

*Redding, Connecticut  
July 2010*

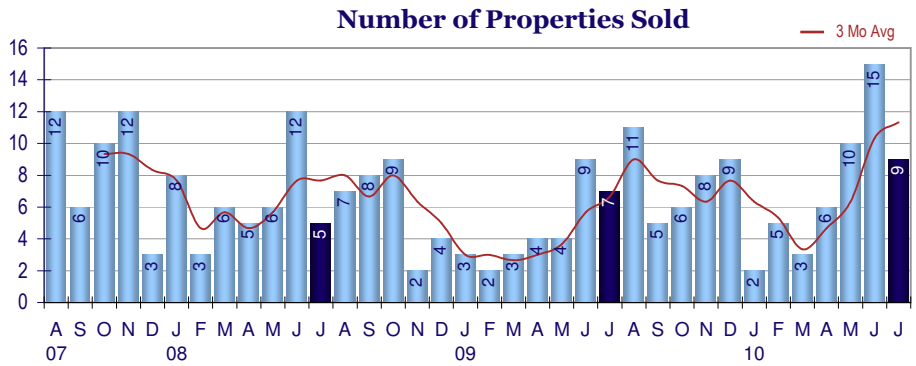
**Market Profile & Trends Overview**

	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$699,900	-5%		-12%				
Average List Price of all Current Listings	\$911,955	-2%		-14%				
July Median Sales Price	\$675,000	-5%	0%	11%	21%	\$675,000	24%	21%
July Average Sales Price	\$881,861	23%	23%	60%	32%	\$753,694	23%	13%
Total Properties Currently for Sale (Inventory)	135	1%		3%				
July Number of Properties Sold	9	-40%		29%		50	56%	
July Average Days on Market (Solds)	121	-17%	-8%	-35%	-13%	132	-11%	-5%
Asking Price per Square Foot (based on New Listings)	\$256	-7%	-1%	-9%	-10%	\$263	-1%	-7%
July Sold Price per Square Foot	\$217	9%	-1%	3%	3%	\$223	9%	6%
July Month's Supply of Inventory	15.0	68%	21%	-20%	-39%	23.9	-24%	-3%
July Sale Price vs List Price Ratio	95.6%	.1%	1.0%	1.3%	1.9%	94.3%	-3%	.4%

\* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2009) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

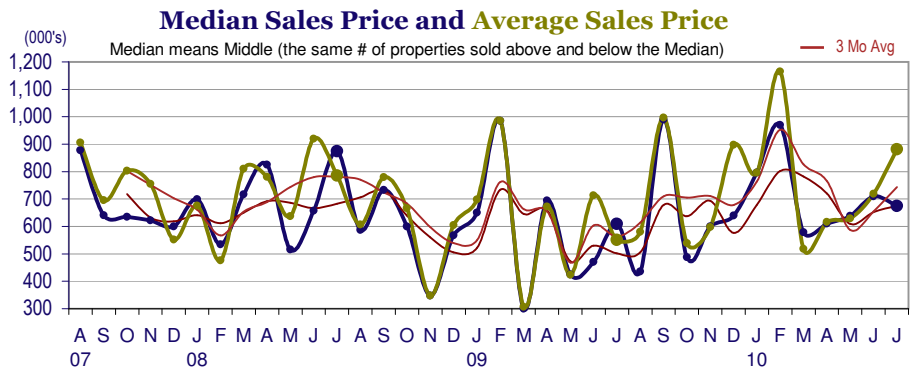
**Property Sales**

July Property sales were 9, up 28.6% from 7 in July of 2009 and 40.0% lower than the 15 sales last month. July 2010 sales were at their highest level compared to July of 2009 and 2008. July YTD sales of 50 are running 56.3% ahead of last year's year-to-date sales of 32.



**Prices**

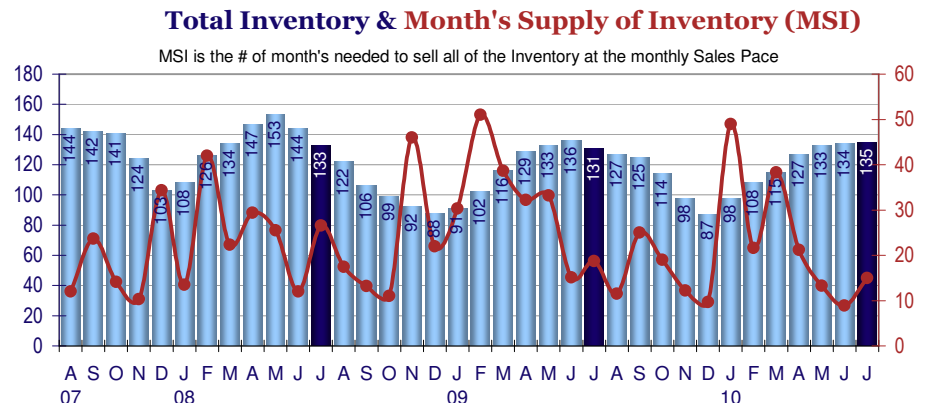
The Median Sales Price in July was \$675,000, up 10.8% from \$609,000 in July of 2009 and down 4.9% from \$710,000 last month. The Average Sales Price in July was \$881,861, up 60.2% from \$550,643 in July of 2009 and up 22.5% from \$719,600 last month. July 2010 ASP was at the highest level compared to July of 2009 and 2008.

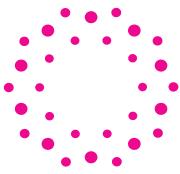


**Inventory & MSI**

The Total Inventory of Properties available for sale as of July was 135, up 0.7% from 134 last month and up 3.1% from 131 in July of last year. July 2010 Inventory was at its highest level compared with July of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2010 MSI of 15.0 months was at its lowest level compared with July of 2009 and 2008.



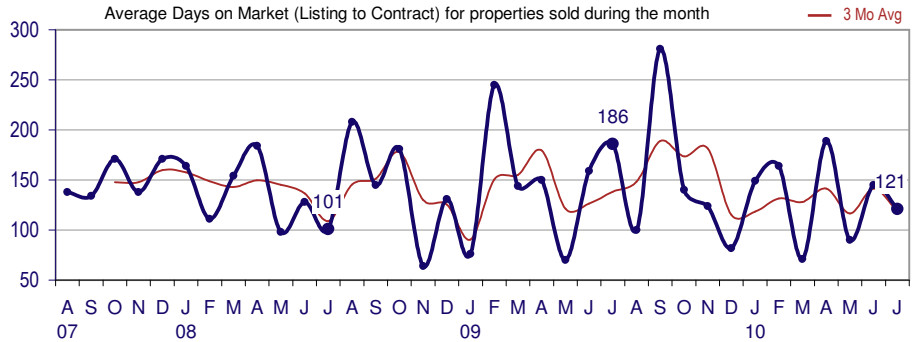


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**Market Time**

The average Days On Market (DOM) shows how many days the average Property is on the market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for July was 121, down 16.6% from 145 days last month and down 34.9% from 186 days in July of last year. The July 2010 DOM was at a mid level compared with July of 2009 and 2008.

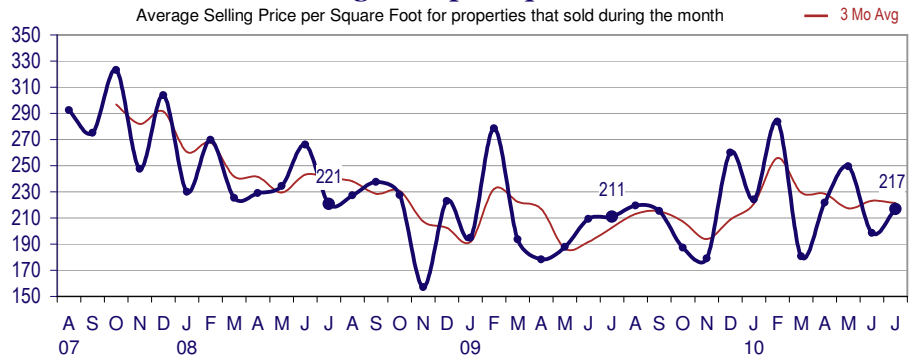
**Days On Market for Sold Properties**



**Selling Price per Square Foot**

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The July 2010 Selling Price per Square Foot of \$217 was up 9.2% from \$198 last month and up 2.8% from 211 in July of last year.

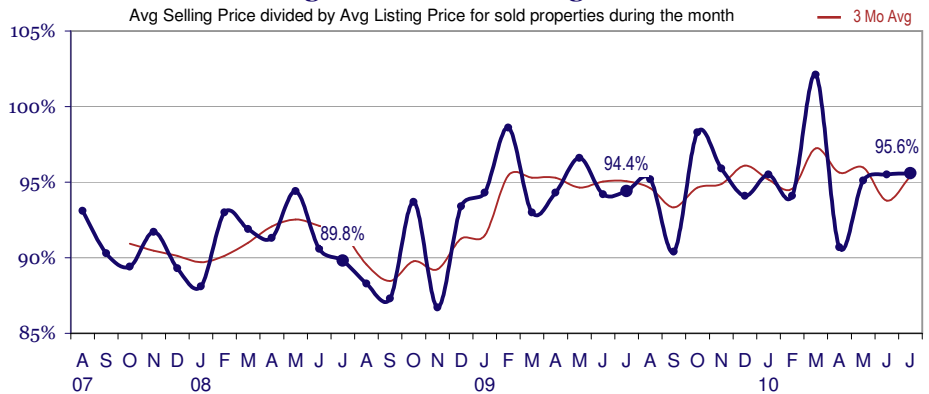
**Selling Price per Square Foot**



**Selling Price vs Original Listing Price**

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2010 Selling Price vs Original List Price of 95.6% was up from 95.5% last month and up from 94.4% in July of last year.

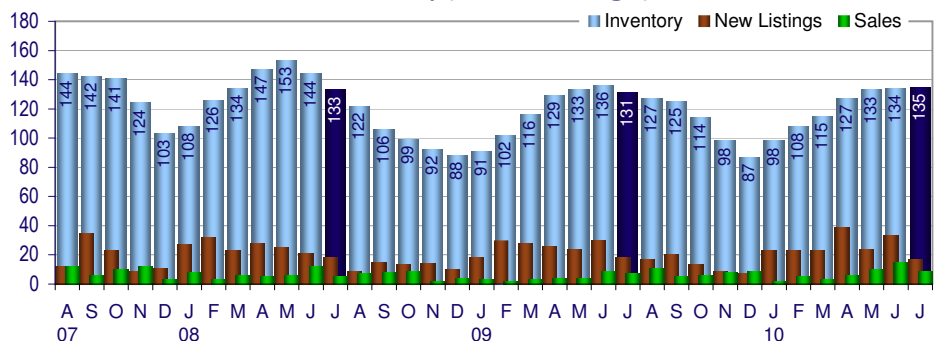
**Selling Price versus Listing Price Ratio**

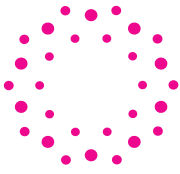


**Inventory / New Listings / Sales**

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in July 2010 was 17, down 48.5% from 33 last month and down 5.6% from 18 in July of last year.

**Inventory / New Listings / Sales**





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