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News News Document ID #7133

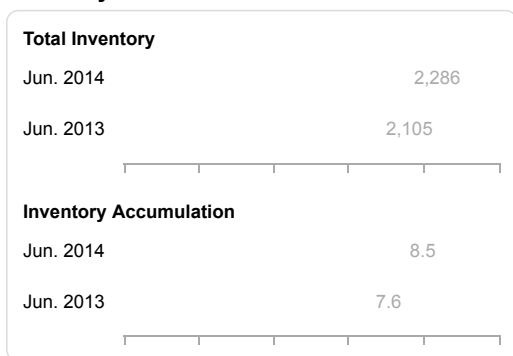
Market Trends: Mercer County, June 2014

Mercer County saw a dramatic decrease in Median Price in June compared with June of last year. While priced and settled listings fell, an increase in inventory may be a sign of things to come.

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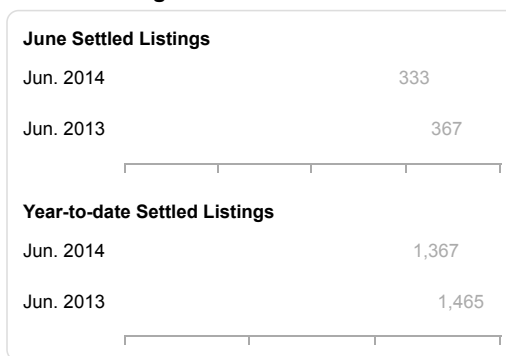
Residential activity in Mercer County (Single-family and Condo)

Inventory



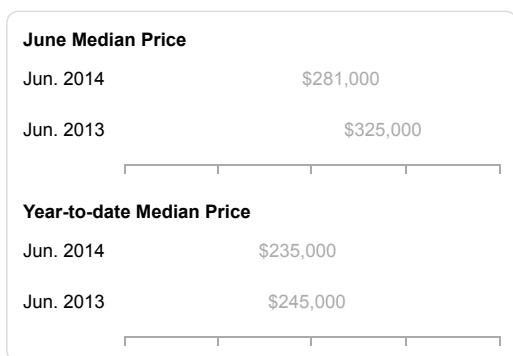
There was a significant jump for both Total Inventory and Inventory Accumulation over last year's numbers, with the latter increasing 11.8% over 2013.

Settled Listings



Sales continued to lag in both the monthly year-over-year and year-to-date comparisons. June Settled Listings were down 9.2% from 2013.

Median Price



Median Price fell significantly in June compared with last year, dropping 13.5%. The year-to-date Median Price only fell slightly in comparison, dropping 4%.

Settled Price / Original Price



The June Settled Price / Original Price ratio increased slightly over 2013, up 1.2%. The year-to-date ratio remains relatively on par with last year, inching above last year slightly by 0.5%.

See even more statistics like these in the following reports:

- » [Single-Family Market History: Mercer County](#)
- » [Condo Market History: Mercer County](#)
- » [Single-Family Year-to-Date Market Snapshot: June 2014](#)
- » [Condo Year-to-Date Market Snapshot: June 2014](#)

Average Showing Appointments Per Listing by Price Range

How Can We Help?

Support Center

Mon. - Fri. 8:00 AM - 8:00 PM
 Sat. - Sun. 9:00 AM - 6:00 PM
Phone: 1-877-330-9900
Fax: 610-783-4699
Email: [Send us an email](#)
Request Call: [Call Me](#)

Payment Center

P.O. Box 7777-1090
 Philadelphia, PA 19175
(checks only, no correspondence)

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News

TREND News

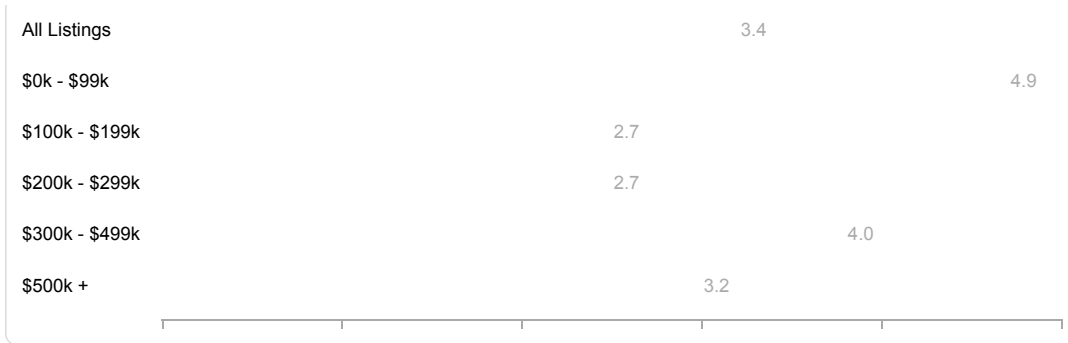
- [Keep Cool by Going Green](#)
- [Real Tales: July 2014](#)
- [RE Technology – Product Insight from Real Estate Professionals](#)
- [Answers to your Listing Update Dilemmas](#)
- [3 Marketing Mistakes to Avoid When Entering a New Listing](#)

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Industry News

- [NAR: Sales of existing homes climb in June](#) - Sales of existing homes and total housing inventory climbed in June, as the housing market continued to trek towards a healthier state, the National Association of Realtors reported. Existing-home sales rose 2.6 percent from May to June to a seasonally adjusted ...
- [In real estate lead conversion, body language and response time are everything: 4 ways Realtors can make a great first impression](#) - Have you heard the expression, "First impressions are everything?" Well, this is especially true for Realtors. A bad first impression can turn off otherwise hot prospects, ignite negative word of mouth, and minimize your chances of getting referrals and repeat business. ...

[more...](#)



June brought an across the board drop in average showing appointments per listing in Mercer County compared with last month. The greatest hit came to those listings priced \$500,000 or higher, which saw appointments fall more than 25%.

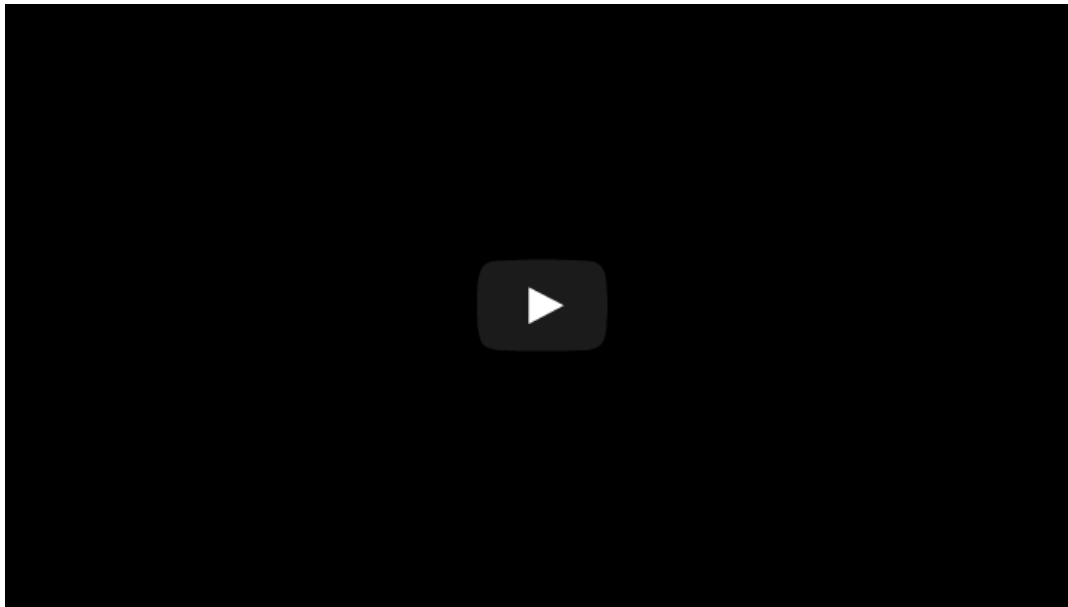
See even more buyer activity in the following report:

[Buyer Activity Report: Mercer County](#)

What's happening in TREND's Market?

Summer Power Salvo point for 2014 and we'll take a look at where we stand at this point compared to 2013. The Spring market ended late and is now picking up momentum. Year-to-date sales are 4.8% below 2013 or about 1500 sales. Pending units are 3.5% below 2013, but we exceeded 2013 the past 2 months which should result in higher closed transactions in July and August

Check out this and more with Dave Davis, our resident statistics guru, as he looks at the numbers for June 2014.



Settled Listings

Category	Jun. 2013	Jun. 2014	Change
Residential	7,240	7,159	-1.1%
Lots, Land and Farms	120	75	37.5%
Multi-Family	155	173	11.6%
Commercial	132	145	9.9%

Median Price

Category	Jun. 2013	Jun. 2014	Change
Residential	\$234,900	\$230,000	-2.1%
Lots, Land and Farms	\$90,000	\$142,500	58.3%
Multi-Family	\$149,000	\$142,000	-4.7%
Commercial	\$123,500	\$146,500	-18.6%

Mercer County saw a sharp, 9.2% decrease in Settled Listings in June compared to last year. That is far greater a drop than was seen in TREND as a whole where sales were only down 1.1% in June.

The TREND community saw a decrease in Median Price in June of 2.1%, but that pales in comparison to the 13.5% drop Mercer County had compared with June 2013.

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