

# RON SOLDANO'S REAL ESTATE UPDATE

## COLDWELL BANKER'S % OF MARKET SHARE OF STONE HARBOR LISTINGS

Quarter	Coldwell Banker	Company A	Company B	All Other Companies
1st '96	44.4%	23%	16.3%	16.3%
2nd '96	40.0%	21.3%	18.3%	20.5%
3rd '96	41.0%	17.1%	19.9%	22.2%
4th '96	37.9%	13.6%	24.9%	23.6%
1st '97	35.3%	17.3%	21.9%	25.6%

Why list with **Ron Soldano** of Coldwell Banker? We have consistently dominated a percentage of the market share of listings! Call me for a free market analysis! **1.800.708.5796!**

### SALES DATA

4th Quarter 1997 Single Family Home Sales: What are properties Selling for compared to their list price?

LIST PRICE	SALES PRICE	SALE AS % OF LIST PRICE	DAYS ON THE MARKET
\$114,000	\$106,000	93%	16
\$150,000	\$135,000	90%	44
\$197,500	\$175,000	89%	92
\$189,900	\$175,000	92%	38
\$249,000	\$227,500	91%	32

\$249,000	\$235,000	94%	25
\$279,000	\$260,000	93%	92
\$299,000	\$275,000	92%	7 !!!!
\$329,500	\$290,000	88%	105
\$329,000	\$300,000	91%	155
\$319,000	\$301,000	94%	389
\$349,000	\$311,900	89%	247
\$365,000	\$325,000	89%	97
\$369,000	\$332,500	90%	189
\$369,000	\$340,000	92%	50
\$410,000	\$362,500	88%	281
\$389,000	\$366,500	94%	77
\$395,000	\$375,000	95%	237
\$425,000	\$405,000	95%	28
\$469,000	\$465,000	99%	168
\$529,000	\$480,000	91%	21
\$535,000	\$500,000	93%	425
\$549,000	\$540,000	98%	144
\$579,000	\$560,000	97%	1 !!!!!
\$589,000	\$589,000	100%	37
\$665,000	\$625,000	94%	225
\$699,000	\$650,000	93%	151
\$699,000	\$663,000	95%	625
\$899,000	\$825,000	92%	199
\$899,000	\$845,100	94%	324
\$1,290,000	\$1,170,000	91%	171
\$1,255,000	\$1,177,500	94%	84
\$2,795,000	\$2,600,000	93%	394
<b>Average List Price</b>	<b>Average Sales Price</b>	<b>Avg. % Sale of List Price</b>	<b>Avg. Days on the Market</b>