



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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REALTOR® LIC. #00463722

559.436.4000

WWW.LONDONPROPERTIES.COM

