



Charlotte Regional **Realtor**[®] Association



Carolina Multiple **Listing** Services, Inc.

TOOLS TO BOOST YOUR BUSINESS



Realtor[®] HOT TOPICS

Charlotte Regional Realtor[®] Association
Carolina Multiple Listing Services, Inc. (CMLS)
July 27, 2011



- Report tools created by IOK Research & Marketing.
- Includes five different statistical reports.
- All data reported is as reported by CMLS.
- Report package updated monthly between 8th-10th.
- Reports are based on data from the 1st through the end of the month.
- Always refer to the most recent report for the most up-to-date reflection of market activity.
- Data reflected in the reports may be different than what the user is seeing in CMLS.
- Understand [what the metrics mean](#) and how they are calculated.

**FIND IT ON CarolinaRealtors.com -
under [Media Center](#) tab.**

Local Market Update

Reports based on 21 areas:

Local Market Update – June 2011

A RESEARCH TOOL PROVIDED BY THE CHARLOTTE REGIONAL REALTOR® ASSOCIATION



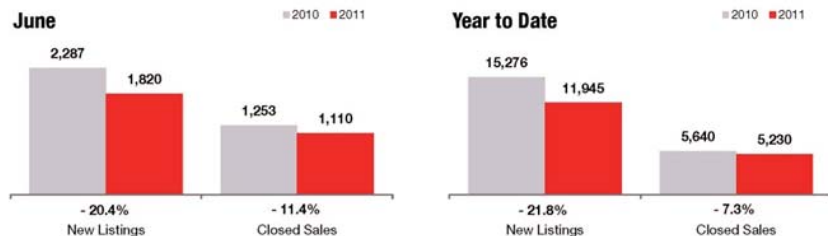
Mecklenburg County

- 20.4% **- 11.4%** **0.0%**

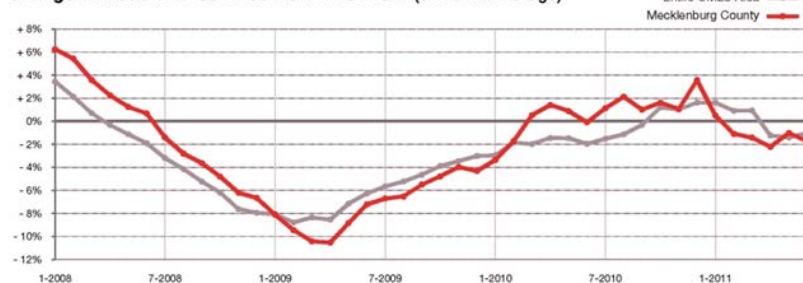
Change in New Listings Change in Closed Sales Change in Median Sales Price

	June			Year to Date		
	2010	2011	+ / -	2010	2011	+ / -
New Listings	2,287	1,820	- 20.4%	15,276	11,945	- 21.8%
Closed Sales	1,253	1,110	- 11.4%	5,640	5,230	- 7.3%
Median Sales Price*	\$165,000	\$165,000	0.0%	\$159,900	\$156,250	- 2.3%
Average Sales Price*	\$225,109	\$235,816	+ 4.8%	\$218,382	\$216,732	- 0.8%
Percent of Original List Price Received*	91.3%	90.0%	- 1.4%	91.0%	89.2%	- 2.0%
List to Close	135	146	+ 8.6%	135	144	+ 6.5%
Inventory of Homes for Sale	12,094	9,291	- 23.2%	--	--	--
Months Supply of Inventory	12.6	11.2	- 11.0%	--	--	--

* Does not account for seller concessions. | Activity for one month can sometimes look extreme due to small sample size.



Change in Median Sales Price from Prior Year (6-Month Average)**



** Each dot represents the change in median sales price from the prior year using a 6-month weighted average. This means that each of the 6 months used in a dot are proportioned according to their share of sales during that period. | All data from Carolina Multiple Listing Services, Inc. Current as of July 5, 2011. | Powered by iM Research and Marketing

- Entire CMLS area
- Cabarrus
- Gaston
- Iredell
- Lincoln
- Union
- York, S.C.
- Mecklenburg
- Mecklenburg (N)/Area 1
- Mecklenburg (E)/Area 2
- Mecklenburg (SE)/Area 3
- Mecklenburg (SSE)/Area 4
- Mecklenburg (S)/Area 5
- Mecklenburg (SSW)/Area 6
- Mecklenburg (SW)/Area 7
- Mecklenburg (W)/Area 8
- Mecklenburg (NW)/Area 9
- Charlotte-Gastonia-Rock Hill MSA
- Lake Norman/Area 13
- Lake Wylie/Area 15
- Uptown/Area 99

Weekly Market Activity Report

Weekly Market Activity Report

A RESEARCH TOOL PROVIDED BY THE CHARLOTTE REGIONAL REALTOR® ASSOCIATION



Charlotte Regional **Realtor**® Association

For Week Ending July 16, 2011

The current round of numbers show that, for the time being, buyers were more eager to purchase homes off the market than sellers were to list them. In other words, strong purchase demand is absorbing existing housing supply. Many local markets experienced a slow summer and fall in 2010, so be sure to watch what happened during the baseline comparison period.

In the Charlotte region, for the week ending July 16:

- New Listings decreased 20.2% to 894
- Pending Sales increased 36.4% to 506
- Inventory decreased 19.6% to 22,040

For the month of June:

- Median Sales Price decreased 3.7% to \$156,750
- List to Close increased 6.4% to 152
- Percent of Original List Price Received decreased 1.3% to 89.7%

Quick Facts

- 20.2%

+ 36.4%

- 19.6%

Change in
New Listings

Change in
Pending Sales

Change in
Inventory

Metrics by Week

New Listings	2
Pending Sales	3
Inventory of Homes for Sale	4

Metrics by Month

List to Close	5
Median Sales Price	6
Average Sales Price	7
Percent of Original List Price Received	8
Housing Affordability Index	9
Months Supply of Inventory	10

[Click on desired metric to jump to that page.](#)



Data is refreshed regularly to capture changes in market activity so figures shown may be different than previously reported. Current as of July 25, 2011.
All data from Carolina Multiple Listing Services, Inc. Report provided by the Charlotte Regional REALTOR® Association. Powered by 10K Research and Marketing. | 1

Monthly Indicators Report

Monthly Indicators

A RESEARCH TOOL PROVIDED BY THE CHARLOTTE REGIONAL REALTOR® ASSOCIATION



Charlotte Regional **Realtor**® Association

June 2011

You may have noticed some "noise" lately about where the market is heading. Some accounts are optimistic while others, well, aren't. The good news is that local data offers a more reliable tone than national sound bites can offer. When it comes to hearing the market's true message, it may not necessarily be from the expected indicators, it may not be heard evenly across all segments and it may arrive in disjointed bursts. Let's listen.

New Listings in the Charlotte region decreased 19.2 percent to 4,067. Pending Sales were up 18.0 percent to 2,358. Inventory levels shrank 19.3 percent to 22,362 units, but even choosy buyers can find top-notch homes.

This price needle wouldn't budge this time. The Median Sales Price declined 3.7 percent to \$156,750. List to Close increased 6.4 percent to 152 days. Consumers were absorbing homes more quickly as Months Supply of Inventory was down 7.4 percent to 12.5 months. Affordability also improved.

On the national front, the interest rate dropped to 4.79 percent on a 30-year fixed conventional and 4.44 percent for FHA. The unemployment rate has been stable around 9.0 percent and initial unemployment claims have continued to fall. Wages and payroll jobs are also improving slowly. Debt ceiling negotiations and other background noises persist, while prolonged job growth is still the missing verse in the recovery song.

Quick Facts

- 8.1%

- 3.7%

- 19.3%

Change in
Closed Sales

Change in
Median Sales Price

Change in
Inventory

Market Overview	2
New Listings	3
Pending Sales	4
Closed Sales	5
List to Close	6
Average List Price	7
Average Sales Price	8
Median Sales Price	9
Percent of Original List Price Received	10
Housing Affordability Index	11
Inventory of Homes for Sale	12
Months Supply of Inventory	13

[Click on desired metric to jump to that page.](#)



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- Mecklenburg (SSE)/Area 4
- Mecklenburg (S)/Area 5
- Mecklenburg (SSW)/Area 6
- Mecklenburg (SW)/Area 7
- Mecklenburg (W)/Area 8
- Mecklenburg (NW)/Area 9
- Charlotte-Gastonia-Rock Hill MSA
- Lake Norman/Area 13
- Lake Wylie/Area 15
- Uptown/Area 99

Housing Supply Overview

Housing Supply Overview

A RESEARCH TOOL PROVIDED BY THE
CHARLOTTE REGIONAL REALTOR® ASSOCIATION



June 2011

When looking at where the market may be heading, local data offers a more accurate and reliable picture than national headlines. For the 12-month period spanning July 2010 through June 2011, Pending Sales in the Charlotte region were down 10.5 percent from the same period a year prior. However, the largest gain occurred in the \$100,000 and Below range, where they increased 7.5 percent to 6,193 units.

The overall Median Sales Price was down 0.5 percent to \$153,900. However, the property type with the smallest price decline was the Single-Family segment, where prices decreased 0.1 percent to \$157,908. The price range that tended to sell the quickest was the \$100,000 and Below range at 132 days; the price range that tended to sell the slowest was the \$300,001 and Above range at 175 days.

Market-wide, inventory levels were down 19.3 percent. The property type that lost the least inventory was the Single-Family segment, where it decreased 17.6 percent. The price range in which supply grew the most relative to demand was the \$100,001 to \$150,000 range, where months supply increased 16.4 percent to 12.7 months.

Quick Facts

+ 7.5%

- 4.9%

- 9.6%

Price Range With
Strongest Sales:
\$100,000 and Below

Bedroom Count With
Strongest Sales:
4 Bedrooms or More

Property Type With
Strongest Sales:
Single-Family Homes

Pending Sales	2
List to Close	3
Median Sales Price	4
Percent of Original List Price Received	5
Inventory of Homes for Sale	6
Months Supply of Inventory	7

[Click on desired metric to jump to that page.](#)

Question: What is “SAM” ???

Answer: An interactive market analytics tool that will easily create custom reports.

- From your laptop or computer in a listing presentation or at the office.
- Easily download to PDF to print, save or convert for use in presentations.
- Email or upload to social media to engage your network or dispel a myth about our market.
- Easily upload charts to web site or blog because the “proof is in the numbers.”

Here’s a demo

“A cool thing that does cool stuff!”



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TEMPOTM REPORT EDITOR



Realtor® **HOT TOPICS**



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RULES ABOUT STATISTICS REALIST VALUE MAP UPDATES



Realtor® **HOT TOPICS**

Display of CMLS Statistics/Sold Listings

- CMLS prefers to be the source of statistical information for the media.
- CMLS Member Participants and Subscribers may make public representations or advertise statistical information and sold listings.
- Public representations/advertisements of CMLS statistical information or sold listings must conform to certain requirements (see handout).



Realist™ ValueMap

- CMLS Member Participants and Subscribers can incorporate Realist™ ValueMap into their own websites.
- Enter a home address and Realist ValueMap instantly provides the estimated value of the home.
- Determine the estimated value of adjacent homes.
- Allow users to adjust home facts and re-calculate a home's value.
- View nearby homes for sale and similar homes in the area that have recently sold.

Sold Content Via IDX

- Sold content (raw data) is available for display on IDX recipients' websites.
- Expired, withdrawn and temporarily off market listings are not included.
- Same data as active listings plus Sales Price, Pending Date and Closed Date.
- The display must include the listing office name and selling office name, or the disclaimer, "Properties reported may be listed or sold by various participants in the MLS."
- Sold content for the current year, plus the three preceding calendar years.

Sales History Data Tool

- Gives consumers the ability to search for limited information on sales in any neighborhood in our 10-county CMLS service area.
- The user must pick a county, a ZIP code and a neighborhood, which will produce a list of sales by year along with a map of those sales.
- A frameable version of the tool is available for any Subscriber with an IDX website. This frameable version offers limited control of the colors displayed.



Coming Soon!

- “Active Due Diligence” status is being removed from TEMPO and replaced with better technology that alleviates noncompliance with CMLS rules.
- “Special Conditions” field will be switched from non-required to required.





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U.S. CENSUS BUREAU UPDATES



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U.S. Census Bureau

United States Census Bureau

www.census.gov

American FactFinder

Source for population, housing, economic and geographic data.
Decennial Census, American Community Survey, Population Estimates,
Economic Census and Annual Economic Surveys

<http://factfinder2.census.gov>

American Community Survey

A nation-wide survey designed to provide communities a fresh look at ongoing changes. It provides information on the populations' characteristics and living situations.

www.census.gov/acs/www

Statistical Abstract of the United States

<http://www.census.gov/compendia/statab/>

North Carolina Data Sheet

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