



Traverse City Area Market Report

October/2009 through December/2009

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	1	9	26.3	1	17	49.8	3	26	25.4	1	8	23.4	2	15	22.0	4	34	24.9	8	111	40.6	20	220	32.2
	Non Waterfront	27	149	16.2	7	95	39.7	4	65	47.6	1	34	99.5	4	34	24.9	1	33	96.6	0	16	* 0.0	44	426	28.3
BENZIE	Waterfront	2	7	10.2	1	5	14.6	2	17	24.9	0	6	* 0.0	2	6	8.8	0	26	* 0.0	3	43	42.0	10	110	32.2
	Non Waterfront	19	80	12.3	21	78	10.9	8	58	21.2	1	25	73.2	3	7	6.8	1	24	70.3	2	22	32.2	55	294	15.7
GRAND TRAVERSE	Waterfront	3	22	21.5	8	40	14.6	9	77	25.0	5	30	17.6	2	39	57.1	13	66	14.9	12	191	46.6	52	465	26.2
	Non Waterfront	65	184	8.3	106	308	8.5	47	255	15.9	25	144	16.9	16	107	19.6	8	91	33.3	1	78	228.3	268	1167	12.8
KALKASKA	Waterfront	3	21	20.5	1	13	38.1	2	23	33.7	1	9	26.3	2	11	16.1	1	18	52.7	1	12	35.1	11	107	28.5
	Non Waterfront	33	153	13.6	14	65	13.6	2	26	38.1	0	10	* 0.0	0	7	* 0.0	0	4	* 0.0	0	6	* 0.0	49	271	16.2
LEELANAU	Waterfront	1	2	5.9	2	4	5.9	4	13	9.5	3	10	9.8	1	16	46.8	4	23	16.8	9	171	55.6	24	239	29.2
	Non Waterfront	11	23	6.1	17	35	6.0	13	44	9.9	5	47	27.5	3	57	55.6	3	65	63.4	3	54	52.7	55	325	17.3
Total	Waterfront	10	61	17.9	13	79	17.8	20	156	22.8	10	63	18.4	9	87	28.3	22	167	22.2	33	528	46.8	117	1141	28.5
	Non Waterfront	155	589	11.1	165	581	10.3	74	448	17.7	32	260	23.8	26	212	23.9	13	217	48.9	6	176	85.9	471	2483	15.4

Previous Year

Seller's Market
2 months or less supply of homes

Normal Market
3-6 months supply of homes

Buyer's Market
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

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



Traverse City Area Market Report

October/2009 through December/2009

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	12	109	26.6	4	21	15.4	0	32	* 0.0	3	42	41.0	1	16	46.8	20	220	32.2
	Non Waterfront	44	410	27.3	0	7	* 0.0	0	1	* 0.0	0	7	* 0.0	0	1	* 0.0	44	426	28.3
BENZIE	Waterfront	7	67	28.0	0	10	* 0.0	1	9	26.3	0	24	* 0.0	2	0	* 0.0	10	110	32.2
	Non Waterfront	53	272	15.0	2	15	22.0	0	5	* 0.0	0	2	* 0.0	0	0	0.0	55	294	15.7
GRAND TRAVERSE	Waterfront	40	274	20.1	5	49	28.7	2	38	55.6	5	69	40.4	0	35	* 0.0	52	465	26.2
	Non Waterfront	267	1089	11.9	1	36	105.4	0	13	* 0.0	0	23	* 0.0	0	6	* 0.0	268	1167	12.8
KALKASKA	Waterfront	10	95	27.8	0	4	* 0.0	1	5	14.6	0	2	* 0.0	0	1	* 0.0	11	107	28.5
	Non Waterfront	49	265	15.8	0	1	* 0.0	0	3	* 0.0	0	2	* 0.0	0	0	0.0	49	271	16.2
LEELANAU	Waterfront	15	68	13.3	2	39	57.1	3	27	26.3	1	51	149.3	3	54	52.7	24	239	29.2
	Non Waterfront	52	271	15.3	1	28	82.0	0	9	* 0.0	2	14	20.5	0	3	* 0.0	55	325	17.3
Total	Waterfront	84	613	21.4	11	123	32.7	7	111	46.4	9	188	61.1	6	106	51.7	117	1141	28.5
	Non Waterfront	465	2307	14.5	4	87	63.7	0	31	* 0.0	2	48	70.3	0	10	* 0.0	471	2483	15.4

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