

January 2020



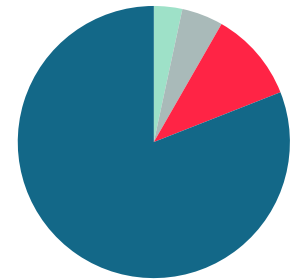
Area Delimited by County Of Cherokee



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	36	54	50.00%
New Listings	166	208	25.30%
Average List Price	95,117	129,263	35.90%
Average Sale Price	88,301	118,196	33.86%
Average Percent of Selling Price to List Price	94.23%	92.14%	-2.22%
Average Days on Market to Sale	53.97	59.62	10.47%
End of Month Inventory	854	889	4.10%
Months Supply of Inventory	13.29	15.92	19.79%



■ Closed (3.37%)
■ Pending (4.92%)
■ Other OffMarket (10.75%)
■ Active (80.97%)

Absorption: Last 12 months, an Average of **56** Sales/Month
Active Inventory as of January 31, 2020 = **889**

Analysis Wrap-Up

Months Supply of Inventory (MSI) Increases

The total housing inventory at the end of January 2020 rose **4.10%** to 889 existing homes available for sale. Over the last 12 months this area has had an average of 56 closed sales per month. This represents an unsold inventory index of **15.92** 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 **33.86%** in January 2020 to \$118,196 versus the previous year at \$88,301.

Average Days on Market Lengthens

The average number of **59.62** days that homes spent on the market before selling increased by 5.65 days or **10.47%** in January 2020 compared to last year's same month at **53.97** DOM.

Sales Success for January 2020 is Positive

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

There were 208 New Listings in January 2020, up **25.30%** from last year at 166. Furthermore, there were 37 Closed Listings this month versus last year at 36, a **2.78%** increase.

Closed versus Listed trends yielded a **17.8%** ratio, down from previous year's, January 2019, at **21.7%**, a **17.98%** 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

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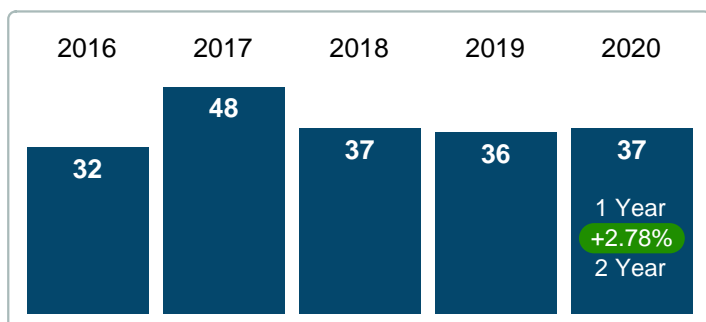
Area Delimited by County Of Cherokee



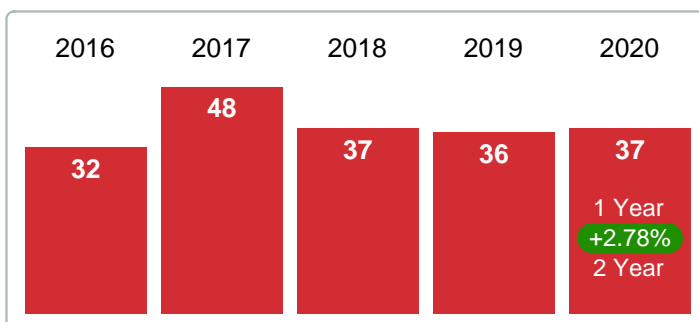
CLOSED LISTINGS

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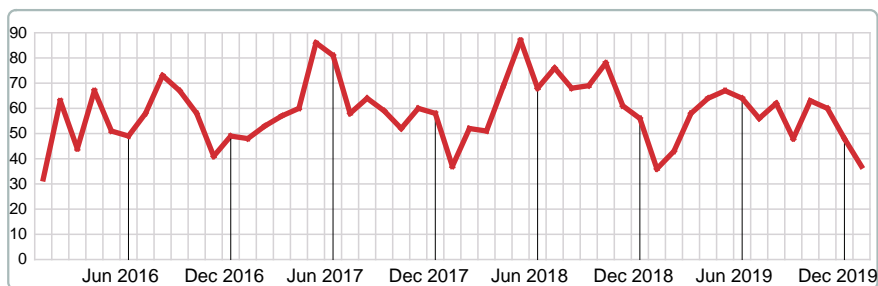
JANUARY



YEAR TO DATE (YTD)

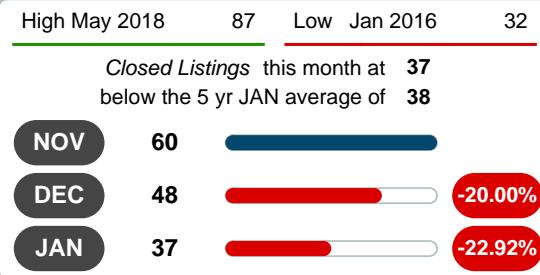


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 38



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-\$40,000	8	21.62%	83.1	6	1	1	0
\$40,001-\$60,000	3	8.11%	25.0	2	1	0	0
\$60,001-\$120,000	12	32.43%	41.4	7	5	0	0
\$120,001-\$190,000	5	13.51%	70.0	1	3	1	0
\$190,001-\$290,000	6	16.22%	65.7	2	2	2	0
\$290,001 and up	3	8.11%	75.0	0	2	1	0
Total Closed Units	37			18	14	5	0
Total Closed Volume	4,373,245	100%	59.6	1.40M	2.10M	878.70K	0.00B
Average Closed Price	\$118,196			\$77,647	\$149,779	\$175,740	\$0

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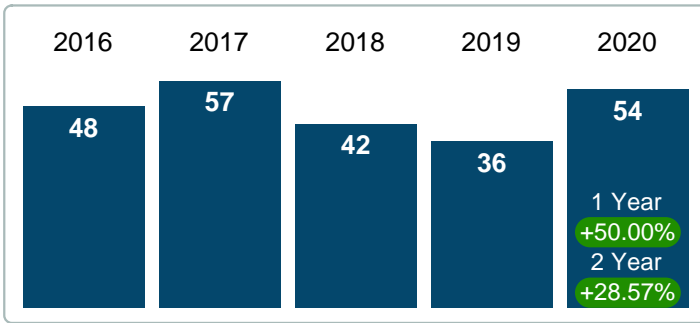
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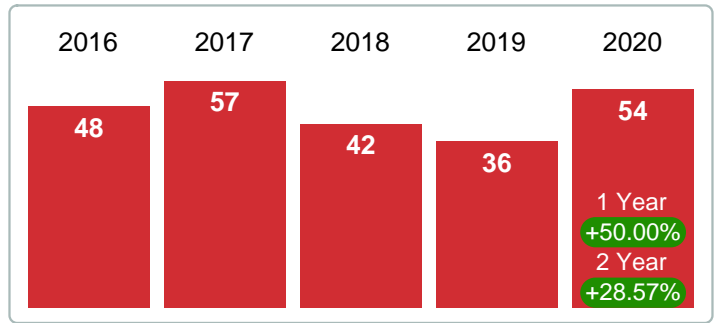
PENDING LISTINGS

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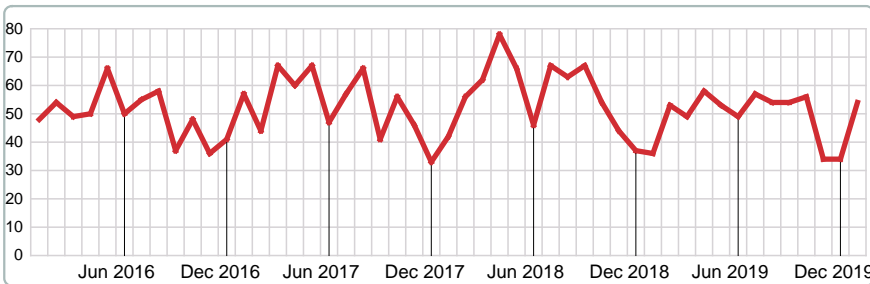
JANUARY



YEAR TO DATE (YTD)

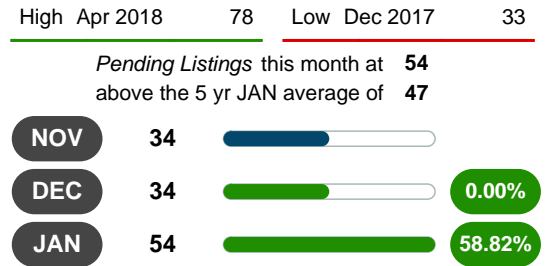


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 47



PENDING LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Pending Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$20,000 and less	6	11.11%	97.0	6	0	0	0
\$20,001 - \$50,000	6	11.11%	49.8	6	0	0	0
\$50,001 - \$70,000	7	12.96%	9.6	3	3	1	0
\$70,001 - \$110,000	12	22.22%	49.8	4	8	0	0
\$110,001 - \$170,000	10	18.52%	39.8	2	8	0	0
\$170,001 - \$270,000	7	12.96%	62.7	0	4	3	0
\$270,001 and up	6	11.11%	74.5	2	3	0	1
Total Pending Units	54			23	26	4	1
Total Pending Volume	7,216,459	100%	37.4	2.33M	3.95M	657.80K	279.90K
Average Listing Price	\$80,829			\$101,304	\$151,875	\$164,450	\$279,900

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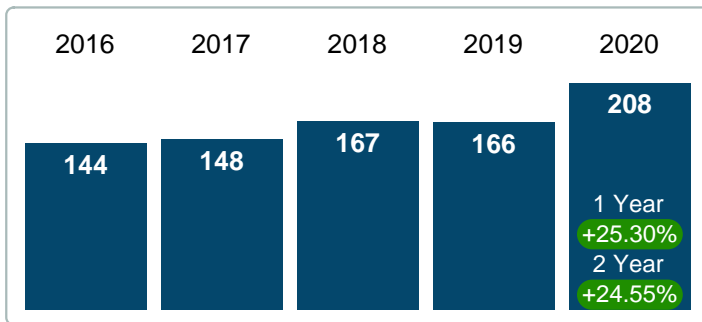
Area Delimited by County Of Cherokee



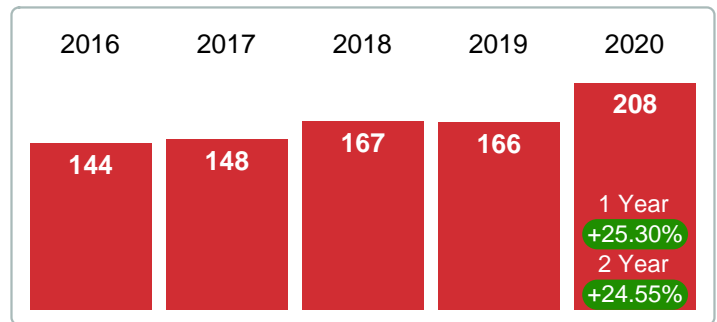
NEW LISTINGS

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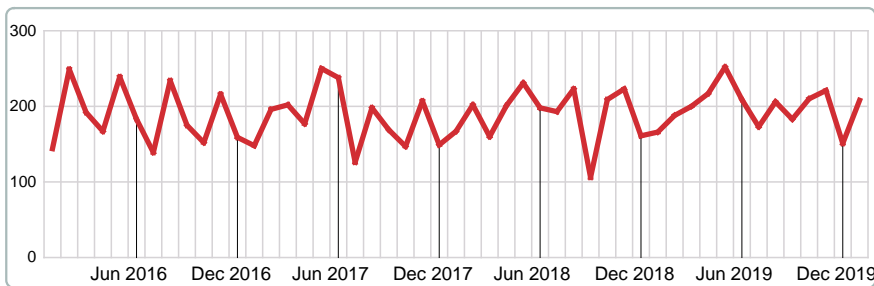
JANUARY



YEAR TO DATE (YTD)

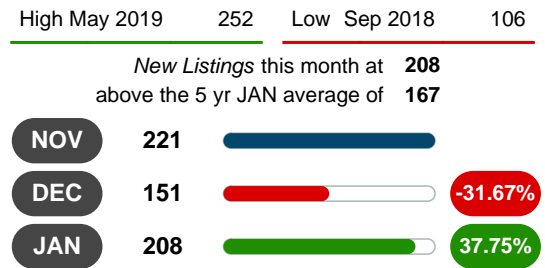


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 167



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	11	5.29%	10	1	0	0
\$10,001 - \$10,000	0	0.00%	0	0	0	0
\$10,001 - \$20,000	42	20.19%	42	0	0	0
\$20,001 - \$90,000	75	36.06%	61	12	2	0
\$90,001 - \$170,000	32	15.38%	11	16	4	1
\$170,001 - \$340,000	27	12.98%	8	11	6	2
\$340,001 and up	21	10.10%	12	6	1	2
Total New Listed Units	208		144	46	13	5
Total New Listed Volume	33,291,885	100%	20.31M	8.50M	3.01M	1.47M
Average New Listed Listing Price	\$65,500		\$141,065	\$184,740	\$231,585	\$293,960

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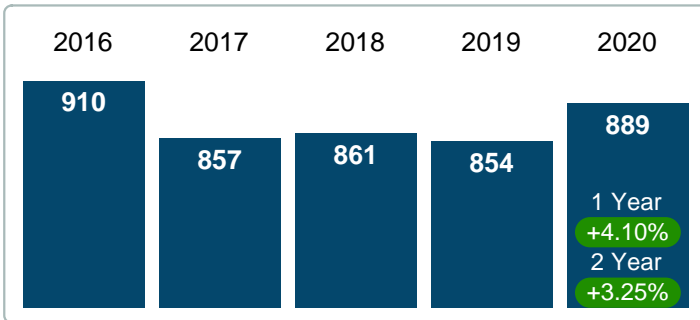
Area Delimited by County Of Cherokee



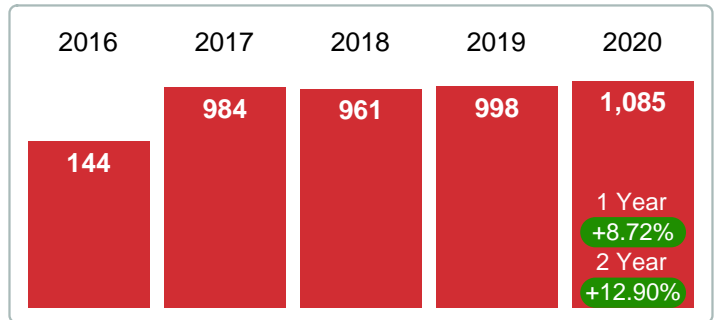
ACTIVE INVENTORY

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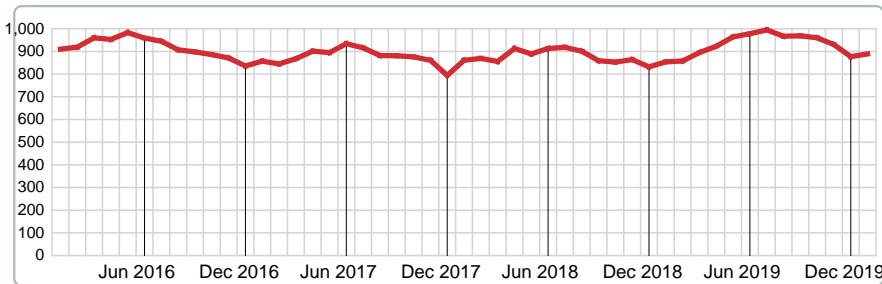
END OF JANUARY



ACTIVE DURING JANUARY

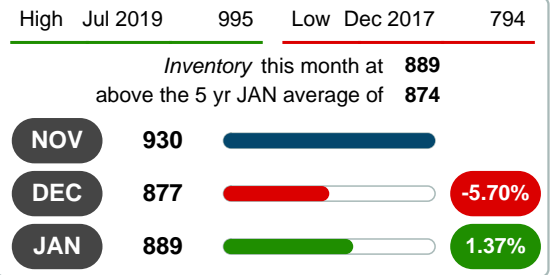


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 874



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	292	32.85%	84.7	288	4	0	0
\$25,001-\$75,000	246	27.67%	82.0	224	21	1	0
\$75,001-\$175,000	139	15.64%	88.0	65	53	17	4
\$175,001-\$375,000	119	13.39%	83.8	47	43	22	7
\$375,001 and up	93	10.46%	95.1	51	18	13	11
Total Active Inventory by Units			889	675	139	53	22
Total Active Inventory by Volume			139,650,698	80.89M	31.46M	16.06M	11.24M
Average Active Inventory Listing Price			\$157,087	\$119,832	\$226,356	\$303,023	\$510,941

January 2020

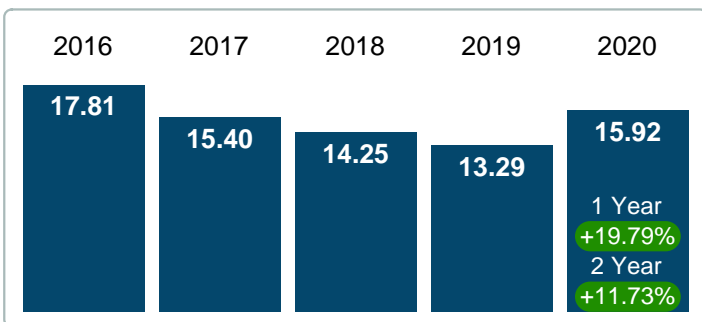
Area Delimited by County Of Cherokee



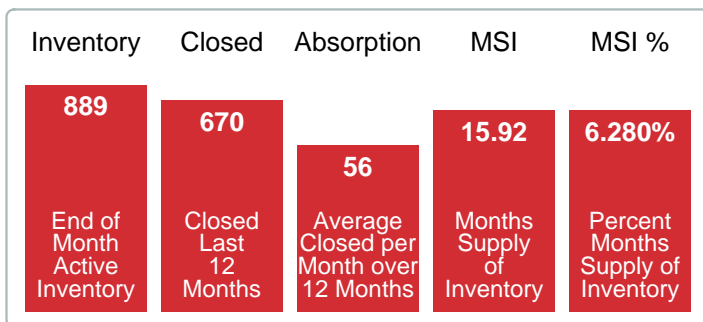
MONTHS SUPPLY of INVENTORY (MSI)

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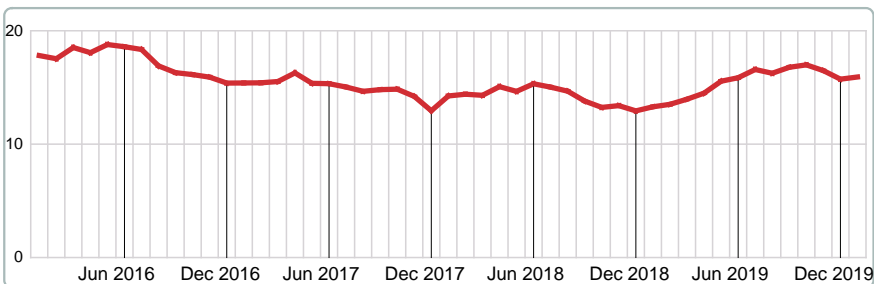
MSI FOR JANUARY



INDICATORS FOR JANUARY 2020

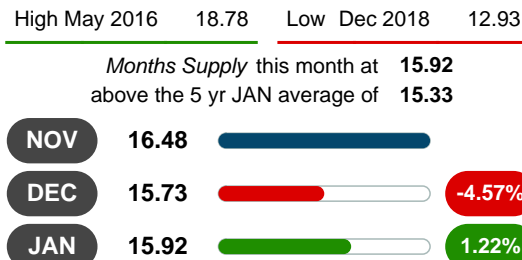


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 15.33



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	31	3.49%	3.65	4.94	1.33	0.00	0.00
\$10,001 - \$10,000	0	0.00%	0.00	0.00	0.00	0.00	0.00
\$10,001 - \$30,000	306	34.42%	49.62	53.82	2.40	0.00	0.00
\$30,001 - \$80,000	206	23.17%	18.45	30.50	5.08	1.33	0.00
\$80,001 - \$180,000	137	15.41%	7.12	14.08	4.20	10.74	16.00
\$180,001 - \$380,000	118	13.27%	12.31	20.89	9.28	9.52	14.00
\$380,001 and up	91	10.24%	78.00	68.00	102.00	72.00	132.00
Market Supply of Inventory (MSI)			15.92	27.36	5.64	9.49	24.00
Total Active Inventory by Units		100%	15.92	675	139	53	22

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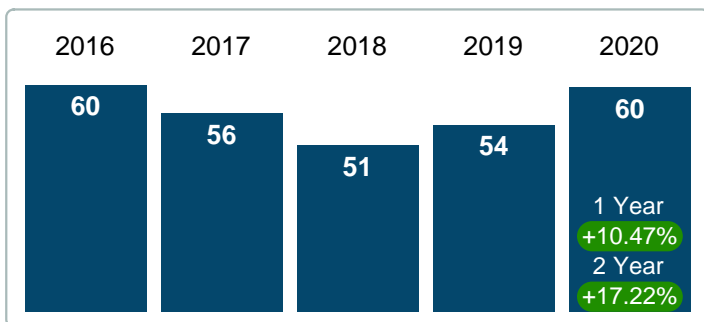
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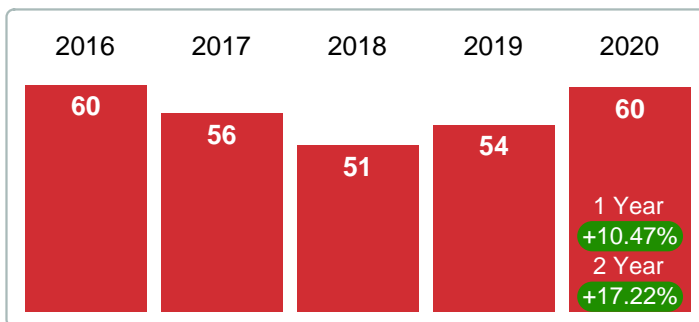
AVERAGE DAYS ON MARKET TO SALE

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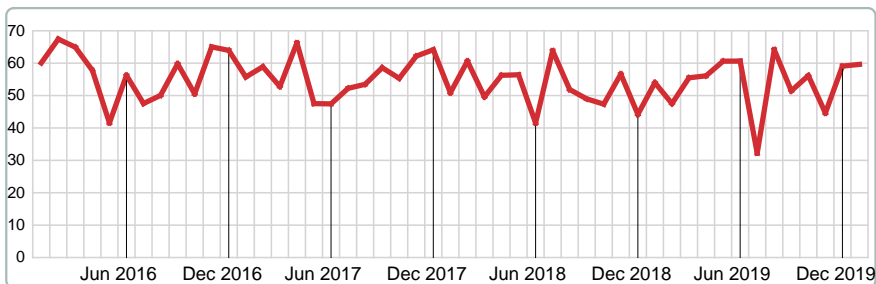
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

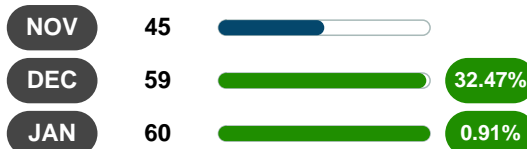


3 MONTHS

5 year JAN AVG = 56

High Feb 2016 67 Low Jul 2019 32

Average Days on Market to Sale this month at 60 above the 5 yr JAN 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 \$40,000	8	21.62%	83	79	107	83	0
\$40,001 \$60,000	3	8.11%	25	29	18	0	0
\$60,001 \$120,000	12	32.43%	41	52	27	0	0
\$120,001 \$190,000	5	13.51%	70	167	56	16	0
\$190,001 \$290,000	6	16.22%	66	75	45	78	0
\$290,001 and up	3	8.11%	75	0	89	48	0
Average Closed DOM	60			67	50	60	0
Total Closed Units	37	100%	60	18	14	5	
Total Closed Volume	4,373,245			1.40M	2.10M	878.70K	0.00B

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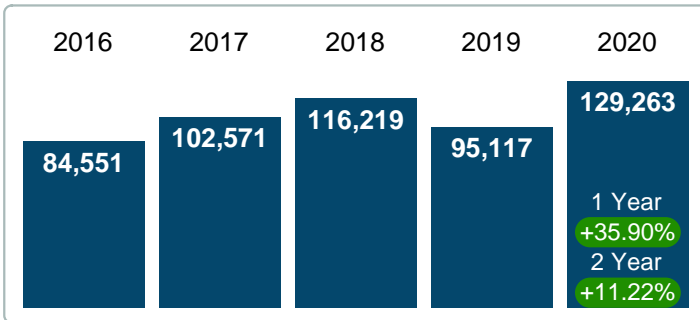
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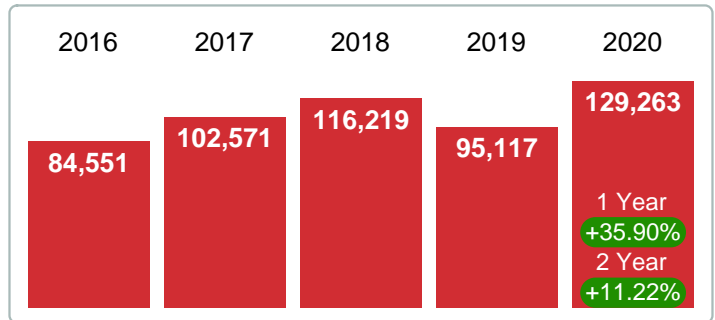
AVERAGE LIST PRICE AT CLOSING

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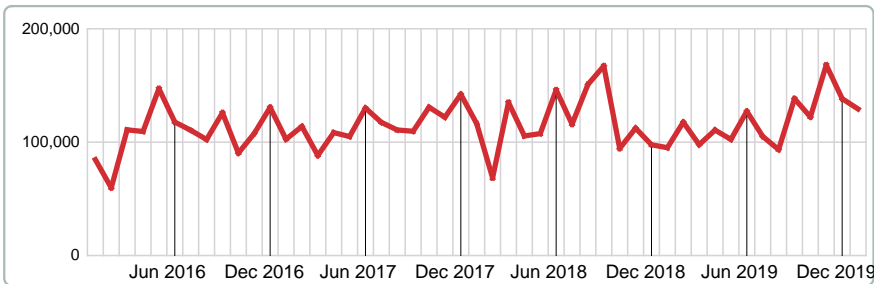
JANUARY



YEAR TO DATE (YTD)

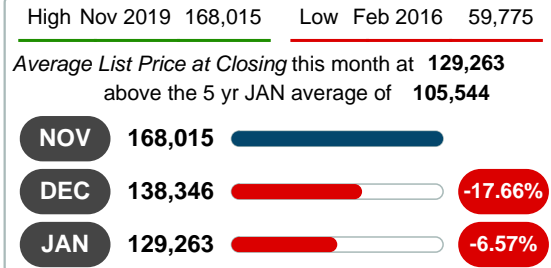


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 105,544



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 \$40,000	7	18.92%	10,525	21,046	1,200	1,200	0
\$40,001 \$60,000	2	5.41%	52,500	60,000	67,000	0	0
\$60,001 \$120,000	13	35.14%	87,092	89,800	98,300	0	0
\$120,001 \$190,000	6	16.22%	139,145	155,470	131,933	158,700	0
\$190,001 \$290,000	3	8.11%	207,767	337,500	256,900	214,200	0
\$290,001 and up	6	16.22%	335,617	0	352,450	314,900	0
Average List Price			129,263	94,741	155,300	180,640	0
Total Closed Units		100%	129,263	18	14	5	
Total Closed Volume			4,782,745	1.71M	2.17M	903.20K	0.00B

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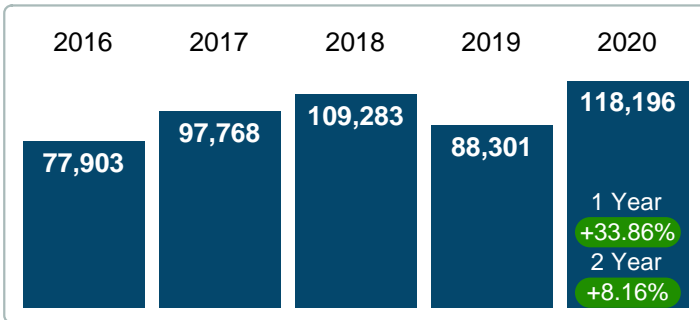
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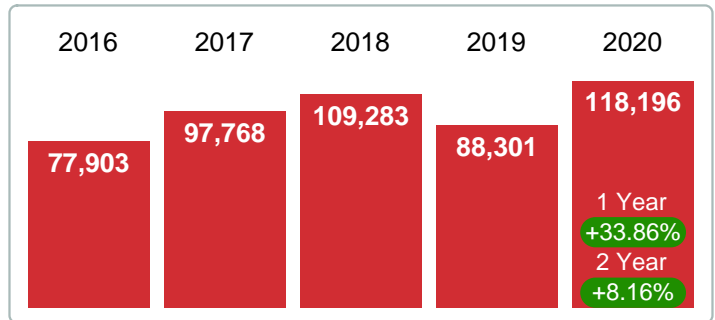
AVERAGE SOLD PRICE AT CLOSING

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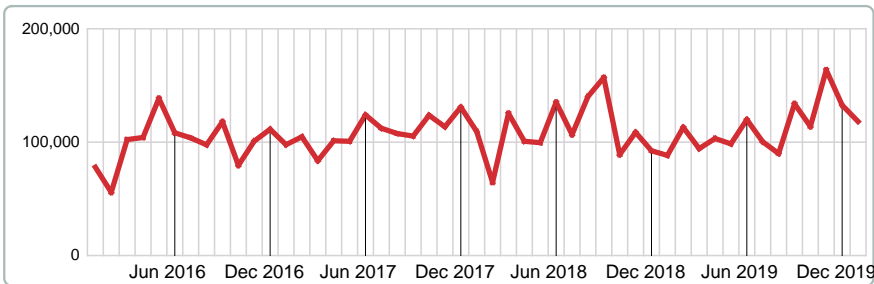
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

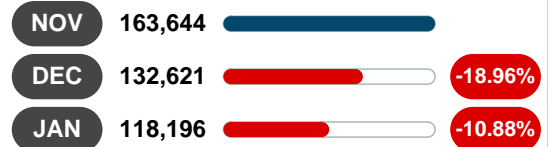


3 MONTHS

5 year JAN AVG = 98,290

High Nov 2019 163,644 Low Feb 2016 55,774

Average Sold Price at Closing this month at 118,196 above the 5 yr JAN average of 98,290



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 \$40,000	8	21.62%	12,609	16,413	1,200	1,200	0
\$40,001 \$60,000	3	8.11%	53,167	50,250	59,000	0	0
\$60,001 \$120,000	12	32.43%	89,258	84,029	96,580	0	0
\$120,001 \$190,000	5	13.51%	138,874	155,470	127,967	155,000	0
\$190,001 \$290,000	6	16.22%	227,067	227,500	242,450	211,250	0
\$290,001 and up	3	8.11%	328,333	0	342,500	300,000	0
Average Sold Price			118,196	77,647	149,779	175,740	0
Total Closed Units		100%	118,196	18	14	5	0
Total Closed Volume				1.40M	2.10M	878.70K	0.00B

January 2020

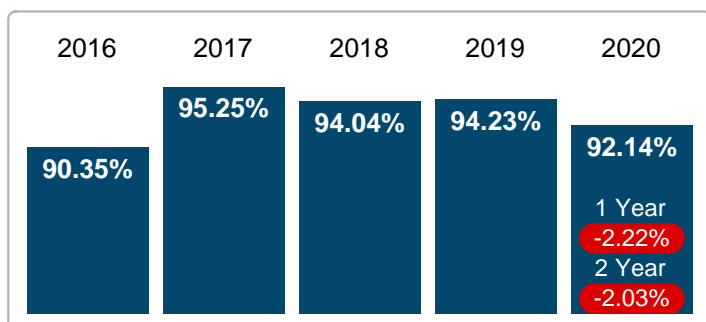
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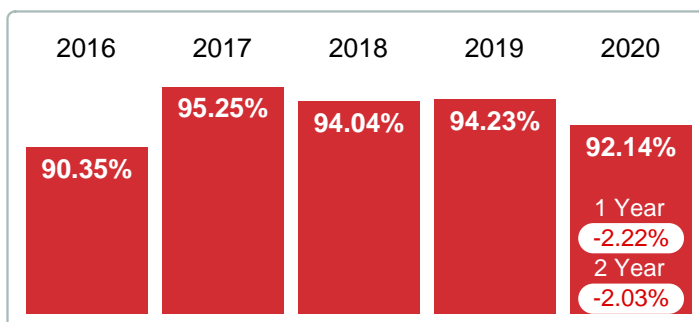
AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

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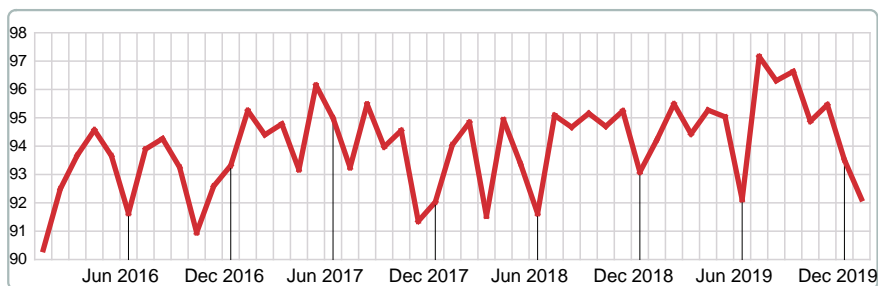
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

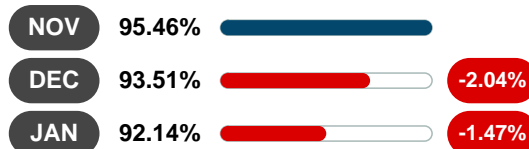


3 MONTHS

5 year JAN AVG = 93.20%

High Jul 2019 97.16% Low Jan 2016 90.35%

Average Sold/List Ratio this month at **92.14%**
below the 5 yr JAN average of **93.20%**



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-\$40,000	8	21.62%	86.97%	82.63%	100.00%	100.00%	0.00%
\$40,001-\$60,000	3	8.11%	85.40%	84.07%	88.06%	0.00%	0.00%
\$60,001-\$120,000	12	32.43%	96.07%	93.99%	98.99%	0.00%	0.00%
\$120,001-\$190,000	5	13.51%	97.82%	100.00%	97.15%	97.67%	0.00%
\$190,001-\$290,000	6	16.22%	87.58%	68.67%	95.47%	98.61%	0.00%
\$290,001 and up	3	8.11%	96.54%	0.00%	97.17%	95.27%	0.00%
Average Sold/List Ratio		92.10%		86.62%	97.12%	98.03%	0.00%
Total Closed Units		37	100%	18	14	5	
Total Closed Volume		4,373,245		1.40M	2.10M	878.70K	0.00B

January 2020

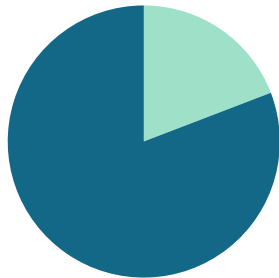
Area Delimited by County Of Cherokee



MARKET SUMMARY

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

INVENTORY

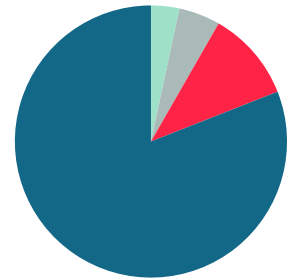


Inventory
 New Listings
208 = 19.17%
 Start Inventory
877
 Total Inventory Units
1,085
 Volume
\$171,446,403

Market Activity

Closed Sales
37 = 3.37%
 Pending Sales
54 = 4.92%
 Other Off Market
118 = 10.75%
 Active Inventory
889 = 80.97%

MARKET ACTIVITY



Compared Metrics	January			Year to Date		
	2019	2020	+/-%	2019	2020	+/-%
Closed Sales	36	37	2.78%	36	37	2.78%
Pending Sales	36	54	50.00%	36	54	50.00%
New Listings	166	208	25.30%	166	208	25.30%
Average List Price	95,117	129,263	35.90%	95,117	129,263	35.90%
Average Sale Price	88,301	118,196	33.86%	88,301	118,196	33.86%
Average Percent of Selling Price to List Price	94.23%	92.14%	-2.22%	94.23%	92.14%	-2.22%
Average Days on Market to Sale	53.97	59.62	10.47%	53.97	59.62	10.47%
Monthly Inventory	854	889	4.10%	854	889	4.10%
Months Supply of Inventory	13.29	15.92	19.79%	13.29	15.92	19.79%

Absorption: Last 12 months, an Average of **56** Sales/Month

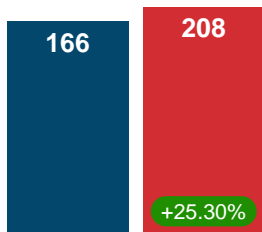
Inventory on January 31, 2020 = **889**

2019 **2020**

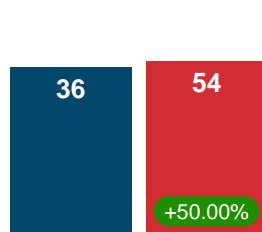
JANUARY MARKET

AVERAGE PRICES

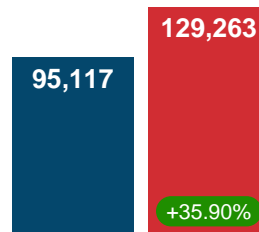
New Listings



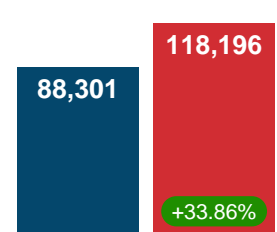
Pending Listings



List Price



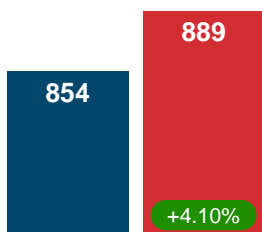
Sale Price



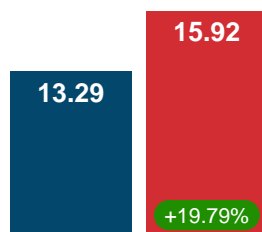
INVENTORY

AVERAGE SOLD/LIST RATIO & DOM

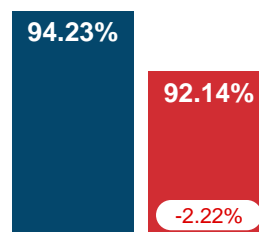
Active Inventory



Monthly Supply of Inventory



Sale/List Ratio



Days on Market

