



# Oakland County Market Report

January/2011 through March/2011

| Community                   | Under \$100,000 |          |          | \$100,000-\$199,999 |          |          | \$200,000-\$299,999 |          |          | \$300,000-\$399,999 |          |          | \$400,000-\$499,999 |          |          | \$500,000-\$599,999 |          |          | \$600,000 + |          |          | Total |          |          |
|-----------------------------|-----------------|----------|----------|---------------------|----------|----------|---------------------|----------|----------|---------------------|----------|----------|---------------------|----------|----------|---------------------|----------|----------|-------------|----------|----------|-------|----------|----------|
|                             | Sales           | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales       | For Sale | Mths Sup | Sales | For Sale | Mths Sup |
| ADDISON/LEONARD             | 3               | 5        | 3.3      | 7                   | 8        | 2.2      | 2                   | 11       | 10.8     | 1                   | 17       | 33.4     | 0                   | 4        | * 0.0    | 0                   | 4        | * 0.0    | 0           | 8        | * 0.0    | 13    | 57       | 8.6      |
| AUBURN HILLS                | 29              | 65       | 4.4      | 10                  | 30       | 5.9      | 1                   | 2        | 3.9      | 0                   | 2        | * 0.0    | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 40    | 99       | 4.9      |
| BERKLEY                     | 38              | 50       | 2.6      | 21                  | 57       | 5.3      | 1                   | 21       | 41.2     | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 1        | * 0.0    | 60    | 129      | 4.2      |
| BEVERLY HILLS               | 3               | 4        | 2.6      | 16                  | 19       | 2.3      | 8                   | 18       | 4.4      | 3                   | 4        | 2.6      | 1                   | 4        | 7.9      | 0                   | 2        | * 0.0    | 0           | 1        | * 0.0    | 31    | 52       | 3.3      |
| BIRMINGHAM                  | 15              | 6        | 0.8      | 29                  | 41       | 2.8      | 16                  | 29       | 3.6      | 12                  | 24       | 3.9      | 17                  | 27       | 3.1      | 8                   | 30       | 7.4      | 11          | 69       | 12.3     | 108   | 226      | 4.1      |
| BLOOMFIELD HILLS            | 2               | 1        | 1.0      | 2                   | 3        | 2.9      | 0                   | 2        | * 0.0    | 1                   | 7        | 13.7     | 1                   | 3        | 5.9      | 2                   | 4        | 3.9      | 11          | 30       | 5.4      | 19    | 50       | 5.2      |
| BLOOMFIELD TWP              | 22              | 49       | 4.4      | 38                  | 62       | 3.2      | 31                  | 55       | 3.5      | 24                  | 41       | 3.4      | 8                   | 32       | 7.9      | 5                   | 16       | 6.3      | 13          | 123      | 18.6     | 141   | 378      | 5.3      |
| BRANDON/ORTONVILLE          | 8               | 18       | 4.4      | 23                  | 38       | 3.2      | 2                   | 16       | 15.7     | 1                   | 6        | 11.8     | 0                   | 3        | * 0.0    | 0                   | 1        | * 0.0    | 0           | 0        | 0.0      | 34    | 82       | 4.7      |
| CLARKSTON/INDEPENDENCE      | 26              | 30       | 2.3      | 38                  | 71       | 3.7      | 10                  | 40       | 7.9      | 11                  | 30       | 5.4      | 3                   | 14       | 9.2      | 1                   | 2        | 3.9      | 3           | 18       | 11.8     | 92    | 205      | 4.4      |
| CLAWSON                     | 19              | 42       | 4.3      | 13                  | 27       | 4.1      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 32    | 69       | 4.2      |
| COMMERCE/WALLED-WOLV LK     | 77              | 101      | 2.6      | 39                  | 84       | 4.2      | 20                  | 67       | 6.6      | 10                  | 35       | 6.9      | 2                   | 6        | 5.9      | 0                   | 5        | * 0.0    | 3           | 12       | 7.9      | 151   | 310      | 4.0      |
| FARMINGTON/FARMINGTON HILLS | 77              | 136      | 3.5      | 73                  | 168      | 4.5      | 20                  | 79       | 7.8      | 8                   | 21       | 5.2      | 4                   | 12       | 5.9      | 0                   | 4        | * 0.0    | 0           | 12       | * 0.0    | 182   | 432      | 4.7      |
| FERNDALE                    | 91              | 147      | 3.2      | 10                  | 44       | 8.6      | 0                   | 3        | * 0.0    | 0                   | 1        | * 0.0    | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 101   | 195      | 3.8      |
| FRANKLIN/BINGHAM            | 1               | 0        | * 0.0    | 2                   | 1        | 1.0      | 2                   | 7        | 6.9      | 2                   | 7        | 6.9      | 0                   | 9        | * 0.0    | 2                   | 5        | 4.9      | 1           | 19       | 37.3     | 10    | 48       | 9.4      |
| GROVELAND                   | 3               | 4        | 2.6      | 5                   | 10       | 3.9      | 3                   | 5        | 3.3      | 0                   | 1        | * 0.0    | 0                   | 1        | * 0.0    | 0                   | 0        | 0.0      | 0           | 2        | * 0.0    | 11    | 23       | 4.1      |
| HAZEL PARK                  | 73              | 147      | 4.0      | 0                   | 2        | * 0.0    | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 73    | 149      | 4.0      |
| HIGHLAND                    | 21              | 38       | 3.6      | 8                   | 36       | 8.8      | 11                  | 28       | 5.0      | 0                   | 17       | * 0.0    | 1                   | 7        | 13.7     | 0                   | 7        | * 0.0    | 1           | 3        | 5.9      | 42    | 136      | 6.4      |
| HOLLY                       | 21              | 53       | 5.0      | 10                  | 26       | 5.1      | 0                   | 2        | * 0.0    | 0                   | 1        | * 0.0    | 0                   | 2        | * 0.0    | 0                   | 0        | 0.0      | 0           | 3        | * 0.0    | 31    | 87       | 5.5      |
| HUNTINGTON WOODS            | 0               | 1        | * 0.0    | 12                  | 8        | 1.3      | 3                   | 17       | 11.1     | 2                   | 5        | 4.9      | 0                   | 1        | * 0.0    | 0                   | 4        | * 0.0    | 0           | 0        | 0.0      | 17    | 36       | 4.2      |
| KEEGO HARBOR/ORCHARD LK     | 9               | 17       | 3.7      | 1                   | 11       | 21.6     | 1                   | 4        | 7.9      | 1                   | 11       | 21.6     | 0                   | 7        | * 0.0    | 0                   | 3        | * 0.0    | 2           | 19       | 18.6     | 14    | 72       | 10.1     |
| LAKE ORION/ORION            | 51              | 54       | 2.1      | 22                  | 53       | 4.7      | 13                  | 25       | 3.8      | 7                   | 12       | 3.4      | 0                   | 7        | * 0.0    | 0                   | 6        | * 0.0    | 0           | 1        | * 0.0    | 93    | 158      | 3.3      |
| LATHRUP VILLAGE             | 10              | 7        | 1.4      | 2                   | 12       | 11.8     | 1                   | 1        | 2.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 13    | 20       | 3.0      |
| LYON TWP/SOUTH LYON         | 26              | 48       | 3.6      | 19                  | 61       | 6.3      | 17                  | 56       | 6.5      | 3                   | 25       | 16.4     | 3                   | 4        | 2.6      | 0                   | 0        | 0.0      | 0           | 4        | * 0.0    | 68    | 198      | 5.7      |
| MADISON HEIGHTS             | 104             | 145      | 2.7      | 6                   | 12       | 3.9      | 0                   | 1        | * 0.0    | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 110   | 158      | 2.8      |
| MILFORD                     | 8               | 14       | 3.4      | 4                   | 32       | 15.7     | 4                   | 29       | 14.2     | 6                   | 15       | 4.9      | 0                   | 14       | * 0.0    | 0                   | 5        | * 0.0    | 2           | 14       | 13.7     | 24    | 123      | 10.1     |
| NOVI                        | 37              | 49       | 2.6      | 48                  | 83       | 3.4      | 17                  | 36       | 4.2      | 22                  | 29       | 2.6      | 15                  | 33       | 4.3      | 5                   | 22       | 8.6      | 4           | 28       | 13.7     | 148   | 280      | 3.7      |

|                                  |
|----------------------------------|
| <b>Seller's Market</b>           |
| 2 months or less supply of homes |
| <b>Normal Market</b>             |
| 3-6 months supply of homes       |
| <b>Buyer's Market</b>            |
| Over 6 months supply of homes    |

In a Seller's market, Buyers must still be willing to act quickly with a strong offer. For sellers, gauge your negotiating strength by the number of showings you are getting.

Watch market conditions. Normal markets tend to be a short term transition towards either a buyer or seller market. Reevaluate your marketing strategy and price every 30 days.

In a Buyer's market, balance the best combination of price and terms to insure your home is sold in an acceptable time frame. If there is an 18 month supply of homes, make sure your home sells in month 1 not month 18.

### Months Supply Computed With A Seasonal Multiplier

The Months Supply number is naturally higher in the slower months (winter) and lower in the spring and summer. To smooth out those fluctuations, the Months Supply number is seasonally adjusted for "apples to apples" quarterly comparisons.

\* Seller's Market - None for sale this period in area and price range

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|---------------------------|-----------------|----------|----------|---------------------|----------|----------|---------------------|----------|----------|---------------------|----------|----------|---------------------|----------|----------|---------------------|----------|----------|-------------|----------|----------|-------|----------|----------|
|                           | Sales           | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales               | For Sale | Mths Sup | Sales       | For Sale | Mths Sup | Sales | For Sale | Mths Sup |
| OAK PARK                  | 104             | 126      | 2.4      | 1                   | 14       | 27.5     | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 105   | 140      | 2.6      |
| OAKLAND TWP               | 7               | 2        | 0.6      | 9                   | 15       | 3.3      | 7                   | 11       | 3.1      | 6                   | 19       | 6.2      | 5                   | 25       | 9.8      | 4                   | 21       | 10.3     | 2           | 34       | 33.4     | 40    | 127      | 6.2      |
| OXFORD                    | 23              | 21       | 1.8      | 21                  | 36       | 3.4      | 8                   | 20       | 4.9      | 1                   | 5        | 9.8      | 2                   | 5        | 4.9      | 0                   | 6        | * 0.0    | 0           | 7        | * 0.0    | 55    | 100      | 3.6      |
| PLEASANT RIDGE            | 1               | 1        | 2.0      | 4                   | 9        | 4.4      | 2                   | 6        | 5.9      | 0                   | 1        | * 0.0    | 2                   | 1        | 1.0      | 0                   | 0        | 0.0      | 1           | 0        | * 0.0    | 10    | 18       | 3.5      |
| PONTIAC                   | 163             | 264      | 3.2      | 2                   | 16       | 15.7     | 0                   | 1        | * 0.0    | 0                   | 1        | * 0.0    | 0                   | 1        | * 0.0    | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 165   | 283      | 3.4      |
| ROCHESTER/ROCHESTER HILLS | 65              | 88       | 2.7      | 52                  | 111      | 4.2      | 38                  | 84       | 4.3      | 19                  | 42       | 4.3      | 6                   | 23       | 7.5      | 4                   | 8        | 3.9      | 0           | 19       | * 0.0    | 184   | 375      | 4.0      |
| ROSE                      | 11              | 7        | 1.3      | 4                   | 14       | 6.9      | 2                   | 8        | 7.9      | 0                   | 1        | * 0.0    | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 1        | * 0.0    | 17    | 31       | 3.6      |
| ROYAL OAK                 | 92              | 163      | 3.5      | 74                  | 204      | 5.4      | 14                  | 35       | 4.9      | 6                   | 7        | 2.3      | 1                   | 2        | 3.9      | 0                   | 5        | * 0.0    | 0           | 1        | * 0.0    | 187   | 417      | 4.4      |
| SOUTHFIELD                | 187             | 269      | 2.8      | 25                  | 87       | 6.8      | 1                   | 4        | 7.9      | 0                   | 2        | * 0.0    | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 213   | 362      | 3.3      |
| SPRINGFIELD/DAVISBURG     | 21              | 16       | 1.5      | 8                   | 24       | 5.9      | 5                   | 13       | 5.1      | 1                   | 9        | 17.7     | 0                   | 3        | * 0.0    | 0                   | 3        | * 0.0    | 0           | 6        | * 0.0    | 35    | 74       | 4.2      |
| TROY                      | 42              | 54       | 2.5      | 77                  | 119      | 3.0      | 26                  | 51       | 3.9      | 15                  | 33       | 4.3      | 6                   | 14       | 4.6      | 1                   | 4        | 7.9      | 1           | 9        | 17.7     | 168   | 284      | 3.3      |
| W BLOOMFIELD/W B TWP      | 66              | 76       | 2.3      | 65                  | 129      | 3.9      | 25                  | 85       | 6.7      | 21                  | 56       | 5.2      | 3                   | 32       | 20.9     | 1                   | 26       | 51.0     | 3           | 43       | 28.1     | 184   | 447      | 4.8      |
| WASHINGTON                | 0               | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 1        | * 0.0    | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 0     | 1        | * 0.0    |
| WATERFORD/SYLVAN          | 185             | 288      | 3.1      | 52                  | 160      | 6.0      | 8                   | 34       | 8.3      | 3                   | 15       | 9.8      | 2                   | 6        | 5.9      | 0                   | 2        | * 0.0    | 1           | 8        | 15.7     | 251   | 513      | 4.0      |
| WHITE LAKE                | 35              | 58       | 3.3      | 23                  | 53       | 4.5      | 14                  | 41       | 5.8      | 0                   | 18       | * 0.0    | 0                   | 4        | * 0.0    | 0                   | 0        | 0.0      | 0           | 2        | * 0.0    | 72    | 176      | 4.8      |
| WIXOM                     | 10              | 18       | 3.5      | 16                  | 24       | 2.9      | 3                   | 10       | 6.5      | 0                   | 1        | * 0.0    | 0                   | 0        | 0.0      | 0                   | 0        | 0.0      | 0           | 0        | 0.0      | 29    | 53       | 3.6      |
| <b>Total:</b>             | 1786            | 2682     | 3.0      | 891                 | 2014     | 4.4      | 336                 | 958      | 5.6      | 186                 | 521      | 5.5      | 82                  | 306      | 7.3      | 33                  | 195      | 11.6     | 59          | 497      | 16.5     | 3373  | 7173     | 4.2      |
| <b>Previous Year:</b>     | 1774            | 2798     | 3.1      | 1033                | 3225     | 6.1      | 423                 | 1603     | 7.4      | 148                 | 540      | 7.2      | 32                  | 229      | 14.0     | 25                  | 236      | 18.5     | 48          | 714      | 29.2     | 3483  | 9345     | 5.3      |

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