

Dec 2014 - Observations from this Month's Report

Inland Valleys Region

www.ivaor.com

Mark Dowling, Chief Executive Officer

Welcome to the Inland Valleys Association of REALTORS (IVAR) monthly housing update. As a member benefit, IVAR produces monthly and quarterly housing reports to help members and area leaders better understand what's going on in the regional housing market.



When reviewing the latest housing data from the region, there are a few noticeable trends emerging through the last half of 2014:

- Cash buyers continue their downward trend from 34% last year to approximately 19% in December, 2014. This decrease has slowed the demand for housing, which is reflected in an increase in "Days on Market".
- Aggressive cash buyers in 2013 helped drive-up median sales prices 25% in 2013. Although median sales prices peaked in June at \$310,000, the last few months have seen the median sales price decrease slightly to \$305,000.
- Standard Sales continue to dominate the "Sales Type", with nearly 87% of all regional sales represented as Standard Sales .
- Although the total number of Closed sales have been trending up for December when compared to 2013, New Listings showed a slight year-over-year monthly decrease.

Given the significant increase in housing prices over the last year, a new home buying dilemma has sprouted-up as many potential first-time home buyers are finding themselves priced out of the market. According to C.A.R., since 2012, the minimum income required to purchase a house in the Inland Empire has increased 57%. This issue has impacted all of California, and is reflected in the average age of current California homebuyers which is now 48.

A

REGIONAL SUMMARY - PAGE 1

OBSERVATION: New listings have dropped 6 months in a row. The last quarter of the year is typically slow.
CONCLUSION: An improving national outlook for jobs and the economy will have a positive impact on our region in the new year.

E

REGIONAL SUMMARY - PAGE 1

OBSERVATION: Median Sales Price has been flat for the last 5 straight months at close to \$305K
CONCLUSION: Steady prices make for a predictable market and that is good for everyone.

B

REGIONAL SUMMARY - PAGE 1

OBSERVATION: Closed listings increased from November to December.
CONCLUSION: The median sales price has increased 7% since 1 year ago. This shows an underlying strength in the market.

F

SALES VOLUME PER CITY - PAGE 3

OBSERVATION: The combined Sales Volume of the top 6 communities (approx. \$412M) is equivalent to the combined volume of the bottom 27 .

C

REGIONAL SUMMARY - PAGE 1

OBSERVATION: Pending Sales saw a 7% increase for October (year-over-year).
CONCLUSION: This means more inventory coming into the market. This helps encourage closed sales next month.

G

COMMUNITIES WITH NEW LISTINGS - PAGE 4

OBSERVATION: 16 communities achieved a year-over-year growth in New Listings.

D

REGIONAL SUMMARY - PAGE 1

OBSERVATION: Sales Volume and Sold Transactions are both up from 1 year ago.
CONCLUSION: The market was in a recovery phase last year at this time. It's not necessarily bad news for sales to be down compared to these previous numbers. A market with steady sales is preferable to lots of market volatility.

H

COMMUNITIES WITH NEW LISTINGS - PAGE 4

OBSERVATION: 23 communities had a year-over-year drop or no-change in New Listings.

I

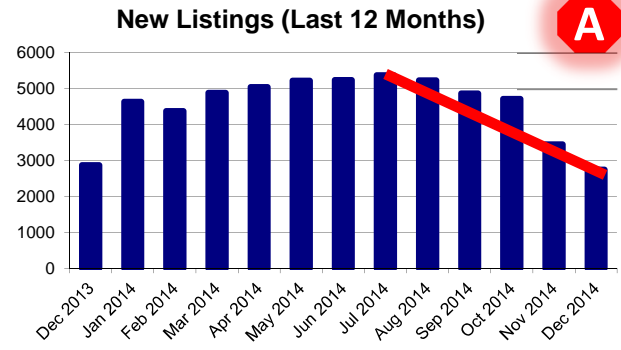
RATIO OF SELL VS. ORIGINAL LIST - PAGE 5

OBSERVATION: For 8 months, there has been increased pressure on lowered expectations between original list and final sell price.
CONCLUSION: The regional market is finding a "new normal". The key for agents is to look for the hot-spots

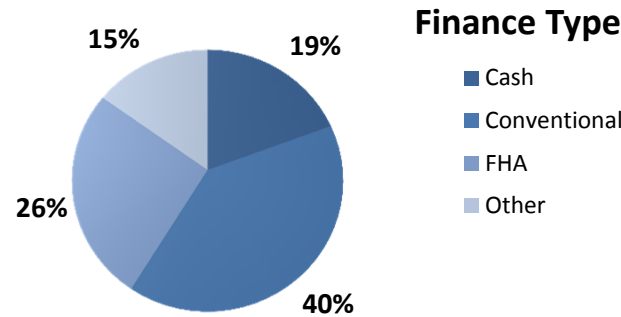
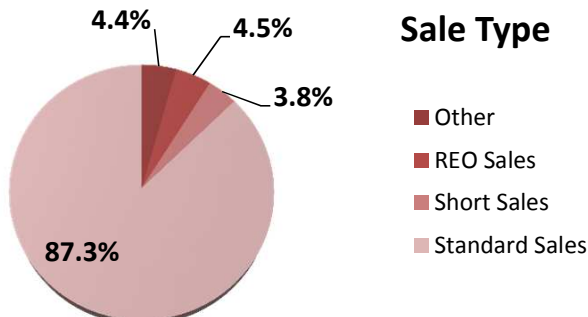
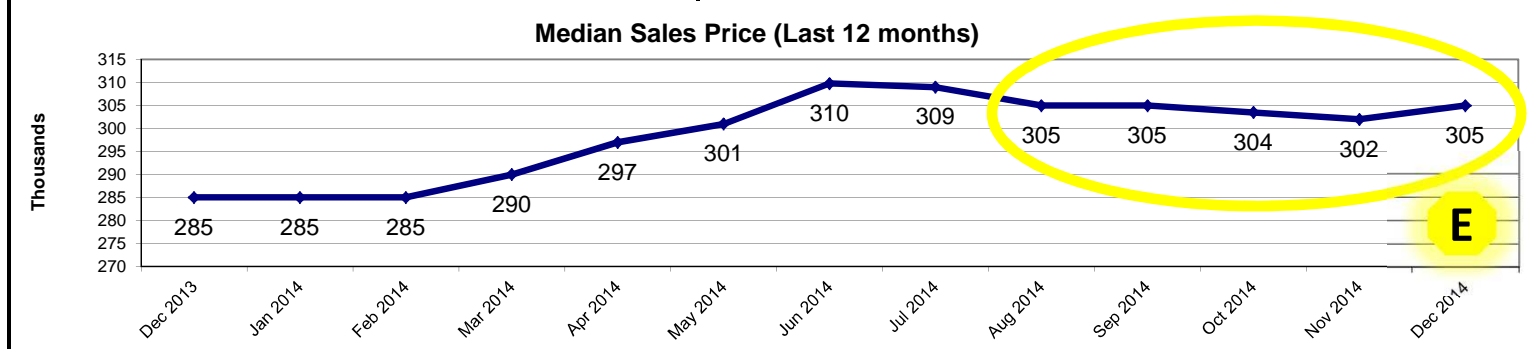
Dec 2014 - Monthly Report

Inland Valleys Regional Summary

	Dec-2013	Dec-2014	Annual Change
New Listings (Last 12 Months) A	2,860	2,738	-4%
Pending Sales C	2,457	2,679	8%
Sold Listings D	3,096	3,147	2%
Median Sales Price	\$285,000	\$305,000	7%
Sales Volume (\$M) D	\$974	\$1,045	7%
Price/Sq.Ft. C	\$160	\$171	7%
Sold \$/List \$	99.46%	97.21%	-2%
Days on Market	40	55	27%
Cumm DOM	47	66	29%



All data used to generate these reports comes from the California Regional Multiple Listing Service, Inc. If you have any questions about the data, please call the CRMLS Customer Service Department between the hours of 8:30am to 9:00pm Monday thru Friday or 10:00am to 3:00pm Saturday and Sunday at 800-925-1525 or 909-859-2040.



Riverside Office:
 3690 Elizabeth Street
 Riverside, CA 92506

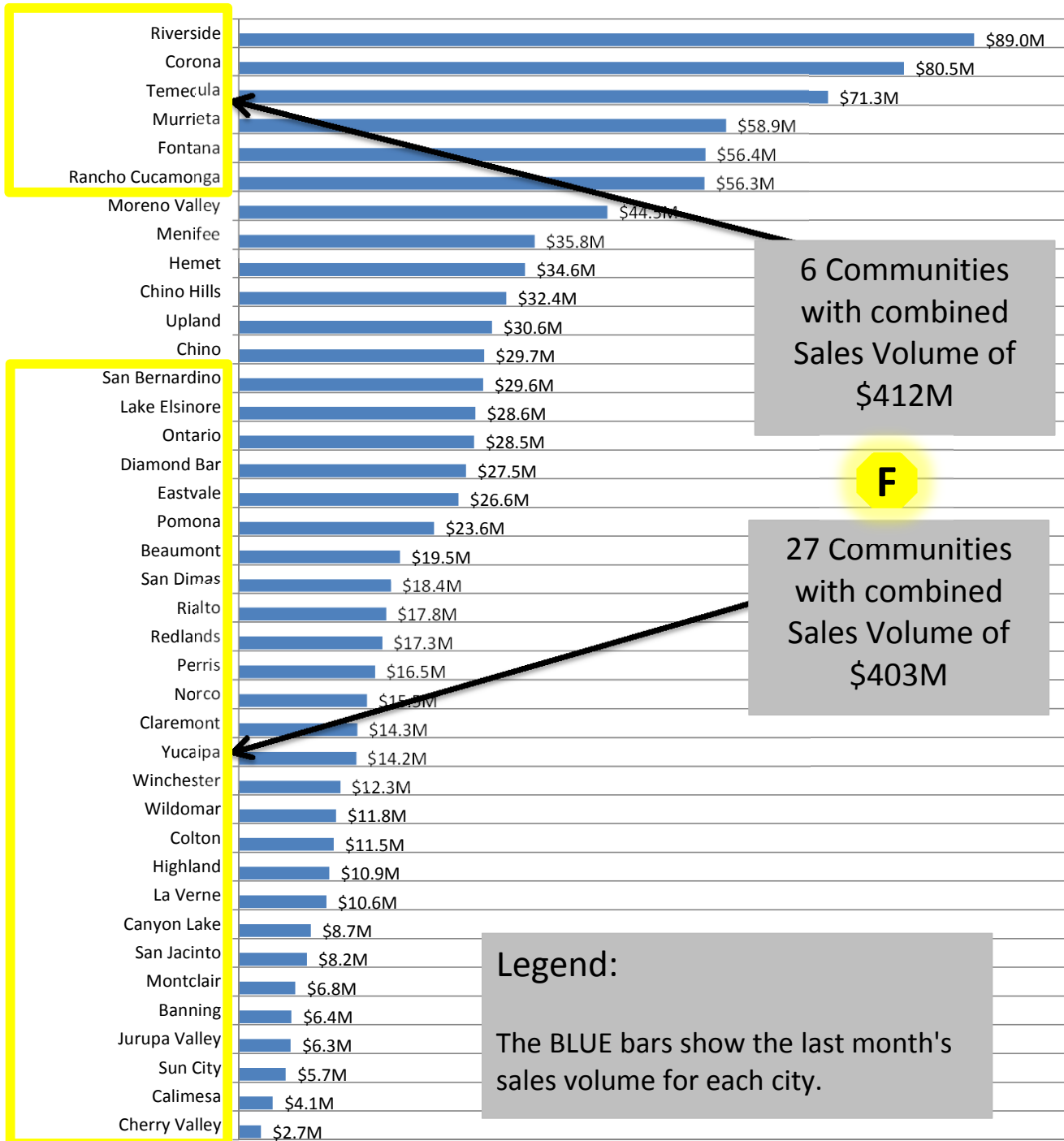
Rancho Cucamonga Office:
 10574 Acacia St, Suite #D-7
 Rancho Cucamonga, CA 91730



Dec 2014 - Sales Volume per City

www.ivaor.com

As a service and convenience to our members, IVAR is pleased to offer several "Quick Look" reports. This is one more way for IVAR members to stay informed with minimal effort.



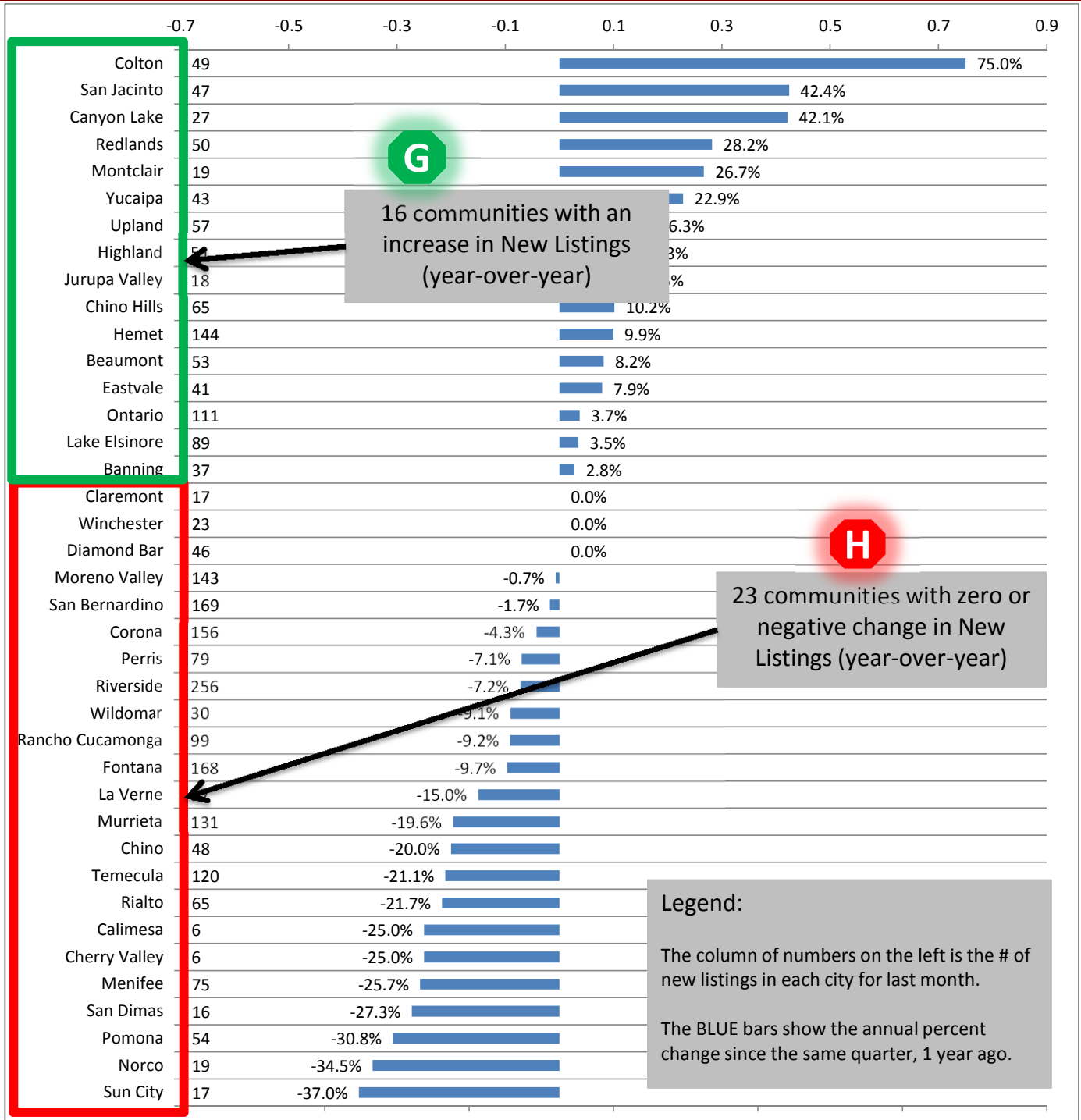
Riverside Office:
3690 Elizabeth Street
Riverside, CA 92506

Rancho Cucamonga Office:
10574 Acacia St, Suite #D-7
Rancho Cucamonga, CA 91730

Dec 2014 - Top Communities with New Listings (year-over-year)

www.ivaor.com

As a service and convenience to our members, IVAR is pleased to offer several "Quick Look" reports. This is one more way for IVAR members to stay informed with minimal effort.



Riverside Office:
3690 Elizabeth Street
Riverside, CA 92506

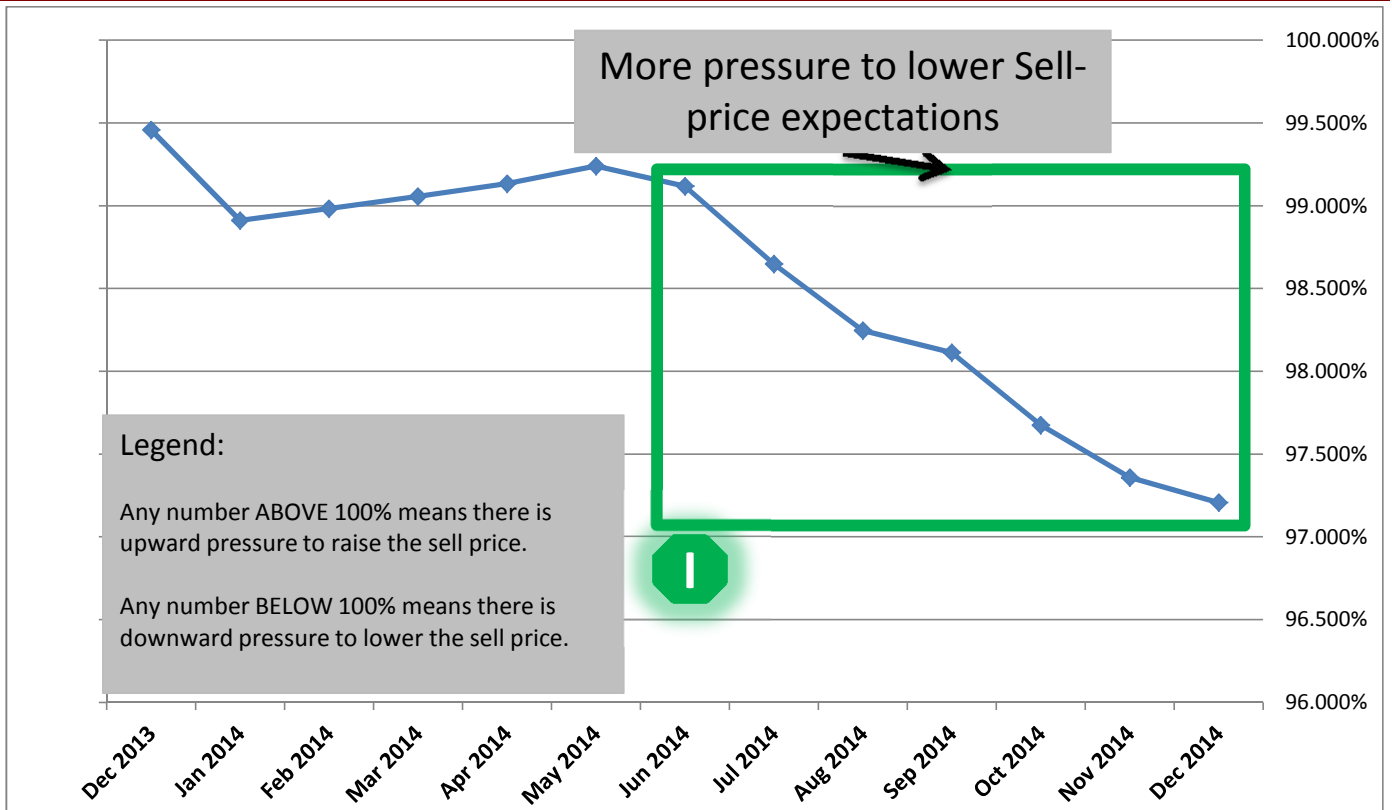
Rancho Cucamonga Office:
10574 Acacia St, Suite #D-7
Rancho Cucamonga, CA 91730



Sell Price vs Original List Price

www.ivaor.com

As a service and convenience to our members, IVAR is pleased to offer several "Quick Look" reports. This is one more way for IVAR members to stay informed with minimal effort.



The IVAR team has worked hard to improve services and make IVAR a better business association. IVAR is committed to defining its service and building member relationships not with promotional gimmicks and giveaways, but rather by refining a business-minded approach to serve our members' professional needs with our problem-solving approach. In the last year, IVAR has expanded services to include:

- Free local housing data & customized reports, available online to our members at <https://quicklook.ivaor.com>.
- Two offices located in Riverside & Rancho Cucamonga, Open 5 Days a Week
- Government Affairs supporting property rights and REALTOR business interests at <http://advocacy.ivaor.com>
- Mobile IVAR Member Services staff provide on-site training and customer support directly to your office
- Online reference guides to help members navigate local laws related to real estate
- Increased Affiliate Member promotions
- Expanded education and training opportunities focusing on short-sale techniques, technology applications and business planning

By focusing on value-added services, IVAR is committed to being the board of choice for Inland Empire REALTORS. If you have any questions or suggestions on how IVAR can provide better services, please feel free to contact me at 951.684.1221.

Mark Dowling, Chief Executive Officer