



REGIONAL SALES STATISTICS

LONDON PROPERTIES

FRESNO (Fresno MLS)

| ALL ZIP CODES | # OF SALES | DAYS ON MARKET | AVG. SALES PRICE | AVG. PRICE PER SQ. FT. |
|---------------|------------|----------------|------------------|------------------------|
| 2017 | 5,957 | 38 | \$254,440 | \$147 |
| 2018 | 5,894 | 43 | \$274,802 | \$158 |
| % Change | - 1.1 % | + 13.1 % | + 8 % | + 7.48 % |

CLOVIS (Fresno MLS)

| ALL ZIP CODES | # OF SALES | DAYS ON MARKET | AVG. SALES PRICE | AVG. PRICE PER SQ. FT. |
|---------------|------------|----------------|------------------|------------------------|
| 2017 | 1,877 | 39 | \$340,771 | \$167 |
| 2018 | 1,818 | 51 | \$360,759 | \$180 |
| % Change | - 3.2 % | + 30.1 % | + 5.8 % | + 7.78 % |

SANGER/FOWLER/PARLIER/SELMA/KINGSBURG (Fresno MLS)

| ALL ZIP CODES | # OF SALES | DAYS ON MARKET | AVG. SALES PRICE | AVG. PRICE PER SQ. FT. |
|---------------|------------|----------------|------------------|------------------------|
| 2017 | 774 | 45 | \$248,309 | \$143 |
| 2018 | 640 | 42 | \$272,139 | \$157 |
| % Change | - 17.3 % | - 7.1 % | + 9.6 % | + 9.8 % |

MADERA/CHOWCHILLA (CRMLS MLS)

| ALL ZIP CODES | # OF SALES | DAYS ON MARKET | AVG. SALES PRICE | AVG. PRICE PER SQ. FT. |
|---------------|------------|----------------|------------------|------------------------|
| 2017 | 952 | 45 | \$238,135 | \$133 |
| 2018 | 921 | 48 | \$252,534 | \$149 |
| % Change | - 3.3 % | + 6.7 % | + 6.1 % | + 12.8 % |

AHWAHNEE/OAKHURST/COARSEGOLD (CRMLS MLS)

| ALL ZIP CODES | # OF SALES | DAYS ON MARKET | AVG. SALES PRICE | AVG. PRICE PER SQ. FT. |
|---------------|------------|----------------|------------------|------------------------|
| 2017 | 484 | 86 | \$266,908 | \$147 |
| 2018 | 414 | 91 | \$291,094 | \$153 |
| % Change | - 14.5 % | + 5.8 % | + 9.1 % | + 4.1 % |

MERCED/ATWATER/WINTON (CRMLS MLS)

| ALL ZIP CODES | # OF SALES | DAYS ON MARKET | AVG. SALES PRICE | AVG. PRICE PER SQ. FT. |
|---------------|------------|----------------|------------------|------------------------|
| 2017 | 1,284 | 40 | \$258,661 | \$159 |
| 2018 | 1310 | 42 | \$268,600 | \$167 |
| % Change | + 2.0 % | + 5.0 % | + 3.8 % | + 5.0 % |

HANFORD (KINGS MLS)

| ALL ZIP CODES | # OF SALES | DAYS ON MARKET | AVG. SALES PRICE | AVG. PRICE PER SQ. FT. |
|---------------|------------|----------------|------------------|------------------------|
| 2017 | 702 | 47 | \$232,008 | \$136 |
| 2018 | 679 | 44 | \$244,324 | \$144 |
| % Change | - 3.3 % | - 6.4 % | + 5.3 % | + 5.8 % |

WHAT BUYERS SHOULD KNOW

- Nearly 90% of all buyers enlist the help of an agent to purchase.
- **The Central Valley is Affordable!** 42-49% of households can afford a median-priced home in the Valley, compared to only 26% statewide.
- **Inventory will continue to outpace sales** – buyers have more selection than previous three years.
- Interest rates have temporarily dipped and are projected to move up less in 2019 than previously forecasted.
- Competition from investors in the first-time buyer price range will continue to decrease (already down over 20% from 2017).
- Sellers are not moving as often. Typical seller is owning for 11.5 years.
- **Central Valley prices are still 12-14.5% below** the historic highs we reached 10+ years ago.
- Low risk for a market bubble unlike 10 years ago because buyers have “more skin in the game” with larger down payments and fixed vs. risky adjustable rate mortgages.

WHAT SELLERS SHOULD KNOW

- 9 of 10 sellers use an agent to maximize their proceeds.
- Household formation will remain at record highs.
- California had 3.2% fewer sales in 2018 and 2019 is expected to drop another 3.9%.
- Home price appreciation is slowing – 2019 projected appreciation is 3.2.
- Buyer paralysis from a shifting market will influence more inventory.
- Demographic and psychological mismatch – the Baby Boomers number 80 million, while the expected purchasing generation for their McMansions, the “X” generation, only number 48 million. And, the 78 million Millennials want smaller homes.
- **If considering downsizing, now might be the time.**
- Median net cash gain for sellers is at historic highs of \$200,000 per sale.



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