

SACRAMENTO COUNTY:

1. The median price is \$320,000 and is down a few percent from the height of summer, but it's 10% higher than last year.
2. The average price per sq ft was \$202 last month (down 1% from a few months ago, but 8.5% higher than last year).
3. There were only 38 short sales and 31 REOs in the county last month.
4. Sales volume was 5% higher this October compared to October 2015.
5. It took 3 days longer to sell a house last month compared to the previous month (one year ago it was taking 5 days longer to sell).
6. Sales volume is up slightly this year compared to last year (1% or so).
7. FHA sales volume is down 7% this year compared to 2015 (25% of all sales were FHA last month).
8. Cash sales are down 8.5% this year (they were 12% of all sales last month).
9. Housing inventory is 12% lower than the same time last year.
10. The average sales price at \$353,000 is down about 1% from the height of summer (but is 9% higher than last year).

SACRAMENTO REGION:

1. The median price was \$357,000 in October. It went up slightly from September but is down 3% from the height of summer (up 9% from last year).
2. The average price per sq ft was \$208 last month. That's down about 1% from the height of summer and 7% higher than last year.
3. It took 2 days longer to sell compared to the previous month (but 5 less days compared to October 2015).
4. Sales volume was 4% higher this October compared to October 2015.
5. FHA sales volume is down 8% this year compared to last year.
6. Cash sales were 13.5% of all sales last month (FHA sales were 21%).
7. Cash sales are down 7% this year compared to last year.
8. Housing inventory is 14% lower than the same time last year.
9. REOs were 1.8% and short sales were 2% of all sales last month.
10. The average sales price was \$393,000 in October. It's down about 3% 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.

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