

# METRO DENVER MARKET REVIEW

MEGAN ALLER

ACCOUNT EXECUTIVE

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# Please Note

The contents of this report only reflect both attached and detached residential units (ASF+DSF) homes in the 7 Metro Denver Counties: Adams, Arapahoe, Broomfield, Denver, Douglas, Elbert and Jefferson.

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# All Prices

# 100%

All homes in the 7 Metro Counties

All Prices

# Strategy Sheet Pre-COVID-19

## Pre-COVID-19 Greater Metro Denver Attached and Detached Single Family Historic Cycle

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Based on previous years in this cycle (2013-2019) these values represent historically Pre-COVID-19 when the market was competitive by month.

The market was likely to favor those sellers were are ready to take advantage of early buyer activity by listing March-May.

Sellers late to the market in the summer months were more likely to spend longer on the market, make price reductions and sell at lower prices than spring sellers.

Buyers were most likely to have negotiating power in the mid summer-fall.

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Less Competitive  More Competitive



Typical trends do not line up with post COVID market dynamics. It's more important than ever to pay attention to current market trends rather than relying on historical data.

The market favors sellers more deeply than ever, not only seasonally but historically. The odds of selling, median days on market, lowest levels of inventory and interest rates are the primary driving metrics forcing our market into an extended selling season.

Sellers resistant to shifting their marketing strategy will be quickly left behind and may find themselves missing out on some of the best market conditions ever experienced in Metro Denver.



Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- All Prices																						More Competitive	
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	
2020																						All Prices 2020	
January	01/01/2020	53.6%	4,579	735	189	144	96	909	475	1.2	23,725	19.3%	145	15,429	3.4	17.0	29	38.9%	3.8%	57.3%	-\$24,969	-4.7%	
	01/07/2020	61.3%	4,322	947	197	146	84	1,171	631	0.8	30,563	14.1%	161	19,801	4.6	16.9	16	31.2%	2.1%	66.7%	-\$25,389	-4.5%	
	01/14/2020	62.0%	4,187	1,020	208	151	76	1,136	684	0.8	29,650	14.1%	145	21,285	5.1	18.7	12	29.5%	4.2%	66.4%	-\$29,118	-4.6%	
	01/21/2020	63.0%	4,029	1,017	198	126	88	1,159	632	0.8	30,250	13.3%	151	21,570	5.4	18.6	8	26.2%	4.4%	69.3%	-\$19,306	-3.8%	
	01/28/2020	62.6%	3,814	1,084	215	286	100	1,128	822	0.8	29,441	13.0%	138	19,376	5.1	17.2	7	25.4%	4.5%	70.1%	-\$25,423	-3.7%	
February	02/04/2020	64.8%	3,805	1,149	221	140	68	1,171	693	0.7	30,563	12.4%	137	20,661	5.4	17.6	6	21.5%	4.2%	74.3%	-\$27,655	-3.8%	More Competitive
	02/11/2020	66.4%	3,704	1,039	237	133	76	1,168	781	0.7	30,485	12.2%	147	21,733	5.9	18.6	7	22.1%	5.1%	72.8%	-\$27,805	-4.1%	
	02/18/2020	68.1%	3,725	1,215	235	107	102	1,220	839	0.7	31,842	11.7%	136	22,598	6.1	18.5	6	19.1%	4.6%	76.3%	-\$23,112	-3.9%	More Competitive
	02/25/2020	69.5%	3,668	1,325	242	256	80	1,288	1,212	0.7	33,617	10.9%	134	23,991	6.5	18.6	5	17.4%	4.5%	78.1%	-\$25,054	-4.0%	
	03/03/2020	66.0%	4,587	1,557	255	147	108	1,481	849	0.7	38,654	11.9%	132	28,214	6.2	19.1	5	14.5%	4.4%	81.1%	-\$20,436	-3.6%	More Competitive
March	03/10/2020	63.0%	4,945	1,551	370	137	164	1,262	908	0.9	32,938	15.0%	102	23,854	4.8	18.9	5	14.5%	5.4%	80.1%	-\$24,810	-3.8%	
	03/17/2020	59.0%	5,439	1,534	480	145	306	1,069	938	1.2	27,901	19.5%	78	13,994	2.6	13.1	4	13.6%	3.1%	83.3%	-\$23,789	-4.4%	More Competitive
	03/24/2020	56.7%	5,458	1,267	342	296	325	969	1,062	1.3	25,291	21.6%	86	9,606	1.8	9.9	5	14.3%	5.3%	80.5%	-\$27,325	-4.3%	
	03/31/2020	52.7%	5,453	1,226	328	151	259	860	707	1.5	22,446	24.3%	77	9,353	1.7	10.9	7	18.4%	4.2%	77.4%	-\$20,770	-3.7%	More Competitive
	04/07/2020	49.9%	5,521	778	229	175	350	721	717	1.8	18,818	29.3%	93	2,120	0.4	2.9	10	24.4%	4.8%	70.8%	-\$24,389	-4.4%	
April	04/14/2020	53.1%	5,454	683	292	126	191	775	787	1.6	20,228	27.0%	106	1,359	0.2	1.8	13	25.1%	3.1%	71.8%	-\$21,342	-4.1%	More Competitive
	04/21/2020	51.8%	5,465	1,037	414	123	168	768	712	1.6	20,045	27.3%	70	7,313	1.3	9.5	14	22.7%	6.0%	71.3%	-\$22,378	-4.1%	
	04/28/2020	56.7%	6,150	1,413	370	280	185	1,366	850	1.0	35,653	17.2%	116	16,593	2.7	12.1	8	19.9%	4.3%	75.8%	-\$22,470	-3.9%	More Competitive
	05/05/2020	57.2%	6,228	1,580	382	141	126	1,542	558	0.9	40,246	15.5%	122	20,556	3.3	13.3	9	22.3%	3.9%	73.8%	-\$22,313	-3.8%	
	05/12/2020	60.9%	6,350	1,587	436	119	181	1,783	674	0.8	46,536	13.6%	139	25,082	3.9	14.1	9	24.5%	4.0%	71.6%	-\$22,575	-3.8%	More Competitive
May	05/19/2020	57.9%	6,472	1,426	314	117	123	1,619	592	0.9	42,256	15.3%	144	18,875	2.9	11.7	9	26.8%	3.5%	69.7%	-\$21,088	-3.7%	
	05/26/2020	61.9%	6,249	1,584	361	273	171	1,726	1,051	0.8	45,049	13.9%	140	26,918	4.3	15.6	8	25.5%	3.4%	71.1%	-\$21,782	-3.7%	More Competitive
	06/02/2020	62.2%	6,271	1,586	345	162	153	1,743	898	0.8	45,492	13.8%	142	21,697	3.5	12.4	7	26.7%	3.5%	71.1%	-\$21,791	-3.8%	
	06/09/2020	66.6%	6,222	1,647	339	135	201	1,892	1,229	0.8	49,381	12.6%	152	23,407	3.8	12.4	8	27.1%	3.2%	69.8%	-\$23,092	-3.9%	More Competitive
	06/16/2020	66.2%	6,037	1,567	320	120	154	1,794	1,163	0.8	46,823	12.9%	152	21,706	3.6	12.1	7	28.1%	4.4%	67.5%	-\$26,558	-4.3%	
June	06/23/2020	69.7%	5,905	1,604	382	252	180	1,878	1,825	0.7	49,016	12.0%	152	22,961	3.9	12.2	7	25.7%	3.0%	71.3%	-\$23,531	-4.0%	More Competitive
	06/30/2020	61.9%	5,814	1,212	287	131	169	1,401	986	1.0	36,566	15.9%	144	16,226	3.8	11.6	9	27.2%	2.9%	70.0%	-\$22,306	-3.8%	
	07/07/2020	67.7%	5,722	1,644	375	149	194	1,776	1,287	0.7	46,354	12.3%	141	29,881	5.2	16.8	6	24.5%	3.2%	72.3%	-\$30,582	-4.5%	More Competitive
	07/14/2020	69.1%	5,735	1,587	358	128	183	1,772	1,459	0.7	46,249	12.4%	146	29,034	5.1	16.4	6	24.0%	3.6%	72.4%	-\$30,927	-4.6%	
	07/21/2020	67.9%	5,608	1,488	353	142	179	1,705	1,317	0.8	44,501	12.6%	148	27,110	4.8	15.9	7	25.0%	4.0%	71.0%	-\$23,065	-4.0%	More Competitive
July	07/28/2020	67.7%	5,434	1,447	353	282	201	1,616	1,592	0.8	42,178	12.9%	143	26,649	4.9	16.5	6	26.3%	3.2%	70.5%	-\$26,574	-4.1%	
	08/04/2020	66.5%	5,391	1,580	346	171	180	1,703	1,094	0.7	44,448	12.1%	142	26,562	4.9	15.6	6	23.9%	4.1%	72.0%	-\$24,959	-4.3%	More Competitive
	08/11/2020	68.1%	5,315	1,476	321	181	174	1,695	1,302	0.7	44,240	12.0%	152	27,307	5.1	16.1	7	25.6%	3.5%	70.9%	-\$30,253	-4.5%	
	08/18/2020	68.7%	5,211	1,535	365	131	147	1,713	1,200	0.7	44,709	11.7%	146	25,735	4.9	15.0	6	24.3%	3.3%	72.4%	-\$29,103	-4.5%	More Competitive
	08/25/2020	68.3%	5,129	1,439	342	361	175	1,703	1,617	0.7	44,448	11.5%	155	26,533	5.2	15.6	6.5	23.5%	4.2%	72.3%	-\$23,707	-4.0%	
August	09/01/2020	65.9%	4,982	1,360	313	122	140	1,489	964	0.8	38,863	12.8%	142	22,738	4.6	15.3	6	24.7%	3.6%	71.7%	-\$27,908	-4.3%	More Competitive
	09/08/2020	68.6%	4,834	1,515	360	149	158	1,560	1,192	0.7	40,716	11.9%	134	26,188	5.4	16.8	6	23.5%	4.3%	72.2%	-\$26,207	-4.1%	
	09/15/2020	67.0%	4,787	1,391	342	152	145	1,488	1,060	0.7	38,837	12.3%	138	26,087	5.5	17.5	6	22.9%	4.9%	72.2%	-\$28,707	-4.4%	More Competitive
	09/22/2020	68.2%	4,739	1,329	330	139	157	1,493	1,139	0.7	38,967	12.2%	145	26,167	5.5	17.5	7	23.8%	4.4%	71.9%	-\$28,525	-4.2%	
	09/29/2020	68.9%	4,712	1,450	287	287	180	1,570	1,463	0.7	40,977	11.5%	146	24,923	5.3	15.9	6	25.6%	5.6%	68.8%	-\$27,921	-4.5%	More Competitive
September	10/06/2020	66.7%	4,685	1,335	302	126	151	1,447	964	0.7	37,767	12.4%	142	24,832	5.3	17.2	6	24.4%	4.0%	71.6%	-\$25,137	-4.0%	
	10/13/2020	69.6%	4,478	1,285	288	141	240	1,437	1,244	0.7	37,506	11.9%	147	24,153	5.4	16.8	6	23.9%	4.1%	72.0%	-\$27,401	-4.0%	More Competitive
	10/20/2020	69.8%	4,270	1,188	300	136	144	1,444	1,155	0.7	37,688	11.3%	157	21,682	5.1	15.0	6	23.3%	6.2%	70.5%	-\$28,648	-4.5%	
	10/27/2020	69.1%	4,333	1,045	292	115	253	1,286	1,508	0.8	33,565	12.9%	153	19,102	4.4	14.9	6	20.5%	4.5%	75.0%	-\$27,502	-4.3%	More Competitive
	11/03/2020	69.6%	4,042	1,090	303	112	135	1,288	1,093	0.7	33,617	12.0%	149	19,788	4.9	15.4	6	22.4%	4.8%	72.8%	-\$29,836	-4.5%	
October	11/10/2020	69.8%	3,941	1,045	279	121	154	1,301	1,073	0.7	33,956	11.6%	159	20,455	5.2	15.7	7	23.2%	5.8%	70.9%	-\$30,497	-4.3%	More Competitive
	11/17/2020	72.5%	3,806	947	241	129	154	1,237	1,408	0.7	32,286	11.8%	168	15,546	4.1	12.6	6	21.8%	5.6%	72.5%	-\$22,980	-4.2%	
	11/24/2020	63.5%	3,489	515	145	127	115	810	978	1.0	21,141	16.5%	187	11,830	3.4	14.6	10	28.7%	5.1%	66.2%	-\$30,696	-4.7%	More Competitive
	12/01/2020	73.1%	3,172	353	239	94	106	1,191	1,049	0.6	31,085	10.2%	331	19,666	6.2	16.5	6	21.7%	5.8%	72.5%	-\$30,982	-4.7%	
	12/08/2020	71.6%	3,061	737	183	106	111	1,010	1,032	0.7	26,361	11.6%	178	16,301	5.3	16.1	6	21.9%	4.6%	73.5%	-\$26,344	-4.5%	More Competitive
November	12/15/2020	67.7%	2,743	673	181	293	118	843	1,096	0.7	22,002	12.5%	158	10,552	3.8	12.5	6	20.6%	7.3%	72.0%	-\$25,982	-4.1%	
	12/22/2020	66.6%	2,377	338	125	66	57	518	705	1.1	19,520	1											

Geater Metro Denver Attached and Detached Residential Strategy Sheet by Week- All Prices																						More Competitive	
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	Competitive
2021																							
January	12/30/2020-01/05/2021	60.3%	2,206	462	154	569	62	742	893	0.7	19,366	11.4%	195	12,770	5.8	17.2	8	19.8%	8.4%	71.9%	-\$29,836	-4.6%	More Competitive
	01/06/2021-01/12/2021	76.5%	2,158	972	190	74	77	1,153	701	0.4	30,093	7.2%	169	24,463	11.3	21.2	5	14.6%	7.9%	77.5%	-\$27,244	-4.6%	
	01/13/2021-01/19/2021	74.5%	2,391	1,002	164	83	58	1,189	663	0.5	31,033	7.7%	172	25,975	10.9	21.8	4	14.4%	7.6%	78.1%	-\$40,450	-5.6%	
	01/20/2021-01/26/2021	77.1%	1,998	1,034	178	91	82	1,195	655	0.4	31,190	6.4%	169	27,263	13.6	22.8	4	12.0%	7.1%	80.9%	-\$37,964	-5.7%	
	01/27/2021-02/02/2021	76.9%	2,154	1,155	194	141	92	1,279	835	0.4	33,382	6.5%	162	27,926	13.0	21.8	5	11.6%	7.6%	80.8%	-\$31,594	-4.6%	
February	02/03/2021-02/09/2021	80.4%	1,962	1,135	186	69	76	1,357	772	0.3	35,418	5.5%	178	30,412	15.5	22.4	4	10.4%	6.2%	83.3%	-\$36,573	-5.2%	More Competitive
	02/10/2021-02/16/2021	81.8%	1,878	1,086	179	57	102	1,275	921	0.3	33,278	5.6%	174	28,410	15.1	22.3	4	9.4%	6.0%	84.6%	-\$32,572	-4.9%	
	02/17/2021-02/23/2021	81.7%	1,794	1,071	194	80	81	1,252	943	0.3	32,677	5.5%	171	30,315	16.9	24.2	4	9.3%	5.4%	85.3%	-\$33,822	-4.8%	
	02/24/2021-03/02/2021	82.8%	1,710	1,164	170	129	64	1,223	1,296	0.3	31,920	5.4%	159	30,416	17.8	24.9	4	7.6%	7.5%	84.9%	-\$31,601	-4.6%	
	03/03/2021-03/09/2021	83.0%	1,751	1,161	141	56	67	1,371	864	0.3	35,783	4.9%	183	34,471	19.7	25.1	4	6.2%	4.6%	89.3%	-\$37,134	-4.2%	
March	03/10/2021-03/16/2021	80.3%	1,782	860	141	106	75	1,067	1,038	0.4	27,849	6.4%	183	18,721	10.5	17.5	4	9.6%	6.4%	84.0%	-\$32,482	-5.3%	More Competitive
	03/17/2021-03/23/2021	84.7%	1,813	1,373	197	53	74	1,529	1,063	0.3	39,907	4.5%	170	37,744	20.8	24.7	4	6.7%	4.6%	88.7%	-\$22,373	-3.5%	
	03/24/2021-03/30/2021	79.7%	1,844	1,300	156	223	101	1,438	1,098	0.3	37,532	4.9%	172	34,929	18.9	24.3	4	6.6%	4.4%	89.0%	-\$27,255	-4.1%	
	03/31/2021-04/06/2021	81.7%	1,834	1,238	160	143	56	1,313	1,209	0.3	34,269	5.4%	163	28,362	15.5	21.6	4	7.5%	4.8%	87.6%	-\$34,074	-4.6%	
	04/07/2021-04/13/2021	82.1%	2,149	1,553	213	93	93	1,634	1,053	0.3	42,647	5.0%	161	40,101	19	25	4	5.3%	3.3%	91.3%	-\$28,147	-3.9%	
April	04/14/2021-04/20/2021	85.3%	1,708	1,398	189	61	93	1,556	1,083	0.3	40,612	4.2%	172	28,430	16.6	18.3	4	7.2%	4.0%	88.8%	-\$39,318	-5.3%	More Competitive
	04/21/2021-04/27/2021	84.8%	1,647	1,379	175	75	62	1,452	1,079	0.3	37,897	4.3%	164	34,290	20.8	23.6	4	8.0%	4.3%	87.7%	-\$34,933	-5.3%	
	04/28/2021-05/04/2021	85.5%	1,610	1,558	186	123	83	1,567	1,437	0.3	40,899	3.9%	158	33,413	20.8	21.3	4	6.9%	3.1%	90.0%	-\$43,902	-5.7%	
	05/05/2021-05/11/2021	85.3%	1,654	1,495	192	56	93	1,469	1,059	0.3	38,341	4.3%	152	30,651	18.5	20.9	4	7.4%	4.4%	88.2%	-\$32,410	-4.7%	
	05/12/2021-05/18/2021	85.6%	1,727	1,622	228	267	82	1,659	1,284	0.3	43,300	4.0%	158	34,074	19.7	20.5	4	6.1%	4.7%	89.3%	-\$36,460	-5.1%	
May	05/19/2021-05/25/2021	84.5%	2,149	1,754	215	138	98	1,735	1,294	0.3	45,284	4.7%	154	34,192	15.9	19.7	4	7.2%	2.8%	90.0%	-\$31,386	-4.3%	More Competitive
	05/26/2021-06/01/2021	81.3%	2,025	1,159	196	103	93	1,233	1,241	0.3	32,181	6.3%	156	22,606	11.2	18.3	4	10.1%	3.4%	86.4%	-\$36,937	-5.1%	
	06/02/2021-06/08/2021	85.8%	1,900	1,857	258	59	102	1,719	1,285	0.3	44,866	4.2%	142	31,300	16.5	18.2	4	7.6%	3.5%	88.9%	-\$30,221	-4.5%	
	06/09/2021-06/15/2021	80.0%	2,669	1,823	249	90	121	1,655	1,152	0.3	43,196	6.2%	137	29,256	11.0	17.7	4	8.9%	3.0%	88.2%	-\$29,718	-4.3%	
	06/16/2021-06/22/2021	81.0%	2,424	1,696	277	98	120	1,561	1,230	0.3	40,742	5.9%	136	26,044	10.7	16.7	4	10.3%	3.5%	86.3%	-\$28,495	-4.6%	
June	06/23/2021-06/29/2021	80.9%	2,684	1,846	286	83	142	1,678	1,280	0.3	43,796	6.1%	135	27,893	10.4	16.6	4	10.9%	3.6%	85.5%	-\$29,727	-4.7%	More Competitive
	06/30/2021-07/06/2021	76.1%	2,854	959	213	147	108	1,165	1,389	0.3	30,407	9.4%	165	16,841	5.9	14.5	6	16.8%	4.8%	78.4%	-\$38,901	-4.6%	
	07/07/2021-07/13/2021	74.9%	3,788	1,833	316	86	141	1,637	1,212	0.3	42,726	8.9%	127	25,303	6.7	15.5	4	12.0%	3.7%	84.3%	-\$30,801	-4.1%	
	07/14/2021-07/20/2021	78.8%	3,082	1,698	280	121	136	1,672	1,415	0.3	43,639	7.1%	144	25,975	8.4	15.5	6	13.6%	3.3%	83.1%	-\$35,057	-5.1%	
	07/21/2021-07/27/2021	76.7%	3,183	1,493	291	71	129	1,529	1,110	0.3	39,907	8.0%	144	24,445	7.7	16.0	7	15.9%	3.8%	80.2%	-\$33,630	-5.0%	
July	07/28/2021-08/03/2021	75.9%	3,284	1,481	279	149	135	1,493	1,354	0.3	38,967	8.4%	142	23,086	7.0	15.5	6	20.0%	2.9%	77.1%	-\$32,275	-4.8%	More Competitive
	08/04/2021-08/10/2021	74.4%	3,343	1,546	264	100	129	1,528	994	0.3	39,881	8.4%	142	24,473	7.3	16.0	5	17.9%	2.5%	79.6%	-\$32,753	-4.9%	
	08/11/2021-08/17/2021	75.8%	3,428	1,418	271	80	131	1,512	1,204	0.3	39,463	8.7%	150	23,490	6.9	15.5	6	20.4%	2.5%	77.0%	-\$35,984	-5.1%	
	08/18/2021-08/24/2021	75.8%	3,439	1,357	278	79	147	1,495	1,227	0.3	39,020	8.8%	153	23,228	6.8	15.5	6	19.9%	2.0%	78.1%	-\$30,446	-4.8%	
	08/25/2021-09/01/2021	76.3%	3,579	1,401	295	150	161	1,563	1,576	0.3	40,794	8.8%	154	24,475	6.8	15.7	6	19.8%	3.8%	76.4%	-\$30,106	-4.9%	
August	09/02/2021-09/08/2021	72.2%	3,433	1,014	297	84	111	1,276	989	0.3	33,304	10.3%	160	19,628	5.7	15.4	7	23.6%	4.4%	72.1%	-\$34,540	-5.4%	More Competitive
	09/09/2021-09/15/2021	72.5%	3,762	1,599	286	117	114	1,499	1,050	0.3	39,124	9.6%	132	23,032	6.1	15.4	5	18.1%	2.5%	79.3%	-\$33,674	-5.2%	
	09/16/2021-09/22/2021	73.4%	3,680	1,459	283	148	145	1,565	1,178	0.3	40,847	9.0%	150	24,056	6.5	15.4	5	19.7%	3.0%	77.3%	-\$30,903	-5.0%	
	09/23/2021-09/29/2021	74.7%	3,345	1,269	286	90	134	1,465	1,071	0.3	38,237	8.7%	157	22,446	6.7	15.3	5	21.7%	2.2%	76.1%	-\$34,679	-5.2%	
	09/30/2021-10/06/2021	75.4%	3,340	1,377	295	184	109	1,541	1,381	0.3	40,220	8.3%	155	22,879	6.9	14.8	5	21.65%	4.57%	73.77%	-\$30,751	-5.0%	
September	10/07/2021-10/13/2021	74.7%	3,464	1,279	277	73	126	1,485	1,083	0.3	38,759	8.9%	159	23,171	6.7	15.6	5	20.0%	3.0%	77.1%	-\$38,226	-5.5%	More Competitive
	10/14/2021-10/20/2021	75.1%	3,434	1,278	275	101	121	1,449	1,232	0.3	37,819	9.1%	155	22,934	6.7	15.8	5	24.0%	2.3%	73.7%	-\$32,455	-5.3%	
	10/21/2021-10/27/2021	76.1%	3,406	1,169	262	72	102	1,473	1,246	0.3	38,445	8.9%	172	22,770	4.7	15.5	6	22.7%	3.1%	74.3%	-\$32,688	-4.9%	
	10/28/2021-11/03/2021	74.1%	3,205	1,072	247	177	107	1,319	1,293	0.3	34,426	9.3%	166	20,827	6.5	15.8	6	23.1%	3.2%	73.7%	-\$35,523	-5.3%	
	11/04/2021-11/10/2021	75.9%	2,906	1,150	231	116	135	1,365	1,101	0.3	35,627	8.2%	166	23,666	8.1	17.3	5	20.67%	2.97%	76.35%	-\$37,621	-5.4%	
October	11/11/2021-11/17/2021	77.2%	2,909	1,045	239	82	109	1,318	1,228	0.3	34,400	8.5%	172	22,531	7.7	17.1	5	19.8%	4.2%	75.9%	-\$32,841	-5.0%	More Competitive
	11/18/2021-11/24/2021	78.9%	2,654	898	217	74	114	1,240	1,311	0.3	32,364	8.2%	187	20,170	7.6	16.3	6	22.1%	3.7%	74.2%	-\$38,666	-4.9%	
	11/25/2021-12/01/2021	70.4%	2,464	422	142	137	75	691	985	0.3	18,035	13.7%	194	9,667	3.9	14.0	11	25.5%	4.9%	69.7%	-\$39,900	-5.4%	
	12/02/2021-12/08/2021	77.8%	2,274	868	194	82	82	1,104	1,012	0.3	28,814	7.9%	175	19,643	8.6	17.8	5	18.8%	3.5%	77.7%	-\$31,060	-4.8%	
	12/09/2021-12/15/2021	77.8%	2,006	747	163	54	88	930	877	0.3	24,273	8.3%	172	16,775	8.4	18.0	5	20.2%	3.1%	76.			

Geater Metro Denver Attached and Detached Residential Strategy Sheet by Week- All Prices																						
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction
2022																						
January	12/26/2021-01/04/2022	67.3%	1,340	319	133	332	49	536	779	0.3	13,990	9.6%	196	9,617	7.2	17.9	7	20.6%	6.0%	73.5%	-\$26,617	-4.0%
	01/05/2022-01/11/2022	83.4%	1,207	811	163	51	75	948	700	0.3	24,743	4.9%	169	22,781	18.9	24.0	4	12.1%	6.4%	81.5%	-\$35,328	-4.6%
	01/12/2022-01/18/2022																					
	01/19/2022-01/25/2022																					
	01/26/2022-01/29/2022																					
	01/30/2022-02/01/2022																					
	02/02/2022-02/04/2022																					

More Competitive

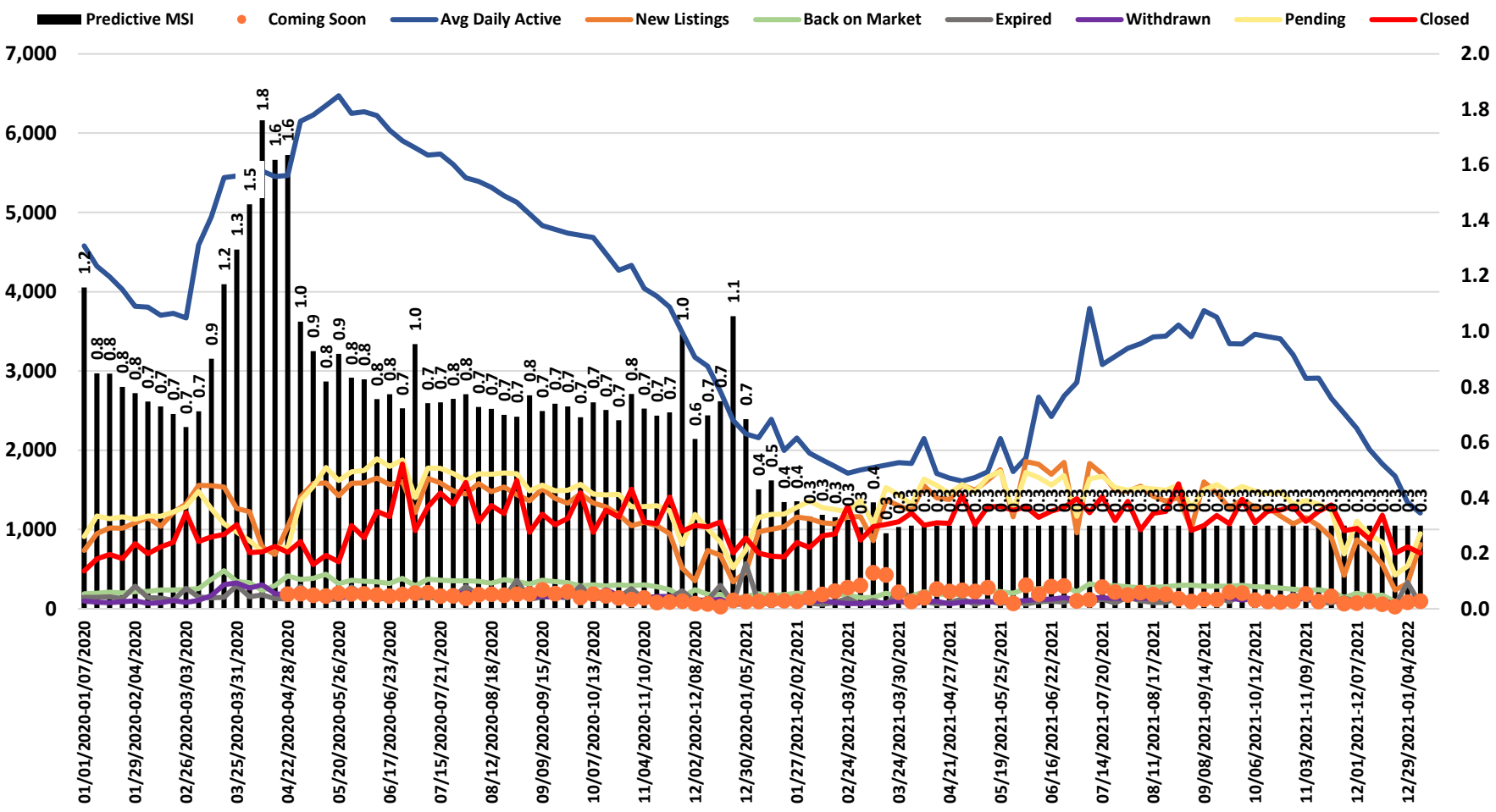
Less Competitive

# All Prices 2022



# Greater Metro Denver Attached and Detached Residential All Prices

## Market Response to COVID-19 Market Metrics



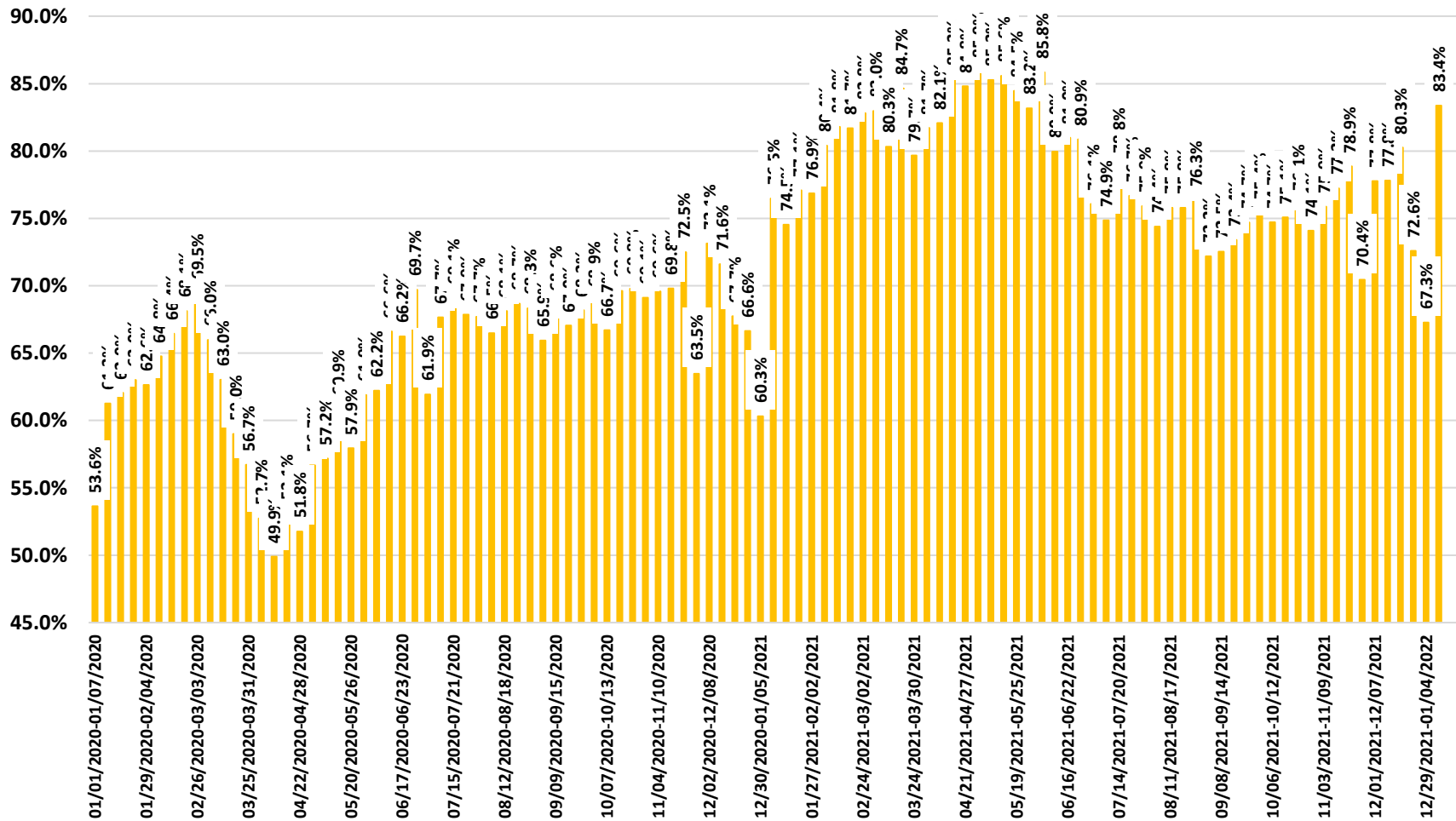
All Prices

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	0.3	95	1,207	811	163	51	75	948	700
WOW	0.0%	15.9%	-9.9%	154.2%	22.6%	-84.6%	53.1%	76.9%	-10.1%
1 Year Ago	-30.3%	-	-44.1%	-16.6%	-14.2%	-31.1%	-2.6%	-17.8%	-0.1%

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# Greater Metro Denver Attached and Detached Residential All Prices

## Market Response to COVID-19 Odds of Selling by Week



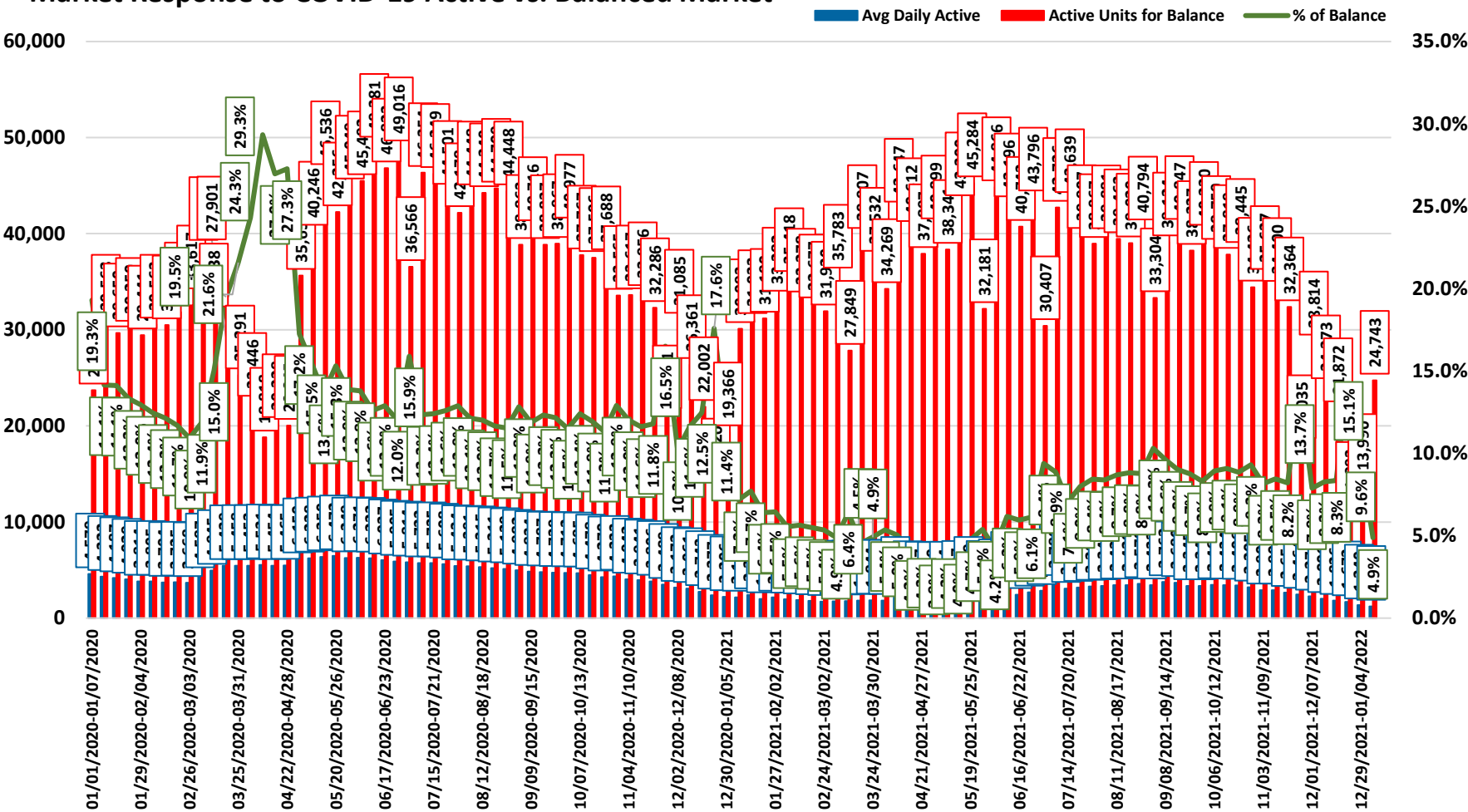
Metric	Odds of Selling
Current	83.4%
WOW	16.1%
1 Year Ago	6.9%

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All Prices

# Greater Metro Denver Attached and Detached Residential All Prices

## Market Response to COVID-19 Active vs. Balanced Market

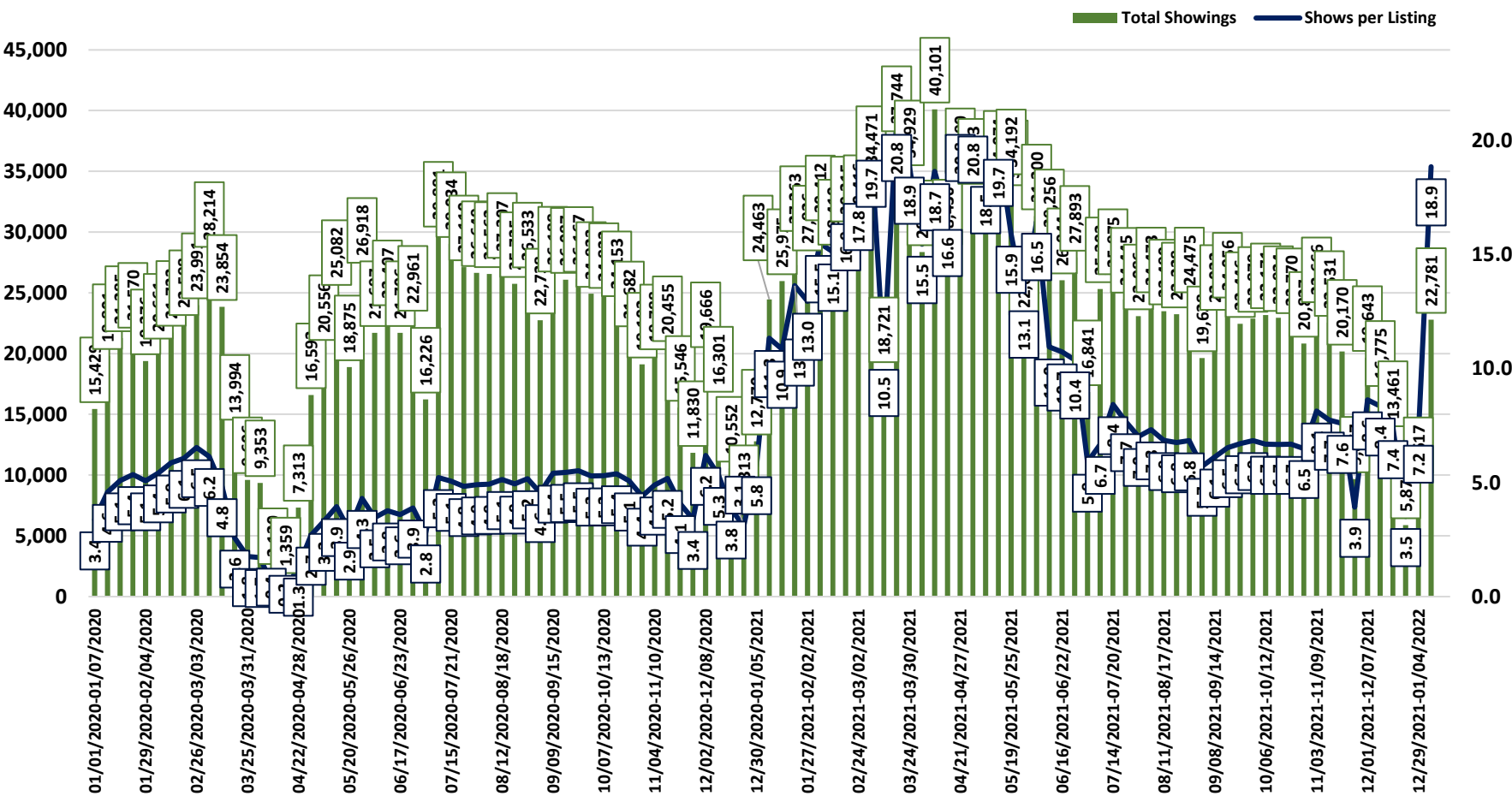


Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	1,207	24,743	4.9%
WOW	-9.9%	76.9%	-4.7%
1 Year Ago	-44.1%	-17.8%	-2.3%

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All Prices

Greater Metro Denver Attached and Detached Residential All Prices  
Market Response to COVID-19 Showings

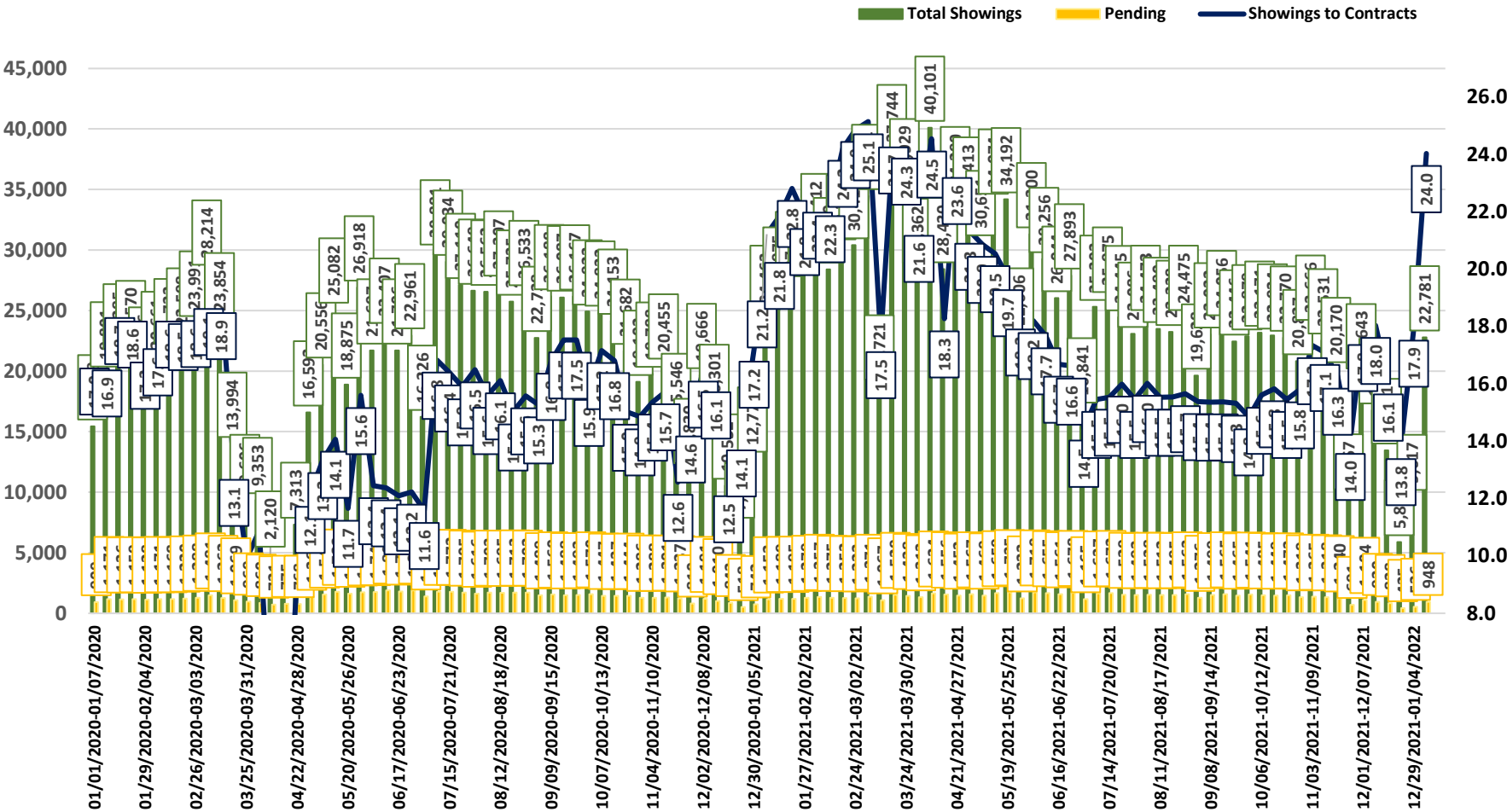


Metric	Total Showings	Shows per Listing
Current	22,781	18.9
WOW	136.9%	163.0%
1 Year Ago	-6.9%	66.5%

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All Prices

Greater Metro Denver Attached and Detached Residential All Prices  
Market Response to COVID-19 Showings vs. Contracts



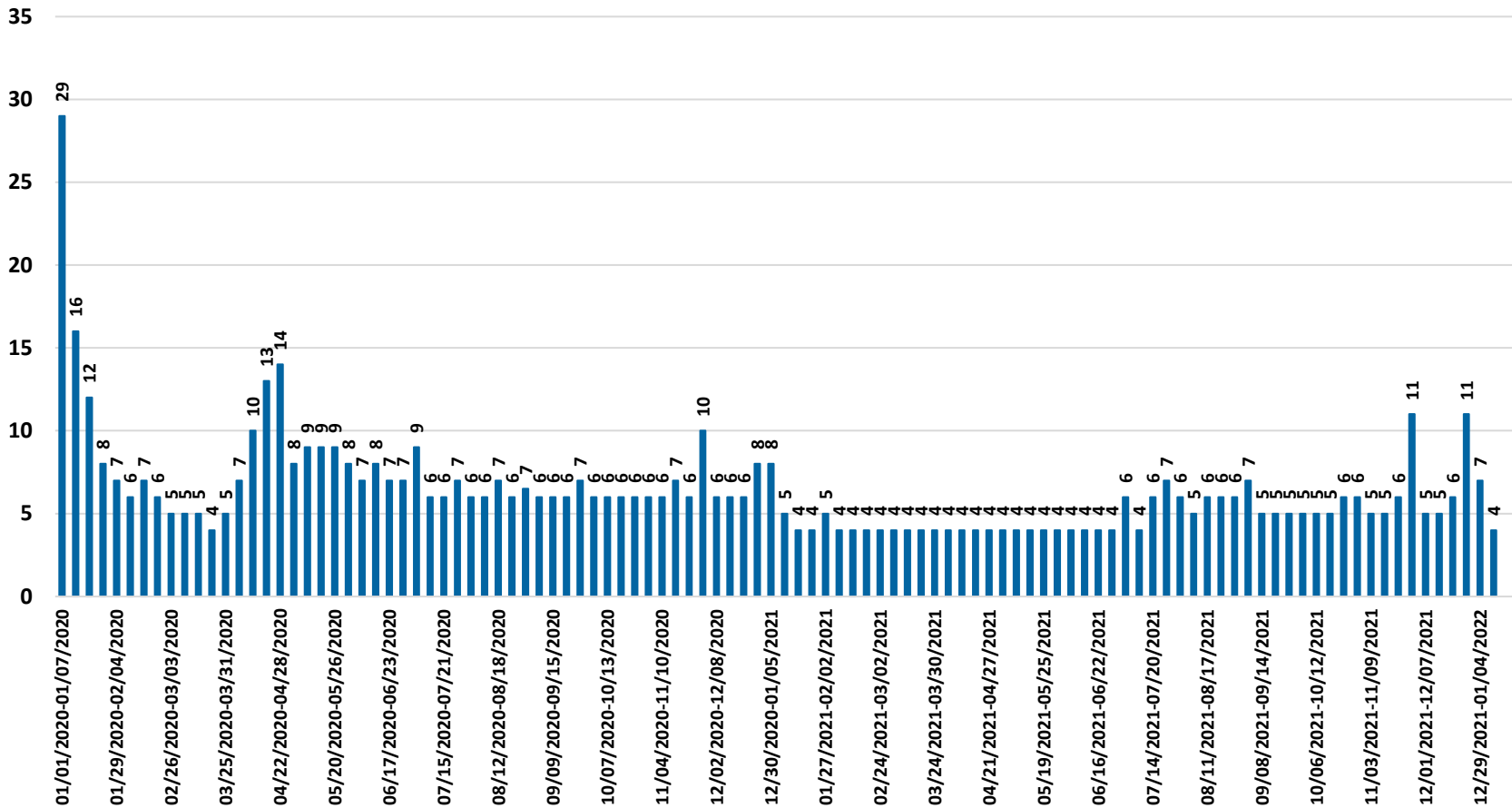
Metric	Total Showings	Pending	Shows to Contracts
Current	22,781	948	24
WOW	136.9%	76.9%	33.9%
1 Year Ago	-6.9%	-17.8%	13.3%

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All Prices

# Greater Metro Denver Attached and Detached Residential All Prices

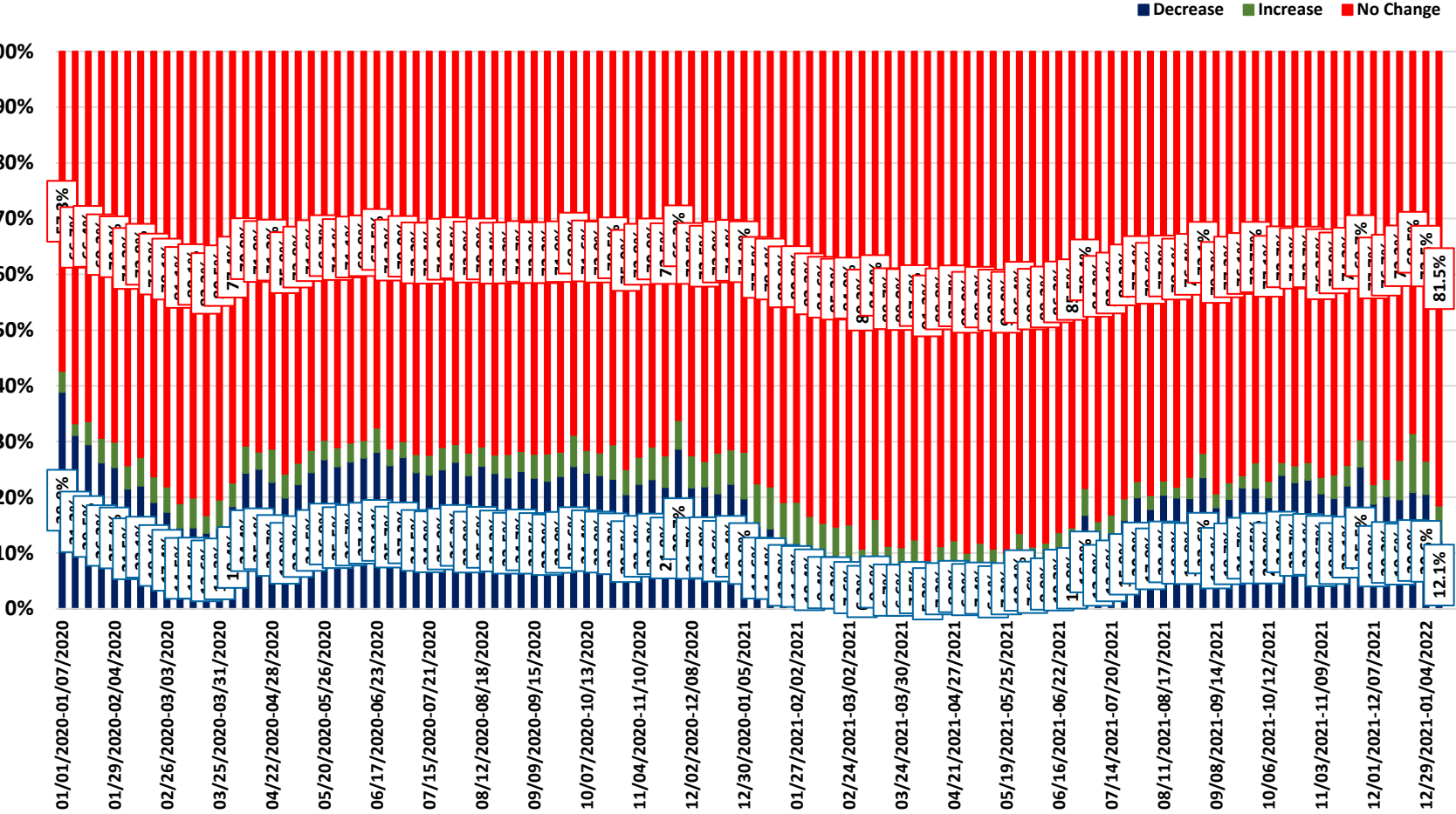
## Market Response to COVID-19 Median Days on Market for Pending Home Sales



Metric	DOM
Current	4
WOW	-42.9%
1 Year Ago	-20.0%

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Greater Metro Denver Attached and Detached Residential All Prices  
Market Response to COVID-19 Price Reductions for Pending Transactions

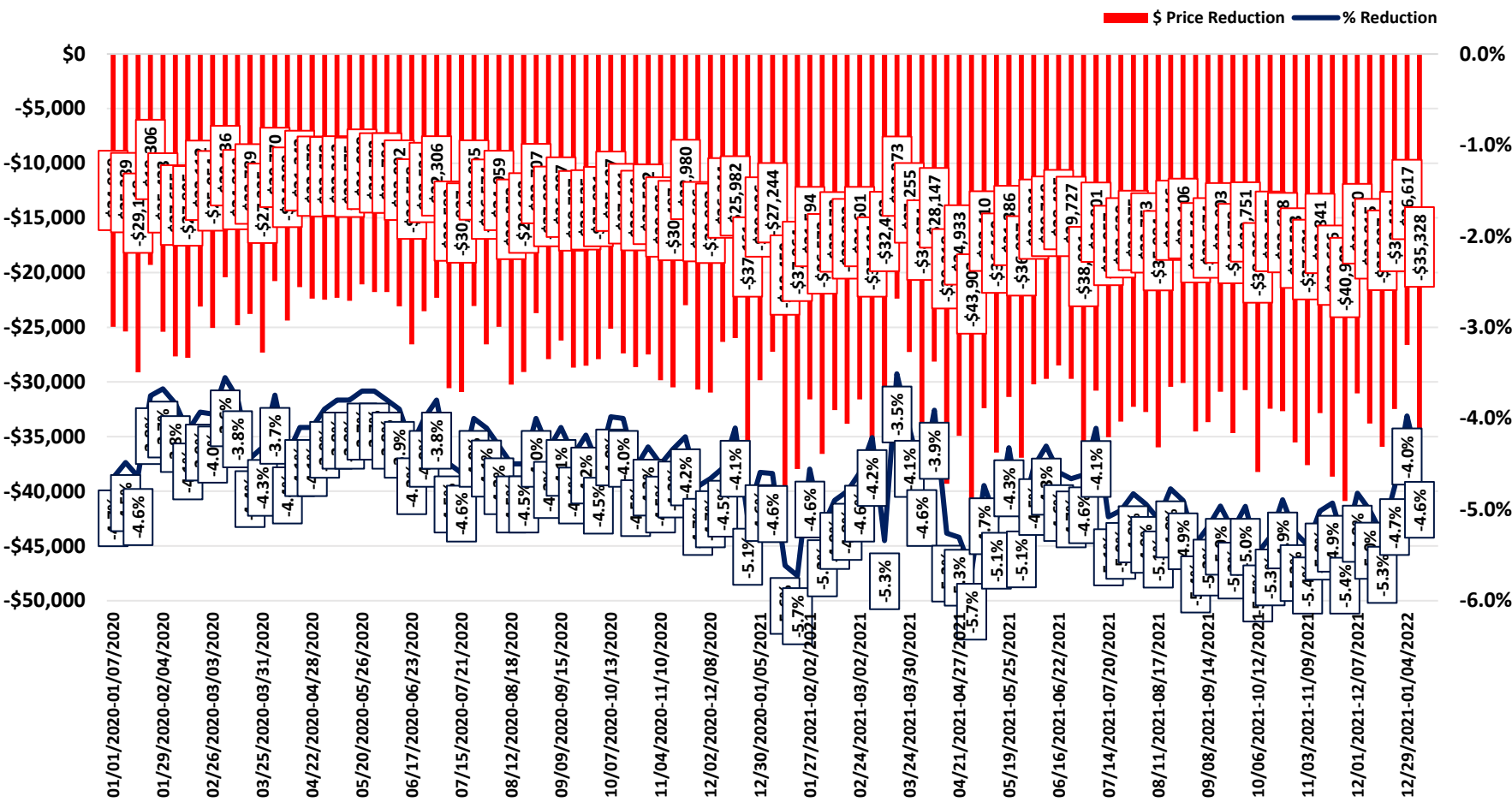


Metric	Decrease	Increase	No Change
Current	12.1%	6.4%	81.5%
WOW	-8.5%	0.5%	8.0%
1 Year Ago	-2.5%	-1.5%	3.9%

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All Prices

Greater Metro Denver Attached and Detached Residential All Prices  
Market Response to COVID-19 Size of Price Reductions for Pending Transactions



Metric	\$ Reduction	% Reduction
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Current	-\$35,328	-4.6%
WOW	32.7%	-0.6%
1 Year Ago	29.7%	0.0%

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All Prices



# Up to \$500,000

# 61.3%

of homes in the 7 Metro Counties are under \$500,000

Up to \$500,000

# Strategy Sheet Pre-COVID-19

## Pre-COVID-19 Greater Metro Denver Attached and Detached Single Family Historic Cycle

[illegible]

Based on previous years in this cycle (2013-2019) these values represent historically Pre-COVID-19 when the market was competitive by month.

The market was likely to favor those sellers were are ready to take advantage of early buyer activity by listing March-May.

Sellers late to the market in the summer months were more likely to spend longer on the market, make price reductions and sell at lower prices than spring sellers.

Buyers were most likely to have negotiating power in the mid summer-fall.

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Less Competitive  More Competitive



Typical trends do not line up with post COVID market dynamics. It's more important than ever to pay attention to current market trends rather than relying on historical data.

The market favors sellers more deeply than ever, not only seasonally but historically. The odds of selling, median days on market, lowest levels of inventory and interest rates are the primary driving metrics forcing our market into an extended selling season.

Sellers resistant to shifting their marketing strategy will be quickly left behind and may find themselves missing out on some of the best market conditions ever experienced in Metro Denver.

Up to \$500,000



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Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- Under \$500,000																						
Date Range		Odss of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction
2020																						
January	01/01/2020-01/07/2020	57.5%	2,281	477	280	224	49	692	321	0.8	18,061	12.6%	146	10,628	4.7	15.4	24	35.0%	3.8%	61.3%	-\$34,092	-5.0%
	01/08/2020-01/14/2020	64.9%	2,064	594	273	212	48	824	446	0.6	21,506	9.6%	157	13,558	6.6	16.5	12	29.0%	2.0%	69.0%	-\$32,610	-4.7%
	01/15/2020-01/21/2020	64.4%	1,913	624	278	246	41	766	473	0.6	19,993	9.6%	141	13,978	7.3	18.2	9	26.1%	4.1%	69.8%	-\$34,027	-4.9%
	01/22/2020-01/28/2020	67.3%	1,763	612	298	197	54	809	433	0.5	21,115	8.3%	149	14,370	8.2	17.8	6	24.1%	4.7%	71.2%	-\$23,463	-3.6%
	01/29/2020-02/04/2020	64.5%	1,427	666	299	445	62	794	612	0.4	20,723	6.9%	140	13,041	9.1	16.4	6	21.6%	5.2%	73.2%	-\$25,653	-3.9%
February	02/05/2020-02/11/2020	71.2%	1,337	655	296	214	32	795	495	0.4	20,750	6.4%	143	13,928	10.4	17.5	5	16.9%	4.8%	78.3%	-\$22,456	-3.4%
	02/12/2020-02/18/2020	73.1%	1,235	631	315	209	56	783	559	0.4	20,436	6.0%	142	14,141	11.5	18.1	6	18.7%	5.6%	75.7%	-\$26,285	-4.1%
	02/19/2020-02/25/2020	74.6%	1,219	725	330	194	68	809	586	0.3	21,115	5.8%	132	15,043	12.3	18.6	5	16.3%	4.8%	78.9%	-\$26,779	-4.2%
	02/26/2020-03/03/2020	71.8%	979	766	331	439	37	861	828	0.3	22,472	4.4%	137	15,916	16.3	18.5	5	15.2%	4.2%	80.7%	-\$27,729	-4.1%
	03/04/2020-03/10/2020	77.9%	974	899	370	220	60	994	569	0.2	25,943	3.8%	138	18,507	19.0	18.6	5	10.5%	5.5%	84.1%	-\$22,576	-3.4%
March	03/11/2020-03/17/2020	74.9%	1,212	936	477	222	72	881	612	0.3	22,994	5.3%	108	16,479	13.6	18.7	4	11.3%	5.9%	82.8%	-\$25,162	-3.9%
	03/18/2020-03/24/2020	68.2%	1,690	942	613	217	117	743	553	0.5	19,392	8.7%	80	9,882	5.8	13.3	4	10.5%	3.3%	86.1%	-\$27,444	-4.1%
	03/25/2020-03/31/2020	69.6%	1,836	778	342	150	155	669	641	0.6	17,461	10.5%	98	6,793	3.7	10.2	5	10.5%	6.6%	83.0%	-\$30,520	-4.7%
	04/01/2020-04/07/2020	62.1%	2,433	735	202	72	124	588	445	1.0	15,347	15.9%	97	6,423	2.6	10.9	7	15.1%	4.6%	80.3%	-\$27,179	-4.2%
	04/08/2020-04/14/2020	57.7%	2,479	477	166	90	133	468	431	1.2	12,215	20.3%	106	1,429	0.6	3.1	9	22.2%	4.1%	73.7%	-\$30,442	-4.5%
April	04/15/2020-04/21/2020	62.7%	2,519	432	187	50	90	543	515	1.1	14,172	17.8%	132	935	0.4	1.7	11	22.1%	2.9%	74.9%	-\$13,427	-3.7%
	04/22/2020-04/28/2020	60.9%	2,477	624	251	61	80	526	456	1.1	13,729	18.0%	90	4,756	1.9	9.0	13	21.4%	6.4%	72.2%	-\$14,952	-4.0%
	04/29/2020-05/05/2020	64.8%	2,879	806	208	144	93	914	567	0.7	23,855	12.1%	145	10,670	3.7	11.7	7	15.7%	5.2%	79.2%	-\$12,252	-3.5%
	05/06/2020-05/12/2020	65.4%	2,839	911	221	65	75	996	361	0.7	25,996	10.9%	143	13,439	4.7	13.5	9	19.7%	4.5%	75.8%	-\$11,994	-3.4%
	05/13/2020-05/19/2020	69.2%	2,838	580	277	53	102	1,136	447	0.6	29,650	9.6%	219	16,296	5.7	14.3	7	22.3%	4.5%	73.2%	-\$11,859	-3.2%
May	05/20/2020-05/26/2020	66.7%	2,836	832	193	60	67	1,033	392	0.6	26,961	10.5%	165	11,915	4.2	11.5	8	24.1%	4.2%	71.8%	-\$12,991	-3.6%
	05/27/2020-06/02/2020	70.6%	2,664	938	215	128	94	1,067	707	0.6	27,849	9.6%	153	17,400	6.5	16.3	6	20.7%	4.1%	75.2%	-\$11,867	-3.3%
	06/03/2020-06/09/2020	65.1%	2,685	923	209	292	85	1,104	591	0.6	28,814	9.3%	162	13,899	5.2	12.6	6	22.1%	3.5%	74.4%	-\$12,549	-3.5%
	06/10/2020-06/16/2020	73.9%	2,619	964	217	71	119	1,151	759	0.5	30,441	8.7%	163	14,456	5.5	12.6	6	22.8%	4.2%	73.0%	-\$13,183	-3.7%
	06/17/2020-06/23/2020	74.6%	2,545	961	197	48	76	1,141	721	0.5	29,780	8.5%	165	13,835	5.4	12.1	6	21.5%	5.5%	73.0%	-\$14,104	-4.1%
June	06/24/2020-07/01/2020	76.9%	2,481	929	257	124	100	1,156	1,155	0.5	30,172	8.2%	164	14,185	5.7	12.3	6	20.7%	3.5%	75.9%	-\$12,954	-3.6%
	07/02/2020-07/08/2020	70.5%	2,442	719	178	54	62	870	601	0.6	22,707	10.8%	158	10,133	4.2	11.6	7	22.2%	3.9%	73.9%	-\$13,166	-3.6%
	07/09/2020-07/15/2020	75.0%	2,402	995	249	73	73	1,093	779	0.5	28,527	8.4%	147	18,600	7.7	17.0	5	18.4%	3.4%	78.2%	-\$13,259	-3.8%
	07/16/2020-07/22/2020	75.4%	2,487	979	229	61	83	1,088	851	0.5	28,397	8.8%	150	17,581	7.1	16.2	5	17.4%	4.3%	78.3%	-\$14,625	-4.1%
	07/23/2020-07/29/2020	75.1%	2,436	885	209	70	76	1,083	813	0.5	28,266	8.6%	166	16,831	6.9	15.5	5	19.9%	4.6%	75.5%	-\$13,934	-4.0%
August	07/30/2020-08/05/2020	74.4%	2,344	892	220	131	98	996	950	0.5	25,996	9.0%	149	16,104	6.9	16.2	5	20.0%	3.7%	76.2%	-\$13,090	-3.6%
	08/06/2020-08/12/2020	73.3%	2,363	996	221	89	93	1,088	648	0.5	28,397	8.3%	150	15,967	6.8	14.7	5	19.7%	5.2%	75.2%	-\$14,443	-4.2%
	08/13/2020-08/19/2020	73.8%	2,365	882	197	103	103	1,030	796	0.5	26,883	8.8%	159	16,707	7.1	16.2	6	20.7%	3.5%	74.9%	-\$14,326	-4.1%
	08/20/2020-08/26/2020	74.7%	2,301	905	244	62	128	1,035	712	0.5	27,014	8.5%	151	15,660	6.8	15.1	5	18.8%	4.2%	72.4%	-\$15,178	-4.1%
	08/27/2020-09/02/2020	74.5%	2,297	872	221	175	86	1,045	1,012	0.5	27,275	8.4%	160	15,882	6.9	15.2	6	19.5%	4.6%	75.9%	-\$13,145	-3.8%
September	09/03/2020-09/09/2020	72.1%	2,260	846	200	59	71	902	592	0.6	23,542	9.6%	143	13,987	6.2	15.5	5	17.7%	4.5%	77.8%	-\$15,361	-4.3%
	09/10/2020-09/16/2020	74.1%	2,222	945	232	77	85	987	696	0.5	25,761	8.6%	140	15,828	7.1	16.0	5	18.2%	4.9%	76.9%	-\$14,329	-4.0%
	09/17/2020-09/23/2020	73.9%	2,225	842	233	83	74	979	701	0.5	25,552	8.7%	152	15,916	7.2	16.3	5	18.4%	6.2%	75.3%	-\$14,822	-4.1%
	09/24/2020-09/30/2020	72.5%	2,228	825	200	81	84	889	676	0.6	23,203	9.6%	143	15,465	6.9	17.4	6	20.3%	5.4%	74.3%	-\$12,278	-3.4%
	10/01/2020-10/07/2020	72.3%	2,254	835	181	150	92	929	818	0.6	24,247	9.3%	152	14,880	6.6	16.0	5	20.9%	6.7%	72.4%	-\$15,904	-4.6%
October	10/08/2020-10/14/2020	70.9%	2,280	802	172	58	75	895	520	0.6	23,360	9.8%	152	15,364	6.7	17.2	5	20.2%	4.9%	74.9%	-\$12,356	-3.6%
	10/15/2020-10/21/2020	70.9%	2,280	802	172	58	75	895	520	0.6	23,360	9.8%	152	15,364	6.7	17.2	5	20.2%	4.9%	74.9%	-\$12,356	-3.6%
	10/22/2020-10/28/2020	74.9%	1,988	704	195	82	96	902	703	0.5	23,542	8.4%	193	13,410	6.7	14.9	6	20.5%	6.4%	73.1%	-\$14,420	-4.3%
	10/29/2020-11/04/2020	73.7%	2,006	665	191	61	133	810	856	0.6	21,141	9.5%	157	12,052	6.0	14.9	6	17.4%	5.4%	77.2%	-\$14,048	-3.8%
	11/05/2020-11/11/2020	75.5%	1,805	703	196	58	70	832	622	0.5	21,715	8.3%	155	12,854	7.1	15.4	5.5	16.9%	5.4%	77.7%	-\$13,764	-3.8%
November	11/12/2020-11/18/2020	74.9%	1,840	661	188	56	77	827	600	0.5	21,585	8.5%	163	13,502	7.3	16.3	6	18.3%	6.5%	75.3%	-\$13,243	-3.8%
	11/19/2020-11/25/2020	78.2%	1,812	624	159	62	77	846	871	0.5	22,081	8.2%	181	10,705	5.9	12.7	5	19.7%	5.2%	75.1%	-\$15,181	-4.0%
	11/26/2020-12/02/2020	69.3%	1,637	334	94	116	56	519	591	0.7	13,546	12.1%	195	8,005	4.9	15.4	8	23.8%	5.8%	70.4%	-\$15,525	-4.4%
	12/03/2020-12/09/2020	78.5%	1,461	208	160	41	54	767	606	0.4	20,019	7.3%	354	12,594	8.6	16.4	6	19.8%	6.8%	73.5%	-\$13,408	-4.0%
	12/10/2020-12/16/2020	77.2%	1,410	454	123	52	60	663	608	0.5	17,304	8.1%	193	10,713	7.6	16.2	6	17.3%	5.0%	77.6%	-\$15,153	-4.6%
December	12/17/2020-12/23/2020	78.0%	1,217	419	130	60	66	536	667	0.5	13,990	8.7%	163	7,364	6.1	13.7	5	16.2%				

Up to \$500,000 2020

More Competitive

Less Competitive

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- Under \$500,000																						
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction
2021																						
January	12/30/2020-01/05/2021	66.7%	994	301	100	272	31	441	563	0.5	11,510	8.6%	184	8,645	8.7	19.6	6	15.3%	7.9%	76.8%	-\$17,359	-5.1%
	01/06/2021-01/12/2021	81.3%	986	613	120	35	52	726	414	0.3	18,949	5.2%	172	15,986	16.2	22.0	4	13.4%	7.0%	79.7%	-\$14,070	-4.3%
	01/13/2021-01/19/2021	79.3%	1,108	598	104	37	30	712	406	0.4	18,583	6.0%	175	16,041	14.5	22.5	4	10.9%	7.0%	82.1%	-\$16,566	-5.0%
	01/20/2021-01/26/2021	78.7%	1,033	582	105	50	48	689	372	0.3	17,983	5.7%	173	15,999	15.5	23.2	4	9.9%	7.5%	82.6%	-\$17,657	-5.4%
February	01/27/2021-02/02/2021	80.1%	958	691	114	80	52	749	457	0.3	19,549	4.9%	162	17,464	18.2	23.3	5	15.3%	5.6%	79.1%	-\$27,330	-3.9%
	02/03/2021-02/09/2021	83.9%	860	596	113	29	46	737	445	0.3	19,236	4.5%	182	17,630	20.5	23.9	4	7.6%	7.3%	85.2%	-\$15,722	-5.0%
	02/10/2021-02/16/2021	85.7%	799	618	90	30	55	742	534	0.2	19,366	4.1%	184	17,459	21.9	23.5	4	6.8%	5.9%	87.2%	-\$16,052	-4.9%
	02/17/2021-02/23/2021	85.6%	738	563	120	35	32	689	530	0.2	17,983	4.1%	177	18,028	24.4	26.2	4	8.0%	6.4%	85.6%	-\$17,446	-4.8%
March	02/24/2021-03/02/2021	86.6%	677	604	94	69	30	663	790	0.2	17,304	3.9%	167	17,863	26.4	26.9	4	7.9%	9.7%	82.4%	-\$11,461	-3.8%
	03/03/2021-03/09/2021	85.5%	690	618	95	43	65	720	468	0.2	18,792	3.7%	178	19,898	28.8	27.6	4	6.2%	4.6%	89.2%	-\$16,275	-4.6%
	03/10/2021-03/16/2021	84.7%	703	456	95	56	65	634	572	0.3	16,547	4.2%	202	10,923	15.5	17.2	4	4.8%	2.7%	92.5%	-\$10,709	-3.4%
	03/17/2021-03/23/2021	87.5%	716	725	122	40	53	875	559	0.2	22,838	3.1%	183	22,464	31.4	25.7	4	9.8%	7.5%	82.7%	-\$24,424	-6.3%
April	03/24/2021-03/30/2021	86.2%	729	650	105	48	90	790	556	0.2	20,619	3.5%	185	20,071	27.5	25.4	4	6.1%	4.2%	89.7%	-\$12,965	-3.6%
	03/31/2021-04/06/2021	83.7%	740	620	89	80	23	700	581	0.2	18,270	4.1%	173	16,711	22.6	23.9	4	6.2%	4.5%	89.3%	-\$16,382	-4.3%
	04/07/2021-04/13/2021	84.9%	831	755	123	40	42	844	459	0.2	22,028	3.8%	169	21,963	26.4	26.0	4	4.8%	3.4%	91.9%	-\$12,426	-3.3%
	04/14/2021-04/20/2021	87.6%	624	674	103	33	41	773	471	0.2	20,175	3.1%	176	17,241	27.6	22.3	4	3.6%	4.5%	91.9%	-\$18,672	-5.2%
May	04/21/2021-04/27/2021	87.8%	603	689	94	36	24	758	502	0.2	19,784	3.0%	172	19,470	32.3	25.7	4	6.1%	4.7%	89.2%	-\$18,175	-5.3%
	04/28/2021-05/04/2021	89.0%	546	749	89	48	35	799	608	0.2	20,854	2.6%	170	18,196	33.3	22.8	4	5.3%	2.8%	91.9%	-\$15,349	-4.5%
	05/05/2021-05/11/2021	89.2%	545	722	101	21	39	742	464	0.2	19,366	2.8%	160	16,730	30.7	22.5	4	5.4%	5.2%	89.4%	-\$12,940	-4.3%
	05/12/2021-05/18/2021	88.9%	556	758	124	45	36	839	542	0.2	21,898	2.5%	170	18,682	33.6	22.3	4	4.2%	5.1%	90.6%	-\$15,695	-4.8%
June	05/19/2021-05/25/2021	88.1%	728	844	106	25	40	866	557	0.2	22,603	3.2%	161	18,152	24.9	21.0	4	5.4%	2.9%	91.7%	-\$14,875	-4.1%
	05/26/2021-06/01/2021	85.6%	651	561	94	46	31	637	524	0.2	16,626	3.9%	171	12,527	19.3	19.7	4	5.8%	3.3%	90.9%	-\$20,177	-5.4%
	06/02/2021-06/08/2021	90.0%	573	817	136	21	42	845	531	0.2	22,055	2.6%	158	16,257	28.4	19.2	4	6.7%	2.8%	90.5%	-\$17,829	-4.7%
	06/09/2021-06/15/2021	84.0%	882	824	131	34	47	816	430	0.2	21,298	4.1%	150	15,369	17.4	18.8	4	5.7%	3.8%	90.5%	-\$13,901	-3.8%
July	06/16/2021-06/22/2021	84.9%	753	734	123	47	50	756	486	0.2	19,732	3.8%	155	13,683	18.2	18.1	4	8.5%	2.4%	89.1%	-\$17,353	-4.6%
	06/23/2021-06/29/2021	86.1%	777	782	143	39	53	797	549	0.2	20,802	3.7%	152	13,918	17.9	17.5	4	8.3%	3.7%	88.0%	-\$16,827	-4.7%
	06/30/2021-07/06/2021	82.6%	824	470	105	57	32	562	607	0.3	14,668	5.6%	169	9,272	11.3	16.5	5	12.5%	3.3%	84.2%	-\$16,639	-4.2%
	07/07/2021-07/13/2021	74.3%	1,273	835	148	148	30	796	477	0.4	20,776	6.1%	139	12,645	9.9	15.9	4	7.9%	3.7%	88.3%	-\$13,106	-3.1%
August	07/14/2021-07/20/2021	83.4%	958	758	127	60	61	810	593	0.3	21,141	4.5%	160	13,434	14.0	16.6	6	9.8%	3.1%	87.1%	-\$16,545	-4.6%
	07/21/2021-07/27/2021	82.4%	969	671	133	34	43	734	467	0.3	19,157	5.1%	159	11,931	12.3	16.3	7	13.5%	2.8%	83.8%	-\$14,939	-4.4%
	07/28/2021-08/03/2021	81.2%	980	625	124	62	49	702	540	0.3	18,322	5.3%	162	10,905	11.1	15.5	5	15.3%	2.7%	82.0%	-\$17,059	-4.5%
	08/04/2021-08/10/2021	82.3%	980	694	139	29	50	734	449	0.3	19,157	5.1%	153	11,790	12.0	16.1	5	12.4%	2.5%	85.1%	-\$17,005	-4.4%
September	08/11/2021-08/17/2021	82.0%	1,023	673	130	34	52	708	515	0.3	18,479	5.5%	152	11,113	10.9	15.7	5	14.1%	2.1%	83.7%	-\$17,413	-4.8%
	08/18/2021-08/24/2021	82.2%	1,072	635	112	21	50	713	518	0.3	18,609	5.8%	165	11,009	10.3	15.4	5	12.8%	1.2%	86.0%	-\$20,070	-5.3%
	08/25/2021-08/31/2021	81.2%	1,175	651	153	59	60	756	665	0.4	19,732	6.0%	162	11,596	9.9	15.3	5	15.0%	3.6%	81.3%	-\$16,119	-4.4%
	09/01/2021-09/07/2021	77.9%	1,124	475	139	34	43	622	410	0.4	16,234	6.9%	173	9,596	8.5	15.4	6	16.7%	4.2%	79.0%	-\$19,788	-5.4%
October	09/08/2021-09/14/2021	78.2%	1,262	681	143	33	42	705	455	0.4	18,401	6.9%	146	10,195	8.1	14.5	5	13.8%	3.1%	83.1%	-\$17,028	-4.5%
	09/15/2021-09/21/2021	78.5%	1,140	777	155	83	61	749	512	0.3	19,549	5.8%	138	11,215	9.8	15.0	5	16.1%	2.9%	81.0%	-\$18,136	-5.0%
	09/22/2021-09/28/2021	80.1%	1,061	535	145	36	58	654	471	0.4	17,069	6.2%	165	9,771	9.2	14.9	5	14.9%	2.2%	82.9%	-\$20,376	-5.3%
	09/29/2021-10/05/2021	80.8%	1,029	618	145	74	42	710	595	0.3	18,531	5.6%	161	10,429	10.1	14.7	5	18.2%	4.3%	77.5%	-\$22,577	-5.6%
November	10/06/2021-10/12/2021	80.6%	1,085	550	153	29	51	705	451	0.4	18,401	5.9%	173	10,506	9.7	14.9	5	18.5%	2.9%	78.6%	-\$23,218	-5.7%
	10/13/2021-10/19/2021	80.2%	1,080	555	139	43	40	675	504	0.4	17,618	6.1%	167	10,619	9.8	15.7	5	21.3%	2.4%	76.3%	-\$22,277	-5.5%
	10/20/2021-10/26/2021	81.8%	1,075	530	129	21	32	690	519	0.4	18,009	6.0%	180	9,992	9.3	14.5	5	18.8%	2.0%	79.2%	-\$19,258	-5.0%
	10/27/2021-11/02/2021	80.7%	984	485	112	62	36	625	581	0.4	16,313	6.0%	180	9,292	9.4	14.9	5	19.3%	2.2%	78.5%	-\$21,745	-5.2%
December	11/03/2021-11/09/2021	81.7%	880	519	117	40	45	632	450	0.3	16,495	5.3%	172	10,930	12.4	17.3	5	16.8%	2.7%	80.4%	-\$20,984	-5.2%
	11/10/2021-11/16/2021	82.2%	886	455	121	37	51	597	512	0.3	15,582	5.7%	179	10,043	11.3	16.8	5	16.2%	3.4%	80.4%	-\$23,960	-5.8%
	11/17/2021-11/23/2021	83.7%	801	404	120	28	47	567	520	0.3	14,799	5.4%	187	9,318	11.6	16.4	5	19.9%	1.8%	78.3%	-\$17,131	-4.3%
	11/24/2021-11/30/2021	76.6%	750	213	74	53	26	312	424	0.6	8,143	9.2%	181	4,639	6.2	14.9	7	18.6%	3.8%	77.7%	-\$22,993	-5.7%
December	12/01/2021-12/07/2021	83.1%	698	391	96	29	31	525	409	0.3	13,703	5.1%	187	9,400	13.5	17.9	5	16.1%	2.2%	81.6%	-\$19,189	-4.9%
	12/08/2021-12/14/2021	83.9%	556	342	78	20	37	416	355	0.3	10,858	5.1%	172	7,936	14.3	19.1	4	13.4%	1.7%	84.8%	-\$20,226	-5.9%
	12/15/2021-12/21/2021	85.7%	500	276	79	34	35	392	499	0.3	10,231	4.9%	192	6,798	13.6	17.3	5	16.7%	3.9%	79.5%	-\$20,816	-6.0%
	12/22/2021-12/28/2021	80.6%	451	117	41	14	23	201	288	0.5	5,246	8.6%	213	2,955	6.6	14.7	7	13.5%	7.6%	78.9%	-\$27,774	-6.6%

Up to \$500,000 2021

More Competitive

Less Competitive

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- Under \$500,000																						
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction
2022																						
January	12/26/2021-01/04/2022	73.7%	369	126	58	109	12	227	317	0.4	5,925	6.2%	212	4,616	12.5	20.3	11	24.8%	8.1%	67.1%	-\$27,189	-3.8%
	01/05/2022-01/11/2022	88.6%	292	329	66	20	20	388	287	0.2	10,127	2.9%	175	9,457	32.4	24.4	4	9.2%	3.8%	87.0%	-\$18,404	-5.1%
	01/12/2022-01/18/2022																					
	01/19/2022-01/25/2022																					
	01/26/2022-02/01/2022																					
	02/02/2022-02/08/2022																					
	02/09/2022-02/15/2022																					
	02/16/2022-02/22/2022																					

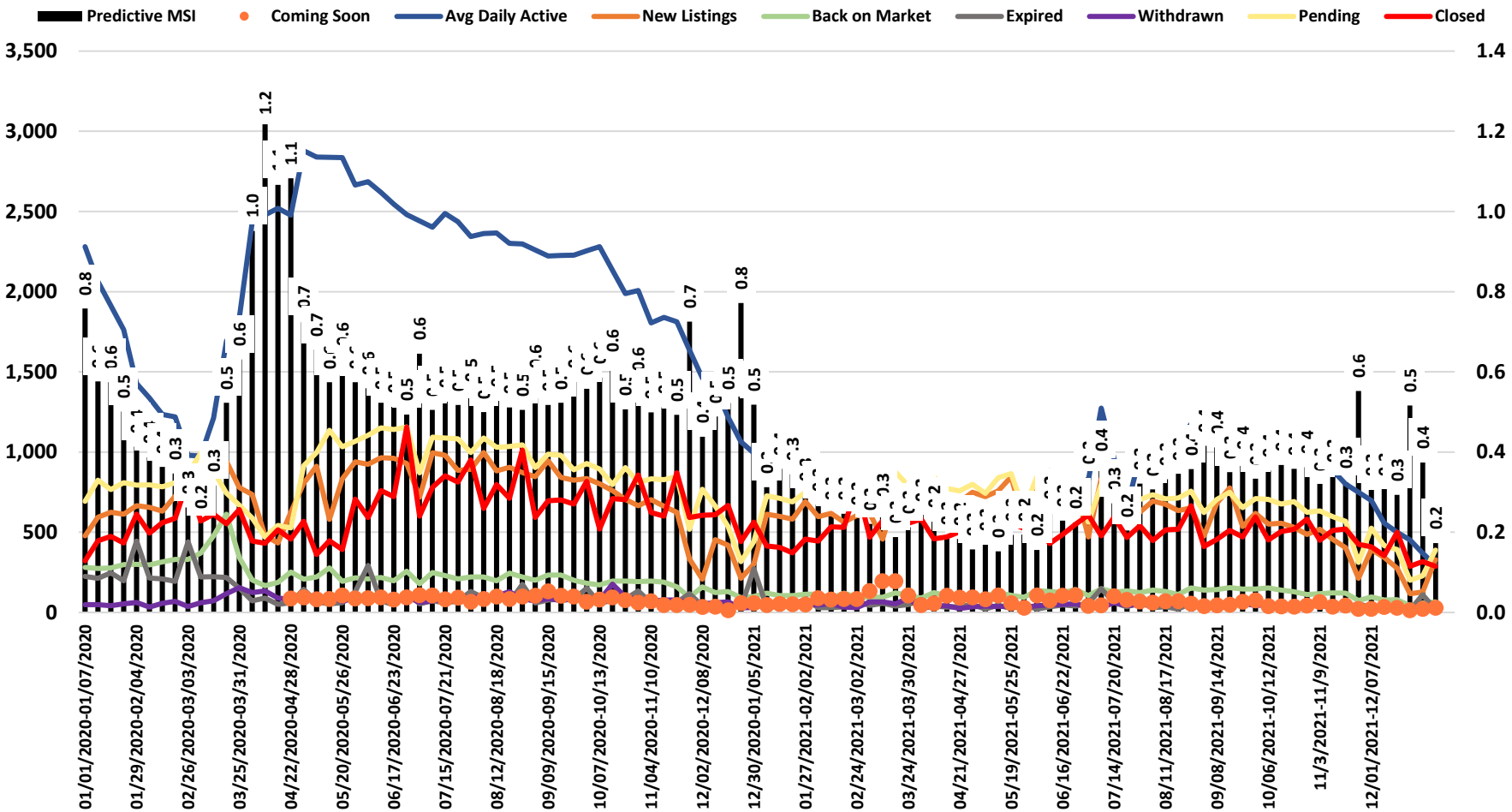
More Competitive

Less Competitive

Up to \$500,000 2022

# Greater Metro Denver Attached and Detached Residential Under \$500,000

## Market Response to COVID-19 Market Metrics

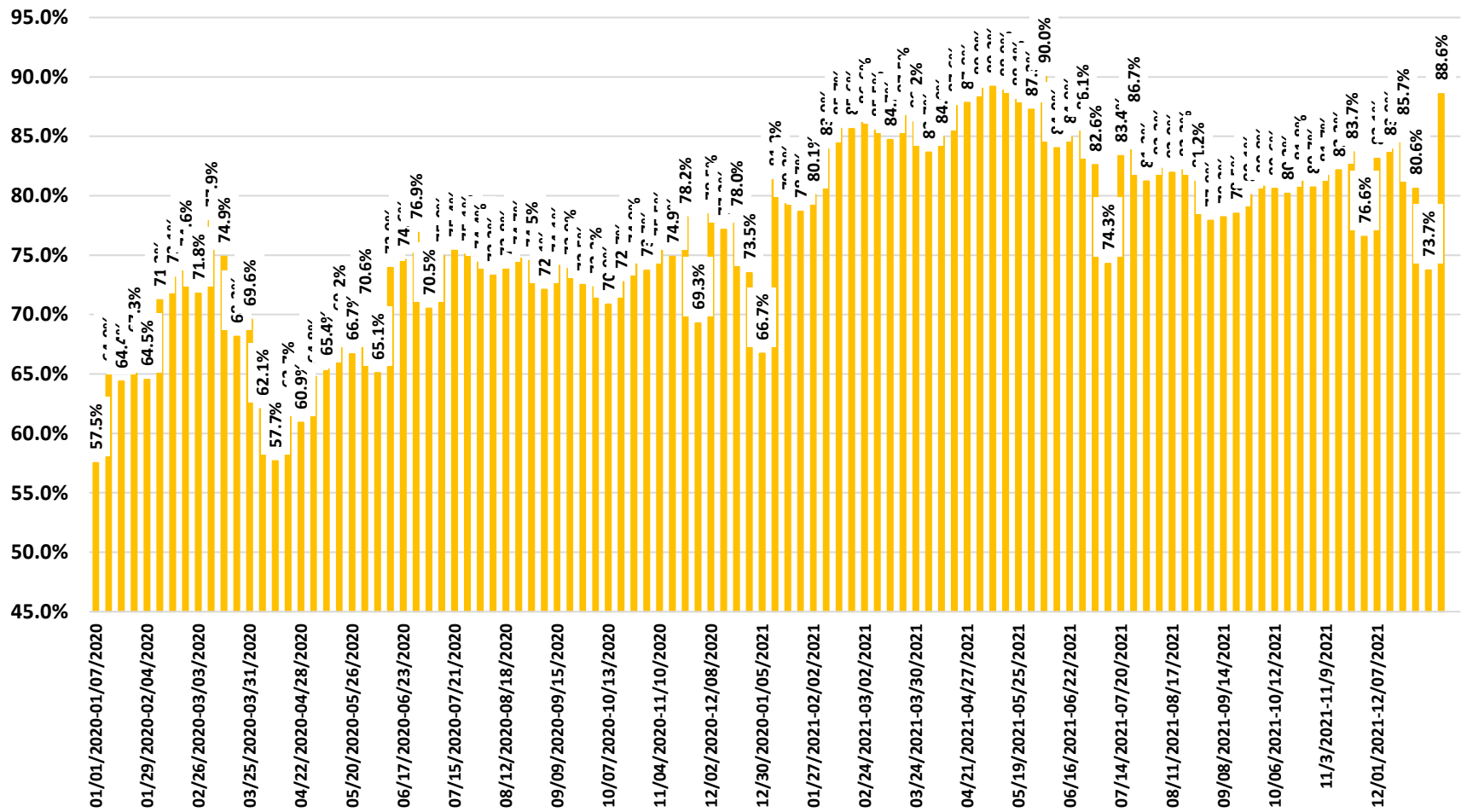


Up to \$500,000

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	0.2	29	292	329	66	20	20	388	287
WOW	-53.7%	38.1%	-20.9%	161.1%	13.8%	-81.7%	66.7%	70.9%	-9.5%
1 Year Ago	-44.6%	-	-70.4%	-46.3%	-45.0%	-42.9%	-61.5%	-46.6%	-30.7%

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Greater Metro Denver Attached and Detached Residential Under \$500,000  
Market Response to COVID-19 Odds of Selling by Week



Metric	Odds of Selling
Current	88.6%
WOW	14.8%
1 Year Ago	7.2%

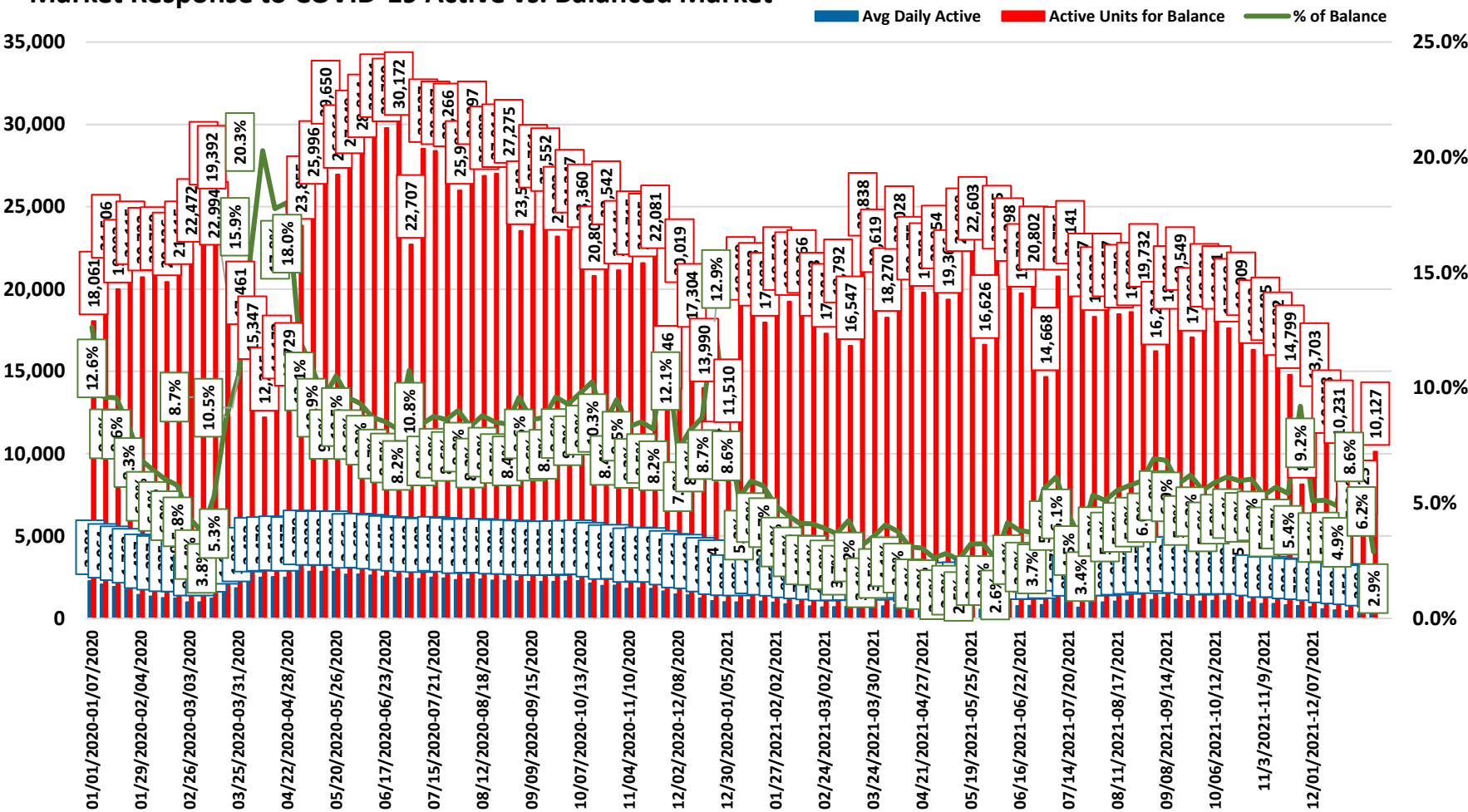
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Up to \$500,000



# Greater Metro Denver Attached and Detached Residential Under \$500,000

## Market Response to COVID-19 Active vs. Balanced Market



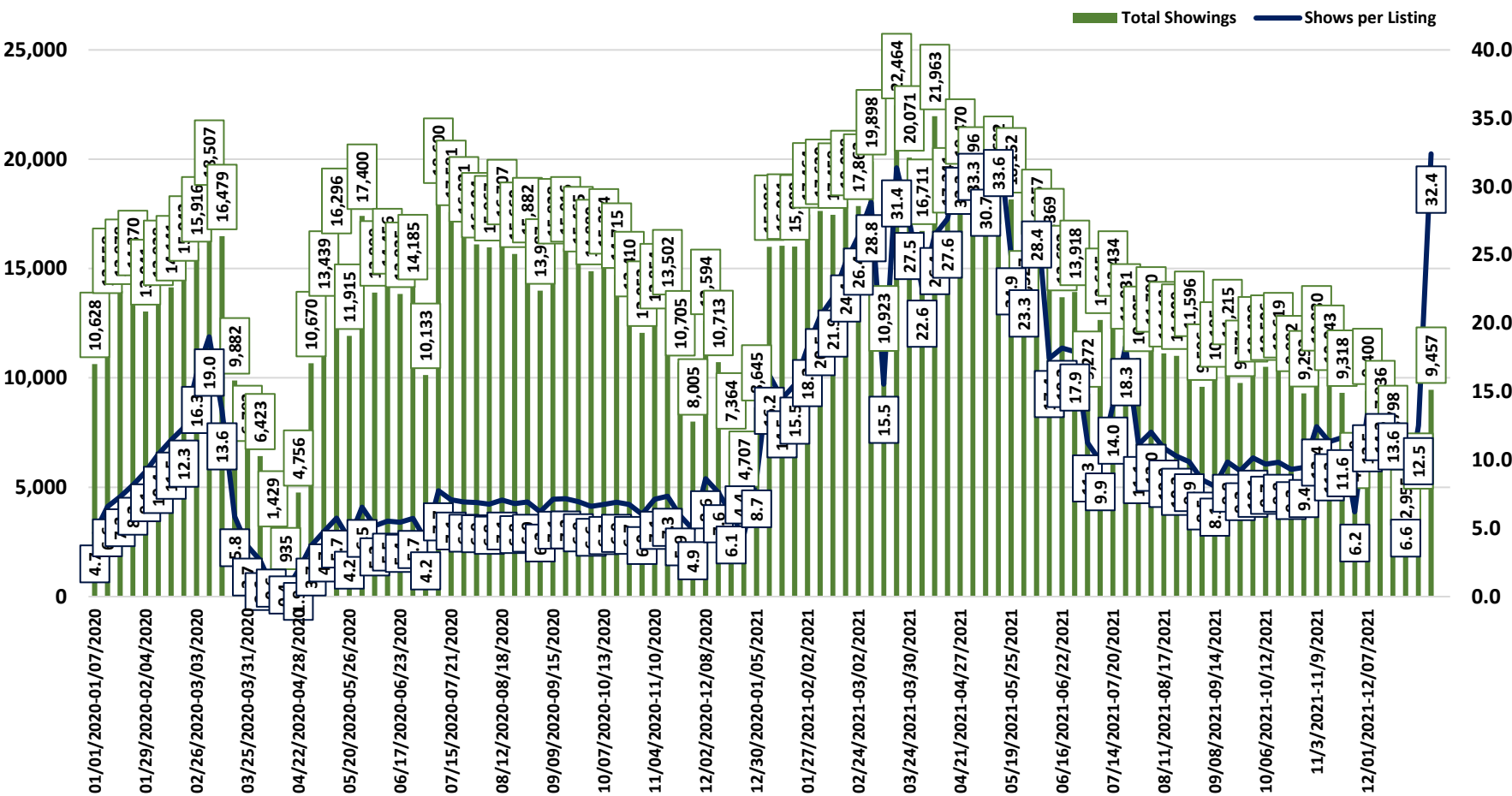
Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	292	10,127	2.9%
WOW	-20.9%	70.9%	-3.3%
1 Year Ago	-70.4%	-46.6%	-2.3%

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Up to \$500,000

# Greater Metro Denver Attached and Detached Residential Under \$500,000

## Market Response to COVID-19 Showings

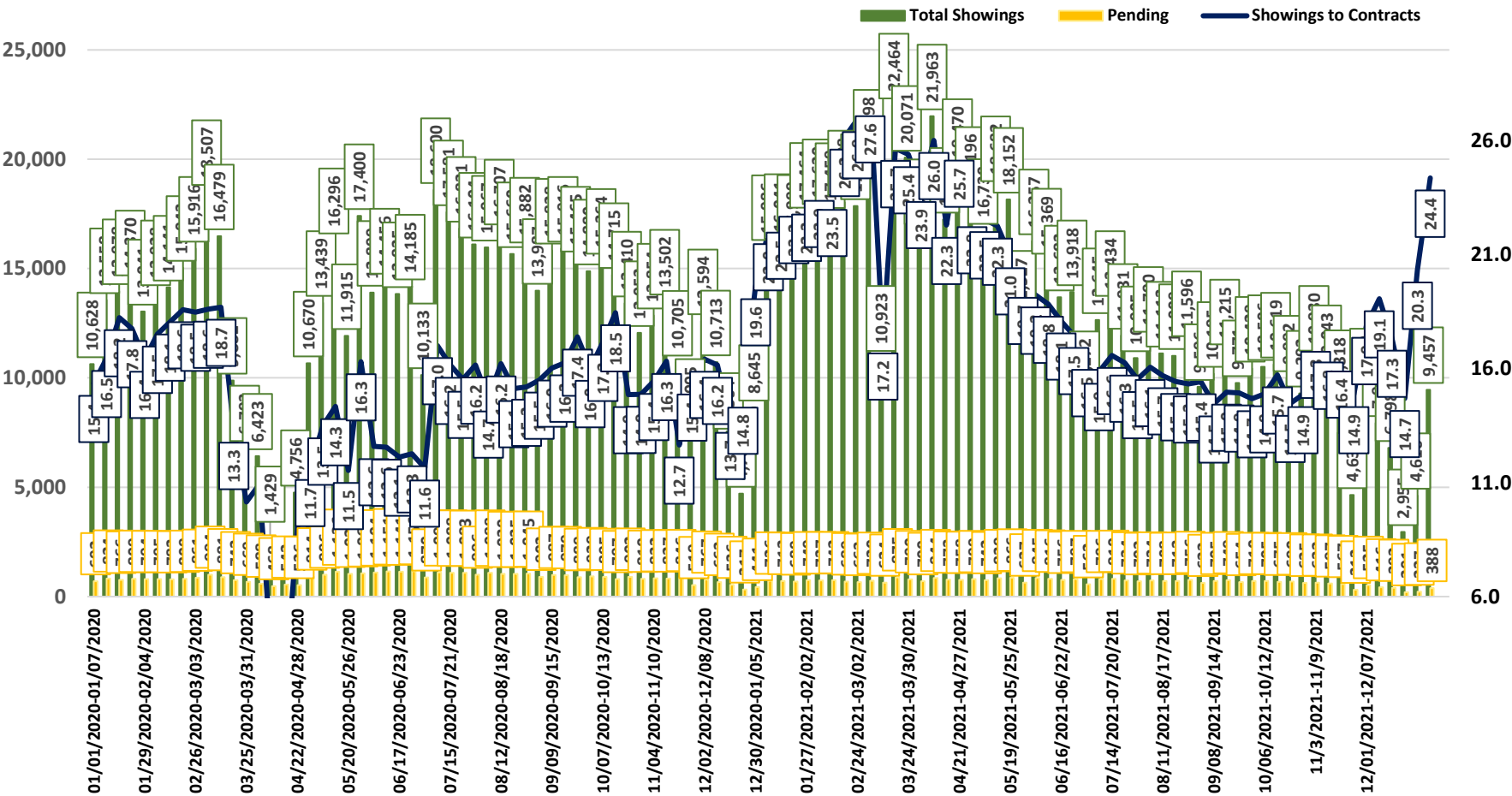


Metric	Total Showings	Shows per Listing
Current	9,457	32.4
WOW	104.9%	158.9%
1 Year Ago	-40.8%	99.8%

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Up to \$500,000

Greater Metro Denver Attached and Detached Residential Under \$500,000  
Market Response to COVID-19 Showings vs. Contracts



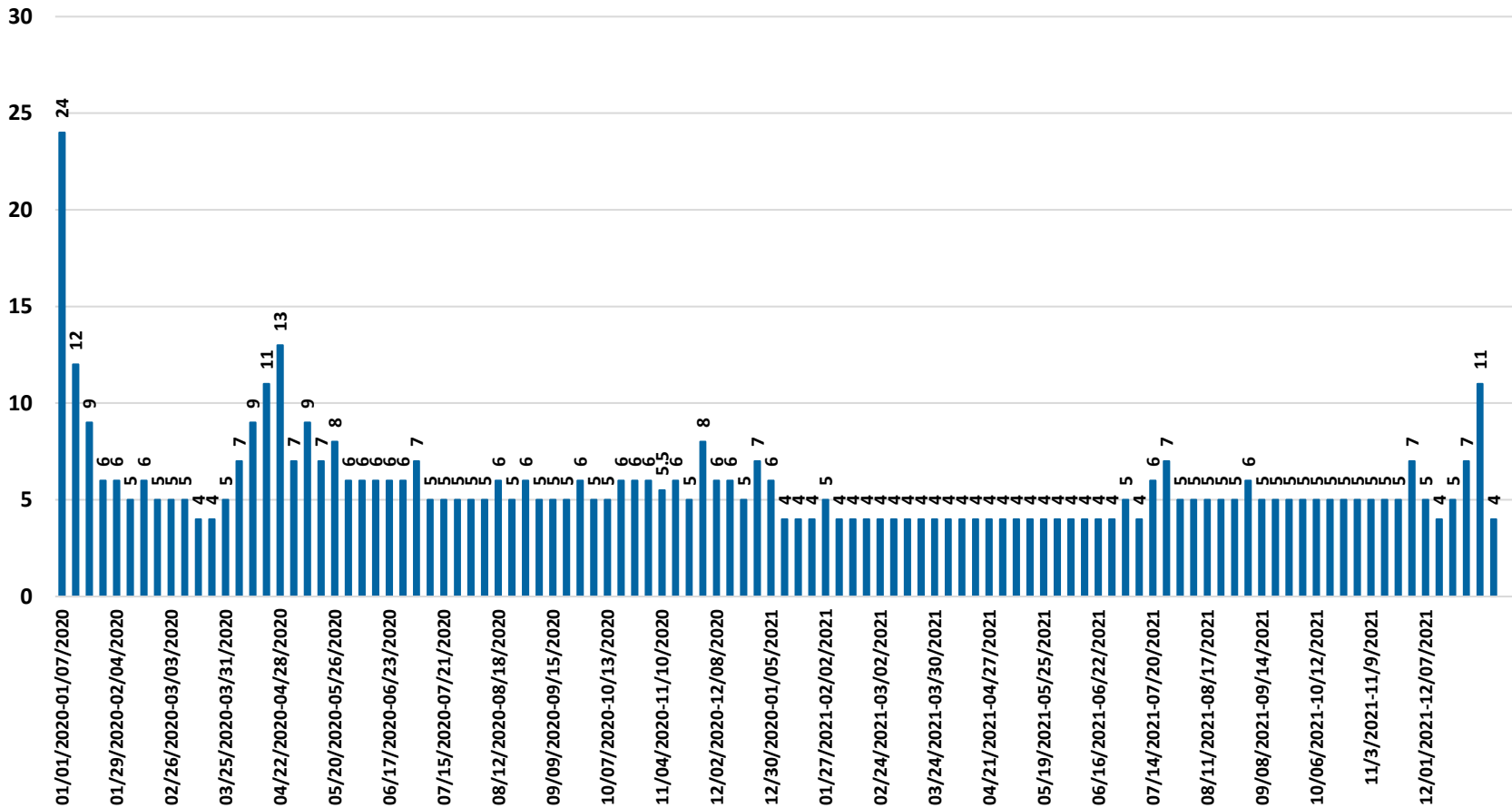
Metric	Total Showings	Pending	Shows to Contracts
Current	9,457	388	24
WOW	104.9%	70.9%	19.9%
1 Year Ago	-40.8%	-46.6%	10.7%

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Up to \$500,000

# Greater Metro Denver Attached and Detached Residential Under \$500,000

## Market Response to COVID-19 Median Days on Market for Pending Home Sales



Metric	DOM
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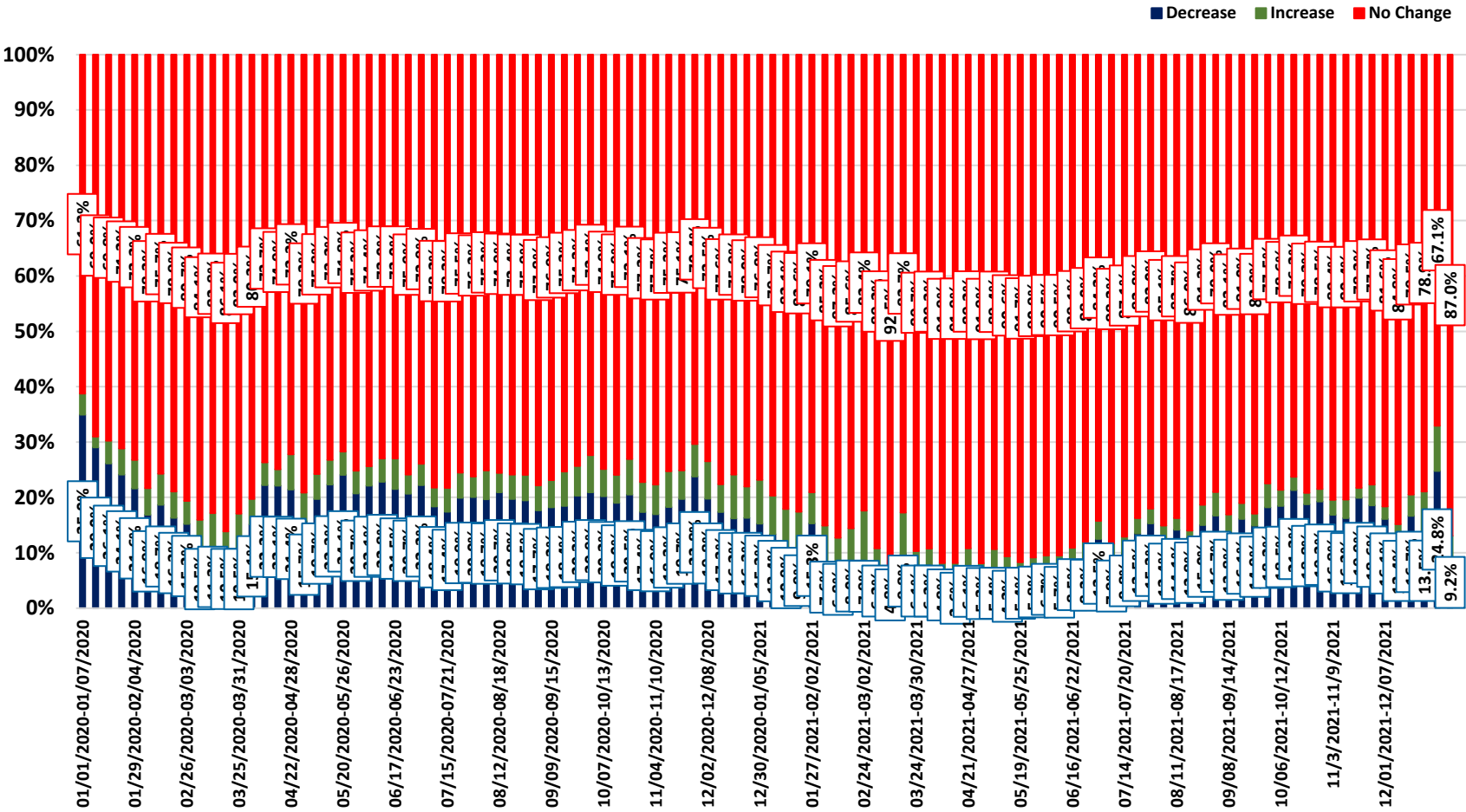
Current	4
WOW	-63.6%
1 Year Ago	0.0%

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Up to \$500,000

# Greater Metro Denver Attached and Detached Residential Under \$500,000

## Market Response to COVID-19 Price Reductions for Pending Transactions



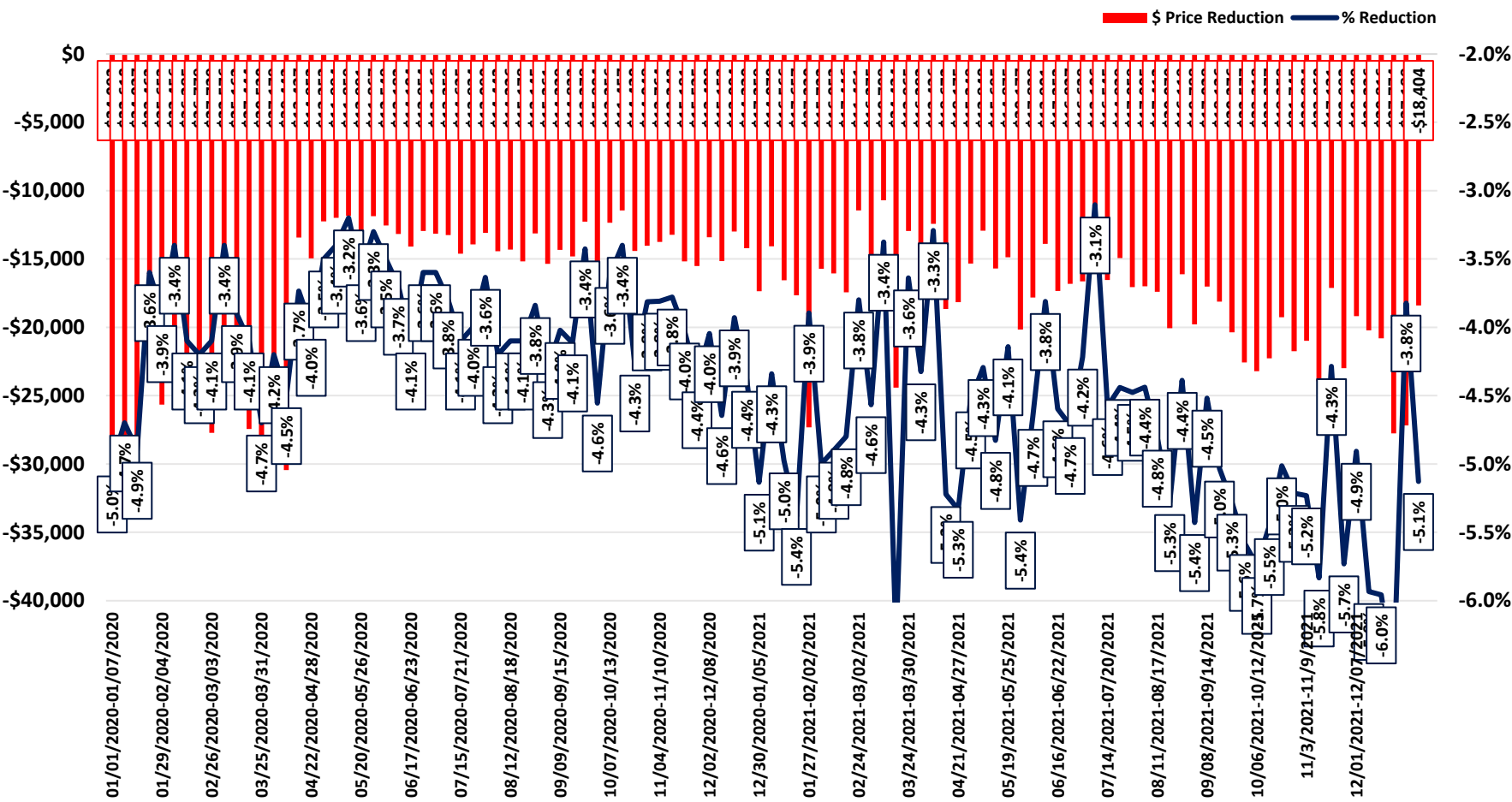
Metric	Decrease	Increase	No Change
Current	9.2%	3.8%	87.0%
WOW	-15.6%	-4.3%	19.9%
1 Year Ago	-4.1%	-3.2%	7.3%

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Up to \$500,000

# Greater Metro Denver Attached and Detached Residential Under \$500,000

## Market Response to COVID-19 Size of Price Reductions for Pending Transactions



Metric	\$ Reduction	% Reduction
Current	-\$18,404	-5.1%
WOW	-32.3%	-1.3%
1 Year Ago	30.8%	-0.8%

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Up to \$500,000

**\$500,000 - \$1,000,000**

**33.9%**

of homes in the 7 Metro Counties are between \$500,000 - \$1,000,000

**\$500,000 - \$1,000,000**

# Strategy Sheet Pre-COVID-19

## Pre-COVID-19 Greater Metro Denver Attached and Detached Single Family Historic Cycle

[illegible]

Based on previous years in this cycle (2013-2019) these values represent historically Pre-COVID-19 when the market was competitive by month.

The market was likely to favor those sellers were are ready to take advantage of early buyer activity by listing March-May.

Sellers late to the market in the summer months were more likely to spend longer on the market, make price reductions and sell at lower prices than spring sellers.

Buyers were most likely to have negotiating power in the mid summer-fall.

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Less Competitive  More Competitive





Typical trends do not line up with post COVID market dynamics. It's more important than ever to pay attention to current market trends rather than relying on historical data.

The market favors sellers more deeply than ever, not only seasonally but historically. The odds of selling, median days on market, lowest levels of inventory and interest rates are the primary driving metrics forcing our market into an extended selling season.

Sellers resistant to shifting their marketing strategy will be quickly left behind and may find themselves missing out on some of the best market conditions ever experienced in Metro Denver.

\$500,000 - \$1,000,000

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$500,000 to \$1,000,000																							
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	
2020																							
January	01/01/2020-01/07/2020	46.4%	1,722	221	48	55		41	245	146	1.6	6,395	26.9%	122	4,296	2.5	17.5	50	50.2%	3.7%	46.1%	-\$34,092	-5.0%
	01/08/2020-01/14/2020	53.3%	1,673	312	53	59	29	29	326	181	1.2	8,509	19.7%	131	5,637	3.4	17.3	28	36.5%	2.7%	60.8%	-\$32,610	-4.7%
	01/15/2020-01/21/2020	56.6%	1,627	346	74	64		28	374	197	1.0	9,761	16.7%	136	6,519	4.0	17.4	16	32.8%	4.5%	62.7%	-\$34,027	-4.9%
	01/22/2020-01/28/2020	57.7%	1,546	336	50	58	34	34	375	190	0.9	9,788	15.8%	150	6,378	4.1	17.0	13	31.7%	4.1%	64.3%	-\$23,463	-3.6%
	01/29/2020-02/04/2020	56.3%	1,460	338	82	110		27	369	206	0.9	9,631	15.2%	136	5,548	3.8	15.0	12	33.1%	3.8%	63.1%	-\$25,653	-3.9%
February	02/05/2020-02/11/2020	60.3%	1,463	440	68	64		33	408	200	0.8	10,649	13.7%	127	6,039	4.1	14.8	11	29.3%	3.3%	67.5%	-\$22,456	-3.4%
	02/12/2020-02/18/2020	62.8%	1,401	350	81	55	25	25	413	224	0.8	10,779	13.0%	153	6,755	4.8	16.4	11	27.7%	4.5%	67.9%	-\$26,285	-4.1%
	02/19/2020-02/25/2020	66.3%	1,370	394	79	35	35	35	434	254	0.7	11,327	12.1%	148	6,497	4.7	15.0	9	23.5%	4.6%	71.9%	-\$26,779	-4.2%
	02/26/2020-03/03/2020	66.3%	1,322	467	76	118		40	433	398	0.7	11,301	11.7%	129	7,254	5.5	16.8	9	20.5%	5.5%	74.0%	-\$27,729	-4.1%
	03/04/2020-03/10/2020	67.3%	1,387	556	82	55	42	42	476	295	0.7	12,424	11.2%	121	8,761	6.3	18.4	6	22.4%	2.3%	75.3%	-\$22,576	-3.4%
March	03/11/2020-03/17/2020	63.7%	1,507	518	132	58		81	391	318	0.9	10,205	14.8%	94	6,711	4.5	17.2	6	19.9%	4.7%	75.4%	-\$25,162	-3.9%
	03/18/2020-03/24/2020	57.2%	1,679	516	171	63	145	145	307	294	1.3	8,013	21.0%	65	3,838	2.3	12.5	5	19.5%	3.0%	77.5%	-\$27,444	-4.1%
	03/25/2020-03/31/2020	56.9%	1,705	434	97	105	123	123	277	380	1.4	7,230	23.6%	73	2,580	1.5	9.3	6	20.5%	2.0%	77.5%	-\$30,520	-4.7%
	04/01/2020-04/07/2020	45.2%	2,250	430	110	59	96	96	244	231	2.1	6,368	35.3%	53	2,695	1.2	11.0	11	25.8%	3.4%	70.8%	-\$27,179	-4.2%
	04/08/2020-04/14/2020	43.5%	2,295	262	58	65	130	130	232	225	2.3	6,055	37.9%	82	655	0.3	2.8	12	27.2%	6.7%	66.1%	-\$30,442	-4.5%
April	04/15/2020-04/21/2020	44.3%	2,215	217	90	52	87	87	206	241	2.5	5,377	41.2%	72	406	0.2	2.0	17	32.5%	3.9%	63.5%	-\$29,701	-4.4%
	04/22/2020-04/28/2020	44.2%	2,253	354	137	51	67	67	220	231	2.4	5,742	39.2%	50	2,355	1.0	10.7	18	24.1%	5.7%	70.3%	-\$24,601	-3.8%
	04/29/2020-05/05/2020	52.0%	2,487	499	135	104	76	76	474	257	1.2	12,371	20.1%	109	5,390	2.2	11.4	12	27.4%	5.2%	69.6%	-\$25,824	-3.9%
	05/06/2020-05/12/2020	50.9%	2,544	550	132	59	36	36	487	180	1.2	12,711	20.0%	104	6,454	2.5	13.3	10	26.8%	3.2%	70.0%	-\$25,087	-3.7%
	05/13/2020-05/19/2020	53.8%	2,637	580	132	50	61	61	562	203	1.1	14,668	18.0%	118	7,847	3.0	14.0	14	28.2%	3.5%	68.4%	-\$26,578	-3.9%
May	05/20/2020-05/26/2020	50.7%	2,729	502	101	46	45	45	516	176	1.2	13,468	20.3%	125	5,976	2.2	11.6	11	31.3%	2.6%	66.1%	-\$24,810	-3.6%
	05/27/2020-06/02/2020	55.0%	2,649	537	116	116	62	62	576	309	1.1	15,034	17.6%	133	8,513	3.2	14.8	13	33.1%	2.4%	66.5%	-\$24,815	-3.8%
	06/03/2020-06/09/2020	56.2%	2,633	567	120	59	55	55	580	274	1.0	15,138	17.4%	128	6,606	2.5	11.4	12	34.6%	0.0%	61.6%	-\$27,339	-4.1%
	06/10/2020-06/16/2020	62.0%	2,625	581	106	53	62	62	654	419	0.9	17,069	15.4%	147	7,511	2.9	11.5	11	33.3%	1.9%	64.9%	-\$25,606	-3.8%
	06/17/2020-06/23/2020	60.4%	2,577	584	104	57	64	64	583	408	1.0	15,216	16.9%	129	6,711	2.6	11.5	12	38.2%	2.3%	59.5%	-\$25,383	-3.8%
June	06/24/2020-06/30/2020	64.4%	2,530	580	108	104	64	64	640	602	0.9	16,704	15.1%	144	7,391	2.9	11.5	10	33.7%	2.7%	63.6%	-\$25,409	-3.9%
	07/01/2020-07/07/2020	55.5%	2,490	433	90	64	67	67	458	334	1.2	11,954	20.8%	127	5,200	2.1	11.4	13	34.6%	1.3%	64.0%	-\$23,530	-3.6%
	07/08/2020-07/14/2020	63.2%	2,449	574	107	64	73	73	612	466	0.9	15,973	15.3%	139	9,791	4.0	16.0	11	52.4%	3.2%	65.7%	-\$27,259	-4.1%
	07/15/2020-07/21/2020	65.5%	2,373	542	108	55	82	82	601	538	0.9	15,686	15.1%	144	9,375	4.0	15.6	10	33.0%	1.4%	64.3%	-\$27,334	-3.9%
	07/22/2020-07/28/2020	63.6%	2,307	498	126	53	81	81	567	453	0.9	14,799	15.6%	140	9,269	4.0	16.3	10	32.4%	3.3%	64.3%	-\$24,003	-3.5%
August	07/29/2020-08/04/2020	63.6%	2,234	474	116	120	88	88	535	574	1.0	13,964	16.0%	139	9,024	4.0	16.9	9	35.4%	2.5%	62.1%	-\$28,783	-4.2%
	08/05/2020-08/11/2020	61.7%	2,174	497	112	73	150	150	532	392	0.9	13,885	15.7%	135	9,362	4.3	17.6	10	30.4%	2.5%	67.2%	-\$27,978	-4.1%
	08/12/2020-08/18/2020	65.4%	2,113	517	109	63	62	62	577	462	0.8	15,060	14.0%	145	9,058	4.3	15.7	10	32.7%	2.0%	65.3%	-\$29,645	-4.2%
	08/19/2020-08/25/2020	65.9%	2,086	532	103	55	59	59	589	446	0.8	15,373	13.6%	147	8,702	4.2	14.8	8	30.9%	2.3%	66.8%	-\$29,574	-4.4%
	08/26/2020-09/01/2020	65.0%	2,012	487	102	152	74	74	576	566	0.8	15,034	13.4%	155	9,123	4.5	15.8	8	29.6%	3.2%	67.2%	-\$26,891	-3.8%
September	09/02/2020-09/08/2020	63.6%	1,919	446	90	45	55	55	524	326	0.8	13,676	14.0%	154	7,508	3.9	14.3	10	34.6%	2.5%	62.9%	-\$26,635	-3.9%
	09/09/2020-09/15/2020	65.8%	1,825	499	107	62	53	53	496	431	0.8	12,946	14.1%	129	8,853	4.9	17.8	8	31.7%	3.8%	64.5%	-\$25,595	-3.8%
	09/16/2020-09/22/2020	67.5%	1,773	440	86	40	52	52	494	436	0.8	12,893	13.7%	148	8,646	4.9	17.5	7	29.3%	2.9%	67.8%	-\$31,081	-4.2%
	09/23/2020-09/29/2020	68.0%	1,720	450	105	43	62	62	528	402	0.7	13,781	12.5%	152	9,235	5.4	17.5	7	26.9%	3.1%	69.9%	-\$29,217	-4.2%
	09/30/2020-10/06/2020	69.6%	1,686	531	93	106	77	77	568	561	0.7	14,825	11.4%	148	8,478	5.0	14.9	7	30.7%	4.7%	64.6%	-\$27,884	-4.0%
October	10/07/2020-10/13/2020	67.1%	1,652	446	114	41	67	67	476	383	0.8	12,424	13.3%	135	8,001	4.8	16.8	6	28.7%	2.5%	68.8%	-\$26,337	-3.9%
	10/14/2020-10/20/2020	68.3%	1,620	456	76	55	50	50	455	465	0.8	11,876	13.6%	135	8,270	5.1	18.2	7	29.0%	2.6%	68.4%	-\$26,973	-4.0%
	10/21/2020-10/27/2020	67.9%	1,588	424	86	51	53	53	484	398	0.8	12,632	12.6%	162	7,085	4.5	14.6	6	24.9%	6.2%	68.9%	-\$27,358	-4.0%
	10/28/2020-11/03/2020	68.7%	1,577	325	85	90	54	54	413	581	0.9	10,779	14.6%	157	6,069	3.8	14.7	8	25.1%	3.5%	71.5%	-\$30,233	-4.4%
	11/04/2020-11/10/2020	74.2%	1,451	353	120	77	105	105	568	614	0.6	14,825	9.8%	198	5,997	4.1	10.6	8	29.3%	4.3%	66.5%	-\$30,164	-4.6%
November	11/11/2020-11/17/2020	68.9%	1,409	327	78	49	58	58	415	412	0.8	10,832	13.0%	163	6,037	4.3	14.5	10	30.6%	5.6%	63.8%	-\$28,388	-4.1%
	11/18/2020-11/24/2020	71.0%	1,331	291	73	49	51	51	378	493	0.8	9,866	13.5%	164	4,161	3.1	11.0	7	24.7%	6.5%	68.8%	-\$27,756	-4.3%
	11/25/2020-12/01/2020	62.3%	1,237	161	45	85	36	36	248	362	1.1	6,473	19.1%	178	3,261	2.6	13.1	13	34.3%	4.1%	61.6%	-\$28,737	-4.4%
	12/02/2020-12/08/2020	71.9%	1,142	122	66	37	32	32	367	401	0.7	9,579	11.9%	315	6,141	5.4	16.7	5	21.5%	4.5%	74.0%	-\$32,466	-4.7%
	12/09/2020-12/15/2020	69.8%	1,119	259	52	34	33	33	311	361	0.8	8,117	13.8%	158	4,939	4.4	15.9</						

\$500,000 - \$1,000,000 2020

More Competitive

Less Competitive

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$500,000 to \$1,000,000																						More Competitive
Date Range	Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	
2020																						More Competitive
January	12/06/2020-01/06/2021	56.0%	834	140	40	220	18	249	275	0.8	6,499	12.8%	221	3,538	4.2	14.2	14	22.9%	10.6%	66.5%	-\$28,512	
	01/06/2021-01/26/2021	74.5%	796	311	61	32	22	377	252	0.5	9,840	8.1%	170	7,849	9.9	20.8	5	16.2%	9.9%	74.0%	-\$36,626	-4.7%
	01/26/2021-02/25/2021	72.5%	891	351	49	37	21	417	221	0.5	10,884	8.2%	175	8,689	9.8	20.8	5	17.0%	9.5%	73.6%	-\$33,839	-4.9%
	02/25/2021-03/26/2021	77.4%	736	386	55	32	23	443	247	0.4	11,562	6.4%	172	10,019	13.6	22.6	4	13.6%	6.4%	80.0%	-\$37,196	-5.3%
February	03/27/2021-03/29/2021	76.7%	789	400	67	43	31	441	296	0.4	11,510	6.9%	161	8,926	11.3	20.2	4	8.1%	8.9%	83.0%	-\$13,476	-4.4%
	03/30/2021-03/30/2021	81.0%	713	449	62	28	20	526	293	0.3	13,729	5.2%	179	11,381	16.0	21.6	4	11.8%	5.7%	92.5%	-\$34,066	-4.9%
	03/31/2021-02/06/2021	82.5%	651	411	65	20	36	460	340	0.3	12,006	5.4%	167	9,709	14.9	21.1	4	11.2%	6.8%	81.9%	-\$33,756	-4.6%
	02/07/2021-02/23/2021	83.3%	589	429	64	35	34	479	372	0.3	12,502	4.7%	169	10,662	18.1	22.3	4	9.6%	4.7%	85.7%	-\$30,917	-4.1%
March	02/24/2021-03/02/2021	86.5%	527	468	60	39	24	491	533	0.2	12,815	4.1%	163	11,145	21.1	22.7	4	6.8%	5.2%	88.0%	-\$34,066	-4.6%
	03/03/2021-03/09/2021	86.9%	564	467	54	17	37	593	384	0.2	15,477	3.6%	201	12,839	22.8	21.7	4	6.2%	4.6%	89.2%	-\$25,056	-3.4%
	03/10/2021-03/16/2021	82.0%	601	345	58	54	31	435	438	0.3	11,354	5.3%	187	6,818	11.3	15.7	4	4.8%	2.7%	92.5%	-\$23,942	-3.4%
	03/17/2021-03/23/2021	86.1%	638	571	78	26	33	615	457	0.2	16,052	4.0%	166	13,548	21.2	22.0	4	9.8%	7.5%	82.7%	-\$25,244	-3.2%
April	03/24/2021-03/29/2021	85.8%	675	574	64	35	41	624	521	0.2	16,286	4.1%	172	13,149	19.5	21.1	4	6.1%	4.2%	89.7%	-\$26,687	-3.2%
	03/30/2021-04/06/2021	83.6%	711	505	54	48	24	530	545	0.3	13,833	5.1%	165	10,231	14.4	19.3	4	8.0%	5.9%	86.0%	-\$23,462	-3.5%
	04/07/2021-04/13/2021	83.5%	874	685	75	32	36	689	494	0.3	17,983	4.9%	158	15,739	18.0	22.8	4	5.5%	3.5%	91.0%	-\$26,563	-3.9%
	04/14/2021-04/20/2021	87.0%	670	622	67	23	40	667	514	0.2	17,409	3.8%	170	9,722	14.5	14.6	4	9.7%	4.0%	86.3%	-\$37,940	-5.3%
May	04/21/2021-04/27/2021	86.4%	640	586	66	28	24	606	509	0.2	15,817	4.0%	163	13,045	20.4	21.5	4	9.4%	3.9%	86.7%	-\$34,157	-4.7%
	04/28/2021-05/04/2021	86.3%	659	705	84	64	41	661	694	0.2	17,252	3.8%	147	13,220	20.1	20.0	4	7.3%	3.4%	89.3%	-\$41,753	-6.0%
	05/05/2021-05/11/2021	77.1%	703	662	76	30	48	645	565	0.3	16,835	4.2%	153	12,216	17.4	18.9	4	12.9%	4.8%	82.3%	-\$92,395	-7.3%
	05/12/2021-05/18/2021	86.4%	732	740	87	47	35	716	649	0.2	18,688	3.9%	152	13,173	18.0	18.4	4	7.1%	4.7%	88.2%	-\$32,712	-4.7%
June	05/19/2021-05/25/2021	85.2%	937	781	83	26	45	762	625	0.3	19,888	4.7%	154	13,659	14.6	17.9	4	8.2%	2.7%	89.1%	-\$27,964	-4.1%
	05/26/2021-06/01/2021	82.6%	897	525	83	36	44	520	631	0.4	13,572	6.6%	146	8,772	9.8	16.9	5	13.7%	3.7%	82.6%	-\$32,975	-4.8%
	06/02/2021-06/08/2021	86.3%	856	908	100	28	47	773	642	0.3	20,175	4.2%	134	13,217	15.4	17.1	4	8.4%	4.5%	87.1%	-\$29,376	-4.0%
	06/09/2021-06/15/2021	80.8%	1,250	859	98	37	59	736	630	0.4	19,210	6.5%	132	11,879	9.5	16.1	4	11.0%	2.2%	86.7%	-\$29,251	-4.4%
July	06/16/2021-06/22/2021	81.6%	1,151	842	131	40	56	715	638	0.4	18,662	6.2%	126	10,829	9.4	15.1	5	11.7%	4.6%	83.8%	-\$29,537	-4.4%
	06/23/2021-06/29/2021	80.6%	1,361	946	129	33	105	793	642	0.4	20,697	6.6%	126	12,049	8.9	15.2	5	13.0%	3.8%	83.3%	-\$29,314	-4.4%
	06/30/2021-07/06/2021	75.1%	1,475	426	92	64	65	537	676	0.6	14,016	10.5%	170	6,540	4.4	12.2	8	20.4%	6.3%	73.3%	-\$28,430	-3.8%
	07/07/2021-07/13/2021	74.2%	1,810	880	151	41	83	749	634	0.6	19,549	9.8%	120	10,919	5.7	14.6	4	15.6%	4.0%	80.4%	-\$27,885	-4.0%
August	07/14/2021-07/20/2021	78.0%	1,563	816	127	54	64	759	710	0.5	19,810	7.9%	136	10,814	6.9	14.2	5	17.5%	4.0%	78.6%	-\$36,041	-5.2%
	07/21/2021-07/27/2021	75.9%	1,638	717	144	33	72	706	583	0.5	18,427	8.9%	137	10,903	6.7	15.4	5	17.5%	4.0%	78.6%	-\$38,041	-5.2%
	07/28/2021-07/29/2021	75.7%	1,713	751	134	63	71	713	713	0.6	18,609	9.2%	134	10,444	6.1	14.6	6	23.2%	3.4%	73.4%	-\$28,980	-4.4%
	08/01/2021-08/03/2021	71.9%	1,762	747	102	55	68	701	476	0.6	18,296	9.6%	137	10,903	6.2	15.6	6	23.2%	2.6%	74.2%	-\$31,481	-4.7%
September	08/11/2021-08/17/2021	74.9%	1,795	666	120	33	65	734	594	0.6	19,157	9.4%	155	10,727	6.0	14.6	7	25.4%	3.2%	71.4%	-\$30,658	-4.5%
	08/18/2021-08/24/2021	74.8%	1,748	644	140	48	77	687	649	0.6	17,931	9.7%	145	10,614	6.1	15.4	6	26.5%	3.0%	70.5%	-\$29,536	-4.4%
	08/25/2021-09/01/2021	76.3%	1,806	665	130	66	74	736	812	0.6	19,210	9.4%	153	11,222	6.2	15.2	7	24.9%	4.4%	70.7%	-\$35,145	-5.1%
	09/02/2021-09/08/2021	72.2%	1,716	470	154	34	54	590	521	0.7	15,399	11.1%	154	8,987	5.2	15.2	9	29.9%	4.9%	65.3%	-\$36,332	-5.2%
October	09/09/2021-09/15/2021	71.6%	1,872	809	129	56	56	713	511	0.6	18,609	10.1%	125	11,008	5.9	15.4	5	22.1%	2.1%	75.9%	-\$36,830	-5.3%
	09/16/2021-09/22/2021	72.5%	1,958	777	114	45	65	731	575	0.6	19,079	10.3%	135	11,243	5.7	15.4	5	22.6%	3.5%	74.0%	-\$30,624	-4.6%
	09/23/2021-09/29/2021	74.6%	1,688	634	126	40	53	722	534	0.5	18,844	9.0%	158	11,149	6.6	15.4	6	27.2%	2.2%	70.6%	-\$34,063	-5.0%
	09/30/2021-10/06/2021	74.7%	1,748	672	127	87	49	757	689	0.5	19,758	8.8%	158	10,693	6.1	14.1	6	24.6%	4.9%	70.5%	-\$32,136	-4.5%
November	10/07/2021-10/13/2021	73.3%	1,791	646	115	40	62	671	568	0.6	17,513	10.2%	145	10,999	6.1	16.4	5	20.2%	3.0%	76.9%	-\$37,421	-4.9%
	10/14/2021-10/20/2021	75.3%	1,792	644	120	36	62	706	659	0.6	18,427	9.7%	153	10,707	6.0	15.2	6	27.4%	1.9%	70.7%	-\$37,487	-5.2%
	10/21/2021-10/27/2021	75.0%	1,793	572	121	39	56	707	646	0.6	18,453	9.7%	169	11,324	6.3	16.0	7	25.7%	3.9%	70.4%	-\$32,901	-4.5%
	10/28/2021-11/03/2021	72.2%	1,691	525	123	81	48	622	595	0.6	16,234	10.4%	157	10,076	6.0	16.2	7	26.8%	3.8%	69.4%	-\$35,674	-4.9%
December	11/04/2021-11/10/2021	74.9%	1,554	583	98	58	75	671	570	0.5	17,513	8.9%	164	11,015	7.1	16.4	6	22.9%	3.4%	73.7%	-\$38,919	-5.3%
	11/11/2021-11/17/2021	76.6%	1,560	537	14	35	46	650	639	0.6	16,965	9.2%	196	10,956	7.0	16.9	6	22.1%	5.3%	72.6%	-\$32,014	-4.3%
	11/18/2021-11/24/2021	78.6%	1,398	458	86	34	49	601	708	0.5	15,686	8.9%	184	9,661	6.9	16.1	6	23.6%	5.0%	71.4%	-\$39,586	-4.8%
	11/25/2021-12/01/2021	70.6%	1,287	181	55	55	38	345	499	0.9	9,005	14.3%	229	4,492	3.5	13.0	13	29.7%	6.3%	64.0%	-\$32,472	-4.5%
December	12/02/2021-12/08/2021	77.1%	1,201	441	92	40	42	538	526	0.5	14,042	8.6%	169	9,273	7.7	17.2	5	20.8%	5.0%	74.2%	-\$34,001	-4.7%
	120																					

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$500,000 to \$1,000,000																						
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction
2022																						
January	12/20/2021-01/04/2022	68.7%	691	174	61	160	26	278	421	0.6	7,256	9.5%	196	4,534	6.6	16.3	5	14.4%	3.9%	81.8%	-\$14,835	-4.0%
	01/05/2022-01/11/2022	83.8%	627	427	84	25	41	501	373	0.3	13,076	4.8%	171	11,854	18.9	23.7	4	13.2%	9.1%	77.6%	-\$27,313	-3.2%
	01/12/2022-01/18/2022																					
	01/19/2022-01/24/2022																					
	01/25/2022-01/31/2022																					
	02/01/2022																					

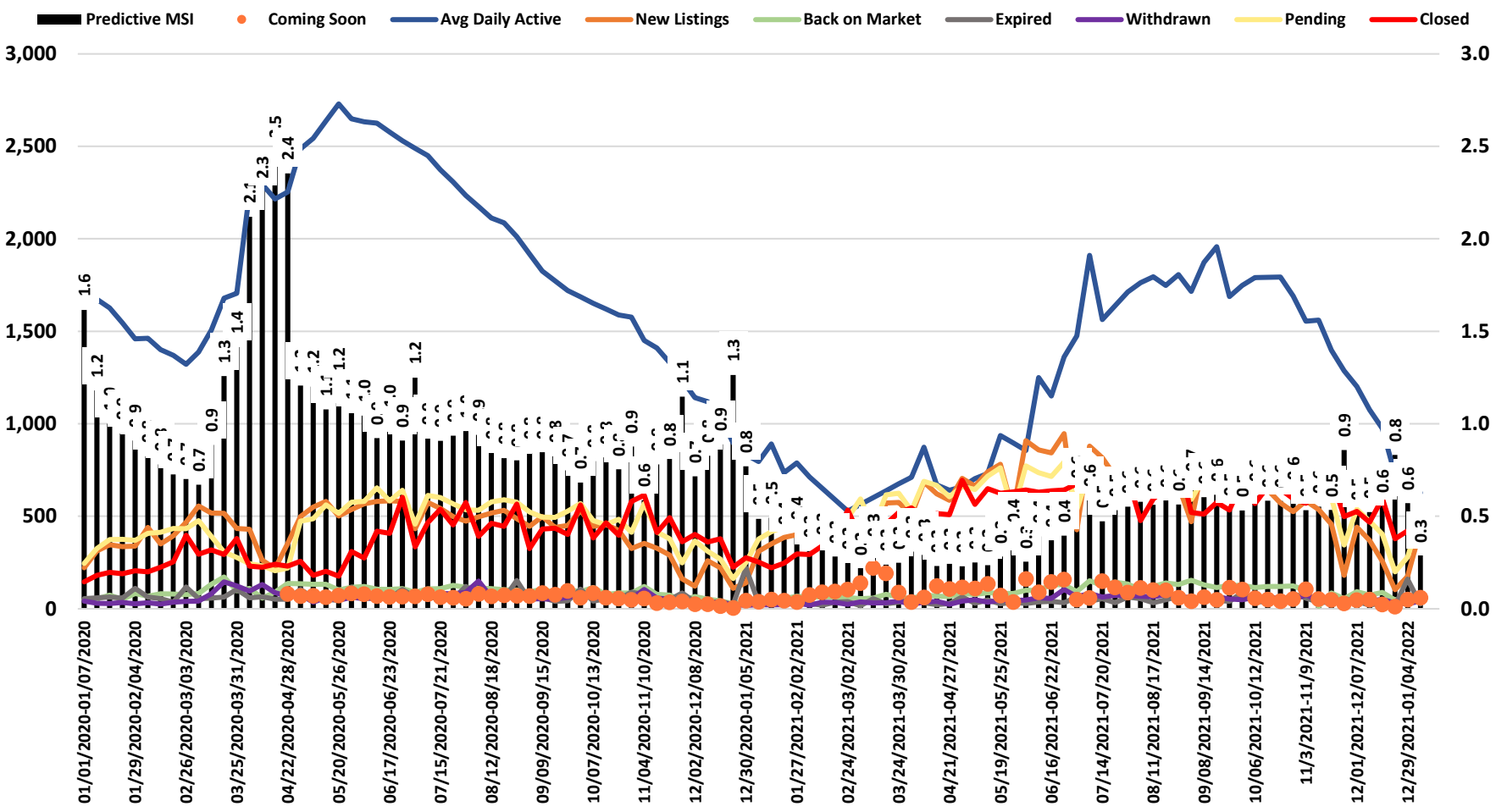
More Competitive

Less Competitive

\$500,000 - \$1,000,000 2022

# Greater Metro Denver Attached and Detached Residential \$500,000-\$1,000,000

## Market Response to COVID-19 Market Metrics

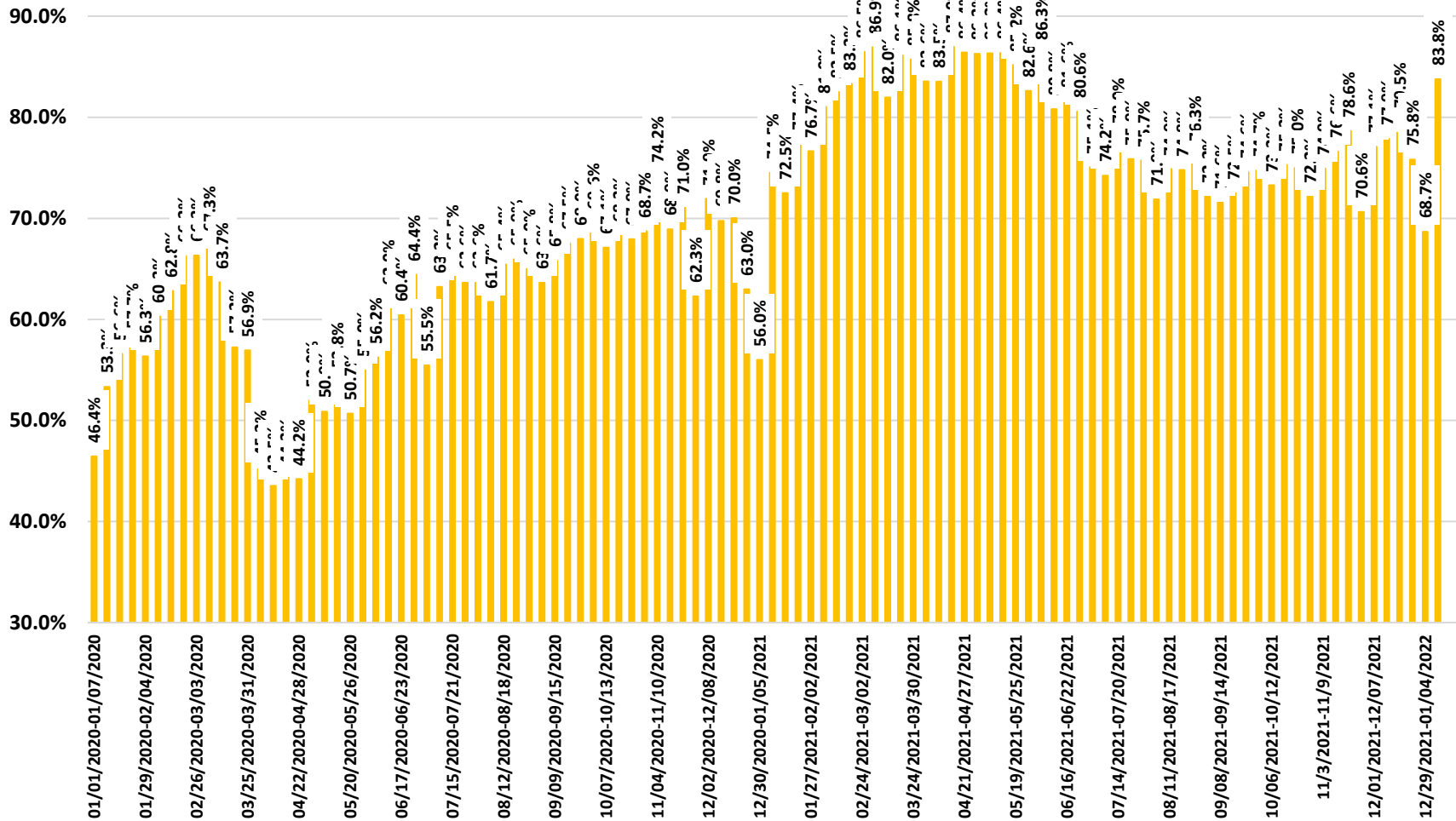


\$500,000 - \$1,000,000

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	0.3	59	627	427	84	25	41	501	373
WOW	-49.7%	20.4%	-9.3%	145.4%	37.7%	-84.4%	57.7%	80.2%	-11.4%
1 Year Ago	-40.7%	-	-21.2%	37.3%	37.7%	-21.9%	86.4%	32.9%	48.0%

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Greater Metro Denver Attached and Detached Residential \$500,000-\$1,000,000  
Market Response to COVID-19 Odds of Selling by Week



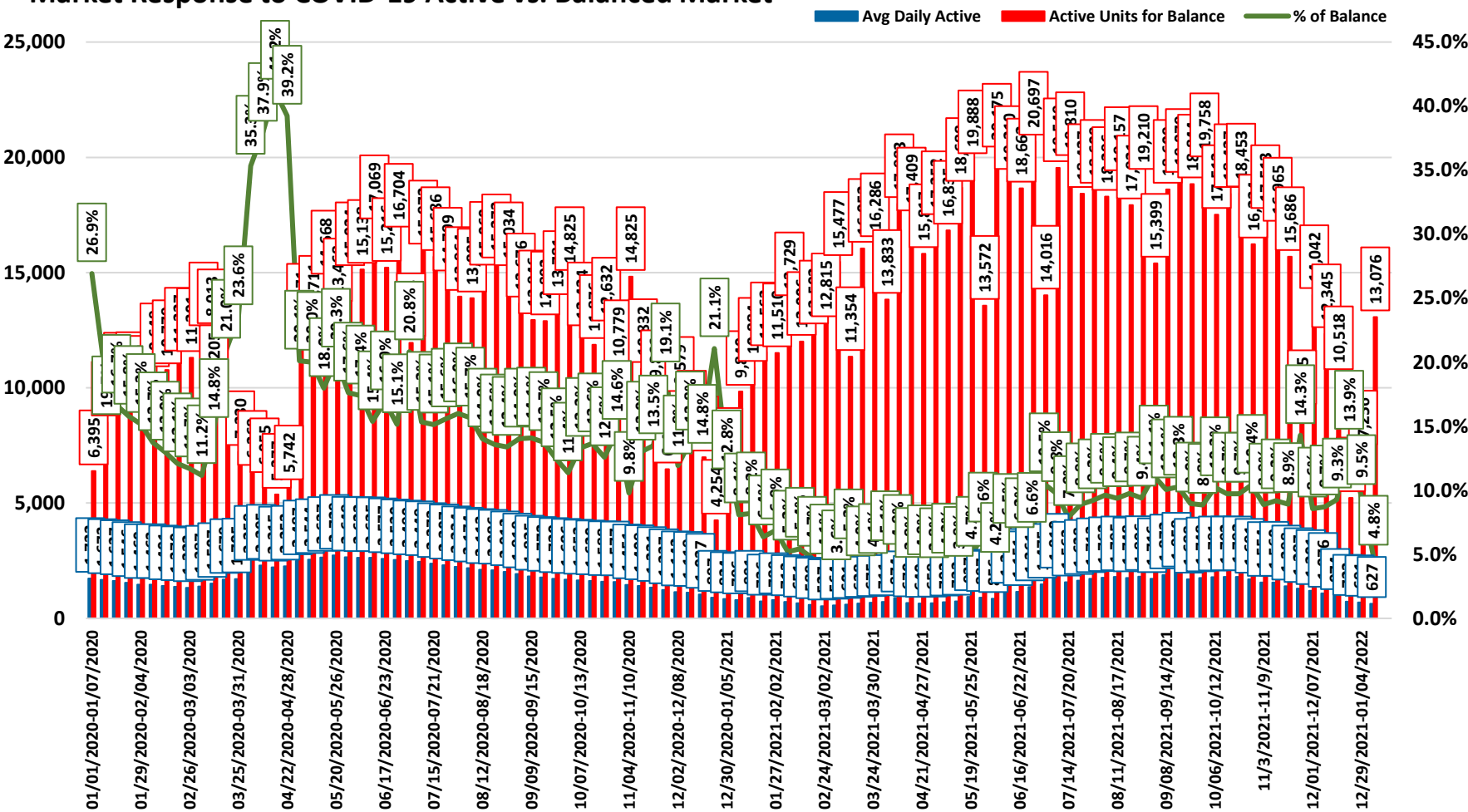
Metric	Odds of Selling
Current	83.8%
WOW	15.1%
1 Year Ago	9.3%

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\$500,000 - \$1,000,000

# Greater Metro Denver Attached and Detached Residential \$500,000-\$1,000,000

## Market Response to COVID-19 Active vs. Balanced Market

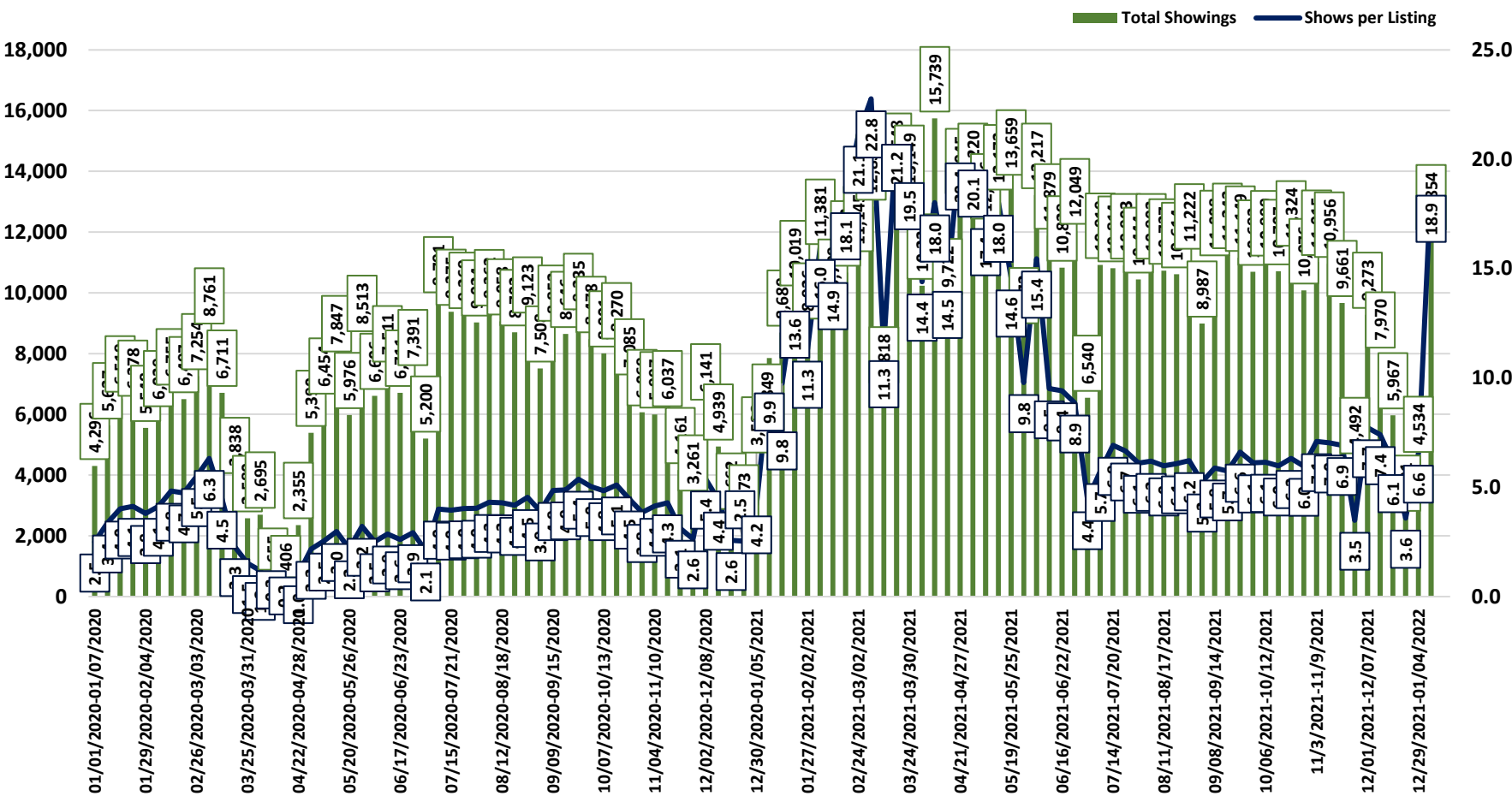


Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	627	13,076	4.8%
WOW	-9.3%	80.2%	-4.7%
1 Year Ago	-21.2%	32.9%	-3.3%

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\$500,000 - \$1,000,000

Greater Metro Denver Attached and Detached Residential \$500,000-\$1,000,000  
Market Response to COVID-19 Showings



Metric	Total Showings	Shows per Listing
Current	11,854	18.9
WOW	161.4%	188.1%
1 Year Ago	51.0%	91.7%

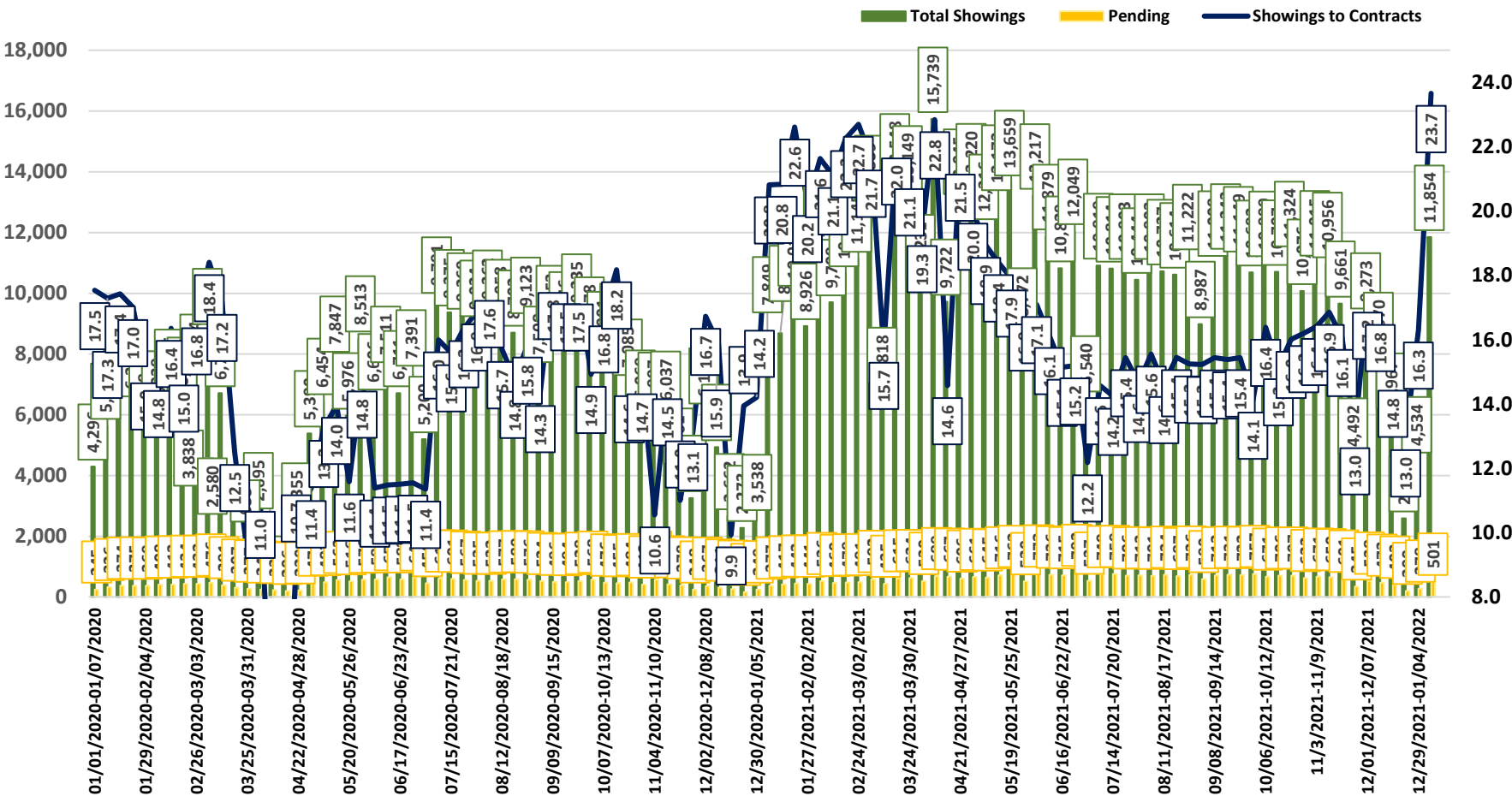
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\$500,000 - \$1,000,000



# Greater Metro Denver Attached and Detached Residential \$500,000-\$1,000,000

## Market Response to COVID-19 Showings vs. Contracts

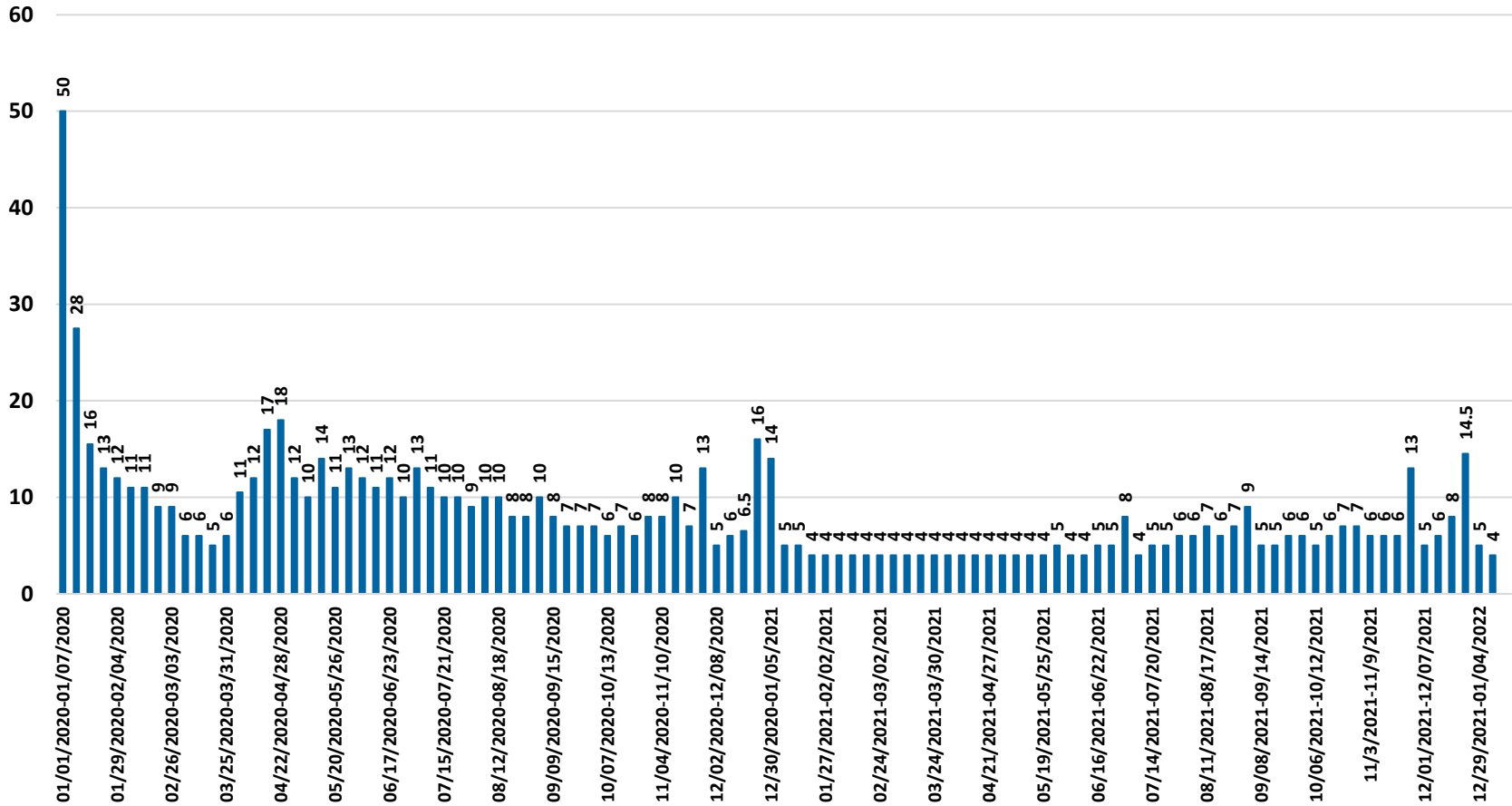


Metric	Total Showings	Pending	Shows to Contracts
Current	11,854	501	24
WOW	161.4%	80.2%	45.1%
1 Year Ago	51.0%	32.9%	13.6%

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\$500,000 - \$1,000,000

Greater Metro Denver Attached and Detached Residential \$500,000-\$1,000,000  
Market Response to COVID-19 Median Days on Market for Pending Home Sales

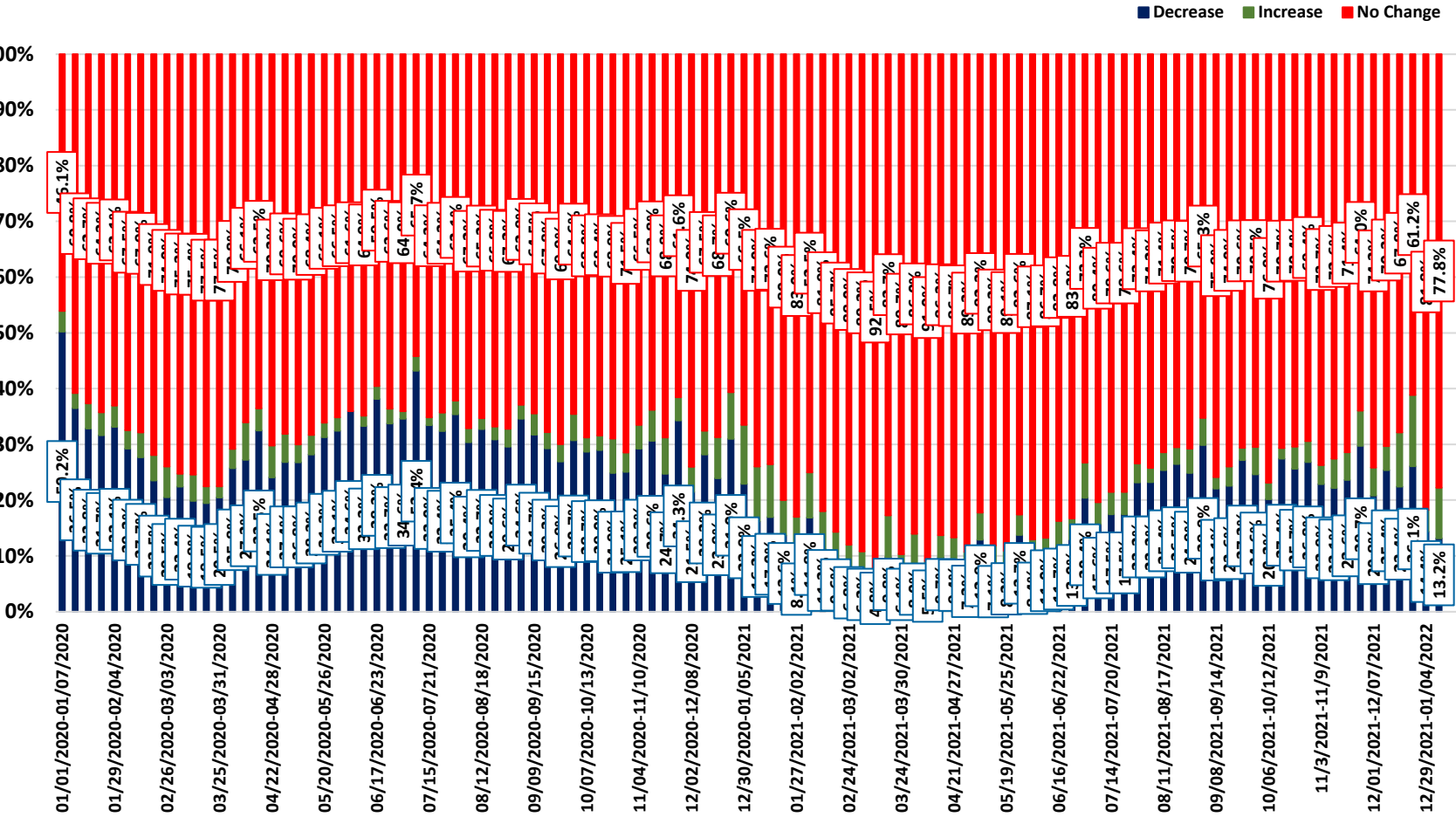


Metric	DOM
Current	4
WOW	-20.0%
1 Year Ago	-20.0%

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\$500,000 - \$1,000,000

Greater Metro Denver Attached and Detached Residential \$500,000-\$1,000,000  
Market Response to COVID-19 Price Reductions for Pending Transactions

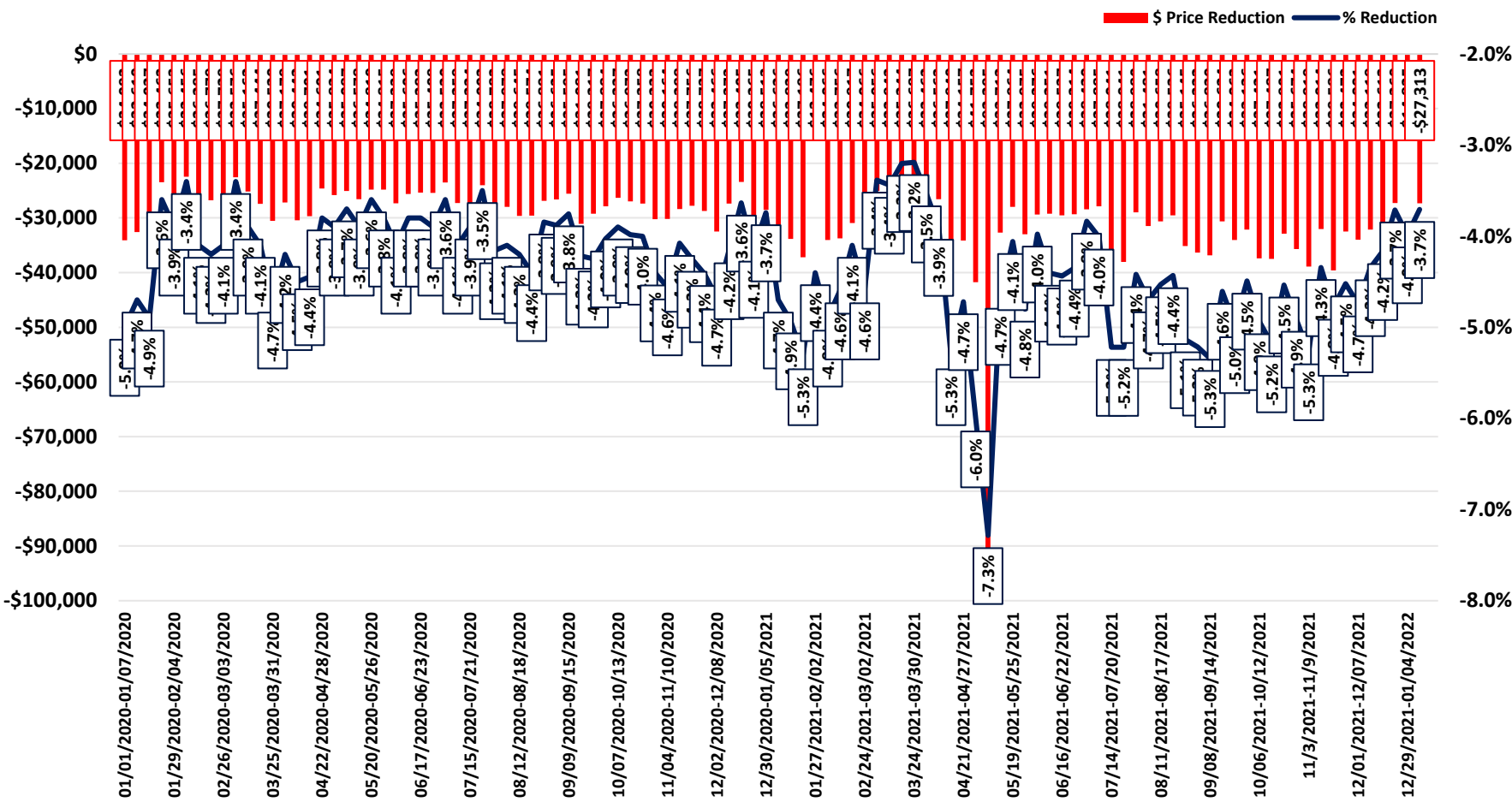


Metric	Decrease	Increase	No Change
Current	15.6%	4.0%	80.4%
WOW	-1.2%	5.2%	-4.0%
1 Year Ago	-3.0%	-0.8%	3.8%

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\$500,000 - \$1,000,000

Greater Metro Denver Attached and Detached Residential \$500,000-\$1,000,000  
Market Response to COVID-19 Size of Price Reductions for Pending Transactions



Metric	\$ Reduction	% Reduction
Current	-\$27,313	-3.7%
WOW	84.1%	0.3%
1 Year Ago	-25.4%	1.0%

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\$500,000 - \$1,000,000

# **\$1,000,000-\$1,500,000**

# **3.1%**

of homes in the 7 Metro Counties are between \$1,000,000 - \$1,500,000

**\$1,000,000-\$1,500,000**

# Strategy Sheet Pre-COVID-19

## Pre-COVID-19 Greater Metro Denver Attached and Detached Single Family Historic Cycle

[illegible]

Based on previous years in this cycle (2013-2019) these values represent historically Pre-COVID-19 when the market was competitive by month.

The market was likely to favor those sellers were are ready to take advantage of early buyer activity by listing March-May.

Sellers late to the market in the summer months were more likely to spend longer on the market, make price reductions and sell at lower prices than spring sellers.

Buyers were most likely to have negotiating power in the mid summer-fall.

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Less Competitive More Competitive



Typical trends do not line up with post COVID market dynamics. It's more important than ever to pay attention to current market trends rather than relying on historical data.

The market favors sellers more deeply than ever, not only seasonally but historically. The odds of selling, median days on market, lowest levels of inventory and interest rates are the primary driving metrics forcing our market into an extended selling season.

Sellers resistant to shifting their marketing strategy will be quickly left behind and may find themselves missing out on some of the best market conditions ever experienced in Metro Denver.

\$1,000,000-\$1,500,000

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$1,000,000 - \$1,500,000																						
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction
2020																						
January	01/01/2020 01/07/2020	31.0%	270	26	8	7	2	20	11	3.1	783	34.5%	106	381	1.4	19.1	55	29.4%	5.9%	64.7%	-\$138,620	-10.4%
	01/08/2020 01/14/2020	37.2%	268	32	5	11	3	25	18	2.5	979	27.4%	135	522	1.9	20.9	19	20.8%	0.0%	79.2%	-\$124,400	-10.6%
	01/15/2020 01/21/2020	40.0%	263	31	9	10	5	30	17	2.0	1,175	22.4%	160	682	2.6	22.7	79	53.6%	3.6%	42.5%	-\$89,193	-7.1%
	01/22/2020 01/28/2020	40.7%	262	39	3	4	4	35	9	1.7	1,370	19.1%	185	735	2.8	21.0	12	23.3%	0.0%	76.7%	-\$85,857	-6.6%
	01/29/2020 02/04/2020	40.2%	256	46	10	20	6	36	17	1.6	1,409	18.2%	144	617	2.4	17.1	20	32.1%	0.0%	67.9%	-\$78,583	-6.4%
February	02/05/2020 02/11/2020	37.0%	250	32	4	9	3	30	9	1.9	1,175	21.3%	180	545	2.2	18.2	16	31.8%	4.6%	63.6%	-\$98,586	-7.7%
	02/12/2020 02/18/2020	48.7%	248	36	7	4	2	39	19	1.5	1,527	16.2%	208	630	2.5	16.2	15	29.6%	0.0%	70.4%	-\$89,563	-7.1%
	02/19/2020 02/25/2020	47.5%	272	55	9	5	3	32	29	2.0	1,253	21.7%	107	867	2.7	22.9	8	25.9%	3.7%	70.4%	-\$83,000	-6.6%
	02/26/2020 03/03/2020	41.8%	282	55	8	20	4	29	32	2.2	1,135	24.8%	95	732	2.8	27.5	9	18.2%	4.6%	77.3%	-\$108,750	-8.0%
	03/04/2020 03/10/2020	47.4%	294	63	10	10	5	46	24	1.5	1,801	16.3%	145	797	2.7	17.3	5	13.3%	0.0%	86.7%	-\$49,750	-4.4%
March	03/11/2020 03/17/2020	39.2%	326	65	12	4	14	27	24	2.8	1,057	30.8%	67	613	1.9	22.7	19	30.0%	0.0%	70.0%	-\$45,500	-3.6%
	03/18/2020 03/24/2020	32.2%	344	44	22	5	26	17	23	4.7	666	51.7%	34	155	0.5	9.1	3	25.0%	0.0%	75.0%	-\$114,425	-9.5%
	03/25/2020 03/31/2020	32.7%	316	34	9	24	29	18	29	4.0	705	44.8%	63	225	0.7	12.5	16	44.4%	11.1%	44.4%	-\$92,363	-7.2%
	04/01/2020 04/07/2020	29.1%	398	38	13	11	17	21	21	4.4	822	48.4%	58	145	0.4	6.9	17.5	19.1%	4.8%	76.2%	-\$96,000	-8.2%
	04/08/2020 04/14/2020	29.8%	383	24	4	6	22	16	24	5.5	626	61.1%	61	9	0.0	0.6	23	35.3%	0.0%	64.7%	-\$85,725	-7.0%
April	04/15/2020 04/21/2020	28.5%	367	21	12	16	9	20	20	4.2	783	46.9%	88	15	0.0	0.8	31	21.1%	0.0%	78.9%	-\$87,250	-7.3%
	04/22/2020 04/28/2020	28.9%	357	41	17	4	13	16	19	5.1	626	57.0%	33	208	0.6	13.0	40	41.2%	0.0%	58.8%	-\$78,729	-6.4%
	04/29/2020 05/05/2020	28.8%	415	73	16	16	9	29	16	3.3	1,135	36.6%	57	535	1.3	18.4	9	20.0%	0.0%	80.0%	-\$131,892	-10.2%
	05/06/2020 05/12/2020	32.4%	447	60	13	8	8	41	12	2.5	1,605	27.8%	111	615	1.4	15.0	10	31.6%	0.0%	68.4%	-\$94,073	-7.6%
	05/13/2020 05/19/2020	39.6%	455	60	13	7	8	58	15	1.8	2,271	20.0%	174	685	1.5	11.8	17	28.6%	1.6%	69.8%	-\$91,472	-7.6%
May	05/20/2020 05/26/2020	35.0%	462	53	13	7	7	44	17	2.4	1,723	26.8%	134	563	1.2	12.8	14	35.4%	2.1%	62.5%	-\$90,656	-7.4%
	05/27/2020 06/02/2020	36.5%	473	74	16	20	10	50	24	2.2	1,958	24.2%	116	701	1.5	14.0	12	26.0%	0.0%	74.0%	-\$75,892	-6.3%
	06/03/2020 06/09/2020	35.7%	491	63	14	8	7	41	26	2.8	1,605	30.6%	101	759	1.5	18.5	9	22.0%	0.0%	78.1%	-\$71,000	-6.2%
	06/10/2020 06/16/2020	46.6%	521	64	10	4	11	64	44	1.9	2,506	20.8%	188	963	1.8	15.0	15	33.9%	0.0%	66.1%	-\$79,886	-6.3%
	06/17/2020 06/23/2020	39.9%	512	40	13	9	12	51	33	2.3	1,997	25.6%	196	687	1.3	13.5	20	43.4%	5.7%	50.9%	-\$94,869	-7.8%
June	06/24/2020 06/30/2020	46.4%	501	68	15	26	11	66	56	1.7	2,584	19.4%	176	834	1.7	12.6	14	31.3%	0.0%	68.8%	-\$97,146	-7.6%
	07/01/2020 07/07/2020	40.9%	490	43	10	6	24	44	38	2.6	1,723	28.4%	163	507	1.0	11.5	30	46.7%	0.0%	53.3%	-\$77,171	-6.2%
	07/08/2020 07/14/2020	40.3%	479	59	17	10	29	49	32	2.2	1,918	25.0%	133	981	2.0	20.0	19	52.5%	0.0%	47.5%	-\$112,831	-9.2%
	07/15/2020 07/21/2020	51.2%	483	52	16	7	15	66	58	1.7	2,584	18.7%	217	798	1.7	12.1	20	44.3%	1.4%	54.3%	-\$134,968	-11.3%
	07/22/2020 07/28/2020	42.1%	469	61	17	12	16	49	38	2.2	1,918	24.4%	130	936	2.0	19.1	11	41.0%	1.6%	57.4%	-\$88,832	-7.1%
July	07/29/2020 08/04/2020	49.1%	458	51	10	17	11	65	53	1.6	2,545	18.0%	240	1,029	2.2	15.8	30	41.7%	1.7%	56.7%	-\$183,000	-11.0%
	08/05/2020 08/11/2020	49.3%	447	51	9	1	9	62	39	1.7	2,427	18.4%	231	1,018	2.3	16.4	9	28.8%	1.7%	69.5%	-\$65,800	-5.5%
	08/12/2020 08/18/2020	50.3%	434	65	10	12	10	65	48	1.5	2,545	17.1%	197	1,017	2.3	15.6	24.5	36.7%	1.7%	61.7%	-\$92,010	-7.5%
	08/19/2020 08/25/2020	47.6%	424	64	13	8	10	56	40	1.7	2,192	19.3%	161	872	2.1	15.6	26.5	41.4%	0.0%	58.6%	-\$83,258	-6.6%
	08/26/2020 09/01/2020	50.7%	420	56	14	24	7	67	57	1.4	2,623	16.0%	221	1,001	2.4	14.9	19	30.8%	6.2%	63.1%	-\$75,850	-6.0%
August	09/02/2020 09/08/2020	44.2%	410	46	12	12	8	48	36	2.0	1,879	21.8%	178	835	2.0	17.4	14.5	36.7%	0.0%	63.3%	-\$92,806	-7.3%
	09/09/2020 09/15/2020	52.2%	400	56	13	5	15	54	52	1.7	2,114	18.9%	174	1,067	2.7	19.8	12	30.8%	0.0%	69.2%	-\$70,906	-5.7%
	09/16/2020 09/22/2020	49.3%	395	75	14	17	13	65	40	1.4	2,545	15.5%	169	1,042	2.6	16.0	8.5	33.8%	1.5%	64.6%	-\$102,833	-7.5%
	09/23/2020 09/29/2020	49.1%	390	48	18	11	9	56	41	1.6	2,192	17.8%	191	961	2.5	17.2	17	41.4%	0.0%	58.6%	-\$92,975	-7.4%
	09/30/2020 10/06/2020	51.1%	387	69	10	20	6	61	53	1.5	2,388	16.2%	178	1,018	2.6	16.7	18	37.3%	0.0%	62.7%	-\$78,855	-6.5%
September	10/07/2020 10/13/2020	49.2%	384	49	11	15	7	61	39	1.4	2,388	16.1%	234	903	2.4	14.8	26	41.0%	4.9%	54.1%	-\$79,868	-6.4%
	10/14/2020 10/20/2020	55.7%	370	49	16	8	14	62	55	1.4	2,427	15.2%	222	708	1.9	11.4	34.5	41.0%	4.9%	54.1%	-\$87,068	-6.8%
	10/21/2020 10/27/2020	51.4%	356	49	12	7	15	45	49	1.8	1,762	20.2%	186	732	2.1	16.3	20.5	47.9%	4.2%	47.9%	-\$96,639	-7.9%
	10/28/2020 11/03/2020	53.0%	367	35	13	6	13	40	70	2.1	1,566	23.4%	175	621	1.7	15.5	12	30.8%	0.0%	69.2%	-\$91,318	-7.3%
	11/04/2020 11/10/2020	57.4%	354	35	17	12	16	62	64	1.3	2,427	14.6%	279	661	1.9	10.7	14	46.7%	2.2%	51.1%	-\$88,693	-7.5%
October	11/11/2020 11/17/2020	54.1%	350	42	8	6	6	50	52	1.6	1,958	17.9%	225	575	1.6	11.5	23	33.3%	0.0%	66.7%	-\$83,657	-6.7%
	11/18/2020 11/24/2020	46.0%	341	23	8	12	14	39	38	2.0	1,527	22.3%	268	454	1.3	11.6	23	37.5%	7.5%	55.0%	-\$73,567	-5.7%
	11/25/2020 12/01/2020	36.6%	312	10	5	22	9	30	24	2.4	1,175	26.6%	403	372	1.2	12.4	44	52.0%	4.0%	44.0%	-\$104,616	-8.1%
	12/02/2020 12/08/2020	52.2%	283	15	9	9	11	47	34	1.4	1,840	15.4%	455	600	2.1	12.8	39	44.7%	2.1%	53.2%	-\$82,040	-6.6%
	12/09/2020 12/15/2020	51.5%	251	14	9	12	10	32	42	1.8	1,253	20.0%	305	383	1.5	12.0	25	34.4%	0.0%	65.6%	-\$79,994	-6.2%
November	12/16/2020 12/22/2020	47.9%	228	23	2	14	9	21	40	2.5	822	27.7%	167	313	1.4	14.9	43.5	57.7%	0.0%	42.3%	-\$71,737	-6.2%
	12/23/2020 12/29/2020	47.9%	194	10	7	10	2	22	28	1.2	940	20.6%	308	201	1.0	9.1	35.5	33.3%	0.0%	66.7%	-\$161,419	-13.2%
December																						



Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$1,000,000 - \$1,500,000																					
Date Range	Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction

		2021																								
January	12/01/2020-01/05/2021	41.9%	180	14	8	50	8	31	35	1.2	1,214	14.8%	329	366	2.0	11.8	51	48.0%	0.0%	52.0%	-\$69,467	-5.4%				
	01/06/2021-01/12/2021	63.3%	163	32	6	2	3	42	26	1.2	1,644	9.9%	273	712	4.4	17.0	10	23.1%	5.1%	71.8%	-\$75,667	-6.0%				
	01/13/2021-01/19/2021	63.6%	178	40	10	6	6	50	32	1.2	1,958	9.1%	249	786	4.4	15.7	11	31.1%	2.2%	66.7%	-\$89,707	-7.5%				
	01/20/2021-01/26/2021	62.4%	160	43	10	6	4	43	28	1.2	1,683	9.5%	201	754	4.7	17.5	9	19.5%	0.0%	80.5%	-\$112,500	-8.9%				
	01/27/2021-02/02/2021	63.7%	181	45	7	9	4	55	34	1.2	2,153	8.4%	266	908	5.0	16.5	8	24.0%	8.0%	68.0%	-\$96,384	-7.4%				
February	02/03/2021-02/09/2021	65.7%	166	58	8	3	11	55	24	0.7	2,153	7.7%	211	909	5.5	16.5	5	8.7%	0.0%	73.7%	-\$81,300	-6.4%				
	02/10/2021-02/16/2021	67.6%	160	42	13	4	7	50	35	0.7	1,958	8.2%	229	803	5.0	16.1	5	25.5%	0.0%	74.5%	-\$65,833	-5.6%				
	02/17/2021-02/23/2021	68.9%	159	60	4	4	15	59	31	0.6	2,310	6.9%	236	1,197	7.5	20.3	4	15.1%	0.0%	84.9%	-\$81,375	-6.6%				
	02/24/2021-03/01/2021	72.0%	161	58	10	10	3	53	68	0.7	2,075	7.8%	197	964	6.0	18.2	5	8.2%	2.0%	89.8%	-\$108,356	-8.7%				
	03/02/2021-03/08/2021	73.4%	163	60	8	6	0	80	40	0.5	3,132	5.2%	306	1,106	6.8	13.8	5	15.1%	1.8%	83.1%	-\$101,409	-7.3%				
March	03/09/2021-03/15/2021	65.0%	178	41	9	13	5	53	47	0.8	2,075	8.6%	266	635	3.6	12.0	6	16.1%	1.6%	82.3%	-\$98,286	-7.5%				
	03/16/2021-03/22/2021	74.7%	160	52	11	7	9	63	66	0.6	2,466	6.5%	257	1,186	7.4	18.8	5	15.2%	4.3%	80.4%	-\$71,800	-4.9%				
	03/23/2021-03/29/2021	72.2%	181	55	7	5	5	57	64	0.7	2,232	8.1%	232	1,102	6.1	19.3	7	8.8%	0.0%	91.2%	-\$70,909	-5.5%				
	03/30/2021-04/05/2021	70.4%	162	66	10	12	6	56	61	0.7	2,192	7.4%	187	863	5.3	15.4	5	13.7%	0.0%	86.3%	-\$168,000	-13.0%				
	04/06/2021-04/12/2021	72.1%	201	86	6	11	8	90	58	0.5	3,524	5.7%	253	1,706	8.5	19.0	5	6.0%	2.4%	91.6%	-\$80,210	-5.8%				
April	04/13/2021-04/19/2021	78.2%	163	71	12	3	6	78	67	0.5	3,054	5.3%	244	938	5.8	12.0	5	16.0%	1.3%	82.7%	-\$63,750	-4.8%				
	04/20/2021-04/26/2021	74.9%	159	70	11	4	8	63	58	0.6	2,466	6.4%	200	1,062	6.7	16.9	5	15.9%	0.0%	84.1%	-\$105,000	-8.6%				
	04/27/2021-05/03/2021	78.0%	178	70	7	7	12	77	93	0.5	3,015	5.9%	258	1,225	6.9	15.9	4	7.3%	3.4%	89.3%	-\$41,753	-6.0%				
	05/04/2021-05/10/2021	75.3%	161	76	14	3	11	63	59	0.6	2,466	6.5%	180	1,088	6.8	17.3	5	9.7%	6.5%	83.9%	-\$138,000	-7.8%				
	05/11/2021-05/17/2021	77.0%	179	84	12	6	6	84	74	0.5	3,289	5.4%	227	1,412	7.9	16.8	5	12.5%	1.4%	86.1%	-\$93,333	-7.5%				
May	05/18/2021-05/24/2021	76.3%	208	102	14	7	4	90	86	0.5	3,524	5.9%	200	1,617	7.8	18.0	4	6.5%	1.3%	92.2%	-\$77,200	-6.1%				
	05/25/2021-06/01/2021	64.5%	204	52	11	11	10	52	53	0.9	2,036	10.0%	204	909	4.5	17.5	6	13.0%	1.9%	85.2%	-\$57,286	-4.7%				
	06/02/2021-06/08/2021	75.8%	199	114	11	8	9	85	83	0.5	3,328	6.0%	175	1,402	7.0	16.5	4	10.4%	1.3%	88.3%	-\$116,500	-8.3%				
	06/09/2021-06/15/2021	70.6%	253	91	9	6	5	82	72	0.7	3,210	7.9%	207	1,464	5.8	17.9	5.5	16.9%	2.6%	80.5%	-\$61,785	-4.9%				
	06/16/2021-06/22/2021	71.9%	231	80	17	8	6	70	86	0.8	2,741	8.4%	181	973	4.2	13.9	4	15.2%	3.0%	81.8%	-\$75,000	-5.9%				
June	06/23/2021-06/29/2021	69.6%	259	93	12	6	7	78	72	0.8	3,054	8.5%	187	1,361	5.3	17.4	4.5	15.6%	2.6%	81.8%	-\$80,825	-6.5%				
	06/30/2021-07/06/2021	63.8%	247	37	10	12	9	48	73	1.2	1,879	13.1%	243	713	2.9	14.9	12.5	23.4%	4.3%	72.3%	-\$219,646	-12.4%				
	07/07/2021-07/13/2021	65.8%	293	91	9	10	6	74	75	0.9	2,897	10.1%	183	1,150	3.9	15.5	5	16.4%	1.4%	82.2%	-\$92,167	-7.8%				
	07/14/2021-07/20/2021	72.0%	249	92	14	5	7	74	86	0.8	2,897	8.6%	175	1,105	4.4	14.9	11	12.9%	1.0%	86.1%	-\$61,346	-5.0%				
	07/21/2021-07/27/2021	67.8%	262	80	11	1	7	72	57	0.8	2,819	9.3%	197	1,064	4.1	14.8	9	21.2%	0.9%	78.0%	-\$100,403	-8.3%				
July	07/28/2021-08/03/2021	63.8%	275	89	12	15	8	63	75	1.0	2,466	11.1%	152	1,117	4.1	17.7	5	27.9%	0.0%	72.1%	-\$120,189	-10.2%				
	08/04/2021-08/10/2021	60.6%	289	76	10	9	5	60	56	1.1	2,349	12.3%	168	1,131	3.9	18.9	5	21.2%	0.0%	78.8%	-\$114,007	-9.8%				
	08/11/2021-08/17/2021	63.2%	297	63	15	8	16	58	73	1.2	2,271	13.1%	177	1,034	3.5	17.8	9	28.8%	0.0%	71.2%	-\$153,950	-11.4%				
	08/18/2021-08/24/2021	61.3%	306	69	10	6	10	72	49	1.0	2,819	10.9%	223	1,041	3.4	14.5	10	23.9%	0.0%	76.1%	-\$78,625	-5.9%				
	08/25/2021-08/31/2021	61.6%	302	80	9	16	19	66	71	1.1	2,584	11.7%	180	1,075	3.6	16.3	10	17.2%	0.0%	82.8%	-\$74,545	-5.9%				
August	09/01/2021-09/07/2021	57.6%	294	45	9	6	6	51	49	1.3	1,997	14.7%	221	673	2.3	13.2	13	27.1%	2.1%	70.8%	-\$73,762	-6.1%				
	09/08/2021-09/14/2021	60.5%	324	95	9	11	8	69	62	1.1	2,701	12.0%	160	1,132	3.5	16.4	4	18.8%	2.9%	78.3%	-\$93,846	-7.8%				
	09/15/2021-09/21/2021	60.2%	322	72	7	8	17	63	61	1.2	2,466	13.1%	190	1,083	3.4	17.2	5	22.2%	0.0%	77.8%	-\$102,632	-8.5%				
	09/22/2021-09/28/2021	60.9%	300	81	8	17	11	78	56	0.9	3,054	9.8%	217	1,091	3.6	14.0	5	21.7%	2.9%	75.4%	-\$80,900	-6.5%				
	09/29/2021-10/05/2021	64.0%	288	65	18	12	9	64	75	1.0	2,506	11.5%	187	1,157	4.0	18.1	10	27.9%	3.3%	68.9%	-\$75,472	-5.8%				
September	10/06/2021-10/12/2021	64.5%	300	61	7	2	6	75	54	0.9	2,936	10.2%	272	1,140	3.8	15.2	7	29.2%	4.6%	66.2%	-\$84,263	-6.3%				
	10/13/2021-10/19/2021	62.2%	291	63	13	8	8	59	64	1.1	2,310	12.6%	186	1,063	3.7	18.0	5	15.8%	5.3%	78.9%	-\$74,011	-5.4%				
	10/20/2021-10/26/2021	63.8%	287	45	8	5	8	61	64	1.1	2,388	12.0%	278	923	3.2	15.1	8	31.0%	1.7%	67.2%	-\$90,800	-6.5%				
	10/27/2021-11/02/2021	64.1%	270	43	9	18	17	54	89	1.1	2,114	12.8%	249	945	3.5	17.5	13	25.5%	5.9%	68.6%	-\$128,231	-9.5%				
	11/03/2021-11/09/2021	66.1%	236	49	13	13	8	66	65	0.8	2,584	9.1%	265	1,195	5.1	18.1	5	29.2%	1.5%	69.2%	-\$85,789	-6.7%				
October	11/10/2021-11/16/2021	65.6%	222	41	16	4	5	51	54	1.0	1,997	11.1%	218	989	4.5	19.4	15	34.1%	0.0%	65.9%	-\$84,599	-6.6%				
	11/17/2021-11/23/2021	69.0%	210	33	8	7	10	59	64	0.8	2,310	9.1%	359	771	3.7	13.1	13	25.5%	9.1%	65.5%	-\$121,929	-8.9%				
	11/24/2021-11/30/2021	55.2%	198	26	9	12	9	23	48	2.0	900	22.0%	161	343	1.7	14.9	17.5	45.5%	0.0%	54.5%	-\$139,890	-10.1%				
	12/01/2021-12/07/2021	67.8%	187	30	3	5	2	36	65	1.2	1,409	13.3%	260	665	3.6	18.5	5	21.2%	0.0%	78.8%	-\$67,500	-5.0%				
	12/08/2021-12/14/2021	63.5%	182	31	9	3	9	32	46	1.3	1,253	14.5%	188	672	3.7	21.0	7	25.8%	3.2%	71.0%	-\$80,000	-6.3%				
November	12/15/2021-12/21/2021	66.5%	180	21	2	5	7	34	58	1.2	1,331	13.5%	351	457	2.5	13.4	10	24.2%	3.0%	72.7%	-\$176,075	-11.9%				
	12/22/2021-12/28/2021	52.6%	167	11	0	3	2	21	25	1.8	822	20.3%	418	199	1.2	9.5	63	42.9%	19.0%	38.1%	-\$74,006	-5.4%				

## Less Competitive

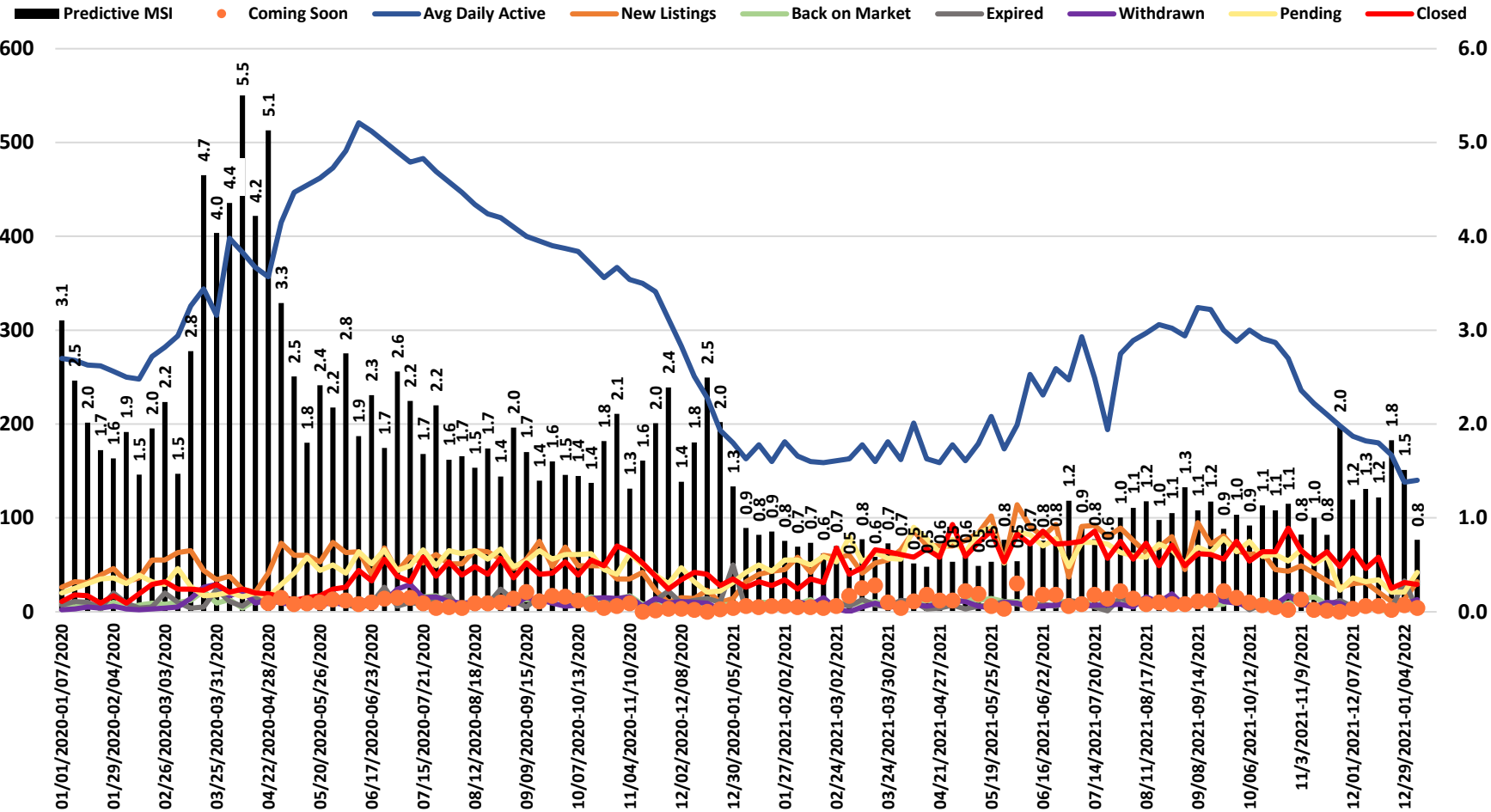
**\$1,000,000-\$1,500,000 2021**

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$1,000,000 - \$1,500,000																						More Competitive
Date Range	Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	
2022																						
January	12/26/2021-01/04/2022	44.5%	138	13	10	33	8	21	31	1.5	822	16.8%	209	323	2.3	15.4	12	27.8%	0.0%	72.2%	-\$80,020	-6.2%
	01/06/2022-01/13/2022	67.5%	140	32	5	2	13	42	29	0.8	1,644	8.5%	285	1,005	7.2	23.9	7	22.2%	0.0%	77.8%	-\$102,125	-7.0%
	01/15/2022-01/22/2022																					
	01/24/2022-01/31/2022																					
	02/02/2022-02/09/2022																					
	02/11/2022-02/18/2022																					

\$1,000,000-\$1,500,000 2022

# Greater Metro Denver Attached and Detached Residential \$1,000,000-\$1,500,000

## Market Response to COVID-19 Market Metrics

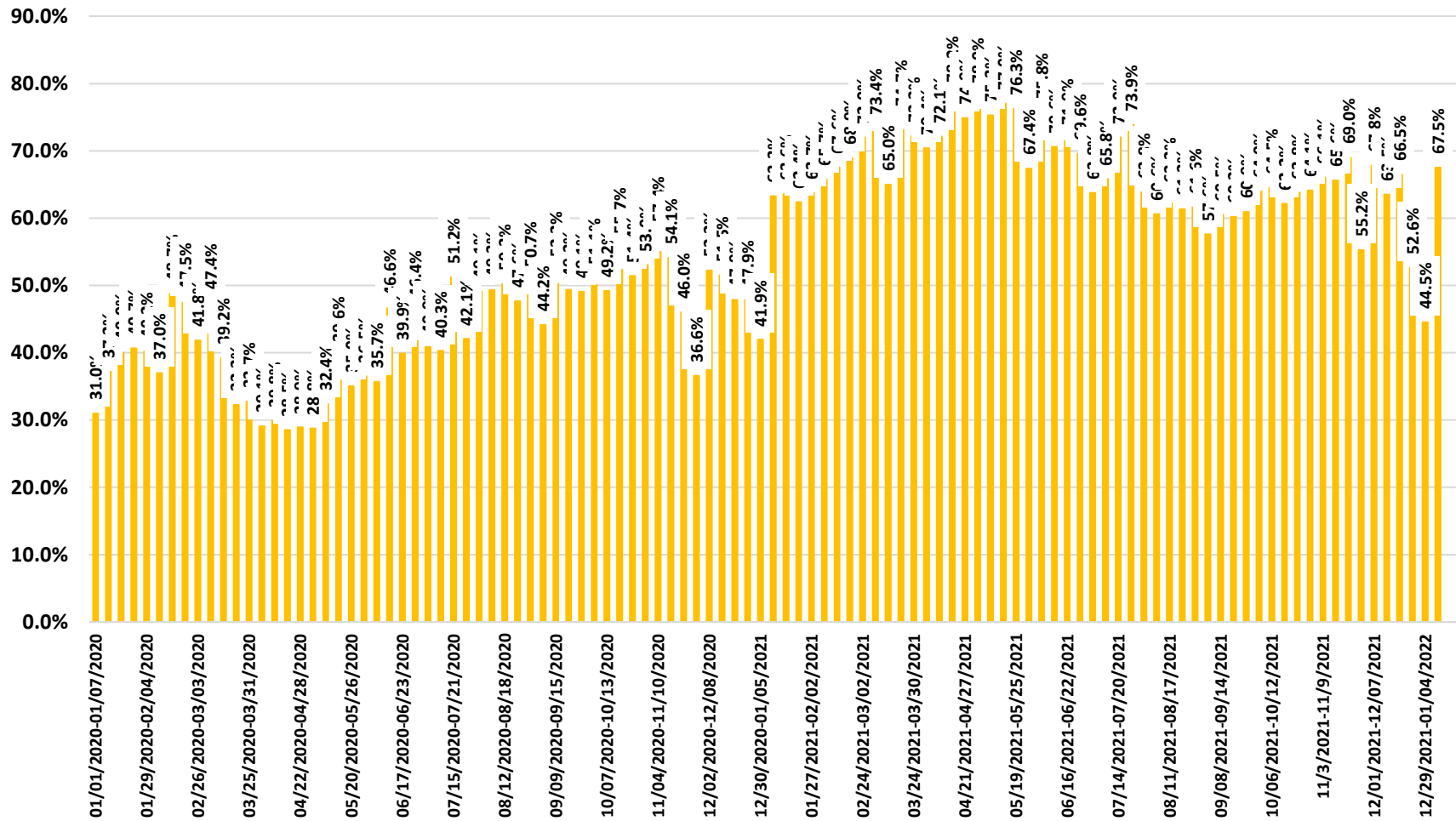


\$1,000,000-\$1,500,000

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	0.8	4	140	32	5	2	13	42	29
WOW	-49.3%	-42.9%	1.4%	146.2%	-50.0%	-93.9%	62.5%	100.0%	-6.5%
1 Year Ago	-14.1%	-	-14.1%	0.0%	-16.7%	0.0%	333.3%	0.0%	11.5%

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Greater Metro Denver Attached and Detached Residential \$1,000,000-\$1,500,000  
Market Response to COVID-19 Odds of Selling by Week

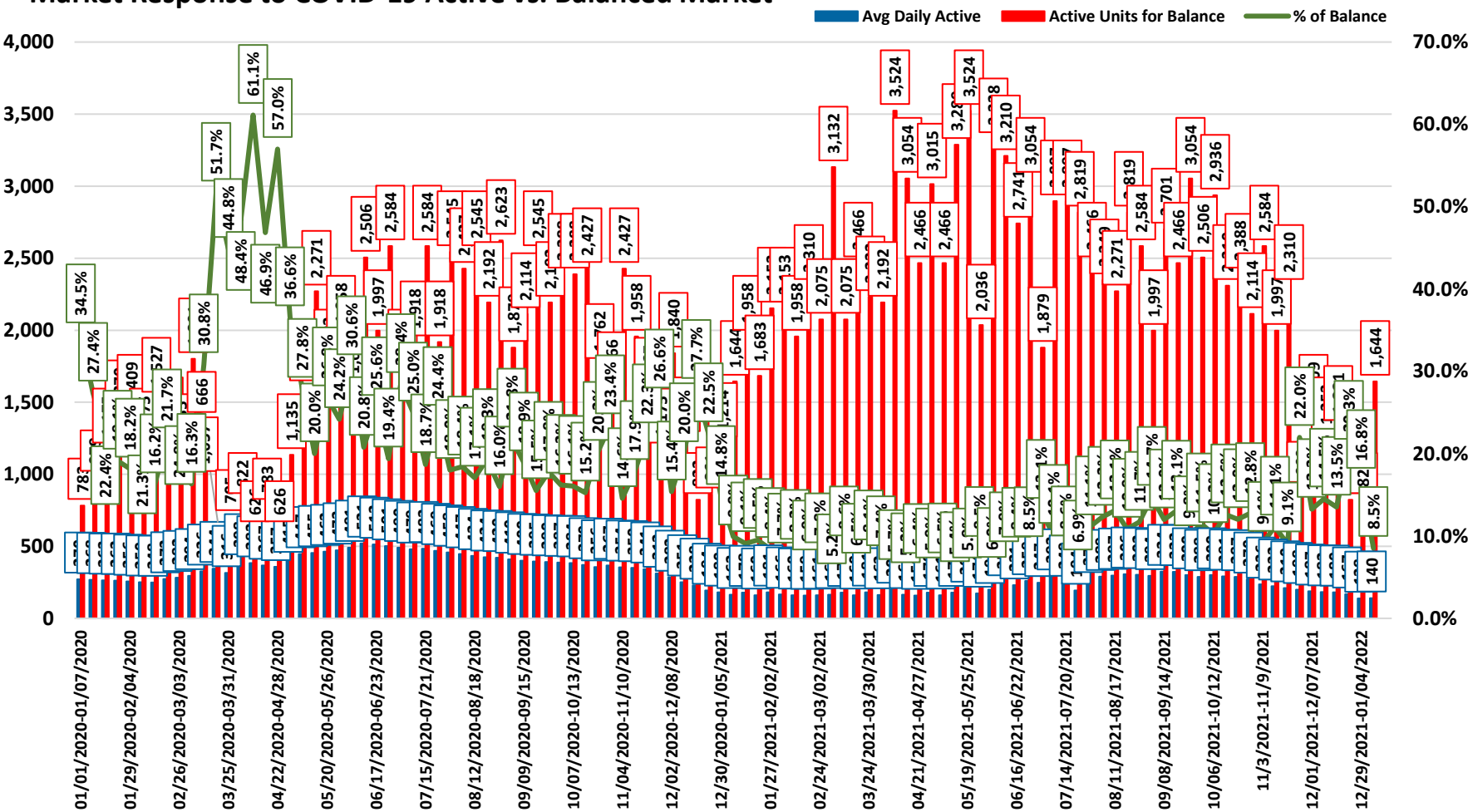


Metric	Odds of Selling
Current	67.5%
WOW	23.0%
1 Year Ago	4.2%

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\$1,000,000-\$1,500,000

Greater Metro Denver Attached and Detached Residential \$1,000,000-\$1,500,000  
Market Response to COVID-19 Active vs. Balanced Market

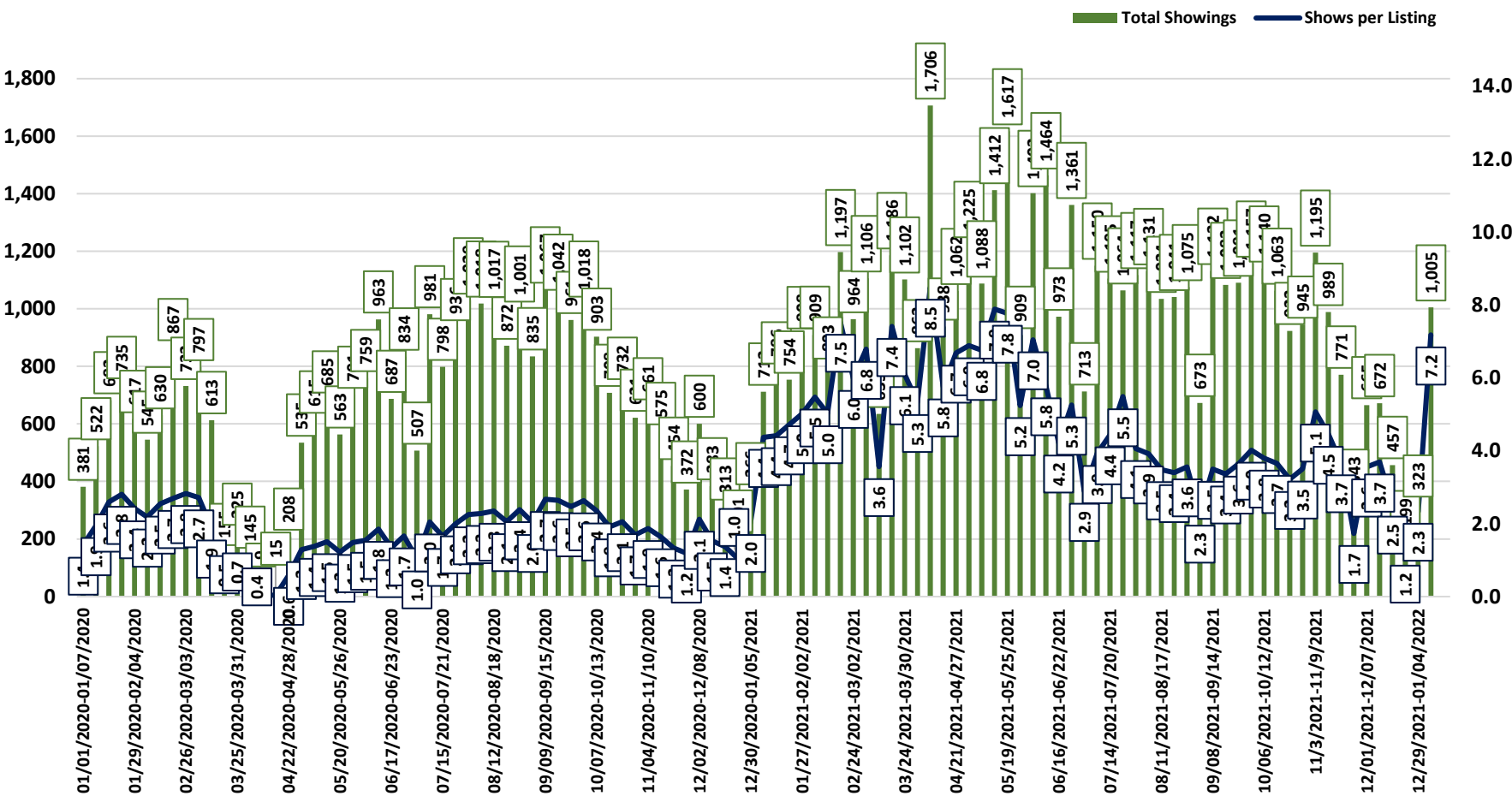


Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	140	1,644	8.5%
WOW	1.4%	100.0%	-8.3%
1 Year Ago	-14.1%	0.0%	-1.4%

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\$1,000,000-\$1,500,000

Greater Metro Denver Attached and Detached Residential \$1,000,000-\$1,500,000  
Market Response to COVID-19 Showings

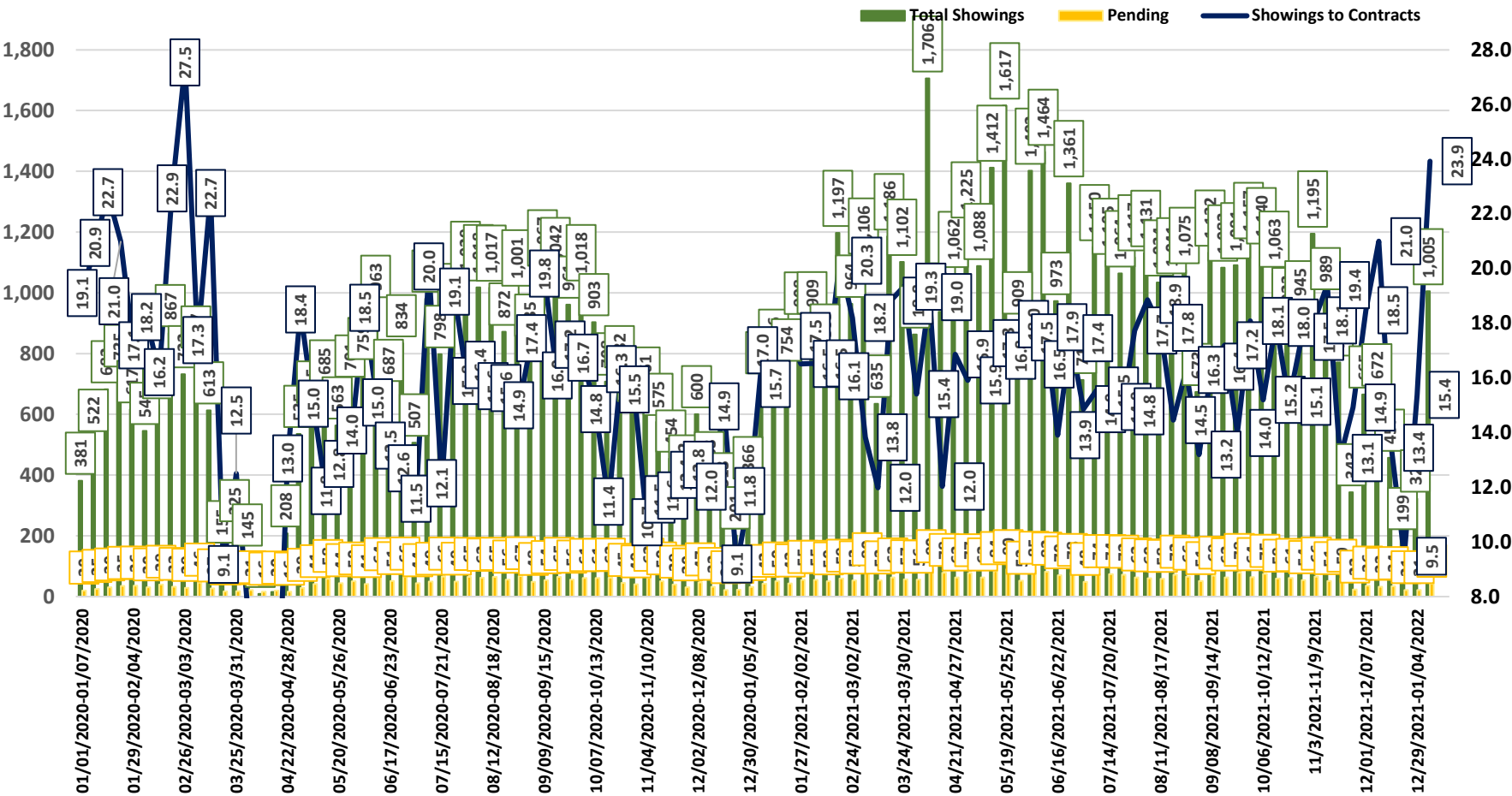


Metric	Total Showings	Shows per Listing
Current	1,005	7.2
WOW	211.1%	206.7%
1 Year Ago	41.2%	64.3%

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\$1,000,000-\$1,500,000

Greater Metro Denver Attached and Detached Residential \$1,000,000-\$1,500,000  
Market Response to COVID-19 Showings vs. Contracts



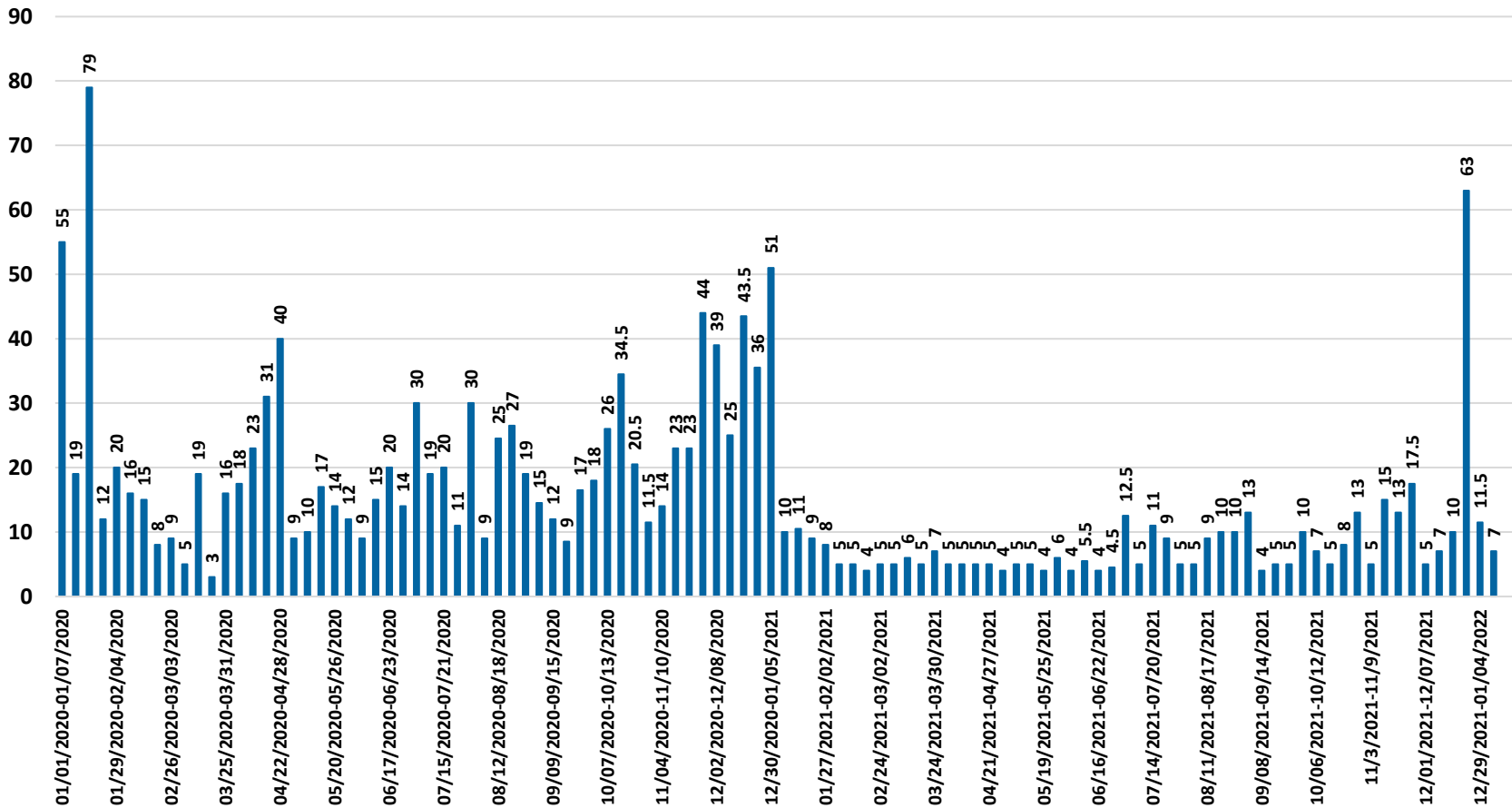
Metric	Total Showings	Pending	Shows to Contracts
Current	1,005	42	24
WOW	211.1%	100.0%	55.6%
1 Year Ago	41.2%	0.0%	41.2%

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\$1,000,000-\$1,500,000

# Greater Metro Denver Attached and Detached Residential \$1,000,000-\$1,500,000

## Market Response to COVID-19 Median Days on Market for Pending Home Sales



Metric	DOM
Current	7
WOW	-39.1%
1 Year Ago	-30.0%

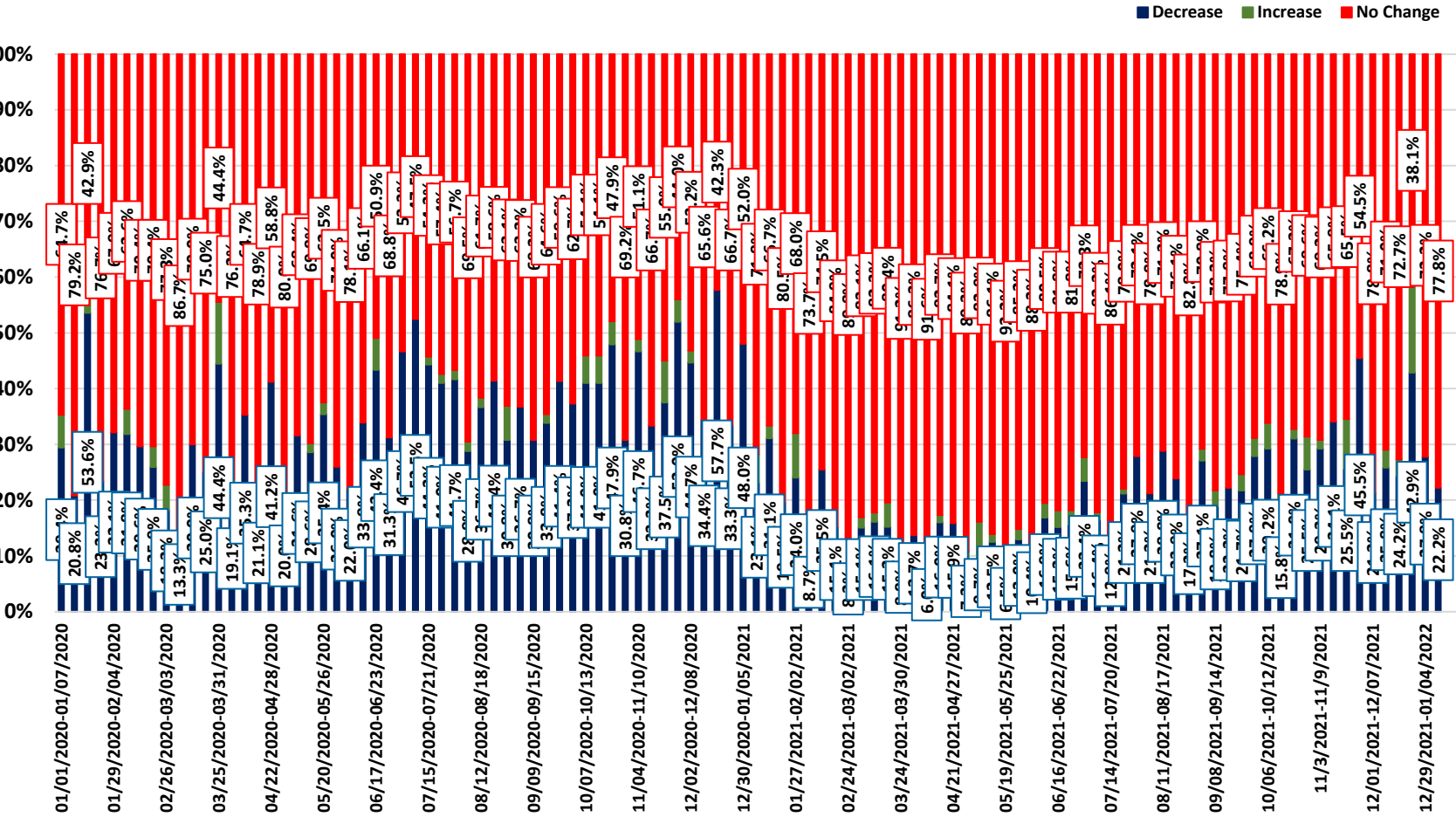
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\$1,000,000-\$1,500,000



# Greater Metro Denver Attached and Detached Residential \$1,000,000-\$1,500,000

## Market Response to COVID-19 Price Reductions for Pending Transactions

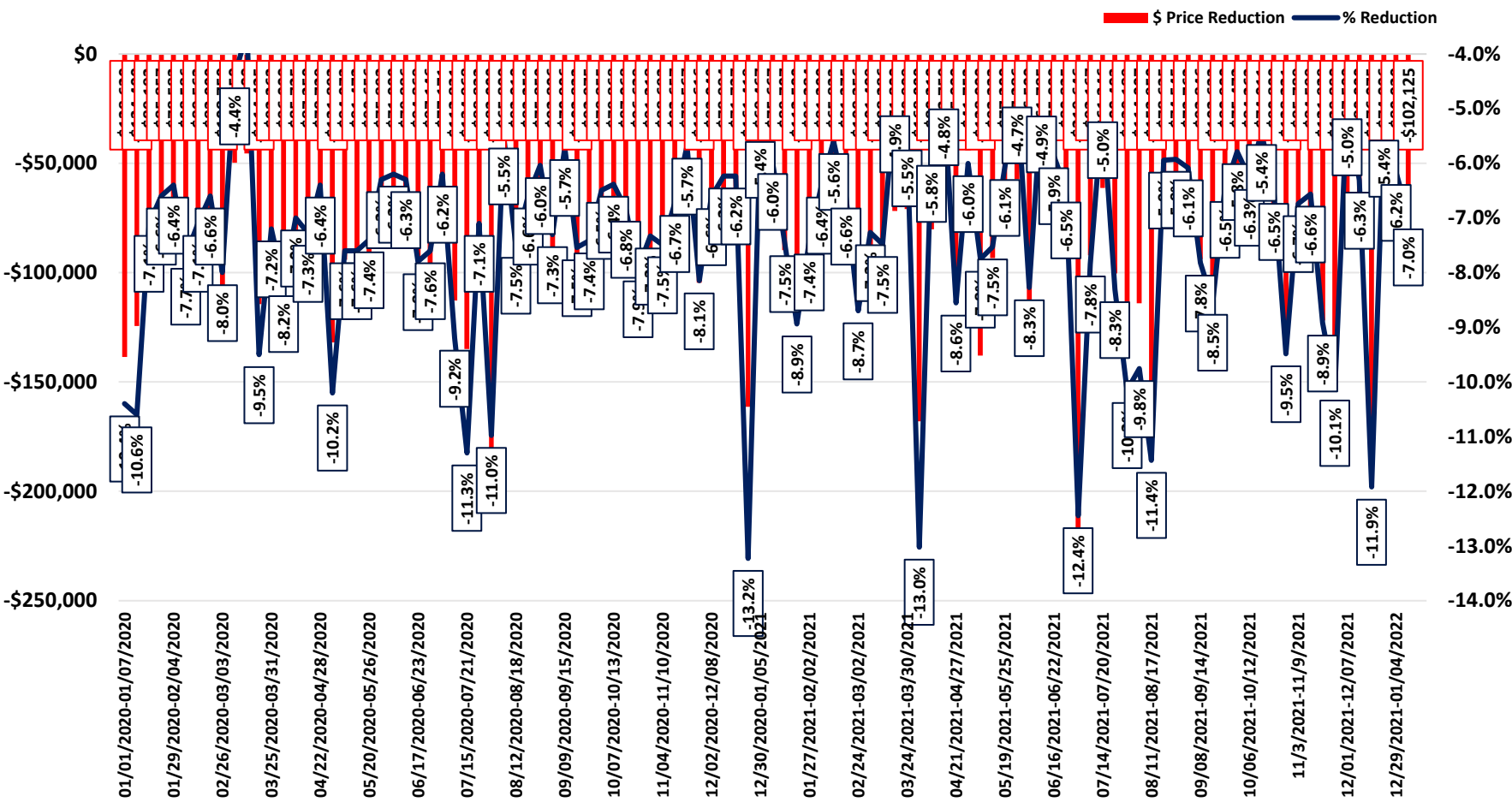


Metric	Decrease	Increase	No Change
Current	22.2%	0.0%	77.8%
WOW	-5.6%	0.0%	5.6%
1 Year Ago	-0.9%	-5.1%	6.0%

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\$1,000,000-\$1,500,000

Greater Metro Denver Attached and Detached Residential \$1,000,000-\$1,500,000  
Market Response to COVID-19 Size of Price Reductions for Pending Transactions



Metric	\$ Reduction	% Reduction
Current	-\$102,125	-7.0%
WOW	27.6%	-0.8%
1 Year Ago	35.0%	-1.0%

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\$1,000,000-\$1,500,000

**\$1,500,000-\$2,000,000**

**0.9%**

of homes in the 7 Metro Counties are between \$1,500,000 - \$2,000,000

**\$1,500,000-\$2,000,000**

# Strategy Sheet Pre-COVID-19

## Pre-COVID-19 Greater Metro Denver Attached and Detached Single Family Historic Cycle

[illegible]

Based on previous years in this cycle (2013-2019) these values represent historically Pre-COVID-19 when the market was competitive by month.

The market was likely to favor those sellers were are ready to take advantage of early buyer activity by listing March-May.

Sellers late to the market in the summer months were more likely to spend longer on the market, make price reductions and sell at lower prices than spring sellers.

Buyers were most likely to have negotiating power in the mid summer-fall.

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Less Competitive  More Competitive



Typical trends do not line up with post COVID market dynamics. It's more important than ever to pay attention to current market trends rather than relying on historical data.

The market favors sellers more deeply than ever, not only seasonally but historically. The odds of selling, median days on market, lowest levels of inventory and interest rates are the primary driving metrics forcing our market into an extended selling season.

Sellers resistant to shifting their marketing strategy will be quickly left behind and may find themselves missing out on some of the best market conditions ever experienced in Metro Denver.

**\$1,500,000-\$2,000,000**



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Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$1,500,000 - \$2,000,000																						
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction
2020																						
January	01/01/2020-01/07/2020	17.2%	121	7	2	6	3	7	0	4.0	365	33.1%	190	118	1.0	16.9	82	28.6%	0.0%	71.4%	-\$92,000	-5.4%
	01/08/2020-01/14/2020	24.0%	116	7	3	5	2	8	2	3.3	418	27.8%	211	154	1.3	19.3	85	16.7%	0.0%	83.3%	-\$200,000	-11.1%
	01/15/2020-01/21/2020	46.4%	107	10	1	2	1	17	6	1.4	887	12.1%	497	168	1.6	9.9	108	54.6%	0.0%	45.5%	-\$167,500	-9.3%
	01/22/2020-01/28/2020	32.9%	107	17	3	6	2	12	3	2.0	626	17.1%	182	194	1.8	16.2	10	11.1%	11.1%	77.8%	-\$201,314	-13.4%
February	01/29/2020-02/04/2020	30.8%	111	18	4	6	4	8	6	3.2	418	26.6%	98	171	1.5	21.4	11	14.3%	0.0%	85.7%	-\$356,687	-19.0%
	02/05/2020-02/11/2020	39.1%	107	14	3	5	2	14	5	1.8	731	14.6%	257	206	1.9	14.7	35	35.7%	0.0%	64.3%	-\$212,000	-11.2%
	02/12/2020-02/18/2020	44.8%	96	6	7	5	3	16	6	1.4	835	11.5%	399	234	2.4	14.6	19	11.1%	11.1%	77.8%	-\$80,000	-4.5%
	02/19/2020-02/25/2020	45.5%	107	26	6	3	1	17	6	1.4	887	12.1%	171	237	2.2	13.9	52.5	20.0%	0.0%	80.0%	-\$123,000	-6.7%
March	02/26/2020-03/03/2020	44.2%	108	18	4	3	3	15	7	1.7	783	13.8%	215	227	2.1	15.1	16	18.2%	0.0%	81.8%	-\$97,500	-5.7%
	03/04/2020-03/10/2020	50.6%	110	25	1	3	7	14	15	1.8	731	15.1%	167	236	2.1	16.9	10.5	21.4%	14.3%	64.3%	-\$101,667	-5.7%
	03/11/2020-03/17/2020	29.8%	116	16	3	4	2	7	6	3.8	365	31.7%	92	138	1.2	19.7	10	40.0%	0.0%	60.0%	-\$155,500	-8.1%
	03/18/2020-03/24/2020	22.7%	122	20	8	6	10	6	4	4.7	313	39.0%	48	76	0.6	12.7	5	33.3%	0.0%	66.7%	-\$37,500	-2.3%
April	03/25/2020-03/31/2020	54.3%	68	8	9	24	29	18	29	0.9	940	7.2%	359	45	0.7	2.5	171	100.0%	0.0%	0.0%	-\$200,000	-13.3%
	04/01/2020-04/07/2020	25.9%	169	18	3	7	4	5	11	7.8	261	64.8%	31	59	0.3	11.8	0	20.0%	0.0%	80.0%	-\$41,000	-2.6%
	04/08/2020-04/14/2020	11.2%	173	12	0	8	9	4	2	9.9	209	82.9%	21	13	0.1	3.3	10	33.3%	0.0%	66.7%	-\$150,000	-7.8%
	04/15/2020-04/21/2020	19.0%	168	8	1	4	2	4	6	9.7	209	80.5%	32	3	0.0	0.8	10	20.0%	0.0%	80.0%	-\$45,000	-2.9%
May	04/22/2020-04/28/2020	14.1%	141	10	6	4	4	3	3	10.8	157	90.0%	7	57	0.4	19.0	24	25.0%	0.0%	75.0%	-\$264,633	-15.9%
	04/29/2020-05/05/2020	24.1%	184	23	6	8	11	9	7	4.7	470	39.2%	69	173	0.9	19.2	20	25.0%	0.0%	75.0%	-\$162,500	-8.6%
	05/06/2020-05/12/2020	16.3%	201	29	6	5	3	7	3	6.6	365	55.0%	33	207	1.0	29.6	5	0.0%	0.0%	100.0%	\$0	0.0%
	05/13/2020-05/19/2020	28.6%	209	21	5	2	5	16	4	3.0	835	25.0%	169	254	1.2	15.9	18	18.8%	0.0%	81.3%	-\$245,333	-11.6%
June	05/20/2020-05/26/2020	25.2%	219	22	1	3	2	14	4	3.6	731	30.0%	156	276	1.3	19.7	9	15.4%	0.0%	84.6%	-\$75,000	-3.9%
	05/27/2020-06/02/2020	32.2%	227	14	6	9	1	22	7	2.4	1,148	19.8%	323	312	1.4	14.2	28	45.5%	4.6%	50.0%	-\$100,050	-5.6%
	06/03/2020-06/09/2020	16.6%	215	17	0	6	3	7	4	7.1	365	58.8%	62	252	1.2	36.0	17.5	55.6%	0.0%	44.4%	-\$131,600	-7.8%
	06/10/2020-06/16/2020	43.3%	209	24	3	3	6	27	12	1.8	1,409	14.8%	312	236	1.1	8.7	44.5	33.3%	0.0%	66.7%	-\$100,567	-5.3%
July	06/17/2020-06/23/2020	38.8%	202	24	6	4	2	19	13	2.4	992	20.4%	185	250	1.2	13.2	43	48.0%	0.0%	50.9%	-\$151,333	-8.4%
	06/24/2020-06/30/2020	42.2%	199	21	2	9	4	20	20	2.3	1,044	19.1%	258	324	1.6	16.2	12	23.8%	0.0%	76.2%	-\$95,000	-5.8%
	07/01/2020-07/07/2020	40.5%	198	17	5	3	12	21	12	2.2	1,096	18.0%	286	215	1.1	10.2	10	14.3%	4.8%	81.0%	-\$119,967	-6.5%
	07/08/2020-07/14/2020	38.9%	196	11	2	2	11	16	14	2.8	835	23.5%	345	279	1.4	17.4	32	50.0%	5.6%	44.4%	-\$159,778	-7.9%
August	07/15/2020-07/21/2020	44.9%	191	12	4	4	3	22	17	2.0	1,148	16.6%	419	267	1.4	12.1	31.5	22.3%	0.0%	72.8%	-\$87,184	-5.0%
	07/22/2020-07/28/2020	32.1%	185	25	3	4	3	9	13	4.7	470	39.4%	71	291	1.6	32.3	46.5	100.0%	0.0%	0.0%	-\$30,000	-2.0%
	07/29/2020-08/04/2020	39.4%	190	17	6	7	4	15	18	2.9	783	24.3%	181	271	1.4	18.1	13	41.2%	0.0%	58.8%	-\$183,000	-11.0%
	08/05/2020-08/11/2020	43.3%	192	26	4	3	2	23	13	1.9	1,201	16.0%	236	318	1.7	13.8	14	47.6%	0.0%	69.5%	-\$115,463	-6.7%
September	08/12/2020-08/18/2020	45.9%	186	20	4	2	2	22	16	1.9	1,148	16.2%	281	331	1.8	15.0	19	23.8%	4.8%	71.4%	-\$175,000	-10.1%
	08/19/2020-08/25/2020	41.5%	191	24	3	4	5	24	10	1.8	1,253	15.2%	276	331	1.7	13.8	21.5	45.8%	0.0%	54.2%	-\$132,901	-7.2%
	08/26/2020-09/01/2020	36.2%	188	18	4	8	4	14	15	3.1	731	25.7%	173	269	1.4	19.2	19	28.6%	7.1%	64.3%	-\$134,400	-7.8%
	09/02/2020-09/08/2020	34.8%	186	16	7	4	1	14	11	3.1	731	25.5%	166	254	1.4	18.1	37	38.5%	0.0%	61.5%	-\$213,990	-11.1%
October	09/09/2020-09/15/2020	39.2%	183	12	4	3	4	15	14	2.8	783	23.4%	136	269	1.5	17.9	34	47.1%	0.0%	52.9%	-\$202,875	-9.4%
	09/16/2020-09/22/2020	33.1%	181	26	11	9	5	19	6	2.2	992	18.2%	136	300	1.7	15.8	23.5	42.1%	0.0%	57.9%	-\$139,429	-7.0%
	09/23/2020-09/29/2020	39.8%	178	15	5	3	4	19	10	2.2	992	17.9%	136	282	1.6	14.8	27	40.9%	4.5%	54.5%	-\$160,222	-9.2%
	09/30/2020-10/06/2020	47.6%	175	15	6	5	3	13	28	3.1	679	25.7%	168	326	1.9	25.1	63	60.0%	0.0%	40.0%	-\$149,789	-8.0%
November	10/07/2020-10/13/2020	42.1%	171	14	4	6	4	18	15	2.2	940	18.2%	299	288	1.7	16.0	21	47.4%	0.0%	52.6%	-\$94,990	-5.4%
	10/14/2020-10/20/2020	41.5%	173	14	2	4	4	16	15	2.5	835	20.7%	290	271	1.6	16.9	21	45.0%	0.0%	55.0%	-\$128,434	-7.6%
	10/21/2020-10/27/2020	37.9%	175	20	5	4	3	18	9	2.2	940	18.6%	214	205	1.2	11.4	16	36.8%	5.3%	57.9%	-\$131,857	-7.8%
	10/28/2020-11/03/2020	42.2%	181	18	2	3	9	21	16	2.0	1,096	16.5%	321	240	1.3	11.4	6	27.3%	0.0%	72.7%	-\$147,667	-7.7%
December	11/04/2020-11/10/2020	61.8%	168	9	8	4	13	29	40	1.3	1,514	11.1%	555	184	1.1	6.3	54	36.4%	0.0%	63.6%	-\$95,000	-5.9%
	11/11/2020-11/17/2020	42.5%	162	14	3	6	6	18	14	2.1	940	17.2%	321	193	1.2	10.7	20	42.9%	0.0%	57.1%	-\$167,333	-9.9%
	11/18/2020-11/24/2020	35.6%	149	9	1	2	5	4	16	8.6	209	71.4%	42	132	0.9	33.0	57	0.0%	0.0%	100.0%	\$0	0.0%
	11/25/2020-12/01/2020	34.5%	144	7	2	5	5	10	10	3.3	522	27.5%	295	136	0.9	13.6	57	61.5%	0.0%	38.5%	-\$90,375	-5.5%
	12/02/2020-12/08/2020	37.2%	138	4	3	2	2	11	9	2.9	574	24.0%	437	51	0.4	4.6	26	53.8%	0.0%	46.2%	-\$220,714	-11.3%
	12/09/2020-12/15/2020	47.2%	134	9	0	5	9	13	19	2.4	679	19.7%	424	162	1.2	12.5	37	61.5%	0.0%	38.5%	-\$91,188	-5.0%
	12/16/2020-12/22/2020	44.5%	116	4	4	2	5	11	12	2.4	574	20.2%	401	120	1.0	10.9	24	53.8%	0.0%	46.2%	-\$102,786	-5.8%
	12/23/2020-12/29/2020	37.2%	97	5	1	3	1	10	5	2.2	261	37.2%	192	67	0.7	6.7	120	36.4%	0.0%	63.6%	-\$166,288	-9.9%

\$1,500,000-\$2,000,000 2020

More Competitive

Less Competitive

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$1,500,000 - \$2,000,000

Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Show per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	Price Reduction	% Reduction
2021																						
January	12/01/2020	43.5%	90	4	6	17	3	15	14	1.4	392	23.0%	211	138	1.5	9.2	72	46.2%	0.0%	53.8%	-\$86,807	-5.0%
	01/05/2021	49.2%	81	13	3	1	0	11	8	1.7	287	28.2%	90	185	2.3	16.8	10	9.1%	9.1%	81.8%	-\$250,001	-11.1%
	01/12/2021	44.5%	91	9	2	4	1	13	7	1.6	339	26.8%	158	268	2.9	20.6	90	47.4%	0.0%	52.6%	-\$215,456	-13.3%
	01/18/2021	56.9%	88	20	3	1	4	20	8	1.0	1,044	26.8%	291	306	3.5	15.3	75	25.0%	25.0%	50.0%	-\$165,200	-9.3%
	01/23/2021	54.0%	98	20	2	3	3	19	11	1.2	992	26.8%	285	482	4.9	25.4	5	27.3%	0.0%	72.7%	-\$123,350	-7.4%
February	02/01/2021	66.0%	88	13	4	4	1	35	12	0.6	1,827	4.8%	717	334	3.8	9.5	12	30.3%	0.0%	69.7%	-\$109,490	-6.1%
	02/05/2021	56.1%	84	12	9	1	1	16	10	1.2	835	10.1%	251	253	3.0	15.8	27	27.3%	0.0%	72.7%	-\$134,667	-7.2%
	02/12/2021	59.5%	80	14	3	2	2	20	10	0.9	1,044	7.7%	398	258	3.2	12.9	13	27.3%	4.5%	68.2%	-\$133,157	-7.4%
	02/16/2021	55.5%	76	22	3	9	4	17	16	1.0	887	8.6%	228	264	3.5	15.5	7	21.1%	0.0%	78.9%	-\$191,922	-11.6%
March	03/04/2021	69.3%	78	16	3	2	3	30	15	0.6	1,566	8.6%	549	331	4.2	11.0	5	12.7%	1.3%	86.1%	-\$171,250	-9.0%
	03/09/2021	59.6%	80	18	3	6	3	16	20	1.1	835	8.6%	252	209	2.6	13.1	13	16.0%	4.0%	80.0%	-\$101,333	-5.5%
	03/17/2021	63.8%	82	25	4	5	0	23	19	0.8	1,201	8.6%	270	329	4.0	14.3	5	21.4%	0.0%	78.6%	-\$62,500	-3.4%
	03/23/2021	56.0%	84	21	2	5	2	19	12	1.0	992	8.6%	277	360	4.3	18.9	5	9.5%	0.0%	90.5%	-\$50,000	-2.6%
April	03/31/2021	63.9%	83	31	6	3	1	21	18	0.9	1,096	8.6%	192	329	4.0	15.7	7	21.7%	0.0%	78.3%	-\$80,800	-4.9%
	04/05/2021	60.8%	102	27	6	3	2	25	16	0.9	1,305	8.6%	256	443	4.3	17.7	5	16.7%	0.0%	83.3%	-\$122,750	-7.3%
	04/13/2021	71.2%	95	27	5	2	4	32	27	0.7	1,670	8.6%	345	259	2.7	8.1	6	17.6%	0.0%	82.4%	-\$97,833	-5.7%
	04/19/2021	60.5%	95	33	3	3	2	22	16	1.0	1,148	8.3%	205	398	4.2	18.1	5	8.7%	13.0%	78.3%	-\$75,001	-4.8%
May	05/04/2021	73.0%	99	40	5	2	1	41	26	0.6	2,140	4.6%	318	591	6.0	14.4	4	18.2%	0.0%	81.8%	-\$123,675	-6.5%
	05/06/2021	64.5%	101	40	4	1	0	31	13	0.7	1,618	6.2%	242	392	3.9	12.6	4	9.0%	3.4%	87.6%	-\$31,398	-4.5%
	05/13/2021	64.6%	110	36	5	1	5	27	21	0.9	1,409	7.8%	222	449	4.1	16.6	4	13.8%	0.0%	86.2%	-\$118,650	-7.4%
	05/18/2021	66.7%	113	25	7	4	4	29	31	0.9	1,514	7.5%	307	438	3.9	15.1	4	6.6%	3.7%	89.7%	-\$33,588	-4.7%
June	05/24/2021	62.4%	112	19	5	5	5	21	30	1.2	1,096	10.2%	287	272	2.4	13.0	6	36.4%	4.5%	59.1%	-\$127,625	-6.7%
	06/01/2021	64.5%	111	22	5	2	2	23	27	1.1	1,201	9.2%	283	363	3.3	15.8	5	4.8%	0.0%	95.2%	-\$50,000	-2.5%
	06/08/2021	65.2%	118	40	3	6	4	35	27	0.8	1,827	6.5%	279	353	3.0	10.1	4	15.2%	3.0%	81.8%	-\$93,000	-5.4%
	06/15/2021	64.5%	116	33	6	2	2	28	24	1.0	1,462	7.9%	242	294	2.5	10.5	6	7.1%	3.6%	89.3%	-\$87,500	-4.6%
July	06/22/2021	62.1%	123	29	4	1	8	25	23	1.1	1,305	9.4%	251	342	2.8	13.7	7.5	13.0%	0.0%	87.0%	-\$110,000	-6.6%
	06/28/2021	56.6%	115	11	6	5	3	14	27	1.9	731	15.7%	254	179	1.6	12.8	16.5	27.3%	9.1%	63.6%	-\$218,000	-11.5%
	07/05/2021	60.8%	135	35	6	5	4	29	27	1.1	1,514	8.9%	236	396	2.9	13.7	4	14.3%	3.6%	82.1%	-\$195,228	-10.9%
	07/12/2021	69.0%	119	31	5	1	2	32	31	0.9	1,670	7.1%	302	399	3.4	12.5	14.5	25.5%	0.0%	74.5%	-\$139,917	-7.8%
August	07/19/2021	51.6%	122	28	2	1	3	19	12	1.5	992	12.3%	203	337	2.8	17.7	6	19.5%	0.0%	80.5%	-\$217,250	-12.8%
	07/26/2021	64.5%	125	27	4	7	4	22	43	1.3	1,148	10.9%	231	372	3.0	16.9	5	30.4%	0.0%	69.6%	-\$109,015	-6.3%
	08/02/2021	58.2%	129	31	9	2	2	28	16	1.1	1,462	8.8%	234	430	3.3	15.4	4	11.1%	7.4%	81.5%	-\$173,667	-10.1%
	08/09/2021	60.5%	133	19	5	4	3	24	29	1.3	1,253	10.6%	327	341	2.6	14.2	6	23.8%	0.0%	76.2%	-\$175,200	-9.9%
September	08/16/2021	57.4%	131	17	9	1	6	24	18	1.3	1,253	10.5%	302	338	2.6	14.1	5	20.8%	0.0%	79.2%	-\$83,000	-4.6%
	08/23/2021	55.7%	126	22	4	2	5	15	24	1.9	783	16.1%	177	365	2.9	24.3	6	8.3%	0.0%	91.7%	-\$90,000	-5.7%
	09/01/2021	45.4%	138	22	1	2	2	17	11	1.9	887	15.6%	228	252	1.8	14.8	19	27.8%	0.0%	72.2%	-\$151,200	-8.1%
	09/08/2021	53.2%	152	27	2	2	9	22	20	1.6	1,148	13.2%	241	439	2.9	20.0	4	15.0%	0.0%	85.0%	-\$105,000	-6.0%
October	09/14/2021	60.3%	120	17	3	6	2	31	20	0.9	1,618	7.4%	525	334	2.8	10.8	9	26.7%	0.0%	73.3%	-\$88,215	-5.0%
	09/21/2021	49.6%	137	23	4	2	2	16	17	2.0	835	16.4%	181	262	1.9	16.4	6	33.3%	0.0%	66.7%	-\$153,667	-9.6%
	09/28/2021	51.1%	132	19	4	8	9	16	24	1.9	835	15.8%	214	236	1.8	14.8	7	6.3%	6.3%	87.5%	-\$25,000	-1.5%
	10/06/2021	58.7%	121	26	2	1	3	25	16	1.1	1,305	9.3%	296	333	2.8	13.3	5	26.9%	0.0%	73.1%	-\$171,714	-8.5%
November	10/13/2021	46.0%	113	18	2	8	5	14	15	1.9	731	15.5%	217	316	2.8	22.6	4	7.7%	7.7%	84.6%	-\$91,524	-5.3%
	10/20/2021	52.9%	107	13	0	3	5	15	16	1.6	783	13.7%	365	224	2.1	14.9	10	20.0%	13.3%	66.7%	-\$208,667	-11.6%
	10/27/2021	59.3%	106	17	1	10	2	24	26	1.0	1,253	8.5%	447	274	2.6	11.4	8	17.4%	4.3%	78.3%	-\$117,278	-6.4%
	11/03/2021	49.7%	88	19	3	2	4	12	10	1.7	626	14.0%	172	333	3.8	27.8	17	38.5%	0.0%	61.5%	-\$142,001	-6.9%
December	11/10/2021	59.2%	98	16	3	3	6	19	18	1.2	992	9.9%	330	308	3.1	16.2	6	10.5%	5.3%	84.2%	-\$62,500	-3.7%
	11/17/2021	51.0%	87	13	2	4	6	13	12	1.5	679	12.8%	276	295	3.4	22.7	6	23.1%	0.0%	76.9%	-\$320,000	-14.2%
	11/24/2021	46.1%	83	8	2	9	0	10	14	1.9	522	15.9%	308	120	1.4	12.0	26.5	40.0%	0.0%	60.0%	-\$243,750	-10.5%
	12/01/2021	66.1%	76	13	4	2	5	20	18	0.9	1,044	7.3%	399	167	2.2	8.4	16	30.0%	0.0%	70.0%	-\$91,930	-4.9%
December	12/08/2021	50.8%	67	15	0	4	5	9	11	1.7	470	14.3%	188	118	1.8	13.1	15	33.3%	0.0%	66.7%	-\$221,967	-10.9%
	12/15/2021	62.6%	65	9	1	3	4	13	17	1.1	679	9.6%	430	130	2.0	10.0	4	0.0%	27.3%	72.7%	-	-
	12/22/2021	45.5%	59	6	0	2	2	3	10	4.5	157	37.7%	114	96	1.6	32.0	4	0.0%	0.0%	100.0%	-	-
	12/29/2021																					

Less Competitive

**\$1,500,000-\$2,000,000 2021**

Greater Metro Denver Attached and Detached Residential Strategy Sheet by Week- \$1,500,000 - \$2,000,000																						
Date Range		Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction
2022																						
January	12/20/2021-01/04/2022	40.2%	51	4	3	18	1	7	13	1.7	365	14.0%	315	83	1.6	11.9	8	14.3%	0.0%	85.7%	-\$31,000	-2.0%
	01/05/2022-01/11/2022	60.1%	52	11	5	2	1	12	9	1.0	626	8.3%	252	270	5.2	22.5	4	25.0%	0.0%	75.0%	-\$220,000	-9.8%
	01/12/2022-01/18/2022																					
	01/19/2022-01/25/2022																					
	01/26/2022-01/28/2022																					
	01/29/2022-02/04/2022																					
	02/05/2022-02/11/2022																					

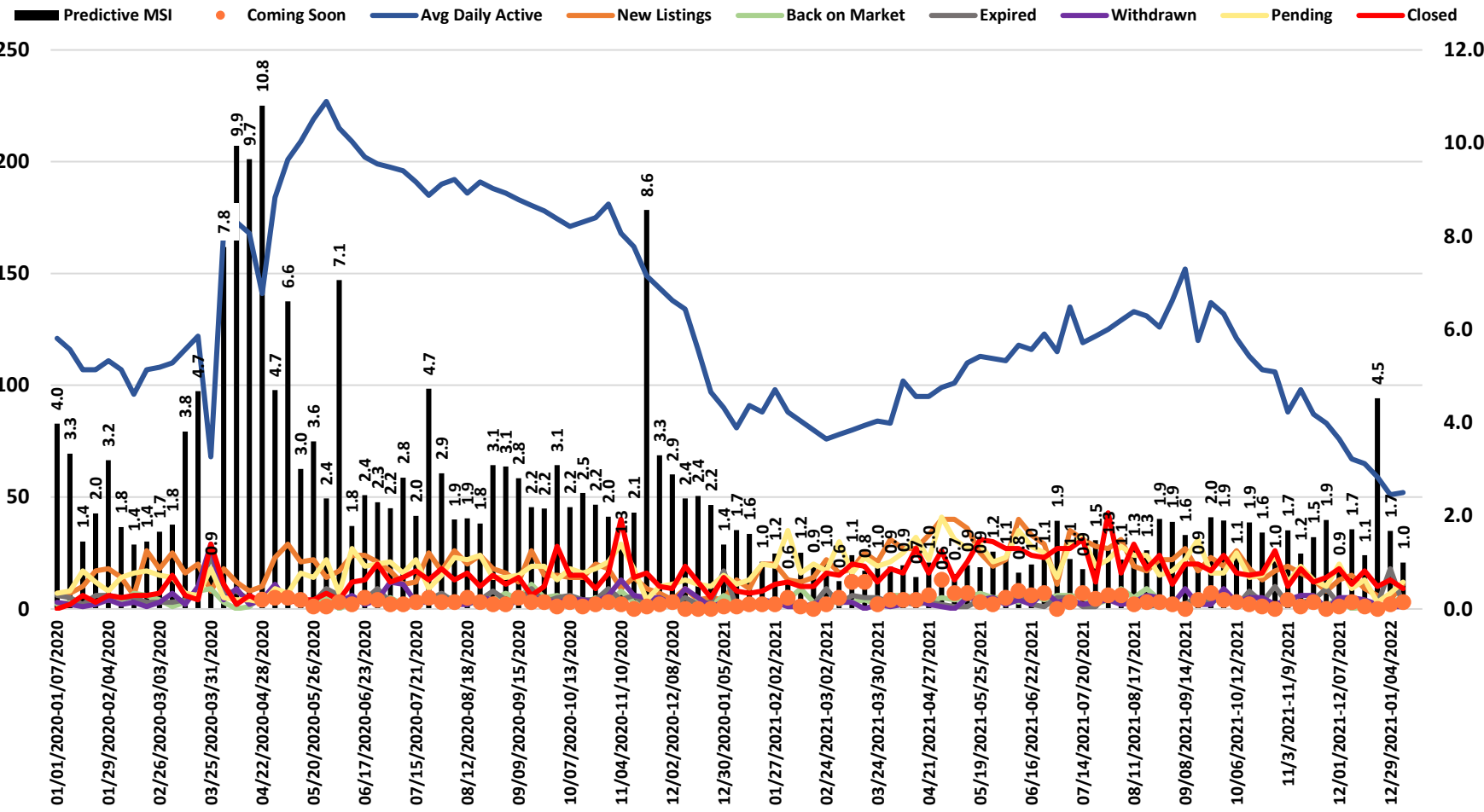
More Competitive

Less Competitive

\$1,500,000-\$2,000,000 2022



Greater Metro Denver Attached and Detached Residential \$1,500,000-\$2,000,000  
Market Response to COVID-19 Market Metrics

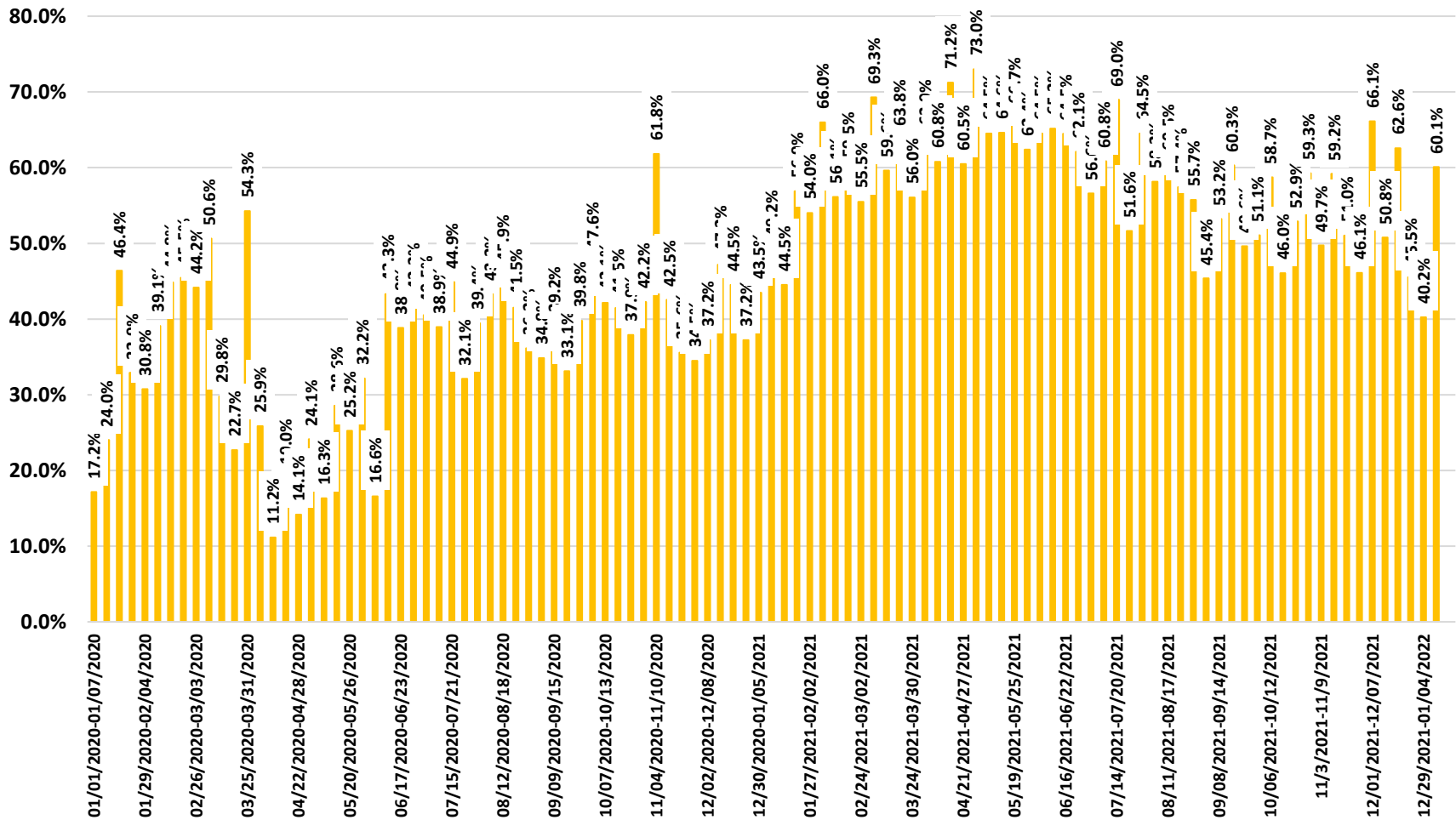


\$1,500,000-\$2,000,000

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	1.0	3	52	11	5	2	1	12	9
WOW	-40.5%	50.0%	2.0%	175.0%	66.7%	-88.9%	0.0%	71.4%	-30.8%
1 Year Ago	-41.2%	-	-35.8%	-15.4%	-	100.0%	#DIV/0!	9.1%	12.5%

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Greater Metro Denver Attached and Detached Residential \$1,500,000-\$2,000,000  
Market Response to COVID-19 Odds of Selling by Week



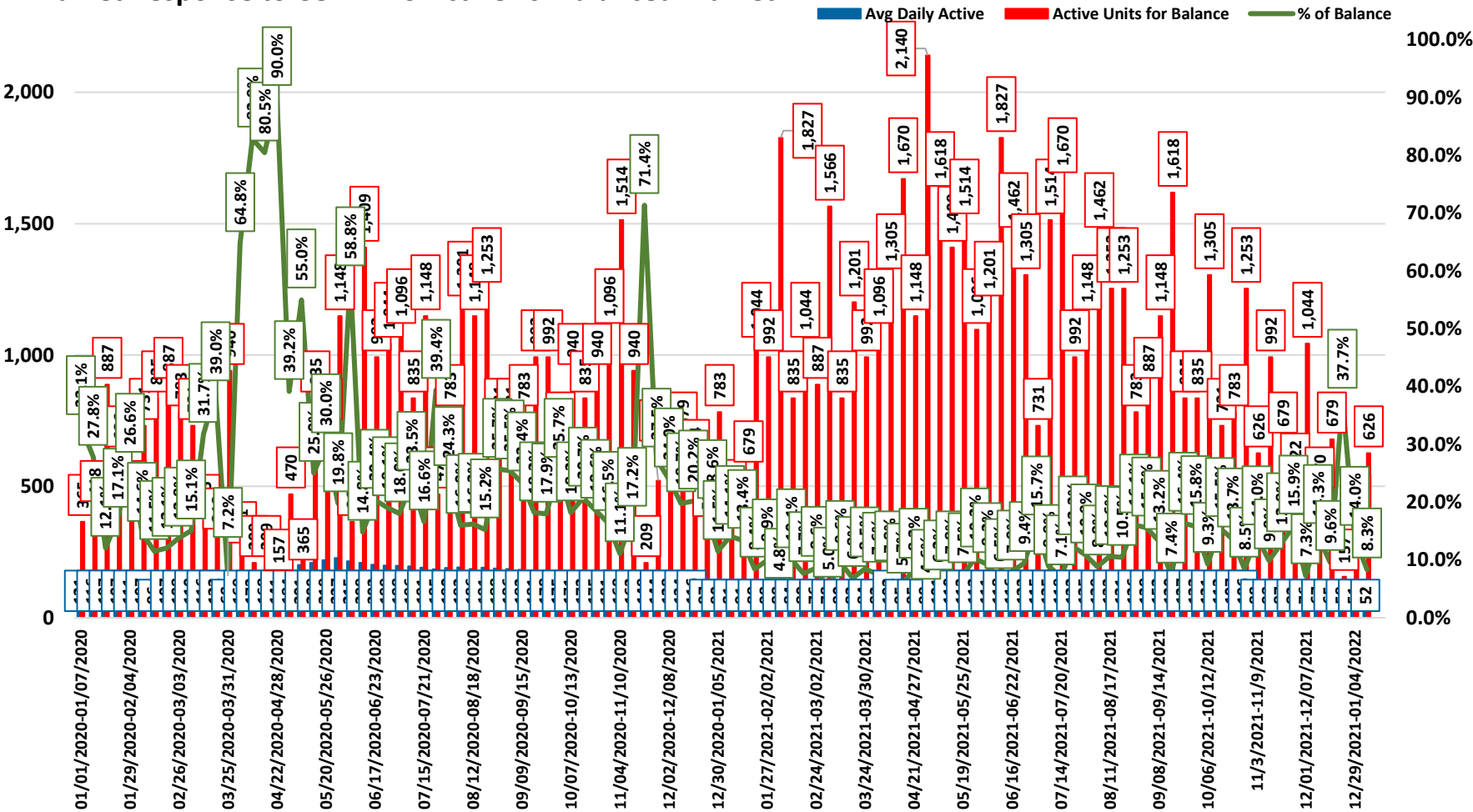
Metric	Odds of Selling
Current	60.1%
WOW	19.9%
1 Year Ago	10.9%

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\$1,500,000-\$2,000,000

# Greater Metro Denver Attached and Detached Residential \$1,500,000-\$2,000,000

## Market Response to COVID-19 Active vs. Balanced Market

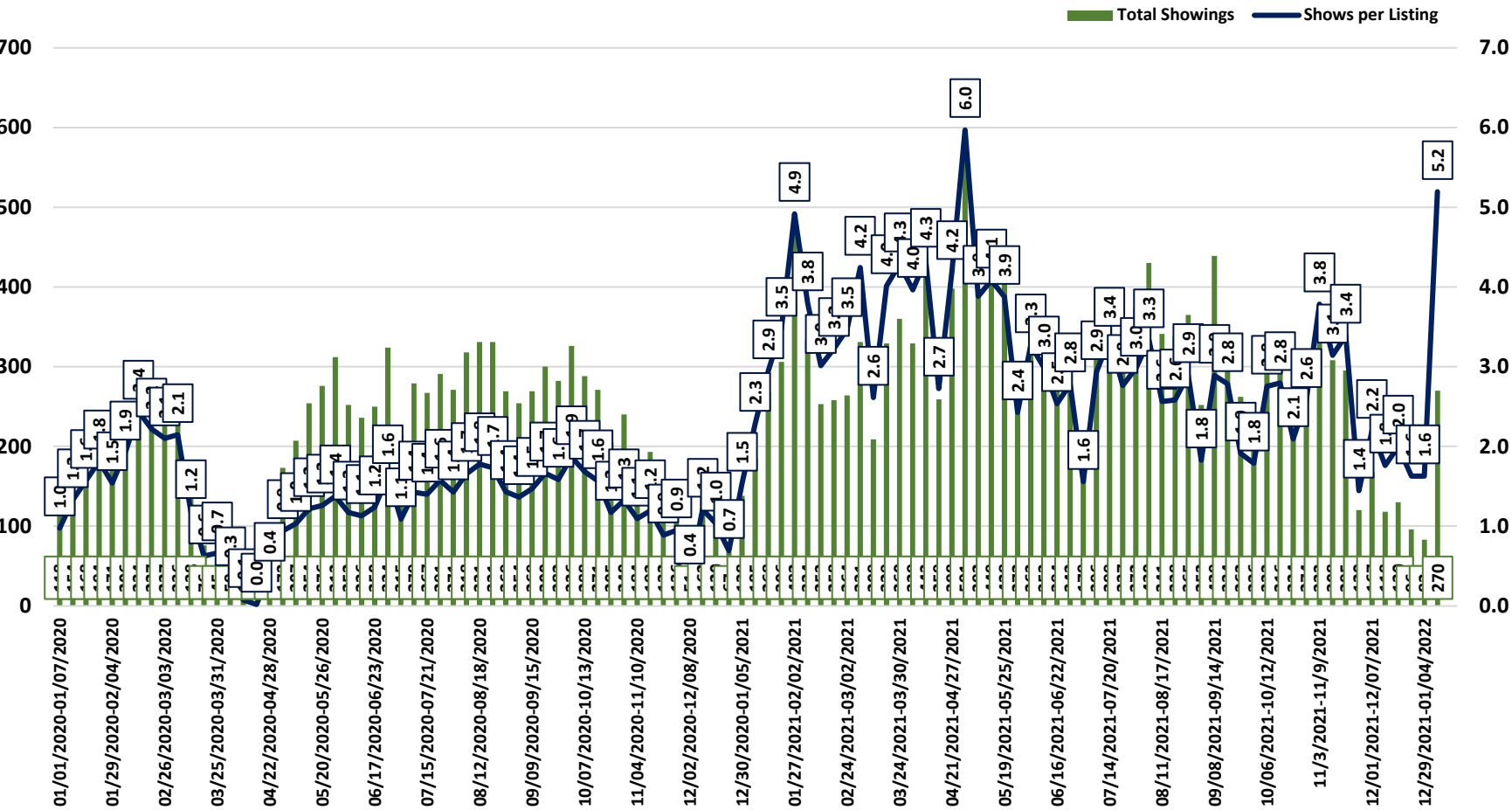


Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	52	626	8.3%
WOW	2.0%	71.4%	-5.7%
1 Year Ago	-35.8%	9.1%	-5.8%

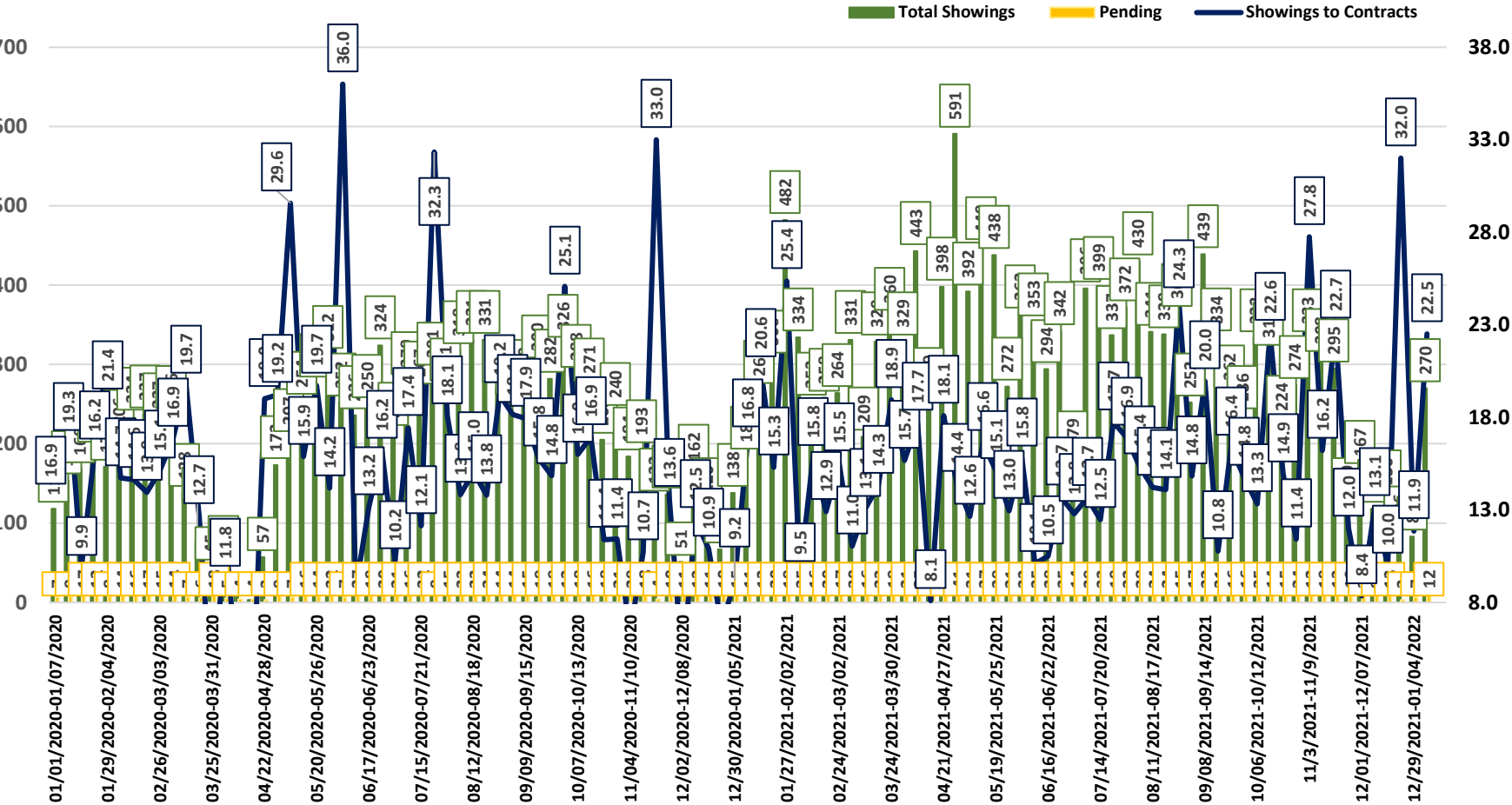
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\$1,500,000-\$2,000,000

Greater Metro Denver Attached and Detached Residential \$1,500,000-\$2,000,000  
Market Response to COVID-19 Showings



Greater Metro Denver Attached and Detached Residential \$1,500,000-\$2,000,000  
Market Response to COVID-19 Showings vs. Contracts



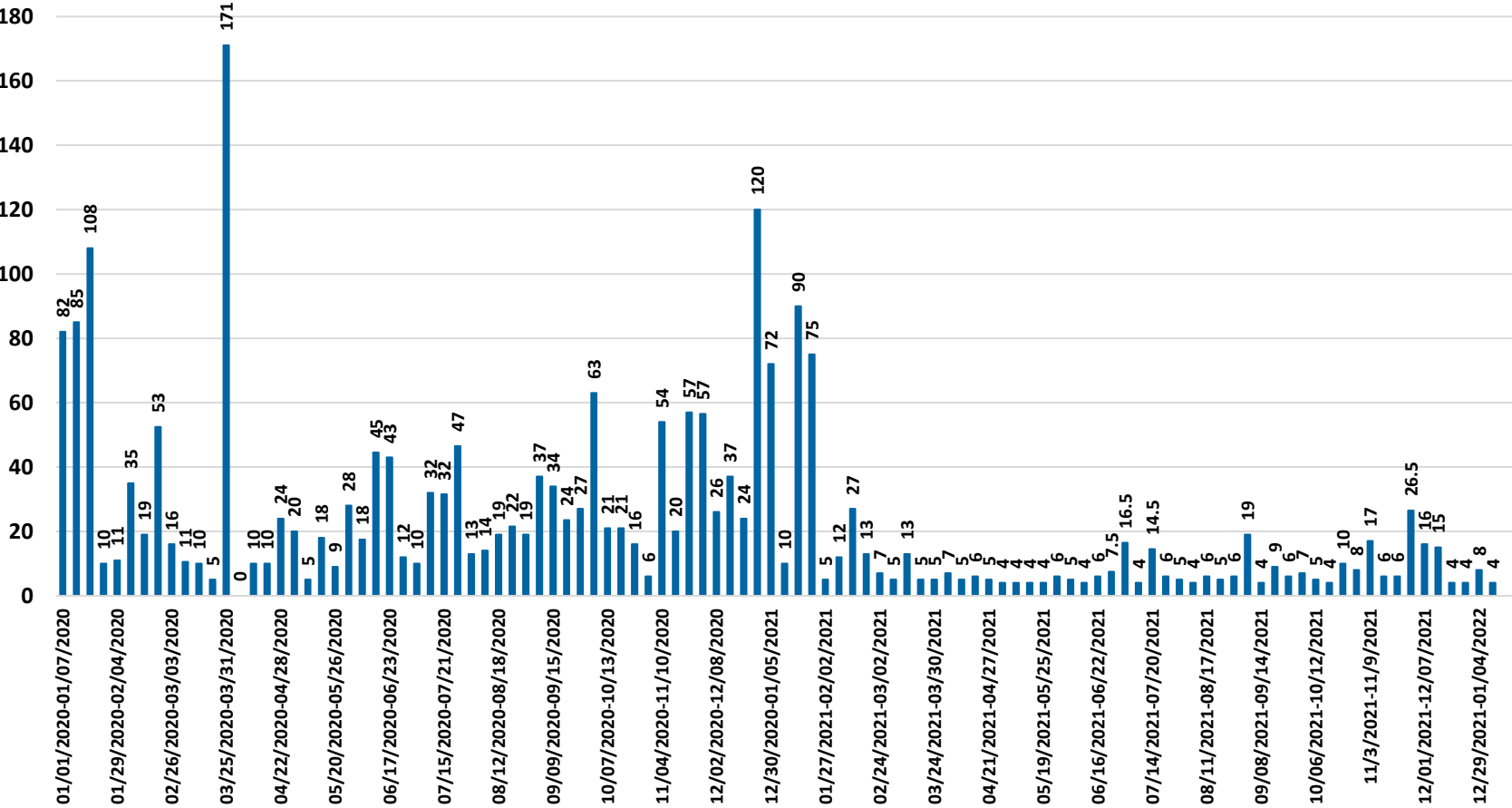
Metric	Total Showings	Pending	Shows to Contracts
Current	270	12	22.5
WOW	225.3%	71.4%	89.8%
1 Year Ago	45.9%	9.1%	33.8%

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\$1,500,000-\$2,000,000

# Greater Metro Denver Attached and Detached Residential \$1,500,000-\$2,000,000

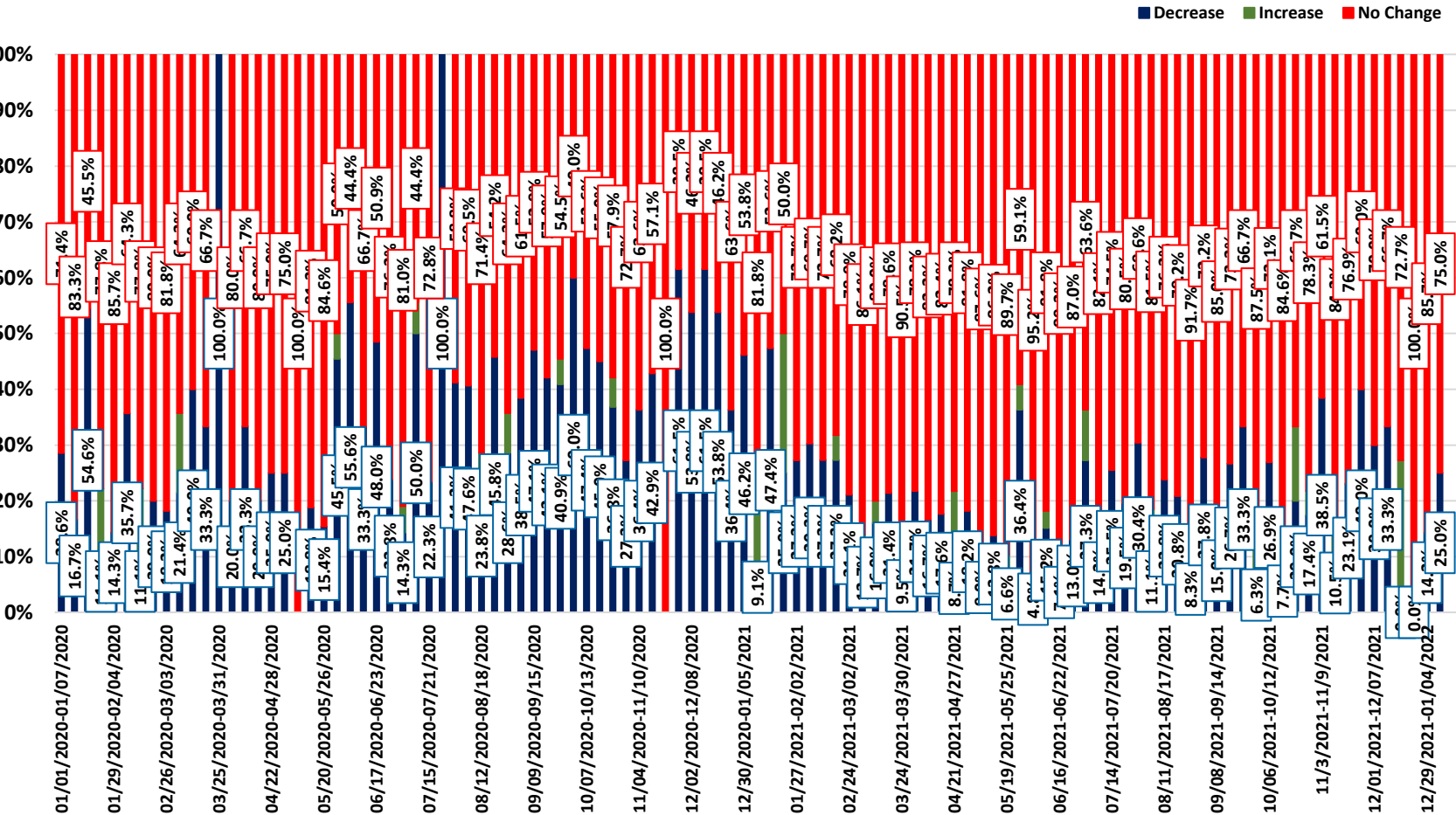
## Market Response to COVID-19 Median Days on Market for Pending Home Sales



Metric	DOM
Current	4
WOW	-50.0%
1 Year Ago	-60.0%

\$1,500,000-\$2,000,000

Greater Metro Denver Attached and Detached Residential \$1,500,000-\$2,000,000  
Market Response to COVID-19 Price Reductions for Pending Transactions

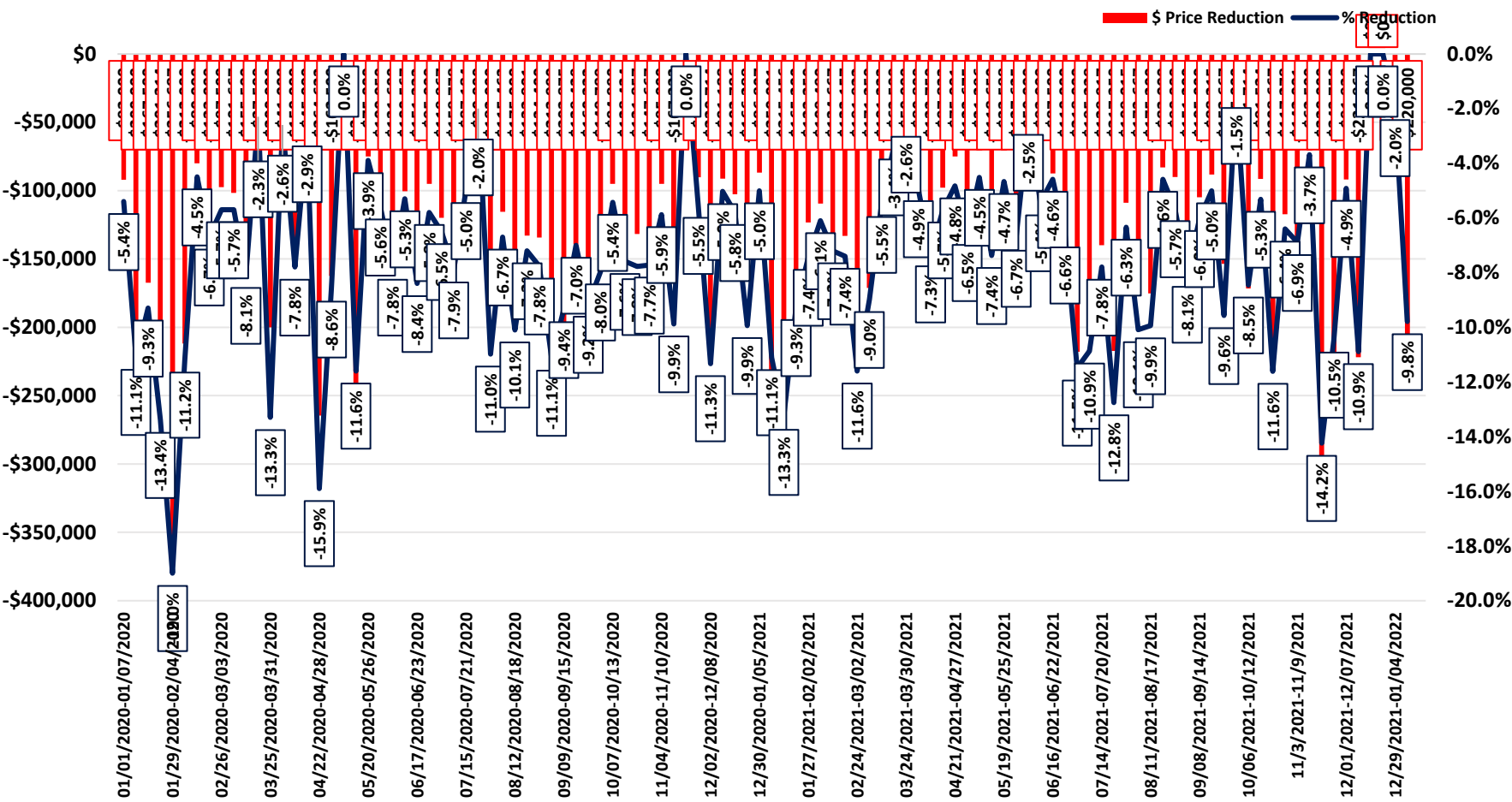


Metric	Decrease	Increase	No Change
Current	25.0%	0.0%	75.0%
WOW	10.7%	0.0%	-10.7%
1 Year Ago	15.9%	-9.1%	-6.8%

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\$1,500,000-\$2,000,000

Greater Metro Denver Attached and Detached Residential \$1,500,000-\$2,000,000  
Market Response to COVID-19 Size of Price Reductions for Pending Transactions



Metric	\$ Reduction	% Reduction
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Current	-\$220,000	-9.8%
WOW	609.7%	-7.8%
1 Year Ago	-12.0%	1.3%

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\$1,500,000-\$2,000,000



**\$2,000,000-\$3,000,000**

**0.6%**

of homes in the 7 Metro Counties are between \$2,000,000 - \$3,000,000

**\$2,000,000-\$3,000,000**

# Strategy Sheet Pre-COVID-19

[illegible]

Based on previous years in this cycle (2013-2019) these values represent historically Pre-COVID-19 when the market was competitive by month.

The market was likely to favor those sellers were are ready to take advantage of early buyer activity by listing March-May.

Sellers late to the market in the summer months were more likely to spend longer on the market, make price reductions and sell at lower prices than spring sellers.

Buyers were most likely to have negotiating power in the mid summer-fall.

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Less Competitive  More Competitive



Typical trends do not line up with post COVID market dynamics. It's more important than ever to pay attention to current market trends rather than relying on historical data.

The market favors sellers more deeply than ever, not only seasonally but historically. The odds of selling, median days on market, lowest levels of inventory and interest rates are the primary driving metrics forcing our market into an extended selling season.

Sellers resistant to shifting their marketing strategy will be quickly left behind and may find themselves missing out on some of the best market conditions ever experienced in Metro Denver.

**\$2,000,000-\$3,000,000**



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# \$3,000,000 or More

# 0.2%

of homes in the 7 Metro Counties are between \$2,000,000 - \$3,000,000

**\$3,000,000 or More**

# Strategy Sheet Pre-COVID-19

## Pre-COVID-19 Greater Metro Denver Attached and Detached Single Family Historic Cycle

[illegible]

Based on previous years in this cycle (2013-2019) these values represent historically Pre-COVID-19 when the market was competitive by month.

The market was likely to favor those sellers were are ready to take advantage of early buyer activity by listing March-May.

Sellers late to the market in the summer months were more likely to spend longer on the market, make price reductions and sell at lower prices than spring sellers.

Buyers were most likely to have negotiating power in the mid summer-fall.

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**\$3,000,000 or More**



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# Terms, Definitions and Calculations

<b>Target Listing Month</b>	Based upon the sale date of the property, backing out the average time from the date the property is listed until it is placed under contract and the time the property spends from the date it is placed under contract until the closing date. This is used to determine the date that sellers need to list in order to hit their goal closing month.
<b>Target Sold Month</b>	Almost all metrics in this table are based off properties that close, so the data presented in each cell is based off properties that closed in that month.
<b>Active Count</b>	This is the number of units currently for sale in the 7 Metro County Region on a specific date, the 4th of each month. Essentially, if a buyer were to go out and see every property for sale on a given date this is how many homes they would have to choose from. Sellers have a larger advantage when lower counts of homes are for sale, when supply is short buyers are more likely to have to compete against each other which drives prices up.
<b>Pending Count</b>	This is the number of total units placed under contract where a buyer and seller mutually agree to terms of a negotiated contract. When this count is higher it is more favorable for sellers, the larger the potential pool of buyers the more likely a home is to sell.
<b>Closed Count</b>	This is the number of total units closed, or successful transactions resulting from a buyer and seller mutually agreeing and fully executing the terms of a real estate contract. Same as under contract, sellers have a larger advantage when this count is higher to sell their house.
<b>Expired Count</b>	Expired Count represents homes where the listing contract has past it's expiration date and are no longer marketed for sale. If the expired count rises this is unfavorable for the seller as fewer homes are receiving offers and allows for the buyer to have more negotiating power. If this number is low, more homes are selling which favors the seller.
<b>Odds of Selling</b>	The Odds of Selling is a ratio of homes for sale in each month, those that went under contract and closed vs those that remained in the market and did not sell in that same month. Since this is a direct ratio of the buyers and sellers in a market, the higher this number is the more likely it is that a home will sell, which is advantageous to the seller. If this number is lower, that means that buyers will have more negotiating power and be less likely to compete against multiple offers.
<b>% of Close/List</b>	The percent of asking price received by the seller from the closed transaction. If this number is over 100% it means that multiple offers are likely at this time of year, due to lower listing counts and more buyers writing contracts. This number is typically highest in the late spring-early summer months as a result of multiple offers due to low supply and more buyer activity.
<b>Avg DOM</b>	Average Days on Market is the average length of time it takes from the date the property is listed until the property receives a contract for purchase from a buyer. Shorter days on market favor the seller, while longer days on market favor the buyer. If homes are selling very quickly this is also an indication of more buyer activity- days on market are at their shortest for homes closing in April, May and June- as a result of homes being listed in March, April and May. For the last 6 years this has been the trend and is likely to continue in 2019.
<b>Med DOM</b>	Median Days on Market is the time measured in days at which point 50% of the properties for sale have gone under contract. Same as above- but using median days on market rather than average.
<b>% U/C 7 Days or Less</b>	The percentage of units in that month that went under contract withing one week of being listed. Again, the faster homes sell, the larger and more competitive the pool of potential buyers is for properties in Denver. The fastest months are represented by those homes listed in March, April and May.
<b>% of Reduced Listings</b>	The percentage of all closed transactions that experienced one or more price reductions from the Original List Date until the date the property is place under contract. This metric only tracks the amount the price had been reduced and not any additional negotiations once a contract has been offered or accepted.
<b>Average Price Reduction</b>	The average price reduction, or difference between the original list price and the last asking price when a property is placed under contract expressed as a % of the Original List Price. This price does not reflect how many price reductions but rather the entire amount reduced regardless if it was in one or multiple price reductions.
<b>Months of Inventory</b>	The Months of Inventory is how long it would take to sell out of the existing inventory for sale at the current rate of sales (Active/Sold). A 6-month supply of homes is a market in equilibrium where buyer and seller are on an even playing field, and typically represents when appreciation matches the rate of inflation. Denver has averaged about 4-4.5 of inventory over the last 15 years. The lower this number is the more it favors the seller.
<b>% Change Avg Sold Price MOM</b>	This is the percent change in average sales price from the previous month. Price is a function of the relationship between supply and demand. If supply or homes being listed is low or going down (like in late winter and early spring) and demand is rising, early buyer activity prices rise. The shortest supply is in the months of January, February, March and April, buyers begin to search for their home early in the year, so demand is rising. If supply is down and demand is up prices rise due to multiple offers on homes.
<b>% Change Med Sold Price MOM</b>	This is the percent change in median sales price from the previous month. Same statement as above, just using median price as the variable.
<b>% Distressed Sales</b>	This is the overall percent of distressed properties that closed, including short sales, HUD or government sales and foreclosures. When the level of distressed homes is higher, sellers are in a position to sell homes at lower prices than the value of the current loan on the house- selling for a loss. This is an indicator if a market is declining. With close to zero percent anticipated distressed sales sellers have equity in their homes so when they sell, they are profitable.

# Sourcing Page

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