

SACRAMENTO COUNTY:

1. The median price is the same as it was in August 2007.
2. Housing inventory is 22% lower than the same time last year (there is only a 1.36 month housing supply).
3. Sales volume was 17% higher this November compared to November 2015 (up 2.5% for the year).
4. There were only 36 short sales and 34 REOs in the county last month.
5. It took 3 days longer to sell a house last month compared to the previous month (one year ago it was taking 3 days longer to sell).
6. FHA sales volume is down 6% this year compared to 2015 (24.4% of all sales were FHA last month).
7. Cash sales are down 11% this year (they were 11% of all sales last month).
8. The median price is \$325,000 and is down 2% from the height of summer, up 1.5% from last month, and 12% higher than last year.
9. The average price per sq ft was \$202 last month (down 1% from a few months ago, but 7% higher than last year).
10. The average sales price at \$349,659 is down about 2% from the height of summer (but is 8% higher than last year).

SACRAMENTO REGION:

1. Housing inventory is 26% lower than the same time last year.
2. It took 4 days longer to sell compared to the previous month (but 4 less days compared to November 2015).
3. Sales volume was 18% higher this November compared to November 2015.
4. FHA sales volume is down 6% this year compared to last year.
5. Cash sales are down 8% this year compared to last year.
6. REOs were 2% and short sales were 2.1% of all sales last month.
7. The median price was \$355,000 in November. It went down slightly from October but is down 3.5% from the height of summer (up 8% from last year).
8. The average price per sq ft was \$208.6 last month. That's down about 1% from the height of summer and 8% higher than last year.
9. Cash sales were 13.3% of all sales last month (FHA sales were 22%).
10. The average sales price was \$392,500 in November. It's down about 3.5% from the height of summer but 8% higher than last year.

PLACER COUNTY:

1. The median price was \$438,000 last month (highest point of year, but take that with a grain of salt).
2. The average price per sq ft was \$213 last month (down very slightly from the height of summer and up 6% higher than last year).
3. It took 41 days to sell last month (same as previous month but 6 days less than one year ago).
4. Sales volume was about 3% lower this October compared to October 2015.
5. FHA sales volume is down 16% this year compared to last year.
6. Cash sales were 17% of all sales last month (FHA sales were 13%).
7. Cash sales are down 3.6% this year compared to last year.
8. Housing inventory is 13% lower than the same time last year.
9. Both REOs and short sales were each 1% of sales last month.
10. The average sales price was \$481,000 and is 8.5% higher than last year.

Challenge: Find ways this month to talk about specific trends with your contacts. It's powerful when we know how the market is moving and can quote stats off the cuff.