



September 2019

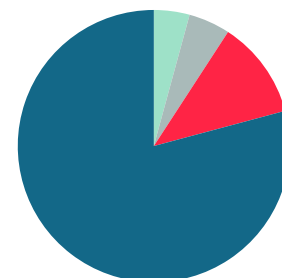
Area Delimited by County Of Cherokee



MONTHLY INVENTORY ANALYSIS

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

Compared Metrics	September		
	2018	2019	+/-%
Closed Listings	69	48	-30.43%
Pending Listings	67	56	-16.42%
New Listings	106	183	72.64%
Median List Price	110,000	90,500	-17.73%
Median Sale Price	106,500	90,117	-15.38%
Median Percent of Selling Price to List Price	97.78%	100.00%	2.27%
Median Days on Market to Sale	38.00	31.50	-17.11%
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.

Median Sale Price Falling

According to the preliminary trends, this market area has experienced some downward momentum with the decline of Median Price this month. Prices dipped **15.38%** in September 2019 to \$90,117 versus the previous year at \$106,500.

Median Days on Market Shortens

The median number of **31.50** days that homes spent on the market before selling decreased by 6.50 days or **17.11%** in September 2019 compared to last year's same month at **38.00** DOM.

Sales Success for September 2019 is Positive

Overall, with Median Prices falling and Days on Market decreasing, 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

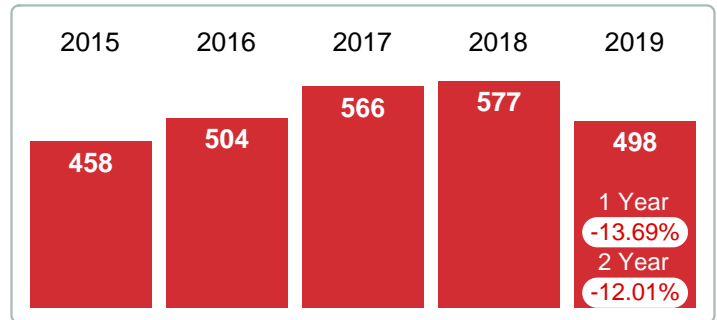
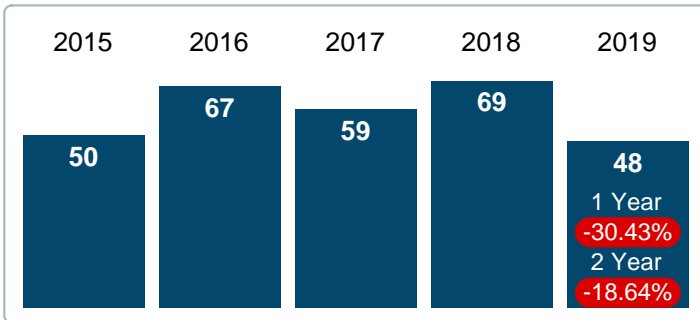


CLOSED LISTINGS

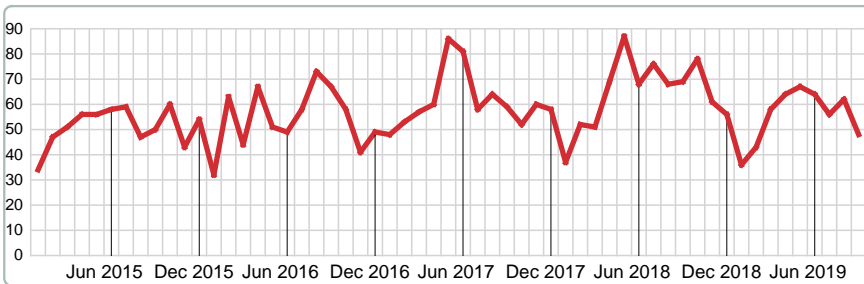
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SEPTEMBER

YEAR TO DATE (YTD)

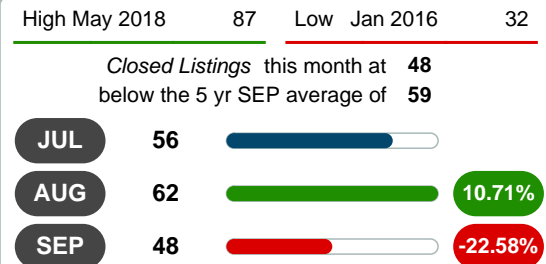


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 59



CLOSED LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Closed Listings by Price Range		%	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	9	18.75%	34.0	6	3	0	0
\$20,001-\$50,000	8	16.67%	64.0	6	2	0	0
\$50,001-\$130,000	13	27.08%	27.0	5	5	3	0
\$130,001-\$190,000	7	14.58%	24.0	1	5	1	0
\$190,001-\$300,000	6	12.50%	30.0	1	1	4	0
\$300,001 and up	5	10.42%	7.0	2	1	1	1
Total Closed Units	48			21	17	9	1
Total Closed Volume	6,425,163	100%	31.5	2.42M	1.79M	1.68M	536.00K
Median Closed Price	\$90,117			\$45,000	\$96,333	\$198,000	\$536,000



September 2019

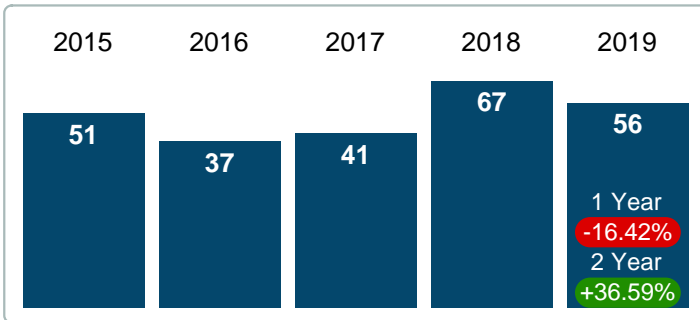
Area Delimited by County Of Cherokee



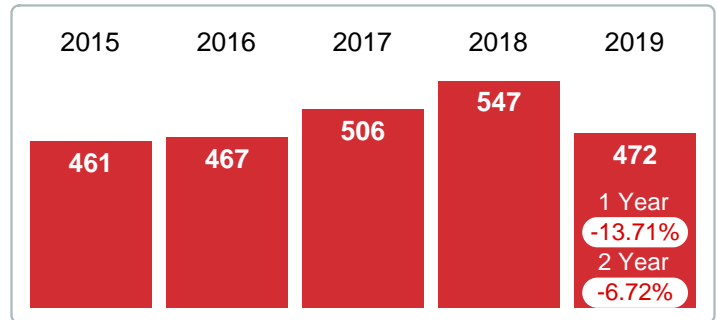
PENDING LISTINGS

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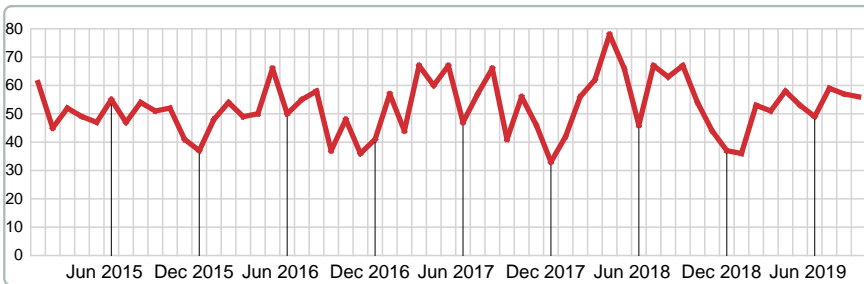
SEPTEMBER



YEAR TO DATE (YTD)

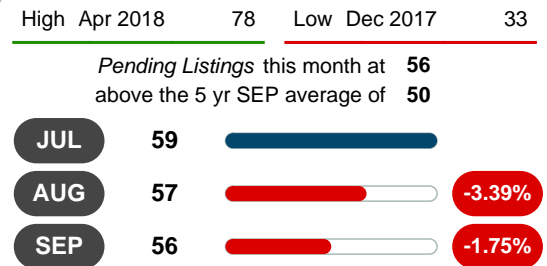


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 50



PENDING LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Pending Listings by Price Range		%	MDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$20,000 and less	3	5.36%	94.0	3	0	0	0
\$20,001 - \$70,000	9	16.07%	29.0	7	2	0	0
\$70,001 - \$90,000	5	8.93%	19.0	2	3	0	0
\$90,001 - \$150,000	18	32.14%	43.5	2	13	3	0
\$150,001 - \$180,000	7	12.50%	55.0	2	5	0	0
\$180,001 - \$240,000	8	14.29%	51.0	3	3	2	0
\$240,001 and up	6	10.71%	30.0	3	0	2	1
Total Pending Units	56			22	26	7	1
Total Pending Volume	8,312,278	100%	38.5	3.42M	3.27M	1.38M	249.90K
Median Listing Price	\$115,900			\$83,750	\$117,650	\$189,000	\$249,900



September 2019

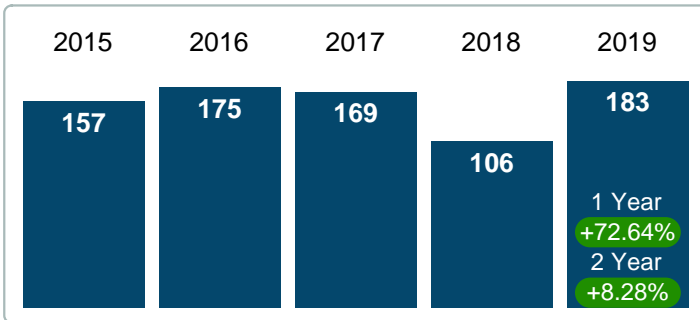
Area Delimited by County Of Cherokee



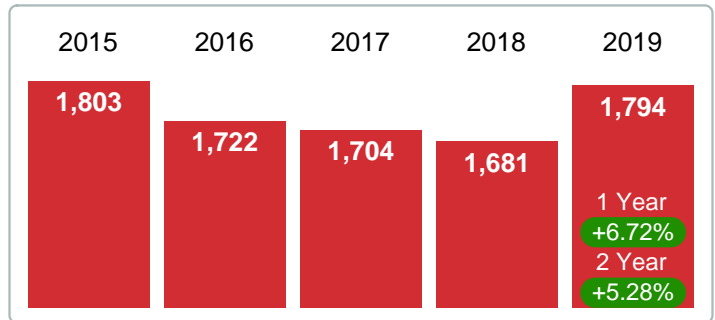
NEW LISTINGS

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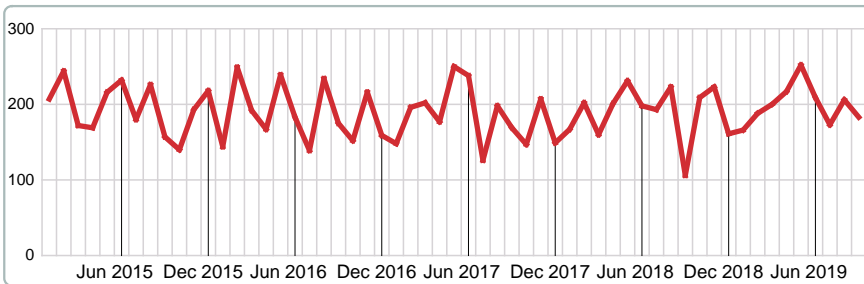
SEPTEMBER



YEAR TO DATE (YTD)

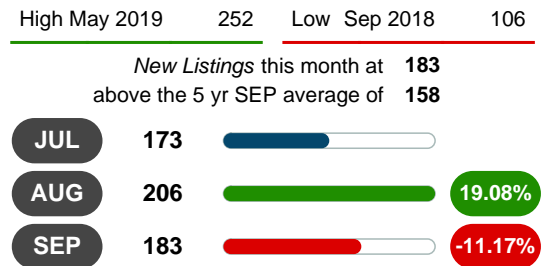


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 158



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	7	3.83%	6	0	1	0
\$10,001 - \$10,000	0	0.00%	0	0	0	0
\$10,001 - \$20,000	58	31.69%	58	0	0	0
\$20,001 - \$120,000	49	26.78%	33	14	1	1
\$120,001 - \$180,000	23	12.57%	9	13	1	0
\$180,001 - \$330,000	27	14.75%	5	16	5	1
\$330,001 and up	19	10.38%	4	5	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
Median New Listed Listing Price	\$69,999		\$18,900	\$157,500	\$242,200	\$355,450



September 2019

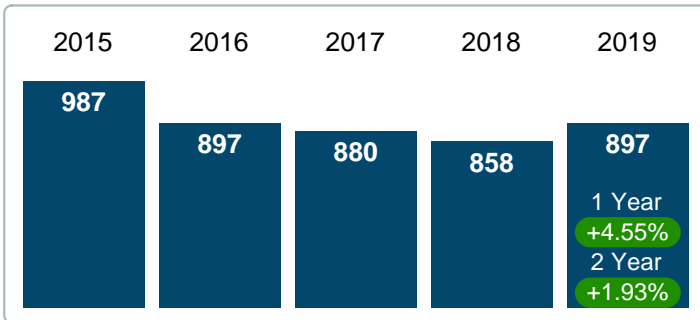
Area Delimited by County Of Cherokee



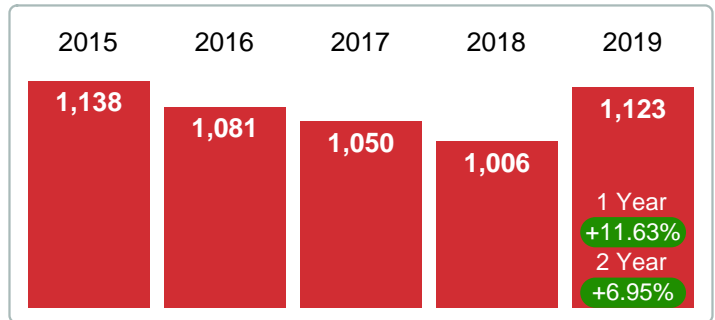
ACTIVE INVENTORY

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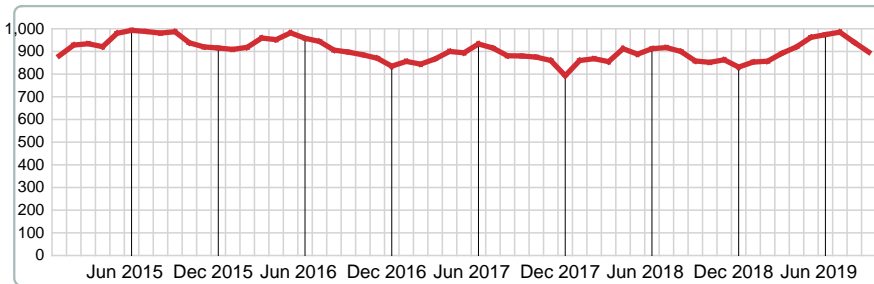
END OF SEPTEMBER



ACTIVE DURING SEPTEMBER

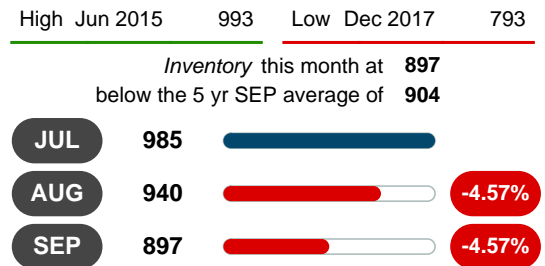


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 904



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	44	4.91%	75.0	38	4	2	0
\$10,001 - \$10,000	0	0.00%	75.0	0	0	0	0
\$10,001 - \$30,000	274	30.55%	102.0	272	2	0	0
\$30,001 - \$100,000	243	27.09%	113.0	207	34	2	0
\$100,001 - \$190,000	134	14.94%	64.5	50	68	13	3
\$190,001 - \$360,000	108	12.04%	75.0	35	43	22	8
\$360,001 and up	94	10.48%	76.0	47	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
Median Active Inventory Listing Price			\$67,500	\$35,000	\$160,000	\$224,950	\$366,000



September 2019

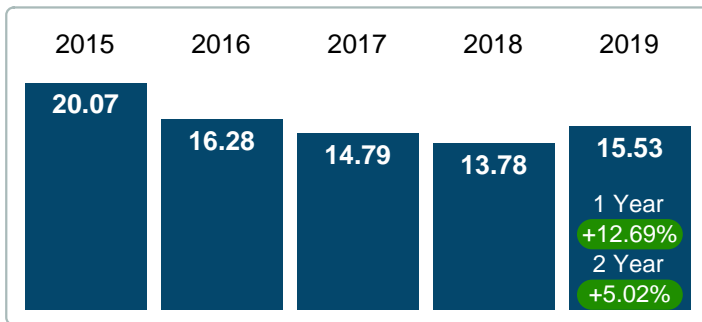
Area Delimited by County Of Cherokee



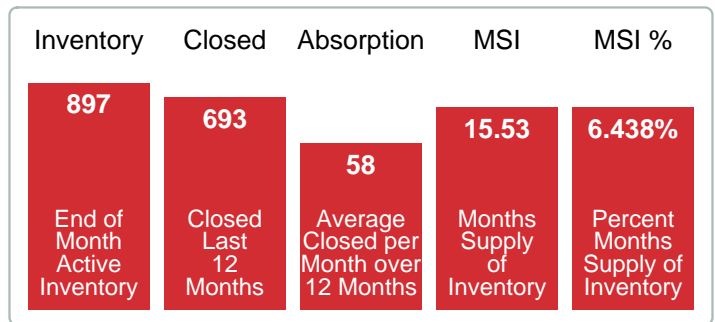
MONTHS SUPPLY of INVENTORY (MSI)

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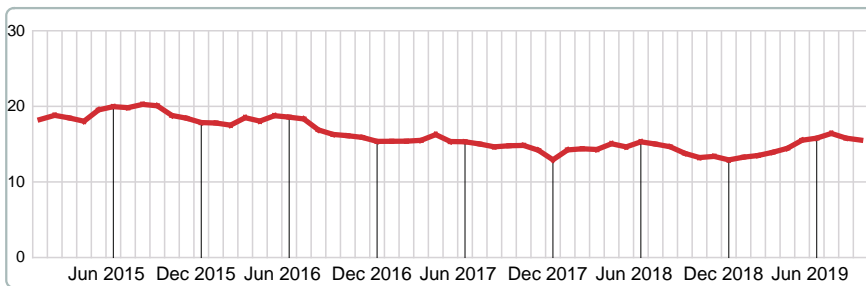
MSI FOR SEPTEMBER



INDICATORS FOR SEPTEMBER 2019



5 YEAR MARKET ACTIVITY TRENDS

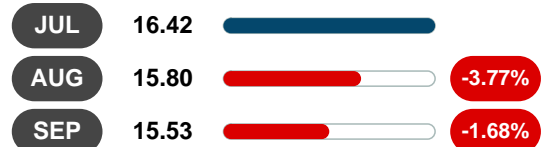


3 MONTHS

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

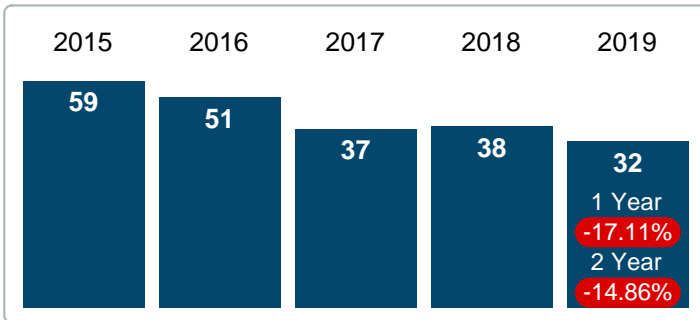
Area Delimited by County Of Cherokee



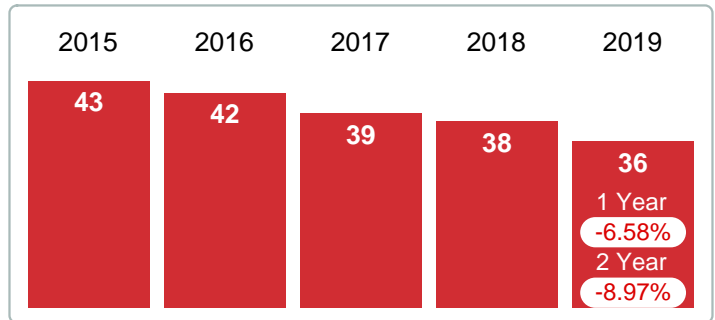
MEDIAN DAYS ON MARKET TO SALE

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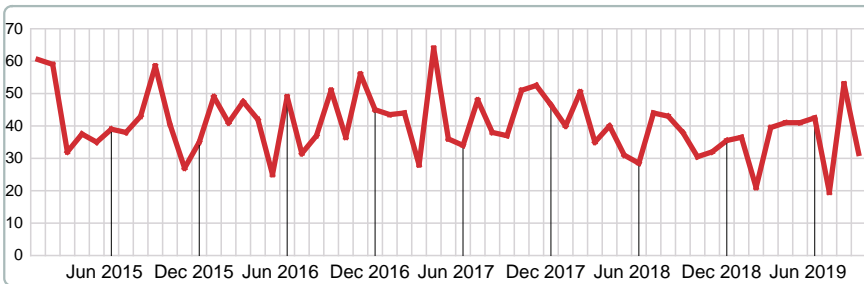
SEPTEMBER



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 43

High Apr 2017 64 Low Jul 2019 20

Median Days on Market to Sale this month at 32 below the 5 yr SEP average of 43



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%	76	0	0	0	0
\$1-\$20,000	9	18.75%	34	37	31	0	0
\$20,001-\$50,000	8	16.67%	64	76	35	0	0
\$50,001-\$130,000	13	27.08%	27	43	25	102	0
\$130,001-\$190,000	7	14.58%	24	2	24	143	0
\$190,001-\$300,000	6	12.50%	30	87	11	30	0
\$300,001 and up	5	10.42%	7	48	31	7	2
Median Closed DOM			32	63	26	32	2
Total Closed Units		100%	31.5	21	17	9	1
Total Closed Volume			6,425,163	2.42M	1.79M	1.68M	536.00K



September 2019

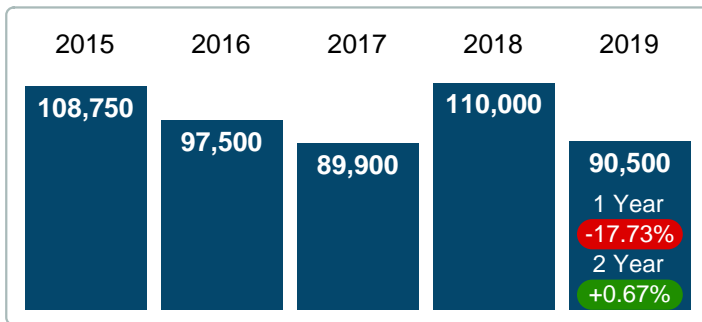
Area Delimited by County Of Cherokee



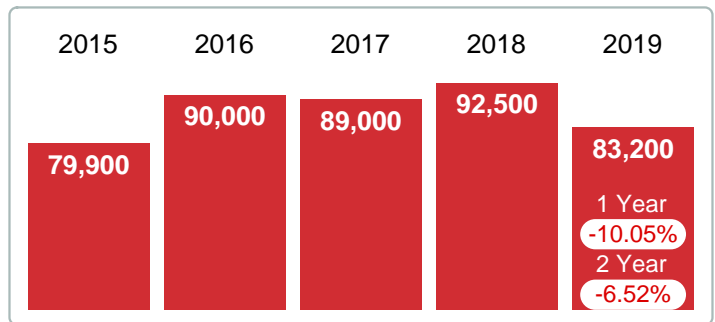
MEDIAN LIST PRICE AT CLOSING

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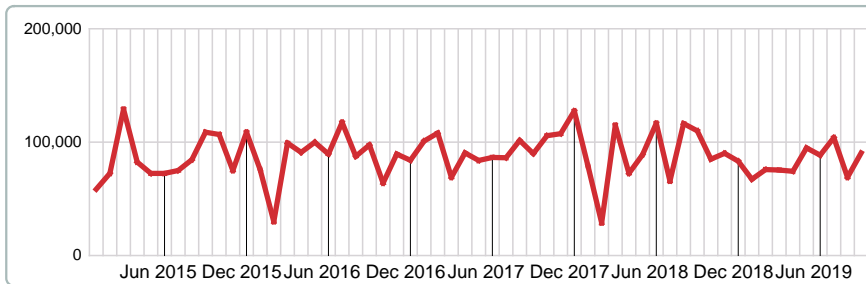
SEPTEMBER



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 99,330

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

Median List Price at Closing this month at **90,500**
below the 5 yr SEP average of **99,330**



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%	7	0	0	0	0
\$1-\$20,000	7	14.58%	595	495	705	0	0
\$20,001-\$50,000	10	20.83%	33,550	33,500	44,900	0	0
\$50,001-\$130,000	13	27.08%	85,000	77,500	84,999	99,999	0
\$130,001-\$190,000	7	14.58%	154,000	165,000	154,000	135,000	0
\$190,001-\$300,000	6	12.50%	245,500	279,000	209,500	245,500	0
\$300,001 and up	5	10.42%	349,900	714,950	310,000	309,900	536,000
Median List Price			90,500	45,000	96,000	202,900	536,000
Total Closed Units		100%	90,500	21	17	9	1
Total Closed Volume			6,639,923	2.57M	1.81M	1.72M	536.00K



September 2019

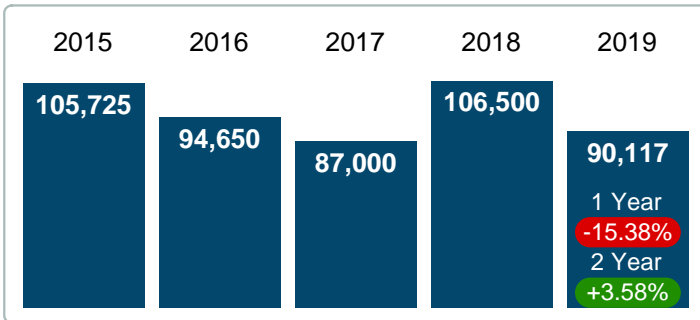
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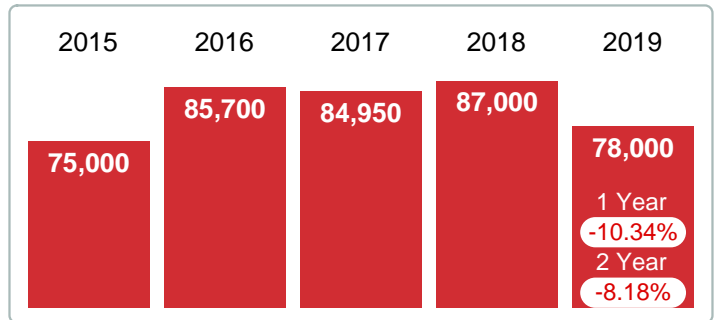
MEDIAN SOLD PRICE AT CLOSING

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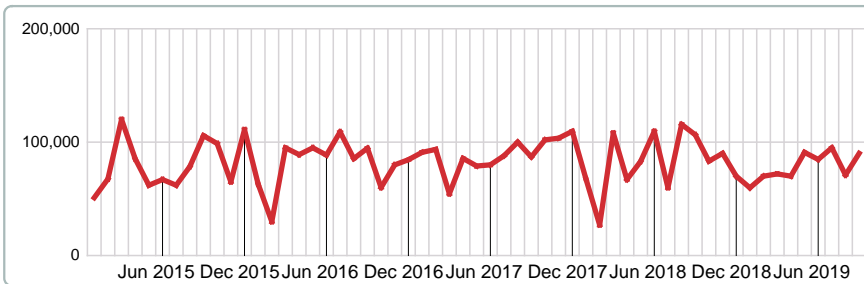
SEPTEMBER



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 96,798

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

Median Sold Price at Closing this month at **90,117**
below the 5 yr SEP average of **96,798**



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%	349,900	0	0	0	0
\$1-\$20,000	9	18.75%	595	545	815	0	0
\$20,001-\$50,000	8	16.67%	36,550	31,350	45,800	0	0
\$50,001-\$130,000	13	27.08%	83,900	77,500	83,900	99,000	0
\$130,001-\$190,000	7	14.58%	150,000	165,000	150,000	135,000	0
\$190,001-\$300,000	6	12.50%	222,600	200,000	209,000	244,500	0
\$300,001 and up	5	10.42%	311,000	695,000	311,000	301,000	536,000
Median Sold Price			90,117	45,000	96,333	198,000	536,000
Total Closed Units		100%	90,117	21	17	9	1
Total Closed Volume			6,425,163	2.42M	1.79M	1.68M	536.00K

September 2019



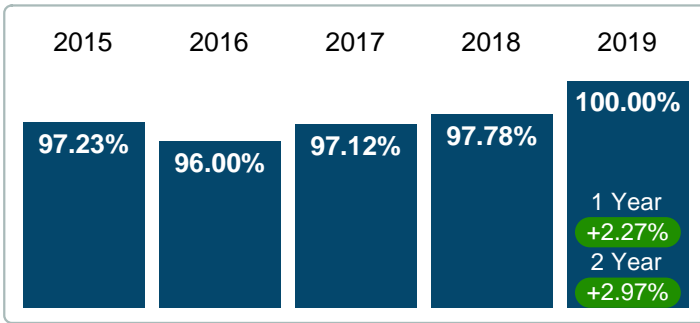
Area Delimited by County Of Cherokee



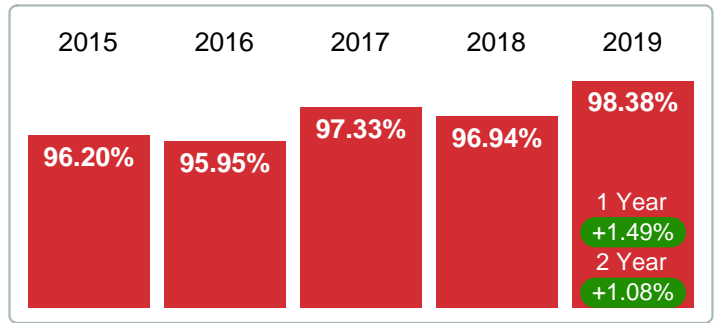
MEDIAN PERCENT OF SELLING PRICE TO LISTING PRICE

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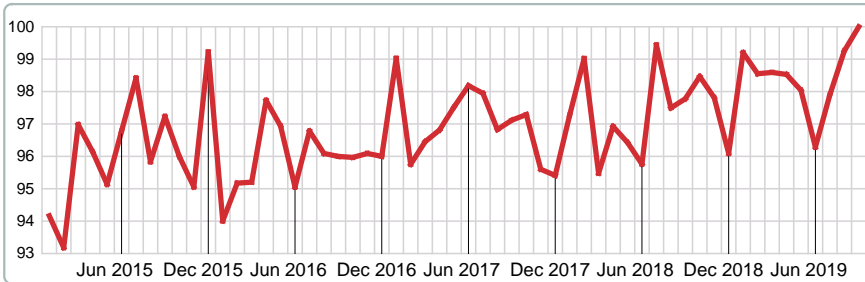
SEPTEMBER



YEAR TO DATE (YTD)

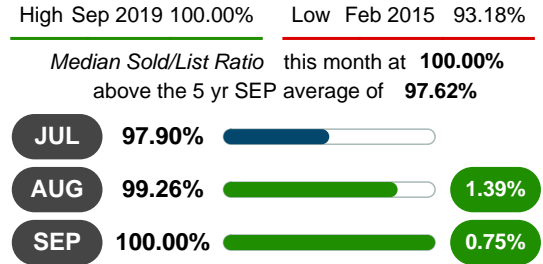


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year SEP AVG = 97.62%



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%	1,000.00%	0.00%	0.00%	0.00%	0.00%
\$1-\$20,000	9	18.75%	100.00%	100.00%	100.00%	0.00%	0.00%
\$20,001-\$50,000	8	16.67%	97.66%	97.66%	96.33%	0.00%	0.00%
\$50,001-\$130,000	13	27.08%	99.00%	90.98%	100.00%	99.00%	0.00%
\$130,001-\$190,000	7	14.58%	100.00%	100.00%	98.46%	100.00%	0.00%
\$190,001-\$300,000	6	12.50%	98.40%	71.68%	99.76%	98.40%	0.00%
\$300,001 and up	5	10.42%	100.00%	94.30%	100.32%	97.13%	100.00%
Median Sold/List Ratio		100.00%		100.00%	100.00%	99.00%	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



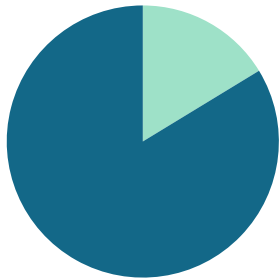
Area Delimited by County Of Cherokee



MARKET SUMMARY

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

INVENTORY

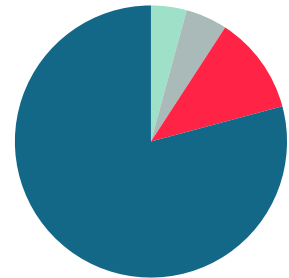


Inventory
 New Listings
183 = 16.30%
 Start Inventory
940
 Total Inventory Units
1,123
 Volume
\$170,576,809

Market Activity

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%
Median List Price	110,000	90,500	-17.73%	92,500	83,200	-10.05%
Median Sale Price	106,500	90,117	-15.38%	87,000	78,000	-10.34%
Median Percent of Selling Price to List Price	97.78%	100.00%	2.27%	96.94%	98.38%	1.49%
Median Days on Market to Sale	38.00	31.50	-17.11%	38.00	35.50	-6.58%
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%

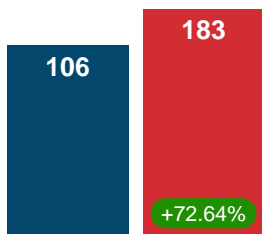
Absorption: Last 12 months, an Average of **58** Sales/Month

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

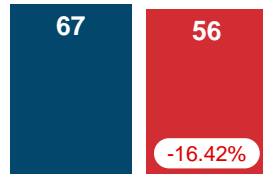
SEPTEMBER MARKET

MEDIAN PRICES

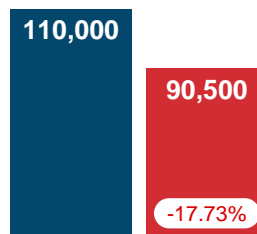
New Listings



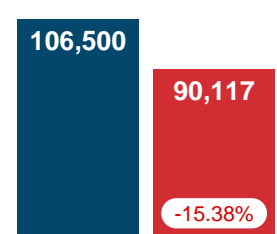
Pending Listings



List Price



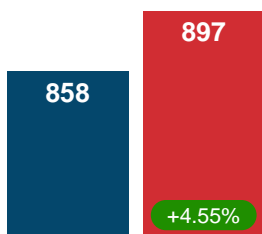
Sale Price



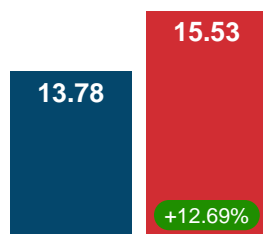
INVENTORY

MEDIAN SOLD/LIST RATIO & DOM

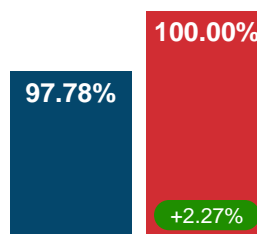
Active Inventory



Monthly Supply of Inventory



Sale/List Ratio



Days on Market

