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LuxInsight

Monmouth County

New Jersey

Luxury Housing Market Update

January 2019



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Monmouth County, New Jersey - January 2019

The real estate market is always changing, and if you're buying or selling a home—especially a luxury property—it's critical to understand the current market conditions. More than simply seeing what's happening to real estate as a whole in your local area, you need insights on what's taking place in the high-end market, specifically with uncommon and unique homes like yours or those for which you're shopping. That's why Long & Foster publishes our exclusive LuxInsight report—giving consumers like you invaluable information on the luxury market performance in your local area.

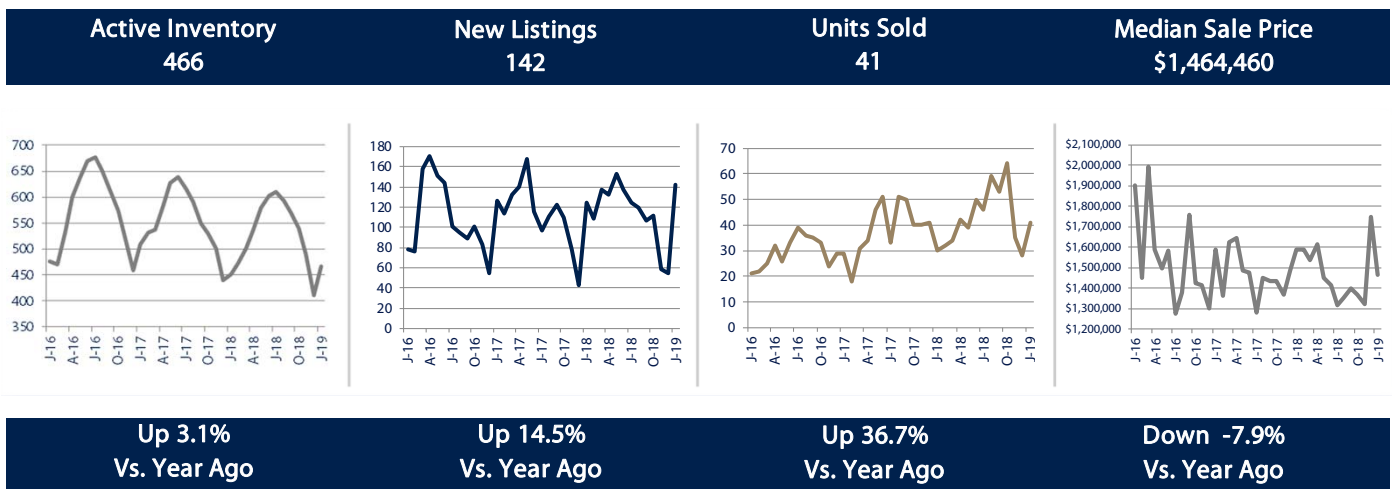
Published monthly, LuxInsight provides you with A broad overview of real estate trends in the high-end real estate market. From median sale prices and active inventory to the current housing Demand and available active listings, LuxInsight gives you access to essential statistics you need to know.



Beyond this valuable market information, Long & Foster's team of luxury sales associates is available to guide you through the real estate process. We believe luxury real estate is all about the individual, and when you work with us, you'll receive an experience tailored to your unique needs. You'll enjoy exceptional service and expertise, provided by agents who specialize in marketing and selling the most stunning luxury homes. You'll gain our exclusive connections around the world and get a luxury home experience with proven results.

AT A GLANCE

Homes \$1 Million+



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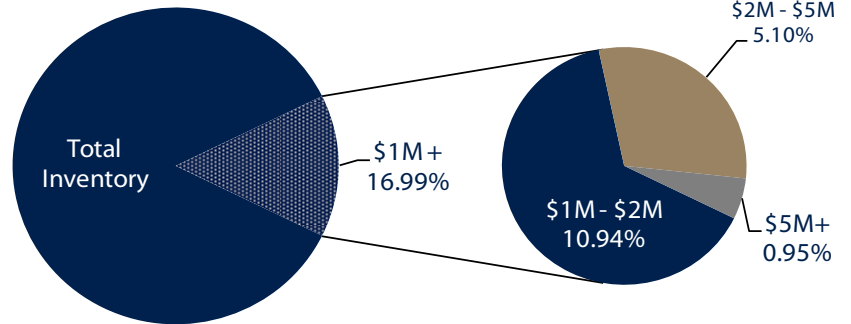
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Compared to last January, the total number of homes more than \$1 Million available this month was higher by 3.1% and lower by 8.4% compared to January 2017.

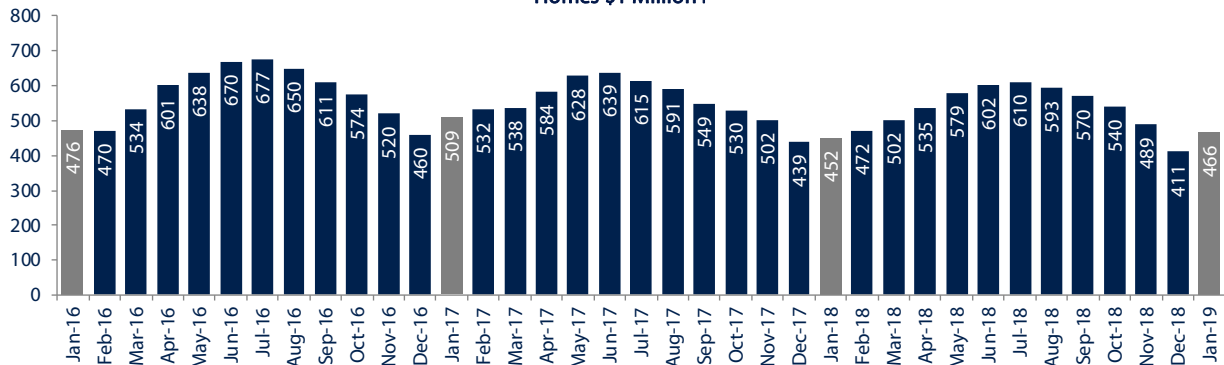
Active inventory this January was 13.4% higher than the previous month's supply of available inventory.

INVENTORY PRICE RANGES



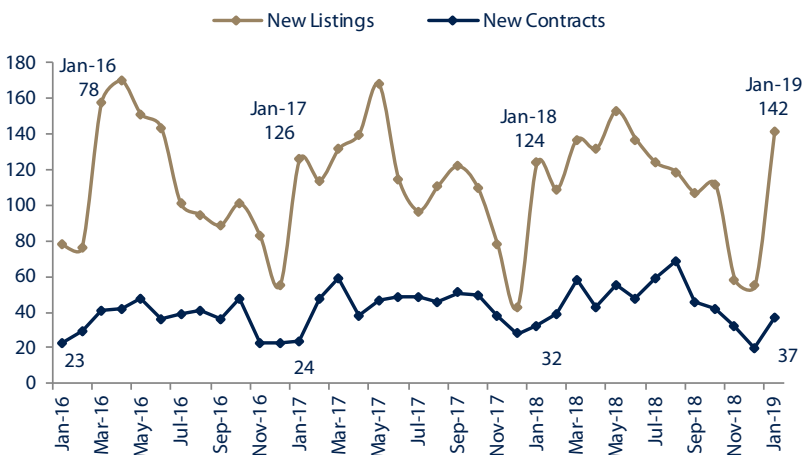
ACTIVE INVENTORY

Homes \$1 Million+



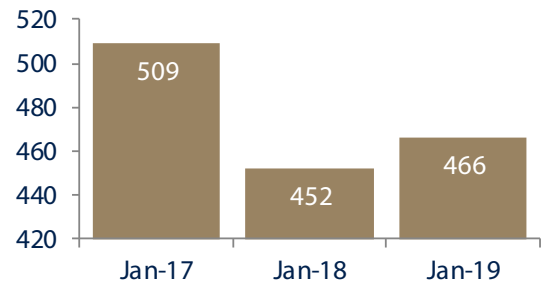
NEW LISTINGS & NEW CONTRACTS

Homes \$1 Million+



ACTIVE INVENTORY

Versus Previous Years
Homes \$1 Million+

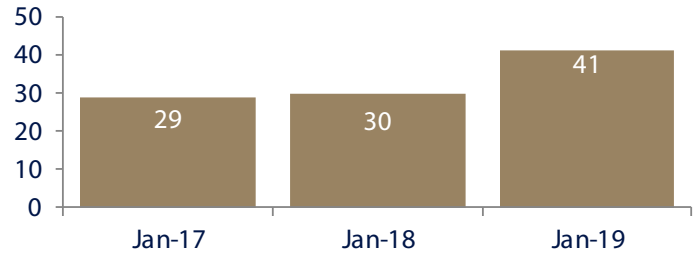


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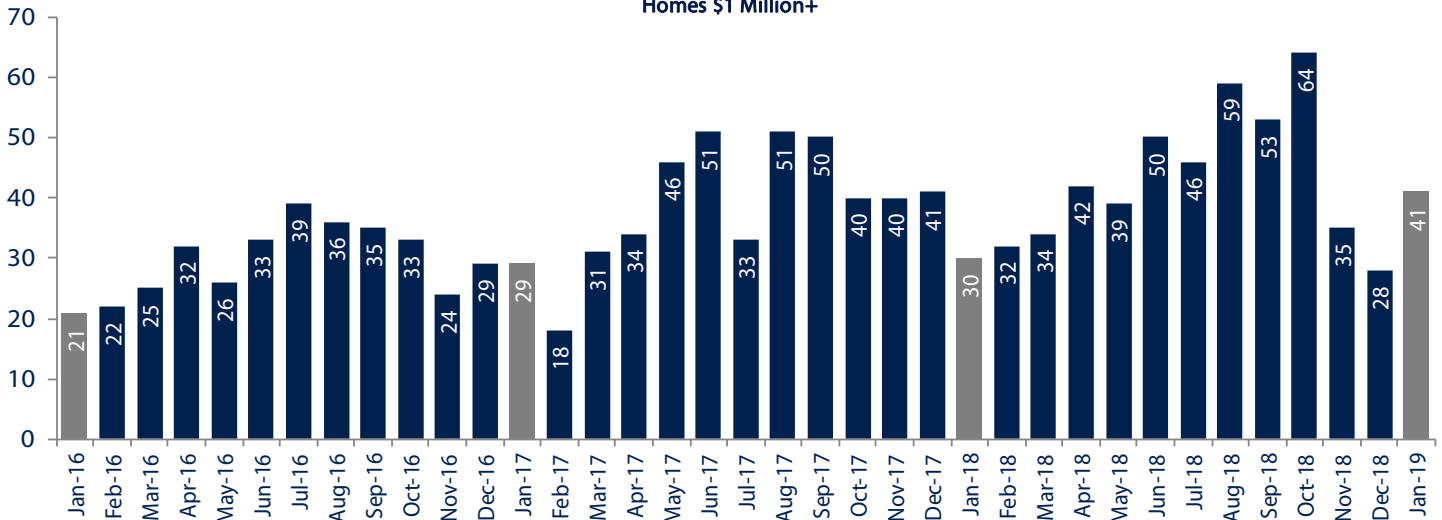
This month's units sold for homes more than \$1 Million was higher than at this time last year, an increase of 36.7% versus last January and an increase of 41.4% versus January of 2017.

There was an increase of 46.4% in luxury units sold in January compared to December of this year.

UNITS SOLD
Versus Previous Years
Homes \$1 Million+



UNITS SOLD
Homes \$1 Million+



RECENT SELECTED LUXURY SALES

Homes \$1 Million+

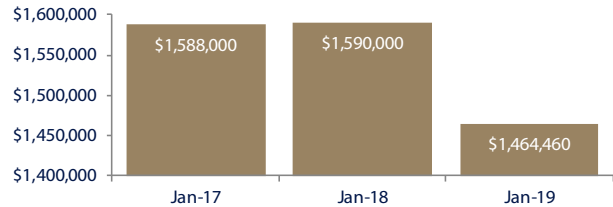
Sold Date	City	Zip Code	Final List Price	Final Sale Price	Sale Price as % of List Price	DOM	Long & Foster Represented	
							Buyer	Seller
December 14, 2018	Holmdel	07733	\$1,215,000	\$1,200,000	98.8%	69		✓
December 1, 2018	Belmar	07719	\$1,249,000	\$1,160,000	92.9%	63		✓
October 9, 2018	Middletown	07748	\$1,275,000	\$1,210,000	94.9%	186		✓
September 14, 2018	Middletown	07748	\$1,100,000	\$1,050,000	95.5%	13	✓	✓
August 28, 2018	Rumson	07760	\$2,799,000	\$2,799,000	100.0%	128	✓	✓

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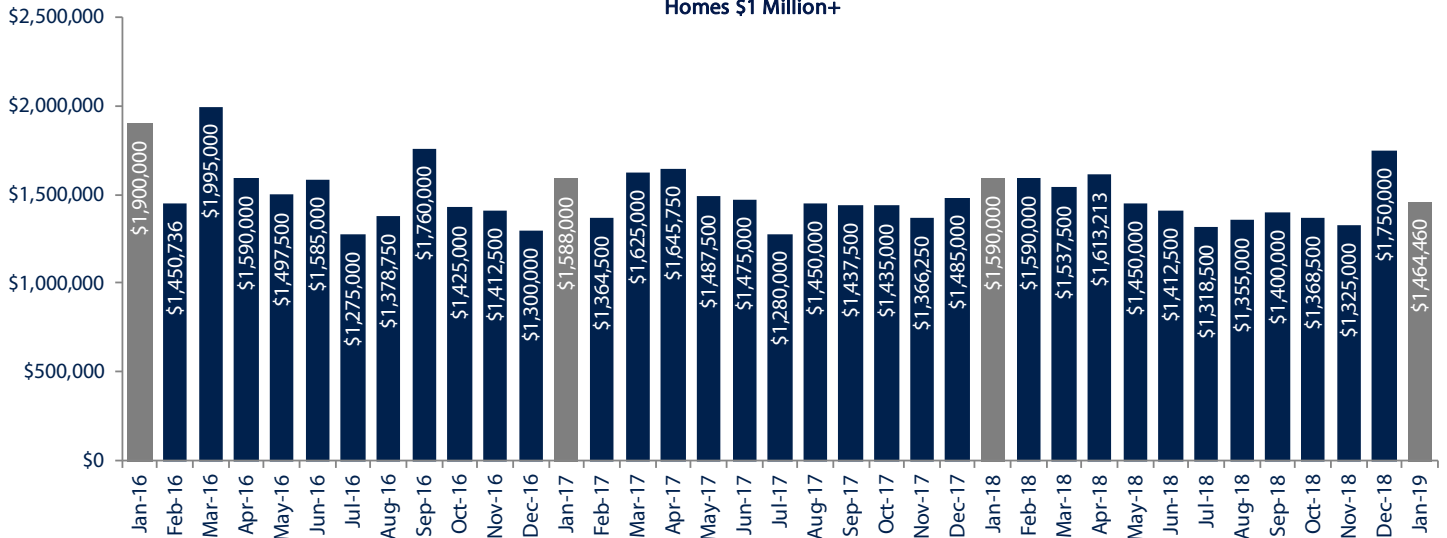
In January, the median sales price for homes more than \$1 Million was \$1,464,460, a decrease of 7.9% compared to last year.

The current median sales price was lower by 16.3% than in December.

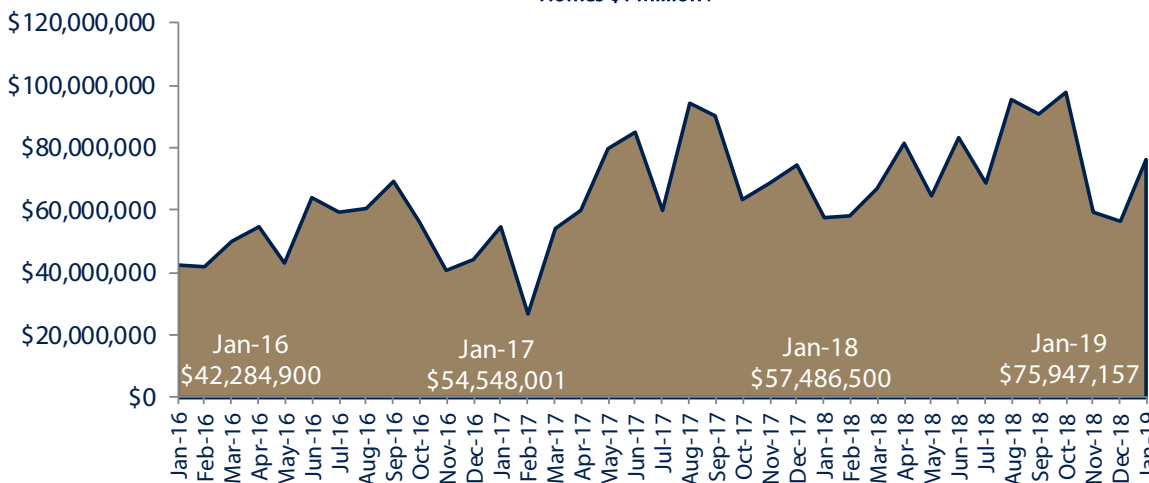
MEDIAN SALES PRICE
Versus Previous Years
Homes \$1 Million+



MEDIAN SALES PRICE
Homes \$1 Million+



TOTAL DOLLAR VOLUME SOLD
Homes \$1 Million+



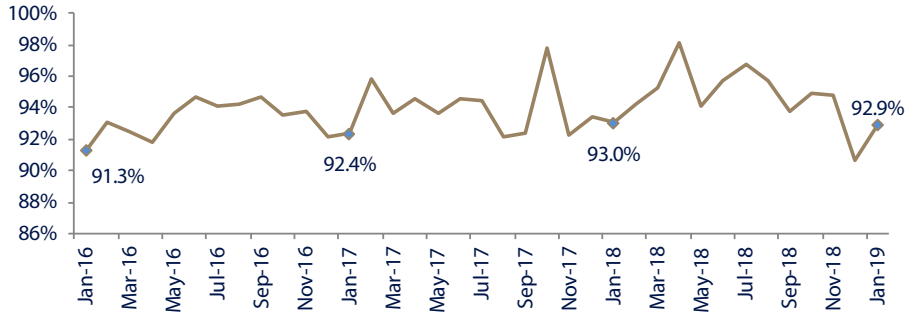
Total volume sold this January was 32.1% higher than the same month one year ago.

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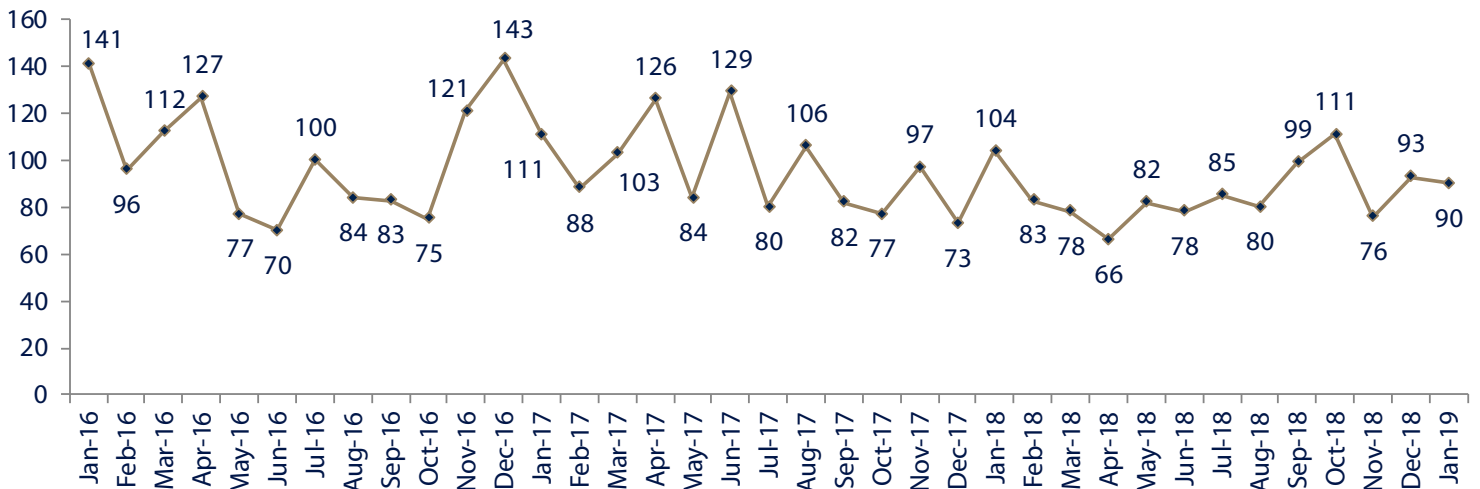
In January, the average sale price for homes more than \$1 Million was 92.9% of the average list price, which is similar compared to a year ago.

This month, the average number of days on market was 90, lower than the average last year, which was 104, a decrease of 13.5%.

SALE PRICE AS % OF LIST PRICE
Homes \$1 Million+

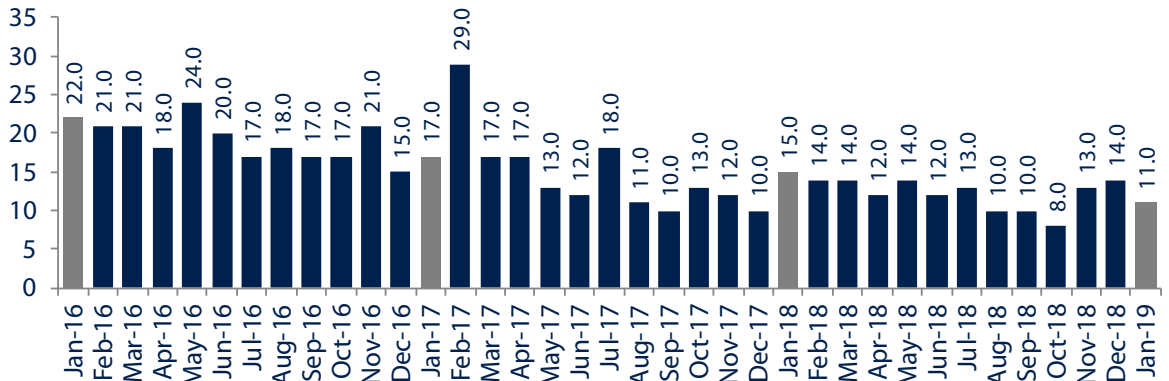


DAYS ON MARKET
Homes \$1 Million+



MONTHS OF SUPPLY
Homes \$1 Million+

In January, there were 11.0 months of supply available, compared to 15.0 in January of 2018. That is a decrease of 26.7% versus a year ago.



Monmouth County, New Jersey - January 2019

References & Definitions

MONMOUTH COUNTY, NJ: LISTING SOURCE, REPORTING AREA, & DEFINITION

Based on data supplied by the Monmouth County Association MLS, and its member Association(s) of REALTORS, who are not responsible for its accuracy. Does not reflect all activity in the marketplace. This report includes coverage for the county of Monmouth, New Jersey only.

Analysis dates for all regions are January 1, 2016 through January 31, 2019.

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"Information contained in this report is deemed reliable but not guaranteed, should be independently verified and does not constitute an opinion of Long & Foster Real Estate, Inc."

For more information regarding your specific market, contact one of Long & Foster's knowledgeable and experienced sales associates. Analysis dates are January 1, 2016 through January 31, 2019".

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