



Traverse City Area Market Report

July/2009 through September/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	2	11	20.6	5	19	14.2	3	31	38.7	1	11	41.2	6	23	14.4	4	48	44.9	13	166	47.8	34	309	34.0
	Non Waterfront	26	155	22.3	4	99	92.7	4	59	55.2	4	45	42.1	1	34	127.3	0	36	* 0.0	0	24	* 0.0	39	452	43.4
BENZIE	Waterfront	0	7	* 0.0	1	5	18.7	3	19	23.7	0	13	* 0.0	1	10	37.4	1	22	82.4	3	62	77.4	9	138	57.4
	Non Waterfront	18	77	16.0	14	97	25.9	6	73	45.6	1	29	108.6	2	17	31.8	0	30	* 0.0	2	29	54.3	43	352	30.7
GRAND TRAVERSE	Waterfront	4	32	30.0	11	44	15.0	5	91	68.1	7	46	24.6	7	55	29.4	6	91	56.8	10	236	88.4	50	595	44.6
	Non Waterfront	65	194	11.2	82	350	16.0	51	334	24.5	21	173	30.8	17	137	30.2	15	109	27.2	3	89	111.1	254	1386	20.4
KALKASKA	Waterfront	3	22	27.5	3	24	30.0	2	34	63.7	1	15	56.2	1	15	56.2	1	24	89.9	2	20	37.4	13	154	44.4
	Non Waterfront	40	164	15.4	2	82	153.5	1	39	146.0	2	13	24.3	0	10	* 0.0	0	5	* 0.0	0	6	* 0.0	45	319	26.5
LEELANAU	Waterfront	0	5	* 0.0	1	2	7.5	5	16	12.0	3	17	21.2	0	18	* 0.0	5	37	27.7	11	206	70.1	25	301	45.1
	Non Waterfront	8	33	15.4	14	49	13.1	13	57	16.4	3	47	58.7	5	59	44.2	4	69	64.6	8	69	32.3	55	383	26.1
Total	Waterfront	9	77	32.0	21	94	16.8	18	191	39.7	12	102	31.8	15	121	30.2	17	222	48.9	39	690	66.2	131	1497	42.8
	Non Waterfront	157	623	14.9	116	677	21.9	75	562	28.1	31	307	37.1	25	257	38.5	19	249	49.1	13	217	62.5	436	2892	24.8

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

July/2009 through September/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	21	143	25.5	2	40	74.9	3	40	49.9	7	64	34.2	1	22	82.4	34	309	34.0
	Non Waterfront	39	428	41.1	0	11	* 0.0	0	4	* 0.0	0	8	* 0.0	0	1	* 0.0	39	452	43.4
BENZIE	Waterfront	6	76	47.4	1	17	63.7	1	12	44.9	0	29	* 0.0	1	4	15.0	9	138	57.4
	Non Waterfront	41	323	29.5	1	17	63.7	1	10	37.4	0	2	* 0.0	0	0	0.0	43	352	30.7
GRAND TRAVERS	Waterfront	40	359	33.6	4	65	60.8	1	39	146.0	4	91	85.2	1	41	153.5	50	595	44.6
	Non Waterfront	251	1297	19.4	1	40	149.8	1	14	52.4	1	28	104.8	0	7	* 0.0	254	1386	20.4
KALKASKA	Waterfront	11	134	45.6	1	8	30.0	0	7	* 0.0	1	4	15.0	0	1	* 0.0	13	154	44.4
	Non Waterfront	45	313	26.0	0	0	0.0	0	2	* 0.0	0	3	* 0.0	0	1	* 0.0	45	319	26.5
LEELANAU	Waterfront	14	95	25.4	3	42	52.4	2	25	46.8	3	68	84.9	3	71	88.6	25	301	45.1
	Non Waterfront	47	314	25.0	2	38	71.1	4	13	12.2	2	15	28.1	0	3	* 0.0	55	383	26.1
Total	Waterfront	92	807	32.8	11	172	58.5	7	123	65.8	15	256	63.9	6	139	86.7	131	1497	42.8
	Non Waterfront	423	2675	23.7	4	106	99.2	6	43	26.8	3	56	69.9	0	12	* 0.0	436	2892	24.8

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