

January 2021

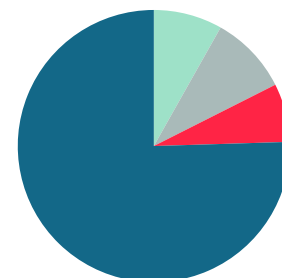
Area Delimited by County Of Cherokee



MONTHLY INVENTORY ANALYSIS

Report produced on Feb 11, 2021 for MLS Technology Inc.

Compared Metrics	2020	January 2021	+/-%
Closed Listings	37	67	81.08%
Pending Listings	50	77	54.00%
New Listings	208	104	-50.00%
Average List Price	129,263	121,117	-6.30%
Average Sale Price	118,196	115,193	-2.54%
Average Percent of Selling Price to List Price	92.14%	96.12%	4.32%
Average Days on Market to Sale	59.62	81.07	35.98%
End of Month Inventory	954	619	-35.12%
Months Supply of Inventory	16.96	8.19	-51.71%



■ Closed (8.17%)
■ Pending (9.39%)
■ Other OffMarket (6.95%)
■ Active (75.49%)

Absorption: Last 12 months, an Average of **76** Sales/Month
Active Inventory as of January 31, 2021 = **619**

Analysis Wrap-Up

Months Supply of Inventory (MSI) Decreases

The total housing inventory at the end of January 2021 decreased **35.12%** to 619 existing homes available for sale. Over the last 12 months this area has had an average of 76 closed sales per month. This represents an unsold inventory index of **8.19** 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 **2.54%** in January 2021 to \$115,193 versus the previous year at \$118,196.

Average Days on Market Lengthens

The average number of **81.07** days that homes spent on the market before selling increased by 21.45 days or **35.98%** in January 2021 compared to last year's same month at **59.62** DOM.

Sales Success for January 2021 is Positive

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

There were 104 New Listings in January 2021, down **50.00%** from last year at 208. Furthermore, there were 67 Closed Listings this month versus last year at 37, a **81.08%** increase.

Closed versus Listed trends yielded a **64.4%** ratio, up from previous year's, January 2020, at **17.8%**, a **262.16%** 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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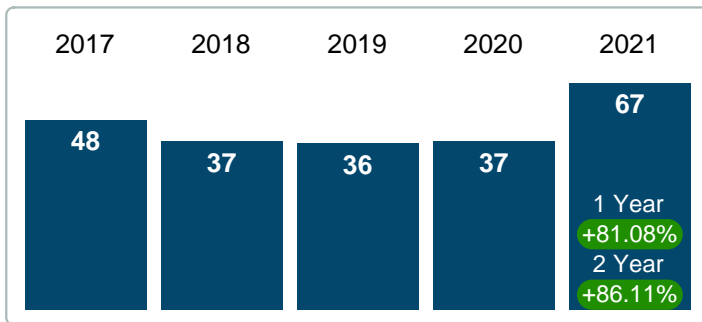
Area Delimited by County Of Cherokee



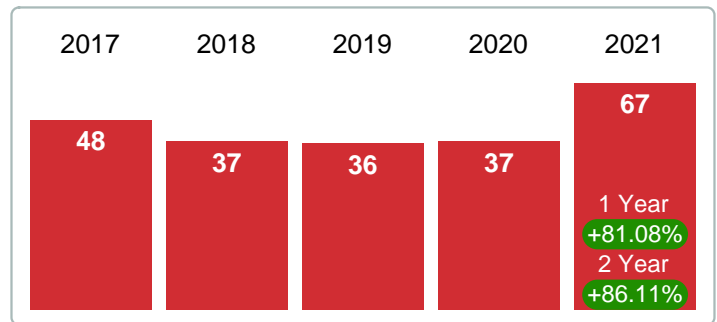
CLOSED LISTINGS

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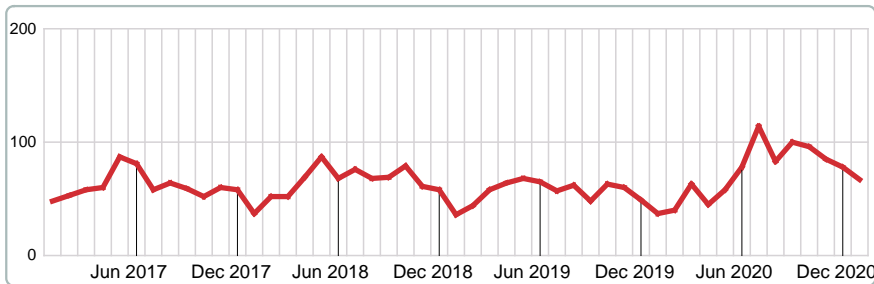
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

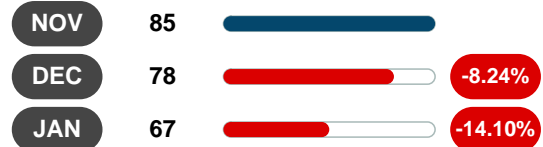


3 MONTHS

5 year JAN AVG = 45

High Jul 2020 114 Low Jan 2019 36

Closed Listings this month at **67**
above the 5 yr JAN average of **45**



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-\$10,000	11	16.42%	40.1	6	2	3	0
\$10,001-\$50,000	12	17.91%	221.0	11	1	0	0
\$50,001-\$150,000	19	28.36%	50.7	11	7	0	1
\$150,001-\$180,000	7	10.45%	92.4	0	6	1	0
\$180,001-\$230,000	11	16.42%	40.1	2	8	0	1
\$230,001 and up	7	10.45%	41.0	3	4	0	0
Total Closed Units	67			33	28	4	2
Total Closed Volume	7,717,920	100%	81.1	2.47M	4.80M	158.00K	285.00K
Average Closed Price	\$115,193			\$74,905	\$171,538	\$39,500	\$142,500

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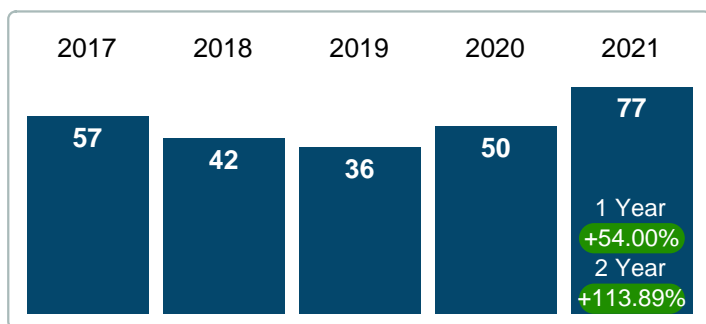
Area Delimited by County Of Cherokee



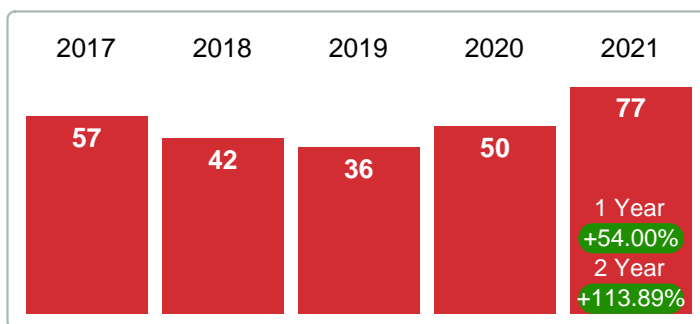
PENDING LISTINGS

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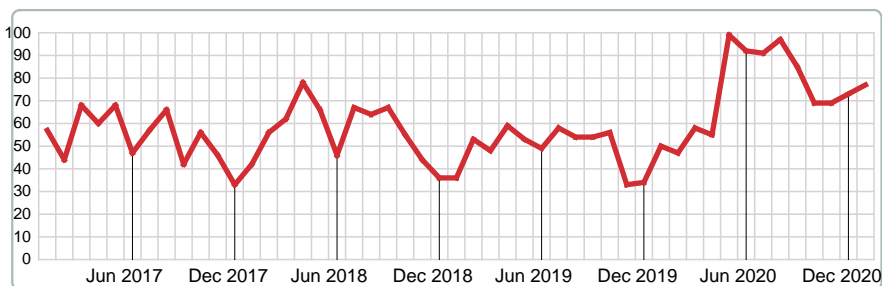
JANUARY



YEAR TO DATE (YTD)

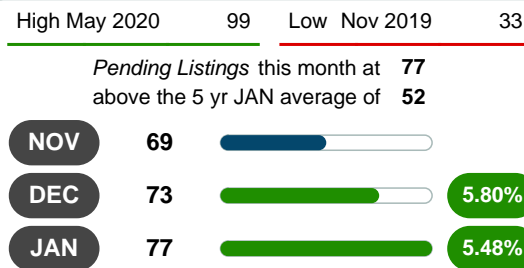


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 52



PENDING LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Pending 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	16	20.78%	73.0	16	0	0	0
\$50,001 \$75,000	8	10.39%	64.3	7	1	0	0
\$75,001 \$150,000	22	28.57%	82.8	9	11	2	0
\$150,001 \$225,000	13	16.88%	44.3	2	8	2	1
\$225,001 \$275,000	9	11.69%	76.7	0	7	1	1
\$275,001 and up	9	11.69%	49.4	1	5	3	0
Total Pending Units	77			35	32	8	2
Total Pending Volume	11,425,248	100%	20.0	2.45M	6.40M	2.18M	389.90K
Average Listing Price	\$153,000			\$69,980	\$200,073	\$272,963	\$194,950

January 2021

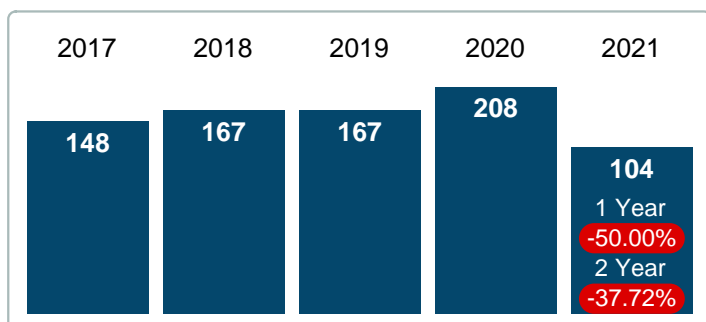
Area Delimited by County Of Cherokee



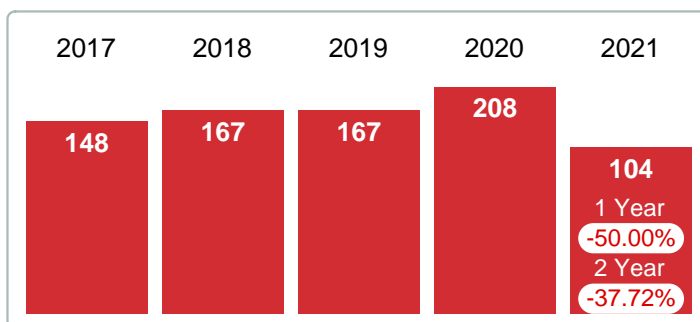
NEW LISTINGS

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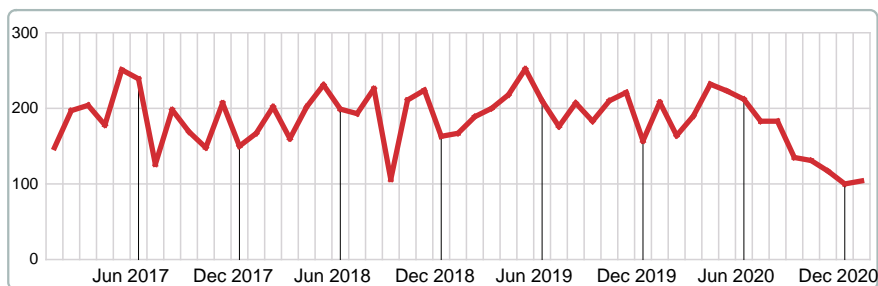
JANUARY



YEAR TO DATE (YTD)

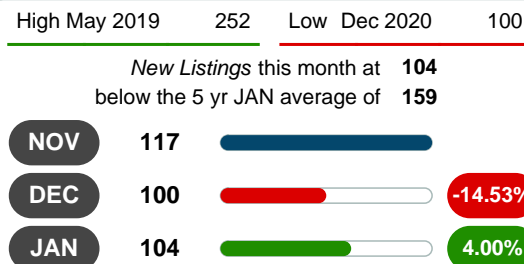


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 159



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	9	8.65%	8	0	1	0
\$10,001 - \$20,000	8	7.69%	8	0	0	0
\$20,001 - \$60,000	20	19.23%	20	0	0	0
\$60,001 - \$150,000	26	25.00%	13	12	1	0
\$150,001 - \$210,000	13	12.50%	1	10	1	1
\$210,001 - \$360,000	18	17.31%	2	12	4	0
\$360,001 and up	10	9.62%	4	3	3	0
Total New Listed Units	104		56	37	10	1
Total New Listed Volume	18,747,326	100%	5.13M	10.78M	2.68M	155.00K
Average New Listed Listing Price	\$117,500		\$91,668	\$291,312	\$268,035	\$155,000

January 2021



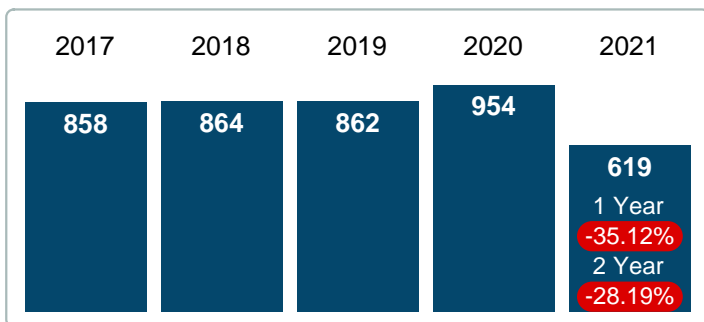
Area Delimited by County Of Cherokee



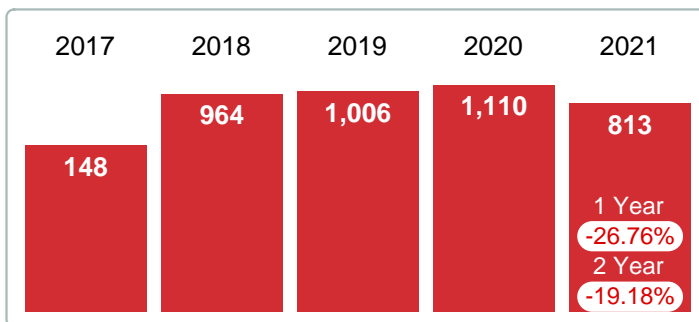
ACTIVE INVENTORY

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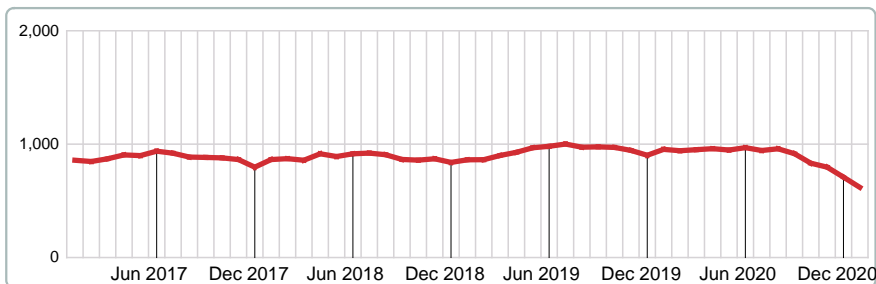
END OF JANUARY



ACTIVE DURING JANUARY



5 YEAR MARKET ACTIVITY TRENDS

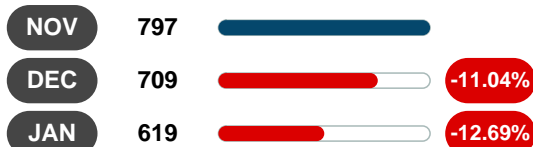


3 MONTHS

5 year JAN AVG = 831

High Jul 2019 1,001 Low Jan 2021 619

Inventory this month at **619**
 below the 5 yr JAN average of **831**



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	187	30.21%	153.0	185	1	1	0
\$25,001-\$50,000	135	21.81%	152.7	135	0	0	0
\$50,001-\$125,000	147	23.75%	180.6	132	14	1	0
\$125,001-\$375,000	90	14.54%	106.6	44	33	10	3
\$375,001 and up	60	9.69%	127.6	36	9	11	4
Total Active Inventory by Units	619			532	57	23	7
Total Active Inventory by Volume	94,517,407	100%	150.3	64.83M	15.98M	8.42M	5.29M
Average Active Inventory Listing Price	\$152,694			\$121,858	\$280,275	\$366,146	\$755,957

January 2021



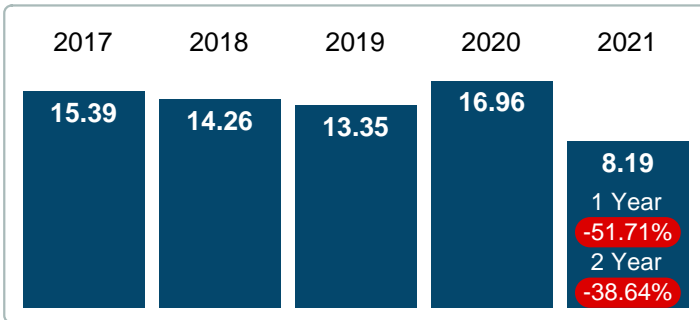
Area Delimited by County Of Cherokee



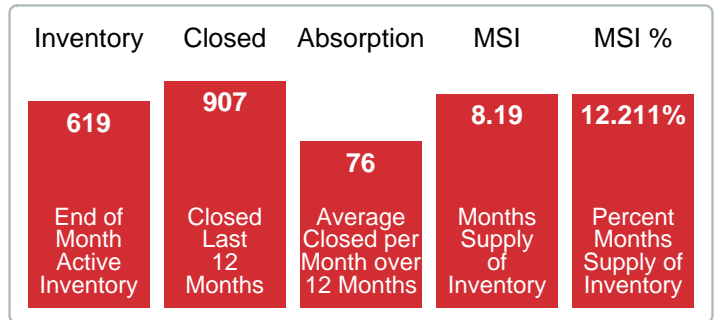
MONTHS SUPPLY of INVENTORY (MSI)

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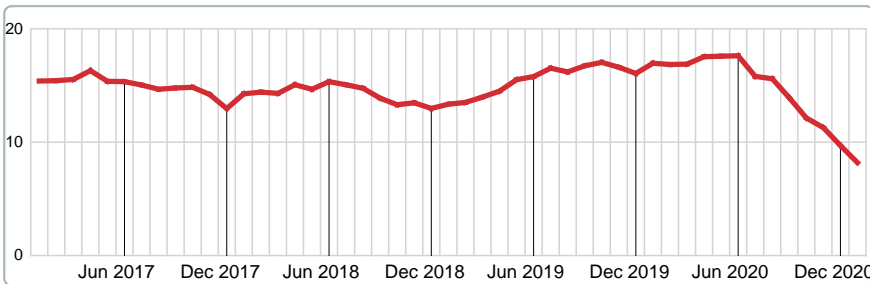
MSI FOR JANUARY



INDICATORS FOR JANUARY 2021



5 YEAR MARKET ACTIVITY TRENDS

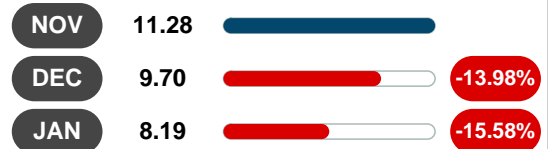


3 MONTHS

5 year JAN AVG = 13.63

High Jun 2020 17.62 Low Jan 2021 8.19

Months Supply this month at 8.19 below the 5 yr JAN average of 13.63



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	26	4.20%	2.94	3.60	0.57	2.40	0.00
\$10,001 - \$20,000	108	17.45%	24.92	25.41	0.00	0.00	0.00
\$20,001 - \$30,000	94	15.19%	26.86	30.49	0.00	0.00	0.00
\$30,001 - \$60,000	159	25.69%	25.11	33.26	0.75	0.00	0.00
\$60,001 - \$140,000	89	14.38%	4.41	9.93	1.42	0.96	0.00
\$140,001 - \$370,000	80	12.92%	2.88	9.36	1.78	1.59	1.89
\$370,001 and up	63	10.18%	13.50	34.15	6.60	8.80	6.00
Market Supply of Inventory (MSI)	8.19			17.02	1.77	2.38	2.80
Total Active Inventory by Units	619	100%	8.19	532	57	23	7

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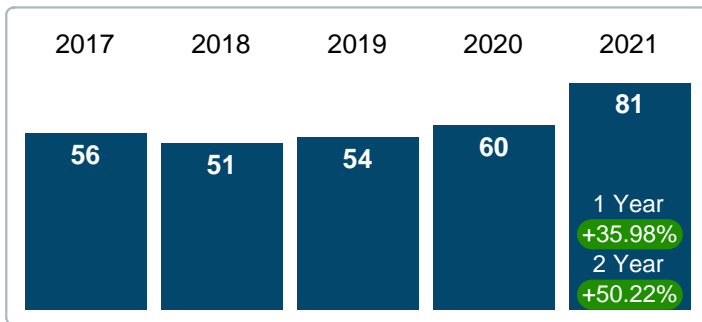
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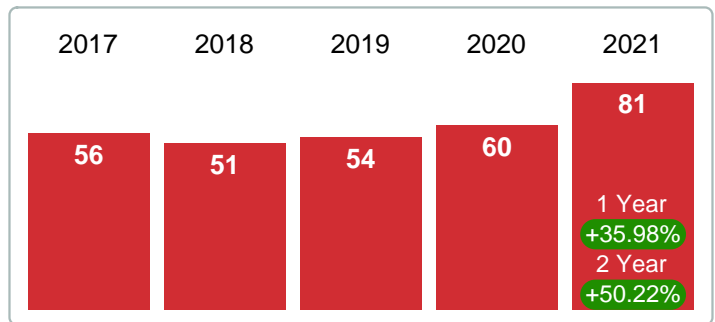
AVERAGE DAYS ON MARKET TO SALE

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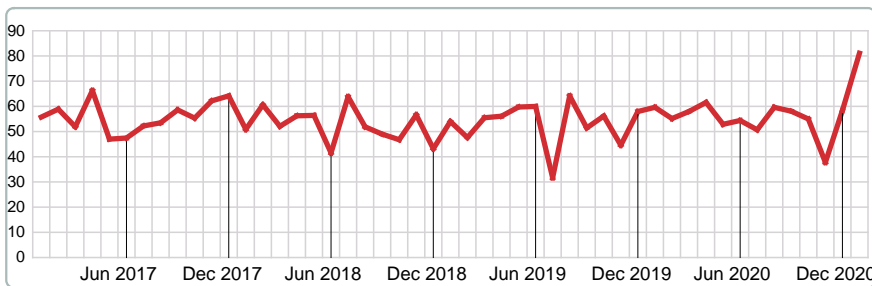
JANUARY



YEAR TO DATE (YTD)

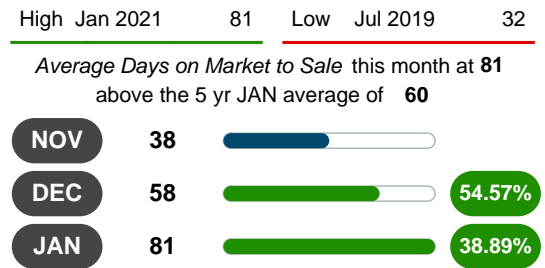


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 60



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 \$10,000	11	16.42%	40	42	29	43	0
\$10,001 \$50,000	12	17.91%	221	241	1	0	0
\$50,001 \$150,000	19	28.36%	51	51	34	0	170
\$150,001 \$180,000	7	10.45%	92	0	93	88	0
\$180,001 \$230,000	11	16.42%	40	53	42	0	3
\$230,001 and up	7	10.45%	41	60	27	0	0
Average Closed DOM	81			114	46	54	87
Total Closed Units	67	100%	81	33	28	4	2
Total Closed Volume	7,717,920			2.47M	4.80M	158.00K	285.00K

January 2021

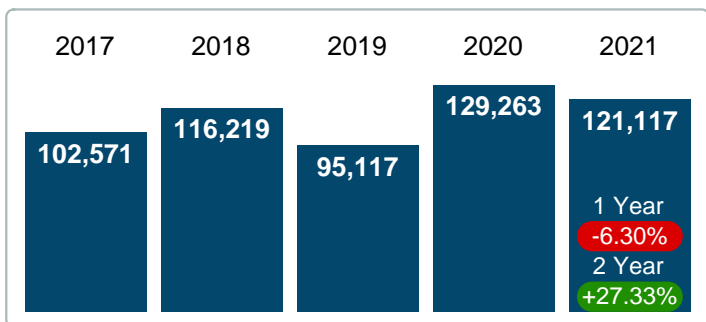
Area Delimited by County Of Cherokee



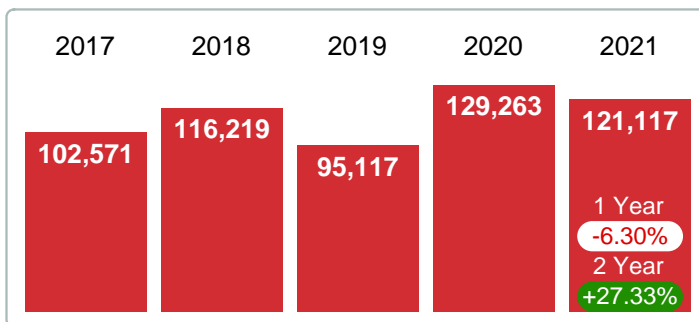
AVERAGE LIST PRICE AT CLOSING

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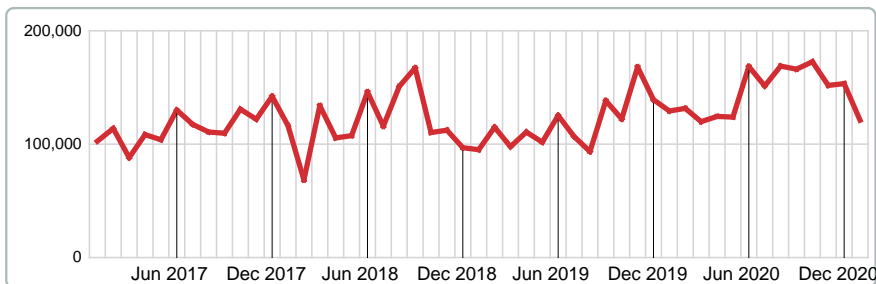
JANUARY



YEAR TO DATE (YTD)

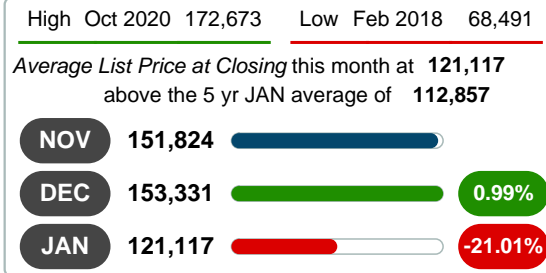


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 112,857



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-\$10,000	11	16.42%	1,602	2,028	1,225	1,000	0
\$10,001-\$50,000	12	17.91%	25,567	23,982	43,000	0	0
\$50,001-\$150,000	18	26.87%	101,350	86,618	133,443	0	89,900
\$150,001-\$180,000	5	7.46%	167,400	0	184,817	159,900	0
\$180,001-\$230,000	13	19.40%	197,561	218,250	196,137	0	219,900
\$230,001 and up	8	11.94%	320,100	378,333	296,075	0	0
Average List Price			121,117	84,857	172,923	40,725	154,900
Total Closed Units		100%	121,117	33	28	4	2
Total Closed Volume			8,114,817	2.80M	4.84M	162.90K	309.80K

January 2021



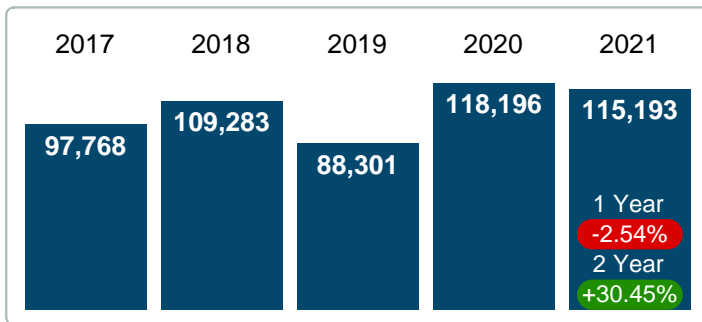
Area Delimited by County Of Cherokee



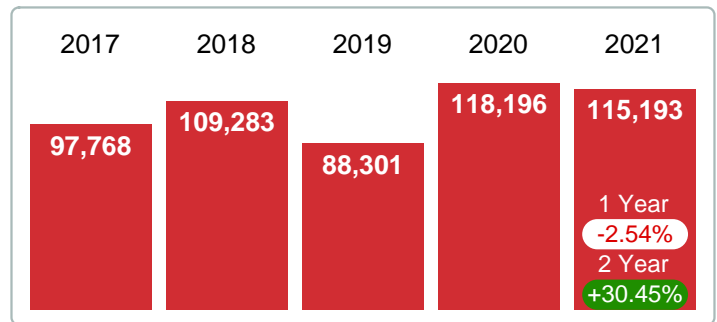
AVERAGE SOLD PRICE AT CLOSING

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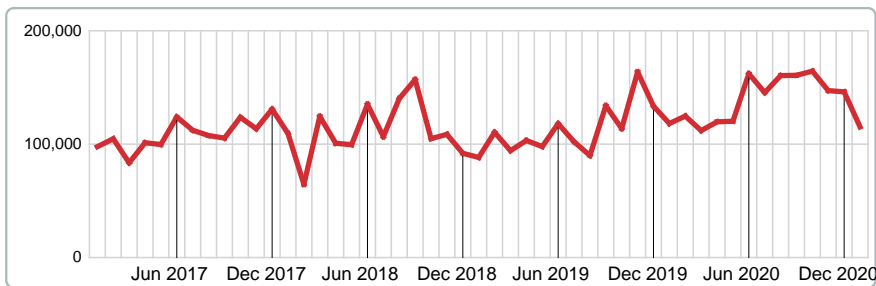
JANUARY



YEAR TO DATE (YTD)

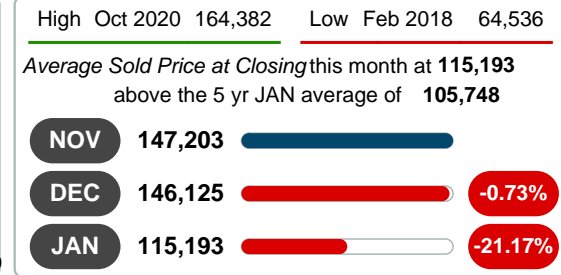


5 YEAR MARKET ACTIVITY TRENDS



3 MONTHS

5 year JAN AVG = 105,748



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-\$10,000	11	16.42%	1,552	1,937	1,225	1,000	0
\$10,001-\$50,000	12	17.91%	24,508	22,827	43,000	0	0
\$50,001-\$150,000	19	28.36%	98,958	79,082	131,471	0	90,000
\$150,001-\$180,000	7	10.45%	169,071	0	171,417	155,000	0
\$180,001-\$230,000	11	16.42%	197,186	209,625	194,350	0	195,000
\$230,001 and up	7	10.45%	310,571	306,667	313,500	0	0
Average Sold Price			115,193	74,905	171,538	39,500	142,500
Total Closed Units		100%	115,193	33	28	4	2
Total Closed Volume			7,717,920	2.47M	4.80M	158.00K	285.00K

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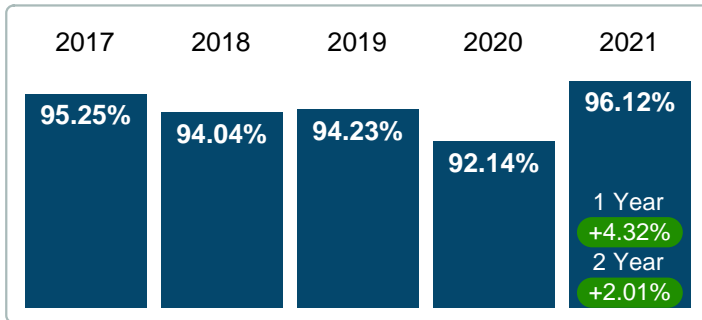
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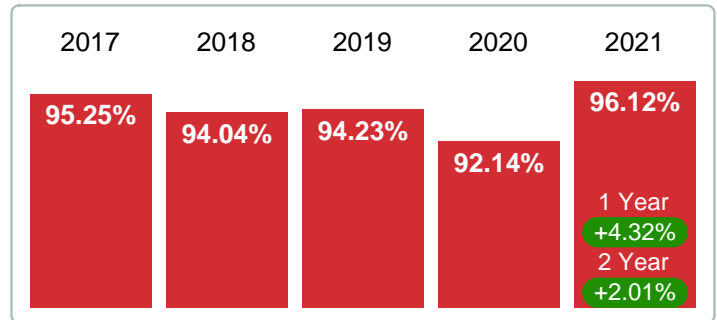
AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

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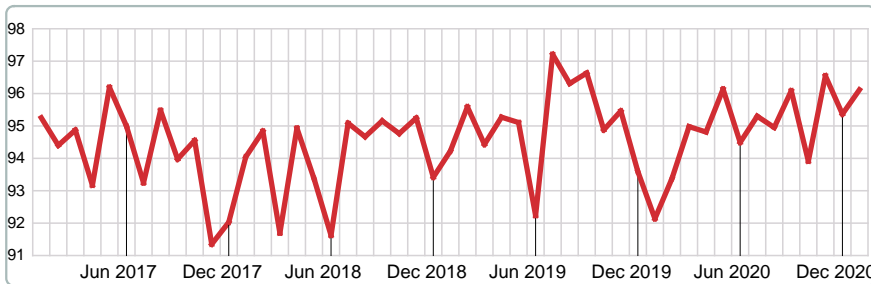
JANUARY



YEAR TO DATE (YTD)



5 YEAR MARKET ACTIVITY TRENDS

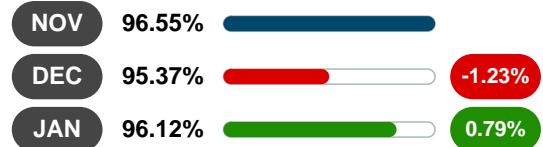


3 MONTHS

5 year JAN AVG = 94.36%

High Jul 2019 97.21% Low Nov 2017 91.35%

Average Sold/List Ratio this month at **96.12%**
above the 5 yr JAN average of **94.36%**



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-\$10,000	11	16.42%	99.49%	99.07%	100.00%	100.00%	0.00%
\$10,001-\$50,000	12	17.91%	96.67%	96.37%	100.00%	0.00%	0.00%
\$50,001-\$150,000	19	28.36%	93.87%	90.34%	98.52%	0.00%	100.11%
\$150,001-\$180,000	7	10.45%	93.67%	0.00%	93.13%	96.94%	0.00%
\$180,001-\$230,000	11	16.42%	97.77%	96.43%	99.24%	0.00%	88.68%
\$230,001 and up	7	10.45%	95.81%	84.11%	104.59%	0.00%	0.00%
Average Sold/List Ratio		96.10%		93.74%	98.60%	99.23%	94.39%
Total Closed Units		67	100%	33	28	4	2
Total Closed Volume		7,717,920		2.47M	4.80M	158.00K	285.00K

January 2021

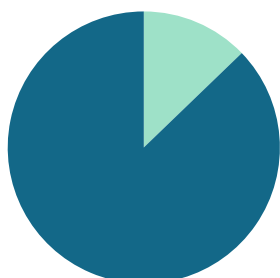
Area Delimited by County Of Cherokee



MARKET SUMMARY

Report produced on Feb 11, 2021 for MLS Technology Inc.

INVENTORY

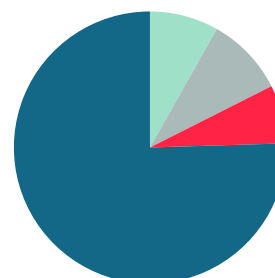


Inventory
 New Listings
104 = 12.79%
 Start Inventory
709
 Total Inventory Units
813
 Volume
\$119,734,703

Market Activity

Closed Sales
67 = 8.17%
 Pending Sales
77 = 9.39%
 Other Off Market
57 = 6.95%
 Active Inventory
619 = 75.49%

MARKET ACTIVITY



Compared Metrics	January			Year to Date		
	2020	2021	+/-%	2020	2021	+/-%
Closed Sales	37	67	81.08%	37	67	81.08%
Pending Sales	50	77	54.00%	50	77	54.00%
New Listings	208	104	-50.00%	208	104	-50.00%
Average List Price	129,263	121,117	-6.30%	129,263	121,117	-6.30%
Average Sale Price	118,196	115,193	-2.54%	118,196	115,193	-2.54%
Average Percent of Selling Price to List Price	92.14%	96.12%	4.32%	92.14%	96.12%	4.32%
Average Days on Market to Sale	59.62	81.07	35.98%	59.62	81.07	35.98%
Monthly Inventory	954	619	-35.12%	954	619	-35.12%
Months Supply of Inventory	16.96	8.19	-51.71%	16.96	8.19	-51.71%

Absorption: Last 12 months, an Average of **76** Sales/Month

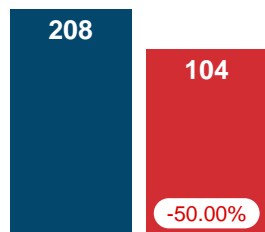
Inventory on January 31, 2021 = **619**

2020 **2021**

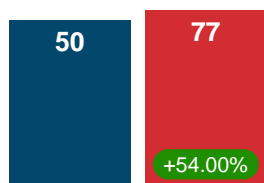
JANUARY MARKET

AVERAGE PRICES

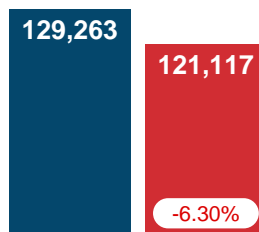
New Listings



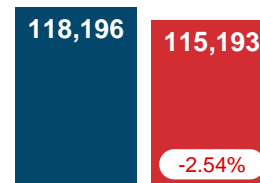
Pending Listings



List Price



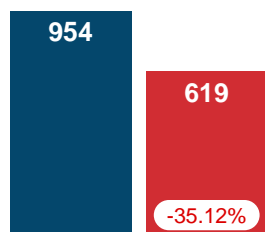
Sale Price



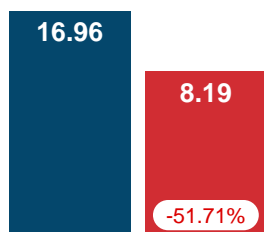
INVENTORY

AVERAGE SOLD/LIST RATIO & DOM

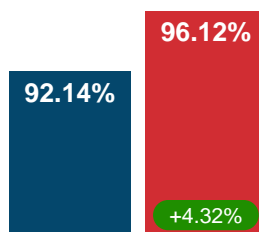
Active Inventory



Monthly Supply of Inventory



Sale/List Ratio



Days on Market

