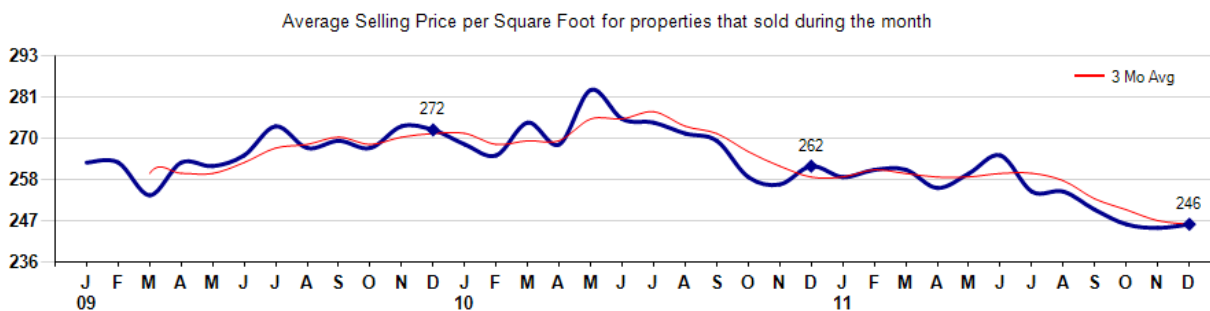
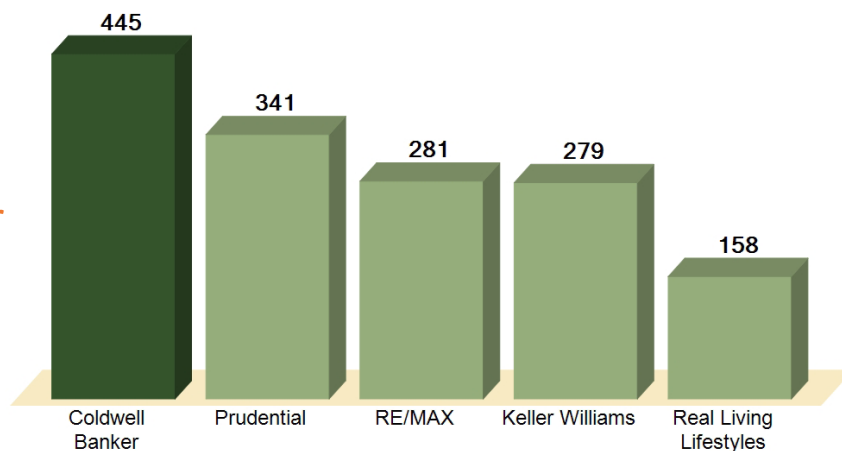
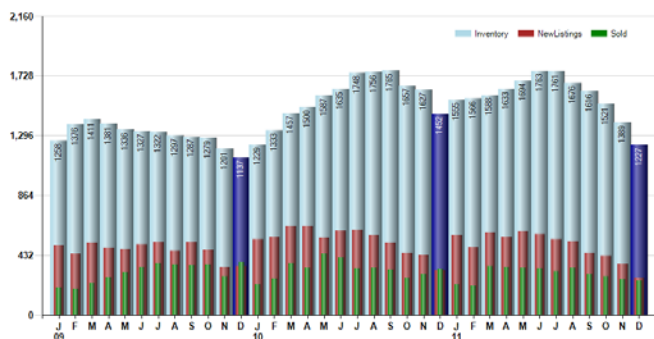


Coldwell Banker has successfully represented the majority of listings in Southern California far far ahead of other brokerages and we rightly have the dominant market share.



Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of property values. Since Median Sales Price and Average Sales Price can be impacted by the 'mix' of high or low end properties in the market, the Selling Price per Square Foot is a more normalized indicator on the direction of property values. The December 2011 Selling Price per Square Foot of \$246 was up 0.4% from \$245 last month and down -6.1% from \$262 in December of last year.



Inventory / New Listings / Sold

This view of the market combines monthly inventory of properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in December 2011 was 267, down -26.8% from 365 last month and down -16.0% from 318 in December of last year.

Based on information from SANDICOR, Inc. for the period 01/01/2011 through 12/29/2011. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.

Please refer us to your friends for their real estate needs: buying, selling, and property mgmt!
Our business grows mainly through your referrals. Thank you!

Questions or comments? Email us at rashid@rashidrealty.com or call (858) 676-5250

