



Traverse City Area Market Report

October/2011 through December/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	3	8	7.8	2	19	27.8	2	33	48.3	3	16	15.6	4	13	9.5	1	27	79.0	11	101	26.9	26	217	24.4
	Non Waterfront	25	132	15.5	6	59	28.8	12	53	12.9	3	29	28.3	0	20	* 0.0	1	9	26.3	1	16	46.8	48	318	19.4
BENZIE	Waterfront	4	4	2.9	1	8	23.4	2	8	11.7	1	7	20.5	1	7	20.5	4	18	13.2	5	60	35.1	18	112	18.2
	Non Waterfront	34	74	6.4	16	68	12.4	2	42	61.5	2	10	14.6	4	13	9.5	3	20	19.5	1	14	41.0	62	241	11.4
GRAND TRAVERSE	Waterfront	5	19	11.1	10	50	14.6	6	33	16.1	3	18	17.6	4	36	26.3	8	41	15.0	11	160	42.6	47	357	22.2
	Non Waterfront	78	154	5.8	59	193	9.6	41	159	11.4	17	106	18.3	7	68	28.4	11	58	15.4	4	46	33.7	217	784	10.6
KALKASKA	Waterfront	6	16	7.8	1	27	79.0	2	20	29.3	1	12	35.1	0	17	* 0.0	1	6	17.6	0	8	* 0.0	11	106	28.2
	Non Waterfront	32	121	11.1	1	32	93.7	3	15	14.6	1	8	23.4	0	6	* 0.0	0	2	* 0.0	0	3	* 0.0	37	187	14.8
LEELANAU	Waterfront	1	5	14.6	0	3	* 0.0	1	10	29.3	3	10	9.8	2	16	23.4	5	28	16.4	9	157	51.1	21	229	31.9
	Non Waterfront	9	38	12.4	9	29	9.4	11	35	9.3	3	21	20.5	2	27	39.5	6	40	19.5	4	41	30.0	44	231	15.4
Total	Waterfront	19	52	8.0	14	107	22.4	13	104	23.4	11	63	16.8	11	89	23.7	19	120	18.5	36	486	39.5	123	1021	24.3
	Non Waterfront	178	519	8.5	91	381	12.3	69	304	12.9	26	174	19.6	13	134	30.2	21	129	18.0	10	120	35.1	408	1761	12.6
Previous Year	Waterfront	15	73	14.2	18	83	13.5	15	127	24.8	11	57	15.2	13	94	21.2	14	139	29.1	35	505	42.2	121	1078	26.1
	Non Waterfront	149	566	11.1	81	510	18.4	65	377	17.0	38	192	14.8	20	203	29.7	11	173	46.0	7	136	56.9	371	2157	17.0

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

October/2011 through December/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	15	116	22.6	4	31	22.7	4	26	19.0	3	30	29.3	0	14	* 0.0	26	217	24.4
	Non Waterfront	47	302	18.8	1	6	17.6	0	6	* 0.0	0	4	* 0.0	0	0	0.0	48	318	19.4
BENZIE	Waterfront	13	52	11.7	2	22	32.2	1	8	23.4	2	17	24.9	0	13	* 0.0	18	112	18.2
	Non Waterfront	61	227	10.9	1	8	23.4	0	1	* 0.0	0	4	* 0.0	0	1	* 0.0	62	241	11.4
GRAND TRAVERSE	Waterfront	36	197	16.0	5	39	22.8	2	34	49.8	1	59	172.7	3	28	27.3	47	357	22.2
	Non Waterfront	213	738	10.1	3	12	11.7	1	14	41.0	0	12	* 0.0	0	8	* 0.0	217	784	10.6
KALKASKA	Waterfront	11	98	26.1	0	4	* 0.0	0	2	* 0.0	0	1	* 0.0	0	1	* 0.0	11	106	28.2
	Non Waterfront	37	184	14.6	0	2	* 0.0	0	0	0.0	0	1	* 0.0	0	0	0.0	37	187	14.8
LEELANAU	Waterfront	12	72	17.6	1	40	117.1	4	28	20.5	2	50	73.2	2	39	57.1	21	229	31.9
	Non Waterfront	40	190	13.9	3	13	12.7	1	9	26.3	0	14	* 0.0	0	5	* 0.0	44	231	15.4
Total	Waterfront	87	535	18.0	12	136	33.2	11	98	26.1	8	157	57.4	5	95	55.6	123	1021	24.3
	Non Waterfront	398	1641	12.1	8	41	15.0	2	30	43.9	0	35	* 0.0	0	14	* 0.0	408	1761	12.6
Previous Year	Waterfront	86	573	19.5	9	148	48.1	6	94	45.9	16	164	30.0	4	99	72.4	121	1078	26.1
	Non Waterfront	364	2021	16.3	4	46	33.7	2	28	41.0	1	49	143.4	0	13	* 0.0	371	2157	17.0

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