

MARKET ACTION REPORT

City: El Granada, Half Moon Bay, Montara, Moss Beach

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October 2010



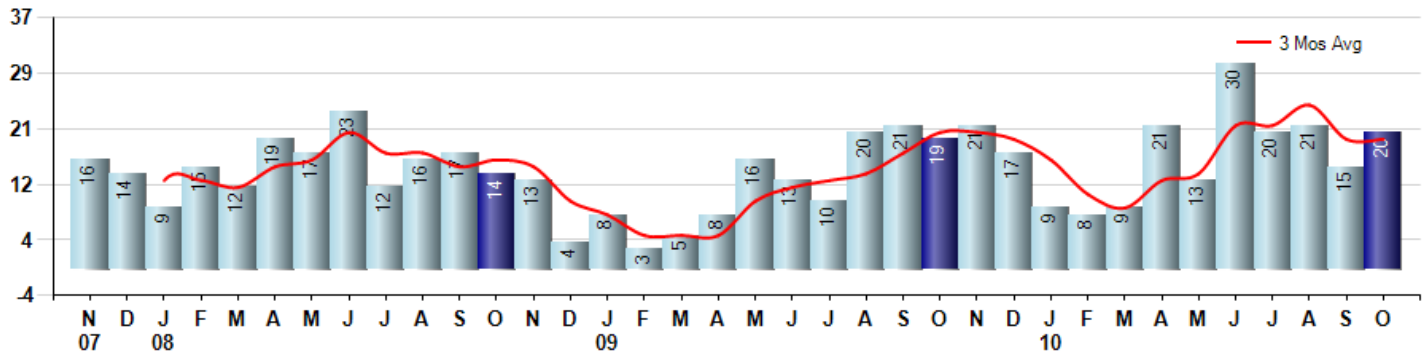
Single Family Home, Townhome, Condo | Price \$0 to \$99,999,000

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$800,000	0%		-6%				
Average List Price of all Current Listings	\$1,078,461	0%		-4%				
October Median Sales Price	\$566,150	4%	-6%	-13%	-16%	\$637,500	-3%	-5%
October Average Sales Price	\$819,810	71%	17%	20%	16%	\$714,740	5%	1%
Total Properties Currently for Sale (Inventory)	165	-9%		20%				
October Number of Properties Sold	20	33%		5%		166	35%	
October Average Days on Market (Solds)	65	7%	-24%	-22%	-39%	86	-12%	-20%
Asking Price per Square Foot (based on New Listings)	\$388	-7%	-7%	-21%	-11%	\$412	-7%	-5%
October Sold Price per Square Foot	\$374	-1%	2%	1%	-1%	\$374	-2%	-1%
October Month's Supply of Inventory	8.3	-32%	-12%	14%	-51%	11.0	-41%	-34%
October Sale Price vs List Price Ratio	93.4%	-2.7%	-2%	-5%	-1.9%	95.6%	0.1%	0.4%

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

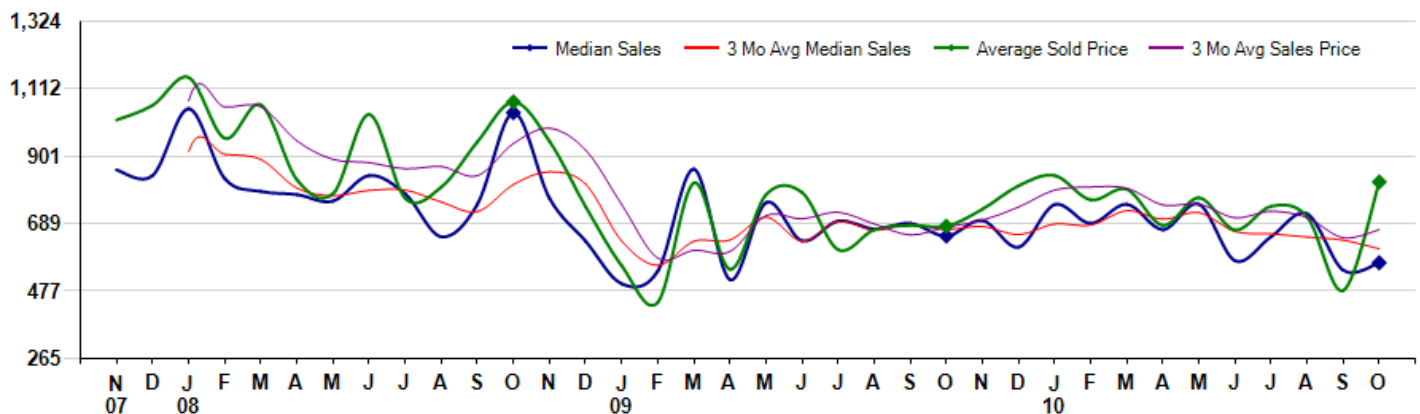
October Property sales were 20, up 5.3% from 19 in October of 2009 and 33.3% higher than the 15 sales last month. October 2010 sales were at their highest level compared to October of 2009 and 2008. October YTD sales of 166 are running 35.0% ahead of last year's year-to-date sales of 123.



Prices

The Median Sales Price in October was \$566,150, down -12.9% from \$650,000 in October of 2009 and up 4.4% from \$542,500 last month. The Average Sales Price in October was \$819,810, up 20.4% from \$681,000 in October of 2009 and up 71.2% from \$478,767 last month. October 2010 ASP was at a mid range compared to October of 2009 and 2008.

Median means Middle (the same # of properties sold above and below Median) (000's)



Based on information from RE Infolink for the period 5/27/1995 through 10/31/2010. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



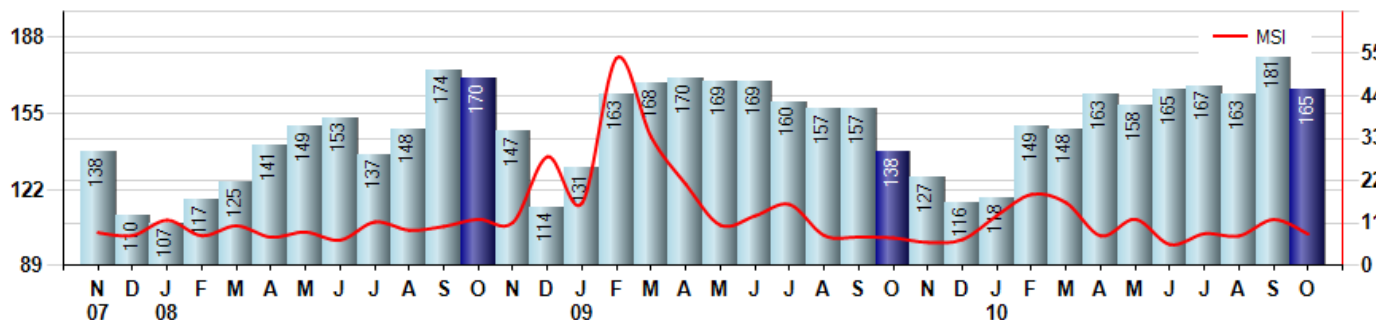


Inventory & MSI

The Total Inventory of Properties available for sale as of October was 165, down -8.8% from 181 last month and up 19.6% from 138 in October of last year. October 2010 Inventory was at a mid range compared to October of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2010 MSI of 8.3 months was at a mid range compared with October of 2009 and 2008.

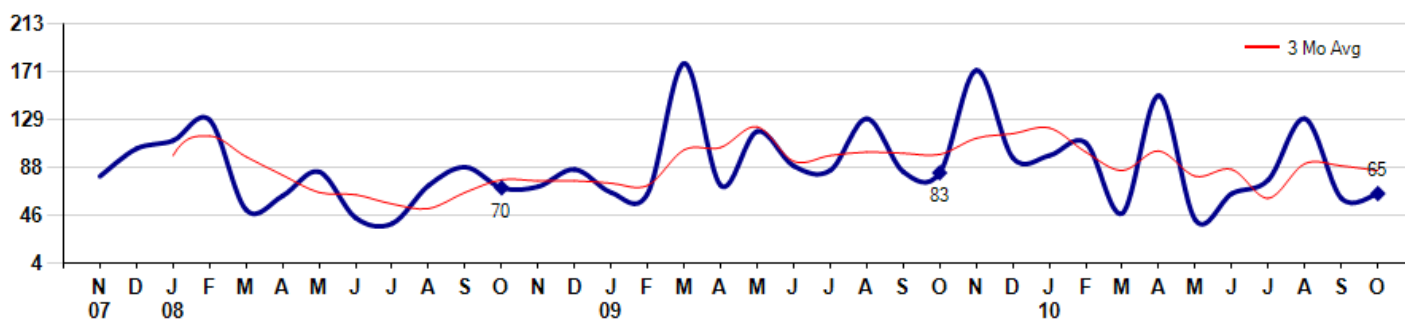
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



Market Time

The average Days On Market(DOM) shows how many days the average Property is on the Market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for October was 65, up 6.6% from 61 days last month and down -21.7% from 83 days in October of last year. The October 2010 DOM was at its lowest level compared with October of 2009 and 2008.

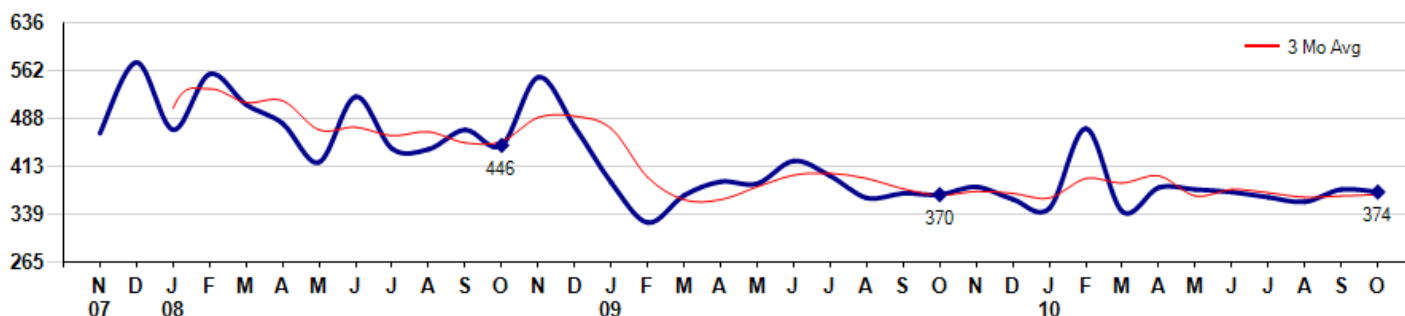
Average Days on Market(Listing to Contract) for properties sold during the month



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The October 2010 Selling Price per Square Foot of \$374 was down -1.1% from \$378 last month and up 1.1% from \$370 in October of last year.

Average Selling Price per Square Foot for properties that sold during the month

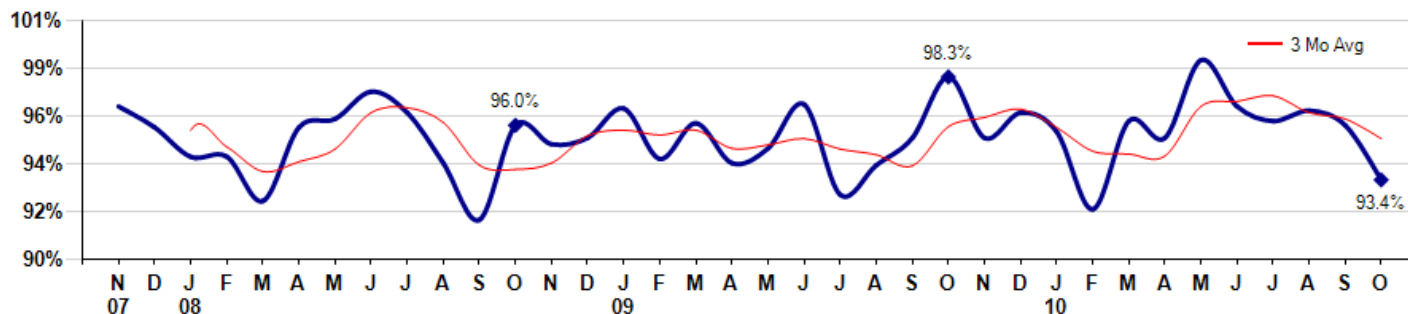




Selling Price vs Original Listing Price

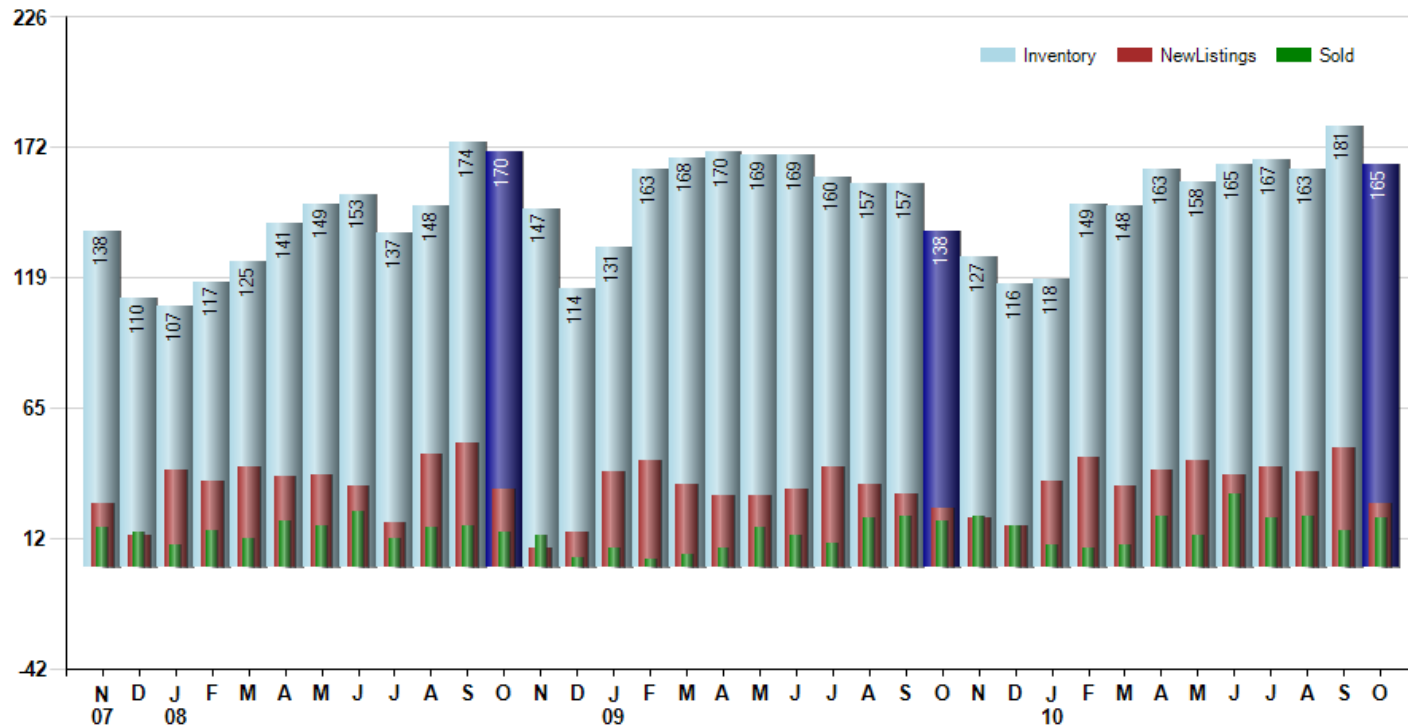
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The October 2010 Selling Price vs Original List Price of 93.4% was down from 96.0% last month and down from 98.3% in October of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in October 2010 was 26, down -46.9% from 49 last month and up 8.3% from 24 in October of last year.



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	N 07	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O
Homes Sold	16	14	9	15	12	19	17	23	12	16	17	14	13	4	8	3	5	8	16	13	10	20	21	19	21	17	9	8	9	21	13	30	20	21	15	20
3 Mo. Roll Avg			13	13	12	15	16	20	17	17	15	16	15	10	8	5	5	5	10	12	13	14	17	20	20	19	16	11	9	13	14	21	21	24	19	19

(000's)	N 07	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O
Median Sale Price	858	840	1,050	830	790	780	760	840	783	647	750	1,037	768	634	500	540	860	513	755	635	698	673	690	650	699	615	749	690	750	670	750	573	648	720	543	566
3 Mo. Roll Avg			916	907	890	800	777	793	794	757	727	812	852	813	634	558	633	638	709	634	696	668	687	671	680	655	688	685	730	703	723	664	657	647	637	610

	N 07	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O
Inventory	138	110	107	117	125	141	149	153	137	148	174	170	147	114	131	163	168	170	169	169	160	157	157	138	127	116	118	149	148	163	158	165	167	163	181	165
MSI	9	8	12	8	10	7	9	7	11	9	10	12	11	29	16	54	34	21	11	13	16	8	7	7	6	7	13	19	16	8	12	6	8	8	12	8

	N 07	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O
Days On Market	80	104	111	129	51	63	84	44	39	72	88	70	71	86	66	65	178	72	119	89	85	130	84	83	172	96	98	109	48	150	42	65	77	130	61	65
3 Mo. Roll Avg			98	115	97	81	66	64	56	52	66	77	76	76	74	72	103	105	123	93	98	101	100	99	113	117	122	101	85	102	80	86	61	91	89	85

	N 07	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O
Price per Sq Ft	465	574	470	556	509	480	420	521	441	440	470	446	551	475	389	327	369	390	387	422	399	365	372	370	382	363	349	472	344	381	378	374	366	359	378	374
3 Mo. Roll Avg			503	533	512	515	470	474	461	467	450	452	489	491	472	397	362	362	382	400	403	395	379	369	375	372	365	395	388	399	368	378	373	366	368	370

	N 07	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O
Sale to List Price	0.969	0.959	0.945	0.945	0.924	0.959	0.963	0.976	0.966	0.942	0.915	0.960	0.951	0.954	0.968	0.944	0.961	0.942	0.949	0.970	0.927	0.941	0.954	0.983	0.954	0.966	0.957	0.920	0.962	0.954	0.991	0.969	0.962	0.967	0.960	0.934
3 Mo. Roll Avg			0.958	0.950	0.938	0.943	0.949	0.966	0.968	0.961	0.941	0.939	0.942	0.955	0.958	0.955	0.958	0.949	0.951	0.954	0.949	0.946	0.941	0.959	0.964	0.968	0.959	0.948	0.946	0.945	0.969	0.971	0.974	0.966	0.963	0.954

	N 07	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O
New Listings	26	13	40	35	41	37	38	33	18	46	51	32	8	14	39	44	34	29	29	32	41	34	30	24	20	17	35	45	33	40	44	38	41	39	49	26
Inventory	138	110	107	117	125	141	149	153	137	148	174	170	147	114	131	163	168	170	169	169	160	157	157	138	127	116	118	149	148	163	158	165	167	163	181	165
Sales	16	14	9	15	12	19	17	23	12	16	17	14	13	4	8	3	5	8	16	13	10	20	21	19	21	17	9	8	9	21	13	30	20	21	15	20

(000's)	N 07	D	J 08	F	M	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O
Avg Sale Price	1,014	1,060	1,148	957	1,062	826	783	1,032	768	804	946	1,071	947	743	557	442	817	546	780	787	607	670	683	681	734	808	840	764	797	683	770	669	744	710	479	820
3 Mo. Roll Avg			1,074	1,055	1,056	948	891	881	861	868	839	940	988	920	749	580	605	601	714	704	725	688	653	678	700	741	794	804	800	748	750	708	728	708	644	670

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