

July 2020



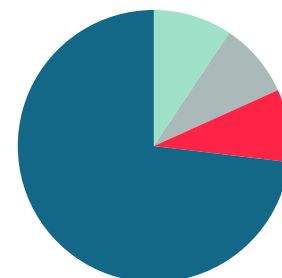
Area Delimited by County Of Cherokee



MONTHLY INVENTORY ANALYSIS

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

Compared Metrics	2019	July 2020	+/-%
Closed Listings	57	103	80.70%
Pending Listings	58	98	68.97%
New Listings	176	183	3.98%
Average List Price	106,730	167,401	56.85%
Average Sale Price	102,088	160,945	57.65%
Average Percent of Selling Price to List Price	97.21%	94.59%	-2.69%
Average Days on Market to Sale	31.67	49.70	56.94%
End of Month Inventory	1,001	805	-19.58%
Months Supply of Inventory	16.59	14.02	-15.50%



■ Closed (9.36%)
■ Pending (8.90%)
■ Other OffMarket (8.63%)
■ Active (73.12%)

Absorption: Last 12 months, an Average of **57** Sales/Month
Active Inventory as of July 31, 2020 = **805**

Analysis Wrap-Up

Months Supply of Inventory (MSI) Decreases

The total housing inventory at the end of July 2020 decreased **19.58%** to 805 existing homes available for sale. Over the last 12 months this area has had an average of 57 closed sales per month. This represents an unsold inventory index of **14.02** 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 **57.65%** in July 2020 to \$160,945 versus the previous year at \$102,088.

Average Days on Market Lengthens

The average number of **49.70** days that homes spent on the market before selling increased by 18.03 days or **56.94%** in July 2020 compared to last year's same month at **31.67** DOM.

Sales Success for July 2020 is Positive

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

There were 183 New Listings in July 2020, up **3.98%** from last year at 176. Furthermore, there were 103 Closed Listings this month versus last year at 57, a **80.70%** increase.

Closed versus Listed trends yielded a **56.3%** ratio, up from previous year's, July 2019, at **32.4%**, a **73.79%** 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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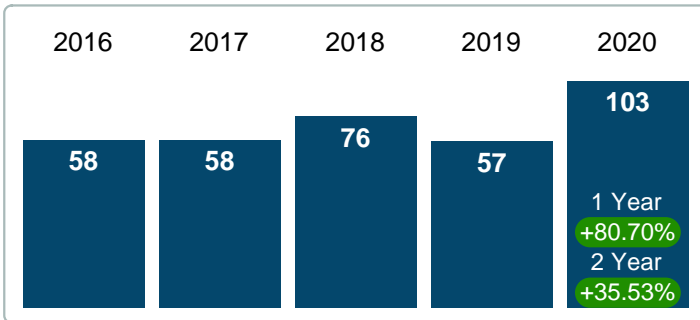
Area Delimited by County Of Cherokee



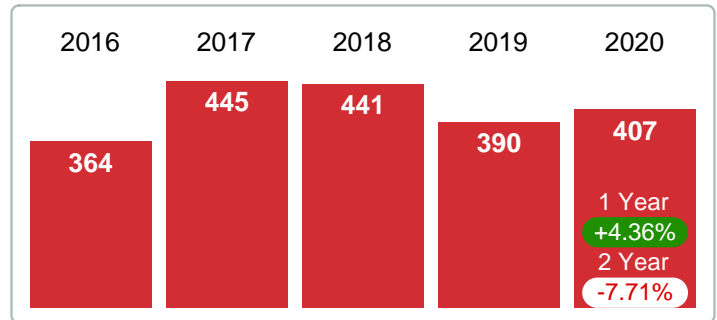
CLOSED LISTINGS

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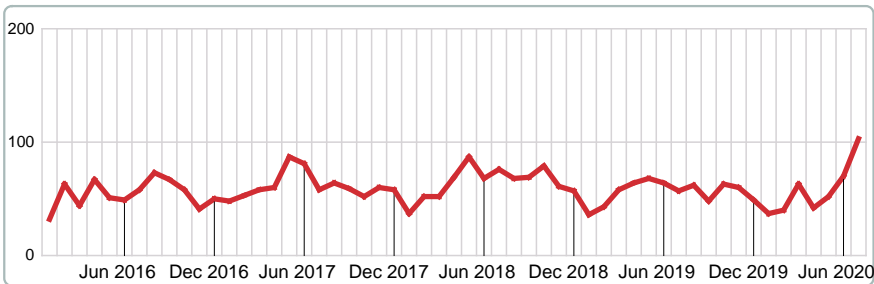
JULY



YEAR TO DATE (YTD)

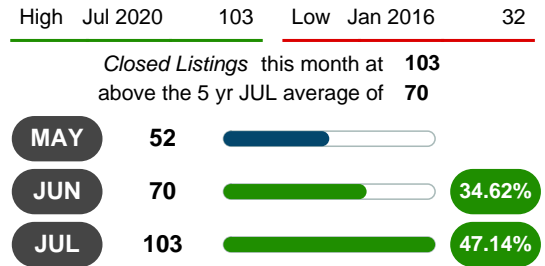


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 70



CLOSED LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Closed Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$25,000 and less	10	9.71%	80.4	10	0	0	0
\$25,001 - \$50,000	10	9.71%	48.5	7	2	1	0
\$50,001 - \$100,000	13	12.62%	44.8	9	4	0	0
\$100,001 - \$150,000	23	22.33%	45.6	2	15	4	2
\$150,001 - \$175,000	20	19.42%	38.4	6	10	3	1
\$175,001 - \$275,000	14	13.59%	33.0	3	5	6	0
\$275,001 and up	13	12.62%	74.6	2	3	6	2
Total Closed Units	103			39	39	20	5
Total Closed Volume	16,577,373	100%	49.7	4.30M	6.03M	4.68M	1.57M
Average Closed Price	\$160,945			\$110,287	\$154,535	\$234,022	\$313,780

July 2020



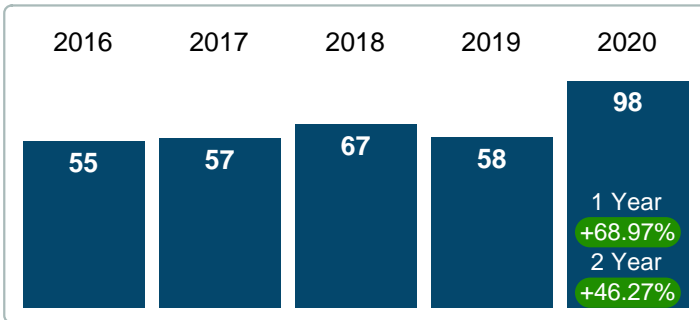
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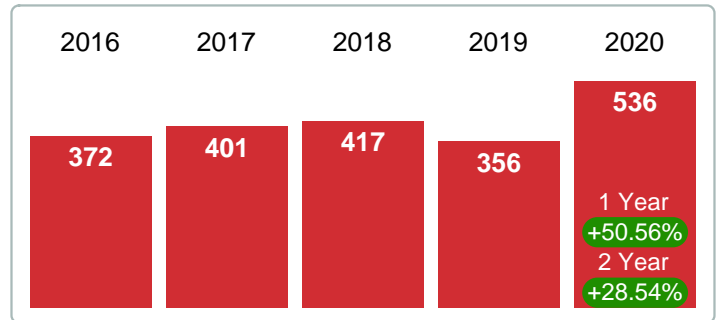
PENDING LISTINGS

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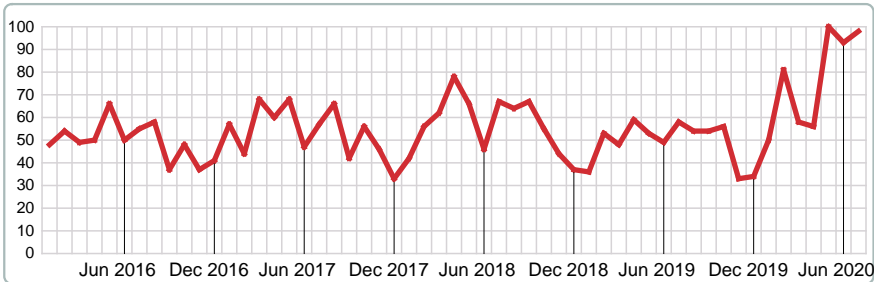
JULY



YEAR TO DATE (YTD)

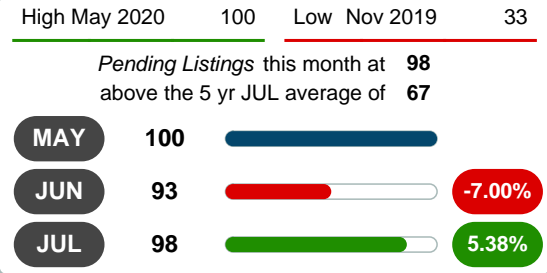


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 67



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	6	6.12%	77.7	6	0	0	0
\$25,001 - \$100,000	16	16.33%	51.9	10	4	2	0
\$100,001 - \$125,000	10	10.20%	64.7	2	7	1	0
\$125,001 - \$175,000	24	24.49%	56.8	6	17	1	0
\$175,001 - \$225,000	15	15.31%	36.8	0	10	5	0
\$225,001 - \$400,000	17	17.35%	85.3	3	9	2	3
\$400,001 and up	10	10.20%	65.8	2	3	3	2
Total Pending Units	98			29	50	14	5
Total Pending Volume	19,817,669	100%	34.4	4.00M	9.80M	4.06M	1.96M
Average Listing Price	\$270,729			\$137,961	\$195,934	\$290,257	\$391,300

July 2020



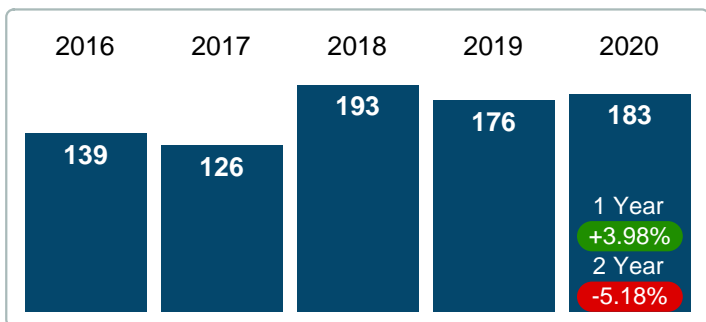
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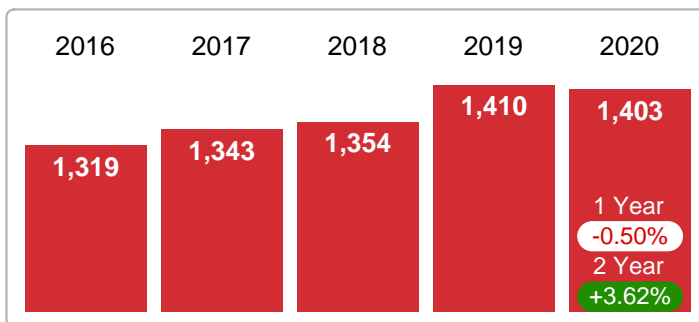
NEW LISTINGS

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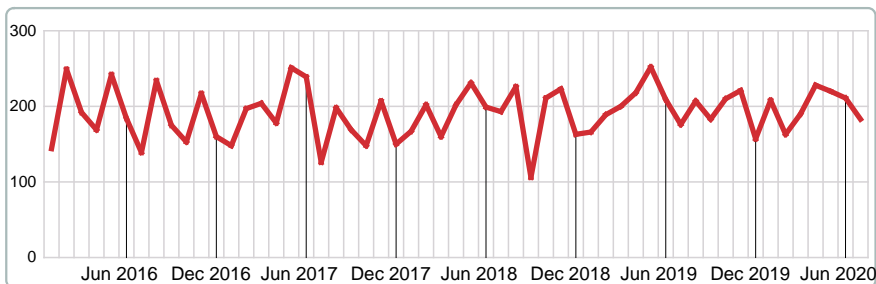
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

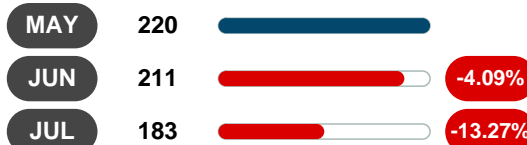


3 MONTHS

5 year JUL AVG = 163

High May 2019 252 Low Sep 2018 106

New Listings this month at **183**
above the 5 yr JUL average of **163**



NEW LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of New Listings by Price Range		%	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$0 and less	0	0.00%	0	0	0	0
\$1-\$25,000	31	16.94%	30	1	0	0
\$25,001-\$50,000	37	20.22%	36	1	0	0
\$50,001-\$125,000	57	31.15%	43	11	3	0
\$125,001-\$150,000	11	6.01%	3	8	0	0
\$150,001-\$275,000	27	14.75%	7	13	6	1
\$275,001 and up	20	10.93%	7	5	5	3
Total New Listed Units	183		126	39	14	4
Total New Listed Volume	33,129,504	100%	20.50M	7.08M	3.66M	1.88M
Average New Listed Listing Price	\$354,267		\$162,737	\$181,663	\$261,457	\$469,850

July 2020



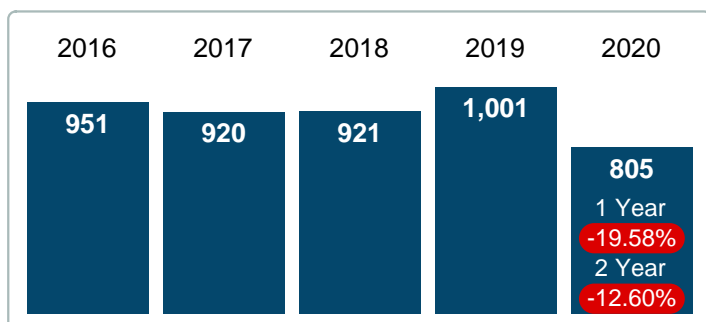
Area Delimited by County Of Cherokee



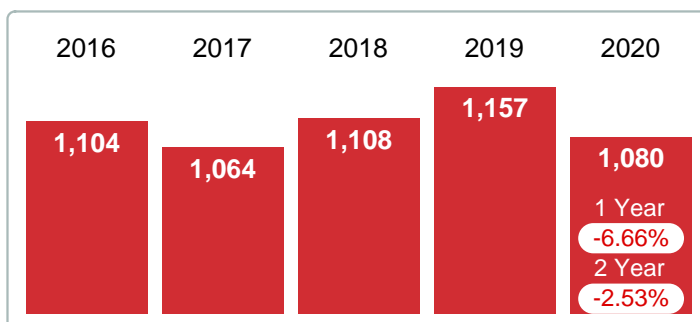
ACTIVE INVENTORY

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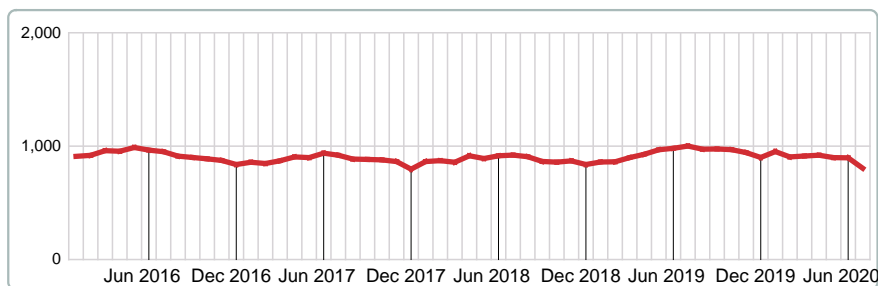
END OF JULY



ACTIVE DURING JULY



5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 920

High Jul 2019 1,001 Low Dec 2017 797

Inventory this month at **805**
below the 5 yr JUL average of **920**

MAY	899	
JUN	897	-0.22%
JUL	805	-10.26%

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	256	31.80%	94.0	249	7	0	0
\$25,001 \$75,000	241	29.94%	76.3	231	9	1	0
\$75,001 \$175,000	119	14.78%	65.3	73	38	6	2
\$175,001 \$350,000	102	12.67%	93.4	39	40	19	4
\$350,001 and up	87	10.81%	93.5	43	20	15	9
Total Active Inventory by Units			805	635	114	41	15
Total Active Inventory by Volume			123,229,718	75.40M	25.42M	13.41M	9.00M
Average Active Inventory Listing Price			\$153,080	\$118,740	\$222,989	\$326,974	\$600,227

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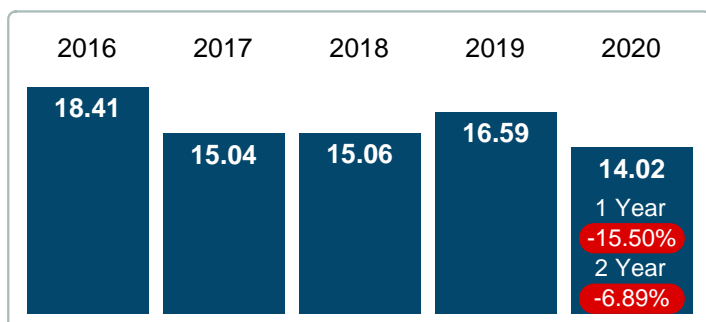
Area Delimited by County Of Cherokee



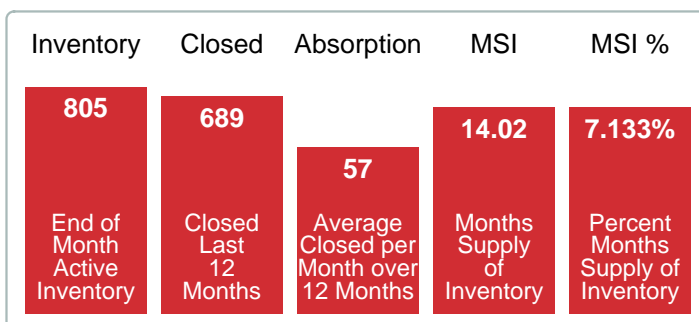
MONTHS SUPPLY of INVENTORY (MSI)

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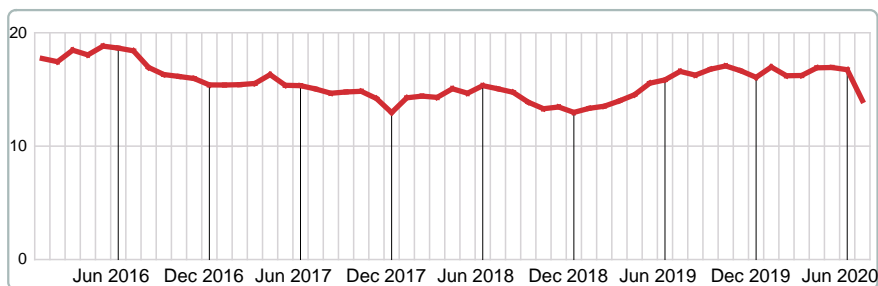
MSI FOR JULY



INDICATORS FOR JULY 2020



5 YEAR MARKET ACTIVITY TRENDS

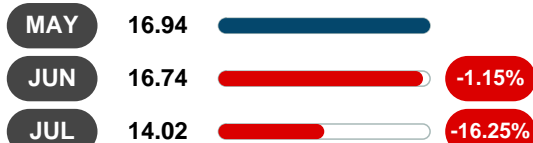


3 MONTHS

5 year JUL AVG = 15.82

High May 2016 18.82 Low Dec 2017 12.96

Months Supply this month at 14.02 below the 5 yr JUL average of 15.82



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	46	5.71%	8.49	10.40	6.00	0.00	0.00
\$10,001 - \$10,000	0	0.00%	nan	0.00	0.00	0.00	0.00
\$10,001 - \$30,000	245	30.43%	40.83	46.67	0.00	0.00	0.00
\$30,001 - \$70,000	182	22.61%	23.23	35.79	3.31	1.71	0.00
\$70,001 - \$180,000	146	18.14%	6.00	17.19	2.74	2.12	3.43
\$180,001 - \$360,000	103	12.80%	8.89	21.00	7.48	5.30	4.36
\$360,001 and up	83	10.31%	36.89	40.00	45.60	36.00	21.60
Market Supply of Inventory (MSI)			14.02	28.33	4.54	5.13	7.83
Total Active Inventory by Units		100%	14.02	635	114	41	15

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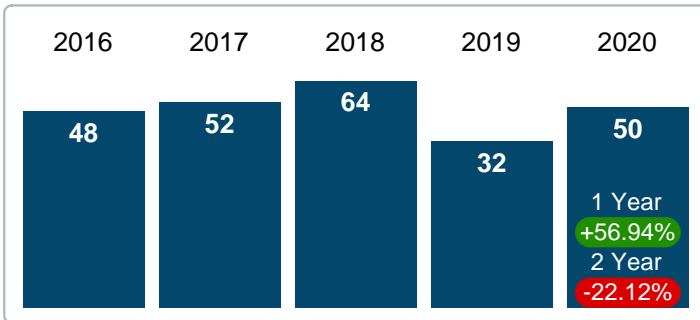
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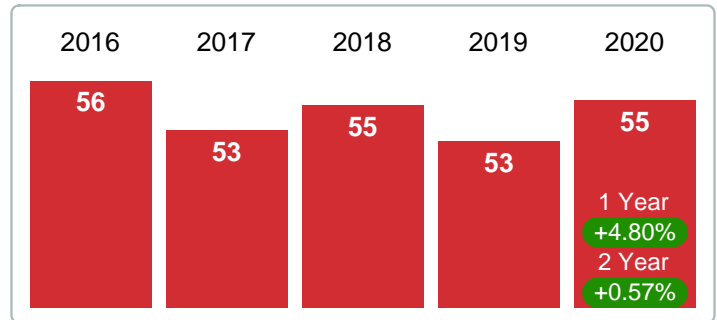
AVERAGE DAYS ON MARKET TO SALE

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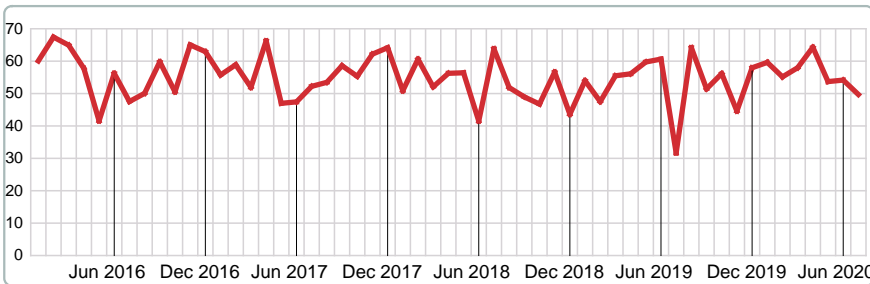
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

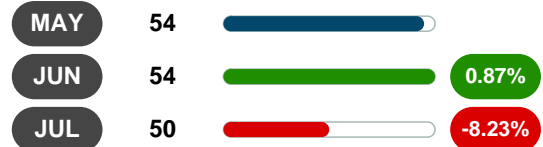


3 MONTHS

5 year JUL AVG = 49

High Feb 2016 67 Low Jul 2019 32

Average Days on Market to Sale this month at 50 above the 5 yr JUL average of 49



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
\$25,000 and less	9.71%	80	80	0	0	0
\$25,001 - \$50,000	9.71%	49	38	22	177	0
\$50,001 - \$100,000	12.62%	45	48	38	0	0
\$100,001 - \$150,000	22.33%	46	79	39	71	11
\$150,001 - \$175,000	19.42%	38	56	24	54	36
\$175,001 - \$275,000	13.59%	33	46	32	28	0
\$275,001 and up	12.62%	75	21	117	58	116
Average Closed DOM		50	56	39	57	58
Total Closed Units	103	100%	39	39	20	5
Total Closed Volume	16,577,373		4.30M	6.03M	4.68M	1.57M

July 2020



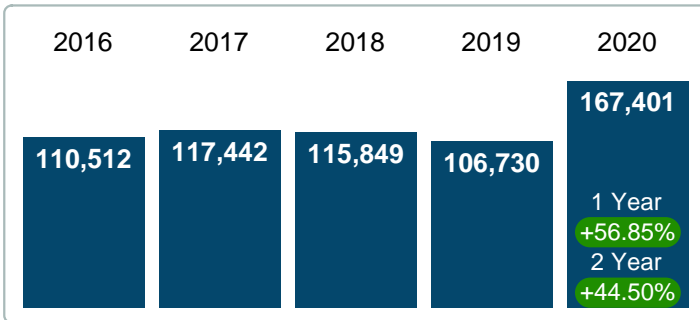
Area Delimited by County Of Cherokee



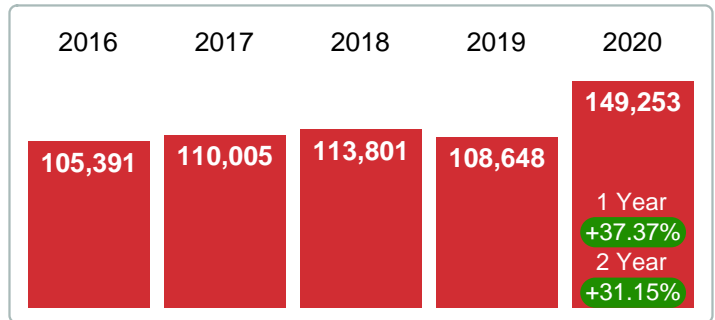
AVERAGE LIST PRICE AT CLOSING

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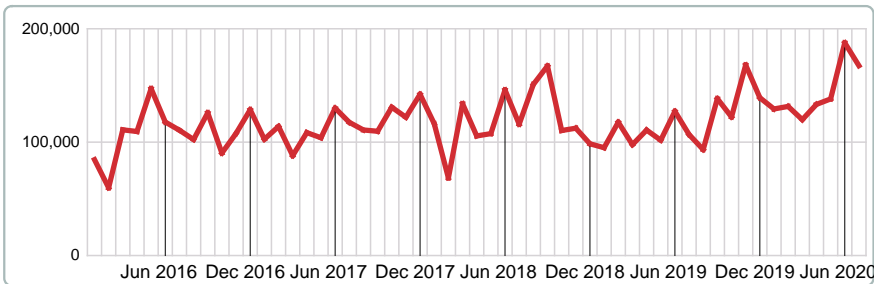
JULY



YEAR TO DATE (YTD)

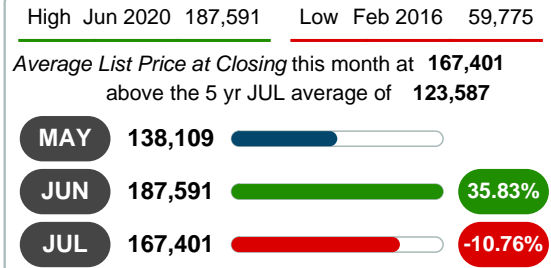


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JUL AVG = 123,587



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
\$25,000 and less	8	7.77%	15,006	18,505	0	0	0
\$25,001 - \$50,000	10	9.71%	38,440	41,357	65,000	39,900	0
\$50,001 - \$100,000	15	14.56%	79,397	79,506	83,850	0	0
\$100,001 - \$150,000	21	20.39%	128,312	134,950	133,450	121,175	127,450
\$150,001 - \$175,000	14	13.59%	163,143	189,083	163,240	181,167	159,900
\$175,001 - \$275,000	21	20.39%	208,948	229,300	212,660	235,533	0
\$275,001 and up	14	13.59%	441,464	647,000	327,200	387,583	649,950
Average List Price			167,401	117,344	157,550	240,340	342,940
Total Closed Units		100%	167,401	39	39	20	5
Total Closed Volume			17,242,350	4.58M	6.14M	4.81M	1.71M

July 2020



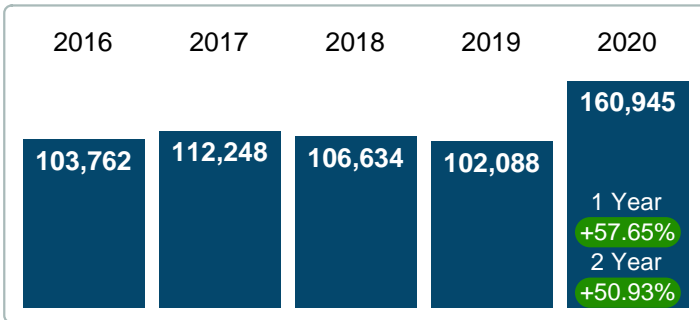
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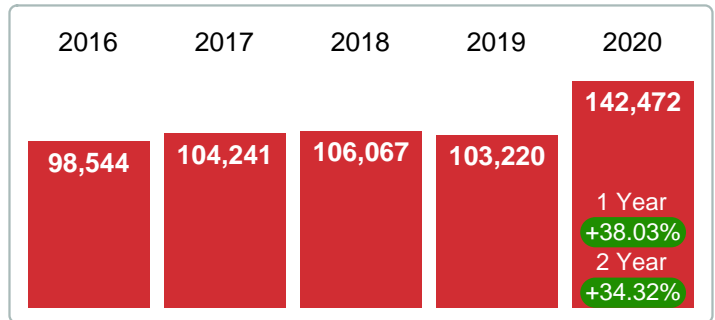
AVERAGE SOLD PRICE AT CLOSING

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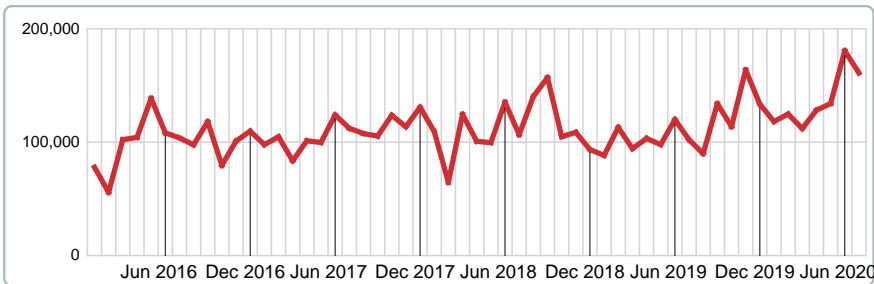
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

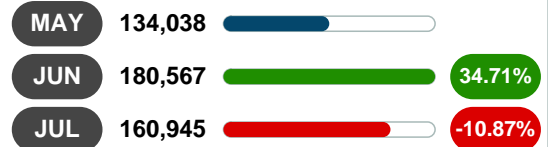


3 MONTHS

5 year JUL AVG = 117,135

High Jun 2020 180,567 Low Feb 2016 55,774

Average Sold Price at Closing this month at **160,945** above the 5 yr JUL average of **117,135**



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
\$25,000 and less	9.71%	15,690	15,690	0	0	0
\$25,001 - \$50,000	9.71%	36,426	33,752	45,000	38,000	0
\$50,001 - \$100,000	12.62%	74,778	72,791	79,250	0	0
\$100,001 - \$150,000	22.33%	128,162	120,654	132,210	117,340	126,950
\$150,001 - \$175,000	19.42%	167,682	171,757	163,310	175,000	165,000
\$175,001 - \$275,000	13.59%	218,820	221,000	201,380	232,263	0
\$275,001 and up	12.62%	439,942	659,026	332,233	375,750	575,000
Average Sold Price		160,945	110,287	154,535	234,022	313,780
Total Closed Units	100%	103	39	39	20	5
Total Closed Volume		16,577,373	4.30M	6.03M	4.68M	1.57M

July 2020



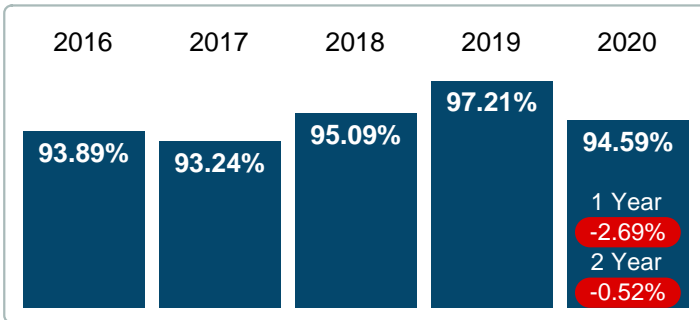
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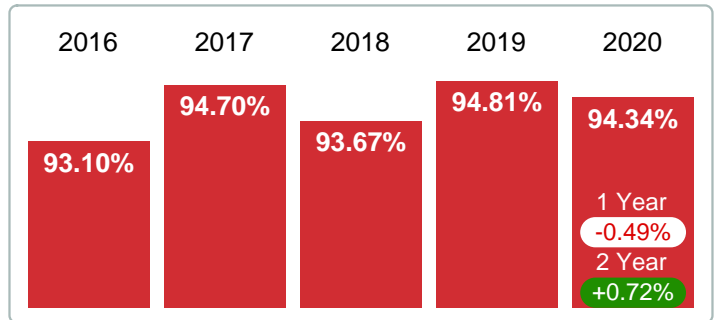
AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

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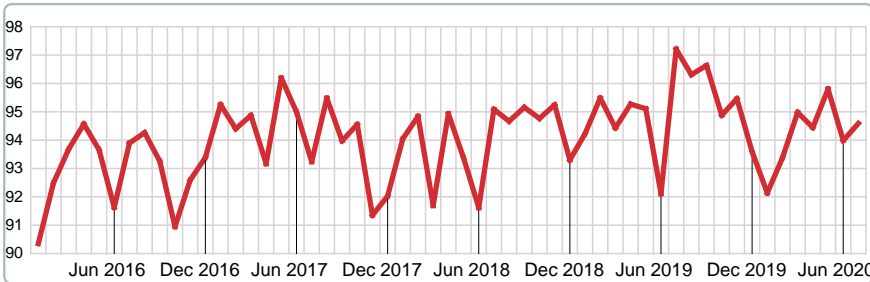
JULY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

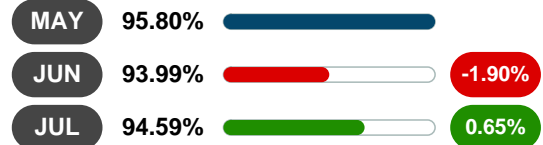


3 MONTHS

5 year JUL AVG = 94.81%

High Jul 2019 97.21% Low Jan 2016 90.35%

Average Sold/List Ratio this month at **94.59%**
equal to 5 yr JUL average of **94.81%**



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
\$25,000 and less	10	9.71%	88.76%	88.76%	0.00%	0.00%	0.00%
\$25,001 - \$50,000	10	9.71%	82.41%	83.02%	73.86%	95.24%	0.00%
\$50,001 - \$100,000	13	12.62%	93.17%	92.50%	94.68%	0.00%	0.00%
\$100,001 - \$150,000	23	22.33%	98.04%	90.17%	99.25%	96.71%	99.52%
\$150,001 - \$175,000	20	19.42%	97.04%	91.01%	100.14%	96.70%	103.19%
\$175,001 - \$275,000	14	13.59%	97.06%	96.65%	95.40%	98.65%	0.00%
\$275,001 and up	13	12.62%	97.36%	100.30%	101.14%	97.37%	88.70%
Average Sold/List Ratio		94.60%		90.21%	97.36%	97.42%	95.93%
Total Closed Units		103	100%	39	39	20	5
Total Closed Volume		16,577,373		4.30M	6.03M	4.68M	1.57M

July 2020

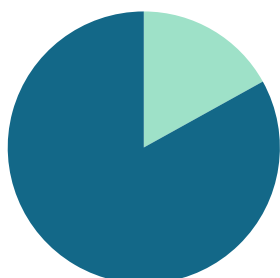
Area Delimited by County Of Cherokee



MARKET SUMMARY

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

INVENTORY

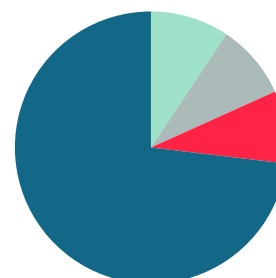


Inventory
 New Listings
183 = 16.94%
 Start Inventory
897
 Total Inventory Units
1,080
 Volume
\$176,639,747

Market Activity

Closed Sales
103 = 9.36%
 Pending Sales
98 = 8.90%
 Other Off Market
95 = 8.63%
 Active Inventory
805 = 73.12%

MARKET ACTIVITY



Compared Metrics	July			Year to Date		
	2019	2020	+/-%	2019	2020	+/-%
Closed Sales	57	103	80.70%	390	407	4.36%
Pending Sales	58	98	68.97%	356	536	50.56%
New Listings	176	183	3.98%	1,410	1,403	-0.50%
Average List Price	106,730	167,401	56.85%	108,648	149,253	37.37%
Average Sale Price	102,088	160,945	57.65%	103,220	142,472	38.03%
Average Percent of Selling Price to List Price	97.21%	94.59%	-2.69%	94.81%	94.34%	-0.49%
Average Days on Market to Sale	31.67	49.70	56.94%	52.67	55.20	4.80%
Monthly Inventory	1,001	805	-19.58%	1,001	805	-19.58%
Months Supply of Inventory	16.59	14.02	-15.50%	16.59	14.02	-15.50%

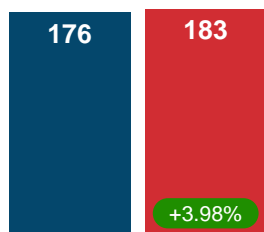
Absorption: Last 12 months, an Average of **57** Sales/Month

Inventory on July 31, 2020 = **805**

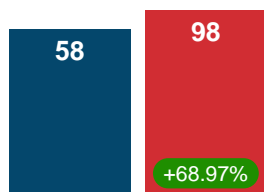
2019 **2020**

JULY MARKET

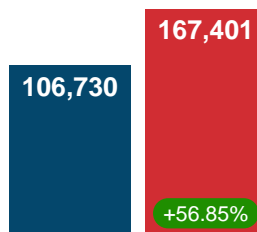
New Listings



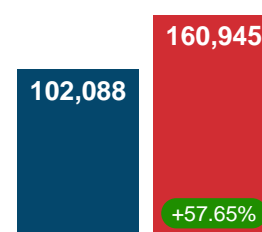
Pending Listings



List Price

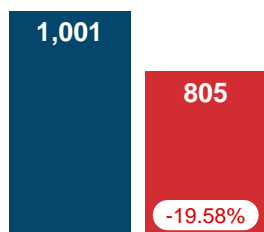


Sale Price

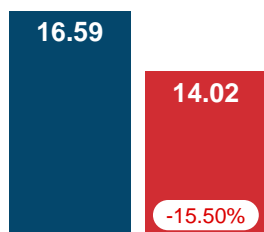


INVENTORY

Active Inventory

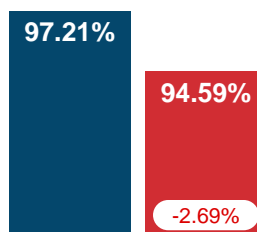


Monthly Supply of Inventory



AVERAGE SOLD/LIST RATIO & DOM

Sale/List Ratio



Days on Market

