

### SACRAMENTO COUNTY:

1. The median price softened to \$305,000 (down 7% from the height of summer).
2. The median price is currently 8.9% above January 2016.
3. Sales volume was stronger in January than it's been in 4 years. We could focus on sales volume declining by 27% from December, but volume always declines from December. See the graphs below.
4. Sales volume in January 2017 was 14% higher than last year.
5. One year ago in January it was taking 4 days longer to sell.
6. FHA sales volume is down 6% this year compared to 2016 (but 27% of all sales were FHA last month).
7. Only 3% of all sales were bank-owned last month and 2.4% were short sales.
8. The average price per sq ft was about \$202 last month (about the same as December, but 8% higher than last year).
9. The average sales price softened 1% last month and is currently \$339,028. This is down about 5% from the height of summer (but is 9% higher than last year).
10. Cash sales were 15% of all sales last month.

### SACRAMENTO REGION:

1. The median price softened to \$339,000 (down 8% from the height of summer).
2. The median price is currently 5% above January 2016.
3. Sales volume in the region is up about 2% over the past year.
4. Sales volume in January 2017 was 7.6% higher than last year.
5. One year ago in January it was taking 3 days longer to sell.
6. It took an average of 47 days to sell a home last month.
7. FHA sales volume is down almost 7% over the past year (but still 23% of all sales were FHA last month).
8. The average price per sq ft was about \$208 last month. This is down about 1.5% from summer, but 5.7% higher than last year.
9. The average sales price softened 2% last month and is currently \$380,151. This is down about 6.5% from the height of summer (but is 5.9% higher than last year).
10. Cash sales were 16% of all sales last month.

### PLACER COUNTY:

1. The median price is \$424,500 (down 3% from the height of summer).
2. The median price is currently 4.8% above January 2016.
3. Sales volume in Placer County was down almost 13% this January compared to last January.
4. Sales volume in January was nearly identical in volume to January 2014 and January 2015.
5. Housing supply is down 4% from last year.
6. It took an average of 52 days to sell a home last month (same as last January).
7. The average price per sq ft was about \$211 last month. This is down about 2.5% from summer, but about 5% higher than last year.
8. The average sales price softened 1% last month and is currently \$467,276. This is down about 3% from the height of summer (but is 3% higher than last year).
9. Bank-owned sales were only 2.4% of all sales last month (short sales were 1.3%).
10. Cash sales were 19.5% of all sales last month.

**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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