

REAL ESTATE MARKET REPORT
LANCASTER



Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Sunday, January 5

2014

TABLE OF CONTENTS

Charts and Commentary	Pages 1-2
Market Summary Table	Page 3
Glossary	Page 4

The Jeremy Ganse Home Selling Team

RE/MAX Associates of Lancaster

500 Delp Road

Lancaster, PA 17601

www.jeremyganse.com

jeremyganse@gmail.com

Office: (717) 208-4444

Direct: (717) 208-4240

When you need more than just a Realtor...



www.facebook.com/jeremy.ganse

Real Market Reports

www.RealMarketReports.com

Sunday, January 5, 2014

The Jeremy Ganse Home Selling Team

RE/MAX Associates of Lancaster
 jeremyganse@gmail.com
 Office: (717) 208-4444

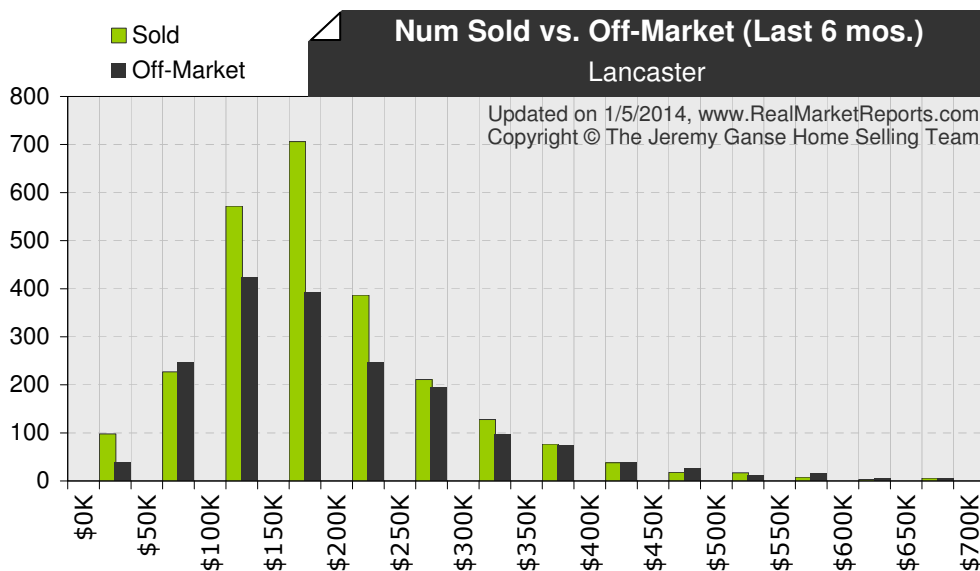
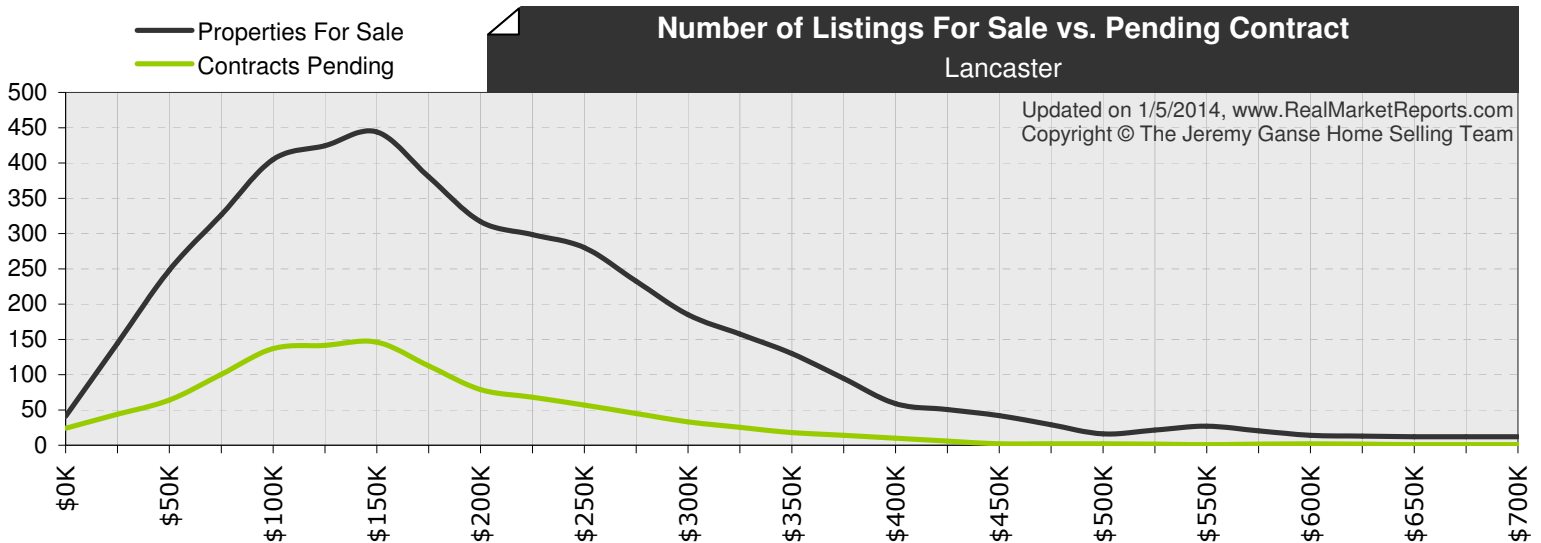
Let's take a look at the real estate market. Currently there are 578 sales pending in the market overall, leaving 2284 listings still for sale. The resulting pending ratio is 20.2% (578 divided by 2,862). So you might be asking yourself, that's great... but what exactly does it mean? I'm glad you asked!

The pending ratio indicates the supply & demand of the market. Specifically, a high ratio means that listings are in demand and quickly going to contract. Alternatively, a low ratio means there are not enough qualified buyers for the existing supply.

"Current inventory is described as mildly active."

Taking a closer look, we notice that the \$150K - \$200K price range has a relatively large number of contracts pending sale.

We also notice that the \$150K - \$200K price range has a relatively large inventory of properties for sale at 444 listings. The average list price (or asking price) for all properties in this market is \$246,877.



A total of 2509 contracts have closed in the last 6 months with an average sold price of \$193,373. Breaking it down, we notice that the \$150K - \$200K price range contains the highest number of sold listings.

Alternatively, a total of 1856 listings have failed to sell in that same period of time. Listings may fail to sell for many reasons such as being priced too high, having been inadequately marketed, the property was in poor condition, or perhaps the owner had second thoughts about selling at this particular time. The \$100K - \$150K price range has the highest number of off-market listings at 424 properties.

Sunday, January 5, 2014

The Jeremy Ganse Home Selling Team

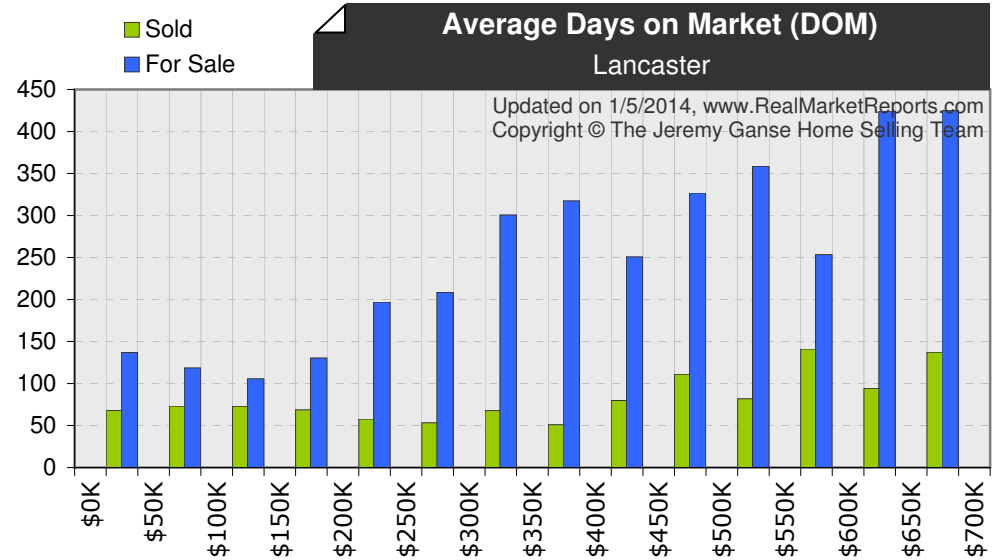
RE/MAX Associates of Lancaster
 jeremyganse@gmail.com
 Office: (717) 208-4444

Looking at the chart to the right, you might be wondering why average days on market (DOM) is important. This is a useful measurement because it can help us to determine whether we are in a buyer's market (indicated by high DOM), or a seller's market (indicated by low DOM). Active listings (properties for sale) have been on the market for an average of 183 days.

Analysis of sold properties for the last six months reveals an average sold price of \$193,373 and 68 days on market. Notice that properties in the \$350K - \$400K price range have sold quickest over the last six months.

The recent history of sales can be seen in the two charts below. The average sold price for the last 30 days was \$188,238 with an average DOM of 67 days.

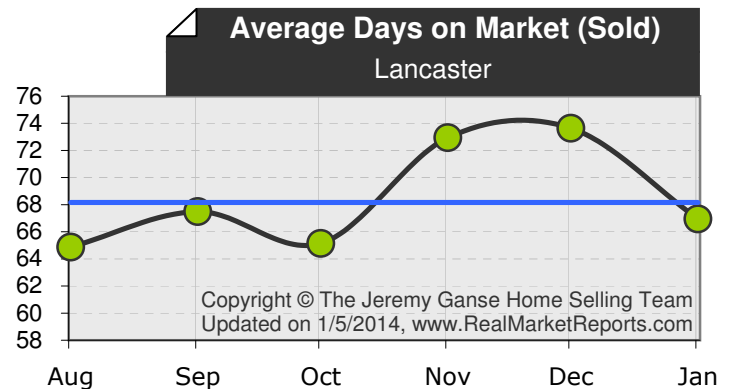
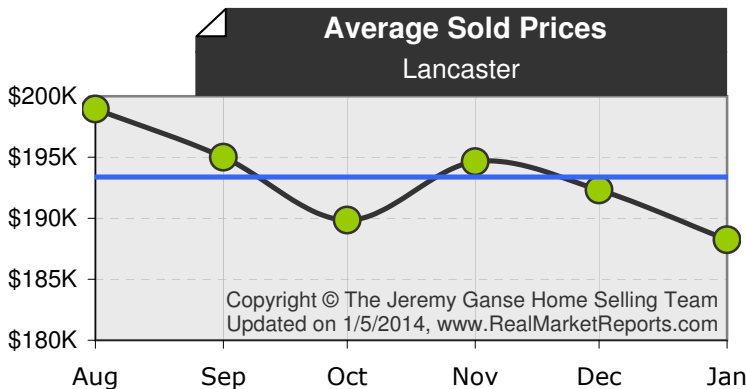
Since the recent DOM is less than the average DOM for the last 6 months, it is a positive indicator for demand. It is always important to realize that real estate markets can fluctuate due to many factors, including shifting interest rates, the economy, or seasonal changes.



"The average list-to-sales ratio for this area is 97.2%."

Ratios are simple ways to express the difference between two values such as list price and sold price. In our case, we typically use the list-to-sale ratio to determine the percentage of the final list price that the buyer ultimately paid. It is a very common method to help buyers decide how much to offer on a property.

Analysis of the absorption rate indicates an inventory of 5.5 months based on the last 6 months of sales. This estimate is often used to determine how long it would take to sell off the current inventory of properties if all conditions remained the same. It is significant to mention that this estimate does not take into consideration any additional properties that will come onto the market in the future.



REAL ESTATE MARKET REPORT LANCASTER

Sunday, January 5, 2014

The Jeremy Ganse Home Selling Team

RE/MAX Associates of Lancaster
jeremyganse@gmail.com
Office: (717) 208-4444

Price Range		Contracts Pending ^[2]					Off-Market in the Last 6 Months ^[3]					Absorption Rate		
		For Sale ^[1]			Sold in the Last 6 Months ^[4]									
Min.	Max.	Total Num	Avg DOM	Avg List Price	Total Num	Pending Ratio	Total Num	Total Num	Avg DOM	Avg Orig List Price	Avg List Price	Avg Sold Price	List to Sales	Mos.
\$0	\$49,999	41	137	\$ 39,840	24	36.9%	39	98	68	-	\$ 39,365	\$ 35,053	89.0%	2.5
\$50,000	\$99,999	248	119	\$ 79,739	64	20.5%	247	227	73	-	\$ 83,241	\$ 77,282	92.8%	6.6
\$100,000	\$149,999	405	106	\$ 128,339	137	25.3%	424	572	73	-	\$ 132,318	\$ 128,674	97.2%	4.2
\$150,000	\$199,999	444	130	\$ 175,777	146	24.7%	392	706	69	-	\$ 176,287	\$ 172,738	98.0%	3.8
\$200,000	\$249,999	317	197	\$ 228,174	79	19.9%	246	387	58	-	\$ 228,405	\$ 222,748	97.5%	4.9
\$250,000	\$299,999	280	209	\$ 276,246	57	16.9%	194	211	53	-	\$ 279,020	\$ 273,115	97.9%	8.0
\$300,000	\$349,999	185	301	\$ 328,563	33	15.1%	96	128	68	-	\$ 329,680	\$ 324,021	98.3%	8.7
\$350,000	\$399,999	130	317	\$ 376,325	18	12.2%	74	77	51	-	\$ 377,963	\$ 368,437	97.5%	10.1
\$400,000	\$449,999	59	251	\$ 427,725	10	14.5%	38	38	80	-	\$ 435,989	\$ 421,711	96.7%	9.3
\$450,000	\$499,999	42	327	\$ 478,376	2	4.5%	27	18	111	-	\$ 480,828	\$ 463,956	96.5%	14.0
\$500,000	\$549,999	16	359	\$ 527,138	2	11.1%	11	17	82	-	\$ 549,997	\$ 523,188	95.1%	5.6
\$550,000	\$599,999	27	253	\$ 579,454	1	3.6%	15	8	141	-	\$ 593,999	\$ 565,249	95.2%	20.3
\$600,000	\$649,999	14	424	\$ 635,256	2	12.5%	5	3	94	-	\$ 672,267	\$ 629,133	93.6%	28.0
\$650,000	\$699,999	12	425	\$ 682,542	1	7.7%	5	6	137	-	\$ 692,150	\$ 669,833	96.8%	12.0
\$700,000	+	64	204	\$1,039,984	2	3.0%	43	13	210	-	\$ 932,690	\$ 866,706	92.9%	29.5
Market Summary >>>		2,284	183	\$ 246,877	578	20.2%	1,856	2,509	68	-	\$ 198,918	\$ 193,373	97.2%	5.5

Date Range = 07/07/2013 to 01/05/2014

Data believed to be accurate but not guaranteed.

Status = [1] A; [2] P; [3] E, L, W; [4] C

County = Lancaster

Property Type = Residential/Farm

Sunday, January 5, 2014

The Jeremy Ganse Home Selling Team

RE/MAX Associates of Lancaster
jeremyganse@gmail.com
Office: (717) 208-4444

1. PROPERTIES FOR SALE

- a. **Number Active:** The number of listings for sale which are currently being marketed but do not yet have a purchase agreement.
- b. **Average Days on Market (DOM):** The average marketing period of currently active listings. This does not account for some listings which have had a previous listing period, but were re-entered as a new listing.
- c. **Average List Price:** The average price that a seller is currently asking.

2. CONTRACTS PENDING

- a. **Number Pending:** The number of current listings for which a contract has been signed but has not yet closed.
- b. **Pending Ratio:** Sometimes called a "list-to-pending ratio". This is a measure of how fast properties are going under contract vs. how fast they are being listed.

$$\text{Pending Ratio} = \frac{P \text{ (Number of Pending Listings)}}{A+P \text{ (Number of Active + Pending)}}$$

(P) represents properties that buyers have chosen

(A+P) represents the entire pool from which they have chosen

3. OFF-MARKET

- a. **Number Off-Market:** The number of listing agreements that have failed to close in the last 6 months. Some owners may choose to reoffer their property for sale.

4. PROPERTIES SOLD

- a. **Number Sold:** The number of properties that have gone to a closing in the last 6 months.
- b. **Average Days on Market (DOM):** The average marketing time it has taken properties to sell in the last 6 months.
- c. **Average Original List Price:** The average price at which a sold property was originally marketed.
- d. **Average List Price:** The average price at which a sold property was marketed just prior to selling.
- e. **Average Sold Price:** The average price for which a property sold.
- f. **List to Sales Ratio:** The percentage of the list price that the buyer ultimately paid for the property.

$$\text{List to Sales Ratio} = \frac{\text{Average Sold Price}}{\text{Average List Price}}$$

5. OTHER

- a. **Absorption Rate / Months of Inventory:** An estimate of how fast listings are currently selling measured in months. For example, if 100 properties sell per month and there are 800 properties for sale - there is an 8 month supply of inventory before counting the additional properties that will come on the market.