



Traverse City Area Market Report

July/2011 through September/2011

County		Under \$100,000			\$100,000-\$149,999			\$150,000-\$199,999			\$200,000-\$249,999			\$250,000-\$299,999			\$300,000-\$399,999			\$400,000 +			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
ANTRIM	Waterfront	5	14	10.5	2	21	39.3	1	39	146.0	3	19	23.7	4	18	16.9	13	36	10.4	21	136	24.3	49	283	21.6
	Non Waterfront	28	146	19.5	5	68	50.9	3	66	82.4	3	29	36.2	1	24	89.9	1	17	63.7	0	20	* 0.0	41	370	33.8
BENZIE	Waterfront	1	8	30.0	1	5	18.7	1	10	37.4	3	10	12.5	3	6	7.5	2	21	39.3	3	67	83.6	14	127	34.0
	Non Waterfront	34	82	9.0	19	79	15.6	8	44	20.6	7	18	9.6	1	18	67.4	0	31	* 0.0	2	16	30.0	71	288	15.2
GRAND TRAVERSE	Waterfront	8	27	12.6	7	67	35.8	14	48	12.8	6	32	20.0	9	46	19.1	8	62	29.0	24	210	32.8	76	492	24.2
	Non Waterfront	63	185	11.0	65	263	15.2	50	212	15.9	26	129	18.6	17	81	17.8	10	78	29.2	5	57	42.7	236	1005	15.9
KALKASKA	Waterfront	5	23	17.2	6	32	20.0	4	32	30.0	2	21	39.3	0	25	* 0.0	1	11	41.2	0	11	* 0.0	18	155	32.2
	Non Waterfront	39	150	14.4	6	46	28.7	1	23	86.1	0	8	* 0.0	0	8	* 0.0	0	3	* 0.0	0	3	* 0.0	46	241	19.6
LEELANAU	Waterfront	1	8	30.0	2	4	7.5	1	12	44.9	4	15	14.0	1	22	82.4	7	39	20.9	16	204	47.7	32	304	35.6
	Non Waterfront	9	52	21.6	11	40	13.6	7	39	20.9	8	34	15.9	9	48	20.0	2	56	104.8	5	67	50.2	51	336	24.7
Total	Waterfront	20	80	15.0	18	129	26.8	21	141	25.1	18	97	20.2	17	117	25.8	31	169	20.4	64	628	36.7	189	1361	27.0
	Non Waterfront	173	615	13.3	106	496	17.5	69	384	20.8	44	218	18.6	28	179	23.9	13	185	53.3	12	163	50.9	445	2240	18.9
Previous Year	Waterfront	20	172	32.2	12	114	35.6	16	151	35.3	16	96	22.5	18	121	25.2	17	199	43.8	64	679	39.7	163	1532	35.2
	Non Waterfront	137	621	17.0	95	644	25.4	67	462	25.8	33	279	31.7	19	239	47.1	15	235	58.7	8	178	83.3	374	2658	26.6

Seller's Market
8 months or less supply of homes

Normal Market
8.1 to 12 months supply of homes

Buyer's Market
Over 12.1 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

* Buyer's Market - No sales this period in area and price range



Traverse City Area Market Report

July/2011 through September/2011

County		Under \$400,000			\$400,000-\$499,999			\$500,000-\$599,999			\$600,000-\$999,999			\$1,000,000 +			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
ANTRIM	Waterfront	28	147	19.7	10	43	16.1	7	40	21.4	3	34	42.4	1	19	71.1	49	283	21.6
	Non Waterfront	41	350	32.0	0	7	* 0.0	0	7	* 0.0	0	6	* 0.0	0	0	0.0	41	370	33.8
BENZIE	Waterfront	11	60	20.4	2	21	39.3	0	13	* 0.0	0	19	* 0.0	1	14	52.4	14	127	34.0
	Non Waterfront	69	272	14.8	2	9	16.9	0	1	* 0.0	0	5	* 0.0	0	1	* 0.0	71	288	15.2
GRAND TRAVERSE	Waterfront	52	282	20.3	9	50	20.8	6	50	31.2	7	75	40.1	2	35	65.5	76	492	24.2
	Non Waterfront	231	948	15.4	4	16	15.0	0	16	* 0.0	1	17	63.7	0	8	* 0.0	236	1005	15.9
KALKASKA	Waterfront	18	144	30.0	0	6	* 0.0	0	2	* 0.0	0	2	* 0.0	0	1	* 0.0	18	155	32.2
	Non Waterfront	46	238	19.4	0	2	* 0.0	0	0	0.0	0	1	* 0.0	0	0	0.0	46	241	19.6
LEELANAU	Waterfront	16	100	23.4	6	45	28.1	2	30	56.2	5	72	53.9	3	57	71.1	32	304	35.6
	Non Waterfront	46	269	21.9	1	29	108.6	3	13	16.2	1	18	67.4	0	7	* 0.0	51	336	24.7
Total	Waterfront	125	733	22.0	27	165	22.9	15	135	33.7	15	202	50.4	7	126	67.4	189	1361	27.0
	Non Waterfront	433	2077	18.0	7	63	33.7	3	37	46.2	2	47	88.0	0	16	* 0.0	445	2240	18.9
Previous Year	Waterfront	99	853	32.3	18	190	39.5	22	127	21.6	19	230	45.3	5	132	98.8	163	1532	35.2
	Non Waterfront	366	2480	25.4	4	70	65.5	2	37	69.3	2	57	106.7	0	14	* 0.0	374	2658	26.6

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