

City: Beverly Hills



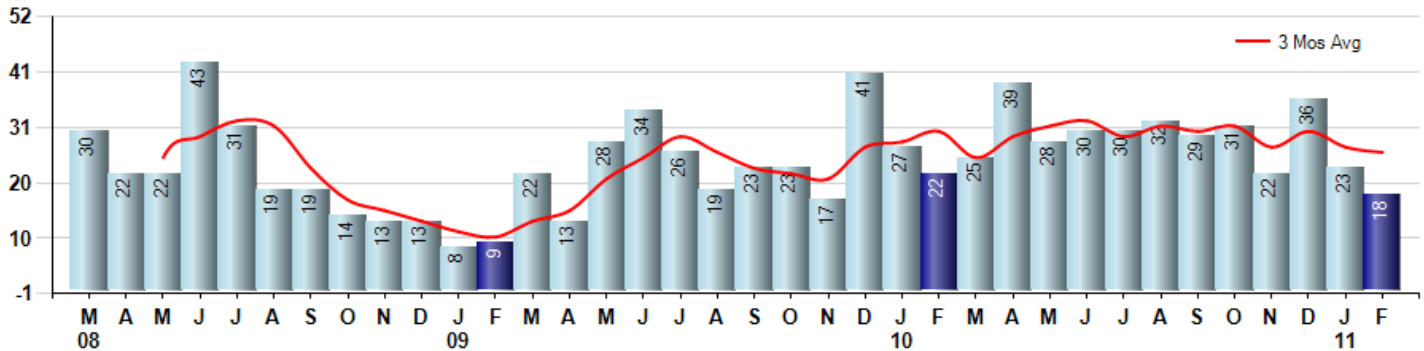
Price Range: ALL | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*:				YTD	Trending Versus*:	
		LM	L3M	PYM	LY		PriorYTD	PriorYear
Median List Price of all Current Listings	\$2,495,000	↔		↓				
Average List Price of all Current Listings	\$4,864,699	↑		↑				
February Median Sales Price	\$1,367,500	↓	↓	↓	↓	\$1,500,000	↔	↓
February Average Sales Price	\$2,262,389	↓	↓	↓	↓	\$2,881,787	↔	↓
Total Properties Currently for Sale (Inventory)	309	↑		↓				
February Number of Properties Sold	18	↓		↓		41	↓	
February Average Days on Market (Solds)	113	↓	↑	↓	↑	114	↔	↑
Asking Price per Square Foot (based on New Listings)	\$811	↔	↑	↑	↑	\$808	↑	↑
February Sold Price per Square Foot	\$579	↓	↓	↓	↓	\$709	↑	↓
February Month's Supply of Inventory	17.2	↑	↑	↑	↑	14.7	↑	↑
February Sale Price vs List Price Ratio	92.0%	↑	↑	↑	↑	87.3%	↑	↓

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

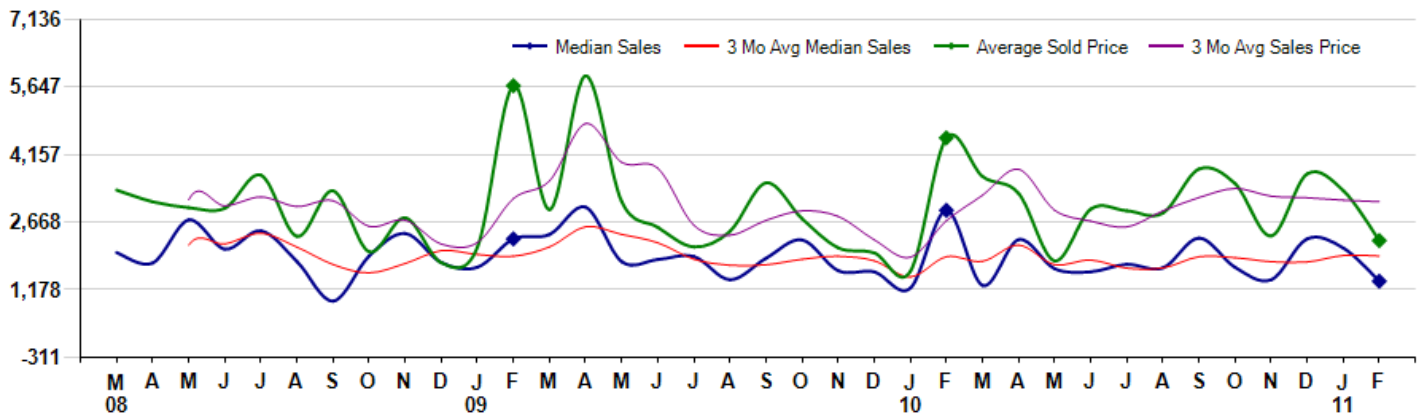
February Property sales were 18, down -18.2% from 22 in February of 2010 and -21.7% lower than the 23 sales last month. February 2011 sales were at a mid level compared to February of 2010 and 2009. February YTD sales of 41 are running -16.3% behind last year's year-to-date sales of 49.



Prices

The Median Sales Price in February was \$1,367,500, down -53.3% from \$2,931,000 in February of 2010 and down -34.9% from \$2,100,000 last month. The Average Sales Price in February was \$2,262,389, down -50.0% from \$4,525,227 in February of 2010 and down -32.8% from \$3,366,533 last month. February 2011 ASP was at the lowest level compared to February of 2010 and 2009.

Median means Middle (the same # of properties sold above and below Median) (000's)



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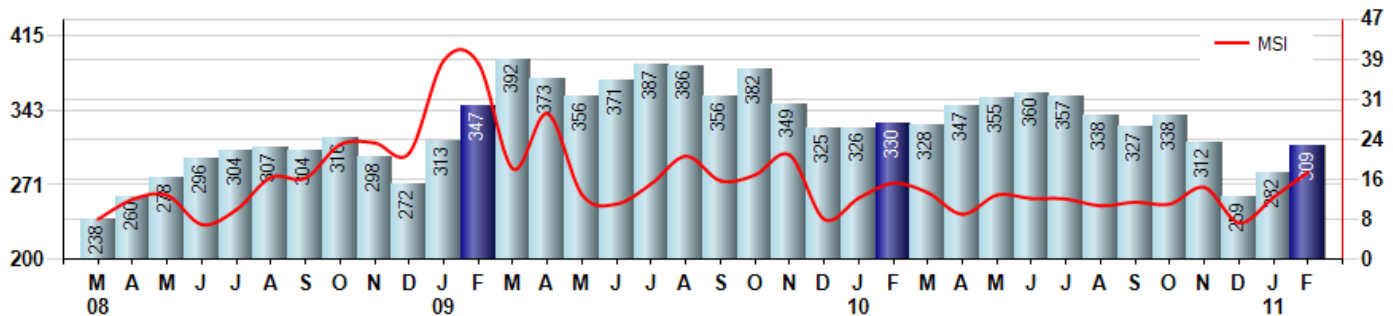
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Inventory & MSI

The Total Inventory of Properties available for sale as of February was 309, up 9.6% from 282 last month and down -6.4% from 330 in February of last year. February 2011 Inventory was at the lowest level compared to February of 2010 and 2009.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The February 2011 MSI of 17.2 months was at a mid range compared with February of 2010 and 2009.

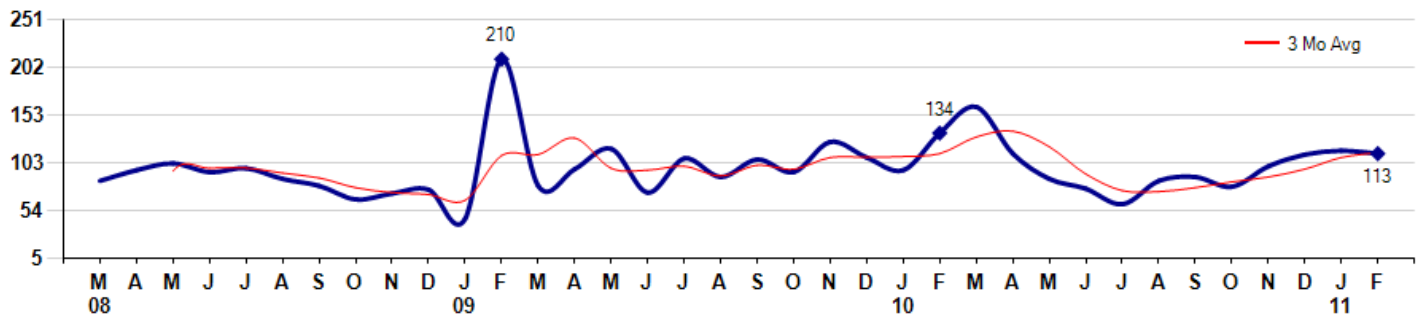
MSI is the # of months needed to sell all of the Inventory at the monthly Sales Pace



Market Time

The average Days On Market (DOM) shows how many days the average Property is on the Market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for February was 113, down -2.6% from 116 days last month and down -15.7% from 134 days in February of last year. The February 2011 DOM was at its lowest level compared with February of 2010 and 2009.

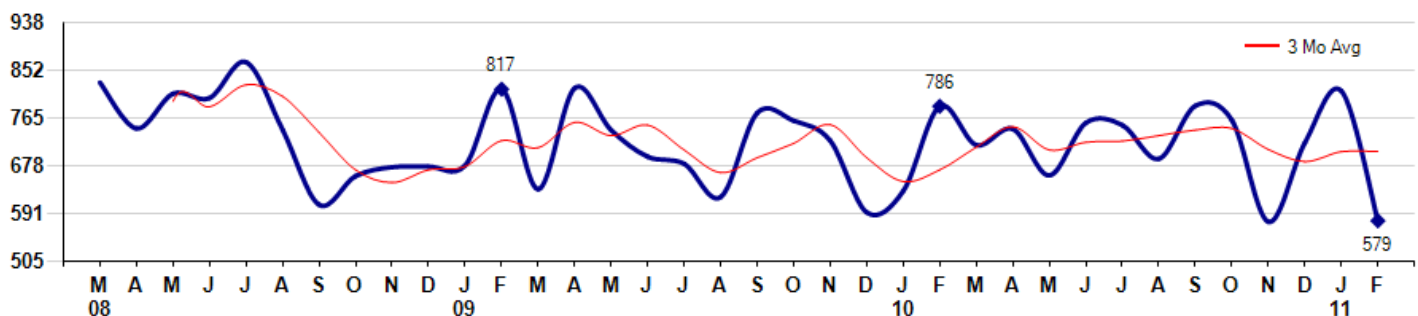
Average Days on Market (Listing to Contract) for properties sold during the month



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 February 2011 Selling Price per Square Foot of \$579 was down -28.9% from \$814 last month and down -26.3% from \$786 in February of last year.

Average Selling Price per Square Foot for properties that sold during the month



Based on information from The MLS®/CLAW Combined LA Westside MLS Inc. for the period 3/1/2008 through 2/28/2011. 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.



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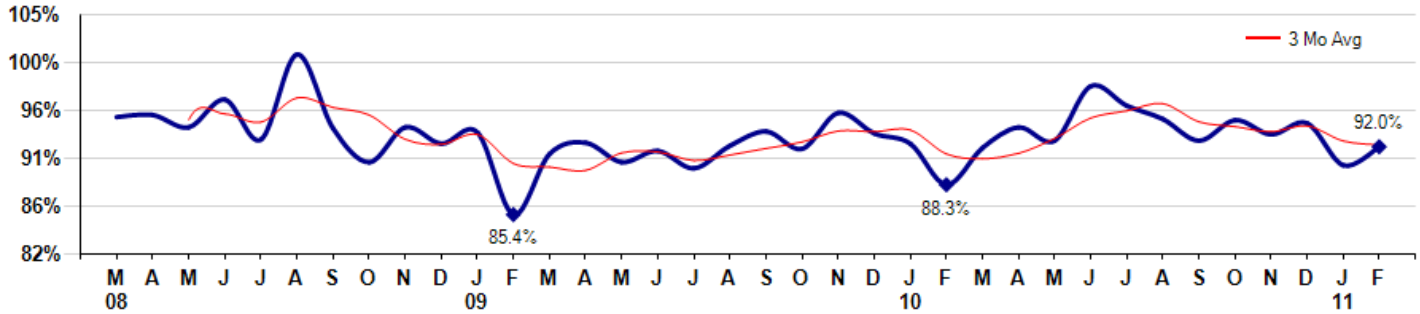


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Selling Price vs Original Listing Price

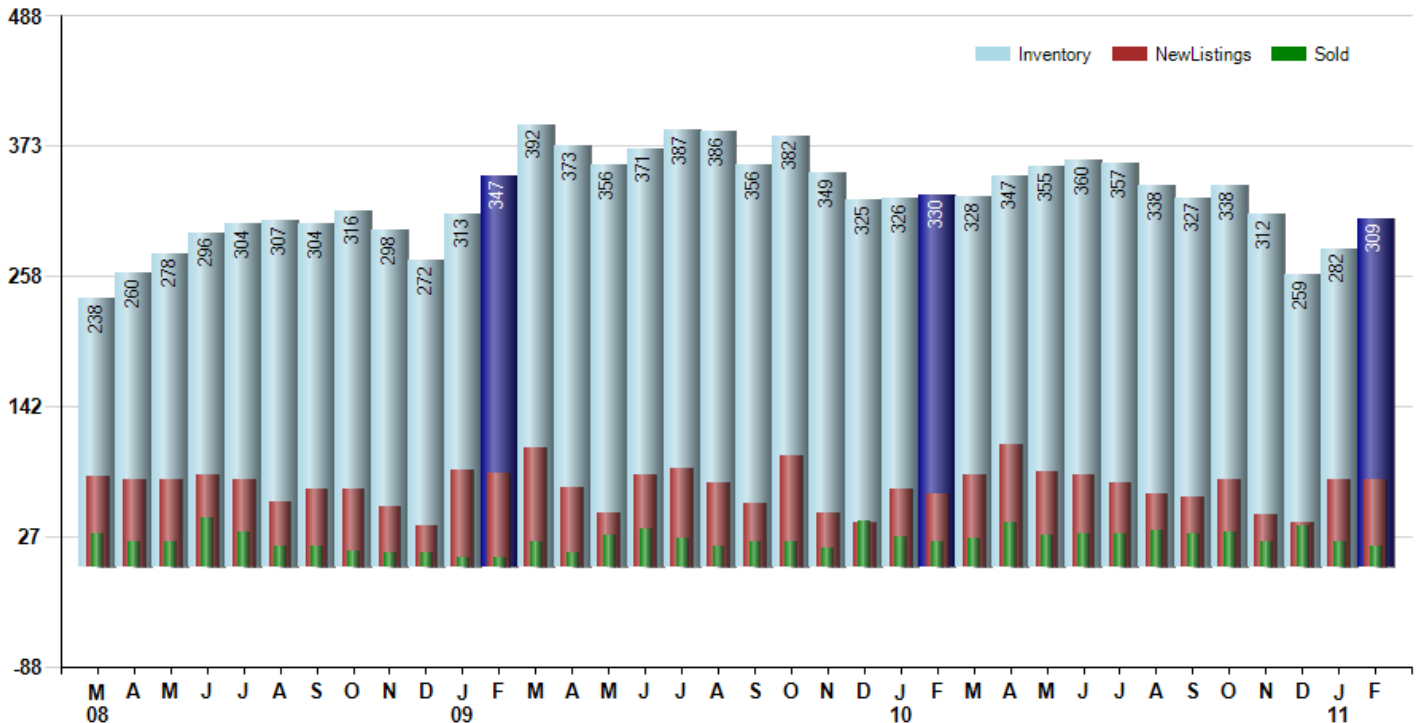
The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The February 2011 Selling Price vs Original List Price of 92.0% was up from 90.2% last month and up from 88.3% in February of last year.

Avg Selling Price divided by Avg Listing Price for sold properties during the month



Inventory / New Listings / Sales

This last 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 February 2011 was 78, up 1.3% from 77 last month and up 20.0% from 65 in February of last year.



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	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Homes Sold	30	22	22	43	31	19	19	14	13	13	8	9	22	13	28	34	26	19	23	23	17	41	27	22	25	39	28	30	30	32	29	31	22	36	23	18
3 Mo. Roll Avg			25	29	32	31	23	17	15	13	11	10	13	15	21	25	29	26	23	22	21	27	28	30	25	29	31	32	29	31	30	31	27	30	27	26

	(000's) M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Median Sale Price	2,000	1,770	2,720	2,075	2,480	1,800	930	1,925	2,420	1,780	1,676	2,300	2,400	3,000	1,800	1,845	1,913	1,400	1,875	2,278	1,600	1,575	1,213	2,931	1,275	2,285	1,645	1,577	1,741	1,661	2,320	1,675	1,400	2,301	2,100	1,368
3 Mo. Roll Avg			2,163	2,188	2,425	2,118	1,737	1,552	1,758	2,042	1,959	1,919	2,125	2,567	2,400	2,215	1,853	1,719	1,729	1,851	1,918	1,818	1,463	1,906	1,806	2,164	1,735	1,836	1,654	1,660	1,907	1,885	1,798	1,792	1,934	1,923

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Inventory	238	260	278	296	304	307	304	316	298	272	313	347	392	373	356	371	387	386	356	382	349	325	326	330	328	347	355	360	357	338	327	338	312	259	282	309
MSI	8	12	13	7	10	16	16	23	23	21	39	39	18	29	13	11	15	20	15	17	21	8	12	15	13	9	13	12	12	11	11	11	14	7	12	17

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Days On Market	85	96	103	94	98	87	80	66	72	76	46	210	80	97	118	73	108	89	107	94	125	109	96	134	161	113	87	77	61	85	89	79	100	112	116	113
3 Mo. Roll Avg			95	98	98	93	88	78	73	71	65	111	112	129	98	96	100	90	101	97	109	109	110	113	130	136	120	92	75	74	78	84	89	97	109	114

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Price per Sq Ft	829	746	809	801	866	744	608	660	676	677	679	817	636	819	743	695	682	622	774	760	724	594	633	786	716	745	661	756	752	691	787	761	577	720	814	579
3 Mo. Roll Avg			795	785	825	804	739	671	648	671	677	724	711	757	733	752	707	666	693	719	753	693	650	671	712	749	707	721	723	733	743	746	708	686	704	704

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Sale to List Price	0.949	0.951	0.939	0.966	0.927	1.010	0.938	0.905	0.939	0.923	0.934	0.854	0.913	0.924	0.905	0.916	0.899	0.921	0.935	0.918	0.953	0.933	0.923	0.883	0.919	0.939	0.926	0.979	0.960	0.947	0.926	0.946	0.932	0.943	0.902	0.920
3 Mo. Roll Avg			0.946	0.952	0.944	0.968	0.958	0.951	0.927	0.922	0.932	0.904	0.900	0.897	0.914	0.915	0.907	0.912	0.918	0.925	0.935	0.935	0.936	0.913	0.908	0.914	0.928	0.948	0.955	0.962	0.944	0.940	0.935	0.940	0.926	0.922

	M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
New Listings	80	78	77	81	77	58	69	69	53	37	86	83	106	70	48	81	88	74	56	98	48	40	69	65	82	108	85	81	75	65	62	78	47	39	77	78
Inventory	238	260	278	296	304	307	304	316	298	272	313	347	392	373	356	371	387	386	356	382	349	325	326	330	328	347	355	360	357	338	327	338	312	259	282	309
Sales	30	22	22	43	31	19	19	14	13	13	8	9	22	13	28	34	26	19	23	23	17	41	27	22	25	39	28	30	30	32	29	31	22	36	23	18

	(000's) M 08	A	M	J	J	A	S	O	N	D	J 09	F	M	A	M	J	J	A	S	O	N	D	J 10	F	M	A	M	J	J	A	S	O	N	D	J 11	F
Avg Sale Price	3,378	3,120	2,989	2,976	3,706	2,356	3,360	2,016	2,765	1,775	2,117	5,676	2,948	5,895	3,124	2,557	2,125	2,466	3,537	2,745	2,106	1,993	1,584	4,525	3,678	3,304	1,818	2,958	2,922	2,869	3,841	3,521	2,365	3,734	3,367	2,262
3 Mo. Roll Avg			3,162	3,028	3,224	3,013	3,141	2,578	2,714	2,186	2,219	3,189	3,580	4,840	3,989	3,858	2,602	2,383	2,709	2,916	2,796	2,281	1,894	2,701	3,262	3,836	2,933	2,693	2,566	2,916	3,211	3,410	3,242	3,207	3,155	3,121

