



# The Long & Foster Market Minute™

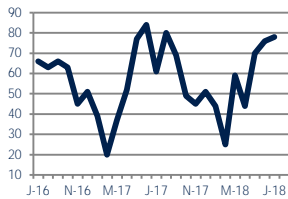
**Focus On:** Pottstown, Spring City, and Honey Brook Housing Market

July 2018

Zip Code(s): 19465, 19475, 19344, 19343, 19520, 19470, 19457 and 19316

## Units Sold

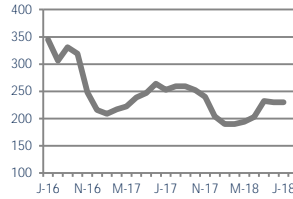
78



Up 28%  
Vs. Year Ago

## Active Inventory

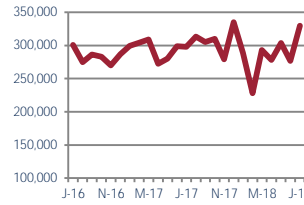
230



Down -9%  
Vs. Year Ago

## Median Sale Price

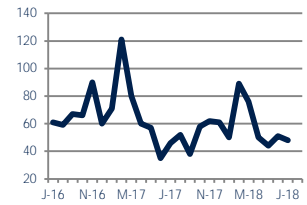
\$329,950



Up 11%  
Vs. Year Ago

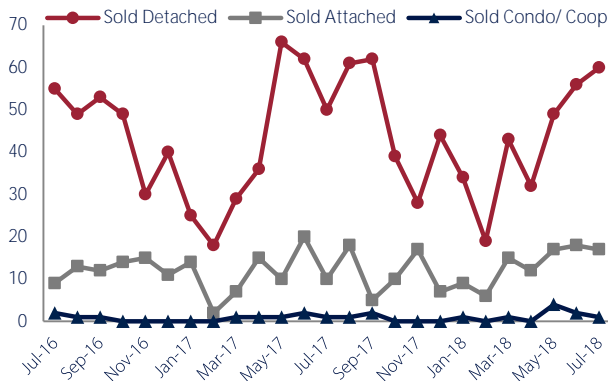
## Days On Market

48



Up 4%  
Vs. Year Ago

## Units Sold\*



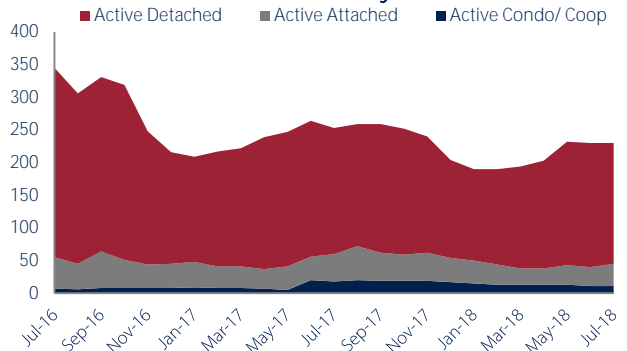
## Units Sold

There was an increase in total units sold in July, with 78 sold this month in Pottstown, Spring City, and Honey Brook versus 76 last month, an increase of 3%. This month's total units sold was higher than at this time last year, an increase of 28% versus July 2017.

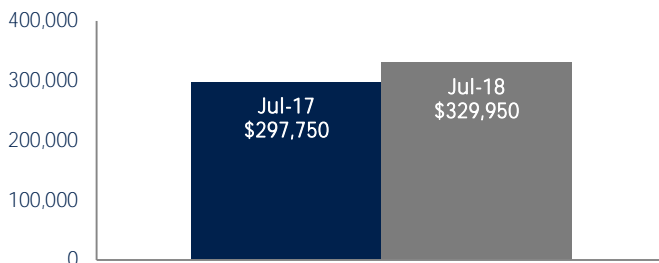
## Active Inventory

Versus last year, the total number of homes available this month is lower by 23 units or 9%. The total number of active inventory this July was 230 compared to 253 in July 2017. This month's supply remained stable as compared to last month.

## Active Inventory\*



## Median Sale Price



## Median Sale Price

Last July, the median sale price for Pottstown, Spring City, and Honey Brook Homes was \$297,750. This July, the median sale price was \$329,950, an increase of 11% or \$32,200 compared to last year. The current median sold price is 19% higher than in June.

Median sale price is the middle sale price in a given month. The same number of properties are above & below the median.



Pottstown, Spring City, and Honey Brook are defined as properties listed in zip code/s 19465, 19475, 19344, 19343, 19520, 19470, 19457 and 19316.

\*Detached, Attached, and Condo varies by local area Multiple Listing Service (MLS) definition. For more information regarding your specific market, contact one of Long & Foster's knowledgeable and experienced sales associates.

Information included in this report is based on data supplied by TREND and its member Association(s) of REALTORS, who are not responsible for its accuracy. Does not reflect all activity in the marketplace. Information contained in this report is deemed reliable but not guaranteed, should be independently verified, and does not constitute an opinion of TREND or Long & Foster Real Estate, Inc.



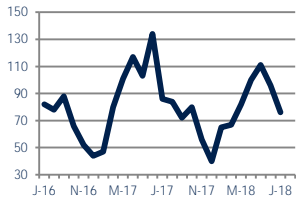
## Focus On: Pottstown, Spring City, and Honey Brook Housing Market

July 2018

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### New Listings

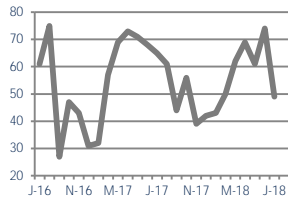
76



Down -12%  
Vs. Year Ago

### Current Contracts

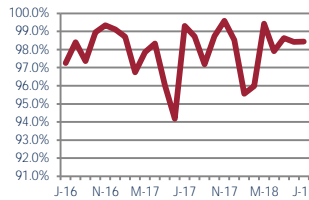
49



Down -25%  
Vs. Year Ago

### Sold Vs. List Price

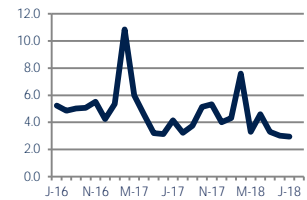
98.4%



Down -0.9%  
Vs. Year Ago

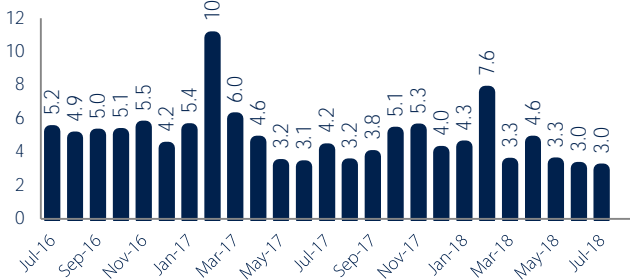
### Months of Supply

3.0



Down -29%  
Vs. Year Ago

### Months Of Supply



### Months of Supply

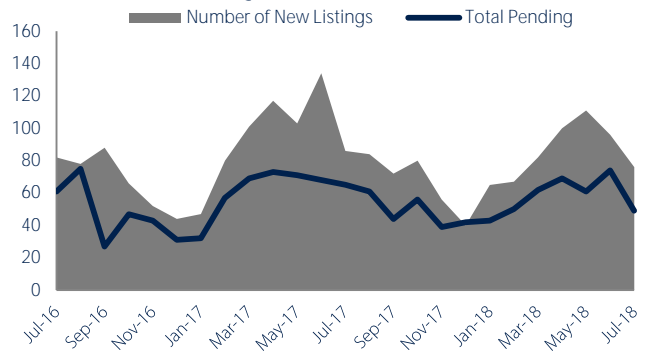
In July, there was 2.9 months of supply available in Pottstown, Spring City, and Honey Brook, compared to 4.1 in July 2017. That is a decrease of 29% versus a year ago.

Months of supply is calculated by dividing current inventory by current sales. It indicates how many months would be needed to sell all of the inventory available at the current rate of demand.

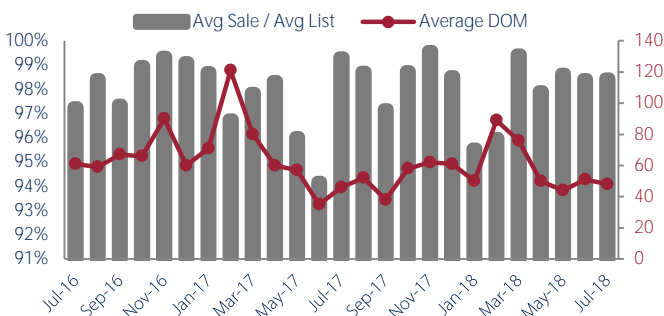
### New Listings & Current Contracts

This month there were 76 homes newly listed for sale in Pottstown, Spring City, and Honey Brook compared to 86 in July 2017, a decrease of 12%. There were 49 current contracts pending sale this July compared to 65 a year ago. The number of current contracts is 25% lower than last July.

### New Listings & Current Contracts



### Sale Price/ List Price & DOM



### Sale Price to List Price Ratio

In July, the average sale price in Pottstown, Spring City, and Honey Brook was 98.4% of the average list price, which is 0.9% lower than at this time last year.

### Days On Market

This month, the average number of days on market was 48, higher than the average last year, which was 46, an increase of 4%.



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