

July 2019

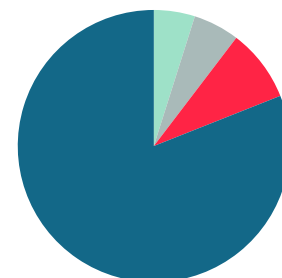
Area Delimited by County Of Cherokee



MONTHLY INVENTORY ANALYSIS

Report produced on Aug 12, 2019 for MLS Technology Inc.

Compared Metrics	2018	July 2019	+/-%
Closed Listings	76	56	-26.32%
Pending Listings	67	63	-5.97%
New Listings	193	173	-10.36%
Average List Price	115,849	105,065	-9.31%
Average Sale Price	106,634	100,340	-5.90%
Average Percent of Selling Price to List Price	95.09%	97.16%	2.18%
Average Days on Market to Sale	63.82	32.21	-49.52%
End of Month Inventory	918	930	1.31%
Months Supply of Inventory	15.03	15.50	3.14%



■ Closed (4.88%)
■ Pending (5.49%)
■ Other OffMarket (8.62%)
■ Active (81.01%)

Absorption: Last 12 months, an Average of **60** Sales/Month
Active Inventory as of July 31, 2019 = **930**

Analysis Wrap-Up

Months Supply of Inventory (MSI) Increases

The total housing inventory at the end of July 2019 rose **1.31%** to 930 existing homes available for sale. Over the last 12 months this area has had an average of 60 closed sales per month. This represents an unsold inventory index of **15.50** MSI for this period.

Average Sale Price Falling

According to the preliminary trends, this market area has experienced some downward momentum with the decline of Average Price this month. Prices dipped **5.90%** in July 2019 to \$100,340 versus the previous year at \$106,634.

Average Days on Market Shortens

The average number of **32.21** days that homes spent on the market before selling decreased by 31.60 days or **49.52%** in July 2019 compared to last year's same month at **63.82** DOM.

Sales Success for July 2019 is Positive

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

There were 173 New Listings in July 2019, down **10.36%** from last year at 193. Furthermore, there were 56 Closed Listings this month versus last year at 76, a **-26.32%** decrease.

Closed versus Listed trends yielded a **32.4%** ratio, down from previous year's, July 2018, at **39.4%**, a **17.80%** 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

July 2019



Area Delimited by County Of Cherokee

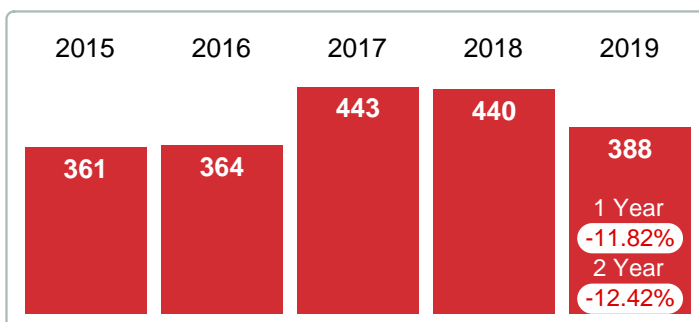
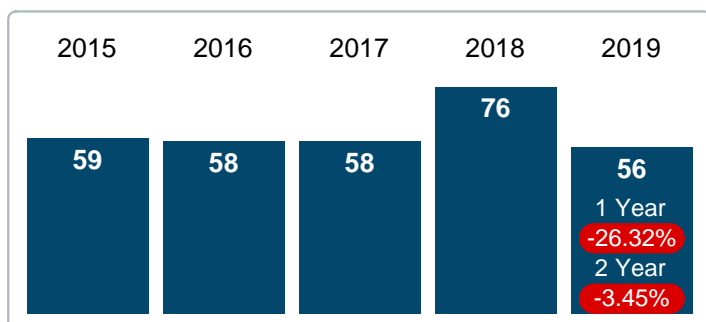


CLOSED LISTINGS

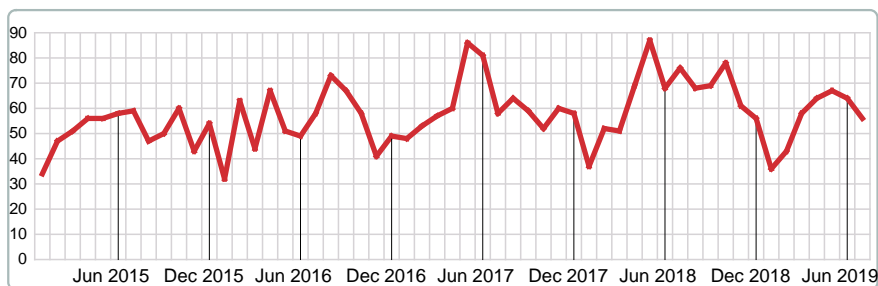
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JULY

YEAR TO DATE (YTD)

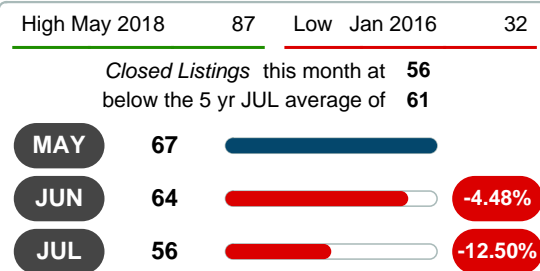


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 61



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-\$20,000	11	19.64%	32.8	9	2	0	0
\$20,001-\$60,000	10	17.86%	15.7	3	7	0	0
\$60,001-\$110,000	14	25.00%	38.0	4	10	0	0
\$110,001-\$150,000	8	14.29%	48.5	1	6	0	1
\$150,001-\$200,000	5	8.93%	45.0	1	4	0	0
\$200,001 and up	8	14.29%	17.6	0	6	2	0
Total Closed Units	56			18	35	2	1
Total Closed Volume	5,619,028	100%	32.2	834.87K	4.10M	544.90K	137.00K
Average Closed Price	\$100,340			\$46,382	\$117,207	\$272,450	\$137,000

July 2019



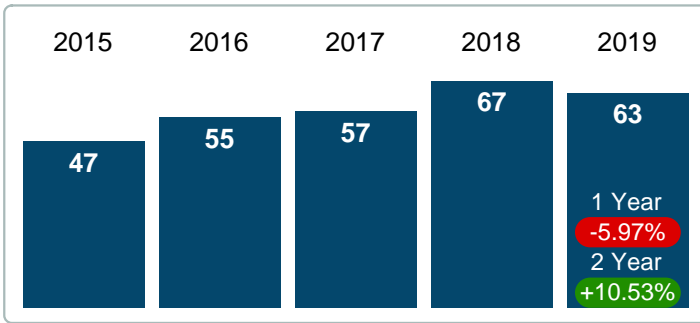
Area Delimited by County Of Cherokee



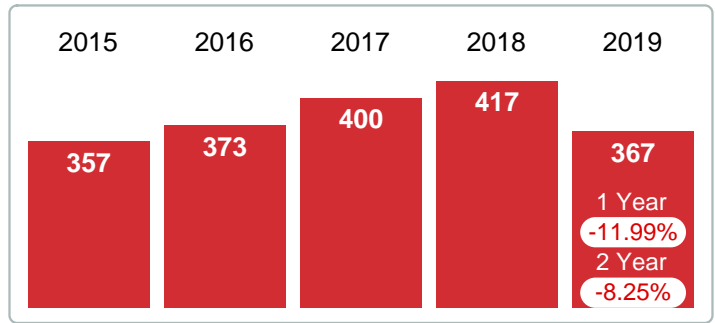
PENDING LISTINGS

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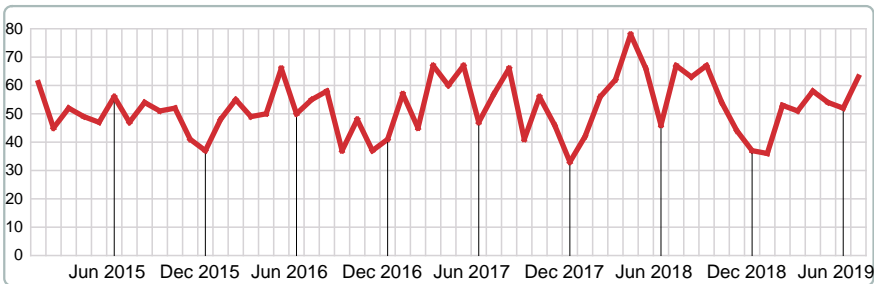
JULY



YEAR TO DATE (YTD)

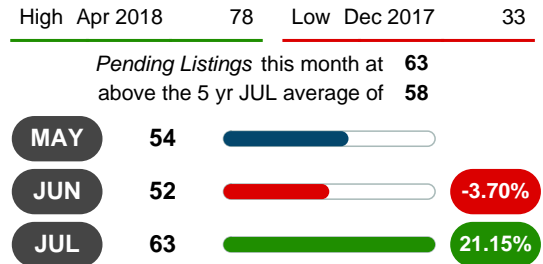


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 58



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	8	12.70%	88.6	8	0	0	0
\$20,001 - \$30,000	5	7.94%	39.0	3	2	0	0
\$30,001 - \$60,000	8	12.70%	71.4	4	3	1	0
\$60,001 - \$140,000	18	28.57%	51.9	7	11	0	0
\$140,001 - \$190,000	9	14.29%	37.9	0	7	1	1
\$190,001 - \$260,000	8	12.70%	51.6	1	3	3	1
\$260,001 and up	7	11.11%	99.3	2	1	4	0
Total Pending Units	63			25	27	9	2
Total Pending Volume	8,129,048	100%	29.6	2.04M	3.47M	2.23M	389.00K
Average Listing Price	\$50,805			\$81,594	\$128,626	\$247,478	\$194,500

July 2019



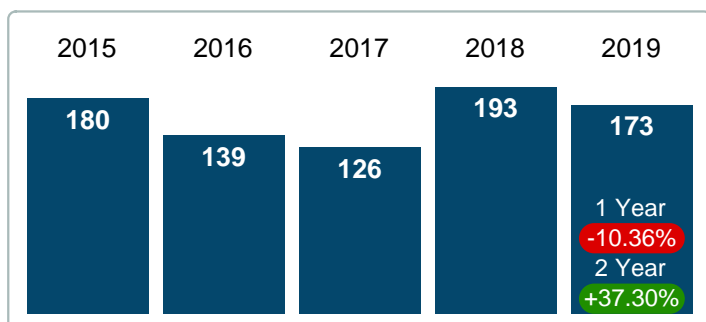
Area Delimited by County Of Cherokee



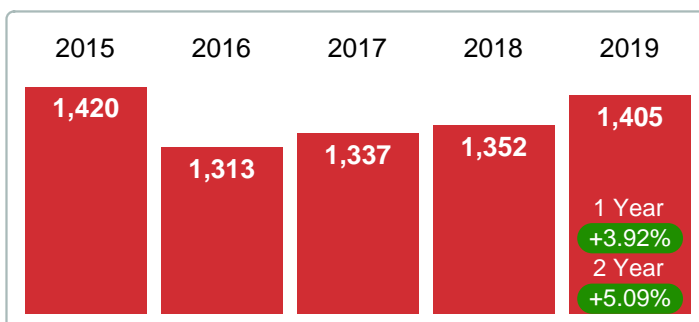
NEW LISTINGS

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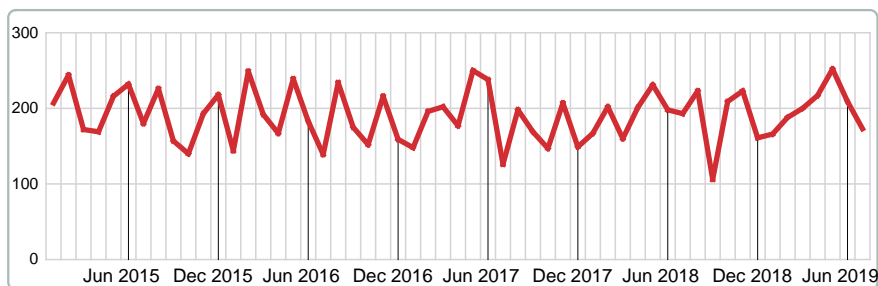
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

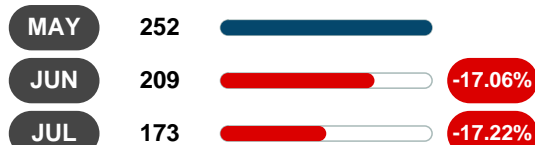


3 MONTHS

5 year JUL AVG = 162

High May 2019 252 Low Sep 2018 106

New Listings this month at 173
above the 5 yr JUL average of 162



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	20	11.56%	17	2	1	0
\$10,001 - \$20,000	19	10.98%	19	0	0	0
\$20,001 - \$40,000	24	13.87%	23	1	0	0
\$40,001 - \$150,000	45	26.01%	26	16	2	1
\$150,001 - \$220,000	26	15.03%	6	17	2	1
\$220,001 - \$390,000	20	11.56%	9	7	2	2
\$390,001 and up	19	10.98%	12	3	3	1
Total New Listed Units	173		112	46	10	5
Total New Listed Volume	34,397,814	100%	20.28M	9.28M	3.55M	1.29M
Average New Listed Listing Price	\$18,038		\$181,047	\$201,688	\$355,405	\$257,760

July 2019



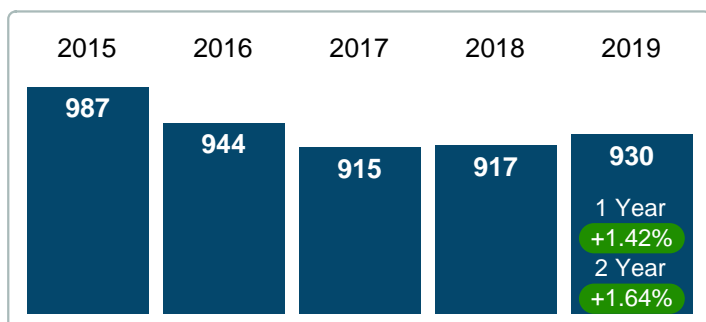
Area Delimited by County Of Cherokee



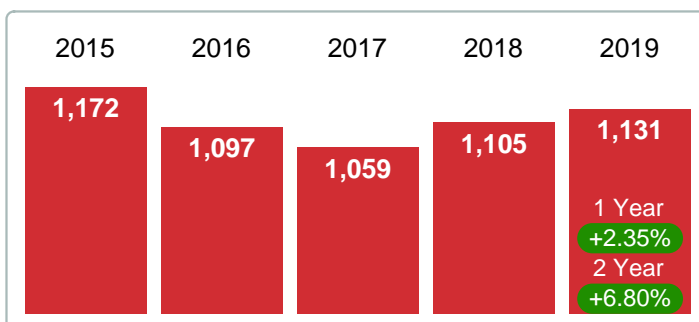
ACTIVE INVENTORY

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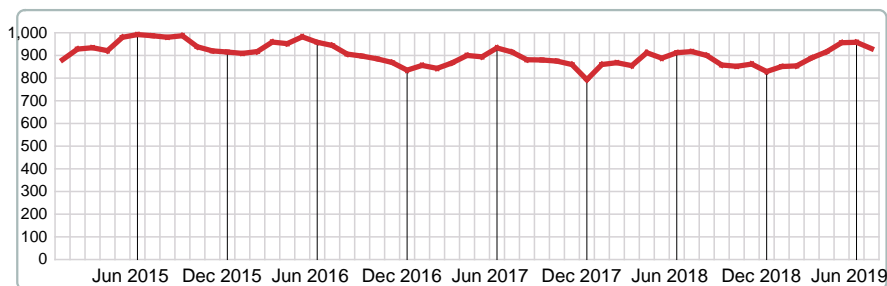
END OF JULY



ACTIVE DURING JULY



5 YEAR MARKET ACTIVITY TRENDS

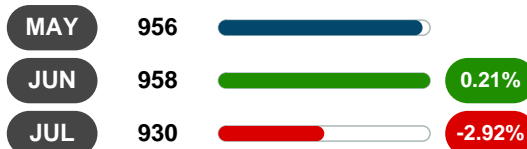


3 MONTHS

5 year JUL AVG = 939

High Jun 2015 992 Low Dec 2017 793

Inventory this month at **930**
below the 5 yr JUL average of **939**



INVENTORY & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Inventory by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$10,000 and less	57	6.13%	59.8	48	7	2	0
\$10,001 - \$10,000	0	0.00%	0.0	0	0	0	0
\$10,001 - \$20,000	224	24.09%	106.4	224	0	0	0
\$20,001 - \$80,000	290	31.18%	85.5	266	20	3	1
\$80,001 - \$170,000	139	14.95%	85.5	65	61	11	2
\$170,001 - \$330,000	125	13.44%	77.1	45	46	25	9
\$330,001 and up	95	10.22%	74.3	49	24	12	10
Total Active Inventory by Units			930	697	158	53	22
Total Active Inventory by Volume			129,796,031	70.93M	34.60M	14.91M	9.35M
Average Active Inventory Listing Price			\$139,566	\$101,769	\$218,963	\$281,406	\$425,109

July 2019



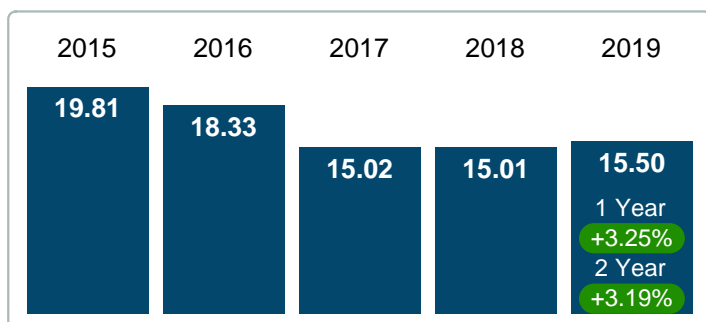
Area Delimited by County Of Cherokee



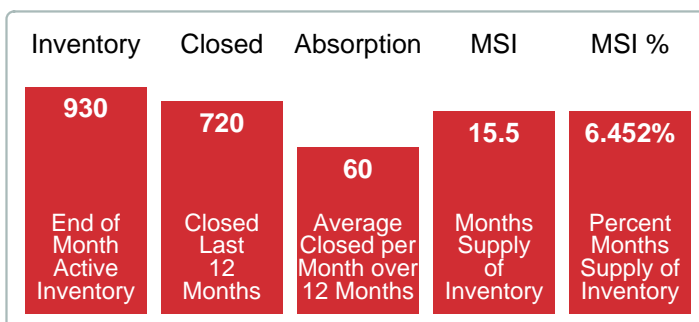
MONTHS SUPPLY of INVENTORY (MSI)

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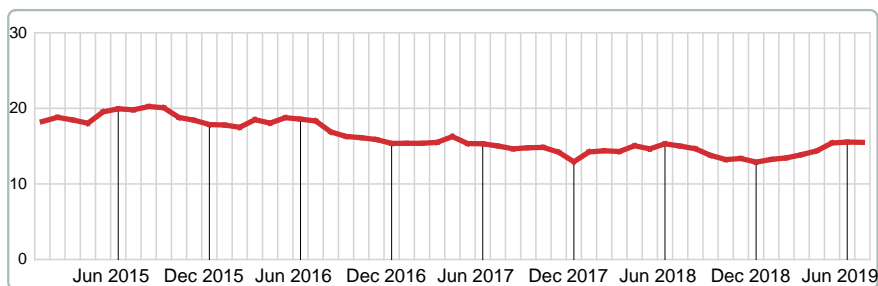
MSI FOR JULY



INDICATORS FOR JULY 2019



5 YEAR MARKET ACTIVITY TRENDS

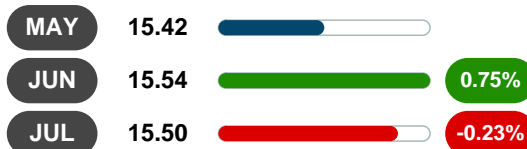


3 MONTHS

5 year JUL AVG = 16.73

High Aug 2015 20.24 Low Dec 2018 12.89

Months Supply this month at 15.50
below the 5 yr JUL average of 16.73



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	57	6.13%	6.33	7.48	3.00	8.00	0.00
\$10,001 - \$10,000	0	0.00%	0.00	0.00	0.00	0.00	0.00
\$10,001 - \$20,000	224	24.09%	67.20	72.65	0.00	0.00	0.00
\$20,001 - \$80,000	290	31.18%	17.66	26.16	3.69	4.00	12.00
\$80,001 - \$170,000	139	14.95%	7.01	13.93	4.66	6.00	8.00
\$170,001 - \$330,000	125	13.44%	13.39	31.76	9.05	9.68	36.00
\$330,001 and up	95	10.22%	45.60	49.00	48.00	20.57	0.00
Market Supply of Inventory (MSI)	15.50			26.06	5.93	8.83	37.71
Total Active Inventory by Units	930	100%	15.50	697	158	53	22

July 2019



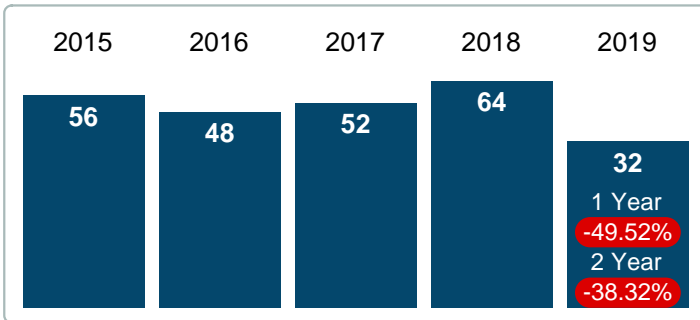
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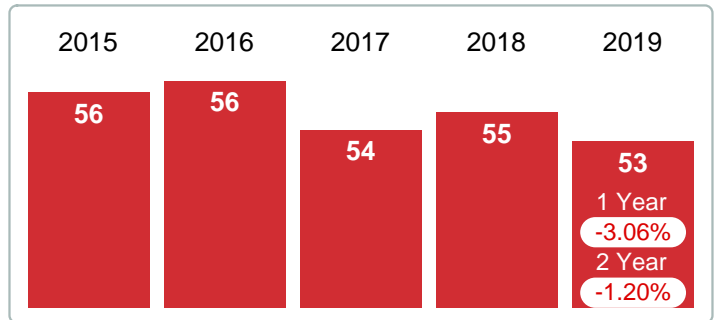
AVERAGE DAYS ON MARKET TO SALE

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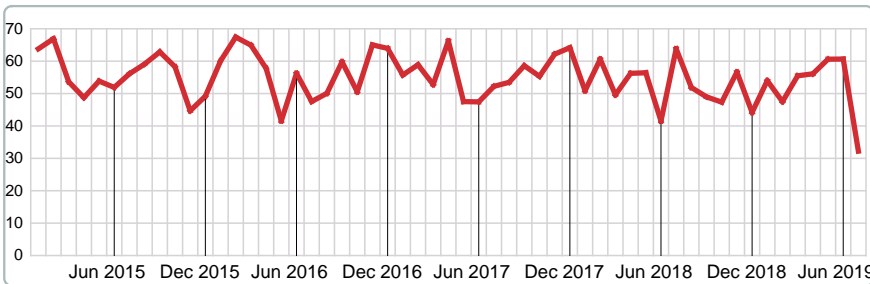
JULY



YEAR TO DATE (YTD)

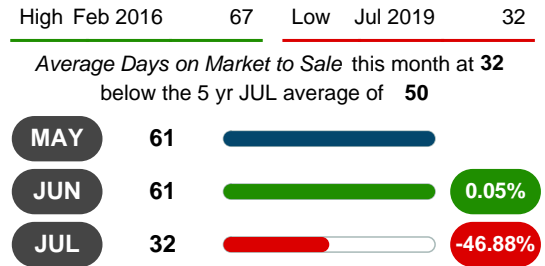


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 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-\$20,000	11	19.64%	33	32	36	0	0
\$20,001-\$60,000	10	17.86%	16	3	21	0	0
\$60,001-\$110,000	14	25.00%	38	27	42	0	0
\$110,001-\$150,000	8	14.29%	49	26	53	0	42
\$150,001-\$200,000	5	8.93%	45	41	46	0	0
\$200,001 and up	8	14.29%	18	0	18	16	0
Average Closed DOM			32	26	36	16	42
Total Closed Units		100%	32.2	18	35	2	1
Total Closed Volume			5,619,028	834.87K	4.10M	544.90K	137.00K

July 2019



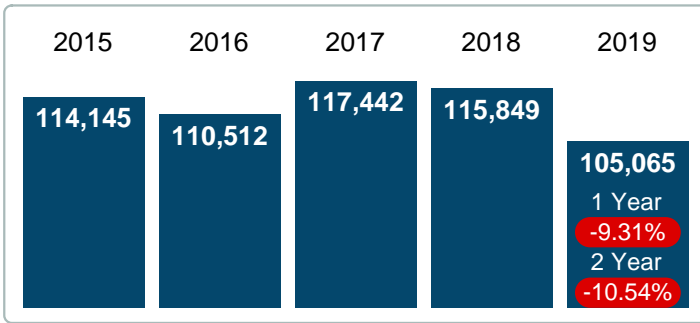
Area Delimited by County Of Cherokee



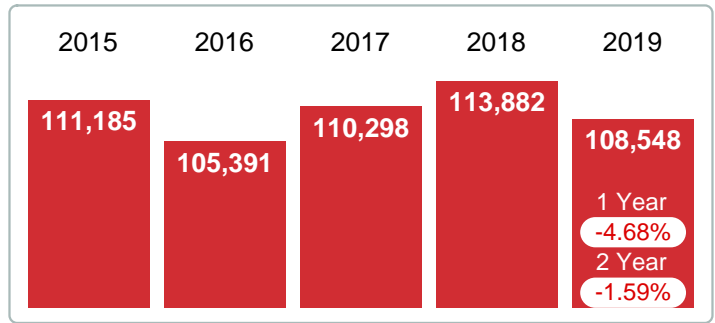
AVERAGE LIST PRICE AT CLOSING

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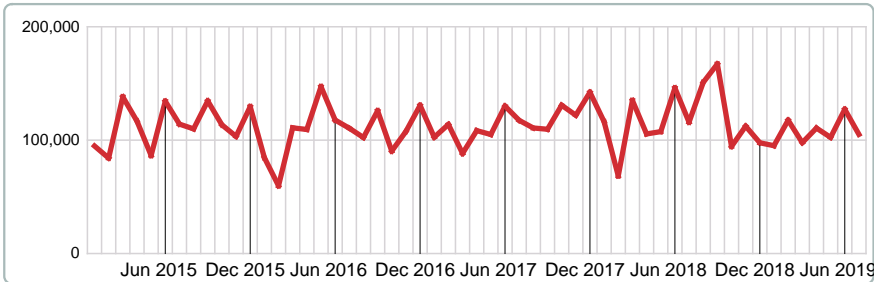
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

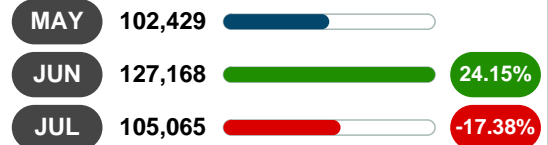


3 MONTHS

5 year JUL AVG = 112,602

High Sep 2018 167,182 Low Feb 2016 59,775

Average List Price at Closing this month at **105,065**
below the 5 yr JUL average of **112,602**



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-\$20,000	11	19.64%	5,820	6,889	1,013	0	0
\$20,001-\$60,000	10	17.86%	44,450	38,567	47,243	0	0
\$60,001-\$110,000	11	19.64%	93,273	105,925	98,240	0	0
\$110,001-\$150,000	11	19.64%	134,336	132,500	137,217	0	139,900
\$150,001-\$200,000	5	8.93%	173,240	174,900	172,825	0	0
\$200,001 and up	8	14.29%	250,650	0	243,383	272,450	0
Average List Price			105,065	50,489	122,572	272,450	139,900
Total Closed Units		100%	105,065	18	35	2	1
Total Closed Volume			5,883,625	908.80K	4.29M	544.90K	139.90K

July 2019



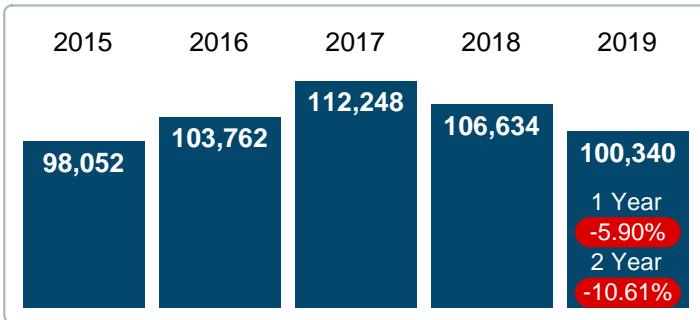
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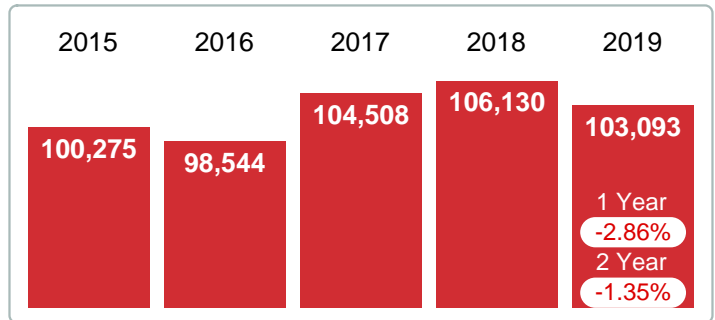
AVERAGE SOLD PRICE AT CLOSING

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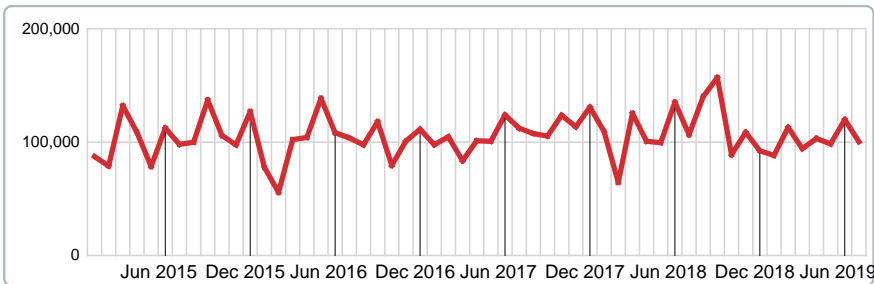
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

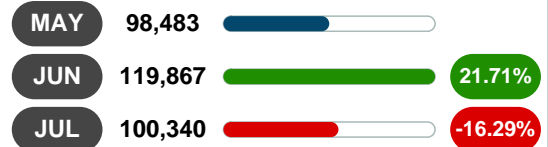


3 MONTHS

5 year JUL AVG = 104,207

High Sep 2018 156,919 | Low Feb 2016 55,774

Average Sold Price at Closing this month at **100,340**
 below the 5 yr JUL average of **104,207**



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-\$20,000	11	19.64%	5,243	6,178	1,038	0	0
\$20,001-\$60,000	10	17.86%	43,695	37,151	46,500	0	0
\$60,001-\$110,000	14	25.00%	92,230	92,580	92,090	0	0
\$110,001-\$150,000	8	14.29%	132,438	132,500	131,667	0	137,000
\$150,001-\$200,000	5	8.93%	170,260	165,000	171,575	0	0
\$200,001 and up	8	14.29%	240,298	0	229,580	272,450	0
Average Sold Price			100,340	46,382	117,207	272,450	137,000
Total Closed Units		100%	56	18	35	2	1
Total Closed Volume			5,619,028	834.87K	4.10M	544.90K	137.00K

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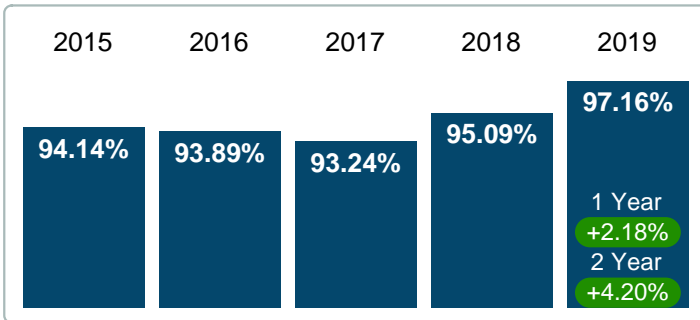
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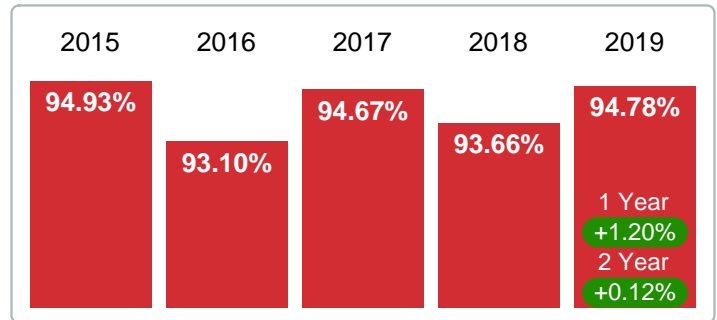
AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

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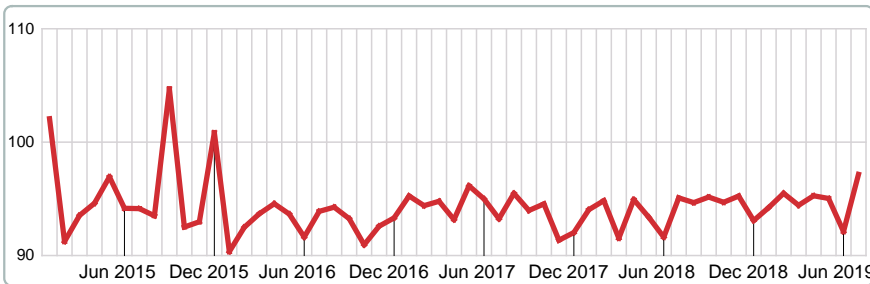
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

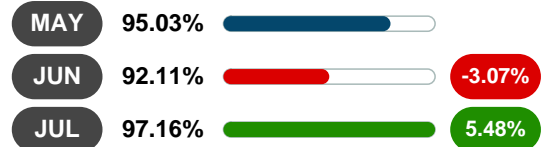


3 MONTHS

5 year JUL AVG = 94.70%

High Sep 2015 104.69% Low Jan 2016 90.35%

Average Sold/List Ratio this month at **97.16%**
above the 5 yr JUL average of **94.70%**



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-\$20,000	11	19.64%	96.67%	95.26%	103.03%	0.00%	0.00%
\$20,001-\$60,000	10	17.86%	104.12%	95.50%	107.81%	0.00%	0.00%
\$60,001-\$110,000	14	25.00%	93.07%	87.93%	95.13%	0.00%	0.00%
\$110,001-\$150,000	8	14.29%	96.70%	100.00%	95.95%	0.00%	97.93%
\$150,001-\$200,000	5	8.93%	98.25%	94.34%	99.23%	0.00%	0.00%
\$200,001 and up	8	14.29%	96.06%	0.00%	94.75%	100.00%	0.00%
Average Sold/List Ratio		97.20%		93.88%	98.66%	100.00%	97.93%
Total Closed Units	56	100%	97.20%	18	35	2	1
Total Closed Volume	5,619,028			834.87K	4.10M	544.90K	137.00K

July 2019



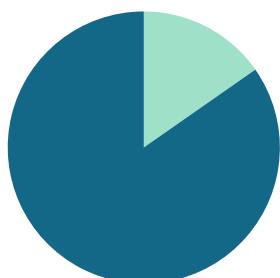
Area Delimited by County Of Cherokee



MARKET SUMMARY

Report produced on Aug 12, 2019 for MLS Technology Inc.

INVENTORY

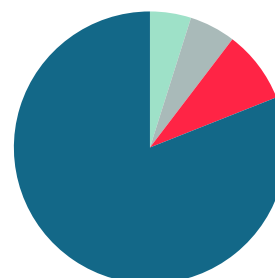


Inventory
 New Listings
173 = 15.30%
 Start Inventory
958
 Total Inventory Units
1,131
 Volume
\$164,288,329

Market Activity

Closed Sales
56 = 4.88%
 Pending Sales
63 = 5.49%
 Other Off Market
99 = 8.62%
 Active Inventory
930 = 81.01%

MARKET ACTIVITY



Compared Metrics	July			Year to Date		
	2018	2019	+/-%	2018	2019	+/-%
Closed Sales	76	56	-26.32%	440	388	-11.82%
Pending Sales	67	63	-5.97%	417	367	-11.99%
New Listings	193	173	-10.36%	1,352	1,405	3.92%
Average List Price	115,849	105,065	-9.31%	113,882	108,548	-4.68%
Average Sale Price	106,634	100,340	-5.90%	106,130	103,093	-2.86%
Average Percent of Selling Price to List Price	95.09%	97.16%	2.18%	93.66%	94.78%	1.20%
Average Days on Market to Sale	63.82	32.21	-49.52%	54.61	52.94	-3.06%
Monthly Inventory	918	930	1.31%	918	930	1.31%
Months Supply of Inventory	15.03	15.50	3.14%	15.03	15.50	3.14%

Absorption: Last 12 months, an Average of **60** Sales/Month

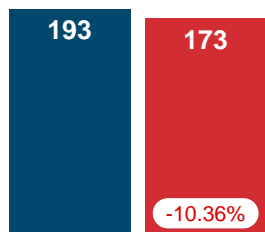
Inventory on July 31, 2019 = **930**

2018 **2019**

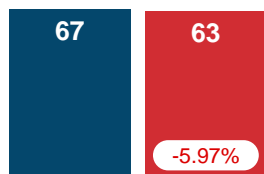
JULY MARKET

AVERAGE PRICES

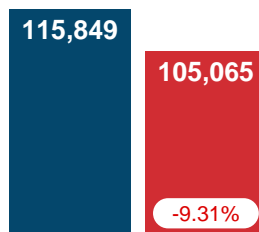
New Listings



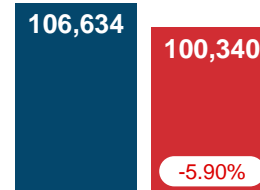
Pending Listings



List Price



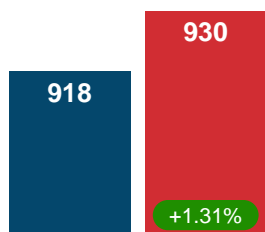
Sale Price



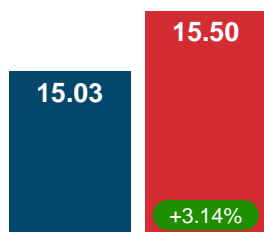
INVENTORY

AVERAGE SOLD/LIST RATIO & DOM

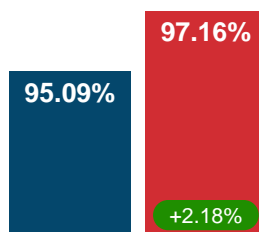
Active Inventory



Monthly Supply of Inventory



Sale/List Ratio



Days on Market

