The new statistical monthly reports have been provided by 10KResearch & Marketing. All data contained in the reports comes from Carolina Multiple Listing Services, Inc. (CMLS). There are three common questions members have when they start using the reports. Here's a brief FAQ to assist you. Feel free to email questions to: Kim.walker@carolinahome.com if you need further explanation regarding the reports.

Question #1: "Why are 10K's numbers different than what I'm seeing in the MLS?"

> **Answer:** 10K utilizes a special data-scrubbing "elimination algorithm" to purify the data. For example, if an agent accidentally entered a sales price of $77,777,777, they probably had a lot of showings that day and fell asleep on their keyboard. Similarly, an entry of 149,257,000 total finished square feet seems a might bit steep. We make sure those obvious errors are removed, especially when calculating averages.
>
> Two points to remember: What criteria did you use in your search, and, when did you pull the numbers? If you are using a different set of criteria than 10K, or if you pulled the data on a different day or at a different time then 10K did, chances are the numbers won't match up.

Question #2: "The 10K report for January 2011 (for example) showed that there were 1,000 sales that month, but then in the report for the following month, it showed that there were 1,023 sales for January 2011. What gives?"

> **Answer:** 10K believes in reporting the most up-to-date figures each month, and to do that, they are constantly "updating history". Instead of freezing the data once it's reported, they make sure to refresh it on a regular basis, and report on the most current numbers available in the MLS each month. 10K does this because the market is always changing, and activity that should be attributed to a certain month may not have been reported by the time we pulled the data – a sale is entered late, a property that was pending didn't close, etc. By constantly updating the data, 10K can catch everything that occurs.

Question #3: "What does this metric mean?" and/or" "How are all these things calculated?"

> **Answer:** 10K has added definitions for the metric on each report page (applies to the Monthly Indicator Report, Housing Supply Overview and Weekly Market Activity Report, only) and on an FAQ page in SAM. For those metrics that are simply **counts** (number of closed sales, number of homes available for sale, days on market until sale, etc.), 10K reports the number that's made available to use through the MLS feed. For those metrics that are found using a **calculation** (months supply of inventory, for example) 10K does provide information on the methodology on the report page. If you need more specific information, feel free email your questions to mailto:kim.walker@carolinahome.com

Deciphering Key Statistics

Metric	Explanation	Buyer Considerations	Seller Considerations
New Listings	New supply of homes entering market	More listings means more options and more negotiating power	More listings means more competition and a saturated market
Pending Sales	Homes with signed purchase agreement but haven't closed yet	See what *will* be selling, to understand competition among buyers	Strong purchase demand tells sellers that motivated buyers are in the marketplace
Closed Sales	Homes that have sold and are no longer active	See what and how much has sold	Which homes have sold that may be used as comparables in an appraisal
Days on Market	Average length of time from when home was listed to pended, sold properties only	Longer market times means more chance that a motivated seller will accept less than asking	Illustrates how long it takes for well-priced homes to sell for assessment of existing pricing strategy
Median Sales Price	Midpoint at which half the homes sold for more and half the homes sold for less	Soft prices typically make for better deals, but want to be sure they're buying at the "bottom"	Firm prices can help sellers recoup their investment and indicate local market conditions
Average Sales Price	Total dollar volume of units transacted divided by number of units transacted	Same as above, but more susceptible to the effect of product mix	Same as above, but more susceptible to the effect of product mix
Percent of Original List Price Received at Sale	Ratio of sold price to list price	The lower this ratio, the more likely the transaction process will favor the buyer (buyer's market)	The higher this ratio, the more likely the transaction process will favor the seller (seller's market)
Housing Affordability Index (HAI)	Household income as percent of income necessary to qualify for the median priced home under current interest rates	A higher HAI number is a good thing	Affordability is still a good thing, but not if I have to eat 25% of my cost when I sell
Inventory/Active Listings	The total number of properties for sale and in active status at month's end	High supply means many choices and better negotiating power from higher competition	Low supply means less competition, more interest from buyers and offers closer to the asking price
Months Supply of Inventory/Absorption Rate	Measures how long it would take the current inventory to sell off given the past 12 months of purchase activity.	MSI figures above 6 months indicates a buyer's market	MSI figures below 6 months indicates a seller's market