

City: Los Gatos



Daniel Pizano

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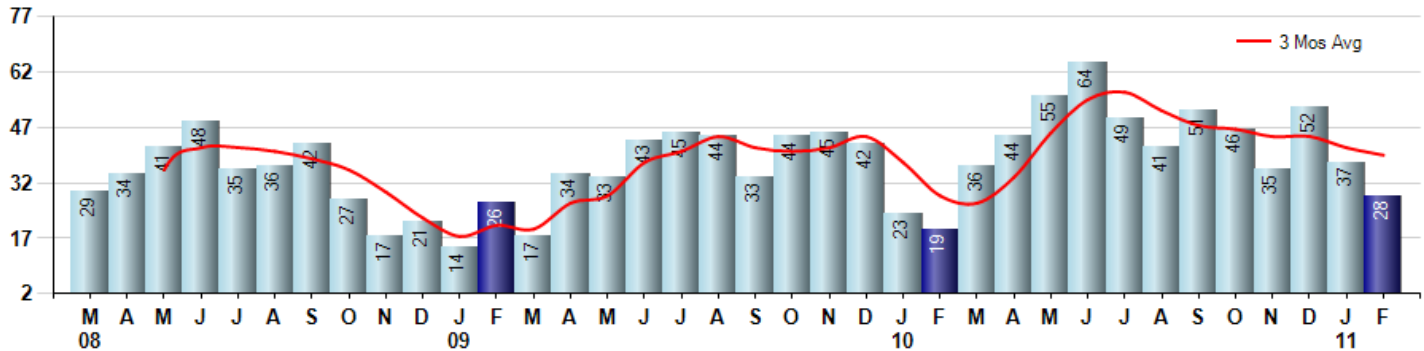
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$1,250,000	↑		↑				
Average List Price of all Current Listings	\$1,871,274	↑		↑				
February Median Sales Price	\$857,500	↓	↔	↑	↓	\$960,000	↑	↑
February Average Sales Price	\$934,170	↓	↓	↓	↓	\$1,003,158	↓	↓
Total Properties Currently for Sale (Inventory)	187	↓		↓				
February Number of Properties Sold	28	↓		↑		65	↑	
February Average Days on Market (Solds)	107	↑	↑	↑	↑	79	↑	↑
Asking Price per Square Foot (based on New Listings)	\$624	↑	↑	↑	↑	\$572	↑	↑
February Sold Price per Square Foot	\$473	↑	↔	↓	↓	\$463	↓	↓
February Month's Supply of Inventory	6.7	↑	↑	↓	↓	6.2	↓	↓
February Sale Price vs List Price Ratio	98.0%	↑	↑	↓	↑	96.4%	↓	↔

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

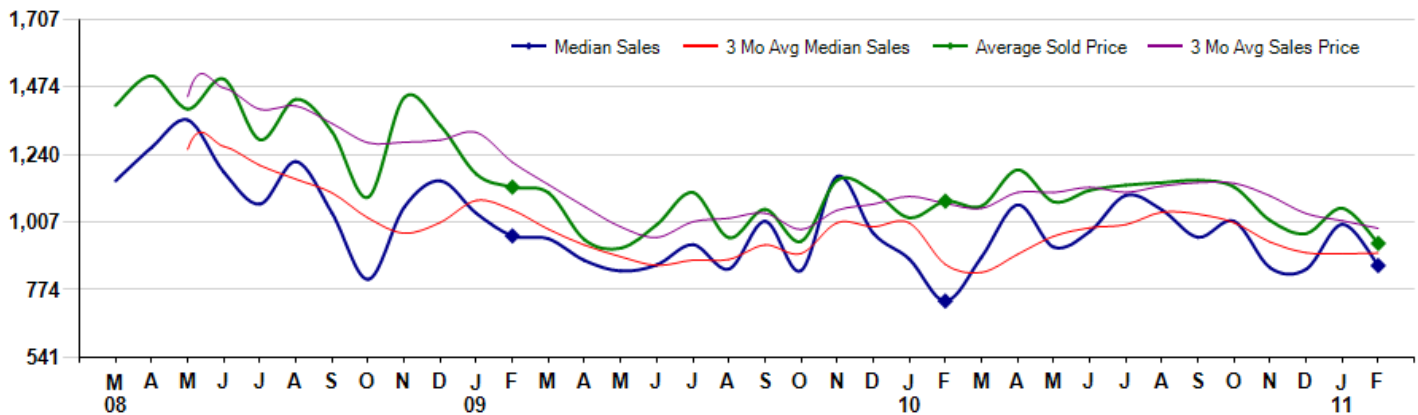
February Property sales were 28, up 47.4% from 19 in February of 2010 and -24.3% lower than the 37 sales last month. February 2011 sales were at their highest level compared to February of 2010 and 2009. February YTD sales of 65 are running 54.8% ahead of last year's year-to-date sales of 42.



Prices

The Median Sales Price in February was \$857,500, up 16.7% from \$735,000 in February of 2010 and down -14.2% from \$999,900 last month. The Average Sales Price in February was \$934,170, down -13.5% from \$1,080,008 in February of 2010 and down -11.5% from \$1,055,365 last month. February 2011 ASP was at the lowest level compared to February of 2010 and 2009.

Median means Middle (the same # of properties sold above and below Median) (000's)



Based on information from MLSListings, Inc. for the period 3/1/2008 through 2/28/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



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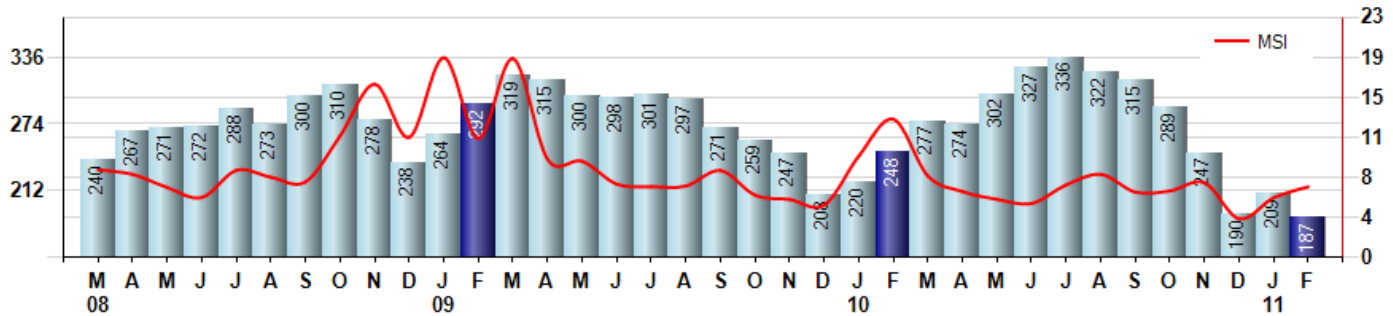
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Inventory & MSI

The Total Inventory of Properties available for sale as of February was 187, down -10.5% from 209 last month and down -24.6% from 248 in February of last year. February 2011 Inventory was at the lowest level compared to February of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The February 2011 MSI of 6.7 months was at its lowest level compared with February of 2010 and 2009.

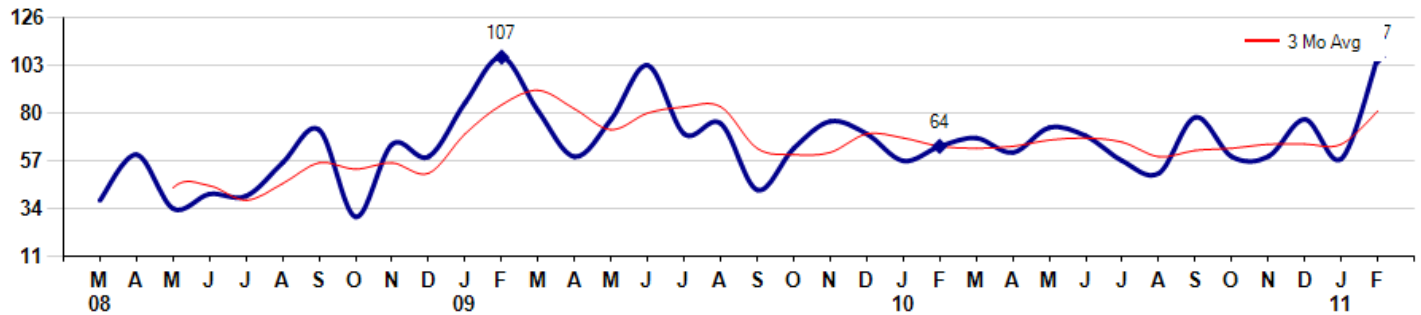
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 February was 107, up 84.5% from 58 days last month and up 67.2% from 64 days in February of last year. The February 2011 DOM was at a mid range compared with February of 2010 and 2009.

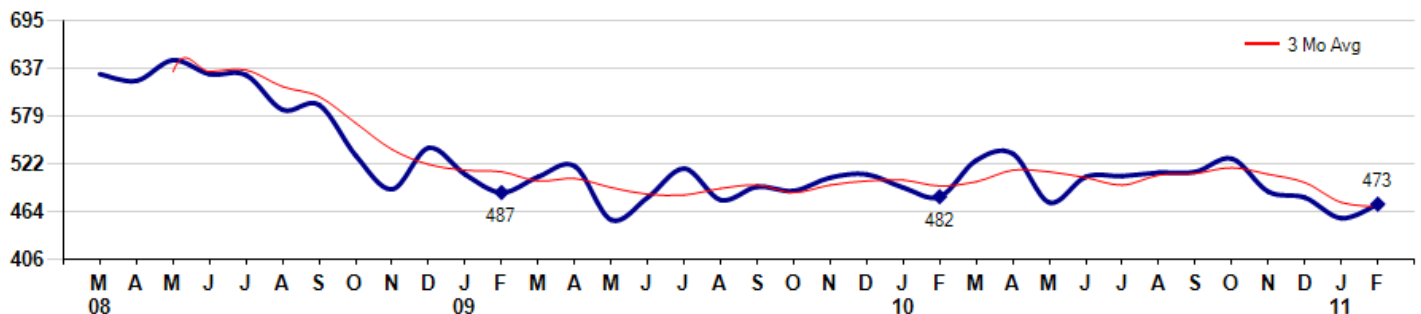
Average Days on Market (Listing to Contract) for properties sold during the month



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 February 2011 Selling Price per Square Foot of \$473 was up 3.7% from \$456 last month and down -1.9% from \$482 in February of last year.

Average Selling Price per Square Foot for properties that sold during the month



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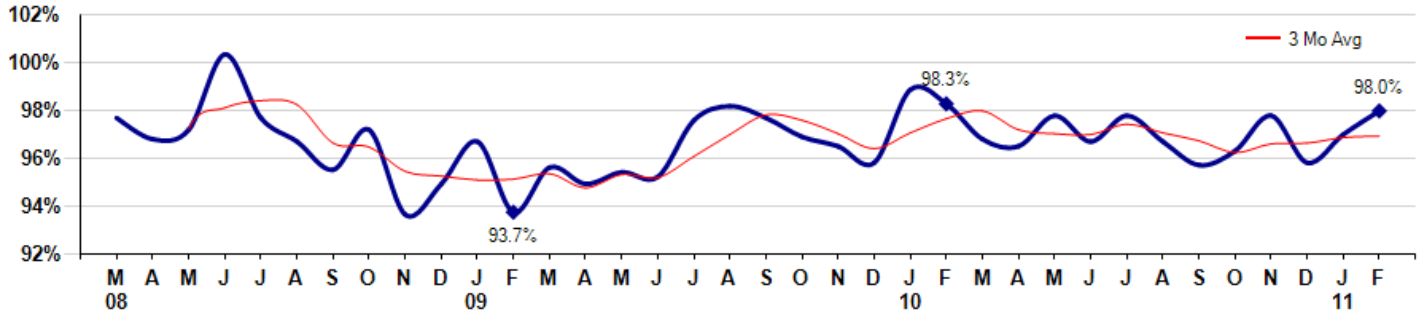


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Selling Price vs Original Listing Price

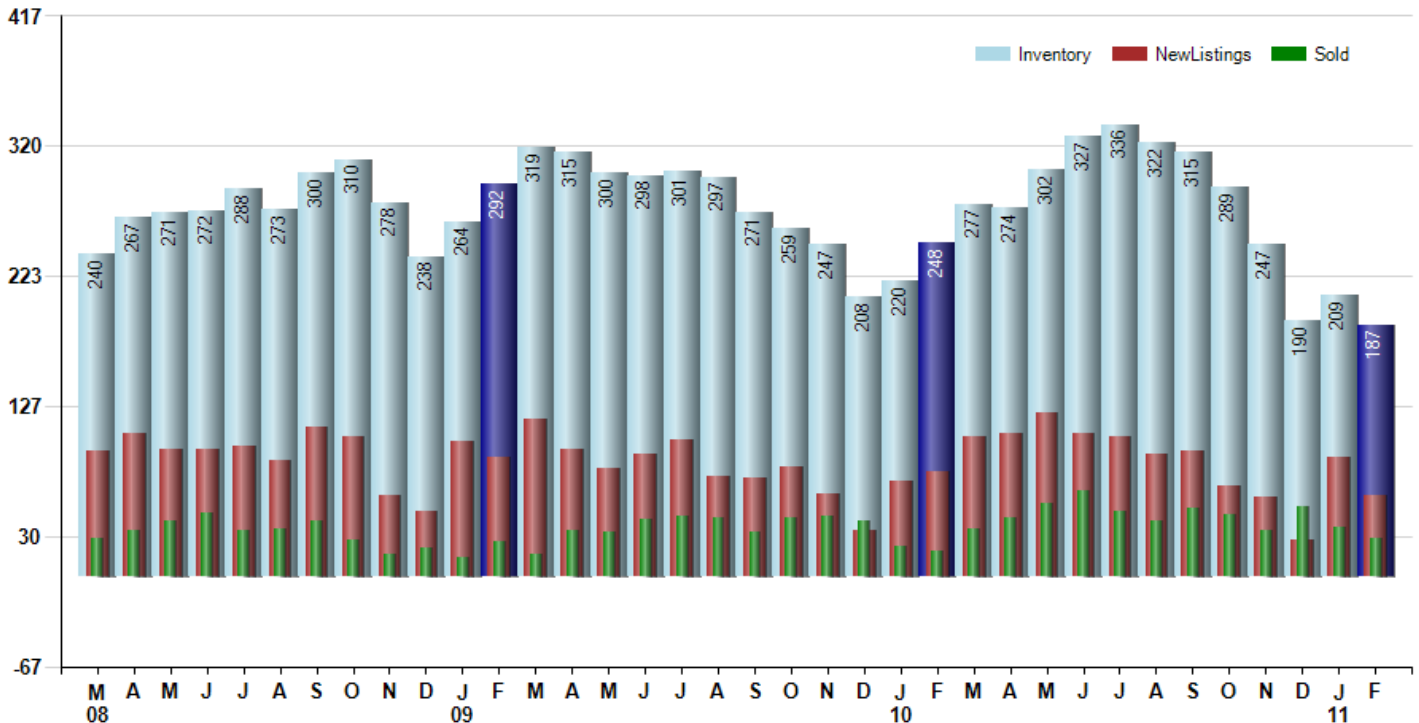
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 98.0% was up from 97.0% last month and down from 98.3% in February of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



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 February 2011 was 60, down -32.6% from 89 last month and down -23.1% from 78 in February of last year.



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MARKET ACTION REPORT

February 2011

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	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Homes Sold	29	34	41	48	35	36	42	27	17	21	14	26	17	34	33	43	45	44	33	44	45	42	23	19	36	44	55	64	49	41	51	46	35	52	37	28
3 Mo. Roll Avg			35	41	41	40	38	35	29	22	17	20	19	26	28	37	40	44	41	40	41	44	37	28	26	33	45	54	56	51	47	46	44	44	41	39

	(000's) M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Median Sale Price	1,150	1,266	1,360	1,180	1,070	1,216	1,039	810	1,059	1,150	1,038	960	950	875	839	860	930	846	1,011	840	1,165	970	880	735	887	1,067	921	975	1,100	1,050	955	1,011	850	845	1,000	858
3 Mo. Roll Avg			1,259	1,269	1,203	1,155	1,108	1,022	969	1,006	1,082	1,049	983	928	888	858	876	879	929	899	1,005	992	1,005	862	834	896	958	988	999	1,042	1,035	1,005	939	902	898	901

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Inventory	240	267	271	272	288	273	300	310	278	238	264	292	319	315	300	298	301	297	271	259	247	208	220	248	277	274	302	327	336	322	315	289	247	190	209	187
MSI	8	8	7	6	8	8	7	11	16	11	19	11	19	9	9	7	7	7	8	6	5	5	10	13	8	6	5	5	7	8	6	6	7	4	6	7

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Days On Market	38	60	34	41	40	56	72	30	65	59	85	107	81	59	77	103	70	75	43	63	76	70	57	64	68	61	73	69	57	51	78	59	59	77	58	107
3 Mo. Roll Avg			44	45	38	46	56	53	56	51	70	84	91	82	72	80	83	83	63	60	61	70	68	64	63	64	67	68	66	59	62	63	65	65	65	81

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Price per Sq Ft	630	622	647	630	629	587	593	532	491	541	509	487	506	519	454	481	516	478	494	489	505	509	493	482	526	534	475	506	507	511	512	528	488	481	456	473
3 Mo. Roll Avg			633	633	635	615	603	571	539	521	514	512	501	504	493	485	484	492	496	487	496	501	502	495	500	514	512	505	496	508	510	517	509	499	475	470

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Sale to List Price	0.977	0.968	0.972	1.004	0.977	0.967	0.955	0.972	0.936	0.949	0.967	0.937	0.956	0.949	0.954	0.952	0.976	0.982	0.977	0.969	0.965	0.958	0.989	0.983	0.968	0.965	0.978	0.967	0.978	0.967	0.957	0.963	0.978	0.958	0.970	0.980
3 Mo. Roll Avg			0.972	0.981	0.984	0.983	0.966	0.965	0.954	0.952	0.951	0.951	0.953	0.947	0.953	0.952	0.961	0.970	0.978	0.976	0.970	0.964	0.971	0.977	0.980	0.972	0.970	0.970	0.974	0.971	0.967	0.962	0.966	0.966	0.969	0.969

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
New Listings	94	106	95	95	97	87	111	104	61	49	100	89	117	95	80	91	102	75	73	82	62	35	71	78	104	107	122	106	104	91	93	68	59	27	89	60
Inventory	240	267	271	272	288	273	300	310	278	238	264	292	319	315	300	298	301	297	271	259	247	208	220	248	277	274	302	327	336	322	315	289	247	190	209	187
Sales	29	34	41	48	35	36	42	27	17	21	14	26	17	34	33	43	45	44	33	44	45	42	23	19	36	44	55	64	49	41	51	46	35	52	37	28

	(000's) M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Avg Sale Price	1,411	1,512	1,398	1,501	1,292	1,432	1,319	1,093	1,437	1,341	1,173	1,128	1,109	947	918	999	1,110	954	1,052	941	1,152	1,114	1,022	1,080	1,063	1,188	1,078	1,117	1,135	1,144	1,152	1,129	1,013	968	1,055	934
3 Mo. Roll Avg			1,440	1,470	1,397	1,408	1,348	1,281	1,283	1,291	1,317	1,214	1,137	1,061	991	954	1,009	1,021	1,038	982	1,048	1,069	1,096	1,072	1,055	1,110	1,109	1,128	1,110	1,132	1,144	1,142	1,098	1,037	1,012	986

Based on information from MLSTeam, Inc. for the period 3/1/2008 through 2/28/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.

