



How's the market in your area?

Jacksonville, FL

REPORT FOR JANUARY 23

Single-Family Homes

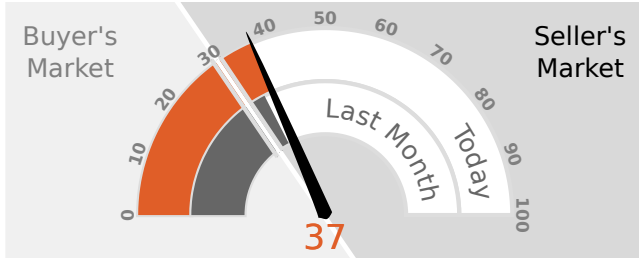


Presented by John Marshall
HomeASAP LLC
(904) 549-7616
sales@homeasap.com

This week the median list price for Jacksonville, FL is \$335,000 with the market action index hovering around 37. This is an increase over last month's market action index of 35. Inventory has decreased to 2,031.

MARKET ACTION INDEX

This answers "How's the Market?" by comparing rate of sales versus inventory.



Slight Seller's Advantage

In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$599,900	2,513	0.25 - 0.5 acre	4	3	20	59	46	63
\$375,000	1,950	8,000 - 10,000 sqft	4	2	10	49	65	70
\$299,900	1,572	8,000 - 10,000 sqft	3	2	34	71	53	63
\$180,000	1,136	6,500 - 8,000 sqft	3	1.5	69	61	75	63

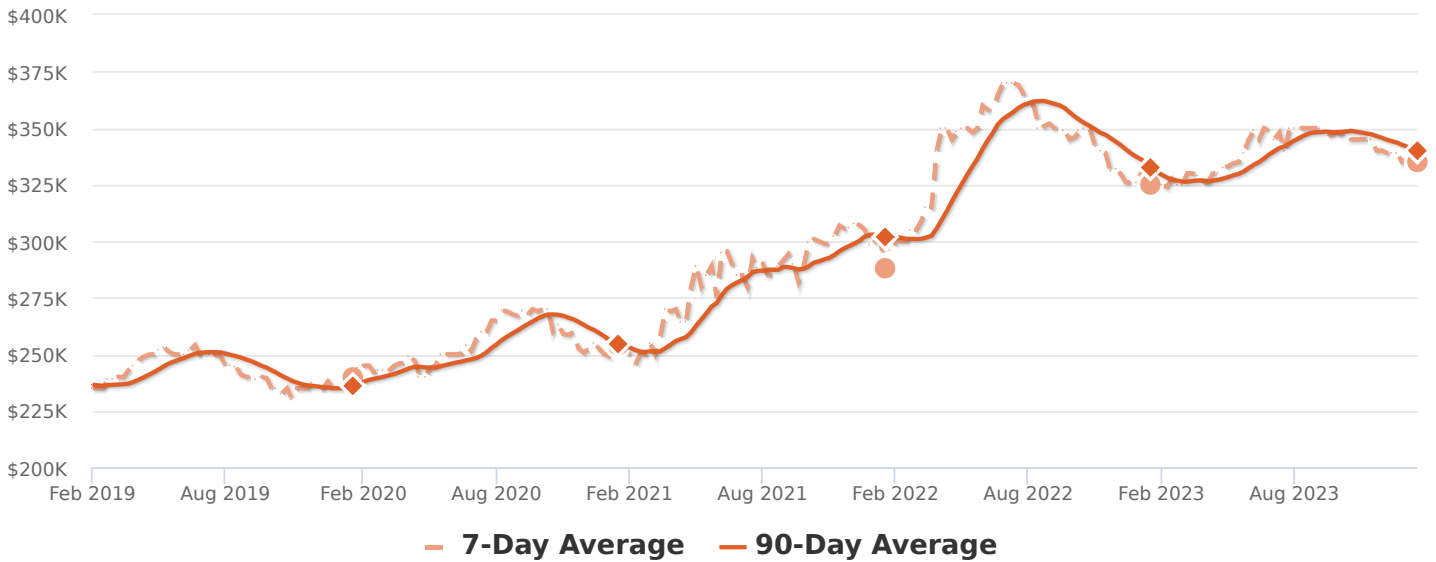
REAL-TIME MARKET PROFILE

Median List Price		\$335,000
Median Price of New Listings		\$319,900
Per Square Foot		\$192
Average Days on Market		92
Median Days on Market		63
Price Decreased		50%
Price Increased		6%
Relisted		7%
Inventory		2,031
Median Rent		\$1,700
Market Action		37

Slight Seller's Advantage

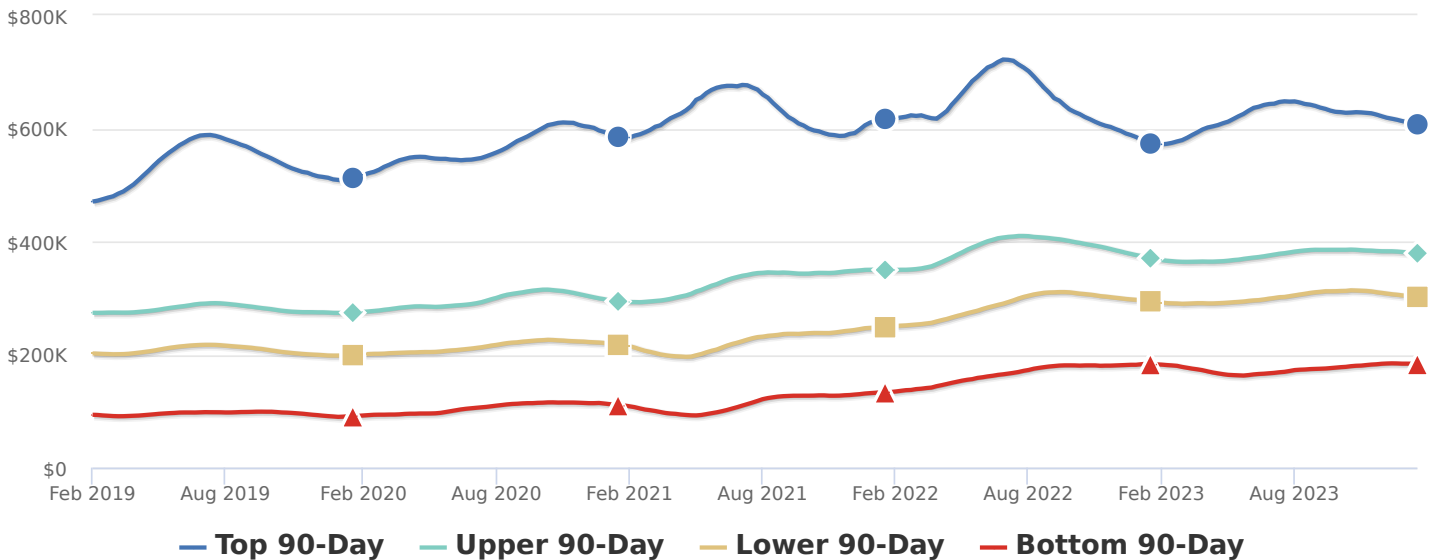
MEDIAN LIST PRICE

The market is hovering around this plateau. Look for a persistent change in the Market Action Index before we see prices deviate from these levels.



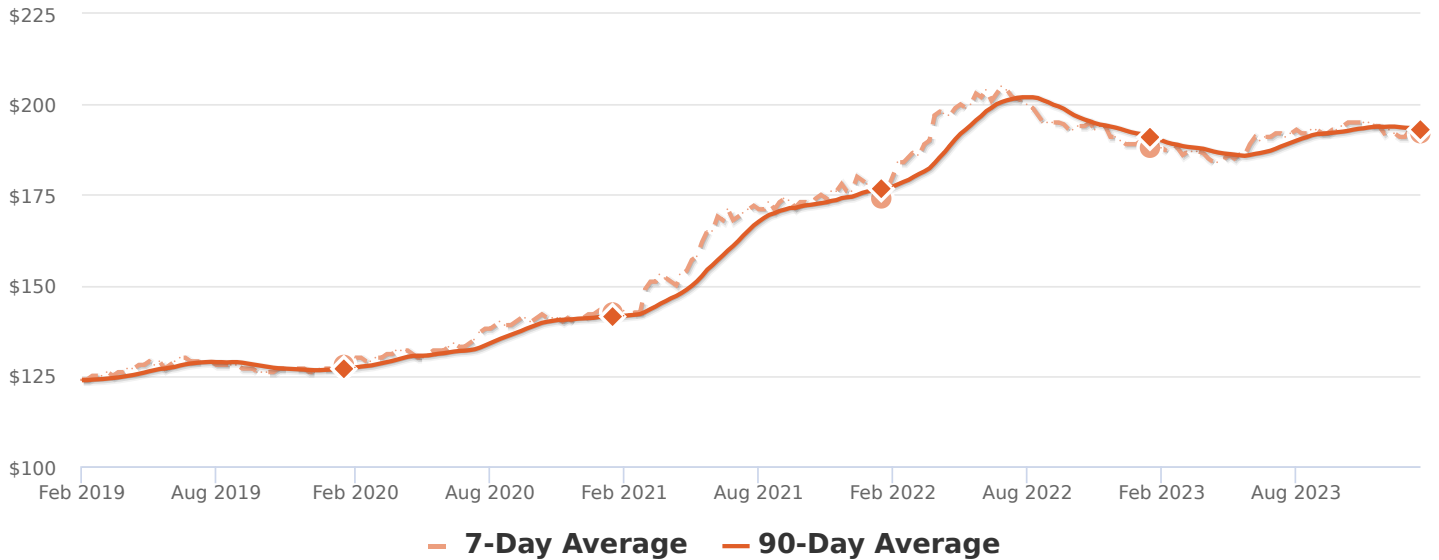
SEGMENTS

Prices have settled at a price plateau across the board. Prices in all four quartiles are basically mixed. Look for a persistent shift (up or down) in the Market Action Index before prices move from these current levels.



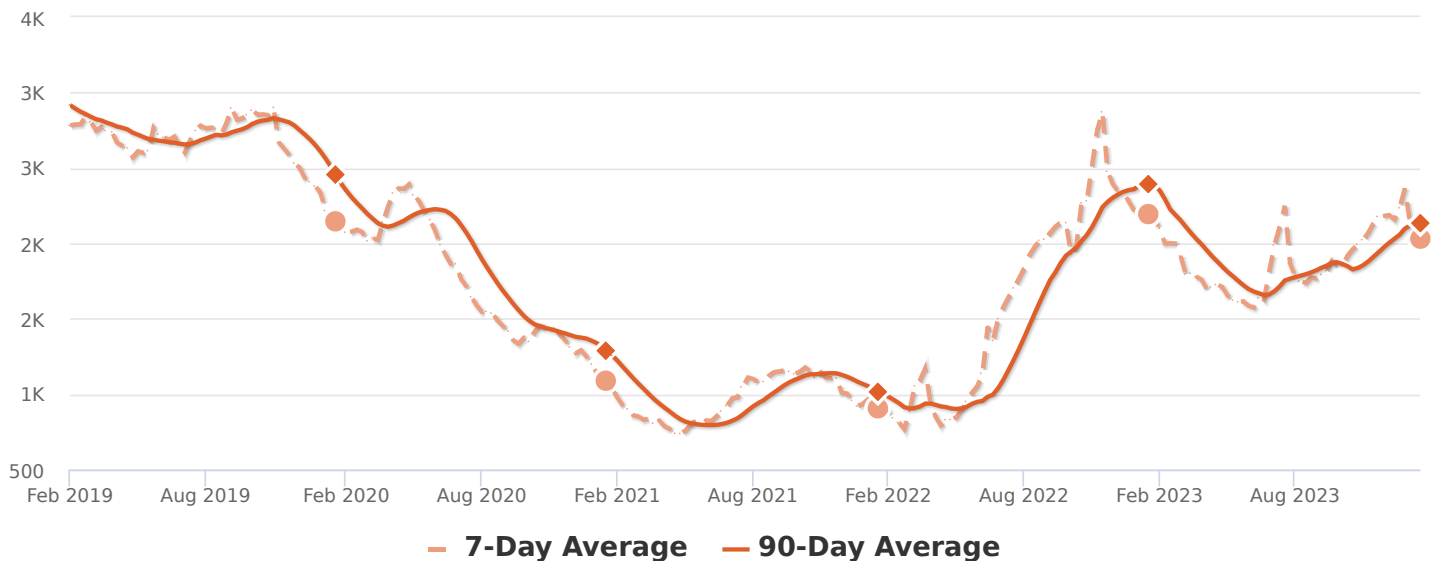
PRICE PER SQUARE FOOT

The market plateau is seen across the price and value. The price per square foot and median list price have both been reasonably stagnant. Watch the Market Action Index for persistent changes as a leading indicator before the market moves from these levels.



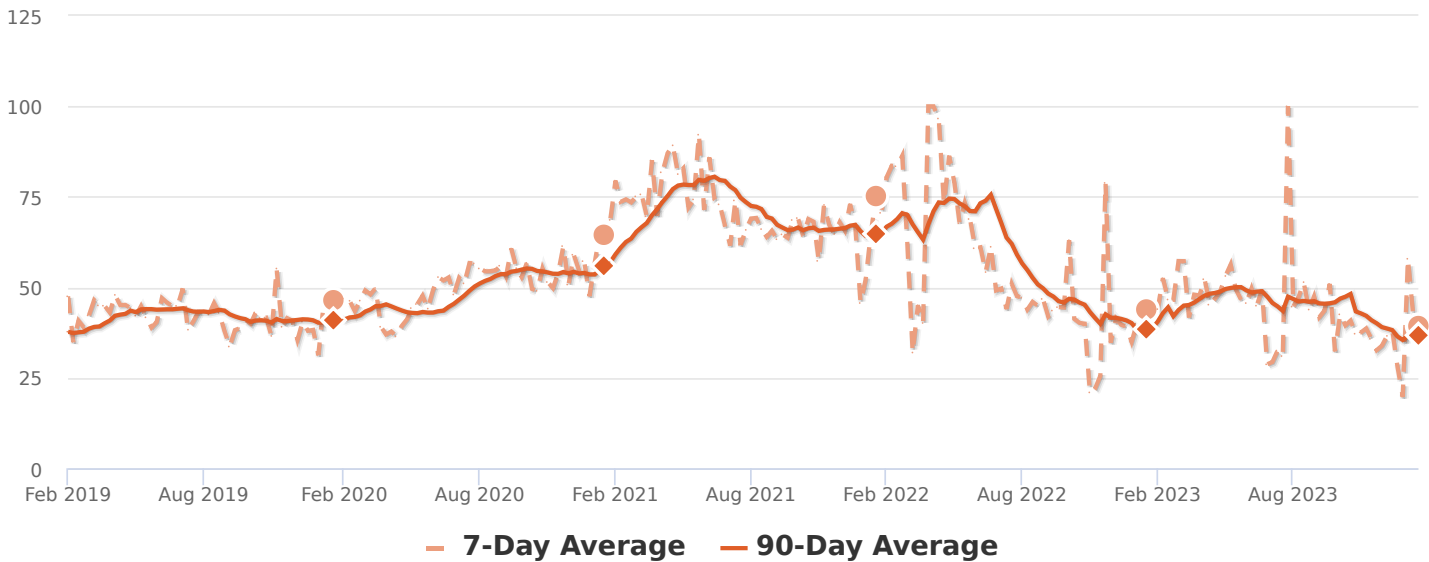
INVENTORY

Inventory has been climbing lately. Note that rising inventory alone does not signal a weakening market. Look to the Market Action Index and Days on Market trends to gauge whether buyer interest is keeping up with available supply.



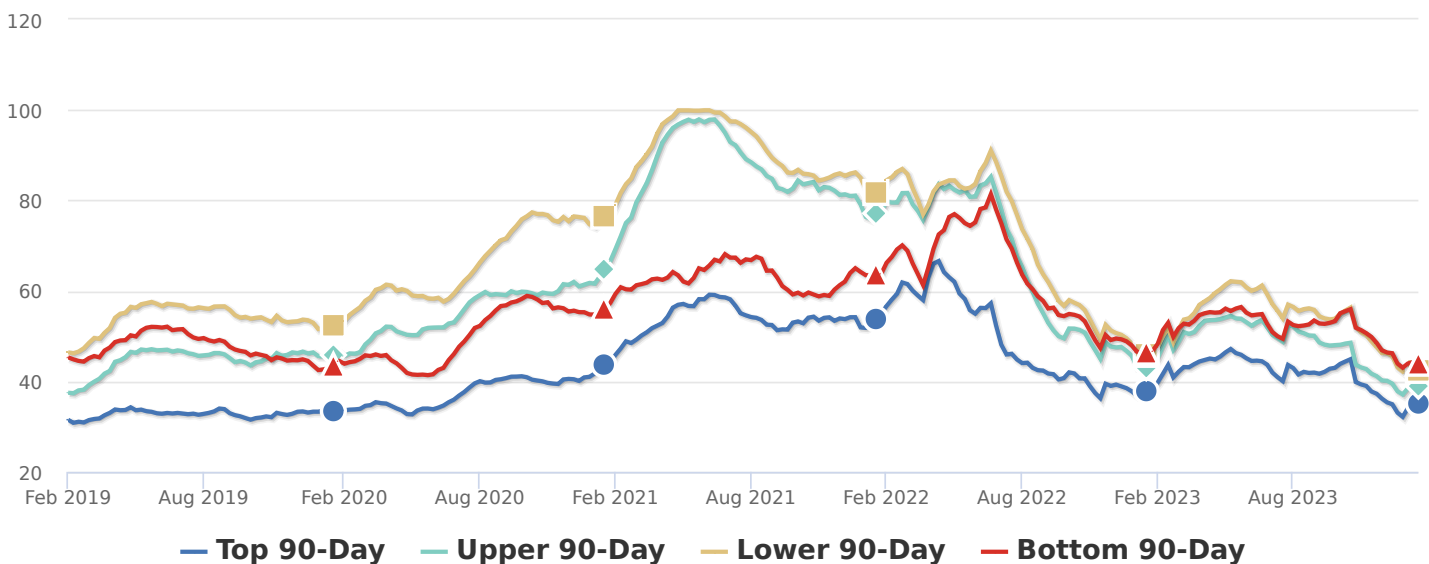
MARKET ACTION INDEX

In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.



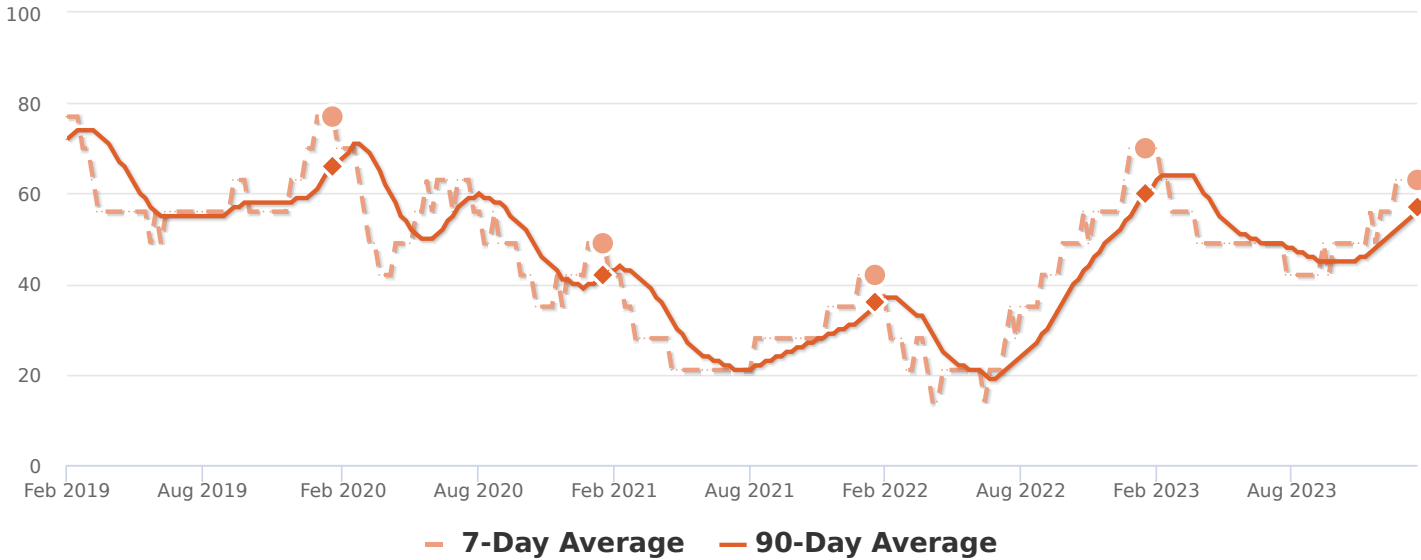
MARKET ACTION SEGMENTS

Not surprisingly, all segments in the market are showing high levels of demand. Watch the quartiles for changes before the whole market changes. Often one end of the market (e.g. the high-end) will weaken before the rest of the market and signal a slowdown for the whole group.



MEDIAN DAYS ON MARKET (DOM)

The properties have been on the market for an average of 85 days. Half of the listings have come newly on the market in the past 57 or so days. Watch the 90-day DOM trend for signals of a changing market.



SEGMENTS

It is not uncommon for the higher priced homes in an area to take longer to sell than those in the lower quartiles.

