

January 2020

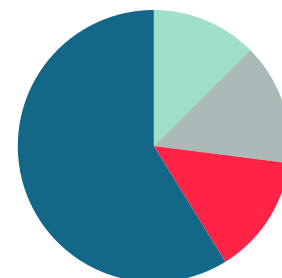
Area Delimited by County Of Rogers



MONTHLY INVENTORY ANALYSIS

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

Compared Metrics	2019	January 2020	+/-%
Closed Listings	83	120	44.58%
Pending Listings	128	139	8.59%
New Listings	288	207	-28.13%
Average List Price	191,220	221,459	15.81%
Average Sale Price	184,980	216,985	17.30%
Average Percent of Selling Price to List Price	96.23%	96.73%	0.52%
Average Days on Market to Sale	51.37	41.17	-19.87%
End of Month Inventory	834	564	-32.37%
Months Supply of Inventory	6.12	3.76	-38.54%



■ Closed (12.51%)
■ Pending (14.49%)
■ Other OffMarket (14.18%)
■ Active (58.81%)

Absorption: Last 12 months, an Average of **150** Sales/Month
Active Inventory as of January 31, 2020 = **564**

Analysis Wrap-Up

Months Supply of Inventory (MSI) Decreases

The total housing inventory at the end of January 2020 decreased **32.37%** to 564 existing homes available for sale. Over the last 12 months this area has had an average of 150 closed sales per month. This represents an unsold inventory index of **3.76** 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 **17.30%** in January 2020 to \$216,985 versus the previous year at \$184,980.

Average Days on Market Shortens

The average number of **41.17** days that homes spent on the market before selling decreased by 10.21 days or **19.87%** in January 2020 compared to last year's same month at **51.37** 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 strong this month.

There were 207 New Listings in January 2020, down **28.13%** from last year at 288. Furthermore, there were 120 Closed Listings this month versus last year at 83, a **44.58%** increase.

Closed versus Listed trends yielded a **58.0%** ratio, up from previous year's, January 2019, at **28.8%**, a **101.15%** upswing. 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

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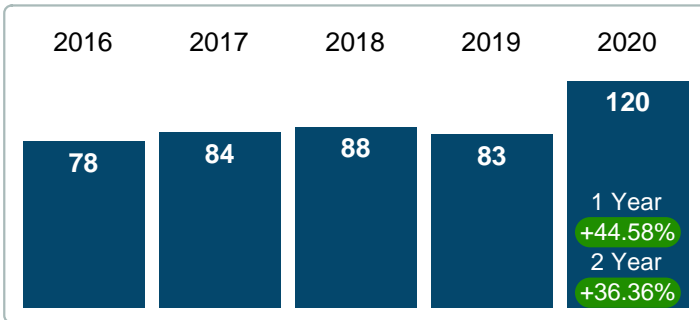
Area Delimited by County Of Rogers



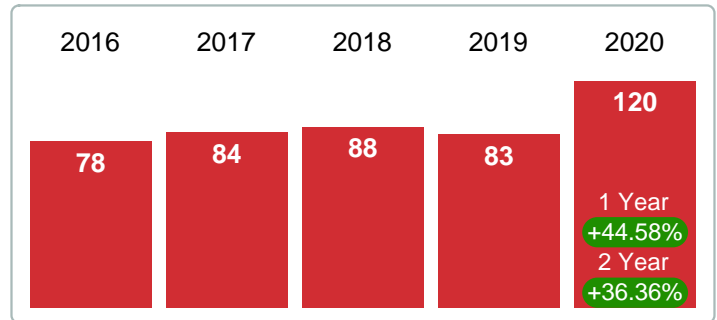
CLOSED LISTINGS

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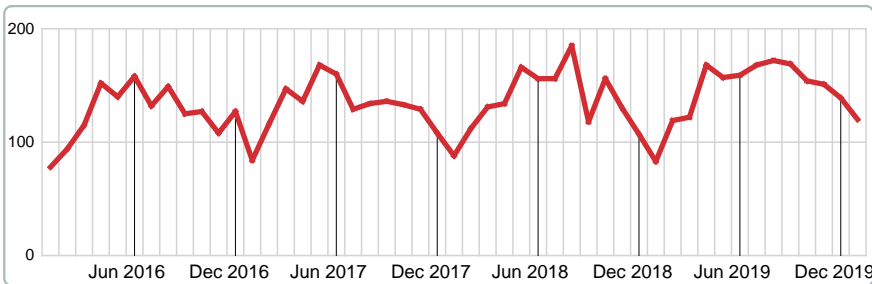
JANUARY



YEAR TO DATE (YTD)

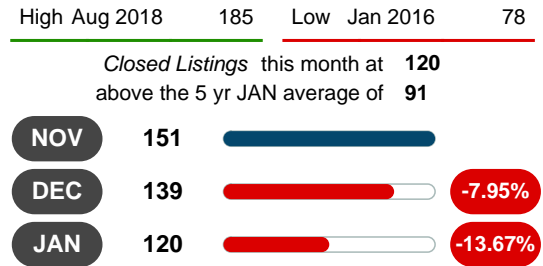


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 91



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-\$50,000	22	18.33%	47.0	14	8	0	0
\$50,001-\$125,000	20	16.67%	35.1	6	13	1	0
\$125,001-\$225,000	29	24.17%	37.7	5	18	6	0
\$225,001-\$300,000	19	15.83%	27.6	1	5	11	2
\$300,001-\$425,000	17	14.17%	49.6	1	5	8	3
\$425,001 and up	13	10.83%	57.2	3	2	7	1
Total Closed Units	120			30	51	33	6
Total Closed Volume	26,038,241	100%	41.2	4.94M	7.99M	10.99M	2.12M
Average Closed Price	\$216,985			\$164,817	\$156,688	\$332,884	\$352,917

January 2020

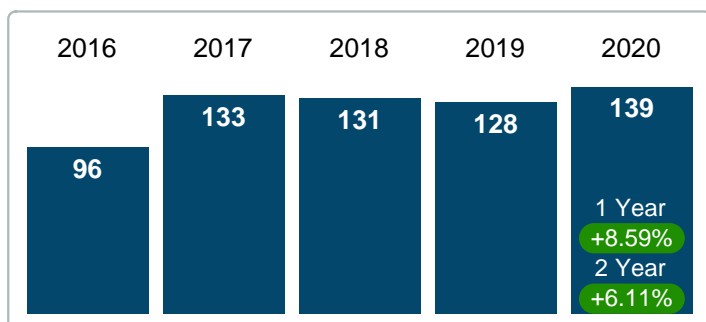
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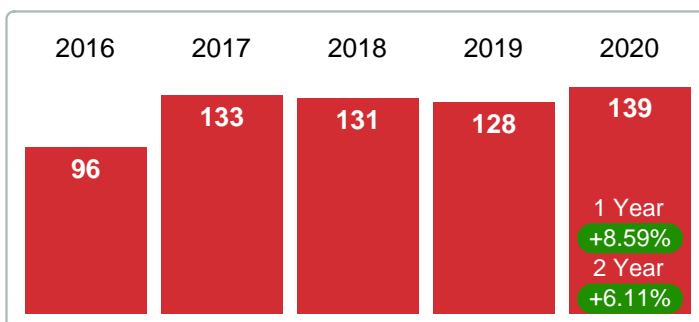
PENDING LISTINGS

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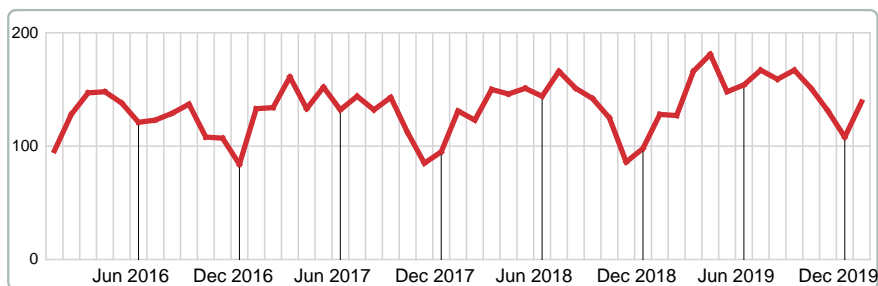
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 125

High Apr 2019 181 Low Dec 2016 84

Pending Listings this month at 139
above the 5 yr JAN average of 125



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	8	5.76%	80.8	4	4	0	0
\$25,001 - \$75,000	17	12.23%	57.0	14	3	0	0
\$75,001 - \$125,000	17	12.23%	27.6	8	9	0	0
\$125,001 - \$200,000	44	31.65%	49.8	6	30	8	0
\$200,001 - \$275,000	19	13.67%	71.6	2	10	5	2
\$275,001 - \$375,000	17	12.23%	66.7	0	6	10	1
\$375,001 and up	17	12.23%	72.2	1	5	7	4
Total Pending Units	139			35	67	30	7
Total Pending Volume	29,952,232	100%	57.7	4.06M	12.68M	9.14M	4.07M
Average Listing Price	\$217,294			\$116,093	\$189,314	\$304,539	\$581,257

January 2020

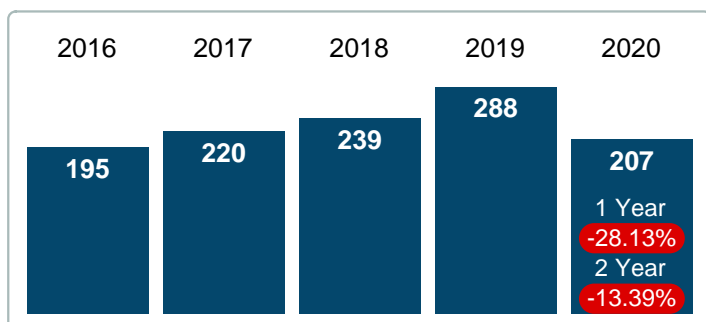
Area Delimited by County Of Rogers



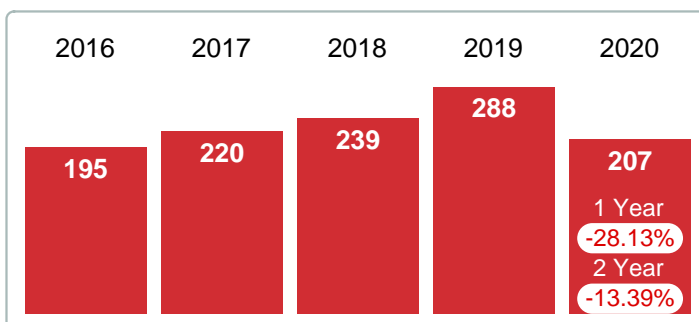
NEW LISTINGS

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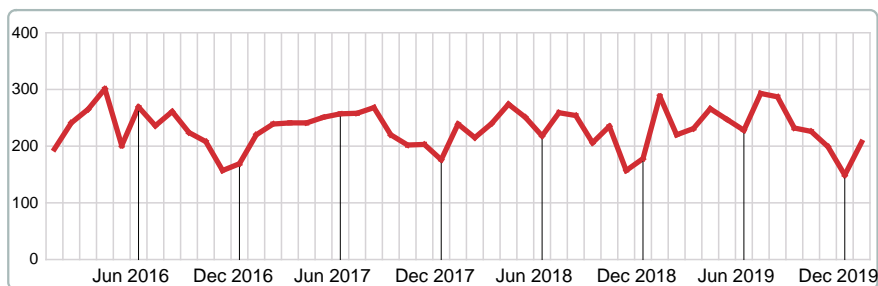
JANUARY



YEAR TO DATE (YTD)

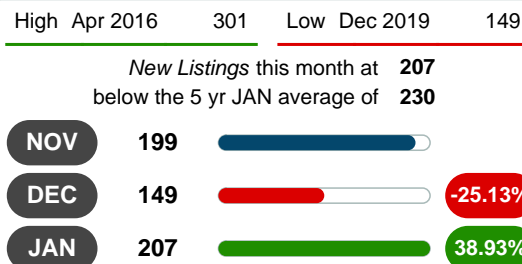


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 230



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	7	3.38%	4	3	0	0
\$25,001 - \$75,000	33	15.94%	27	5	1	0
\$75,001 - \$125,000	27	13.04%	12	13	2	0
\$125,001 - \$200,000	57	27.54%	10	34	13	0
\$200,001 - \$325,000	34	16.43%	5	14	14	1
\$325,001 - \$450,000	27	13.04%	2	3	19	3
\$450,001 and up	22	10.63%	5	1	9	7
Total New Listed Units	207		65	73	58	11
Total New Listed Volume	51,757,199	100%	10.95M	12.13M	20.36M	8.32M
Average New Listed Listing Price	\$287,511		\$168,460	\$166,211	\$350,969	\$756,155

January 2020

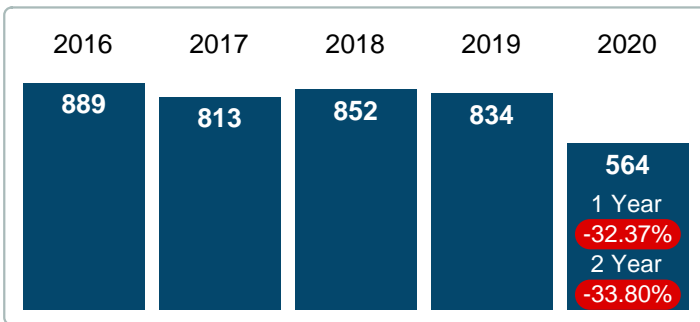
Area Delimited by County Of Rogers



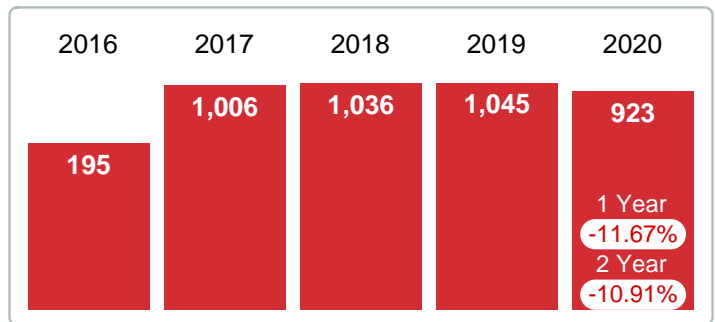
ACTIVE INVENTORY

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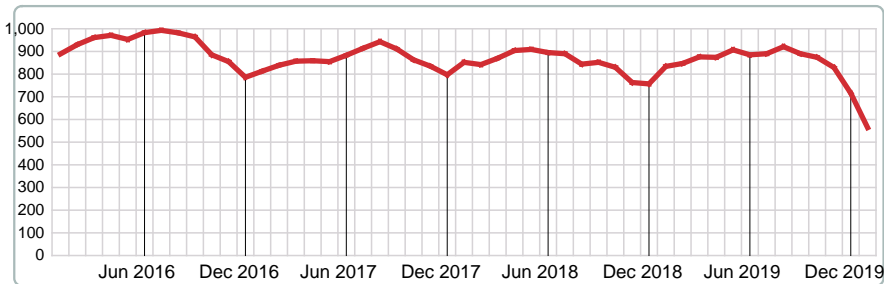
END OF JANUARY



ACTIVE DURING JANUARY

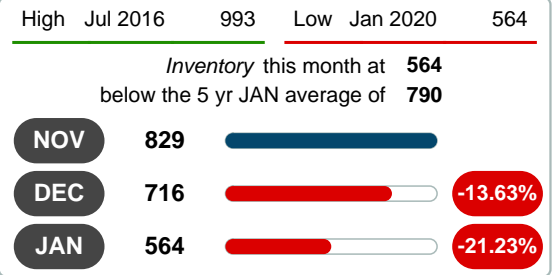


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 790



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	5.50%	88.0	24	6	1	0
\$25,001 - \$50,000	77	13.65%	93.1	70	5	2	0
\$50,001 - \$125,000	86	15.25%	76.7	58	24	4	0
\$125,001 - \$250,000	159	28.19%	75.2	48	74	35	2
\$250,001 - \$350,000	75	13.30%	83.7	15	18	36	6
\$350,001 - \$550,000	77	13.65%	80.0	10	10	49	8
\$550,001 and up	59	10.46%	100.2	25	5	13	16
Total Active Inventory by Units			564	250	142	140	32
Total Active Inventory by Volume			162,126,819	55.49M	30.05M	49.08M	27.50M
Average Active Inventory Listing Price			\$287,459	\$221,970	\$211,635	\$350,572	\$859,437

January 2020

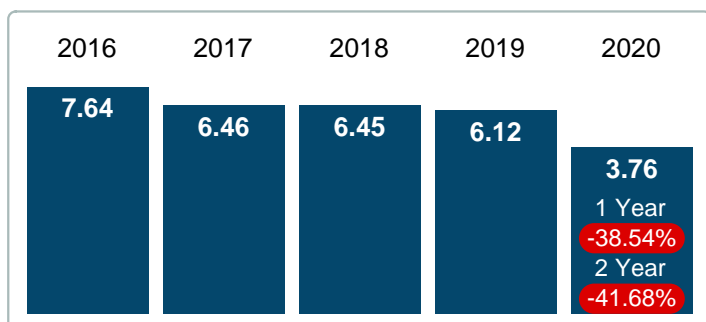
Area Delimited by County Of Rogers



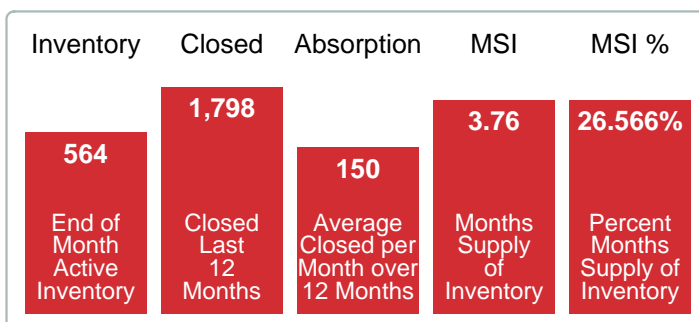
MONTHS SUPPLY of INVENTORY (MSI)

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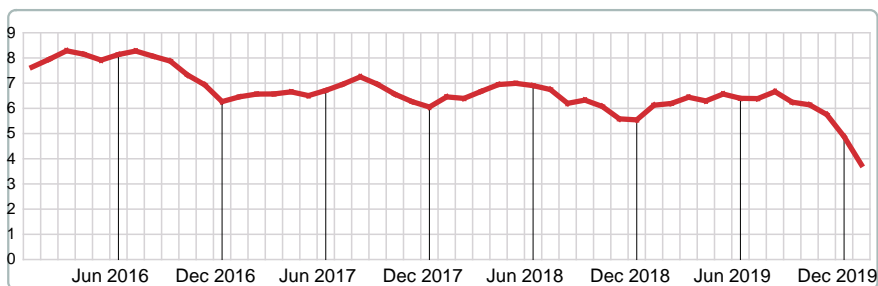
MSI FOR JANUARY



INDICATORS FOR JANUARY 2020



5 YEAR MARKET ACTIVITY TRENDS

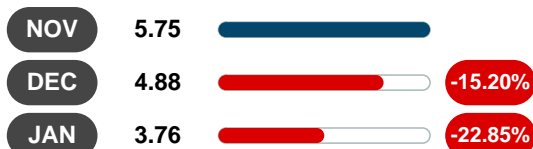


3 MONTHS

5 year JAN AVG = 6.09

High Mar 2016 8.28 Low Jan 2020 3.76

Months Supply this month at 3.76 below the 5 yr JAN average of 6.09



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	31	5.50%	2.68	4.24	1.44	0.63	0.00
\$25,001 - \$50,000	77	13.65%	14.90	16.80	8.57	4.80	0.00
\$50,001 - \$125,000	86	15.25%	3.16	5.70	1.57	2.29	0.00
\$125,001 - \$250,000	159	28.19%	2.34	8.00	1.69	2.06	1.60
\$250,001 - \$350,000	75	13.30%	3.81	22.50	2.70	3.54	2.77
\$350,001 - \$550,000	77	13.65%	5.50	24.00	4.62	5.20	4.00
\$550,001 and up	59	10.46%	14.45	60.00	30.00	6.78	10.11
Market Supply of Inventory (MSI)			3.76	9.09	1.95	3.31	4.41
Total Active Inventory by Units		100%	3.76	250	142	140	32

January 2020

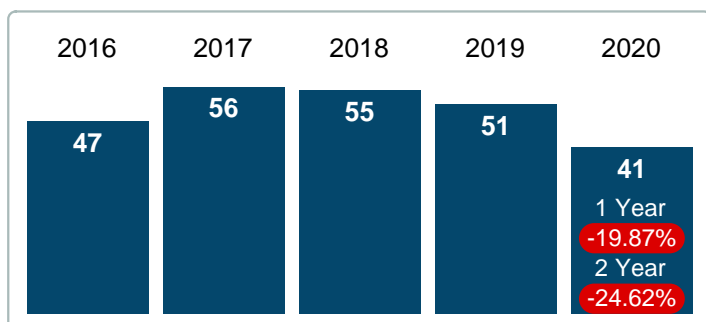
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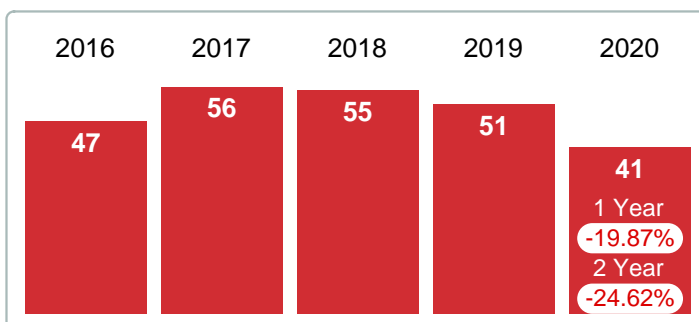
AVERAGE DAYS ON MARKET TO SALE

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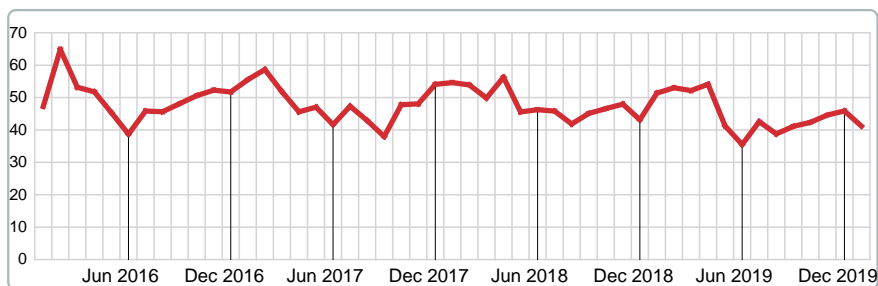
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

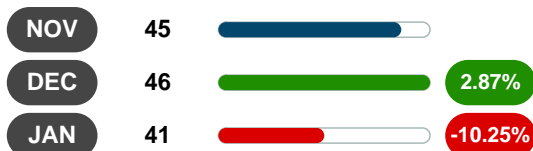


3 MONTHS

5 year JAN AVG = 50

High Feb 2016 65 Low Jun 2019 36

Average Days on Market to Sale this month at 41 below the 5 yr JAN average of 50



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 \$50,000	22	18.33%	47	42	55	0	0
\$50,001 \$125,000	20	16.67%	35	33	38	11	0
\$125,001 \$225,000	29	24.17%	38	20	44	33	0
\$225,001 \$300,000	19	15.83%	28	29	19	22	77
\$300,001 \$425,000	17	14.17%	50	101	45	50	40
\$425,001 and up	13	10.83%	57	66	59	36	175
Average Closed DOM			41	41	42	34	75
Total Closed Units		100%	41	30	51	33	6
Total Closed Volume			26,038,241	4.94M	7.99M	10.99M	2.12M

January 2020

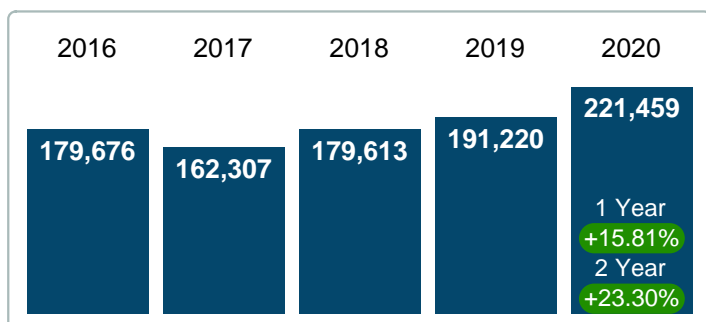
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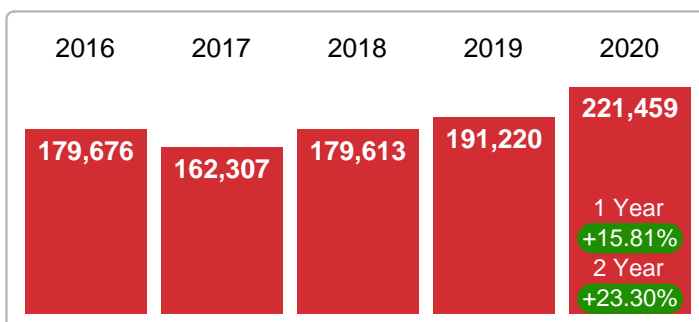
AVERAGE LIST PRICE AT CLOSING

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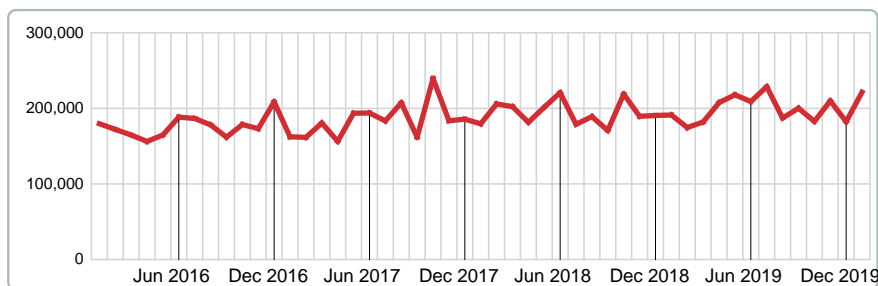
JANUARY



YEAR TO DATE (YTD)

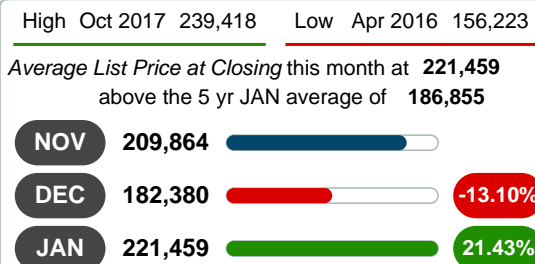


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 186,855



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 to \$50,000	21	17.50%	21,514	35,904	1,142	0	0
\$50,001 to \$125,000	19	15.83%	93,853	92,667	100,538	119,000	0
\$125,001 to \$225,000	29	24.17%	163,229	150,180	168,536	201,008	0
\$225,001 to \$300,000	21	17.50%	264,583	276,000	254,978	266,064	281,450
\$300,001 to \$425,000	17	14.17%	354,946	324,500	337,290	361,779	376,300
\$425,001 and up	13	10.83%	616,623	834,914	442,250	587,961	511,125
Average List Price			221,459	163,826	160,698	341,264	367,154
Total Closed Units		100%	221,459	30	51	33	6
Total Closed Volume			26,575,040	4.91M	8.20M	11.26M	2.20M

January 2020

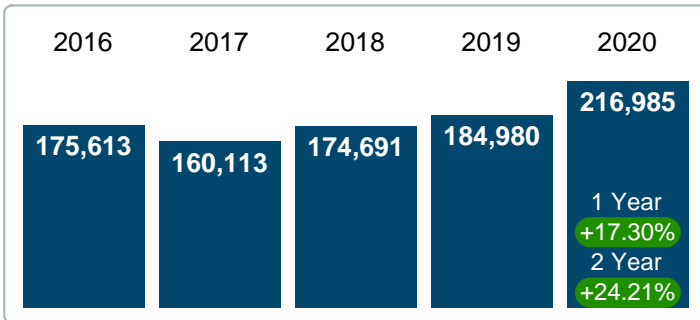
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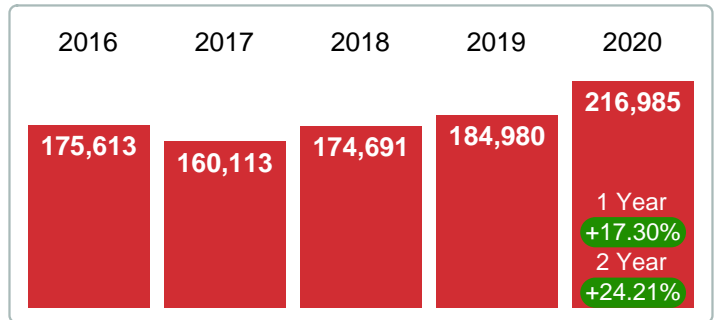
AVERAGE SOLD PRICE AT CLOSING

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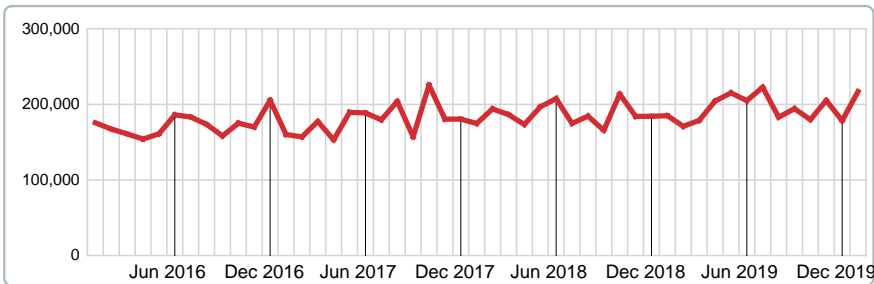
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

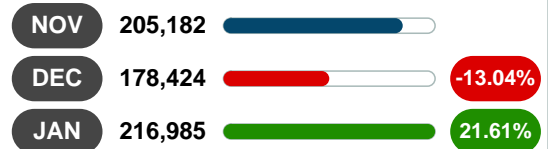


3 MONTHS

5 year JAN AVG = 182,477

High Oct 2017 225,516 Low Apr 2017 153,074

Average Sold Price at Closing this month at **216,985** above the 5 yr JAN average of **182,477**



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	0.00%	0	0	0	0	0
\$1 to \$50,000	18.33%	21,356	32,925	1,111	0	0
\$50,001 to \$125,000	16.67%	93,088	90,125	92,462	119,000	0
\$125,001 to \$225,000	24.17%	166,829	146,580	164,986	189,233	0
\$225,001 to \$300,000	15.83%	259,658	260,000	249,200	261,864	273,500
\$300,001 to \$425,000	14.17%	349,017	305,000	336,890	356,667	363,500
\$425,001 and up	10.83%	615,525	881,633	440,000	570,989	480,000
Average Sold Price		216,985	164,817	156,688	332,884	352,917
Total Closed Units	100%	216,985	30	51	33	6
Total Closed Volume		26,038,241	4.94M	7.99M	10.99M	2.12M

January 2020

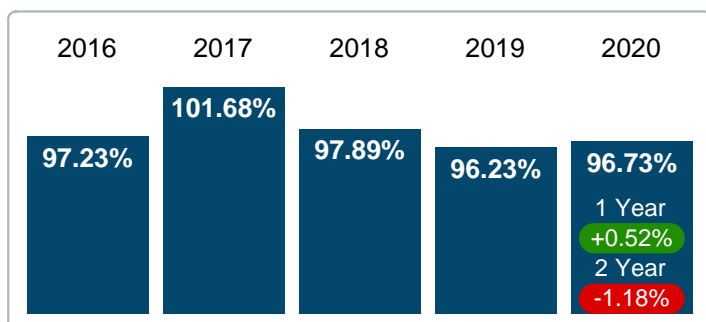
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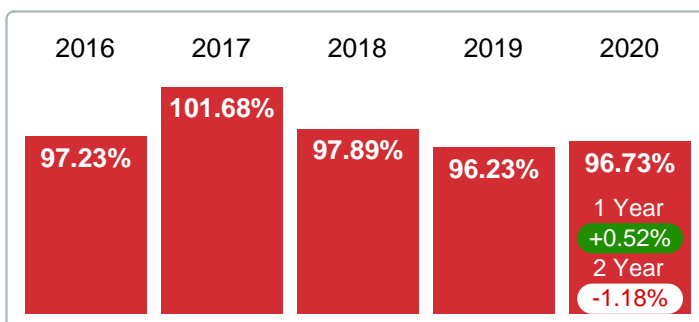
AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

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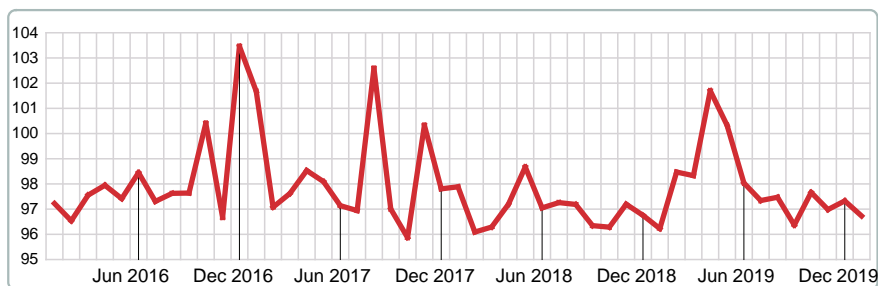
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

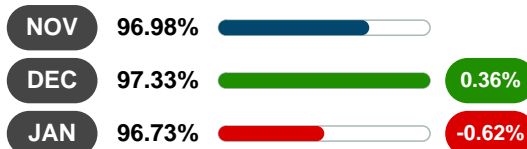


3 MONTHS

5 year JAN AVG = 97.95%

High Dec 2016 103.46% Low Oct 2017 95.87%

Average Sold/List Ratio this month at **96.73%**
 below the 5 yr JAN average of **97.95%**



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-\$50,000	22	18.33%	93.93%	91.96%	97.38%	0.00%	0.00%
\$50,001-\$125,000	20	16.67%	94.28%	97.00%	92.59%	100.00%	0.00%
\$125,001-\$225,000	29	24.17%	97.41%	97.63%	97.93%	95.64%	0.00%
\$225,001-\$300,000	19	15.83%	97.95%	94.20%	97.87%	98.45%	97.24%
\$300,001-\$425,000	17	14.17%	98.30%	93.99%	99.87%	98.44%	96.74%
\$425,001 and up	13	10.83%	99.88%	107.42%	99.49%	97.61%	93.91%
Average Sold/List Ratio		96.70%		95.60%	96.73%	97.81%	96.43%
Total Closed Units		120	100%	30	51	33	6
Total Closed Volume		26,038,241		4.94M	7.99M	10.99M	2.12M

January 2020

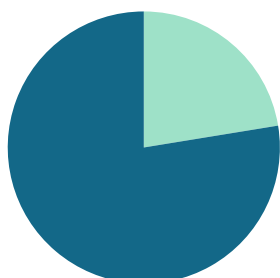
Area Delimited by County Of Rogers



MARKET SUMMARY

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

INVENTORY

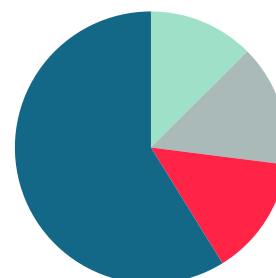


Inventory
 New Listings
207 = 22.43%
 Start Inventory
716
 Total Inventory Units
923
 Volume
\$245,087,338

Market Activity

Closed Sales
120 = 12.51%
 Pending Sales
139 = 14.49%
 Other Off Market
136 = 14.18%
 Active Inventory
564 = 58.81%

MARKET ACTIVITY



Compared Metrics	January			Year to Date		
	2019	2020	+/-%	2019	2020	+/-%
Closed Sales	83	120	44.58%	83	120	44.58%
Pending Sales	128	139	8.59%	128	139	8.59%
New Listings	288	207	-28.13%	288	207	-28.13%
Average List Price	191,220	221,459	15.81%	191,220	221,459	15.81%
Average Sale Price	184,980	216,985	17.30%	184,980	216,985	17.30%
Average Percent of Selling Price to List Price	96.23%	96.73%	0.52%	96.23%	96.73%	0.52%
Average Days on Market to Sale	51.37	41.17	-19.87%	51.37	41.17	-19.87%
Monthly Inventory	834	564	-32.37%	834	564	-32.37%
Months Supply of Inventory	6.12	3.76	-38.54%	6.12	3.76	-38.54%

Absorption: Last 12 months, an Average of **150** Sales/Month

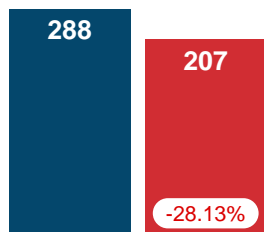
Inventory on January 31, 2020 = **564**

2019 **2020**

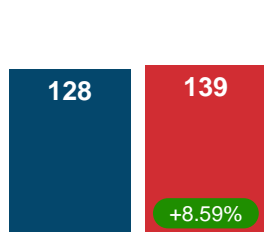
JANUARY MARKET

AVERAGE PRICES

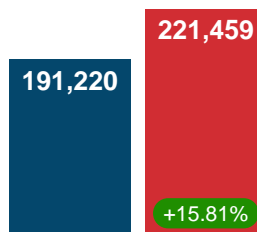
New Listings



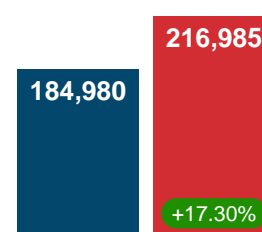
Pending Listings



List Price



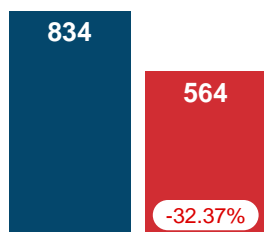
Sale Price



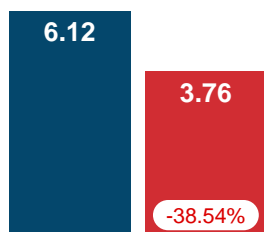
INVENTORY

AVERAGE SOLD/LIST RATIO & DOM

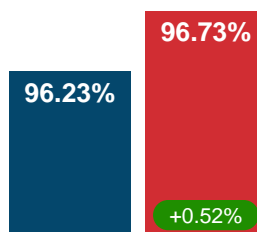
Active Inventory



Monthly Supply of Inventory



Sale/List Ratio



Days on Market

