

## SACRAMENTO COUNTY:

1. The median price was \$315,000 in December (6.5% above last December).
2. Housing inventory is about 10% lower than it was last December.
3. Sales volume was 7% lower this December compared to last December, but this year and last were higher than 2012, 2013, and 2014.
4. It took 3 days longer to sell a house last month compared to the previous month.
5. One year ago in December it was taking 4 days longer to sell.
6. FHA sales volume is down 6% this year compared to 2015 (but 25% of all sales this year were FHA).
7. Cash sales are down 11% this year (they were 13% of all sales last month).
8. The average price per sq ft was \$202 last month (about the same as November, but 7.5% higher than last year).
9. The average sales price at \$343,670 is down about 4% from the height of summer (but is 6% higher than last year).
10. When looking at the entire year in Sacramento County it took 33 days on average to sell a home this year.

## SACRAMENTO REGION:

1. The median price was \$350,000 in December (7% above last December).
2. It took 3 days longer to sell compared to the previous month (but 4 less days compared to December 2015).
3. Sales volume was about 1% lower this December compared to last year.
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. Cash sales were 14.4% of all sales last month.
7. The average price per sq ft was \$208 last month. That's down about 1% from the height of summer and 8% higher than last year.
8. FHA sales were 22% of all sales in the region last month.
9. The average sales price was \$387,915 in December. It's down about 5% from the height of summer but 8% higher than last year.
10. When looking at the entire year in the region it took 37 days on average to sell a home this year.

## PLACER COUNTY:

1. The median price was \$423,925 in December (7% above last December).
2. It took 2 less days to sell compared to the previous month (but 9 less days compared to December 2015).
3. Sales volume was about 1% lower this December compared to last year.
4. FHA sales volume is down 11% this year compared to last year (FHA sales were 18% of all sales in Placer County last month).
5. Cash sales are down a mere 1% this year compared to last year.
6. Cash sales were 16% of all sales last month.
7. The average price per sq ft was \$216 last month, which is about as high as it's been all year (about 8% higher than last year).
8. REOs were 1.5% and short sales were 1.8% of all sales in Placer County.
9. The average sales price was \$472,130 in December. It's down about 2% from the height of summer but about 9.5% higher than last year.
10. When looking at the entire year in Placer County it took 42 days on average to sell a home this 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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