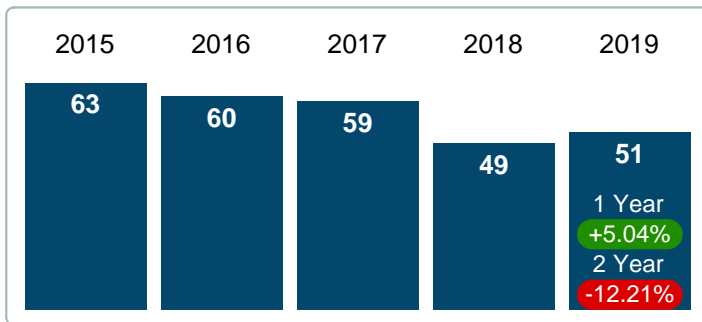
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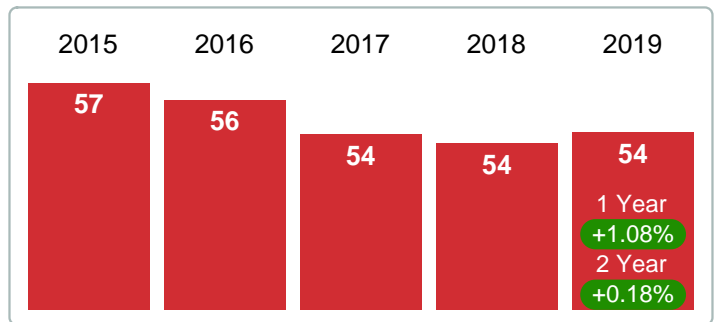
AVERAGE DAYS ON MARKET TO SALE

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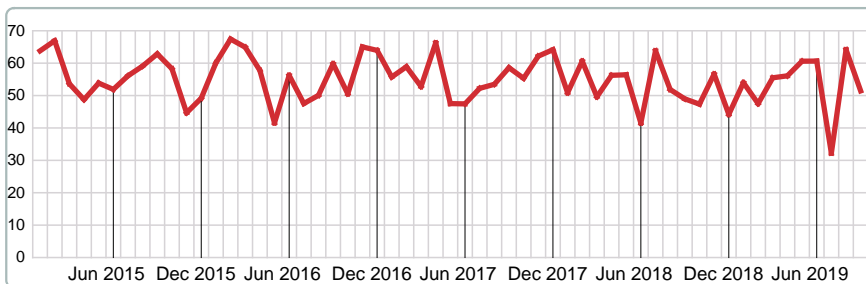
SEPTEMBER



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

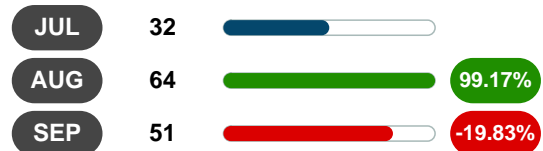


3 MONTHS

5 year SEP AVG = 56

High Feb 2016 67 Low Jul 2019 32

Average Days on Market to Sale this month at 51 below the 5 yr SEP average of 56



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
\$0 and less	0	0.00%	0	0	0	0	0
\$1 \$20,000	9	18.75%	54	66	31	0	0
\$20,001 \$50,000	8	16.67%	64	74	35	0	0
\$50,001 \$130,000	13	27.08%	55	68	22	86	0
\$130,001 \$190,000	7	14.58%	56	2	50	143	0
\$190,001 \$300,000	6	12.50%	39	87	11	34	0
\$300,001 and up	5	10.42%	27	48	31	7	2
Average Closed DOM			51	65	33	61	2
Total Closed Units		100%	51	21	17	9	1
Total Closed Volume			6,425,163	2.42M	1.79M	1.68M	536.00K



September 2019

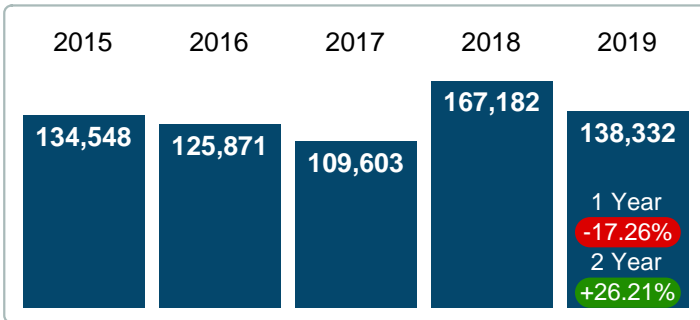
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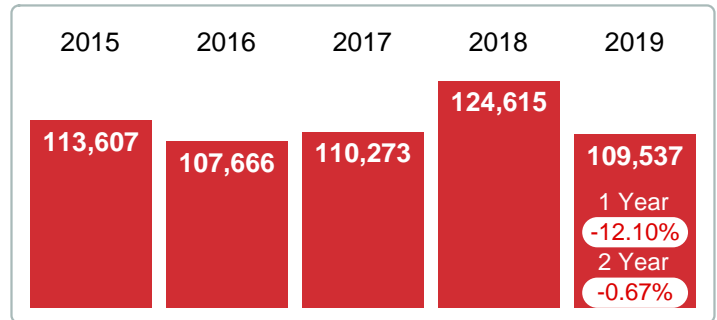
AVERAGE LIST PRICE AT CLOSING

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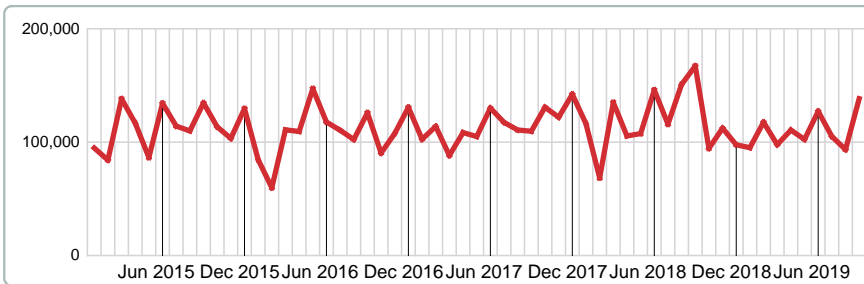
SEPTEMBER



YEAR TO DATE (YTD)

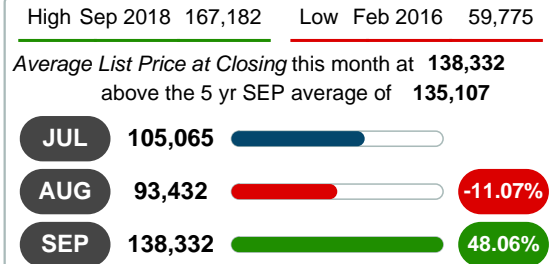


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 135,107



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
\$0 and less	0	0.00%	0	0	0	0	0
\$1-\$20,000	7	14.58%	2,646	7,836	8,803	0	0
\$20,001-\$50,000	10	20.83%	36,380	35,667	47,450	0	0
\$50,001-\$130,000	13	27.08%	87,361	87,460	80,880	98,000	0
\$130,001-\$190,000	7	14.58%	151,971	165,000	152,760	135,000	0
\$190,001-\$300,000	6	12.50%	245,383	279,000	209,500	245,950	0
\$300,001 and up	5	10.42%	517,160	714,950	310,000	309,900	536,000
Average List Price			138,332	122,486	106,412	191,411	536,000
Total Closed Units		100%	138,332	21	17	9	1
Total Closed Volume			6,639,923	2.57M	1.81M	1.72M	536.00K



September 2019

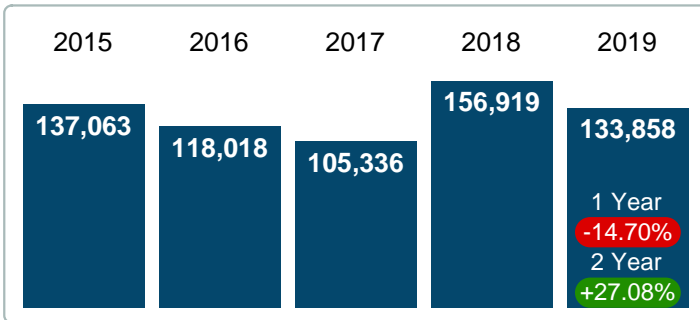
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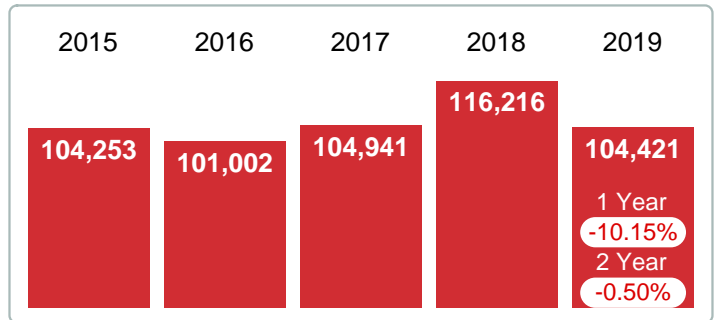
AVERAGE SOLD PRICE AT CLOSING

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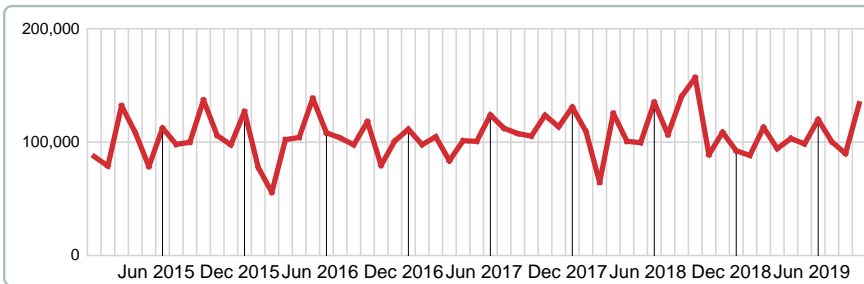
SEPTEMBER



YEAR TO DATE (YTD)

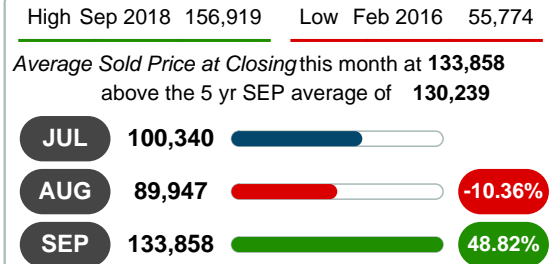


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 130,239



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
\$0 and less	0	0.00%	0	0	0	0	0
\$1-\$20,000	9	18.75%	6,058	6,186	5,803	0	0
\$20,001-\$50,000	8	16.67%	37,850	35,200	45,800	0	0
\$50,001-\$130,000	13	27.08%	85,648	83,000	82,284	95,667	0
\$130,001-\$190,000	7	14.58%	150,631	165,000	150,884	135,000	0
\$190,001-\$300,000	6	12.50%	227,000	200,000	209,000	238,250	0
\$300,001 and up	5	10.42%	507,600	695,000	311,000	301,000	536,000
Average Sold Price			133,858	115,158	105,579	186,222	536,000
Total Closed Units		100%	133,858	21	17	9	1
Total Closed Volume			6,425,163	2.42M	1.79M	1.68M	536.00K

September 2019



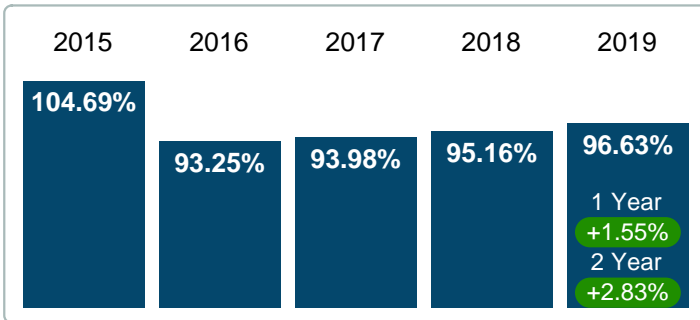
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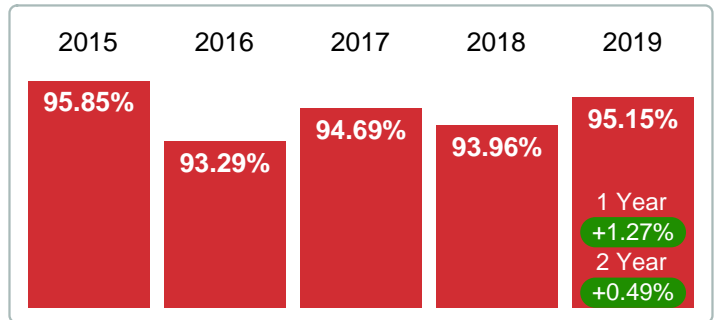
AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

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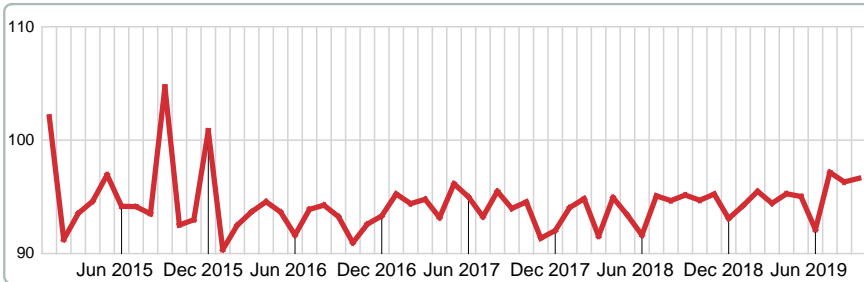
SEPTEMBER



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

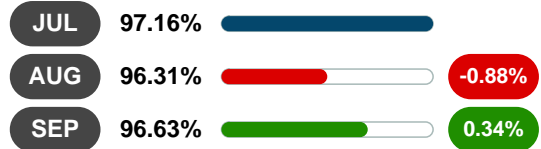


3 MONTHS

5 year SEP AVG = 96.74%

High Sep 2015 104.69% Low Jan 2016 90.35%

Average Sold/List Ratio this month at **96.63%**
equal to 5 yr SEP average of **96.74%**



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
\$0 and less	0	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
\$1-\$20,000	9	18.75%	92.32%	94.48%	88.00%	0.00%	0.00%
\$20,001-\$50,000	8	16.67%	98.56%	99.31%	96.33%	0.00%	0.00%
\$50,001-\$130,000	13	27.08%	98.37%	94.07%	103.31%	97.31%	0.00%
\$130,001-\$190,000	7	14.58%	99.17%	100.00%	98.84%	100.00%	0.00%
\$190,001-\$300,000	6	12.50%	93.33%	71.68%	99.76%	97.14%	0.00%
\$300,001 and up	5	10.42%	97.21%	94.30%	100.32%	97.13%	100.00%
Average Sold/List Ratio		96.60%		94.92%	98.08%	97.51%	100.00%
Total Closed Units		48	100%	21	17	9	1
Total Closed Volume		6,425,163		2.42M	1.79M	1.68M	536.00K



September 2019

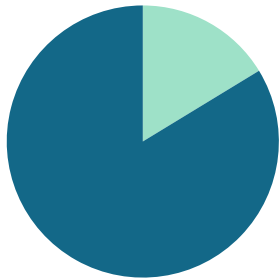
Area Delimited by County Of Cherokee



MARKET SUMMARY

Report produced on Oct 11, 2019 for MLS Technology Inc.

INVENTORY



Inventory

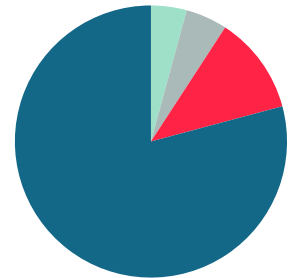
- New Listings **183 = 16.30%**
- Start Inventory **940**
- Total Inventory Units **1,123**
- Volume **\$170,576,809**

Market Activity

Market Activity

- Closed Sales **48 = 4.24%**
- Pending Sales **56 = 4.94%**
- Other Off Market **132 = 11.65%**
- Active Inventory **897 = 79.17%**

MARKET ACTIVITY



Compared Metrics	September			Year to Date		
	2018	2019	+/-%	2018	2019	+/-%
Closed Sales	69	48	-30.43%	577	498	-13.69%
Pending Sales	67	56	-16.42%	547	472	-13.71%
New Listings	106	183	72.64%	1,681	1,794	6.72%
Average List Price	167,182	138,332	-17.26%	124,615	109,537	-12.10%
Average Sale Price	156,919	133,858	-14.70%	116,216	104,421	-10.15%
Average Percent of Selling Price to List Price	95.16%	96.63%	1.55%	93.96%	95.15%	1.27%
Average Days on Market to Sale	48.97	51.44	5.04%	53.61	54.19	1.08%
Monthly Inventory	858	897	4.55%	858	897	4.55%
Months Supply of Inventory	13.78	15.53	12.69%	13.78	15.53	12.69%

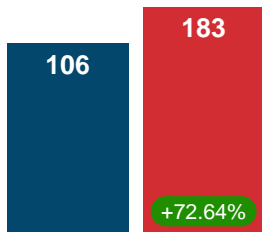
Absorption: Last 12 months, an Average of **58** Sales/Month

Inventory on September 30, 2019 = **897** 2018 2019

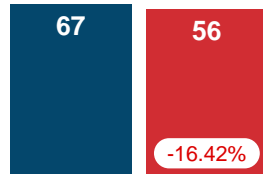
SEPTEMBER MARKET

AVERAGE PRICES

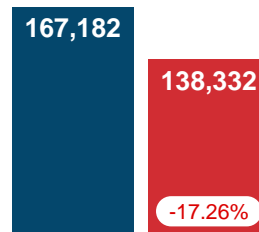
New Listings



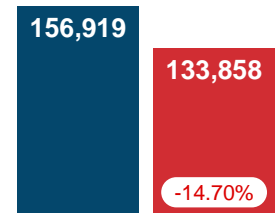
Pending Listings



List Price



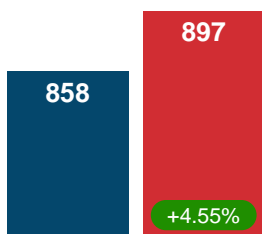
Sale Price



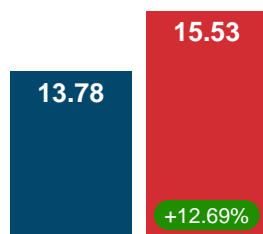
INVENTORY

AVERAGE SOLD/LIST RATIO & DOM

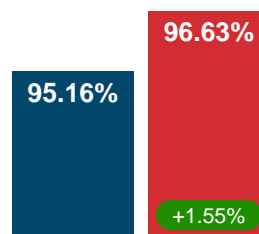
Active Inventory



Monthly Supply of Inventory



Sale/List Ratio



Days on Market

