

Acworth Total Market Overview

11/1/2008 – 10/31/2009

Price Range	Active Listings	Pending Sales	Pending Ratio	Number of Expired Listings Past 12 Months	Number of Closed Sales Past 12 Months	Expired to Sales Ratio	Sold/Month	Inventory (months)	Average Original List Price (Sold Homes)	Average Sold Price	Sold Price to List Price Ratio Overall	Days on Market
0 – 99,999	35	29	82.9%	40	130	0.3	10.8	3.2	\$89,111	\$73,930	83.0%	70
100,000 – 124,999	44	23	52.3%	39	79	0.5	6.6	6.7	\$128,267	\$111,575	87.0%	83
125,000 – 149,999	83	30	36.1%	151	118	1.3	9.8	8.4	\$147,469	\$133,736	90.7%	82
150,000 – 174,999	113	25	22.1%	155	146	1.1	12.2	9.3	\$169,545	\$157,298	92.8%	82
175,000 – 199,999	108	16	14.8%	161	113	1.4	9.4	11.5	\$201,204	\$180,983	90.0%	112
200,000 – 224,999	45	9	20.0%	124	56	2.2	4.7	9.6	\$230,127	\$205,492	89.3%	77
225,000 – 249,999	62	19	30.6%	98	74	1.3	6.2	10.1	\$256,838	\$225,808	87.9%	87
250,000 – 274,999	40	9	22.5%	84	37	2.3	3.1	13.0	\$276,476	\$241,330	87.3%	84
275,000 – 299,999	50	13	26.0%	97	40	2.4	3.3	15.0	\$302,533	\$272,879	90.2%	122
300,000 – 349,999	53	9	17.0%	99	48	2.1	4.0	13.3	\$354,738	\$306,877	86.5%	116
350,000 – 399,999	37	5	13.5%	81	23	3.5	1.9	19.3	\$426,691	\$354,234	83.0%	155
400,000 – 499,999	53	4	7.5%	90	40	2.3	3.3	15.9	\$498,157	\$434,408	87.2%	108
500,000 – 749,999	61	5	8.2%	91	26	3.5	2.2	28.2	\$641,392	\$534,047	83.3%	167
750,000 – 999,999	18	0	0.0%	23	5	4.6	0.4	43.2	\$947,600	\$753,800	79.5%	234
1,000,000+	22	1	4.5%	21	4	5.3	0.3	66.0	\$1,762,500	\$1,304,125	74.0%	385
Market Totals	824	197	23.9%	1354	939	1.4	78.3	18.2	\$230,100	\$201,075	87.4%	131



The Eisenmann Home Selling Team Report

Acworth Total Market Overview Report Definitions

Active Listings: This is the total number of Acworth homes that are currently listed for sale in the First MLS database.

Pending Sales: This is the total number of listings that have received an acceptable offer from a buyer and are well on their way to closing.

Pending Ratio: This is the total number of Pending Sales divided by the number of Active Listings. This tells how active the market is. A large percentage of homes that are currently under contract tells us that the market is very active. This is especially useful when you watch this number change from month to month, and year to year.

Number of Expired Listings: These are listings that have been "rejected by the market" during the past year. This is a rolling 12-month set of home listings which were for sale, 'rejected' by all buyers, and did not sell before the end of the listing period. There are only a few reasons a home does not sell...marketing, condition, and price. If a home is not marketed properly, the right buyers will not know the property is for sale. If the property is in poor condition, very few buyers will be interested. If it is overpriced, buyers will reject the home and look at more reasonably priced properties. But, if your home is marketed properly, in show-ready condition, and priced properly (based on market conditions, property conditions, and location), you will drastically increase the chance of it selling quicker and for the most money.

Number of Closings: These are homes that were listed for sale, received an accepted offer, and closed with a new buyer. This is a 12-month rolling total of all successful home sales.

Expired to Sales Ratio: This is the total number of Expired Listings divided by the Number of Closings during the past 12 months. This tells us how many listings failed to sell compared to the number of listings that sold successfully. For example, if this number is 3, there were three home listings that did not sell for every one that did sell.

Sold/Month: This is the average number of homes that sold per month over the past 12 months.

Inventory: This is the total number of Active Listings divided by the average number of homes sold per month. This indicates how long it will take to sell the homes that are currently listed on the market.

Average Original List Price: The "original list price" is the price sellers were asking for their home when they first put it on the market.

Average Sold Price: This is the average sale price for all homes that sold in the past 12 months.

List Price to Sold Price Ratio: This is the average Original List Price divided by Average Sold Price. This tells us how much properties sold for as compared to their original list price.

Days on Market: This is the average number of days a home was on the market before it sold.