

Kennesaw Total Market Overview

10/1/2008 - 9/30/2009

Price Range	Active Listings	Pending Sales	Pending Ratio	Number of Expired Listings Last 12 Months	Number of Closed Sales Last 12 Months	Expired to Sales Ratio	SoldMonth	Inventory (months)	Average Original List Price (Sold Homes)	Average Sold Price	Sold Price to List Price Ratio Overall	Days on Market
0 – 99,999	15	12	80.0%	10	70	0.1	5.8	2.6	\$88,110	\$73,179	83.1%	67
100,000 – 124,999	26	12	46.2%	31	52	0.6	4.3	6.0	\$124,608	\$111,706	89.6%	63
125,000 – 149,999	53	12	22.6%	78	97	0.8	8.1	6.6	\$148,224	\$134,623	90.8%	81
150,000 – 174,999	96	17	17.7%	108	113	1.0	9.4	10.2	\$171,474	\$159,301	92.9%	82
175,000 – 199,999	81	14	17.3%	128	121	1.1	10.1	8.0	\$197,758	\$180,638	91.3%	87
200,000 – 224,999	46	10	21.7%	86	43	2.0	3.6	12.8	\$221,333	\$204,477	92.4%	75
225,000 – 249,999	56	8	14.3%	82	42	2.0	3.5	16.0	\$248,072	\$226,226	91.2%	80
250,000 – 274,999	36	7	19.4%	65	22	3.0	1.8	19.6	\$265,009	\$242,577	91.5%	86
275,000 – 299,999	34	4	11.8%	55	25	2.2	2.1	16.3	\$308,160	\$272,816	88.5%	103
300,000 – 349,999	31	6	19.4%	74	24	3.1	2.0	15.5	\$345,420	\$314,895	91.2%	95
350,000 – 399,999	31	6	19.4%	54	25	2.2	2.1	14.9	\$397,617	\$355,570	89.4%	61
400,000 – 499,999	31	4	12.9%	70	39	1.8	3.3	9.5	\$477,374	\$411,462	86.2%	103
500,000 – 749,999	67	5	7.5%	94	30	3.1	2.5	26.8	\$650,809	\$539,337	82.9%	187
750,000 – 999,999	19	1	5.3%	18	10	1.8	0.8	22.8	\$811,780	\$696,136	85.8%	135
1,000,000+	17	1	5.9%	11	1	11.0	0.1	204.0	\$1,050,000	\$975,000	92.9%	28
Market Totals	639	119	18.6%	964	714	1.4	59.5	26.1	\$237,172	\$211,357	89.1%	89



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Kennesaw Total Market Overview Report Definitions

Active Listings: This is the total number of Kennesaw 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.