



2015 Mid-Year Market Stats Update

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NOTE: The information in this market report is based primarily on the public statistics provided by the Intermountain MLS (IMLS).

So... how's the market?

SFH Activity in Ada County



<u>Metrics</u>	<u>June 2014</u>	<u>June 2015</u>	<u>% Chg</u>	<u>YTD 2014</u>	<u>YTD 2015</u>	<u>% Chg</u>
Closed Sales	811	1,023	26.1%	3,692	4,377	18.6%
Median Sales Price	\$225,000	\$230,000	2.2%	\$207,625	\$225,000	8.4%
\$ Volume Sold <small>(in millions)</small>	\$205.3	\$279.5	36.1%	\$888.9	\$1,142.2	28.5%
Days on Market	47	42	-10.6%	57	52	-8.8%
Months of Inventory	3.5	2.6	-25.7%	--	--	--

So what's causing these increases in sales and dollar volume?

People and Price Points



- Our population is steadily increasing with buyers from CA/WA/OR, many of which are professionals and retirees—typically looking for or are able to purchase at higher price points
- Inventory of new construction, also typically at higher price points—interesting because nationally, new construction inventory is below current demand
- And distressed sales (REOs and short sales) are down significantly

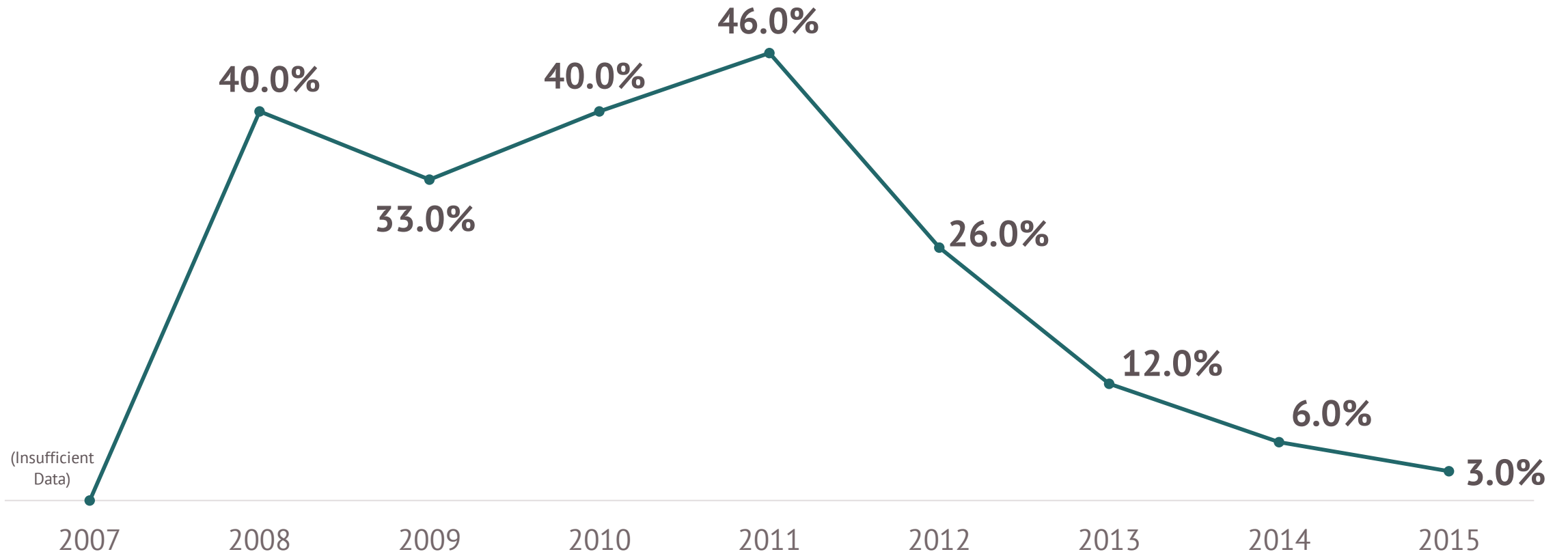
SFH *New Construction* in Ada County



<u>Metrics</u>	<u>June 2014</u>	<u>June 2015</u>	<u>% Chg</u>	<u>YTD 2014</u>	<u>YTD 2015</u>	<u>% Chg</u>
Closed Sales	155	153	-1.3%	700	765	9.3%
Median Sales Price	\$325,679	\$329,900	1.3%	\$299,935	\$301,400	0.5%
\$ Volume Sold <small>(in millions)</small>	\$51.1	\$53.6	4.9%	\$217.2	\$249.9	15.1%
Days on Market	73	75	2.7%	78	92	17.9%
Months of Inventory	5.5	5.1	-7.3%	--	--	--

More sales contribute to higher \$ volume, despite more inventory and flat-ish prices.

Monthly Market Share of SFH Sales in Ada County that were Distressed (REO or Short Sale) in the month of June





What's on tap for the rest of 2015?

Ada County sales ramp up starting in the Spring through July or early August... take a quick dip in late August and September (vacations and back-to-school)... then one more pop in the Fall.

Keep that in mind when you're setting your Fall/Winter sales goals.

If you're slammed now, but end up being slow in August, remember that people are prepping for a Fall market... so continue prospecting so that you're ready when they are.