

METRO DENVER MARKET REVIEW

MEGAN ALLER

ACCOUNT EXECUTIVE

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September 15th – 21st, 2021



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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

Strategy Sheet Pre-COVID-19

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

All Prices	Target Listing Month	November	December	January-February	March	April	May	June	Early July	Late July	August	September	October
	Target Closing Month	January	February	March	April	May	June	July	August	September	October	November	December
Active Count	4,580	4,500	4,704	5,186	5,852	6,460	6,777	6,787	6,812	6,163	5,129	4,108	
Pending Count	2,539	2,842	3,573	3,882	4,089	3,932	3,664	3,578	3,154	3,193	2,593	1,979	
Closed Count	1,986	2,174	3,018	3,296	3,876	4,096	3,911	3,754	3,304	3,222	2,795	2,869	
Expired Count	609	476	504	457	477	576	594	714	732	815	696	1,149	
Odds of Selling	47.9%	51.3%	56.5%	56.5%	56.2%	53.6%	50.9%	49.7%	46.4%	48.2%	48.3%	48.5%	
% of Close/List	99.3%	99.7%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	99.7%	99.6%	99.4%	
Avg DOM	45	43	36	29	25	22	23	25	28	31	34	39	
Med DOM	22	17	10	7	7	7	8	10	12	14	17	20	
% U/C 7 Days or Less	32.3%	41.9%	49.7%	55.4%	56.7%	54.4%	50.0%	44.5%	40.6%	37.4%	34.8%	32.5%	
Months of Inventory	2.32	2.1	1.6	1.6	1.5	1.6	1.7	1.8	2.1	1.9	1.9	1.4	
% of Reduced Listings	33.2%	26.9%	22.1%	18.9%	18.4%	19.5%	22.8%	27.4%	31.1%	33.3%	36.4%	37.7%	
Average Price Reduction	-5.6%	-5.5%	-5.4%	-5.1%	-4.9%	-4.7%	-4.8%	-5.0%	-5.1%	-5.3%	-5.3%	-5.3%	
% Change Avg Sold Price MOM	-0.9%	3.1%	2.2%	4.9%	0.7%	-0.7%	-0.7%	-3.0%	-0.1%	-0.1%	0.0%	-0.8%	
% Change Med Sold Price MOM	-0.7%	3.3%	3.4%	2.8%	1.3%	0.4%	-0.8%	-1.9%	-1.2%	0.4%	-0.9%	0.6%	
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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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Strategy Sheet Post COVID-19 2020 Actual

Greater Metro Attached and Denver Detached Single Family 2020 Actual Post COVID-19

All Prices	Target Listing Month	November-December	January	February	March	April	May	Early June	Mid-Late June	August	Late August-September	October	November-Early December
	Target Sold Month	January	February	March	April	May	June	July	August	September	October	November	December
Active	2,554	2,967	3,719	3,949	3,998	3,343	3,436	2,719	4,853	3,843	3,299	2,158	
Pending	3,064	3,176	3,280	2,284	4,652	4,988	4,350	4,808	5,716	5,715	4,510	2,870	
Closed	1,986	2,316	2,988	2,555	2,298	4,099	4,669	4,173	5,775	5,879	4,857	5,238	
Expired	489	381	446	412	372	398	412	463	700	704	565	819	
Odds of Selling	62.4%	62.1%	60.1%	52.6%	51.7%	70.8%	72.0%	73.4%	67.4%	71.8%	70.8%	73.1%	
% of Close/List	98.8%	99.4%	100.1%	100.5%	99.5%	99.9%	100.2%	100.4%	100.3%	100.3%	100.6%	100.5%	
Avg DOM	43	35	27	18	21	22	23	21	22	23	21	22	
Med DOM	23	10	6	5	8	7	7	6	6	6	6	7	
% U/C 7 Days or Less	29.5%	45.8%	60.1%	62.3%	50.3%	51.4%	53.8%	56.7%	55.5%	54.3%	55.6%	54.2%	
Months of Inventory	1.30	1.3	1.2	1.5	1.7	0.8	0.7	0.7	0.8	0.7	0.7	0.4	
% of Reduced Listings	14.9%	17.0%	21.2%	14.8%	20.8%	22.8%	25.0%	24.2%	24.1%	24.0%	23.6%	22.9%	
Average Price Reduction	-5.2%	-5.2%	-4.2%	-4.2%	-4.2%	-3.1%	-4.0%	-4.2%	-4.2%	-4.4%	-4.2%	-4.4%	
% Change Avg Sold Price MOM	-0.4%	3.1%	5.5%	-1.0%	-2.6%	3.6%	4.8%	0.0%	0.1%	4.4%	-2.8%	-0.1%	
% Change Med Sold Price MOM	1.6%	2.4%	3.5%	-0.5%	-0.7%	1.5%	3.1%	0.0%	0.0%	3.3%	-2.2%	-1.0%	
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

COVID-19 and watching the Metro Denver Real Estate market respond balked all prior sales trends making predictability impossible.

The necessity for observing pending transactions over closed transactions due to the lag in reporting as it relates to actual current market conditions became paramount.

Metro Denver sprung back with full force post deeper levels of restriction and social distancing measures creating the most unique market ever experienced by consumers and professionals alike.

While conditions continue to be fueled by historically low inventory, low rates and overall uncertainty data will be at the forefront of creating effective marketing and communication strategies for buyers and sellers.

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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

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	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%	-\$2,969	-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%
February	01/28/2020	62.6%	3,814	1,084	215	286	100	1,284	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%
	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%
	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%
March	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	0.9	38,654	11.9%	132	28,214	6.2	19.1	5	14.5%	4.4%	81.1%	-\$20,436	-3.6%
	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%
April	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%
	04/07/2020	49.9%	5,521	778	229	175	300	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%
	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%
May	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%
	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%
June	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%
	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%
July	06/16/2020	66.2%	6,037	1,667	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%
	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%
	06/30/2020	61.9%	5,814	1,212	287	131	169	1,401	986	1.0	36,566	15.9%	144	16,226	2.8	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	19,881	5.2	16.8	6	24.5%	3.2%	72.3%	-\$20,582	-4.5%
August	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%
	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%
September	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%
	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%
	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%
October	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%
	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%
November	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%
	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%
December	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%
	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%
	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	227	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%
December	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%
	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	97	518	705	1.1	19,520	17.6%	169	7,313	3.1							

Greater 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	
2021																						
January	12/09/2020-01/05/2021	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%
	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%
	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%
March	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%
	03/10/2021-03/16/2021	80.3%	1,882	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%
	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	-3.1%
April	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%
	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%
	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%
May	04/28/2021-05/04/2021	85.9%	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%
	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%
	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%
June	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%
	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%
	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%
July	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%
	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%
	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%
August	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%
	08/25/2021-08/31/2021	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%
	09/01/2021-09/07/2021	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%
	09/08/2021-09/14/2021	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%
September	09/15/2021-09/21/2021	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%
	09/22/2021-09/28/2021																					

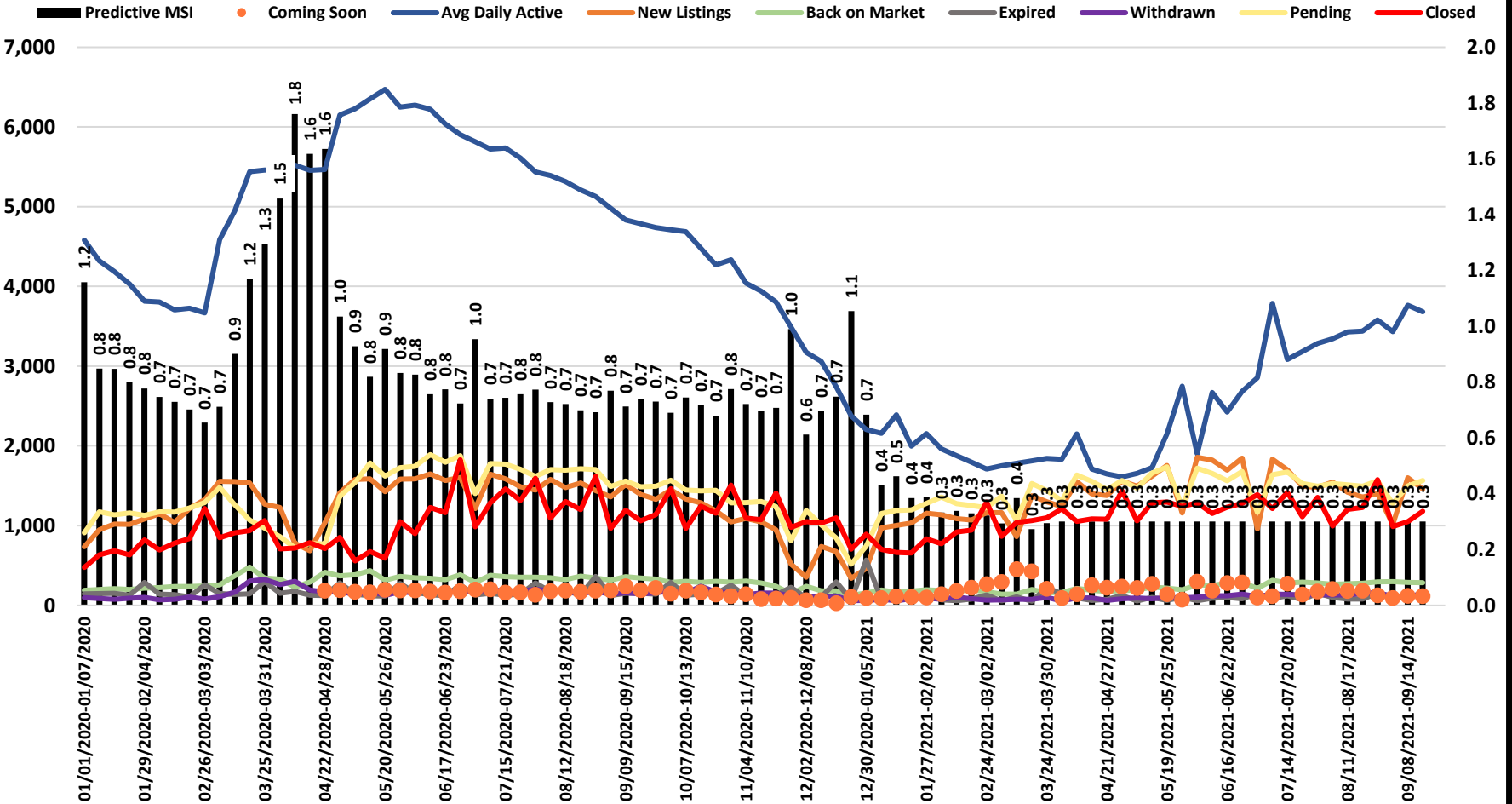
More Competitive

All Prices 2021

Less Competitive

Greater Metro Denver Attached and Detached Residential All Prices

Market Response to COVID-19 Market Metrics

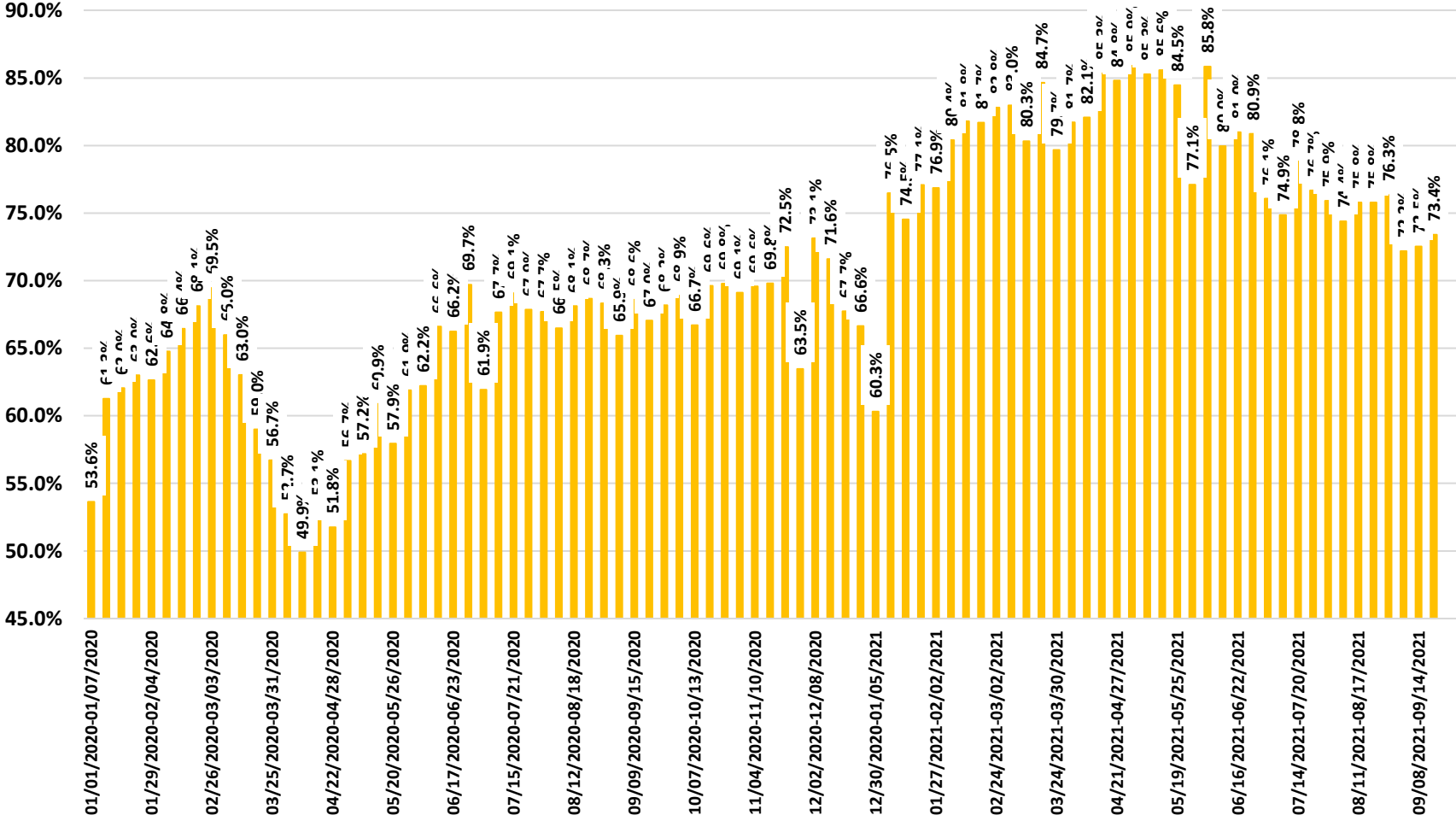


All Prices

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	0.3	115	3,680	1,459	283	148	145	1,565	1,178
WOW	0.0%	-1.7%	-2.2%	-8.8%	-1.0%	46.5%	27.2%	4.4%	12.2%
1 Year Ago	-59.4%	-	-23.1%	4.9%	-17.3%	-2.6%	0.0%	5.2%	11.1%

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Greater Metro Denver Attached and Detached Residential All Prices Market Response to COVID-19 Odds of Selling by Week



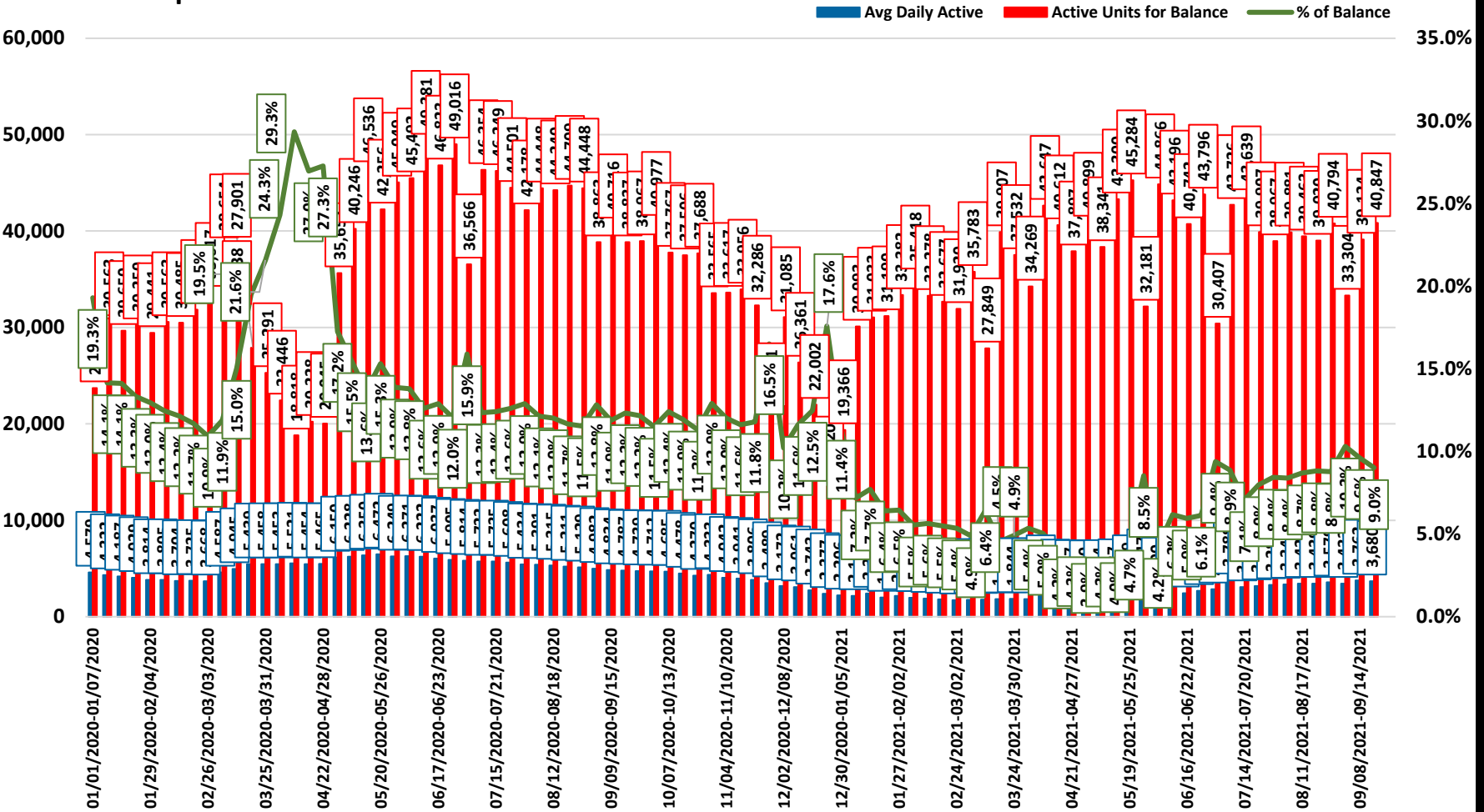
Metric	Odds of Selling
Current	73.4%
WOW	0.9%
1 Year Ago	6.4%

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All Prices

Greater Metro Denver Attached and Detached Residential All Prices

Market Response to COVID-19 Active vs. Balanced Market



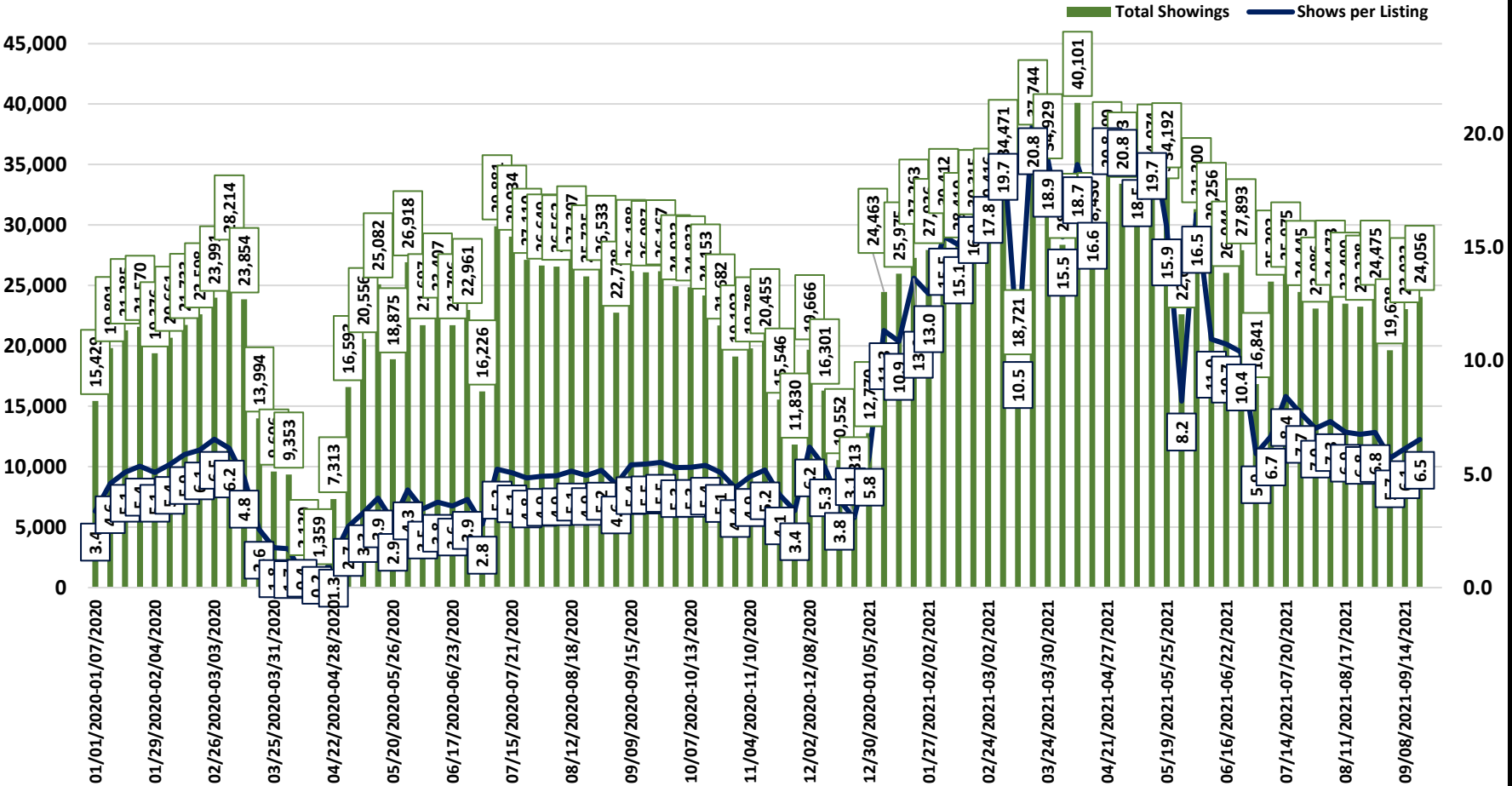
All Prices

Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	3,680	40,847	9.0%
WOW	-2.2%	4.4%	-0.6%
1 Year Ago	-23.1%	5.2%	-3.3%

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Greater Metro Denver Attached and Detached Residential All Prices

Market Response to COVID-19 Showings



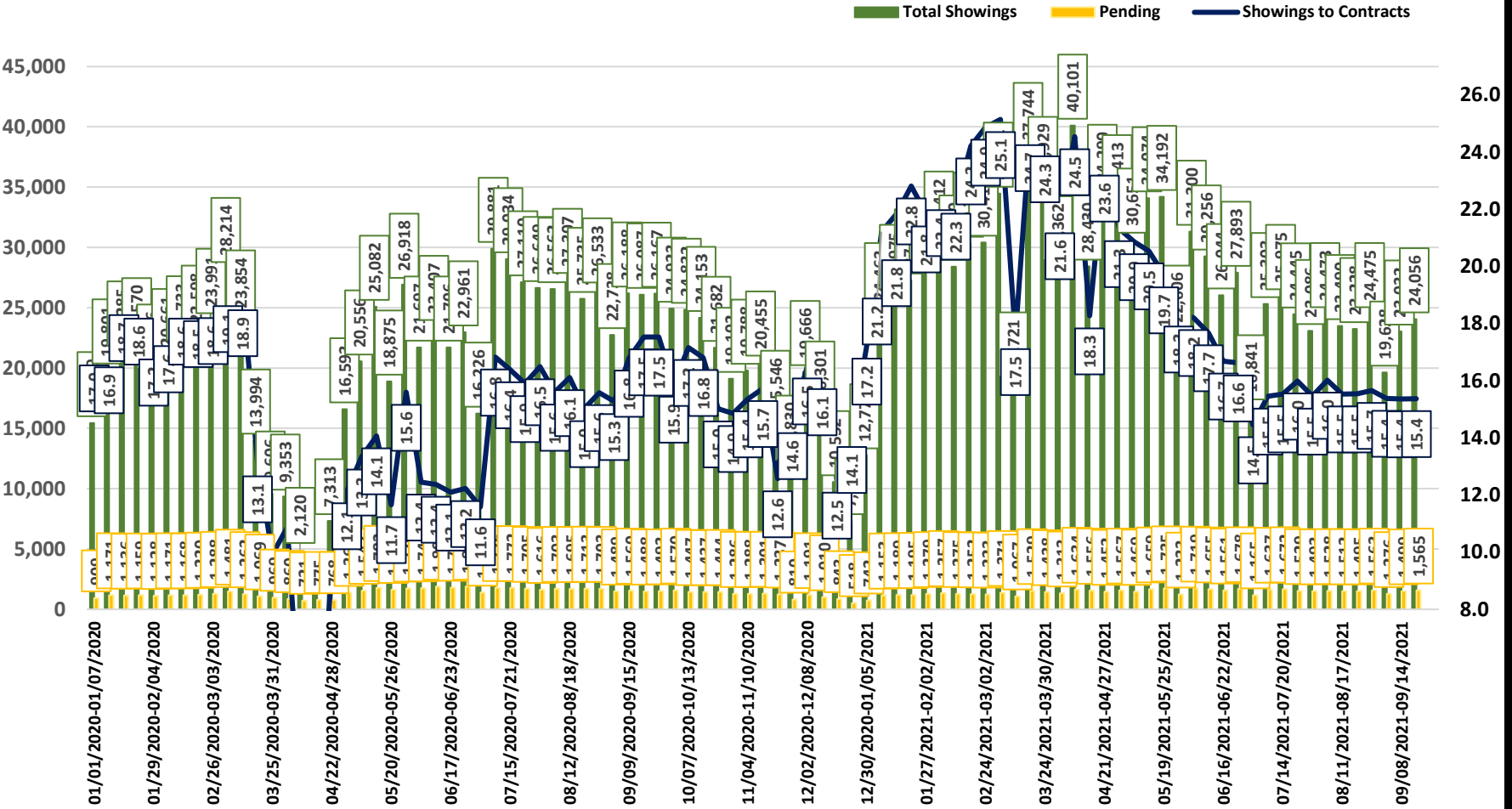
All Prices

Metric	Total Showings	Shows per Listing
Current	24,056	6.5
WOW	4.4%	6.8%
1 Year Ago	-7.8%	19.9%

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Greater Metro Denver Attached and Detached Residential All Prices

Market Response to COVID-19 Showings vs. Contracts



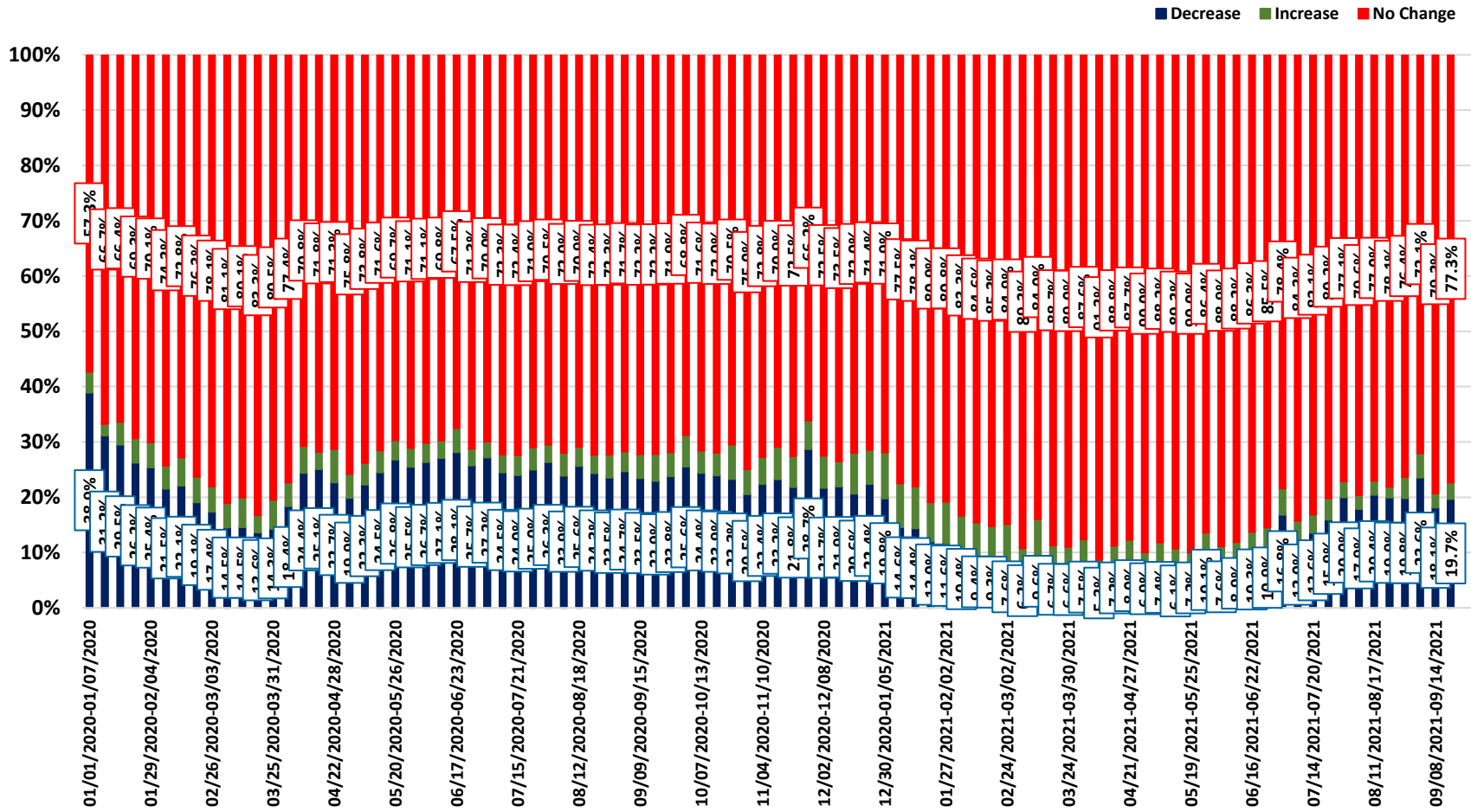
All Prices

Metric	Total Showings	Pending	Shows to Contracts
Current	24,056	1,565	15
WOW	4.4%	4.4%	0.0%
1 Year Ago	-7.8%	5.2%	-12.3%

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Greater Metro Denver Attached and Detached Residential All Prices

Market Response to COVID-19 Price Reductions for Pending Transactions

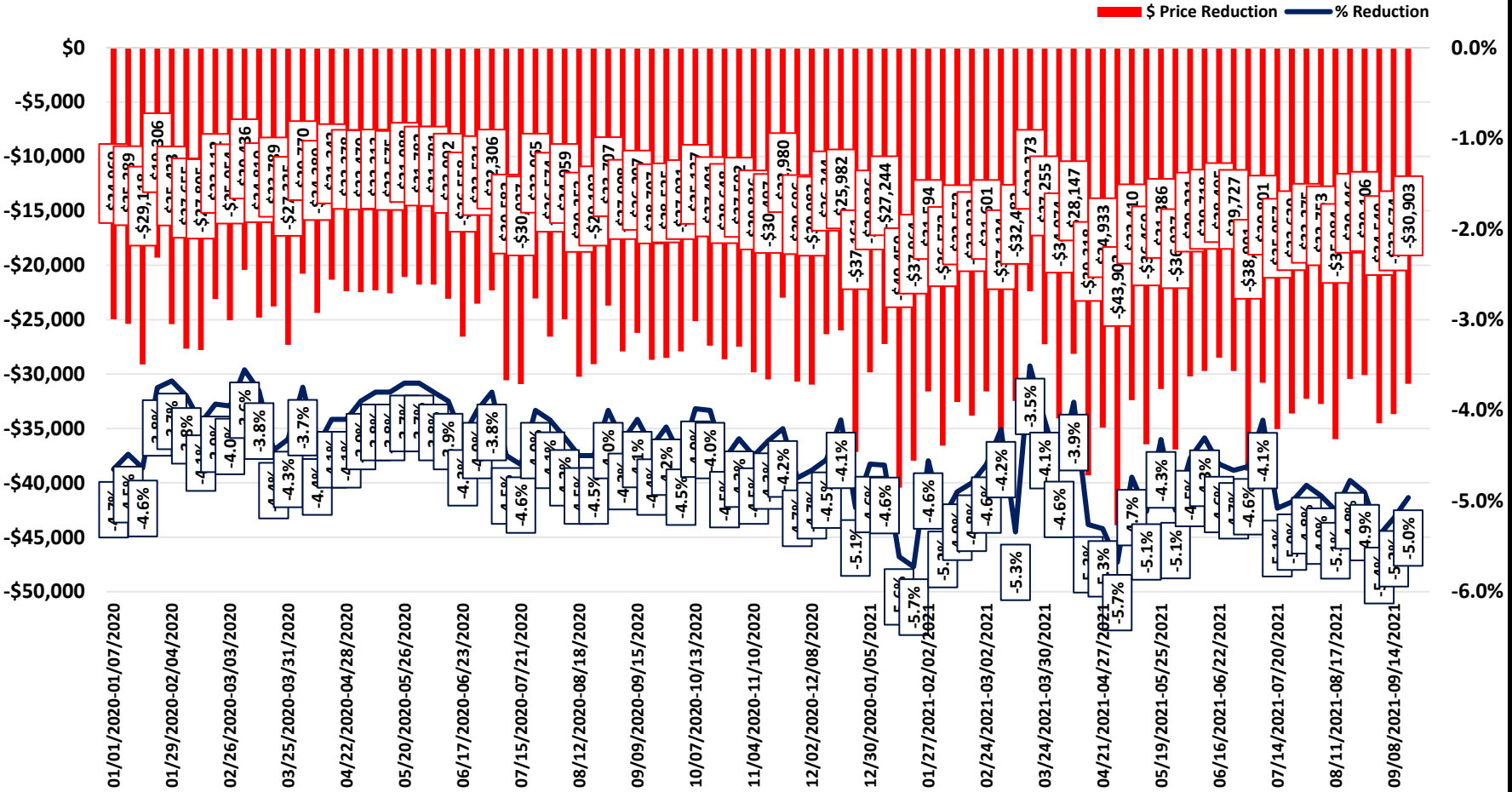


Metric	Decrease	Increase	No Change
Current	19.7%	3.0%	77.3%
WOW	1.5%	0.5%	-2.0%
1 Year Ago	-3.3%	-1.9%	5.2%

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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



All Prices

Metric	\$ Reduction	% Reduction
Current	-\$30,903	-5.0%
WOW	-8.2%	0.2%
1 Year Ago	7.7%	-0.6%

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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

	Target Listing Month	November	December	January-February	March	April	May	June	Early July	Late July	August	September	October
	Target Closing Month	January	February	March	April	May	June	July	August	September	October	November	December
Active Count	2,636	2,483	2,518	2,761	3,130	3,531	3,793	3,854	3,859	3,434	2,775	2,152	
Pending Count	1,970	2,137	2,650	2,869	3,025	2,941	2,800	2,750	2,432	2,466	2,005	1,505	
Closed Count	1,588	1,720	2,306	2,464	2,868	3,016	2,915	2,842	2,554	2,467	2,158	2,202	
Expired Count	373	289	308	270	278	313	338	401	423	462	381	653	
Odds of Selling	57.4%	60.9%	65.5%	65.1%	64.6%	61.6%	58.7%	57.5%	54.4%	56.6%	57.7%	58.3%	
% of Close/List	99.5%	99.8%	100.0%	100.3%	100.4%	100.2%	100.0%	100.0%	100.0%	99.9%	99.8%	99.8%	
Avg DOM	37	36	28	22	18	17	17	20	23	25	28	32	
Med DOM	19	14	9	7	6	6	7	9	11	13	15	17	
% U/C 7 Days or Less	34.7%	44.5%	53.5%	59.5%	61.2%	58.3%	53.8%	48.0%	43.6%	39.7%	37.1%	35.4%	
Months of Inventory	1.62	1.4	1.1	1.1	1.1	1.2	1.3	1.3	1.5	1.4	1.3	1.0	
% of Reduced Listings	30.9%	25.0%	19.9%	16.9%	16.0%	17.5%	20.5%	25.3%	29.2%	31.6%	34.7%	35.6%	
Average Price Reduction	-5.4%	-5.5%	-5.4%	-5.0%	-4.8%	-4.7%	-4.7%	-4.9%	-5.0%	-5.1%	-5.1%	-5.1%	
% Change Avg Sold Price MOM	-0.9%	2.0%	2.1%	1.5%	1.4%	0.4%	-0.3%	-0.7%	-0.6%	0.0%	-0.2%	0.3%	
% Change Med Sold Price MOM	-0.7%	2.4%	2.4%	1.7%	1.3%	0.5%	-0.4%	-0.8%	-0.5%	-0.2%	-0.5%	0.6%	
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Under \$500,000

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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Strategy Sheet Post COVID-19 2020 Actual

Greater Metro Attached and Denver Detached Single Family Post COVID-19 2020 Actual

Target Listing Month	November	December-January	February	March	April	May	June	July	August	September	October	November
	January	February	March	April	May	June	July	August	September	October	November	December
Active	2,447	2,436	3,018	3,551	3,407	2,923	3,102	2,743	2,741	2,521	1,775	1,277
Pending	2,801	2,609	2,798	1,951	3,809	4,063	3,642	3,817	3,240	3,145	2,677	2,001
Closed	2,159	2,450	2,830	2,377	2,208	3,718	4,117	3,625	3,565	3,482	2,939	2,973
Expired	367	315	392	327	279	317	320	402	382	363	284	392
Odds of Selling	63.8%	64.8%	62.3%	52.7%	62.0%	70.6%	69.4%	70.3%	68.5%	69.7%	73.2%	74.9%
% of Close/List	98.9%	99.5%	100.0%	100.0%	99.5%	99.8%	100.1%	100.2%	100.3%	100.2%	100.3%	100.3%
Avg DOM	37	30	22	16	18	20	18	18	16	17	17	19
Med DOM	20	9	5	5	7	7	6	5	5	6	6	6
% U/C 7 Days or Less	32.0%	47.6%	59.4%	67.2%	50.6%	50.2%	56.1%	58.8%	61.7%	58.3%	57.6%	55.7%
Months of Inventory	1.1	1.0	1.1	1.5	1.5	0.8	0.8	0.8	0.8	0.7	0.6	0.4
% of Reduced Listings	38.2%	28.7%	19.4%	13.9%	19.6%	21.5%	22.4%	21.5%	19.9%	20.7%	21.0%	20.8%
Average Price Reduction	-4.4%	-4.1%	-3.7%	-3.8%	-3.9%	-3.7%	-3.8%	-4.0%	-4.0%	-4.2%	-3.9%	-4.1%
% Change Avg Sold Price MOM	-1.1%	1.1%	1.9%	1.1%	1.0%	0.0%	0.5%	-0.6%	-0.1%	0.9%	-0.9%	-0.3%
% Change Med Sold Price MOM	-0.8%	2.2%	2.0%	0.7%	1.2%	0.1%	0.1%	-0.1%	0.0%	1.3%	-1.4%	-1.2%
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Under \$500,000

COVID-19 and watching the Metro Denver Real Estate market respond balked all prior sales trends making predictability impossible.

The necessity for observing pending transactions over closed transactions due to the lag in reporting as it relates to actual current market conditions became paramount.

Metro Denver sprung back with full force post deeper levels of restriction and social distancing measures creating the most unique market ever experienced by consumers and professionals alike.

While conditions continue to be fueled by historically low inventory, low rates and overall uncertainty data will be at the forefront of creating effective marketing and communication strategies for buyers and sellers.

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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



First American Title™

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
2020																						
January	01/04/2020-01/07/2020	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%
	01/08/2020-01/11/2020	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%
	01/12/2020-01/15/2020	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%
	01/16/2020-01/19/2020	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%
February	01/20/2020-01/23/2020	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%
	01/24/2020-01/27/2020	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%
	01/28/2020-01/31/2020	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%
	02/01/2020-02/04/2020	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%
March	02/05/2020-02/08/2020	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%
	02/09/2020-02/12/2020	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%
	02/13/2020-02/16/2020	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%
	02/17/2020-02/20/2020	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%
April	02/21/2020-02/24/2020	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%
	02/25/2020-02/28/2020	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%
	03/01/2020-03/04/2020	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%
	03/05/2020-03/08/2020	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%
May	03/09/2020-03/12/2020	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%
	03/13/2020-03/16/2020	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%
	03/17/2020-03/20/2020	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%
	03/21/2020-03/24/2020	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%
June	03/25/2020-03/28/2020	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%
	03/29/2020-04/01/2020	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%
	04/02/2020-04/05/2020	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%
	04/06/2020-04/09/2020	73.9%	2,619	964	217	71	119	1,151	759	0.5	30,041	8.7%	163	14,456	5.5	12.6	6	22.8%	4.2%	73.0%	-\$13,183	-3.7%
July	04/10/2020-04/13/2020	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%
	04/14/2020-04/17/2020	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%
	04/18/2020-04/21/2020	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%
	04/22/2020-04/25/2020	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%
August	04/26/2020-04/29/2020	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%
	04/30/2020-05/03/2020	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%
	05/04/2020-05/07/2020	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%
	05/08/2020-05/11/2020	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%
September	05/12/2020-05/15/2020	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%
	05/16/2020-05/19/2020	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%
	05/20/2020-05/23/2020	74.5%	2,297	872	211	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%
	05/24/2020-05/27/2020	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%
October	05/28/2020-05/31/2020	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%
	06/01/2020-06/04/2020	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%
	06/05/2020-06/08/2020	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%
	06/09/2020-06/12/2020	72.3%	2,254	836	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%
November	06/13/2020-06/16/2020	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%
	06/17/2020-06/20/2020	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%
	06/21/2020-06/24/2020	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%
	06/25/2020-06/28/2020	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%
December	06/29/2020-07/02/2020	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%
	07/03/2020-07/06/2020	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%
	07/07/2020-07/10/2020	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%
	07/11/2020-07/14/2020	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%
December	07/15/2020-07/18/2020	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%
	07/19/2020-07/22/2020	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%
	07/23/2020-07/26/2020	78.0%	1,419	130	60	66	66	536	667	0.5	13,990	8.7%	163</									

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

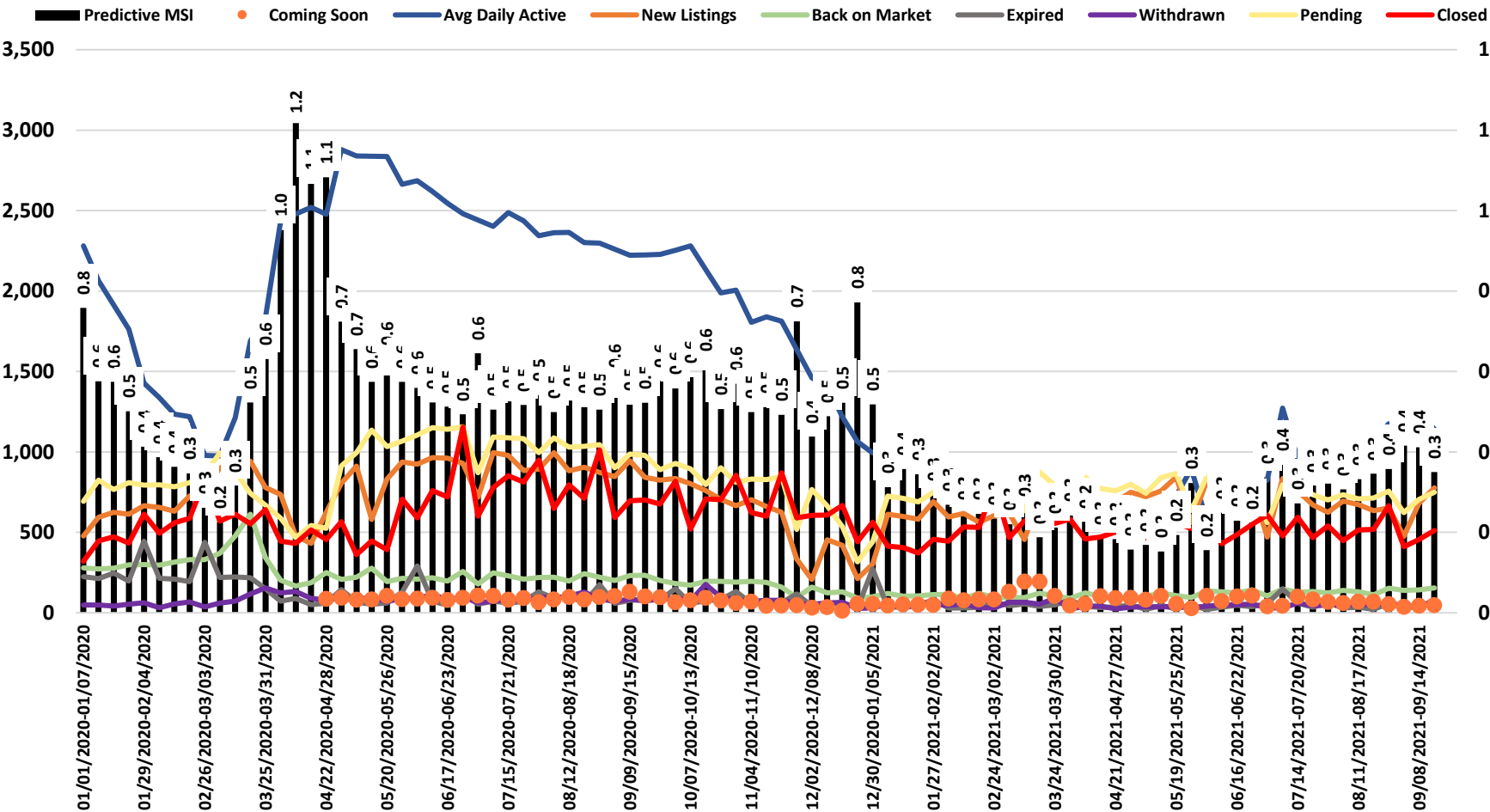
Date Range	Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	
2021																						
January	12/27/2020-01/05/2021	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	0.4	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	0.3	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%
	01/27/2021-02/02/2021	80.1%	958	691	114	80	52	749	457	0.3	19,549	4.9%	163	17,464	18.2	23.3	5	15.3%	5.6%	79.1%	-\$27,330	-3.9%
February	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%
	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%
March	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%
	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	23,963	26.4	26.0	4	4.8%	3.4%	91.9%	-\$12,426	-3.3%
April	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%	-\$16,672	-5.2%
	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%
May	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%
	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%
June	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%
	07/01/2021-07/07/2021	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%
	07/08/2021-07/14/2021	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%
	07/15/2021-07/21/2021	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%
	07/22/2021-07/28/2021	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%
July	07/29/2021-08/05/2021	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%
	08/06/2021-08/12/2021	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%
	08/13/2021-08/19/2021	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%
	08/20/2021-08/26/2021	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%
	08/27/2021-09/02/2021	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%
August	09/03/2021-09/09/2021	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%
	09/10/2021-09/16/2021	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%
	09/17/2021-09/23/2021	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%
	09/24/2021-09/30/2021																					

More Competitive

Up to \$500,000 2021

Less Competitive

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



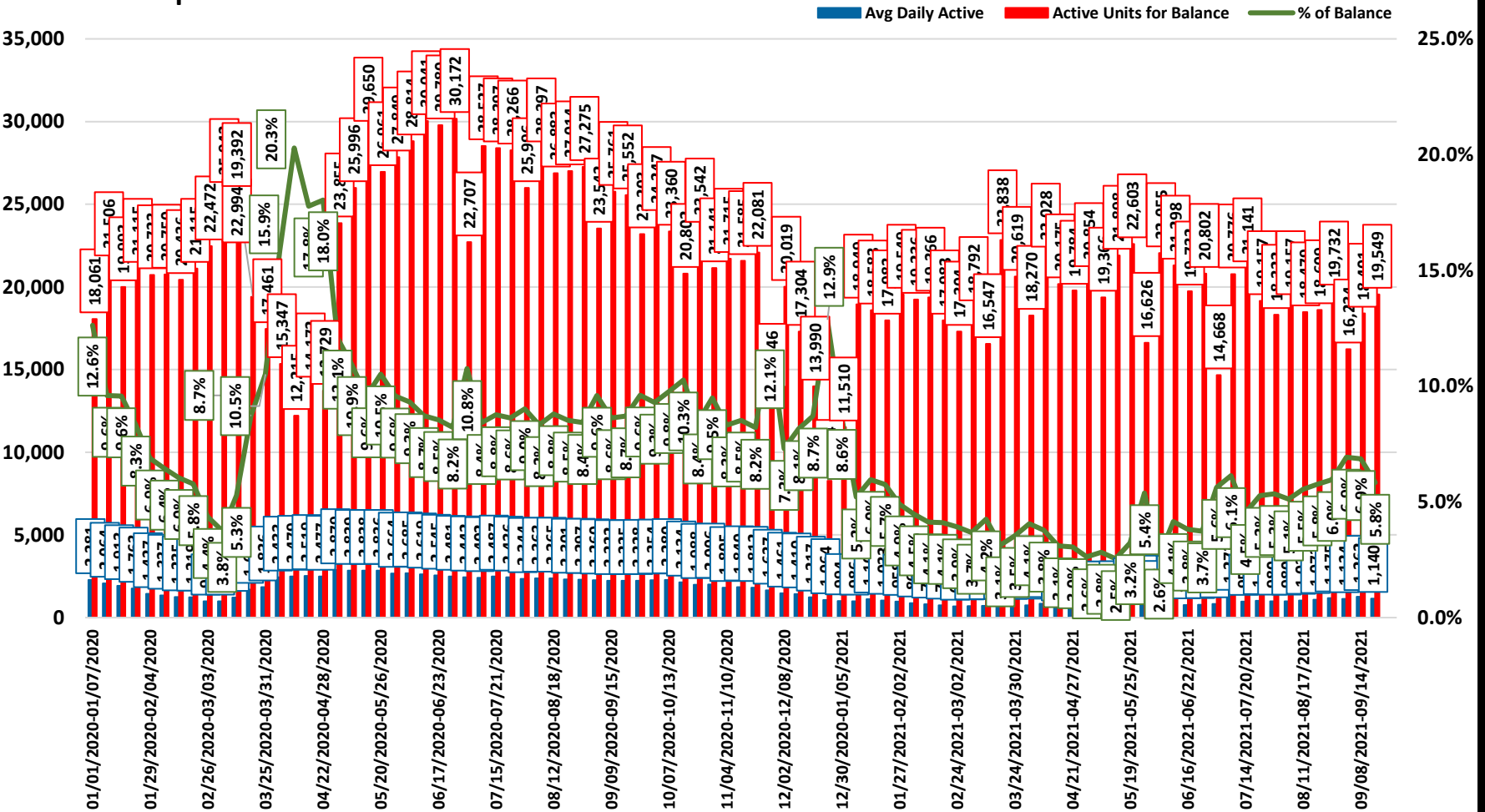
Up to \$500,000

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	0.3	48	1,140	777	155	83	61	749	512
WOW	-15.0%	9.1%	-9.7%	14.1%	8.4%	151.5%	45.2%	6.2%	12.5%
1 Year Ago	-33.0%	-	-48.8%	-7.7%	-33.5%	0.0%	-17.6%	-23.5%	-27.0%

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

Market Response to COVID-19 Active vs. Balanced Market



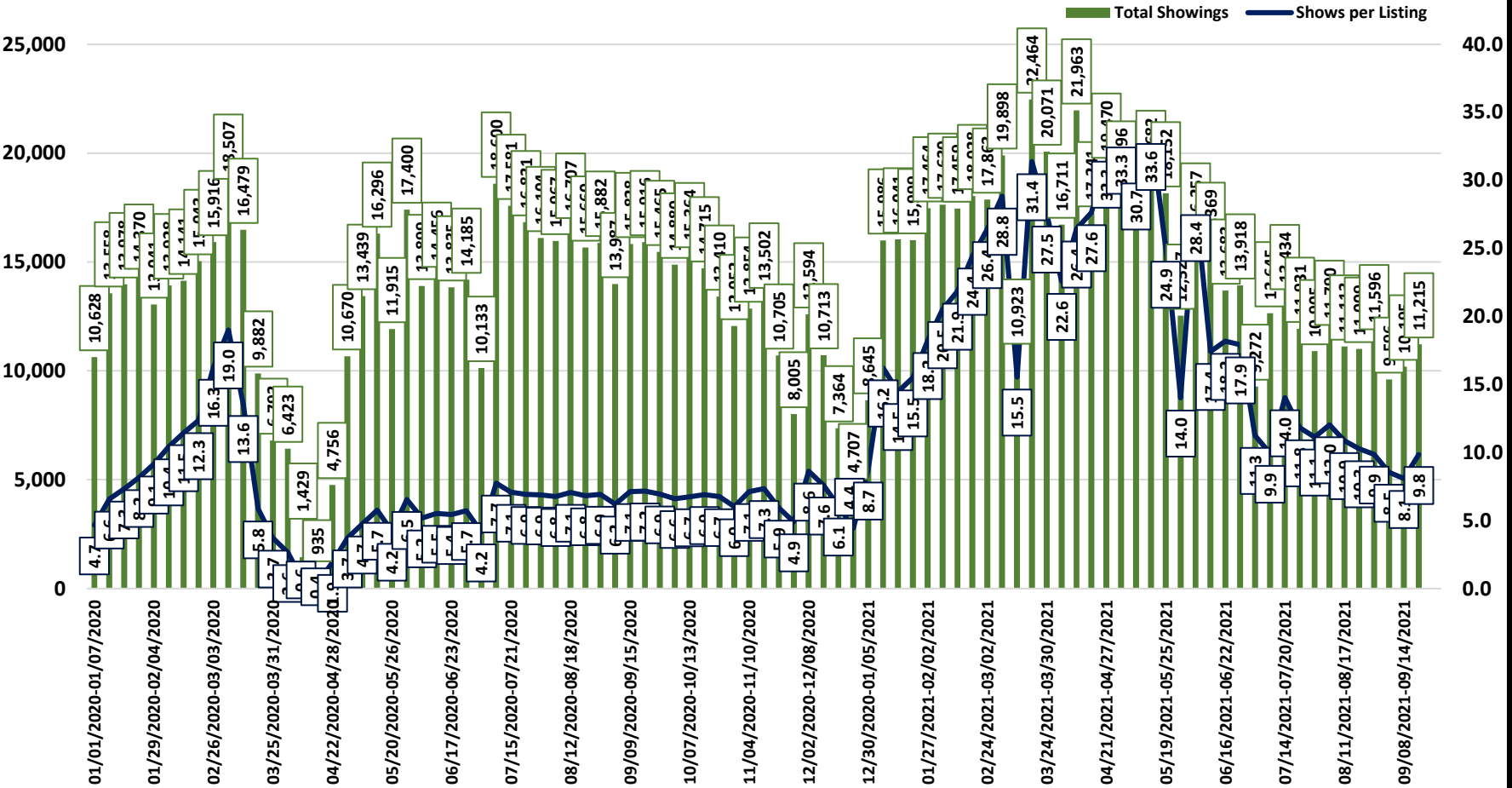
Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	1,140	19,549	5.8%
WOW	-9.7%	6.2%	-1.0%
1 Year Ago	-48.8%	-23.5%	-2.9%

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Up to \$500,000

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

Market Response to COVID-19 Showings

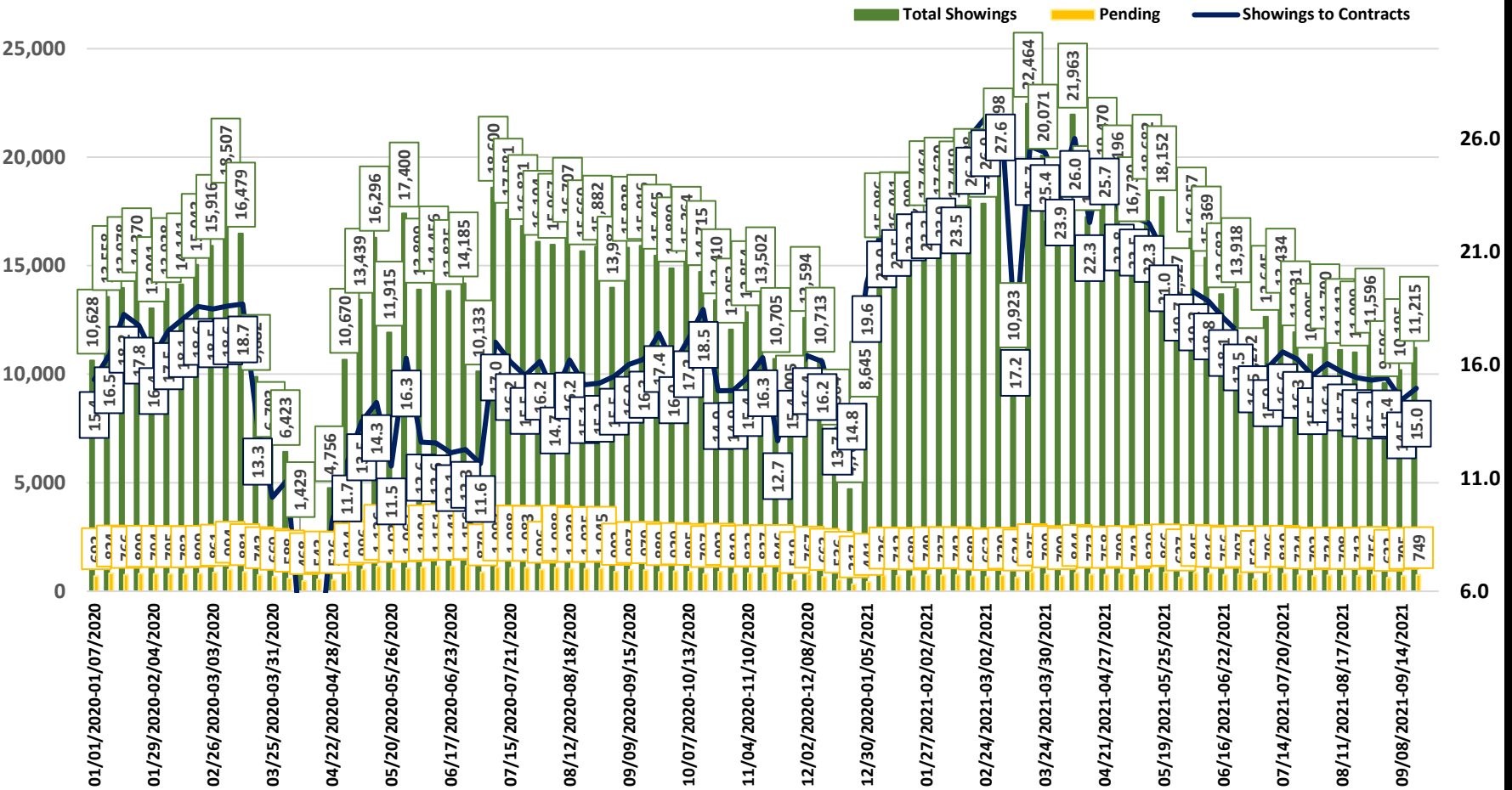


Metric	Total Showings	Shows per Listing
Current	11,215	9.8
WOW	10.0%	21.8%
1 Year Ago	-29.5%	37.5%

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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

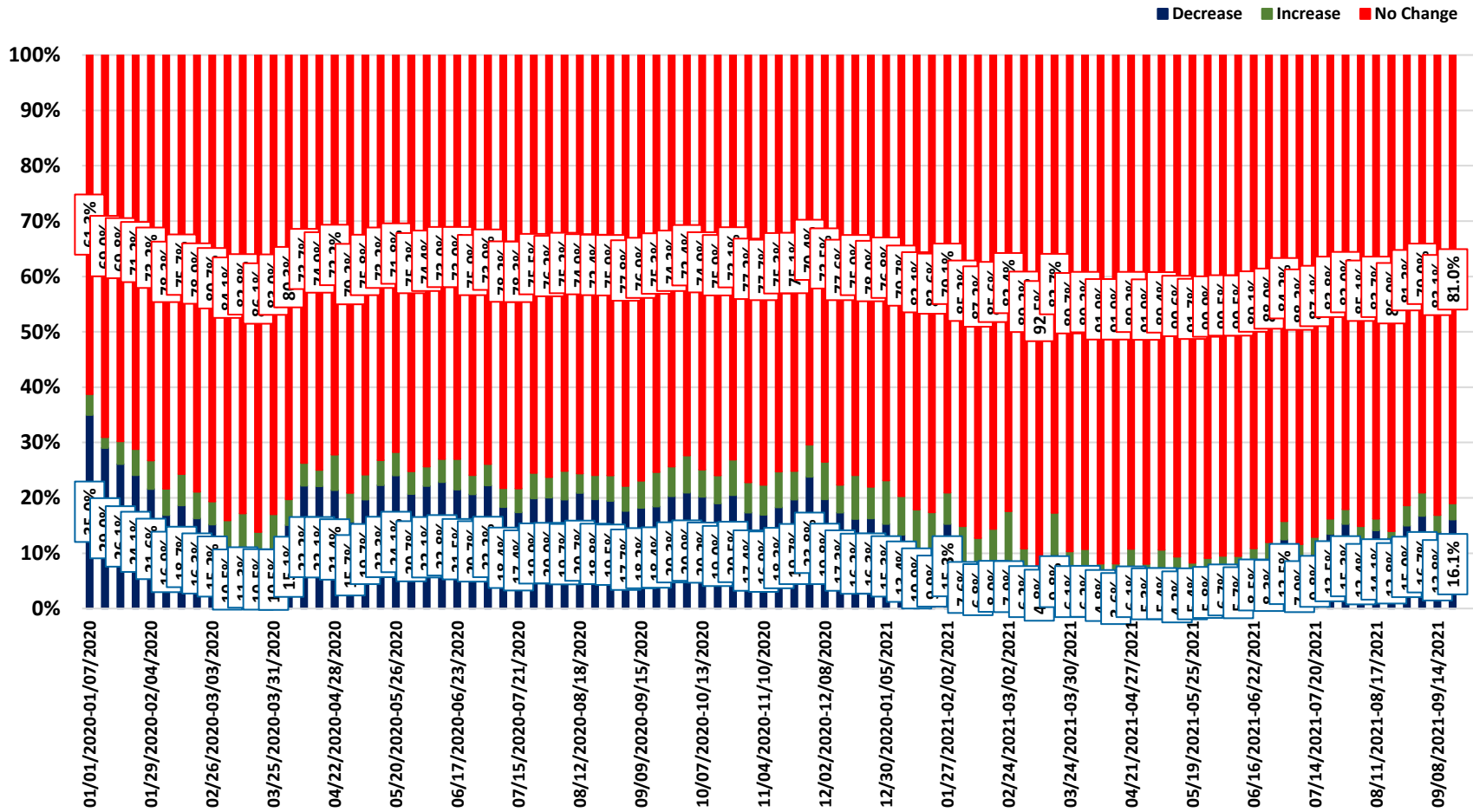


Up to \$500,000

Metric	Total Showings	Pending	Shows to Contracts
Current	11,215	749	15
WOW	10.0%	6.2%	3.5%
1 Year Ago	-29.5%	-23.5%	-7.9%

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

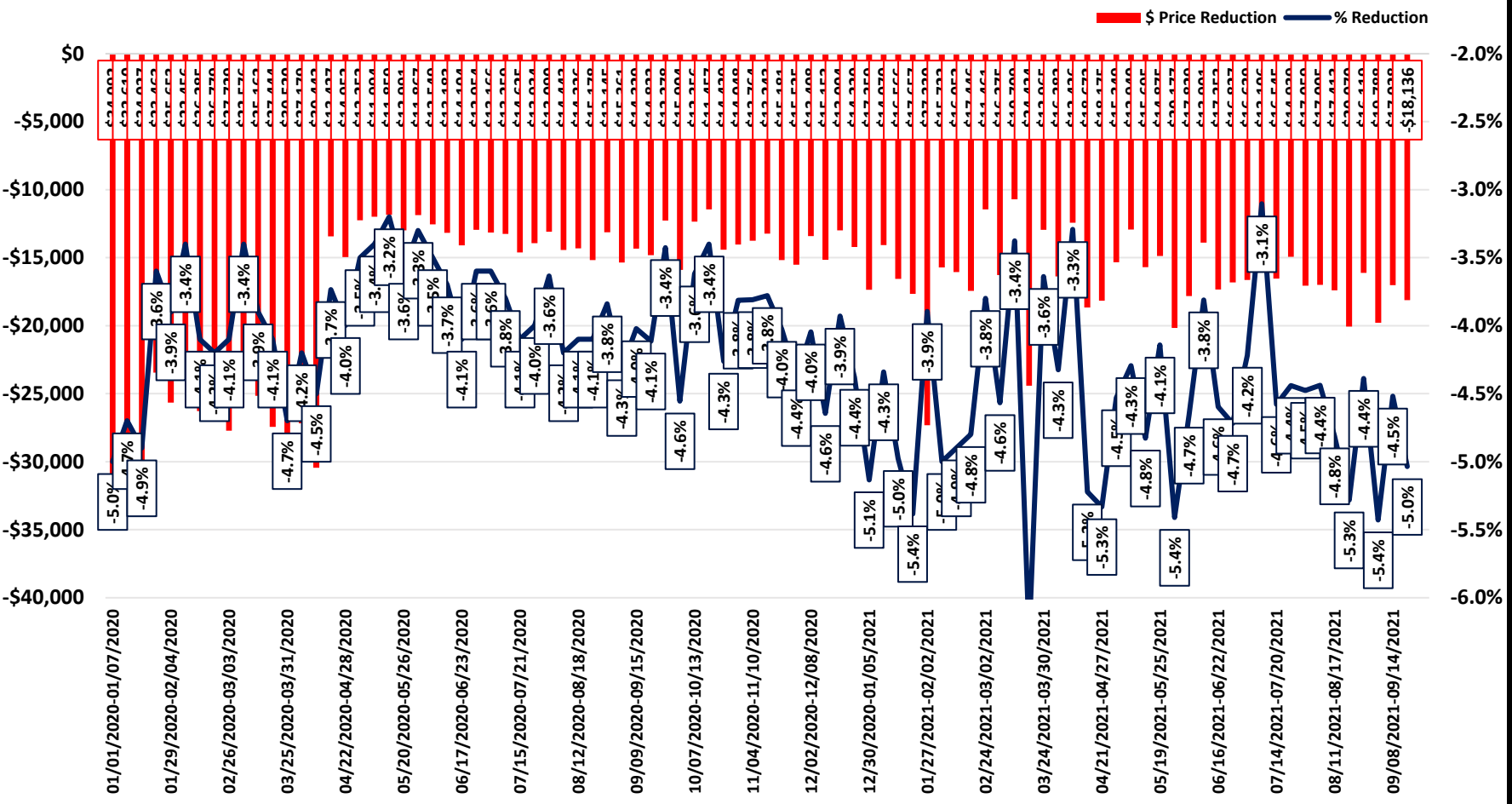


Metric	Decrease	Increase	No Change
Current	16.1%	2.9%	81.0%
WOW	2.3%	-0.2%	-2.1%
1 Year Ago	-2.4%	-3.3%	5.7%

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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
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Current	-\$18,136	-5.0%
WOW	6.5%	-0.5%
1 Year Ago	22.4%	-0.9%

Up to \$500,000

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\$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

	Target Listing Month	October	November-December	January-February	March	April	Early May	Late May- Early June	June	July	August	September	October
	Target Closing Month	January	February	March	April	May	June	July	August	September	October	November	December
Active Count		1,411	1,453	1,580	1,764	2,006	2,168	2,215	2,174	2,192	2,015	1,722	1,422
Pending Count		510	629	819	901	938	889	780	749	649	647	527	427
Closed Count		354	408	640	740	900	957	889	818	681	673	571	594
Expired Count		178	137	149	142	155	203	207	246	243	272	237	373
Odds of Selling		34.0%	37.9%	44.0%	44.6%	44.6%	42.4%	39.5%	38.0%	34.1%	35.3%	34.6%	35.0%
% of Close/List		98.3%	98.6%	99.0%	99.4%	99.5%	99.5%	99.3%	99.0%	98.8%	98.8%	98.6%	98.5%
Avg DOM		75	70	61	46	43	35	37	41	45	48	53	61
Med DOM		52	44	24	15	14	13	16	20	25	27	32	38
% U/C 7 Days or Less		20.5%	30.4%	35.7%	41.2%	42.4%	41.5%	37.4%	31.6%	28.0%	28.3%	25.5%	21.2%
Months of Inventory		4.54	4.3	2.9	2.7	2.5	2.5	2.7	2.9	3.6	3.4	3.5	2.7
% of Reduced Listings		45.4%	35.2%	30.9%	26.1%	26.5%	26.8%	31.1%	36.2%	39.3%	40.4%	44.2%	47.2%
Average Price Reduction		-5.9%	-5.4%	-5.0%	-4.7%	-4.6%	-4.5%	-4.5%	-4.9%	-5.2%	-5.4%	-5.5%	-5.5%
% Change Avg Sold Price MOM		0.0%	-0.8%	0.5%	0.6%	-0.2%	0.6%	-0.3%	-0.1%	0.2%	-0.3%	-0.1%	-0.6%
% Change Med Sold Price MOM		0.0%	-1.4%	0.4%	1.5%	-1.0%	1.5%	-0.8%	0.3%	0.0%	-0.3%	0.5%	-1.0%
% Distressed Sales		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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.

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

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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	Oddest 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	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	375	190	0.9	9,788	15.8%	150	6,378	4.1	17.0	13	31.7%	4.1%	64.3%	-\$23,461	-3.6%
	01/29/2020-02/04/2020	56.3%	1,460	338	82	110	27	348	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	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	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	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	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	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	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	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	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	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	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	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	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%	2,723	502	101	46	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	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	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	654	419	0.9	17,069	15.4%	147	7,511	2.9	11.5	11	33.3%	1.9%	64.9%	-\$26,606	-3.8%
	06/17/2020-06/23/2020	60.4%	2,577	584	104	57	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	311	361	0.8	8,117	13.8%	158	4,939	4.4	15.9	6	28.2%	4.3%	67.5%	-\$27,373	-4.2%
December	12/16/2020-12/22/2020	70.0%	1,037	221	43	38	33	268	378	0.8	6,995	14.8%	158	2,662	2.6	9.9	6.5	23.9%	7.3%	68.7%	-\$23,405	-3.6%

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

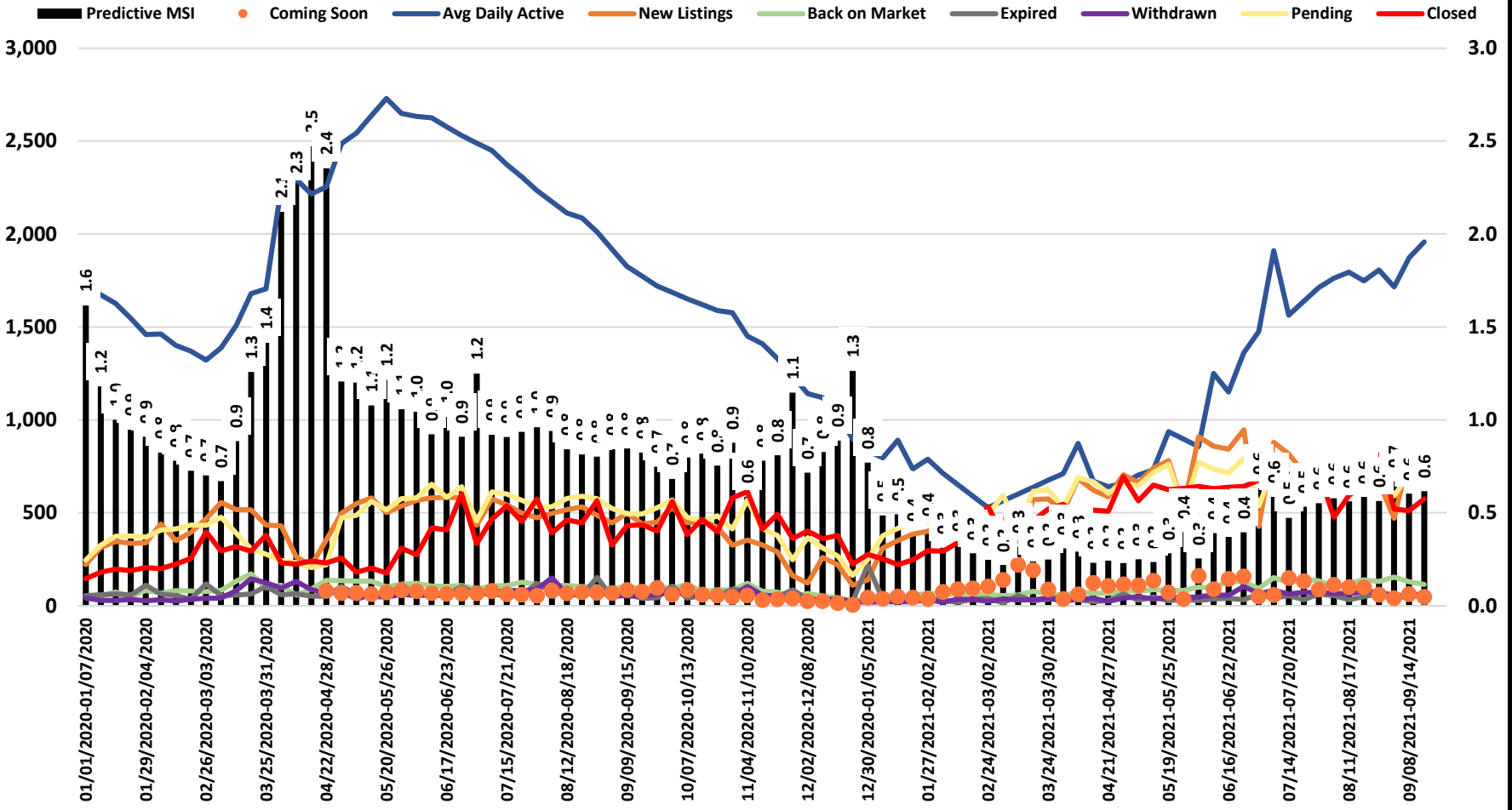
Date Range	Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive M/I	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	
2021																						
January	12/26/2020 - 01/05/2021	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	-3.7%
	01/06/2021 - 01/12/2021	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%
	01/13/2021 - 01/19/2021	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%
	01/20/2021 - 01/26/2021	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%
	01/27/2021 - 02/02/2021	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%
February	02/03/2021 - 02/09/2021	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%	52.5%	-\$34,066	-4.9%
	02/10/2021 - 02/16/2021	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%
	02/17/2021 - 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%
	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%
March	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%
	03/24/2021 - 03/30/2021	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%
	03/31/2021 - 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%
April	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%
	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%
May	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%
	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%
June	06/23/2021 - 06/29/2021	80.6%	1,361	946	129	33	103	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%
	07/01/2021 - 07/07/2021	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%
	07/08/2021 - 07/14/2021	74.2%	1,310	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%
	07/15/2021 - 07/21/2021	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%	-\$38,041	-5.2%
	07/22/2021 - 07/28/2021	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%
July	07/29/2021 - 08/04/2021	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%
	08/05/2021 - 08/11/2021	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%
	08/12/2021 - 08/18/2021	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%
	08/19/2021 - 08/25/2021	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%
	08/26/2021 - 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%
August	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%
	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																					
	09/30/2021 - 10/06/2021																					

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

More Competitive

Less Competitive

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

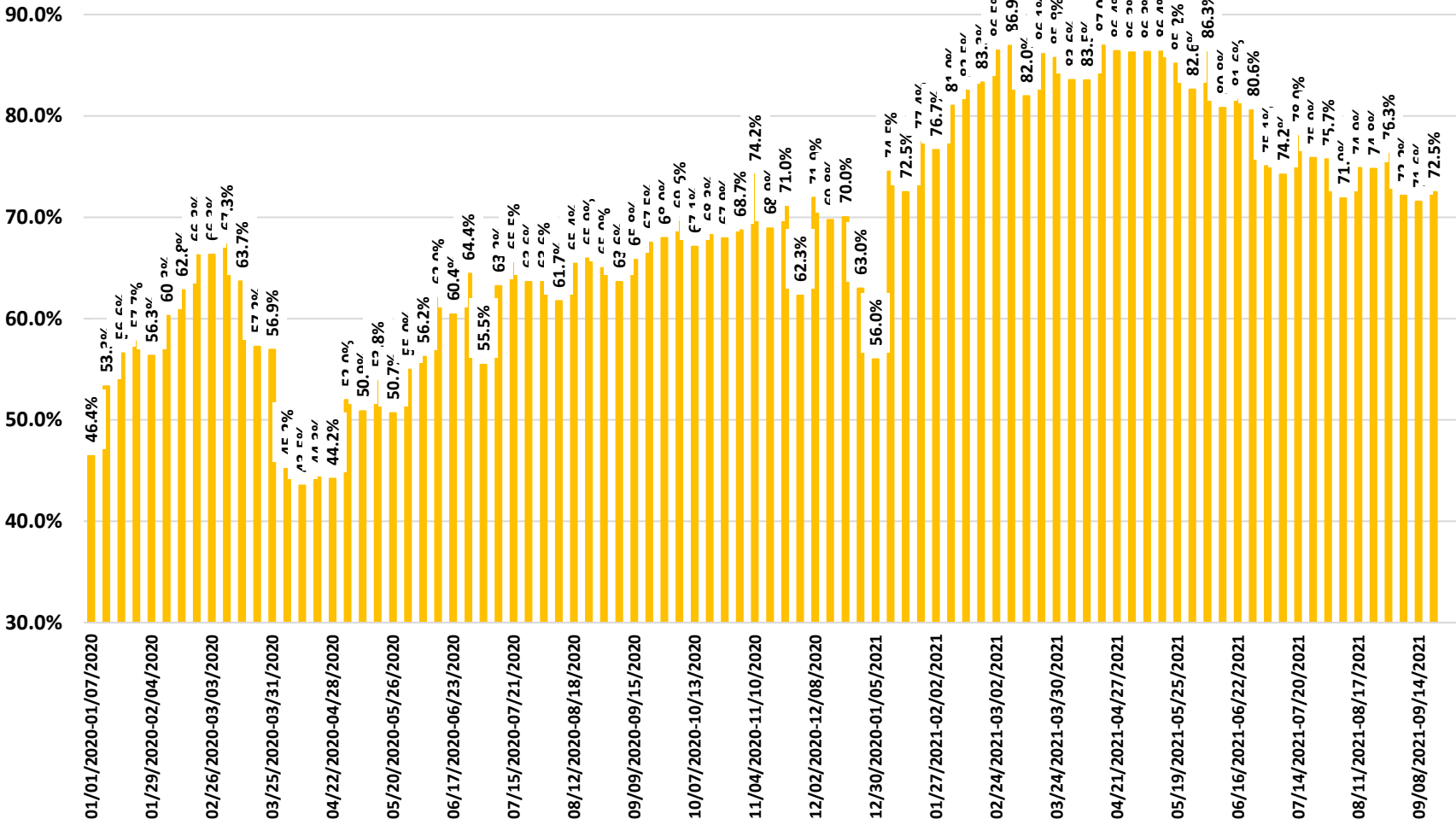


\$500,000 - \$1,000,000

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	0.6	48	1,958	777	114	45	65	731	575
WOW	2.0%	-22.6%	4.6%	-4.0%	-11.6%	-19.6%	16.1%	2.5%	12.5%
1 Year Ago	-25.3%	-	10.5%	76.6%	32.6%	12.5%	25.0%	48.0%	31.9%

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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



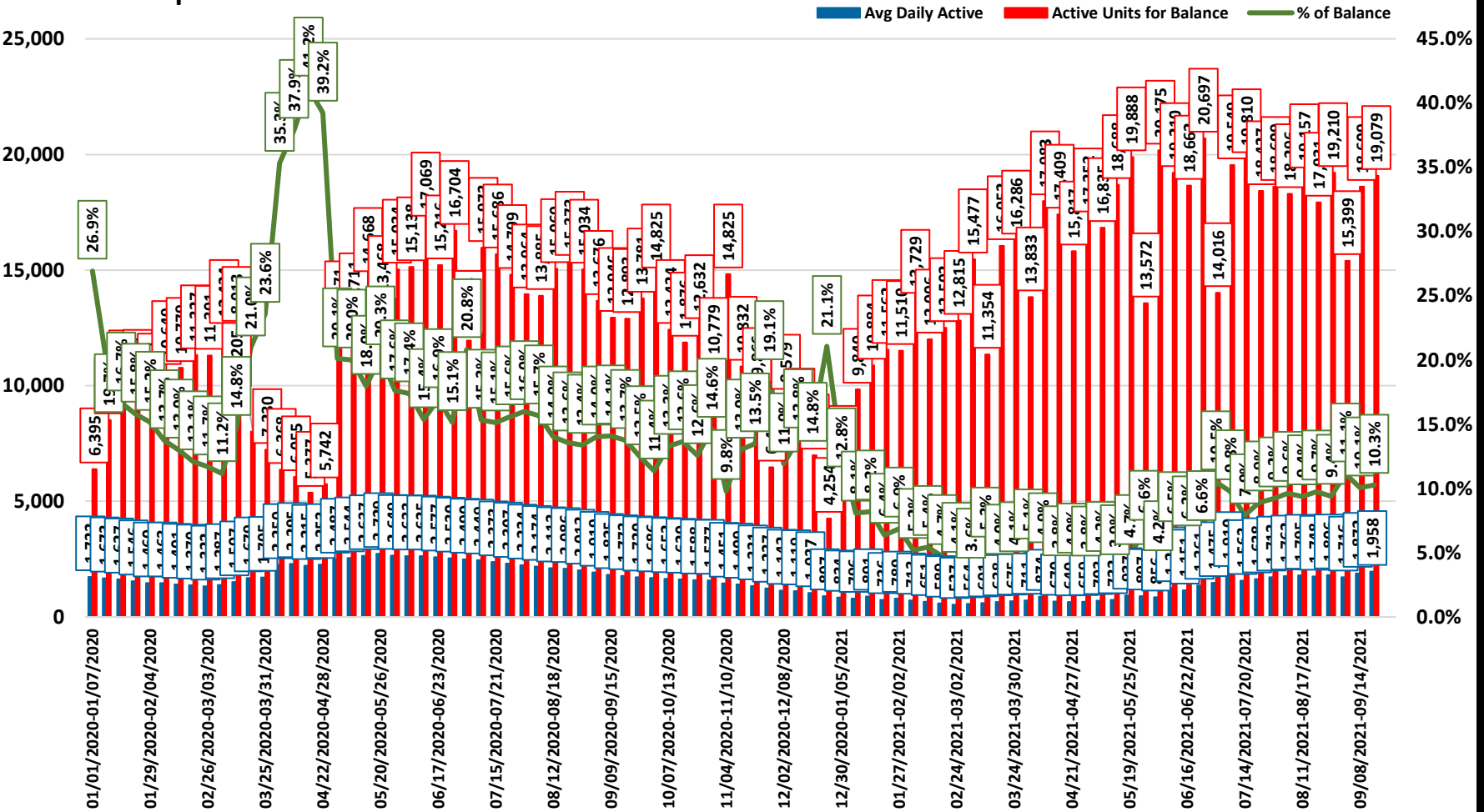
Metric	Odds of Selling
Current	72.5%
WOW	0.9%
1 Year Ago	5.0%

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

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

Market Response to COVID-19 Active vs. Balanced Market

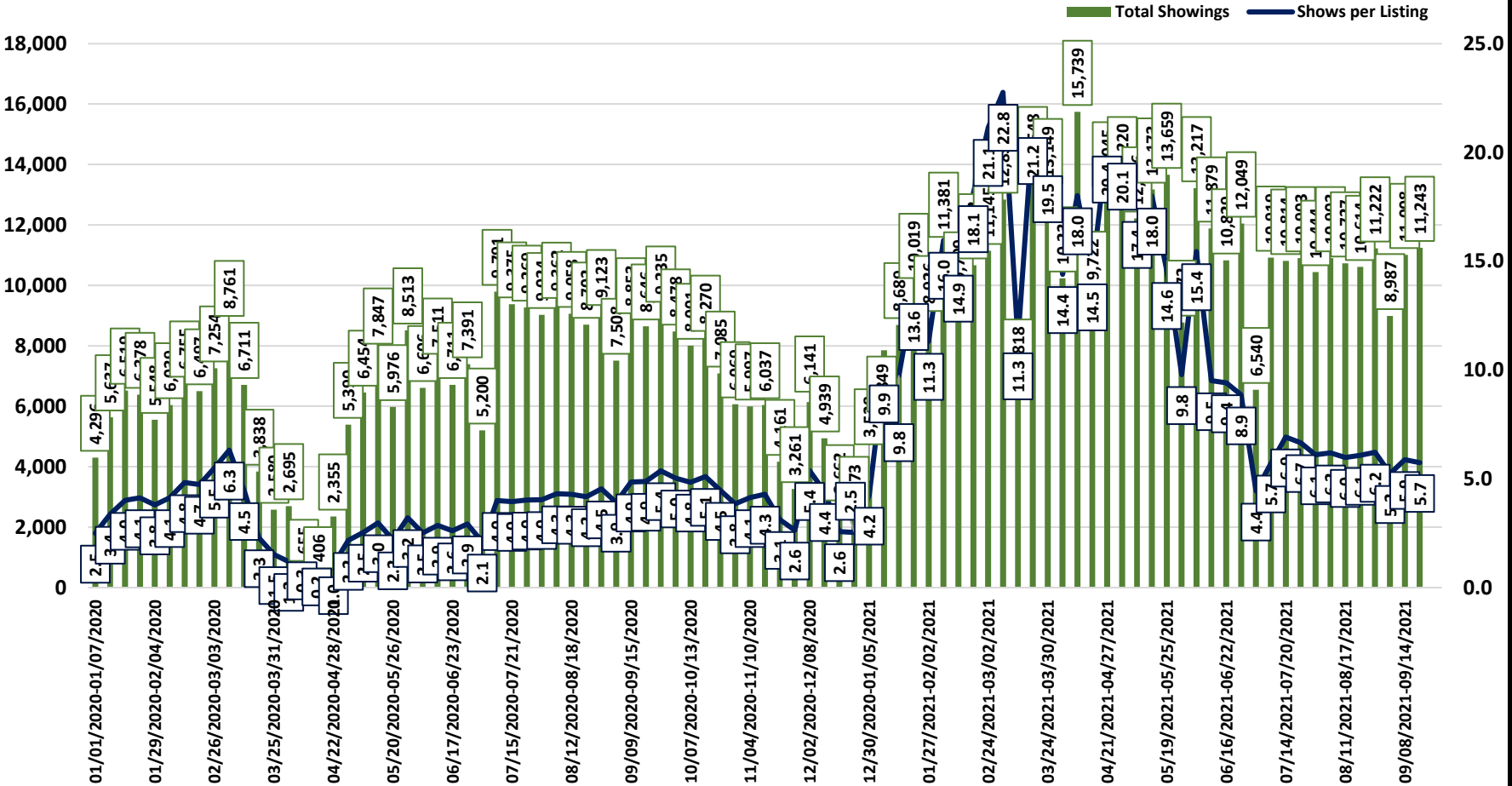


\$500,000 - \$1,000,000

Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	1,958	19,079	10.3%
WOW	4.6%	2.5%	0.2%
1 Year Ago	10.5%	48.0%	-3.5%

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

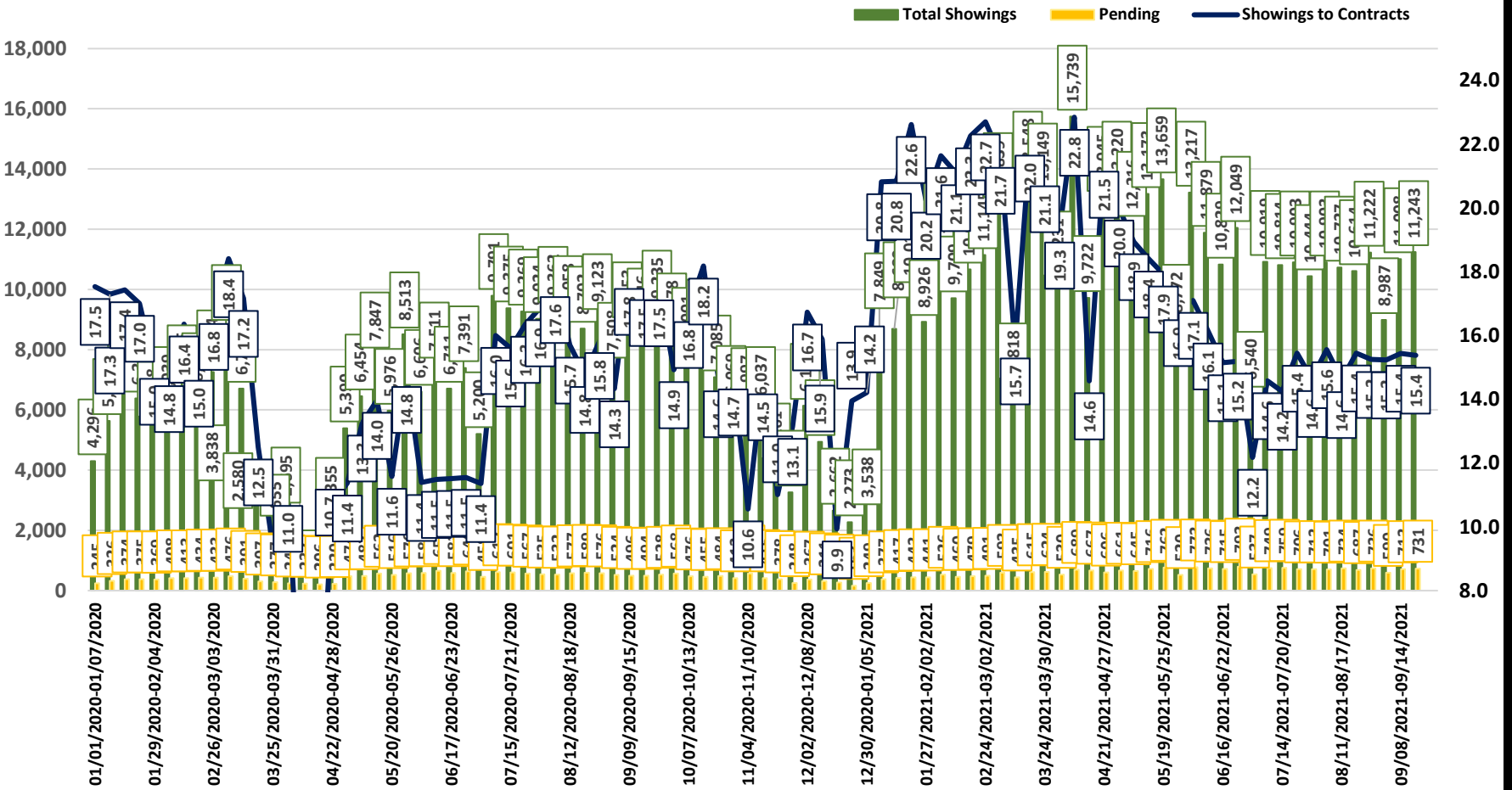


\$500,000 - \$1,000,000

Metric	Total Showings	Shows per Listing
Current	11,243	5.7
WOW	2.1%	-2.4%
1 Year Ago	30.0%	17.7%

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

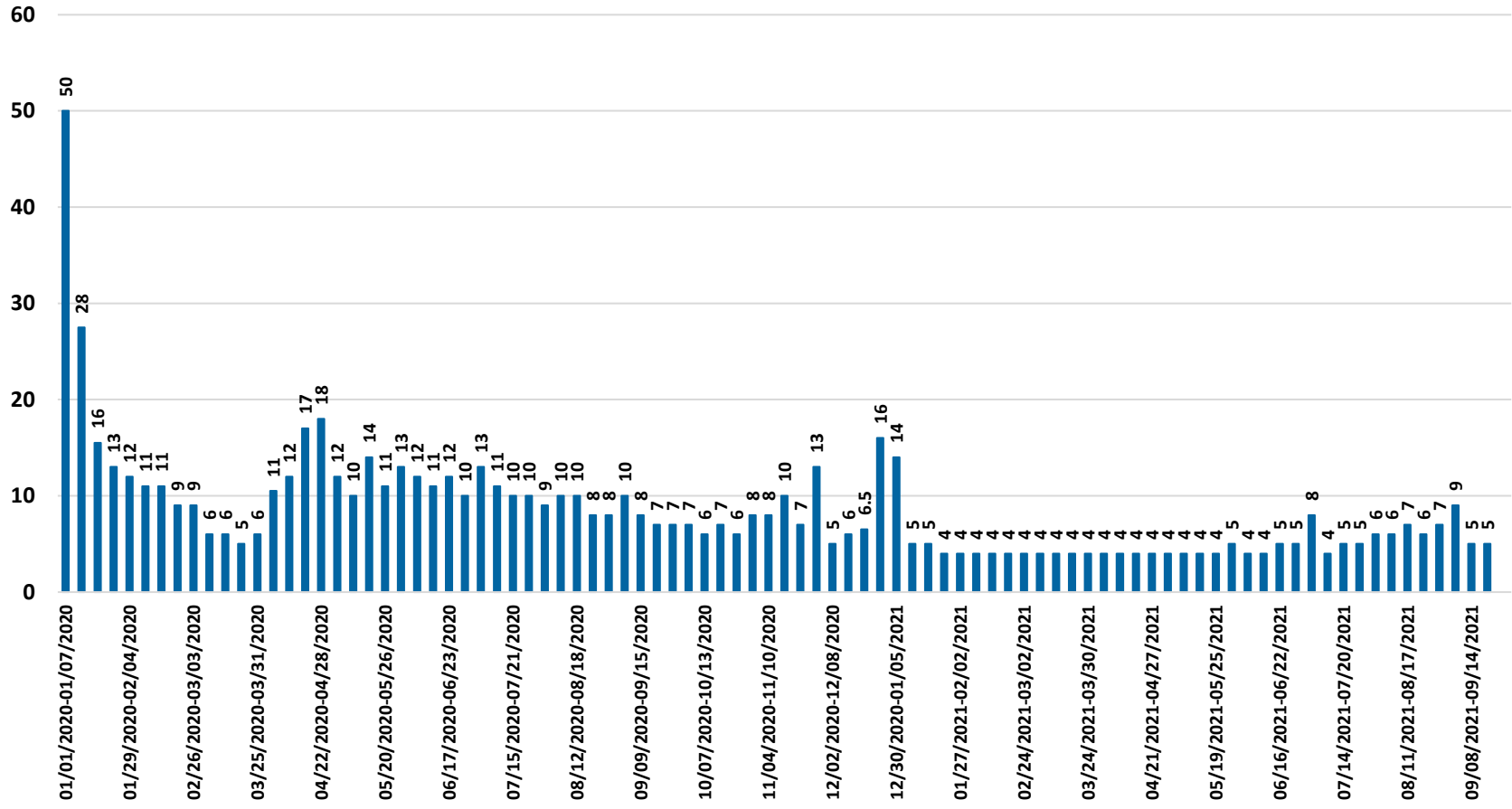


\$500,000 - \$1,000,000

Metric	Total Showings	Pending	Shows to Contracts
Current	11,243	731	15
WOW	2.1%	2.5%	-0.4%
1 Year Ago	30.0%	48.0%	-12.1%

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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



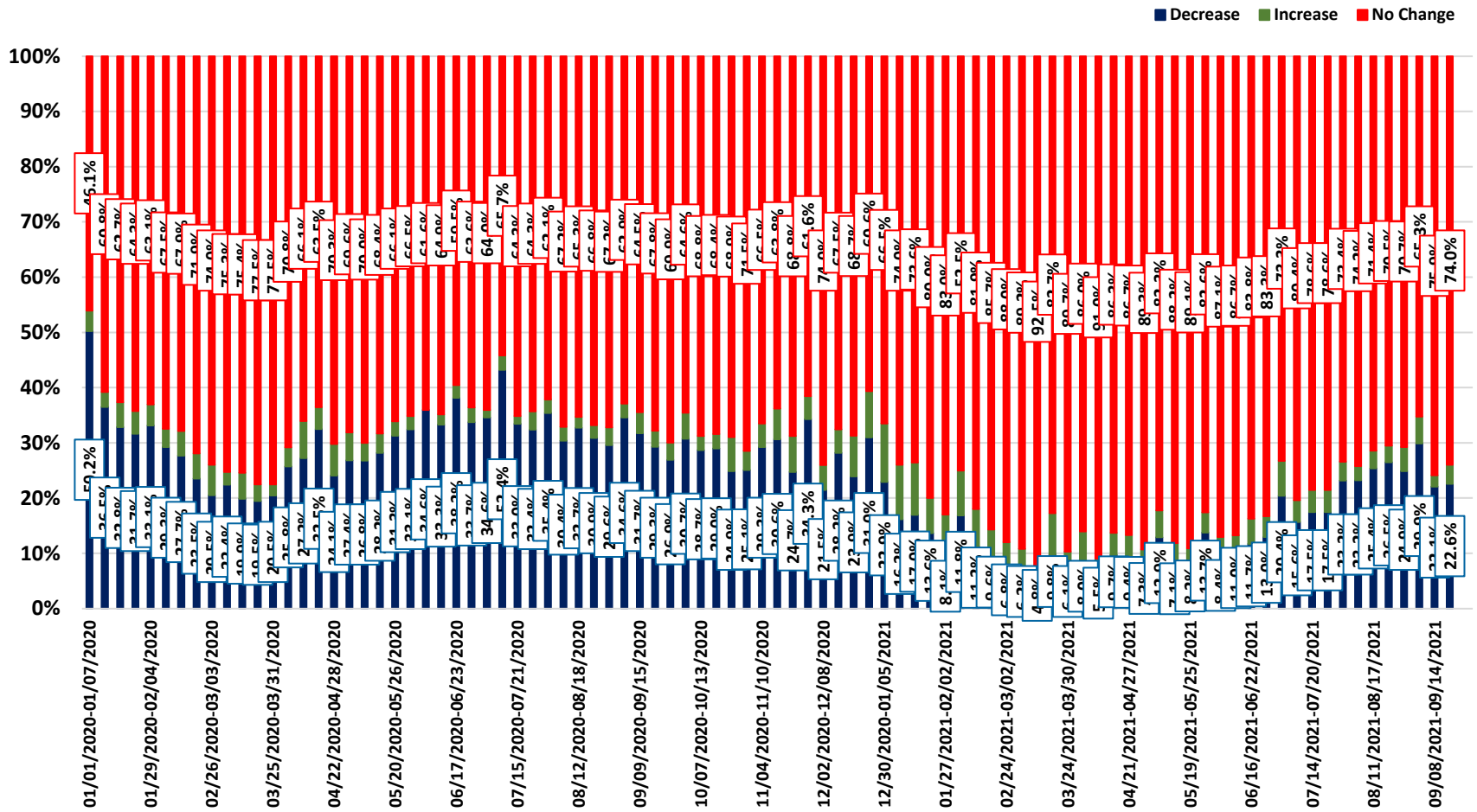
Metric	DOM
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Current	5
WOW	0.0%
1 Year Ago	-37.5%

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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

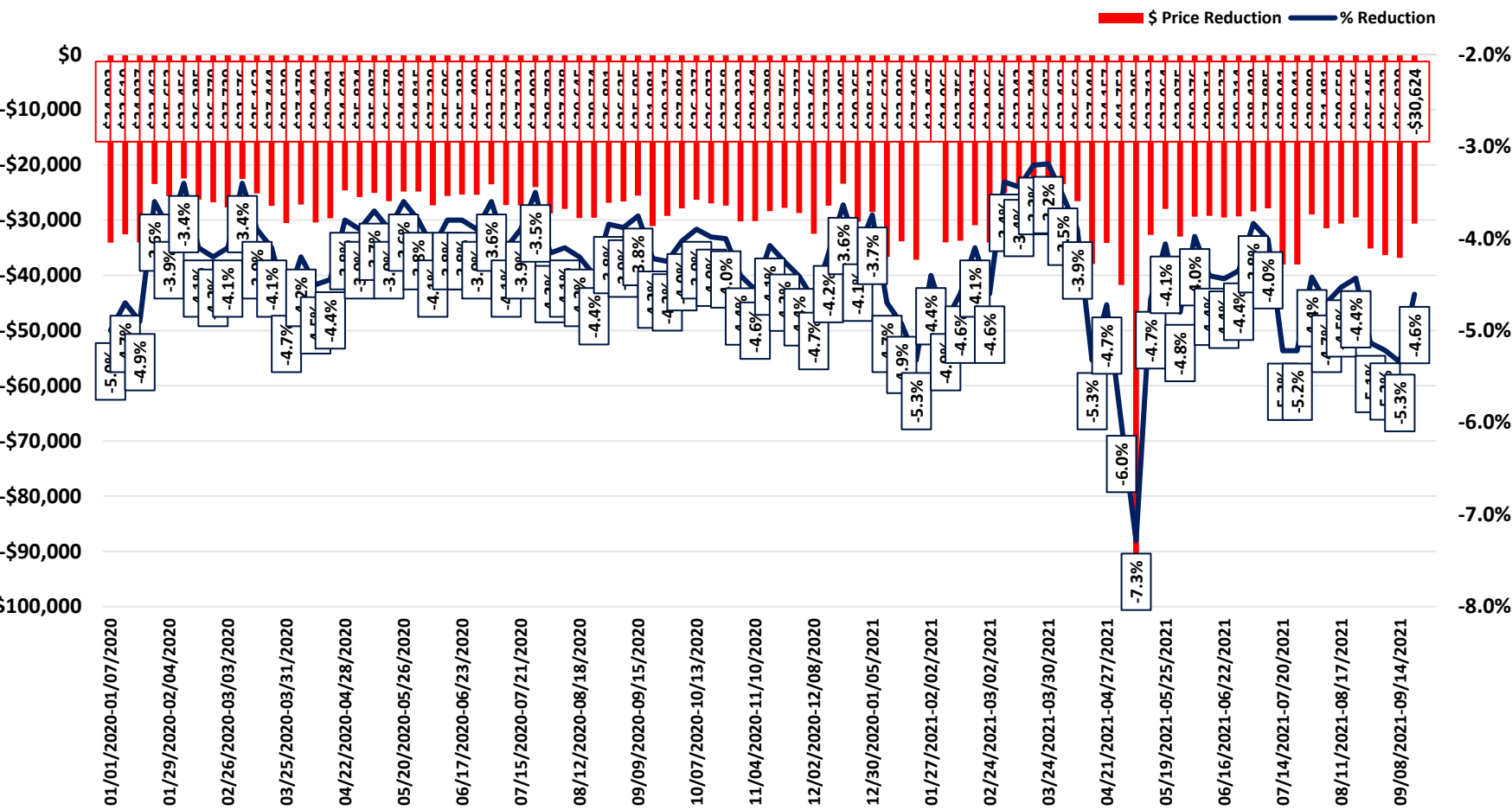


Metric	Decrease	Increase	No Change
Current	15.6%	4.0%	80.4%
WOW	0.5%	1.4%	-1.9%
1 Year Ago	-6.7%	0.5%	6.2%

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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



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

Metric	\$ Reduction	% Reduction
Current	-\$30,624	-4.6%
WOW	-16.9%	0.7%
1 Year Ago	-1.5%	-0.4%

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\$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

	Target Listing Month	September	October	November	January-February	March	April	May	June	Early July	Late July	August	September
	Target Closing Month	January	February	March	April	May	June	July	August	September	October	November	December
Active Count		322	335	362	399	438	474	475	474	473	442	390	325
Pending Count		58	68	87	101	104	88	84	66	70	75	55	45
Closed Count		40	44	69	79	92	107	92	85	63	73	58	70
Expired Count		40	31	29	33	30	39	35	45	41	54	49	80
Odds of Selling		20.6%	22.4%	27.6%	28.3%	28.4%	26.9%	25.0%	22.0%	20.2%	22.6%	20.1%	21.6%
% of Close/List		96.1%	95.9%	96.7%	97.5%	97.3%	97.6%	97.5%	97.0%	96.9%	96.7%	97.3%	96.6%
Avg DOM		109	123	94	83	66	62	67	66	64	73	76	88
Med DOM		78	97	52	30	27	21	24	36	40	45	44	65
% U/C 7 Days or Less		21.7%	23.8%	29.4%	35.5%	32.9%	37.2%	27.9%	24.5%	21.2%	26.5%	26.6%	20.8%
Months of Inventory		9.20	10.1	6.1	6.0	5.7	4.9	5.8	6.2	8.3	6.8	7.6	5.2
% of Reduced Listings		38.2%	40.1%	30.3%	26.2%	29.1%	24.4%	32.4%	34.0%	38.8%	37.7%	43.1%	42.4%
Average Price Reduction		-7.2%	-8.7%	-8.1%	-8.4%	-7.6%	-6.6%	-6.7%	-7.8%	-7.6%	-8.0%	-8.3%	-7.9%
% Change Avg Sold Price MOM		0.0%	-0.2%	0.7%	-0.7%	0.5%	-0.2%	0.5%	-0.6%	0.0%	-0.2%	0.0%	-1.6%
% Change Med Sold Price MOM		0.0%	-1.1%	1.1%	-0.8%	1.4%	-0.4%	0.3%	-1.0%	0.5%	-1.0%	0.3%	-2.2%
% Distressed Sales		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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 who were 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.

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

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Strategy Sheet Post COVID-19 2020 Actual

Greater Metro Attached and Denver Detached Single Family Post COVID-19 2020 Actual

	Target Listing Month	November	December-January	February-Early March	Late March	Early April	Late April-May	Late May-June	Early-Mid July	Late July-August	September	October	November
	Target Sold Month	January	February	March	April	May	June	July	August	September	October	November	December
Active	323	367	425	454	515	500	488	446	408	383	295	204	
Pending	108	105	99	75	177	227	205	238	224	196	153	121	
Closed	67	92	115	101	75	169	227	199	204	251	169	176	
Expired	46	36	53	42	29	34	43	39	54	48	42	71	
Odds of Selling	32.2%	32.8%	30.9%	26.2%	31.7%	42.6%	44.9%	47.4%	48.1%	50.9%	48.9%	51.9%	
% of Close/List	96.4%	97.5%	97.6%	97.2%	96.8%	97.9%	98.3%	98.0%	98.2%	98.6%	98.0%	98.0%	
Avg DOM	72	62	45	37	47	44	45	34	45	43	51	40	
Med DOM	53	27	13	16	26	15	14	13	15	15	20	19	
% U/C 7 Days or Less	21.2%	34.8%	43.4%	39.2%	20.8%	40.2%	39.0%	40.7%	39.9%	38.1%	34.1%	35.9%	
Months of Inventory	4.82	3.99	3.70	4.50	6.87	2.96	2.15	2.24	2.00	1.53	1.75	1.16	
% of Reduced Listings	42.4%	28.1%	26.5%	23.7%	34.7%	23.8%	29.1%	30.9%	32.3%	31.2%	35.4%	37.1%	
Average Price Reduction	-8.0%	-7.0%	-7.1%	-6.1%	-8.0%	-5.9%	-6.0%	-6.4%	-5.3%	-5.8%	-7.0%	-6.0%	
% Change Avg Sold Price MOM	-0.9%	1.9%	-1.1%	1.0%	-0.3%	0.9%	-0.3%	-1.6%	2.2%	0.5%	-0.5%	-0.5%	
% Change Med Sold Price MOM	-2.2%	4.0%	-1.3%	-1.7%	3.0%	0.0%	-0.4%	-2.1%	4.5%	0.2%	-0.8%	-1.5%	
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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

COVID-19 and watching the Metro Denver Real Estate market respond balked all prior sales trends making predictability impossible.

The necessity for observing pending transactions over closed transactions due to the lag in reporting as it relates to actual current market conditions became paramount.

Metro Denver sprung back with full force post deeper levels of restriction and social distancing measures creating the most unique market ever experienced by consumers and professionals alike.

While conditions continue to be fueled by historically low inventory, low rates and overall uncertainty data will be at the forefront of creating effective marketing and communication strategies for buyers and sellers.

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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	31.0%	270	26	8	7	2	20	11	3.1	34.5%	106	381	1.4	19.1	55	29.4%	5.9%	64.7%	-\$138,620	-10.4%	
	01/08/2020	37.2%	268	32	5	11	3	25	18	2.5	27.4%	135	522	1.9	20.9	19	20.8%	0.0%	79.2%	-\$124,400	-10.6%	
	01/15/2020	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	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	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	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	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	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	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%
	03/05/2020	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	50.7%	420	54	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	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	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	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	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	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	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	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	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	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	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	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%	-\$83,567	-6.7%
	11/18/2020	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	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	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	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	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	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%

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

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

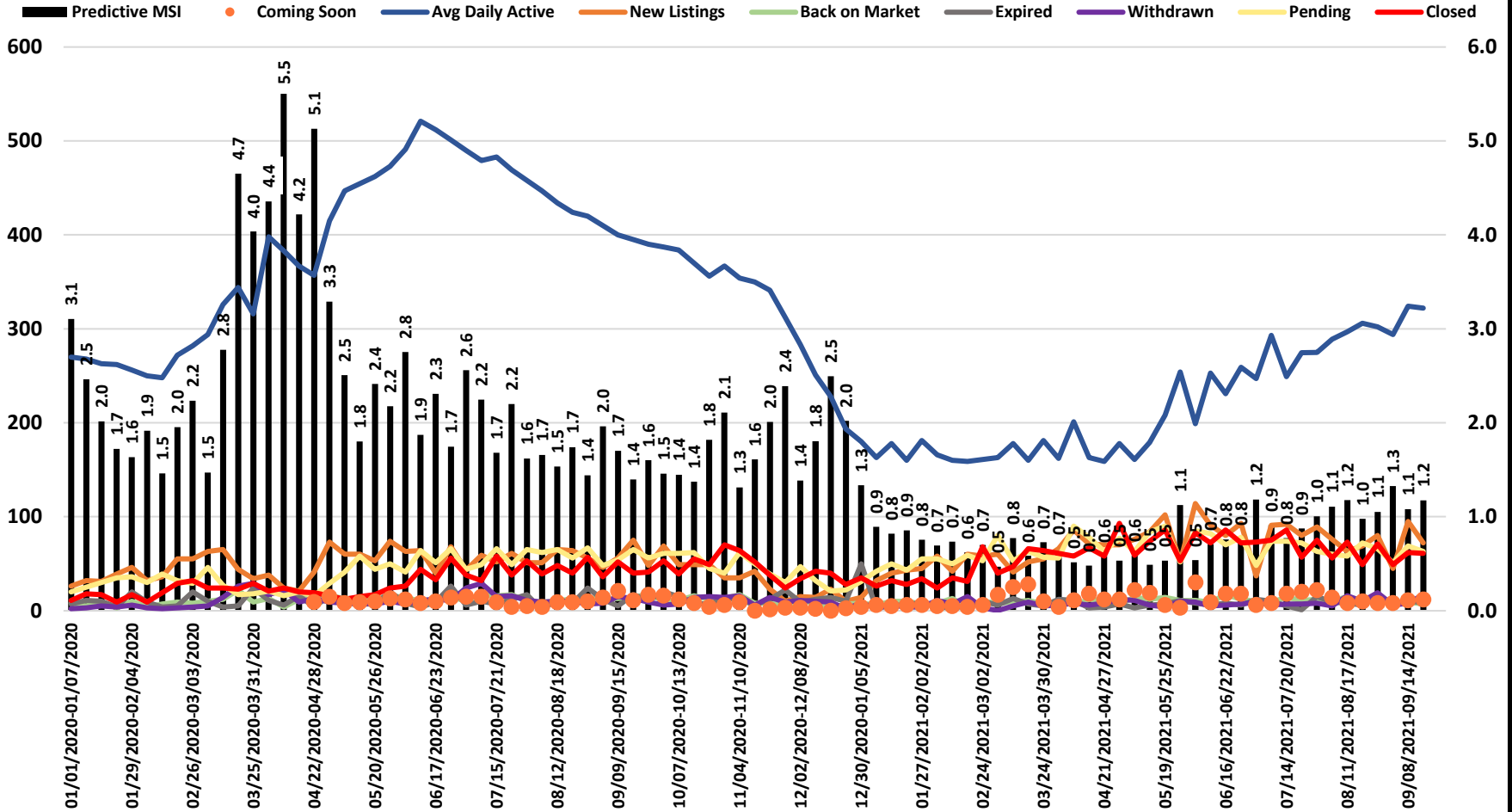
Date Range	Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Sale	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	
2021																						
January	12/26/2020-01/05/2021	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%
	02/24/2021-03/02/2021	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%
	03/03/2021-03/09/2021	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	03/10/2021-03/16/2021	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%
	03/17/2021-03/23/2021	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%
	03/24/2021-03/30/2021	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%
	03/31/2021-04/06/2021	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%
	04/07/2021-04/13/2021	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	04/14/2021-04/20/2021	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%
	04/21/2021-04/27/2021	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%
	04/28/2021-05/04/2021	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%
	05/05/2021-05/11/2021	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%
	05/12/2021-05/18/2021	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	05/19/2021-05/25/2021	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%
	05/26/2021-06/01/2021	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																					

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

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

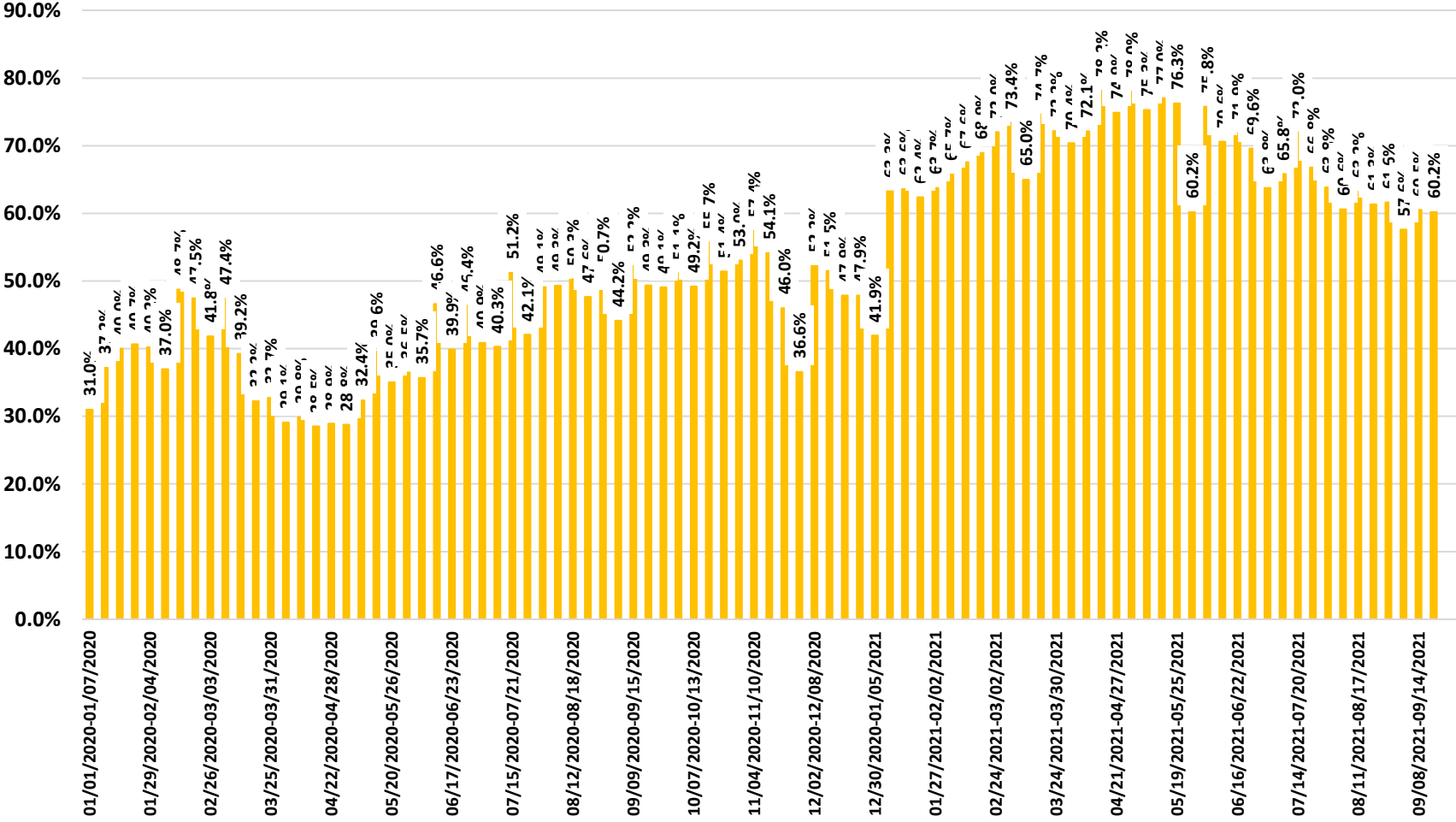


\$1,000,000-\$1,500,000

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	1.2	12	322	72	7	8	17	63	61
WOW	8.8%	9.1%	-0.6%	-24.2%	-22.2%	-27.3%	112.5%	-8.7%	-1.6%
1 Year Ago	-15.9%	-	-18.5%	-4.0%	-50.0%	-52.9%	30.8%	-3.1%	52.5%

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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



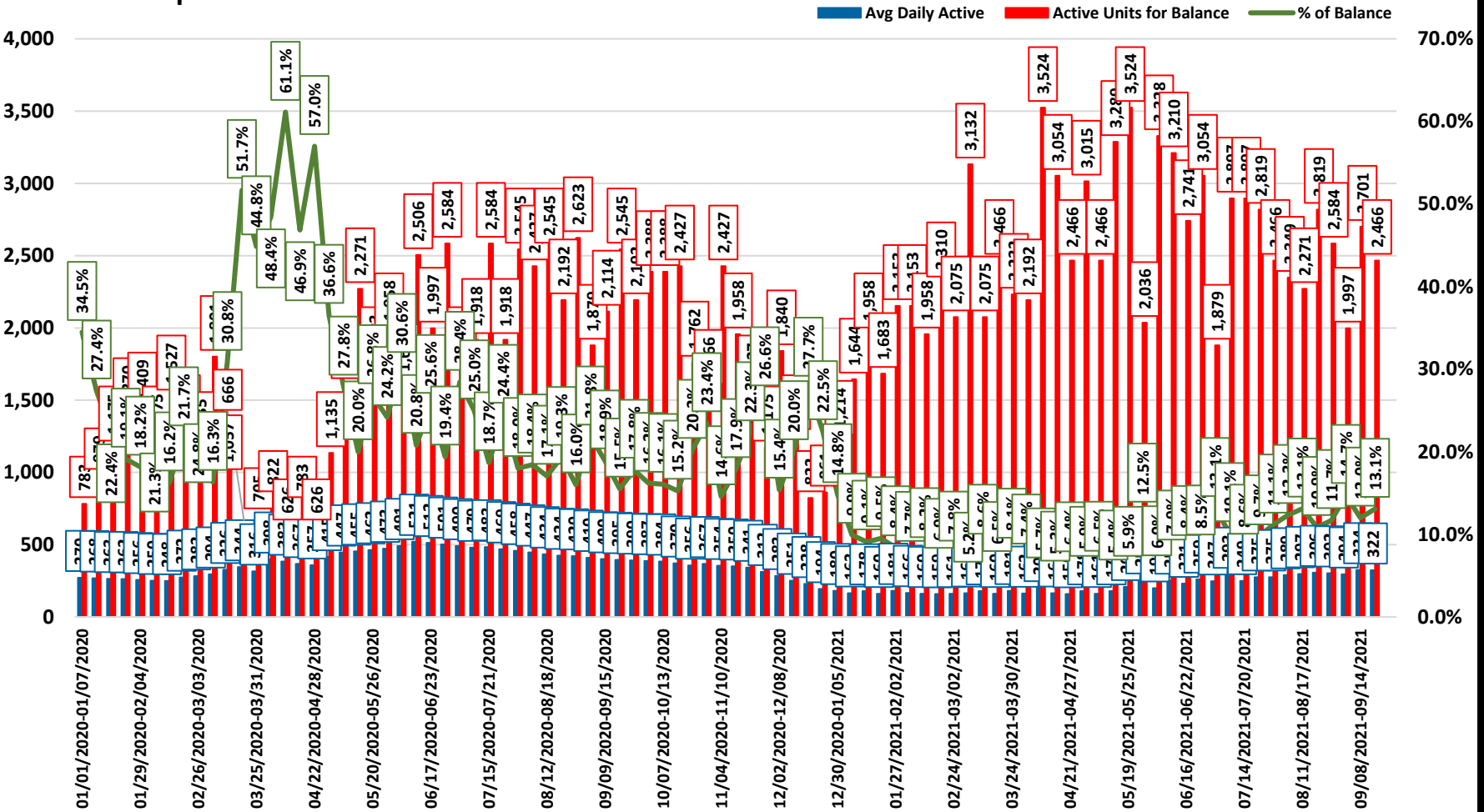
Metric	Odds of Selling
Current	60.2%
WOW	-0.3%
1 Year Ago	10.8%

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

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

Market Response to COVID-19 Active vs. Balanced Market

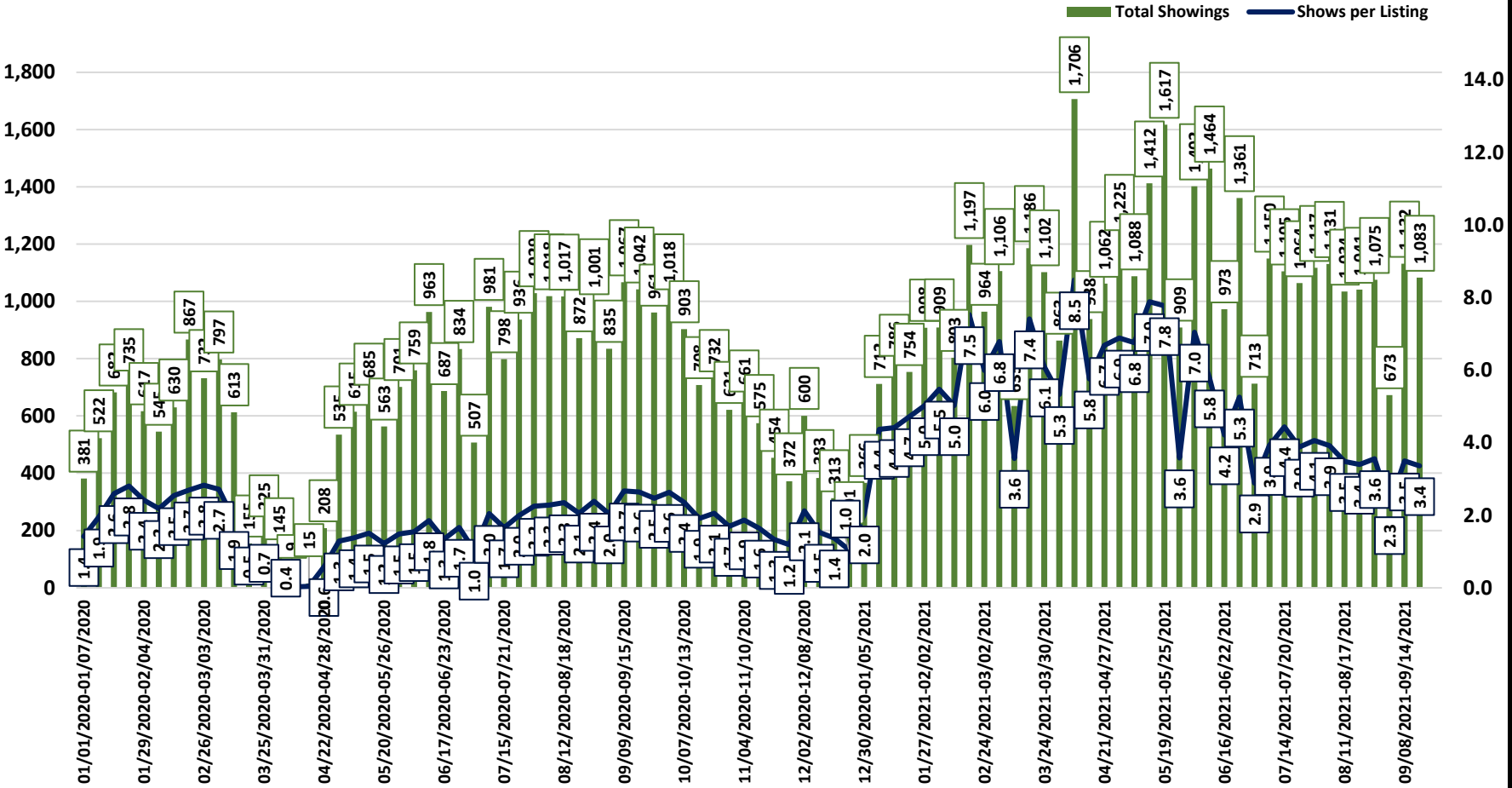


Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	322	2,466	13.1%
WOW	-0.6%	-8.7%	1.1%
1 Year Ago	-18.5%	-3.1%	-2.5%

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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



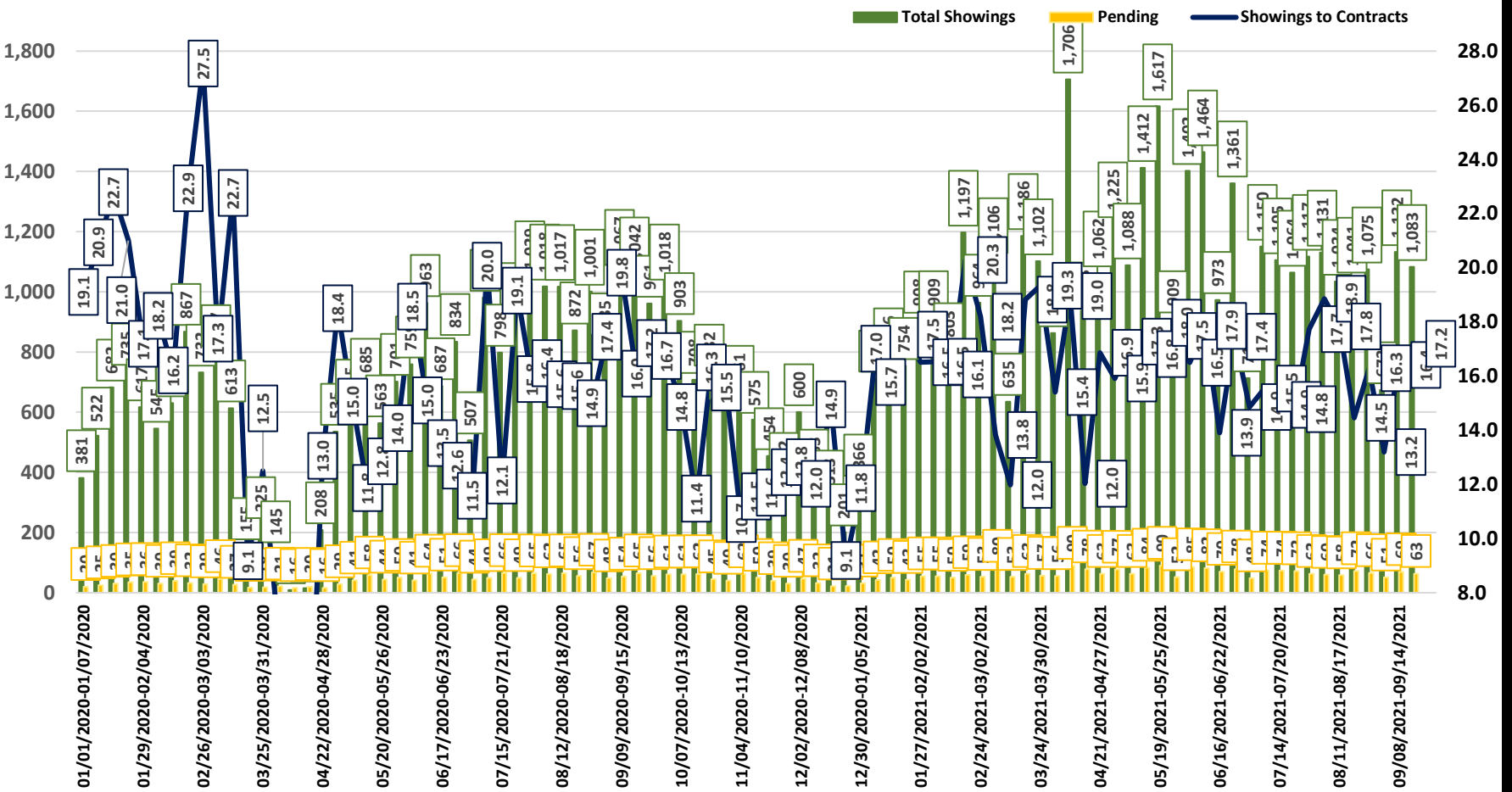
Metric	Total Showings	Shows per Listing
Current	1,083	3.4
WOW	-4.3%	-3.7%
1 Year Ago	3.9%	27.5%

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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

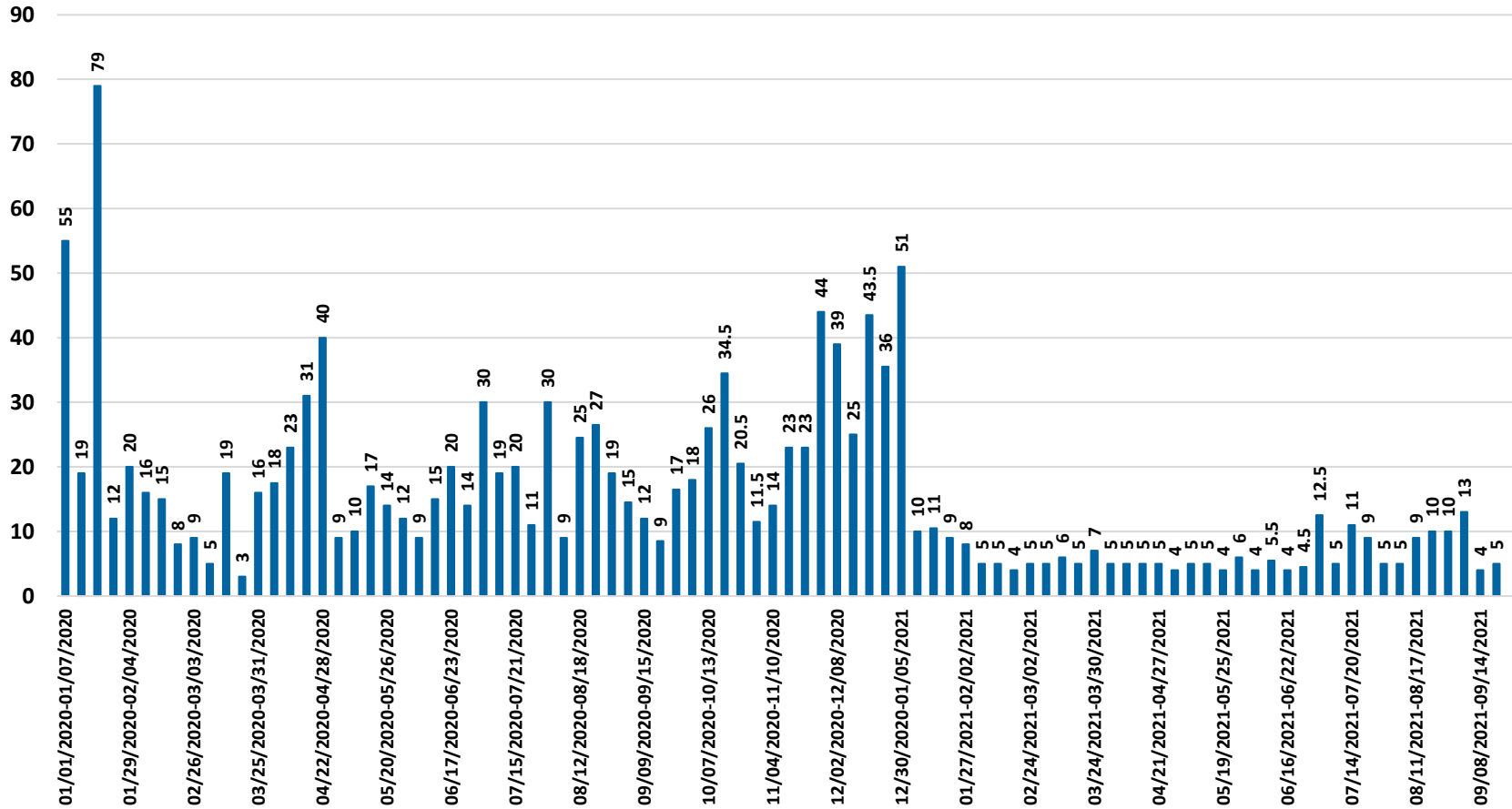


Metric	Total Showings	Pending	Shows to Contracts
Current	1,083	63	17
WOW	-4.3%	-8.7%	4.8%
1 Year Ago	3.9%	-3.1%	7.2%

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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



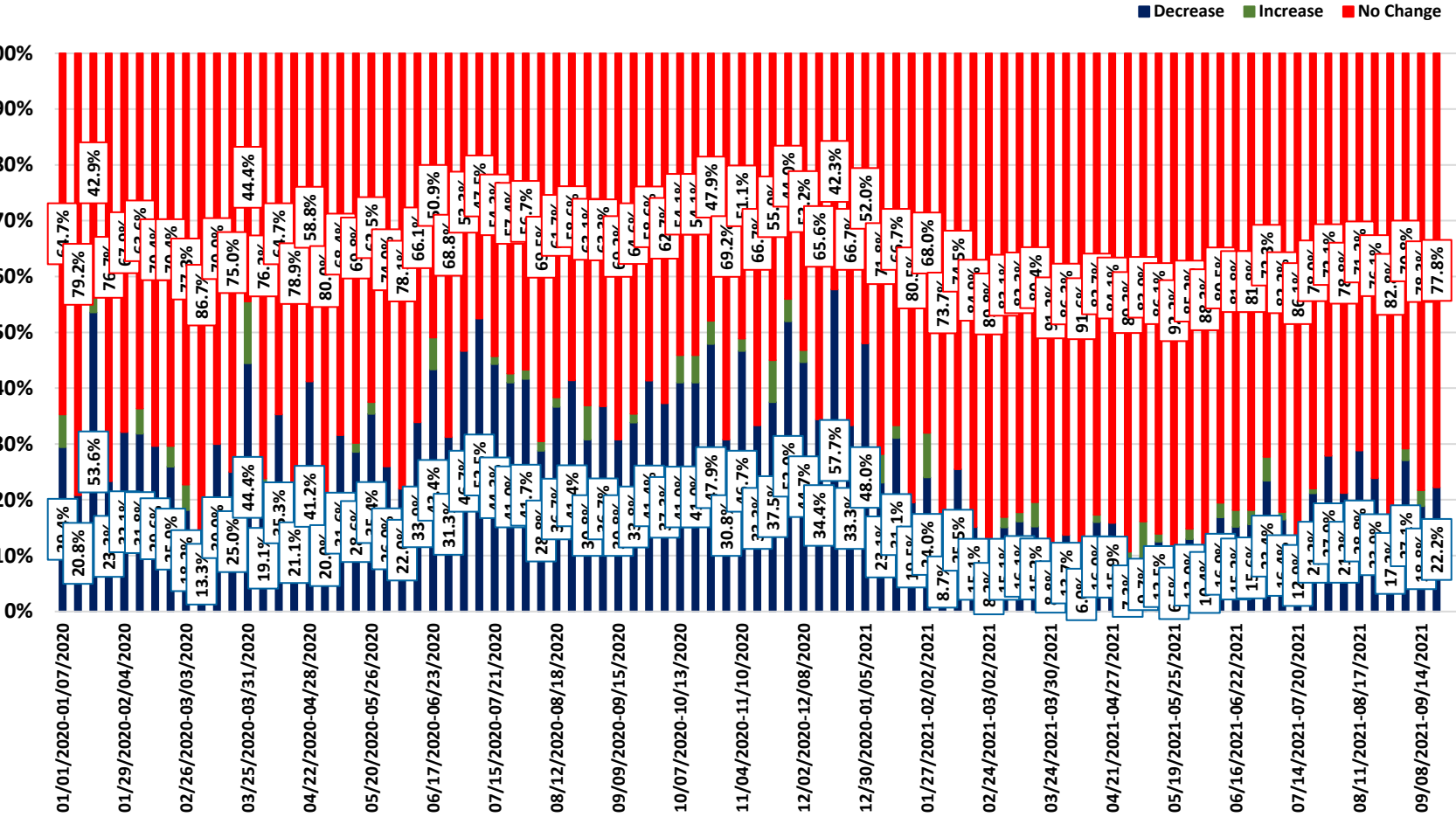
Metric	DOM
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Current	5
WOW	25.0%
1 Year Ago	-66.7%

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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

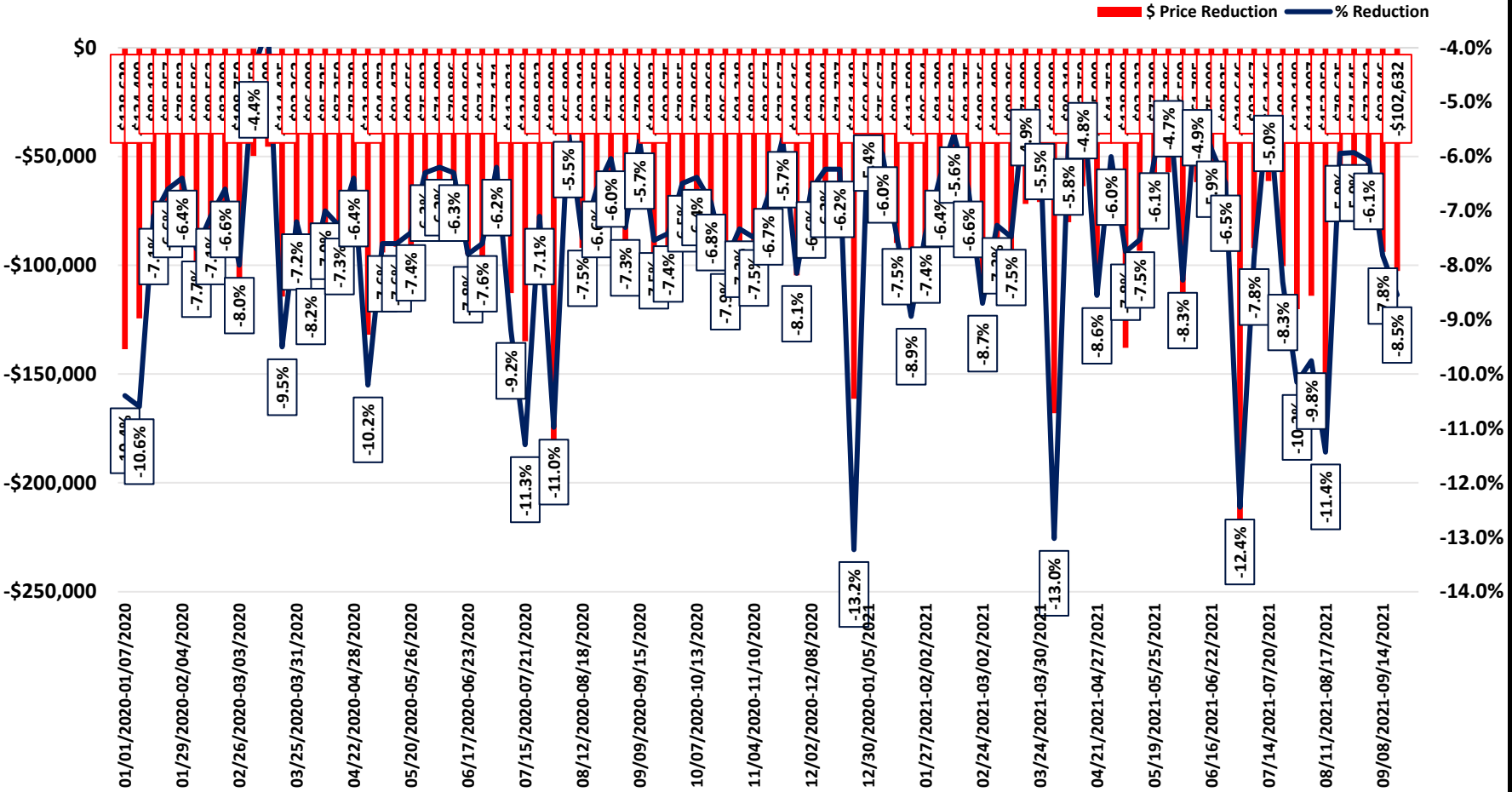


Metric	Decrease	Increase	No Change
Current	22.2%	0.0%	77.8%
WOW	3.4%	-2.9%	-0.5%
1 Year Ago	-11.6%	-1.5%	13.2%

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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 Size of Price Reductions for Pending Transactions



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

Metric	\$ Reduction	% Reduction
Current	-\$102,632	-8.5%
WOW	9.4%	-0.7%
1 Year Ago	-0.2%	-1.0%

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\$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

	Target Listing Month	September	October-November	December	January	February	March	April	Early May	Late May	June	July	August-September
	Target Closing Month	January	February	March	April	May	June	July	August	September	October	November	December
Active Count	149	160	169	182	195	201	207	201	204	191	172	146	
Pending Count	15	20	30	29	33	30	21	26	18	25	16	14	
Closed Count	13	13	17	25	33	30	31	26	18	22	21	20	
Expired Count	15	13	15	13	12	15	13	17	18	21	20	34	
Odds of Selling	14.3%	15.8%	19.8%	20.7%	23.7%	21.3%	18.7%	18.9%	13.8%	17.9%	16.0%	15.4%	
% of Close/List	95.5%	96.4%	96.9%	97.6%	97.3%	98.3%	97.6%	96.7%	96.3%	97.2%	97.1%	97.3%	
Avg DOM	119	123	93	110	116	84	91	77	83	72	100	89	
Med DOM	69	92	43	48	74	40	50	32	59	64	68	55	
% U/C 7 Days or Less	20.9%	27.8%	29.9%	32.0%	25.7%	26.0%	25.0%	29.9%	22.4%	25.3%	22.3%	23.2%	
Months of Inventory	13.53	14.8	10.8	9.0	7.2	7.3	7.0	9.0	12.2	9.6	9.0	8.5	
% of Reduced Listings	39.5%	45.6%	30.8%	32.0%	30.5%	27.0%	29.8%	34.5%	37.3%	32.7%	28.1%	34.8%	
Average Price Reduction	-9.4%	-8.9%	-7.8%	-9.5%	-9.6%	-8.8%	-9.3%	-9.8%	-8.5%	-9.6%	-9.2%	-9.7%	
% Change Avg Sold Price MOM	-0.9%	-1.3%	-1.3%	0.7%	0.2%	0.4%	-1.1%	2.2%	-2.4%	1.4%	0.5%	-2.7%	
% Change Med Sold Price MOM	-0.7%	-2.3%	-0.7%	0.8%	0.9%	0.5%	-2.7%	2.9%	-2.8%	1.1%	1.7%	-2.8%	
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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 who were 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.

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

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Strategy Sheet Post COVID-19 2020 Actual

Greater Metro Attached and Denver Detached Single Family Post COVID-19 2020 Actual

	Target Listing Month	October-November	December	January-February	March	April	Early May	Late May-June	July	Early August	Late August	October-November	November
	Target Sold Month	January	February	March	April	May	June	July	August	September	October	November	December
Active	145	157	177	188	214	204	189	189	177	172	137	99	
Pending	39	36	25	14	54	71	69	67	62	68	41	46	
Closed	15	23	44	27	16	51	70	63	52	77	56	59	
Expired	22	14	24	25	15	19	17	13	21	21	16	26	
Odds of Selling	24.4%	25.7%	25.6%	16.1%	23.4%	35.4%	40.3%	39.2%	36.5%	42.9%	38.8%	45.7%	
% of Close/List	97.1%	96.6%	97.4%	97.6%	95.2%	98.0%	96.4%	96.9%	98.3%	97.8%	98.1%	98.2%	
Avg DOM	97	70	86	40	34	53	60	59	43	83	47	54	
Med DOM	6	66	21	11	9	15	37	19	13	26	23	16	
% U/C 7 Days or Less	64.3%	30.4%	40.0%	37.0%	47.1%	44.0%	19.7%	29.5%	42.0%	32.9%	41.8%	40.0%	
Months of Inventory	9.67	6.83	4.02	6.96	13.38	4.00	2.70	3.00	3.40	2.23	2.45	1.68	
% of Reduced Listings	21.4%	21.7%	27.5%	18.5%	5.9%	24.0%	36.4%	31.1%	20.0%	35.5%	36.4%	30.9%	
Average Price Reduction	-4.5%	-6.2%	-6.8%	-5.4%	-5.0%	-6.3%	-6.1%	-7.5%	-8.3%	-10.1%	-6.2%	-6.8%	
% Change Avg Sold Price MOM	0.9%	2.3%	1.3%	-3.4%	0.4%	-0.6%	1.7%	1.4%	-1.1%	0.4%	-0.8%	-0.6%	
% Change Med Sold Price MOM	-1.0%	5.6%	1.2%	-5.5%	0.2%	0.5%	2.1%	0.9%	-0.6%	0.0%	-1.0%	-0.7%	
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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

COVID-19 and watching the Metro Denver Real Estate market respond barked all prior sales trends making predictability impossible.

The necessity for observing pending transactions over closed transactions due to the lag in reporting as it relates to actual current market conditions became paramount.

Metro Denver sprung back with full force post deeper levels of restriction and social distancing measures creating the most unique market ever experienced by consumers and professionals alike.

While conditions continue to be fueled by historically low inventory, low rates and overall uncertainty data will be at the forefront of creating effective marketing and communication strategies for buyers and sellers.

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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

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%	-\$20,000	-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%	-\$35,687	-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	-2.1%
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	3.6	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%

More Competitive

Less Competitive

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

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

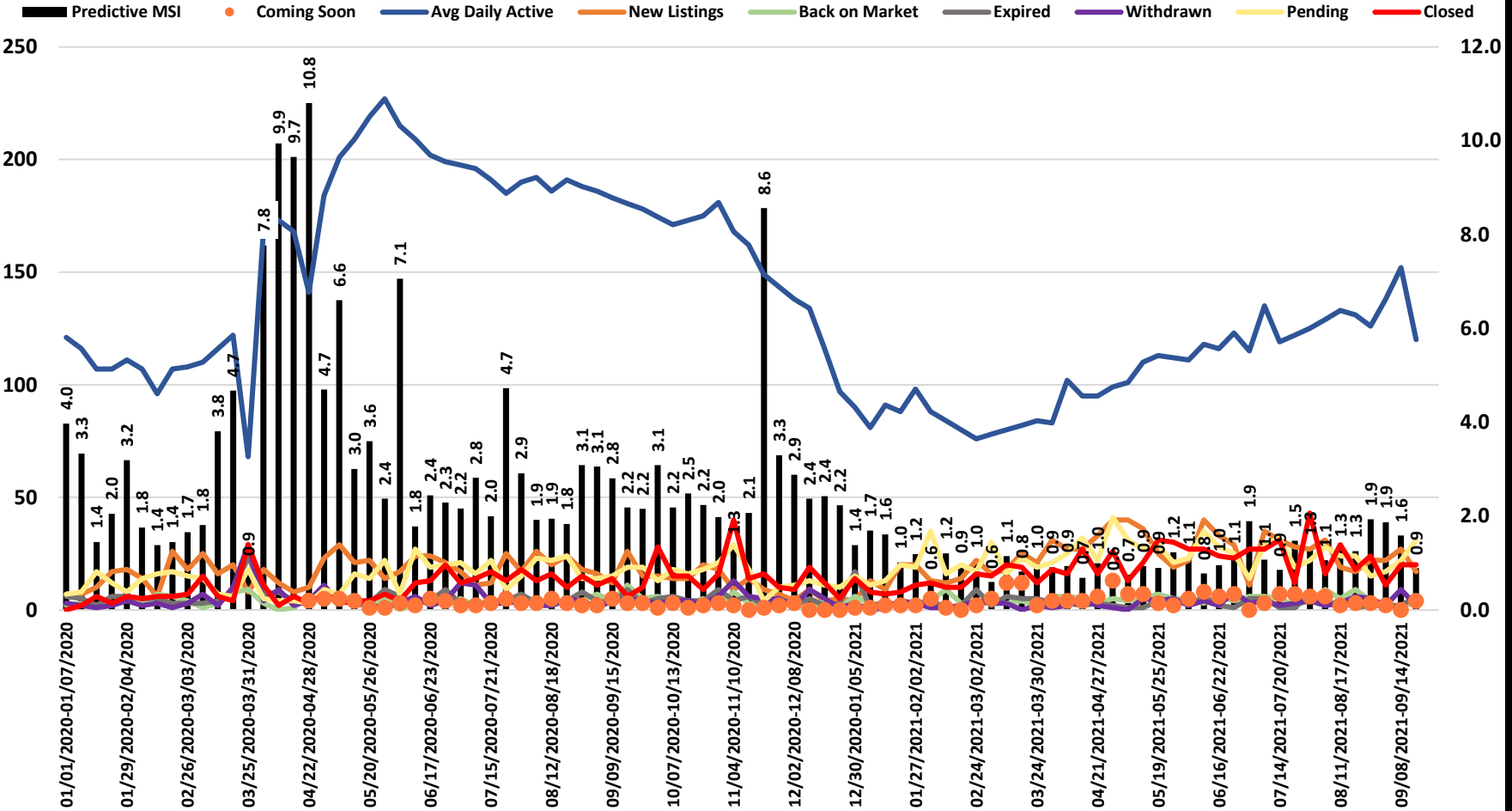
Date Range	Odds of Selling	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed	Predictive MSI	Active Units for Balance	% of Balance	Days Until Equilibrium	Total Showings	Shows per Listing	Showings to Contracts	Median DOM	Decrease	Increase	No Change	\$ Price Reduction	% Reduction	
2021																						
January	12/01/2020-01/05/2021	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%
	01/06/2021-01/12/2021	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%
	01/13/2021-01/19/2021	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%
	01/20/2021-01/26/2021	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%
	01/27/2021-02/02/2021	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	02/03/2021-02/09/2021	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%
	02/10/2021-02/16/2021	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%
	02/17/2021-02/23/2021	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%
	02/24/2021-03/02/2021	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%
	03/03/2021-03/09/2021	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%
March	03/10/2021-03/16/2021	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%
	03/17/2021-03/23/2021	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%	-\$66,500	-3.4%
	03/24/2021-03/30/2021	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%
	03/31/2021-04/06/2021	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%
	04/07/2021-04/13/2021	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%
April	04/14/2021-04/20/2021	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%
	04/21/2021-04/27/2021	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%
	04/28/2021-05/04/2021	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%
	05/05/2021-05/11/2021	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%	-\$31,396	-4.5%
	05/12/2021-05/18/2021	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%
May	05/19/2021-05/25/2021	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%
	05/26/2021-06/01/2021	62.4%	112	19	5	5	5	30	30	1.2	1,096	10.2%	287	272	2.4	13.0	6	36.4%	4.5%	59.1%	-\$127,625	-6.7%
	06/02/2021-06/08/2021	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%
	06/09/2021-06/15/2021	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%
	06/16/2021-06/22/2021	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%
June	06/23/2021-06/29/2021	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%
	07/01/2021-07/07/2021	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%
	07/08/2021-07/14/2021	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%
	07/15/2021-07/21/2021	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%
	07/22/2021-07/28/2021	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%
July	07/29/2021-08/05/2021	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%
	08/06/2021-08/12/2021	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%
	08/13/2021-08/19/2021	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%
	08/20/2021-08/26/2021	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%
	08/27/2021-09/02/2021	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%
September	09/03/2021-09/09/2021	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%
	09/10/2021-09/16/2021	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%
	09/17/2021-09/23/2021	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%
	09/24/2021-09/30/2021																					

More Competitive

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

Less Competitive

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

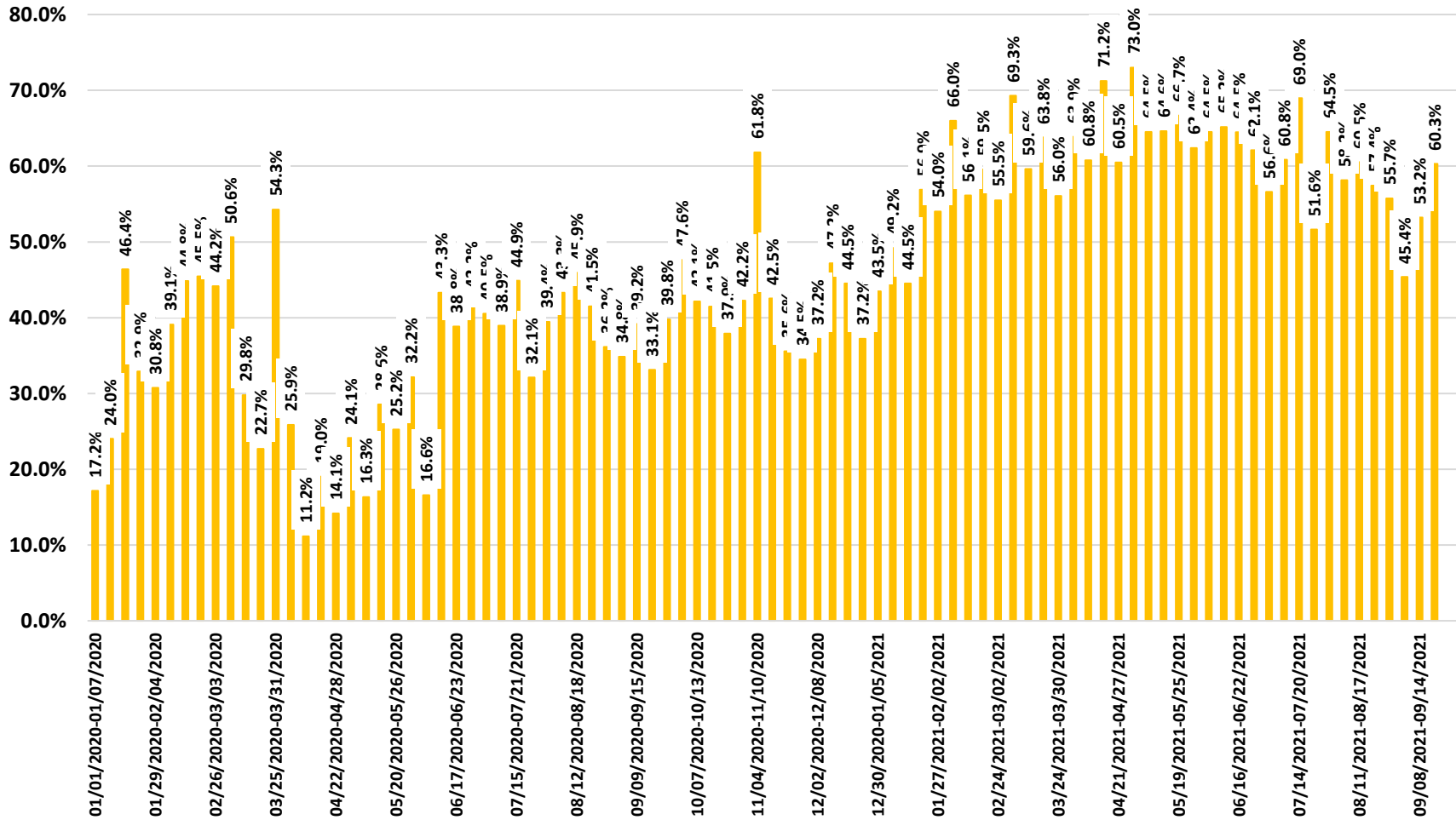


\$1,500,000-\$2,000,000

Metric	Predictive MSI	Coming Soon	Avg Daily Active	New Listings	Back on Market	Expired	Withdrawn	Pending	Closed
Current	0.9	4	120	17	3	6	2	31	20
WOW	-44.0%	#DIV/0!	-21.1%	-37.0%	50.0%	200.0%	-77.8%	40.9%	0.0%
1 Year Ago	-59.3%	-	-33.5%	-34.6%	-	-33.3%	-60.0%	63.2%	233.3%

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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

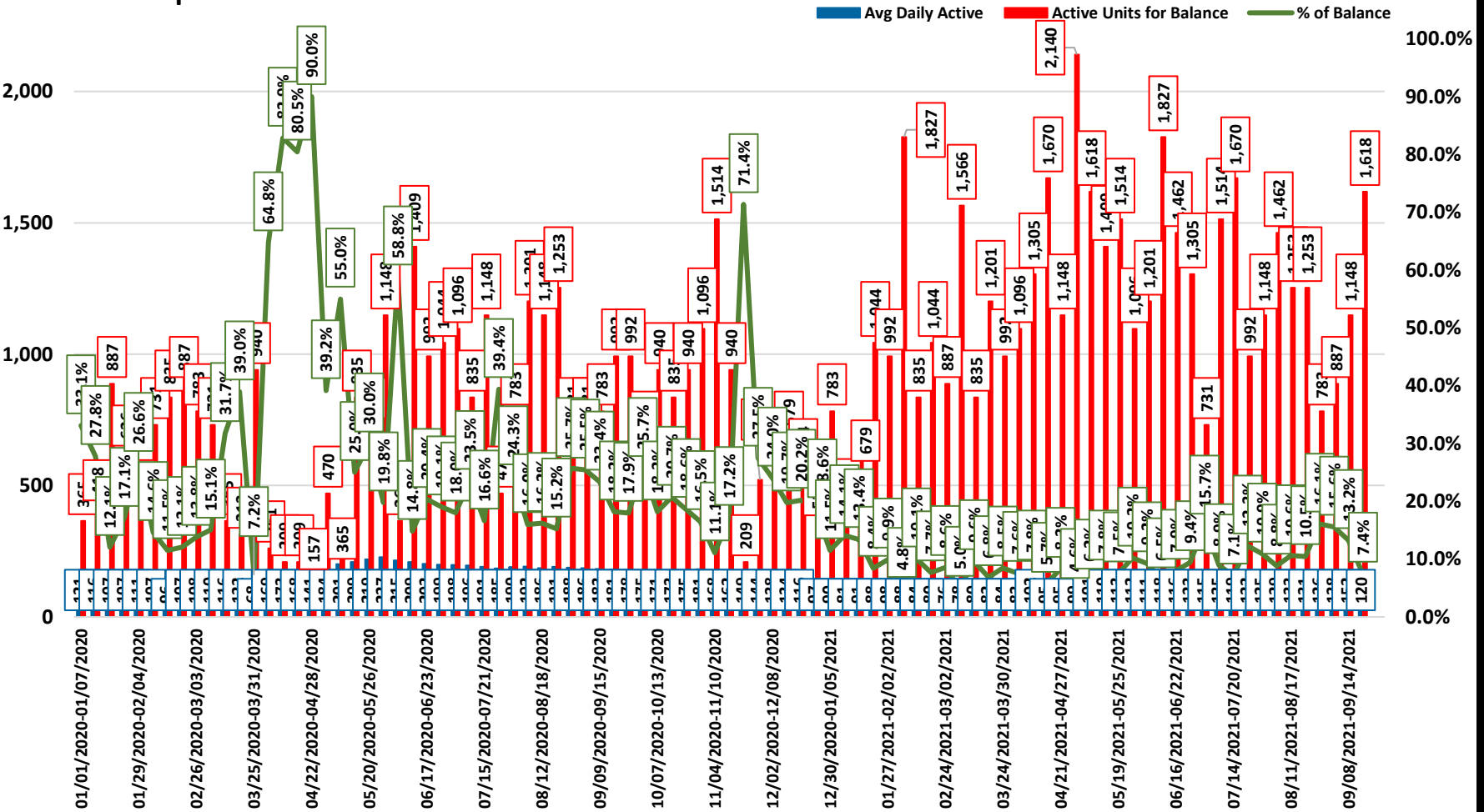


Metric	Odds of Selling
Current	60.3%
WOW	7.1%
1 Year Ago	27.2%

\$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

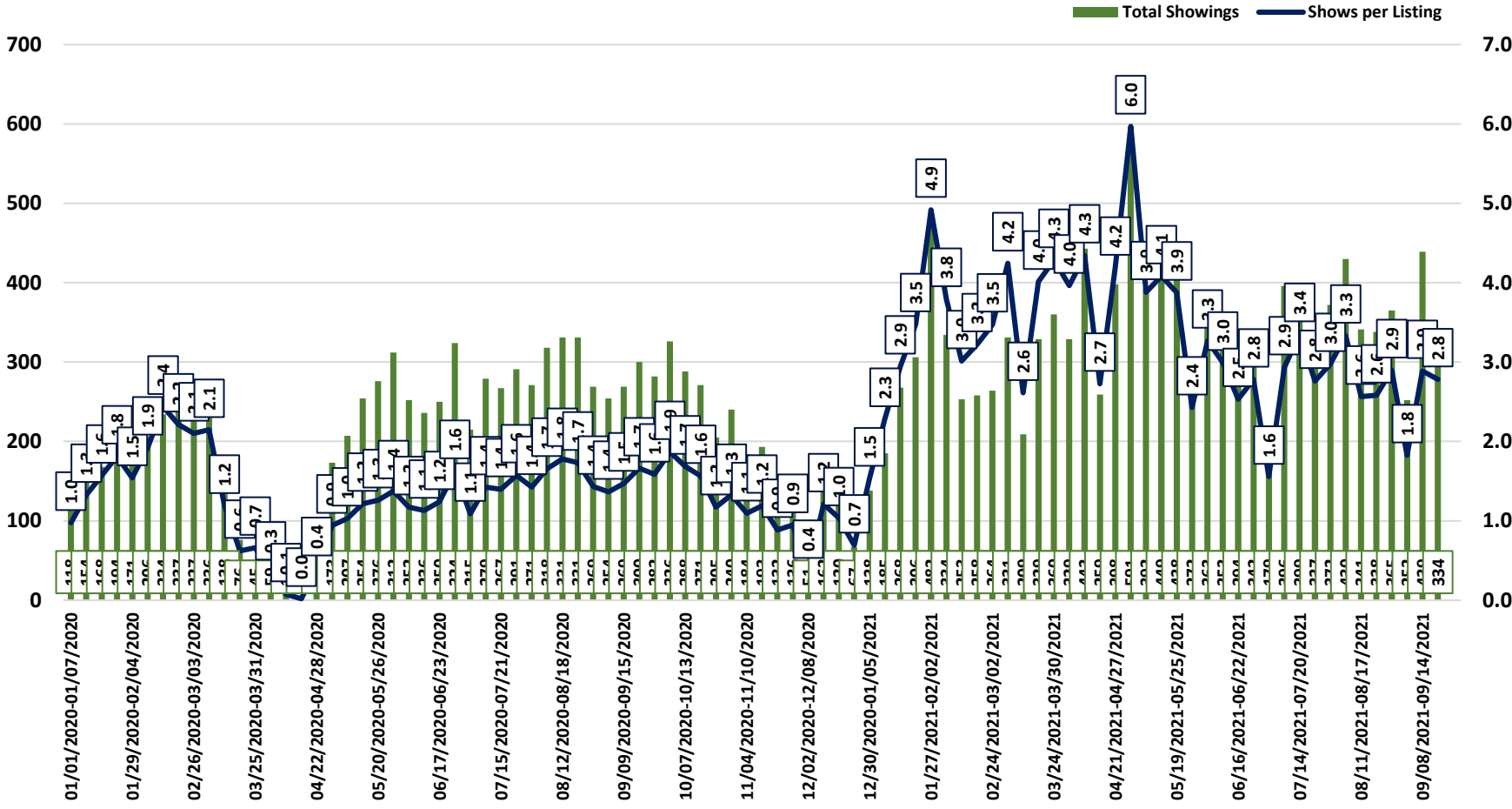


Metric	Avg Daily Active	Active Units for Balance	% of Balance
Current	120	1,618	7.4%
WOW	-21.1%	40.9%	-5.8%
1 Year Ago	-33.5%	63.2%	-10.8%

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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

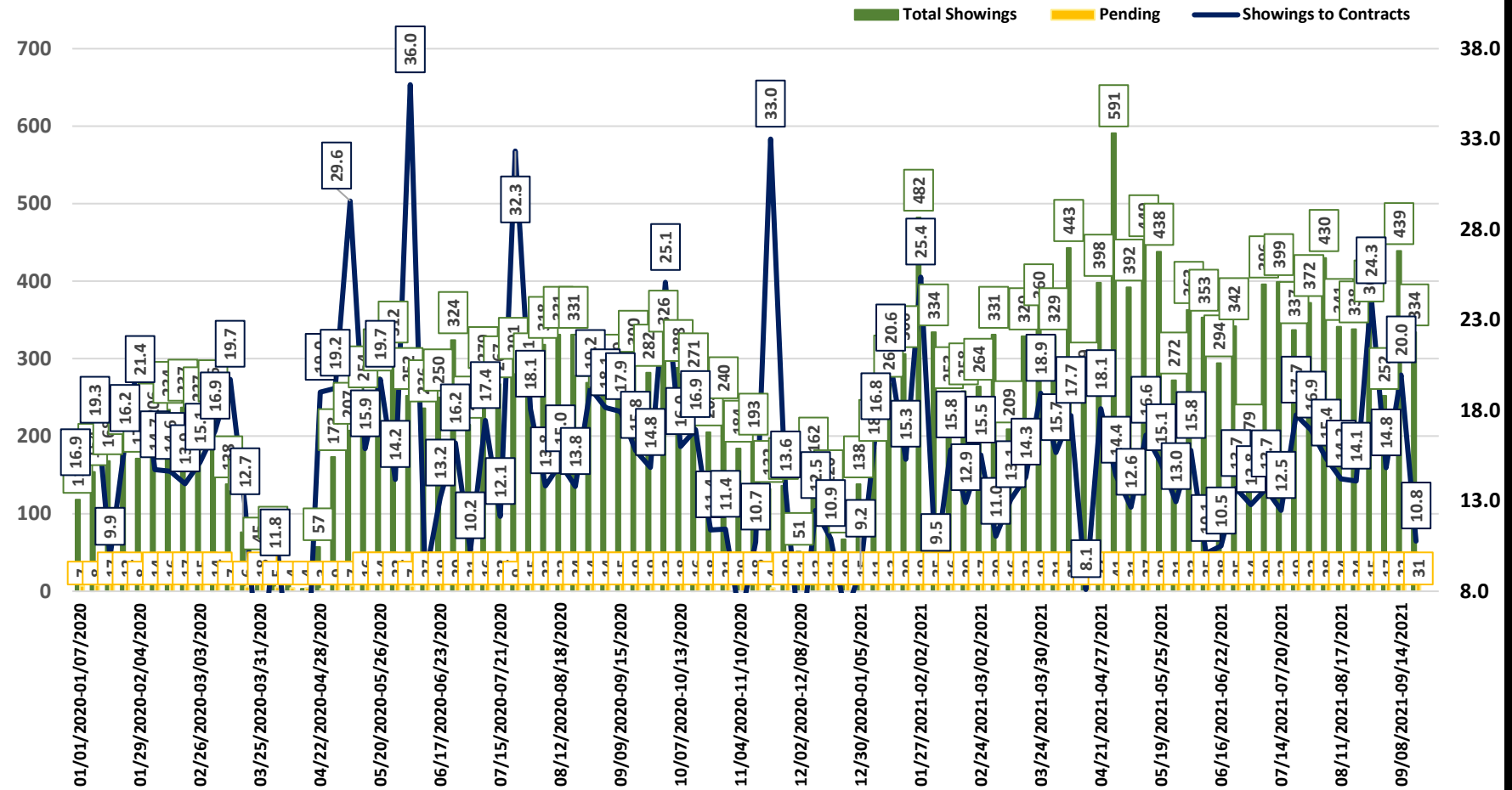


\$1,500,000-\$2,000,000

Metric	Total Showings	Shows per Listing
Current	334	2.8
WOW	-23.9%	-3.6%
1 Year Ago	11.3%	67.5%

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



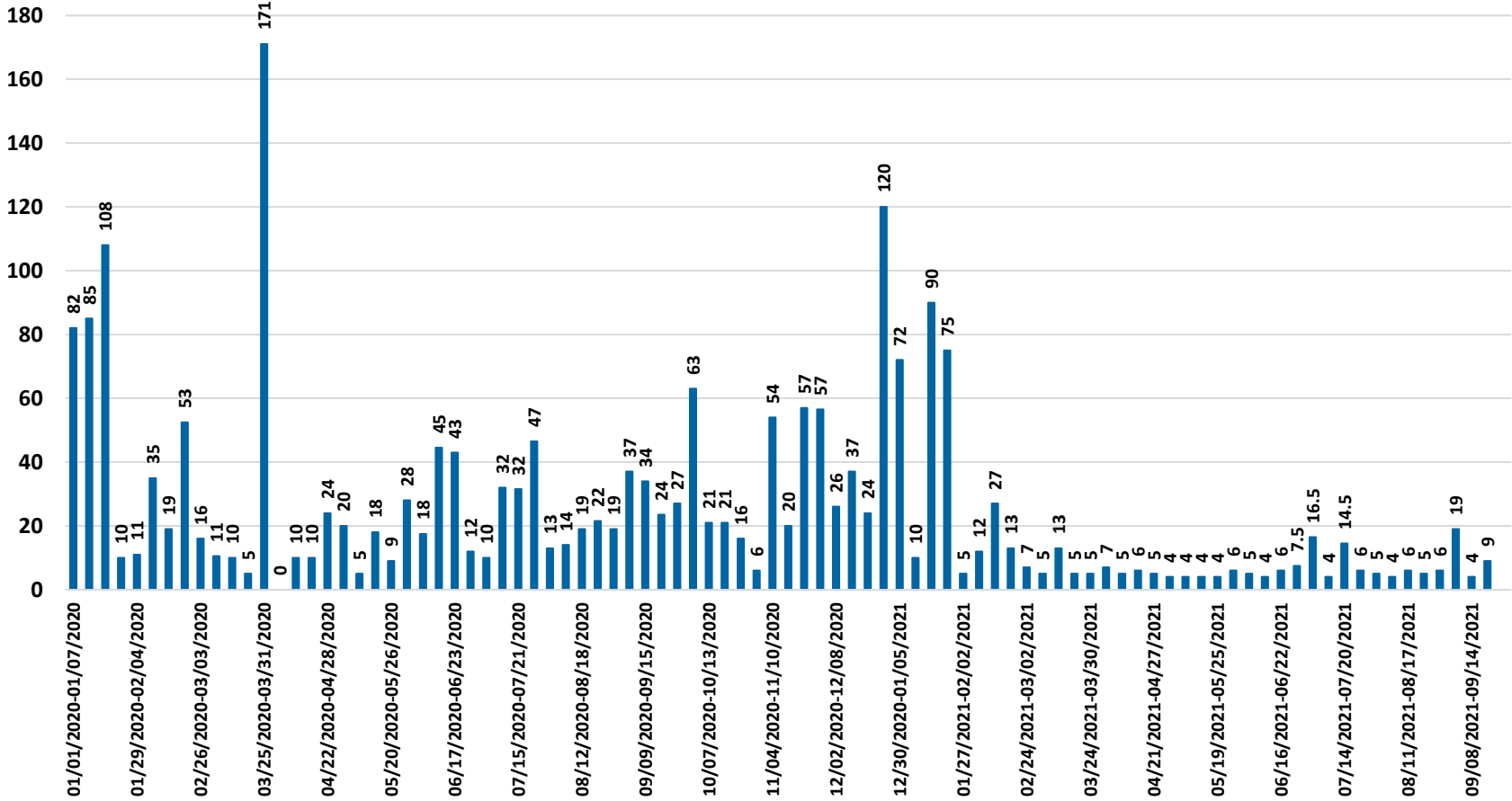
\$1,500,000-\$2,000,000

Metric	Total Showings	Pending	Shows to Contracts
Current	334	31	10.8
WOW	-23.9%	40.9%	-46.0%
1 Year Ago	11.3%	63.2%	-31.8%

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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

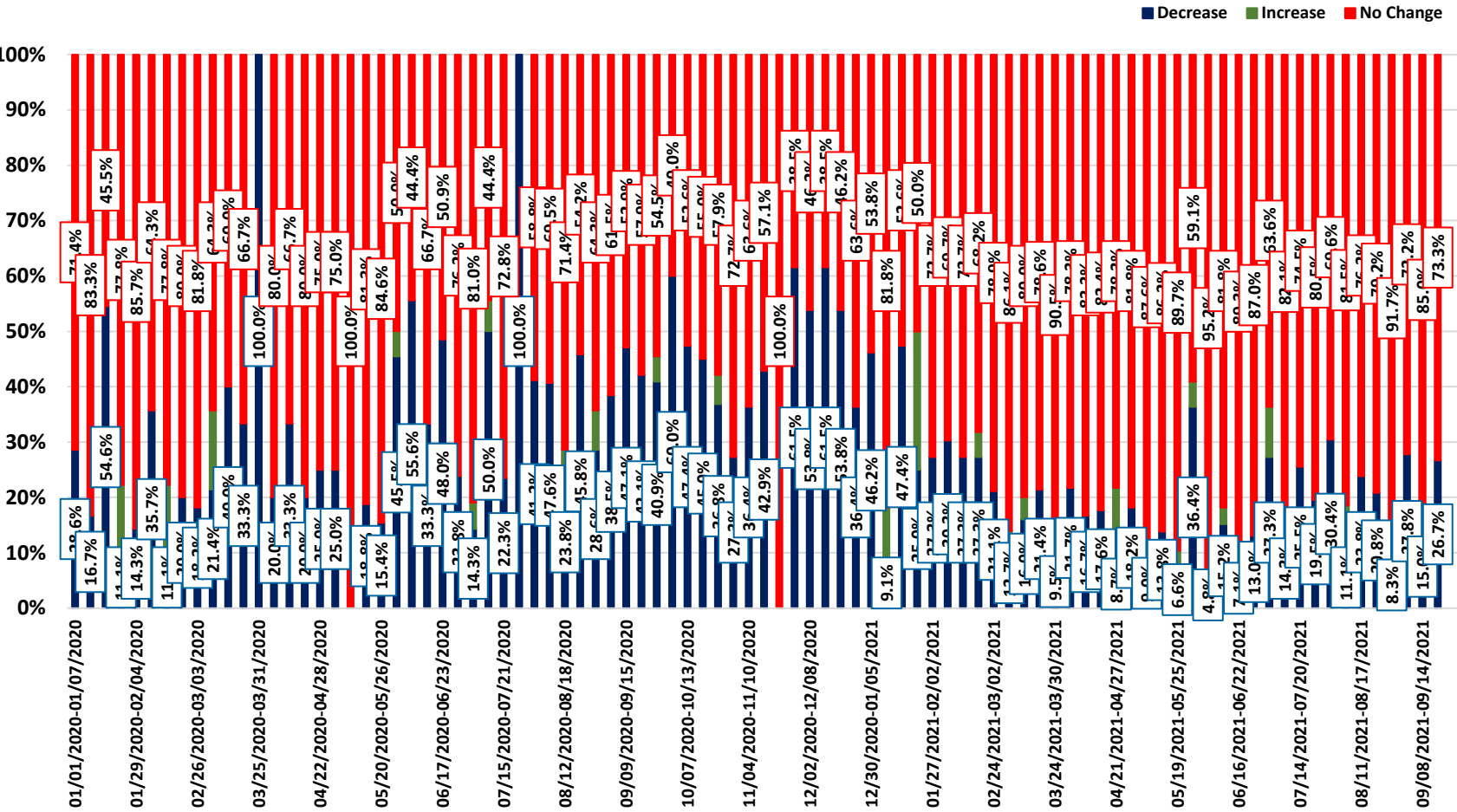
\$1,500,000-\$2,000,000



Metric	DOM
Current	9
WOW	125.0%
1 Year Ago	-88.2%

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



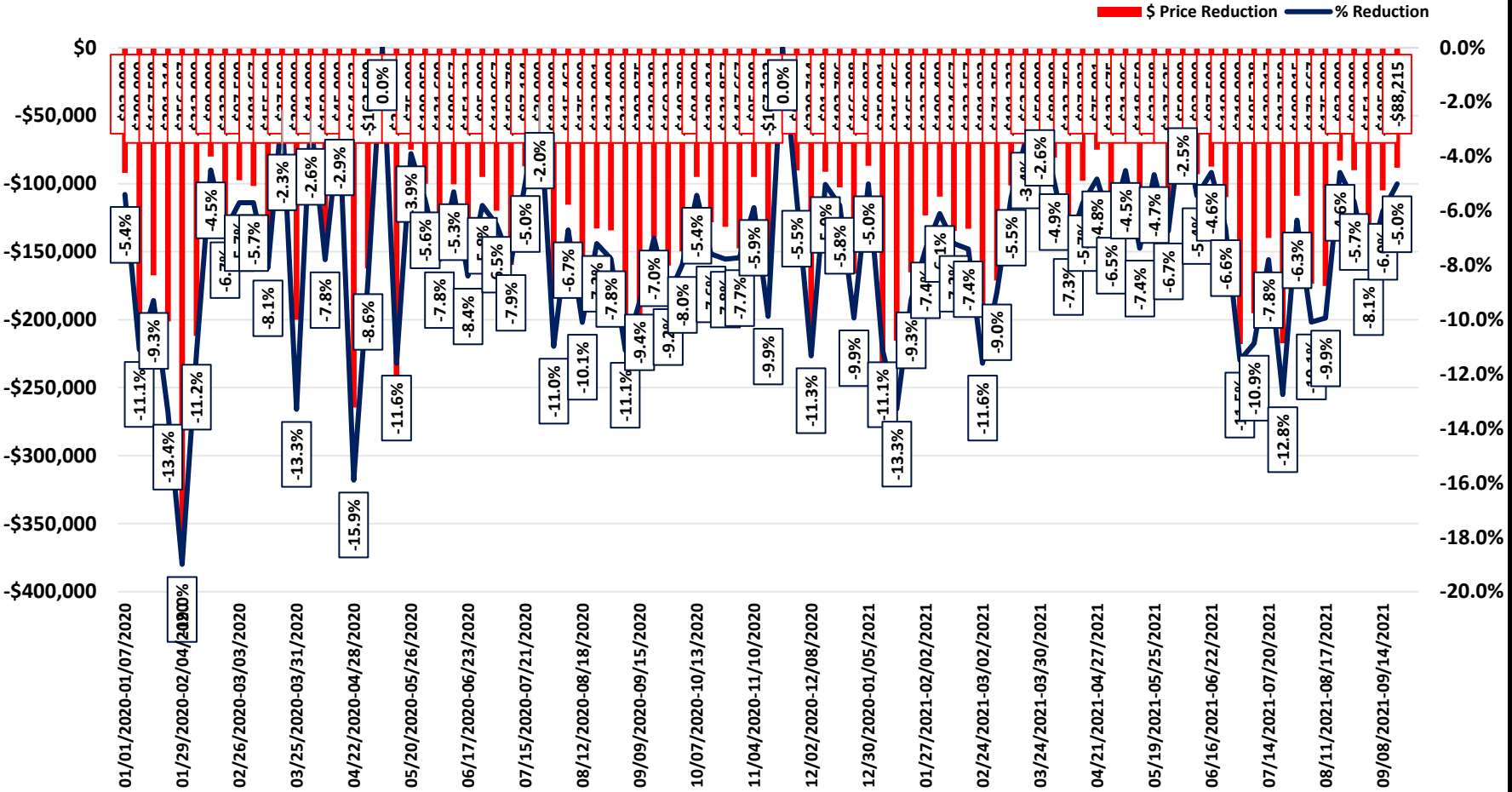
Metric	Decrease	Increase	No Change
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Current	26.7%	0.0%	73.3%
WOW	11.7%	0.0%	-11.7%
1 Year Ago	-15.4%	0.0%	15.4%

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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



\$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

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

	Target Listing Month	July	August-October	November-December	January	February	March	Early April	Late April-May	June	July	August	September
	Target Closing Month	January	February	March	April	May	June	July	August	September	October	November	December
Active Count	102	110	117	124	134	143	146	145	143	131	116	100	
Pending Count	8	12	14	14	16	14	11	13	13	13	10	6	
Closed Count	6	6	9	16	14	17	12	12	11	14	11	10	
Expired Count	12	8	7	8	8	13	8	12	14	17	14	21	
Odds of Selling	10.5%	13.3%	15.4%	17.8%	17.2%	16.1%	12.6%	13.5%	12.7%	14.7%	13.1%	11.8%	
% of Close/List	94.2%	95.5%	94.9%	96.7%	95.3%	95.8%	96.2%	95.5%	95.4%	95.4%	95.9%	95.5%	
Avg DOM	169	131	103	108	120	101	120	101	105	104	96	120	
Med DOM	141	110	43	38	56	37	58	67	44	46	59	55	
% U/C 7 Days or Less	17.1%	36.6%	25.0%	31.5%	17.7%	28.6%	21.0%	19.3%	25.3%	28.3%	20.0%	18.8%	
Months of Inventory	19.80	35.8	16.3	9.7	11.1	9.5	13.1	14.1	14.4	12.8	15.8	11.8	
% of Reduced Listings	34.1%	34.1%	18.8%	26.9%	27.1%	25.2%	23.5%	34.9%	33.7%	33.7%	36.0%	37.7%	
Average Price Reduction	-12.1%	-8.9%	-10.8%	-11.2%	-6.6%	-9.1%	-10.9%	-9.0%	-9.2%	-9.8%	-8.3%	-11.0%	
% Change Avg Sold Price MOM	0.0%	2.9%	-3.4%	3.0%	-0.2%	-2.2%	-0.8%	0.0%	1.5%	-0.4%	-0.7%	0.9%	
% Change Med Sold Price MOM	0.0%	3.2%	-4.0%	4.6%	-1.7%	-3.0%	-1.4%	0.2%	1.9%	-2.4%	4.5%	-1.8%	
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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

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
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Strategy Sheet Post COVID-19 2020 Actual

Greater Metro Attached and Denver Detached Single Family Post COVID-19 2020 Actual

Target Listing Month	October	November-December	Early January	Late January	February-March	April-May	Early June	Late June	July	Early August	Late August-September	October
	January	February	March	April	May	June	July	August	September	October	November	December
Active	118	123	141	131	163	169	171	158	144	120	104	74
Pending	13	22	11	7	27	42	55	54	52	42	27	33
Closed	9	9	26	12	13	18	48	44	52	54	33	34
Expired	15	15	6	13	13	9	9	9	10	13	10	17
Odds of Selling	14.2%	18.3%	20.1%	11.7%	18.5%	25.2%	36.4%	37.0%	40.3%	41.9%	34.5%	42.4%
% of Close/List	94.7%	96.9%	96.0%	98.2%	100.8%	96.9%	97.0%	95.7%	97.3%	96.8%	97.2%	96.8%
Avg DOM	118	98	81	95	97	58	49	87	60	79	113	83
Med DOM	100	124	46	32	42	40	8	39	41	45	82	58
% U/C 7 Days or Less	0.0%	33.3%	23.1%	25.0%	30.8%	22.2%	44.2%	28.6%	29.4%	25.9%	12.5%	31.3%
Months of Inventory	13.11	13.67	5.42	10.92	12.54	9.39	3.56	3.59	2.77	2.22	3.15	2.18
% of Reduced Listings	62.5%	33.3%	34.6%	41.7%	23.1%	22.2%	11.6%	40.5%	25.5%	35.2%	50.0%	34.4%
Average Price Reduction	-6.6%	-10.1%	-6.7%	-9.5%	-9.1%	-5.7%	-10.3%	-6.4%	-6.2%	-6.9%	-6.5%	-7.4%
% Change Avg Sold Price MOM	5.5%	-2.5%	-2.6%	1.4%	-3.0%	3.2%	1.2%	-0.5%	-4.7%	2.2%	3.1%	3.3%
% Change Med Sold Price MOM	14.0%	-7.5%	-5.9%	2.3%	0.6%	0.5%	2.6%	-3.0%	-4.3%	2.1%	4.5%	5.2%
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

COVID-19 and watching the Metro Denver Real Estate market respond bailed all prior sales trends making predictability impossible.

The necessity for observing pending transactions over closed transactions due to the lag in reporting as it relates to actual current market conditions became paramount.

Metro Denver sprung back with full force post deeper levels of restriction and social distancing measures creating the most unique market ever experienced by consumers and professionals alike.

While conditions continue to be fueled by historically low inventory, low rates and overall uncertainty data will be at the forefront of creating effective marketing and communication strategies for buyers and sellers.

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

\$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

	Target Listing Month	August	September	October	November	December	January-March	April	May	June	Early July	Late July	August
	Target Closing Month	January	February	March	April	May	June	July	August	September	October	November	December
Active Count		65	66	70	73	79	83	84	84	87	86	78	69
Pending Count		2	3	5	5	6	5	4	5	4	3	4	3
Closed Count		3	2	3	4	5	6	5	5	5	4	3	3
Expired Count		5	6	6	5	3	6	4	6	6	8	6	13
Odds of Selling		6.8%	7.0%	8.9%	10.1%	11.4%	10.7%	9.1%	9.3%	7.9%	6.6%	7.9%	6.8%
% of Close/List		93.7%	94.9%	93.7%	92.9%	96.6%	94.0%	96.3%	95.9%	93.5%	96.9%	95.8%	92.9%
Avg DOM		97	77	106	278	111	57	22	58	147	55	84	66
Med DOM		68	61	149	322	205	67	155	110	84	102	93	73
% U/C 7 Days or Less		45.0%	23.5%	17.4%	25.9%	18.9%	22.5%	22.9%	31.3%	16.2%	33.3%	20.8%	30.4%
Months of Inventory		24.26	30.3	35.8	27.6	23.1	25.8	18.1	23.0	27.3	21.8	37.6	28.9
% of Reduced Listings		20.0%	17.6%	47.8%	22.2%	27.0%	27.5%	37.1%	15.6%	32.4%	37.0%	33.3%	30.4%
Average Price Reduction		-11.2%	-4.9%	-9.3%	-17.5%	-13.8%	-11.9%	-15.7%	-18.2%	-17.1%	-8.8%	-6.6%	-9.0%
% Change Avg Sold Price MOM		0.0%	-8.0%	7.9%	9.8%	-17.8%	-1.2%	0.8%	1.9%	-4.5%	8.3%	-5.2%	11.5%
% Change Med Sold Price MOM		0.0%	-7.0%	9.7%	12.6%	-18.7%	0.3%	-7.8%	5.6%	-4.1%	8.5%	-2.0%	9.0%
% Distressed Sales		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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 who were 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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Strategy Sheet Post COVID-19 2020 Actual

Greater Metro Attached and Denver Detached Single Family Post COVID-19 2020 Actual

	Target Listing Month	December	Early January	Late January-March	April	Early May	Late May	June	Early July	Late July	August-September	October	November
	Target Sold Month	January	February	March	April	May	June	July	August	September	October	November	December
Active	77	76	83	78	100	97	97	110	113	105	87	76	
Pending	5	6	2	2	7	15	13	10	10	17	11	14	
Closed	5	5	6	3	3	4	19	9	7	13	13	14	
Expired	4	12	6	6	3	10	4	6	6	11	7	16	
Odds of Selling	11.0%	11.1%	8.2%	5.6%	8.8%	15.1%	24.1%	14.1%	12.5%	20.5%	20.3%	23.3%	
% of Close/List	94.7%	87.8%	94.5%	96.3%	93.7%	98.6%	95.6%	95.4%	94.5%	96.5%	96.7%	95.8%	
Avg DOM	71	62	98	160	50	27	101	103	101	197	50	50	
Med DOM	42	56	64	16	0	17	69	41	61	85	41	21	
% U/C 7 Days or Less	40.0%	40.0%	0.0%	0.0%	66.7%	50.0%	31.6%	33.3%	14.3%	23.1%	7.7%	35.7%	
Months of Inventory	15.40	15.20	13.83	26.00	33.33	24.25	5.11	12.22	16.14	8.08	6.69	5.43	
% of Reduced Listings	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	36.8%	22.2%	57.1%	38.5%	15.4%	35.7%	
Average Price Reduction	-5.9%	-3.6%	0.0%	0.0%	0.0%	0.0%	-7.2%	-6.9%	-19.2%	-7.5%	-4.2%	-5.7%	
% Change Avg Sold Price MOM	-35.6%	54.7%	-25.7%	-11.3%	20.8%	3.8%	-12.1%	20.1%	-9.1%	3.4%	5.2%	3.9%	
% Change Med Sold Price MOM	-4.0%	46.8%	-24.3%	-6.4%	13.0%	9.0%	-20.0%	8.5%	-0.9%	11.7%	0.6%	-3.5%	
% Distressed Sales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

\$3,000,000 or More

COVID-19 and watching the Metro Denver Real Estate market respond barked all prior sales trends making predictability impossible.

The necessity for observing pending transactions over closed transactions due to the lag in reporting as it relates to actual current market conditions became paramount.

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Less Competitive More Competitive



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Terms, Definitions and Calculations

Target Listing Month	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.
Target Sold Month	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.
Active Count	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.
Pending Count	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.
Closed Count	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.
Expired Count	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.
Odds of Selling	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.
% of Close/List	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.
Avg DOM	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.
Med DOM	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.
% U/C 7 Days or Less	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.
% of Reduced Listings	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.
Average Price Reduction	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.
Months of Inventory	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.
% Change Avg Sold Price MOM	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.
% Change Med Sold Price MOM	This is the percent change in median sales price from the previous month. Same statement as above, just using median price as the variable.
% Distressed Sales	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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