

REAL ESTATE MARKET REPORT  
**LANCASTER**



Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Sunday, November 4

**2018**

**TABLE OF CONTENTS**

Charts and Commentary .....	Pages 1-2
Market Summary Table .....	Page 3
Glossary .....	Page 4

**The Jeremy Ganse Home Selling Team**

RE/MAX SmartHub Realty  
 930 Red Rose Court - Suite 209  
 Lancaster, PA 17601  
[www.smarthubrealty.com](http://www.smarthubrealty.com)  
[remax@smarthubrealty.com](mailto:remax@smarthubrealty.com)  
 Office: (717) 208-4444



Sunday, November 4, 2018

The Jeremy Ganse Home Selling Team

RE/MAX SmartHub Realty  
 remax@smarthubrealty.com  
 Office: (717) 208-4444

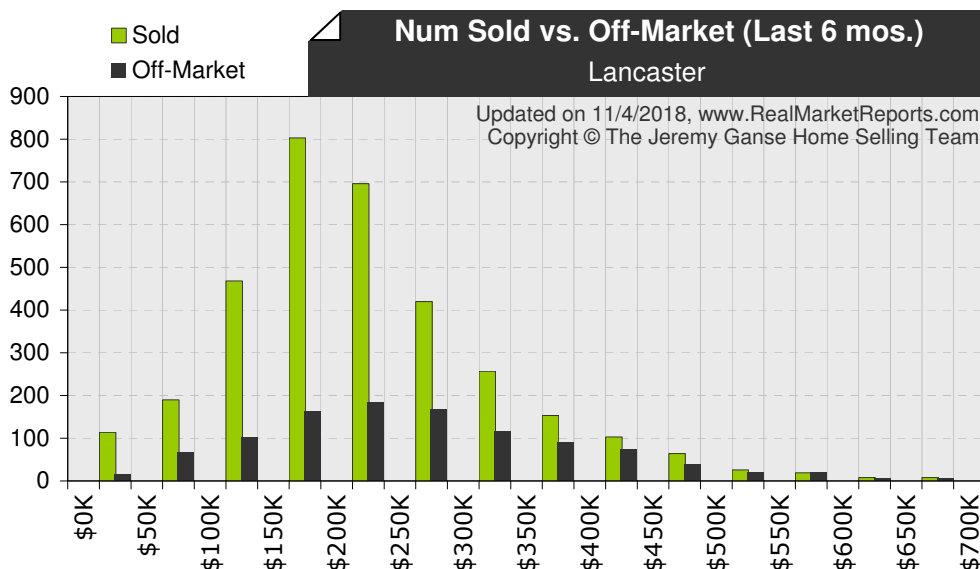
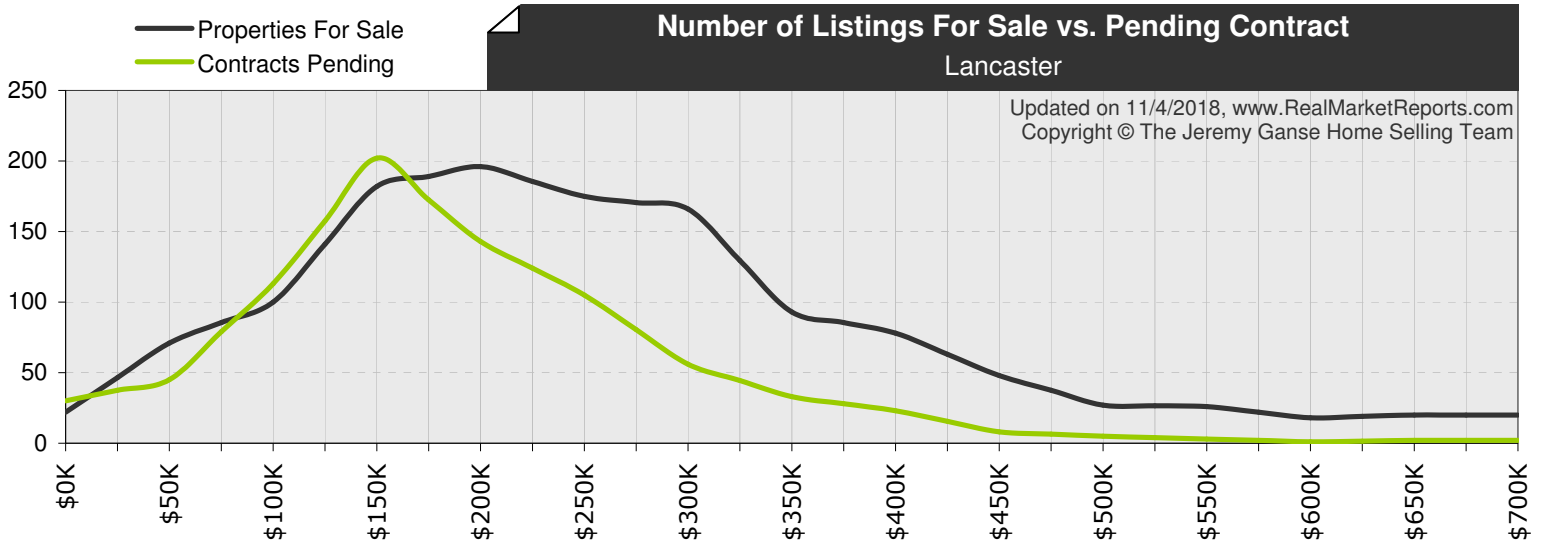
*Let's take a look* at the real estate market. Currently there are 779 sales pending in the market overall, leaving 1296 listings still for sale. The resulting pending ratio is 37.5% (779 divided by 2,075). So you might be asking yourself, that's great... but what exactly does it mean? I'm glad you asked!

The pending ratio indicates the supply & demand of the market. Specifically, a high ratio means that listings are in demand and quickly going to contract. Alternatively, a low ratio means there are not enough qualified buyers for the existing supply.

*"Current inventory is described as mildly active."*

Taking a closer look, we notice that the \$150K - \$200K price range has a relatively large number of contracts pending sale.

We also notice that the \$200K - \$250K price range has a relatively large inventory of properties for sale at 196 listings. The average list price (or asking price) for all properties in this market is \$327,962.



A total of 3348 contracts have closed in the last 6 months with an average sold price of \$225,058. Breaking it down, we notice that the \$150K - \$200K price range contains the highest number of sold listings.

Alternatively, a total of 1110 listings have failed to sell in that same period of time. Listings may fail to sell for many reasons such as being priced too high, having been inadequately marketed, the property was in poor condition, or perhaps the owner had second thoughts about selling at this particular time. The \$200K - \$250K price range has the highest number of off-market listings at 184 properties.

Sunday, November 4, 2018

The Jeremy Ganse Home Selling Team

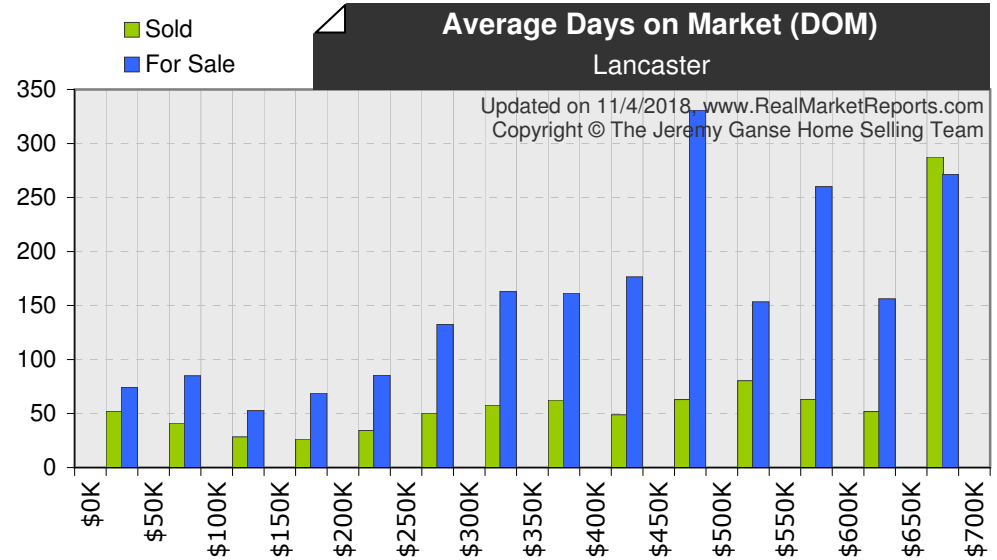
RE/MAX SmartHub Realty  
 remax@smarthubrealty.com  
 Office: (717) 208-4444

Looking at the chart to the right, you might be wondering why average days on market (DOM) is important. This is a useful measurement because it can help us to determine whether we are in a buyer's market (indicated by high DOM), or a seller's market (indicated by low DOM). Active listings (properties for sale) have been on the market for an average of 131 days.

Analysis of sold properties for the last six months reveals an average sold price of \$225,058 and 41 days on market. Notice that properties in the \$150K - \$200K price range have sold quickest over the last six months.

The recent history of sales can be seen in the two charts below. The average sold price for the last 30 days was \$220,727 with an average DOM of 43 days.

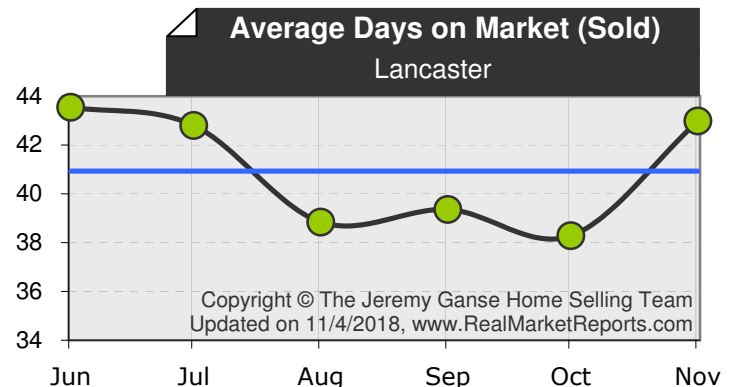
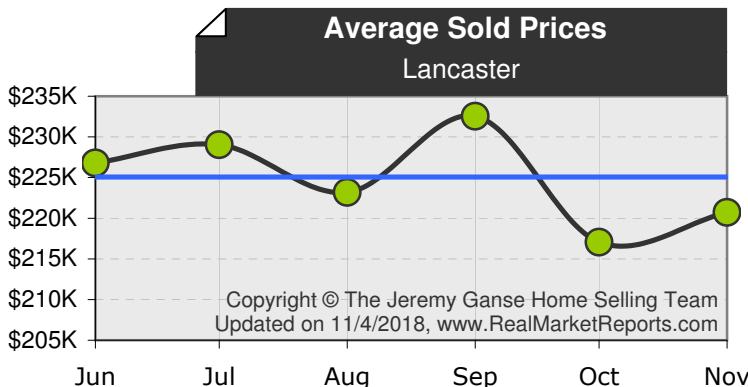
Since the recent DOM is greater than the average DOM for the last 6 months, it is a negative indicator for demand. It is always important to realize that real estate markets can fluctuate due to many factors, including shifting interest rates, the economy, or seasonal changes.



**"The average list-to-sales ratio for this area is 98.5%."**

Ratios are simple ways to express the difference between two values such as list price and sold price. In our case, we typically use the list-to-sale ratio to determine the percentage of the final list price that the buyer ultimately paid. It is a very common method to help buyers decide how much to offer on a property.

Analysis of the absorption rate indicates an inventory of 2.3 months based on the last 6 months of sales. This estimate is often used to determine how long it would take to sell off the current inventory of properties if all conditions remained the same. It is significant to mention that this estimate does not take into consideration any additional properties that will come onto the market in the future.



# REAL ESTATE MARKET REPORT LANCASTER

Sunday, November 4, 2018

The Jeremy Ganse Home Selling Team

RE/MAX SmartHub Realty  
remax@smarthubrealty.com  
Office: (717) 208-4444

Price Range		For Sale <sup>[1]</sup>					Contracts Pending <sup>[2]</sup>		Off-Market in the Last 6 Months <sup>[3]</sup>					Absorption Rate	
Min.	Max.	Total Num	Avg DOM	Avg List Price	Total Num	Pending Ratio	Total Num	Total Num	Avg DOM	Avg Orig List Price	Avg List Price	Avg Sold Price	List to Sales	Mos.	
\$0	\$49,999	22	74	\$ 33,872	30	57.7%	16	114	52	\$ 47,998	\$ 46,084	\$ 31,613	68.6%	1.2	
\$50,000	\$99,999	71	85	\$ 76,202	45	38.8%	66	190	41	\$ 84,237	\$ 78,013	\$ 74,498	95.5%	2.2	
\$100,000	\$149,999	100	53	\$ 128,199	113	53.1%	102	468	28	\$ 134,130	\$ 132,824	\$ 130,098	97.9%	1.3	
\$150,000	\$199,999	182	69	\$ 179,783	202	52.6%	162	803	26	\$ 179,117	\$ 177,446	\$ 175,165	98.7%	1.4	
\$200,000	\$249,999	196	86	\$ 227,441	143	42.2%	184	696	34	\$ 227,929	\$ 226,358	\$ 223,600	98.8%	1.7	
\$250,000	\$299,999	175	133	\$ 279,634	105	37.5%	167	420	50	\$ 277,853	\$ 275,272	\$ 271,859	98.8%	2.5	
\$300,000	\$349,999	166	163	\$ 326,866	56	25.2%	116	257	58	\$ 330,132	\$ 326,807	\$ 322,336	98.6%	3.9	
\$350,000	\$399,999	93	162	\$ 374,138	33	26.2%	91	153	63	\$ 382,478	\$ 376,163	\$ 371,425	98.7%	3.6	
\$400,000	\$449,999	78	177	\$ 425,417	23	22.8%	74	103	49	\$ 428,918	\$ 425,418	\$ 421,012	99.0%	4.5	
\$450,000	\$499,999	48	331	\$ 480,862	8	14.3%	39	64	63	\$ 481,213	\$ 478,557	\$ 470,217	98.3%	4.5	
\$500,000	\$549,999	27	153	\$ 529,967	5	15.6%	21	26	80	\$ 544,899	\$ 535,983	\$ 521,921	97.4%	6.2	
\$550,000	\$599,999	26	260	\$ 580,734	3	10.3%	20	19	63	\$ 601,239	\$ 591,566	\$ 577,863	97.7%	8.2	
\$600,000	\$649,999	18	156	\$ 631,643	1	5.3%	5	8	52	\$ 643,008	\$ 639,821	\$ 619,783	96.9%	13.5	
\$650,000	\$699,999	20	272	\$ 689,998	2	9.1%	7	8	288	\$ 769,988	\$ 713,600	\$ 668,500	93.7%	15.0	
\$700,000	+	74	185	\$1,080,162	10	11.9%	40	19	222	\$ 939,215	\$ 808,778	\$ 863,425	106.8%	23.4	
<b>Market Summary &gt;&gt;&gt;</b>		1,296	131	\$ 327,962	779	37.5%	1,110	3,348	41	\$ 231,928	\$ 228,567	\$ 225,058	98.5%	2.3	

Date Range = 05/06/2018 to 11/04/2018

Data believed to be accurate but not guaranteed.

Status = [1] ACT; [2] PND; [3] WTH, EXP, CNL; [4] CLS

CountyOrParish = Lancaster

PropertyType = Residential

Sunday, November 4, 2018

The Jeremy Ganse Home Selling Team

RE/MAX SmartHub Realty  
remax@smarthubrealty.com  
Office: (717) 208-4444

## 1. PROPERTIES FOR SALE

- a. **Number Active:** The number of listings for sale which are currently being marketed but do not yet have a purchase agreement.
- b. **Average Days on Market (DOM):** The average marketing period of currently active listings. This does not account for some listings which have had a previous listing period, but were re-entered as a new listing.
- c. **Average List Price:** The average price that a seller is currently asking.

## 2. CONTRACTS PENDING

- a. **Number Pending:** The number of current listings for which a contract has been signed but has not yet closed.
- b. **Pending Ratio:** Sometimes called a “list-to-pending ratio”. This is a measure of how fast properties are going under contract vs. how fast they are being listed.

$$\text{Pending Ratio} = \frac{P \text{ (Number of Pending Listings)}}{A+P \text{ (Number of Active + Pending)}}$$

(P) represents properties that buyers have chosen

(A+P) represents the entire pool from which they have chosen

## 3. OFF-MARKET

- a. **Number Off-Market:** The number of listing agreements that have failed to close in the last 6 months. Some owners may choose to reoffer their property for sale.

## 4. PROPERTIES SOLD

- a. **Number Sold:** The number of properties that have gone to a closing in the last 6 months.
- b. **Average Days on Market (DOM):** The average marketing time it has taken properties to sell in the last 6 months.
- c. **Average Original List Price:** The average price at which a sold property was originally marketed.
- d. **Average List Price:** The average price at which a sold property was marketed just prior to selling.
- e. **Average Sold Price:** The average price for which a property sold.
- f. **List to Sales Ratio:** The percentage of the list price that the buyer ultimately paid for the property.

$$\text{List to Sales Ratio} = \frac{\text{Average Sold Price}}{\text{Average List Price}}$$

## 5. OTHER

- a. **Absorption Rate / Months of Inventory:** An estimate of how fast listings are currently selling measured in months. For example, if 100 properties sell per month and there are 800 properties for sale - there is an 8 month supply of inventory before counting the additional properties that will come on the market.