

# January 2020



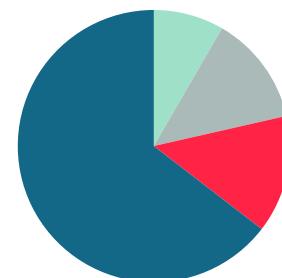
Area Delimited by Counties Coal, Garvin, Murray, Pontotoc



## MONTHLY INVENTORY ANALYSIS

Report produced on Feb 11, 2020 for MLS Technology Inc.

Compared Metrics	2019	January 2020	+/-%
Closed Listings	36	37	2.78%
Pending Listings	49	58	18.37%
New Listings	101	109	7.92%
Average List Price	149,542	187,668	25.50%
Average Sale Price	141,895	177,608	25.17%
Average Percent of Selling Price to List Price	93.65%	93.83%	0.20%
Average Days on Market to Sale	57.75	53.59	-7.20%
End of Month Inventory	375	286	-23.73%
Months Supply of Inventory	8.74	6.02	-31.09%



■ Closed (8.35%)  
■ Pending (13.09%)  
■ Other OffMarket (14.00%)  
■ Active (64.56%)

**Absorption:** Last 12 months, an Average of **48** Sales/Month  
**Active Inventory** as of January 31, 2020 = **286**

### Analysis Wrap-Up

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

The total housing inventory at the end of January 2020 decreased **23.73%** to 286 existing homes available for sale. Over the last 12 months this area has had an average of 48 closed sales per month. This represents an unsold inventory index of **6.02** 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 **25.17%** in January 2020 to \$177,608 versus the previous year at \$141,895.

#### Average Days on Market Shortens

The average number of **53.59** days that homes spent on the market before selling decreased by 4.16 days or **7.20%** in January 2020 compared to last year's same month at **57.75** DOM.

#### Sales Success for January 2020 is Positive

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

There were 109 New Listings in January 2020, up **7.92%** from last year at 101. Furthermore, there were 37 Closed Listings this month versus last year at 36, a **2.78%** increase.

Closed versus Listed trends yielded a **33.9%** ratio, down from previous year's, January 2019, at **35.6%**, a **4.77%** downswing. This will certainly create pressure on a decreasing Month's Supply of Inventory (MSI) in the months to come.

### What's in this Issue

<b>Closed Listings</b>	<b>2</b>
<b>Pending Listings</b>	<b>3</b>
<b>New Listings</b>	<b>4</b>
<b>Inventory</b>	<b>5</b>
<b>Months Supply of Inventory</b>	<b>6</b>
<b>Average Days on Market to Sale</b>	<b>7</b>
<b>Average List Price at Closing</b>	<b>8</b>
<b>Average Sale Price at Closing</b>	<b>9</b>
<b>Average Percent of Selling Price to List Price</b>	<b>10</b>
<b>Market Summary</b>	<b>11</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

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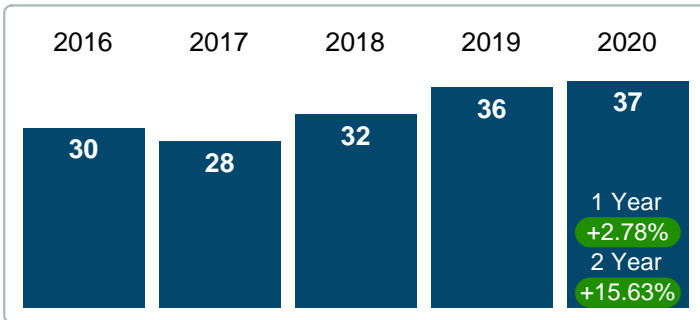
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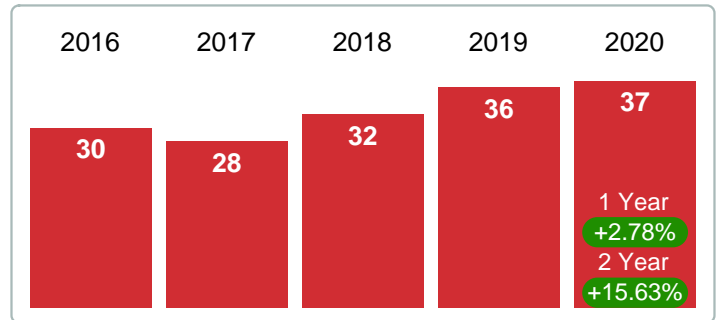
## CLOSED LISTINGS

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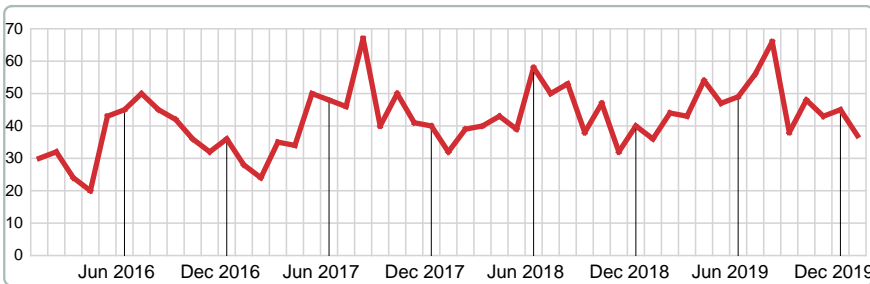
### JANUARY



### YEAR TO DATE (YTD)

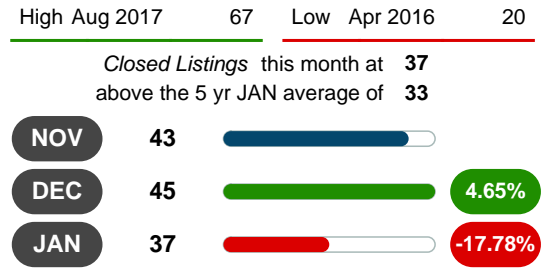


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JAN AVG = 33



### CLOSED LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Closed Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$25,000 and less	1	2.70%	25.0	0	1	0	0
\$25,001 - \$50,000	5	13.51%	62.4	2	3	0	0
\$50,001 - \$75,000	5	13.51%	32.2	1	3	0	1
\$75,001 - \$125,000	7	18.92%	71.4	1	5	1	0
\$125,001 - \$175,000	10	27.03%	44.4	2	6	2	0
\$175,001 - \$325,000	4	10.81%	34.0	0	3	0	1
\$325,001 and up	5	13.51%	81.0	1	1	2	1
<b>Total Closed Units</b>	<b>37</b>			<b>7</b>	<b>22</b>	<b>5</b>	<b>3</b>
<b>Total Closed Volume</b>	<b>6,571,500</b>	<b>100%</b>	<b>53.6</b>	<b>1.16M</b>	<b>2.67M</b>	<b>1.05M</b>	<b>1.69M</b>
<b>Average Closed Price</b>	<b>\$177,608</b>			<b>\$165,629</b>	<b>\$121,441</b>	<b>\$209,280</b>	<b>\$564,667</b>

# January 2020



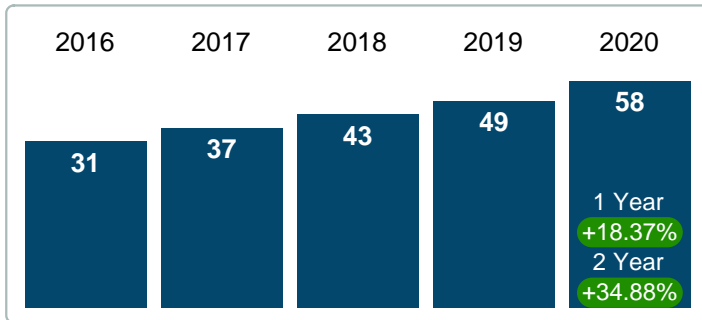
Area Delimited by Counties Coal, Garvin, Murray, Pontotoc



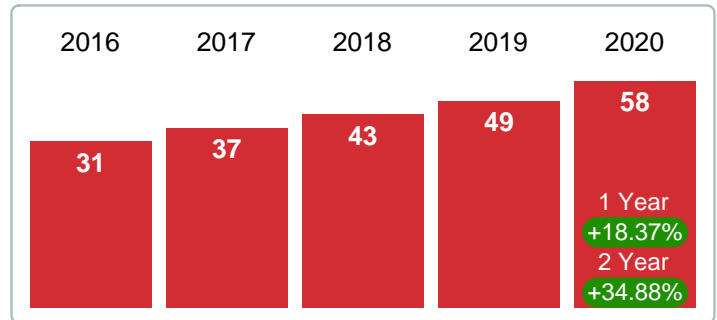
## PENDING LISTINGS

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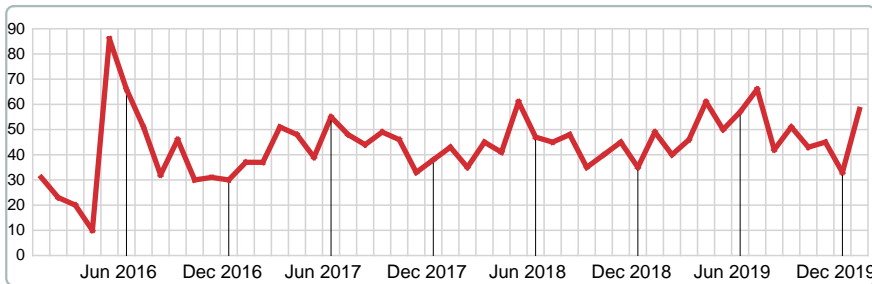
### JANUARY



### YEAR TO DATE (YTD)

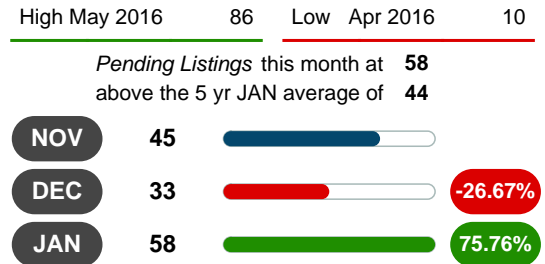


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JAN AVG = 44



### 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	0	0.00%	0.0	0	0	0	0
\$25,001 - \$50,000	8	13.79%	54.8	5	3	0	0
\$50,001 - \$100,000	13	22.41%	28.7	4	8	1	0
\$100,001 - \$150,000	8	13.79%	48.3	1	5	2	0
\$150,001 - \$225,000	16	27.59%	67.8	2	10	3	1
\$225,001 - \$275,000	4	6.90%	49.8	0	2	1	1
\$275,001 and up	9	15.52%	51.3	0	4	4	1
<b>Total Pending Units</b>	<b>58</b>			<b>12</b>	<b>32</b>	<b>11</b>	<b>3</b>
<b>Total Pending Volume</b>	<b>10,123,700</b>	<b>100%</b>	<b>31.6</b>	<b>987.30K</b>	<b>4.85M</b>	<b>2.57M</b>	<b>1.72M</b>
<b>Average Listing Price</b>	<b>\$310,286</b>			<b>\$82,275</b>	<b>\$151,597</b>	<b>\$233,209</b>	<b>\$573,333</b>

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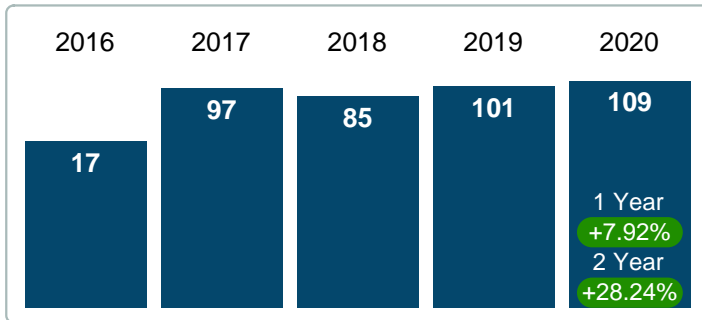
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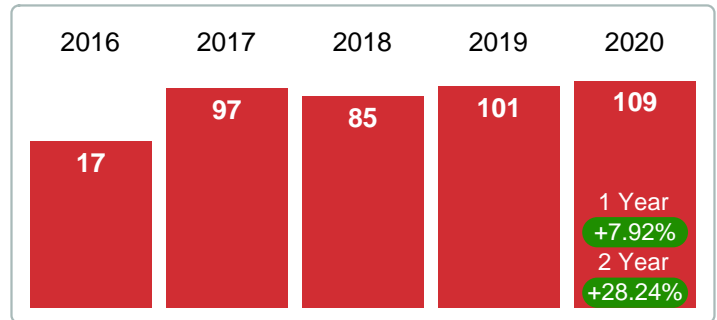
## NEW LISTINGS

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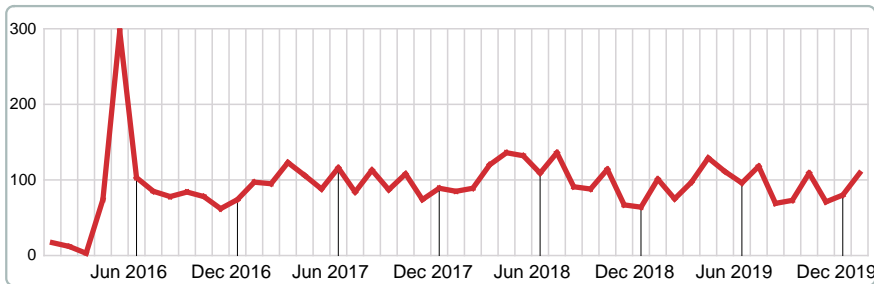
### JANUARY



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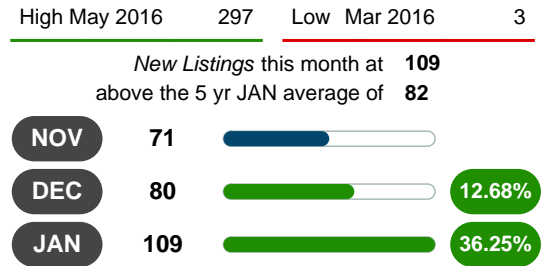


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JAN AVG = 82



### NEW LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of New Listings by Price Range			Bedrooms Distribution			
Price Range	Count	%	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	0	0	0	0
\$1-\$50,000	24	22.02%	22	1	1	0
\$50,001-\$75,000	14	12.84%	5	7	2	0
\$75,001-\$150,000	22	20.18%	7	14	1	0
\$150,001-\$225,000	21	19.27%	4	13	3	1
\$225,001-\$350,000	17	15.60%	2	6	8	1
\$350,001 and up	11	10.09%	5	2	3	1
<b>Total New Listed Units</b>	<b>109</b>		<b>45</b>	<b>43</b>	<b>18</b>	<b>3</b>
<b>Total New Listed Volume</b>	<b>20,787,239</b>	<b>100%</b>	<b>7.06M</b>	<b>7.14M</b>	<b>4.82M</b>	<b>1.77M</b>
<b>Average New Listed Listing Price</b>	<b>\$505,000</b>		<b>\$156,869</b>	<b>\$166,053</b>	<b>\$267,714</b>	<b>\$589,667</b>

# January 2020



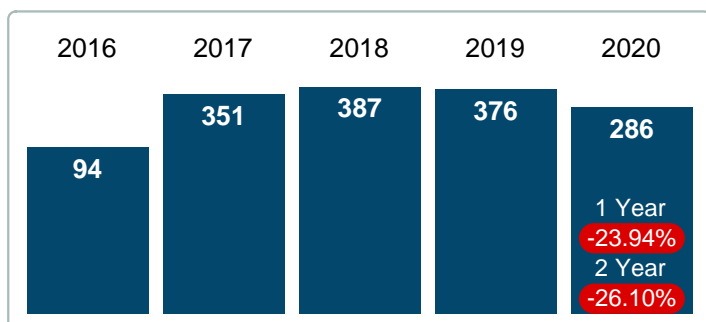
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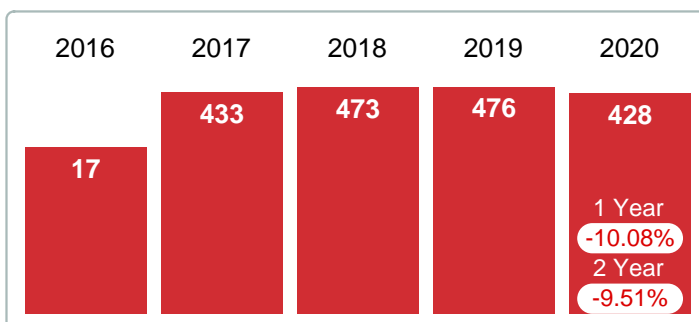
## ACTIVE INVENTORY

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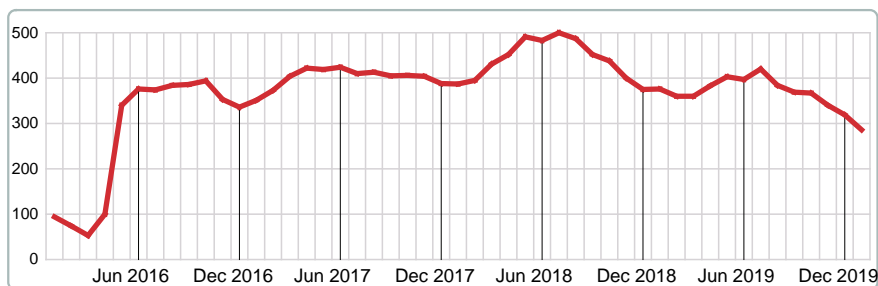
### END OF JANUARY



### ACTIVE DURING JANUARY

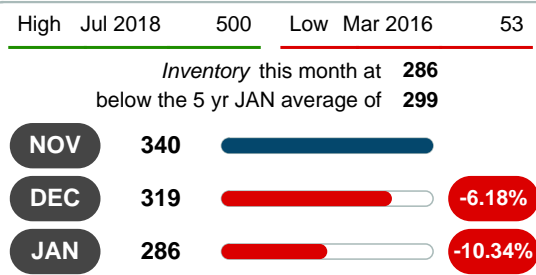


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JAN AVG = 299



### 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	31	10.84%	50.5	31	0	0	0
\$25,001 - \$25,000	0	0.00%	0.0	0	0	0	0
\$25,001 - \$75,000	70	24.48%	77.8	56	10	3	1
\$75,001 - \$150,000	65	22.73%	77.7	19	40	6	0
\$150,001 - \$225,000	50	17.48%	75.7	13	24	12	1
\$225,001 - \$350,000	38	13.29%	86.0	12	13	12	1
\$350,001 and up	32	11.19%	76.8	21	6	4	1
<b>Total Active Inventory by Units</b>	<b>286</b>			<b>152</b>	<b>93</b>	<b>37</b>	<b>4</b>
<b>Total Active Inventory by Volume</b>	<b>50,095,264</b>	<b>100%</b>	<b>75.4</b>	<b>24.01M</b>	<b>15.38M</b>	<b>8.81M</b>	<b>1.90M</b>
<b>Average Active Inventory Listing Price</b>	<b>\$175,158</b>			<b>\$157,974</b>	<b>\$165,329</b>	<b>\$238,080</b>	<b>\$474,650</b>

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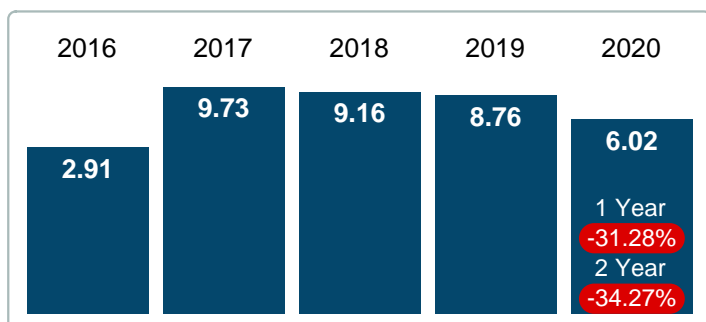
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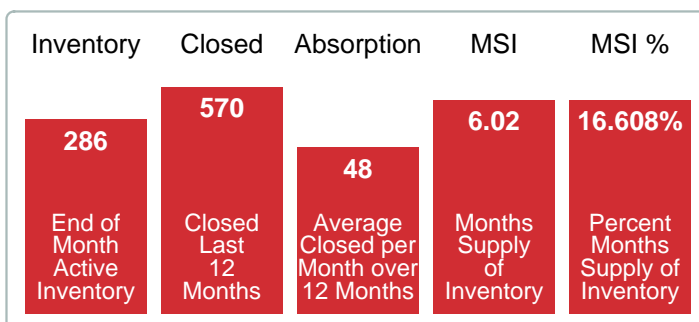
## MONTHS SUPPLY of INVENTORY (MSI)

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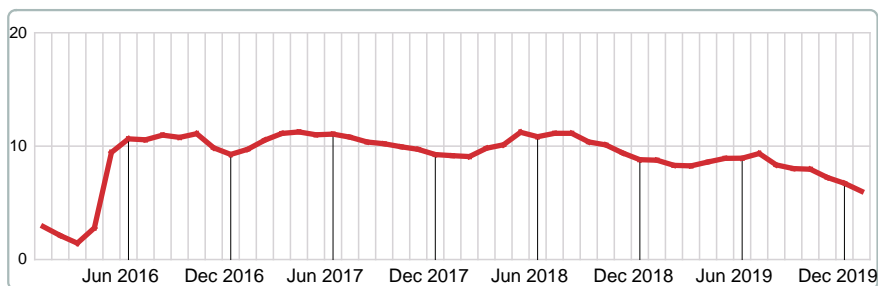
### MSI FOR JANUARY



### INDICATORS FOR JANUARY 2020

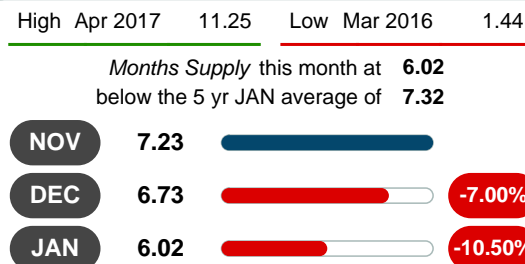


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JAN AVG = 7.32



### 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
\$20,000 and less	24	8.39%	13.09	16.00	0.00	0.00	0.00
\$20,001 - \$40,000	37	12.94%	11.38	14.07	2.40	0.00	0.00
\$40,001 - \$70,000	31	10.84%	4.71	8.73	1.36	12.00	0.00
\$70,001 - \$160,000	82	28.67%	4.13	6.64	3.42	4.17	4.00
\$160,001 - \$230,000	45	15.73%	5.05	33.00	3.47	5.28	6.00
\$230,001 - \$360,000	37	12.94%	7.05	22.29	5.14	6.29	1.71
\$360,001 and up	30	10.49%	16.36	48.00	15.00	6.00	2.40
Market Supply of Inventory (MSI)	6.02		6.02	12.76	3.37	5.62	2.82
Total Active Inventory by Units	286	100%	6.02	152	93	37	4

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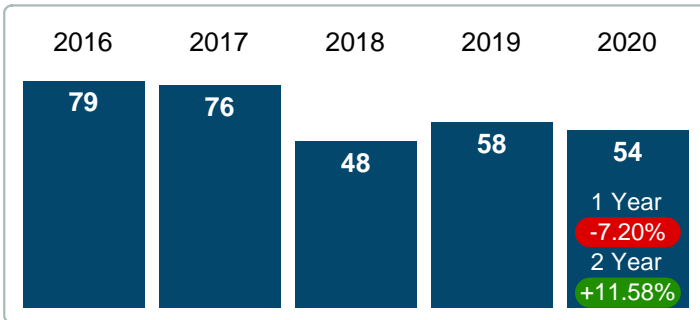
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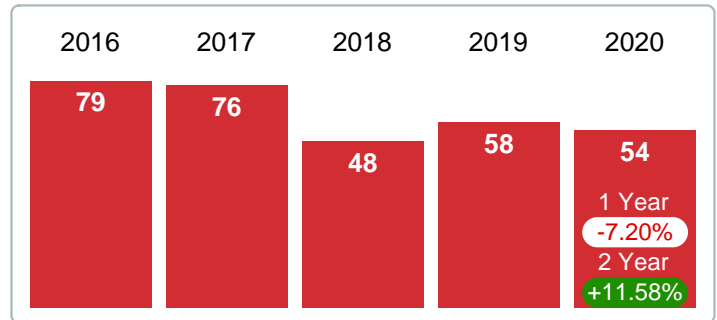
## AVERAGE DAYS ON MARKET TO SALE

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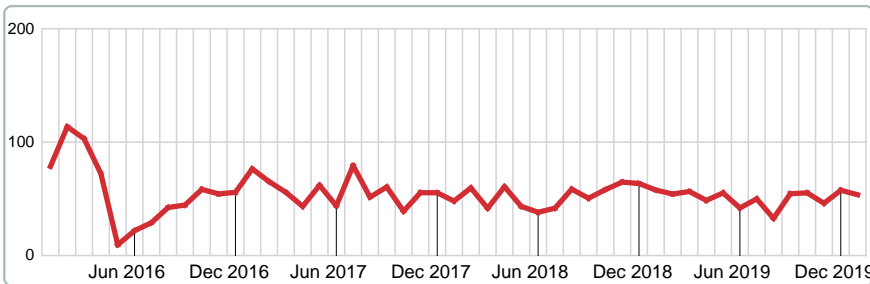
### JANUARY



### YEAR TO DATE (YTD)

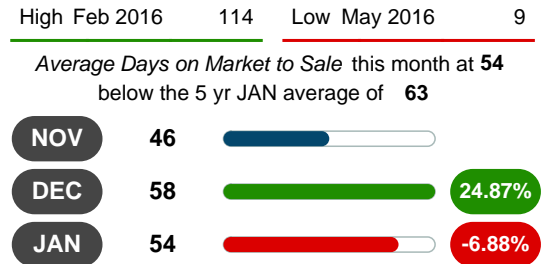


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JAN AVG = 63



### 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
\$25,000 and less	2.70%	25	0	25	0	0
\$25,001 - \$50,000	13.51%	62	96	40	0	0
\$50,001 - \$75,000	13.51%	32	107	11	0	20
\$75,001 - \$125,000	18.92%	71	78	56	140	0
\$125,001 - \$175,000	27.03%	44	40	46	45	0
\$175,001 - \$325,000	10.81%	34	0	42	0	10
\$325,001 and up	13.51%	81	72	105	113	3
<b>Average Closed DOM</b>		<b>54</b>	<b>75</b>	<b>44</b>	<b>91</b>	<b>11</b>
<b>Total Closed Units</b>	<b>100%</b>	<b>54</b>	<b>7</b>	<b>22</b>	<b>5</b>	<b>3</b>
<b>Total Closed Volume</b>		<b>6,571,500</b>	<b>1.16M</b>	<b>2.67M</b>	<b>1.05M</b>	<b>1.69M</b>

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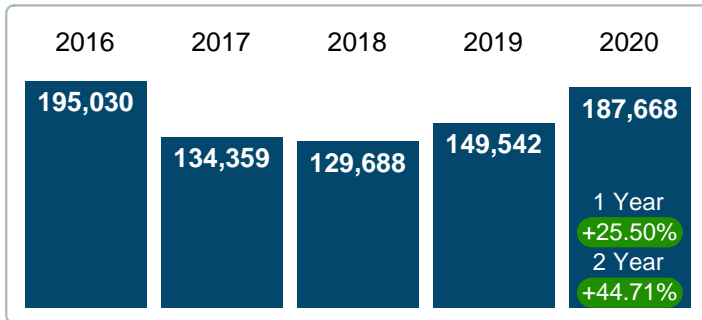
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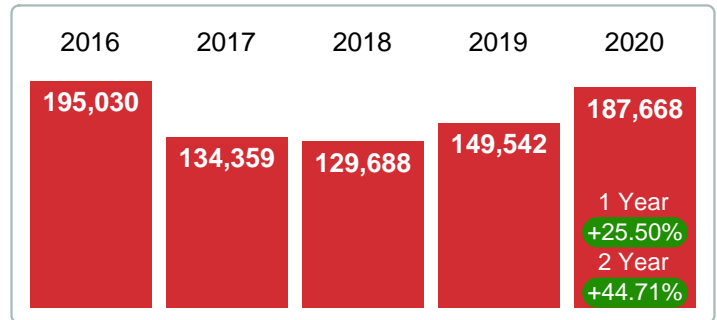
## AVERAGE LIST PRICE AT CLOSING

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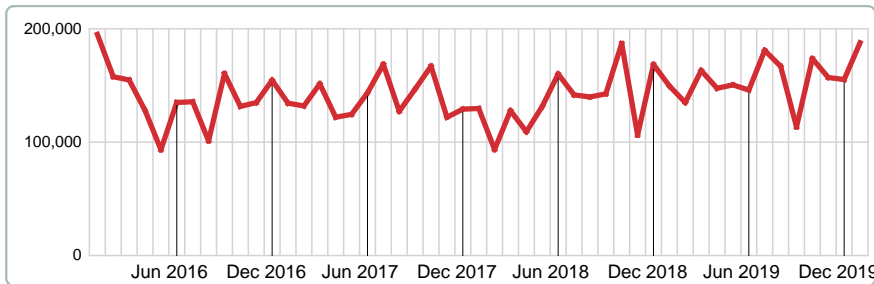
### JANUARY



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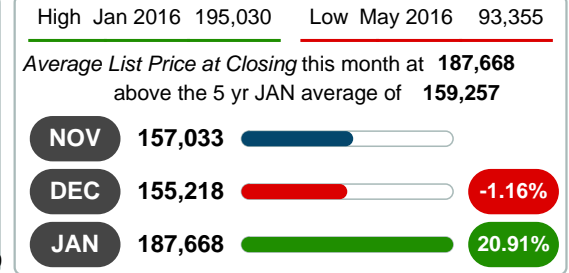


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JAN AVG = 159,257



### 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
\$25,000 and less	1	2.70%	1,300	0	1,300	0	0
\$25,001 - \$50,000	4	10.81%	48,450	47,450	52,933	0	0
\$50,001 - \$75,000	6	16.22%	68,717	70,000	69,167	0	74,900
\$75,001 - \$125,000	7	18.92%	93,829	102,000	93,960	85,000	0
\$125,001 - \$175,000	9	24.32%	151,300	149,500	158,817	147,400	0
\$175,001 - \$325,000	5	13.51%	236,260	0	227,133	0	314,900
\$325,001 and up	5	13.51%	627,300	790,000	355,000	345,750	1,300,000
Average List Price			187,668	193,700	128,486	214,260	563,267
Total Closed Units		100%	187,668	7	22	5	3
Total Closed Volume			6,943,700	1.36M	2.83M	1.07M	1.69M



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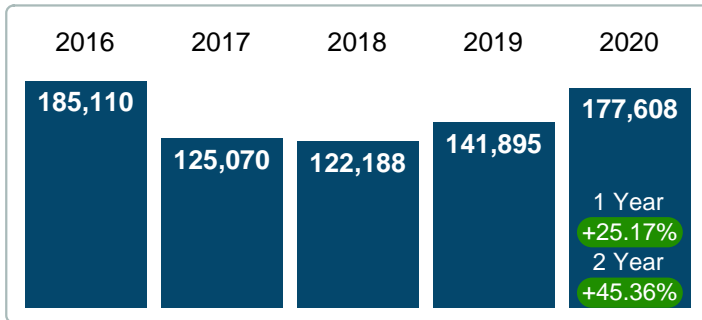
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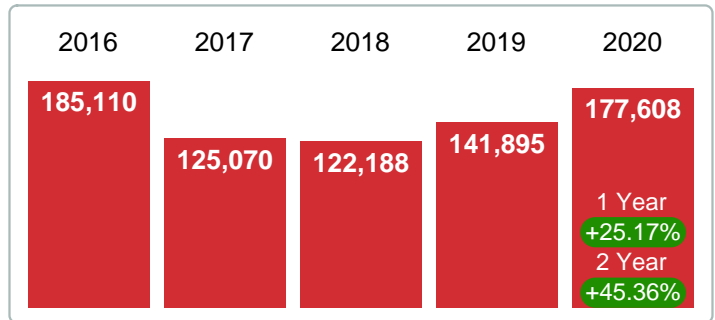
## AVERAGE SOLD PRICE AT CLOSING

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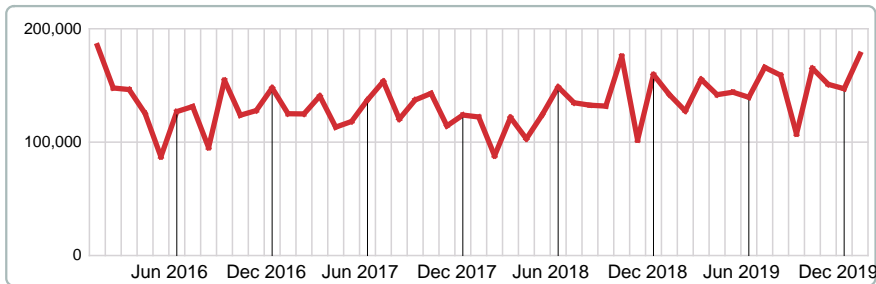
### JANUARY



### YEAR TO DATE (YTD)

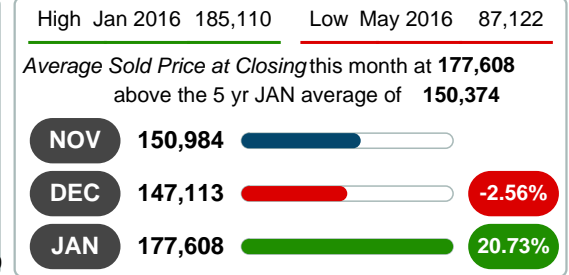


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JAN AVG = 150,374



### 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
\$25,000 and less	2.70%	1,300	0	1,300	0	0
\$25,001 - \$50,000	13.51%	42,100	44,250	40,667	0	0
\$50,001 - \$75,000	13.51%	68,000	62,000	68,000	0	74,000
\$75,001 - \$125,000	18.92%	88,771	81,500	92,180	79,000	0
\$125,001 - \$175,000	27.03%	145,440	139,250	148,167	143,450	0
\$175,001 - \$325,000	10.81%	245,375	0	220,500	0	320,000
\$325,001 and up	13.51%	592,480	648,900	333,000	340,250	1,300,000
<b>Average Sold Price</b>		<b>177,608</b>	<b>165,629</b>	<b>121,441</b>	<b>209,280</b>	<b>564,667</b>
<b>Total Closed Units</b>	<b>100%</b>	<b>177,608</b>	<b>7</b>	<b>22</b>	<b>5</b>	<b>3</b>
<b>Total Closed Volume</b>		<b>6,571,500</b>	<b>1.16M</b>	<b>2.67M</b>	<b>1.05M</b>	<b>1.69M</b>

# January 2020



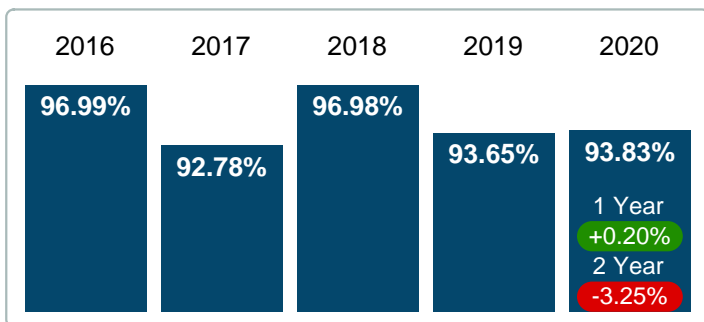
Area Delimited by Counties Coal, Garvin, Murray, Pontotoc



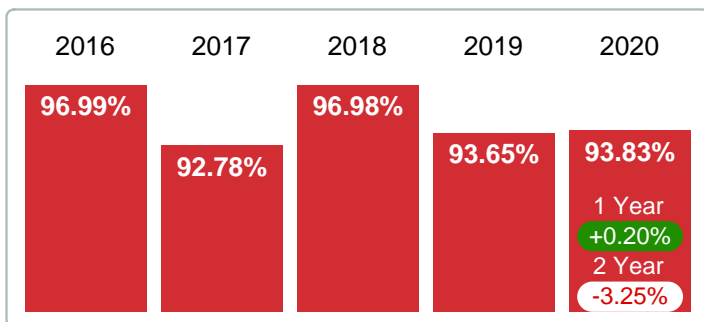
## AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

Report produced on Feb 11, 2020 for MLS Technology Inc.

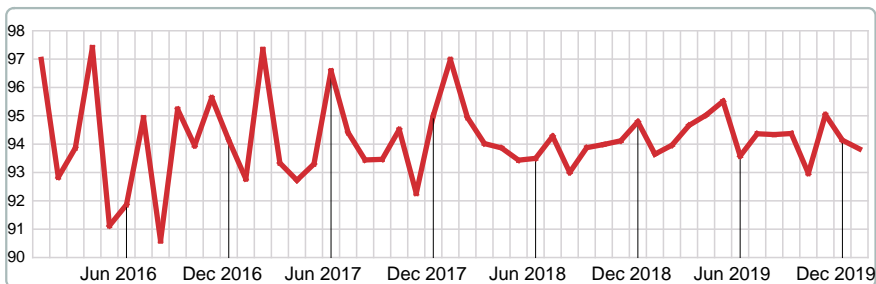
### JANUARY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS

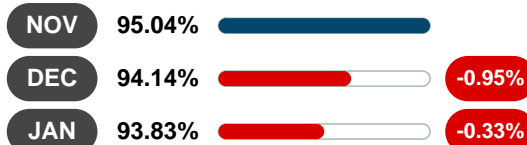


### 3 MONTHS

5 year JAN AVG = 94.85%

High Apr 2016 97.41% Low Aug 2016 90.59%

Average Sold/List Ratio this month at **93.83%**  
below the 5 yr JAN average of **94.85%**



### 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
\$25,000 and less	1	2.70%	100.00%	0.00%	100.00%	0.00%	0.00%
\$25,001 - \$50,000	5	13.51%	83.10%	93.31%	76.29%	0.00%	0.00%
\$50,001 - \$75,000	5	13.51%	96.46%	88.57%	98.31%	0.00%	98.80%
\$75,001 - \$125,000	7	18.92%	94.81%	79.90%	98.17%	92.94%	0.00%
\$125,001 - \$175,000	10	27.03%	94.42%	93.55%	93.70%	97.45%	0.00%
\$175,001 - \$325,000	4	10.81%	98.32%	0.00%	97.23%	0.00%	101.62%
\$325,001 and up	5	13.51%	94.57%	82.14%	93.80%	98.44%	100.00%
Average Sold/List Ratio		93.80%		89.19%	93.74%	96.95%	100.14%
Total Closed Units		37	100%	7	22	5	3
Total Closed Volume		6,571,500		1.16M	2.67M	1.05M	1.69M

# January 2020



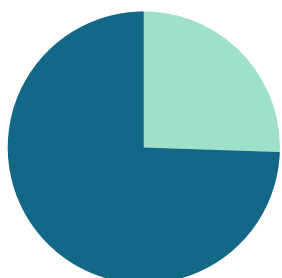
Area Delimited by Counties Coal, Garvin, Murray, Pontotoc



## MARKET SUMMARY

Report produced on Feb 11, 2020 for MLS Technology Inc.

### INVENTORY

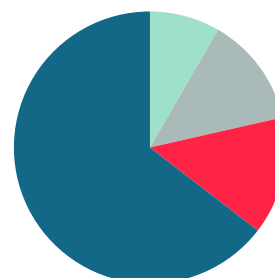


**Inventory**  
 New Listings  
**109 = 25.53%**  
 Start Inventory  
**318**  
 Total Inventory Units  
**427**  
 Volume  
**\$78,270,763**

### Market Activity

Closed Sales  
**37 = 8.35%**  
 Pending Sales  
**58 = 13.09%**  
 Other Off Market  
**62 = 14.00%**  
 Active Inventory  
**286 = 64.56%**

### MARKET ACTIVITY



Compared Metrics	January			Year to Date		
	2019	2020	+/-%	2019	2020	+/-%
Closed Sales	36	37	2.78%	36	37	2.78%
Pending Sales	49	58	18.37%	49	58	18.37%
New Listings	101	109	7.92%	101	109	7.92%
Average List Price	149,542	187,668	25.50%	149,542	187,668	25.50%
Average Sale Price	141,895	177,608	25.17%	141,895	177,608	25.17%
Average Percent of Selling Price to List Price	93.65%	93.83%	0.20%	93.65%	93.83%	0.20%
Average Days on Market to Sale	57.75	53.59	-7.20%	57.75	53.59	-7.20%
Monthly Inventory	375	286	-23.73%	375	286	-23.73%
Months Supply of Inventory	8.74	6.02	-31.09%	8.74	6.02	-31.09%

**Absorption:** Last 12 months, an Average of **48** Sales/Month

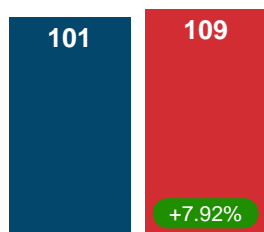
**Inventory** on January 31, 2020 = **286**

**2019** **2020**

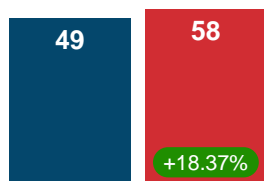
### JANUARY MARKET

### AVERAGE PRICES

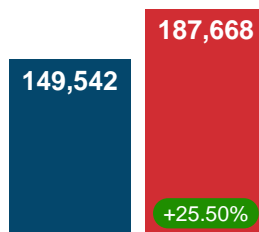
#### New Listings



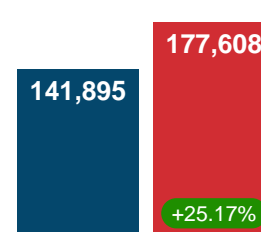
#### Pending Listings



#### List Price



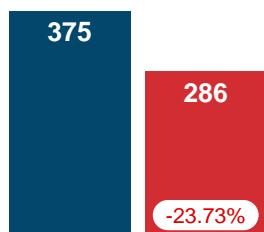
#### Sale Price



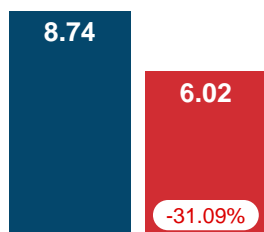
### INVENTORY

### AVERAGE SOLD/LIST RATIO & DOM

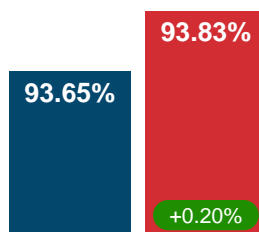
#### Active Inventory



#### Monthly Supply of Inventory



#### Sale/List Ratio



#### Days on Market

