

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



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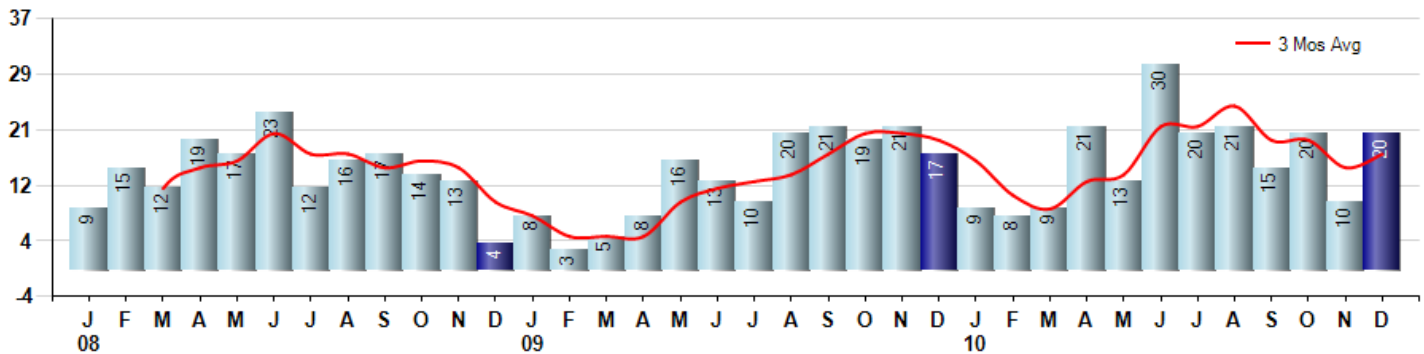
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Trending Versus*:					Trending Versus*:		
	Month	LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$775,000	0%		-3%				
Average List Price of all Current Listings	\$937,580	1%		-15%				
December Median Sales Price	\$540,633	7%	0%	-12%	-20%	\$617,500	-7%	-8%
December Average Sales Price	\$693,528	21%	4%	-14%	-2%	\$705,277	1%	0%
Total Properties Currently for Sale (Inventory)	115	-22%		-1%				
December Number of Properties Sold	20	100%		18%		196	22%	
December Average Days on Market (Solds)	108	27%	35%	13%	1%	88	-18%	-18%
Asking Price per Square Foot (based on New Listings)	\$385	-8%	-5%	6%	-11%	\$410	-6%	-5%
December Sold Price per Square Foot	\$323	-13%	-10%	-11%	-15%	\$369	-3%	-2%
December Month's Supply of Inventory	5.8	-61%	-41%	-16%	-66%	11.0	-34%	-34%
December Sale Price vs List Price Ratio	96.0%	2.1%	2%	-1%	0.9%	95.5%	0.2%	0.3%

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

Property Sales

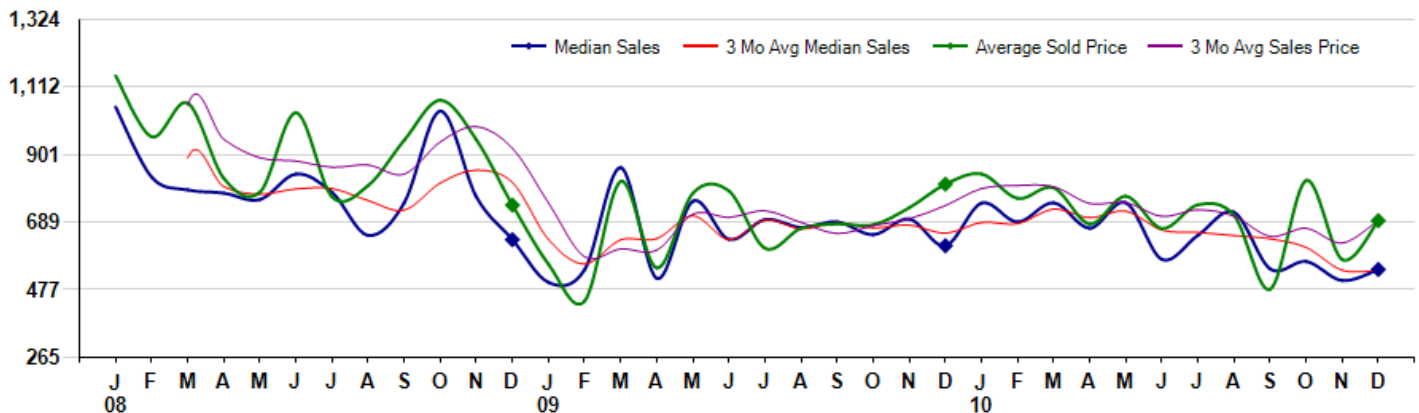
December Property sales were 20, up 17.6% from 17 in December of 2009 and 100.0% higher than the 10 sales last month. December 2010 sales were at their highest level compared to December of 2009 and 2008. December YTD sales of 196 are running 21.7% ahead of last year's year-to-date sales of 161.



Prices

The Median Sales Price in December was \$540,633, down -12.1% from \$615,000 in December of 2009 and up 6.8% from \$506,000 last month. The Average Sales Price in December was \$693,528, down -14.2% from \$807,982 in December of 2009 and up 21.3% from \$571,700 last month. December 2010 ASP was at the lowest level compared to December 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 1/1/2008 through 12/31/2010. 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.



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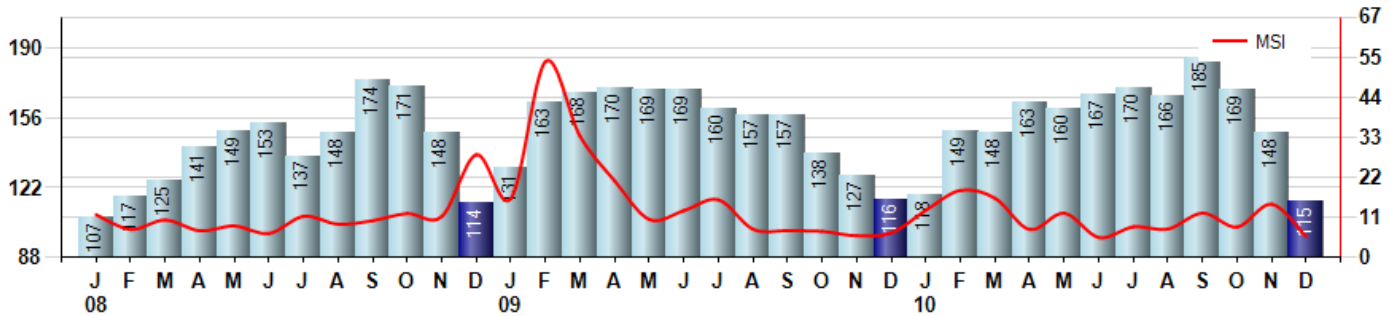
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Inventory & MSI

The Total Inventory of Properties available for sale as of December was 115, down -22.3% from 148 last month and down -0.9% from 116 in December of last year. December 2010 Inventory was at a mid range compared to December of 2009 and 2008.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The December 2010 MSI of 5.8 months was at its lowest level compared with December of 2009 and 2008.

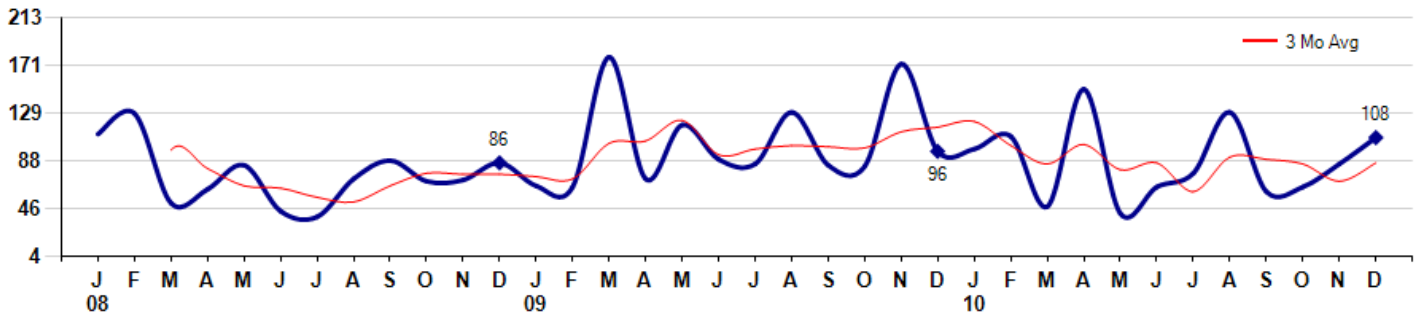
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



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 December was 108, up 27.1% from 85 days last month and up 12.5% from 96 days in December of last year. The December 2010 DOM was at its highest level compared with December of 2009 and 2008.

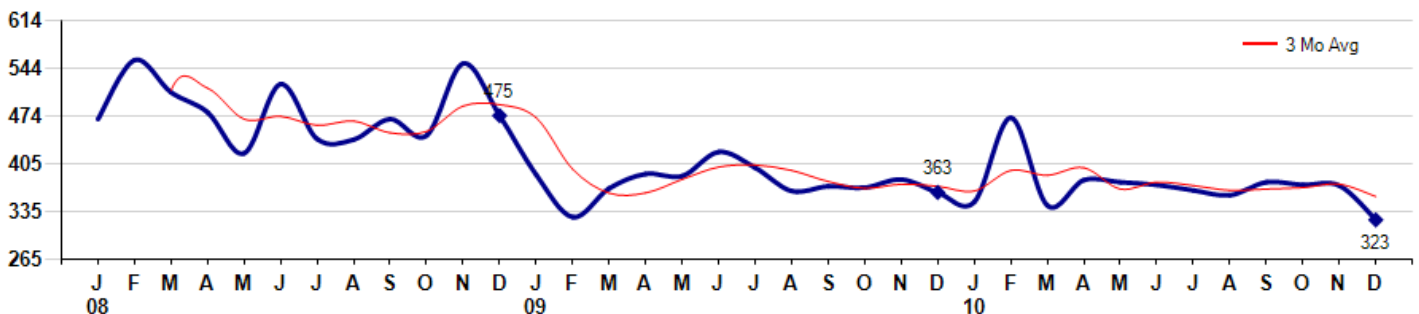
Average Days on Market (Listing to Contract) for properties sold during the month



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 December 2010 Selling Price per Square Foot of \$323 was down -13.4% from \$373 last month and down -11.0% from \$363 in December of last year.

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



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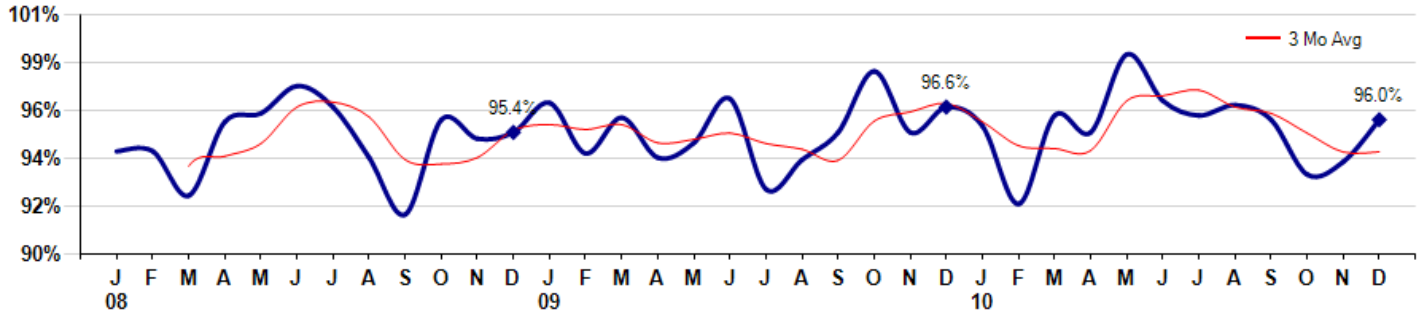


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Selling Price vs Original Listing Price

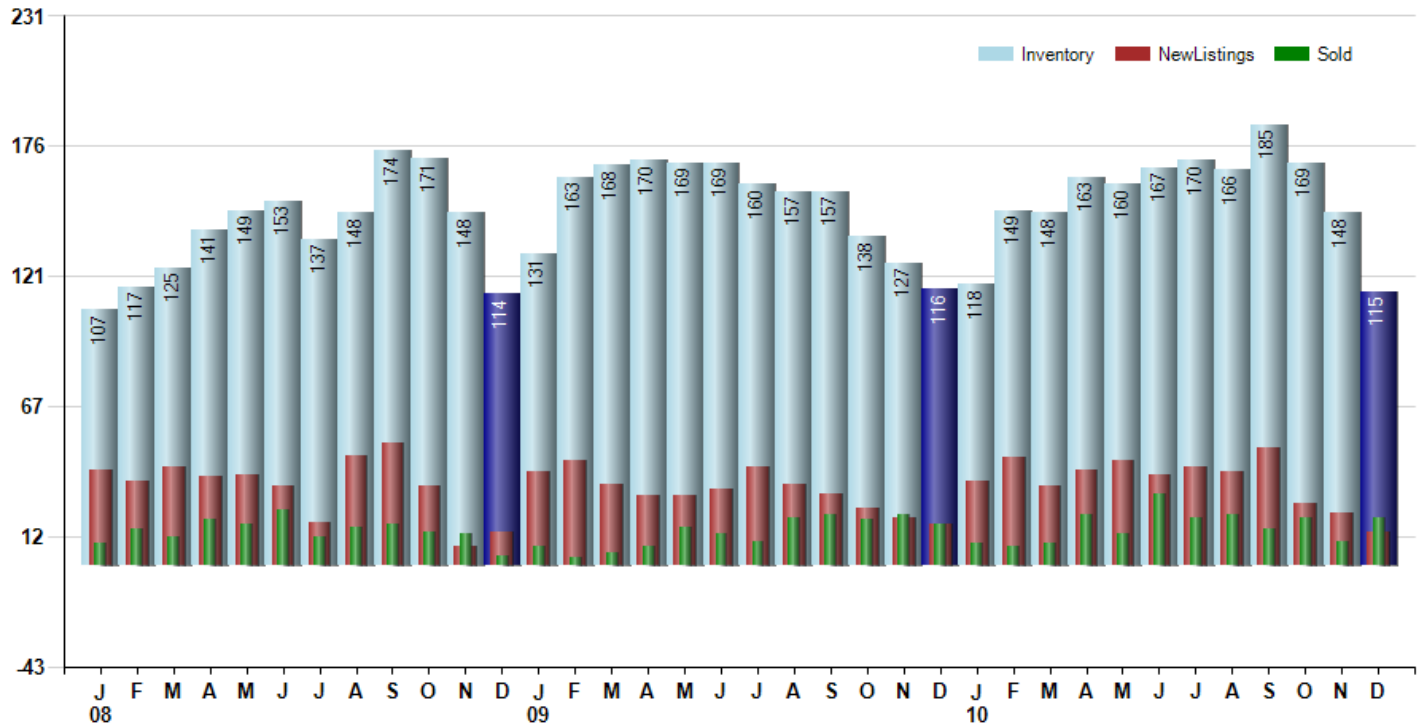
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The December 2010 Selling Price vs Original List Price of 96.0% was up from 94.0% last month and down from 96.6% in December 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 December 2010 was 14, down -36.4% from 22 last month and down -17.6% from 17 in December of last year.



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MARKET ACTION REPORT

December 2010

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	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	N	D
Homes Sold	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	10	20
3 Mo. Roll Avg			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	15	17

	(000's) 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	N	D
Median Sale Price	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	506	541
3 Mo. Roll Avg			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	538	538

	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	N	D
Inventory	107	117	125	141	149	153	137	148	174	171	148	114	131	163	168	170	169	169	160	157	157	138	127	116	118	149	148	163	160	167	170	166	185	169	148	115
MSI	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	9	8	12	8	15	6

	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	N	D
Days On Market	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	85	108
3 Mo. Roll Avg			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	70	86

	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	N	D
Price per Sq Ft	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	373	323
3 Mo. Roll Avg			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	375	357

	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	N	D
Sale to List Price	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	0.940	0.960
3 Mo. Roll Avg			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	0.945	0.945

	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	N	D
New Listings	40	35	41	37	38	33	18	46	51	33	8	14	39	44	34	29	29	32	41	34	30	24	20	17	35	45	33	40	44	38	41	39	49	26	22	14
Inventory	107	117	125	141	149	153	137	148	174	171	148	114	131	163	168	170	169	169	160	157	157	138	127	116	118	149	148	163	160	167	170	166	185	169	148	115
Sales	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	10	20

	(000's) 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	N	D
Avg Sale Price	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	572	694
3 Mo. Roll Avg			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	623	695

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